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Radio is still our everyday companion.

Radio is a very inclusive medium, with an average reach of 85% of the European population. It is still one of the major forms of mass media, and listenership remains at a constant high over time.

In Europe, the average daily listening time is still about 2h30, as can be seen in the figure on the right. However, measurements clearly show that listenership is decreasing, particularly amongst youngsters.

But radio is challenged by the “I’ll always get what I want” promise of the Internet.

First of all, FM, while still the workhorse, will most likely not see any significant technical advancement in the future, because of a lack of integration options into digital platforms (e.g. to time-shift analogue FM Radio would be tricky). There’s a strong risk that FM radio will remain an analogue island in the digital ocean of modern mobile digital systems. At the same time, plans are being made to switch off FM signals, with Norway being the first country to roll out a nationwide FM switch off, that started in 2017.

Secondly, the integration of service features in the radio world is often not satisfying. Radios are radios and IP radios are IP radios. Both use-cases are often sold together in a single device, but a real integration of both has never happened. Users are forced to decide on technical options instead of deciding on services.

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The HRADIO project will deliver a seamless integration of linear broadcast radio with a wide range of on demand content and tools to deliver satisfying user experiences. HRADIO will develop a set of libraries for application developers, enabling an easy way to extend live radio and hybrid Radio functionalities, but also for the development of pure HTML5 browser based applications. HRadio will develop libraries which allow the same level of service integration as their native counterparts.

Communication

Dissemination

Standardisation

Exploitation

HRADIO pilot scenarios development

HRADIO pilots

HRADIO pilot evaluations

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