Broadcast Audio Replacement

Seminar & Discussion
27th September 2021

RadioDNS HYBRID RADIO

Introductions

Nick Piggott
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RadioDNS

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President
maRadio.be

Valérie Janssens
Director of Development
RMB

RadioDNS HYBRID RADIO

RadioDNS Hybrid Radio

Nick Piggott

RadioDNS HYBRID RADIO

Deliver audio over broadcast

Reliable, ubiquitous, free to air

Enhance radio by using IP in parallel

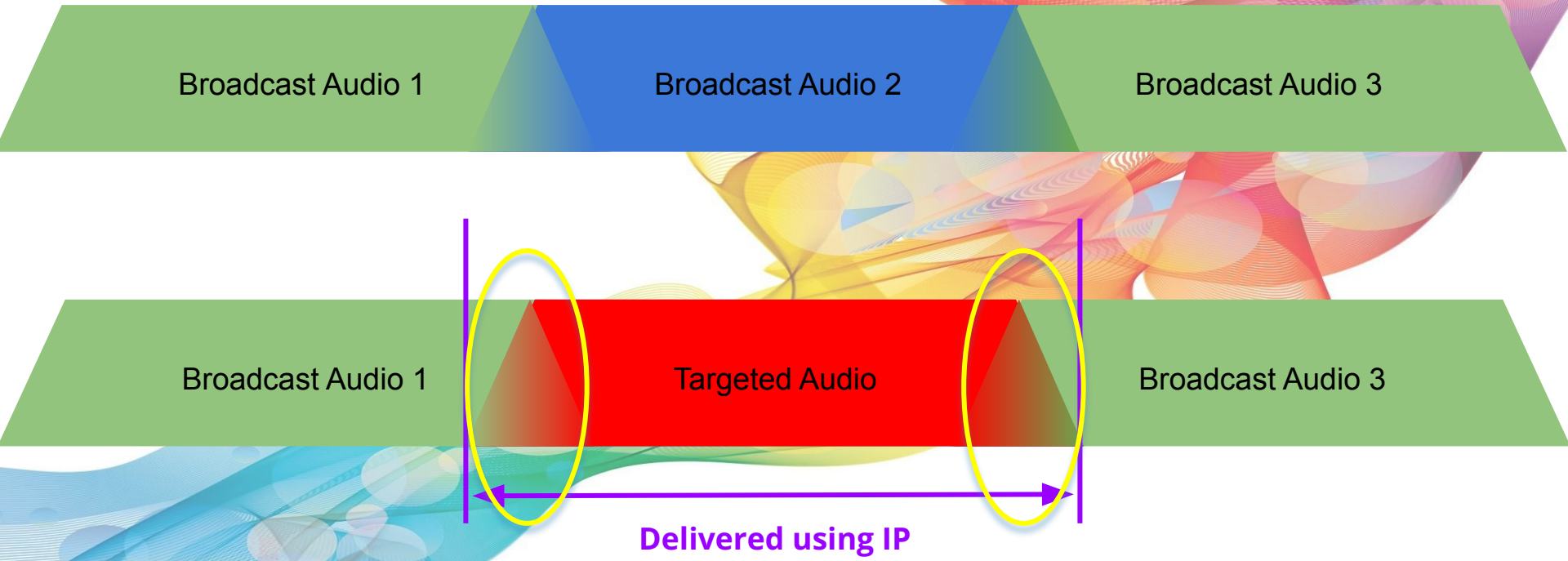
Add content, metadata & interactivity

Broadcast Audio Replacement

Enable the **seamless** replacement of broadcast audio with **audio delivered using IP**

RadioDNS HYBRID RADIO

Seamless Replacement



RadioDNS HYBRID RADIO

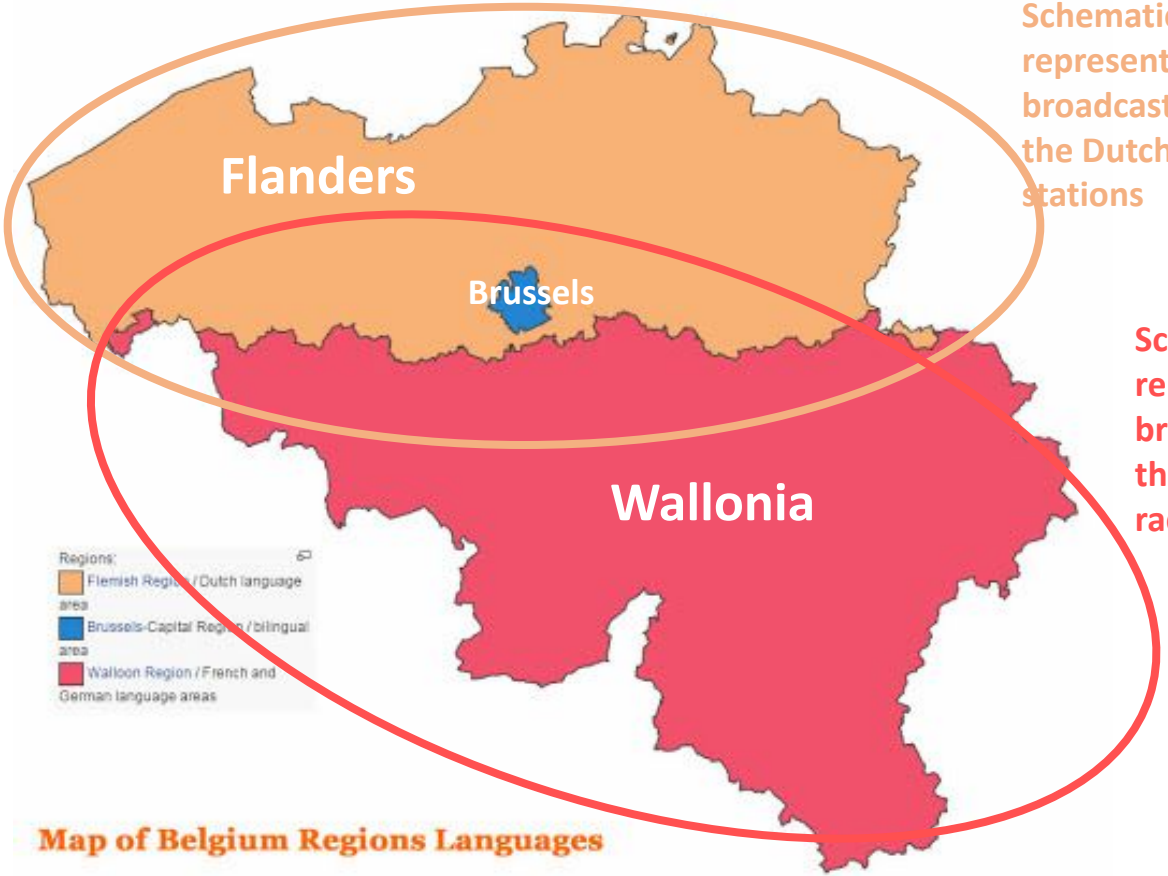
Concept

Francis Goffin

Belgium

Federal state

Population:
11,5 million



Schematic representation of the broadcast coverage of the Dutch speaking radio stations

Schematic representation of the broadcast coverage of the French speaking radio stations

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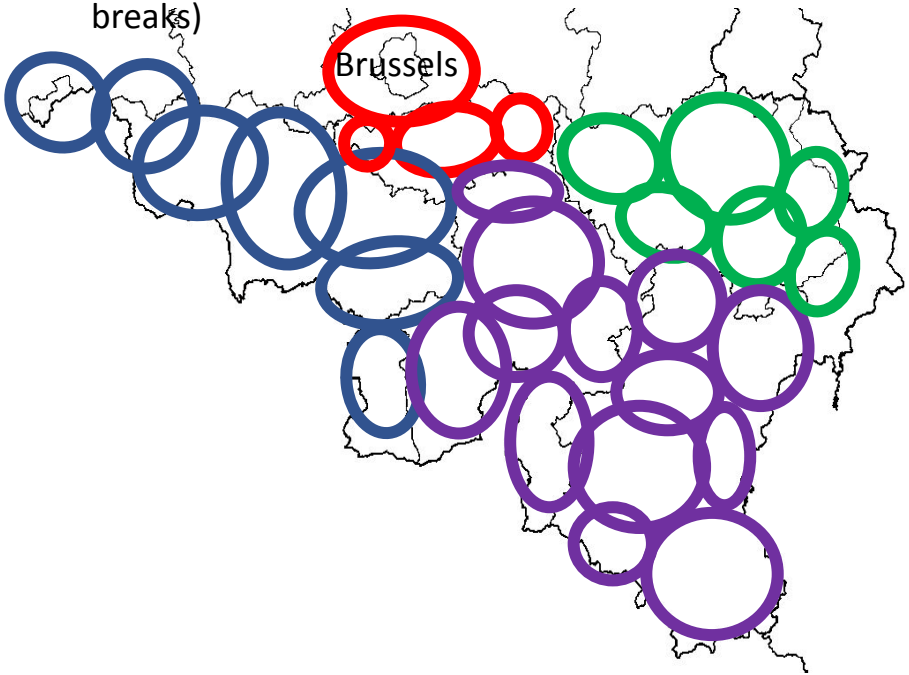
Schematic representation of the broadcast coverage of Brussels and Wallonia

