# SB51/4 – Minutes for the 51st Steering Board

## Tuesday 26th April 2022 – 11:00 ET / 16:00 UTC / 17:00 CET

## Attendance

Laurence HARRISON (Radioplayer) *
Bob HEADS (Frontier) (until 16:45 UTC)
Rosie KENDRICK (RadioDNS) *
Maximilian KNOP (Konsole Labs)
David LAYER (NAB)  (Chair) *
Badri MUNIPALLA (NPR)
Nick PIGGOTT (RadioDNS Project Director) *
Nacho Seirul-Lo SALAS (NXP)
Dave WALTERS (BBC)
Christian WINTER (AUDI) *
John VERMEER (iHeart)

## Apologies

Ben POOR (EBU) (Secretary)
Walter HUIJTEN (NPO)

## Agenda

1.  Welcome and Introductions: DL welcomed everyone to the meeting, in person and online, and remarked on the metadata project we are working on. NP added it is great to be in Las Vegas, our stand looks good and it is really valuable to be able to meet people and demo RadioDNS.
2.  Agenda approved
3.  Approval of the minutes of the [50th Steering Board](#) - approved.
4.  Action Points Review

    48/06 - contact organisations around the world to see if they would like to work together on getting RadioDNS information at a country level publicly available -  country coverage is now almost complete so should be able to move this on at the next meeting

    49/02 - SI data accuracy review: diarise to complete again in April and report back, also keep working with people who have sub-optimal processes. Complete again in April - this will be complete by the end of the week. **RK - diarise to October.**

    DW asked if we will see a vast improvement.  NP  replied there has already been improvements from sweep 1 and sweep 2, the ambition is this improvement has continued despite changes in registrations and where DNS records are pointing.

    DL asked how much time it takes, NP replied that now Andy has written the

scripts, it takes about 4-6 hours.

50/01 - NP to expand key roles to include infrastructure and send it to the Steering Board before putting it on the RadioDNS website. - **DONE**

50/02 - ask TAB group for a broadcaster volunteer to create prototype and report back to SB - **DONE -** there is now a broadcaster in Belgium that will create the prototype.

50/03 - RK to arrange meeting to discuss SB derived group to work out business case for the role RadioDNS could take within the TAB/listener log-in ecosystem - **DONE**

50/04 - add review of membership fee to agenda for SB51 - see below

50/05 - all Steering Board to feedback on RadioDNS and if there are any obstacles to implement - **DONE**

5. Technical Group Report (SB51/2)

**Changes to standards:** NP explained the changes made to the ETSI specs and explained we are writing changes into the new versions which will need approval from the SB and then go through the ETSI process.

**Metadata push:** Changes to firehose mode and Andy Buckingham will do some implementation guidance as a published document with code available in Github. Some discussion on firehosing, how it works and the testing that has happened so far. Thanks to DW and the BBC for the prototype work.

BH asked about broadcaster adoption, NP replied that we will get some significant broadcasters to begin (BBC and ARD have said they are interested) that gives enough weight that we will hear from potential end consumers and then next step is socialising.  DW added we are watching the industry move at speed towards this and if we can do it once and do it well we are saving ourselves a lot of time.

**Analytics:** We do not have an agreement on transport methods.  We need to clarify benefits for implementers and identify at what point this crosses into capturing personal info and therefore becomes more difficult to manage and associating with a specific user us heading towards listener login.  There are parallels with analytics and the RadioTAG specification, so the idea is to converge analytics and TAG into one application, they feel aligned and can be run in anonymous or listener login mode, so we will work up a proposal of a combined standard that works in an anonymous mode or a logged in user mode.

MK said he felt this was very positive and DW added that the evolution makes perfect sense and get the alignment and asked if getting the alignment makes this more complicated.  NP replied that the motivations internally in organisations will be split across 2 teams so might make it more difficult, but we can help them connect internally.  DW suggested approaching someone like Rajar and NP said we want organisations that measure audiences to feel this is valuable.  We have looked to make the data structure look like recording online listening.  There have been some informal conversations to ask if presenting it like online data is the best way.  We do need organisations to understand this is a standard and once we say this is what we capture and how we report it, that cannot be changed.  We probably need to ask for more feedback.  DW asked for more information and NP said he will walk through with teams and explain.

