

# HD Radio Dynamic Program Service Data Basics

## ***Definition***

Program Service Data (PSD) is an important component of the HD Radio listener experience. “Dynamic PSD” is the Program Service Data that changes with every song. In the Dynamic PSD, the specific Song Title and Artist information is displayed related to the song being currently played. Accurate display of the PSD fields for all the multicast (HD2, HD3, etc.) programs is also important so that songs are clearly identified for the listener and may be tagged properly for later purchase through the iTunes Tagging Feature.

The Song Title and Artist information must be populated in the correct fields from the Studio Automation. The Song Title and Artist information must dynamically change with the song.

- The PSD information should be updated on the receiver as a new song begins.
- Ability to tag a song correctly for later purchase through iTunes Tagging.

The HDP PSD reference SDK from iBiquity provides a common PSD interface for both the main program and multicast program service data.

The various PSD fields with metadata that should be populated in addition to the Artist and Title fields are:

- Artist
- Title
- Album
- Genre
- Comment
- Commercial
- Unique File Identifier (UFID)

The Commercial field can be used to transmit information related to the merchandise such as text description, URL, etc. The UFID contains unique identifiers for the song.

## ***Methods to implement dynamic PSD information on all channels***

- If a commercially available PSD generator is not used, it is necessary to use the iBiquity provided HDP PSD SDK reference software for both the main and multicast programs through a common interface.
- For iTunes Tagging to work properly, the above fields should be populated with the same information throughout the entire song.
- If dynamic PSD is not available, only the Song Title field can be populated with either the Station Slogan or any other message. The Artist field should be left empty so that tagging is not errantly enabled. Correct use of the fields ensures a good consumer experience.

Broadcast monitors that display PSD can be used to effectively monitor the PSD implementation. Commercially available HD Radio receivers with iTunes tagging can be used to test if the tagging works properly.

There are various studio automation vendors that support the implementation of dynamic PSD such as ENCO Systems, RCS, TRE, Arctic Palm and WireReady. Please consult the vendor sheet for the full list.