Hybrid Radio
combining Radio & Internet

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What is Hybrid Radio?

- Consumers are used to a rich experience on digital devices (smartphones etc.)

- They expect this rich experience on Radio

- This is what Hybrid Radio can offer

- Combining the best of Broadcast and Internet for a richer and better experience (e.g. HbbTV)

Radio DNS
HYBRID RADIO

Hybrid Radio

Broadcast works for the mass market
Reliable, ubiquitous, free

The Internet adds value
Enhanced experience & interactivity

Hybrid Radio Functionality

- Station information

  - EPG & Logo

- Visual Information (static images)

- More choice of stations

- Station switching (e.g. in car)

- Interactivity

  - Save my playlist

  - Skip to beginning

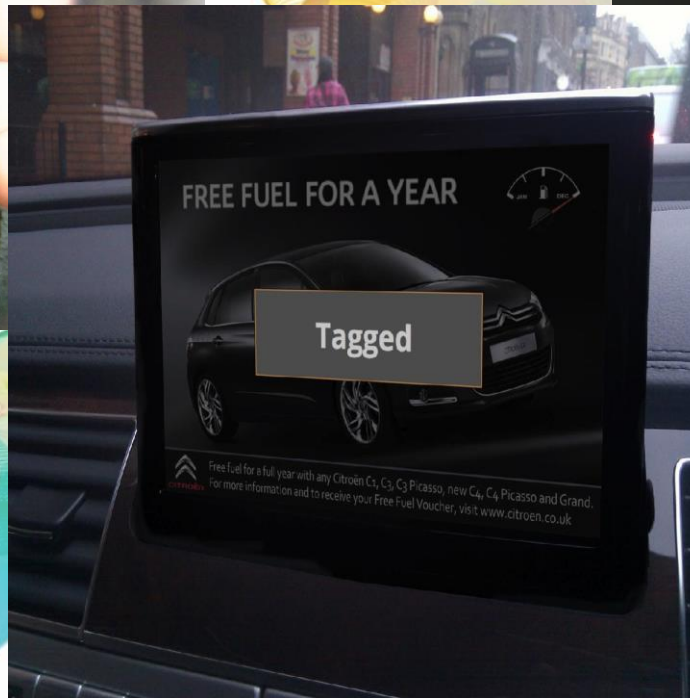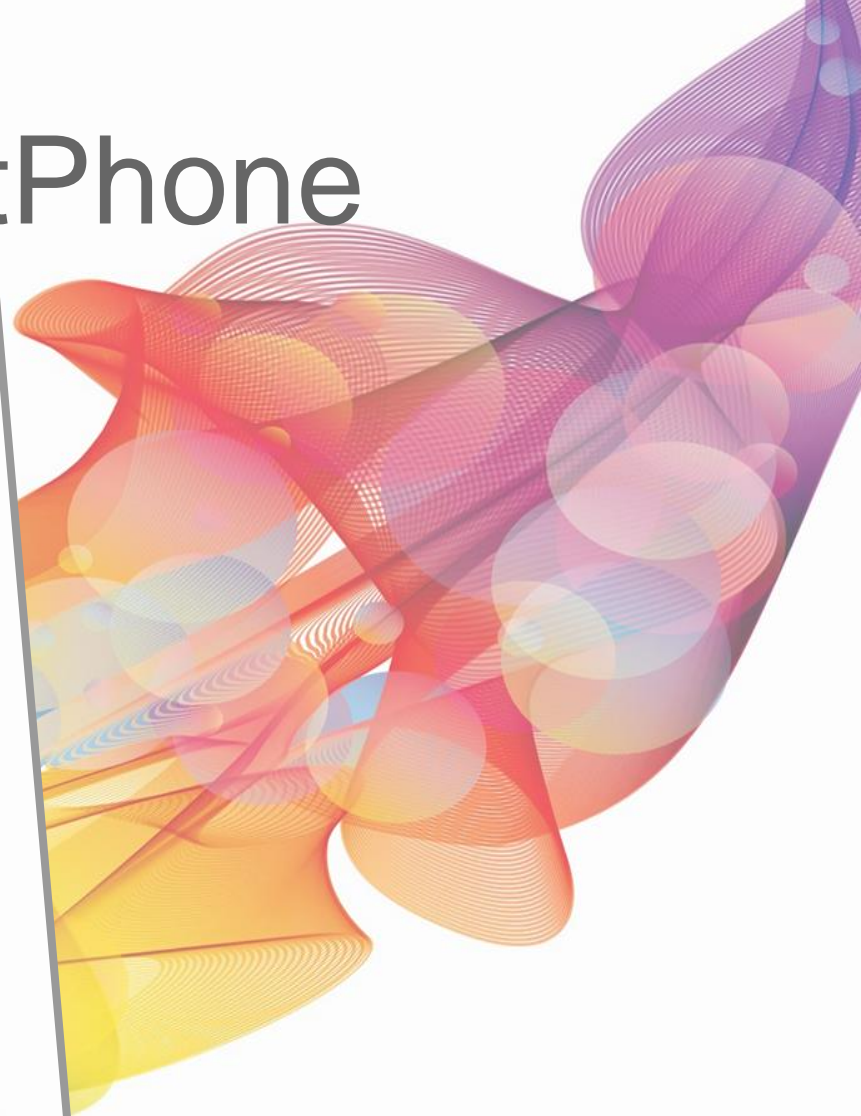# Automatic Switching

