

GRINS

An Automation System designed for Radio Stations



GRAM VAANI COMMUNITY MEDIA



GRINS Features



- **Playlists Scheduling**



- **Content Management and Statistics**



- **Telephony Integration**



- **SMS Integration**



- **Internet Streaming**

The role of GRINS in a radio station



Schema of a typical radio station

Getting the content

- Producing and editing content in the radio station studio
- Getting ready content from other sources



Managing the radio station

- Managing the program scheduling and play out
- Content management
- Hosting interactive programs / interviews



Reaching the community

- Broadcasting the content over a radio transmitter
- Using other channels – phone, internet – to connect with the community



Radio transmitter



Phone



Internet streaming

GRINS is a Radio Automation System that enables all these functions

GRINS helps a radio station in achieving its objectives



Objectives of a radio station

- Engage with the community in a meaningful way, listen to their feedback, and give a voice to their issues
- Provide meaningful and relevant information to the listeners through interactive and exciting programs
- Have strong internal processes and good content management to run the station in an efficient and effective manner













How does GRINS help?

- Telephony and SMS integration allows listeners to call-in live during radio programs, leave a message when no one is at the station, and send SMS and take part in polls
- With GRINS telephony, it is possible to host programs with experts answering community questions live and reporters in-the field giving live updates
- GRINS category management and statistical tools enables better internal process management and audit at the radio station

GRINS provides the features of a commercial radio station at a significantly lower cost



	Media Player (e.g., WinAmp, Windows Media Player, iTunes)	GRINS 	Commercial Radio Automation Systems (e.g., Synergy, RCS, WideOrbit)
Ease of use	 <ul style="list-style-type: none"> • Radio station operators are familiar with basic media players, so find it easy to use • However, doing anything beyond basic play-out is difficult and cumbersome 	 <ul style="list-style-type: none"> • The user interface has been specifically designed for community radio stations, based on their feedback and inputs • Easy for anyone to quickly learn and start using the entire system 	 <ul style="list-style-type: none"> • Some of them have good user interfaces but they have not been customized for a community radio station • Radio station staff can take significant time in learning to use these
Feature richness	 <ul style="list-style-type: none"> • No features except basic play list creation and play –out • No telephony or internet streaming support 	 <ul style="list-style-type: none"> • Has rich features for content management and play-out • Seamless telephony integration and internet streaming distinguish it from all other systems 	 <ul style="list-style-type: none"> • Most of them have a rich set of features on content management and play-out • Telephony integration and internet streaming is not as seamless as GRINS
Cost	 <ul style="list-style-type: none"> • Zero cost as it comes integrated with the operating system 	 <ul style="list-style-type: none"> • Low one-time licensing fees • Relatively low costs for installation and training 	 <ul style="list-style-type: none"> • Most of them are very expensive, difficult for a community radio station to afford

Screenshot of GRINS – Program Scheduling



Program scheduling

Playout statistics on selection

Date	Count
30 Jun 2008	7
3 Aug 2008	4
7 Sep 2008	4
12 Oct 2008	4
16 Nov 2008	2
20 Dec 2008	3
24 Jan 2009	2
28 Feb 2009	3
4 Apr 2009	4
8 May 2009	6
12 Jun 2009	6

Community program: Song

Metadata Information:
Individual edit OFF
Title: Bundelkhand Folk Song
Language: Unknown
Category: Group performance

6:12:36

Screenshot of GRINS – Searching Content



The screenshot displays the GRINS interface for searching content. At the top, there are five search tabs labeled 'Search 1' through 'Search 5', with 'Search 3' selected. Below the tabs is a search bar with a magnifying glass icon and a 'Search' button, and a 'Clear' button with a red 'X' icon. The main content area is divided into two columns. The left column contains a table of search results with columns for 'Language', 'Length', 'Playout history', 'New items', 'Contacts', 'Type', 'Creation Time', and 'Tags'. Two results are visible: 'Radio contact info' and 'Telephone conversation 20/7/10 3:07 PM'. The right column contains a sidebar with filters for 'Language', 'Contacts', and 'Tags'. The 'Language' filter is set to 'Select language', 'Contacts' is set to 'Select name', and 'Tags' is set to 'Finance'. At the bottom, there is a status bar showing 'Results: 2', 'Page 1 of 1', and an 'Export' button with a download icon.

