NAB Labs Presents a Hybrid Radio Super Session

The Radio Show this year is in Indianapolis, September 10-12. Over the past year, you have likely read about the increasing interest in NextRadio. NextRadio is a hybrid radio smartphone application that offers a very attractive opportunity for broadcasters – at a very low entry cost.

In order to understand what this application has to offer, the Radio Show has scheduled "Hybrid Radio: What's in it for You". An all-star super session moderated by Jeff Simpson of Deseret Management Corporation will address the value of hybrid radio to our industry in our rapidly changing digital world. The panel will kick off with introductory remarks by Jeff Hallock, Chief Marketing Officer, Sprint Corporation. Sprint is very bullish on hybrid radio, saying that the NextRadio app is now right at the top of consumer satisfaction.

Presently, NextRadio is the only hybrid radio application in widespread use here in the United States. There are two important facts about NextRadio that make it cost-effective for station operators:

1. HD Radio™ is not required
2. Stations do not need to stream their programming

NextRadio's implementation of hybrid radio focuses on the FM "chip", or tuner, activated in many new smartphones. The audio received by the smartphone is directly off-air from a radio station.

Consumers using the NextRadio app can listen to your station now without you or your staff having to do anything special. The smartphone is the radio. Those of us who remember "transistor radios" of the 60s and 70s, can view the smartphone as the new transistor radio – a device that is always with our listeners!

So even if you do nothing, consumers can still listen to your FM station using the NextRadio app. However, the real value of hybrid radio lies in the technology's ability to provide visual content on the smartphone.

Your listeners can see your station logo, album art, value-added advertiser messaging and more. Plus, the technology is interactive. Listeners can easily interact with programming, purchase products and provide feedback to the station. Hybrid radio gives consumers an attractive "Pandora-like" interface and brings your radio programming into the digital age with rich visual content.

The simplicity of NextRadio is the result of cloud-based technology. Broadcasters do not need to maintain a rack full of CPUs serving up content 24/7. Visual content is served up from a central location using your uploaded content. Album art transmission to smartphones is triggered by the music played on your station.

NAB Labs partially funded and supports NextRadio. The Hybrid Radio super session at the upcoming Radio Show is being presented by NAB Labs in cooperation with the NAB Radio Department. The lineup of expert panelists include Ginny Morris, Chairman and CEO, Hubbard Radio Group; Dave Kelly, Researcher, Big Machine Label Group; Paul Brenner, Chief Technology Officer, Emmis Communications; and Eric

Williams, Product Manager, Sprint Corporation. The super session offers you the opportunity to ask questions and talk directly with panelists and your peers, addressing important issues such as "what's in it for me" and "why is this technology good for the radio industry".

Hybrid Radio - What's in It for you?

[Jeff Simpson](#)
President, Deseret Management Corporation
Moderator

[Jeff Hallock](#)
Chief Marketing Officer, Sprint Corporation
Opening Remarks

[Eric Williams](#)
Product Manager, Sprint Corporation
Panelist

[Ginny Morris](#)
Chair and CEO, Hubbard Radio
Panelist

[Paul Brenner](#)
Senior Vice President and CTO,
Emmis Communications Corporation
Panelist

[Dave Kelly](#)
Director of Strategic Research,
Big Machine Label Group
Panelist

Information on the Radio Show is available [here.](#) To learn more about NextRadio and the smartphones that support NextRadio, go to www.nextradioapp.com.

Important Dates and Upcoming Events

NAB Radio Show

September 10 - September 12, 2014

Indianapolis, Indiana

NAB/SBE Satellite Uplink Operators Training Workshop

September 29 - October 2, 2014

Washington, DC

137th International AES Convention

October 9 - October 12, 2014

Los Angeles, CA

2014 IEEE Broadcasts Symposium

October 15 - October 17, 2014

San Antonio, TX