Digital
Radio

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it's radio as you
know it, plus...

DATA SERVICES ON DAB+

Examples of Data Types

Text Messages (DLS)

Slideshow

Electronic Programme Guide

Text Labels

Simple and effective

128 characters per message

Almost all DAB+ receivers can display DLS

Good receivers display whole message so consumers can read these quickly

Electronic Program Guide

Useful tool for promotion of programs, talent, content

Currently only used by some broadcasters.

Slideshow - Advertising

Add visual element to radio adverts

Standalone advertising during music or spoken content items

Station branding

Information – eg traffic and weather reports

Race/betting and stock market information
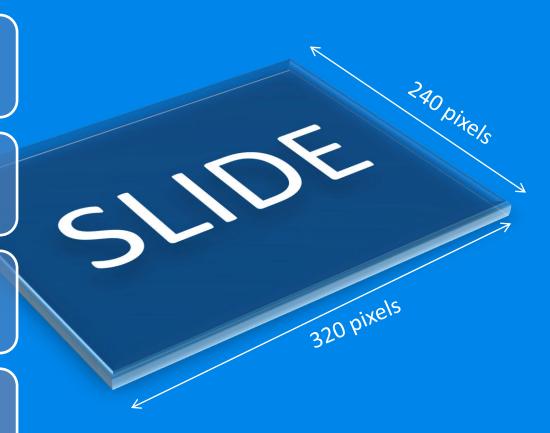
Local news, happenings, community events

Dimensions

320 pixels wide

240 pixels high

Ideally less than 23 kilobytes file-size

It is recommended that Australian broadcasters follow this standard.

240 pixels

SLIDE

320 pixels

Animated Slideshow (APNG)

The DAB/DAB+ slideshow specification supports JPEG, PNG and APNG images.

APNG is used to provide simple animations

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