

# CBS RADIO ON THE INTERNET

WITH A CLICK OF A MOUSE ON A CBS RADIO STATION WEB SITE OR WITH NEW APPLICATIONS FOR MOBILE PHONES, CONSUMERS CAN LISTEN TO THE LEADING ONLINE RADIO COMPANY WHEREVER THEY ARE

CBS Radio stations are heard by millions of Americans every day—not just on home radios and in the car, but increasingly also on their computers and iPhones via streaming technology.

With a click of a mouse on a CBS Radio station Web site or with new applications for mobile phones, consumers can listen to live radio wherever they are.

“A radio station used to be limited to its local audience. But with broadband technology, I can listen to radio through my PC or a mobile device,” says David Goodman, president of digital media and integrated marketing for CBS Radio. “As a result, people are spending more time with radio and engaging with the media we produce in ways that were previously unimaginable.”

## AT A GLANCE

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Across America, online radio is growing rapidly; in a typical week, more than 15 percent of adults 25 to 54 listened to online radio using streaming technology, according to a 2008 report by Arbitron and Edison Media Research. That translates to 33 million listeners tuning into online radio each week.

“Internet radio is one of the fastest-growing services on the Web,” says Mr. Goodman, who quotes estimates that streaming radio will reach 140 million potential listeners on a monthly basis by 2010.

Bolstered by technological advances and a distribution deal signed earlier this year with AOL, CBS Radio has become the largest Internet radio network, according to Arbitron.

From the legendary sports station WFAN in New York to the rock station WXRT in Chicago, live audio streams for CBS Radio’s 140 stations can be accessed through individual station sites or AOL Radio. CBS Radio’s state-of-the-art online radio player introduced this year gives online listeners one-stop access to all the company’s radio stations and select HD2 and HD3 channels, as well as more than 200 AOL Radio channels. Once a listener has clicked on the



CBS Radio player via an individual station’s Web site, the player allows him to toggle among any of the 400 CBS Radio/AOL Radio stations, to search by city or format, and to get suggestions on other stations he might like. The player also displays the song title, album name and artist for every song. Listeners can rate and share songs, purchase music and access videos and podcasts.

The CBS Radio player itself features interactive advertising bought for an individual radio station or for all the stations in a given market. An audio or video spot runs when the listener first accesses the player. Typically there are two or three onscreen ads, some featuring synchronized audio spots.

The easy availability of online radio has changed the listening patterns of radio consumers. The defini-

tion of radio “prime time”—morning and evening drive times—is changing.

“As a result of Internet radio, there is a whole new daypart called ‘at work,’” Mr. Goodman says. “So many workers access a computer at their job during the day, and broadband is fairly ubiquitous. We are reaching consumers who might not have listened to radio from 9 to 5.”

For advertisers, that’s also great news. “Targeting people at work is great because they are engaged in active decision-making—looking at products for the office but also goods and services for leisure time,” he says. “A lot of leisure activities are planned while people are at work.”

In addition to online listening, consumers can download the AOL Radio iPhone application to access all of AOL’s channels and CBS Radio’s AM, FM and online stations.

For Mr. Goodman, it’s no surprise that radio is evolving so well into a multiplatform digital medium. “If there was ever a traditional medium able to morph into the 2.0 world, it’s radio—because fundamentally, radio is wireless technology that’s been delivering entertainment and content throughout its history. We’ve been doing interactive programming and eliciting audience responses since the beginning.”

In addition, the large and varied content produced by radio stations give it a leg up in the content-hungry Internet world. That programming provides content for podcasts and station Web sites as well as on-air broadcasts.

“The things that are going to define the future of media are those things that have always defined radio—the connectivity, the interactivity, mobility, response, engagement,” Mr. Good-

