
Faculty Presentations

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HD Radio vs. Public Radio Player

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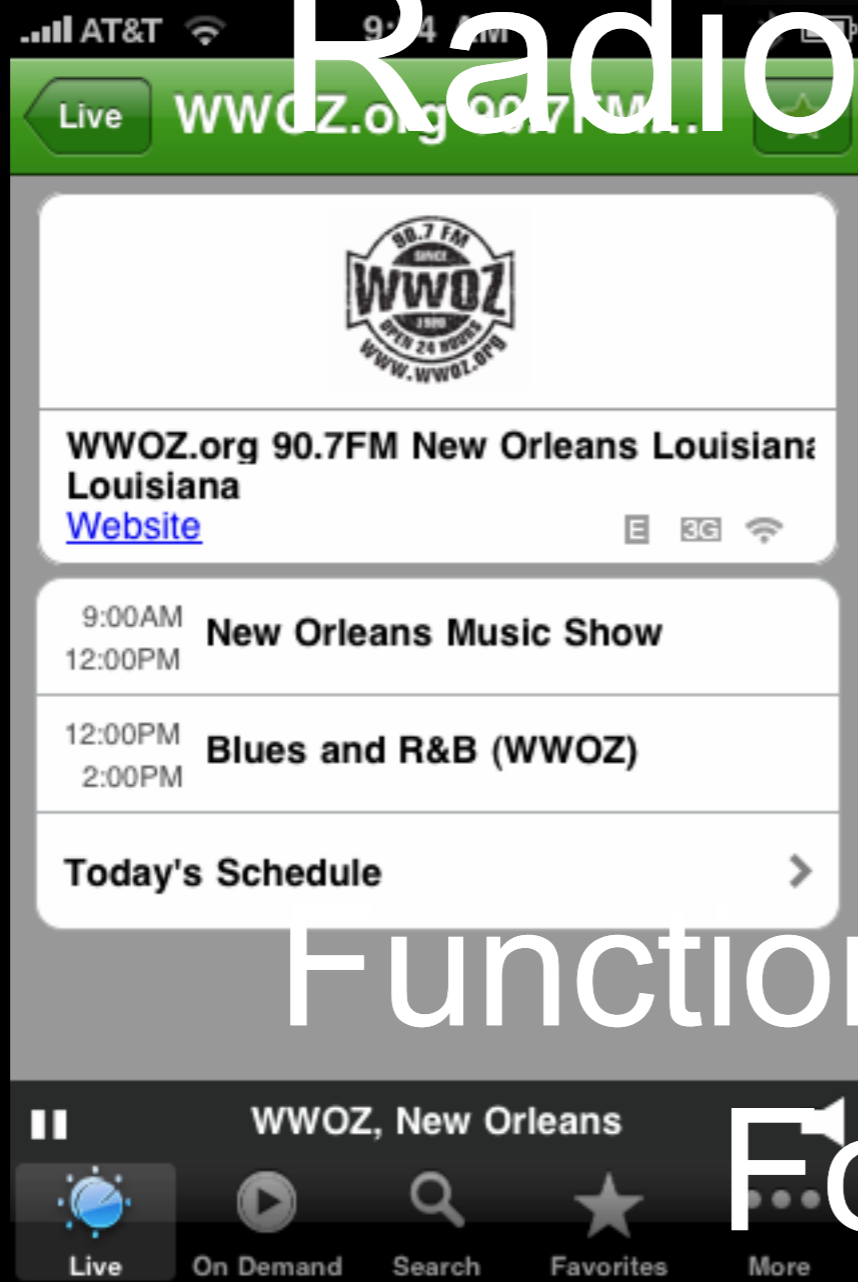
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HD Radio vs. Public

Radio Player



Function Follows

Form



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Good Times for HD Radio



- 1800 stations on air.
- FCC authorizes IBOC power increase.
- Lower prices for chipsets.
- +700K receivers sold (up 100% over 2008).

Sources:
Palenchar & Gilmore, *TWICE*
(2009), *Radio* (2010).

Good Times for HD Radio

- More manufacturers of car receivers - Jensen, Alpine, JVC, Kenwood.
- iTunes tagging on most car receivers.
- Personal portable units on the market (SRP \$49.99).



Sources:
Palenchar & Gilmore, *TWICE*
(2009), Stimson, *Radio World*
(2009).

