

From: Lorenzo, Kathleen

Sent: 6/11/2015 3:07:32 PM

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Subject: U.S. TRADEMARK APPLICATION NO. 79144500 - RADIODNS HYBRID RADIO DNS - N/A - Request for Reconsideration Denied - Return to TTAB - Message 2 of 3

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The Future Of Radio As Social Audio Network

Posted by Thomas Oiger

The future of radio looks bright. Connecting radio with the Internet serves both the audience and advertiser, and turns radio into the world's leading social audio network.



I received a kind email from Olga Smolyanina, a Russian student of media management, who sent me a questionnaire for her graduate work about **The Future Of Radio Broadcasting Under The Conditions Of Technological Changes in Media Systems**. Here's a summary of her questions and my answers regarding the future of radio.

The Internet will be an important distribution platform and add-on for radio

1. How will the radiofrequency signal be transmitted in 2020 and why?

Radio broadcasting: multiple standards

From the perspective of terrestrial radio broadcasting, the implementation of digital radio varies from country to country. I'm writing this article in June 2012, when there are 4 main standards for terrestrial digital radio (DAB, DRM, HDX, HDX) that are being used worldwide. Some countries have already launched digital radio while others are still years behind, and this will affect the situation in 2020.

Internet Protocol: single standard

IP (Internet Protocol) is a universal standard and is therefore suitable to be used worldwide, both stand alone and in combination with terrestrial

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used worldwide, both stand alone and in combination with terrestrial analog and digital radio broadcasting. It makes the Internet an important future distribution platform and add-on for radio, for a couple of reasons.

Internet radio distribution benefits

The Internet is a great distribution platform and addition to radio because it

- is **worldwide** available
- offers **cost-effective** distribution
- holds an **unlimited** number of stations
- is popular on **mobile** devices, like smart phones and tablets
- is government **independent** and censor-free (in most countries)



Wi-Fi coverage and cost

The only challenge is that overall **Wi-Fi** coverage is not present everywhere (yet) and that telecom operators (still) charge a lot for mobile data traffic. On the other side it's a question of time before the prices drop, or a mastermind group of media inventors finds a smart new way to bring online radio to mobile devices for free (or for a lot less money).

RadioDNS is an exciting concept as it combines radio broadcasting and Internet Protocol

2. What radio frequency transmission method will prevail and why?

Digital radio, several standards

Digital radio will prevail, probably through a combination of several different standards. When you buy an analog radio in Germany, the FM scale is fixed, but it's the same technology. Bring this radio to Burundi, and you can listen to African FM stations. Whereas digital radio has several different standards, from DAB and DRM to the American IBCO (better known as **HD Radio**) and Japanese ISDB.



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The future of radio is influenced by technological innovation, as well as audience behavior (photo: Thomas Coger)

Smart radio: hybrid receiver

It's vital for the future of the international radio industry that manufacturers of consumer electronics offer low priced "smart radios", as I would like to call them. With these many different broadcast standards, the future of radio is a hybrid device - a receiver that's not only suitable for (analog and) digital radio broadcasting, but can decode Internet Protocol as well.



Software (not hardware) updates

Smart radios should also be a piece of hardware that - just like a computer, laptop or smart phone - are fully upgraded through software. The benefits of course that when a new broadcast standard emerges, you don't need a new radio. Clicking the "install" button, like we're used to with computer software, should be all it takes.

Radio and Internet combined

RadioDNS is an exciting concept as it combines radio broadcasting and Internet Protocol (DNS) enhances radio broadcast standards (like DAB, HD, FM, and more) with images, video and data which come from the Internet. Since it doesn't need any changes to the transmission chain and uses existing Internet technology, it's simple and cheap to implement, so says The RadioDNS Project.

Broadcast: FM, DAB, HD etc
Reliable, both quality, local, ocular audio delivery



Radio@ILOVEIT Topics

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RadioDNS enhances audio with visuals by combining broadcast and internet in one device (infographic: RadioDNS)

Long-term digital radio future

The challenge here is replacing all analog devices. The average citizen of Burundi might not be able to afford a smart radio yet, and consumers in "rich countries" – although that's very relative nowadays – need to replace all of their (many) analog receivers. It implies that, as Dutch media entrepreneur John de Mol says it, **digital radio is a long-term niche business.**

It takes time before analog radio is completely replaced by digital broadcasting

3. What radio frequency transmission method existing today will not prevail, but will still be used in 2020?



Analog radio eventually disappears

It is likely that analog transmission (such as AM and FM) will be exchanged by one (or more) digital equivalent(s). But it takes time before analog radio is completely replaced by digital broadcasting everywhere. And it currently doesn't look like AM and FM will be off the map by 2020, at least not worldwide, for the reasons mentioned earlier.

