



# MEDIA RELEASE

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## Commercial content standards finalised for digital radio

Commercial Radio Australia (CRA) today released final industry developed innovative Commercial Content Standards for the synchronisation of visual and audio components for advertising on DAB+ digital radio.

The Commercial Content Standards have been finalised after draft standards were released to the industry for comment last year and following extensive consultation with advertising creative directors, broadcast technical engineers from ARN, Austereo, DMG and Fairfax Radio and leading digital distribution organisations; Audionet, DubSat, Music Point, DStar, Adstream and Fairfax Digital.

Joan Warner, chief executive officer of CRA said, "The finalised Commercial Content Standards will give confidence to the advertising sector that the radio industry has a reliable digital radio production process and hopefully it will encourage further digital radio advertising innovation from the industry."

CRA also announced that a world first software package that links all aspects of the Commercial Content Standards - audio, text, images, scripts and an audit file – is in its final stages of development by the Commercial Content Standards Group (CCSG), a working group of CRA's Digital Technical Advisory Committee (DTAC).

The software known as Piñata is currently undergoing final development and will be released to the radio industry in early 2010.

The complexity of managing audio, text and images from different production locations for a digital commercial, created the need to develop a system where all associated data was in a complete package.

DTAC Chairman, Des DeCean of Austereo and chairman of the working group said, "Pinata will provide a safe and convenient way of ensuring all three elements of a digital radio commercials are bundled together for easy handling and delivered in the highest possible quality."

The Commercial Content Standards and software Piñata will be explained to the industry in detail at the National Radio Conference being held at the Sydney Entertainment and Convention Centre on Friday, 9 October in the session "Digital Radio – in with the view".

Information on the Commercial Content Standards will also be integrated into CRA's second series of upcoming Digital Radio Creative Workshops accredited by the Advertising Federation of Australia (AFA) and open to the advertising industry.

Commercial Content Standards can be viewed on the [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au) website to view click [here](#).

**Media Contact: Melissa Fleming – 0417 499 529**