



# Hear me out

The challenging experience of  
opening audio media data

API Days Paris 31/01/2018

**radiofrance**



# Bonjour!

I am Adeline Beving

Open Innovation Project Manager - Radio France

@AdeBvg

# What is radio?

In the digital age



# Radio France

## since 1963

- 7 broadcast channels (music, news, culture)
- 14,5 million daily users
- Leader with 25% market share





# We now are a **global** media

- Audio + vidéo, streaming + AOD
- 149 million monthly digital plays
- Agile, API first



# Going atawad+

On demand - augmented - customised





**- Hey Alexa, open FIP**



# **What is public radio data?**

And why it's so darn cool

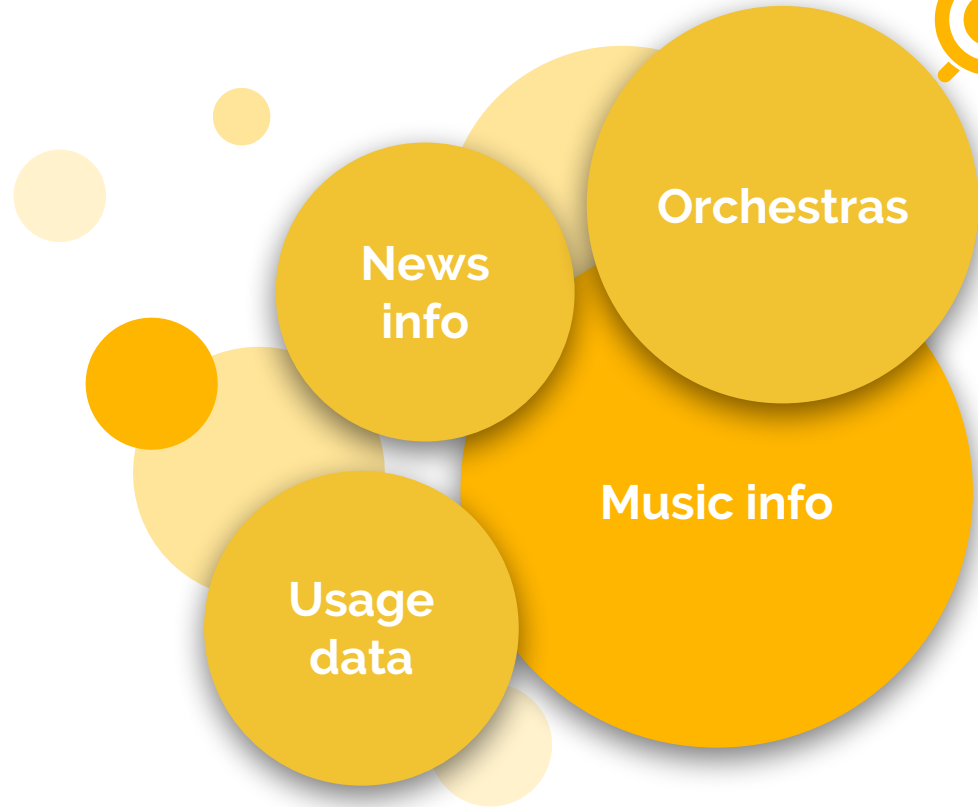


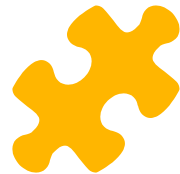


# Radio France **private** API

	API		API
Program schedule	✓	Metadata, tags, embeds	✓
Audio streaming	✓	Photos, articles	✓
Podcasts	✓	Videos	✓

# What's left in the **treasure** chest ?





# The specificity of **radio** data

## Open format

Streaming and podcast contents are already available publically through radio streams and rss feeds.

## Multiple copyrights

Content is diverse and produced by different types of right holders (news, music, fiction...).

## Complex metadata

Organic development of content = heterogeneous metadata and taxonomy.

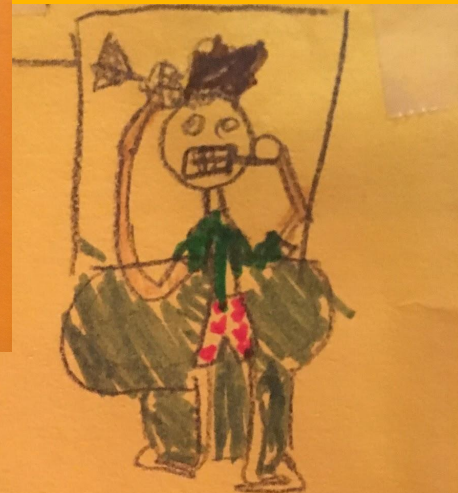
Speech-to text and monitoring tools still developing.

# Why open our API?

And how we're trying to do it



ton assiette et ta  
fourchette et ton couteau  
te donne la radio qui  
tapui sur le bouton



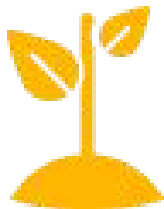


# Accelerate public radio



## Innovate

Recruit partners among devs, startups, artists, academics, to reinvent radio in ways that we don't even imagine. Organize events, create a community.



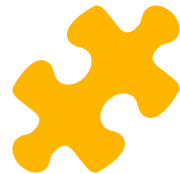
## Transform

Test our API, our data, our organization and learn how to improve our contents and services to cater for innovative and valuable third parties.



## Open

In a more and more closed web environment, open API is the only way to source new partners and reclaim independence of choice.



# The media **open** **APIs** iceberg

## Public

Ex : The Guardian, NPR,  
NYTimes, Reuters

- Broad content
- Large user base
- Non commercial use

## Business

Ex : Financial Times

- Specialized content
- Clients
- Commercial use

## Partner

Ex : ?

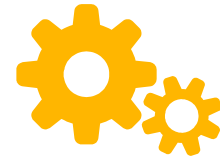
- Potentially all content + services
- Business partners
- Commercial use





# What's in our **open** API ?

API		API	
Program schedule	✓	Metadata, tags, embeds	✓
Audio streaming	✓	Photos, articles	✗
Podcasts	✓	Videos	✗



# Secured and simple **process**



## Explore

Documentation, FAQ



## Ask API key

Submit contacts and project,  
Accept terms and conditions (no  
hosting, no edition, copyrights)



## Access data

Up to 1000 calls / day,  
Non commercial use only



## Upgrade

Enter marketing deal to become  
partner and access more data



# Open API evangelising

- Team level
- Company level
- Partner level





# Thanks!

## Any questions?

You can find me at @AdeBvg &  
[adeline.beving@radiofrance.com](mailto:adeline.beving@radiofrance.com)

Hyperradio - @rfnvx