

10 things you need to know about...



Hybrid Digital Radio

- 1 HYBRID RADIO** is the combination of BROADCAST RADIO and BROADBAND/IP technologies
- 2 BROADCAST RADIO** is the most cost effective, and reliable, way for a one-to-many free-to-air delivery
It guarantees quality of service and direct access to listeners. Digital Broadcast technologies for radio in Europe are DAB/DAB+/DMB for bouquet of stations and DRM/DRM+ for single station delivery.
- 3 BROADBAND/IP** adds enriched and specific/personalized content
It is well suited to associated information, on-demand content, feedback and niche content.
- 4 EBU-supported RadioDNS** enables hybrid radio
It is a free/open standard for automatic linking of broadcast to IP/broadband. Another alliance, the IMDA, is also defining standards profiling streaming radio.
- 5 RadioDNS** current applications are visualization, web linking, program guide, service following, tagging
RadioVIS for visualization and web linking, RadioEPG for program guides and service following and RadioTAG for tagging of content by listeners. These services can be geo-located.
- 6 Setting up RadioDNS** for your station is simple
It works with your FM, DAB, DAB+, DMB, DRM, DRM+, HD Radio stations. Registration is free. www.radiodns.org
- 7 Hybrid radio receivers** are on the market
Major radio chip manufacturers have recently implemented RadioDNS with the RadioVIS application.
- 8 EBU** has created a RadioDNS service for broadcasters
The service is for EBU Member broadcasters who want to start hybrid radio with their stations. It is free but is designed for experimentation, demonstration, and kick-off. Please contact us if you would like us to help you enable the service. www.ebulabs.org

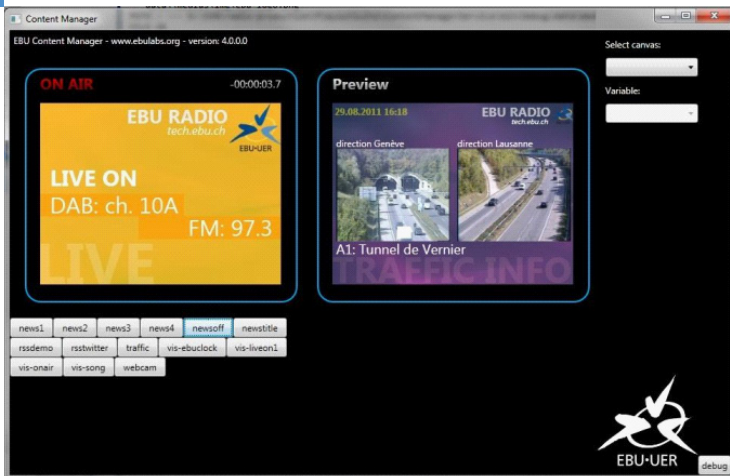
9 EBU has created tools for production and display

An open source content manager tool that enable to dynamically change the text and visuals is also available. This tool can be adapted to existing production platforms. A RadioVIS player for embedding on websites is also available.

10 Shape the future of radio by enabling hybrid radio for your stations

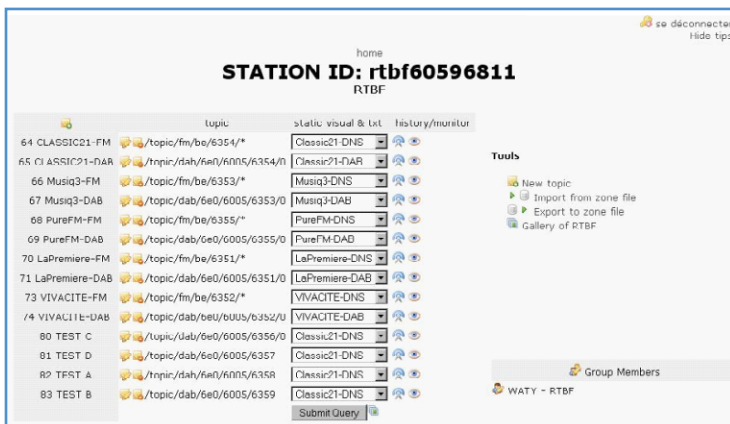
It's easy to start. The following EBU member's stations already have the service enabled: La Première (BE), Vivacité, PureFM, Classic21, Musiq3, Swiss Classic/Jazz/Pop, La1ère (CH), Espace 2, Couleur 3, Option Musique - and others are to come.

Make your station hybrid / EBU tools for making it happen



EBU Content Manager

- Enable dynamic visualisation from the studio
- Slide rendering on the fly
- Open source, possible integration with existing production tools



EBU RadioDNS manager

- Enable users to control the hybrid setup for their stations
- Static visualisation, Electronic Program Guide



EBU RadioVIS webplayer

- Enable integration on websites
- Ajax based, works on all recent web browsers

All tools on: www.ebulabs.org