



PAD Applications

NPR Labs PAD Workshop
Tuesday September 25, 2007

Jim Roberts, Datacasting Product Manager

PAD Applications



Terminology

Data Destinations

Tools / Options

The Future



Messagecasting Terms



As datacasting technology evolves the terminology tends to evolve as well and has proven to be confusing.

Datacasting: Simply the broadcasting of data.

Messagecasting: Encompasses both the process of delivering messages and the content itself.

PSD: Program Service Data is a term developed by iBiquity to define the total "data" payload of the HD Radio signal.

PAD: Program Associated Data is a phrase that has been around a long time. In its strictest usage, it defines data that is linked to the program audio.

Types of Data: PAD



Cut ID

Type

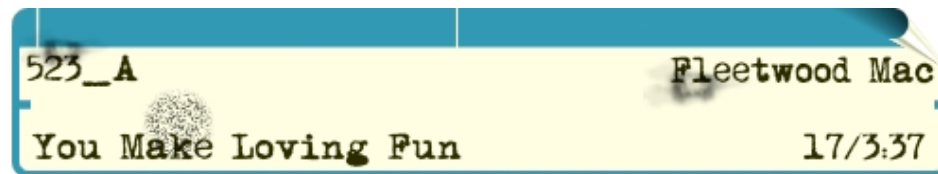
Artist name

Song title

Duration

Genre

Album title



Types of Data: Near-PAD



- Concert dates
- Contests to win CD/tickets
- Ticket info
- Where to buy the CD
- Song download
- Facts about the song or artist.

LISA LOEB RELEASE PARTY

LISA LOEB in person at Tower Records on Main Thursday 7P, signing autographs to support release of her new "best of" release.

Exclusively from KBEI, bringing you today's best music.

More info? Call us here at the station.

Types of Data: Non-PAD



Amber Alerts

Stocks

Traffic

PSAs

Promotions

Sports scores

Weather

Sponsorships

Off-Air fundraising information

NEW CONCERT SERIES

Contemporary Crafts Museum & Gallery

Local experimental music and modern dance for
an experience in the new and unusual

Every Wednesday night at 8.

\$7 for non-members

\$5 for members

\$4 for students

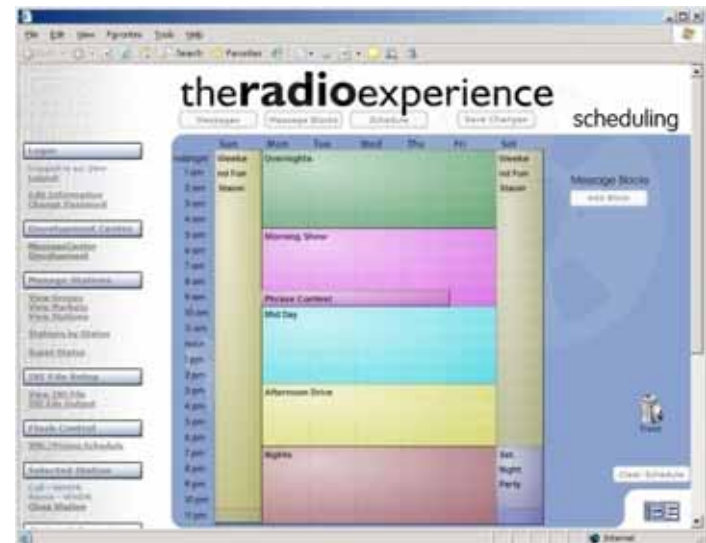
Call the station for more information.

Benefits of Messagecasting



Promotions benefits

- Promote the station
- Promote contests
- Promote on-location events
- Promote community involvement
- Promotional messages can be time and date sensitive

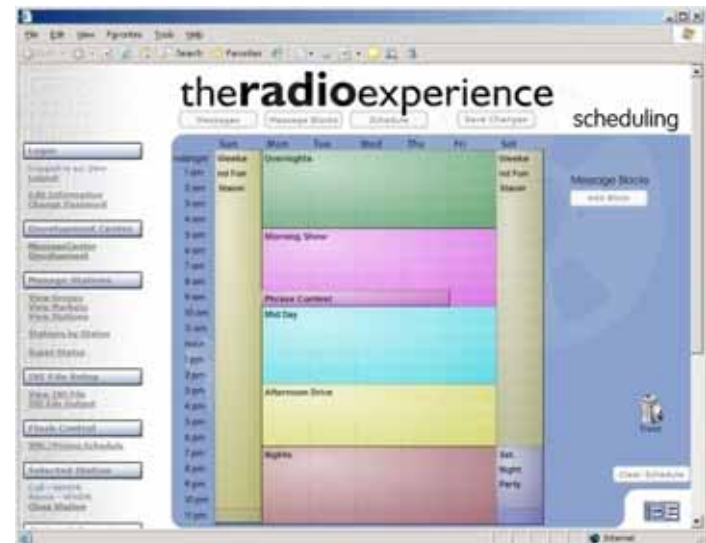


Benefits of Messagecasting



Programming benefits

- Title/Artist and programming notes
- Recycle listeners
- Increase TSL
- Contest status
- Increase “stickiness” of your brand



