

EBU Digital Radio Week, 11-14 February 2019.

MULTIPLATFORM RADIO

Eugenio La Teana | Head of Research & Development



eugenio@rtl.it



BlockBuster

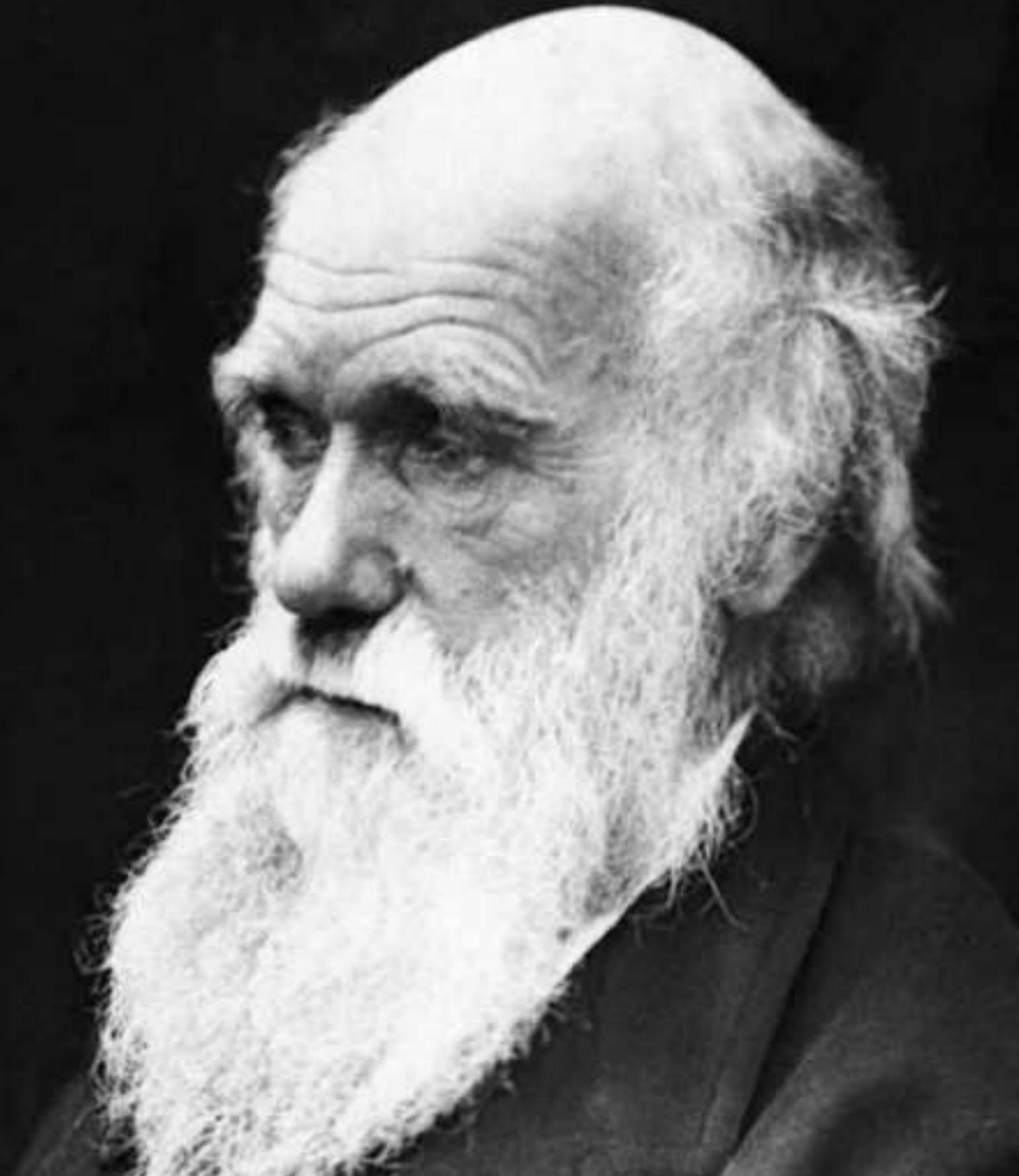
The Forbes article that aptly describes what exactly happened to Blockbuster,

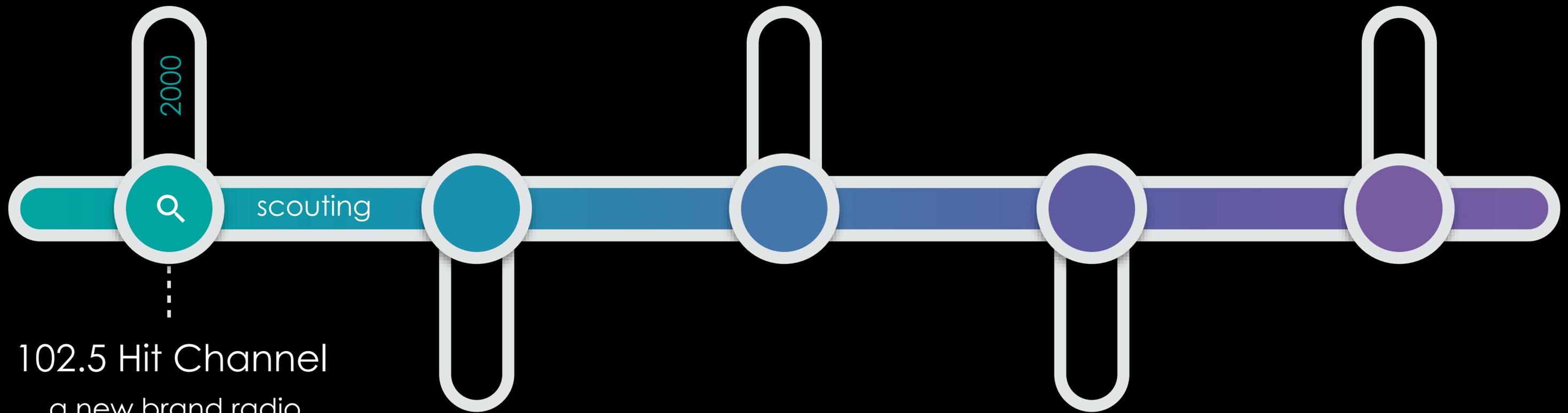
“The internet didn’t kill Blockbuster, the company did it to itself.”

