HRADIO aims to leverage the full potential of hybrid technology for radio, enabling the integration of cost-effective and user engaging live broadcasting with experience enriching online features on mobile applications, portals, connected radios, as well as in the car.

This will allow broadcasters to deliver time and location independent linear radio services seamlessly linked to personalized on-demand content, wherever, whenever and on whichever device the listener requests.

The project started with the broad concept of "Hybrid Radio". It defined 47 scenarios in 10 categories, which were analyzed, checked and ranked according to user and industry relevance.

These resulted in 7 initial features, which expanded in a second phase to 16. These were first tested separately and are brought together in an integrated prototype in 2019.

Exploitation
1. Internal exploitation
   - Exploitation of results by consortium members
2. Consortium exploitation
   - HRADIO platform
   - White Label (Turn-key solution; end-to-end)
3. Individual partner exploitation
   - SaaS, Modular (technology layer)
4. Open innovation
   - Github
   - Hackathon

End products
- HRADIO platform
- HRADIO car application
- HRADIO General Radio Client Application

Based on content & context
personalised playlists

cross-device

Discover more on www.hradio.eu and follow us on @hradioproject - contact@hradio.eu

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