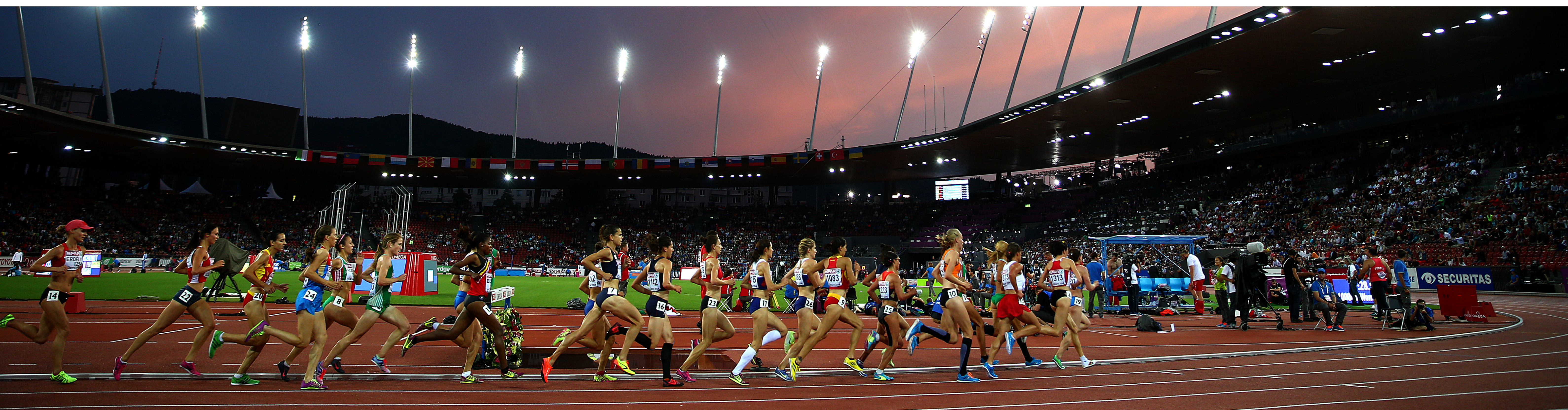


VISUAL RADIO

AT EUROPEAN ATHLETICS CHAMPIONSHIPS IN ZURICH



ZÜRICH 2014
EUROPEAN ATHLETICS
CHAMPIONSHIPS



Visual Radio for Sports and Live Events

The EBU, together with European Athletics launched a Visual Radio stream. It consisted of a live data slideshow set up to appear on listener's radio devices and broadcaster's websites and enabled broadcasters and the federation to engage the audience using live results and pictures from the European Athletics Championships in Zurich.

The official timekeeping and data-handling was done by European Athletics' partners, Swiss Timing. Getty images were the official photo agency. Both fed their content from the event to EURORADIO where it was picked up and provided to users on their radios.

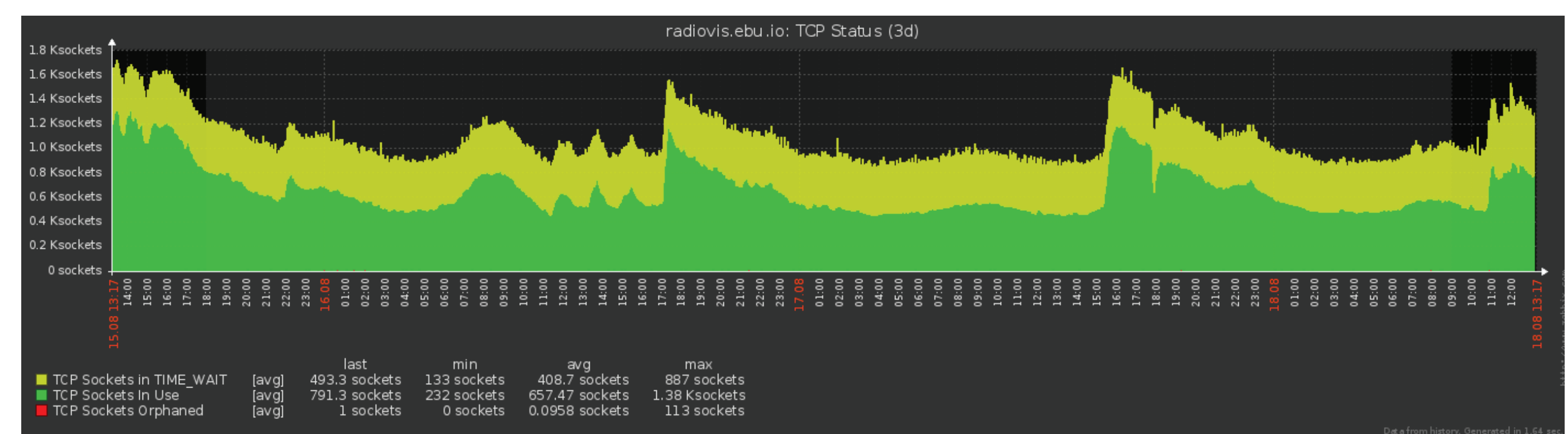
Producing a visual radio stream from a live event is something that has not happened before. To achieve this, a complete content processing and production solution had to be developed. The challenge was to make it as simple and automated as possible in order to keep the production costs low.