evolution of the species

“It is not the strongest
species that survives,
nor the most intelligent,
but the most receptive
to changes”

Charles Darwin





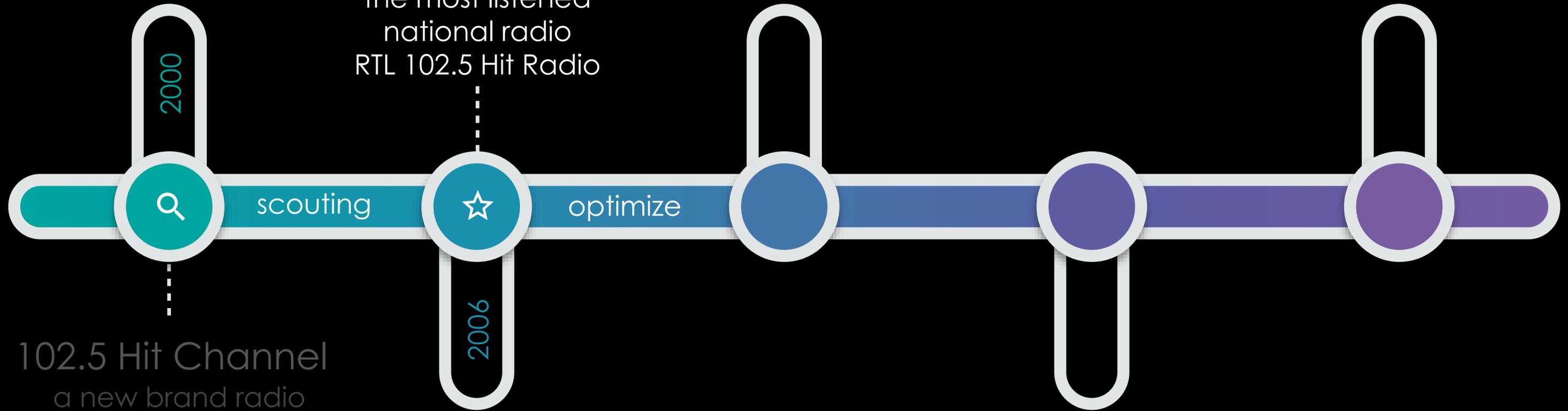
102.5 Hit Channel

a new brand radio channel on TV, where the focus was on the "interaction" with listener by sms and WebMessage broadcasted by DVB-S

<https://youtu.be/FHMjmTUpN7k>

RTL 102.5 TV

We finish the testing phase on 102.5 Hit Channel, and we switch the brand and the format to one of the most listened national radio RTL 102.5 Hit Radio



