



## **GA16/02 – Minutes of the 16th RadioDNS General Assembly**

23rd February 2022, 14:00 – 16:30 (UTC)

The 16th General Assembly presentation can be viewed [here](#).

### **Welcome**

RadioDNS Chairperson David Layer (NAB) opened the meeting by welcoming the members. In his opening comments, he referred to the recent story of a Seattle radio station which had crashed some car radio receivers by broadcasting malformed metadata, using this as an example of why broadcasters need to take metadata seriously.

David welcomed the 6 new members that joined in 2021 and highlighted the value of our members' contributions. 2021 has been a year of accomplishments and 2022 seems set to be equally as productive. A special mention was given to our plans to exhibit at the NAB Show in April in Las Vegas with a new demo, and hold our first in-person Steering Board meeting there - our first since the 14th General Assembly in 2020. David concluded by thanking the teams, both the Technical Group and Project Office for another good year and thanking all on the call for attending the 16th RadioDNS General Assembly.

### **Member's Business**

Ben Poor, the Secretary of RadioDNS, explained the Members' business process, including which items needed ratification through a poll of the Members attending the meeting (using a simple show of hands).

#### **[Minutes of the 15th General Assembly](#) and 2021 Accounts**

Ben Poor asked the Members to approve the Minutes of the 15th General Assembly - Approved

Ben took the Members through the 2021 Accounts, which were prepared by Tyrell Proctor Accountants. They showed that our income and expenditure had both increased in 2021, although not to the extent that we had intended. Instead of reducing our surplus as planned by GBP8 000, it grew again by GBP15 411 to GBP89 529.

**Ben asked the Members to approve the 2021 Accounts - Approved**

Finally, Ben recounted the decisions of the Steering Board in 2021, including updating our IPR Policy, and publishing diversity and sustainability reports, and asked the Members to approve them

**The decisions of the Steering Board in 2020 were Approved.**

## **Reviewing 2021**

Nick Piggott, Ben Poor, Andy Buckingham and Rosie Kendrick presented the achievements of RadioDNS over the past 12 months from branding updates to a report on the work currently in process or completed by the members-only technical group.

## **Meet The (Broadcaster) Implementers Discussion**

RadioDNS members discussed the current climate within hybrid radio and their experiences of using RadioDNS.

Cas from Pluxbox commented that there has been a lot of activity in the Technical Group this year. They are enthusiastic for the future and they are connecting more people who are trying to find easy solutions. He added it is amazing how often making a small change is forgotten and he would want to create an easy solution to solve problems like these.

Havard Wien (NRK) said they now distribute through RadioDNS using Radioplayer as it requires less resources from their side. He also asked at what resolution car manufacturers would like visuals.

Adriano Petteri (SRG SSR) added they were also thinking about which functionality they can provide and develop and liked RadioTAG, now we are thinking about TAG, and could that be a possibility.

Nick Humfrey replied, saying the BBC were involved in the specification but no hardware or devices supported it, so sadly they had to switch it off.

Nick Piggott added that often the problem is timing, there needs to be enough enthusiastic broadcasters and manufacturers. There is some current work within WorldDAB regarding creating clusters of new functionality that we can put together and ask broadcasters for their interest in creating and manufacturers for their interest in supporting that functionality. The intention is to then plot those clusters of broadcasters and manufacturer interest, discover where there is high interest from both and see if this creates mutual confidence for both sides to support and implement.

Francis Goffin (maRadio) said that we are seeing a slow decrease of linear radio revenues and we need to create functionalities that give commercial revenue to broadcasters. He added that the Targeted Audio into Broadcast group is working on a way to create value for broadcasters and manufacturers and asked for any additional members to join the working group, adding that innovation and ideas are really important as we need to go much further with the hybrid world than we are now, that it is the future.

Remo Vogel (RBB) gave a short presentation on how they use RadioDNS.

Jaime Chaux from Commercial Radio Australia was unable to attend and so had put forward some views from Australia which Nick Piggott added to the discussion. He said that there had been a review in Australia and broadcasters are now being more selective about the platforms they are putting metadata onto and want it presented in the right way and in endorsed environments. The days of content being readily available everywhere are coming to an end. Nick Piggott asked the group if they thought broadcasters would want to know who their metadata is available to and if other broadcasters saw that happening?

Nick Humfrey said there is an ongoing discussion at the BBC as they don't always know who is using their metadata and logos and for what purpose. One of the biggest motivators for restricting their metadata has been so it opens a dialogue with those users. Restriction does mean a relationship with the aggregator or manufacturer and then there can be discussions.

