

VOICE CONTROLS & PHONEMES

A JOINT PERSPECTIVE

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THE PROBLEMS WE NEEDED TO FIX:



**VOICE DIDN'T
WORK**



**JUST ONE
PIPE PLEASE**



**LACK OF
READY ASSETS**



**FUTURE
PROOFING**

HOW WE FIXED IT

1


**ONE INDUSTRY
PARTNER**

2

**NEW UNIFORM
GUIDELINES FOR ALL**

NEW GUIDELINES

QUESTIONS BROADCASTERS NEEDED TO ANSWER:

- How many different ways will users actually ask for your stations in real life?
 - How do you want the voice assistant to announce your station?
 - How do you want your station to appear?
 - What happens when a station changes its name?
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EXAMPLE

nova 96.9

Phrase: “Nova”, “96.9”, “Nova 96.9”, “Nova nine six nine”, “Nova Sydney”

Slogan: “Fresh Hits & Throwbacks”

Artwork: logo x 6 different sizes

Frequency: 96.9FM

Market: Sydney

Stream URL



HOW WE MAINTAIN THIS WORK NOW

THE USE OF A
'GOLDEN
UTTERANCE'



CRA AS
KEEPER OF
THE
STANDARDS



CRA AS
TESTER



HELPING
STATIONS WHEN
STARTING A
NEW STATION



KEY TAKEOUTS:

HAVE A
TRAFFIC COP



MAKE THE
PROCESS
SIMPLE



CREATE THE
SINGLE PIPE



SET VERY
CLEAR
STANDARDS
AND MAINTAIN
THEM