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RTL 102.5 on TV

radio re-designed for the multimedia era



VIDEO

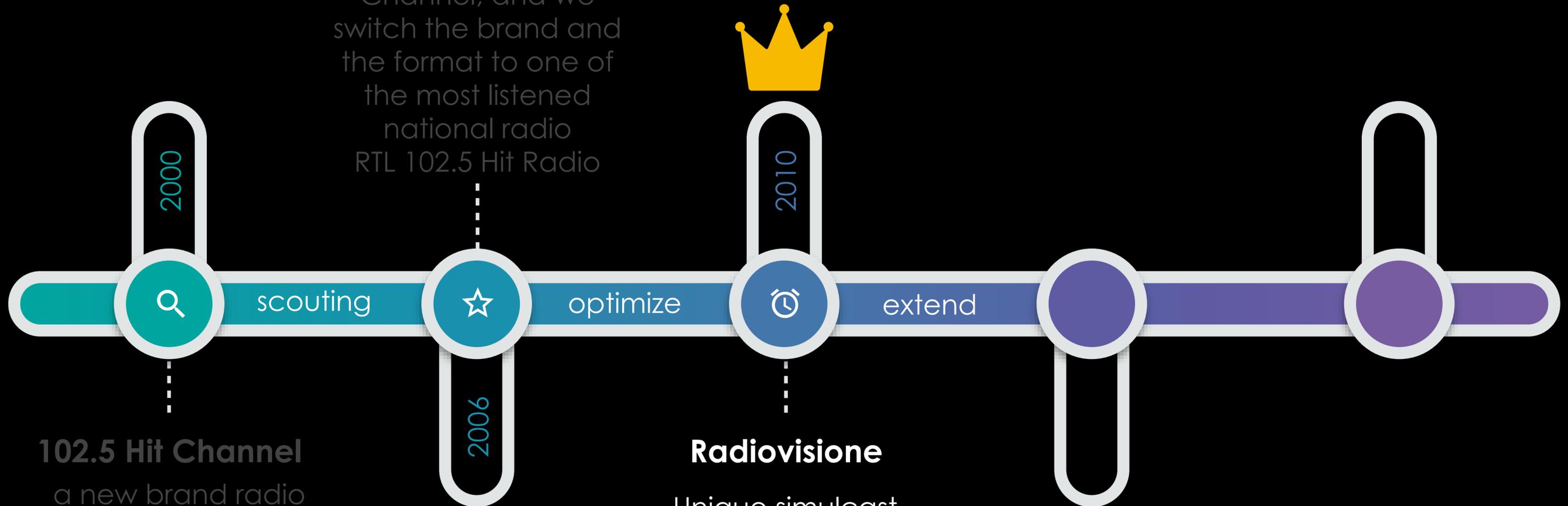
METADATA

LISTENERS

AUDIO

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Radiovisione

Unique simulcast Radio FM and radiovisione on DVB-T on channel 36. Video Clips, Live Cams in studio, interaction overlay on TV screen.

