

20 - New Audio Technology

CMG partners with LDR for mobile music apps

By [cmarcucci](#) on Aug, 7 2013 with [Comments 0](#)

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Listener Driven Radio's interactive mobile app hits the airwaves at 33 music stations in 11 Cox Media Group markets this summer. The iPhone, iPad and Android apps, created by LDR Interactive for Cox Media Group, provide listeners with a real-time interactive experience featuring live audio streams from their favorite music stations, voting for the songs they'd like to hear next, an 'open mic' feature allowing them to create a high quality dedication in their own voice, and extensive integration with Facebook and Twitter.

LDR Interactive has agreed to license the apps exclusively to Cox Media Group in their radio markets. The app will be available to other radio station group operators outside of CMG markets under the Grüvr brand name, which was announced separately.

Initially, CMG stations in Athens and Atlanta, Dayton, Houston, Jacksonville, Long Island, Miami, Orlando, San Antonio, Tampa and Tulsa started introducing the apps to their listeners in beginning in June. All 33 radio CMG stations will have the new apps by mid-August.

"These best-in-class new apps extend our brands to listeners no matter where they are or what they are doing," said CMG EVP of Radio Kim Guthrie. "Listeners can make decisions regarding our programming and have on-the-go access to their favorite radio personalities. In addition, our apps have some pretty cool features that expand our brands beyond what we can do on the air, building a better relationship with our listeners."

"We are proud to have partnered with Cox Media Group in this first mobile app development project working closely with Kim Guthrie, Steve Smith, Rich Reis and the CMG management team," said Daniel Anstandig, president and CEO of LDR Interactive. "CMG previously adopted our LDR.1 and LDR.Takeover platform technology at the majority of its radio stations. Last year, we set up a joint task force to conceive of a next generation mobile app that would help provide radio stations with a turnkey strategy to fully engage with their audiences in a very personal way.

The new apps feature complete social integration with Facebook and Twitter, allowing users to share songs with their friends and notify them of a song they have dedicated to them. It also allows listeners to win badges for using the app – local stations can design

new badges anytime to reward listeners for voting on a particular song or artist, for making an open mic recording or using the app during a certain time of day.

An ‘alarm clock’ function awakens listeners with a custom greeting including their local weather forecast, names of Facebook friends having birthdays and station contest reminders – before automatically starting the station’s audio stream.

Devices present opportunity to rethink how station content is being used. Broadcasters aren’t just trying to shuttle on-air listeners over to websites and apps for expanded content offerings. They’re also using digital platforms to turn new audiences on to their broadcast stations. “We wanted to be ready to go mobile because we knew that’s where everyone is going,” Cox Media Group VP of programming Smith says. “People are going to be more apt to utilize apps in a car, on the road, wherever they go.” Mediavest EVP Maribeth Papuga believes the different ways consumers use devices to access content create programming opportunities to attract new audiences for media companies. “There is a big opportunity to rethink what device is being used and how your content is being used on those devices, especially since audio lends itself to so many devices,” she says. For some Cox stations that means audience takeovers at night, where listeners use their device to pick every song that airs. For others, it involves listeners using the Open Mic function on the station app to send audio comments to the morning show, which focus on the topics that listeners are buzzing about. But in today’s jungle of devices and platforms, consumer habits are still being formed. While it’s early in the game, radio doesn’t want to be late to the party. “We have to continue to watch and learn from their behavior,” Smith says. “We’re going through a digital transition.”

Using technology to make audiences more invested in station brands. As portable devices increasingly become tools for consuming media, more radio companies are seizing the mobile opportunity. Cox Media Group is rolling out new iPhone, iPad and Android apps for all of its radio stations. “We created functions in the new apps that make the audience more involved in the station brand,” VP of programming Steve Smith says. “We want them to feel like they’re in the driver’s seat.” The new LDR-designed apps let listeners vote for what song plays next, rate songs, record an on-air dedication, earn badges, share songs with friends and receive a notification when their favorite song is about to air. Listeners can set an alarm to wake up to the station or to an artist wake-up greeting. App downloads for country “93Q” KKBQ-FM, Houston reached 15,000 in less than three weeks. The apps are part of a larger digital trend of media companies refreshing web pages and relaunching apps to make it easier for consumers to find what they’re looking for while creating new ways to engage with them. “Everyone is refreshing their pages, not just in the audio industry,” MediaVest EVP & director of local investment and activation Maribeth Papuga says. As more national audio services roll out, apps that play up radio’s local nature may have a better chance of standing out from the pack. “The differentiation may not have been so obvious before these apps came along,” Smith says. “There’s nobody at the other end of Pandora and listeners are starting to crave that local vibe

Don’t like that song? Listeners to broadcast radio streams can now skip it. With most internet radio pureplays and even satellite radio letting listeners skip past songs they don’t want to hear, song-skipping is becoming a fundamental expectation for many online radio users. Now the feature is making its way to broadcast radio streams. Federated Media hot AC WMEE, Fort Wayne, IN (97.3) is beta-testing a feature that allows people listening to its online stream on PCs to skip up to six songs an hour. The premise is that allowing a reasonable number of skips per hour will ultimately increase listening times and grow audiences by discouraging listeners from tuning out when a song comes on that they don’t want to hear. For now, when a WMEE listener

hits the skip button, they player randomly serves them a replacement song in its entirety from a separate library of about 100 songs that currently aren't in rotation. The Abacast-developed system buffers and synchronizes the stream so the listener receives a seamless broadcast-like experience with all non-music content intact. The last song going into a stopset is designated as non-skippable to make sure listeners rejoin the live stream in time for the break. "The player is simple, to focus just on skip functionality," Abacast SVP of products and marketing Jim Kott says, adding that more sophisticated functions will come later. Eventually it will tie into the station's playlist, enabling artist and song separation capabilities. WMEE's regular stream is running 300 audio spots (with a companion banner ad) Monday-Friday and another 1,000 over the weekend promoting the feature. On-air promotion will be added later. Federated Media chief strategy officer James Derby says the station could separately monetize the skippable stream by reducing spotloads and offering it to advertisers at a premium.

iBiquity forecasts a record 5.4 million HD Radios will be sold in 2013. Digital radio developer iBiquity projects HD Radio receiver sales will jump 63% this year, forecasting 5.4 million units will be sold. That compares to 3.3 million receivers that entered the market last year. CEO Bob Struble says the majority of digital radios will come as part of a carmaker's digital dashboard. "Almost 30% of new cars will ship with HD Radio receivers in 2013 and by next year, there won't be an auto dealer in America that does not have HD Radio-equipped vehicles on the lot," Struble says. Between 2010 and 2013 annual sales have grown an average 50% per year. In a blog post Struble forecasts similar results for the next several years. "It sure looks like that famous inflection point experienced by many successful technologies, where sales trundle along for several years and then break through and head straight north," he says. Growing sales numbers are noteworthy, Struble says, because very few over-the-air technologies actually break through. Some broadcasters are still a bit touchy about investments in AM stereo that didn't pan out while a more recent example is 3D TV, which hasn't caught on with consumers. ESPN recently stopped offering a compatible 3D TV signal. After slow initial adoption, iBiquity can boast of about 15 million HD Radio receivers currently in use. Struble says it's understandable that the pace isn't as fast as many would like. "But with a lot of effort and patience, we are getting there," he says.

Arbitron: 3.6 million listen to HD Radio sub-channels each week. One of the most enticing elements of digital radio so far has been the ability to split an FM signal to create side channels that can feed a translator. Arbitron data shows that as of last autumn nearly 3.6 million people listen to more than 500 HD3, HD3 or HD4 channels. That's an increase of 60% compared to fall 2011. "A big chunk of that listening is taking place on analog translators," iBiquity CEO Bob Struble says. In a blog post he points out that owners like Cromwell Group are using the HD2-translator combination to attract sizable numbers. Its Decatur, IL urban AC "Magic 98 FM" is transmitting off of WYDS and in the spring Arbitron ratings the HD-translator combo pulled a top-rated 9.4 share (12+). "Real listenership is starting to build," Struble says. But for many broadcasters the pace of digital radio adoption has been far too slow and making the investment in iBiquity's technology doesn't make sense until there's 25 million or more radios in use. An *Inside Radio* survey found that nearly one-in-three readers think HD Radio won't reach a tipping point in consumer use until 2016 or later. And nearly four-in-ten were even less optimistic, predicting that day will never arrive

Sprint sees FM radio as way to expand and differentiate its mobile entertainment choices. "Local FM radio is a really big deal," Sprint VP of product management and logistics David Owens tells *Inside Radio*, explaining the company's decision to install interactive FM radio receivers on 30 million handsets starting today. "It's a great thing that's been around for a long time. Moving it to mobile just made a ton of sense." Broadcasters have long believed they need to be on the device that's become inseparable from most Americans and has evolved into a fundamental tool for listening to music. Some also saw mobile not as merely a 21st century version of the Sony

Walkman but as an opportunity for listeners to text the station, buy a song or interact in other ways. Owens sees today's arrival of what he calls "real FM" on smartphones as an "innovative milestone." "There's a host of things you can do but fundamentally it's about providing people with their local FM radio." Sprint, the nation's No. 3 mobile carrier, also sees an opportunity to differentiate itself in the entertainment space. "The broad marketplace cares greatly about music and there are lots of people that want to be able to listen to local FM radio wherever they are," Owens says. "It's about giving consumers another unique service for the music that they like and the local DJs that they love." Sprint says the NextRadio app will become a prevalent feature across its smartphone portfolio. It's starting today with two HTC devices — the recently launched HTC One and the older HTC Evo 4G LTE — but it will be added to more new devices set to launch this year. "When you get into 2014, you'll see it on a broad array of handsets" across post-paid and pre-paid subscription plans, Owens pledges. NextRadio will be a "central" and "prevalent" app on the company's Boost Mobile, Virgin Mobile and Sprint brands on Android and Windows platforms, he says.

NextRadio marketing will encompass radio, retail and other undisclosed channels. Sprint is counting on stations and personalities to get the word out about the **NextRadio app that it has begun to roll out to an eventual 30 million handsets.** While a radio industry marketing plan is still evolving, Emmis CEO Jeff Smulyan says stations will be asked "to find innovative ways" to promote the interactive FM receiver. Sprint is also planning a host of its own marketing activities and initiatives but hasn't revealed specifics. "You'll see it starting with some local market focus in some Sprint markets and some of the markets where we've got a lot of great NextRadio coverage," Sprint Entertainment products group manager Laura Lee tells *Inside Radio*. "You'll see more coming between now and the end of the year." The first sentence in Sprint's press release announcing the landmark deal may provide a clue about the creative message. "Do you love rocking out to your favorite local radio station on your smartphone but hate the toll it takes on your battery when you stream," it says. The marketing is also expected to play up the ease of listening to and interacting with local radio stations that consumers already listen to in their car. Handset manufacturer HTC is expected to market NextRadio among other features of its HTC One device. Apart from radio, perhaps the biggest push will come from Sprint reps in the 3,280 stores that sell its products. "Where it will really come home is when customers are in our stores and they're asking, 'What's different about the HTC One compared to something else,'" Sprint VP of product management and logistics David Owens says. "Our reps are going to be saying, 'Are you a big FM radio person? OK, let me show you this.'"

