

# *Radio* DNS

## Update

# RadioDNS

Global, open project - not for profit organisation

Over 500 stations, 50 supporters, 24 members, across  
3 continents (US, Europe, Australia)

A **new** application for an existing technology

**Patent free**, zero cost\*

Uses IP to **enhance** broadcast radio

Blurs the distinction between **streaming** and  
**broadcast** radio



# RadioDNS Members



# Connecting Broadcast & Internet

Applications combining Broadcast and IP would deliver more value throughout the chain

Broadcast for mass-market ubiquity

IP for enhancements and additional functionality

Requires a simple technology to link broadcast radio services with IP delivered services

# Technology

# Technology

No **new** technology

A **new** application for DNS (Domain Name System)

**All** connected devices have DNS

(Virtually) all broadcast radio stations have **unique** identifiers in RDS (FM) or DAB or HD (USA)

Use **existing** identifiers to make a “pseudo-domain”

**RadioDNS** facilitates translation to a real domain

# Functionality & Content

The device seamlessly connects to the broadcaster in the background, within seconds of tuning in

The broadcaster can supplement the audio broadcast with IP delivered content and functionality

There are open-applications endorsed by **RadioDNS**

Anyone can create an application using RadioDNS

# RadioDNS Applications

RadioDNS Applications specify **functionality**

RadioDNS will enable **any** IP application

Anyone can create an application

Apps can be open, closed or proprietary

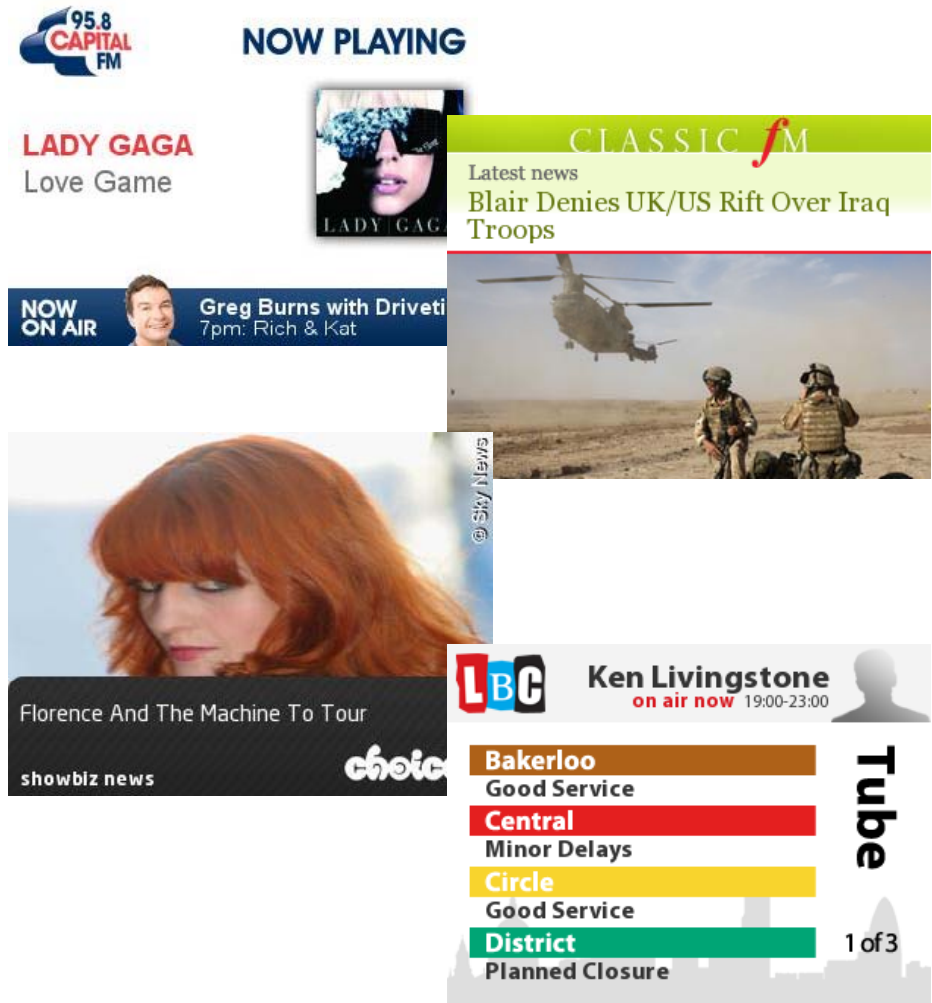
RadioDNS can endorse those that meet our statutory objectives (primarily, open and patent free).



