



**EBU**

OPERATING EUROVISION AND EURORADIO

# **Supporting a better User Experience in the car with Hybrid**

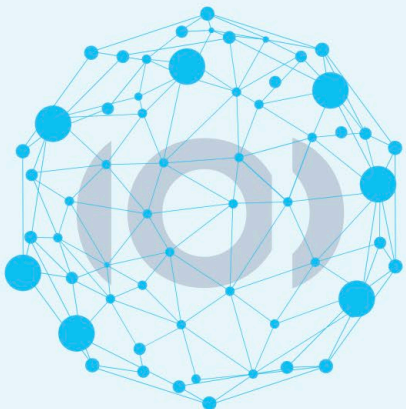
March 2021

Benjamin Poor

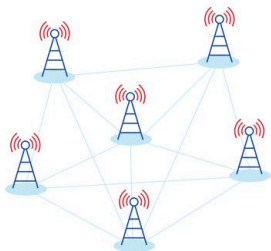


# THE EBU COMMUNITY IN NUMBERS

The European Broadcasting Union  
is the world's leading alliance  
of Public Service Media



## COMPOSED OF



**115**  
MEMBER  
ORGANIZATIONS

IN **56**  
COUNTRIES



## OPERATING

**493**



TV CHANNELS

**703**



RADIO STATIONS

**593**



LOCAL WINDOWS



**1323**

ONLINE SIMULCAST  
CHANNELS AND STATIONS



**267**

EXCLUSIVE ONLINE  
LINEAR SERVICES

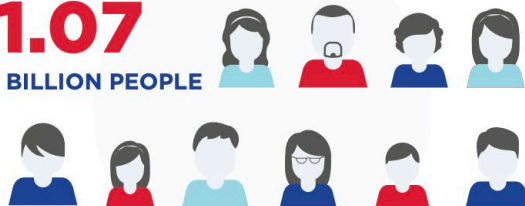
## PROVIDING CONTENT IN



**159**  
LANGUAGES

## TO A POTENTIAL AUDIENCE OF

**1.07**  
BILLION PEOPLE





# EBU x DAB x HYBRID

- Involved in the creation of the DAB standards, alongside EBU members (including IRT and BBC)
- Hosts the current WorldDAB organisation in our Swiss HQ
- One of the founding members of RadioDNS, creating open standards for Hybrid Radio
- Representing our members in both WorldDAB and RadioDNS as well as working with other organisations
- Support our members with both DAB and Hybrid Radio implementations
- Lobbied for the implementation of DAB in the EECC
- Bringing together members in the EBU Connected Cars and Devices group

The EBU logo consists of the letters 'EBU' in a bold, blue, sans-serif font.

OPERATING EUROVISION AND EURORADIO

**R 138**

**DIGITAL RADIO  
DEPLOYMENT  
IN EUROPE**

Version 2.0

Recommendation  
Source: SP-RADIO

Geneva  
November 2017

The RadioDNS logo is a stylized grey circle with a white dot in the center, resembling a radio signal or a target.

**Digital radio broadcasting ... be established  
[using] DAB+ ...;**

**Digitization be accompanied by ... additional  
features to ensure a rich and dynamic radio  
user experience, including textual and visual  
programme associated data alongside service  
and programme information;**

**Additional hybrid services be deployed  
alongside linear radio services to enable a  
seamless user experience, using RadioDNS...**



