



Cumulus, Hubbard and Cobalt Partner with Broadcaster Traffic Consortium

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'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.'

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, LLC

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.

SOURCE Broadcaster Traffic Consortium

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