



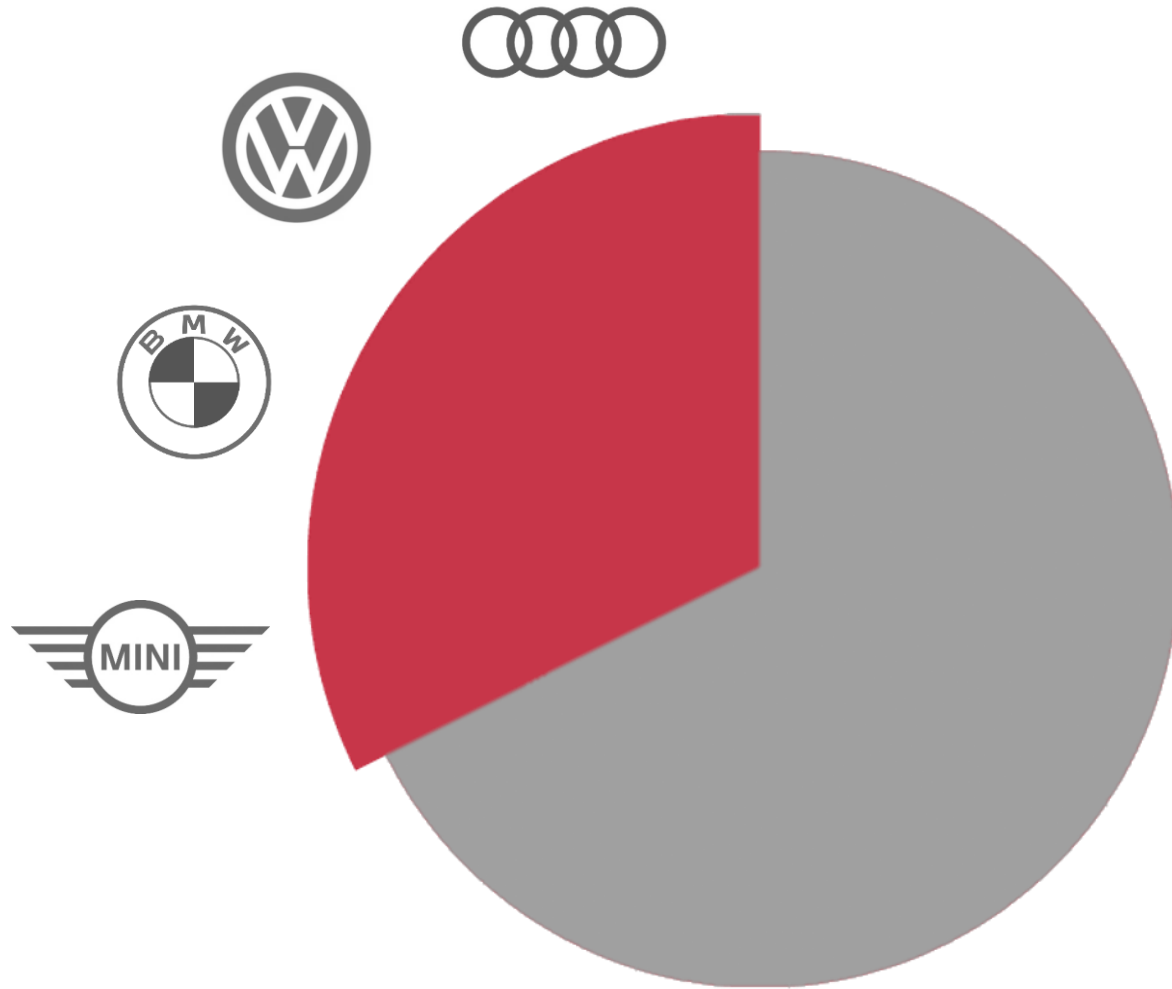
Metadata content creators and the DAB experience

Laurence Harrison

Director of Automotive Partnerships

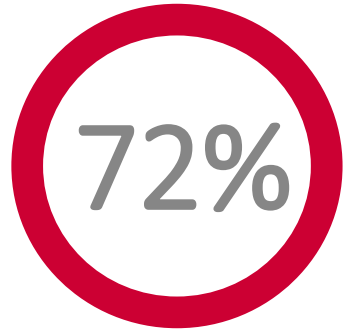
WorldDAB GA November 2022

We keep radio strong in-car through partnerships and collaboration with car manufacturers



Our focus is the 'radio button' in the dashboard. Broadcast radio as part of a great hybrid experience (FM/DAB/IP)

What are the short-term priorities for a great broadcast radio UX?



Good quality broadcaster **metadata**



Hybrid radio with seamless switching



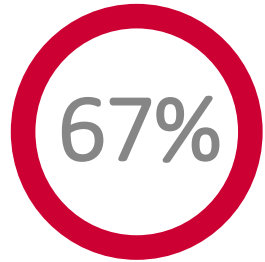
Prominent access to broadcast radio

What are the short-term priorities for a great broadcast radio UX?

