

## RadioDNS

# Fourteenth General Assembly

10th February 2020, 14:00 - 17:30 (CET)

## Attendees

The Members attending and/or represented were:

Airable GmbH - Heiko Meertz

Alpine \*

ARD \*

AUDI AG - Christian Winter

Bauer Media \*

BBC - Dave Walters

BMW \*

Commercial Radio Australia \*

Cumulus \* - Conrad Trautman

Entercom \*

European Broadcasting Union - Ben Poor

Frontier Smart Technologies - John Farrell

Global Radio \*

iHeartMedia - John Vermeer

IRT - Alexander Erk

maRadio.be SCRL - Frances Goffin and Eric Aldebrecht

NAB - David Layer

NPO - Walter Huijten

Pluxbox - Dennis Laupman and Cas Adriani

RAI Radio - Paolo Casagrande and Raffaele Teraoni Prioletti

SRG SSR \*

TDF - Beatrice Lethielleux

TuneIn - Kevin Straley, Megan Bradshaw, Tony Archibong and Nick Alexandres

VRT \*

VW Group \*

Xperi - Ted Lafferty

*\* represented by a proxy*

Non-members attending the open part of the General Assembly:

Canadian Association of Broadcasters (CAB) - Kirk Nesbitt

Panasonic - Shree Jaisimha

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## Minutes of the 14th General Assembly

### **Welcome** from David Layer, Chair

The Chair welcomed all to the meeting, noting that this is an opportunity to reflect on what's happened since our last gathering as well as what lies ahead. He offered a special welcome to new members, saying that their support is vital to the work of our organization (and this is true for all of our members). He also offered a special thanks to the RadioDNS staff, NP and RK, as well as to our Secretary/Technical group chair BP, who work so hard on our behalf.

Continuing, DL suggested that the work of our organization is at a tipping point as hybrid radio is poised for significant growth, noting that North America is anticipating the first deployment of hybrid radio and RadioDNS is playing an important role. As a final thought, DL noted that with the ubiquitous deployment of mobile broadband connectivity, there is a danger that over time society will lose sight of the value of the over-the-air broadcast channel. The importance of the hybrid architecture cannot be overestimated, it provides a "best of both worlds" solution and should help to keep over-the-air transmission viable and there for when it's needed the most.

### **Minutes of the 13th General Assembly and 2019 Accounts**

BP explained the voting system of show of hands in the room and asking the phone attendees.

**VOTE:** Approval of the [Minutes of the 13th General Assembly](#)

DL asked for vote - the resolution was carried

BP explained the 2019 Accounts.

**VOTE:** Approval of the 2019 Accounts

DL asked for vote - the resolution was carried

### **Steering Board 2019**

NP recapped why and how the RadioDNS Steering Board was elected, and how the board was made up, representing which parts of the industry.

### **Operations Update:**

NP offered this update, indicating that the core of our DNS functionality is very stable, 90% of change requests are processed within one day.

We additionally operate a DNS service for HbbTV on the same platform.

There were 524 requests for technical support in 2019, which was a 75% increase on 2018. The nature of the issues was more complex and specific, which tends to indicate more detailed engagement with RadioDNS standards.

JV - Were those requests mostly from broadcasters or manufacturers?

NP - Broadcasters, but we have more broadcasters using RadioDNS, so probably equally balanced. The questions from implementers are more complex.

Our support platform is being retired in 3 weeks, so we will be moving to a new system, but it should all be seamless. New platform we will enable more automation.

### **Education Update:**

NP: Education is still our biggest job. The type of education has changed over the years; we used to be asked what is RadioDNS, and now we are asked more about implementation, compliance, and why the industry should support open standards.

Our answers are also developing. We now discuss technologies working together, the longevity of open standards and the open way of implementing hybrid radio.

We educate that we don't sell or handle anything, we make hybrid radio happen but we don't participate in the ecosystem directly.

Compliance is the assurance that it works with RadioDNS.

Going to industry events allows us to show what RadioDNS does and make more contacts (e.g., attendance at the recent European Radio Show resulted in RadioDNS coverage in France going up)

Last year we had a large exhibit space at Radiodays which we shared with WorldDAB. Audi provided a car, and we are once again grateful to Audi for their continued support, and we were

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able to demonstrate what it looks like when hybrid radio systems utilize RadioDNS.

We were at the NAB Show with demos, literature and info and the number of US broadcasters supporting RadioDNS continues to increase.

We continue to meet with people throughout the year: manufacturers, industry groups and we facilitate discussions at events such as tomorrow's Automotive Workshop which is very interactive and encourages an understanding of broadcasters and receiver manufacturers businesses, and a deeper understanding of how hybrid radio advances.

We attended both the US and European TU Automotive events in 2019. It was the first time we attended both and had speaking slots at both. RadioDNS was really well received.

Even though we do a substantial amount of education, there are still some manufacturers that need to understand what can be done when using RadioDNS.

We are active on social media. On our YouTube channel we host our own videos and other Hybrid Radio-related videos. Feel free to use them to help influence discussions within your own organisations.

Thanks to CW and Martin Koch at Audi who have gone beyond just being a member. They took a car to Radiodays and an e-tron to NAB. Audi has 18 different models using RadioDNS technology and we would especially like to thank Audi for their patience with us as we all learn collectively. Project Logo is a joint project with WorldDAB which means auto manufacturers get the right logos on their car radios.

Standard Terms were discussed in great detail last year and we will continue developing them in 2020 following more feedback.

