

Broadcast Audio Replacement: Introduction meeting

27th September 2021

On 27th September RadioDNS held a seminar about our new working group focusing on broadcast audio replacement. Nick Piggott gave an initial introduction then Francis Goffin, President of maRadio.be, described the concept of BAR, how it came about and how audio could be replaced with more targeted content in the future.

Valérie Janssens, Director of Development at RMB (a leading Belgian media sales house), explained from a sales point of view how her team has already been doing this with TV: lowering the entry barrier to create benefits both for broadcasters and advertisers; using targeted spots, which can have a higher value, and then integrating data from the advertisers to optimise the campaign and contribute to a stronger regional ecosystem.

Use cases were presented to demonstrate:

- The broadcaster using geo targeted advertising at a receiver rather than transmitters
- Localised information on a national radio service - (e.g. traffic updates)
- Personalised advertising
- Listeners requesting to hear some different on-demand audio, and then being seamlessly transferred back to the broadcast audio. (e.g. hearing an alternative song)

This could work using just geographical information but in order to make it really effective it also requires personal information, so that the radio station knows who the specific listener (and their interest) is.

It would be helpful to collect more use cases, especially from manufacturers.

Valérie Janssens advised that there would be a need for actionable data and then to enrich that data with 3rd party data (for example, to purchase data to identify the structure of the household), and provided a further successful use case for a small hyper-local shop who wanted to increase brand awareness to local customers as well as drive business to their online shop. The measurements clearly show a rise after the geographically local ad campaign.

Nick Piggott summarised by asking anyone who wanted to be involved in being part of the working group to advance this further should get in touch. The group will work towards creating a standard to achieve audio replacement in broadcast radio and will also consider incentives to implement for both broadcasters and manufacturers.

The working group will address technology solutions and data insight and there will be no commercial role for RadioDNS. Anyone wanting to be involved in this working group will adhere to our IPR policy responsibilities.

Next steps will be to get in touch and let us know if you would like to be part of the BAR working group, and then we will set up the next meeting.