

IBC 2015

PERSONALIZED HYBRID RADIO

BBC R&D, IRT, EBU

Overview

RadioDNS Hybrid Radio allows users to connect radio broadcasting networks to IP. This is now being deployed for Visual Radio, Service and Programme information, and automatic broadcast to IP service following. Hybrid Radio also gives way for a personalized experience for listeners. Programme Guides allow listeners to return to programmes to listen again and link to other relevant content. Tagging offers the possibility to tag or bookmark interesting content for later action. Hybrid Content Radio is an experimental service where listeners can replace content they do not enjoy with personal elements from their playlist or compose their own programme. Most of these applications require the listener to have a personal account to store personal data. This is addressed by the Cross-Platform-Authentication mechanism. Furthermore, hybrid radio enables broadcasters to enrich their programmes with new visual elements and interactive scenarios such as voting, quiz games or new forms of advertisements.

Key messages

- Hybrid Radio gives listeners the opportunity to personalize their radio experience and offers similar functionality to on-demand music platforms.
- Programme Guides allow listeners to return to programmes in an easy way.
- Tagging is a simple action to bookmark interesting programme elements, for example, to add them in a personal playlist.
- Hybrid Content Radio is a mix of linear and on-demand radio where listeners can decide to skip elements they do not enjoy or compose their own programme.

Related information

- www.bbc.co.uk/rd/projects/radiotag
- www.bbc.co.uk/rd/projects/radiovis
- www.bbc.co.uk/rd/blog/2014/09/cross-platform-authentication
- www.irt.de
- <http://mediascapeproject.eu>
- <http://tech.ebu.ch/groups/drp>
- www.radiodns.org
- tech.ebu.ch/groups/cpa

Key contact at EBU

Mathias Coinchon, coinchon@ebu.ch