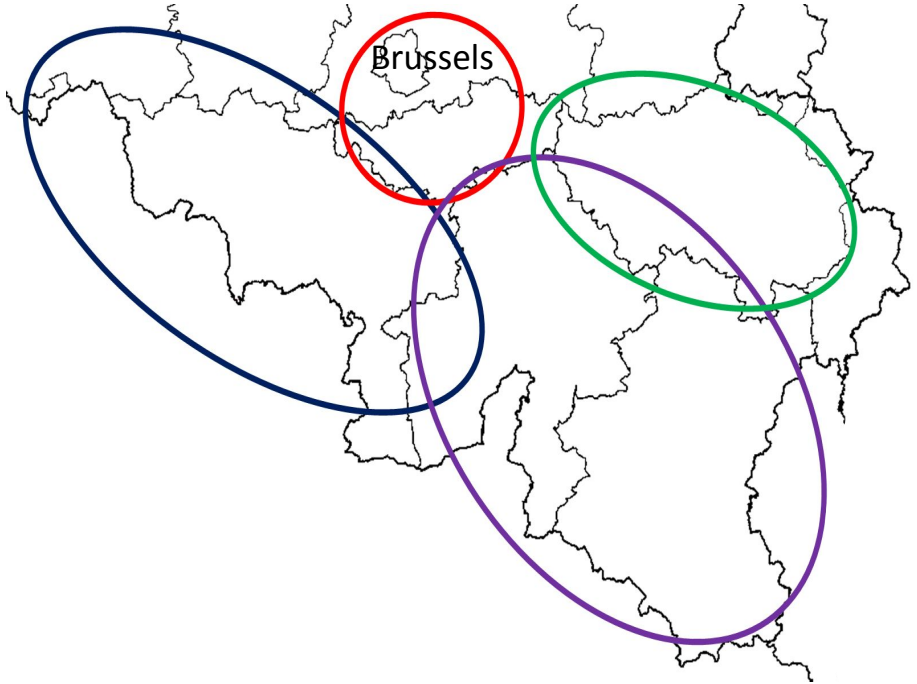
FM:

One FM network allowing many regional windows
(for local programs and/or for local advertising breaks)



Schematic representation of the broadcast coverage of Brussels and Wallonia

DAB+:
One DAB+ layer made of 4 MUX,
allowing 4 regional windows



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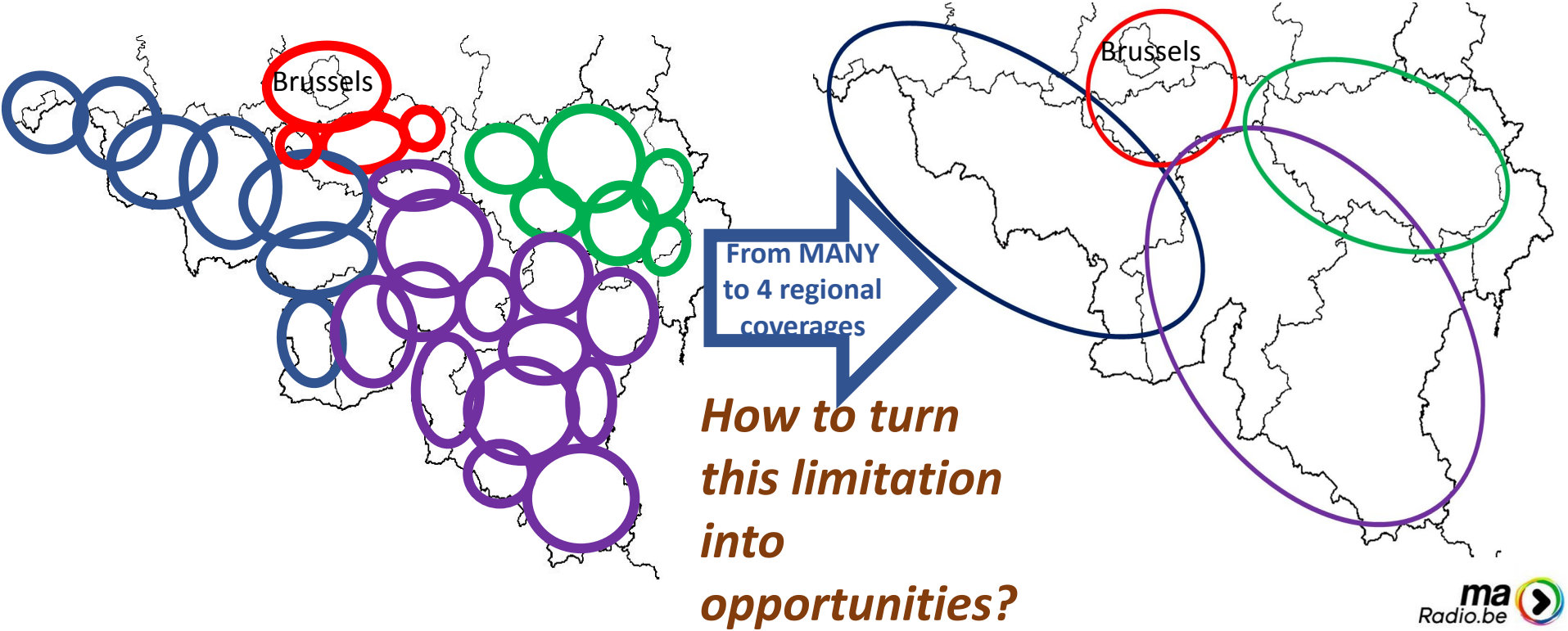
Schematic representation of the broadcast coverage of Brussels and Wallonia

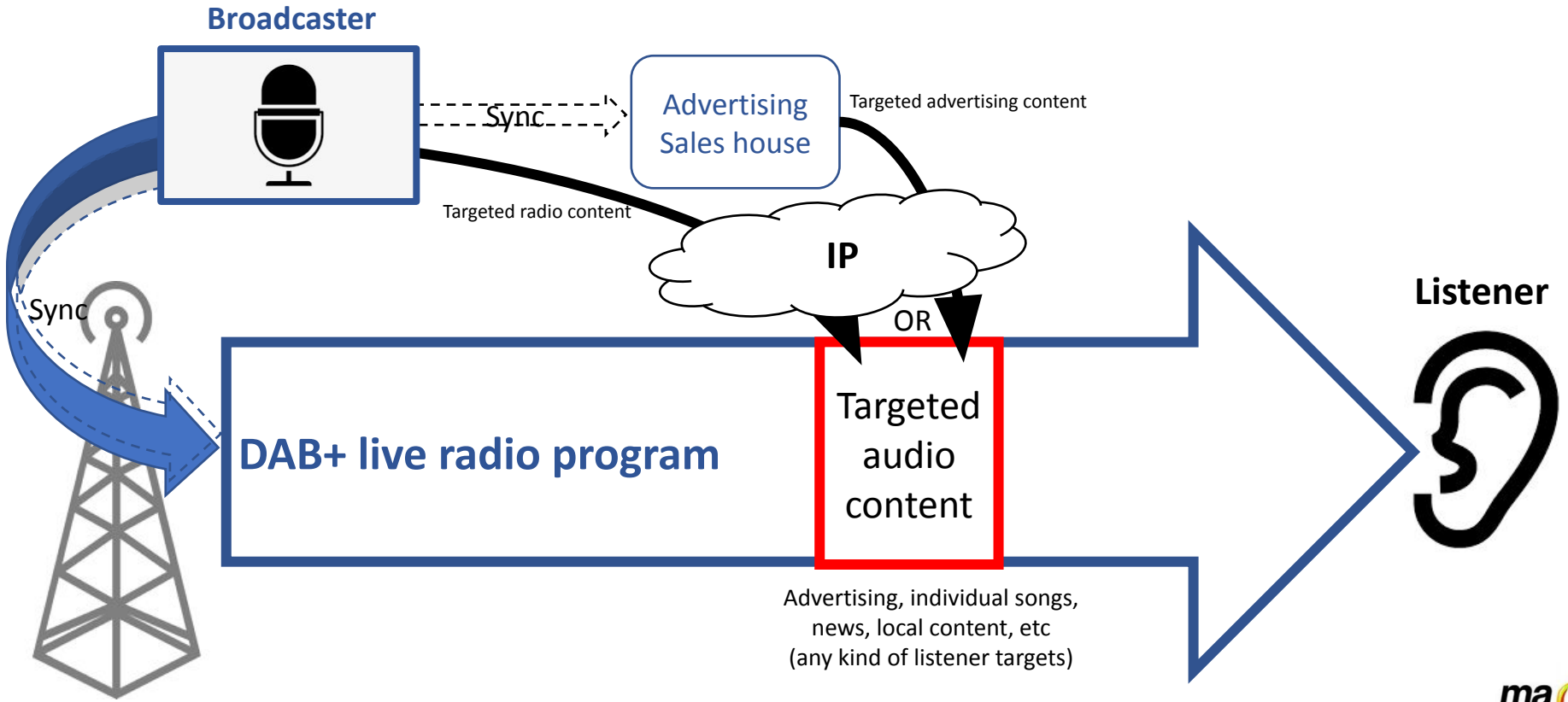
FM:

DAB+



How to turn this limitation into opportunities?

