



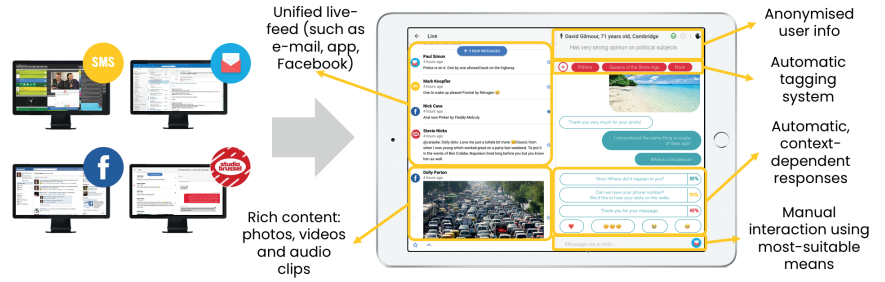
MARCONI: Interactive, Smart & Lively Environment for Radio

Smart & unified editorial app

At the present, the DJ desk at the radio station often represents what's in software design referred to as 'spaghetti'. A cluttered, unconnected collection of screens displaying the show rundown, phone calls, SMS, social media and so on.

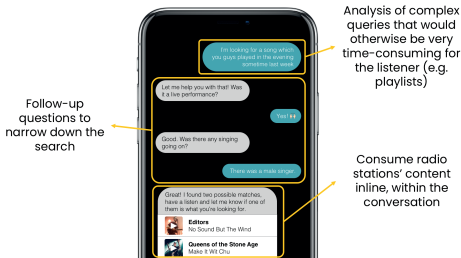
The aim of MARCONI is to build a smart and unified editorial app, which at all times shows relevant information, tailored to the radio station. We're building a unified API to make it easy to integrate both studio workflows and new external services.

Subsequently, we link information from these different sources, to be able to find information very quickly.



Bot integrations

Allowing interaction with the radio station also means more editorial work for the radio team, because (most of the) listeners will expect some feedback if they share something. Bots are a tool to reduce this workload (e.g. to help with repetitive tasks) or to simplify interactions listeners have with the radio station.

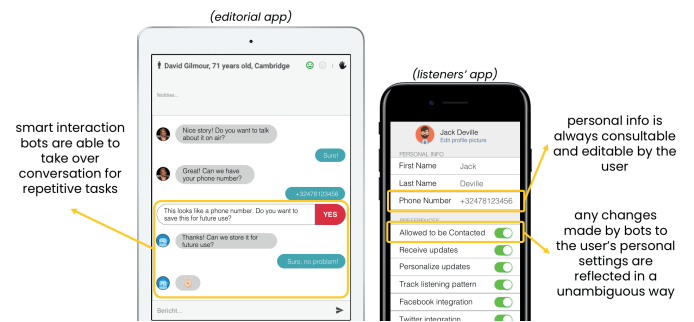


As a conversational search for listeners

A case where chatbots can be useful for the radio station's listeners is searching with fuzzy details. For example: a listener recalls a song s/he heard some time ago but can only remember some vague details. Scrolling through playlists to find this song can be very time-consuming. Here, a conversational interface can help to narrow down possible matches by asking follow-up questions. Because the conversation can also handle rich content, previews of the possible matches are shown within this conversation to ensure the correct fragment is quickly found.

As a digital assistant for the editorial team

Most of the times, a conversation between editor and user follows a fixed pattern, e.g. asking for a consent. For these patterns, a chatbot can help to lower the workload of the editor. If a user sends in an interesting story, for example, the editor can hand over the task of asking consent for using and storing the user's personal details to the bot service. The bot will initiate a short conversation from the editorial side to ask the user for his/her consent. To make it transparent for the user, this will be reflected in the settings of the app.



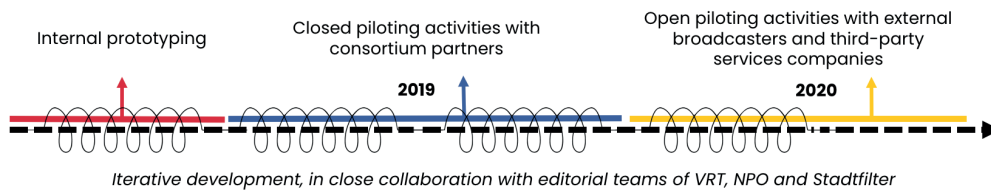
Lively environment

Lastly, we want to stress the liveliness of radio by using user-generated content. Instead of a grey, dull background banner in the studio, the aim is to equip it with screens which display relevant, context-aware content. This can be content provided by DJ him/herself, but also feature user-generated content. When a poll is currently going on, live results will be displayed there. This makes the radio show not only interesting to listen to, but also interesting to watch. A larger audience can be involved as well, e.g. by broadcasting a video stream of a show on Facebook Live and using input from that platform as well.

Iterative development & open pilots

We follow an iterative approach for our development. We start with building small components, and combine them later in a meaningful way in order to end up with a comprehensive toolset for radio teams.

During the second half of the project, we plan closed and open piloting activities to integrate with even more external services and radio stations.



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Related work: Augmenting the Radio Experience by Enhancing Interactions between Listeners and Radio Makers by Sandy Claes