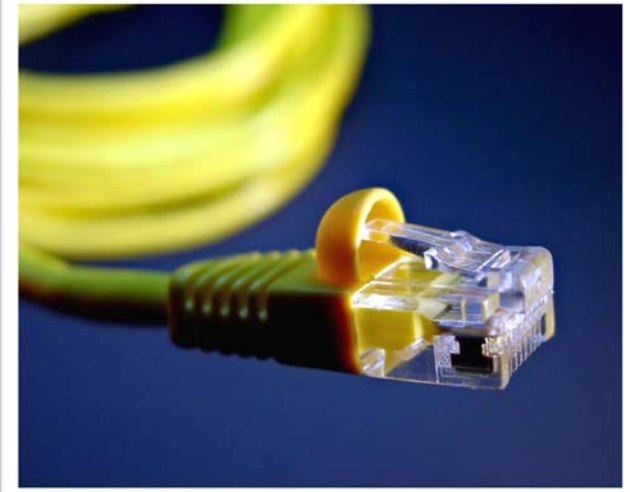
RadioDNS Hybrid Radio

Nick Piggott,
Project Director



RadioDNS HYBRID RADIO

Broadcast or Internet?

RadioDNS HYBRID RADIO

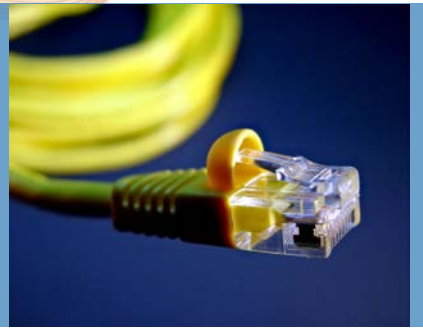
Broadcast and Internet!

