Broadcast Asia 2013 Workshop

Hybrid Radio Use Cases

20/6/2013

Overview

- What is Hybrid Radio
- Current Status
- Use Cases
- Next Steps

What is Hybrid Radio

Multimedia radio

Stations are no longer only producing audio content

They produce content for clients and listeners online

They use on air to direct listeners to their sites, and link them with other sites

Advertisers get value from visual campaigns and click throughs

Listeners get value from being able to drill down for more information, respond, vote – interact with their favorite station
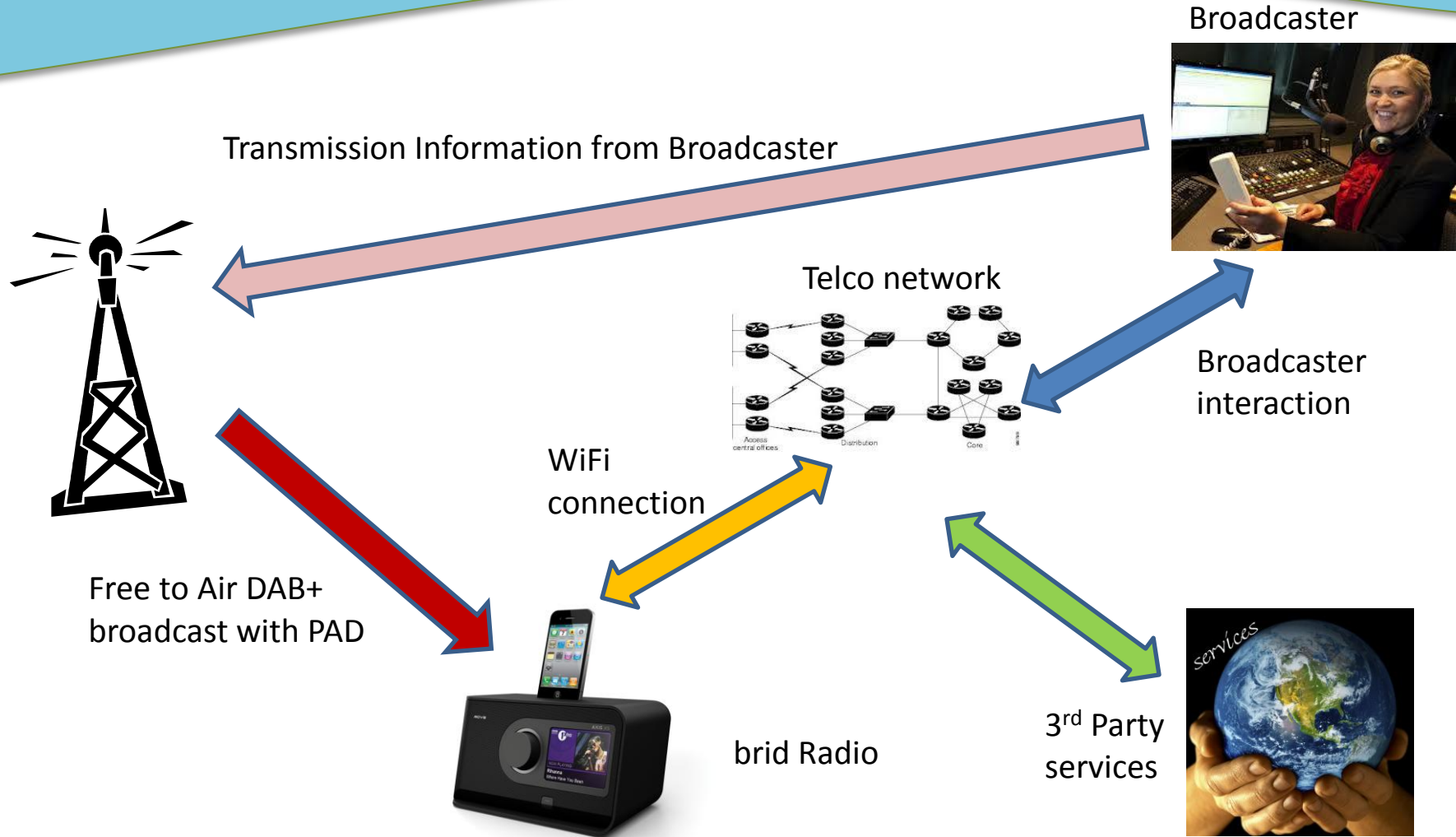
What is Hybrid Radio