Broadcasters



Prominence



Metadata



Hybrid radio

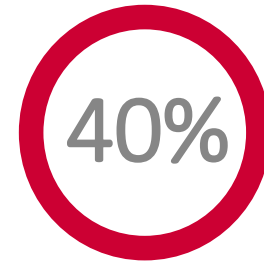
Car Manufacturers / Tier 1



Metadata



Hybrid radio



Prominence

What are the most important factors in the next 5 years to keep radio strong in-car?

51%

Allowing users to seamlessly move from broadcast radio to more content from a specific show, station or broadcast group

49%

Availability of **new/enhanced metadata** from broadcasters that can support new features

46%

Regulation to ensure radio remains prominent and easy to access

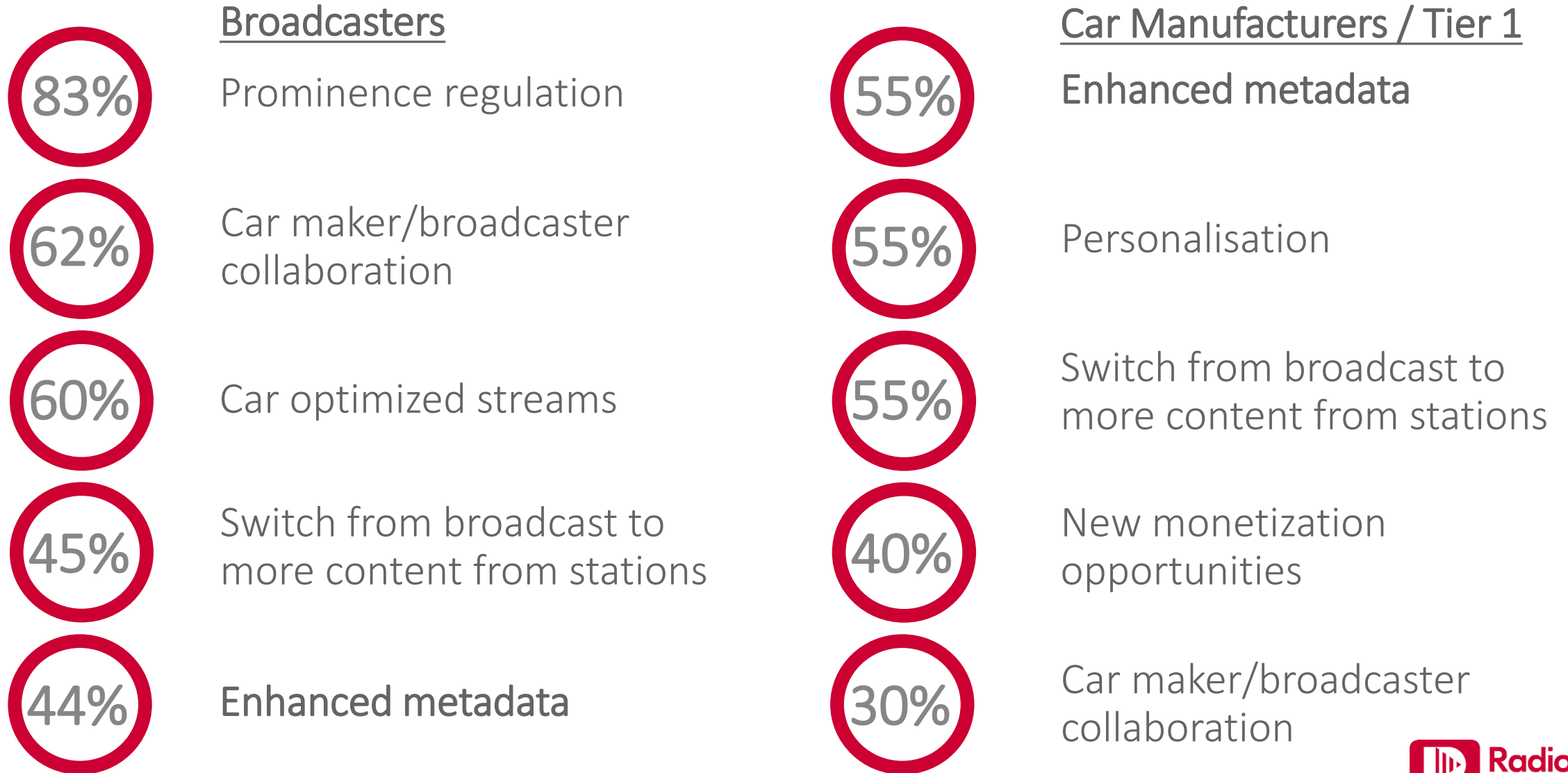
44%

Collaboration between broadcasters and car manufacturers on defining and delivering the future features for radio

44%

Car-optimised streams from broadcasters, offering high quality audio/surround sound

What are the most important factors in the next 5 years to keep radio strong in-car?