Apple has filed a patent application in the United States for a new kind of hyperlink: an audio one.

The patent could enable building audible or inaudible audio hyperlinks into apps for playback on podcasts and TV shows or for in-store sales, as *Patently Apple* [noted](#). Apple's [official patent application](#) states that these audio hyperlinks would give listeners a way "to access linked resources."

The hyperlink may be conditionally traversed upon a user interaction or automatically upon detection in the audio stream, **possibly pausing the audio stream containing the hyperlink during the traversal of the hyperlink and resuming the audio stream if the audio stream is returned to from the linked material.** The linked material may be other audio content, but may also be any other type of desired content that may be accessible by the system processing the audio stream.

If you need a refresher, a traditional hyperlink is snippet of online text that links to related content or information. For example, [this hyperlink](#) brings you to a page listing all of *Mashable's* stories related to Apple.

As explained in the video above, audio hyperlinks could function like music identification app [Shazam](#), bringing you to a website when your phone "hears" an ad. This could also be prompted with an inaudible cue, according to the patent.

When Cupertino, Calif.-based Apple files a patent, techies takes notice. But we have no sense of time frame on this technology or whether Apple will even further pursue the concept.

Do you think audio hyperlinking would make your life easier? Let us know in the comments.

AT&T's latest deal may give it less incentive to add FM. To be certain, AT&T's \$1.19 billion deal for Leap Wireless was more about grabbing a share of the discount cellular market than buying a music service. But the fact that the deal includes a subscription-based music service will give AT&T less of an incentive to put free FM service into its phones. Leap is the developer behind the Muve Music service, the Android-only offering that has about 1.5 million subscribers in the U.S. With a typically lower-income user — those earning less than \$30,000 per year — the Muve customer may be the sort of user who'd also be most open to the FM-as-a-free alternative message. One way it has fueled growth has been not counting Muve Music downloads against a customer's data plan, as well as offering it free to some customers. In February, Leap announced plans to spin off Muve to make it a service that could work with multiple cellular carriers. A spokesman told the Wall Street Journal at the time that Muve was having a "meaningful" contribution to the business, explaining that customers who used it a lot were less likely to switch carriers. No timetable for that spinoff has been announced and AT&T hasn't said if it plans to pursue those plans.

ST. LOUIS HD ROCKER GETS RATINGS

6-29-13

Emmis also reports that Classic KSHE a free form Classic Rocker in St. Louis has shown up in the ratings for two consecutive months — a first in the country for HD Radio in a top 50 market, according to iBiquity. Some streams and FM repeaters have had some success, but this reflects direct HD radio listening. Congrats to Rich Dalton, Program Director of KSHE's HD2 station, and team.

KSHE2, Classic KSHE, Free Form Classic Rock, went on the air on December 2006. It is programmed for the music aficionados, those who are not satisfied with mainstream commercial rock stations. It is

portrayed as one of the newest media, newer than satellite, the internet or I-Pods/I-tunes. It has the best audio quality of any broadcast media

Shazam launches new TV metric

By [cmaruccci](#) on Jun, 21 2013 with [Comments 0](#)

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Brands use Shazam for TV to “continue and complement” their 30-second spots in several minutes of engagement on smartphones, iPads and tablets. At Cannes Lions 6/21, the company launched the “Shazam Engagement Rate,” a new Shazam for TV ad metric that enables brands to more accurately gauge the effectiveness of TV campaigns. Shazam combines third-party industry data on the number of people viewing a particular ad with the number of people who engaged with that same ad via Shazam. Combining the two data points reveals which ads are resonating more or less with viewers – with insights available by show, type of show, channel, day of week, day-part mix and other key TV planning criteria.

The Shazam Engagement Rate is defined as Shazam tag volume for each spot that airs divided by the GRP for each of those airings. Shazam licenses this GRP viewership information from Nielsen, the global provider of information and insights into what consumers watch and buy, specifically for Shazam for TV performance reporting and generating insights. Shazam takes Nielsen viewership data and uses it to provide perspective and context to Shazam’s consumer engagement data.

In a speech given at Cannes Lions, Shazam CEO Rich Riley unveiled the new metric and service: “Shazam is already enhancing how millions of consumers around the world engage with TV advertising. Now, we are able to help brand marketers measure the impact of their ad campaigns using powerful data-driven insights never before available, making it possible for companies to optimize their ad spend. At the core of this innovative service, Shazam is unveiling a new television advertising engagement metric, the Shazam Engagement Rate, showing brands when and where their ad is – or is not – resonating with their target audience, providing an invaluable and exclusive service to our clients.”

Shazam for TV advertising enables 95 million Shazam users in the US and over 325 million users globally to tap one button in the Shazam App, and in a few seconds, arrive at a mobile-optimized experience built specifically for the brand campaign. Over 250 TV ad campaigns from over 150 brands – such as Pepsi, Toyota, Barclays, and Sony Pictures – have leveraged Shazam for TV to instantly provide more info, special offers, and the ability to shop directly from the couch.

In addition to making TV advertising interactive, millions of people each month use Shazam as a TV companion app to get more information on TV shows and live events on 160 channels in the US.

SoundHound app now on BlackBerry 10 phones

By [cmarucci](#) on Jun, 7 2013 with [Comments 0](#)

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SoundHound, the music search and discovery app, is now available for BlackBerry10 smartphones and can be downloaded from the BlackBerry World storefront. The app has been downloaded more than 140 million times by mobile users around the globe. SoundHound captures and identifies song and artist info, instantly seeing lyrics and videos, and sharing their experiences with friends.

“The BlackBerry 10 platform presents a tremendous opportunity to further grow our user base and extend the availability of one of the world’s most popular mobile apps to a broader community of mobile users,” said Amir Arbabi, SoundHound’s Vice President Business Development. “BlackBerry 10 customers now have access to one of the most enjoyable and engaging mobile experiences, where a range of rich and fresh features allow people to explore and share sound and interact.”

SoundHound offers fast music recognition, the exclusive ability to identify a tune sung or hummed and LiveLyrics, which shows lyrics in-sync with the music playing over the air. In addition to sharing music finds through sites like Facebook and Twitter, BlackBerry 10 customers will also be able to share through BlackBerry Messenger. Tracks can be purchased directly from Amazon’s Music Store.

- **Radio closes in on a final agreement with Sprint for FM on handsets.** “We’re in the final stages of an agreement,” Emmis CEO Jeff Smulyan told broadcasters yesterday, as he works to bring more broadcasters onboard in the industry’s effort to raise \$45 million for Sprint over the next three years. To reach that goal operators are being asked to commit \$10,000 per station per year — or five minutes of inventory a week to be sold on Sprint’s behalf. It is unclear how close to the goal Smulyan is, but he said response has been “overwhelming” with most broadcasters opting to turn over some of their unsold inventory to the cause rather than offering to pay cash. It’s expected that time will be sold by Katz Radio Group in the largest markets, with a mix of other rep firms and radio networks selling the remaining ad time. Some broadcasters are hoping for a broad Run Of Schedule (ROS) parameter, but it’s mostly likely the spots will need to run between 6am and 7pm, according to Smulyan. “To keep it to five minutes a week, it will probably have to be a little bit better inventory,” he explained. He said the goal is to divvy up the burden as fairly as possible across big and small markets. While most stations have unsold inventory, some operators have been reluctant to sign a three-year commitment since the impact it may have on national sales isn’t entirely certain. **But Smulyan points**

out that the industry's largest companies contributed almost \$930 million of inventory over six years launching digital radio, adding, "This is a small price to pay."

Sprint's FM-enabled smartphones will launch first in Kansas City. The goal of radio's \$45 million deal with Sprint is to start rolling out the radio-activated Android- and Windows-based smartphones into the marketplace this summer, perhaps as soon as next month. "That depends on the effectiveness of this fundraising, because it won't launch until we can make a payment as an industry," Emmis CTO Paul Brenner said, adding once Sprint is paid, the smartphones should appear in stores "relatively quickly." **The test market for the rollout will be Sprint's home base of Kansas City.** Brenner said Emmis is working with broadcasters there to make sure that when buyers turn on the handsets, they get as visual an experience as possible. "We really want to come to market with great content," he said. Emmis is encouraging every station to, at the very least, submit a logo so the NextRadio app that will activate FM on the phones is as eye appealing as possible. "When these phones launch, we'll show our listeners that we are an interactive medium," Emmis CEO Jeff Smulyan said. "If we do that I'm pretty certain all the other carriers will jump on this." While AM owners are being asked to commit cash or inventory even though Sprint smartphones will only offer FM, **Smulyan noted that any AM on a translator will be featured.** Meanwhile, discussions continue with AT&T and Verizon, but it's unclear whether there's been much progress toward getting FM into their handsets. "The most important thing is a successful launch with Sprint," Smulyan said

Clear Channel partnering with Twitter on new video promotion tool

Twitter is launching a new video content promotion tool called **Twitter Amplify**, [Business Insider reports](#).

The new product will allow media companies to push small video clips on Twitter — such as sports highlights or breaking news footage — out to followers accompanied by a brief video ad as a pre-roll or post-roll.

San Antonio-based Clear Channel Communications is partnering with Twitter on the new video tool along with other media companies including **Bloomberg TV, Discovery, Major League Baseball, Professional Golf Association, Time Inc., Variety and Warner Music Group.**

Ford has already been using an early version of the tool in partnership with ESPN's college sports properties on Twitter, with **a Ford ad lasting a few seconds** running in front of dunk footage from college basketball games.

New FM-enabled smartphones expected within 60 days. New smartphones equipped with FM radio receivers could be available as soon as this summer. "We believe that we'll have phones in the market probably in the next 60 days," Emmis CEO Jeff Smulyan said yesterday on a conference call in response to a question about when the Emmis-

engineered NextRadio app would launch. Smulyan didn't mention Sprint by name and an Emmis spokesperson said later that the company has a non-disclosure agreement with the wireless provider. The radio industry in January committed \$45 million in advertising inventory to Sprint over three years to get FM on 30 million Android and Windows smartphones. Brokered by Smulyan, the deal revolves around the NextRadio app which will allow listeners to access and interact with FM broadcasts. Smulyan is optimistic that consumers will embrace the new technology. "If the American public responds as we hope they will, and they see radio can perform in a whole new light on a device they carry with them, we think it's a game changer for the industry," he said. Smulyan said it will increase radio listening and could create "a tremendous amount of new revenue" for the industry through enhanced ads enabled by the app's IP-connection. "Radio needs a shot in the arm," he said, suggesting that it will change both the trajectory and perception of the industry. "Most of my peers in the industry feel the same way," he said, adding that the initiative has received "near unanimous support

What do drivers want? J.D. Power says linking phones to dashboard is tops. More than anything else, a new study from J.D. Power says drivers want the ability to easily plug their smartphone into their dashboard. The survey finds 82% of smartphone owners want automakers to add the feature, a four point gain over a year ago. Nearly as many (76%) also want voice-activation capability that in many instances can be used to control their smartphone. J.D. Power's annual Automotive Emerging Technologies Study showed two-thirds of drivers reported owning a smartphone. The biggest gain among those who want the ability to link the device with the dash came among Early Boomers (born 1947-1953), although it was Generation Y (born 1977-1995) that showed the most willingness to pay for it. In reality, researchers say it's not uncommon for consumers to say they want something — but whether they use it is a different story. The J.D. Power survey says other top features drivers want include fuel economy indicators (79%) and active shutter grille vents (76%). Even so, J.D. Power auto analyst Mike VanNieuwkuyk says automakers have an opportunity to gain a competitive advantage by working with smartphone makers and app developers to make integration seamless. "These connections to smartphone applications need to be robust, affordable and simple to access and use," he says. Setting the price issue aside, the survey found men and sports car drivers are most interested in linking their smartphone to the dashboard. The study was fielded in March and the results are based on responses from more than 16,758 vehicle owners.