Benefits of Messagecasting



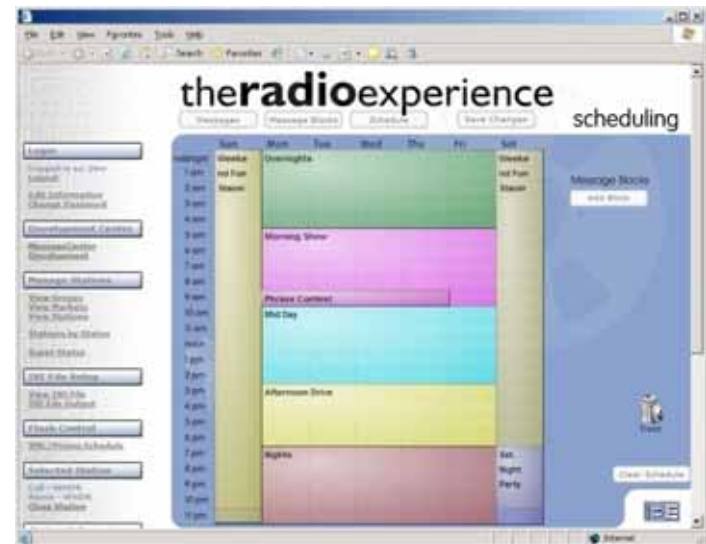
Fundraising benefits

Data linked to underwriting spots

- Tie messages to specific sponsors
- Phone numbers
- Addresses
- Web sites

Data linked to other audio

- News
- Weather
- Syndicated programming



Destinations – Analog Radio (RDS)



Radio Text (RT): 64 character text display

Dynamic Program Service (DPS): 64 characters of text displayed 8 characters at time



Destinations – RT+ (RDS)



Top line: Frequency, station name

Middle line: Artist & title

Bottom line: Traffic report

Destinations – HD Radio



Destinations - Web



Text-only web display

- Title & artist
- Generic messages
- Day part information
- Web specific sponsorships

ON THE RIFF

Cracker - Low

at Escape to Punta Cana! *** 96-5 WFAT is 100% Classic Rock! *** J

NAVIGATION

Staff

Now Playing BOSTON - Feelin' Satisfied

The image shows a radio station website interface for WFAT 96.5. It features a logo with the call letters 'WFAT', the frequency '96.5', and the hosts 'BOB & TOM'. Below the logo is a navigation menu with a 'Staff' link. A 'Now Playing' section displays 'BOSTON - Feelin' Satisfied'. A promotional banner at the top reads 'at Escape to Punta Cana! *** 96-5 WFAT is 100% Classic Rock! *** J'. The background is a dark map of the Kalamazoo area.

JULY 2, 2007 Mostly Sunny,

ON AIR NOW

Marcus Doucette
9:00am - 2:00pm

Next Up:
Scott Mullins

Now Playing:
Kirsty MacColl - In These Shoes?

Last Played

**LISTEN LIVE
128K STREAM**

The image shows a radio station website interface for 88NINE Radio Milwaukee. It features a logo with the call letters '88NINE' and 'RADIO MILWAUKEE'. Below the logo is a date and weather forecast: 'JULY 2, 2007 Mostly Sunny,'. A yellow banner reads 'ON AIR NOW'. The main content area displays the current host 'Marcus Doucette' with a portrait and his show's time slot '9:00am - 2:00pm'. Below this, it lists the 'Next Up' host 'Scott Mullins' and the 'Now Playing' song 'Kirsty MacColl - In These Shoes?'. A 'Last Played' section is also present. At the bottom, there is a 'LISTEN LIVE 128K STREAM' button.

Destinations – Web Plus



Now Playing Plus

- Easy to integrate with website
- Discovers album information
- Artist/title clean Up
- Logs last played
- Drives traffic to your website
- Easy to edit database



LAST PLAYED
2.02.2006 10:45
mouse over to search

	LARA FABIAN I Will Love Again LARA FABIAN (2000) Played 02/02 At 10:48 AM	buy cd
	Lisa Marie Presley Lights Out To Whom It May Concern Played 02/02 At 10:44 AM	buy cd
	JACK JOHNSON The Horizon Has Been Defeated On And On Played 02/02 At 10:41 AM	buy cd
	Sophie B. Hawkins Walking On Thin Ice Wilderness [Bonus Tracks] Played 02/02 At 10:37 AM	buy cd
	HOWIE DAY Collide Stop All The World Now Played 02/02 At 10:30 AM	buy cd

