



Radio User Experience and **Meta Data Challenge**

WorldDAB General Assembly 2019

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Radio User Experience and **Meta Data Challenge**

AUDI Update



Radio User Experience and Meta Data Challenge



Radio Meta Data Challenge in Europe



We want You for Best User Experience

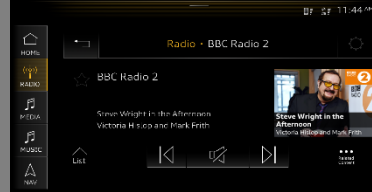


Radio User Experience and **Meta Data Challenge**

AUDI update



Radio User Experience and Meta Data Challenge



Radio Meta Data Challenge in Europe



We want You for Best User Experience



Audi Radio User Experience in A8, A7, A6, A4, Q8, Q7, Q3, Q4, E-tron and A1



- Home icon
- Radio icon (highlighted)
- Music icon
- Phone icon
- Navigation icon

Source Radio · DAB/FM Settings icon

BAYERN 3
Pop
P!nk
What About Us
Beautiful Trauma

DAB Star icon



List Back button Mute button Forward button

More







Radio User Experience and **Meta Data Challenge**

Audi Update



Radio User Experience and **Meta Data Challenge**



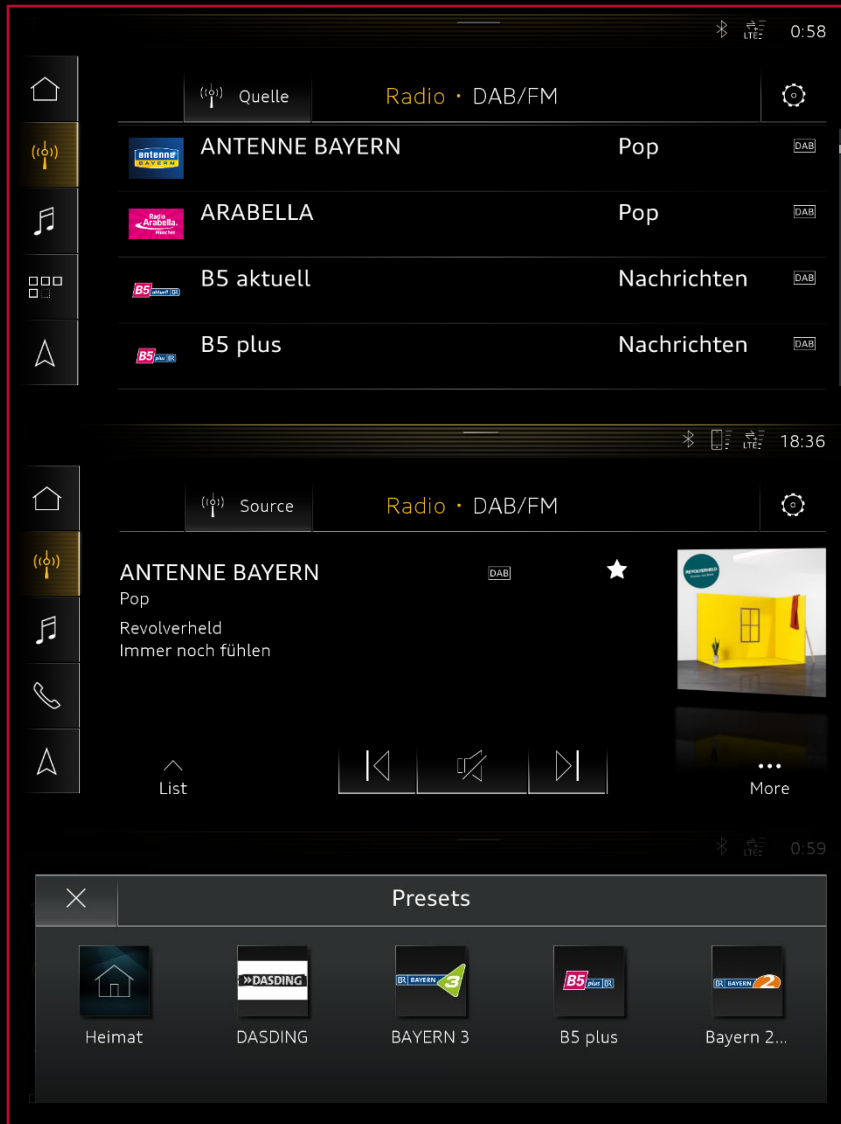
Radio Meta Data Challenge in Europe



We want You for Best User Experience



Radio Meta Data - Challenge in the Car



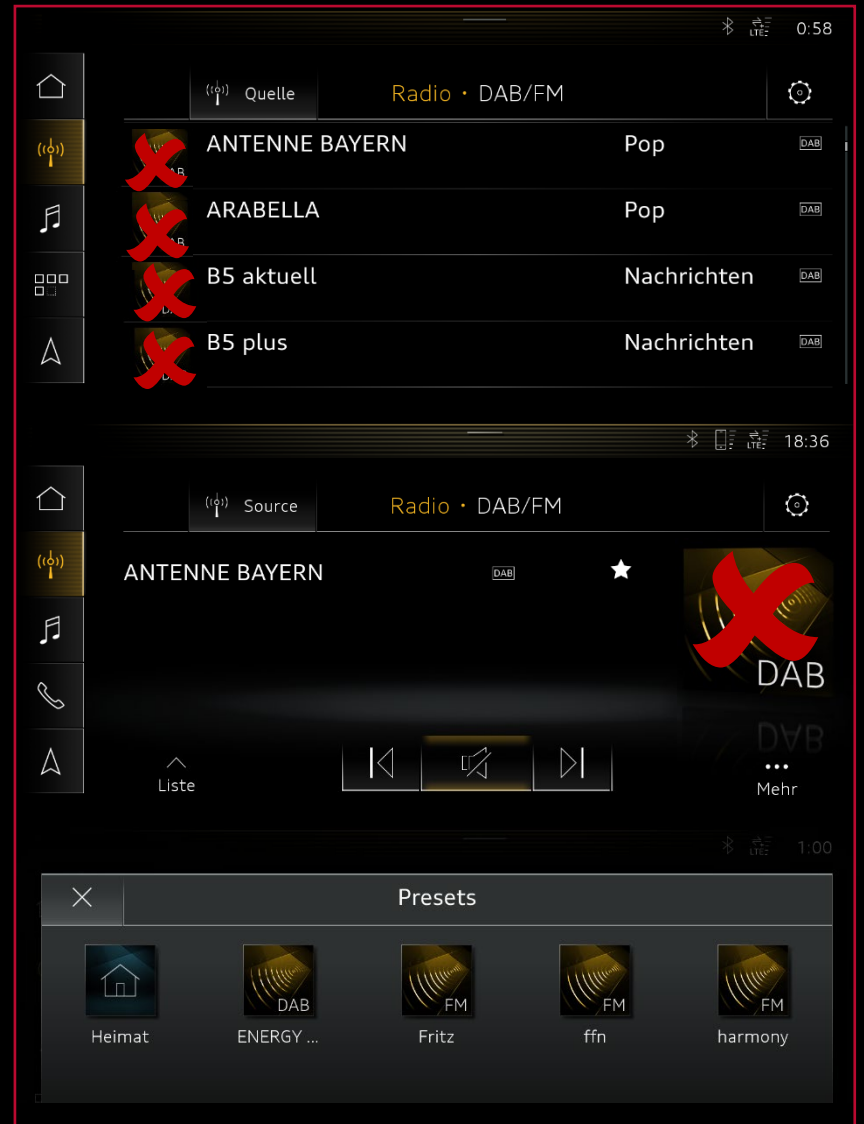
Stationlogo or Default?

Station Logos
Connect Listeners
with your Brand

Now Playing Info
Artist
Title

Cover Art
Slide Show

Show whats going On



Radio Meta Data Challenge – Quality of Online Logos



Online Logo

Online Station logos are often not usefull.