Imagine what you can accomplish with a strong brand and compelling content for a worldwide audience

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Inspiration & resources for radio professionals, for the love of radio! We focus on backgrounds of radio programming, radio production, personality radio & music scheduling. © Thomas Giger 2011-2014

Thomas Giger

I love radio as long as I remember, and I'm in radio for 20 years. From being on air, to following radio as a media journalist, to working at a top production company for radio imaging & branding. [More](#)

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4. What roles will Internet radio, terrestrial digital and analog broadcasting, cable and satellite broadcasting play in 2020?

Internet radio breaks boundaries

While analog and digital terrestrial distribution face a limited in capacity and reach, the Web can host millions of stations, broadcasting worldwide. Every radio station has the potential to reach billions (theoretically speaking, but fascinating). Imagine what you can accomplish with a strong brand and compelling content for a worldwide audience.



Digital radio timelines vary

Terrestrial digital radio broadcasting will have replaced a part of the analog radio distribution by 2020, but not in every country. It depends on the local situation – on the government regulation, economic condition, radio industry, electronics industry, and of course on the consumer. A better audio quality alone won't create enough need to buy digital radios. Content quality and format variety are much more important.

Cable radio remains indoors

With a trend that's going towards mobile devices, I wonder what the future of cable is. I think that (optical fiber) cables could still be ideal for offices and homes – also to cut down our electromagnetic radiation exposure, but that's another subject. Fiber is great for fast and high-quality distribution of radio and TV signals, landline phones and indoor-used Internet.



Satellite radio shows potential

Satellite distribution sounds interesting, but requires a satellite receiver and a paid subscription for premium content. SiriusXM Radio has about 20 million subscribers (June 2012). This high absolute number becomes relatively small from a high altitude – 20 million people is about 6% of the US population. Satellite radio could grow, though, receivers are being installed in many new American cars.

Video-enriched and social-shared content helps to keep radio 'in the picture' of a new generation of listeners

5. Do you agree with the statement that new technologies may enhance

5. Do you agree with the statement that new technologies may enhance or radio instead of compete with it or distract listener's attention from it?

Radio becomes visually social

New technologies can definitely improve radio's service to the audience. Stations can enhance their **auditive medium by adding visual radio and social radio**. Video-enriched and social-shared content helps to keep radio 'in the picture' of a new generation of listeners – and this audience is attached to its mobile devices. Dutch CHR station 3FM does a nice job here.



Advertisers target listeners locally

Most free-to-air stations depend on advertisers, who will enjoy more value for money and returns of investment. IP-based technologies – like integrating radio into an online platform – make it possible to add user & geographic targeting as well as conversion tracking to audio content. It provides a better service to sponsors.

*'Emotion is the heart of radio
that people will always love'*

6. What will radio content be in 2020, and what role will the listener play?

o. what will radio content be in 2020, and what role will the listener play?



Radio cultivates crowd sourcing

Radio will be the world's social audio network, inviting the audience to share and create content. Stations already launch free apps that listeners use to record, edit, and submit audio, video and picture to the station, which it may use on-air and online. Mobile apps involve people in your radio station 24/7 – especially when you have a young audience you can create a mobile social community to interact and crowdsources.

Personalized radio is growing

The audience will have more choice than ever, as a huge amount of stations emerged through the unlimited capacity of IP-based channels. Strong brands and unique formats are highly important to be different and get noticed. It's an opportunity to serve exactly defined audience demographics through personalized niche radio stations. The age of 'My Radio' is here.



Radio's power is emotion

Production and distribution techniques have changed, but radio is still a trend that keeps you company. Engaging personalities tell interesting stories and offer a mix of information and entertainment. Radio has a unique selling proposition that Spotify & Co. cannot offer, and the X-factor of emotion is the heart of radio that people will always love. Radio stations should use technology to create an even stronger bond with the listener.

