



Broadcaster Traffic Consortium Expands with New Broadcasting Partners, More RDS and HD Radio Broadcasting Market Coverage

Journal Broadcasting, Regent, Saga and Corus Entertainment Radio Bring BTC Contributing Broadcaster Organizations to 16

Indianapolis...Broadcaster Traffic Consortium, LLC (BTC), launched in 2008 as a new joint venture by Eight leading radio companies to build a first-of-its-kind nationwide network to distribute traffic data via radio technology, announces the addition of Journal Broadcasting, Regent Communications, Saga Communications and Corus Entertainment Inc. and the Corus radio stations in Canada as contributing broadcasters for FM-RDS and HD Radio data distribution. "Through the addition of these new broadcasting partners and continued contributions by the founding members, BTC has grown to cover U.S. markets numbering 82 FM-RDS and 74 HD Radio Data as well as the top 7 Canadian metropolitan areas with FM-RDS," said Paul Brenner, president for the consortium and SVP/Chief Technology Officer for Emmis Communications. "Each organization's commitment to this consortium represents the growing strength of collaboration which unifies the bandwidth capacity and skills within our industry." 77 FM-RDS markets and 63 HD Radio Data markets are active today with the remaining BTC committed markets to be completed in Q2 2009.

BTC is working with NAVTEQ, a leading global provider of digital map data for vehicle navigation and location-based solutions, BTC uses RDS and HD Radio technology to deliver real-time NAVTEQ Traffic and other location-based information directly to portable navigation devices and automobile in-dash systems. With the high bandwidth capacity provided via RDS and HD Radio technology, consumers can obtain high-quality, up-to-date information including traffic flow and points of interest when and where they need it most.

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 Brenner. "Our purpose is to further accelerate consumer HD Radio receiver penetration and create new revenue. The expansion of BTC represents the power of our industry to unite our resources and deliver innovative service solutions to relevant content partners. By leveraging our strengths—low-cost distribution, localized content, nationwide coverage and digital capacity—we are re-establishing this industry as an innovative means of engaging consumers."

Brenner also said that broadcasters' ability to monetize the HD Radio 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 HD Radio technology's capabilities and enable major service providers to leverage broadcasters' free, over-the-air systems to meet consumer demand for interactive user-specific data applications.

Founding members of BTC are Beasley Broadcast Group, Bonneville International Corporation, Cox Radio, Emmis Communications, Entercom Communications Corp., Greater Media, National Public Radio and Radio One. The growing membership base contributes to BTC's burgeoning national footprint and includes such prominent organizations as Cumulus Media, Lincoln Financial Media, Hubbard Broadcasting and Cobalt Media. Collaboration with NAVTEQ provides BTC with a comprehensive suite of location content and services. Through the NAVTEQ relationship, BTC reaches across the industry value chain encompassing world class application service providers, original equipment manufacturers and automakers to expand the penetration of HD Radio technology-enabled consumer devices and dashboard receivers.

Broadcaster Traffic Consortium

The Broadcaster Traffic Consortium, LLC is a company formed by radio broadcasters 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, Emmis Communications, Entercom Communications Corp., Greater Media, National Public Radio 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.

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