RadioDNS HYBRID RADIO

Hybrid Radio

Deliver audio using broadcast
Reliable, ubiquitous, free, economic

Enhance radio using IP
Add content, metadata & interactivity



RadioDNS HYBRID RADIO

Open Standards

Decentralized

RadioDNS HYBRID RADIO

Decentralized

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

Interoperability

Durability

RadioDNS HYBRID RADIO

RadioDNS is…

Decentralized technology **= Durable**

Open standards technology **= Interoperable**

Not-for-profit organisation**,** funded by **members**

Global in reach

Represents **everyone** in the radio ecosystem

RadioDNS HYBRID RADIO

1. Existing Identifiers
(e.g. f=95.8MHz, PI=c479)

FM / DAB+ Radio

4. Contact ‘capitalfm.com’
Exchange data over IP

IP

2. DNS lookup
‘09580.c479.ce1.fm.radiodns.org’

3. DNS Response
‘capitalfm.com’

DNS

Capital FM
95.8MHz
DAB+
capitalfm.com

RadioDNS HYBRID RADIO

FM / DAB+ Radio

IP

Capital FM
95.8MHz
DAB+
capitalfm.com

Listener finds station by tuning **normally**

No central database of stations

The radio connects **directly** to radio station

NO connections come via RadioDNS

RadioDNS HYBRID RADIO

Works Best

Looks Worst

RadioDNS HYBRID RADIO

Presence

Prominence

Metadata

Visuals

Interactivity

RadioDNS HYBRID RADIO

Metadata

Deep, searchable information

RadioDNS HYBRID RADIO

Metadata

Describing your **station** accurately

Name, description, logos, frequencies

Describing your **programmes** accurately

Names, times, presenters, synopsis, keywords

Live and **On-Demand / Podcast**

Discoverable

Metadata makes radio **searchable**

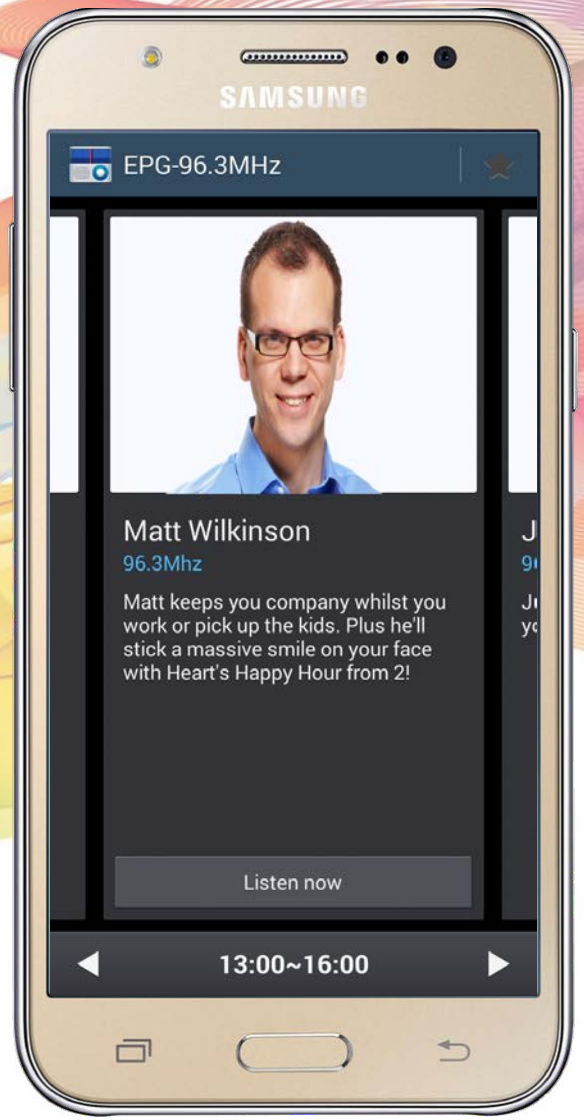
Essential for voice search

“OK car, tune to Hitz FM”

RadioDNS HYBRID RADIO

Station Logos

Programme Information



RadioDNS HYBRID RADIO

Uninterrupted Listening

Broadcast Radio

Audio

IP

Streaming

Audio

Radio DNS HYBRID RADIO

Visuals

Making radio look great on high quality screens

Visuals

Dashboard screen resolution	**1280px x 720px**
“Good” quality image	**68kbytes** (~550kbits)
IP transmission time	**0.55 seconds** (1Mbit/s)
DAB+ slideshow	**320px x 240px**
DAB+ transmission time	**88 seconds***

** Assumes average 1.3 repetitions to acquisition, at 8kbit/s*

RadioDNS HYBRID RADIO

Interactivity

Capturing interest in radio

Interactivity

Radio generates **peaks** of interest

Capture, measure and **respond** to listeners' interests

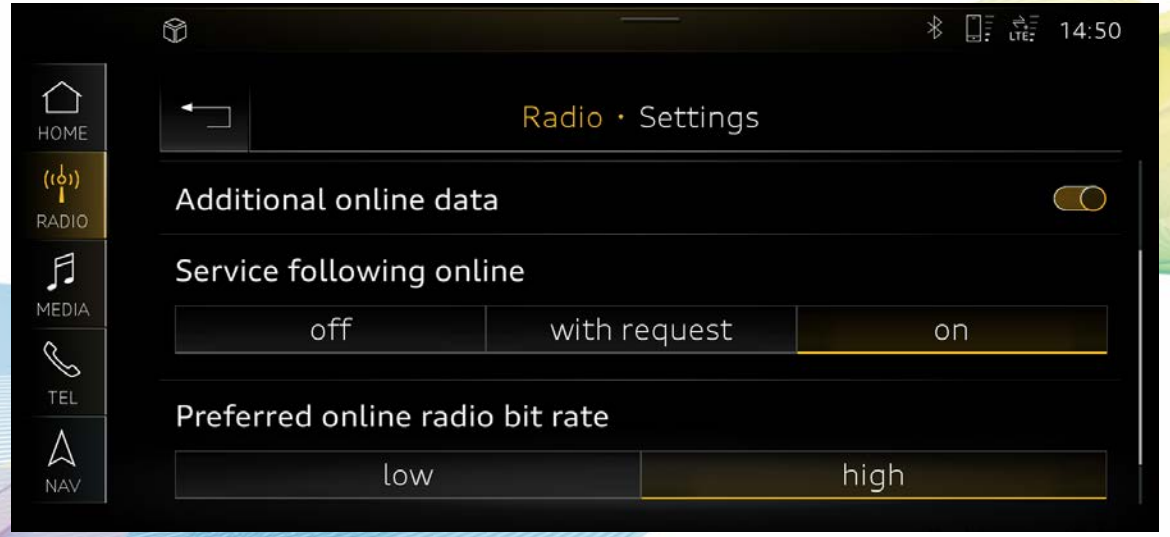
Physical button – push when you hear something

Speech command - "OK Car, this is interesting"

Insight to share with programmers and advertisers.

The New Audi A8

The first production vehicle in the world to feature integrated RadioDNS functionality



Single station list navigation with accurate station logos

Automatically chooses the best way to listen

Single push presets

Always finds the station you want

Automatic switching between broadcast radio and IP streaming

Continuous listening

RadioDNS HYBRID RADIO


Find Out
More
radiodns.org/audi

RadioDNS Hybrid Radio

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