Read also

- [The Future Of Radio: Moving From Crowd To Cloud](#)
- [Radio Future \(Subjex\)](#)

Stay tuned, follow us @RadioLOVEIT and click below to share this post:



Technology360

Dennis Haarsager's rolling environmental scan for electronic media.
"Somebody has to do something, and it's just incredibly pathetic that it has to be us." --Jerry Garcia

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Wednesday, 23 June 2010

RadioDNS truly merges Broadcast and Internet - should NPR climb aboard? - #pubmedia

I'm posting below an interesting guest contribution by David Julian Gray, Sr. Product Manager, IS Operations at NPR. He originally posted it to an internal NPR blog called *Technically Speaking* and he's given me permission (thanks) to cross-post here. David is on my staff at NPR, and I should add that this is not an official NPR communication and the usual disclaimer in "About" applies. --Dennis

Some folks think the end of broadcasting in nigh and "mobile broadband" is the platform of the very-near-term future.

Maybe they're right -- when mobile broadband is sufficiently ubiquitous, sufficiently "broad", sufficiently reliable and sufficiently free -- who wouldn't choose the media rich interactivity of the mobile web over the more limited choices of broadcast ... But those are a lot of "ifs" -- particularly the "free" part, and the ubiquitous part... and the reliable part ... Seems to me it would be a lot simpler just to create a method to associate broadcast streams with mobile web streams. This was part of the promise of "HD Radio" (when it was still called IBOC and our own esteemed Mike Starling had not yet shown everyone the way of multicasting) ...

Where is this promise realized?

Tantalizingly close with the [Microsoft Zune-HD](#) with its touch screen WI-FI and HD radio receiver... Tantalizingly close with the internet only [NPR Radio by Livio](#) ...Tantalizingly close with the [iPod nano](#) ... close ...but no "cigar" which in this case is, not just a "smart" radio -- but a *really smart* radio which seamlessly integrates broadcast streams with the richness and interactivity of the WEB.

What could be so hard? Receiver chips are cheap and essentially all broadcast streams already carry digitally encoded station identification information as part of either -or both- its [RADIO DATA SYSTEM](#) data or its HD Radio stream. All that is needed is for a device -- something similar to (but just that much smarter than) the three mentioned above -- to add a simple program which grabs the already present station ID information and looks up the stations web presence as listed in the Domain Name System, then allow the user to navigate from WEB to Radio -- Radio to WEB ... and they move from stream to stream.

Beyond enriching the user experience beyond what either medium provides alone today (even with dual devices), such a system provides the bridging technology which enables, and perhaps even hides, a transition from traditional broadcasting to mobile web ... a smooth, transparent user experience should such a transition come in 18 months, 18 years, or never ...

Call this system: [RADIO-DNS](#) ... that's the clear and logical name this existing technology has ...

Perhaps we should climb on board ... [learn more...](#)

David Julian Gray -- Sr. Product Manager, IS Operations



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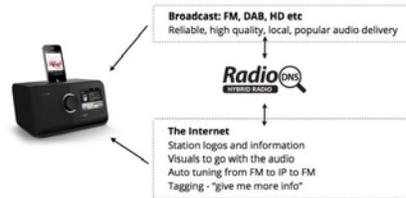
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RadioDNS Lookup

RadioDNS uses the existing **Domain Name System** to link your FM, HD, DAB or DAB+ broadcasts with your presence on the internet. We operate the DNS root server for radiodns.org to a published **trust model**.



Providing RadioDNS Hybrid Radio yourself

If you have technical resource, our open standards allow you to build and run your own RadioDNS Hybrid Radio services.

To start using RadioDNS, you need to **register your station in the radiodns.org DNS server**.

We will link your station and your internet domain together in DNS, and then RadioDNS Hybrid Radio compatible devices will be able connect automatically to you via the internet.

Creating your registration doesn't enable any new functionality. To offer that, you need to choose which RadioDNS Hybrid Radio **applications** you are going to offer to your listeners – **visuals, metadata, tagging** or **service following**.

Using a Service Provider

If you don't want to implement RadioDNS Hybrid Radio yourself, talk to one of our **Service Providers** who can do it all on your behalf.

ABOUT RADIODNS

RadioDNS provides the link between what you're broadcasting over FM, DAB, HD Radio (or other broadcast platforms), and what you can also provide over an internet connection. Put simply, it makes radio better.

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Broadcasters

RadioDNS Hybrid radio seamlessly combines the strengths of Broadcast radio and the Internet.

Your broadcast signal (FM, HD, DAB, DAB+) continues to carry audio, but a radio with an Internet connection (WiFi, 3G, 4G, LTE) can seamlessly connect back to your station for multimedia and interactivity. It's an app-like experience of broadcast radio.

Why RadioDNS Hybrid Radio?

Broadcast radio has many advantages – technical, commercial and regulatory.

- Fixed transmission costs make it very cost-effective for serving large audiences
- Music royalties are often lower for broadcast services