Now Playing and Last Played Provided By The Radio Experience

Custom Branded Store Front



KFOG 104.5 97.7 Music Store 

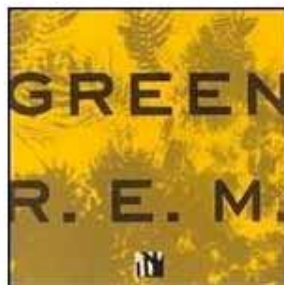
spun.com  [My Cart](#) | [My Account](#) | [My Wish List](#) | [My Spandex](#) | [Order Status](#) | [Help](#)

WELCOME MUSIC MOVIES GAMES SELL

[BUY](#) | [SELL](#) |  [Bestsellers](#) | [New Releases](#) | [Bargains](#) | [Just In](#) | [Clearance](#) | [Top Trade-Ins](#) | [Sell Your CDs!](#)

Search: Buy CDs by artist/album Browse Used: Select a genre:

NEW: [Gift Certificates](#)



[R.E.M.:](#) **Green**

NEW
Price: \$9.98
List Price: \$11.98
You Save: \$2.00 (17%)

 **ADD TO CART**

[Add to Wish List](#)





LIKE NEW
Price: \$2.98
List Price: \$14.98
You Save: \$9.00 (75%)

 **ADD TO CART**

[Add to Wish List](#)

LIKE NEW is inspected, shrinkwrapped, resealed, and quality guaranteed pre-owned product. Just like new! [Learn More](#)
>>

track listing

-  [Pop Song 89](#)
-  [Get Up](#)
-  [You Are the Everything](#)
-  [Stand](#)

Now Playing Plus back office



real classic rock, kansas city

reports

- [monthly summary reports](#)
- [most recent 30 orders](#)
- [best selling items](#)
- [customer statistics](#)
- [most played events](#)
- [recently played events](#)

station library

- [view song event library](#)
- [view ad event library](#)
- [create song event](#)
- [create ad event](#)
- [upload event library](#)

Now Playing Plus back office










song event library

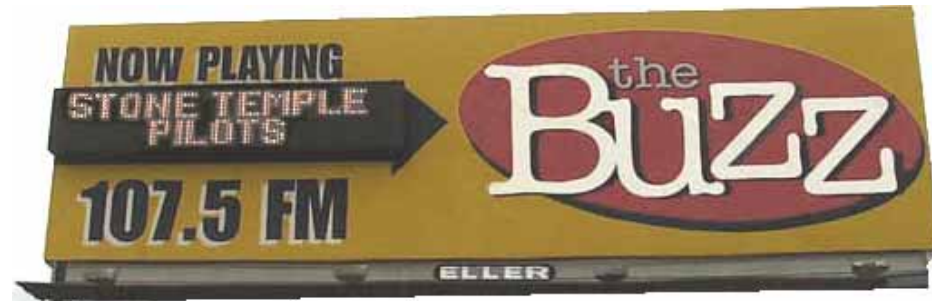
[\[automap all unmapped events\]](#) (WARNING: Expensive operation.)

status: event id: artist: song:


[<< Prev] 1 .. 5 .. 10 .. 15 .. 20 [Next >>]

ok?	event id	cover	artist - album - song	status	commands
✗	Y917		Kenny Wayne Shepherd Live On Oh Well	automapped unapproved	test automap <input type="checkbox"/> approve
✗	Y2204		HEART Jupiters Darling The Perfect Goodbye	automapped unapproved	test automap <input type="checkbox"/> approve
✗	Y3200		PAUL CARRACK COLLECTION Don't Shed A Tear	automapped unapproved	test automap <input type="checkbox"/> approve
✗	Y3335		ACE HOW LONG: BEST OF ACE (ENG) How Long	automapped unapproved	test automap <input type="checkbox"/> approve
✗	Y2006		AC/DC BONFIRE (BOX SET) Whole Lotta Rosie	automapped unapproved	test automap <input type="checkbox"/> approve
✗	Y1630		ROLLING STONES 12 X 5 Time Is On My Side	automapped unapproved	test automap <input type="checkbox"/> approve
✗	Y2201		ROLLING STONES 12 X 5 It's All Over Now	automapped unapproved	test automap <input type="checkbox"/> approve

Destinations – Outdoor




Destinations – Tune Fly



JACK FLASH
107.1 JACK FM



ALREADY A MEMBER? SIGN IN HERE


EMAIL: PASSWORD:


REMEMBER ME [FORGOT PASSWORD?](#) SIGN IN 


STOP CHASING BANDS YOU LOVE ALL OVER THE DIAL.
LET A SONG TELL THAT SPECIAL SOMEONE HOW YOU FEEL.
Introducing Jack Flash. Music Alerts, Dedications and Song ID by Phone.