What if your smartphone was actually smart enough to know the exact product you're standing in front of in a store, without any help from your part? Or what if it could automatically receive offers related to what you're watching on TV?

It's possible to do those things today, but it requires more work than most brands want to deal with. New York City-based [Sonic Notify](#) thinks it has the best solution for marketers and consumers alike.

The company has developed a way to embed content within high-frequency audio, allowing your smartphone to receive relevant offers and notifications simply by "listening" to the sound around you. Sonic Notify also announced today that the U.S. Patent Office has awarded its audio watermarking technology with [Patent No. 8,401,569](#) (it's currently waiting for two more patents to clear).

“[Our technology] lets companies talk to consumers right at the point of interaction,” said Sonic Notify chief executive Jonathan Glanz in an interview with VentureBeat.

So, for example, a store could have Sonic Notify’s signal running through its PA system to push a welcome message straight to your phone when you walk in (assuming you’re running the store’s app). Once you’re in an aisle, Sonic Notify’s tiny devices can also send you additional content as you’re deciding between different brands of cereal. The company’s technology can also be embedded within TV commercials or shows to push offers, or to simply note that you’ve seen a specific commercial.

It’s sort of like Google Analytics for the real world, Glanz tells me. Brands will be able to track how consumers interact with their marketing and products right from the beginning (e.g., an ad during prime time TV), right up until the point they buy the product. And of course, it unlocks a wealth of data in between those two interactions as well, like telling brands if you’ve actually scoped out their products within stores.

“We can now show the entire pass of the consumer’s ad user experience,” Glanz said.

I know, it sounds terrifying. Especially since it’s well-positioned to be adopted by retailers, since it costs only \$150 to outfit a store with Sonic Notify’s technology, compared with around \$10,000 for Wi-Fi consumer tracking solutions.

We’ve already seen similar in-store marketing efforts from companies like ShopKick, which uses in-store devices to deliver offers to your phone. But since Sonic Notify’s core technology spans more than just the retail experience, it could potentially offer brands a wealth of information about consumers.

Glanz promises that the offers and notifications will be “extremely targeted” and a “really controlled experience,” and he noted that the company is working with the North American Privacy Commission to prove it’s using consumer data in good faith.

The company has been talking about its technology for [more than a year now](#), but now that it has its first patent locked in, we’ll likely see it popping up in many more locations. Glanz hinted that some deals were in the works with some popular apps and retailers, but he wasn’t able to talk about anything specifically. Not surprisingly, the company is also building up its own ad network, as well as well as a variety of analytics offerings.

It’s not hard to imagine how this sort of technology could be used outside of simple marketing. Glanz tells me that the company was also working on implementing it inside of New York City’s buses, which could ultimately be used to give us a crowd-sourced, real-time map of the bus system’s performance. That project never got off the ground, but expect to see even more creative uses of the company’s tech down the line.

Sonic Notify launched in 2011 and has so far raised around \$4.25 million from Raptor Group, A-Grade Investments, and others. Glanz also poured \$400,00 of his own funds to get the company off the ground.

The perspective about HD Radio from those in the radio industry is mixed, depending on the day of the week and who you ask. iBiquity President and CEO Bob Struble says what he heard and saw at the NAB Show in Vegas and the New York Auto Show "made me more enthusiastic than ever

about HD Radio's progress and the technology's ability to help broadcasters compete in the 21st century."

Struble explains what he heard and why he's enthusiastic. "The messages from the NYAS could not be clearer: the competition in dashboards is intense, listeners have multiple services vying for their time and attention, HD Radio technology has been embraced by automakers and is essential to maintain radio's relevance and competitiveness in the digital dash. Many broadcasters might be surprised that for most automakers today, AM/FM radio means HD Radio technology."

Struble also said that automotive manufacturers want HD radio. "My discussions with auto executives confirmed that HD Radio technology is fundamental to keeping broadcast radio competitive in cars. And we all know how critical in-car listening is to our industry."

According to Struble, 12 million HD Radio receivers are now in the marketplace. Thirty-three automakers have now publicly announced their plans to incorporate HD Radio technology in over 170 models by year-end with 80 featuring HD Radio receivers as standard equipment and over 2,200 HD Radio stations have converted to HD Radio technology.

And, he added that if broadcasters want to make more money they should embrace HD. "Two things always make broadcasters sit up and take notice: money-making opportunities and feedback from their listeners. Both are becoming commonplace with HD Radio stations, driven by the millions of HD Radio receivers being sold, most for in-car listening."

ENTERCOM TO USE JELLI'S AD-DELIVERY PLATFORM

2-27-2013

Hoping to generate new revenue Entercom says it will go with the Jelli platform to deliver ads on all 104 Entercom stations. Entercom Regional President Weezie Kramer said, "We saw the benefit of connecting our stations to a cloud-based platform that will generate new and incremental national advertising dollars."

Jelli CEO Michael Dougherty says, "We are enabling offline radio spots to be served and scheduled similar to online ad units - real time, transparent, flexible with a suite of analytics for insights. We connect the local radio stations to our platform, who allocate radio spot inventory to the platform, and then this inventory is published to national advertisers and agencies who can schedule, buy & track online the local advertising inventory. The radio spots are served automatically on the local stations, on the air, with real-

time reporting. It automates the delivery of the spots, and it provides real time reporting which is not available with traditional trafficking. It brings new national advertising dollars to Entercom."

Jelli's network now reaches 23.5 million unique listeners weekly. Radio ad impressions served by the Jelli Platform have grown to an over 1.7 billion annual run-rate, which is a greater than 1,300 percent growth rate year-over-year. Over the last twelve months Jelli has added advertising inventory from premier stations in markets such as San Francisco, Philadelphia, Boston, Washington DC, Seattle, Tampa, Minneapolis, Denver, Sacramento, Portland, Indianapolis, Kansas City, Milwaukee, Las Vegas, New Orleans, and many others.

By [Carl Marcucci](#) on Feb, 27 2013 with [Comments 0](#)

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The CBS Radio station recently installed one of ERI's high level combiners (The 788 Series All Pass Diplexer) and increased the HD digital power at the station from -20 dBc to -14 dBc, **quadrupling the signal strength.** The FCC limit is -10 dBc, but there was no authorization needed for -14 dBc. The 788 can bring -10 dBc power, but the mid-Atlantic is crowded and it would interfere with 94.5 in Lancaster PA and Richmond, VA to the north and south. **The power increase adds to effective digital coverage, but the real boost is in building penetration.**

By [Carl Marcucci](#) on Feb, 21 2013 with [Comments 0](#)

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Like its [recently-debuted live stream song skipping](#), the new ad insertion system works off of Abacast's patent pending **Cloud Insertion and Personalized Live Radio technologies.**

Using cost-effective HTTP delivery, the cloud-based ad insertion system enables advertisers and broadcasters to seamlessly serve individually-targeted targeted ads to listening audiences no matter what player or device audiences are using. Examples of targeting options include "all smartphone listeners," "all listeners in the top 20 DMAs that are on iPhones," "all male listeners in the 25-34 age range in a group of zip codes," "all listeners listening on the TuneIn player," and more.

Inventory CPM rates for targeted ads are typically 50% to 200% higher than non-targeted ads, and because advertisers are only reaching the audiences they desire, advertisers find targeted inventory very appealing. Furthermore, even with an exploding number of new

mobile and other connected devices, broadcasters can serve targeted audio or video ads to these audiences as soon as the device hits the market.

“Abacast’s cloud-based ad insertion is the first in the digital media and radio industries to be able to target new devices such as iPhones with cost-effective HTTP delivery, and at the same time address legacy players with this same advanced targeting, all without the need for additional client software,” said Rob Green, Abacast CEO. “Targeted cloud-based ad insertion technologies will be an imperative driver for broadcaster profitability in online radio as we continue to see consumers using many devices to consume content when and where they choose.”

Abacast’s cloud-based ad insertion is specifically designed for all broadcaster sizes and is deployed on the Abacast streaming network as well as on Akamai and Amazon.

RBR-TVBR observation: This is yet another advancement from Abacast that will drive advertisers to want to place media in streaming radio. “Advertising to the interested” is the pitch here and it further puts radio’s online streams in the same arena as targetable digital media. Sure targeted streaming ads insertion is out there, but this seems like a 360-degree, streamlined solution that costs less via The Cloud.

Are we suffering app overload?

Listener-controlled stations see initial burst, then level off. **Since handing off 24/7 song selection to listeners one week ago through crowd-sourcing, Cox Media Group modern rock “97X” WSUN, Tampa has so far tallied 1.4 million song votes and over 15,000 app downloads. That’s the easy part. As some stations have found, the real challenge is keeping listeners engaged long-term after the initial novelty of voting songs up and down wears off.** And that can impact ratings. If historical patterns hold true, WSUN is likely to see a big initial burst of listener interaction followed by a leveling off. Oasis Radio Group urban “106.3 Click Hop” WHPP, Ft. Wayne also uses LDR’s Takeover crowd-sourcing platform 24/7, allowing listeners to vote on every song played. Both stations target young men, a first adopter demo for new technology. After implementing it in September 2011, the number of people participating in online voting for WHPP grew for the first nine months before “stabilizing,” according to GM Phil Becker. Still bullish on audience-selected programming, Becker says “the biggest challenge” for any station using the technology is hitting that usage wall. The combination of crowd-casting and a brand new format produced explosive ratings growth that landed WHPP in a third place tie in its 18-34 target demo in Arbitron’s spring 2012 survey. But that fell off too and the station slipped to sixth place in fall 2012. The scenario’s similar at LKCM Radio Group’s “Jelli 96.7” KYLI, Las Vegas. It launched as a CHR in June 2011 using Jelli’s “100% user-controlled radio” platform. The station’s 18-34 ratings took off from a 0.3 in July 2011 to a 2.8 in December

By [Carl Marcucci](#) on Jan, 28 2013 with [Comments 0](#)

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Listener reaction to [Cox Media Group's recent decision to flip its Alternative WSUN-FM Tampa 97X](#) to complete listener song picks has been overwhelming. So far it has generated thousands of song downloads, Facebook likes and over 1.7 million song votes.

97X was the first rock station in the U.S. to let its listeners take total charge and fully decide every song that plays on the air in real time.

The technology supporting the new station format is provided by LDR (www.LDRinteractive.com), a Cleveland-based interactive broadcast technology company that pioneered crowdcasting technology in 2009. Since the company's launch, it has deployed its patent-pending, interactive programming systems on over 160 stations around the world.

