

HD Radio Artist Experience Basics

Definition

Artist Experience is the synchronous transmission, delivery and display of images on the receiver related to the specific audio segment. Cover Art images may also include Artist photos, Slide shows or other images related to the song or audio being played. Commercial images related to an advertisement segment can also be displayed using this feature.

The image is displayed tightly synchronized with the song or audio being played and displayed one at a time. If the Cover Art or primary image is unavailable, the station logo or other default image is displayed on the receiver.

The images nominally have a resolution of 200x200 pixels and a maximum file size of 24 Kbytes. The image support data client is optimized to make us of the available bandwidth based on the following factors. Contact iBiquity for further details on the analysis for bandwidth requirements.

- Size of image
- Image repeat rate
- Image data transfer rate

PSD messages must also arrive at the broadcast equipment within 0.5s of each new segment or song, so that the image can be tightly synchronized with the song.

The Artist Experience service gains the highest priority in the service configuration. The Synchronization Trigger is sent through a Custom Frame in PSD called the XHDR. The image should be sent prior to the start of the associated song. Transmitting station logos is critical since receivers use the logos as a fall-back when synchronized images are unavailable.

Methods to implement Artist Experience service

- It is recommended that Cover Art images are also accompanied with a promotional message in the Commercial frame of the related PSD, such as information on purchasing the song and music store.
- Images may be of JPEG or PNG formats.
- Sent at least once per song (image client functionality), preferably twice.
- XHDR frame trigger is sent within every ID3 tag (image client functionality)
- Importers must use v4.3.1P1 or later. The Importer must be configured correctly per the artist experience data client vendor.
- Exciters/Exporters must use v4.3.2 or later
- Image Support Client/Automation software based on LOT SDK v4.3.3
- Automations systems must incorporate HD Radio HDP PSD SDK v4.7 or later

Commercial receivers are available that can be used as a monitoring tool for this service.

Artist Experience vendor information:

Broadcast Electronics / TRE

Ray Miklius, 217.224.9600

rmiklius@bdcast.com

<http://www.bdcast.com/products/studio-products/datacasting-the-radio-experience/>

Emmis Interactive / TagStation

Katie Sherman, 312.986.7322

ksherman@emmisinteractive.com

<http://www.emmisinteractive.com/whatwedo/tagstation.aspx>

[Jump2Go](#)

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