

# **Evolution of radio**

## **Analogue to hybrid digital**

Radio Asia Bangkok, 27 April 2017

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# Evolution of radio....

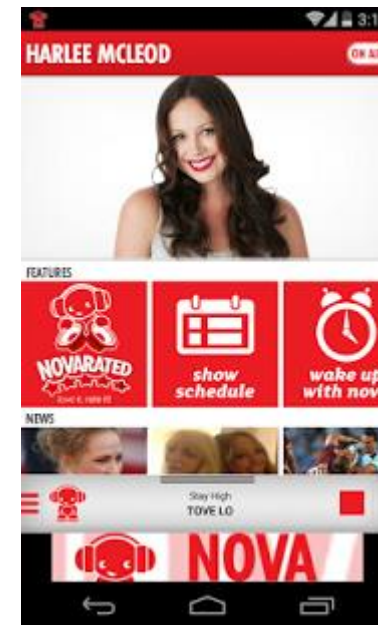
Analogue  
radio is  
mainly audio



DAB+ digital  
radio provides  
audio and data



Station  
Apps



# Hybrid Radio

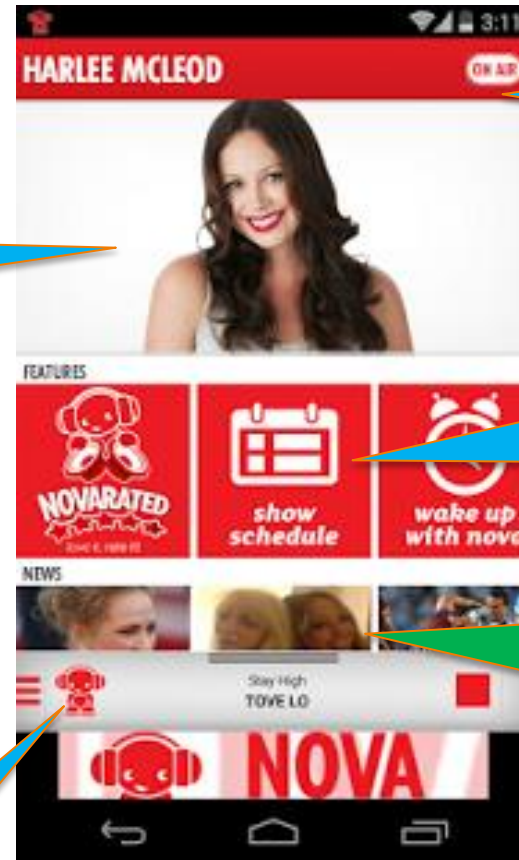
Slides and text delivered in DAB+ broadcast including URLs

