



Program Associated Data (PAD) Consensus Principles v. 3.0

Content/Creation

1. All Public Radio programming should be PAD-enabled.
2. PAD should be produced just once, as early as possible in the production process, and be capable of automated formatting for multiple public radio output media.
3. PAD content should be informative but not distracting.
4. PAD content should “add value” to the consumer experience over and above the audio output

Delivery/Management

1. PAD should be network provided, ContentDepot compatible, and support easy manual insertion, both from a networked and local perspective.
2. PAD functionality should be carefully documented to assure consistency of consumer experience.
3. PAD should run from fully customizable “sub-clocks,” defined hierarchies, and carousel templates.

Presentation/Display

1. PAD should be tightly synchronized with audio content being delivered.
2. Rich PAD support should be interoperable on streamlined automotive displays as well as feature-rich home and office receivers.
3. PAD text wrapping (exceeding screen display capacity) should immediately initiate scrolling.
4. PAD content should not be overwritten by non-essential functions (e.g., numeric representation of volume change).