NAB Radio TechCheck

The Weekly NAB Newsletter for Radio Broadcast Engineers

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# NAB FASTROAD HD Radio EPG Project Enters Field Trial Phase

NAB has been supporting the development of business requirements, system architecture and specifications of an HD Radio-based Electronic Program Guide (EPG) for local broadcasters, under its Flexible Advanced Services for Television and Radio on All Device (FASTROAD) technology advocacy program (www.nabfastroad.org). Work on Phase 1 of this project was completed in 2008 including an informative EPG "Business Requirements and Use Cases" report that is available for downloading from the FASTROAD Web site at www.nabfastroad.org/NAB_FASTROAD_EPG_Final.pdf (see also the September 8, 2008 issue of *Radio TechCheck* for additional information on this project).

Phase 2 of this project is now in progress, and last week it was announced that a field trial of an HD Radio EPG "ecosystem" for AM and FM radio broadcasting is underway in the Boston, Mass. radio market. Stations from the markets adjacent to Boston including Worcester, Mass. and Providence, R.I. are also involved, showing how an HD Radio EPG can serve listeners as they travel.

BIA Advisory Services (Chantilly, Va., www.bia.com) and Broadcast Signal Lab (Cambridge, Mass., www.broadcastsignallab.com) are the managers for this FASTROAD project. Unique Interactive (London, UK, www.uniqueinteractive.co.uk) has been contracted to develop EPG service bureau and client software, not only for the HD Radio platform but also for mobile and Web browsers. Consumer electronics manufacturer Cydle Corp (www.cydle.com) has joined the project as a partner and is developing an HD Radio device with EPG capabilities.

Numerous HD Radio broadcasters have agreed to participate in the trial, including stations owned by Greater Media, Clear Channel, CBS, Emerson College and the University of Massachusetts. Other stations are expected to join the trial as it progresses.

Given the fast pace at which the broadcast industry is embracing Internet streaming and broadband-based mobile services, the HD Radio EPG field trial also includes a demonstration of how local station EPG information can be made available over the Internet with a mobile application demonstration on the iPhone and iPod Touch. Shown in the photos below are examples of some of the information being made available over the Internet using an iPhone HD Radio EPG "app." Screenshots include (from left to right) a summary of radio stations ("Services"), a schedule for a particular station, and program details for a particular program on the selected station. Rick Ducey, BIA Advisory Services' chief strategy officer, commented, "Our primary goal in moving to the field is to give broadcasters practical experience working on the care and feeding of EPG data for their HD Radio services, and to establish a functioning service bureau for cooperative EPG management. We want to enable broadcasters to enhance the listener experience by providing valuable program information on user-friendly devices."


Broadcast Signal Lab's managing partner David Maxson explained, "This trial will provide an excellent EPG obstacle course. These three markets will challenge the EPG delivery models because they represent the breadth of market sizes across the nation, are geographically very close to one another, and have numerous HD Radio stations, most of which offer multicast program channels. We are looking forward to taking EPG out for a good run."

iBiquity Digital Corporation (Columbia, Md., www.ibiquity.com), the developer of HD Radio technology for AM and FM audio and data broadcasting, is contributing substantial ongoing support for the project by sharing its know-how with the project team, to achieve FASTROAD project objectives. Biquity has also built a set of EPG-capable receivers specifically for the field trial so participating broadcasters can monitor their transmissions the same way users would see the EPG data on future consumer receivers. "iBiquity is very pleased to see the FASTROAD HD Radio EPG project move into the field trial phase," said Joe D'Angelo, Vice President of Advanced Services. "We have been working very closely with the expert team assembled by the NAB throughout this program and look forward to continuing to offer broadcasters new and exciting capabilities as they expand their HD Radio programming and services."

For this trial, Cydle Corp will incorporate EPG functionality into the Cydle, its new HD Radio device. Mr. Alex Kim, CEO of Cydle Corp said, "Cydle Corp is very excited to be part of the HD Radio EPG field trial under the auspices of the NAB FASTROAD technology project and demonstration. We have been a strong supporter of HD Radio technology; with our technical expertise in the consumer electronics space, we look forward to building and deploying HD Radio receiver devices capable of such advanced features as the EPG."

Milford Smith, Vice President of Engineering of Greater Media, Inc., and chairman of the National Radio Systems Committee (NRSC, www.nrscstandards.org), which developed the NRSC-5 Standard for digital radio broadcasting, said, "Greater Media is excited to participate in the EPG trial because it is a prime example of how digital HD Radio technology is evolving to provide a more rewarding experience for the radio listener."

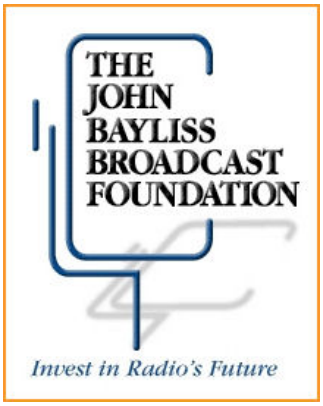
The EPG consortium invites comments on its work to date and asks anyone interested in providing comment or feedback to do so by email to Dr. Ducey at rducey@bia.com.

## 2009 NAB Radio Show Engineering Program


This year's three-day Radio Show Engineering Program focuses on planning, building and maintaining an IP-based radio facility, operating under emergency conditions, computerized antenna modeling, preventing tower failures, datacasting opportunities and much more. Our engineering sessions are presented in a workshop-type environment where you have ample time to ask questions and interact with experts and your industry peers.

The relaxed atmosphere of the Radio Show means you always have plenty of time to network with exhibitors. You'll learn about their latest products while enjoying lunch and snacks on the show floor. For busy radio engineers, the NAB Radio Show is an excellent way to advance your technical education and maintain your edge in an increasingly competitive business.

## Broadcast Equipment Auction Benefiting Bayliss Foundation Scholarship and Internship Programs




The first-ever online Bayliss Foundation auction benefiting the Foundation's scholarship and internship programs is underway until Wednesday, August 12, 2009. The auction includes donated new and previously owned radio and broadcast equipment including transmitters, studio, editing, remote and production equipment for radio, TV, video and other broadcast applications.

For complete details visit The Bayliss Online Auction on the Internet at http://rasmus.com/auction_detail.php?ID=401658. Note that there are no minimum bids or reserves for this auction.

The top priority at the Bayliss Foundation is to encourage aspiring young talent in radio and help develop them into tomorrow's industry leaders. Winning bids will provide critical funding for the Foundation's scholarship and internship programs. For additional information on the Bayliss Foundation visit their Web site at www.baylissfoundation.org.