The 'LDR.Takeover' platform used by 97X allows listeners to vote on each song that plays on 97X throughout the day by voting on the station's website (www.97xonline.com) and through a new Apple and Android mobile app that LDR custom-developed for the station.

Initial data in the first seven days since the changeover:

Mobile app downloads – 17,300

Mobile user sessions – 178,700

Unique voters online – Over 300,000

Number of Facebook votes ('likes' & 'dislikes') – 1.7 Million (4 votes per second in prime time)

Third most Facebook 'likes' in Tampa radio

Average number of 'Open Mic' song introduction requests – 1 every 3 minutes

"We've created the first 'social music experience' in the country and have given the keys to our airwaves over to our listeners," said Keith Lawless, Cox Media Group vice president and market manager. "Together with our technology partner, LDR, we are presenting a listener opportunity to interact with a radio station in a way never seen before in radio."

The new format allows listeners to choose music from an expanded playlist of more than 1,800 songs covering 30 years of rock music including deeper cuts from albums and artists not typically heard on 97X before. The station is leveraging social media and its mobile app to keep listeners connected to the station. The app also has an innovative 'Open Mic' feature allowing listeners to record and upload a song introduction. Listeners are notified by SMS, email and twitter alerts when their favorite songs are about to play,

and share votes on social platforms such as Facebook and Twitter. 97X listeners can also earn social media ‘badges’ by interacting with the station.

“The engagement levels and average time spent on 97Xonline.com as well as the 97X LDR mobile app are extremely encouraging,” said Daniel Anstandig, president and CEO of LDR. “Since LDR launched, we’ve been fine-tuning our approach to developing crowdcasting technology that uniquely merges social media, mobile and web technologies and broadcast programming to drive broadcast ratings, revenue and web traffic.”

GOOGLE ASKS FCC FOR "EXPERIMENTAL RADIO NETWORK."



1-24-2013

Google has sent a request to the FCC to build an “experimental radio network.” Digital Trends reports that Google wants the spectrum for a 2-mile radius surrounding its HQ in Mountain View, CA. The test network will run somewhere in the 2524MHz and 2625MHz spectrum and Google wants to use it to experiment. The spectrum being tested is inaccessible by almost all current consumer electronics, including iPhones and Android devices, meaning it will be years before you see gadgets use this. Read more [HERE](#)

Radio’s Sprint bill begins to take shape. About \$10,000 worth of inventory per station. That is what it will take for the radio industry to raise the \$15 million that’s being pledged to Sprint in each of the next three years. In exchange for the money, the carrier guarantees to install and activate FM receivers in at least 30 million cell phones

HD Radio Trends to Look for in 2013

by Leslie Stimson

on 12.21.2012

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iBiquity would like to see its technology in a wireless mobile device in 2013, defining either a phone or tablet.

That depends, of course, on the outcome of talks between the radio and wireless in about embedding or activating FM chips in those devices. Several sources told Rad

they couldn't get into specifics, other than to say those talks are "active and intense."

Meanwhile HD Radio technology in the car continues to evolve as automakers move to large entertainment screens as the "radio" portion of an infotainment center.

There's talk of the federal government possibly mandating rear-view back-up cameras in vehicles for safety reasons, says iBiquity Digital President/CEO Bob Struble. "If they mandate that you can expect to see a screen in every single car."

What does that mean for stations?

"The fact is, if you're an analog station, broadcasting and being displayed on a screen like that, it's largely going to be a blank screen. In most instances it will just be your frequency displayed," said Struble, who added, "whereas we know what the digital display will look like."

Consumers can look at Chevys, Fords, BMWs or Volkswagens now to see their stations displayed using HD Radio technology. Mentioning the advanced data capabilities of the technology like Artist Experience, in which the audio is synched with visual elements, Struble says those receiver displays show album covers and visuals for multicast channels.

With digital transmission, "that screen gets filled up," he said. "We think it's a competitive necessity for broadcasters to have a 21st century look" for their display.

"If someone is listening to SiriusXM, or Pandora, iHeartRadio or to their iPod in the car, they're going to be seeing that stuff, so radio needs to kind of catch up."

Struble believes the radio industry is beginning to realize that as radio folks buy new cars with big, new infotainment screens in the dash.

Some 29 automakers include HD Radio receivers in their vehicles, though not all of them have made their intentions public.

Struble says that's because car cycles are long and some manufacturers prefer to wait until the product is closer to being available to announce features.

2012 Was a Good Year for HD Radio

by Leslie Stimson

on 12.21.2012

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2012 was a very good year for HD Radio technology.

That's according to iBiquity President/CEO Bob Struble.

Overall unit HD Radio receiver unit sales were 3.3 million as of the end of September, which

coincides with the end of the fiscal year for the technology developer iBiquity Digital. That's up 60% over the previous period, according to Struble.

For the same time period, more than 2.5 million cars with HD Radio receivers in them were sold, compared to 1.3 million for the same period a year ago, Struble said in an interview with Radio World.

At the same time, "In the background you've got the trend of the technology being used for more than an audio service," said Struble, pointing to traffic devices that use HD Radio technology to deliver that data to the car.

For example, Mitsubishi recently announced that its compact crossover, the 2014 Outlander, will be its first vehicle to have real-time traffic information delivered with HD Radio technology integrated into its navigation system in the dash. That car is due out in the summer.

iBiquity says that's the first of several announcements to come about that level of HD traffic integration in the vehicle.

An Early Experience With 'Artist Experience'
by Paul Shulins
on 11.20.2012

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As HD Radio continues to improve, more and more features are added to the data set that is broadcast. In addition to HD1, HD2, Program Associated Data (artist, title and genre) and traffic services, a service called Artist Experience has been added by iBiquity Digital. It allows broadcasters to embed album art, station logos and other graphic content into the digital bit stream in real time for the purpose of being displayed on compatible receivers.

During commercials, it is possible to broadcast images from sponsors, for example show the Coke logo during a Coke spot, and sell this as a value-added service. Additionally between songs or during public service shows, the radio station logo can be shown. There is a way to transmit this logo to the radio asynchronously to be held in non-volatile ram for immediate and frequent display when needed.

Custom messaging is also possible to do though the use of the PSDGENTX, a software developer kit published by iBiquity. Using this I have successfully broadcast images of our FM talk personalities during the times they were on the air since there is no album art to broadcast on a talk station. Other information such as weather and financial data can be sent as well.

HD Radio offers a whole range of new options for broadcasters, and some of those

options have not even been thought of yet. As we strive to compete more effectively with other digital media, AE is just another tool we have available to us to provide a more rich experience to our listeners.

. **HD Radio crosses the 10 million mark.** Ibiquity recently closed the books on its fiscal year on a high note: in each of the final two quarters one million digital radios were sold. **That brings the total number of HD Radio receivers in use to 10 million. “Business has been as healthy as it’s ever been and the growth has been driven by the sector where we all want to see growth: automotive,”** CEO Bob Struble says. He notes the number of car-related receivers increased 60% during the past year. “It’s just all moving in the right direction.” Revenue at the privately-held company grew 35% in the fiscal year ending September 30. It’s not difficult to find HD Radio naysayers who believe the technology hasn’t lived up to its promise, either in terms of technology or commercial prospects — especially outside of the biggest broadcast groups. Struble says he understands that it can be hard to see the long-term opportunity with a still relatively small number of digital radios in use. He thinks that will change when 20 to 25 million units have been sold. “Then I think you’ll see the smaller and medium market guys will be able to justify it and be able to see a return on investment,” Struble says. The number of HD station sign-ons slowed during the recession, with even some of the shareholder groups reworking their deals. Cumulus Media for instance agreed in early 2009 to pay more in licensing fees in exchange for pushing back a June 2012 deadline to build-out 240 stations for HD Radio. The rate of sign-ons has begun to recover, in part thanks to the FCC’s policy on translators. Struble says one-third of the new stations were directly tied to AM simulcasts — and three-quarters were tied to translator moves in general. “Many of those were in markets where you wouldn’t expect to see people upgrading,” he says. Ibiquity expects it will move in that direction next year with some of the few remaining holdout automakers getting onboard. Struble says the other big focus is mobile to dovetail with the industry’s outreach to wireless companies. Struble thinks analog isn’t all that appealing to digital handset makers and HD Radio can help change that conversation with iTunes tagging and other new features. “Without it, what radio can offer at this point looks like a 1950s transistor radio,” he says.

Growth curve in the shape of a heart: iHeartRadio tops 135 million downloads. **Pandora may have more users, but Clear Channel’s iHeartRadio is growing at a faster clip. In fact its pace surpasses that of all the other entertainment platforms including Facebook, Twitter, Spotify and Instagram. That’s according to updated statistics released by Clear Channel showing iHeartRadio has grown to more than 135 million downloads. President of digital Brian Lakamp credits the “unmatched promotional power” of radio for the “unprecedented growth.” Clear Channel says 20 million iHeartRadio users have registered, which is required to use the custom station feature launched in September 2011. Clear Channel Media and Entertainment CEO John Hogan says iHeartRadio is a “key element of how Clear Channel continues to reshape the media and entertainment industry.” The iHeartRadio platform has more than 1,500 stations, a list that includes all the Clear Channel stations and also many more from Cox Media Group, Cumulus Media, Educational Media Foundation, Emmis, Greater Media, and Univision, as well as a number of non-commercial stations such as New York Public Radio among others. Clear Channel says it adds up to more than 48 million unique users each month. By comparison TuneIn says it has about 40 million users each month while Pandora counts 59.2 million.**

Jingle Balls are on a roll. **Clear Channel has been producing Jingle Ball-branded holiday concerts for several years in markets like New York and Los Angeles. But this year it’s expanding the brand to more cities including first-time Jingle Ball shows in Atlanta and Washington, DC. In New York where the event has become so big that tickets sell out in minutes, CHR “Z-100” WHTZ will hold a first-ever “viewing party” featuring a live feed of the concert at a theater adjacent to the Madison Square Garden concert. And in Los Angeles CHR KIIS-FM (102.7) is adding a second night for the first time. “From its origination at Z-100**

in New York, Jingle Ball has now spread across the country and become the biggest holiday music event in several of our markets,” Clear Channel president of national programming platforms Tom Poleman says. The events also support a wide array of not-for-profit groups like Toys for Tots. This year there’s also a national charity auction to support the Alliance for Lupus Research. Listeners had an opportunity to bid on what’s called the “Ultimate Jingle Ball Experience” with winners getting tickets, celebrity meet-and-greets, and other opportunities

CPG video ads boost recall, favorability, purchase interest most on mobile

Evidence for the effectiveness of mobile advertising keeps rolling in—and goes beyond clickthroughs and any question of “fat fingers” vs. real engagement.

Research from video ad network AdColony and Nielsen found that mobile video ads for CPG brands were more effective across a variety of brand health metrics than ads on TV or videos online among US males. Recall, favorability and purchase interest were all significantly higher on mobile, according to the May research.