Connected radio

- Digital radio broadcast
  - Drives primary content
  - One to many distribution
  - Maximum operational efficiency

- Internet connection
  - Interactive features
  - Broadcast content calls listeners to action

What is Hybrid Radio

Home operation

Broadcaster

Transmission Information from Broadcaster

Telco network

Broadcaster interaction

WiFi connection

Free to Air DAB+ broadcast with PAD

brid Radio

3rd Party services

services

What is Hybrid Radio

Mobile operation

Broadcaster

Transmission Information from Broadcaster

Mobile network

Broadcaster interaction

Mobile internet

Free to Air DAB+ broadcast with PAD

DAB+ capable mobile phone

3rd party services
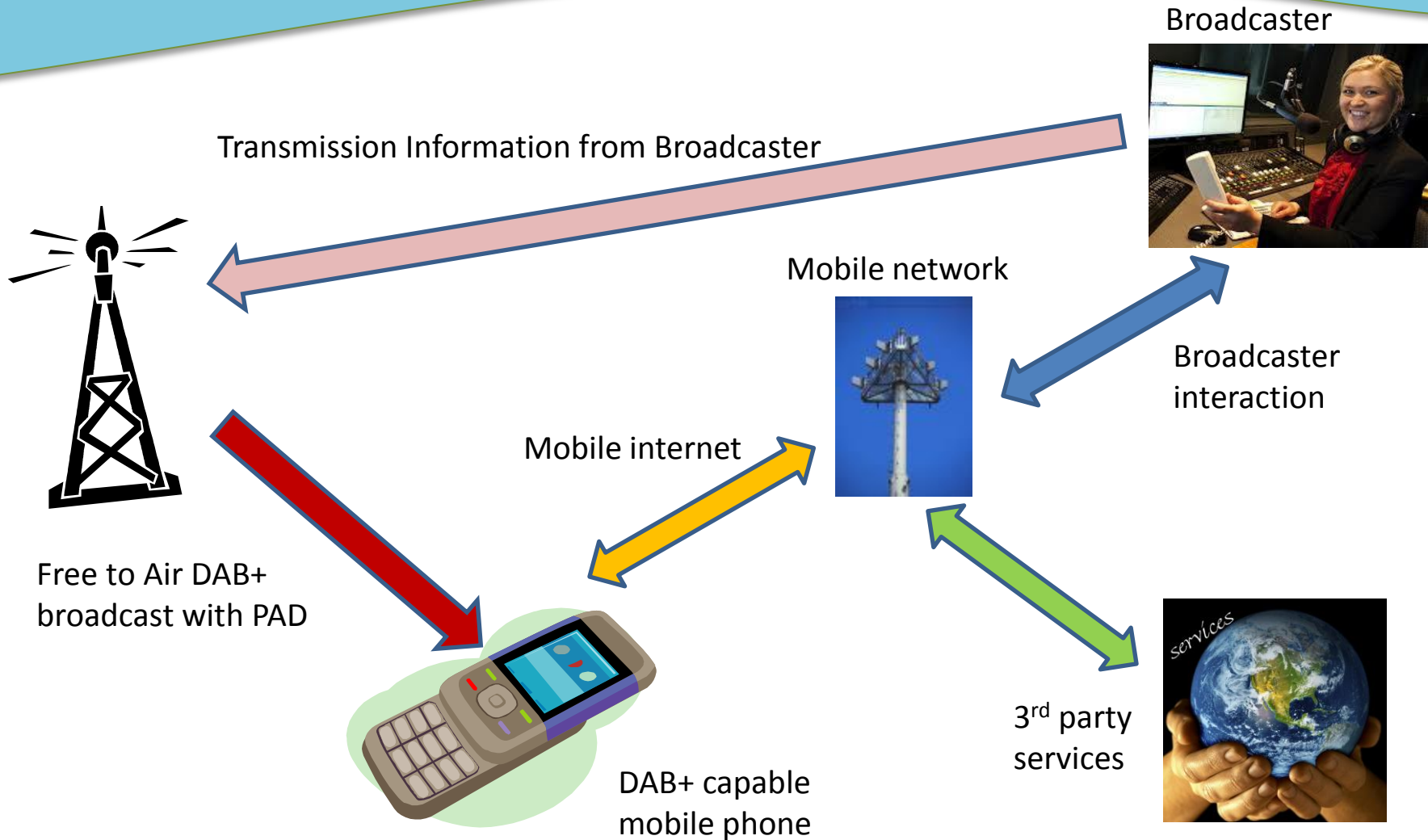
Why have Hybrid Radio

