# Hybrid Radio everywhere for everyone

## Fact Sheet

<table>
<thead>
<tr>
<th>Project Information</th>
<th>Funded under</th>
</tr>
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<tr>
<td><strong>HRadio</strong></td>
<td><strong>INDUSTRIAL LEADERSHIP</strong> - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)</td>
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<tr>
<td>Grant agreement ID: 761813</td>
<td>DOI 10.3030/761813</td>
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<td><strong>Closed project</strong></td>
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<td><strong>Start date</strong></td>
<td><strong>End date</strong></td>
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<td>1 September 2017</td>
<td>30 April 2020</td>
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<td><strong>Coordinated by</strong></td>
<td><strong>INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM</strong></td>
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<td><strong>Belgium</strong></td>
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Objective

HRADIO (Hybrid Radio everywhere for everyone) focuses on radio service innovations enabled by convergence. While radio, with its rich editorial content, remains a highly popular medium, listening figures are slowly declining, particularly among youngsters. With the rapid rise of smartphones, radio faces competition from many new services including music streaming platforms. Regular radio today often does not include attractive features as known from vertical platforms. And if present, they are mostly not well integrated with the actual radio programme. This is where HRADIO will deliver.

Driven by the industry need to create attractive new radio experiences, the project will leverage the full potential of hybrid technology for radio – enabling the integration of cost-effective broadcast distribution with new online features. Broadcasters will be enabled to personalise radio services (while respecting privacy), to provide intuitive functionalities like time-shifting and, eventually, to foster and to exploit user engagement. HRADIO will pave the way to bring these features not only to broadcasters’ native mobile applications, but also to portals, to connected radios and into the car. The core approach is to integrate validated solutions and to harmonise APIs which together will provide broadcasters with an abstracted service layer accessible across any device and distribution platform – ensuring sustainability and return of investment. Therefore, consumers will be able to access their personal radio services on different devices and platforms enabled by a seamless broadcast-internet integration for radio content distribution. All features will be tested in 3 phases of large-scale pilots involving broadcasters, app developers for mobile and automotive devices.

Eventually, HRADIO will publish its developments as ready-to-use Android and HTML client implementations including an extensive set of well documented APIs fostering new service developments for the radio sector.

Fields of science

natural sciences ▶ computer and information sciences ▶ software engineering and technology ▶ electrical engineering, electronic engineering, information engineering ▶ information engineering ▶ telecommunications ▶ mobile phones

Programme(s)

H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)
Topic(s)

ICT-19-2017 - Media and content convergence

Call for proposal

H2020-ICT-2016-2017

See other projects for this call

Sub call

H2020-ICT-2016-2

Funding Scheme

IA - Innovation action

Coordinator

INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM

Net EU contribution

€ 501 125,00

Address

Kapeldreef 75
3001 Leuven
Belgium

Region

Vlaams Gewest > Prov. Vlaams-Brabant > Arr. Leuven

Activity type

Research Organisations

Links

Contact the organisation Website
Participation in EU R&I programmes HORIZON collaboration network

Non-EU contribution

€ 0,00
Participants (7)

DE VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE NV

Belgium
Net EU contribution
€ 436 250,00
Address
Auguste Reyerslaan 52
1043 Brussel
Region
Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest > Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest > Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad
Activity type
Other
Links
Contact the organisation
Participation in EU R&I programmes
HORIZON collaboration network
Non-EU contribution
€ 0,00

INSTITUT FUR RUNDFUNKTECHNIK GMBH

Germany
Net EU contribution
€ 530 562,50
Address
Rundfunkplatz 1, C/o Bayerischer Rundfunk
80335 Munchen
SME
Yes
Region
Bayern > Oberbayern > München, Kreisfreie Stadt
Activity type
Other
LUDWIG-MAXIMILIANS-UNIVERSITAET MUENCHEN

Germany

Net EU contribution
€ 388,939,68

Address
Geschwister Scholl Platz 1
80539 Muenchen

Region
Bayern > Oberbayern > München, Kreisfreie Stadt

Activity type
Higher or Secondary Education Establishments

GEIE ERCIM

France

Net EU contribution
€ 289,625,00

Address
Route Des Lucioles 2004 Sophia Antipolis
06410 Biot

SME
Yes

Region
Provence-Alpes-Côte d'Azur > Provence-Alpes-Côte d'Azur > Alpes-Maritimes

Activity type
Other

Links
Contact the organisation Website Participation in EU R&I programmes HORIZON collaboration network

Non-EU contribution
€ 124,125,00

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RUNDFUNK BERLIN-BRANDENBURG

Germany

Net EU contribution
€ 407,625,00

Address
Masurenallee 8-14
14057 Berlin

Region
Berlin > Berlin > Berlin

Activity type
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

Links
Contact the organisation Participation in EU R&I programmes HORIZON collaboration network

Non-EU contribution
€ 0,00

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KONSOLE LABS GMBH

Germany

Net EU contribution
€ 185,308,38

Address
Gritznerstrasse 42
12163 Berlin

SME  
Yes

Region
Berlin > Berlin > Berlin

Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links
Contact the organisation
Participation in EU R&I programmes
HORIZON collaboration network

Non-EU contribution
€ 79 417,87

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UK RADIOPAYER LTD

United Kingdom
Net EU contribution
€ 213 935,32

Address
55 New Oxford Street
WC1A 1BS London

SME  
Yes

Region
London > Inner London — West > Camden and City of London

Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links
Contact the organisation
Participation in EU R&I programmes
HORIZON collaboration network

Non-EU contribution
€ 91 686,56