



Groundbreaking Broadcaster Traffic Consortium to Redefine Radio

INDIANAPOLIS, April 9 /PRNewswire-FirstCall/ -- Eight leading radio companies have formed a new joint venture, the Broadcaster Traffic Consortium, LLC (BTC), to build a first-of-its-kind nationwide network to distribute traffic data via radio technology. BTC is working with NAVTEQ, a leading global provider of digital maps and traffic for vehicle navigation and location-based solutions. BTC will use HD Radio(R) 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.

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. The growing membership base contributes to BTC's burgeoning national footprint and includes such additional prominent organizations as Lincoln Financial Media. BTC broadcasts across a comprehensive suite of NAVTEQ Traffic and location content and services used by application service providers, original equipment manufacturers and automakers.

BTC is the alignment of the traditional radio business model with high- growth, consumer-demand applications. "BTC represents a considerable commitment to innovation by all the participants," said Paul Brenner, Administrative Agent for the consortium and VP of Integrated Technology for Emmis. "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."

Brenner also said that broadcasters' ability to monetize HD bandwidth is greatly increased by providing a one-stop shop for a low-cost nationwide data distribution channel. BTC represents a data distribution service that allows broadcasters to expand beyond traditional audio programming as their sole use of the HD Radio spectrum and enable major service providers, like NAVTEQ, to leverage broadcasters' free, over-the-air systems to meet consumer demand for interactive user-specific data applications.

Broadcaster Traffic Consortium

The Broadcaster Traffic Consortium, LLC is a company formed to build a nationwide terrestrial broadcasting network to distribute local traffic and other map-related data via radio technology. Founding members are Beasley Broadcast Group; Bonneville International Corporation; Cox Radio, Inc.; Emmis Communications; Entercom Communications Corp.; Greater Media; NPR and Radio One.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and

government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 3,300 employees located in 167 offices and in 31 countries. NAVTEQ is a trademark in the U.S. and other countries. All rights reserved.

HD Radio(R) is a proprietary trademark of iBiquity Digital Corp.

Broadcaster Traffic Consortium, LLC

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