Radio in Digital Environment

Ohrid working group

26 may 2011

Program

- Presentation from mxLab
  - Questions & answers
- Short introduction on hybrid radio
- Debate on the following ideas
  - IP only?
  - Do's and don'ts
  - Time for lobbying and standardisation?
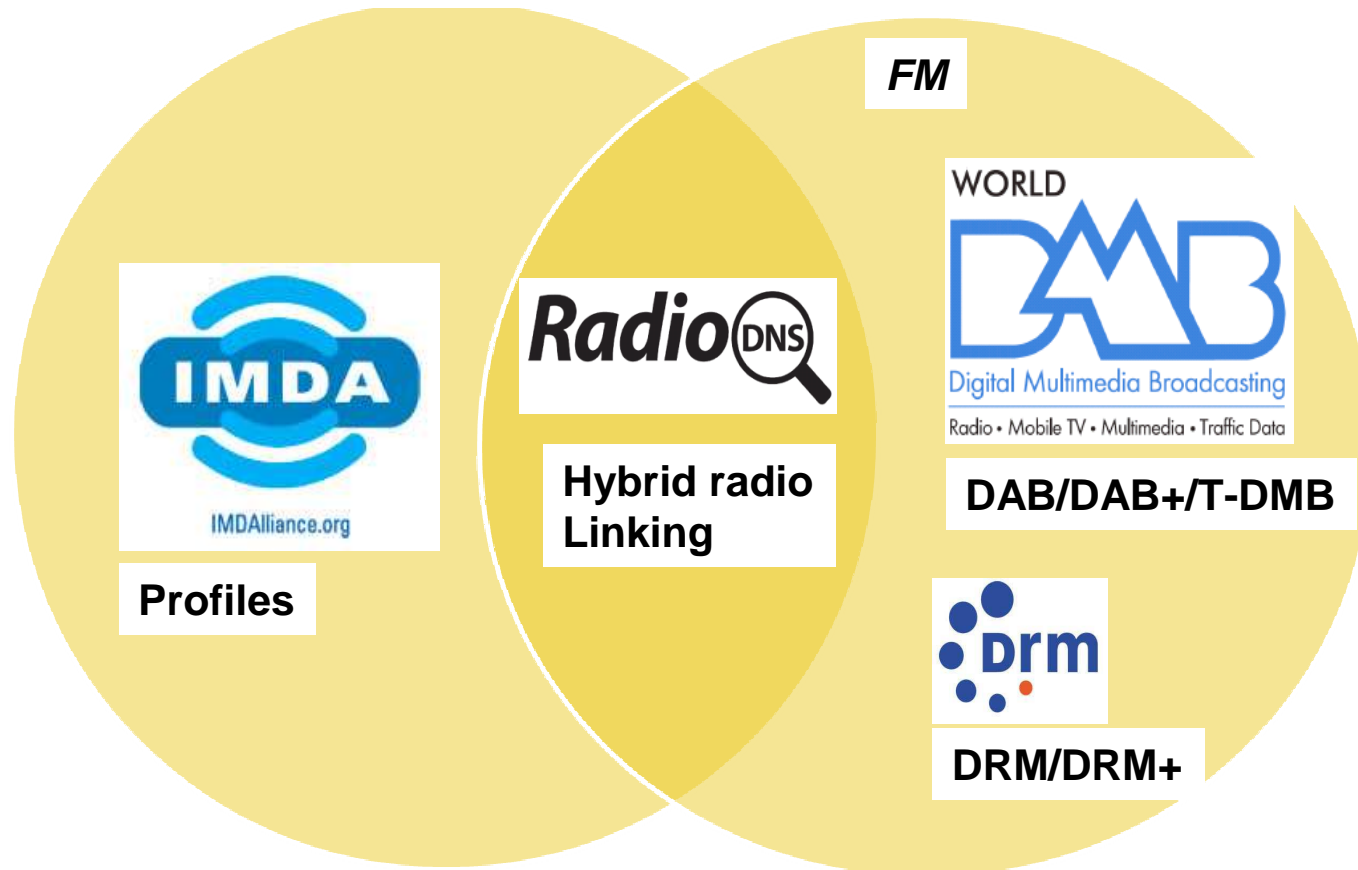 - Analog switch-off?

