Broadcasting station logos technology, bandwidth & cost

Glyn Jones, June 2021

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Today’s In Car Dashboard

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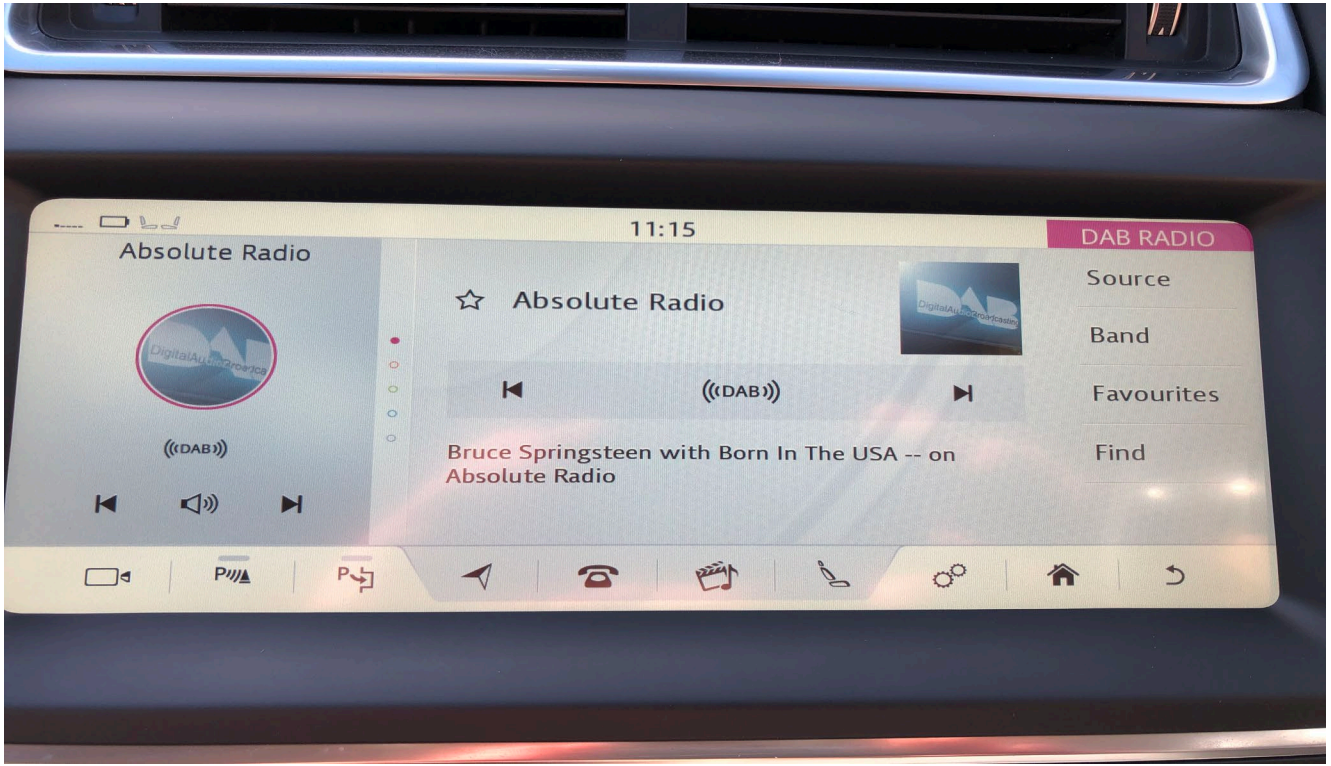
Options



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Options

- Databases of logos installed at point of manufacture. Potential to be updated as part of servicing routine.
- Standard graphics driven by PTy codes.
- RadioDNS via a SIM card.
- DAB SPI specification.

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What we've done/achieved in the Arqiva Trial

Step One – Get the technology working within Arqiva to prove we could broadcast using the latest specifications. ✓

Step Two – Identify a cheap & low effort way to source logos and know they'll be up to date ✓

Step Three – Broadcast the logos for stations on a particular Local MUX on that MUX ✓

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Process

- Confirm with service providers that they're happy to have their logo(s) included in the trial.
- Third party (Chris Gould AIM) imports logos from an existing source (reusing content already created in the RadioDNS framework) associates with station SID and uploads information to mux data servers via Rapid servers in firewalled area at Croydon.
- Reconfigure multiplex ensembles adding MOT carousels carrying SPI information.
- Use data sub-channel, 6CU's at 8kbps
- Monitor network for any alarms or negative reports

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- Step Two – Identify a cheap & low effort way to source logos and know they'll be up to date ✓
- Step Three – Broadcast the logos for stations on a particular Local MUX on that MUX ✓
- Step Four – Check that works and the logos are displayed on a car radio in an Audi dealer in Basingstoke ✓
- Step Five – Add the Classic FM logo to the Local MUX, even though it's not on the Local MUX. ✓
- Step Six – Add all of the logos of stations on D1 and SDL. ✓

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It looks much more like 2021

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Questions

1. Which Areas?

Reading and Basingstoke	South Hampshire
Swindon	West Wiltshire
Bristol and Bath	Coventry

2. What Specifications?

   XML for SPI ETSI TS 102 818 V3.2.1 (2019-06)

   Transportation and Binary Coding for SPI ETSI TS 102 371 V3.2.1 (2016-05)

3. When would commercial radio in the UK launch a service (rather than a trial)?
   Implementation plan is to move step by step with car manufacturers and their suppliers

4. Who to contact if there are questions/fault-checking?

   glyn.jones@arqiva.com

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