ONLY FROM 107.1 JACK FM

 **TOYOTA** | *moving forward* 

 **MUSIC ALERTS**
Never, ever miss your favorite songs!
Jack Flash waits until your favorites are about to play then sends you a message. Life's too short to miss your music.

 **DEDICATIONS**
Can't find the right words to say?
Share the memory of a song with a friend (or just get out of the doghouse if your memory is, well, unreliable). No waiting for some fickle DJ to announce it - Jack Flash sends your message when the song is about to play. What better way to show you're emotionally in tune?

 **SONG ID BY PHONE**
Nothing annoys more than hearing a great song and not knowing who sings it.
Call the toll-free IT'S JACK number from your mobile phone and our talking JackBot will serve you up the title and artist name in a sexy synthetic voice.


IT'S FREE – JOIN NOW!

E-MAIL (USED FOR USERNAME)


PASSWORD

RE-TYPE PASSWORD

I ACCEPT THE TERMS & CONDITIONS

START FLASHING! 

REMEMBER, TEXT MESSAGE CHARGES MAY APPLY. CHECK WITH YOUR WIRELESS CARRIER.

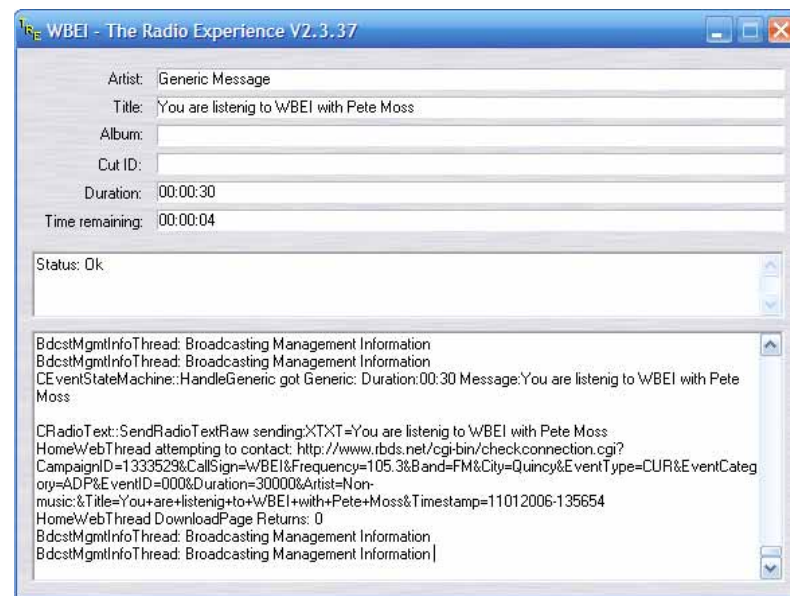



Now Playing Software



TRE: The core engine

- Generic messages
- Day-parted messages
- Linked events
- Interleaving
- Title/Artist clean up
- Integration of 3rd party data
- Regularly updated with new features

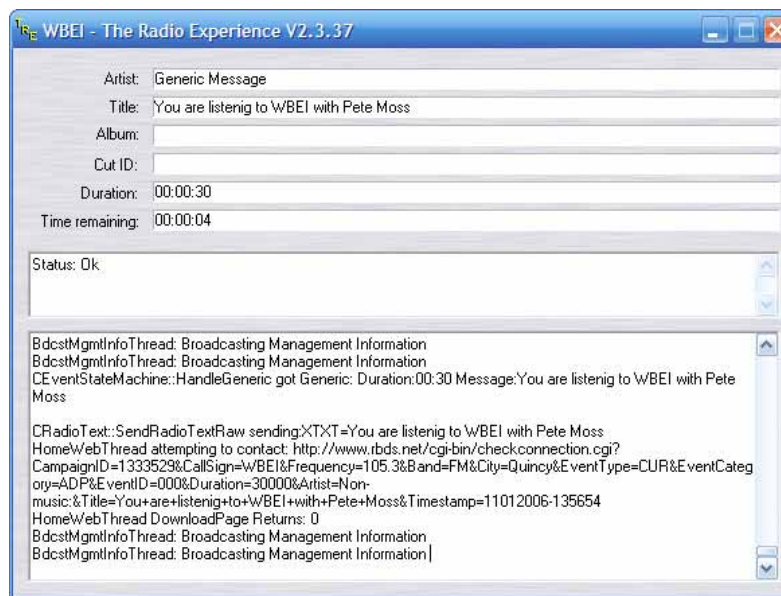


Now Playing Software



Compatible Automation Systems

- AudioVAULT
- Dalet
- Enco
- iMedia Touch
- Maestro
- Prophet
- RCS
- Scott
- SAM 3
- Configurable ASCII
- Solutions for CD based environments



Tools - Data Center



Market Information

Below is detailed information about this market. You may also add or remove logins from this screen.