Hybrid Radio

- The idea:
  - Use broadcast for audio
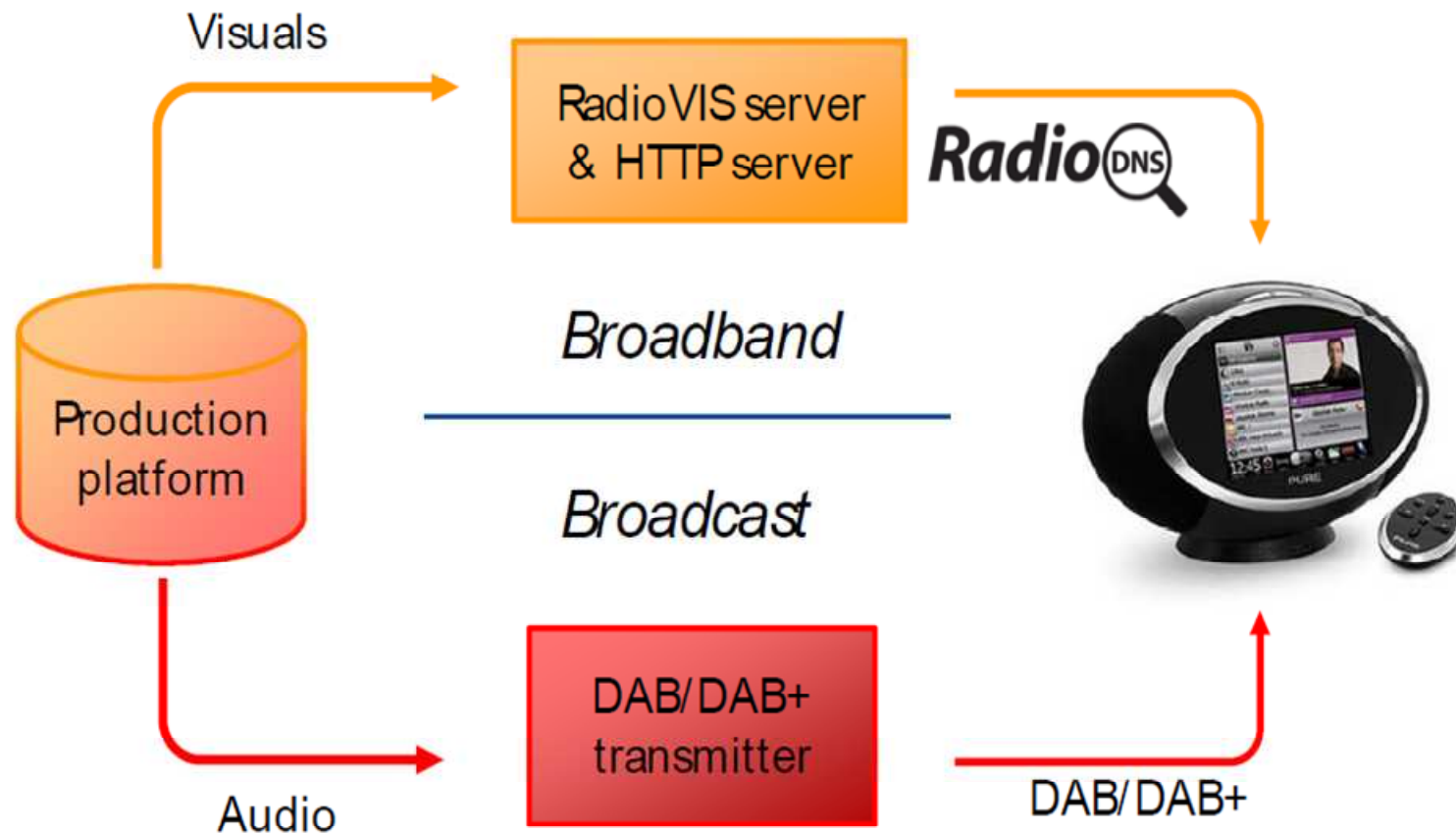 - Use broadband for data and interactivity

Standards for hybrid broadcast/broadband

Broadband (Internet)   **Broadcast**

FM

IMDA
IMDAlliance.org

Profiles

Radio DNS

Hybrid radio Linking

WORLD DAB
Digital Multimedia Broadcasting
Radio · Mobile TV · Multimedia · Traffic Data

DAB/DAB+/T-DMB

Drm

DRM/DRM+

EBU·UER

The Hybrid Broadcast Internet/Broadband Approach

Visuals

RadioVIS server & HTTP server

Radio DNS

Broadband

Production platform

Broadcast

DAB/DAB+ transmitter

Audio

DAB/DAB+

- Automatically push multimedia content to listeners

RadioDNS applications

Radio VIS   *Slideshow*

Radio EPG   *Electronic Program Guide*

Radio TAG   *Tagging*

Opened to other applications...

EBU•UER

New radio services offered by digital radio

- **Text services**
  - Simple text (label, song title)
  - Advanced text ("Teletext" like service)

- **Rich content**
  - Visual radio, slideshow
  - "Flash" like applications

- **Tagging**

- **Electronic Program Guide**
  - podcast

- **Enhanced traffic information**

- **Surround sound (DAB+)**

More information

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- **www.radiodns.org**

IP only?

- Cost for users
- Cost for broadcasters
- Mobility issue
- Net neutrality issue
- Public health issue
- Network saturation issue
- Anonymity issue
- …

Do's : for listeners

- **Information & promotion**
  - Every hour on UK radios
  - « Radio Amnesty » in UK
  - Receivers given in Switzerland
- **Labelling of receivers**
  - Switzerland & Norway

Do's : for listeners

- Dedicated digital sales teams
    - Migro in Switzerland
- Exclusive offer / exclusive content
- Sound quality
- Ease of use (easier than wifi radios)
- Additional datas
    - EPG
    - Slideshows

Do's : for listeners

- Receivers available at different prices
- Adapters available
  - For cars : Pure Highway, …
  - For phones :
    - Nokia headsets
    - Lingo for iPhone
    - …

Do's : for broadcaster

- Expansion of coverage
- New channels for existing broadcasters
- Soft regulation?
  - Broad format rules, easy to change?
  - No obligation of live?
  - Light obligations than soft rise to fm-like regulation?

Do's : for broadcaster

- Advertising with visuals
- Advertising with hybrid radio
  - ➢One to many content
  - ➢One to one ads

Standardisation?
&
Analog switch-off?