

HD RADIO™ NEWS - *Sponsored content*

HD Digital Radio Alliance™ Announces Plans for 2007 Ad Campaign

On the one year anniversary of its formation, the HD Digital Radio Alliance announced that it has renewed its charter, with broadcasters increasing their advertising commitment to \$250 million for next year. With this expanded commitment, Alliance member companies will continue to promote HD Digital Radio™ and the new HD2 multicast channels, along with its manufacturing, retail and automotive partners. "HD is not just the future of radio – it is the present," said Joel Hollander, Chairman and C.E.O., of Alliance member CBS Radio.



Rave Reviews Continue for New HD Radio™ Products and Programming

More positive reviews for HD Radio broadcasting continue to roll in from both critics and consumers. Detroit Free Press technology columnist Mike Wendland labeled the Polk I-Sonic as, "the trendsetter of what surely will be a flood of integrated digital entertainment boxes..." and described it as, "the best self-contained home audio device" he has ever used. And the St. Paul Pioneer Press quoted a local HD Radio listener who has become "hooked" on KTCZ-FM's (Cities 97) Acoustic AOR multicast of the station's popular AAA format. "Since I discovered that second station, I listen to radio more than I did before," he said.

Los Angeles is Nation's Top Digital Market with 35 HD Radio Stations

There are now 1,097 HD Radio stations and 486 multicast channels on the air across the nation, and Los Angeles is leading the way with 35 HD Radio stations, plus 18 HD2 channels. Chicago is not far behind with 32 HD Radio stations and 19 HD2 channels. Each of the cities in the top 10 markets now has at least 18 HD Radio stations and no fewer than ten HD2 channels.

3 Questions with Matt Johnson, PD at WXKB-FM's 103.9 HD2 "The Beach" (SW Florida)

Q: What's the best part about programming your HD2 station?

A: There's definitely a level of creativity and freedom allowed with programming the station that's not associated with programming a traditional "main" station. It's like having an extra swing set in the backyard to play on.

Q: How does your HD2 station differ from a 'typical' radio station?

A: We're not focused on a particular demographic. Our aim is broken into two groups of people. People who are at the beach (it's the perfect soundtrack for them) and people who wish they were at the beach (people in traffic or in the office who want to feel like they are at the beach).

Q: How did you choose the format for your HD2 station?

A: The idea was to find a broad concept that would not only fit the market, but also create a desire for access to our HD2 channel. Being in Southwest Florida, the concept of playing "beach" music seemed an easy fit. We literally drove around to businesses on the beach, and asked them what type of music we should play for our target demographic.

\$99 HD Radio Receivers Available to Broadcasters for Promotional Activities

HD Radio broadcasters can now purchase three different HD Radio products at a cost of \$99 (plus \$14 shipping & handling per unit) in an exclusive, limited time program. Broadcasters interested in learning more about this program may contact Don Kelly at 410-872-1532 or Kelly@ibiquity.com or visit http://www.ibiquity.com/broadcasters/hd_radio_digital_upgrade_broadcaster_promotion.

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