

## **BTC Continues to Drive HD Radio Growth as a Data Provider**

Indianapolis...The Broadcaster Traffic Consortium (BTC), the nationwide broadcasting network that distributes location based data, saw continued growth in 2013, and is poised for continued growth with current customers and anticipated product launches in 2014.

Since the inception of the BTC in 2007 with its RDS-TMC broadcasting, the group has seen a total revenue compound annual growth rate (CAGR) of 50.8%. The addition of HD Radio technology for traffic data in 2011 comprises 20% of the BTC's total revenue. Both are expected to continue to grow at this rate.

"Greater Media is now seeing a return on our investment in BTC," said CEO Peter H. Smyth. "The transmission of traffic data via our HD signals allows us to be an integral part of the digital dashboard. We are pleased to see that revenue growth is exceeding our expectations."

As costs increase for the connected car, the BTC expects the affordable bandwidth that HD Radio technology offers to alleviate that expense for bandwidth-intense activities like traffic. The smooth launch with auto manufacturers Honda and Mitsubishi last year has opened the door for additional automakers to realize the value of HD Radio Data real-time traffic with BTC

BTC Technical Product Manager, DeAndra Barkocy, oversees the day-to-day operations of the BTC network of radio stations that deliver both RDS and HD Radio traffic data. "The revenue we are generating for our partner stations has really helped them commit to continuous improvement. We have broadcasters upgrading HD Radio systems, increasing power, and dedicating the resources needed to maintain our 24/7 broadcast requirements," says Barkocy. "We are expanding, adding new markets, and broadcasters are contacting us about how to partner with the BTC. They see us as a viable stream of revenue for a broadcast that they already have on the air. I'm extremely excited about our future."

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 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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