DRAFT

Fair Use Policy for Broadcaster Supplied Metadata and Content

Version 0.1 - September 2016

Introduction

RadioDNS enables broadcasters to provide additional metadata and content to receiver devices in order to enhance the experience of listening to broadcast radio.

Broadcasters would like the content to be used appropriately, and manufacturers would like to understand what acceptable use of the content would be.

This document is the first draft of a Fair Use Policy, to help provide that guidance on use. It is not intended to become a harmonised contract or licence document. It will be added to as new RadioDNS functionality is defined.

Comments are welcomed from all stakeholders:

- Discussion group: https://groups.google.com/forum/#!forum/radiodns-developers
- Email the project office: feedback@radiodns.org

Key Principles

1. Metadata and Content will only be used on broadcast radio devices

Requirements

- Manufacturers will not use any metadata or content provided by broadcasters for any purpose other than improving the functionality of broadcast radio. Manufacturers may achieve this on the device directly or on a device (such as a smartphone) paired with the radio device.
- Manufacturers may not provide the metadata or content to anyone other than end-users.
- Broadcasters retain all rights in the metadata and content that they provide.
- Broadcasters will offer licences that follow this Fair Use Policy, and do so on a fair, reasonable, non-discriminatory and zero cost basis to any manufacturer. These licences may apply retrospectively if the manufacturer can demonstrate historic compliance.
- Broadcasters will provide identifier codes under terms specified in their individual licences, to use in requests for metadata or content. These codes can be revoked by the broadcaster.

2. Service and Programme information will be accurately presented to end-users

Requirements

- Broadcasters will provide accurate metadata and content that is authored according the technical specification, and produced at a high quality.
- Broadcasters will use the correct mechanisms to inform manufacturers how long content may be cached for before becoming invalid, and will set these times according to the guidelines.
- Manufacturers will not display, use or store content beyond the cache time specified by the broadcaster.
- Manufacturers will attempt to update cached content before the specified expiry time.
- Manufacturers will use the most detailed content that their device can support, but will never change the content. An exception is allowed to rescale images if the source image is already the closest in size to the requirement, but changing the aspect ratio of images is never allowed.

Guidelines

- Metadata defined in the SPI SI document should normally be cacheable for 168 hours (7 days), but caching durations may be reduced if a change is pending within the next 168 hours.
- Metadata defined in the SPI PI document should normally be cached for 4 hours for the current day document, and 1 day for all other PI documents.
- If provided, PI documents should be available for the current day and the following two days.
- Each service will have the following elements defined; medium name; description; logos at five resolutions; all bearers, and at least one genre.
- If provided, programme images should be at two resolutions.

3. Visual content will be accurately presented to end-users

Requirements

- Broadcasters will provide visuals that are accurate, authored according to the technical specification, generally relevant and informative to the audio that they accompany, and produced at high quality.
- Broadcasters will minimise the file size of each image, and the overall data consumption per user, according to the guidelines. Manufacturers may drop individual visuals if the guideline amounts are exceeded.
- Broadcasters will use the correct mechanisms to inform manufacturers how long visuals may be cached for before becoming invalid, and will set these times according to the guidelines.
- Manufacturers will not display, use or store content beyond the cache time specified by the broadcaster.
- Manufactures will use the most detailed content that their device can support, but will never change the content. An exception is allowed to rescale images if the source image is already the closest in size to the requirement, but changing the aspect ratio of images is never allowed.
- Manufacturers will automatically start the display of visuals to the end-user when selecting a radio service.
- Manufacturers will not aggregate connections between end-devices and the broadcaster's STOMP or COMET servers.

Guidelines

- Visuals should normally be cacheable for 24 hours
- Visuals should not exceed 50kByte for a single image below 640,000 pixels, or 150kBytes for images at or above 640,000 pixels.
- The total data required for visuals per individual user should not exceed 1.5MBytes per hour for visuals under 640,000 pixels, or 4.5MBytes per hour for visuals at or above 640,000 pixels.

4. Streaming audio is used only when broadcast radio is not available

Requirements:

- Manufacturers will only use streaming audio when no broadcast radio source is available. Broadcast linking options should be considered before using streaming audio.
- Manufacturers will get a confirmation from the driver before enabling switching to streaming audio, either on a one-time or continuing basis.
- Manufacturers will not provide an option to permanently disable switching to broadcast from streaming audio.
- Manufacturers will not aggregates streams between end-devices and the broadcaster's streaming servers.
- Manufacturers will not disclose the URLs provided for streaming audio.
- Broadcasters will provide a reasonable range of streaming formats and bitrates
- Broadcasters will use best efforts to provide accurate time offset information for bearers
- Broadcasters will author the streams to minimise the discontinuity when switching between broadcast and streaming audio.

Guidelines

- At least one stream should be provided as either MP3 at 64kbit/s, or HE-AAC v2 at 48kbit/s, using HTTP transport (HLS, DASH, Icecast etc.).
- Streaming audio should not have additional audio inserted that would affect the timing offset from other bearers; for instance, pre-roll advertising, or advertising breaks that are longer than their equivalent broadcast advertising break.
- The largest bearer time offset should be 20 seconds.

5. End-users should be able to identify themselves to broadcasters when interacting

Requirements

- Manufacturers and broadcasters will implement the Cross Platform Authentication process if they implement RadioTAG functionality.
- Broadcasters will provide accurate, relevant and useful information in response to all tag requests.
- Manufacturers will only send tag requests that have originated from an end-user, and will not aggregate tag requests or responses from individual end-users.