

Biography – John Ousby

John Ousby is Head of Distribution Technologies for BBC Audio and Music Interactive, which is responsible for developing the digital offering for the BBC's 10 national radio brands as well as the interactive growth of Classical music TV and Music Entertainment TV and contributing to the overall music service.



John is responsible for developing services and applications across new and emerging platforms and devices. Specific responsibilities include development of cross platform text and data services including DLS, EPG, SLS and TPEG; producing 24/7 and enhanced TV services for Radio & Music (e.g. Glastonbury interactive) and the browsable 24/7 application for radio on DTV (a world first); Mobile and wireless activity and digital radio opportunities on mobile broadcast TV across all relevant standards as well as responsibility for internet streaming, metadata guidelines, and the business development function. John also represents Audio & Music on the digital Olympics 2012 group and the DSO group.

Prior to the BBC John consulted in radio, entertainment and new media after a long spell with Virgin Entertainment Group companies, including Virgin Radio, where John started as Finance Controller in 1993 and launched the online operation in 1996 – the first continually streaming internet radio station in Europe. John founded Ginger Online with the arrival of Chris Evans and his TV production units.

John has over 14 years senior management in commercial and BBC radio, working across all digital platforms. The last 5 years in the BBC has included specific responsibility of the BBC's DAB data services, and input into the strategic development of DAB as a platform in the context of the wider digital distribution strategy. John has spent significant time over the last few years following the development of all the main mobile broadcast TV standards and informing the BBC position in this area.