Audio delivered via DAB+

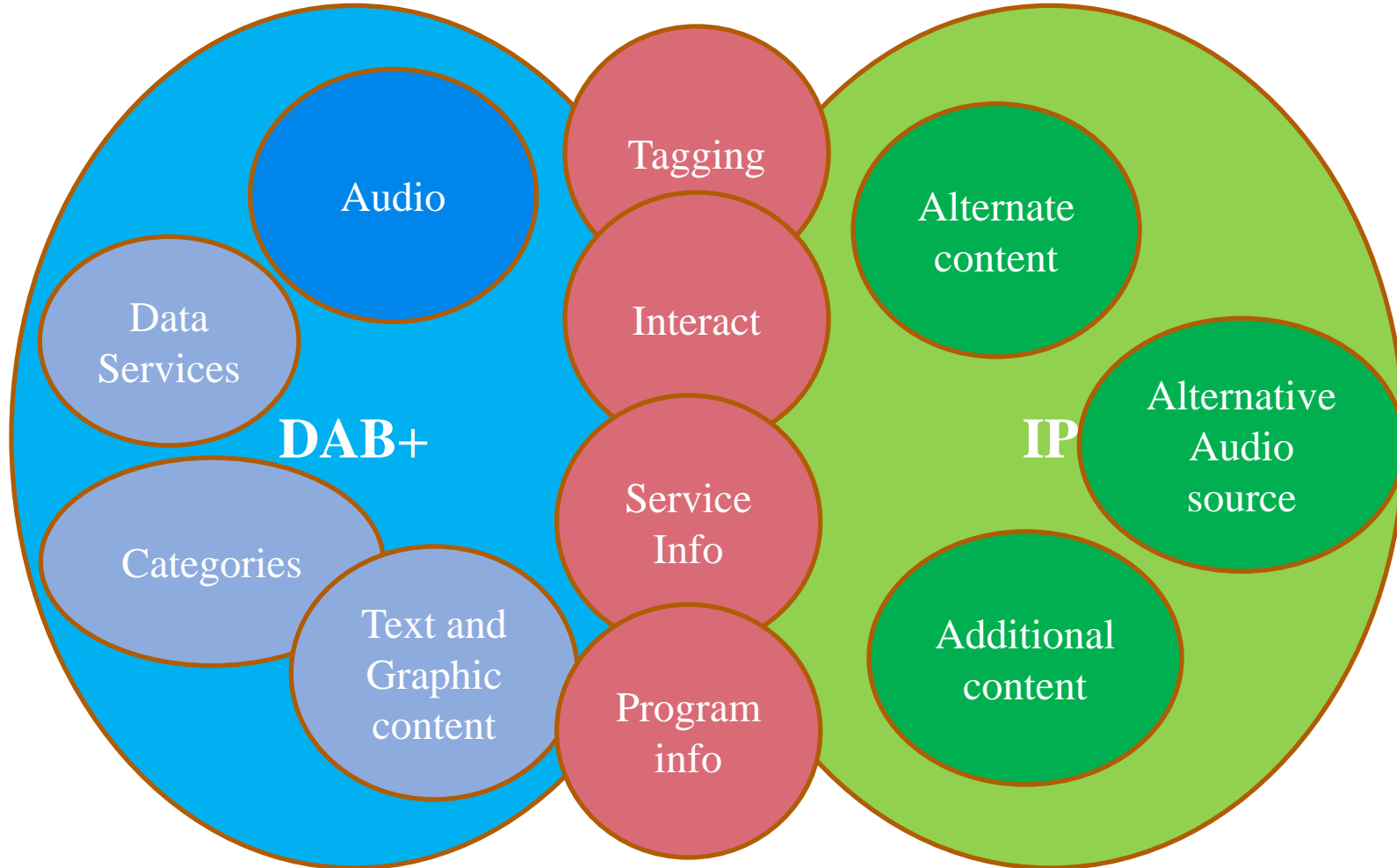
Basic Programme information delivered via broadcast (SPI)

Small logos delivered via broadcast (SPI)

