
SB56/4 – Minutes of the 56th Steering Board

Tuesday 18th April 2023 – 08:00 ET / 16:00 BST / 17:00 CET

Online at at Room W320, West Hall, Las Vegas Convention Center

Attendance

Laurence HARRISON (Radioplayer) (until 09:00 PDT)
Bob HEADS (Frontier Smart Technologies) (until 09:40 PDT)
Rosie KENDRICK (RadioDNS)
David LAYER (NAB) (in person)
Badri MUNIPALLA (NPR) (in person)
Nick PIGGOTT (RadioDNS Project Director) (in person)
Ben POOR (EBU) (Secretary) (until 09:20 PDT)
Michael REICHERT (ARD) (until 09:00 PDT)
Nacho Seirul-Lo SALAS (NXP)
Dave WALTERS (BBC)
Christian WINTER (AUDI) (until 09:40 PDT)
John VERMEER (iHeart)

Guests

Our Member guest joined us at 09:10 PDT

- Ashley Adams, Nielsen / Gracenote

Agenda

1. Welcome and Introductions
2. Appointment of a Chair for the Meeting
Dave Walters (DW) offered to act as Chair for the meeting, which was unanimously agreed.
3. Approval of the Agenda
Approved
4. Approval of the minutes of the [55th Steering Board](#)
Approved
5. Action Points Review
 - a. NP update GA agenda to reflect discussion and voting on Resolution on Support for IP Devices - **completed in time for the GA**
 - b. Communicating supporting dynamic metadata and providing outreach to broadcasters and manufacturers - **Item 10**
 - c. NP to identify where RadioDNS can have a presence within another stand at shows.
6. Appointment of Steering Board Member / Chair
Nick explained that the Steering Board is required to have 11 members (Directors), and that the existing board members are expected to appoint people to reach that number.

The board is currently 10 people.

Any board member may act as Chair on a meeting-by-meeting basis, with the Steering Board approval. Any board member may propose to be appointed permanently as Chair, but can only leave that role by resigning the board entirely.

The board agreed to invite Maximillian Knopp to be the 11th board member, as he narrowly missed out on election at the General Assembly, and has been an active member of RadioDNS.

Dave Walters has offered to act as Chair on a meeting-by-meeting basis until a permanent appointment.

7. Outcome of Vote on Supporting IP-only Devices

Nick confirmed that the Members had supported the Proposal quite strongly, with a good turnout of voting. There were 20 votes in favour of the proposal, none against it and two abstentions.

8. Technical Group Report ([SB56/2](#))

Nick provided the Technical Group Report. There were no questions about current activities, and it was agreed to defer the discussion about how to innovate to the later part of the meeting.

9. Project Office Report ([SB56/3](#))

Nick provided the Project Office Report.

The board asked Nick to put some questions to Konsole about their request for relief on membership fees in 2023, and develop a policy for fee reduction in 2023 that could be equitably offered to all Members.

AP - create policy for fee reduction

AP - communicate with Konsole re their request

David (Layer) noted that Nick had spoken at a very well received panel session on Metadata and Hybrid radio at the BEIT conference on Sunday morning.

The board noted the importance of scheduling and locating the "in-person"

Automotive Workshop to maximise participation by the automotive industry.

David (Layer) was very impressed that we had secured a presence and a panel moderating role at the TU Automotive Detroit Conference.

Guest joined 09:10 PDT

10. Major Communications Activities for 2023

- a. Support for IP Devices
- b. Metadata Push Update to TS 101 499
- c. Incentives to innovate with Broadcast radio

The board discussed the issues brought up by the discussion in the Technology Group meeting of why new functionality should be implemented by broadcasters and manufacturers.

Issues raised during the discussion:

- There is a poor shared understanding of ambitions of broadcasters and manufacturers
- The incentives to add new functionality were often coming from broadcasters who are developing new functionality in their apps, and want to do similar for broadcast radio
- It was very important not to undermine the simplicity of broadcast radio use by adding in functionality that would obstruct or frustrate users.
- There needs to be demonstrable benefit to users, which radio stations are prepared to promote
- The relatively slow rollout of functionality across vehicles / models / manufacturers makes it hard for broadcasters to justify when they're used to developing at "app

speed"

- Without the ability to compare the use of broadcast radio with the use of IP streaming for listening, it's difficult to maintain interest in broadcast radio innovation.
- Some innovation can happen on the head unit alone, but then it doesn't help broadcasters measure/understand the use of broadcast radio.
- We need to be mindful of the listener / consumer experience and benefits in all developments.

Listener login was discussed as a potential obstruction to listening, which was undesirable. Methods of making that less intrusive included the potential for the manufacturer to link the user to their radio station profiles automatically before the vehicle is delivered, the ability to link with many stations at one go, or use third parties like Google to provide the link. Listener login should always be optional, and never be required to use the functionality of broadcast radio. Login was useful to listeners for functionality like Tagging, allowing them to see what they've tagged on their other devices / smartphone, not just on the head unit.

AP - Nick will undertake to create a diagram that captures those ambitions and important characteristics, as a basis to look for common interests. That would need to lead into an engagement plan to try and agree on the next new functionality to implement.

11. Any Other Business

There was no other business

Meeting closed at 10:00 PDT