Ad Effectiveness of Mobile Video, Online Video and TV Ads for CPG Brands Among US Males, May 2012

% of exposed respondents in each group

	Mobile video	TV	Online video
General recall	79%	49%	29%
Brand recall	58%	10%	12%
Message recall	45%	6%	8%
Ad favorability	24%	7%	7%
Purchase interest	15%	4%	6%

Note: ages 21+

Source: AdColony and Nielsen, “Cross-Platform Video Ad Effectiveness Study,” Nov 13, 2012

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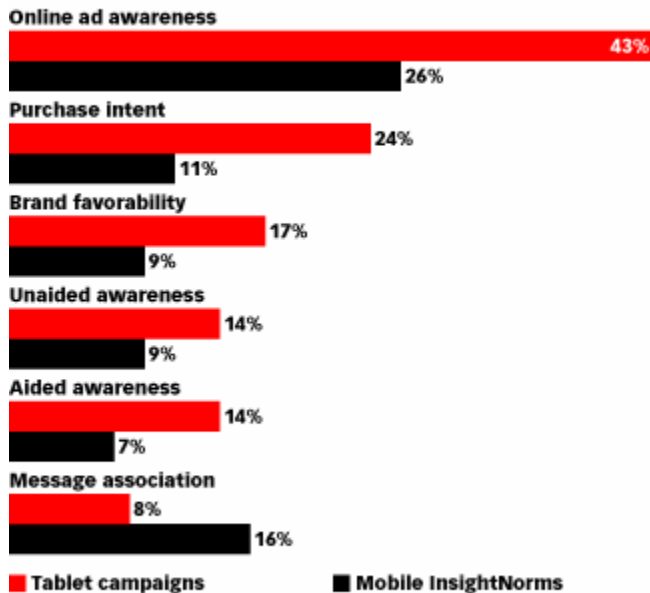
www.eMarketer.com

This echoes similar findings from other research firms. A late 2011 report by Dynamic Logic showed ad awareness levels for mobile display ads were nearly five times that of desktop display while purchase intent ratings were roughly four times higher and brand favorability measures were almost triple desktop norms.

June 2012 findings from InsightExpress were also favorable. The research firm released an analysis of data collected from nearly 550,000 respondents across 240 mobile ad campaigns deployed between November 2007 and June 2012 in the US. Not only did the analysis show a high level of ad awareness for mobile ads, the ads clearly conveyed brand messages, raised the consumers’ intent to buy and left consumers with a more positive brand image.

Mobile and Tablet Advertising's Effect on Brand Metrics in the US, June 2012

average delta* above control



Note: *delta defined as point difference in exposed vs. control groups

Source: InsightExpress as cited in company blog, June 13, 2012

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www.eMarketer.com

The Dynamic Logic and InsightExpress research dealt with mobile display ads in general, not video in particular. AdColony and Nielsen's findings indicate that brands can also count on mobile as an effective delivery channel for the most engaging, branding-oriented ad format available on digital platforms.

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Rethinking Social Media's ROI

Historically, return on investment (ROI) has been predominantly based on financial considerations. This is changing as other parameters must be considered. The explosion of social media and the resulting impact on businesses are key developments. I believe ROI needs rethinking -- not because it's no longer effective, but because it may result in the strategic emphasis being placed potentially on the wrong kind of marketing activities.

Despite all the apparent excitement and buzz dedicated to digital marketing, brands are still struggling to find the perfect social media campaign. The brand teams often fail to achieve the results they need because their social media campaigns fluctuate wildly. Finding the true ROI of social media becomes a considerable challenge because it throws up a multitude of data points from likes, comments, follows, shares, and retweets to Web site visits. Despite the growing number of tracking tools available, social media is also difficult to benchmark and relatively easy to leave off and pick up again.

On the one hand, social media has similarities to other forms of communication. We can ask what the true value of a follower on Facebook is versus the value of a TV commercial viewer.

As with any new media, people quickly adopt it and then spend considerable time with it. Marketers are aware of this and increase their budgets accordingly. Companies have faith in the power of television commercials, demonstrated by the fact that they continue to invest vast resources in them (although the proverbial conundrum of ‘which 50% of the budget is working?’ remains unresolved). The same is being experienced today with investment in social media campaigns.

Yet social media offers a different style of engagement, taking on a more “intimate process” as the brand sets out to engage on a personal level, nurturing the relationship and persisting in the building of confidence levels to the point where a purchase is made -- whereas conventional advertising may actually take longer to convert a follower into paying for a product or service.

It could be said that developing a level of trust with the consumer will be significantly more enduring than a sales connection made via advertising. This loyalty and trust strengthen the brand and pave the way for potentially lucrative business in the future.

For many companies, social media networks can be a compelling communications environment to attract new customers and retain existing ones. In their recent analysis of the top 100 brands on Social Media in 2012, Blogmeter (a social media monitoring and analytics organisation [www.blogmeter.eu]), reported that 70% of the world’s most valuable brands have a Facebook and/or Twitter profile. Almost 25 percent of the brands analyzed used more than one Twitter account and almost 15% had more than one Facebook profile.

It is easy for brand teams to get carried away with their new found ability to reach millions of potential customers with a click of the mouse. It is also easy to come horribly unstuck.

Pepsi’s much-heralded 2010 online social media initiative known as the ‘Pepsi Refresh Project’ is a good example of heavy investment in social media with a substantially reduced marketing spend on traditional advertising and promotional projects. While the Pepsi Refresh Project was running, the company lost market share and sales volume, dropping to third place behind Coke and Diet Coke.

Coca Cola, on the other hand, continued to invest in both social media and traditional mass media campaigns, taking vital market share from its biggest adversary. Of course, this loss of share could be a result of the execution rather than simply the fact that Pepsi focused primarily on social media, but it does raise significant concerns about how we use -- and indeed measure -- the social media impact.

In terms of social media metrics, Pepsi’s campaign was deemed to be successful. It has been reported that in a short space of time, more than 80 million votes were registered,

there were around 3.5 million “likes” on the Pepsi Facebook page, and almost 60,000 Twitter followers. As we know all too well, companies bank profits, not metrics -- and the ‘Pepsi Refresh Project’ simply did not produce the former, although the company was widely lauded for its involvement in social causes.

Few will doubt that social media activities create a level of interaction with a brand, but it should not come at the cost of involvement or engagement typically associated with other mass media campaigns. Television, radio and print media are a long way from following the Jurassic era into oblivion. Marketing teams may well be able to quantify their efforts to their bosses by latching onto the metrics everyone easily understands -- views, likes, followers etc. -- but all they are doing is lowering the bar. In the short term, they may succeed, but not in the long term. And it is the long term that ROI and branding should be all about.

After Hurricane Sandy, People Flock to Radio for Information

By [*BEN SISARIO*](#)

During the arrival and immediate aftermath of Hurricane Sandy last month, those with power looked to television, the Web and social media for information. But large numbers of people, particularly those in the hardest-hit areas, also turned to the radio.

Arbitron, the radio ratings service, will report on Monday that from 7 p.m. to midnight on Oct. 29, when the storm made landfall in New Jersey, an average of just more than a million people in the broader New York region were listening to the radio during any 15-minute period. That is up 70 percent from the same period the week before. (Besides the five boroughs of New York City, the metropolitan market includes five counties in New York, nine in New Jersey and part of one in Connecticut.)

The audience skyrocketed in coastal areas. Stamford and Norwalk, Conn., had a 367 percent increase during that period; in New Jersey, that figure was up 247 percent in Monmouth County, and up 195 percent in Middlesex, Somerset and Union counties. These numbers increased even though some stations, like WNYC and WINS, [lost their AM frequencies](#) yet continued to broadcast on FM.

In many areas, power was out for days, limiting access to televisions and computers. Joe Puglise, the manager of Clear Channel Communications’ radio stations in New York, said that at his home in Monmouth County, which got power back last week, he tuned in on a transistor radio, and that his stations received similar reports from listeners across the region.

At WHTZ-FM, also known as Z100, Clear Channel’s popular Top 40 station, D.J.’s whose news reports are usually confined to Lady Gaga sightings took calls from listeners and spent long stretches disseminating information from the authorities. At Clear Channel’s building in TriBeCa, the studios had generator power but offices upstairs were dark.

“We haven’t had a situation like this in terms of response from listeners since 9/11,” Mr. Puglise said.

In some areas, the storm continued to dominate the airwaves well into last week, as Sean Ross, a radio analyst in New Jersey, noted in [an online column](#) for Billboard magazine about WJLK-FM, a Top 40 station on the Jersey Shore. On that station, the storm was a topic for news coverage, listener testimonials, even car dealer and supermarket ads.

The news reports on commercial music stations contrasts with the aftermath of the attacks of Sept. 11, 2001, Mr. Ross said, when many stations simply turned their signals over to affiliated news stations. It also underscores radio’s local roots and accessibility in a time of media deluge.

“Radio,” Mr. Ross said, “still has an authority that not every tweet has.”

- You know that noise an Apple computer makes when it starts up? That glorious symphonic chime? Every Apple computer has it. This is a shining example of “sonic branding.” That single sound alone tells everyone around you that there is an Apple computer near by, and they never even have to see it. Now AT&T wants to launch a similar branding campaign across all of their mobile devices, regardless of manufacturer. The company has been slowly implementing a slew of new, standardized auditory cues since April, 2012.
- [Man Made Music](#), the firm behind the “sonic rebrand” is designing the sounds to match a sonic logo and anthem they created specifically for AT&T. Joel Beckerman, founder of Man Made Music, says that sound is the “...cayenne pepper in the sauce. If you put just enough in, then it’s a fantastic experience. If you put in a little too much, then all the sudden the sauce is just awful.” So next time you use your smartphone, or boot up your computer, think about what you’re hearing. It is just as integral to the brand experience as the way a product looks, feels, and functions. “DING! You are now free to move about the county

• **Viggle Buys GetGlue as Social TV Field Continues to Take Shape**

- **Company Will Continue to Operate Both Platforms**
- By: [Jeanine Poggi](#) Published: [November 19, 2012](#)

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- Viggle has agreed to buy GetGlue for \$25 million cash and 48.3 million shares of stock in a deal that could presage further consolidation in the young and fractious social TV space.



-
- TV viewers can earn movie tickets and other rewards by checking into TV shows using Viggle.
- Viggle will now operate both brands, which together have accumulated 4.5 million registered users, the companies said in a statement Monday announcing the deal.
- "Social TV is a small, nascent market at this point, but by merging and becoming the market leader we are in a position to attract more brands who want to work with us," John Small, chief financial officer at Viggle, said in a telephone interview. The acquisition of GetGlue also gives Viggle, a pure mobile player, a web presence that allows for broader consumer reach, he said.
- GetGlue founder and CEO Alex Iskold will join Viggle in a senior executive role and as a member of the board. Viggle will also retain GetGlue's 34 employees.
- The move comes as the social TV space continues to grow more crowded and competitive. Zeebox, the British startup that recently arrived in the United States with the backing of media giants including Comcast and BSkyB, looks increasingly like [a force to be reckoned with](#).
- "I am not surprised to see some consolidation in the space," said Christy Tanner,

general manager and exec VP at TV Guide Digital. "There's been so much startup activity recently that this is a natural evolution."