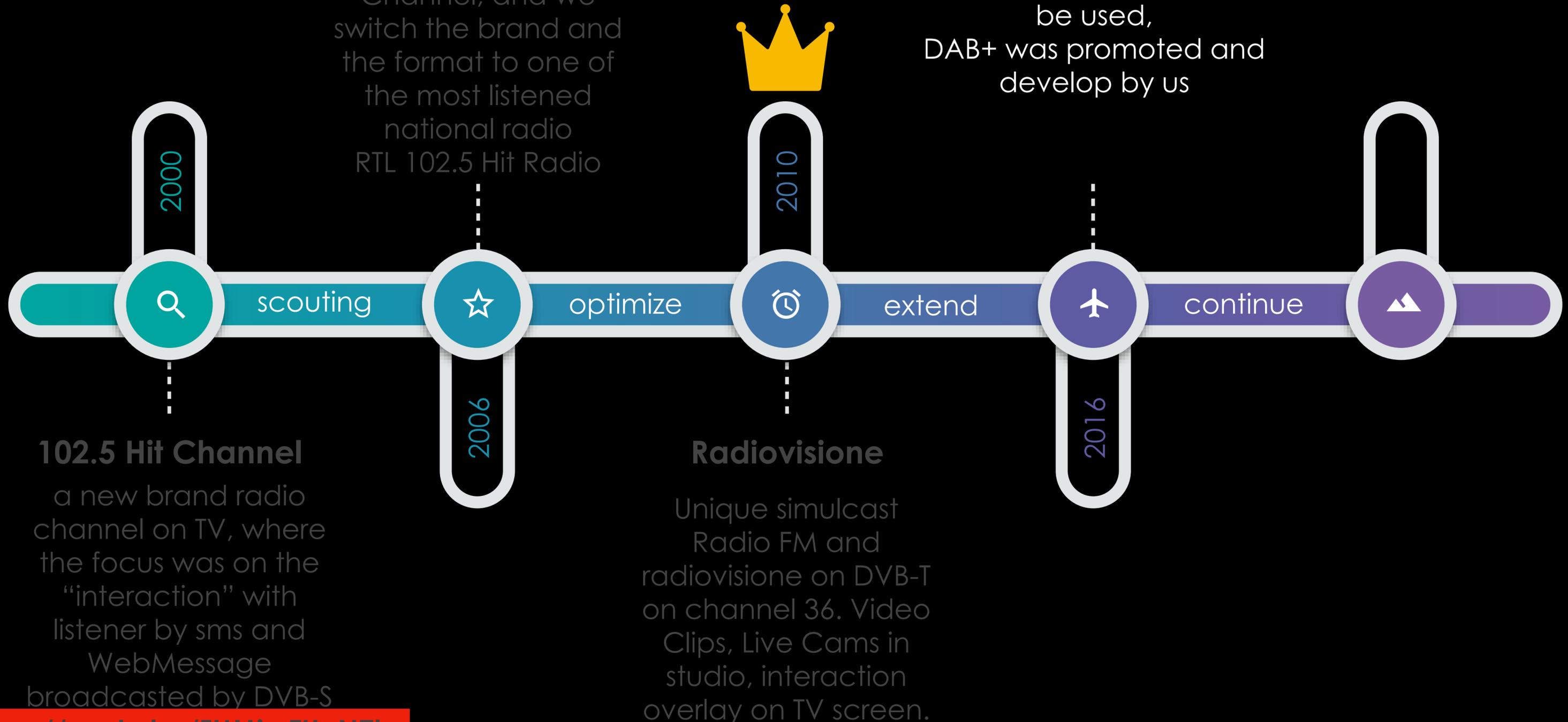


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Multiplatform

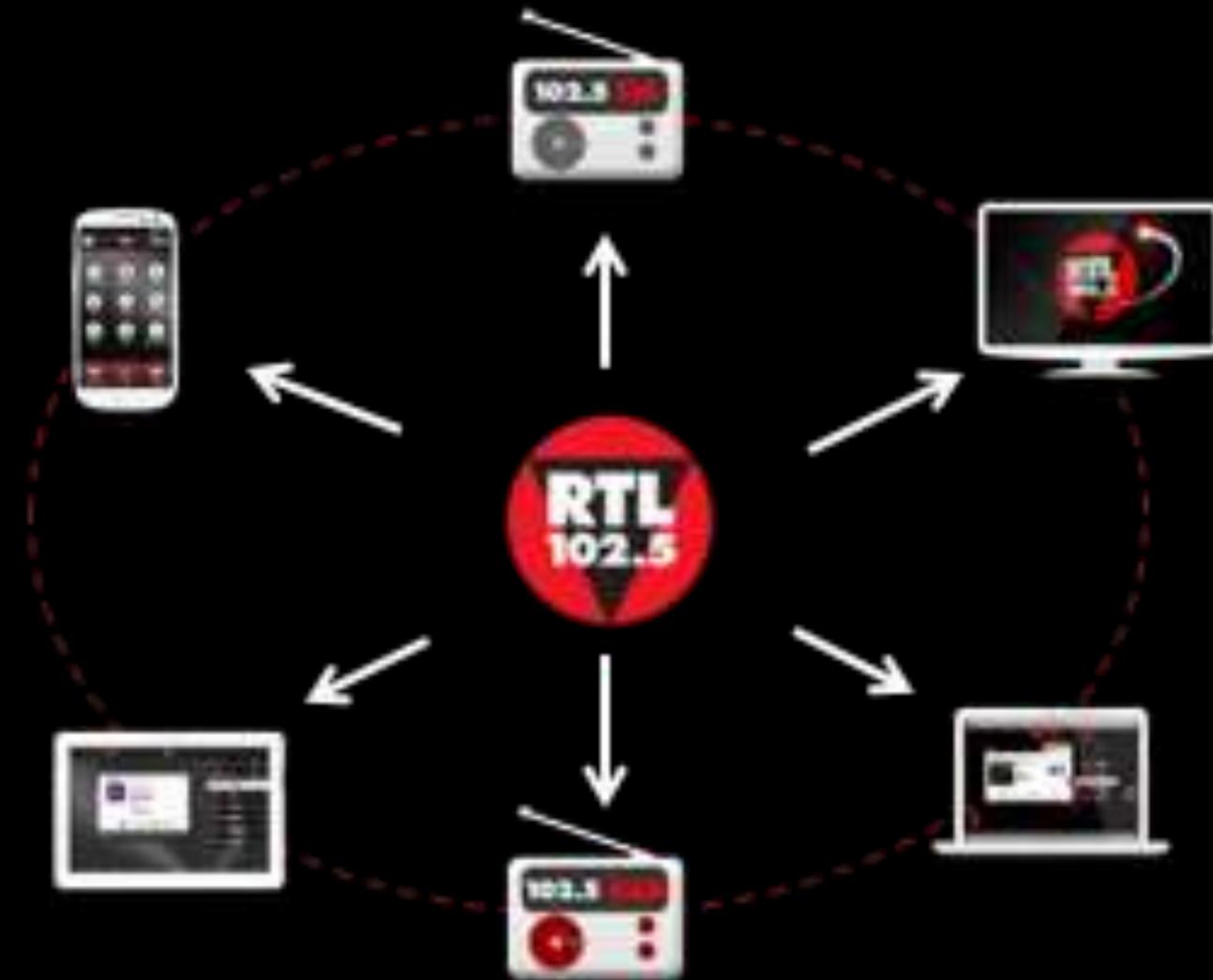
Content: "the king", in the center, around all the possible platform to be used, DAB+ was promoted and develop by us



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RTL 102.5 lead in Italy with 8.4 Millions of listeners /
day

Multimedia, Multiplatform, Interactive



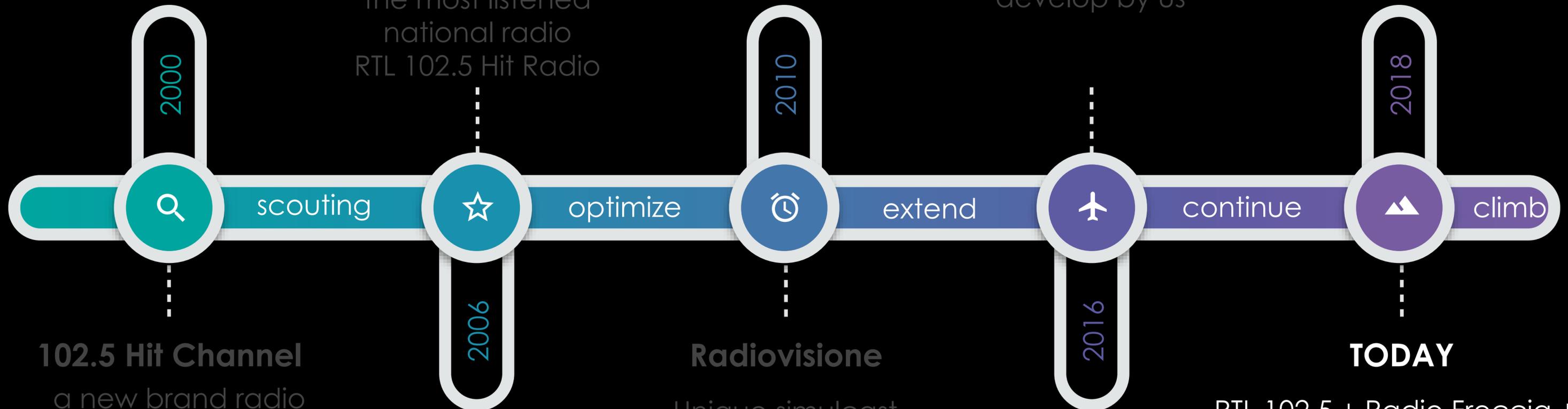
radio content must be
received on each
device, so the radio must be
transmitted on all
possible networks.
let the user decide

