News Release

**In Large Showing, Radio Industry Comes Out to Support FCC Rule Change Allowing Broadcasters to Air Geo-Targeted Programming**

***More than 80 Comments, Representing Thousands of Stations and Providing Important Feedback, Seek to Keep Radio Competitive in a Crowded Marketplace***

**CHICAGO, May 7, 2020** – The FCC request for comments on a rule change petition that would permit radio broadcasters to air geo-targeted programming closed on Monday with more than 80 submissions from a cross-section of industries, including owners and groups representing thousands of stations across the country, in general agreement that in order for the industry to remain competitive it needs the ability to use innovative technologies and find ways to identify a new path of revenue for a challenged medium.

Many of the detailed comments expressed anticipation for a level playing field in the broadcast industry and excitement for the ability to add localized weather and traffic, news, advertising, and emergency alerting during short parts of a broadcast hour, and the benefit it will offer listeners, small businesses, and advertisers.

GeoBroadcast Solutions LLC filed the petition on March 13 seeking changes that would permit radio broadcasters to use its technology called ZoneCasting™, to air emergency alerts, news, and advertising on a voluntary basis. While the formal period for comments ended on May 4, parties have 15 days (May 19) to submit replies. Access to the comments is available [here](https://www.fcc.gov/ecfs/search/filings?limit=50&offset=0&proceedings_name=RM-11854&sort=date_disseminated%2CDESC).

Industry groups, such as the [NAB](https://ecfsapi.fcc.gov/file/10504336314459/GBS%20Comments%205-4-20%20final.pdf), the [Multicultural Media, Telecom and Internet Council,](http://wsv3.audioeye.com/convertpdf.php?url=https%3A%2F%2Fecfsapi.fcc.gov%2Ffile%2F1050234990067%2FGEO%2520Support%2520Letter%2520050120.pdf) as well as media and advertising companies and like [Ansira](https://www.fcc.gov/ecfs/filing/10428283856684), [Dentsu](https://ecfsapi.fcc.gov/file/1050424282062/FCC%20Letter%20--%20Dentsu.docx) and [MAGNA](http://wsv3.audioeye.com/convertpdf.php?url=https%3A%2F%2Fecfsapi.fcc.gov%2Ffile%2F105041802925349%2FMAGNA%2520Letter%2520-%2520FCC%2520RM-11854%25205.4.20.pdf), joined large and small stations and broadcasting companies in support of the change. The emergency alerting benefits of geotargeting were also cited by several commenters, along with former FEMA Administrator [Craig Fugate](http://wsv3.audioeye.com/convertpdf.php?url=https%3A%2F%2Fecfsapi.fcc.gov%2Ffile%2F10414997930653%2FFugate%2520letter%2520to%2520FCC%2520Pai.pdf).

“We are encouraged by the amount of support we received from the broadcast industry, as well as the advertising and public safety sectors,” said Bill Hieatt, CTO of GeoBroadcast Solutions. “The comments raised important issues for the industry as a whole and specific,

instructive points on how our technology needs to address ideas and share knowledge to help it improve, as it has a chance to evolve in the marketplace.”

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*FCC Comments Close for GeoBroadcast Solutions Rulemaking Petition – 2*

The ongoing evolution of ZoneCasting and its ability to geo-target an analog or HD radio signal is made by arranging transmitters in a cluster to allow programming in the zoned area to break away from the main signal and transmit geo-targeted content. ZoneCasting works as a Single Frequency Network (SFN) deployed to boost the signal from the main transmitter to the booster nodes.

GeoBroadcast Solutions has been continuously testing and improving ZoneCasting in the field and at its headquarter laboratory in Chicago, through simulations and modeling. The advancement of the technology has been improved in the past few years, including a FM and HD SFN, five site network at Entercom's KWFN in San Diego.

Importantly, this geo-targeting technology uses existing consumer radios that receive FM booster radio stations within the primary station’s service area. The boosters originate separate localized content and insert it at specific and limited times. When not operating in geotargeting mode, the primary station’s signal is amplified, thus improving the signal in the area covered by the boosters at all times. This technology, which would be optional for broadcasters, does not impact interference between neighboring stations and does not cause harmful self-interference.

Radio is currently the only mass medium that cannot geo-target its content. The ability for radio stations 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.

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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.](https://www.geobroadcastsolutions.com/)

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