- Exactly how social TV contenders will turn a profit from the growing chatter around TV remains unclear. **Viggle**, a startup less than a year old that's backed by media entrepreneur Robert F.X. Sillerman, rewards users who check-in to TV shows with points that can be redeemed for gift cards to retailers like Amazon, iTunes and Hulu. It says 1.2 million consumers have registered to use its system, which uses audio verification technology to recognize live, recorded and online TV content.
- "We have thought about monetization from the beginning," Mr. Small said. The company woos advertisers partly by charging for each completed engagement with consumers, he said. "Brands don't pay for front-loaded impressions," Mr. Small said. "It's a risk we take because we believe in the click through rate."
- According to a [Securities and Exchange filing](#), Viggle lost \$96.5 million in the 12-month period ended June 30.
- Viggle is currently beefing up its sales team under Chief Revenue Officer Kevin Arrix, who joined in June from Viacom, where he served as exec. VP-digital advertising. Viggle recently posted job listings for a [mobile ad sales account executive](#) and a [campaign specialist](#).
- GetGlue, which was founded in 2007, allows users to check in and socialize while watching TV. Its app, which has signed up 3.2 million users, intends to provide a TV guide for the mobile era, listing both TV and online content in calendar form. GetGlue launched its HD app this summer, which focused on personalization and discovery, and revamped its web site, emphasizing a new social programming guide and shifting away from check-ins.
- The company raised \$12 million in financing in January, which included an increased investment by [Time Warner](#).
- Viggle's deal to buy GetGlue depends on Viggle successfully securing \$60 million in financing

• Social TV Is Getting Down to Business

- **Advertisers Seem Less Interested In Check-Ins Than Affecting Purchasing**
- *By: [Brian Steinberg](#) Published: [November 19, 2012](#)*
- Check-ins, likes, tweets and clicks? Those are so 2011. There's something new coming to the emerging field of so-called "social TV": business.
-
- For months, dabblers in this new medium, which attempts to yoke good old-fashioned TV-watching to the brave new world of consumers communicating with each other via digital methods such as Twitter, has focused largely on convincing fans of select TV shows to talk about the programs. Now advertisers like American Express and Target are wading into these waters with an intriguing idea in mind.

Generating chatter is nice, but not nearly as attractive as generating revenue, influencing purchase intent and selling product.

- Forget about the clicks and check-ins so commonly associated with what many marketers call the "second screen" experience, which typically involves use of a tablet or smartphone while the user watches anything from "The Voice" to "Hoarders." Marketers are starting to use the medium with more in mind than just sparking idle talk.
- "This, to me, is the maturation of what the 'second screen' is about," said Tim Hanlon, CEO at Vetere Group, an emerging-media consultant.
- One reason behind the more serious focus on this new-tech activity is its growing perch in the mainstream. According to a recent study from Nielsen, smartphones are now in 50% of the general U.S. market, while tablets are already in nearly 20% of U.S. TV homes. What's more, Nielsen said, nearly 40% of Americans now use tablets or smartphones while watching TV at least once a day; 62% do it multiple times each week; and 84% do it at least once a month.
- "We're really thinking that this is a bigger cultural shift," said Lou Paskalis, VP-global media content development and mobile marketing at [American Express](#), who said the company envisions consumers using mobile devices not only to chat and communicate, but also to look for product details and make purchases. And while TV viewers may not love intrusive ads being placed in the way of their comedies and dramas, he added, they may be less upset about marketing messages being placed properly on new screens when they accompany something that benefits the fan.
- "No one wants to see a pop-up in the middle of their program they love saying 'Buy this!'" he said. "The primary screen is not the way to drive the commerce." Second-screen marketing represents "a way to augment the experience without impacting the experience."
- American Express is dabbling in the space to see if it can associate itself with consumers making purchases based on what they see in their favorite TV programs, having signed deals in the last few weeks with both News Corp.'s Fox and Comcast's NBC Universal. It is a sponsor of a program letting viewers use the new Fox Now iPad app, for example, to shop in real time while watching "New Girl." Each week, "New Girl" will feature at least one item -- which could be a piece of jewelry or a household item like salt-and-pepper shakers -- made available for purchase. At NBC Universal, American Express is supporting a program [enabling viewers to buy items curated from select programs](#) on cable networks owned by the media company.
- Verizon, meanwhile, has tried to get consumers to consider "in app" voting by aligning itself with Fox's app for "The X Factor." And Target subtly pushed viewers of ABC's "Revenge" to second-screen venues to look at additional content.
- Fox expects more activity around second-screen ideas to bubble as the TV industry heads toward its next upfront market. Advertisers "are looking for more interaction" when they do deals that tie them to specific programs, said Jean Rossi, president of [News Corp.](#)'s Fox One cross-media sales unit and exec VP-sales for Fox Broadcasting Co. Marketing ideas that appear on tablets and smartphones while consumers watch their favorite shows "does not alienate the viewer or the

consumer" by interrupting the boob-tube action and even add to the couch-potato experience by offering more information, deleted scenes or other elements related to the program being watched.

- NBC Universal's partnership with American Express relies on Zeebox, the social-TV app in which NBC Universal and its parent, Comcast Corp., took a stake earlier this year. The effort "is meant to enhance and amplify the experience for the viewer while they're watching our content live," said Linda Yaccarino, president-ad sales for NBC Universal. "You're able to be interacting through Zeebox with our content during a commercial break with related content," she added. "That is a game changer."
- The benefits of reaching out to TV fans through social networking aren't unknown to the big media companies that own TV outlets or the advertisers who support them. One major factor behind the successful launch of Fox's "Glee" was the network's use of Facebook to reach out to potential fans about a spring 2009 sneak preview of the pilot -- even though "Glee" didn't officially debut until the fall.
- But marketers believe there's so much more than can be done with the medium. When Target and Neiman Marcus recently [bought up all the ad inventory in ABC's "Revenge,"](#) the advertisers knew they could not ignore those fans of the soapy drama that enjoyed talking about it with social-network followers while the show was on. Vignettes featuring the drama's cast aired during commercial breaks, but viewers were told to look for additional content and information online at the same time. Of course, viewers would tweet and post such stuff -- but they would also be watching more video that burnished the idea of a new shopping experience.
- "We absolutely see this consumer behavior in terms of viewing traditional television with other screens open," said Jeff Jones, Target's chief marketing officer. "That is becoming common practice."
- With that in mind, more advertisers are likely to test the waters, he suggested. "How brands will create content that isn't annoying and isn't disruptive and really is something worth watching and not skipping -- we are in the early days of figuring out that value for the consumer."

HD Radio crosses the 10 million mark. Ibiqity recently closed the books on its fiscal year on a high note: in each of the final two quarters one million digital radios were sold. **That brings the total number of HD Radio receivers in use to 10 million.** "Business has been as healthy as it's ever been and the growth has been driven by the sector where we all want to see growth: automotive," CEO Bob Struble says. He notes the number of car-related receivers increased 60% during the past year.

Hitch Radio looks to thumb a ride with broadcast radio. A new free service that aggregates broadcast radio streams online has launched, founded by a former account manager for CBS Radio and Clear Channel. Hitch Radio asks registered users "where do you want to hitch a ride?" After entering a location, the service turns up a menu of radio streams in the selected city. The hook is combining social media and search technology with an iconic travel metaphor. When "hitchers" share a ride on Facebook or Twitter, their friends can hitch directly onto their ride and join them in real-time by clicking on the link they post. The aggregator appears to be in the build-

out phase — its current offerings in many major U.S. markets are limited. Founder Ayinde Alakoye, who launched Thumb Radio and was a senior advisor to David Axelrod on the 2012 Obama campaign, says the company will share revenue with radio station partners that promote their participation of the service on the air.

Watermarking technology could help radio accelerate its mobile revenue growth. The watermarking company **Digimarc has** been working with a radio group owner and an advertiser for the past several months on a feasibility study of a mobile-optimized audio watermarking technology that could one day help radio grow its mobile business. **Using codes embedded in advertising, songs or other content, listeners could use a downloaded app on their smartphone to find out more information about a commercial offer or buy a song they just heard.** Advertising on smartphones is often location-based, using GPS data. But Digimarc CEO Bruce Davis recently told investors that using contextual data and a more precise indoor location will make for a better user experience. “The context in which things are seen and heard by mobile devices contains important clues as to the intent of the user,” he said. “This is the next frontier.” Davis says Digimarc also sees a way that watermarking will help radio stations become real-time music retailers. By encoding songs, people could direct their phones to buy the tracks as a station airs them, potentially by going to a station app rather than another website. “It can be used with any music from any distribution source because the encoding will be done by the distribution source — by the radio station,” Davis explained. It’s a concept that could put radio on par with the iTunes store for music sales. Research — including data from NPD Group released last week — has continued to show that radio remains the biggest source of new music discovery. Davis said by using a watermark-based retail model, radio stations and webcasters will get long overdue credit — thanks to a smartphone app. “We believe that mobile is the new and enduring storefront for purchasing music and that being able to identify the source of the music is important to a sustainable distribution model based on mobile discovery,” he said. Digimarc isn’t releasing the identity of the radio group it’s working with or the advertiser. But Davis said it is making “good progress” and intends to look at commercializing the service in 2013. **Digimarc has also signed a non-exclusive licensing agreement with Arbitron through 2021 which allows the ratings company to use Digimarc technology to enhance its PPM technology.**

Emmis readies new way for radio to gain access to smartphones. Emmis is in final beta-testing of a new smartphone app that would synchronize FM radio reception with corresponding visual and interactive elements in a new mobile experience. **Dubbed NextRadio,** Emmis says the receiver app for FM- and HD Radio-enabled smartphones is being readied for a 2013 launch on several smartphones and carrier networks. Created in a partnership with iBiquity and endorsed by the NAB and the RAB, it’s part of a larger industry effort to put analog FM radio on the device that a growing number of Americans keep within arm’s reach. It would also update the listening experience to bring it in line with what consumers have become accustomed on digital audio products. **The app would let users scan their local dial or search by frequency or music format and save stations to their pre-sets.** Users would experience a consistent presentation from all radio stations including station logo, frequency, channel, song and album title, artist name and cover art. To succeed, Emmis needs to sell its smartphone ecosystem to two constituents. Broadcasters need to **embrace TagStation, the cloud-based backbone that enables the interactive listening experience by transmitting station data via a wireless network or internet connection to smartphones and digital dashboards.** Part of the pitch to broadcasters is the ability to make commercials interactive in real-time by supplementing **their signals with a data back-channel that enables synchronized on-screen ads, UPC or QR coupon code ads, click-to-call and other calls-to-action.** At a time when the industry is divided over the financial viability of online audio streaming, Emmis says “hybrid radio” would protect radio’s core broadcast distribution business model while adding streaming-like enhancements without costly royalty fees. It also would allow listeners to tune to local radio on their smartphone without using their data plan for pure internet streaming. But the bigger challenge may be selling wireless companies on the benefits of installing or activating chips and integrating them with the NextRadio app. “The wireless industry is responding positively to the innovation TagStation and NextRadio combine to deliver,” Emmis CTO Paul Brenner says. “For the radio industry to captivate the imagination of

smartphone users and cellular carriers, broadcasters must innovate and deliver a superior and consistent user experience

Retail PPM beacons may one day show radio's power to drive sales. The concept of installing beacons at retail locations to demonstrate the relationship between radio advertising and retail visitation has been discussed since 2010. Now Arbitron confirms it is conducting preliminary research and development to evaluate the use of location beacons. According to sources, the hardware would transmit a signal that would be detected by PPMs when panelists visit a participating retailer's store. Arbitron would then correlate exposure to the retailer's radio ads with store visitation to better quantify radio's ability to drive in-store traffic. While the beacons wouldn't initially gauge an ad campaign's impact on sales, they could lead to improved accountability for radio among retailers and automotive dealerships. Sources say Arbitron is working with broadcasters to line up three retailers to test the beacon technology, which is expected to be operational sometime late next year. A retail service would provide Arbitron with another way to monetize its 70,000-member national PPM panel. It would also help agencies better demonstrate return on investment to retailers for their radio campaigns. Buyers say radio's ability to drive in-store traffic is something they've long accepted as one of the medium's strengths, based on experience and instinct. But with clients scrutinizing every media dollar they spend, they're looking for empirical proof. "To be able to measure and quantify [retail] visits as a result of exposure would greatly increase accountability," says Jackie Davenport, director of local broadcast at The Martin Agency, whose client list includes Wal-Mart. Whether beacons would cause retailers to spend more on radio depends on what they show, Davenport says. "It's not enough to know someone was exposed, we want to know if it had an impact," she says. She says buyers are looking to measure whether the consumer engaged with the product as a result of advertising exposure and whether the influence can be measured based on specific goals such as sales.

