

# NextRadio Overview

Real FM radio in smartphones is here! Is your station ready?

## NEXTRADIO AND TAGSTATION OVERVIEW

**NextRadio**<sup>®</sup> is a hybrid radio (FM + Internet) app that delivers a highly interactive radio experience to smartphones. Introduced in August 2013 by an unprecedented deal between the radio industry and Sprint, it comes preloaded on new Android devices hitting the market from Sprint in stores and online. A recent addition to the list is all HTC One M8s which means that NextRadio is now available on all wireless carriers. See the growing list of devices here:

<http://NextRadioApp.com/supported-devices/>

**TagStation**<sup>®</sup> is the engine that powers NextRadio. It enables radio stations to supplement their broadcast with visual content (album art, station schedule, spot & promo enhancements) and points of interaction for display on the NextRadio app. TagStation can also be used to power The Artist Experience for HD Radio™.

Participation in the NextRadio effort through TagStation can be as simple as displaying your station's logo and tagline, or as rich as using the data service to deliver the type of audio/visual experience today's listeners expect from radio.

Video summaries of NextRadio, TagStation, and the relationship between the two can be found here:

**"What is NextRadio" video:** <http://tagstation.com/videos/nextradio-app-demonstration/>

**"What is TagStation" video:** <http://tagstation.com/videos/tagstation-videos/>

## WHY RADIO SHOULD CARE

Since NextRadio's debut on one Sprint smartphone last winter, its adoption numbers have been on a steady incline. Today with 15 NextRadio-enabled devices on the market, and 15 more models expected this year, our numbers show that not only are people excited to finally have a free FM radio listening option on the smartphone, but station listening is truly benefiting from the rich, interactive features that set NextRadio apart from a traditional radio listening experience. And with connected automobile dashboards in the works, there has never been a better time for radio to think about its place in the future.

### Current NextRadio Adoption Stats:

*Over 445,000 app downloads*

*Over 9,100 FM stations tuned to through NextRadio*

*Over 450,000 hours of listening through the app*

*A 4/5 Google Play Store user rating*

"Radio can truly own something unique with NextRadio. Consumers will benefit from interactive FM-enabled smartphones, and in an emergency when people need a lifeline for information, the

FM radio will be the distribution platform most likely to be there for them. Make your radio stations interactive for NextRadio, promote the value to your listeners, and in the words of David Pogue at the 2014 NAB Show, stand on the mountain top and tell everyone about NextRadio.” as stated by Paul Brenner, NextRadio President in his NAB Policy Blog post last week.

“Looking at the current forecasts for FM-enabled smartphone sales of 3-5 million units in Q2 2014, we expect by mid-year 2014 to have at least 5 million FM-enabled smartphones in the hands of consumers and continuing to grow. Broadcasters need to care a lot about this evolution because the first time that consumer launches NextRadio and hears local FM radio, they will make a choice instantly to either continue using FM radio on their smartphone or switch to an internet-friendly, visual alternative,” said Brenner.

## RADIO STATION CALL TO ACTION

The success of the NextRadio app depends upon ensuring a great user experience for consumers. Seeing your station’s brand represented is KEY to that user experience. We encourage all radio stations to upload their logos for use in the NextRadio app by signing up for the Free Logo Service for NextRadio (full details here:

<https://tagstation.zendesk.com/entries/23394476-Free-Logo-Service-for-NextRadio>).

We would also like you to **strongly** consider licensing TagStation’s Full Data service, which will enable you to deliver album art, station schedule data, spot & promotion visuals along with various points of interaction – all synchronized with your FM broadcast.

Sign up for Free Logo Service or request more information about Full Data service here:

<http://tagstation.com/signup/>

## PROMOTING NEXTRADIO

Consumer education is critical to the success of NextRadio. To that end we have created copy points and pre-produced promos for stations to use if they'd like to promote NextRadio to their audience. Our licensing customers as well as many stations using the Free Logo services are using these on-air, online, and in social media messaging.

<https://tagstation.zendesk.com/entries/25331453-Produced-Promos-and-Talking-Points-for-NextRadio-Promotion>

## IMPORTANT LINKS

TagStation Website: <http://tagstation.com>

Sign up for TagStation (free logo or full license): <http://tagstation.com/signup/>

Demo and Informational videos: <http://tagstation.com/videos/>

TagStation/NextRadio Insights Blog: <http://tagstation.com/news/insights/>

NextRadio App Website: <http://www.NextRadioApp.com/>

Full list of supported devices: <http://NextRadioApp.com/supported-devices/>

The Insights Blog (linked above) serves to keep the radio industry informed about the status, progress, and next steps in the efforts to present real FM radio in smartphones to the world. We

have been updating bi-weekly with the most current news and metrics. Please bookmark to keep track of our progress and present the most up-to-date numbers available!

## **MORE INFORMATION**

If you have any additional questions or requests, please contact us here:

**Support:** [ehiple@tagstation.com](mailto:ehiple@tagstation.com)

**Media:** [jmadsen@emmis.com](mailto:jmadsen@emmis.com)