

Broadcaster Traffic Consortium

North American Radio Data
Distribution

An Industry-Wide Effort

BTC is designed for any broadcaster to join our efforts - grow and monetize RBDS and HD Radio via *nationwide* Data Services

A **unified** “the rest of us” created an advanced system

BTC now has over **1,500** radio stations that serve as potential data broadcast locations BTC - includes 7 of the top 10 broadcasters in North America

BTC’s **partnership** includes 16 total broadcaster Organizations in US and Canada



Competing for Our Future

Analog Radio loses dashboard prominence to other Mediums in 5 years unless FM goes Digital

What automakers are intensely developing now for digital cars available 2013...

- ✓ Big Screens for More Content
- ✓ Digital dashboards: Digital-Only, In-Dash Mobile Broadband, Auxiliary, Phone Pairing and more Satellite services
- ✓ Broader Multi-Choice or User-Choice Audio Programming
- ✓ Global, Mass Market and Local Market Location-Based Data Services (Traffic, Weather, Fuel, Sports, News, Advertising)
- ✓ Consistent, Dynamic Radio User Interface (Artist/Title, Tag, Artwork, Visual Ads)

BTC Mission

Leader in Standardized HD Radio Data Distribution

What BTC is doing to “be in the room” with manufacturers on behalf of the broadcast industry ...

- ✓ Partnered with Navteq to link HD Radio with dynamic content and location-based-services
- ✓ Additional content partnerships and manufacturing sectors - Active Prototyping in BTC Labs
- ✓ Global trek pitching multicasting + data HD Radio
- ✓ Pressing to enhance the listener experience and support e-commerce
- ✓ Driving HD vendor and iBiquity standards
- ✓ Building HD Radios version of the “3G” coverage map
- ✓ Spearheading HD power increase with FCC and across broadcast groups