

# Welcome to the

## 3. EHDRA HD-Radio<sup>™</sup>-Day 2009

15 October 2009 – Lucerne / Switzerland

# The program



**09.00 – 17.00: 2-3 cars for test-drive with HD Radio™ receivers / receiver exhibition**

## *09.00 Check-In*

**09.50 Welcome**

Jürg Bachmann, EHDRA President  
Marcel Regnotto, OFCOM Representative  
Bob Struble, President and CEO iBiquity  
Digital Corporation

**10.15 The global perspectives of FM HD Radio™**

Scott Stull, iBiquity Digital Corporation

**10.30 Past, present and future EHDRA activities**

Jürg Bachmann - EHDRA President

**10.50 Summary of European field trial Results**

Markus Ruoss, Ruoss AG

## *11.30 Networking break*

**11.50 Subjective interferer presentation**

Lance Eichenberger, RadioTrend AG

**12.10 The coordination, standardisation and  
regulation aspects of digital FM Band**

Markus Ruoss, EHDRA

## *12.45 Lunch Break*

# The program



- |                               |  |  |
|-------------------------------|--|--|
| 14.15                         | <b>The HD Radio™ implementation in the US</b>                                | Steve Fluker, Cox Radio USA  |
| 14.30                         | <b>The swiss radio digitalisation implementation Association</b>             | Jürg Bachmann, VSP/Swiss Radio   |
| 14.45                         | <b>Value added services for HD Radio™</b>                                    | Gereon Joachim, iBiquity Digital Corporation   |
| 15.00                         | <b>High resolution traffic and advanced data service developments for HD</b> | Len Konecny, Vice-President Business Development Clear Channel Radio – Total Traffic Network |
| <i>15.20 Networking Break</i> |  |  |
| 15.40                         | <b>The Radio digitalisation in Germany</b>                                   | Sebastian Artymiak, VPRT-Germany   |
| 16.00                         | <b>Radio digitalisation in other European countries</b>                      | Jürg Bachmann, EHDRA   |
| 16.10                         | <b>Why FM-HD Radio™ for local regional broadcasters</b>                      | Markus Ruoss, EHDRA  |
| 16.20                         | <b>FM- HD Radio™ receivers for Europe</b>                                    | Lance Eichenberger, RadioTrend AG  |
| 16.30                         | <b>General Q&amp;A Session, closing remarks</b>                              | Jürg Bachmann and presenters   |
| <i>17.00 Close of Event</i>   |  |  |

# Welcome



**Jürg Bachmann**  
**President European HD Radio Alliance (EHDRA)**

It's already the third time we meet in Lucerne to speak about HD Radio-Technology. Some years ago the digitali-zation of FM was a quite not so well known vision in Europe. Only engineers, technicians and frequency-specialists worked on it. All other members of the radio value chain were sceptical. For them HD Radio-Technology was a big mystery.

This situation has changed now. We know that FM will be the most important technology for transmission of radio programs. From this perspective HD Radio-Technology makes sense and is an attractive opportunity.

Today, not only concerning the technology but also regarding the definition of the licensed regions as well as to all questions of measurement of program consumption our radio landscape is totally oriented on FM. If we want to preserve this landscape as a broadcast world HD Radio-Technology is an efficient opportunity.

I welcome very kindly all participants of the 3<sup>rd</sup> HD Radio Day in Lucerne. I'm very glad that we can offer you also this time a very interesting and various program. I wish you an instructive conference with plenty of information and many meetings.

# Welcome



**Marcel Regnotto**

**Head of Media Department Federal Office of Communications OFCOM**

Ever since the digitisation of the FM band became a topic in Europe, the Federal Office of Communication (OFCOM) has followed the discussions attentively.

Driven by technological curiosity and out of regulatory interest, OFCOM has closely accompanied the HD Radio-field tests undertaken by Ruoss AG.

The Department of the Environment, Transport, Energy and Communications (DETEC), the ministry in charge, is today convinced of the general compatibility of HD Radio with analogue FM, and of the advantages this technology offers to small radio broadcasters in particular. This is why DETEC entitles holders of new radio licences to digitally simulcast their programmes on their FM frequencies.

