Radio Business Principles for the Connected Car

There are numerous attributes unique to over-the-air (OTA) radio broadcasting that make it a core component of a vehicle's infotainment system, including:

- **Consumers view radio in the car as vital** – an ENGINE Insights study found 91% of vehicle owners believe having a radio in the dashboard is important.[1] Data from Edison Research shows that local radio is the No. 1 choice for in-car entertainment among all age groups.[2]
- **Radio is free and over the air** – the vast majority of radio listening happens over the air.[3] As first informers, broadcasters provide vital emergency updates to Americans, keeping our communities safe, informed and connected. Radio is a lifeline for communities, especially in rural areas served poorly (or not at all) by wireless networks.
- **Radio is there in times of crisis** - for over 70 years, radio has served as the leading medium for emergency messaging by the federal government, serving as both the primary entry point and backbone for the Federal Emergency Management Agency's (FEMA) communications in times of national crisis.[4]

Internet connectivity in automobiles provides broadcasters with unique opportunities to improve the experience for drivers and passengers by enabling "hybrid radio" technology, using receivers with both OTA and internet connectivity in connected cars.

The attributes listed above, when combined with internet connectivity, lead the broadcast industry to a set of guiding principles for functionality of hybrid radio in five areas:

- **Access to and placement of radio station content** – broadcast radio should be easily accessible and available as a free service to listeners.
- **Radio content** – radio station content, including the audio and associated metadata, should not be altered, covered or replaced without the station's consent.
- **Metadata** – highest priority should be given to metadata supplied by the radio station, whether it is delivered OTA or over the internet.
- **Signal delivery: broadcast and IP** – infotainment systems should give the highest priority to broadcast-delivered content; OTA broadcast should be the default and primary delivery mode. IP streaming of radio station favorites or presets should be made available in the automobile if the vehicle is outside of the station's broadcast reach/market.
- **Analytics and usage data** – analytics data associated with content delivered by a station OTA or via the internet should be available to that station.

[1]ENGINE Insights, "In-Vehicle Infotainment in the Covid New Normal: Consumer Survey"
[2]Edison Research, Share of Ear ® 2021 Q1
[3]Nielsen, Audio Today 2023, June 2023
[4]Integrated Public Alert and Warning System (IPAWS)