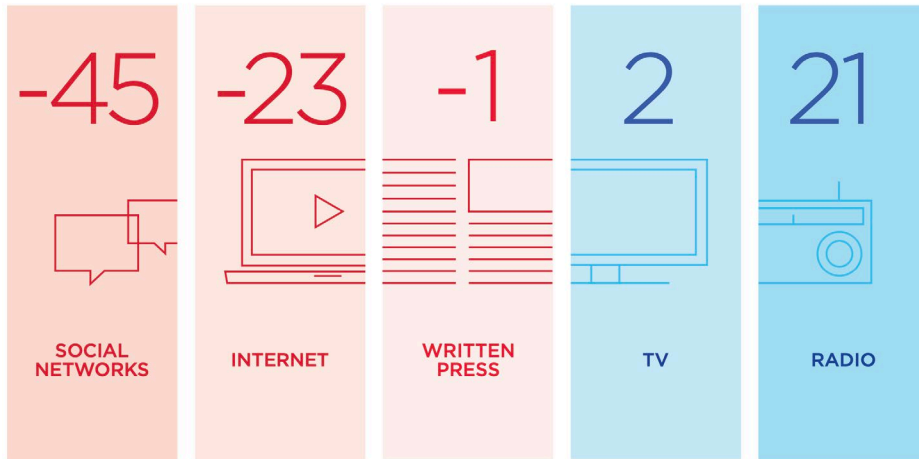
# A RESILIENT MEDIUM

## BROADCAST MEDIA IS MOST TRUSTED

EU NET TRUST INDEX 2019

Tend not to trust

Tend to trust

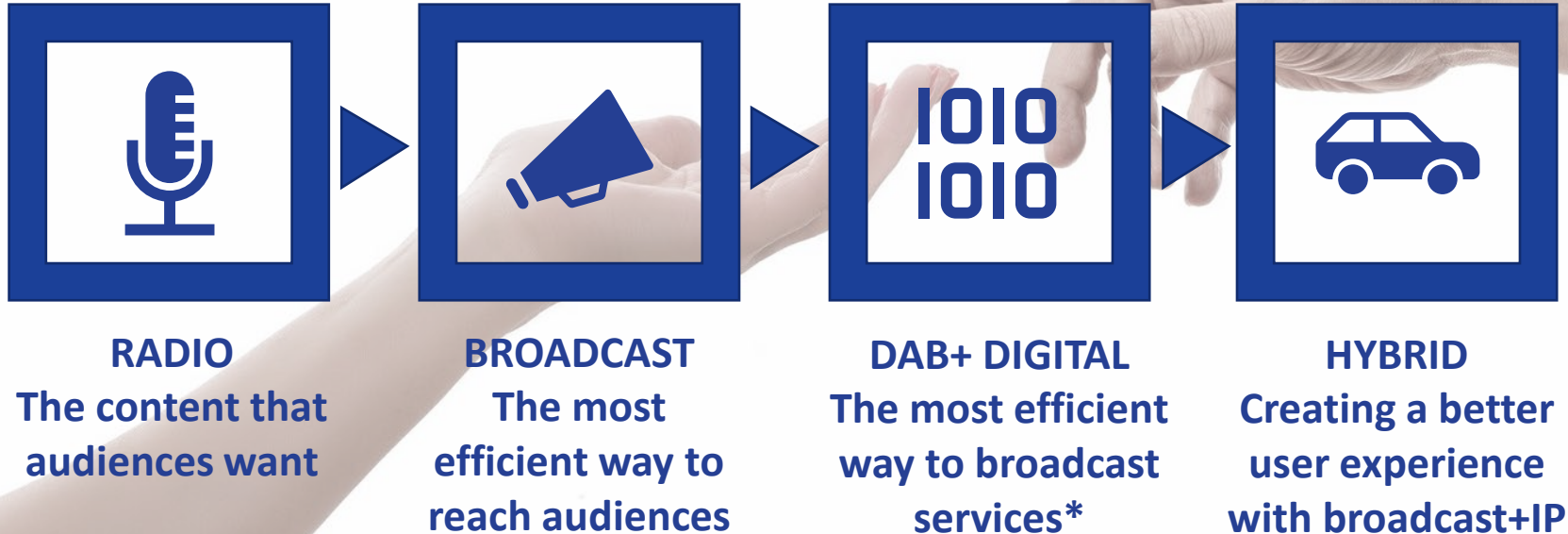


- Linear radio a key part of daily media habits
- Significant radio listening takes place in the car (avg. 25% total hours)
- Radio is the most trusted media for European audiences
- Growing non-linear and on-demand consumption



# REACHING AUDIENCES

“The best content can have no impact unless it reaches an audience”



\* In terms of spectral efficiency and onair costs ([https://tech.ebu.ch/publications/tr\\_2017\\_radio](https://tech.ebu.ch/publications/tr_2017_radio))



# DAB AT THE “HEART” OF HYBRID

- DAB can provide the “**best of broadcast**” – enabling more services, data, flexibility than possible solely with analogue
- A capable partner to IP-based services
- Data services can be broadcast over DAB for broader reach and reliability, and to serve non-connected devices
- Connected devices can use the broadcast information in DAB to locate higher-bandwidth IP services using Hybrid (e.g. Slideshow, Text, Service and Programme information).