# Radio

JPEG/PNG images delivered  
over HTTP  
“Slideshow over IP”

Open-source server code  
Editorial and commercial  
opportunities  
“Hours” to implement



95.8 CAPITAL FM

**NOW PLAYING**

LADY GAGA  
Love Game

LADY GAGA

CLASSIC fm

Latest news  
Blair Denies UK/US Rift Over Iraq Troops

NOW ON AIR  
Greg Burns with Driveti  
7pm: Rich & Kat

@ Sky News

Florence And The Machine To Tour  
showbiz news

choice

LBC Ken Livingstone  
on air now 19:00-23:00

**Tube**

Bakerloo	Good Service
Central	Minor Delays
Circle	Good Service
District	Planned Closure

1 of 3



## **Electronic Programme Guide**

Limited bandwidth restricts broadcast EPGs

All EPG data can be accessed via IP – richer and more comprehensive

## **Enables service following**

Automatic switching between FM / HD / Streaming

“Single preset” always finds the station

Based (broadly) on DAB EPG XML / TVAnytime

# Radio

Simple tagging framework

Tag any on-air event

Tags go to broadcaster – can be shared with partners

Editorial and commercial opportunities



# *Radio* DNS

2010

# 2010 Progress

Our first year!

Continued development of our three initial applications

Visualisation, EPG, Tagging

New members, new stations launching services

New software packages and service providers

Mobile...

# 2010 Progress

EBU workshop yesterday

30+ attendees, 3 new services created in an hour

First production radios with RadioDNS

More broadcasters trialling services

BBC, IRT

Silicon....

# RadioDNS & Mobile

# Radio on Mobile

Radio “apps” are very popular

~6m downloads (UK)

~48% of smartphones have a Radio app (UK)

Enhanced, interactive experience

Data intensive

Streaming consumes 48-64kbit/s

Exposes weaknesses in mobile networks

Burns through users' data allowances (27MB/hour)



# Remove Inefficient Streaming

Most radio app listening is to stations also available on broadcast (FM)

Many handsets have FM radio functionality

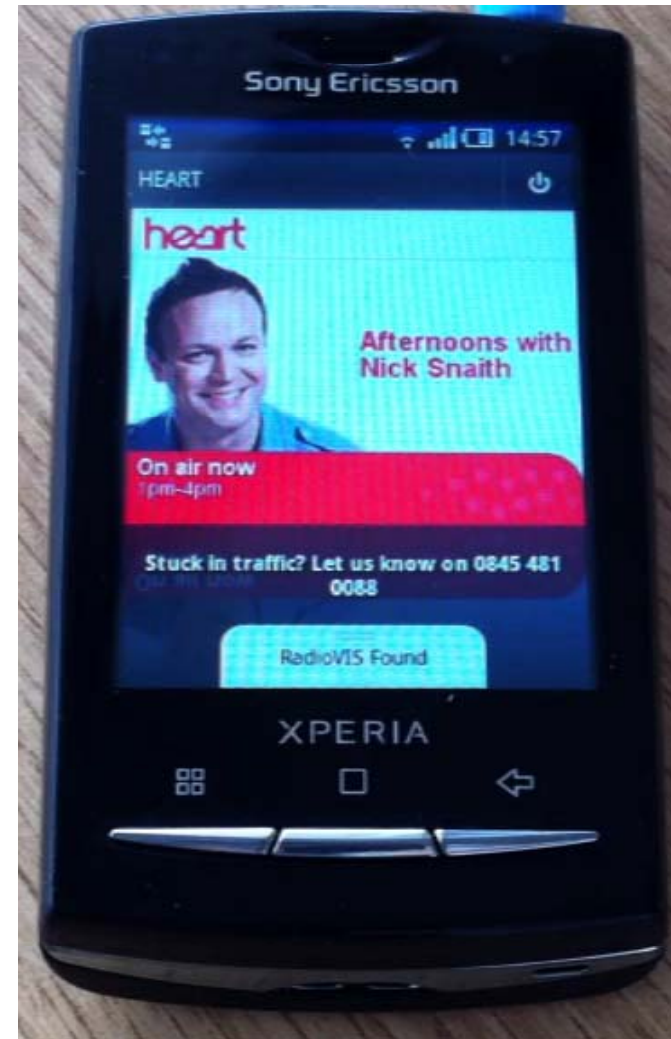
A **RadioDNS** aware app can deliver the **same** app experience, but use audio from FM, not streaming

A **RadioDNS** aware app can move between broadcast and stream automatically

# Example



Capital Radio Streaming App on Sony Ericsson X10 Mini



Identical functionality, using FM + RadioDNS, on the same handset

# Mobile Status

Prototype code available for:

Android (Eclair / 2.1 / Certain Manufacturers)

Maemo / MeeGo

In discussion

Microsoft (Phone 7) / RIM

In question?

RadioDNS is on the Symbian Roadmap...

# *Radio* DNS

**2011**

# RadioDNS in 2011

**Primary Focus** – more broadcasters providing services

Service Providers section on the website

Directory of open-source software solutions

Silicon manufacturer engagement

Mobile phone engagement

NAB Show / RadioDays Europe / EBU Conference

# *Radio* DNS

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