News Release

**San Diego’s KWFN Becomes First Multi-Site MaxxCast™ Deployment Delivering HD Signal**

***Success with Combined Technologies Paves the Way Towards Integration with Geo-Targeting through ZoneCasting™***

CHICAGO, July 16, 2020 – Entercom radio station KWFN-FM in San Diego has substantially improved its signal through the launch of a MaxxCasting™ system from GeoBroadcast Solutions. The four-node single-frequency network (SFN), which represents the first commercially deployed HD Radio™ Single Frequency Network (HD SFN), extends clear FM and HD Radio coverage up and down the busy Interstate 15 and State Route 78 corridors. The improved signal also increases penetration with Nielsen PPM Portable People Meters (PPMs) to help broadcasters accurately measure audiences and set advertising rates.

This successful implementation of an HD SFN through MaxxCasting also demonstrates that geo- targeting for radio will work when the boosters are equipped with GeoBroadcast Solutions’ ZoneCasting™ technology. The FCC is currently considering a rule change petition that would permit radio broadcasters to air geo-targeted programming. ZoneCasting will eventually owe its success to MaxxCasting, the foundational architecture that is currently boosting FM and HD signals from the Boston market’s WXLO-FM to KWFN in San Diego.

“Providing a digitally clear, strong HD signal to the flagship station of the San Diego Padres serves the expanded listening audience and advertisers,” said Bill Hieatt, CTO of GeoBroadcast Solutions. “The MaxxCasting system now reaches listeners in previously underserved areas north of San Diego, including the cities of Escondido, Ramona, and San Marcos. The immediate results have been positive: KWFN saw a one-month ratings share increase from 1.8 to 2.5 post-launch.”

The San Diego market is very terrain-intensive, and signal penetration is limited due to the density of hills. Yet JR Rogers, Market Technical Operations Director, San Diego for Entercom noted that, “there is no question that commuter listening experience has improved, as the holes in the signal coverage have been greatly diminished.” He also sees potential for broader audience growth for key programs including, Ben & Woods, KWFN’s new morning Sports Talk show.

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“The community was previously served by a massive AM signal originating in Mexico,” said Rogers. “We especially wanted to provide the Padres and their fans as close to 100 percent coverage as possible. While high-power AM has a much broader coverage pattern, FM offers far superior sound. The MaxxCasting system will provide the community with higher quality game coverage, and better penetrate the entire market.”

GeoBroadcast worked closely with GatesAir for the KWFN installation, using its Flexiva™ transmitters with FAX Exgine exciters, a Flexiva FXMi 4g Exporter/Importer HD Radio system, and Intraplex IP networking and synchronization gear. The latter time-locks FM and HD signals between the main transmitter and four nodes. MaxxCasting is a system of FM on-channel boosters (SFN) with transmitters fully synchronized to boost the signal from the main transmitter with seamless transitions from the main to the booster nodes.

Other important contributors to the project include Bert Goldman of Goldman Engineering Management, which provided the bridge between system design and FCC compliance; and SCMS, which managed equipment sales and staging. Shively provided all directional antennas for the network.

GeoBroadcast Solutions has been continuously testing and improving ZoneCasting in the field and at its headquarter laboratory in Chicago, through simulations and modeling. The 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 a number of 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.

The rule GeoBroadcast seeks to change relates to FM boosters, and no changes to the FCC's rules regarding translators or interference are necessary. Radio is currently the only mass medium that cannot geo-target its content. The television industry gained the ability to geo- target in 2017 when the FCC adopted the Next-Gen TV standard — also known as ATSC 3.0 – at the urging of NAB.

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The ability for radio stations to add localized weather and traffic, news, advertising, and emergency alerting during parts of a broadcast hour is beneficial to listeners, small businesses, and advertisers. It would allow the radio 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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