Metadata content creators – Syndication of Realtime metadata from BBC Radio

What:

- Track Now Playing, artist, prog. title and artwork
- Slide-show images

Why:

- A richer visual UX when listening to BBC Radio in-car

How:

- Implementation of Server Sent Events in (RadioDNS standard) Draft of ETSI TS 101 499
- A B2B feed, for syndication to BBC partners



Radio Realtime Syndication Demonstrator

Service:

Server-Side Event Filtering:

Client Identifier:

Last 10 Events

Meta ([Scope: 2 bearers](#)):

```
item {
  "artist": "Dean Lewis",
  "title": "How Do I Say Goodbye",
  "artwork": "https://ichef.bbci.co.uk/images/ic/160x160/p0d5blzh.jpg"
}

programme {
  "now": "Ben Jackson - 10/11/2022"
}
```

Meta ([Scope: 3 bearers](#)):

```
item null
```

Meta ([Scope: 2 bearers](#)):

```
{
  "artist": "Dean Lewis",
  "title": "How Do I Say Goodbye",
  "artwork": "https://ichef.bbci.co.uk/images/ic/160x160/p0d5blzh.jpg"
}
```


The DAB+ experience – BMW



12:00pm

RADIO

Comedian, artist, consumer
Ken Bruce : Album Of The Week



BBC Radio 2

TRAFFIC CONDITIONS

In the surrounding area

Moving traffic
Normal traffic conditions
Trend: constant

WEATHER

VAISALA

Farnborough, Hampshire
SLIGHTLY CLOUDY

☁ 56%

18°C

CLIMATE MENU

ROUTE PREVIEW



OFF°C
A/C OFF

— OFF°C +

BBC R2



Comedian, artist, consumer
Ken Bruce : Album Of The Week

OFF
05483

+19.5

12:00pm

69

MAX
44

REAR
40

1:05pm

RECEIVED STATIONS



Abacus

Audio source



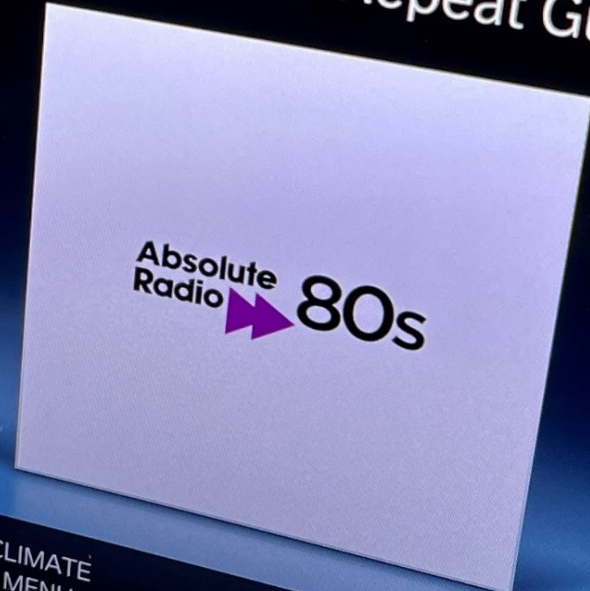
Received stations

- Absolute Radio 00s DAB
- Absolute Radio 10s DAB
- Absolute Radio 70s DAB
- Absolute Radio 80s DAB
- Absolute Radio 90s DAB

OFF °C



Leona Graham continue
The 80s No Repeat Guarantee



Abs 80s



So



Reco

OFF °C

A/C OFF



CLIMATE MENU



With brand new music from
Bjork.
BBC Radio 6 Music

68 %

12:52 pm

OFF
Total 05483 mi

+ 20.0 °C





1:01pm

Dan takes over Radio X with new
Dan O'Connell

Radio X



Radio X UK
- OFF °C +

CLIMATE
MENU

- OFF °C
A/C OFF +

12:59pm

RTTI **BBC R3**   

< Donald Macleod focuses on the F
Composer of the Week :...



BBC Radio 3



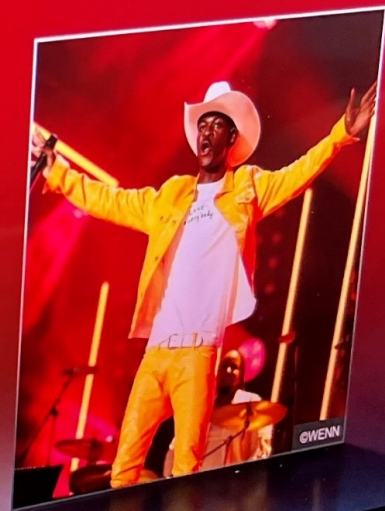
- OFF °C +

CLIMATE
MENU

- OFF °C +
A/C OFF

1:12pm

Old Town Road (remix)
Lil Nas X feat. Billy Ray Cyrus



Fun Kids



Fun Kids

CLIMATE
MENU



OFF °C



OFF °C



A/C OFF

11:58am

Sacrifice
Elton John



Cheesy FM

CLIMATE
MENU



Cheesy



69%

11:58am



Sacrifice
Elton John
Cheesy FM

OFF

Total 05483 mi

+19.5 °C



Radioplayer

Thank you!

Laurence Harrison

Automotive Partnerships Director

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