

DMB - RICH MEDIA PLAYOUT AT ANTENNE BAYERN

Project and Customer

The European Mobile Media Project MI FRIENDS has been established and planned by the Bayerische Landeszentrale für Neue Medien (BLM) as a pilot project. The target of the project, which has been scheduled until mid 2008, is the development of new mobile broadcasting offers and services with the implementation of new media technologies. This will be realized within the framework of a European and international cluster for innovation in the field of mobile media. The project is supposed to enable mobile and interactive usage of already existing as well as new media offers in a receiver. MI FRIENDS stands for "Mobile Interactive Favourite TV, Radio, Information, Entertainment and New Digital Services".

Antenne Bayern, one of the biggest German private radio stations, supports the Mi FRIENDS project with a program stream of its channel "ROCK ANTENNE", an AOR format station targeting on 25 – 49 years old adults. The program is transmitted via DMB - an abbreviation for Digital Media Broadcast.

Challenge



The existing DigaSystem playout system, based on DAVID Systems' BroadcastServer with the scheduling client DigAIRrange and the on-air application TurboPlayer had to be enhanced to schedule and transmit accompanying multimedia material, such as pictures, texts and videos.

While music is played out through the audio channel the video channel transmits a sub-schedule with stills, slides or video clips. That way radio will become a multimedia event.

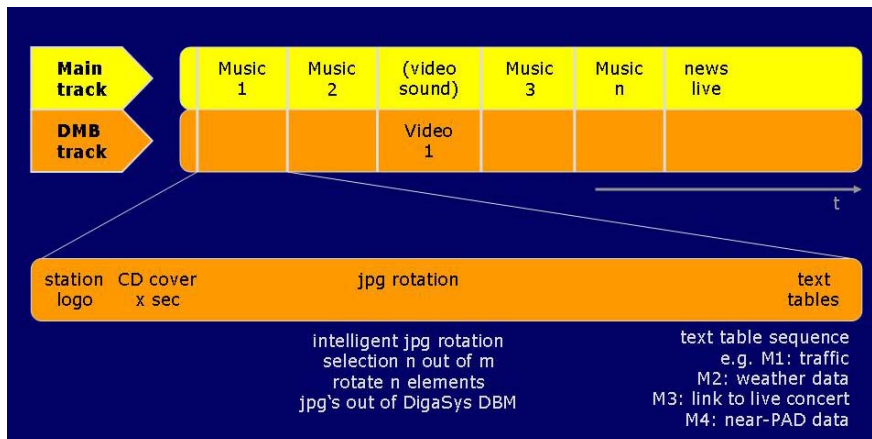
Solution



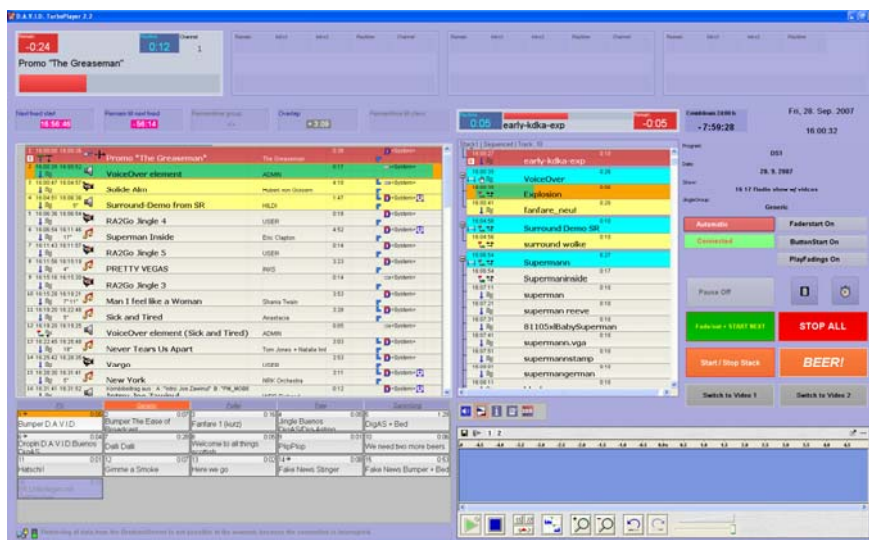
The automatic creation of the run-down is rendered in DigAIRrange assisted by flexibly configurable import routines. Scheduling and playout also integrate powerful music rotation software MusicMaster and the existing extensive picture database of Antenne Bayern. That includes e.g. current weather graphics from the online editor which can be modified and re-scheduled until only a few seconds before play-out.

While at the beginning of the pilot predominantly stills and slide shows were played out accompanying the radio program, video-jingles and entire music videos followed soon. At the moment the program is still played-out fully automated. But the system philosophy is targeted on a workflow, in which the live presenter can fully concentrate on his show, while all accompanying pictures or videos are delivered automatically always matching up the running title.

Workflow



Main track plays out music title, while DMB track displays here a station logo at the beginning, followed by a rotation of pictures related to the title. At the end some text tables, e.g. a link to a live concert of the band or service information are shown.



Fully customized Turbo Player user interface: The track list on the left shows the regular program rundown. The right track list contains the elements in the DMB track. Speaker or technician can change elements or start/ stop times during the running show. Full automation is also an option.

Customer Benefits

- Technology Leadership
- Increase total number of listeners
- Get new target audience
- Getexperienced with new technologies right from the start

The European DMB pilot "MI FRIENDS" was so successful for Antenne Bayern that the time frame has been enhanced from a three hours window to a 24/7 comprehensive program.