Hybrid Radio everywhere for everyone

Fact Sheet

**Project Information**

- **HRadio**
- Grant agreement ID: 761813
- Project website
- Status: Closed project

**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

**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.

Field of science

/engineering and technology/electrical engineering, electronic engineering, information engineering/information engineering/telecommunications/mobile phone
/social sciences/other social sciences/social sciences interdisciplinary/sustainable development
/social sciences/sociology/governance/public services

Programme(s)

Topic(s)

Call for proposal

H2020-ICT-2016-2

Funding Scheme
IA - Innovation action

Coordinator

INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM
Address
Kapeldreef 75
3001 Leuven
Belgium
Activity type
Research Organisations
EU contribution
€ 501 125

Participants (7)

DE VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE NV
Belgium
EU contribution
€ 436 250
Address
Auguste Reyerslaan 52
1043 Brussel
Activity type
Other

INSTITUT FUR RUNDFUNKTECHNIK GMBH
Germany
EU contribution
€ 530 562,50
Address
Floriansmuhlstrasse 60
80939 Munchen
Activity type
Research Organisations

LUDWIG-MAXIMILIANS-UNIVERSITAET MUENCHEN
Germany
EU contribution
€ 388 939,68
Address
Geschwister Scholl Platz 1
80539 Munchen
Activity type
Higher or Secondary Education Establishments
GEIE ERCIM
France
EU contribution
€ 289 625
Address
Route Des Lucioles 2004
Sophia Antipolis
06410 Biot
Activity type
Other

RUNDFUNK BERLIN-BRANDENBURG
Germany
EU contribution
€ 407 625
Address
Masurenallee 8-14
14057 Berlin
Activity type
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

KONSOLE LABS GMBH
Germany
EU contribution
€ 185 308,38
Address
Gritznerstrasse 42
12163 Berlin
Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

UK RADIOPLAYER LTD
United Kingdom
EU contribution
€ 213 935,32
Address
55 New Oxford Street
Activity type
Private for-profit entities