Entercom Kansas City - Kansas City, KS

Commands

- [Edit Market Information](#)
- [Add New Login](#)

Location: Kansas City, KS

Stations: 5

Active Stations: coming soon

Group: [Entercom](#)

Station List:

- [KQRC](#) The Rock! ● 1 Minute Non-music
- [KRBZ](#) The Buzz ● 2 Minutes JACK JOHNSON - UPSIDE DOWN
- [KUDL](#) 98.1 KUDL ● 4 Minutes Non-music
- [WDAF](#) WDAF ● 1 Minute Brooks - Play Something Country
- [KYYS](#) Real Classic Rock ● 3 Minutes Van Halen - Little Guitars

Tools - Data Center



KYYS

Type	Cat.	EventID	Duration	Artist	Title	TRE Time	+ Server Time
CUR	MUS	Y1120	291000	Steve Miller Band	Wild Mountain Honey	02212006-123431	00:01:44
CUR	MUS	Y472	341000	Steve Miller Band	Fly Like An Eagle	02212006-122852	00:07:23
CUR	ADP					02212006-122833	00:07:42
CUR	MUS	Y1212	269000	Van Halen	Little Guitars	02212006-122405	00:12:11
CUR	ADP					02212006-122357	00:12:18
CUR	MUS	Y740	280000	Van Halen	Hot For Teacher	02212006-121912	00:17:03
CUR	MUS	Y558	309000	Robert Plant	In The Mood	02212006-121411	00:22:04
CUR	ADP					02212006-121405	00:22:11
CUR	MUS	Y561	273000	Robert Plant	Tall Cool One	02212006-120931	00:26:44
CUR	ADP					02212006-120511	00:31:04
CUR	MUS	Y1184	227000	Kansas	Hold On	02212006-120124	00:34:51
CUR	ADP					02212006-120120	00:34:54
CUR	MUS	Y385	192000	Kansas	Point Of Know Return	02212006-115807	00:38:08

Tools – Message Manager



TRE Data Center

- Easy to use graphic interface
- Accessible anywhere
- Can be used by multiple people
- Local copy stored on TRE PC
- Logging
- Station/market status
- Live notification
- Local TRE Message Manager software pulls data from the central TRE Data Center



Tools – Message Manager



Message Center

messages

this page lists your messages. these messages are a powerful solution for putting digital content on the air.

-
-
-

Name

- 10am
- 8-o'clock
- 9am
- Afternoon Drive on Sunday
- ...

Message Label No Dates Use Dates

RadioText

Dynamic PS

HD Radio PAD

Web Format

Duration

Example PS Output

```
WHDR The Station With the Hits
```

8 characters

MessageCenter 1.2 beta 1

Tools – Message Manager



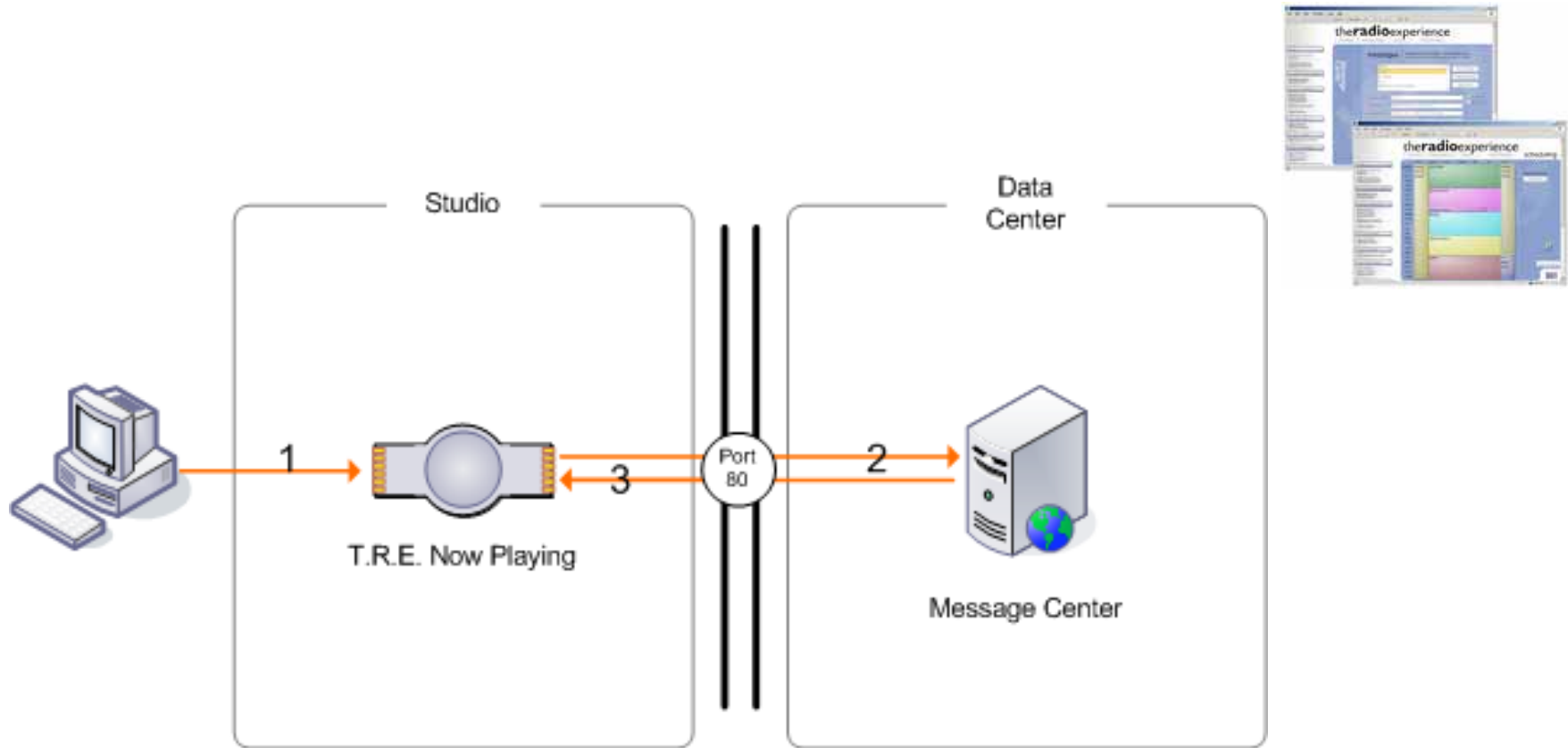
The screenshot displays a weekly schedule grid for a radio station. The vertical axis on the left lists times from midnight to 11 pm in one-hour increments. The horizontal axis at the top lists the days of the week: Sun, Mon, Tue, Wed, Thu, Fri, and Sat. The grid is populated with several colored blocks representing different programs:

