



Electronic Program Guide

RadioTech Summit 2010

Open Dialog

David Maxson

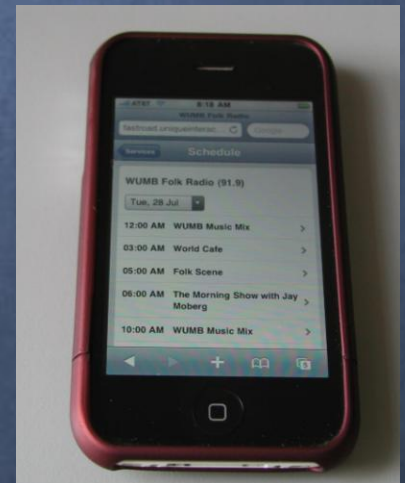


EPG Project



uniqueinteractive
DIGITAL RADIO + INTERACTIVE MEDIA SPECIALISTS

- EPG Research and Trial Project 2008-2010
- NAB FASTROAD Sponsored
- iBiquity & manufacturers participated
- Culminated in market trial of EPG
 - 1) Over HD Radio broadcasts
 - 2) On the web





Goals of Session

- Expose RadioTech thought leaders to EPG
- Explore Benefits of a national EPG service
 - 1) Neutral Host
 - 2) Rising tide lifts all boats?
- Explore “How?”

- TV has an EPG infrastructure
 - 1) *TV Guide*, newspapers, on-screen cable/satellite
 - 2) Program-oriented service, ergo program-oriented EPG content –
 - program names, synopses, schedules
 - time-shifting support
- Radio has no EPG infrastructure...



Background

- Radio has no EPG infrastructure
 - 1) No common EPG service to consumers
 - 2) No consistent EPG content management at stations
 - 3) No EPG transport/presentation protocols
 - 4) No EPG end-user technology



Background

- Why bother?
 - 1) NAB saw enough interest to fund EPG trial
 - [more on that in a moment]
 - 2) iBiquity sees EPG as a feature that can help drive HD Radio functionality into wireless devices
 - 3) Digital arms race...

What EPG Does

- A rising tide lifts all boats...





What EPG Does

- A rising tide lifts all boats...
 - 1) EPG presents broadcast radio as a *service*
 - 2) Listeners see the choices on the radio “dial”
 - 3) Makes radio more “sticky” as a service
 - 4) Makes stations more “sticky” individually

The screenshot shows a user interface for an HD Radio Electronic Program Guide. It features a table with three columns: Station/Service, Time, and Description. The 'WBUR 90.9-HD1' station is highlighted with an orange box. The interface includes navigation buttons at the bottom: Enter, Refresh, Prev, 3 of 14, and Next.

Station/Service	Time	Description
WGBH 89.7-HD3	12:00	Wait Wait... Don't Tell Me!
Cape and Islands N	13:00	Radio Boston
WBUR 90.9-HD1	14:00	Living on Earth
90.9 wbur	15:00	The American Life with Ira Glass
	16:00	BBC Newshour
	17:00	Weekend All Things Considered
WUMB 91.9-HD1	18:00	Only a Game
WUMB Folk Radio	19:00	Studio 360 with Kurt Anderson
WPRO 92.3-HD1	20:00	The Travis Smiley Show
92 PRO FM	22:00	Con Salsa with Jos?? Masso

What EPG Does

- James Cridland observed:
 - There are DAB receivers that let people tune by program service name
 - ❖ Gets rid of old-fashioned tuning by frequency
 - Finding Supplemental HD Radio channels (HD-2, HD-3...) is hit-or-miss
 - ❖ Tune by frequency, then must wait to acquire station, then wait to acquire supplementals- depends on receiver implementation
 - Major UK stations have joined to use one radio player
 - ❖ “Cooperate on platform; compete on content” (Skip Pizzi)



What EPG Does

- “Why are we not doing this?”
 - James Cridland talking about how Radioweave.com “uses net data and disaggregation to create a powerful new service”
 - ❖ RadioTech Summit June 3, 2010
- “Why are we not doing this?”
 - David Maxson talking about how cooperation among broadcasters on Radio EPG can boost radio as a service
 - ❖ RadioTech Summit, at this very moment



