Working in partnership to make smarter car radios

- **Radioplayer** - history and context

- **Metadata** - Worldwide Radioplayer API

- **Interface Design** - Reference Radio

Radioplayer – a deep-rooted collaboration

- Launched in the UK in March 2011

- BBC and Commercial Radio partnership

- Non-profit organisation, owned by Radio

- To grow online listening on web and apps

- Focus on User Experience and Metadata

- *'Share technology, compete on content'*

Now a global platform, focused on in-car listening

- Radioplayer platform now in 9 countries

- Non-profit, broadcaster-owned in each

- 15 more countries in negotiations to join

- EU 'centre of gravity' but widening beyond

- Solving complex technology challenges for Radio

Metadata: Boring…..but essential for smarter radios

- Station name: Short, medium, long
- Description: Short, long
- Geo footprints / zip codes
- Logos in various formats
- Social media handles
- Streams: Low and high bitrate
- DAB bearer information
- FM bearer information
- Podcasts and catchup shows
- Phonetics

32 x 32

112 x 32

74 x 41

86 x 48

160 x 90

600 x 600

320 x 240

288 x 162

128 x 128
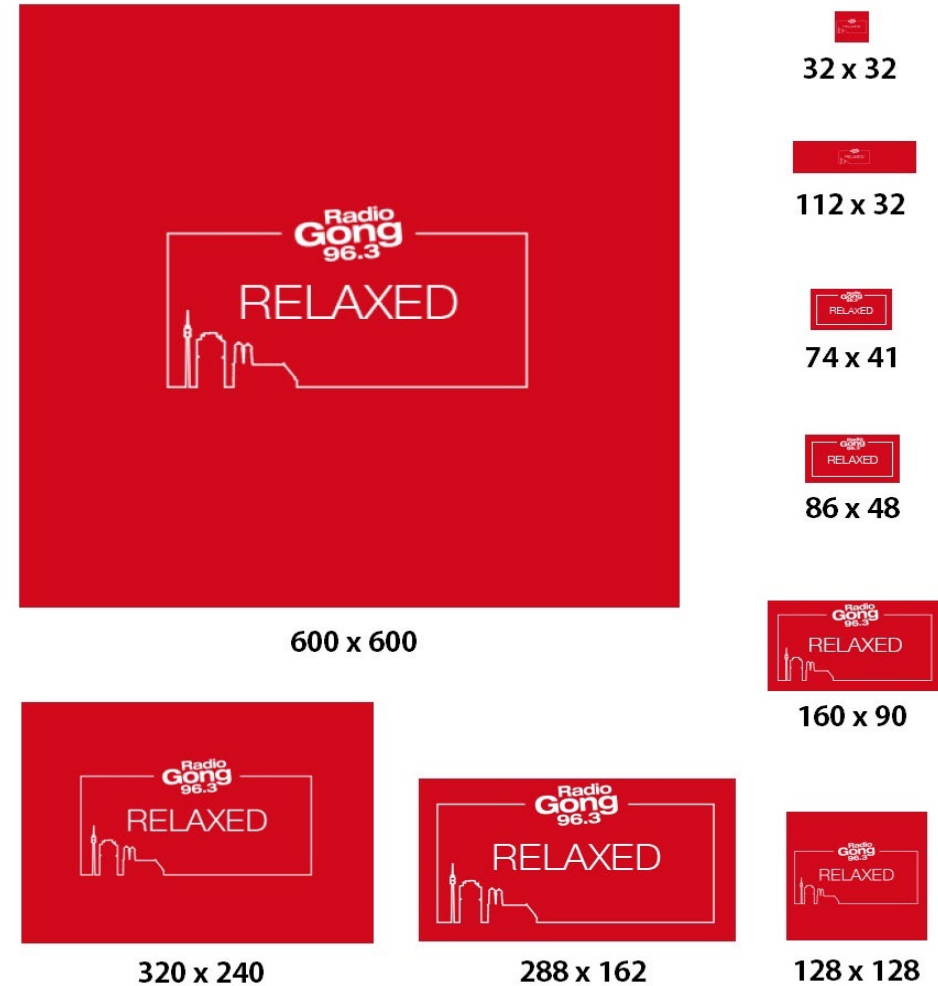
Metadata: Worldwide Radioplayer API

