

STREAM CIRCLE

Visual Radio Broadcasting Hybrid Service in an Interconnected World

Czech Radio (Český rozhlas) is the public service broadcaster that has been operating in the Czech Republic since 1923. This traditional media outlet continually looks for new ways to talk and connect with their audience. In addition to their 20+ channels, they have a wide variety of related web pages and are very active in DAB+, IP or DVB broadcast.

Czech Radio's Radiožurnál, their popular main news channel, currently broadcasts via the new visual radio, and broadcast multimedia experience. In addition, Stream Circle will provide the same visual experience for Radio Wave, the popular youth radio, for production by the end of 2018.

Benefits for clients:

- Provides a visual format for their broadcasting while keeping audio channel intact
- Attracts and acquires new audiences
- Uses only data that already exist
- Service is easy to implement

Role of Stream Circle:

- Setup of playout service
- Sketch initial HTML5 template
- Connect playout service to existing data sources at Czech Radio
- Connect playout service to distribution networks

Delivery of the service is approximately 4-8 weeks

The screenshot shows the Radiožurnál website interface. At the top, there is a navigation bar with the logo 'Radiožurnál' and the text 'Český rozhlas | pátek 31. 8. 2018 | 10:02:59'. Below the navigation bar, there is a large video player showing a globe. To the right of the video player, there is a tweet from Radiožurnál. Below the tweet, there is a video player showing a scene from a movie. At the bottom of the screenshot, there is a footer with the text 'IROZHLAS.cz | Matěj Stropnický k podpoře uskupení, za něž kandidují i členové SPD: Zajímal mě především program'.