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## SB44/04 Minutes for 44th Steering Board Meeting

Tuesday 1st December 2020

14:00 EST / 19:00 GMT / 20:00 CEST / 06:00 AEDT (2nd Dec)

### Attendance

Joe D'ANGELO (Xperi)  
Jaime CHAUX (CRA)  
Alexander ERK (IRT)  
John FARRELL  
Walter HUIJTEN (NPO)  
Rosie KENDRICK (RadioDNS)  
David LAYER (NAB) (Chair)  
Badri MUNIPALLA (NPR)  
Nick PIGGOTT (RadioDNS Project Director)  
Ben POOR (EBU) (Secretary)  
Nacho SEIRUL-LO (NXP)  
Ron WALKER (Sirius)  
Dave WALTERS (BBC)  
Christian WINTER (AUDI)

### Agenda

1. Welcome and Introductions
2. Agenda approved
3. Steering Board Chair remarks (D. Layer) - DL gave a summary of RadioDNS' accomplishments over the past year and reminded the board that they are up for re-election in February. His accomplishment summary included:
  - Updated membership process (2/20)
  - Conducted 3 auto workshops (2/20, 6/20, 10/20)
  - New website (4/20)
  - Worked with NAB to support hybrid radio rollout in US: NAB Show Express (5/20), Tutorial webcast (7/20), Radio Show (10/20)
  - Published "Basic Analytics using RadioDNS" (7/20)
  - Published Radio Metadata Terms of Use (8/20)
  - Updated SPI standard (TS 102 818 v3.3.1, 9/20)
  - First exploratory meeting to discuss RadioDNS Trading Limited (12/20)

4. Approved the Minutes of the [43rd Steering Board Meeting](#).
5. Actions from previous meetings:
  - 42/05 - NP/NS to update board on CDR activity at next Steering Board meeting - Spoke to NXP, expected to have a meeting by now, but will take place at the beginning of October** - NP not had any response, revisit later on in agenda.
  - 43/01 - NP complete guidance criteria for those who cannot afford 2021 fees** - completed
  - 43/02 - NP/RK Send email to members regarding next year's fees** - completed
  - 43/03 - NP/RK Keep board updated on members requiring reduced fees or stopping membership** - completed
  - 43/04 - RK - Add World DAB GA to our list of events (3rd Nov, 9am GMT)** - completed
  - 43/05 - Find out more about CES and if we can feature there** - in progress
  - 43/06 - RK to start updating LinkedIn with our blog entries** - on-going
  - 43/07 - NP to create a separate technical doc on how RadioDNS Trading Ltd would manage the Client ID system** - later in agenda
  - 43/08 - RK to create a RadioDNS Trading Ltd Client ID sub group meeting for those interested in discussing** - later in agenda
  - 43/09 - board members let RK know if they do not want to stand for re-election in February** - no one responded to say they didn't want to stand again. NP updated the board on the election process.
6. Welcome new Director (Badri Munipalla) (NP/DL)

BM replaces Ron Walker from NPR, he received a unanimous vote from the board. BM - thanked the board and stated his intentions, to learn more about RadioDNS and how he can contribute and take ideas back to NPR and how we can collaborate.
7. Update from John Farrell (JF)

After 8 years of being on the RadioDNS Steering Board, JF will sadly be standing down due to leaving Frontier when it was acquired by another organisation in 2019. He indicated that he will be relocating from the UK to France before Brexit. He recommends a former colleague at Frontier, Bob Heads, to take his place on the board. Bob Heads is joint MD of Frontier and he has always been a strong supporter of RadioDNS and would like the opportunity to get more involved.

It was agreed that rather than replace John Farrell immediately, we would wait until the February meeting when the whole board is up for re-election.

**AP - NP and JF to contact Bob Heads (Frontier) regarding standing for nomination to the Board in Feb.**

8. Technology Group Report ([SB44/2](#)) – NP/BP

There is a Technology Group meeting on 4th December when we will be discussing:

  - a. Analytics

From this meeting we need to work out what and how a session is defined so we can track across radio stations
  - b. Push Event Transport

We have 2 approaches and we need to work out which is the right way/right thing to add as our new push events mechanism. Then how we mark up the metadata

to cover all use cases.

c. Streaming Definitions

From Friday's meeting we would like more clarity.

d. Other Issues

DL would like to encourage participation from all members. NP listed all the current members who are in the group and DL encouraged the board to ask other members to attend if they wish.

DW - The BBC is leaning hard on sustainability targets and also encouraging partners. Therefore have we thought about how we measure or have plans?

**AP - NP/RK to create sustainability report**

BP - hot topic with EBU as well, so this info would also be useful to feed data back into the EBU groups

9. Project Office Report ([SB44/3](#)) - NP / RK

a. Financial Report - update from NP

b. Membership Review - update from RK

c. Events - update from RK

d. Communications - update from RK

DL recommended to let Paul McLane know about the podcast.

**AP - write press release to send to our contacts to promote podcast**

CW - will ARD provide an IRT substitute to the board?

AE - had a brief talk today and it isn't decided yet, will know by the General Assembly

10. RadioDNS Trading Limited - NP

a. Meeting Date - 8th December 2020

Nothing specific to report, as the meeting is on 8th December, but we have a clear idea of how we would set this up, how much it would cost to run and if board members at that meeting agree, we will send the whole board the business plan for approval.

No decision is needed before Feb, but there needs to be enough time to look over the plan so we can discuss.

We would need 3 major manufacturers and 100 broadcasters using the service as the minimum.

DL - Is there a way to pre-sell and establish interest before we commit? Or offer an early bird discount and gauge interest?

NP - We would need to consider whether or not we want to expose people to a partly formed idea.

**AP - report back to board on RadioDNS Trading Ltd meeting**

JD voiced his concerns of liability and if the risk and possible expense makes it worthwhile.

NP clarified that RadioDNS will still not be responsible for any content, our role will be to put in place an agreement/contract that is scalable. Part of the process

of setting this up will be to talk to manufacturers and see what they want in addition to the existing RadioDNS Radio Metadata Terms of Use and we will write that into what we require the broadcasters to undertake.

Key distribution - we would have the same level of responsibility as if they were given to a manufacturer, so we will need to put in place safeguards and systemise that. We will look at the costs of doing that.

It was agreed that everyone will need the proposal doc to review before the meeting.

NP advised that what we are planning on doing is not exclusive and it isn't crowding the market out and we won't be handling any content, just the agreements.

BP highlighted there is some precedence from the DVB who are looking at providing service information to some platforms to work around blockage in the business sector.

11. Any Other Business:

NS - Broadcasts from FM and Convergent Digital Radio (CDR, formerly China Digital Radio) enhanced with metadata: NS presented to the board on Hybrid Radio, showed videos of prototype, implementation of connected radio, working with Xperi. One with hybrid radio and one with HD, DAB.

12. Meeting Dates for 2021:

- Steering Board 9th Feb time will probably be around 14.30 CET
- General Assembly 10th Feb time will probably be around 14.30 CET

13. Action points:

**44/01 - NP and JF to contact Bob Heads (Frontier) regarding standing for nomination to the Board in Feb.**

**44/02 - NP/RK to create sustainability report**

**44/03 - RK to write press release re new podcast to send to our contacts to promote podcast**

**44/04 - report back to board on RadioDNS Trading Ltd meeting**

14. Adjournment at 20.51