Good Times for HD Radio?

- HD receivers continue to exhibit poor indoor reception.
- Subject to interference from flat screen TV receivers.



Source:
Palenchar & Gilmore, *TWICE*
(2009)

Good Times for HD Radio?

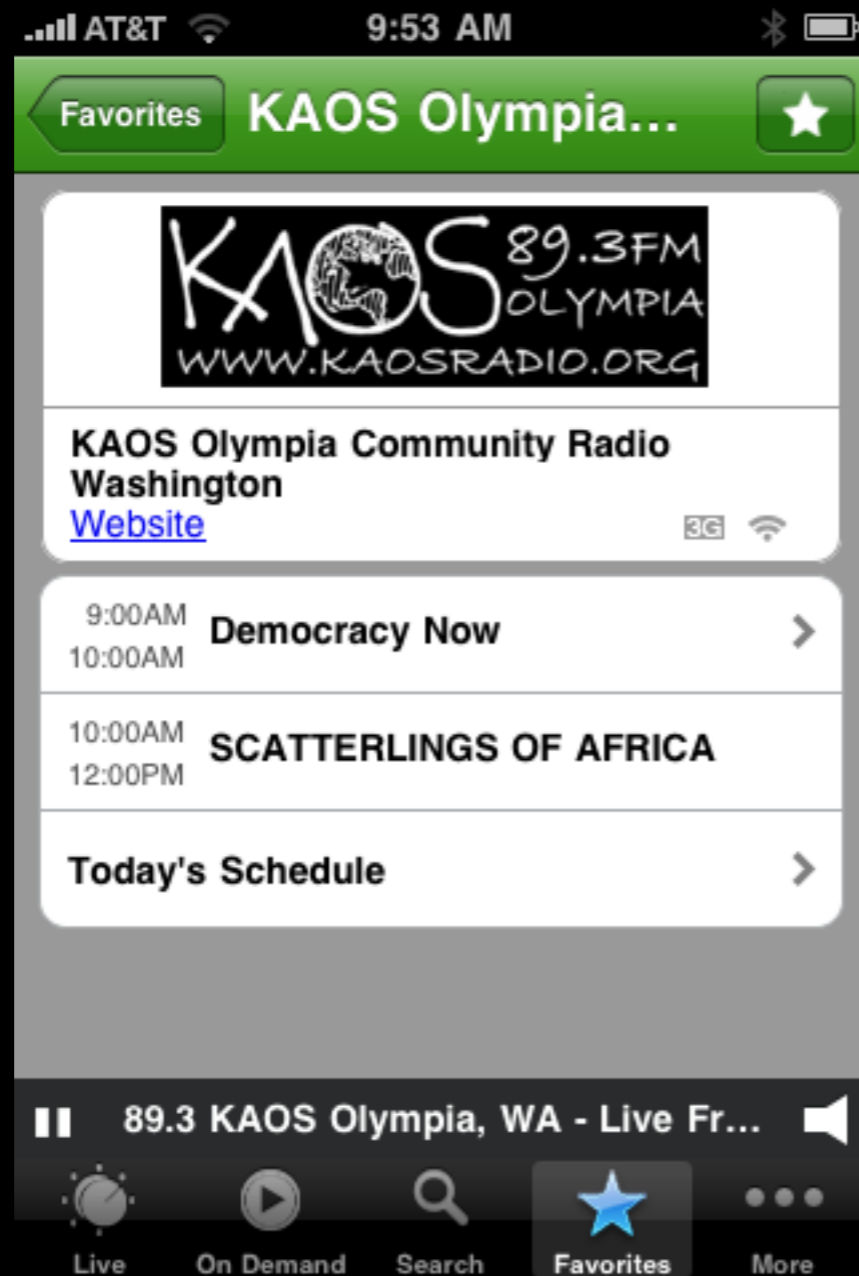
HD Radio? Uhhhh...



- 21% of persons 18 - 64 aware the technology delivers higher sound quality.
- 8% percent know the technology delivers more stations on the FM dial.

Source:
Kassoff & Co, in Palenchar &
Gilmore, *TWICE* (2009)

Good Times for I-Radio



- Public Radio Player released 12/2008.
- +475 stations streaming.
- +1000 programs on demand
- More than 2.5 million downloads.

