

HD Radio Station Logo service Basics

Definition

Station Logos are images that are not synchronized with the audio. These may be specific to each individual multicast program. The station logo image is not expected to change very often. Station logo images are also be stored automatically in non-volatile memory on the receiver for quick display and a better user experience. The station logo service may be broadcast as a separate service to the Artist Experience image service/Cover Art.

HD-1, HD-2 and HD-3 can all have separate station logo images. This enhances the ability of each program to have its own unique personality.

- The Station Logos are nominally a 200x200 image and have file sizes not exceeding 24 Kbyte.
- Station logos are displayed when the Cover art is unavailable.
- Station Logos shall be designed for receiver display on a black or dark grey background.

Since the station logos are not tied to the audio, they also do not have an associated synchronization trigger with the audio. The Station Logo service is of a lower priority than the Artist Experience/Cover art service.

It is critical that the station callsign be transmitted correctly. Station Logos follow a file-naming convention that includes the station call-sign. This way the receiver can quickly read the call-sign and determine if the station logo is already archived for immediate display. The filename for a station logo includes the station callsign, the program number and the version number.

Methods to implement Station Logo service

- Station logo images can either be in the JPEG or PNG formats
- Station Logos use file naming conventions with version numbers (this is accomplished in the image client). This is useful for storing and cataloging station logo images in the receiver.
- Importers must use v4.3.1P1 or later
- Exciters/Exporters must use v4.3.2 or later
- Image Support Client/Automation software based on LOT SDK v4.3.2
- Station logos are typically repeated every 15 minutes.
- The nominal bandwidth required for a station logo service would be around 200 bps / program.
Contact iBiquity for further details on the analysis for bandwidth requirements.

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](#)

Allen Hartle, 425.641.9043

allen@jump2go.com

<http://www.jump2go.com/>