- Overnights:** A green block spanning from midnight to 4 am on Monday through Saturday.
- Weekend Fun Station:** Yellow blocks on the far left (Sunday) and far right (Saturday) of the grid.
- Morning Show:** A pink block spanning from 5 am to 9 am on Monday through Friday.
- Phrase Contest:** A purple block spanning from 9 am to 10 am on Monday through Friday.
- Mid Day:** A cyan block spanning from 10 am to 2 pm on Monday through Friday.
- Afternoon Drive:** A yellow block spanning from 2 pm to 6 pm on Monday through Friday.
- Nights:** A red block spanning from 7 pm to 11 pm on Monday through Friday.
- Sat. Night Party:** A blue block spanning from 7 pm to 11 pm on Saturday.

On the right side of the interface, there is a control panel with the following elements:

- Message Blocks:** A section header.
- Add Block:** A button to add new program blocks.
- Trash:** A trash can icon with the label "Trash" below it.
- Clear Schedule:** A button to reset the schedule.
- IBE logo:** A smaller version of the IBE logo at the bottom right.

TRE Message Manager



Tools – Producer Tools



theradioexperience Broadcast Data Services producer tools

PSD Editor Home :: [PSD Editor](#) :: [Logout](#)

Edit Program Segment Information

 Segment Contents

Title	<input type="text" value="Program block A"/>
Description	<input type="text" value="New security crackdown in Baghdad"/>
Type	Talk <input type="button" value="v"/>
Comment 1	<input type="text" value="US stops accepting most Iraqi passports"/>
Comment 2	<input type="text" value="N.Korea to consider first steps to end nuclear weapons program"/>
Underwriter Name	<input type="text"/>
Underwriter Tag	<input type="text"/>
Guest	<input type="text"/>
Host	<input type="text"/>
Song Title	<input type="text"/>
Song Title Long 1	<input type="text"/>
Song Title Long 2	<input type="text"/>

PBCore Compatible

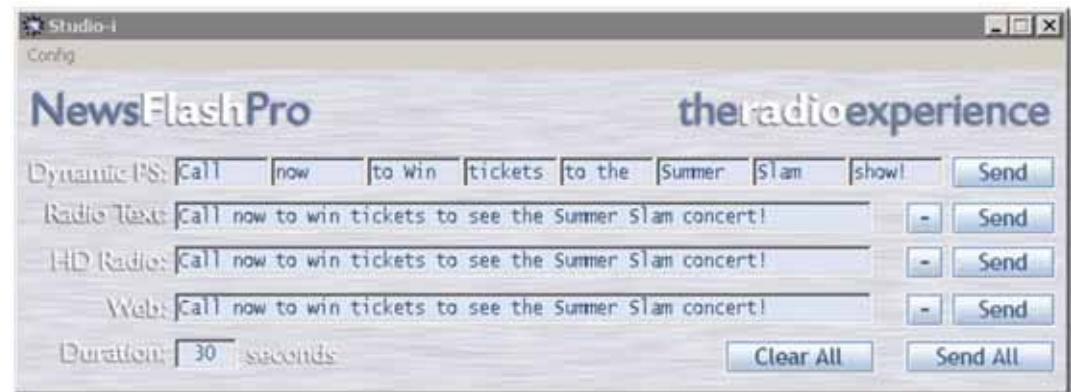
Tools – News Flash Pro



Adds “instant messenger” type functionality

- Studio control of data
- Update data stream instantly

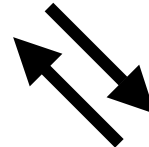
- Sports scores
- Weather
- Amber Alerts
- Contests
- Sponsorships
- EAS Integration



