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New Embedded Audio Player

Czech Radio introduces a new online service - an "embedded player." It may be used by other webmasters who can embed it on their websites. This service therefore enables any webmasters to complement their websites with audio content made by Czech Radio editors.

The only condition is that the second-party web and its content are being operated in accordance with the Czech law. The content of the player as well as the management of its copyright are Czech Radio's responsibility - unless the second party decides to alter the content.

Alexandr Picha, the director of Czech Radio's Centre for New Media, explains the reasons for launching the embedded player: "Our aim is to share and spread the radio programme freely and in an unhindered manner across all new media platforms, regardless of who operates them. Czech Radio is a public service radio, and therefore we do not have any income from such distribution of our programme. Quite the opposite: we want the valuable audio files that Czech Radio keeps producing to be available publicly for all - in this case even beyond our own websites."

The use of Czech Radio's embedded player is free of charge and is completely ad-free.

To embed the Czech Radio player into any web is quite simple. The audio files for use can be found in many articles on Czech Radio's website www.rozhlas.cz. These audio files may be recognized by the link that says "Vložit na svůj web" (Embed audio). See for instance: http://www.rozhlas.cz/zpravy/politika/_zprava/architekti-se-postavili-za-prazske-stavebni-predpisy-podle-kritiku-jdou-na-ruku-developerum--1400862.

And how to do it?

Click on the link "Vložit na svůj web." A pop-up window will show up. You copy the code from this window and paste it on your website. You can choose either bright or dark layout of the player. Once embedded, the player will adjust its size to the width of your website. It is also important to keep in mind that the embedded player does not burden the servers of other operators as far as technical issues are concerned. The audio recording is stored on Czech Radio's server and stays there. The audio recording is played from Czech Radio's server, and a visitor of other website may not even realize it.

The embedded audio player is user-friendly for website visitors as well. They can play the audio recording, stop it or move it forward and backward; they can see the exact length of the audio and the volume can be turned up or down.

The trial run of the service has already shown that the embedded player works well and no problems have arisen, so Czech Radio launched the new service officially. The embedded player can be currently found in articles on the Czech Radio News web www.rozhlas.cz/zpravy and in some articles on the websites of the individual Czech Radio stations. Right now, the Centre for

New Media is working on the development of an embedded player for programmes that are published on the iRadio website, and is busy preparing the same for some of the streaming services of Czech Radio stations.

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