What EPG Does

Services

What's On Now

Sort By: Frequency | [Name](#)

All

88.9 88.9 WERS

WERS Daytime Programming

88.9

HD2 [Music for the Independent Mind](#)

89.7 WGBH 89.7

Classical Performances

89.7

HD2 [All Classical WGBH](#)

89.7

HD3 [Cape and Islands NPR Station](#)

90.3 WZBC 90.3 FM

90.9 90.9 wbur

Fresh Air with Terry Gross

91.9 WUMB Folk Radio

WUMB Music Mix

92.3 92 PRO FM

Jessica

92.9 Radio 92.9

92.9

HD2 [Radio You Boston](#)

Lauren Larocque

Services

Schedule

89.7 WGBH 89.7

Wed, 23 Sep

12:00 AM [Jazz with Bob Parlocha](#)

5:00 AM [BBC World Update](#)

6:00 AM [The Takeaway](#)

7:00 AM [Morning Edition](#)

9:00 AM [Classics in the Morning](#)

12:00 PM [Classical Performances](#)

4:00 PM [The World](#)

5:00 PM [All Things Considered](#)

7:00 PM [The World](#)

8:00 PM [Jazz with Eric in the Evening](#)

Back

Program Details

BBC World Update

89.7

WGBH 89.7

23 Sep (Wed)

5:00 AM - 6:00 AM (60 Minutes)

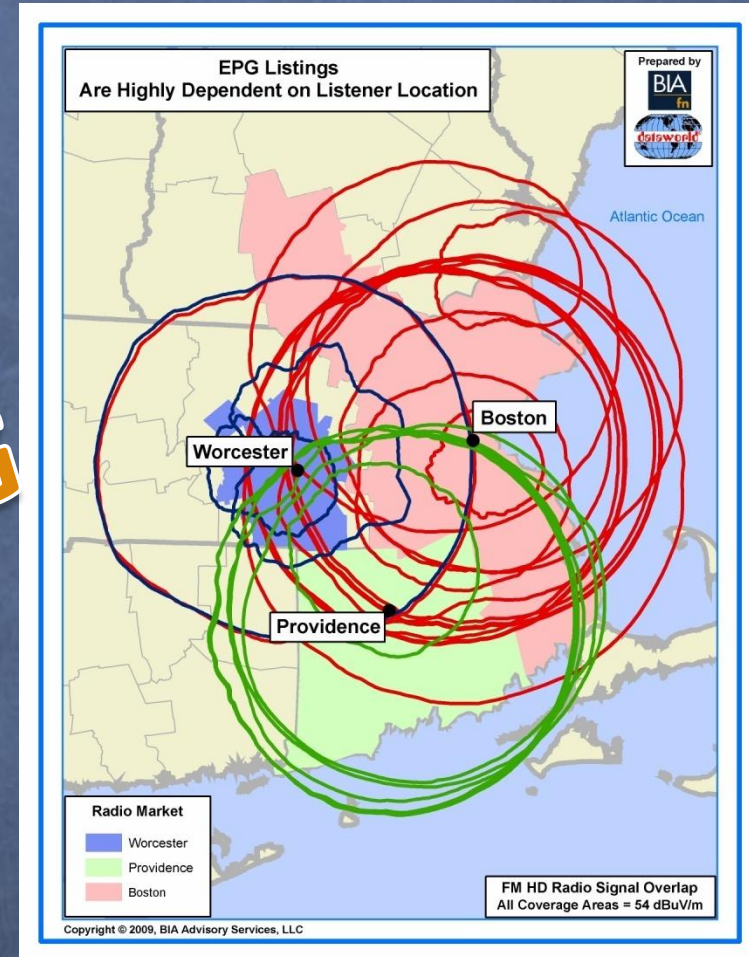
The BBC's early-morning global news program keeps you up to date with world events each weekday morning. Featuring live interviews and rigorous reporting on politics, culture, and the environment, the program draws on the BBC's global network of 250 correspondents and 42 news bureaus. Broadcast daily from the Bush House in London, the 50-minute program is followed by the 10-minute Marketplace Morning Report.



