Radioplayer

The importance of metadata

Jacqueline Bierhorst, Radioplayer Worldwide

Radioplayer's role in protecting in-car radio

Work together across the world

Establish standards for interfaces

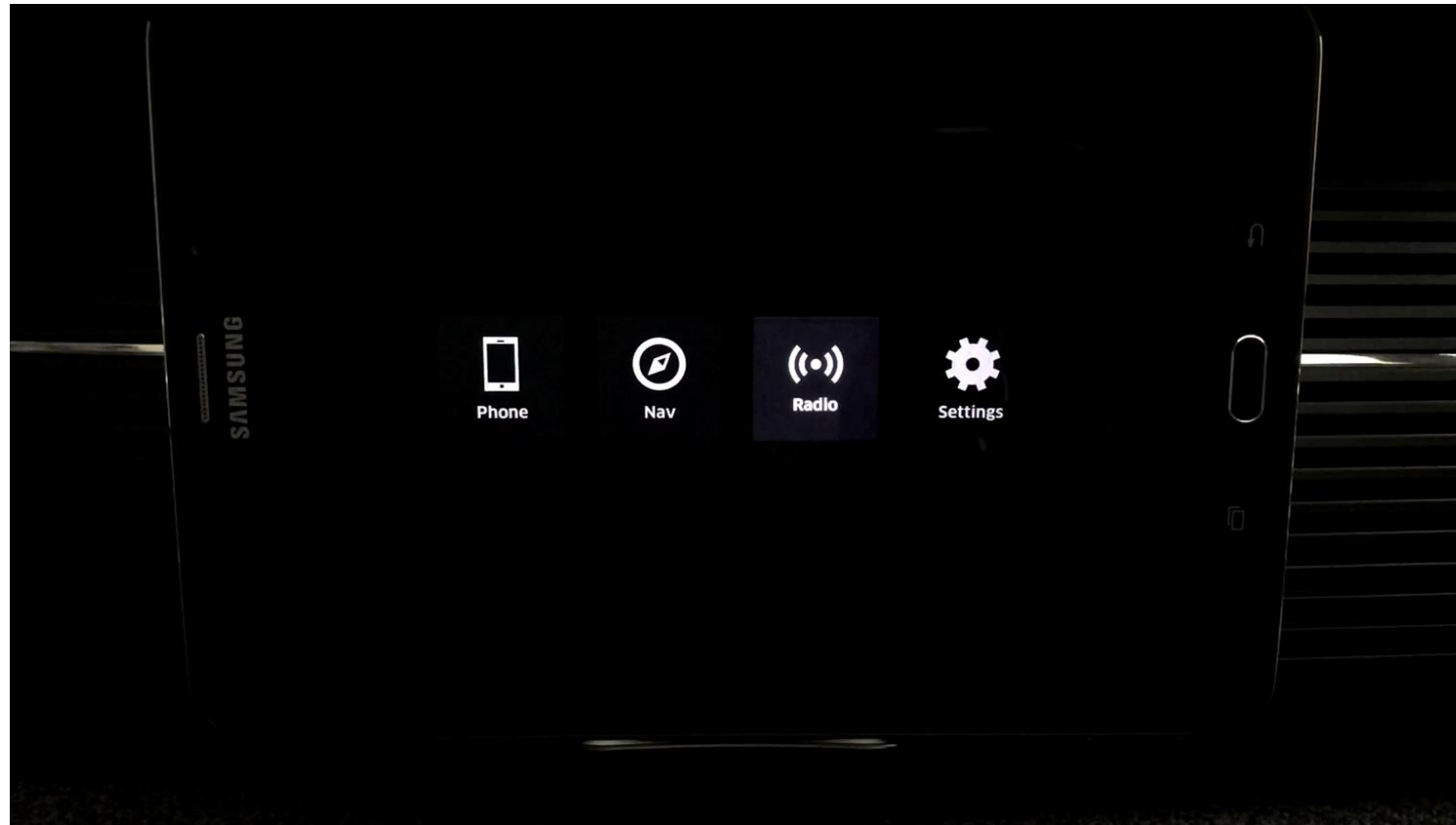Pitch a vision for the future of radio
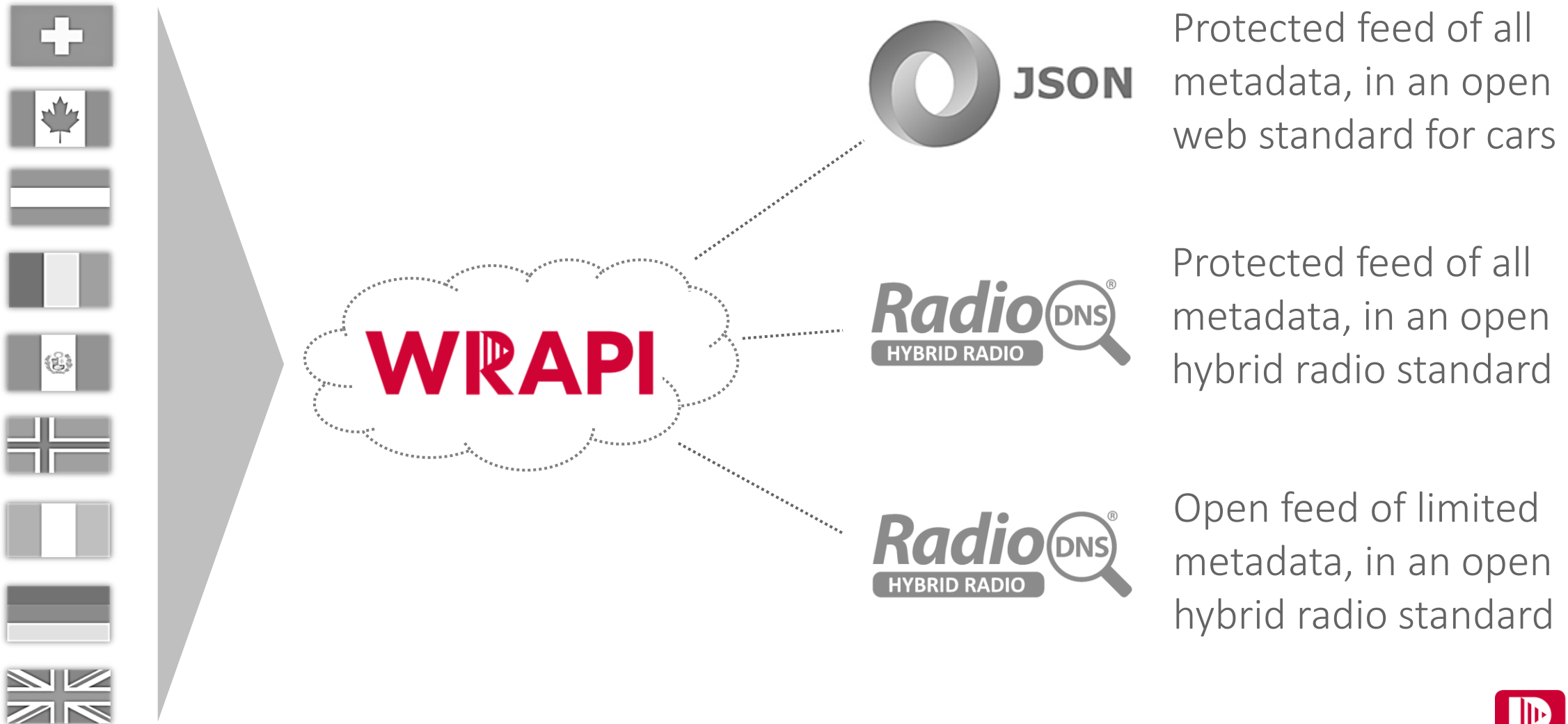