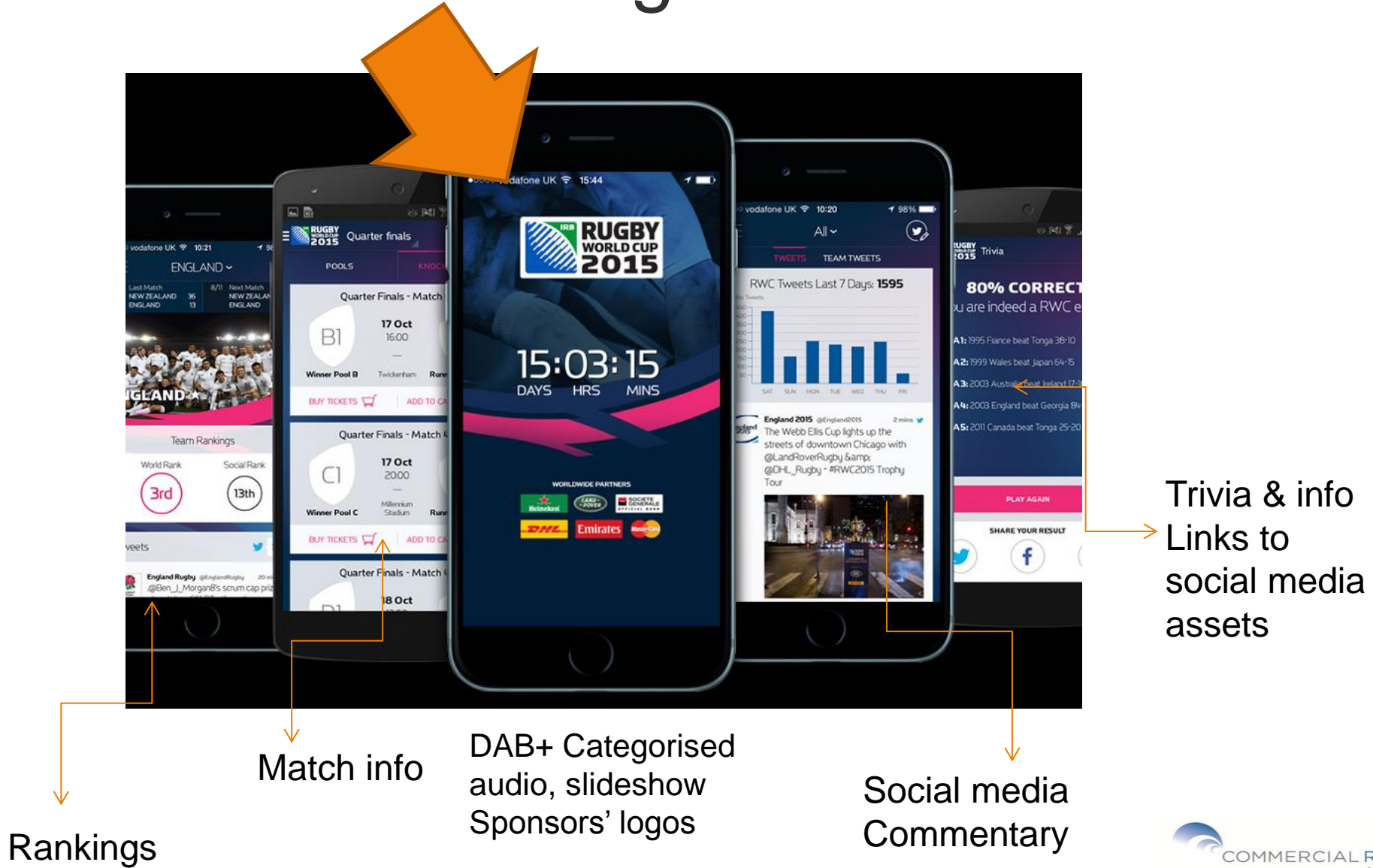
Additional features, program info interactivity and alternate content delivered via IP



# Digital Hybrid – best of both worlds



# Broadcast Categorised Slideshow



# Hybrid radio for station loyalty

Access station's website from a ClickThroughURL

- promote engagement and loyalty

The screenshot shows a radio station website with several promotional banners. At the top, there is an advertisement for EGO lawnmowers with the slogan "POWER BEYOND BELIEF." and a "Get Product Details" button. Below this is a "MORE VIDEOS" section with three video thumbnails. The main content area features a "TRIPLE M 104.9" logo and a "LISTEN NOW" button with a play icon. The current track is "Powderfinger, My Happiness" by "UGLY PHIL", with a broadcast time of "On Air: 9:00 AM - 1:00 PM". A navigation menu includes "HOME", "SHOWS", "WIN", "NEWS", "MUSIC", "STUFF", "SPORT", and "MUSIC JURY". A large banner for AC/DC tickets is prominent, with the text "WIN AC/DC TICKETS!" and "LISTEN TO WIN AT 8AM, 10AM, 12PM & 2PM". Below this, it says "CALL 1 333 53 FOR TIX & FREE CASH". To the right, there are two smaller banners: "Blokes WhatsApp Fail!" showing a hand holding a smartphone, and "OZ TOBER" featuring a man singing into a microphone. At the bottom, there are three small text boxes: "Listen Live: V8 Superca...", "Win AC/DC Tix & Cash!", and "Aussies Bashed Overseas".