## OUTLETS (TOP 5 MARKETS)

| HEARD IN NEW YORK      |                         |
|------------------------|-------------------------|
| WCBS-AM                | News                    |
| WCBS-FM                | Classic hits            |
| WFAN-AM                | Sports                  |
| WXRK-FM                | Active/alternative rock |
| WINS-AM                | News                    |
| WWFS-FM                | Adult contemporary      |
| HEARD IN LOS ANGELES   |                         |
| KCBS-FM                | Jack                    |
| KFWB-AM                | News                    |
| KLSX-FM                | FM talk                 |
| KNX-AM                 | News                    |
| KROQ-FM                | Alternative rock        |
| KRTH-FM                | Classic hits            |
| KTWV-FM                | Smooth jazz             |
| HEARD IN CHICAGO       |                         |
| WBBM-AM                | News                    |
| WBBM-FM                | Rhythmic CHR            |
| WCFS-FM                | AC                      |
| WJMK-FM                | Jack                    |
| WSCR-AM                | Sports                  |
| WUSN-FM                | Country                 |
| WXRT-FM                | Triple A                |
| HEARD IN SAN FRANCISCO |                         |
| KCBS-AM                | News                    |
| KMVK-FM                | Rhythmic AC             |
| KFRC-FM                | Classic hits            |
| KITS-FM                | Alternative rock        |
| KLLC-FM                | Hot AC                  |
| KYCY-AM                | Talk                    |
| HEARD IN DALLAS        |                         |
| KJMK-FM                | Jack                    |
| KLLI-FM                | FM talk                 |
| KLUV-FM                | Classic hits            |
| KMVK-FM                | Rhythmic AC             |
| KRLD-AM                | News/talk               |
| KVIL-FM                | AC                      |

man says. “Our industry’s ability to address all those factors means radio is poised to continue to grow.” ■

# ANY TIME



There are more than 600 million radios in use in the United States.



Radio gains more than one million new listeners every year.



Simplicity combined with high technology makes radio easy to take with you wherever you go.

# EMMIS: MOVING TOWARD THE FUTURE

TO MEET RADIO'S CHALLENGES, EMMIS ESTABLISHES AN INDUSTRY TRAFFIC CONSORTIUM AND OFFERS AN INTERACTIVE PLATFORM DESIGNED TO BUILD BUSINESS FOR ITS OWN STATIONS—AND FOR THE INDUSTRY AS A WHOLE

Rick Cummings sees a future where his radio stations are heard on-air, online, on-site and on-demand, as he puts it.

"One of the things that radio has come to grips with and is now starting to address is that the world has changed," says Mr. Cummings, the president of Emmis Communications' radio division. "Consumers under the age of 40—or even 50—expect interactivity. They expect things on demand. They expect to be able to time-shift media. And they largely expect that media to be free.



## AT A GLANCE

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It is up to us in the media to find ways to respond to that."

Emmis has responded and begun to transform its portfolio of 23 radio stations to reflect the changing consumer demands. "Five or six years ago, we began to say that our audio content may not be consumed predominantly over tower and transmitter as it always has been. It may be delivered in a lot of different ways," Mr. Cummings says. "We have been on a five-year push now to deliver custom channels wherever our consumer wants our content."

Two key initiatives for Emmis have been the Broadcaster Traffic Consortium, which it has led, and Emmis Interactive.

The BTC was formed by a group of eight leading radio companies whose goal is to create the national infrastructure for RDS ad-supported delivery of traffic and map-based content and for future HD radio expanded services. The consortium has been working for a year and a half with NAVTEQ, a leading provider of digital maps and traffic for vehicle navigation, and ad-supported RDS traffic devices are in stores now while HD radio is being tested.

Emmis and other radio companies think the ability to receive free, high-quality, up-to-the-minute map-



ping and traffic data could motivate a significant number of consumers to upgrade to HD radio receivers as an alternative to expensive global positioning systems in listeners' cars.

"Maybe the thing that will drive people to buy new radios is not a new programming format they can hear, but this data for free, in an advertising-supported model," Mr. Cummings says. "We started thinking this might be the killer application that drives sales of HD radio and motivates car companies and auto dealers to make HD radios an option in new cars."

He says he hopes the BTC's work will lead to a traffic and mapping channel that could feature on-air sponsorships as well as advertising for such points of interest as retail outlets that could be displayed on the maps.

Like its work with the consortium, the company's interactive division is designed to build business not only for its own stations, but also for the industry as a whole.

"We are broadcasters, not Web en-

trepreneurs," Mr. Cummings says. "We realized that an online presence and streaming radio were necessary for our brands, but we didn't see it as a new revenue source." However, when the company designed an iTunes storefront for its own radio stations and licensed it from Apple, it discovered that other radio stations wanted something like Emmis' storefront, but didn't want to build their own from scratch.