Business case

- Listener loyalty
  - Maximise your audience
  - Additional features keeps radio relevant
  - Provides the tools to compete directly with non-local internet services
- Business effectiveness
  - More options to add value to advertising
  - Connectivity adds immediacy
    - Increases buy-now probability
  - Increases effectiveness of later investigation into products and services
    - The links are provided – just click!

Where is Hybrid Radio

Connected radio

- Many current digital radio broadcasts include DLS and SLS

- Many current radios have both DAB+ and Internet connectivity

- Next step is to join these connectivity methods to enable a wealth of new and expanded opportunities

Current Status of Hybrid Radio

Broadcasters and Standards

- Existing methods in DAB
  - URL delivery in SLS
  - URL delivery in DL+
  - Webpages with embedded URLs in BWS
- World DMB Task Force
- RadioDNS
- Broadcasters
  - Australia
  - Europe
  - iDAG

Hybrid Radio Use Cases

Overview

Use Case Types

- More information

- Direct broadcaster interactivity
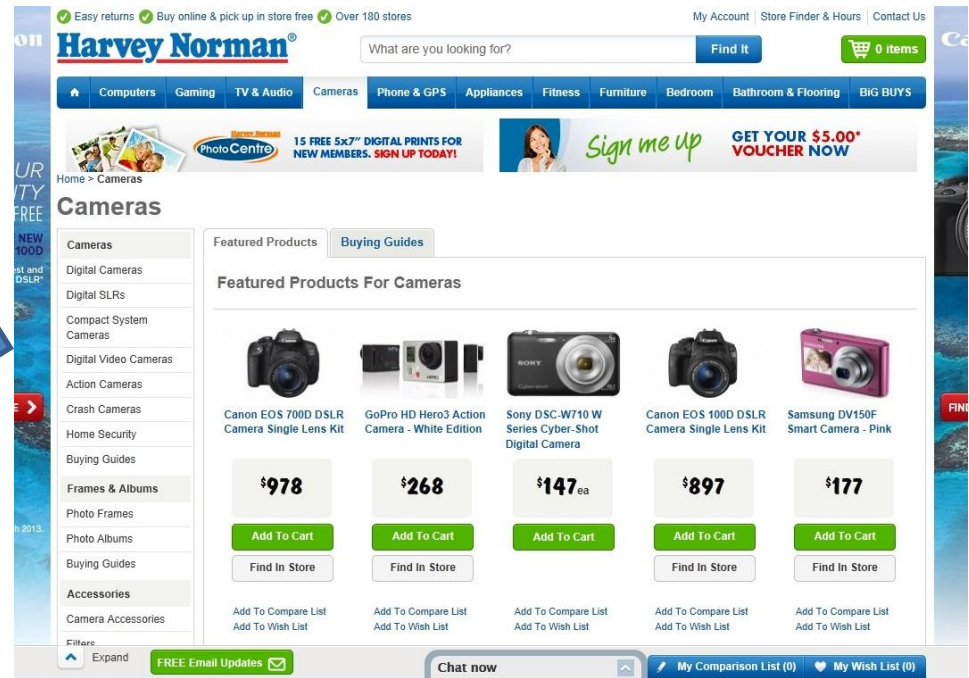
- Social media