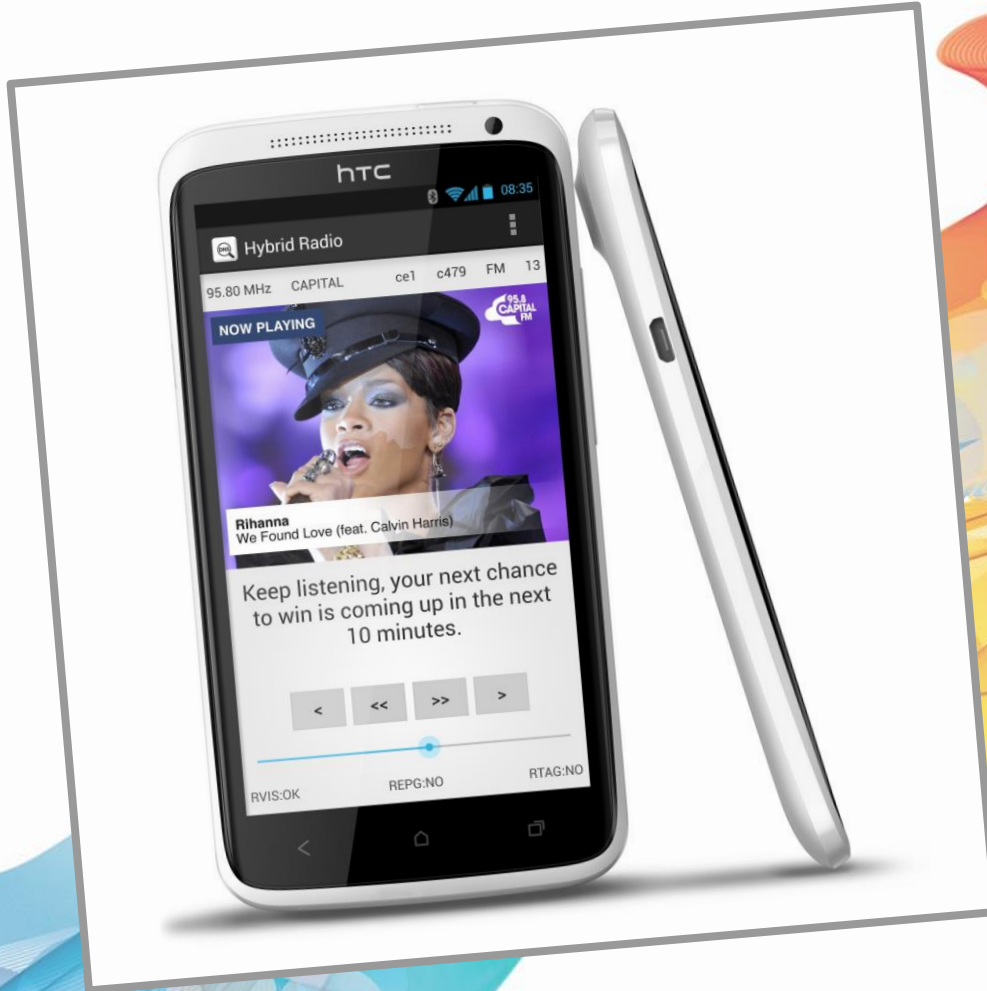Broadcast Radio

Audio

IP

Streaming
Audio

Only use streaming when the broadcast signal is weak

Tagging

The SmartPhone

Hybrid Radio in the car

Radio

Capital	**Now:** The Bassman **Next:** Greg Burns
Classic fm	**Now:** Jamie Crick **Next:** Classic fm Drive
Heart	**Now:** Nick Snaith **Next:** Tim Lichfield
LBC	**Now:** Julia Hartley-Brewer **Next:** James Whale

RadioDNS

- RadioDNS is the standard that makes this possible

- Simple robust and light

- based on proven DNS technology

- Easy to implement

- ETSI standard

Our Members

ETSI TS 103 270 V1.1.1 (2015-01)

TECHNICAL SPECIFICATION

RadioDNS Hybrid Radio;
Hybrid lookup for radio services

EBU
OPERATING EUROVISION

ETSI TS 102 818 V3.1.1 (2015-

TECHNICAL SPECIFICATION

Hybrid Digital Radio (DAB, DRM, RadioDNS
XML Specification for Service and
Programme Information (SPI)

European Broadcasting Union   Union Européenne d
EBU-UER
DAB

ETSI TS 101 499 V3.1.1 (2015-01)

TECHNICAL SPECIFICATION

Hybrid Digital Radio (DAB, DRM, RadioDNS);
SlideShow;
User Application Specification

European Broadcasting Union   Union Européenne de Radio-Télévision
EBU-UER
DAB

Radio DNS®
HYBRID RADIO

Why do Hybrid Radio in Turkey?

- Whether you move to digital or not:

- Make radio better!

- Enhance analog and bridge to digital if the time comes

- No change in technology

- Bridge EurAsia

Thank You

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