That led the company earlier this year to market its interactive platform and services, including technology and consulting, through Emmis Interactive. A radio station's local webmaster can use Emmis' portfolio of 75 different tools to create a customized Web site. Those tools include databases, polling tools, Flash games, a video channel and blogging software. Today the division consults with almost 100 non-Emmis radio stations, with another dozen signing up for the exclusive iTunes storefront technology.

The BTC and Emmis' interactive initiative are built directly out of



Emmis' background of leadership in the radio industry. Emmis created the first 24-hour sports station (WFAN in New York, now owned by CBS Radio) and the first hip-hop station (WQHT in New York). Mr. Cummings said he is looking ahead to the next frontier of radio.

"Mobile broadband is the next big thing," he says. "We are working hard to get FM chip sets installed in mobile phones." Included, he hopes, will be a single button allowing the mobile phone user to press and buy whatever song is being played at the moment. "When music can be purchased on

## OUTLETS

### HEARD IN NEW YORK

WRXP-FM Adult rock  
 WQHT-FM Hip-hop  
 WRKS-FM R&B

### HEARD IN LOS ANGELES

KPWR-FM Hip-hop  
 KMYN-FM Rhythmic pop

### HEARD IN CHICAGO

WKQX-FM Alternative rock  
 WLUP-FM Classic rock

### HEARD IN INDIANAPOLIS

WFNI-AM Sports  
 WLHK-FM Country  
 WIBC-FM News/talk  
 WYXB-FM Adult contemporary

### HEARD IN ST. LOUIS

KFTK-FM FM talk  
 KIHT-FM Classic hits  
 KPNT-FM Alternative rock  
 KSHE-FM Classic rock

### HEARD IN AUSTIN

KBPA-FM Adult hits  
 KGSR-FM Triple A  
 KLBJ-AM News/talk  
 KLBJ-FM Classic rock  
 KROX-FM Alternative rock  
 KDHT-FM Hip-hop

### HEARD IN TERRE HAUTE, IND.

WTHI-FM Country  
 WWVR-FM Classic rock

FM, that's 230 million listeners and potential buyers every week. That is a source of revenue you didn't have before," Mr. Cummings adds.

He says this technology is just around the corner. "And when we get radio content onto portable devices like cell phones—when that happens, radio will be competitive for the next century." ■

# ANY PLACE



Radio reaches all ages.



Radio reaches more people in an average week than the Internet or newspapers.



Radio is standard equipment on almost every brand of digital music player.

# GREATER MEDIA EMBRACES NEW TECHNOLOGY

WITH ITS CD-QUALITY SOUND AND MULTIDIMENSIONAL PLATFORM, HD RADIO HAS A LOT TO OFFER LISTENERS—AND ADVERTISERS, GREATER MEDIA BELIEVES. AND THAT MAKES IT IRRESISTIBLE AS RADIO'S NEW FRONTIER

96.9 WTKK-FM is heard on radios throughout Boston.

When listeners are tuned in to the leading FM talk station on an HD receiver, they can push a button and discover WTKK's alter ego: its HD2 all-Gaelic channel, with Irish music from the Three Tenors to U2.

WTKK's parent, Greater Media, has been at the forefront of the HD radio push. HD is a growing technology that's bringing CD-quality sound to the country's favorite radio stations while also offering broadcasters and advertisers a multidimensional platform with new opportunities for innovation.

"Our company always has been a big believer in making sure the listener gets the best fidelity, highest-quality experience from radio," says Peter Smyth, president-CEO of 52-



## AT A GLANCE

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year-old Greater Media. "We are constantly pushing the boundaries to make our business better."

Greater Media owns leading AM and FM radio stations in five markets: its home city, Boston, in addition to Charlotte, Detroit, Philadelphia and markets across New Jersey.

HD2 channels such as WTKK's Gaelic channel or RIFF2, the HD2 offering of Detroit's WRIF rock station—with a cutting-edge playlist determined by 20-somethings for 20-somethings—"offer such great variety and selection," Mr. Smyth says. "The limitations are only in the broadcaster's mind—while the fidelity and quality of digital radio is like listening to a CD."

"Our radio stations on HD2 have their own character," says Buzz Knight, Greater Media's VP-programming. "They are more than brand extensions. We have tried to make them unique entities unto themselves."