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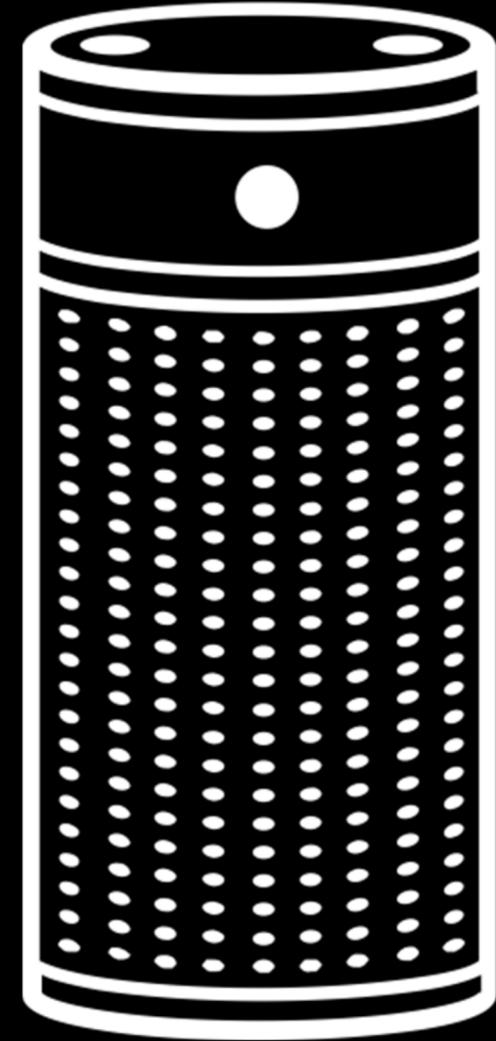
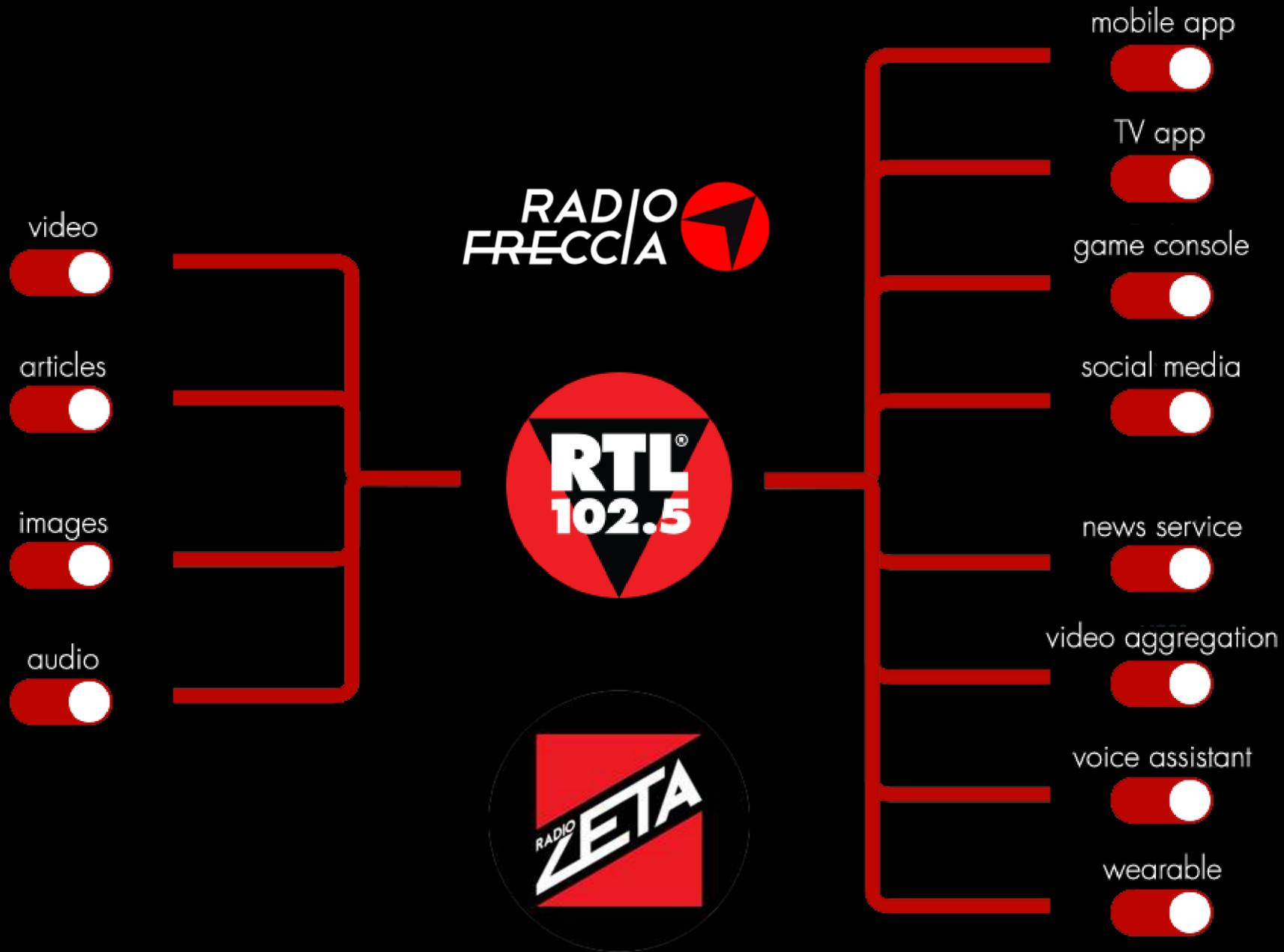
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TODAY

