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AIM supports multimedia radio standard with free tools for Australian broadcasters

All In Media (AIM) has announced that it will provide tools to all Commercial Radio Australia (CRA) member stations free of charge, that support Piñata, the new content delivery standard in Australia.

"Piñata is an important part of multimedia radio advertising. It simplifies the process of packaging up and delivering radio adverts with additional text and images. The growing momentum and support behind the Commercial Content Technical Standards and Piñata is a resounding endorsement of the work carried out by the Commercial Content Standards Group (CCSG), a working group within CRA's Digital Technical Advisory Committee (DTAC), and we are very keen to see it succeed" said AIM's Technical Director, Jason Malaure.

AIM's existing broadcast tools are already used to broadcast visual radio services on DAB$^+$ for over half of all commercial radio stations in Australia, and have been upgraded to support the playout of Piñata content. With the release of the Piñata Tools, AIM is now able to offer a simple, end-to-end solution for broadcasters wanting to broadcast multimedia adverts over DAB and DAB$^+$, as Malaure explains,

"These Carting and Production Tools will allow member stations to create, edit and view their own Piñata files, as well as extract audio and multi-media elements from Piñata files received from third-parties."

"The industry is very grateful to All In Media for providing this software free of charge to our members. In order for all stations to receive the software and train staff in its use, the new content standards will be phased in over a three month period. Ideally we want stations to start implementing the new standards as soon as practical from 1 July but there will now be a three month adoption phase and by November 1, all stations should be using the new commercial content technical standards" said Joan Warner, Chief Executive Officer, Commercial Radio Australia.

In addition to the free Piñata Tools, AIM is also announcing a range of advanced Piñata tools that offer deeper integration into station systems and workflow.

About All in Media

All In Media (AIM) is an international technology company, with offices in the UK and Australia. We provide consultancy services and software solutions to the radio industry. AIM's mobile phone applications are used by a number of market-leading broadcasters in Europe, and our broadcast software solutions power the data services for both of the public broadcasters and over half of all commercial digital radio stations on air in Australia.
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About Piñata

Piñata is a file standard that allows text, images, audio and other associated data to be packaged together into a single file. The standard was created by the Commercial Content Standards Group (CCSG), a working group within CRA's Digital Technical Advisory Committee (DTAC).

For more information: www.digitalradioplus.com.au