Best of all, unlike satellite radio, HD radio programming is free to anyone with an HD receiver. Sometimes Greater Media's stations flip their HD2 programming onto the main radio station—"to show listeners what they're missing," Mr. Smyth says.

Across the U.S., 1,750 radio stations are available in HD, up from



Peter Smyth

only 300 three years ago. Half of those HD radio stations offer HD2 or HD3 alternate programming channels.

Approximately 1 million HD radio receivers have been manufactured to date. Some 14 auto brands have signed on to install HD receivers in their new models or to make them an option for buyers.

One tool enticing consumers to HD radio is an application called iTunes Tagging. If a listener hears a new song on his HD radio, he only has to push a button and the song is "tagged" by his iPod. It shows up on a tagged playlist the next time he docks his iPod on his computer and can be instantly downloaded.

"Talk to both music executives and most consumers and ask them, 'Where do people hear the music

they want to buy?' They hear it on the radio. That's where they discover new music. And when it's heard on the radio, it has a certain magic to it," Mr. Smyth says. "With iTunes Tagging, the listener doesn't need to remember the title or the artist; they push a button on their HD radio, dock their iPod and they have the song."

Mr. Smyth says he sees HD radio's expanded bandwidth offering other possibilities down the road. One is the real-time traffic and mapping service being developed as an alternative to GPS systems by the Broadcaster Traffic Consortium (Greater Media was a founding member). Another intriguing idea is "coupons" on the radio: Hear an ad for a car dealer or another retailer or product, and push a button for location information and a coupon.

"HD radio is still an embryonic technology," Mr. Smyth says. "We are just beginning to scratch the surface of where we are going. The applications we see today will look very different in five years."

He adds that he also sees HD radio as a new frontier for radio advertising. "This is an opportunity for us to reinvent what the commerce should look like," says Mr. Smyth, who also serves as chairman of the Radio Advertising Bureau. "Let's not clutter it up; let's use advertising in a clean, creative way." That might mean single-sponsor flights of programming—for example, a "Diet Coke break" or an "American Airlines flight." "A better listening experience only benefits the advertiser," he says.

Whether it's at home or on an HD car radio, whether heard on a podcast or online via streaming, radio is reaching more consumers in

## OUTLETS

### HEARD IN BOSTON

|         |                    |
|---------|--------------------|
| WMJX-FM | Adult contemporary |
| WBOS-FM | Rock               |
| WTKK-FM | FM talk            |
| WKLB-FM | Country            |
| WROR-FM | Classic hits       |

### HEARD IN CHARLOTTE

|         |                |
|---------|----------------|
| WLNK-FM | Personality AC |
| WBT-AM  | News/talk      |
| WBT-FM  | News/talk      |

### HEARD IN DETROIT

|         |              |
|---------|--------------|
| WCSX-FM | Classic rock |
| WRIF-FM | Rock         |
| WMGC-FM | AC           |

### HEARD IN NEW JERSEY

|         |                  |
|---------|------------------|
| WDHA-FM | Rock             |
| WMTR-AM | Good time oldies |
| WMGQ-FM | AC               |
| WCTC-AM | Good time oldies |
| WRAT-FM | Rock             |
| WJRZ-FM | Classic hits     |

### HEARD IN PHILADELPHIA

|         |                  |
|---------|------------------|
| WMGK-FM | Classic rock     |
| WMMR-FM | Rock             |
| WBEN-FM | Variety hits     |
| WNUW-FM | AC               |
| WPEN-AM | ESPN sports talk |

more places than ever before. Mr. Smyth points to recent Arbitron numbers showing that radio reaches 260 million Americans each week.

"I want the creative directors in America to say, 'You know what? Look at the reach of American radio. Look at the hold it has on its communities. Look at how involved listeners are with their radio stations,'" he says.

"In these economic times, remember: There is no better way to move product, no better call to action, than radio." ■

# ANY ONE



Consumers can find radios just about anywhere, anytime—even in the shower.



More than 235 million Americans listen to radio weekly.

Radio. It's everywhere. There is no other medium that gives your brand the ability to reach its audience wherever they are—in the shower, at a backyard BBQ or on an iPhone. And with the current explosion of new technology, from HD Radio to digital music tagging, more people are tuning in than ever before.



To learn more and get a free fact booklet, visit [www.RadioHeardHere.com/innovation](http://www.RadioHeardHere.com/innovation)