# Hybrid radio for advertising

- access on-line content associated with broadcast delivered content – easy for listeners
- Potential for click-through sales models
- Redirection via the broadcasters website – performance metrics
- Adds value to content



# Hybrid radio for news and weather





# Hybrid radio for emergency



# Hybrid radio for alternate images

- Image is best suited to device display
- Ensures maximum quality content is delivered to multiple digital devices in best quality



# Hybrid Radio



**Deliver audio & basic data using  
broadcast**

Reliable, ubiquitous, free, economic

**Enhance radio using IP**  
Add a richer experience & interactivity



# Open Standards

# Decentralised

# Open Standards

- Anyone can build a DAB+ transmitter
- Anyone can build a DAB+ radio
- Anyone can build a RadioDNS device or platform
- Everything works together
- Encourages innovation and affordable price points

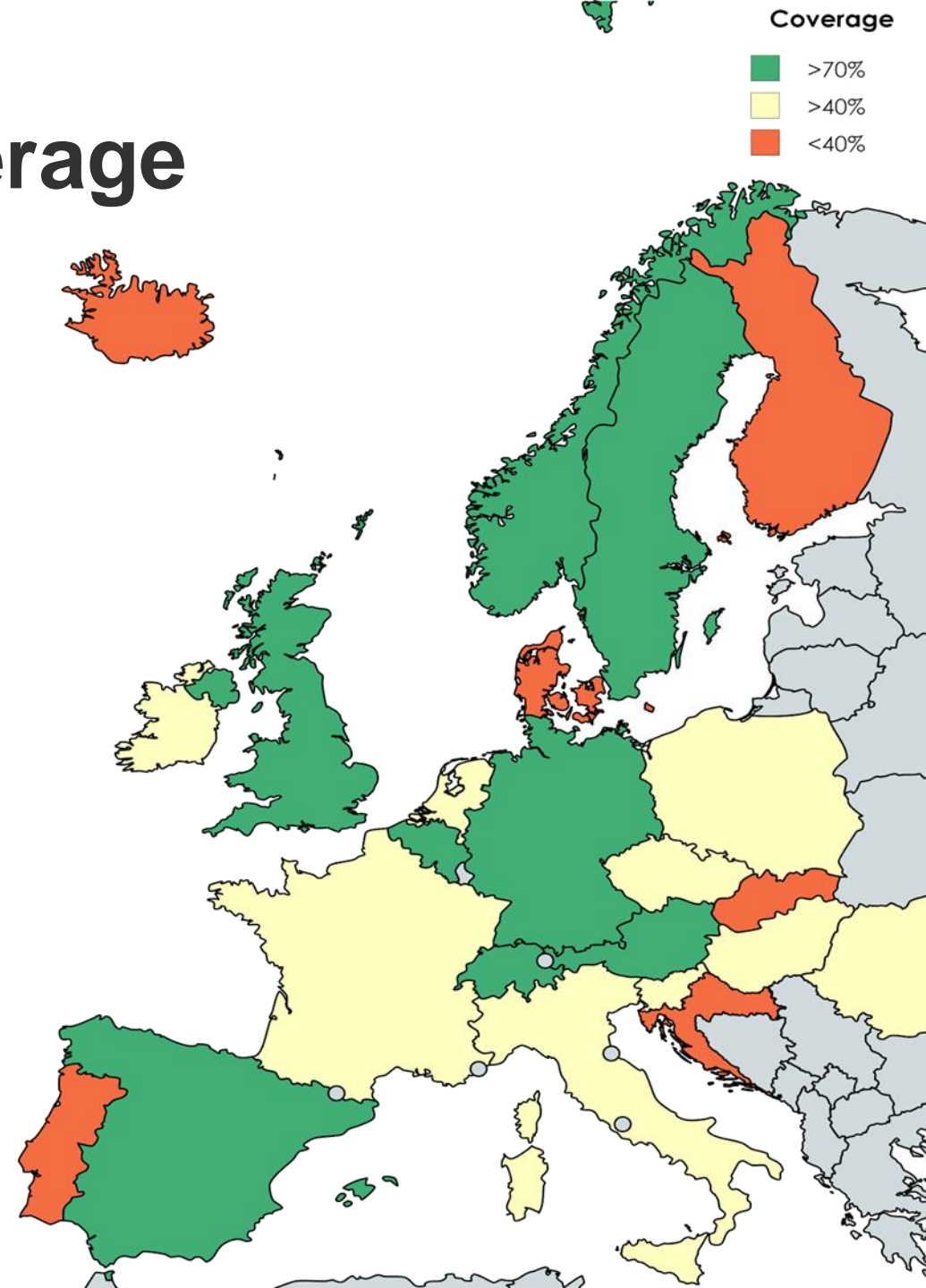
# Decentralised

- Radios receive signals directly from transmitters
- Failure of one operator does not affect others
- RadioDNS devices connect directly to radio stations
- RadioDNS has no control / visibility of connections



