Hybrid Radio everywhere for everyone

Fact Sheet

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

Programme(s)

Topic(s)

Call for proposal

H2020-ICT-2016-2
### Funding Scheme

**Coordinator**

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<thead>
<tr>
<th>INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM</th>
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<tr>
<td><strong>Address</strong></td>
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<tr>
<td>Kapeldreef 75, 3001 Leuven, Belgium</td>
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**Website** [Contact the organisation](#)

### Participants (7)

1. **DE VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE NV**
   - Belgium
   - **EU contribution**: € 436,250
   - **Address**: Auguste Reyerslaan 52, 1043 Brussel
   - **Activity type**: Other
   - [Contact the organisation](#)

2. **INSTITUT FUR RUNDFUNKTECHNIK GMBH**
   - Germany
   - **EU contribution**: € 530,562.50
   - **Address**: Floriansmuhlstrasse 60, 80939 Munchen
   - **Activity type**: Research Organisations
   - [Website](#) [Contact the organisation](#)

3. **LUDWIG-MAXIMILIANS-UNIVERSITAET MUCHEMEN**
   - Germany
   - **EU contribution**: € 388,939.68
   - **Address**: [Contact the organisation](#)
GEIE ERCIM

France

€ 289 625

Route Des Lucioles 2004
Sophia Antipolis
06410 Biot

Activity type: Other

Contact the organisation

RUNDFUNK BERLIN-BRANDENBURG

Germany

€ 407 625

Masurenallee 8-14
14057 Berlin

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

Contact the organisation

KONSOLE LABS GMBH

Germany

€ 185 308,38

Gritznerstrasse 42
12163 Berlin

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

Contact the organisation

UK RADIOPAYER LTD

United Kingdom

€ 213 925 22
<table>
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<td>55 New Oxford Street</td>
<td>Private for-profit entities</td>
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<tr>
<td>WC1A 1BS London</td>
<td>(excluding Higher or Secondary Education Establishments)</td>
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**Last update:** 26 November 2020  
**Record number:** 211079

**Permalink:** [https://cordis.europa.eu/project/id/761813](https://cordis.europa.eu/project/id/761813)

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