Nick Piggott added that Jamie Chaux was saying more specifically that it was so brands are correctly represented and Francis Goffin mentioned that Bauer UK stopped putting their content on some platforms in January this year. Nick Piggott clarified that Bauer UK were only providing to selected partners rather than being freely available and suggested that there may be a role for RadioDNS to help coordinate bilateral agreements and ClientID adding that this had been talked about briefly last year and if there were requests from members who thought it would improve the ease of implementing hybrid radio this could be looked at again. Bauer have now done this and Jamie Chaux, on behalf of the radio industry in Australia, has said this is important to them and Nick asked if the group thought this was a trend. Francis Goffin replied he thought it was a trend and so Nick requested that any member interested to email any Steering Board member, or the project office in order to see if there is an appetite for RadioDNS to look at taking on this or a similar role.

Adriano Petteri (SRG SSR) asked if there was a list of devices supporting RadioDNS or if there is a measurement device to check in the field as they are interested in Targeted Audio into Broadcast for different devices in different locations, ie a kitchen radio might not need to receive real-time traffic updates. Nick Piggott replied that because there is no licensing involved RadioDNS only discovers new devices when requests to servers appear. It is one of the challenges to the open source approach so it is helpful if manufacturers are able to indicate their use. He also advised members that if there is an interest in Targeted Audio into Broadcast and different use cases then joining the working group would be the best next step.

Nick Humfrey (in chat) explained the BBC strategy for SI: anonymously basic metadata is received but a trusted receiver with a client ID gets a richer SI doc. This strategy allows profiling on a per use basis. He also asked about the ability to switch between broadcast and on-demand, recommending this will be interesting to look at in 2022.

## Plans for 2022

NP outlined plans to grow hybrid radio in 2022 including the demo unit that Konsole and RadioDNS have been making and will be available for demo at NAB and the work the Technical Group will be doing.

Nick Piggott said there is a definite desire for logged in listening with more requirements to facilitate measuring. Cross platform authentication exists and is being used and when the spec was developed it fulfilled a clear need now there probably needs to be some form of identification built into the standard spec and therefore some login methods could be recommended.

Nicholas Humfrey talked about building the prototype on metadata push in order to create a rich listening experience on hybrid radio. He said broadcast radio is still around but needs to compete with displays from people like Spotify. He highlighted that the BBC have been working with RadioDNS saying that even as a large broadcaster the BBC doesn't have the ability to do different implementations and he explained the BBC approach: a push service pushes metadata to manufacturers and aggregators and then it is up to them to get it into hybrid radio in cars. Therefore it is a B2B system rather than B2C. The spec allows for either, but the BBC have chosen B2B and will then identify those using their metadata as well as aggregators and are then able to have a meaningful conversation with them. It is a standards based approach and an extension to TS101 499, the slideshow spec.

Andy Buckingham added that there is a draft proposal that provides new transport providing a meta key which is granular info in a javascript notation format. This allows a 3rd party to display in another format and radio to be in the same display as a car dashboard with a display for Spotify (for instance). Because it is a web standard a web demonstrator can be built which is tangible and real.

Nick Humfrey said this is currently at the proof of concept stage with more work to do on it, but is interested in talking to manufacturers to see if it works for them in these early phases.

Nick thanked the BBC team and Andy for all their hard work on this project and how useful it is to have a working prototype, he also said that Christian Hufnagel could get involved to see what implementing for ARD would look like.

### 2022 Plans - approved

## Meet The (Manufacturer) Implementers

Nick Piggott introduced the discussion by asking if freely available sources of metadata might need to change. Bob Heads (Frontier) said that the challenges they have going forward are different to automotive manufacturers as rather than bigger amounts of higher resolution, in the domestic prices they are price constrained as customers are not willing to spend the extra money.

Nacho Seirul-Lo Salas (NXP) said that NXP have built 3 generations of demonstrator with RadioDNS, the first one in 2019, adding that the purpose of our demonstrators are to show technology and make it as appealing as possible and RadioDNS is fit for that purpose, additionally the support given by RadioDNS was excellent. Their interest in hybrid radio is that *"Adds value, [is] eye catching and good to engage and once people are interested, only good experience with demonstrators with radioDNS."*

David Layer added that the importance is getting accurate data and Nick Piggott said that most frequently manufacturers say they need support from a large number of broadcasters before they can implement so we need to get better as an industry at bringing enough manufacturers together to make a commitment. He said it will be interesting to see the results of the work WorldDAB is doing to measure clusters.

Remo Vogel (RBB) said he thought Project Logo was really effective: there was a clear mission, accepted from all sides and said he thought other projects could be set up in the same way. Nick Piggott noted this suggestion.

## Close

David Layer closed the 16th General Assembly by thanking everyone who registered and participated and summarised by saying that RadioDNS requires more member involvement in 2022 and members could think about what interests them the most and how they can contribute. Nick Piggott added that RadioDNS is here to accelerate the growth and reduce the cost and complexity of accelerating hybrid radio.

Meeting closed at 16:30