

Metadata Collection and Distribution for Radio

Patrick J. Campion
ENCO Systems, Inc.
patrick@enco.com

Introduction to Data Collection

- Types of Data
- Sources of Data
- Data examples

Introduction to Metadata Distribution

- Delivery methods
- Delivery destinations
- Format examples

Metadata Collection

- Program Associated Data
 - Automatically generated locally
 - Automatically generated remotely
 - Real-time data feeds
 - Embedded data
 - Remotely located data sets
 - Manually generated locally
 - Manually generated remotely

Metadata Collection (cont.)

- Non-programmatic Data
 - Scheduled messages
 - Real-time data feeds
 - Manual data insertions
 - Event triggered data feeds
 - Null data

Metadata Distribution (current usage)

- Data relay mechanisms
- Differentiated data destinations
 - HDP (program service data sent to importer)
 - RDS (program service data sent on 57kHz SC)
 - Website (now playing data and historical data)
 - Music licensing reporting (Sound Exchange)
 - Billboard (limited dynamic data)
 - Corporate reconciliation/playout tracking (traffic)
 - Affiliate data relay mechanisms (reconciliation)
 - Song data tagging (iTunes, Zune)

Metadata Distribution (future usage/international applications)

- Data tagging beyond iTunes
 - Commercial interest
 - Song interest
 - Topic interest (news/weather/etc.)
- Bi-directional data relay/interactive radio
 - Song voting
 - Topic interest
 - Instant messaging to host/DJ
 - Request for more data via email/text/IM/etc.

Metadata Distribution (cont)

- Data localization
 - Specific ads for specific listener types
 - Local data when national spots play
 - Local news/weather/traffic from national providers
- Richer data
 - Video
 - Album art
 - Locally displayed billboard ads
- Monetary streams
 - Product ordering
 - Program sponsorship
 - Program underwriting
 - Charitable donations

RAMA

Satellite HeadEnd to Affiliate Data Workflow