The RadioDNS Technology Group develops RadioDNS standards and is open to all members, please contact BP if you would like to join. Current projects are

- SPI standards - API keys given to B2B clients to provide enhanced level of detail and has started to be implemented
- Work proposed by iHeartMedia to define geolocation controls on using streaming and broadcast, and how we work with manufacturers to achieve this
- Looking into a platform for collaboration and community (we currently use Webex and Google Groups, but would like to see if there is a better way and managing mailing groups etc)
- Guidance and implementation best practices - i.e. how broadcasters could get insights into how to better use our services, and gather analytics information from their RadioDNS traffic.
- Taking advantage of the data analytics capabilities of the RadioDNS system and educating broadcasters and receiver manufacturers about this

### Organisation Update

NP: We have grown in the past year and now have an all-time high of 30 members. We are adding to our diversity; there are still more broadcasters than members from manufacturer and service sectors, but geographically we are more diverse.

We now have more commercial stations using RadioDNS in the USA, France and the UAE. In the UK the BBC has launched a visual service alongside their radio stations.

Audi and BMW are using our standards.

We have had a 24% increase in broadcast station registrations, this number has quadrupled in 3 years.

Discussion on how we track who is using RadioDNS and JV suggested we target some larger manufacturers.

**VOTE:** Approval of the 2019 Steering Board decisions

DL asked for vote - the resolution was carried

### Special Resolution to Amend the Articles - Membership Process

NP presented the Special Resolution to amend the Articles relating to the process of becoming a member of RadioDNS. He spoke about how the member application process was created as a combination of 2 documents which led to some confusion. In 2019, for the first time, there was a problem highlighted within the membership application process, which is why the Steering

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Board decided to put together a Special Resolution now to make this amendment. Making this change will also align our membership process with other organisations similar to ours, those who set technology standards such as WorldDAB, DVB Forum and W3C. The Steering Board would like to change the articles so that applicants already have 2 member supporters when they make their application which removes the part of the process which asks all members if they would like to approve, query or deny an application. The criteria for membership is set and all members must abide by this criteria. This change will be voted on by members and we need 75% of votes cast to be in favour of the change in order to be able to make it.

Discussion about the proposed amendment in which FG stated he believes this is not the right direction to take and there should be more discussion with members and more member input on the RadioDNS member application process.

DL stated if the resolution is passed very little will change, we are just removing the confusion. This does not mean we cannot revisit this in the future if members so desire.

Other viewpoints were put forward about open discussion, fears of what might happen by opening out membership, how more diversity of membership is a positive thing, and the protections in place for the Steering Board to eject a member for bad behaviour. It was also clarified there would be no retrospective impact on this vote.

**VOTE:** Approval of the Special Resolution to amend the Articles

DL asked for vote -the show of hands was not conclusive, so the Chair asked for a Poll.

The Poll ended with 19 votes in favour and 2 votes against.

Accordingly, the Special Resolution was passed.

*The next part of the meeting was for non-members as well as members.*

DL - welcomed new attendee(s)

### **RadioDNS Global Update and plans for 2020**

NP presented the update for 2020. RadioDNS is the only open standard organisation and use is growing in vehicles, stations, service providers and countries. Membership has been growing, 4 more members this year and we are seeing more engagement each year from the US.

Our job is to educate and evangelise and our technical standards are shaped by our members.

#### **New website:**

Making all the content easier to find.

Project Logo is represented on the website, we've been working harder to make sure we are reporting rollout correctly.

#### **New test and fault reporting platform:**

This new platform will allow members to check if they have implemented RadioDNS provision correctly.

[Test and Fault reporting platform](#) demonstration video was played.

The platform helps reduce the time taken to find and rectify faults, and we will be enabling direct reporting of faults to speed up the process further.

#### **Trusted metadata use:**

We will be continuing our work on the standard licence. We reached the stage of a final draft last year. What we have learned is that the point of publishing is where people consider the details, so we paused it due to practical implementation issues. Issues were not fundamental, just need to be addressed.

The ambition is to provide a standard template licence to provide definition of what is acceptable and what is not.

#### **Client IDs**

**Under the standard licence**, broadcasters and manufacturers can agree some terms directly and we may look at creating something similar to the Standard Terms for this to coordinate and remove friction. Looking at this in 2020.

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### Technology development:

Being part of the RadioDNS Technology Group (TG) is a member benefit.

Members can ask TG for help and advice and the Steering Board asks the TG to undertake work. In 2020 we will consider a solution for controlling use of streaming within good coverage broadcast areas, as proposed by iHeart Media and NAB.

We will also be updating hybrid lookup with additional bearers, looking for a better platform for collaboration within the TG community and also guiding implementation and best practice.

We've produced a short paper on how to separate broadcasting within our standards and we are working on providing better analytics.

Discussion on the Strategy and 2020 plans included generating interest from broadcasters in using our technology to access data on their listeners, we would need guidance on privacy laws.

**VOTE:** Approval of the 2020 Plans

DL asked for vote - the resolution was carried

### Member Presentations

**TDF** provided information on their partnership with radioline to provide hybrid services to car manufacturers. There will be a basic hybrid radio service, plus a better service which includes additional benefits such as being able to use start and pause; similar to TV, being able to start a programme at the beginning even if it has nearly ended.

NP asked if they needed any help from RadioDNS to implement this.

**Tuneln** updated on how they are using RadioDNS, their presentation is [here](#).

They are fully integrating RadioDNS so it removes a radio station having to contact Tuneln to make changes, instead it will happen automatically, eliminating user error. Broadcasters can opt in or out of sharing their information with Tuneln. Integration will roll out in 2020. Tuneln indicated that they are keen to contribute to the RadioDNS community.

Using RadioDNS does not mean automatic carriage on Tuneln, there will still need to be a direct partnership agreement.

**Xperi** shared their latest [video](#), updating us on their plans for 2020.

### Any Other Business

NP - Project Office door is always open to answer questions and bounce ideas around.

BP - digital radio week - interesting radio events at the EBU.

**David Layer, Chair closed the meeting at 5.20pm**