Targeted audio replacement on DAB+/IP (broadcast audio content replacement via internet in a live DAB+ program)



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Case Study

Valérie Janssens

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Addressable TV with mB

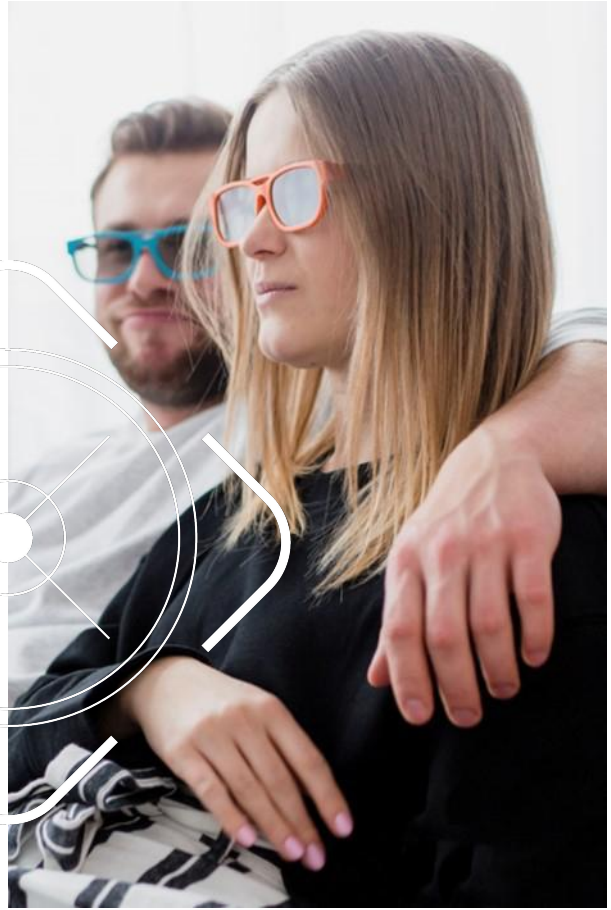
BE REMARKABLE

ATV in a few words

Definition

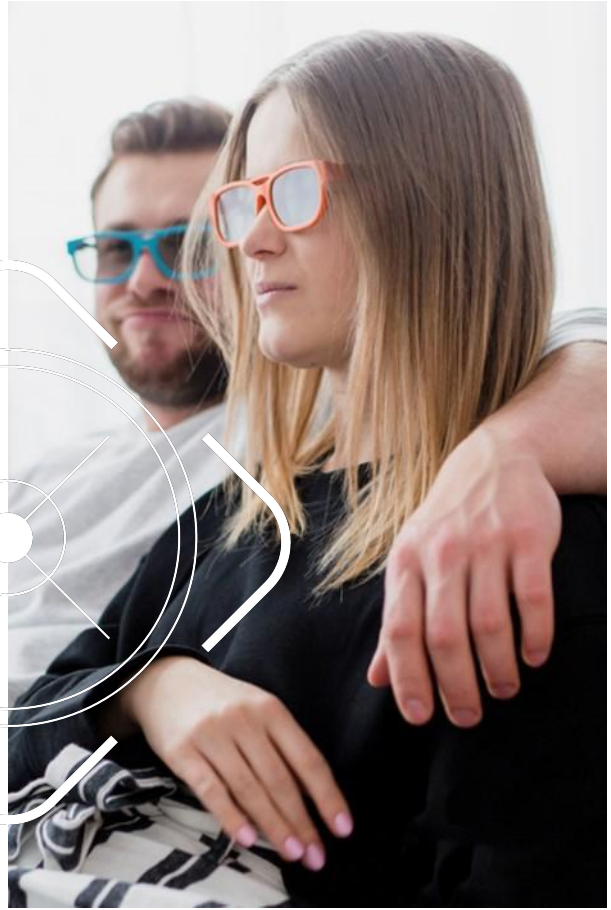
ATV is a new form of advertising
that allows advertisers to address
the right message to the right household

Linear TV = context based
ATV = audience based



Interest from a broadcasters' point of view

- Re-create value vs. inventory scarcity & necessity to reduce advertising pressure
- Propose a relevant alternative to GAFA
- Contribute to the building of a strong regional ecosystem