What EPG Does

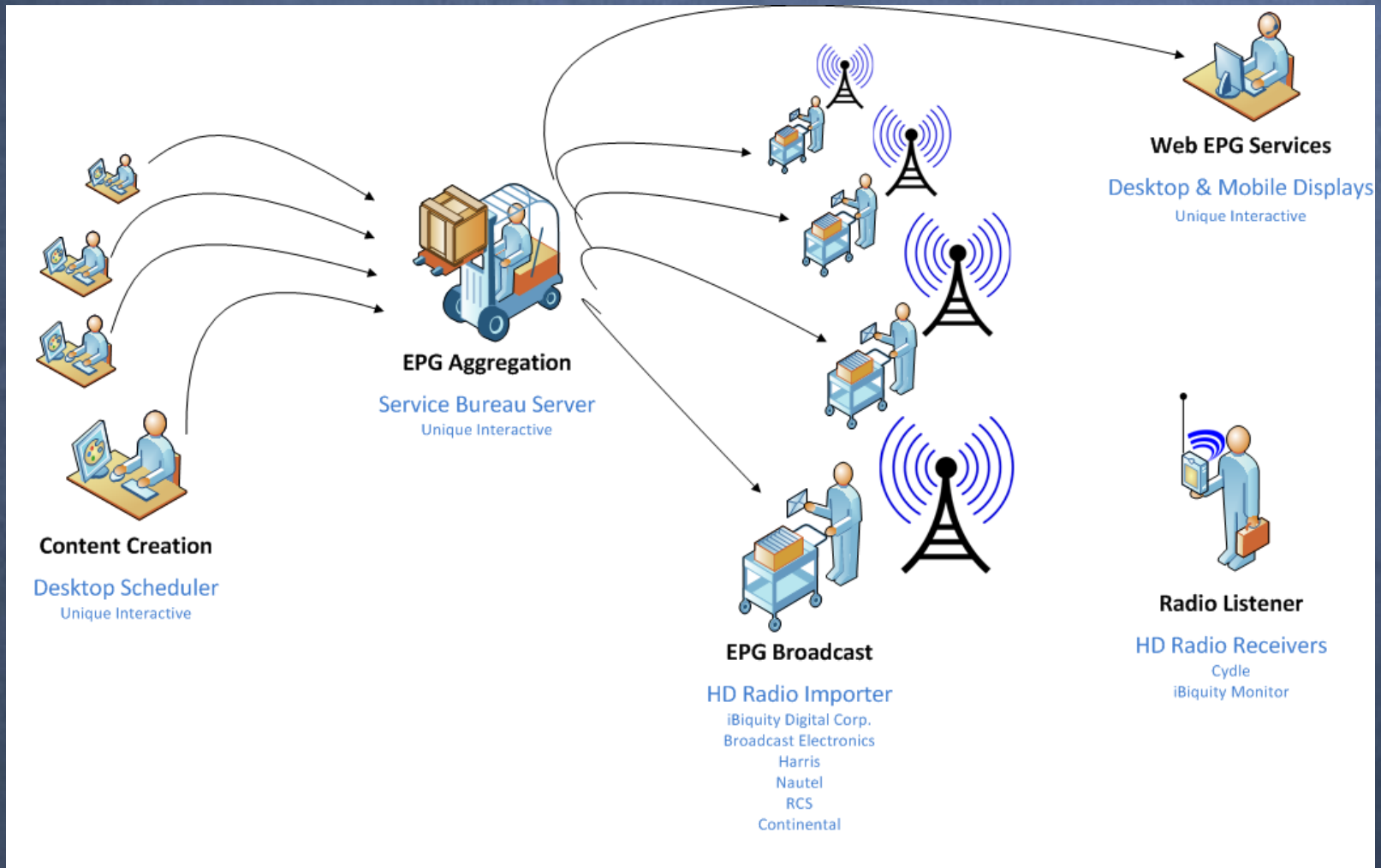
- Radio is local
- Radio is free
- Radio is diverse
 - Content
 - Geography

