



***iTunes Tagging for
HD Radio™ Broadcasters
NAB Radio 2007***

Powered by iBiquity

New HD Radio Data Service – iTunes Tagging

REUTERS 

September 7, 2007

LOS ANGELES (Reuters) - Apple Inc., iBiquity Digital Corp, a developer of high-definition radio technology, and major radio companies said on Friday they are offering a new, free service called "iTunes Tagging."

"iTunes tagging takes music discovery on the radio to the next level," said Greg Joswiak, Apple's vice president of iPod Product Marketing, in a statement.

Various broadcasters came together quickly for the initial launch across hundreds of stations. The tagging button will be available on HD radios made by Harman International Industries Inc's JBL unit and Polk Audio, recently purchased by Directed Electronics Inc..


This Week in Consumer Electronics

September 7, 2007

By Joseph Palenchar --Denver — Polk's new iPod-docking HD Radio will make it easier for consumers to buy songs they hear on the radio from Apple's iTunes download store

Polk's tabletop I-Sonic Entertainment System 2, on display at the CEDIA Expo, will be one of the first iPod-docking tabletop HD Radios with Apple's iTunes Tagging feature, which lets consumers tag songs broadcast by a digital FM station. The I-Sonic stores metadata broadcast by the station, then the data is transferred to an iPod when an iPod is docked. The next time the iPod is synced with a PC, the PC's iTunes software automatically displays the song's metadata in a "tagged" playlist for previewing, buying and downloading.

Consumers tag a song by pressing a tag button on the I-Sonic's front panel or on the I-Sonic's remote. Up to 50 songs can be tagged.

iTunes Tagging for HD Radio Broadcasting

What is iTunes® Tagging for HD Radio Broadcasting?

iTunes Tagging enables consumers to “tag” songs that they hear on the radio for subsequent preview and purchase on iTunes. The consumer must have an iTunes Tagging enabled receiver to take advantage of the feature.



How Does It Work?

- Broadcasters include iTunes Store ID information along with standard program service data.
- Listeners press specially-designated “Tag” buttons on the HD Radio receiver when they hear songs or audio content they wish to purchase/download.
- The receiver can store up to 50 tags and uploads them to the iPod or iPhone when the device is docked to the receiver.
- When the user syncs the iPod or iPhone to iTunes, iTunes automatically processes the tags and creates a new playlist called the “Tagged” playlist. When the user clicks on the Tagged playlist it shows the song’s title, artist and the referring station. The user can then preview the audio, learn more about the artist and/or buy the song.

Broadcast Requirements

What Changes Must Be Made to Station Setup?

1. HD Radio hardware must contain software versions which support the application.
 - Broadcast with an HD Radio Exciter/Exporter running IRSS software version 2.3.3 or later (2.4.2 current load).
 - Broadcast with an Importer running version 2.1.5P1 software or later.
 - Ensure the Importer has version 3.0 SPS capture client or later installed.
 - Check with your current supplier of HD Radio transmission equipment to make sure you have the correct version or to get an upgrade.



**Additional information may be found at:
www.ibiquity.com/broadcasters/tag**



Broadcast Requirements

What Changes Must Be Made to Station Setup?

2. Automation systems must be updated to support the application and populate the iTunes Store ID.
3. Broadcasters must adhere to best practices in sending program service data:
 - PSD messages must arrive within 0.5 seconds of a new song or audio track;
 - for the duration of the audio, the PSD Title and PSD Artist fields may only include data specific to the tagged audio segment; and
 - there are certain other restrictions on PSD size, format and use.
4. Currently, both Jump2Go/BE “The Radio Experience” and RCS “NexGen” products support this application. Contacts are allen@jump2go.com and CJellison@rcsworks.com respectively.



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Other Business Questions

Does This Require Additional Licensing from Either iBiquity or Apple?

- No additional licensing is required from iBiquity.
- Broadcasters will need to work through the iTunes affiliate program, detailed at:

<http://www.apple.com/itunes/affiliates/>

Will Broadcasters Be Compensated?

Apple plans to offer participating stations a revenue share for songs referred to and purchased on iTunes. iBiquity is not involved in these relationships.

Are There Receivers?

Both JBL and Polk plan to launch receivers with iTunes Tagging capabilities in time for the holiday season. Expect more announcements around the Consumer Electronics Show in January.



To learn more, please visit
www.ibiquity.com/broadcasters/tag
or e-mail:
tagging@ibiquity.com
itunestagging@apple.com