WRAPI

RadioDNS HYBRID RADIO — OPEN FEED IN AN OPEN RADIO STANDARD

JSON — PROTECTED FEED IN AN OPEN WEB STANDARD

• • • • • • FUTURE METADATA STANDARDS AS NEEDED

Radio player

How Audi use WRAPI data in their range
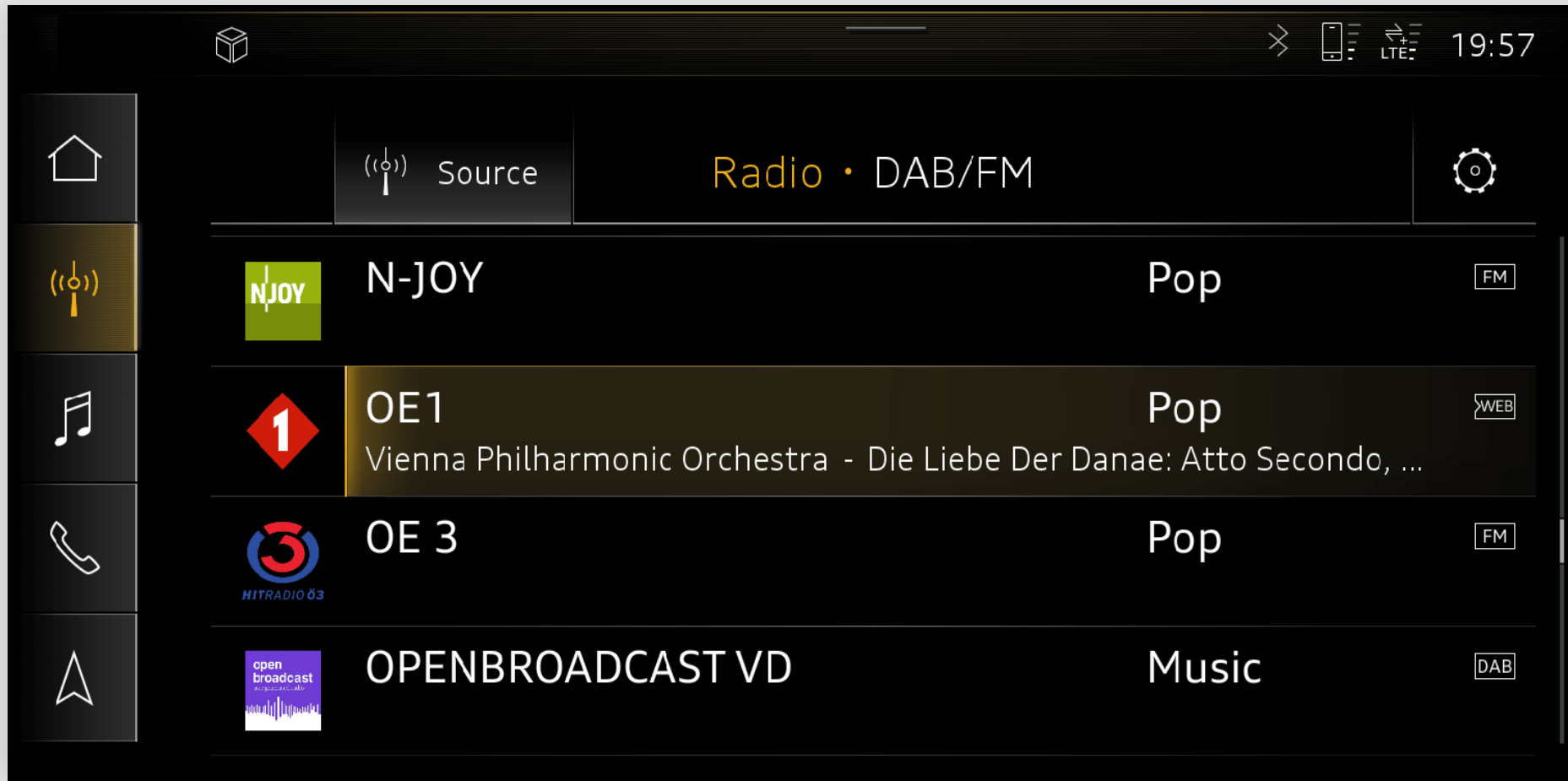
Worldwide Radioplayer API – partnership principles

- We work with partners who respect radio's place in the car
- The API is free to use, but we may ask for a small setup fee
- Licence conditions are negotiable. Examples include…

  - There should always be a 'Radio' button
  - Navigation should be via A-Z station lists
  - Logos and streams should never be altered
  - There should be no attempt to re-monetise

WorldDAB Auto UX research showed that drivers want…..

…to find the radio easily in the dashboard
…to find radio stations easily
…to see an up-to-date list of stations
…to be able to set and use pre-sets easily
…to keep listening as reception varies
…to know more about what's on air
…to have their radio set up properly by default

Reference Radio main screen

Reference Radio video demo (also on YouTube [at this link](#))

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Radio player