Source:
Public Radio Player (2010).

Good Times for I-Radio



- Pandora for iPhone released 7/2008.
- Up to 100 user-generated playlists.
- Thousands of programmed streams.
- More than 50 million registered users.

Source:
Pandora Radio Blog (2010).

Good Times for I-Radio



- Clear Channel iheartradio released 9/2008.
- +750 Clear Channel station streams.
- On demand streams, videos, ringtones
- More than 5 million downloads.

Source:
iheartradio (2010).

“Although awareness of HD Radio is high because of promotions by the HD Digital Radio Alliance, most consumers still do not understand the technology's benefits.”

HD Radio™ is here with more than ^{2,015}~~1,710~~ local channels nationwide.
Are Your Dealers Fully Equipped?

Radio stations and car dealers partner to drive car and HD Radio sales

HD Radio
DISCOVER IT!
DISCOVER THE DETAILS AT www.hdradio.com/mcdavid

Mark Kassoff and
Co.,
in TWICE

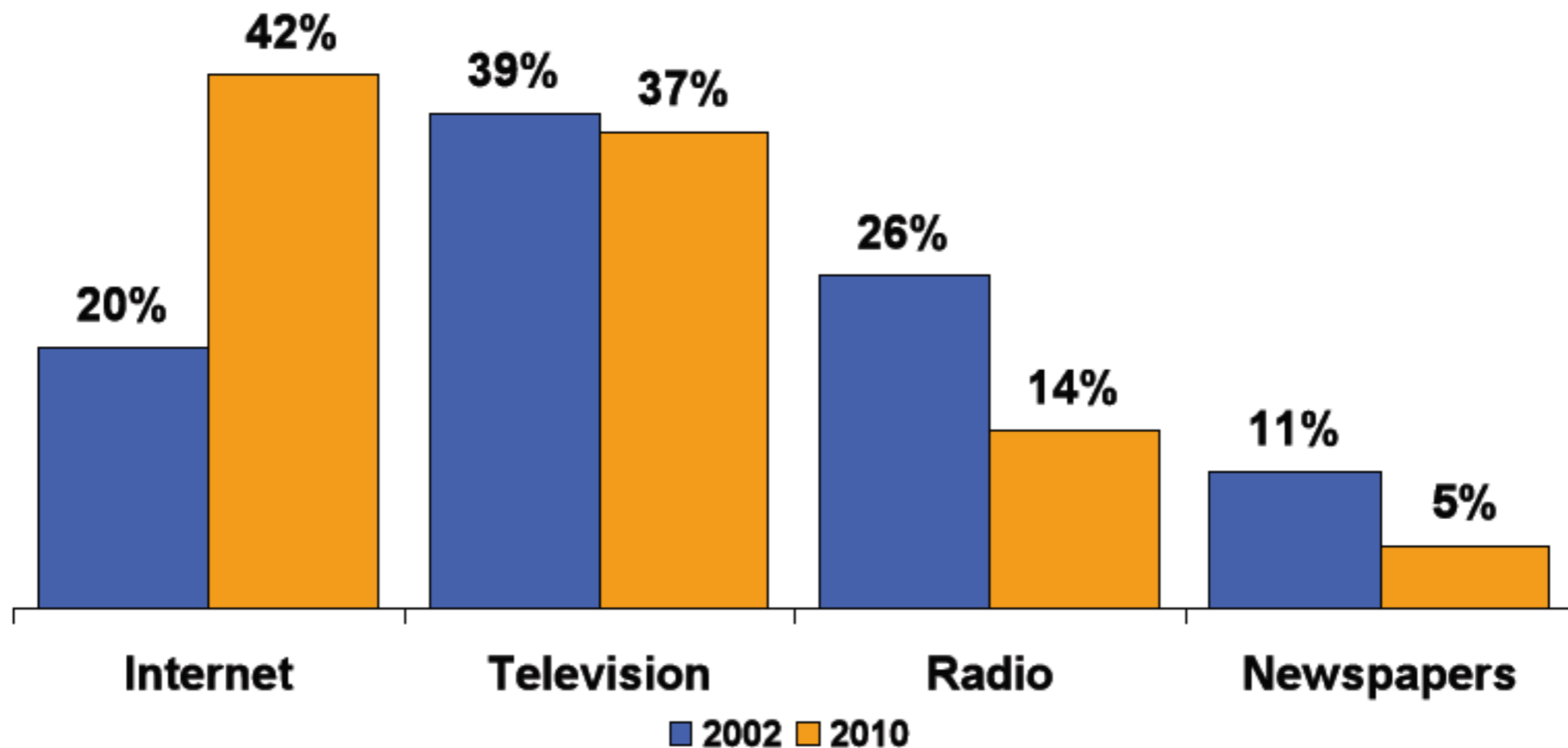
Trends in Mass Media

- **Convergence:** The capacity for previously separate technologies (text, image, audio, video) to share a common delivery platform.

Internet Now Leads Television as 'Most Essential' Medium

& Radio!

"Among Internet, television, radio and newspapers, which one is most essential to your life?"



Base: Total Population 12+

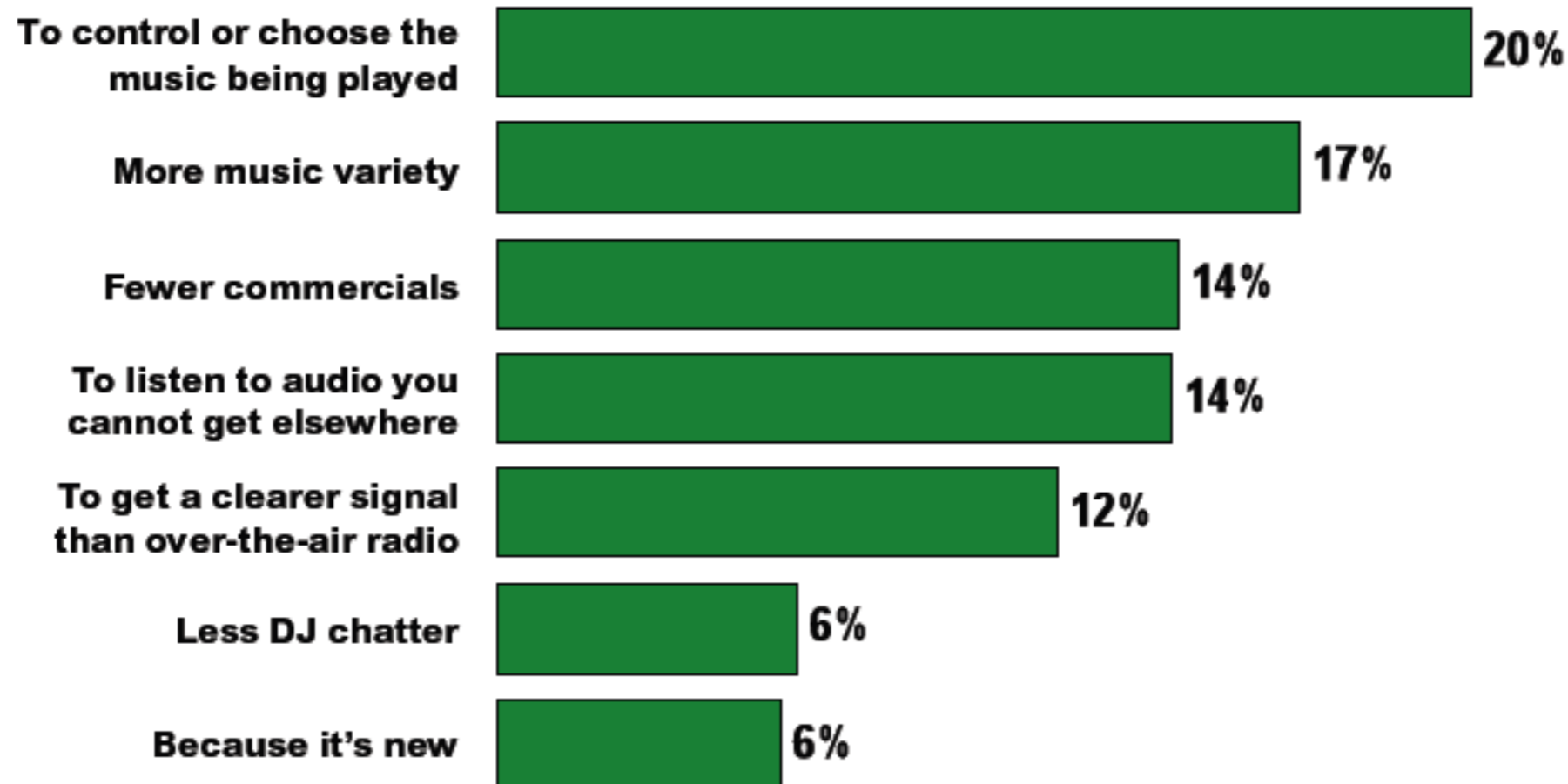


Trends in Mass Media

- **Interactivity:** The capacity for audiences to assert control over the form or content of a mediated experience.

