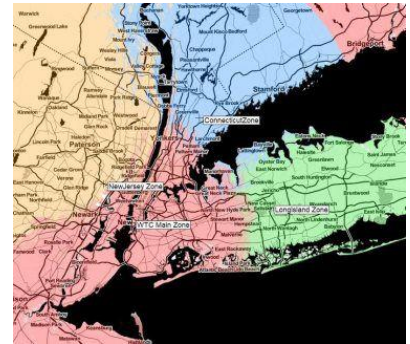


Local Radio Stations Can Broadcast Geofenced Ads with ZoneCasting™

❖ **What is ZoneCasting™?** ZoneCasting is an innovative technology for local radio stations to broadcast their ads, programming, news, emergency alerts and other content to either their full coverage area or to smaller geozones in its market with targeted content relevant to those areas. For example, a New York City radio station could target content to the whole market or geotarget broadcasts relevant to zones – New York City, Long Island, Connecticut, New Jersey. The technology work by using single frequency network transmitters like those used by mobile phone carriers.



❖ **The FCC Needs to Change its Rules** Unlike local TV, local radio stations currently are not allowed to offer over-the-air zoned broadcasting. The FCC is currently reviewing its rules pending input from broadcasters, advertisers, public safety officials, and others who want their local radio stations to have this capability. The FCC comment period for this proposed rule change is open. See FCC RM-11854 at www.fcc.gov.

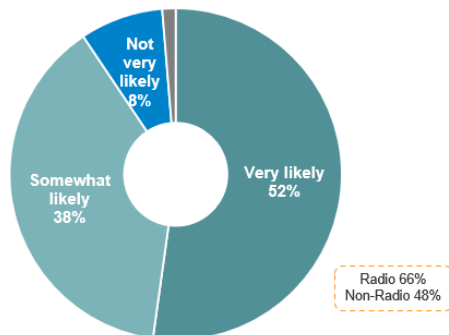
❖ **How much does ZoneCasting cost?** It's free to radio audiences, this new technology works on all radio receivers. For advertisers, ZoneCasting offers a lot of options. As with zoned cable, the full market can be bought, or different geozones for a cheaper rate. For example, a Long Island car deal could buy just the Long Island zone.

❖ **Advertisers benefit** National brands may want to buy the whole market for its radio buy, but now will have the option to do copy splitting – running different creative in different zones.

Regional and local businesses can reduce waste buying just the geozones where they do business at reduced rates compared to buying the whole market.

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Likelihood to Spend/Spend More With Broadcast Radio Due to "ZoneCasting"



Local radio buyers are very interested in ZoneCasting and would spend more in radio to use this capability. Over half (52 percent) of local businesses say they are “very likely” to spend more with radio stations that can ZoneCast. This rises to 66 percent for current radio advertisers and 48 percent of businesses that are non-radio advertisers would spend more on local radio.



www.geobroadcastsolutions.com

- ❖ **Radio audiences benefit** Radio audiences benefit from more geographically relevant content. Edison Research reports that 72 percent of local radio listeners would, “listen more if the information and commercials were better targeted to their local area.” ZoneCasting is 100% compatible with all existing radio receivers. The only technology that needs to change is on the local radio station side. Listeners will get the main station signal at times and at other times programming and content targeted to their geozone.

- ❖ **Radio broadcaster benefit** ZoneCasting lets radio station be more relevant with their programming, news, weather, alerts and ads when they can target this content to relevant geozones. Stations will become more competitive with other zoned media like digital, cable, newspapers, outdoor and eventually local TV. Stations may generate more revenue at a time when this is greatly needed. For example, a station that sells a 30 second spot for \$100 could sell three geozoned spots for \$50 each. Buyers get a discount for more relevant geography and less waste. Stations could earn \$50 for each of the geozone spots that run at the same time. That means for a 30 second break stations could make \$150 instead of \$100. This helps the long-term viability of local radio. A BIA Advisory Services study estimates a potential economic impact on the local radio industry of up to \$750 million in new sales for geozoned ads.

- ❖ **Find out more about ZoneCasting**
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