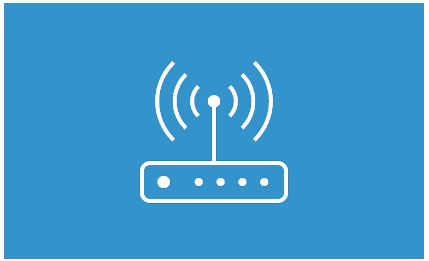


Technical difference in measurement

LINEAR TV

Panel based

ATV

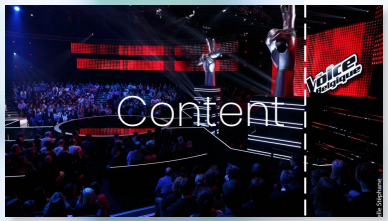


Settop box based

How it works

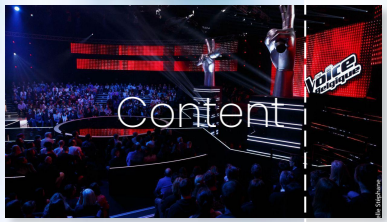
8s
Marker

Linear

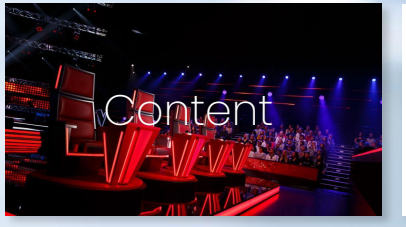


AD A | AD B | AD C | AD D

ATV



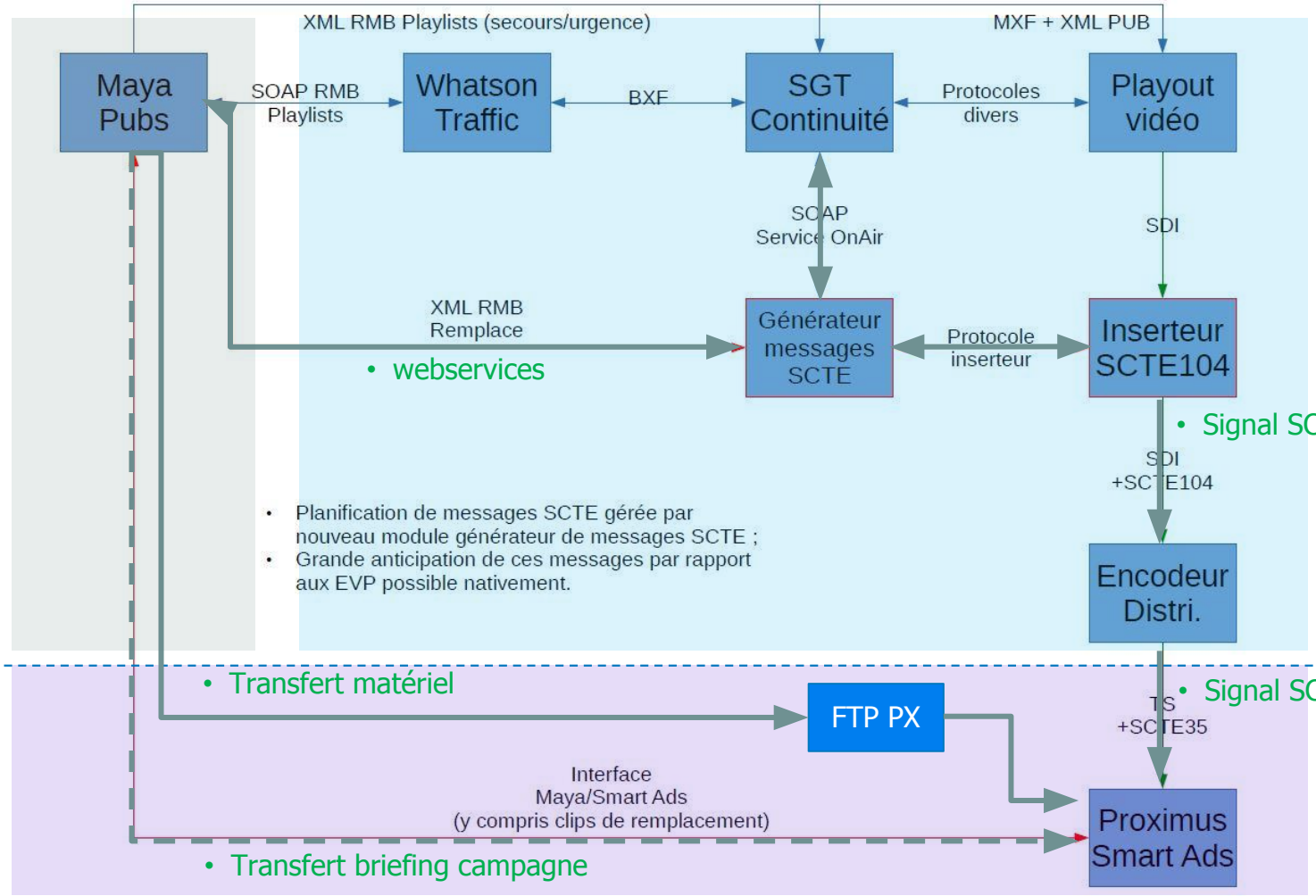
AD A | Targeted AD | AD C | AD D



RMB

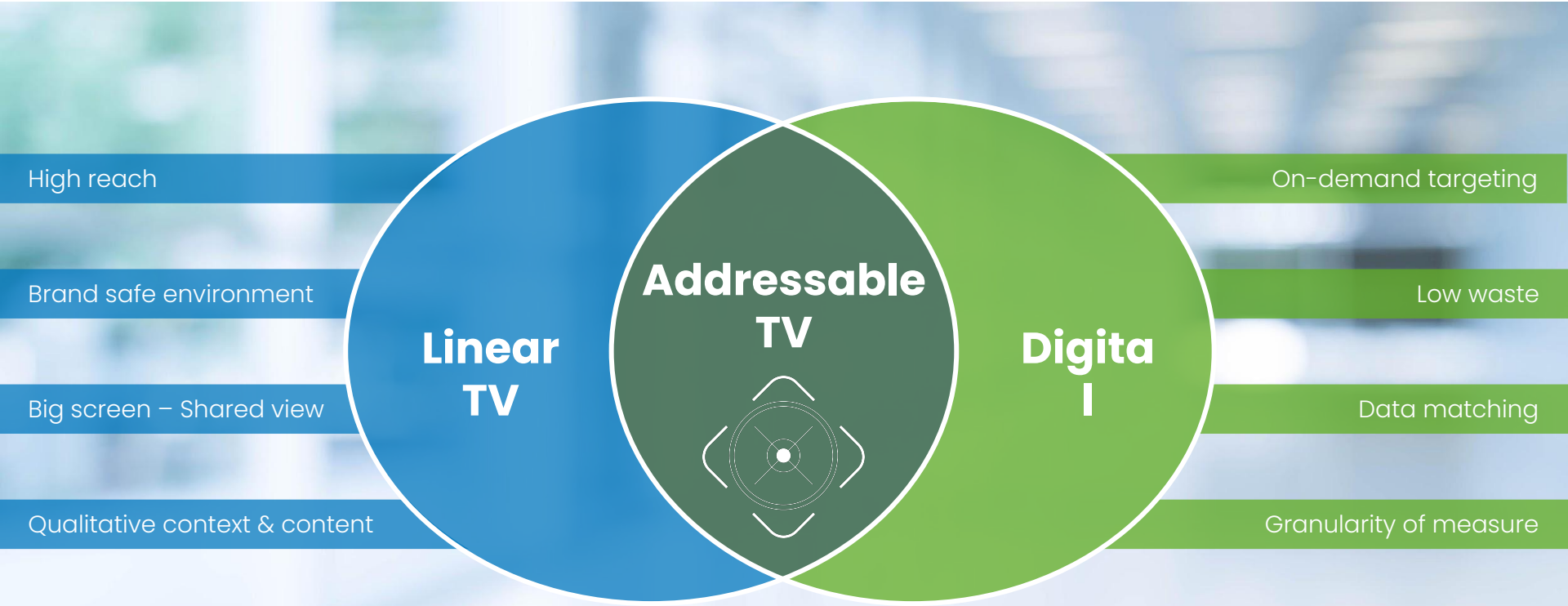
RTBF

PX

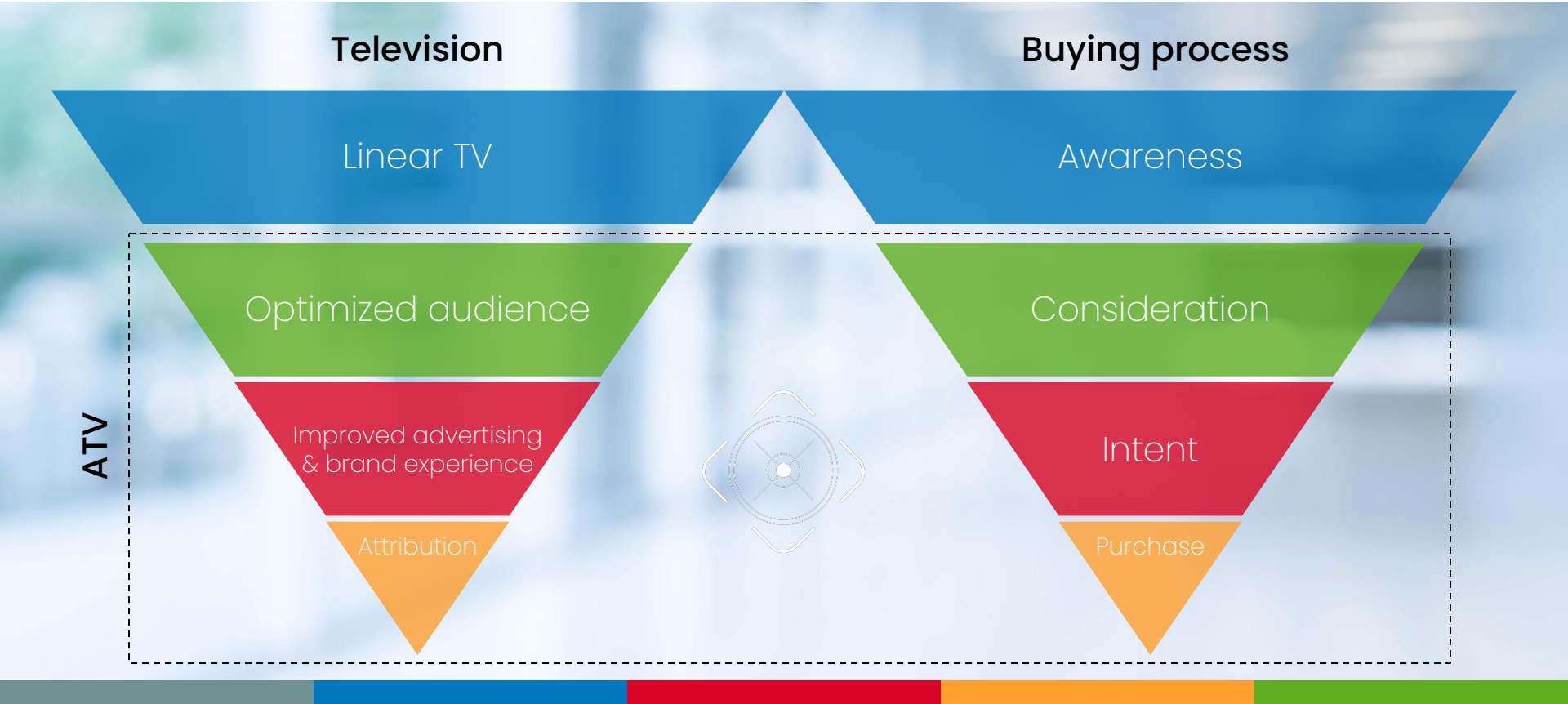

XML RMB Playlists (secours/urgence)
MXF + XML PUB
Maya Pubs
SOAP RMB Playlists
Whatson Traffic
BXF
SGT Continuité
Protocoles divers
Playout vidéo
SOAP Service OnAir
SDI
XML RMB Remplace
• webservices
Générateur messages SCTE
Protocole inserteur
Inserteur SCTE104
• Signal SCTE
SDI +SCTE104
• Planification de messages SCTE gérée par nouveau module générateur de messages SCTE ;
• Grande anticipation de ces messages par rapport aux EVP possible nativement.
Encodeur Distri.
• Transfert matériel
FTP PX
• Signal SCTE
TS +SCTE35
Interface Maya/Smart Ads (y compris clips de remplacement)
Proximus Smart Ads
• Transfert briefing campagne

Advantages

Bringing digital to TV



Power of TV combined to digital personalization



Benefits

- Belgian ecosystem
- More relevance & campaign efficiency
- Optimizing future campaigns based on back-end results
- Real ROI measure
- Tailormade messages
- Possibility to use own data
- Opportunity for regional & niche actors

Advantages on TV consumption

CONSUMERS

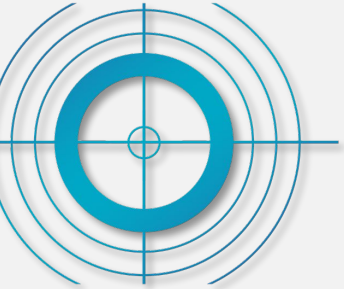
Improved Experience

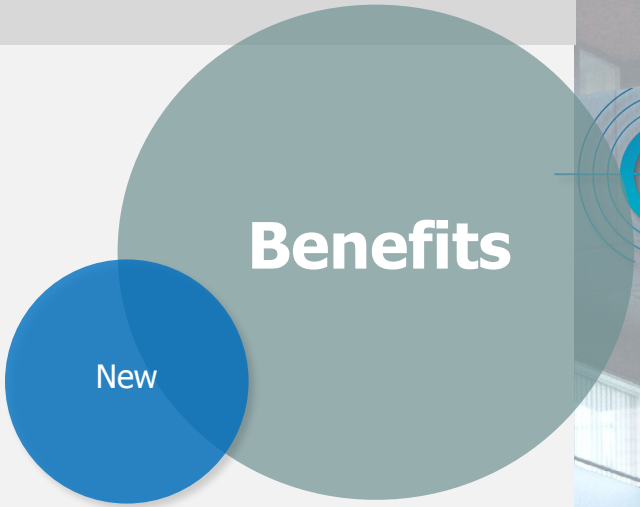
Benefits

- Decreased advertising pressure
- Improved advertising experience unified across all interactions
- Improved brand experience
- Improved customers interests

Advantages to manage a campaign

AGENCIES





- Clients
- Budgets
- Offer innovation possibilities to clients

Advantages to deliver a message

ADVERTISERS

8/10 are interested in using addressable TV

- Relevance (reduce waste)
- Campaign efficiency
- Analytics

- Association of TV power with measurability of digital
- Complementarity with linear TV and OLV