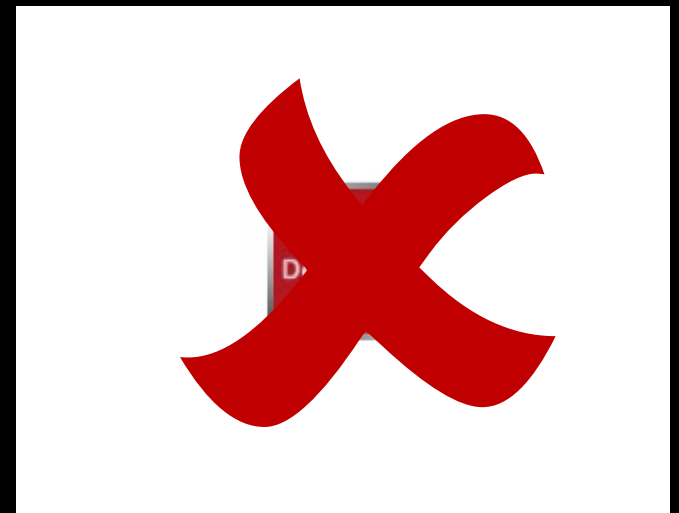
Online Logo

Left Logo good readable

Right Logo Bad Scaling



Online Logo



Online Logo

Radio User Experience and **Meta Data Challenge**

Audi Update



Radio User Experience Meta Data Challenge



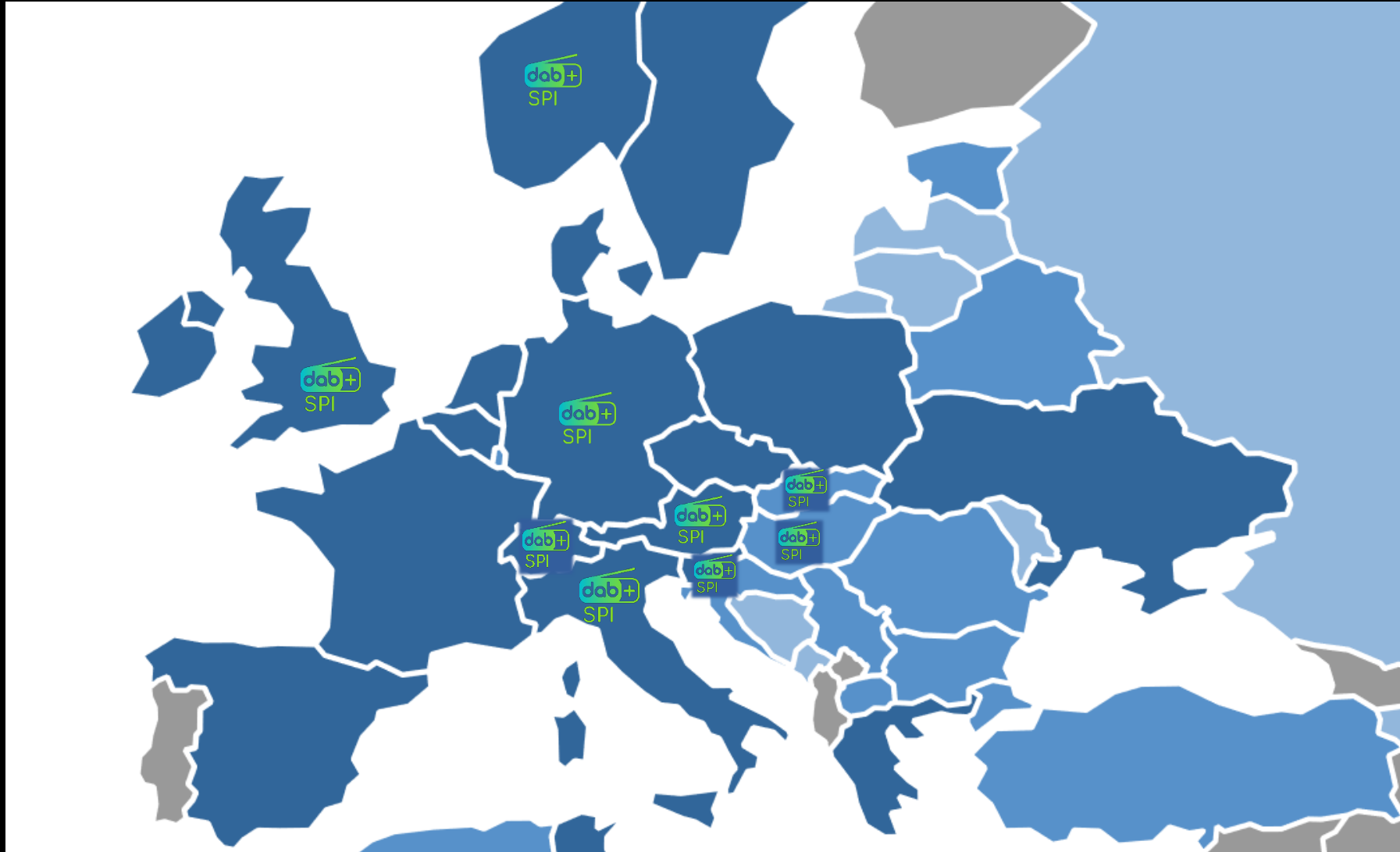
