Hybrid Radio everywhere for everyone

Fact Sheet

<table>
<thead>
<tr>
<th>Project Information</th>
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<tr>
<td>HRadio</td>
<td>Funded under H2020-EU.2.1.1.</td>
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<tr>
<td>Grant agreement ID: 761813</td>
<td>Overall budget € 3 248 600,31</td>
</tr>
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<td>EU contribution € 2 953 370,88</td>
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<tr>
<td>Closed project</td>
<td>Coordinated by INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM Belgium</td>
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**Start date** 1 September 2017  
**End date** 30 April 2020

This project is featured in...

RESEARCH*EU MAGAZINE  
The growing power of media content convergence

NO. 88, DECEMBER 2019 / JANUARY 2020
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

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-2016-2
See other projects for this call

Funding Scheme

IA - Innovation action

Coordinator

INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM

<table>
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<tr>
<th>Address</th>
<th>Activity type</th>
<th>EU contribution</th>
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<tr>
<td>Kapeldreef 75, 3001 Leuven, Belgium</td>
<td>Research Organisations</td>
<td>€ 501 125</td>
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Contact the organisation [link]
Website [link]

Participants (7)

DE VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE NV

<table>
<thead>
<tr>
<th>Address</th>
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</tr>
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<tr>
<td>Auguste Reyerslaan 52, 1043 Brussel, Belgium</td>
<td>Other</td>
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EU contribution
€ 436 250
INSTITUT FUR RUNDFUNKTECHNIK GMBH

Germany
EU contribution
€ 530 562,50

Address
Rundfunkplatz 1, C/o Bayerischer Rundfunk
80335 Munchen

Activity type
Other

Contact the organisation
Website

LUDWIG-MAXIMILIANS-UNIVERSITAET MUENCHEN

Germany
EU contribution
€ 388 939,68

Address
Geschwister Scholl Platz 1
80539 Muenchen

Activity type
Higher or Secondary Education Establishments

Contact the organisation
Website

GEIE ERCIM

France
EU contribution
€ 289 625

Address
Route Des Lucioles 2004 Sophia Antipolis
06410 Biot

Activity type
Other

Contact the organisation
Website

RUNDFUNK BERLIN-BRANDENBURG
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<th>Country</th>
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<tr>
<td>Germany</td>
<td>€ 407,625</td>
<td>Masurenallee 8-14, 14057 Berlin</td>
<td>Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)</td>
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<td>Gritznerstrasse 42, 12163 Berlin</td>
<td>Private for-profit entities (excluding Higher or Secondary Education Establishments)</td>
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<tr>
<td>United Kingdom</td>
<td>€ 213,935.32</td>
<td>55 New Oxford Street, WC1A 1BS London</td>
<td>Private for-profit entities (excluding Higher or Secondary Education Establishments)</td>
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**Last update:** 26 November 2020  
**Record number:** 211079