**Accessible, reliable, free-to-air digital audio broadcast, alongside IP services to create the best user experience**



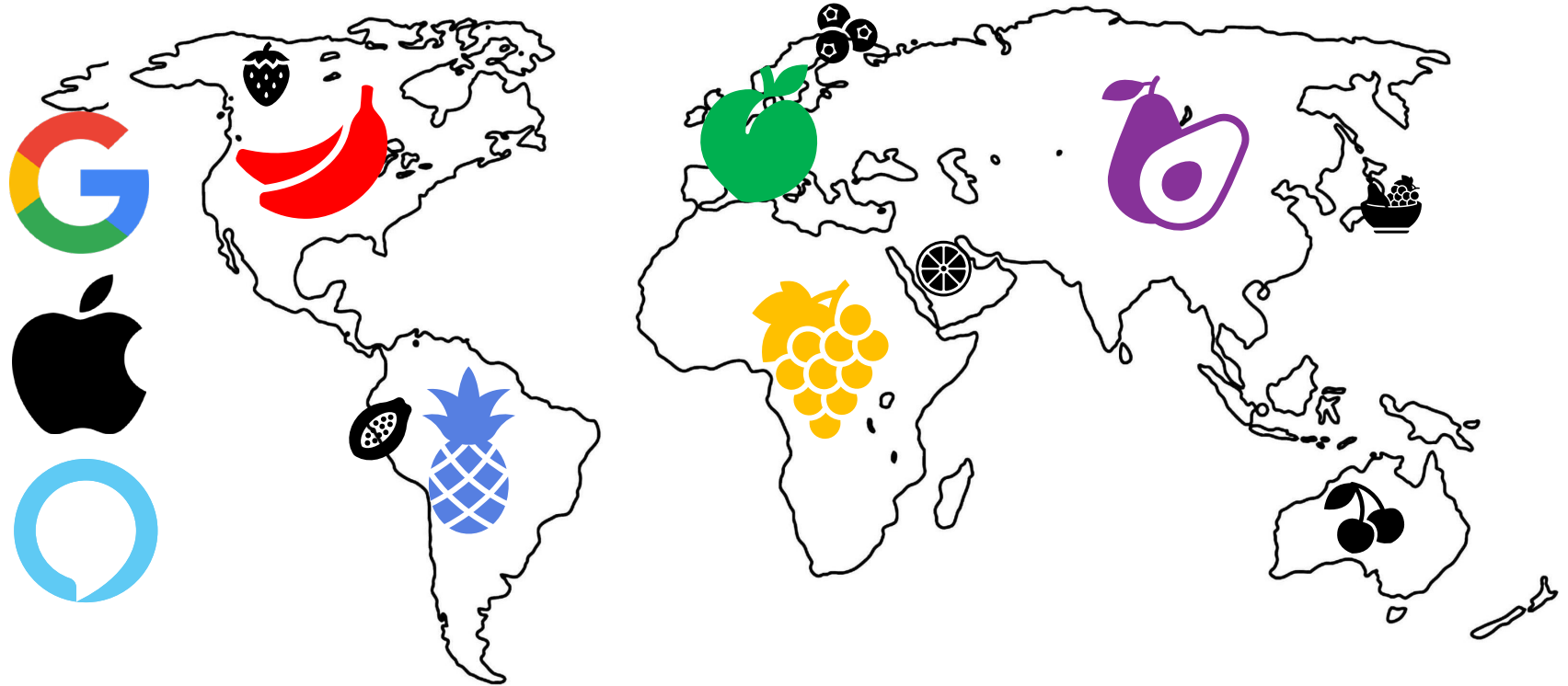
# WHAT ARE EBU MEMBERS DOING?

- Actively engaging their services in Hybrid Radio, particularly in the connected car
- Creating visual slideshow and dynamic text feeds, for those implementing DAB
- Publishing Hybrid Radio metadata (Own platform, the EBU RadioDNS Manager platform, or a third party)
- Engaging with service providers (through various groups) and platforms (e.g. Google, Amazon)
- Focus on connected car apps, alongside broadcast receiver control (e.g. NAB Pilot project)
- Some members participate in their country's Radioplayer project
- Different routes for broadcasters to take the step forward and enable a Hybrid Experience...





# GLOBAL REACH WITH HYBRID?



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# OPEN AND INTEROPERABLE

- Open standards (e.g. DAB, RadioDNS) are important to EBU members and the wider industry to ensure an **interoperable** and **competitive** market
- Proprietary interfaces and formats solve an immediate problem, but as options multiply there is a of risk creating a more complex and/or more fragile ecosystem
- An open standard, developed in a transparent process and held by a recognized international standards body is more **sustainable**
- Transparency and openness enables the standard to develop in a fair and balanced way for all participants
- Open standards can still exist alongside bilateral agreements and platform-specific enhancements

**If you're not using open standards, why not?**



# TAKEAWAYS

- The increasing level of competition from platforms proves that Radio (+Audio!) is a thriving medium
- Free-to-air broadcast services are key for reaching mass audiences
- Digital Radio with DAB is an important route to providing new and additional services to listeners
- DAB is a perfect fit to complement a modern Hybrid Radio experience
- The market is increasingly complex, particularly in the connected car
- Open and accessible standards have served Radio superbly well in the past and should continue to do so in the future

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