Radio Meta Data Challenge **in Europe**



We want You for Best User Experience



Radio Meta Data Challenge in Europe – DAB SPI Station Logo Coverage



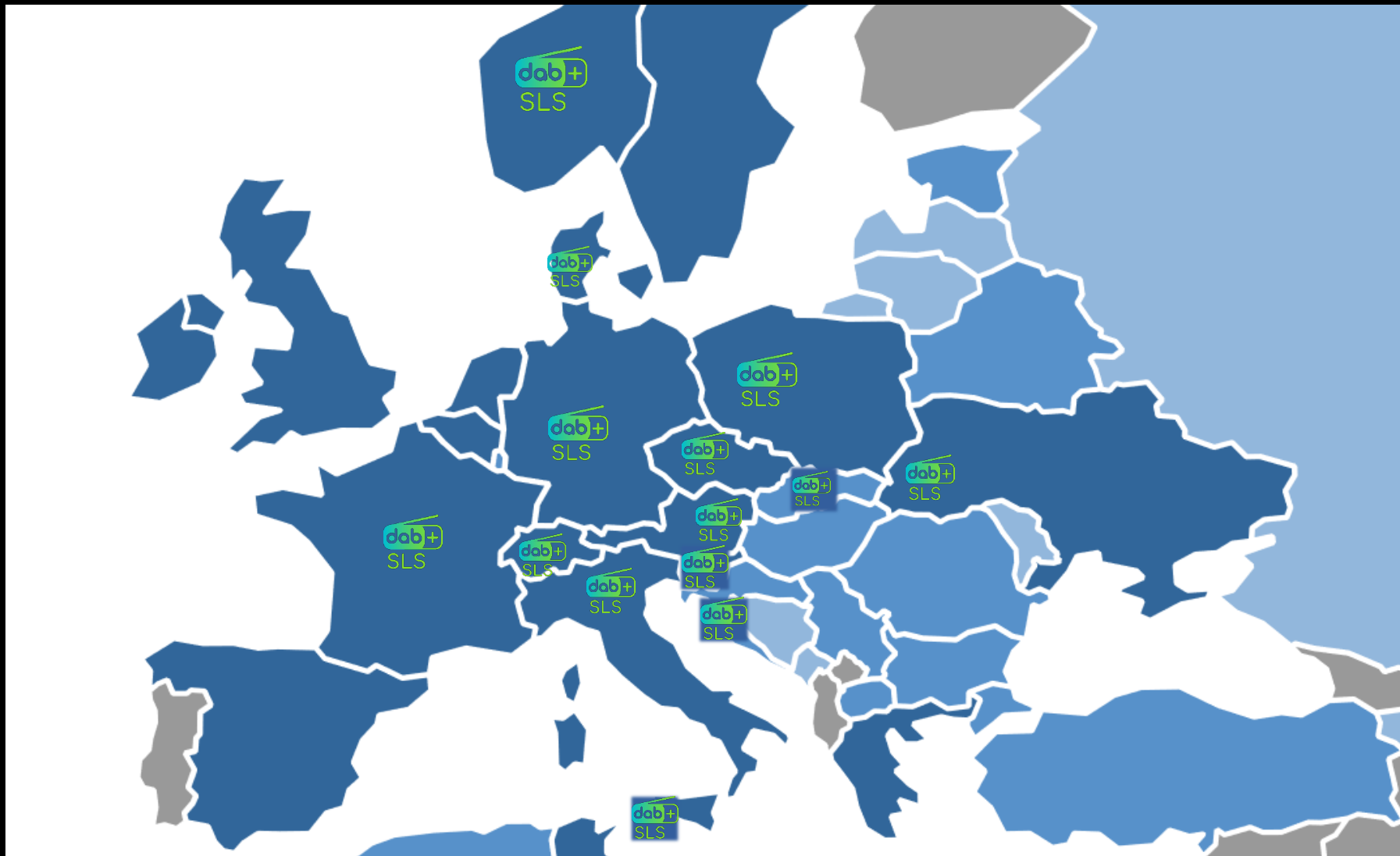
DAB Station Logos

DAB SPI

Service and Programme
Information