RTL 102.5 + Radio Freccia + Radio Zeta + several channel on digital audio.
HbbTv app development on DVB-T, smart speaker skills, social media management..



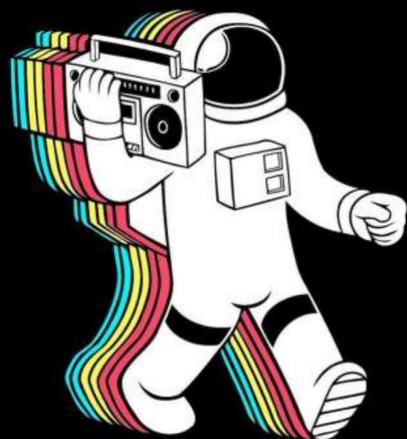


“Alexa, play RTL 102.5”
it is not enough

RADIO
FRECCIA 

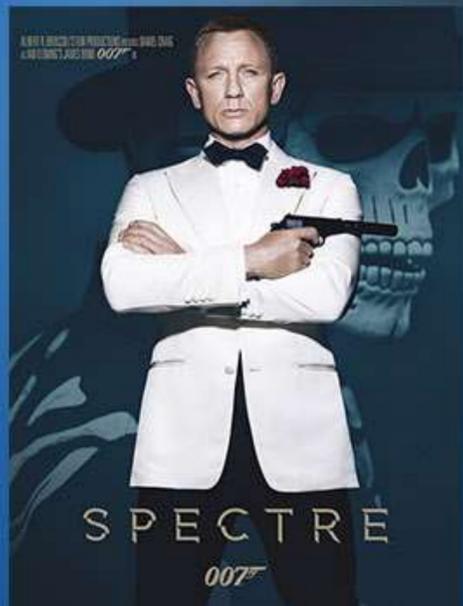
RTL[®]
102.5

RADIO
ZETA



Sky Cinema

Ultra HD



Spectre

Daniel Craig returns as James Bond, this time on the trail of an evil organisation pulling the strings from the shadows. Strong language/violence/sex/flashing images.

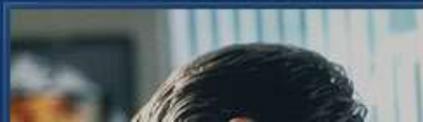
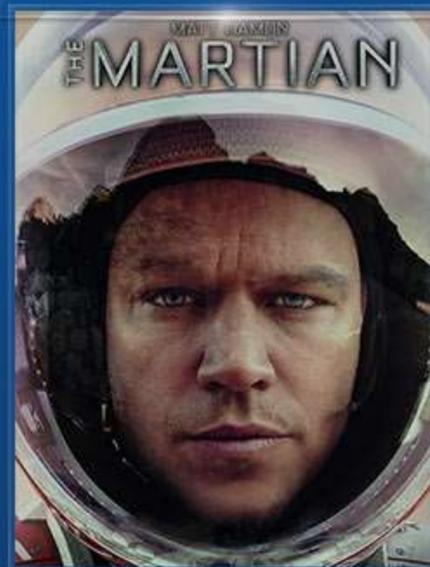
2h 22m **12** **UHD**

sky CINEMA



sky

Saturday, 11.33pm



NETFLIX

Browse ▾

KIDS

DVD

of CARDS

NEW EPISODES

UNBREAKABLE
KIMMY SCHMIDT

Top Picks for Christopher



Trending Now

Why do we spend 20 minutes
browsing Netflix and fail to
watch anything?

OFFER SELECTION OF CONTENTS IS A PLUS

SWITCH ON TO START and **ADD PERSONALIZED SERVICES**

Sports and news are the two
genres users still
overwhelmingly watch live.

WE ARE LIVE 24 | 365

HUMANS LIVE IS A GREAT VALUE

users so impatient and distracted, that an estimated 177.7 million U.S. adults — or 70.3% of the total population — will regularly use another digital device while watching TV this year, up 5.1% from 2016, per eMarketer.

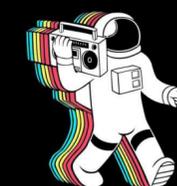
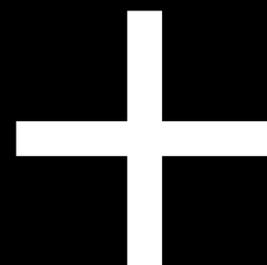
A majority of people 58% say also say they browse the internet while watching video programming, per Nielsen.