Location-Based EPG
is essential





EPG Ecosystem

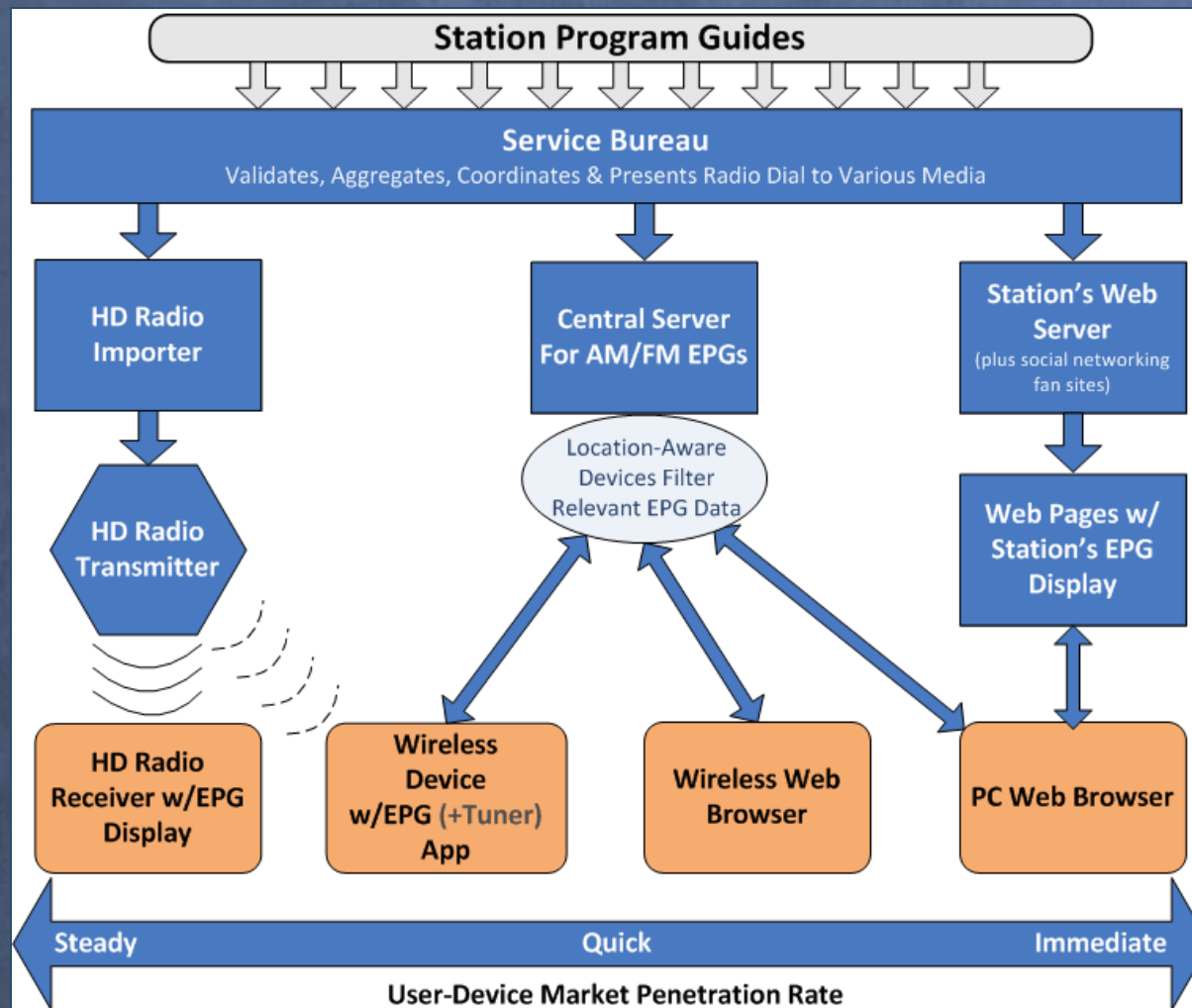




EPG Adoption

- USA: Satellite radio providers subsidized receiver development
- Hong Kong: DAB broadcasters gave away radios to get initial market penetration
 - James Cridland RadioTech Summit, June 3, 2010
- Why?
 - To beat the “chicken and egg” problem
- EPG has a chicken and egg beater...

EPG Ecosystem





EPG Ecosystem

Questions? Comments? Dialog

- What are the value propositions for EPG?
 - Broadcasters
 - Consumers
 - CE Manufacturers
- The radio broadcast industry is the most apparent champion of a universal EPG service
 - What will broadcasters be willing to do to make it happen?



EPG for Radio



Thank You! David Maxson david@isotrope.im