“Control” and “Variety” Are Top Reasons for Listening to Online Radio

“Of the following reasons you might listen to Internet radio, what is the one main reason you listen?”



Base: Monthly Online Radio Listeners



HD Radio - The Unitasker



Get HD Radio Entertainment on your iPhone and iPod touch

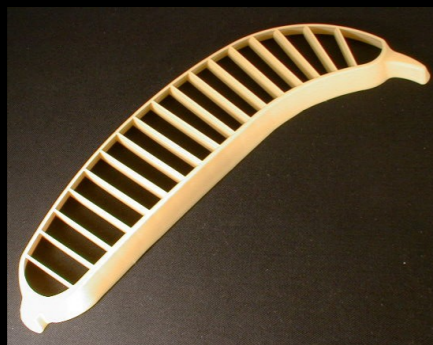
Now when you combine the HD Radio App with the Gigaware Navigation Controller, you can listen to HD Radio FM Broadcasting on your iPhone & iPod touch.

HD Radio®
This HD Radio receiver enables:

- PSD
- HD2/HD3
- iTunes® Tagging

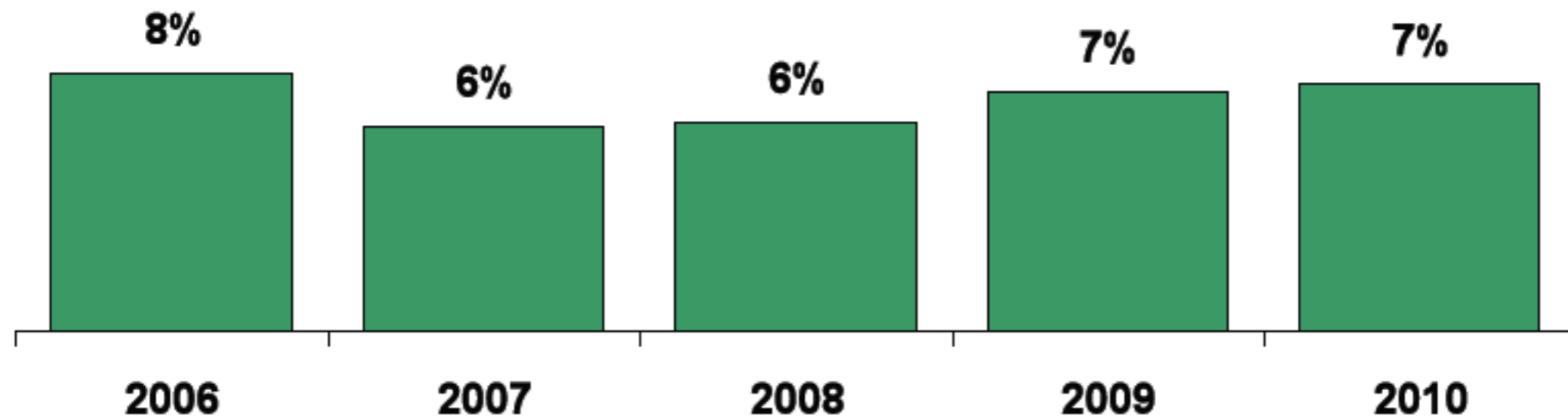
Gigaware Navigation Controller HD Radio Receiver, required to receive radio broadcasts. Sold exclusively at RadioShack.

- Form: A single-use device to compete with satellite radio.
- Function: Deliver CD quality audio from existing broadcast stations.



