

U.S. radio consortium partners with NAVTEQ for traffic and POIs broadcast

Eight leading American radio companies have formed a new joint venture, the Broadcaster Traffic Consortium, LLC (BTC), to build a U.S. wide network to distribute traffic data via digital radio technology.

BTC will use HD Radio technology to broadcast real-time NAVTEQ Traffic and other location-based information to portable navigation devices and automobile in-dash systems. "The high bandwidth capacity provided via HD Radio technology will enable consumers to obtain high-quality, up-to-date information including traffic flow and points of interest when and where they need it most", said the consortium today.

Founding members of BTC are Beasley Broadcast Group; Bonneville International Corporation; Cox Radio, Inc.; Emmis Communications; Entercom Communications Corp.; Greater Media; NPR and Radio One.

"Our purpose is to further accelerate consumer HD receiver penetration and create new revenue. By leveraging our strengths - low-cost distribution, localized content and digital capacity - we are re-establishing this industry as an innovative means of engaging consumers." said Paul Brenner, Administrative Agent for the consortium and VP of Integrated Technology for Emmis.

This consortium will bring yet another choice to navigation system manufacturers to offer real time information to their customers in the United States. However, at this stage this consortium is more an idea than a reality, it might be a long time before it broadcasts its first bit of traffic data, not to mention the need of a HD receiver at the receiving end.

Wednesday April 9, 2008

Ludovic Privat