- Futur campaigns based on back-end results
- Smarter Use of data
- Cheaper CPM on niche segments
- Combinaison of reach and precision

- Come on TV
- Creative productions
- Custom messaging : « my message to right household »
- Local, regional, niche

Use Cases

Nick Piggott

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Use Case #1

As a broadcaster I want to replicate the geographical targeting of advertising I have across individual FM transmitters into a larger digital radio coverage (single frequency network)

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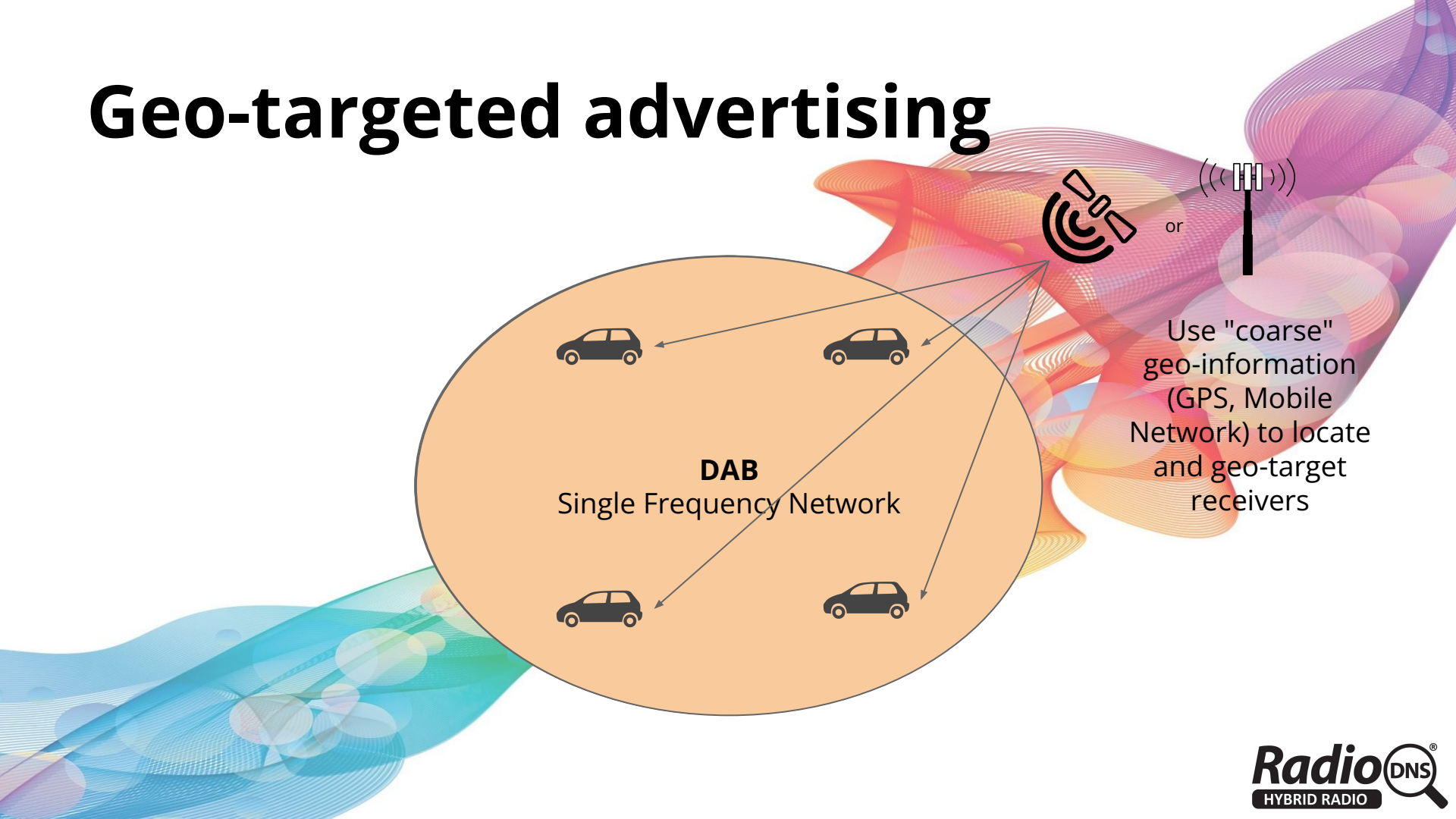
Geo-targeted advertising



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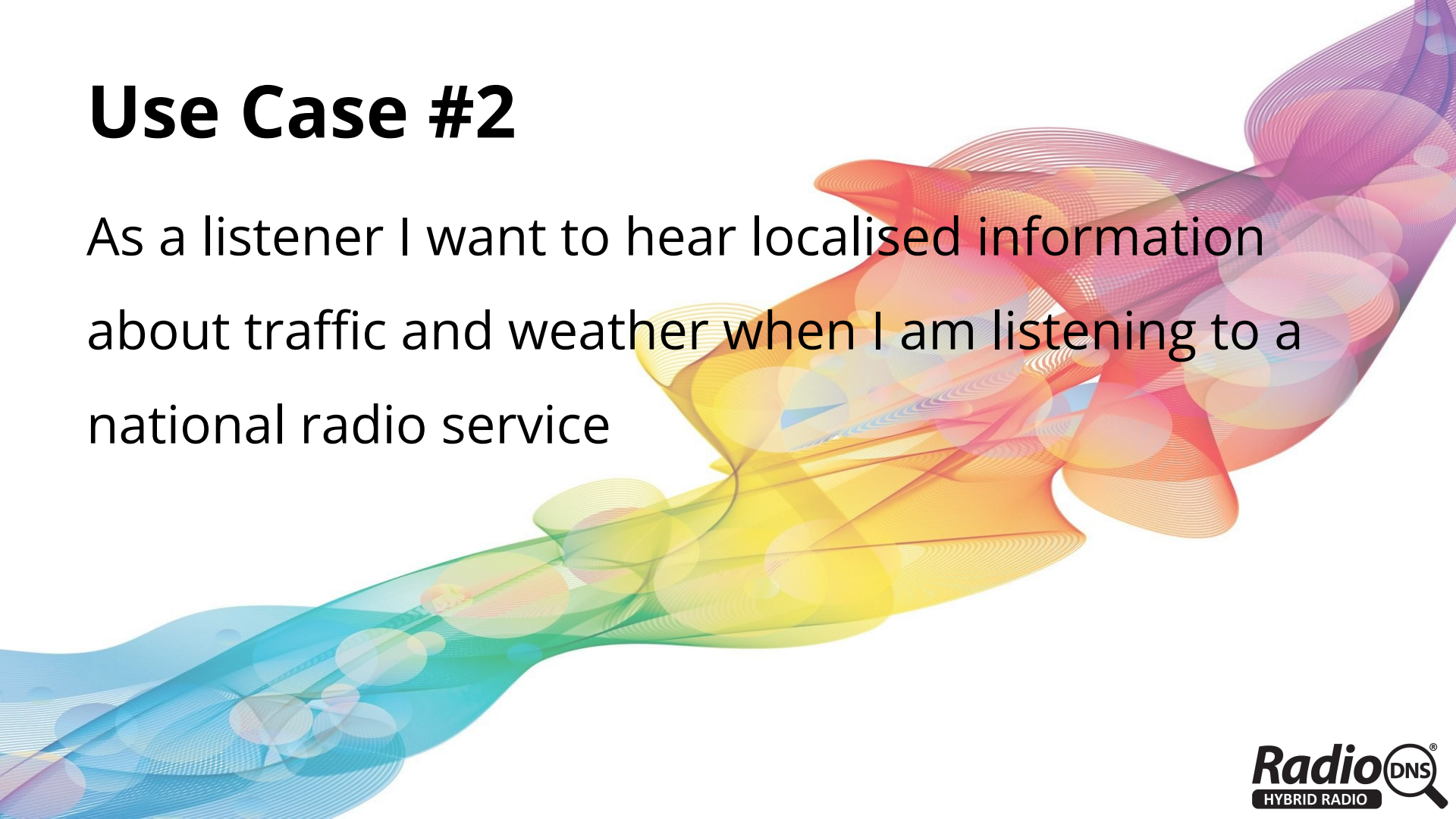
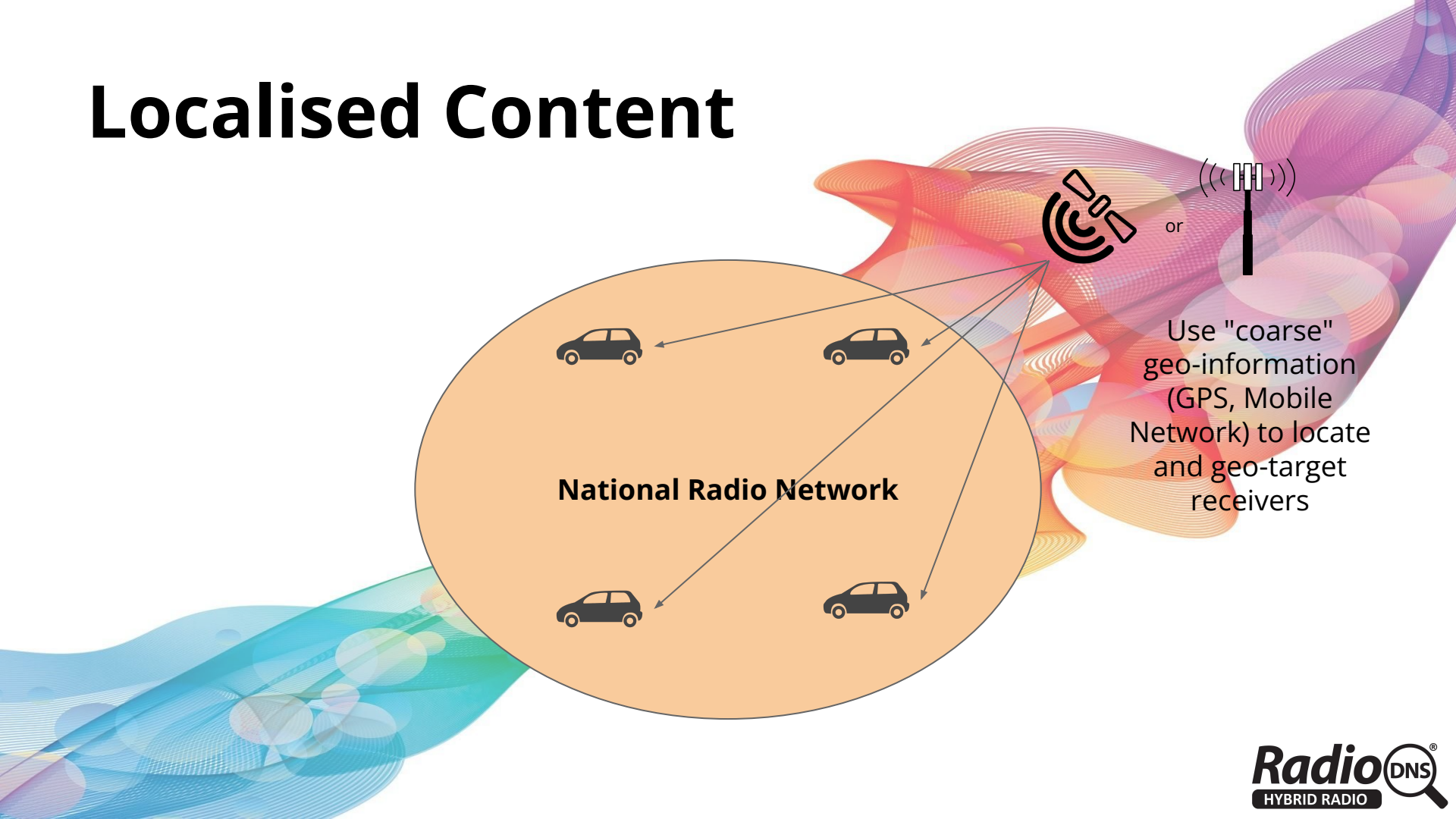
Use Case #2