- Tagging

- Advanced / Other

Hybrid Radio Use Cases

More Information

- Primary additional functionality for the listener
- Can be direct of indirect
  - Direct: to webpage in a browser
  - Indirect: information / links are sent to the listeners contact points
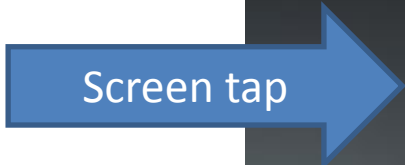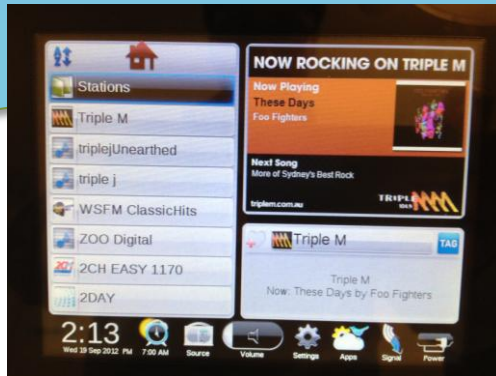
Hybrid Radio Use Cases

More Information: Use Case Example 1 – connection to an advertiser

Screen tap

Accessing a website from a URL delivered associated with a product / service being advertised

Hybrid Radio Use Cases

More Information: Use Case example 2 – Artist information

Screen tap

Listeners can access more information about the current artist

Hybrid Radio Use Cases

More Information – Use Case Example 3 – public information

Button press

Accessing a website from a URL delivered associated with the information provided

Hybrid Radio Use Cases

More Information – Use Case Example 4 – sports results

Screen tap
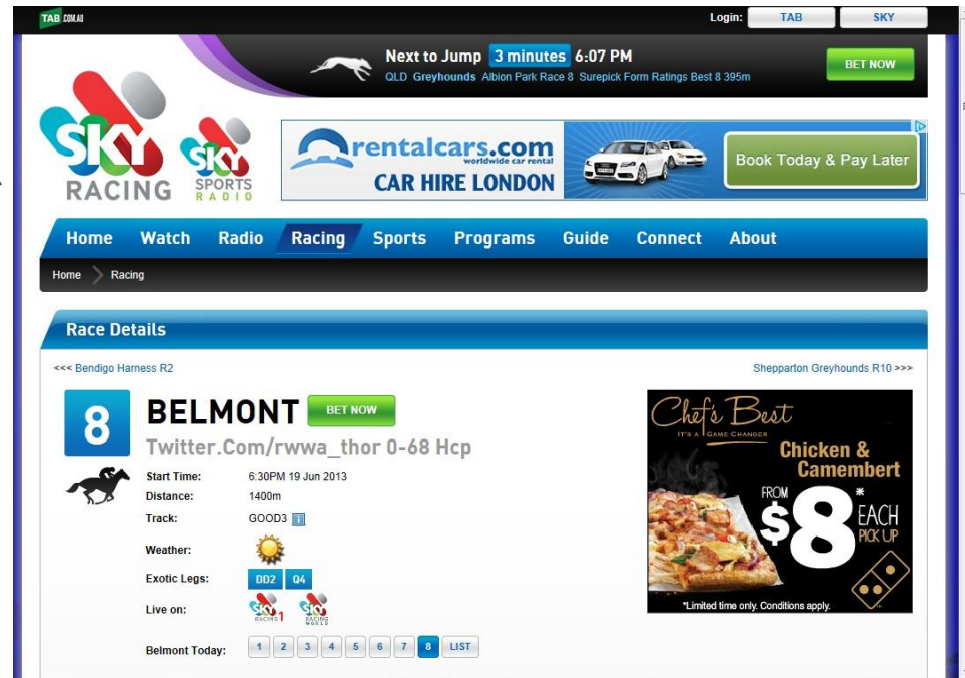
Drives listeners to use additional broadcaster facilities

