

HD Radio iTunes Tagging Support Basics

Definition

The iTunes Tagging feature allows a listener to select a particular song on a HD Radio broadcast. The token is stored in the receiver and the listener may later purchase the song through the iTunes music store. Much of the information required for tagging is already sent in the PSD and the SIS data. In addition the product codes are also sent in the UFID fields contained within the ID3 tags of the PSD data.

The Song Title and Artist information must be populated in the correct fields by the Studio Automation. Populating the fields correctly ensures a good user experience when they purchase through iTunes.

- PSD messages must arrive at the broadcast equipment within 0.5s of each new segment or song.
- Only one PSD message is received per audio segment or song

Better dynamic PSD and UFID matches enable more consistent song tagging.

The following metadata in PSD is required to ensure a quality consumer experience for iTunes Tagging:

- Title
- Artist
- UFID Owner Identifier typically the station URL
- UFID Identifier

Additionally the following fields from SIS are also collected to ensure the 'Purchase Token' is transferred correctly to the receiver

Station Name –consists of the call-sign

Time Lock Status – always sent by default

Station ID – consists of the country code and FCC facility ID

Methods to implement iTunes Tagging Support

- Complete SIS information needs to be sent.
- The PSD fields with Title and Artist needs to be sent as well as Album & Genre.
- Automations systems must incorporate HD Radio HDP PSD SDK v2.0 or later
- Exciters/Exporters must use v2.3.3 or later
- Importers must use v2.1.5P1 with SPS capture client v3p0 or later

Commercially available HD radio receivers with the Tagging functionality can be used to test and monitor this feature.

There are various studio automation vendors that support the implementation of (UFID) compatible iTunes Tagging with dynamic PSD such as RCS, TRE (AudioVAULT) and Jump2Go.