By [Carl Marcucci](#) on Oct, 2 2012 with [Comments 0](#)

The "socialradio platform" latest round of funding was led by new investors Intel Capital and Relay Ventures, with participation from existing investor First Round Capital and individual investors including Roger Ames, former chairman of EMI Music. The funding will be used for product development and sales growth. Intel Capital and Relay Ventures have received seats on the company's board of directors.

"Relay Ventures and Intel Capital's deep experience and global scale with mobile and cloud computing will be invaluable to Jelli as we seek to develop a new platform for the radio industry," said Mike Dougherty, CEO of Jelli.

Additionally, Jelli announced that over 70 affiliates across the United States now use the Jelli Platform, increasing listeners of Jelli-powered programming by 250% over the last twelve months, to approximately 2 million listeners per month. During that same time frame, total ad impressions served by the Jelli Platform increased by over 500%, to over 60 million per month. Jelli's radio affiliate partners saw increases in ratings, revenue, online traffic and Facebook Page Likes at their stations, due to the use of Jelli.

Jelli is a social radio platform that combines group listening with game mechanics to make radio more social and fun. Jelli empowers listeners to crowdsource playlists on actual FM radio stations. These listeners become the DJs, using their browsers and Jelli's iPhone and Android apps to take over the broadcast by voting for the songs they want to hear in real-time. Listeners engage with other users in live chat rooms and through Facebook, creating community and a highly social experience. Jelli's cloud-based platform broadcasts this user-controlled programming in realtime on air on terrestrial FM radio stations across the United States. Jelli's platform also serves terrestrial radio spots on air, creating a new way for affiliates and advertisers to leverage the reach of radio with the engagement and measurement of the web.

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- **ZoneCasting to get its first commercial test.** Harris Corporation and Geo-Broadcast Solutions (GBS) have broken ground on the first commercial test for ZoneCasting — new technology that uses a series of boosters to divide FM signals up into targeted “zones.” By slicing a station’s service area into subsets, a single frequency network allows broadcasters the flexibility to geo-target both advertising and programming. Dean Goodman-owned hot AC WRMF, West Palm Beach (97.9) draws big ratings in a market where it’s seemingly ensconced in first place. But the station also draws a sizable audience in Broward County — which is part of the Miami market. By using a series of 20 booster sites that Harris VP Rich Redmond says will create a “tightly controlled single additional zone” with “very crisp transition,” WRMF will begin selling a separate over-the-air signal to Broward advertisers. Depending on the size and topography of a city, the technology allows for a market to be divided into as many as seven regions typically covering a radius of 10 to 12 miles. GBS has just closed an initial round of financing. “We’ll probably go back to the market if and when the FCC approves our filing because then we’ll need to step our marketing and engineering efforts,” GBS CEO Peter Handy says. There have also been inquiries from outside the U.S. He’s already talking with several other broadcasters that are interested in carving out zones from their signals. “Virtually all markets that we’ve talked to around the world have the same issues, whether they’re in San Paulo and you have a metro that’s 100 miles across or in Sydney and there are very distinct suburbs,” Redmond says. “The same message clicks with broadcasters about being able to target.”
- **Divide and conquer is ZoneCasting’s ad strategy.** Tests being conducted by a West Palm Beach hot AC of new ZoneCasting technology are intended to help it monetize a separate set of ad inventory for its listeners in Broward County, one of two counties in the much larger Miami metro. Because the WRMF plan creates a single, large zone it will require a large number of boosters and carry a price tag that’s estimated to run in the hundreds of thousands of dollars. “It’s a significant investment — its’ not like buying another station van,” says Rich Redmond, VP at Harris Corporation which is partnering with Geo-Broadcast Solutions (GBS) on the experimental new technology. “But the investment compared to buying another station is peanuts.” GBS CEO Peter Handy estimates it will take 24 to 36 months of targeted ad sales by WRMF to cover those costs. WRMF owner Dean Goodman sees opportunity among advertisers that haven’t been able to afford WRMF. “There are local businesses and organizations that have not used radio advertising because it has traditionally been focused across an entire market,” Goodman says. Handy is optimistic the FCC will approve the technology’s use early next year despite some initial questions about whether ZoneCasting would be incentivizing stations to create interference to boost revenue. “No broadcaster is going to shoot the dog to protect the tail,” Handy says. “And in this case the incremental revenue, at least in the first 10 years, will always be the tail.”

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- **SHAZAM EXCEEDS A QUARTER OF A BILLION USERS**
- 9-17-2012
- Shazam says it has exceeded a quarter of a billion users globally. Shazam also announced that it has expanded its Shazam for TV second-screen service in the U.S. to support TV programming on any channel, anytime of day. Now, Shazam fans can use the app as a “TV companion app” with any TV show in the U.S. to access cast details and photos, music in the show, celebrity gossip, trivia, celebrity tweets, and links to additional information, plus the ability to instantly share and comment on the show or episode on Facebook and Twitter.
- Starting today, when people in the U.S. use the Shazam App while watching television, they have a fast and easy way to access:
 - Featured music – Shazam has leveraged its rich music history and its 20+ million track database to identify the music featured in whatever people are watching
 - Cast information – the app will list the cast featured in the program, guest stars, as well as other shows they’ve been in
 - Trivia – fans can learn more about their favorite program and even read about the occasional goofs with the trivia feature in the app
 - Celebrity buzz – gives fans all the latest gossip about the show and the stars in it
 - Social sharing – live Twitter feeds as well as commenting in the app makes it fun to talk with your friends about what you’re watching
 - More information – convenient links to show-related information at IMDB, Wikipedia, and the official site for the show.

Entercom one of the Top 500 Tech Innovators

By [Carl Marcucci](#) on Sep, 17 2012 with [Comments 0](#)

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Entercom has been named by Information Week as one of the Top 500 Technology Innovators by Information Week. Entercom, the only radio broadcasting company named to the list, joined companies as Boeing, Verizon Wireless and Zynga.

“This recognition is a tribute to the entire Entercom organization and our continued commitment to invest in innovative technology. Investments that directly benefit Entercom, our audience and our clients,” said John Graefe, Entercom’s VP/Information Technology. “From our suite of mobile apps, to HD radio to internet streaming and our ecommerce platforms Entercom is constantly striving to make our company more efficient, expand our listening reach, and improve our advertiser results.”

InformationWeek identifies and honors the nation’s most innovative users of information technology with its annual 500 listing and also tracks the technology, strategies, investments and administrative practices of America’s best-known companies. The InformationWeek 500 rankings are unique among corporate rankings and spotlight the power of innovation in information technology, rather than simply identifying the biggest IT spenders.

8/12 Alan Burns & Associates Study:

When it comes to how internet access in the car would affect radio listening, the study showed a large difference between what women say they would do and what they actually do. More than one in four said they would mostly listen to custom music streams if they had in-car web access but only 4% of those who have it actually do so. There was a less significant difference when women were asked about listening to radio on a radio in the car. That was the top activity reported by both those that actually have web access on wheels (57%) and what a majority said they would do most if they did (53%). “There’s a difference between hype and reality,” Burns said

Inside Radio News Ticker...Lexus expands HD Radio

options...The 2013 Lexus LS will include HD Radio as standard equipment. That brings the total number of Lexus models that will offer the iBiquity technology to five. The car also includes the Lexus Enform digital dashboard that offers app-access to iHeartRadio and Pandora. The Toyota brand also offers HD Radio Technology on most cars and all Scion models include HD Radio as standard equipment...

Townsquare leases HD2 channel. Townsquare Media and Christian Broadcasting System have reached an agreement that will allow religious “Victory 102” WJIV to expand its coverage into the Albany,

NY market. WJIV will begin broadcasting over the HD2 channel on Townsquare's country WGNA (107.7). WJIV's Class B signal currently covers a wide swath of the area between the Albany and Utica, NY markets. "WJIV is a heritage Christian radio station, dating back to 1969 and we are excited to be able to make Christian programming available to more listeners in the Capital District," Christian Broadcasting Systems CEO Jon Yinger says. "We should be up and running within a couple of weeks

7/12 Audingo's new funding to fuel growth. The social platform startup Audingo has raised \$3 million in funding to help it further its growth. The company allows radio personalities to record audio messages and distribute them to fans by a call to their smartphone, or audio files attached to text or email messages. Listeners decide the format and when they want to receive the messages. President Matt Merritt says it allows people to connect with air personalities on a "deeper level than other social media platforms allow." He says it's more like having a close friend compared to one of many acquaintances. Personalities such as Rick Dees and Lars Larson are among the first to offer the feature to listeners. Audingo says the new funding will help it take its product to radio and TV stations nationally. The Austin-based company isn't disclosing who the investors are, but CEO Michael Boukadakis says the group had a "chance to witness" the product's progress.

Beyond measurement: Arbitron experiments with using PPM technology to make radio more interactive. The people meter is largely thought of as a way to collect ratings data, but Arbitron is busily developing new applications for the technology that could bring new features to radio — and new revenue streams to the company. Arbitron disclosed yesterday that it's working on an application that could "wake up" station web or mobile apps by using the inaudible PPM code embedded in a radio signal. "In essence, when it hears the code it could trigger different interactive options," SVP of marketing Bill Rose says. The uses could range from sales to programming — imagine a commercial putting a coupon on a listener's smartphone or an air personality using the feature for contests or surveys. "The idea

is to make over-the-air interactive like the web and mobile are today,” Rose says.

For some BlackBerry users the answer is yes — they can hear you now. Consumers who buy the new BlackBerry Curve 9360 or 9380 smartphone will find a new feature: FM broadcast radio. Research In Motion says it will activate the FM radio circuitry already built into both models. Headphones are programmed to act as an antenna. “This is a major step with them,” says Emmis CEO Jeff Smulyan, who’s been the industry’s point person on the mobile phone effort. He believes there’s a growing realization among the wireless companies, with some encouragement from federal regulators, that FM is an attractive consumer proposition. “Little by little companies realize it’s a great benefit, it doesn’t cost anything and it unclogs data bandwidth,” Smulyan says.