As a listener I want to hear localised information about traffic and weather when I am listening to a national radio service



Localised Content



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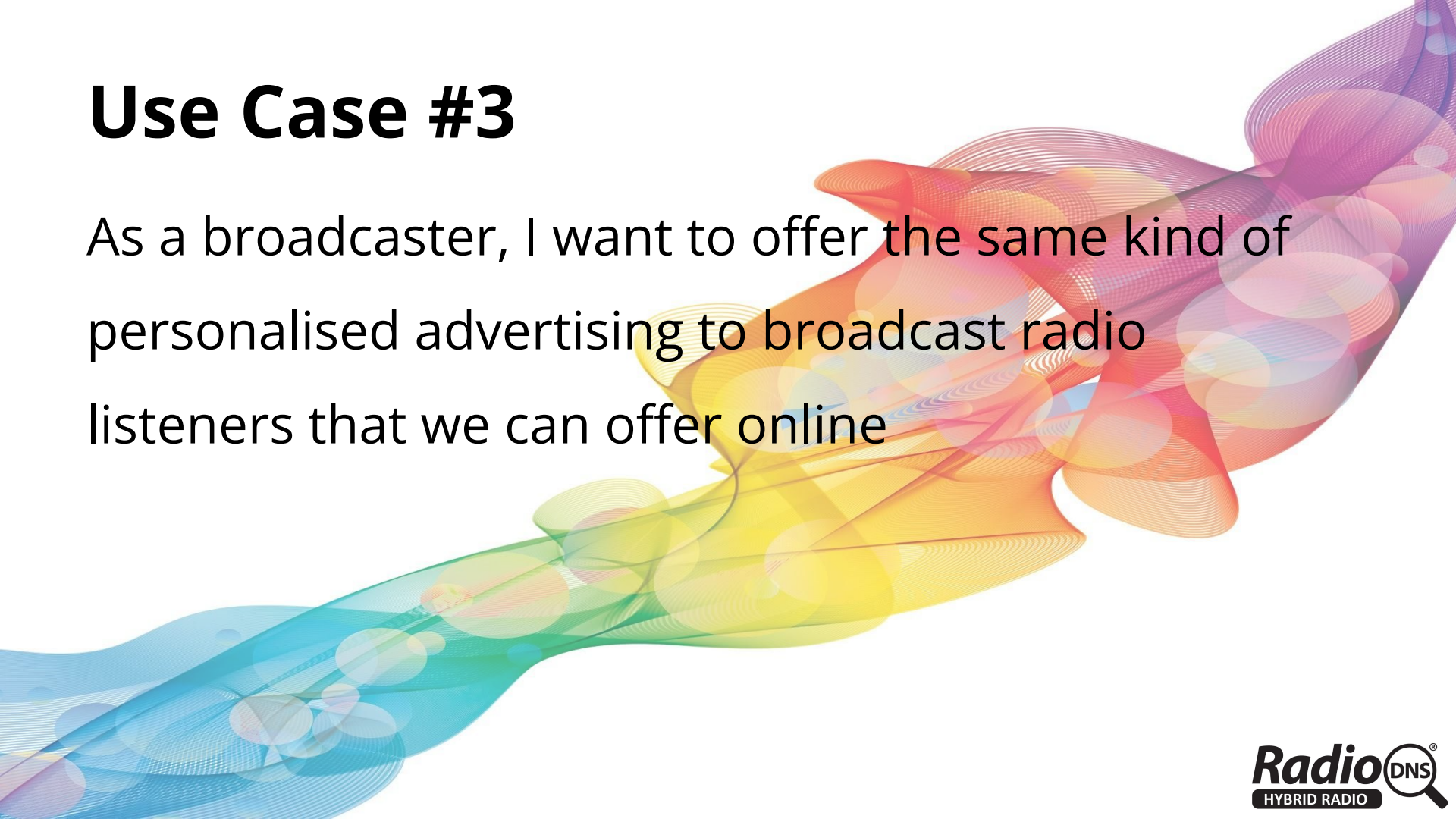
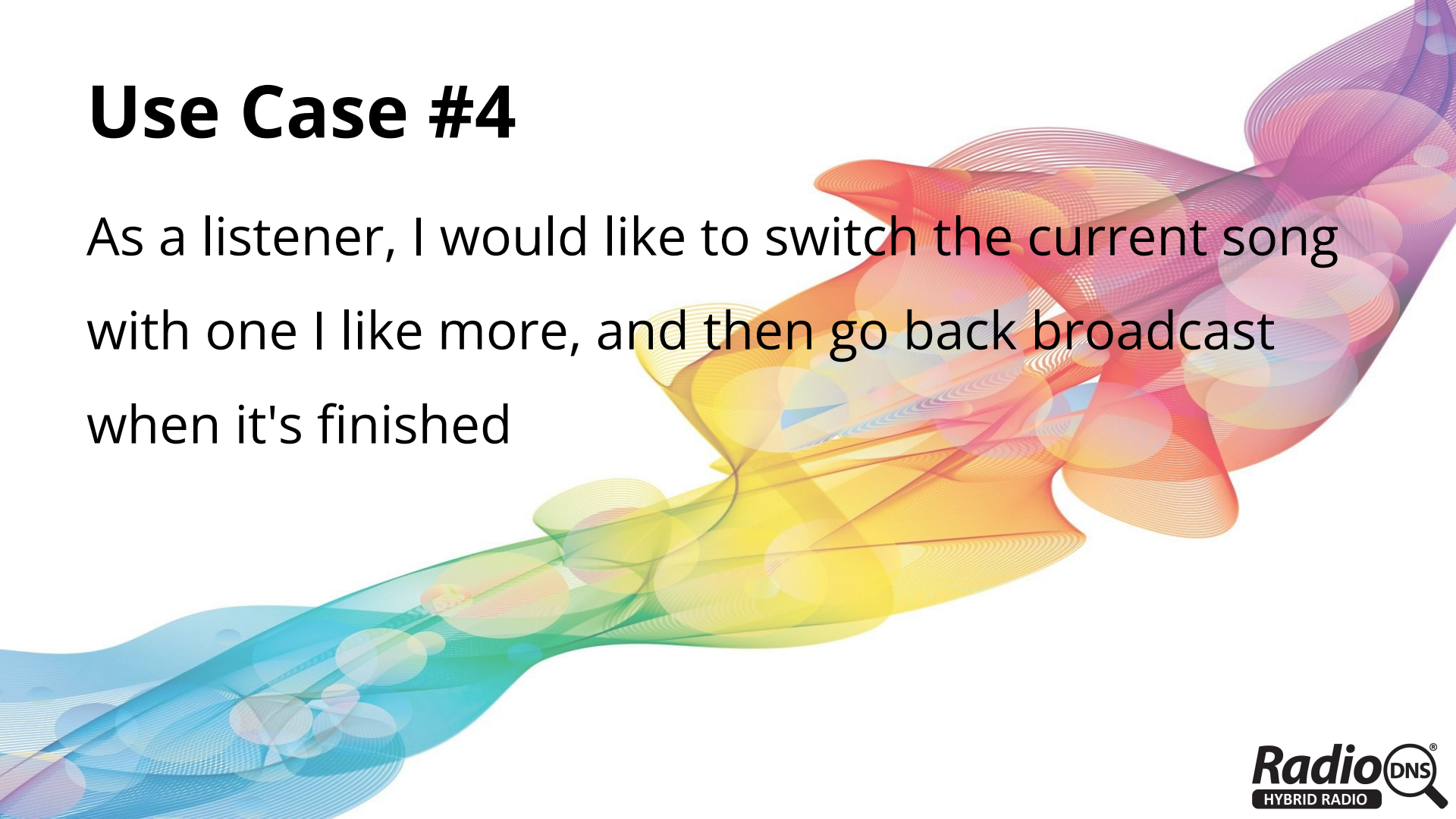
Use Case #3