What sport is on tonight, previous results, betting

Hybrid Radio Use Cases

More Information – Use Case Example 5 – opinion website

Listeners want to have their opinion included in the broadcast

This already happens, easier, more up to date method of interaction

More Information

Delivering URLs - direct

Broadcaster
DAB+
transmission

Listener

Broadcaster
Website

Other
Website

Broadcast content
inc URL in DL+ or
CatSLS

URL directs listener
to broadcasters
website

Response directly to
listener

URL directs listener
to external content

Response directly to
listener
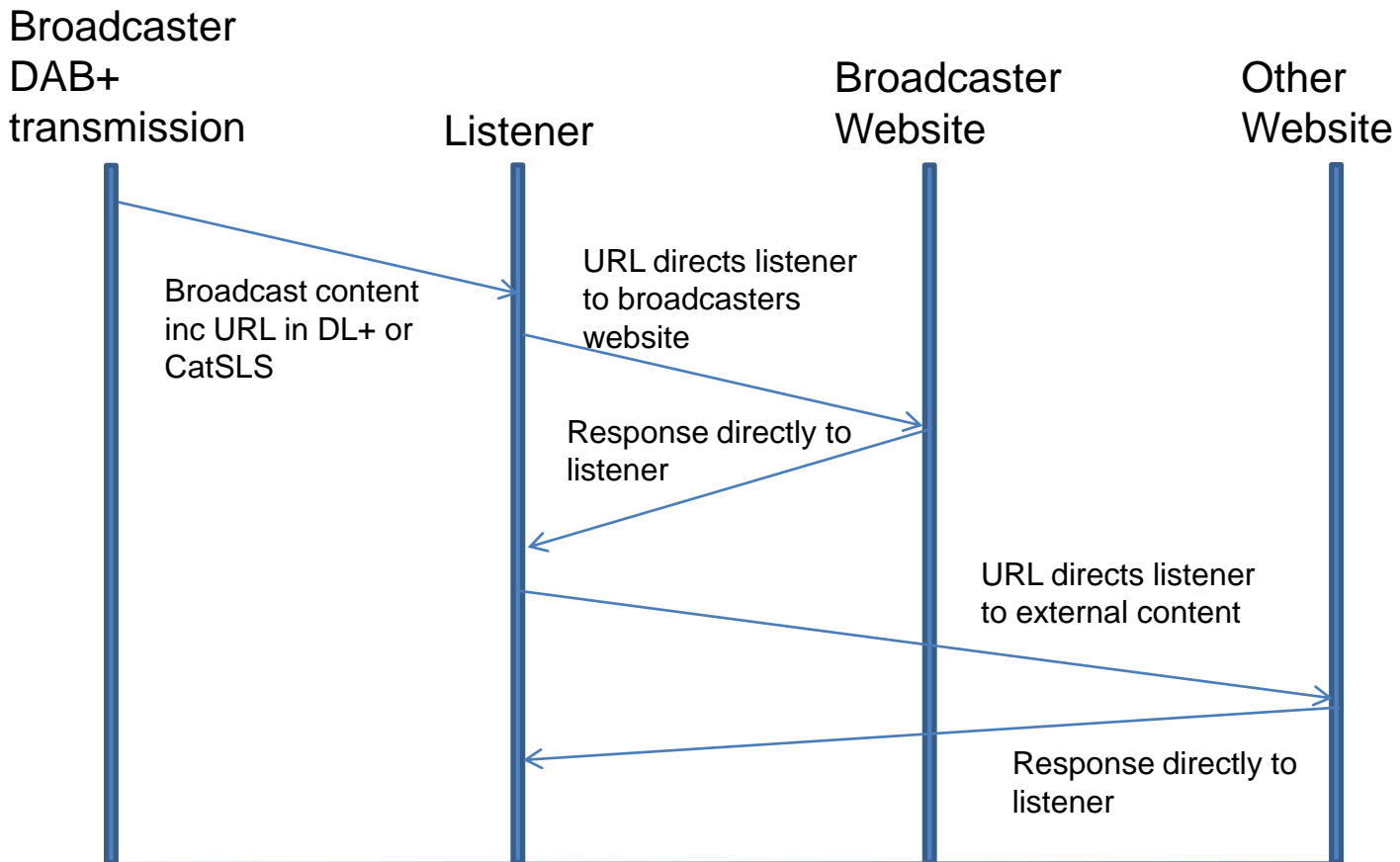
More Information