Tools - Tagging



Tools - Tagging



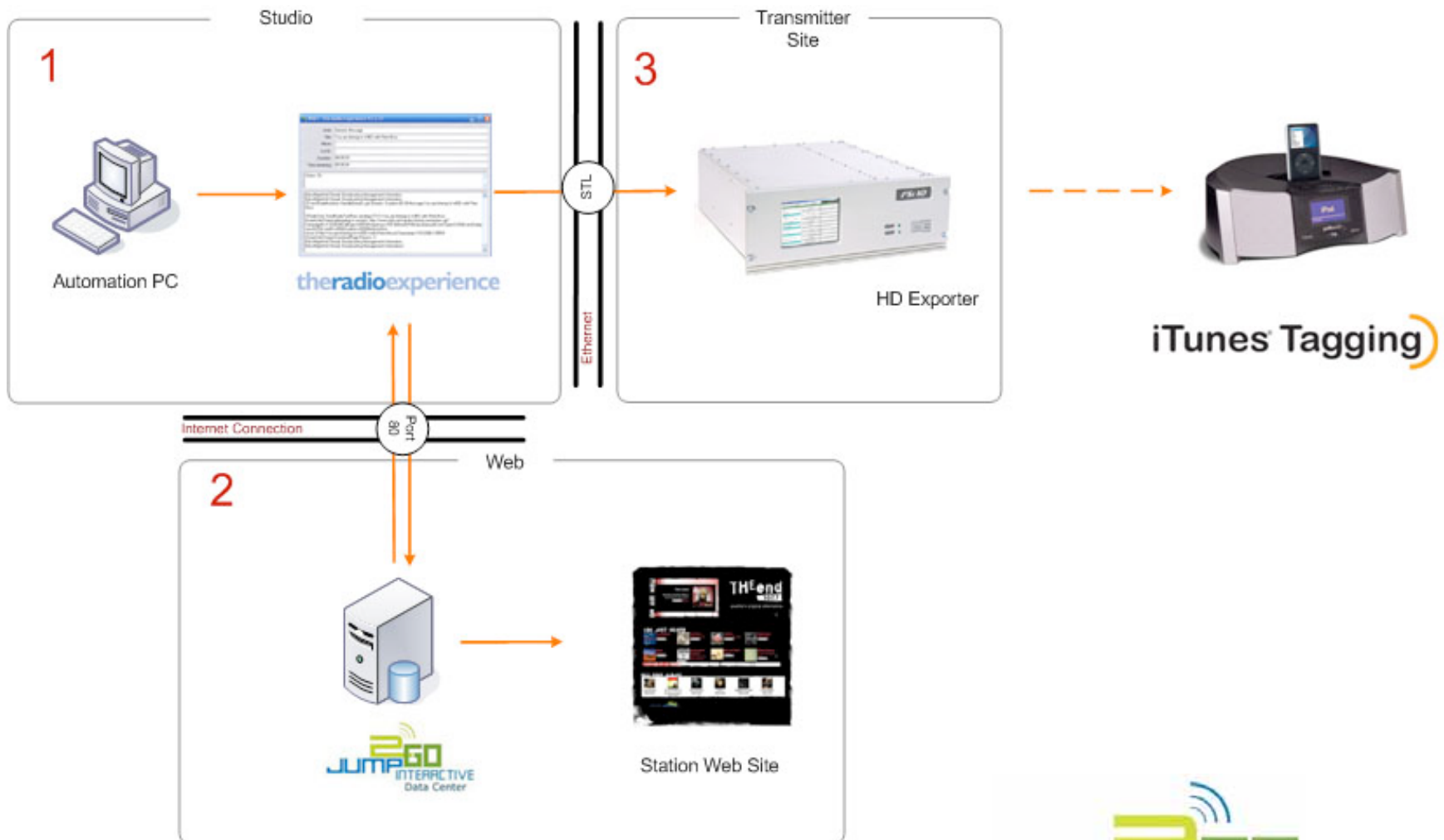
Tools - Tagging



A screenshot of a radio station's website interface for 107.7 THEend. The interface has a dark, textured background. At the top left, it says 'ON AIR NOW'. The main content area features a large album cover for 'The Used - The Bird and the Worm' with the text 'The Used' and 'The Bird and the Worm from "Lies for the Liars"'. Below this is a 'iTunes \$0.99' button. To the right, the station's call sign 'THEend 107.7' is displayed in a large, white, distressed font, with 'seattle's original alternative.' written below it. At the bottom, a 'YOU JUST HEARD' section lists several songs with their respective album covers and 'iTunes' buttons: Foo Fighters (Everlong), The Shins (Phantom Limb), Sublime (Caress Me Down), Black Audio (Shift Kittens), Muse (Starlight), My Chemical Romance (Welcome to the Black Parade), and Nine Inch Nails (Closet). The 'JUMP2GO' logo is visible in the bottom right corner of the interface.