Search Tabs

Search Query

Search Filters

Search Results

Language Filter

Tags Filter

Export Programs

Screenshot of GRINS – Telephony



Telephony

Allow Incoming | Conference | Go Live

Incoming Calls | Active Calls | Selected Call

Incoming Call (1000)

Received Call (1000)

Caller Details

Call Metadata

Dial Out Calls

Recent Calls

Name	Location	Phone
Bala	New Delhi	9990111085
Zahir Koradia	New Delhi	9717885933
		1000
		1000
		1000

Export

Screenshot of GRINS - SMS



SMS

Search SMS: Refresh

Name	Number	Message	Date Time	Status
	9717885933	Can you please play the song "whatever I want"	6/6/12 9:42 PM	Pending
	9717885632	test	6/6/12 9:44 PM	Pending
	9717885632	Dont forget to tune in to farmer live every night at 8pm	6/6/12 9:45 PM	Pending

All SMS

Send SMS

Service: Dongle0

To: 9717885632

Message: This is the screen for sending an SMS

Send Cancel

Add Contact Remove SMS Send SMS Cancel Send

Popup for sending SMS

Screenshot of GRINS - Polls



All Polls

Search Poll: Refresh

Pol Name	Keyword	Status	Votes	Actions		
Edited poll 2	poll2	Not Running	0	Results	Start	Stop
GGSS Competition	ggss	Running	21	Results	Start	Stop
GI				Start	Stop	
Po				Start	Stop	

GGSS Competition - 21 vote(s)

Team	Percentage
Team 1	43%
Team 2	14%
Team 3	10%
Team 4	24%
Team 5	10%

Export Results Remove Votes Cancel

New Poll Edit Poll Delete Poll

Poll results shown in a graph

Screenshot of GRINS – Internet Streaming



Network Streaming

Stream Information

Stream Name:

Description:

Connection Information

Host IP:

Mount Point:

Port:

Username:

Protocol:

Password:

Format

Codec

Sample Rate (Hz):

MP3:

Quality:

Ogg/Vorbis:

Stereo:

Ogg/Speex:

Bitrate (kbps):

Icecast Server Information

Information about audio sent to Icecast Server

Start/Stop Streaming



Ready

Streaming State

GRINS Usecases



- **Run polls to identify location wise distribution of listeners**
- **Allow listeners to ask questions to an expert sitting in the studio or even connected over a second phone line**
- **Allow listeners to leave messages even when no one is in the office to receive the calls**
- **Solicit local news from listeners and put the news on air**

GRINS is running successfully at several radio stations across India and Africa



- **Radio Bundelkhand in Orccha, Madhya Pradesh, India**
- **Gurgaon ki Awaaz in Gurgaon, Haryana, India**
- **Radio Riverside, Uppington, South Africa**
- **Valley FM, South Africa**
- **Rudino Radio, Ahmedabad, India**

No of Installations in India: 26

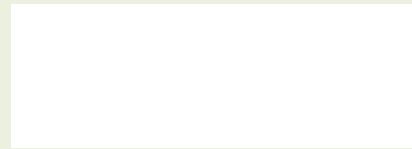
No of Installations in Africa: 5

GRINS continues to add new functionalities



- **Future releases of GRINS will also include:**
 - **Content sharing across community radio stations through the Internet**
 - **A suite of Interactive Voice Response applications to engage with the listeners in innovative ways**

International Recognition of GRINS



“Winner of international Knight News Challenge in 2008”



“Selected for incubation at IIT Delhi in 2009”



“GRINS won the prestigious national level Manthan award for 2009 for technological innovation for development”



“Profiled on ET Now, India’s leading business news channel”

Thanks



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