
SB63/4 – Minutes for the 63rd Steering Board

Tuesday 10th September 2024

08:00 PT / 11:00 ET / 16:00 BST / 17:00 CET

Attending

Neil BINGHAM (Frontier)
Laurence HARRISON (Radioplayer)
Rosie KENDRICK (RadioDNS)
Badri MUNIPALLA (NPR)
Nick PIGGOTT (RadioDNS Project Director)
Ben POOR (EBU) (Secretary)
Michael REICHERT (ARD)
Nacho Seirul-Lo SALAS (NXP)
Jamie SAMPSON (iHeartMedia)
Dave WALTERS (BBC) (part)
Christian WINTER (AUDI)

Apologies

Maximilian KNOP (Konsole)
David LAYER (NAB)

Agenda

1. Welcome and Introductions from Nick Piggott.
2. Ben Poor appointed as Chair for the Meeting
3. Agenda approved
4. Approved the minutes of the [62nd Steering Board](#)
5. Action Points Review
 - a. PO to do comms activity around updates to ETSI standards - still to be done
 - b. NP to create job description for support/admin role - still to be done
 - c. NP to create a non-tech accessible blog-post on the technical group activities - still to be done
 - d. NP to create changelogs for the standards documents (see TG Report)
 - e. NP and RK to update coverage map online and get some topline figures (see PO Report)
 - f. Work with TG to work out their objectives for 2024 - meeting has been delayed until 17th September
 - g. RK to rewrite the Diversity statement (see PO report)
 - h. PO rescheduling of General Assembly (see PO report)
 - i. NP - Agreement with HbbTV (see PO Report)
 - j. Targeted Audio into Broadcast Report (see TG report)

6. Technical Group Report ([SB63/2](#))

On demand audio/linking to broadcaster apps

NP summarised, BP added that the broadcast to broadcaster app standardisation is really important.

Inconsistencies identifying FM Radio services

There is a plan but it needs to be implemented after the FQDN work has been completed and the changeover has happened for managing DNS records.

Targeted Audio into Broadcast - no update

Changelogs for standards documents

Intention is that users can quickly identify changes made since the previous version and then download all relevant versions for comparison. Andy Buckingham is accomplished Github user so NP is getting support from him to move this forward

Station Logo and Programme Image sizes - still need feedback from broadcasters about which format images they use or would like. Once the prototype on-demand listening functionality will make it easier for people to visualise this.

Points from following discussion:

NSLS asked about logo size and competing with other apps, NP replied that the images to accompany programmes would be approached in the same way as logos; a flexible interface where the head unit can request an image of a specific shape and size and the broadcaster is responsible for providing this.

DP said this could be challenging for the broadcasters, so suggested a minimum requirement. NP replied that it could be that broadcasters can supply various images that could fit, or fit dynamically and need to make sure that both broadcasters that can only provide basic requirements and those who can do more are considered. BP added that many might not put the additional effort in for dynamic resizing, even though it makes it more future proof. NP asked how much RadioDNS should provide - open source code that does a lot of the work for RadioDNS users but might not be sustainable or the way RadioDNS should interact with the market. DP added that there could be a new scenario where there is a commercial AI image resizing service we could direct to. BP added that an open source community would be ideal. NP replied that we have How-to's on the website but people don't find them, so they need to be more obvious or make better connections to them.

NP said we have more radio stations using RadioDNS who are less capable and they need more explanation and support and we need to work out where we draw the line and how we help them. LH suggested looking at how trade bodies function and at organisations that can support RadioDNS and be part of the community.

AP - Take this to the technical group - getting this information into the wider world and get more people to use them

Discussion on costs, whether this would make RadioDNS a commercial organisation, and if there is a freelance market that could implement RadioDNS with a cost attached, which could also be included in the How To's.

Regarding How To's, NP said that the user journey doesn't currently work and that 85% of questions to RadioDNS come from technical people. DP asked what the demographic of these people might be and if targeting them with YouTube or another option might be better.

7. Project Office Report ([SB63/3](#))

NP summarised the accounts.

All members are now paid up for 2024. Member comms will go out October and invoices in November.

- Events:

Radiodays Asia - NP spoke and RadioDNS had an exhibition stand. NP

highlighted an interesting conversation with Thai radio stations are looking to launch DAB and are running a trial, BP asked when the trial might end, NP said the regulator said they are aiming for a nationwide network in 2025.

Automotive Workshop - dates and location discussion for this year and also next year too.

- Software development - Demo receiver needs NP to get info to Konsole before it can move forward.
- Update from NP re FQDN project which changes the management of DNS and now creating a system to make RadioDNS user data available and secure. NP said the change to new way of managing the DNS should not cause any problems. This should then make other aspects of RadioDNS work (like displaying country coverage) much easier.
Coverage Map will be completed once FQDN list is completed.
- Trademarks - we have completed all the documentation for US trademarks, we are just waiting for confirmation.
- Patent challenge - not heard anything since information was sent to them in June.
- HBBTV DNS - not heard back but also not an issue if RadioDNS continues to run it or not.
- Rescheduling the GA - logistically this is difficult to coincide with Radiodays Europe, unless we meet on Tuesday 11th at 5pm in Greece, looking at other options around RDE.
- Diversity and Inclusion regarding the Steering Board representation elections in February, NP proposed letter suggestion from board to members.
Information based on this will be sent to members with their Member info kit next month (reviewed by the board) and then further communication will follow later in the year.
Dave highlighted 2 paragraphs and GDPR. NP said we cannot control the members or the make-up of the steering board or take responsibility for it. Aim is to encourage the members to think about other members of staff beyond the ones who are already familiar with RadioDNS.

8. Any Other Business

RK asked about location of GA, if there were any restrictions by members for locations. DP said it is easier for him to go if he can reach it by train. NSLS said that there needs to be clear added value for attending. LH said he has made a commitment to be on the board and will endeavour to attend in person. BP said he has seen value in an additional event where people interact with no agenda.

NSLS asked for the perception of whether radio is becoming more or less relevant in the car - discussion on this included:

NP said that many listeners are frustrated by carplay

CW said that radio has already been lost to younger generations.

BM said NPR has seen that podcast spots don't sell as well as broadcast so there still is demand and enough interest for people to buy the spots.

NB said it depends on the car and how you access the radio.

CW said that there is a new Porsche release called a car maker app that can access things like air con and radio and more car manufacturers will move to this because people stay within it all the time.

NP said people want to listen to the radio and broadcast radio works really well as long as listeners can get to it.