Tools - Tagging



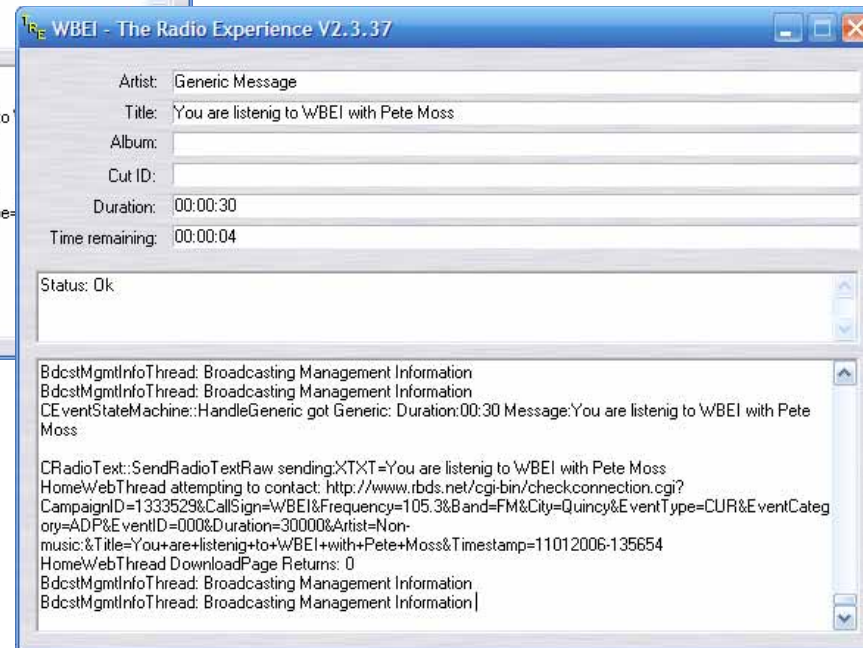
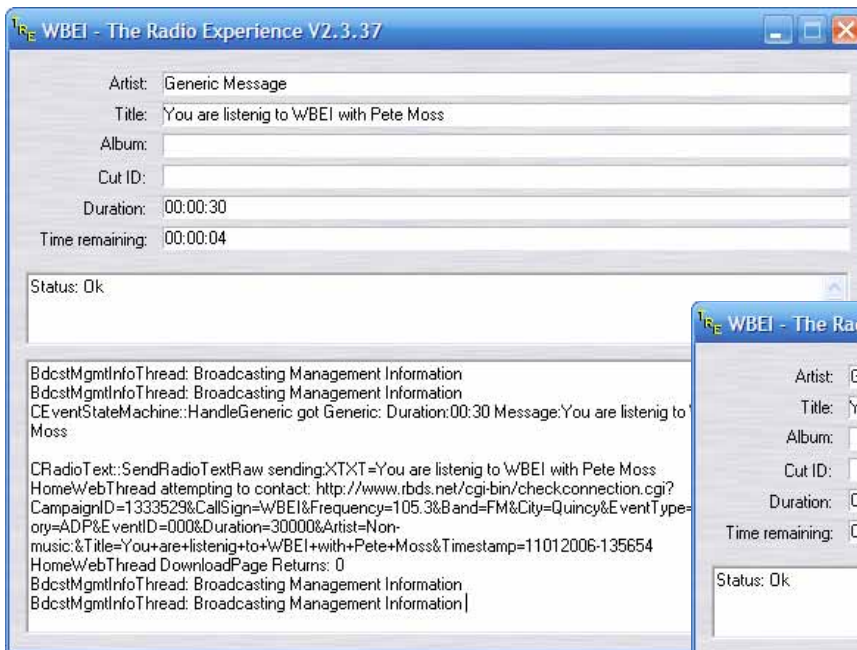
theradioexperience



Tools - Tagging



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iTunes® Tagging

Looking Ahead – Merging Technologies



We will also see start seeing “over the air” content synchronized through other content delivery methods such as WiFi.



iPod touch



iPhone



Zune



Q & A

www.bdcast.com/publicradio
publicradiohelpdesk@bdcast.com
(217) 224-9600