The system developed by EBU Technology & Innovation consists of four modules: Gateway, Processor, Content Manager and Dispatch.

Some numbers

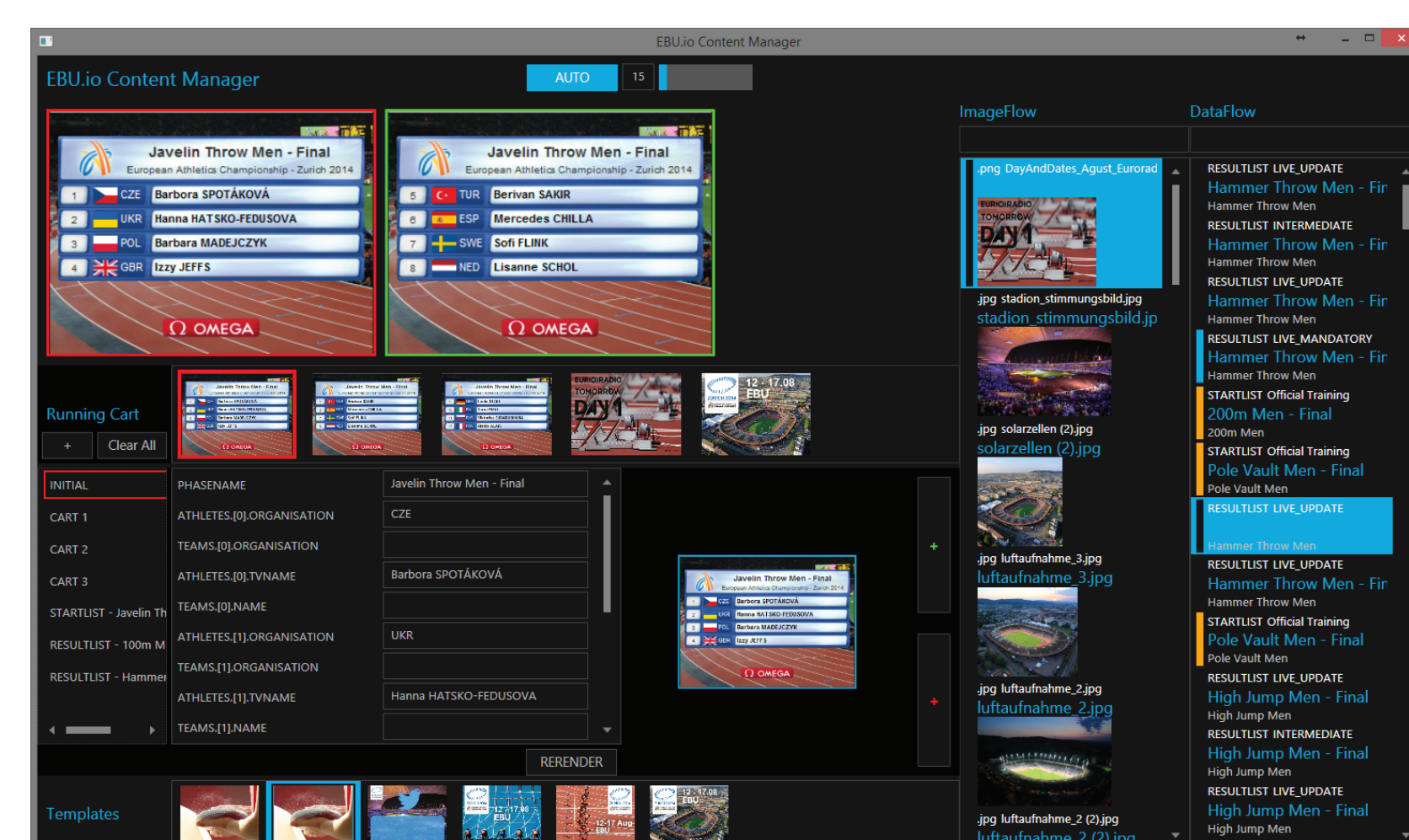
- 24'253 processed input messages
- 4'213 images generated
- 1'065 simultaneous connections (on average)
- 4'328'711 images served over a six day period

The graph below displays the concurrent connections on EBU's RadioVIS Server where peak loads of 2'000 connections were reached multiple times during the event.



Content Manager

The content manager and slide generator were the heartbeat of the operation. Based on processed and aggregated data, the software generated over 4000 images during the event using HTML5 slide templates. From competition start lists and intermediate and official results to "near-to-live" Getty images, tweets and Instagram pictures, the live slideshow created a new augmented experience for radio listeners.



Distribution workflow and schema