Radio Meta Data Challenge in Europe – DAB MOT Slideshow Coverage



DAB MOT Slideshow

- Cover Art
- Weather
- Host Picture
- Guest Picture
- News Picture



METEO
WAVRE 14:23

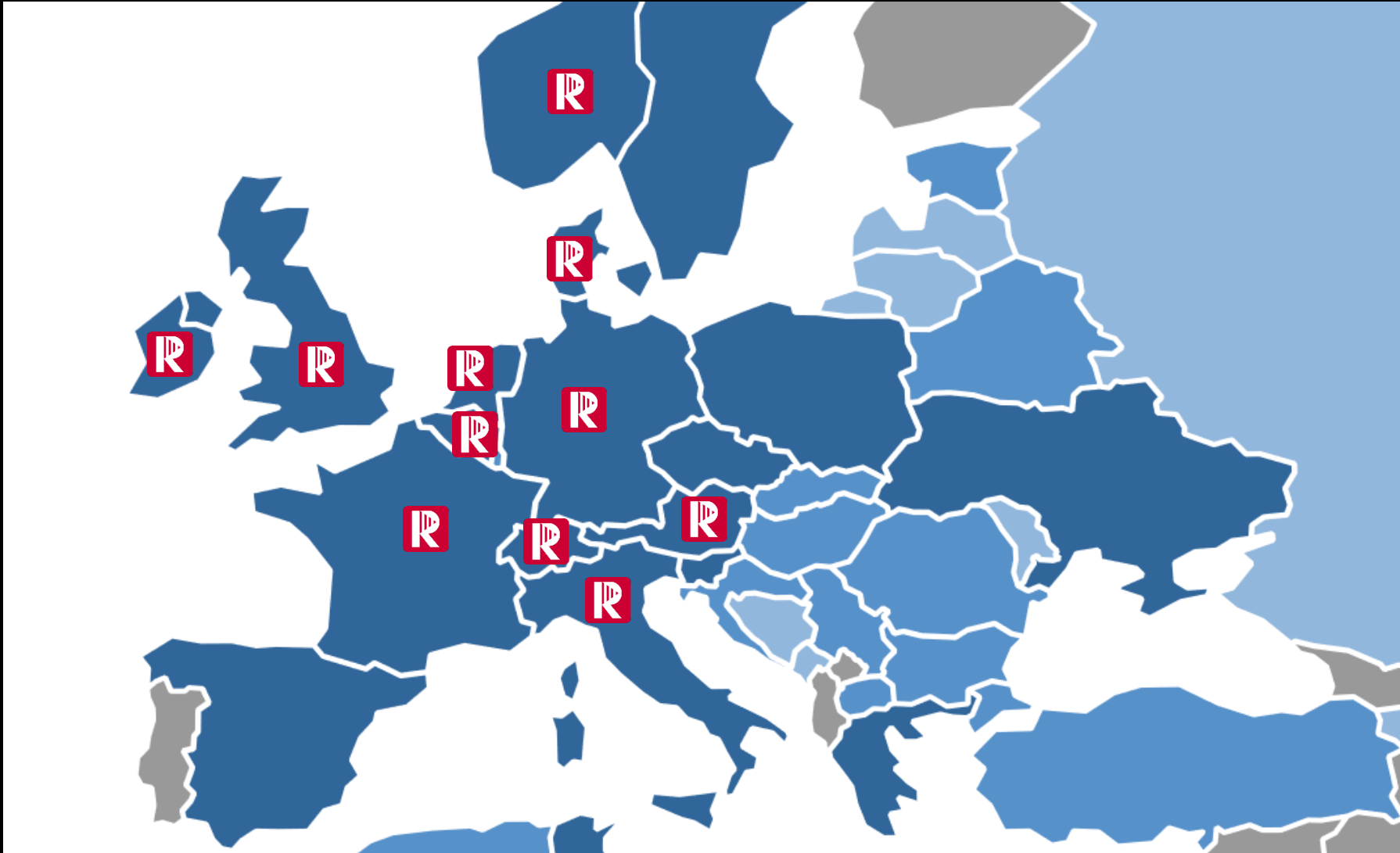
APRÈS-MIDI 10 °C
SOIR 8 °C
DEMAIN MATIN 8 °C