Offer 'plug and play' metadata
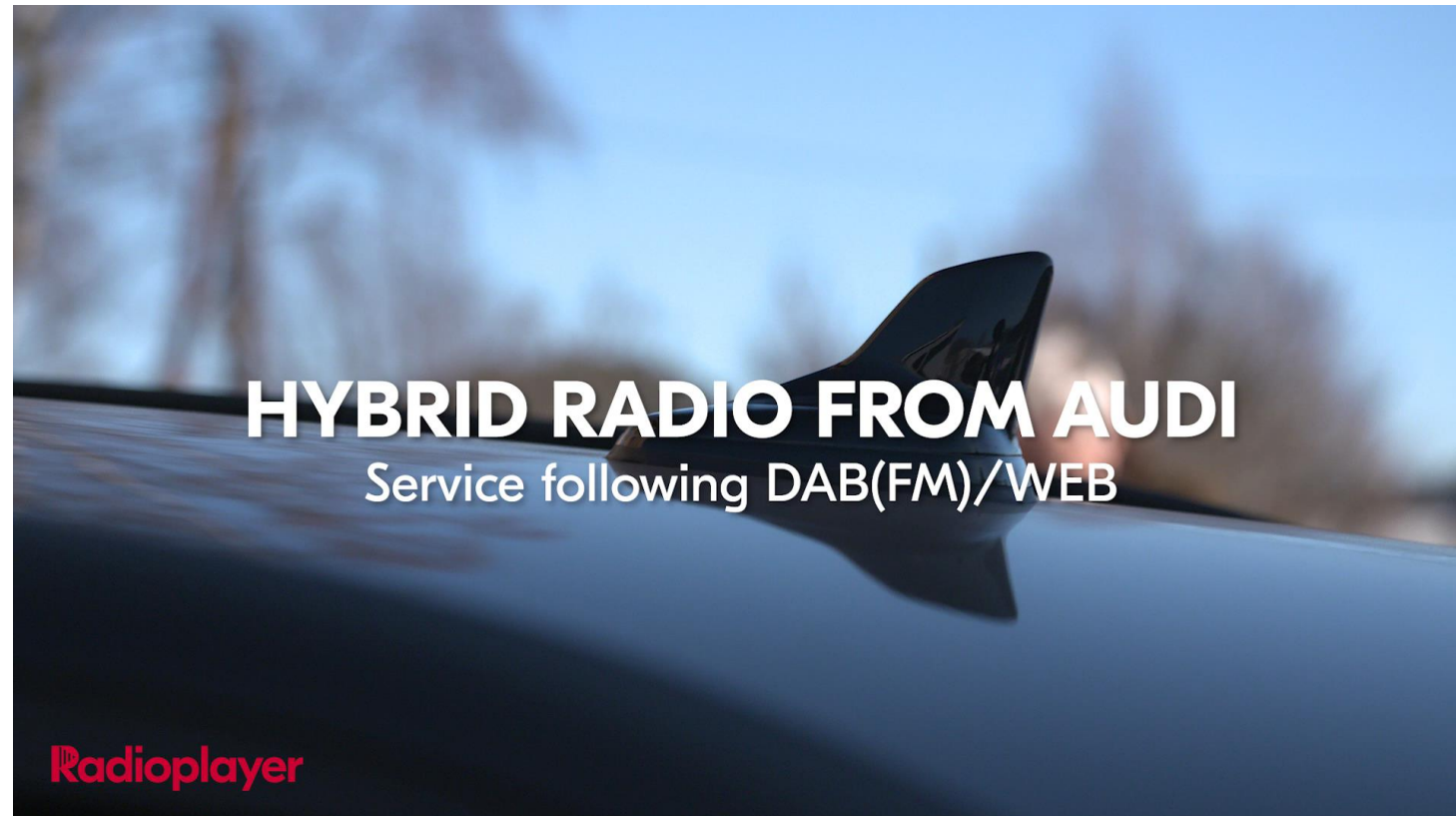
Metadata makes all the difference

The Reference Radio shows the power of combining good design and great data

Metadata via the Worldwide Radioplayer API

Protected feed of all metadata, in an open web standard for cars

Protected feed of all metadata, in an open hybrid radio standard

Open feed of limited metadata, in an open hybrid radio standard

How the WRAPI powers the hybrid radio in Audi/VW cars

If we can get the metadata right, the future of car radio could be…

- Enhanced with visuals

- Rich with podcasts

- Voice controlled

- Personalised

Radioplayer

Thank you