5/12 BlackBerry puts FM on another new model. Consumers who buy the new BlackBerry 9320-A smartphone will find a new feature: FM broadcast radio. It’s the third model featuring radio released by Research In Motion since the start of the year. RIM already activated the FM radio circuitry built into the Curve 9360 or 9380 models. Headphones are programmed to act as an antenna.

4/12 New chipset positioned as “game changer” for HD Radio. The industry took a giant step closer to getting **HD Radio into cell phones** yesterday with the announcement at the NAB Show in Las Vegas that a new low-power, low-cost, high processing HD chipset is now available. Hailing it as “revolutionary for our industry,” iBiquity, Intel and Emmis Interactive spent the past year developing the chipset, with financial support from NAB Labs. The new chipset will work in cell phones, tablets and other mobile devices as well as in automobiles. It standardizes HD’s Artist Experience interface while also rolling out a host of new interactive opportunities for advertisers and providing reporting and measurement functionality for broadcasters and advertisers. The chipset, which relies on the Emmis Interactive Tag Station technology, does more than merely make it possible for HD broadcasts to be heard on mobile devices. It also

“enhances what we can do with radio,” iBiquity COO Jeff Jury says. That involves pairing broadcast radio’s larger HD distribution pipe with a connected back channel enabled by the mobile phone’s WiFi, 3G or 4G connectivity. “Think of a hyper efficient broadcast ‘download’ into the phone, and interactivity as the ‘back channel,’ allowing interactivity coming through the phone’s existing IP connectivity,” iBiquity CEO Bob Struble says. The chipset opens up new content options for listeners and marketing opportunities for advertisers. For example, an action button that places a call to a local merchant, downloads a coupon to the device, or places an appointment into its calendar. Full screen ads and mapping integration are also included. While mobile carriers have previously rebuffed industry overtures to install HD Radio into their devices, Emmis CEO Jeff Smulyan says the new chipset will change the conversation, due to potential revenue sharing opportunities it opens up for carriers. “This gives them opportunities to use ad campaigns through our channel,” Smulyan told *Inside Radio*. “It offers a compelling value proposition for cell providers.” Interactive sales functionality could bring incremental revenue that could be shared with mobile carriers. And music sales from song-tagging could be routed to a carrier’s online music store, for example.

4/12 Next-generation personalized radio likely to include more talk elements. Clear Channel has provided a peek into what may be coming in future iterations of its iHeartRadio streaming service. While the platform aims to provide a 360-degree experience by aggregating nearly 1,500 “real radio” stations with a custom radio service, the two experiences largely reside in separate buckets. The company is talking about a new way to marry the two in such a way that a listener could build a hybrid station. They’d start with a choice of scores of broadcast radio morning shows and then customize other dayparts with music and spoken content from favorite over-the-air stations. “Talk is under-utilized in this particular world, in terms of creating the ability to meld the best type of talk programming, maybe your favorite morning show, with music programming in different dayparts,” iHeartRadio SVP Owen Grover said during a RAIN Summit panel discussion on personalized radio. Users of Slacker’s web radio service often start by listening to a curated or pre-programmed

channel, then later move on to custom streams as they become more comfortable with the technology, CEO Jim Cady said. But Grover said iHeartRadio users also move in the other direction, starting with a custom channel and then rediscovering broadcast radio streams. “There’s a group of folks that are getting turned on to radio due to the all-in-one nature of the service,” he said. “These [on-air] brands are still incredibly powerful and meaningful.” Executives on the panel, which included digital home entertainment technology provider Rovi and music intelligence platform the Echo Nest, agree that it’s still “early days” for customizable radio. The Echo Nest, which provides music data for dozens of services “is just getting started in understanding each individual user and their music,” CEO Jim Lucchese said. The company is looking to augment data from user thumbs-up and thumbs-down interactions to include other information, including data gleaned from the user’s stored music and their Facebook “likes.” “It’s all on the list of stuff we can start to apply but we’re just the data dwarves, you guys have to figure out how to apply it,” Lucchese says. Executives agree that personalized radio is helping create an on-demand audio world where expectations to skip songs and always hear them from the beginning are becoming the norm for many listeners

Breakthrough technology poised to let radio carve out local zones with their signal. In an era where advertisers are increasingly looking at geo-targeting their message, breakthrough technology is under development for radio that would make localized broadcasting a reality for radio. Geo-Broadcast Solutions (GBS) has developed a system that combines radio, cellular, GPS, and mobile broadband technology to enable FM stations to be divided into several geographic zones within an existing coverage area. By slicing a station’s service area into subsets using a series of high-powered boosters, GBS says a single frequency network is created that will give broadcasters the flexibility to geo-target both advertising and programming. “You would go from one zone to another, much like you would when driving your car and going from one cell network to another,” CEO Peter Handy explains. He says depending on the size and topography of a city, a market could be divided into as many as seven regions. The ZoneCasting system already cleared one big hurdle — the FCC’s Media Bureau said it was in the public interest to see how the system would work in the real world as it granted

approval to test the technology in a market. Under experimental authority, GBS and broadcast equipment maker Harris tested ZoneCasting with the Bustos Media stations in Salt Lake City in March 2010. It worked well, and the next step was to test it in a market where there's no terrain shield like the mountain-ringed Salt Lake market has. So Handy says last year the system was tested at the Cohan Radio Group stations in Sebring, FL in July 2011. GBS says there was "minimal interference" between the FM boosters or the main FM signal. Based on those results they're now asking the FCC to open a rulemaking to modify its regulations to allow FM booster stations to originate programming — something that's necessary in order for stations to subdivide their signal. With the support of the industry, Handy thinks they could see an expedited approval by the FCC. So far he's had positive feedback so far from several radio executives intrigued by its possibilities. GBS chief technology officer Bill Heatt says they continue to work with Harris on designing better equipment to fine-tune the technology so they'll be better able to create more customized zones for each broadcaster

Zone by zone, radio could target hyper-local advertisers. One of the knocks on radio by some local advertisers is that their customers only come from a few miles from their location or just one side of town. **Geo Broadcast Solutions** believes its technology will turn that negative into a selling point. CEO Peter Handy says it will resemble the targetability that local cable companies or digital properties have been able to offer advertisers. "Station managers will now have the ability to offer affordable commercials that super-serve specific selling areas," he explains. That's a way he thinks the industry will bring tens of thousands of new advertisers into radio and jumpstart revenue growth. Consider a market like Washington, DC where residents living on the Virginia side of the metro typically don't shop across the Maryland border and vice versa. **The typical zone will cover a radius of 10 to 12 miles, which Handy says will create zones that can be delivered specifically-tailored, more localized advertising.** "Post-deregulation radio became a reach medium and to some degree local retailers got priced out," he says. "We think we can bring the local advertiser back to the medium by giving them a more affordable commercial option." Handy says bringing more advertisers to radio could put demand on inventory and give stations more pricing power. Handy says there are other on-air possibilities for ZoneCasting,

including tailoring severe weather alerts, Amber Alerts, or public service announcements to a specific geography. On a programming side, the same station could even air two different high school football games simultaneously. GBS says the technology works on both analog and digital stations.

CBS Local tees up new “YourDay” iPad app. **Just days after Apple confirmed it sold 3 million new iPads last weekend for its strongest iPad launch yet, CBS Local Digital Media will unveil a new app today for the wildly popular tablet that harnesses the broadcaster’s local content. While CBS Local iPhone apps are iPad-compatible, the new “YourDay” product uses a tablet-optimized interface to take full advantage of its larger screen. Using iconic imagery from each city as a visual backdrop, the free product provides a gateway to the best in the arts, culture, sports, pets, family, shopping, nightlife and other attractions for 24 CBS Local markets. Upon launch of the app, auto location detection finds the CBS market closest to the user. From there the app opens a steady stream of local sports, news, lifestyle info, weather, traffic and deals in easy-to-view, chunky blocks of eye-catching content — all of which can be shared via Facebook, Twitter and email. The iPad app also includes the ability to listen to CBS Radio stations, see high quality video of breaking news, the latest headlines and weather updates from CBS television stations and access a continually-updated library of the latest CBS video content. Users can multitask while listening to CBS Radio streams without leaving the app. The display is big — not eye-squinting — with a customizable layout that lets users rearrange their top category, change the city and sign-in to Facebook. Lead items accessible across the top of the page include time, weather and access to the user’s calendar appointments. Headlines from CBS Interactive websites, including CBS.com, CBSSports.com, CNET, MoneyWatch.com and Chow.com, appear in a scroll along the lower edge of the page. **As of last quarter, Apple sold 55 million iPads.** CBS Local has been moving more aggressively in the online space. Two weeks ago it began updating all its music radio station websites**

with an increased focus on social media integration and video placement.

CBS LAUNCHES NEW APP FOR FACEBOOK TIMELINE

2-21-2012

CBS Local Digital Media launched a new app that consumers can add to their Facebook timeline. The app will allow listeners to share news, traffic and weather with their friends and learn more about the day's headlines and what's happening locally or in other major markets across the country.

*Anyone who visits CBS Local Digital Media's NY or LA websites can add the app to their timeline. President of CBS local digital media Ezra Kucharz (pictured) said, "We're thrilled to launch this new app for Facebook timeline. Sharing with your friends what you're learning about the world outside your door has more meaning today than it ever has, and this app makes it easy to build connections by telling the story of your life through your activities online."

New CBS Radio app opens more channels for real-time audience feedback. CBS Radio is beta testing a new iPhone app that enables faster, more spontaneous ways for listeners to get involved with its shows. Sports "The Fan" WFAN, New York (660) afternoon host Mike Francesa is the guinea pig for **AudioRoadShow**, which went live yesterday afternoon. The company has plans to roll out the new app nationally, mainly for its spoken word stations, once the kinks are ironed out. Appearing as a guest on Francesa's show yesterday, CBS Local Digital Media president Ezra Kucharz called the new app "game-changing for sports radio" for its ability to let hosts quickly take the pulse on talk show topics and guests. **For example, Ten Seconds of Glory, the digital equivalent of the comment line, lets listeners answer a question from a host on their phone and then send the**

audio to the show producer to be played on air. WFAN says it's adding an employee to quickly edit and turn around the comments for broadcast. "You'll get 10 seconds to make your point," A separate app feature that lets listeners thumb-up or thumb-down interviews and topics will provide a fast read on how a guest or subject is being received by the audience. "You'll get real-time feedback from the audience about how a guest is doing," Kucharz says. Listeners can also participate in Spot Polls from their phone, responding to a question the host poses on the air. The free app allows live listening and includes a mini-program guide that lists topics and guests coming up next — updated in real-time. AudioRoadShow will be adapted for Android phones and as a desktop web application within six weeks and rolled out to additional shows and stations. "This is just the beginning," Kucharz says. "We're looking to do something new and innovative that consumers haven't experienced anywhere else."



Smart phone penetration will exceed 50% penetration in 2012. Radio apps are consistently among the most downloaded among US consumers.

- 80MM+ listeners have downloaded apps for iheartradio, AOL Radio, Yahoo! Music, Last.fm and other broadcaster offerings.
- Listening to mobile phones has doubled in the past year.