Hybrid Radio everywhere for everyone

Fact Sheet

Project Information

**HRadio**

Grant agreement ID: 761813

Project website [🔗](#)

**Start date** 1 September 2017  
**End date** 30 April 2020

**Funded under**  
H2020-EU.2.1.1.

**Overall budget**  
€ 3 248 600.31

**EU contribution**  
€ 2 953 370.88

**Coordinated by**  
INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM  
Belgium

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.

Field of science

/Engineering and technology/electrical engineering, electronic engineering, information engineering/information engineering/telecommunications/mobile phone

Programme(s)

Topic(s)

Call for proposal
Funding Scheme

IA - Innovation action

Coordinator

INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM

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Kapeldreef 75
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Activity type
Research Organisations

EU contribution
€ 501 125

Website
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Participants (7)

DE VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE NV

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EU contribution
€ 436 250

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Activity type
Other

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Activity type
Research Organisations

Website
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Activity type
Higher or Secondary Education Establishments
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GEIE ERCIM
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Activity type
Other
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RUNDFFUNK BERLIN-BRANDENBURG
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Activity type
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)
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KONSOLE LABS GMBH
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Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)
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UK RADIOPAYER LTD

United Kingdom

EU contribution

€ 213 935,32

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Activity type

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

Last update: 26 November 2020
Record number: 211079

Permalink: https://cordis.europa.eu/project/id/761813

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