Metadata FAQ

What is metadata?

Metadata is the text and visual information that helps provide a better user experience in the car.

Does my station already have metadata information for the car?

Yes, your station uses metadata which can be re-purposed for the car dashboard. You do not need to create new information.

Why is it important my station has metadata on-air using DAB?

More and more cars come with screens – if your station has no metadata on-air, your station has no presence in the car. To find out why metadata is important for broadcasters, watch this short video.

Do vehicle manufacturers want broadcasters to put metadata on-air using DAB?

If your stations has no metadata on air the screen in the car is empty, ultimately leading to a poor user experience for the driver.

Why do drivers need metadata?

Radio in the car is becoming more and more about the visual and audio experience – drivers expect text and visuals, including information on the song, artist or album etc.

What if my station does not send metadata via DAB?

With new platforms coming into the car, there is increasing competition in the car dashboard. If your station does not provide metadata, your station will have no visual presence in the car.

What basic metadata should I have on air via DAB?

You should at least have:
- Station name – short (8 characters)
- Station name – long (16 characters)
- Station description – short (marketing slogan)
- Station description – long (what your station plays etc.)
- Logos in five sizes – you can find the sizes here
- DAB and FM information in the SPI, where possible transmitted over DAB

How do I make a richer driver experience using advanced metadata?

- Station logos in more formats – additional to the five sizes mentioned above
- Live IP streams
- Podcasts and catch-up shows
- Phonetics to enhance voice control – this will improve the listeners' ability to find your station quickly using voice assistants.

This information should be provided online (using the SPI standard)

What else would the vehicle manufacturers and drivers like to see from your station?

- Real-time programme information - information on what is on-air now on your station, at least for each single programme. Produce it in text form and as a visual image.

This information should be provided online (using Slideshow). Where possible it should also be transmitted over DAB. Online visuals must be at a higher resolution / quality than those transmitted over DAB.

In the future, what will your station have to do to keep up with the changes in the car dashboard?

- Create more dynamic real-time information (text and visuals), changing on each on-air event – songs, links, news, traffic, advertising.
- Metadata will have to support a more personalised experience, for example "find out more" links taking the listener to more content and better recommendations to more on-demand content

Where can I find out more detailed technical information about this topic?

WorldDAB has produced an [information sheet](#) which contains more detailed information about metadata, and includes a section about the technical information needed to provide metadata.

Why is it important to act now?

Car manufacturers need unity from the radio industry. Car manufacturers don't want to see a poor radio experience on their dashboard when there is no metadata – they want to work with the radio industry to provide a positive radio experience. WorldDAB gathered quotes from vehicle manufacturers to illustrate how much they value metadata – they can be found in the information sheet.

Which WorldDAB members can provide information on how to easily provide metadata to drivers?

Please see our page on the members of WorldDAB who provide services to get your metadata on air, via DAB and through hybrid solutions.

How can WorldDAB help you get metadata on air?

Contact WorldDAB – we can answer questions you have on the DAB specification and put you in contact with companies that can help you provide the correct metadata. Some of our members are vehicle manufacturers, so if you see a problem with your metadata information in the car, we can address this with them.

What technical and standard information do I need to be aware of to provide good metadata?

The WorldDAB Station Logo Guide, available [here](#).