However, we go the extra mile: In a few weeks the Federal Council – the Swiss Government – will decide on yet another DETEC proposal. Our intention is to entitle local radios to digitally exploit FM frequencies even more intensely. Radio broadcasters will be allowed to transmit additional self-produced programmes, one third-party programme, and – to some extent – data services. We are confident that the Government will approve this proposal, and we hope to bring it into force on 1st January, 2010.

# Welcome



With this regulation, we hope to be pointing the way. There can be no doubt that analogue FM radio will still be out there for a long time. Nevertheless, the future of radio lies in its digitisation. Digitisation is often associated with complex and expensive infrastructure. It therefore doesn't come as a surprise that - so far - mainly those radio broadcasters have pursued a digitisation strategy whose objective is mobile distribution of their programmes over a wide area.

For national coverage and for programmes targeting a complete linguistic region, our choice of technology is DAB+. However, according to our present appreciation, this is not the appropriate solution for radio broadcasters serving a local area and wishing to develop their reception quality or to diversify their content within the restricted geographical boundaries, serving their local audience. For such purposes, DAB+ is too costly and too complex. But local radio broadcasters cannot be denied access to a digital future. Hence, HD Radio could represent an appropriate solution at an accessible price.

The variety of digital standards – such as DAB(+), HD Radio, DRM(+), FMExtra etc. – creates confusion among stakeholders and regulators. We are not presuming to know which technology is best for radio broadcasting, and which one will eventually capture the market. Possibly, the further technological development itself will mitigate this question (e.g. multi-standard receivers). At the end of the day, every radio broadcaster will have to decide on his own how to organise the distribution of his programmes. However, unlike other authorities, we don't see our role in preventing innovation, but in fostering it: We want to be facilitators, not complicators.

Promoters of a digitisation of the FM band in Europe will still have to break through many obstacles. We sincerely hope that our regulatory step will create new scope for this discussion.

The OFCOM acclaims the pioneering spirit of all stakeholders present today. We wish you a fruitful exchange of views and experience, and success with the realization of your vision.

# Welcome



**Bob Struble**  
**President and CEO iBiquity**



## Introduction to iBiquity Digital

Bob Struble  
President & CEO  
iBiquity Digital Corporation

# Introduction to iBiquity Digital

Team of 115

- 25 Marketing and Business Development
- 90 Engineers and Scientists



## Business Teams

- Broadcasters
- Receiver Manufacturers
- Auto Makers
- Chip Suppliers
- Global Sourcing
- Data Application Developers

## Offices

- Washington, DC Area
- New York City Area
- Detroit, Michigan Area

## Responsible for

- Technical design
- Auto OEM and Consumer Electronics adoption
- Product development and sourcing
- Retail distribution
- Promotions

More than \$300M invested to date

All We Do is HD Radio Technology

## Radio Broadcaster Investors

COX  
RADIO, INC.

CUMULUS



Clear Channel  
Communications, Inc.

RADIO  
ONE

ENTERCOM REGENT  
COMMUNICATIONS, INC.



BONNEVILLE  
INTERNATIONAL

WASLEY BROADCAST GROUP INC.

CBSRADIO  
BROADCAST TO STREAM TO DEMAND  
ESTABLISHED 1994



Saga  
COMMUNICATIONS, INC.



Citadel Communications Corporation

UNIVISION

HD Radio technology is a worldwide opportunity for broadcasters, regulators, manufacturers and radio listeners

Europe is very important to iBiquity and HD Radio technology

- We have a long history with European automakers and they have been the key to early availability of factory and dealer installed HD Radio receivers.
- In coordination with broadcasters and regulators, many tests and trials have been successfully conducted in European countries. Results of those tests will be shared later in the day.
- We continue to support—and deeply appreciate—the efforts of the HD Radio Alliance in promoting the adoption of the technology throughout the region and conducting the necessary regulatory and standardization activities.
- Our special thanks to Radio Sunshine and its 3 years of continuous HD Radio operations in Switzerland.

HD Radio technology is a worldwide opportunity for broadcasters, regulators, manufacturers and radio listeners

Our critics will continue to say that this is a U.S. technology

- The U.S. has been an important market and success there will drive the availability of digital receivers up and the costs down for everyone.
- iBiquity *is* in the business of launching a technology to seamlessly transition all radio broadcasters to a digital future.
- iBiquity *is not* in the business of selling transmitters or seeking new spectrum solutions that exclude some broadcasters and obsolete existing analog receivers.