CHRISTOPHE MAE – LES GENS

PORTUGAL THE MAN
FEEL IT STILL

EN CE MOMENT VOUS ECOUTEZ
VIVRE ICI BRUXELLES
OLIVIER GILAIN
14h – 16h

Radio Meta Data Challenge in Europe – Online Radio Player Coverage



Online Meta Data

- Online Station Logo
- Online Stream Link
- Online only streams
- Podcast links



Radio Meta Data Challenge in Europe – Meta Data Coverage Europe

DAB SPI Logo



Norway
55%



Belgium
45%



Germany
42%



Switzerland
29%



Denmark
26%



UK
25%

DAB Slideshow



Germany
89%



Belgium
85%



Norway
80%



France
60%



Italy
60%



Netherlands
45%



Denmark
25%

Online SPI Logo



Switzerland
99%



Belgium
97%



Norway
95%



Italy
95%



France
90%



Netherlands
90%



Denmark
90%



Radio User Experience **Meta Data Challenge**

Audi Update



Radio User Experience Meta Data Challenge



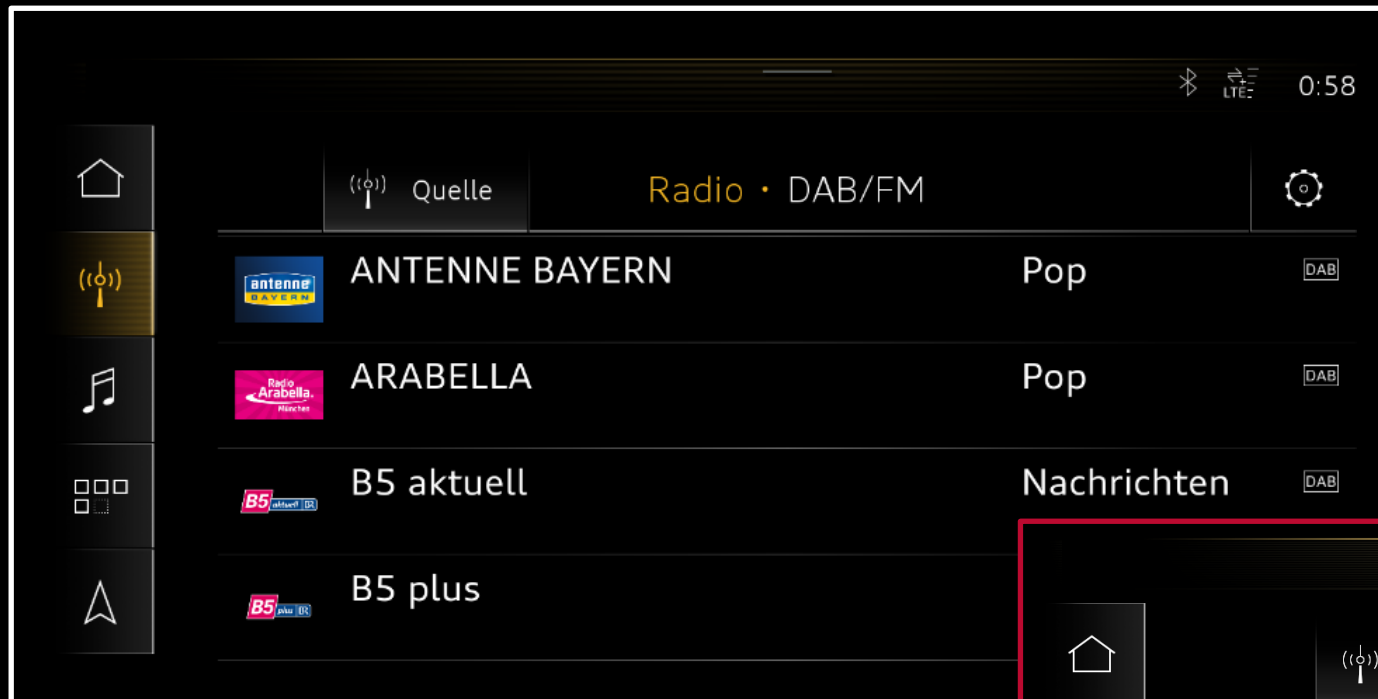
Radio Meta Data Challenge in Europe



We want You for **Best User Experience**

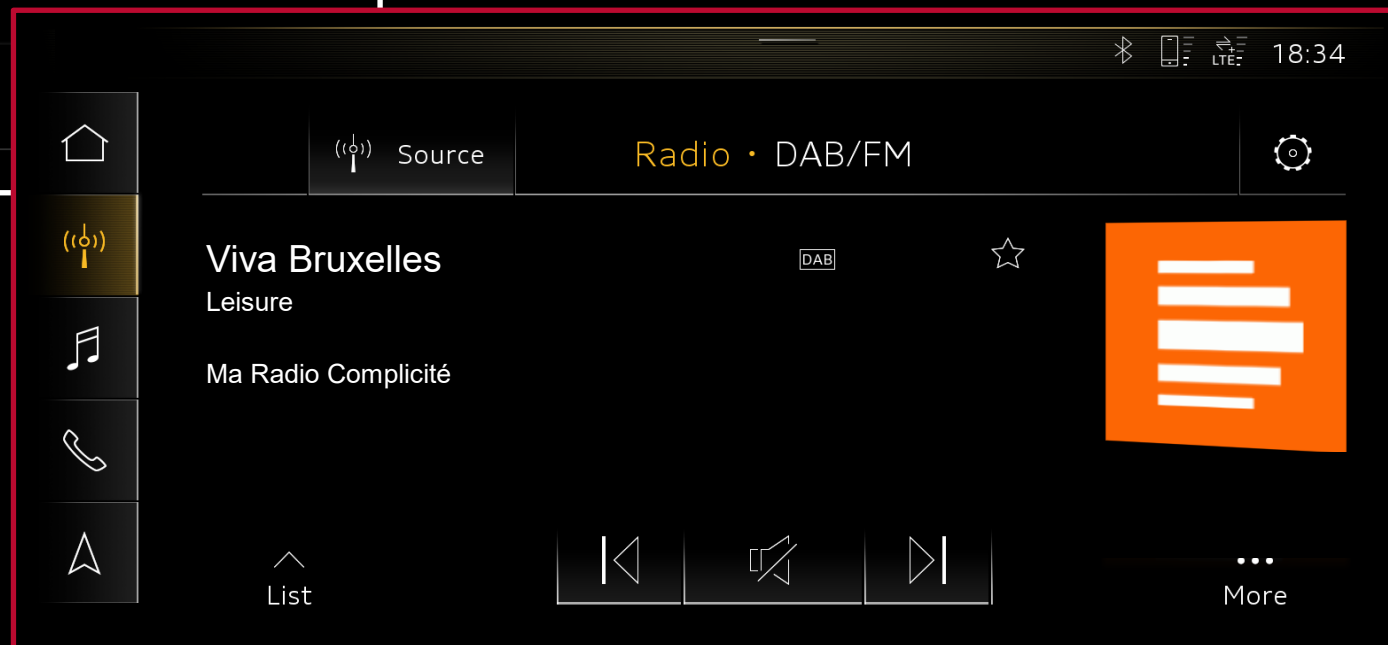


We want You for **Best User Experience with Station Logo Meta Data**

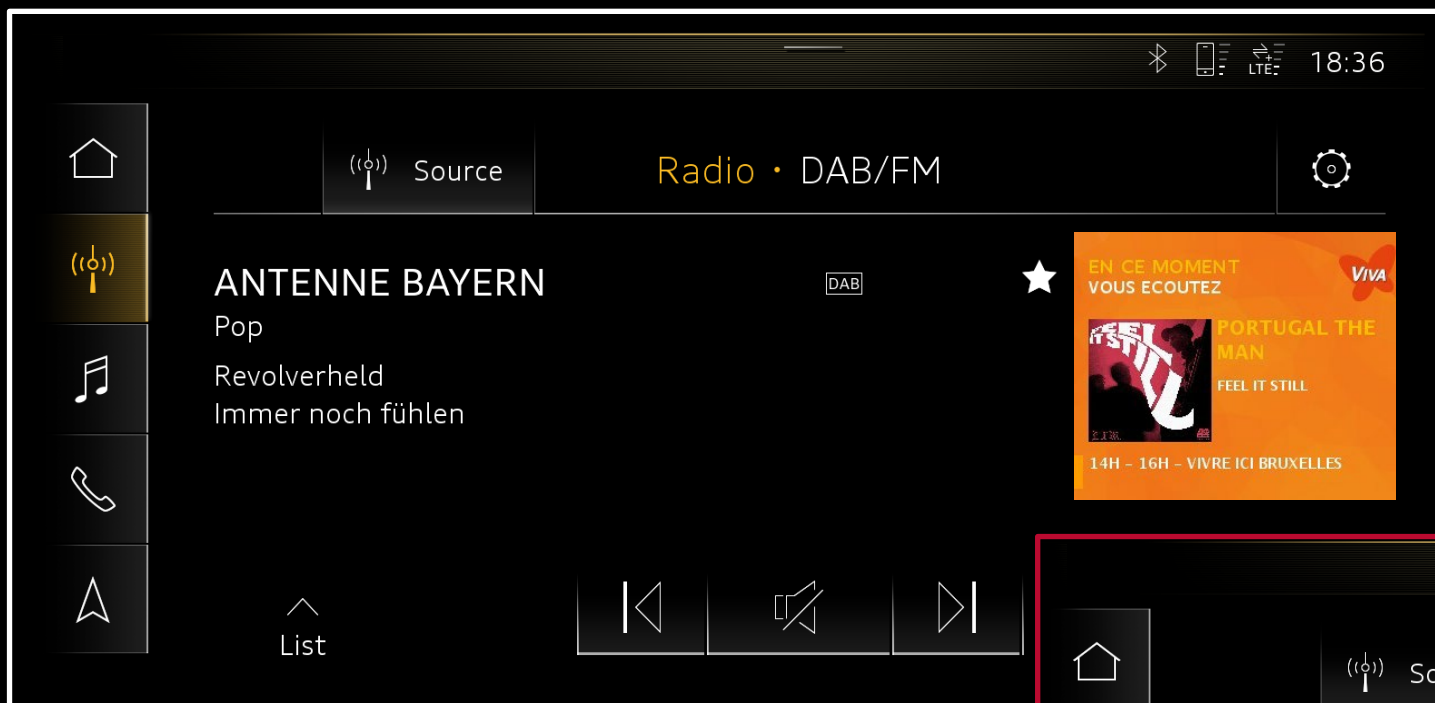


Station Logo

Broadcast DAB EPG Station Information
Online Station Information