WE NEED TO BE MORE INTERACTIVE

**TEXT TO SPEECH, AI, UX GUIDE RADIO DEVICE, HBBTV
broadcasted into the DIGITAL RADIO data channel**

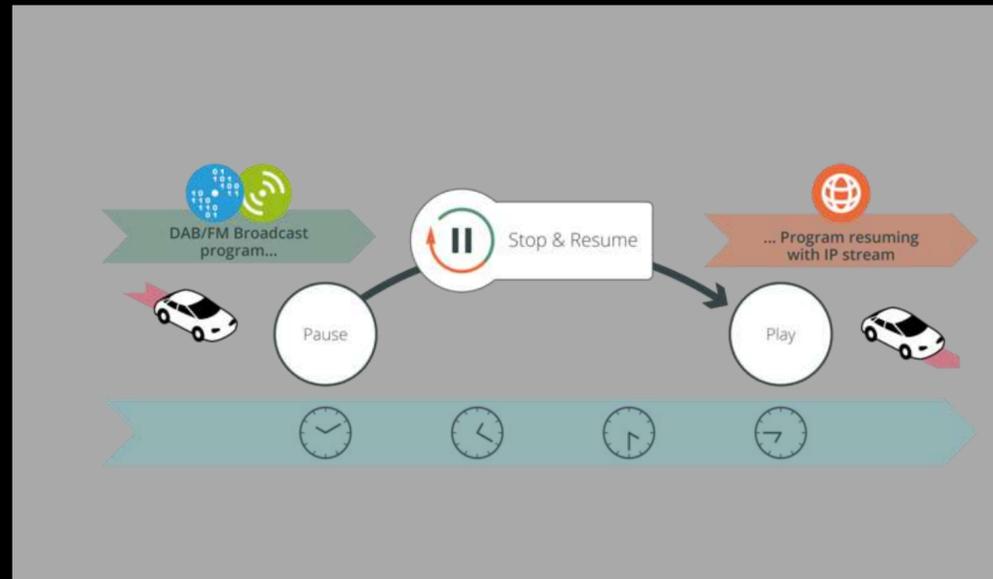
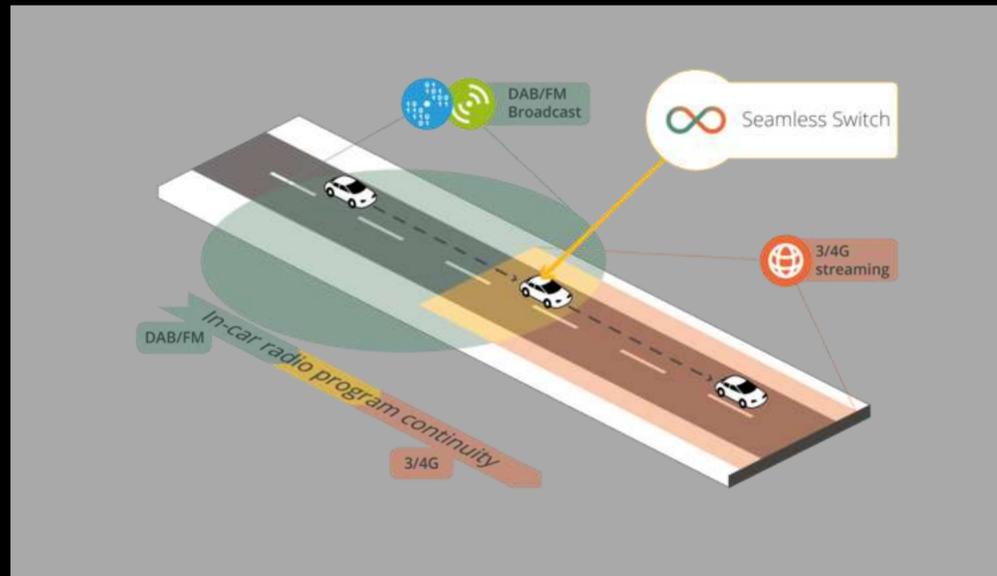


HybridRADIO



SEAMLESS SWITCH

When the live reception signal gets weak, for instance when the vehicle enters a tunnel, the infotainment system automatically searches for an alternative to the same live program. It can seamlessly switch to the new bearer, offering a perfect program continuity and extending the radio reception coverage.