As a broadcaster, I want to offer the same kind of personalised advertising to broadcast radio listeners that we can offer online

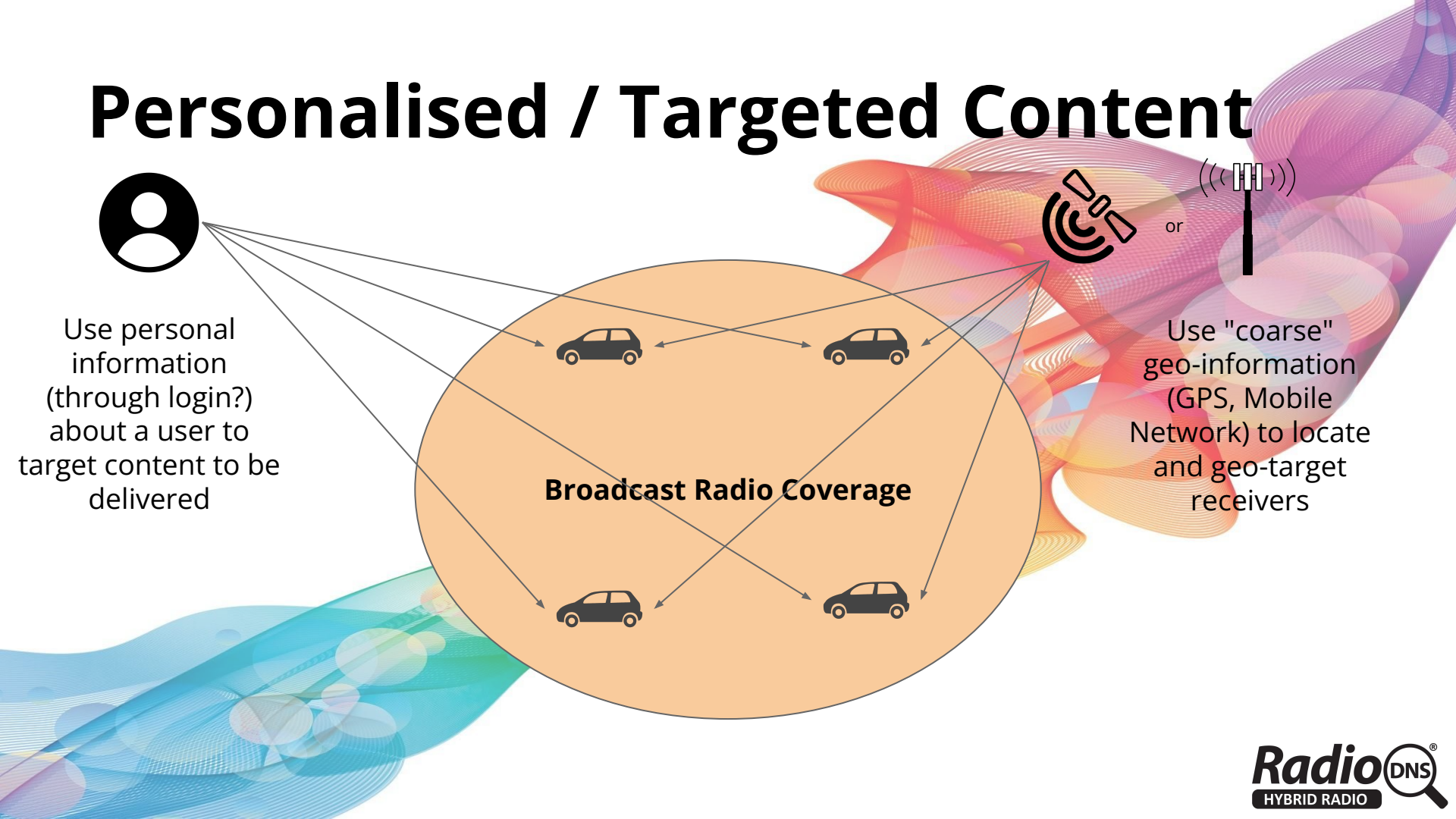


Use Case #4

As a listener, I would like to switch the current song with one I like more, and then go back broadcast when it's finished



Personalised / Targeted Content



Use personal information (through login?) about a user to target content to be delivered

Use "coarse" geo-information (GPS, Mobile Network) to locate and geo-target receivers

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Existing Use Cases

The method to replace audio is **the same**

The data used to decide which audio to replace **differs**

- Coarse location information
- Detailed location information
- Passive user data capture
- Active / detailed user data sharing (login)

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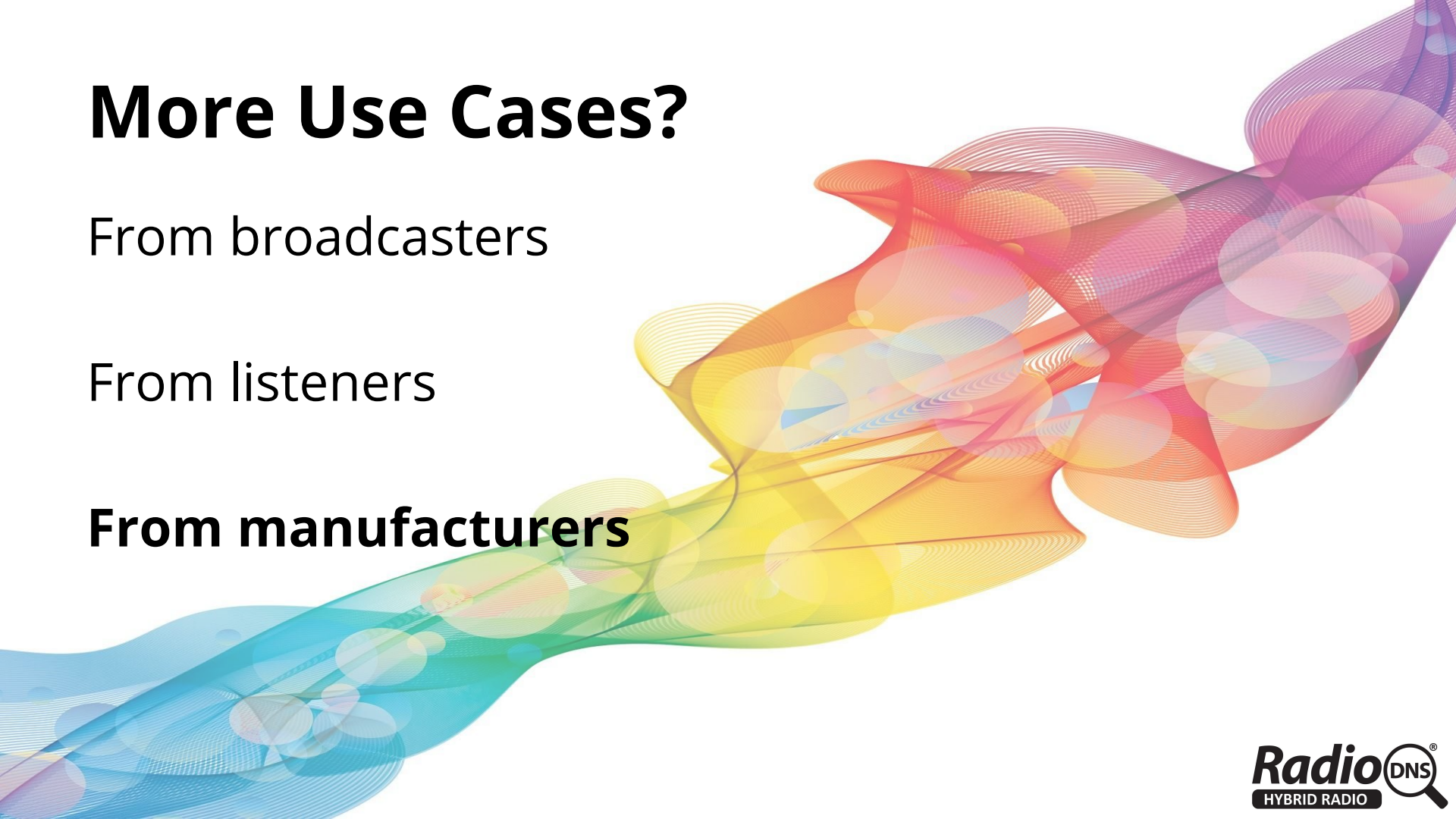
More Use Cases?