We want You for **Best User Experience with Now Playing Meta Data**



Now Playing Meta Data

Artist

Title

Cover Art

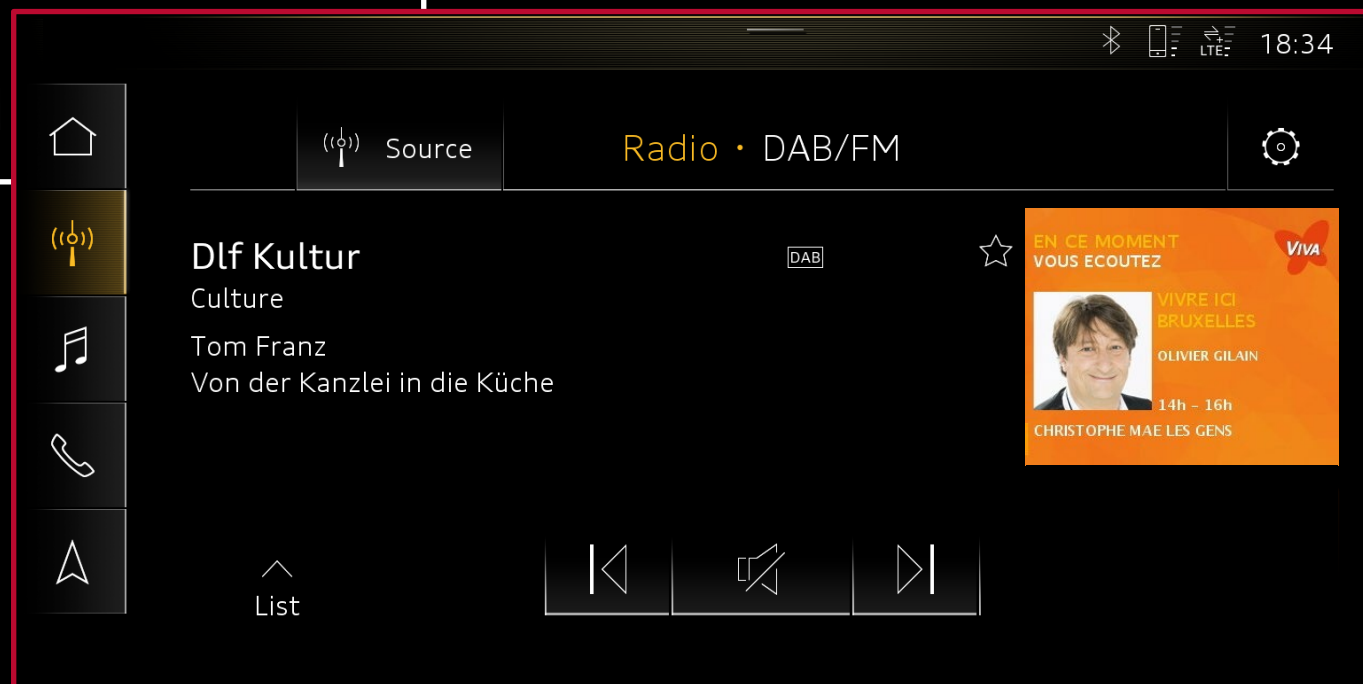
Now Playing Meta Data

Host

Current show

Programme Art

Pictures for current show



We want You for **Best Unified Audio and Meta Data**

Radio Content

DAB Meta Data

DAB+ Audio
Artist , Title, Show
DAB MOT Sideshow
DAB SPI Logo
DAB EPG Logo

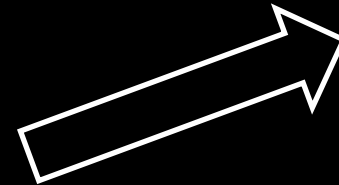
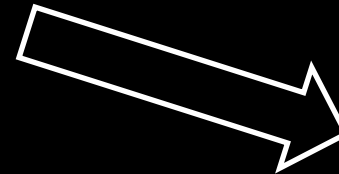
Online Meta Data

Online stream
Artist , Title, Show
Online SPI Logo
Online EPG with
Online Podcast Links

