

**GeoBroadcast Solutions Files FCC Rulemaking Petition  
To Permit OTA Radio Broadcasters to Air Geo-Targeted Programing**

*Change Would Provide Localized Emergency Alerts, Advertising, Weather/Traffic, and News*

**CHICAGO, March 16, 2020** - GeoBroadcast Solutions LLC filed a petition with the FCC on Friday seeking a rule change that would permit radio broadcasters to air geo-targeted programming, including emergency alerts, news, and advertising on a voluntary basis. The technology, called ZoneCasting™, has been in development by GeoBroadcast Solutions since 2011.

Radio is currently the only mass medium that cannot geo-target its content. The ability to add localized weather and traffic, news, emergency alerts, and advertising is beneficial to listeners, small businesses, and advertisers and would allow the industry to progress and remain competitive in the market.

The rule GeoBroadcast seeks to change relates to FM boosters, and no changes to the FCC's rules regarding translators or interference are necessary. The new rule would be similar to the 2017 FCC decision that allowed television broadcasters to use the Next Generation TV standard—also known as ATSC 3.0—and distribute geo-targeted programming.

The proposed revision to 47 Code of Federal Regulation §74.1231 adds the following language:  
*The programming aired on the FM broadcast booster station must be “substantially similar” to that aired by its primary station. For purposes of this section, “substantially similar” means that the programming must be the same except for advertisements, promotions for upcoming programs, and enhanced capabilities including hyper-localized content (e.g., geo-targeted weather, targeted emergency alerts, and hyper-local news).*

“We hope the FCC promptly moves ahead with this rulemaking proceeding so that radio broadcasters – similar to television stations - will have the opportunity to decide whether to offer geo-targeted content in their communities,” said Bill Hieatt, CTO of GeoBroadcast Solutions. “Our technology moves the radio industry in line with today’s technology while also improving the consumer experience in the most widely-used source of news, entertainment, and information.”

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Importantly, this geo-targeting technology relies on existing consumer radio receivers that are synchronized with FM booster radio stations and originate localized content and insert it at specific and limited times while otherwise retransmitting the primary station’s signal. This technology, which would be optional for broadcasters, does not impact interference between neighboring stations and does not cause harmful self-interference.

According to a recently released [joint study](#) by BIA Advisory Services and Advertiser Perceptions, more than 90 percent of local retailers and two-thirds of national advertisers are poised to put more money into FM radio when geo-targeting becomes available.

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**About GeoBroadcast Solutions LLC**

GeoBroadcast Solutions was formed in 2011 to develop the ZoneCasting™ Geo-Targeting platform. This platform has been successfully tested under special FCC authorization. Geo-Targeted separation of the main channel audio of an FM radio station to its listeners allows the ability to split an FM signal into local “zones.” Out of this development effort came MaxxCasting™, which increases signal quality, PPM watermark decoding, and allows geographic targeting and fencing of radio screen advertising. It is successfully deployed and operational in many markets and growing rapidly. Additional information is available at [geobroadcastsolutions.com](http://geobroadcastsolutions.com).

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