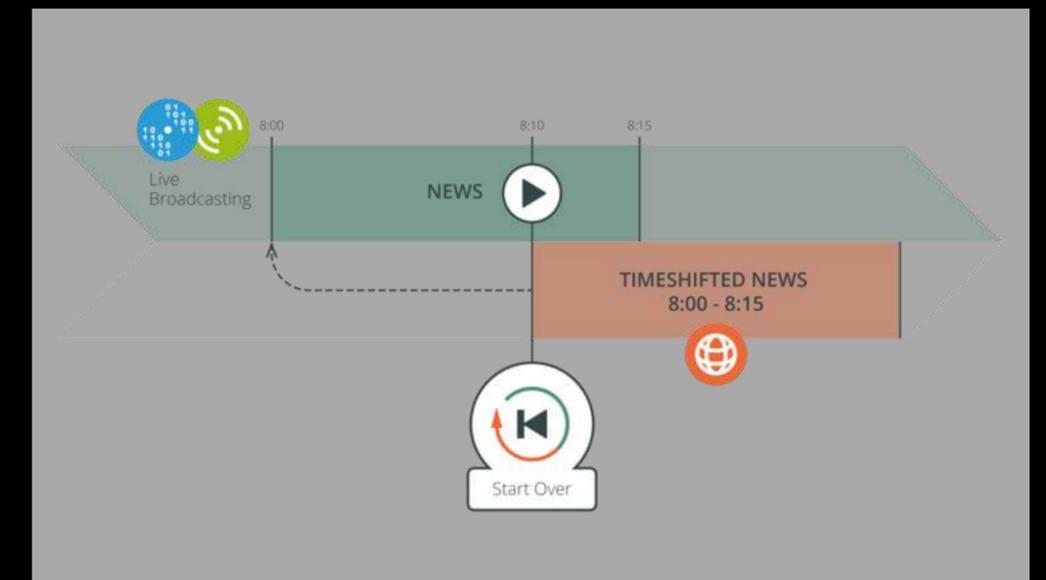


PROGRAM START OVER

If the driver just starts listening halfway to a live broadcast program, he decide to start listen it over from the beginning using a dedicated IP Stream

PROGRAM PAUSE

For instance because the driver is answering a phone call or has to leave the car, the service makes it possible to resume listening to the program later on from the point where the program was last left, using a dedicated IP Stream.

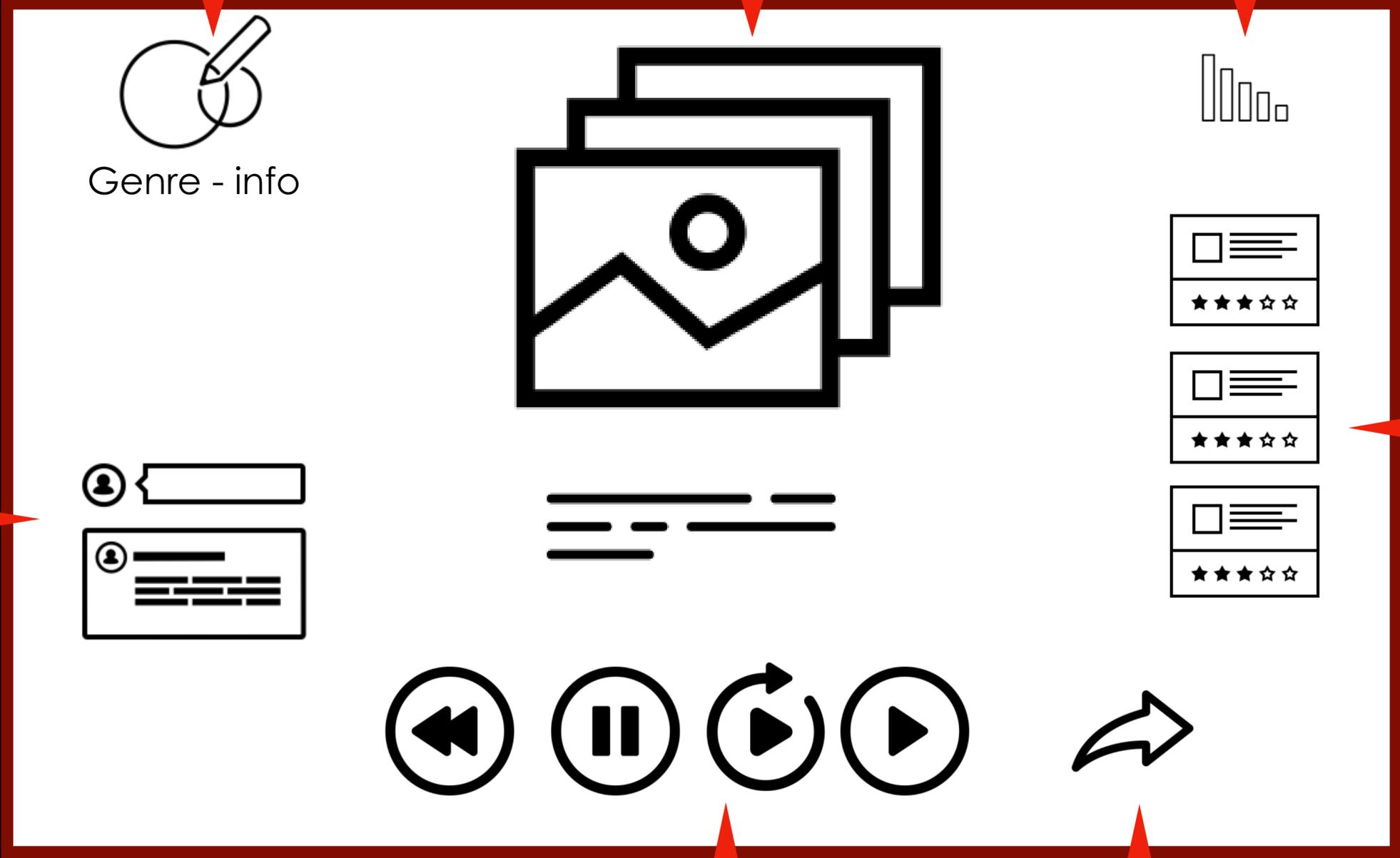


RADIO UX-UI

Brand + infos

METADATA and EPG

MultiPlatform reception (hybrid)



SocialFEED

Radio TIMELINE OnDemand content (realtime)

Radio control button

Share content



**NOTE: WITHOUT GOOD CONTENT
THE RECIPE CAN NOT GIVE EXPECTED RESULTS**