Delivering URLs – via broadcaster

Broadcaster
DAB+
transmission

Listener

Broadcaster
Website

3rd Party
Website

Broadcast content
inc URL in DL+ or
CatSLS

Broadcaster redirects
enquiry to external
website

Broadcast content
inc URL in DL+ or
CatSLS in short code
form

Response directly to
listener

More Information

Delivering URLs – via email

Broadcaster
DAB+
transmission

Listener

Listener's email
on PC

3rd Party
Website

Broadcast content
inc URL in DL+ or
CatSLS

Listener activates
URL in email to
external website

Broadcast content
inc URL in CatSLS is
sent to the listeners
email account stored
in the receiver

Response directly to
listener's PC

Hybrid Radio Use Cases

Direct Broadcaster Interactivity

- Programme activities
  - Games
  - Voting / Polling
  - Competitions
  - Wait list
  - eCoupons / vouchers
- Listener ID
  - Having a registered listener ID can provide easy access to competitions and prizes
  - Problem is currently each station has its own ID => need a listener database

Hybrid Radio Use Cases

Social Media

- Facebook connection – this URL will redirect the browser to the stations facebook page

- Facebook Like – activates a URL which then increments the like count on the stations facebook and web Page

- Facebook Share – this URL redirects the listener to their own facebook page – this requires further action on the facebook page

- Twitter – follow button will redirect the listener to the stations twitter feed

- Google+ - allows the listener to share information, this requires the listener to log in or be logged in

- Linked In – a business based personal connection site

Hybrid Radio Use Cases

Tagging

TAGing allows the listener to 'note' content at a specific time

- The details of a song
- The details of a broadcaster activity
- The details of an advertisement