From broadcasters

From listeners

From manufacturers



Targeted Audio

Valuable for commercial radio

Valuable for public service radio

Requires individual listener data

A "login" standard already exists (CPA - Cross Platform Authentication)

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Listener Data

Valérie Janssens

RadioDNS HYBRID RADIO

Targeting an audience

Actionable data

Huge choice of criteria

From July

Profile

Age
Gender
Language
Social class
Education
Family
Purchase Power
Business vs Private

Location

Zip Code
Urbanization
Zone
District
NIS 9

Content consumption

Sport
Foot
Adventure
Foodies
Family / Baby
Tech Savvies
Gamers
DIY
Health / Green
Pet Lover

Ownership

Home
Building
Smartphone
Garden
Recent Movers

Lifestyle

Interior lovers
Promo buyers
Online buyers
Plane / Car travellers
Gastronomy lovers
Active social life
Optical buyers
Eco buyers
Pet/Dog/Cat owners
Etc.

Intent

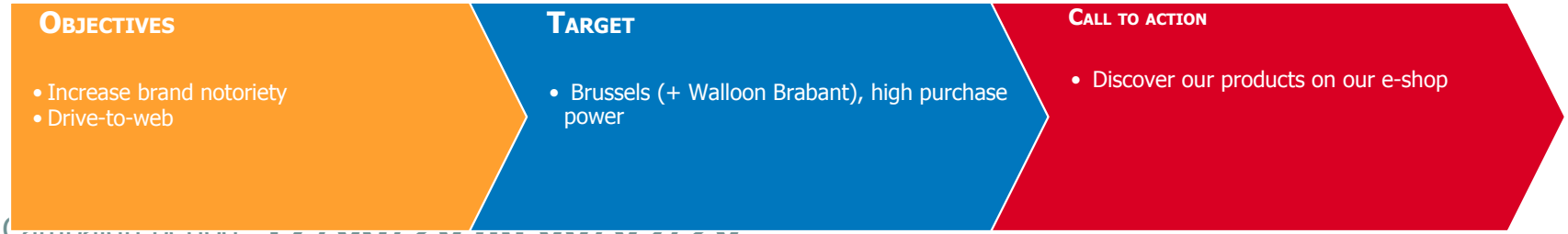
Intent Car buyers
Intent Movers
Intent Renovators

Use case « Local Advertiser »

ADDRESSABLE TV - CORICA

CORICA

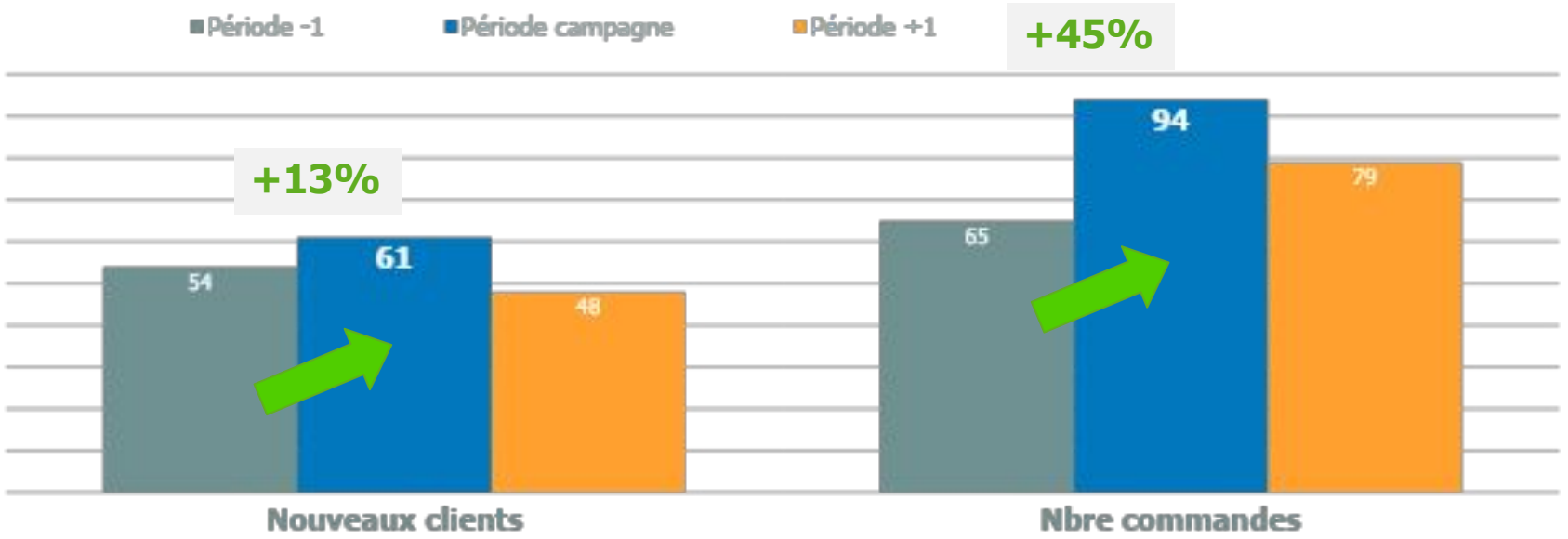
- Coffie roaster and Premium Tea Shop



- Campaign period: **17/08/20 au 30/09/20**
- KPI's
  - #visits on (www.corica.be)
  - # new clients
  - # sales on website + average cart, conversion rate e-commerce
  - Measurement before, during and after ATV campaign

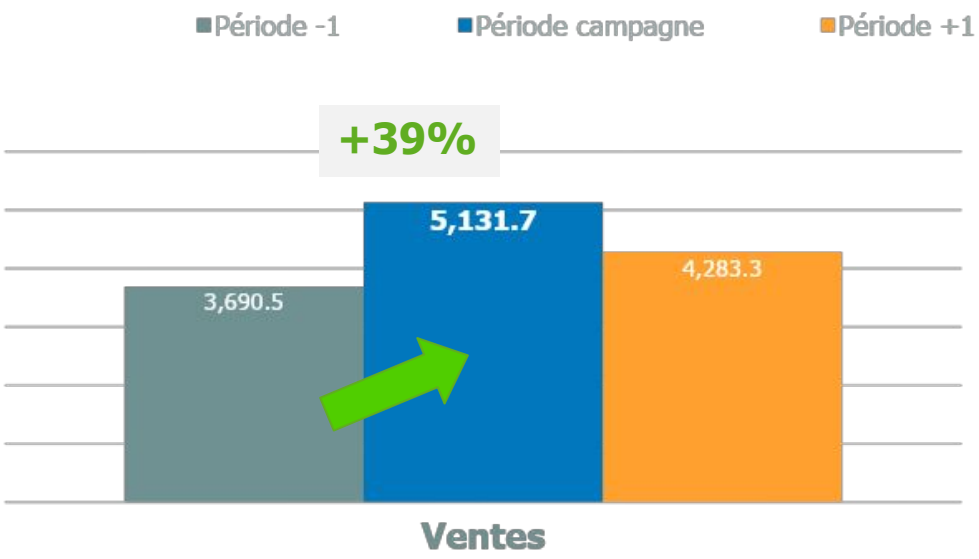
CORICA

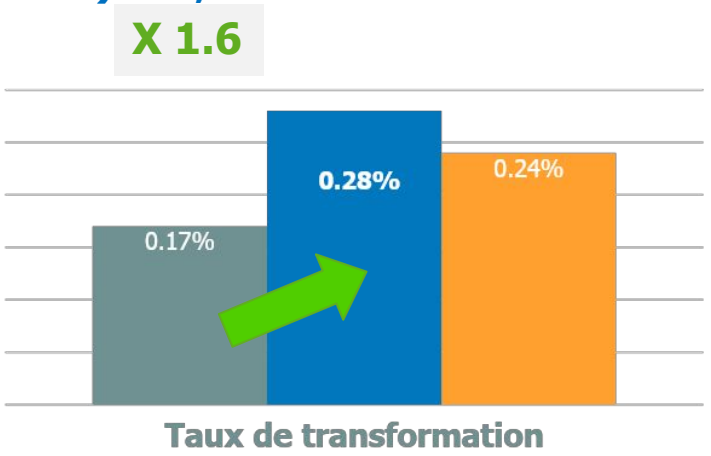
- **# New clients : + 13%**
- **# Orders : + 45%**



CORICA

- **Sales: +39%**
- **Transformation rate (conversion from visit to purchase): x1,6**





Taux de transformation (conversion e-commerce) est le % de visites ayant abouti à une commande validée

Prestashop : www.corica.be

Next Steps

Nick Piggott

RadioDNS HYBRID RADIO

Technical Working Team

Collects **Use Cases**

Designs a technology solution

Prototypes

Publish a **Technical Standard**

Broadcasters and Manufacturers implement

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Issues to address

Technology Solution

Works and meets the use cases

Data Insight

Access to the data that adds values

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Incentives to Implement

Investment is required to implement this technology

- New systems at broadcasters
- New functionality in receivers

What are the incentives to make this investment?

Are they aligned between broadcasters and manufacturers?

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Questions

Join the Working Team

If you want to participate in creating this solution

nick.piggott@radiodns.org

(Access is for RadioDNS Members and invited guests only)

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If you would like a copy of this presentation, please email feedback@radiodns.org

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