

**GeoBroadcast Solutions Statement on the Beginning  
of the Comment Period of the FCC NPRM*****NPRM Would Modify the Commission's Rules Governing  
the Operation of FM Booster Stations by FM Radio Broadcasters***

CHICAGO - February 10, 2021 –

“Today’s filing of comments marks the beginning of an active debate on innovation in the radio industry. Some parties oppose new technologies and innovation, and that is a familiar story for those who have watched broadcast media evolve over the decades. However, a broad range of large and small stations and broadcast groups, the advertising community, and minority coalitions, have indicated their desire to embrace innovation and the future by using broadcast airwaves for a more personal and localized experience,” said Robert Udowitz, a spokesperson for GeoBroadcast Solutions.

“The proposed rule change will enable those broadcasters who want to use technology to pursue radio geo-targeting, which we see as the entryway to a potential trove of economic improvement and business opportunities for each broadcaster. We recognize that some parties see only complexities and challenges with this new technology, but we see potential and the ability for the radio industry to finally join other media in the 21st Century to bring more targeted content and enable advertisers to reach specific audiences. The net result has great potential to promote localism, and to improve the balance sheet of the industry and we are excited to work closely with the industry to address the benefits and concerns.”

The reply comment period will continue through March 12, 2021-

<https://www.federalregister.gov/documents/2021/01/11/2020-28784/fm-broadcast-booster-stations-modernization-of-media-initiative>

**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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