

HD RADIO™ NEWS - *Sponsored content*

HD2 Multicasting Stations are Launching Across the country.

The HD Digital Radio Alliance recently announced that 18 new, local markets will begin HD2 multicast programming this fall, marking the “Third Wave” of stations rolling out new channels under the Alliance’s format-selection program. This latest wave will launch 140 additional HD2 channels and brings the total markets served by HD2 multicast programming to 68, all of which are in the top 100 markets.

Below are some of the latest HD2 updates from Alliance members:

- **Entercom Seattle launched five new HD2 channels last week**, featuring the following formats: live rock, roots music & blues, world music, all-comedy and urban adult contemporary.
- **Clear Channel Radio will be launching 73 new multicast channels across 18 markets.** With these additions, Clear Channel will have 269 of its radio stations in 66 markets set to air HD2 digital multicasts.
- **This fall, Beasley Broadcast Group listeners in SW Florida** will be able to go deeper into the rock listening library at K-Rock’s Legends 96.1 HD2, and enjoy some of the best beach listening reggae hits on Beach 103.9 HD2.
- **CBS Radio will launch HD2 stations in four more markets this fall** - Austin (3 stations), Buffalo (4), Rochester (4) and West Palm Beach (5). Currently, 85 of CBS’ 179 stations are broadcasting with HD Radio™ technology, with more than half of these broadcasting a multicast station.
- **Greater Media, Inc. announces two new HD2 multicast channels in New Jersey**, set to launch at the end of 2006. “RAT 2” (WRAT-FM HD2) will broadcast female-friendly, rock-based music while WJRZ-FM HD2 will broadcast classic oldies.



HD Radio Technology Could Prove Crucial for Disaster Alerts for the Deaf and Blind.

In an address to the Asia-Pacific Broadcasters Union’s Digital Radio Convention, Mike Starling, CTO and Executive Director of NPR Labs, said NPR was working with the International Association for Audio Information Services (IAAIS) to come up with a special emergency HD Radio receiver with a bed-shaker connection, to alert sleeping hearing-impaired people of emergencies. The device could trigger the bed shaker when an emergency alert is received, waking people in time to look for shelter. Starling said another idea to leverage HD Radio technology is to allocate multicast channels for radio reading services for the blind as well as descriptive video services for the deaf which could save lives during an emergency.

CPB Awards Digital Services Grants to 85 Public Radio Stations. The Corporation for Public Broadcasting announced last week that 85 new stations have received grants to help fund their conversions to digital broadcasting. CPB has now awarded grants to convert 540 radio transmitters out of a total 850 qualified transmitters nationwide. “These critical grants will help ensure the success of public radio’s digital transition and new and better radio broadcast service for the communities these stations are connected to,” stated CPB President and CEO Patricia Harrison.

— See the list of stations already on-air and broadcasting in HD Radio at “www.HDRadio.com.”

Wednesday, September 20th - 10:30 A.M.
NAB Radio Show 2006 - Dallas

This is your chance to hear everything that has been, is, and will be going on with HD Radio™ from the people who are leading our industry efforts.

Peter Ferrara - President & CEO/HD Digital Radio Alliance
Bob Struble - President & CEO/iBiquity Digital Corporation

National rollout status & future plans • HD2 programming strategy & execution • Who’s making HD Radio receivers & where to get them • Auto industry update • On-air creative • Promotions and PR • Action items that YOU can do in your market



Your chance to win the brand new Polk I-Sonic™ HD Radio Entertainment System!

Come to the NAB Radio Show early!