# European Coverage

- European Broadcasting Union (EBU) recommends RadioDNS for Hybrid Radio in Europe
- Over 70% of listening is RadioDNS enabled in UK, Germany, Spain, Switzerland, Austria, Sweden, Norway, Belgium



# Service & Programme Metadata

## Station listing with logos



## Service Linking

Additional channel link if reception is lost

**FM** FM PID LINK



Internet Stream

## Additional Station information

### Larger Logo

104.1 **2Day** FM. The home of Hamish & Andy. The place to get the hottest celebrity gossip, photos and win amazing prizes.

Links to other sources

Description

# Logos





DS AUTOMOBILES



HOLDEN



HONDA



HYUNDAI



INFINITI.

ISUZU



JAGUAR

Jeep



LEXUS



MASERATI



mazda



Mercedes-Benz



MITSUBISHI



PEUGEOT



RENAULT



SEAT

ŠKODA



TOYOTA

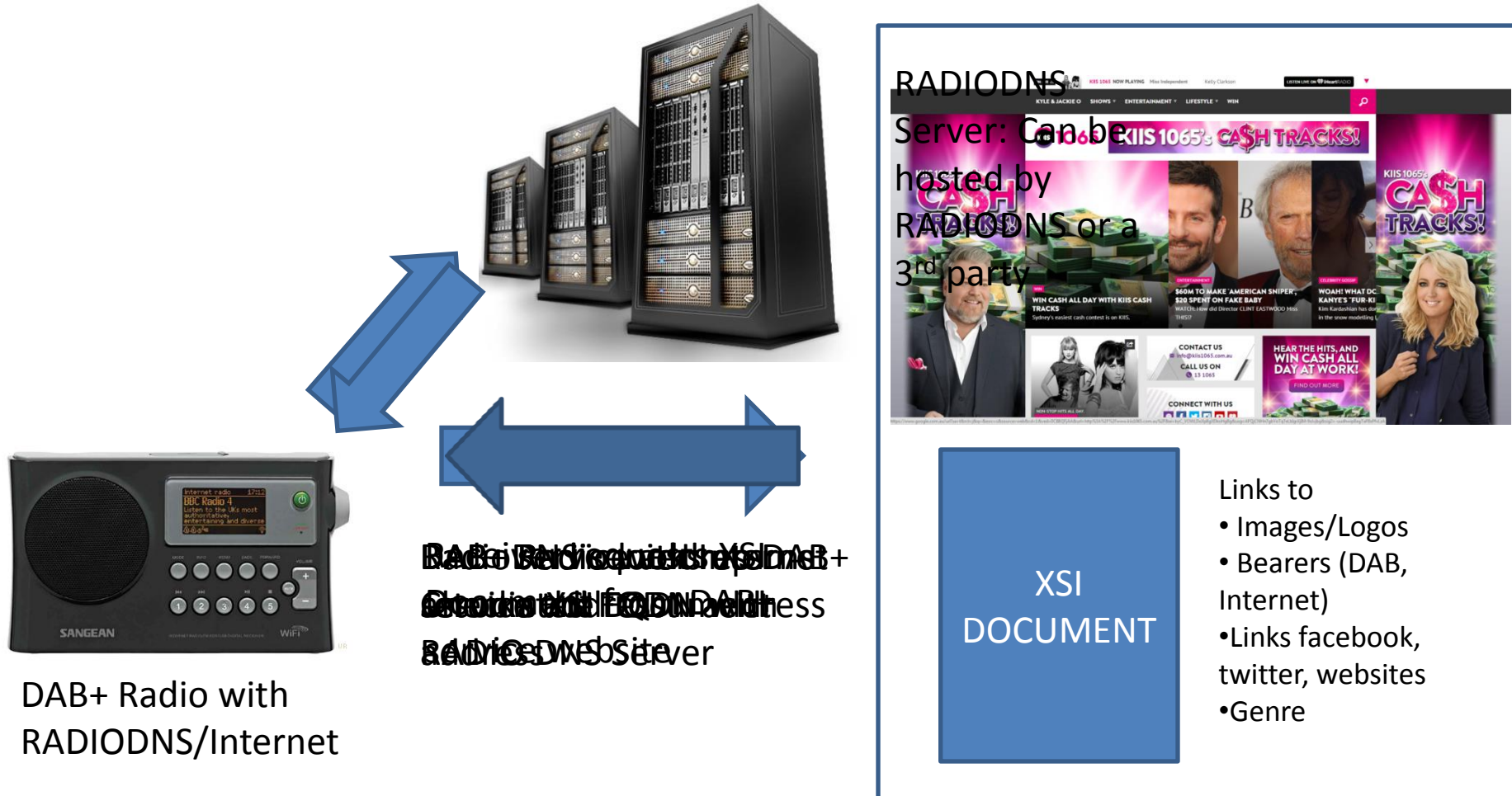


UD TRUCKS



# RADIODNS XSI Data flow

## Scenario 1 – XSI and Images host by broadcaster







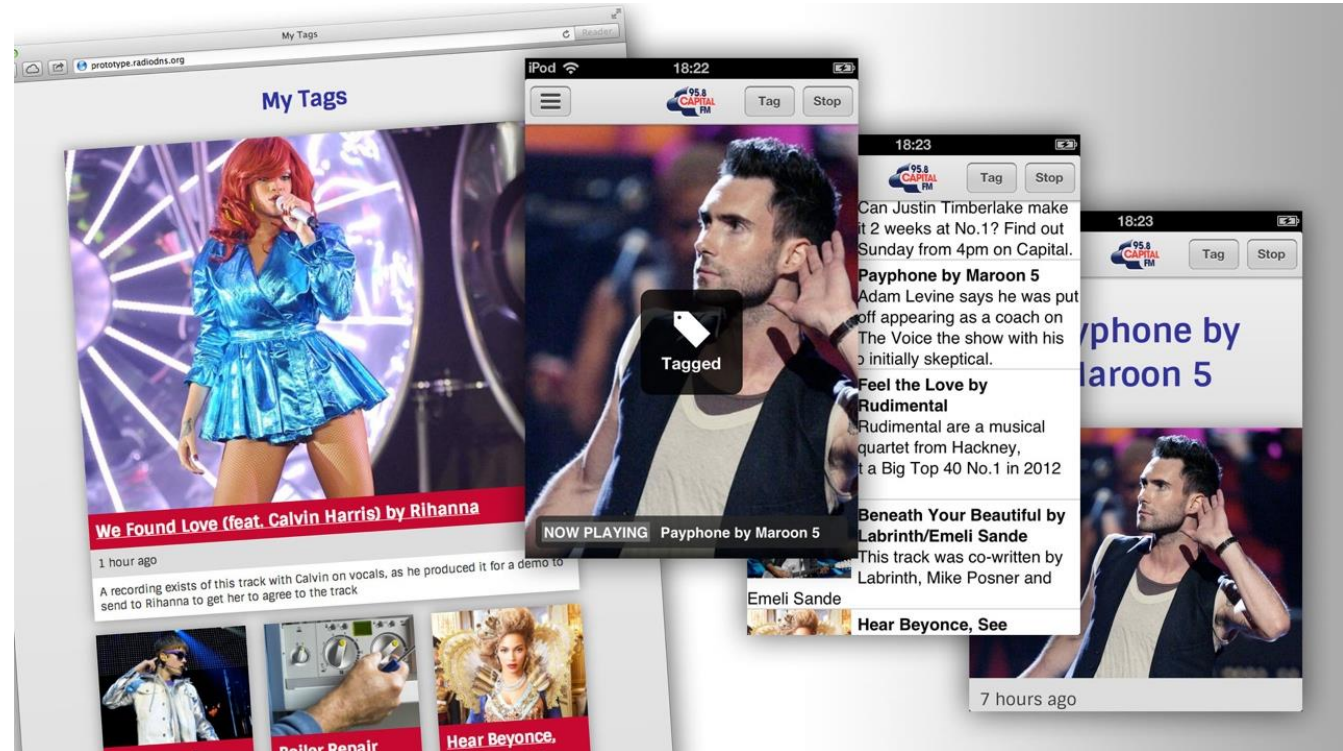
# Tagging

Remembering interesting things on the radio

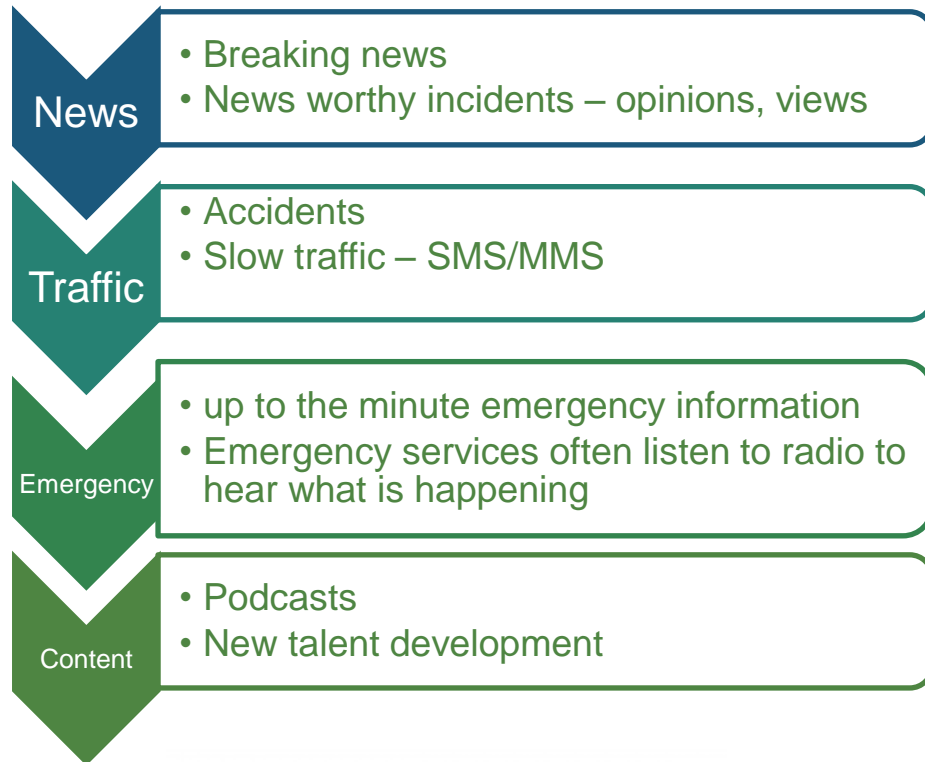


# Tagging

- Hear something interesting
- Push one button
- Look it up later on your smartphone / tablet
- Listen again to the audio or interact
- Engagement measurement



# New Hybrid Radio Ideas



**UPLOAD**  
**RADIO**

- Programme and preset sync between home and car
- Replace broadcast audio with targeted IP audio
- Audience measurement
- The framework is open for new innovative ideas based on open standards

Mar-17-2013 15:03



Bassman's on hand with the biggest hit music including  
Printh, David Guetta, Rita Ora, Calvin Harris and more.

HOME

SD/MAP



AUDIO

FIND

TAG

SKIP

SET



**FIND**

Great music / speech that I'll love

**TAG**

I loved that!  
Tell me more about it

**SKIP**

I hate this!  
Give me something different

# Hybrid Radio makes radio discoverable Done right it makes radio prominent

- Relies on accurate meta-data and good content
- Open standards and low cost
- Central look up for receiver devices
  
- Offers new audience metrics to measure engagement with content