Broadcast Content

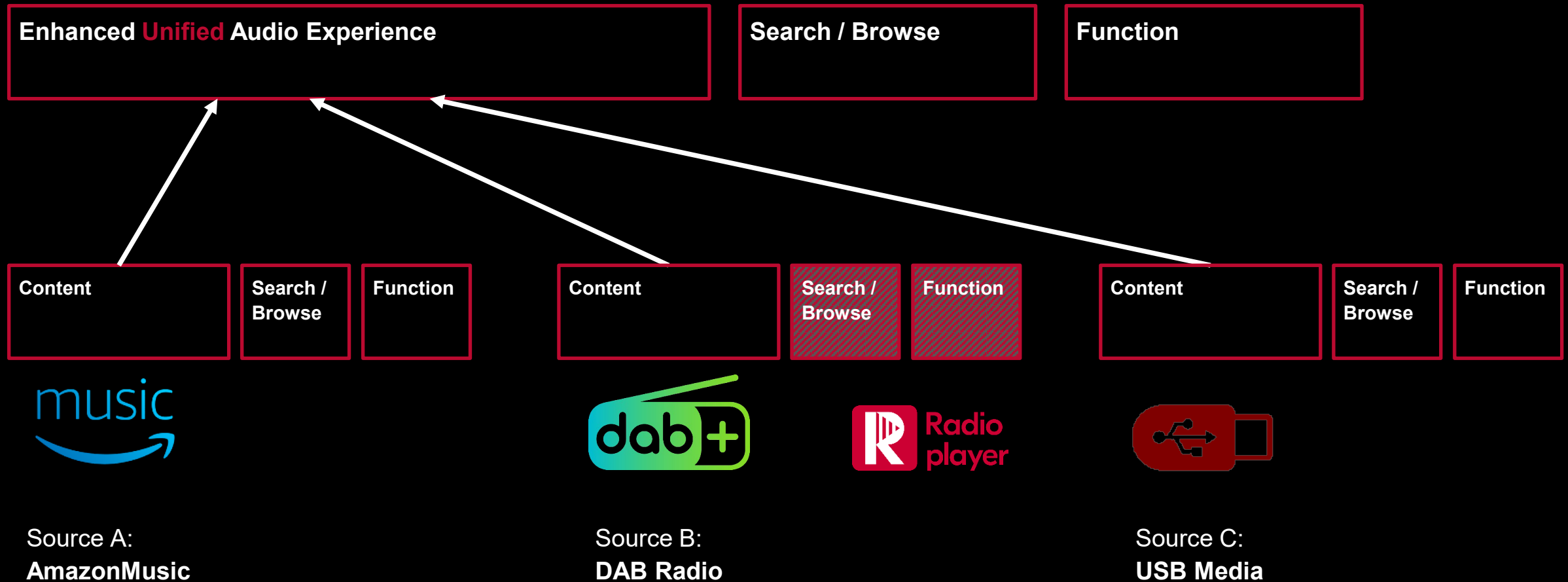


Online Content



Unification of Audio Content, Search and Function in the Car

Unified Perception of Customer Audio Experience



Unified Audio User Experience including Recommendations

Media · Spotify

Symphony

Nico Santos
Symphony

0:04 | -3:29

HOME RADIO MEDIA TEL NAV

List

Related Content



Source Radio · DAB/FM

105'5 Spreeradio

Roxette
Sleeping in my Car

105.5 Spreeradio
Der 50/50 Mix

HOME RADIO MEDIA TEL NAV

List

More

1LIVE · Related Content

Top Tracks from "Nico Santos"

Won't Let You Fall - Ra
Nico Santos

Symphony
Nico Santos

More Than a Friend
Nico Santos

Goodbye To Love - Top
Nico Santos

Related Stations

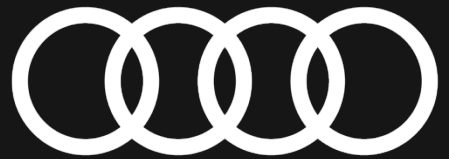
105'5 Spreeradio
Sleeping In My Car - Roxette

1LIVE DIGGI
New Rules - Dua Lipa

ANTENNE BAYERN Old
goldies

ANTENNE DÜSSELDORF

HOME RADIO MEDIA TEL NAV



Thank you!

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Development Entertainment AUDI AG Germany

Radio Meta Data Future **Todos** for Broadcasters - **Technical facts**

Technical specification needed for Radio Meta data today

- **DAB Dynamic label** (Radiotext), ETSI EN 300 401 V2.1.1 (2017-01)
- **DAB Dynamic label plus** (artist , title, album, news , phone number tags), TS 102 980 V1.1.1
- **DAB Slideshow** (Cover Pictures , or News pictures), ETSI TS 101 499 V2.2.1
- **Online SPI** - Service and Programme Information ETSI TS 102 818 V3.2.1 (2015-01)
- **DAB SPI** - Service and Programme Information included in DAB EPG using ETSI TS 102 818 V3.2.1
- **Online Slideshow** - Radio Vis TS 101 499 v3.1.1
- **RadioDNS Hybrid Radio** - Hybrid lookup for radio services - TS 103 270 v1.3.1
- **Podcast Information for Current and all Shows** – through Partners
- **Online secondary stream links** – through Partners
- <https://radiodns.org/developers/documentation/#howto>
- <https://radiodns.org/partners>