

For Immediate Release
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BTC Expands Number of Broadcasters and Markets Covered

Indianapolis...The Broadcaster Traffic Consortium (BTC) has announced additional broadcasters and markets have joined the effort to distribute local traffic and other map-related data via FM and HD radio technology. This comes in conjunction with the announcement that Honda will be using HD Radio Data real-time traffic with [BTC/HERE](#).

“Watching the BTC data broadcast network grow has been truly astounding,” said Paul Brenner, President of BTC and CTO of Emmis Communications. “Broadcasters large and small are contributing to the most successful industry consortium in history. This shows that FM and HD radio can win lucrative telematics business normally won by satellite or mobile broadband when we perform uniformly. I want to thank all of the broadcasters who contribute to this industry effort.”

New broadcasters to join the effort are Univision, the University of Michigan Radio (NPR-affiliated) and KCBX (NPR-affiliated) in San Luis Obispo, California. New markets that BTC will now operate in are: Ann Arbor and Flint, MI; Trenton and Morristown, NJ; Manchester, NH; San Luis Obispo, Santa Barbara, Temecula and Monterey/Salinas/Santa Cruz in CA; and Gainesville-Ocala, FL. Of the ten new markets, nine are unique to BTC; that is, all but one are markets where BTC has no current competition.

BTC now exceeds 100 markets of coverage in the United States, and counts 23 broadcasters as members, including CBS Radio, Entercom, Cumulus, Radio One, Greater Media, NPR, Emmis, Cox and Hubbard.

The BTC is a nationwide broadcasting network that distributes location based data including: local traffic, weather, and fuel prices via radio technology to navigation devices and automobile in-dash systems. The BTC works in partnership with HERE, a Nokia business. HERE is a leading global provider of digital maps and traffic. The superior bandwidth capacity of HD Radio transports high-quality, up-to-date information, including traffic flow and points of interest, to consumers when and where they need it most.

Broadcaster Traffic Consortium, LLC BTC, LLC is a company formed to build a nationwide terrestrial broadcasting network to distribute local traffic and other map-related data via FM and HD 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. Originally founded in 2007 with eight broadcast groups contributing to the network, the BTC has grown to include 23 broadcast groups. More information can be found about at <http://www.radiobtc.com>.
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