

Client: Austereo

Services: Website Design | Consulting | Solution Design

Channels: Mobile & IPTV | Creative & Design | User Experience | Technical & Development

The Challenge

Austereo asked the Hyro Team to build an online radio player as part of their DAB+ (Digital Audio Broadcast) trial running in early 2008. The new radio station, 'Supafresh', would play the latest top 40 hits and target the 12 to 22 age demographic.

The DAB+ online radio player needed to stream audio whilst displaying information on the current track as well showing the next and previous tracks, all synchronised with fractional lag time. The player needed a chat functionality with a back end pre and post moderation on tool. Austereo also wanted to enable users to buy all tracks from the play list and view album cover artwork.

The Digital Business Solution

Austereo's DAB+ online radio player was delivered in 6 weeks. The player was built in JavaScript and Flash 9 with a Java backend content management system (CMS).

Hyro produced a number of creative designs for the player and built an efficient bespoke CMS allowing the Austereo team to update rating text, pre and post moderate chat, administer users and do simple reporting.



Features & Functionality

- ▶ Current track information displayed: artist, title and album cover
- ▶ Next 3 and previous 7 tracks listed
- ▶ Ability to purchase tracks via iTunes
- ▶ Chat functionality with backend pre and post moderation tool
- ▶ Track rating
- ▶ Full track listing
- ▶ Minimized version of the player

Success Achieved

- ▶ Austereo's DAB+ online radio player is the first in Australia.
- ▶ Once the player and station have been tested and reviewed by the target demographic, further development will be undertaken.
- ▶ The player is an easily re-useable application that Austereo can use for other stations should they want to roll out further DAB+ radio stations.

Screenshots

