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## HD Digital Radio Alliance Renews Charter with Marketing Commitment that Takes Total to \$680 Million

*Next phase of group's evolution to drive continued growth with greater focus on local market programming, freedom in HD2 format selections, new business models and new members*

*Accomplishments to date include 1500 HD stations/700+ HD2 multicasts; 13 automotive OEMs committed to HD in 69 models with announcements from Ford, BMW and more already out; 75 receiver models available through thousands of retailers nationwide*

ORLANDO, Fla. – October 15, 2007 – The HD Digital Radio Alliance, a joint initiative of leading radio broadcasters to accelerate consumer adoption of HD Digital Radio, today announced that it has renewed the group's charter with a commitment of \$230 million in additional marketing funds for 2008. This is the third year the member companies have come together in a unified and concerted effort to continue the successful momentum of HD Digital Radio. The new ad dollars bring the total committed by the group to \$680 million.

The renewed Alliance charter contains new elements designed to drive ongoing growth and broadcaster engagement. First, as part of the annual commitment, a portion of the weekly advertising time is being "given back" to local stations to promote their HD2 content, local partnerships, events and promotions for their HD Radio stations.

The new charter also simplifies the process of format selection for HD2 stations. The Alliance and its members remain very much committed to format diversity on HD2 to help drive consumer interest, but now stations will be able to change their HD2 formats without Alliance review provided that the new format is not currently on the air in the local market on either analog or HD2. Each station must still secure approval from its parent company prior to any change.

Additionally, the HD Digital Radio Alliance revised its two-year ad-free policy to allow companies the opportunity to monetize their HD2 stations on a limited basis. HD2 stations can now accept “name-in-title” sponsorships and limited sponsor mentions per hour.

“Our renewed charter shines the spotlight on local markets and the unique content offered on the new HD2 radio stations,” said Peter Ferrara, President and C.E.O. of the HD Digital Radio Alliance. “Now is the time for each local market manager, program director and sales manager to step up and make HD Radio a part of their business objectives for 2008. Their support, commitment and enthusiasm are the active ingredient in taking HD Radio to the next level.”

“The Alliance is dedicated in ‘08 to doing even more to empower local broadcasters to continue driving the success and momentum of HD Digital Radio,” said Mark Mays, C.E.O., Clear Channel and a founding member of the HD Digital Radio Alliance. “Radio’s greatest value proposition for listeners is its unique ability to deliver content tailored to the needs and tastes of local audiences. The new charter creates additional ways for our local stations to pump up the volume on promoting the fresh, free formats and choices available on their HD and HD2 channels.”

Dan Mason, President and C.E.O. of CBS Radio and another Alliance founding member added, “A key driver of commitment for local broadcasters is having flexibility in selecting the HD2 formats that in their judgment will best serve their listeners, as well as being able to monetize that content through their relationships with local advertisers. The new charter amplifies support to our local stations as they recognize and embrace their crucial role in helping consumers discover HD Radio.”

The Alliance also amended its membership requirements which should encourage other companies not currently a part of the HD Digital Radio Alliance to join in this industry effort.

“HD Radio needs every broadcaster to participate,” said Peter Smyth, President and C.E.O., Greater Media. “This is an industry-wide effort and we invite every station owner, large and small, to join us in creating the future.”

#### **About the HD Digital Radio Alliance**

The HD Digital Radio Alliance is a joint initiative of leading radio broadcasters to accelerate the successful rollout of HD Digital Radio. Current members include major radio groups and independent station owners: Beasley Broadcast Group, Bonneville International, CBS Radio, Citadel Broadcasting / ABC Radio, Clear Channel Radio, Emmis Communications, Entercom, Greater Media and WBEB Philadelphia. For more information on HD Digital Radio, visit [www.hdradio.com](http://www.hdradio.com).