The TAG information can be delivered in a number of ways

- Email – details of the service could be delivered to the listeners email account
  - Service, time, current DLS string, current SLS image, associated URLs
  - This is a function of the radio receiver
- RadioTAG look up can be used to then inform a 'registered' listener of the content at that time using their registered contact method
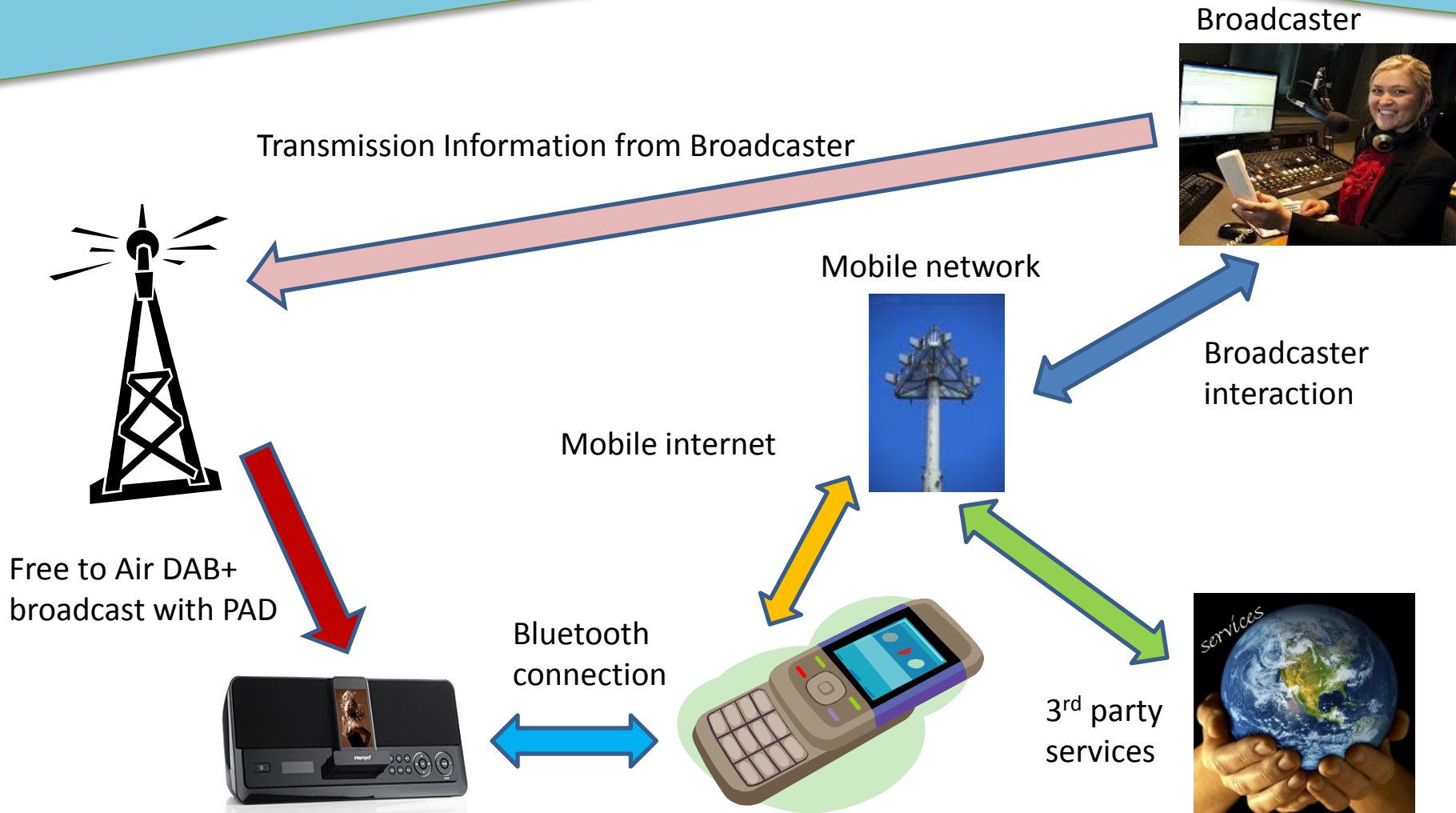
Hybrid Radio Use Cases

Advanced

- Personalisation
  - targeted advertising based on profile
  - Targeted information, e.g. football results rather than racing
- Location
  - Alternate information based on location
    - Traffic and travel info – petrol prices, locations
    - Food outlets
    - Customisable, delivered via internet while the broadcast audio is played
- Direct Purchasing
  - Just wave your 'card' at the radio to purchase the item
  - RF wallet and Paywave, Paypass

Next steps

Proxy operation

Broadcaster

Transmission Information from Broadcaster

Mobile network

Broadcaster interaction

Mobile internet

Free to Air DAB+ broadcast with PAD

Bluetooth connection

3rd party services

Next Steps

- Extension of existing standards
  - World DMB Hybrid TF
- Broadcaster engagement
  - Telco demand for mobile phones with DAB+
- Receiver manufacturers
  - Expand hybrid models
  - Include proxy IP connections such as Bluetooth to mobile internet devices
  - Include additional software features
    - Browsers
    - Email clients
    - Social media connectivity

Thank you

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