

THE RADIO APP MONITOR COP:

The application solution that revolutionized
the Radio Broadcast Industry
(Ministry Of Information and Broadcast)

FM LOGGER

CASE STUDY

GOAL

The Radio Media Broadcast industry in India was facing challenges when it came to Media Monitoring for appropriate content on the Radio channels across the country. The goal was to develop a cost-effective and massive solution to monitor the Radio Broadcast content across all locations in India (AIR): 80 locations in order to cut fake news and inappropriate content. The main objective of the innovation was to empower the Government of India (the Broadcasting Ministry) towards monitoring and optimizing control of Radio content (across multiple Radio Channels in the country) and also bring down the cost invariably. The idea was to keep a watch across the nature of the content being broadcast by Private channels since a number of complaints had been filed.

IMPLEMENTATION

In order to invent a software solution for the Indian FM Radio Channels, that could track 80 FM stations across the country at one go and help enable 24x7 monitoring services for appropriate content monitoring by the Government of India. We had to file a Patent for the Broadcast Engineering Consultant India Pvt Ltd (BECIL) for a first of a kind app in Radio Broadcast.

THE TECHNOLOGY USED:

- Using a beautifully designed Multi-Threading model of Windows Threadpool we have ensured a very high-performance application. We have designed a special Cross-Thread-Access-Protocol for the purpose.
- A special parameter Recording Interval allows to config the time after which memory will be flushed for performance and recording will be written to the disk to ensure no data loss. This parameter can value as low as 1min and as high as 600mins.
- For the design components, we have extensively tapped into the design runtime of Windows 10, to make the application rendering very fast, unlike the slow lagging traditional desktop applications of the past
- At a sample rate of 2400Kbps, it takes about 4MB for one minute of recording.

RESULT

ADG was successful in inventing India's 1st FM Radio Logger Software & App which was customized as per the Government of India, We were able to:

- Cut-down the costing of traditional Radio Loggers with bulk hardware products, bringing cost-effective innovative solution customized for the Government of India.
- One of its kind innovations tracks the grievance bringing the positive outreach to the citizens of India.
- This helped curb fake news or information and also a proliferation of inappropriate content reducing the number of complaints from the audience all across the regions.
- Radio Logger has been deployed across different regions in the country and ADG is proud to instate this for BECIL India.