VOICE CONTROLS & PHONEMES A JOINT PERSPECTIVE





VOICE DIDN'T WORK



JUST ONE PIPE PLEASE



LACK OF READY ASSETS



FUTURE PROOFING

HOW WE FIXED IT

1
ONE INDUSTRY
PARTNER

2

NEW UNIFORM
GUIDELINES FOR ALL

NEW GUIDELINES

QUESTIONS BROADCASTERS NEEDED TO ANSWER:

- How many different ways will users actually ask for your stations in real life?
- How do you want the voice assistant to announce your station?
- How do you want your station to appear?
- What happens when a station changes its name?



EXAMPLE

ngva 96.9

Phrase: "Nova", "96.9", "Nova 96.9", "Nova nine six nine", "Nova Sydney"

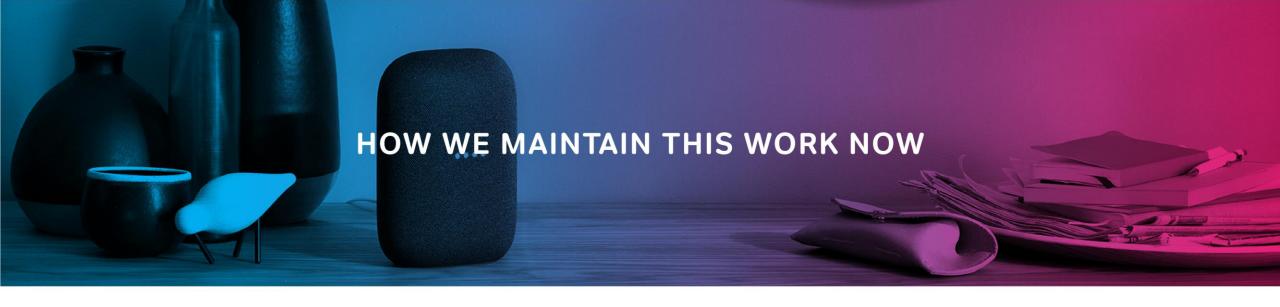
Slogan: "Fresh Hits & Throwbacks"

Artwork: logo x 6 different sizes

Frequency: 96.9FM

Market: Sydney

Stream URL





CRA AS
KEEPER OF
THE
STANDARDS

CRA AS TESTER HELPING
STATIONS WHEN
STARTING A
NEW STATION