**TAB:**  RTBF have put a team together and we are waiting to hear back from them if they are willing to take it on, and create an end to end demo.  Optimistic this will happen and they will be getting back to us with a plan sometime in May.

NSLS said he would like to discuss possibilities with them.

**Data Capture/Listener login:** There is still work running in the TG to understand what a listener login might look like: what is the user journey and the interactions they have

to perform.  It feels like we have an idea of what this might look like.

CW highlighted the connection between radio station, customer and manufacturer and if the manufacturer is in between the broadcaster and listener, then there are data privacy issues and it adds more complexity on the login part and also with audio replacement.

NP said that broadcasters need to explain more clearly what it will be used for and what the benefit is to the driver.  The idea for TAB started because a broadcaster is worried that transitioning to digital might mean less revenue.  CW said there are countries that have found solutions to this.  It will be expensive to implement and might be too complex and too expensive to bring in.

NP said we know we need to facilitate the broadcasters making more money by manufacturers spending more money.  We can't say what that exchange is but we should be honest about it and facilitate the conversation that needs to happen. Hopefully our technical work will scope out costs and benefits.  It is uncomfortable for us as a NFP to look at this, but we could facilitate those conversations.  There are costs involved, it should be that the broadcasters can see the benefit to their revenue and pass that on to manufacturers. DW added the possibilities are interesting and not that different from some things that are already being done and NP said the challenge of enabling the conversation of making this happen and financially benefiting everybody is exciting.

**AP - task the group to define use cases more than just ad replacement so the TG work out cost implications and then we need to work out how we catalyse the commercial discussions.**

6. Project Office Report ([SB51/3](#))
   - NP ran through financials
   
   **AP - NP write something for Radioworld  - maybe on push metadata, start now!  Talk about enhanced presence at NAB show - first in person SB meeting, enhanced displays.**
   
   LH - what kinds of conversations are being had?
   
   NP - consumer effect, how to implement, mainly and at varying levels of detail. Update on membership, communications and events - including Android head unit demo.

7. 2023 Membership Fee Discussion ([SB50/5](#))
   
   **AP - NP to create list: if we had more money, what would we spend it on?**
   
   DL - question is if this is the right time?
   
   NP - economic mood has swung in the past 6 weeks so the message of an increase might be more concerning
   
   DL - could consider - metadata push rolling out and getting support from the industry might form the foundation for asking for more money.
   
   Agreement to come back with what we would spend the money on in the next meeting.

8. Removing Obstacles to Implementation
   a. Feedback of the meeting of smaller group (6th April 2022)
   
   **AP - ask GSMA what they do with roaming agreements and see what they do.**
   
   **AP - Create communications exchange of who needs to talk to whom.**
   
   DL - what do we have right now that we would create communications exchange about
   
   NP - prob metadata terms of use.  Because legal and commercial conversations are involved, we need to give people info to have conversations and make them easier to set up.
   
   This will require maintenance and we need more feedback on it.

       **AP - All board to feedback on if this new avenue is to be pursued.**

9. Action review:
       **51/01 RK to diarise SI data accuracy review for October.**
       **51/02 task the data capture/listener login group to define use cases more than just ad replacement so the TG work out cost implications and then we need to work out how we catalyse the commercial discussions.**
       **51/03 NP write article for Radioworld - maybe on push metadata, start now! Talk about enhanced presence at NAB show - first in person SB meeting, enhanced displays.**
       **51/04 NP to create list: if we had more money, what would we spend it on?**
       **51/05 ask GSMA what they do with roaming agreements and see what they do.**
       **51/06 Create communications exchange of who needs to talk to whom.**
       **51/07 All board to feedback on if this new avenue is to be pursued.**
10. Next Meeting Dates
    Suggested dates:      Tuesday 12th July 2022
                          Tuesday 13th September 2022
                          Tuesday 18th October 2022 (adjacent to NAB Show NY)
                          Tuesday 6th December 2022
                          (all meetings scheduled for US morning, European afternoon)