Interest in HD Radio Unchanged Since 2006

% "Very Interested" in HD Radio Based on Description



Base: Total Population 12+



iRadio - The MultiTasker



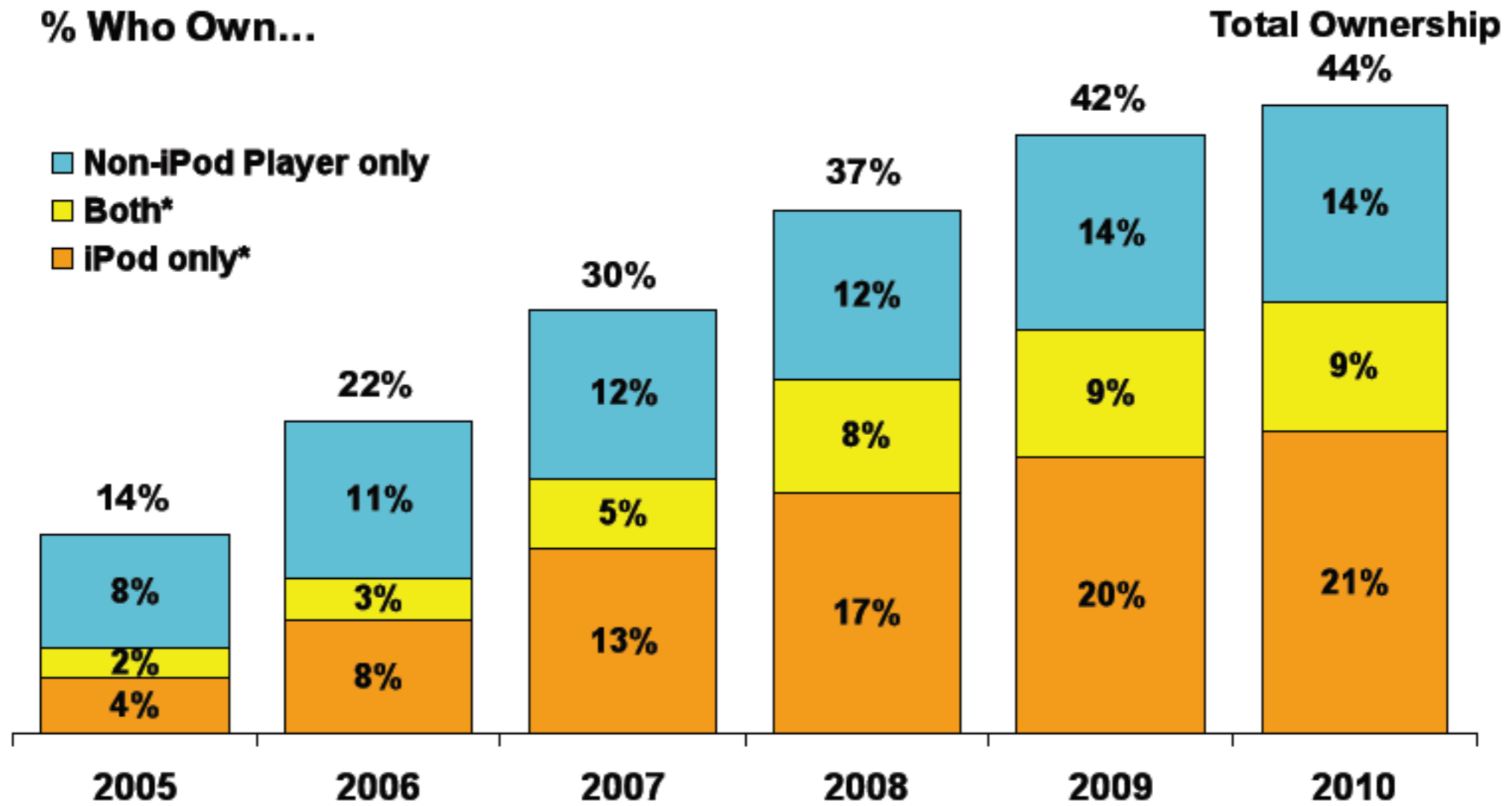
- Form: A multi-purpose device to compete with terrestrial and satellite radio, audio media players.
- Function: Deliver CD quality audio from multiple sources, including existing broadcast stations.



More Than Four in 10 Now Own an iPod®/Portable MP3 Player

% Who Own...

- Non-iPod Player only
- Both*
- iPod only*



*2008-2010 includes Apple iPhone™

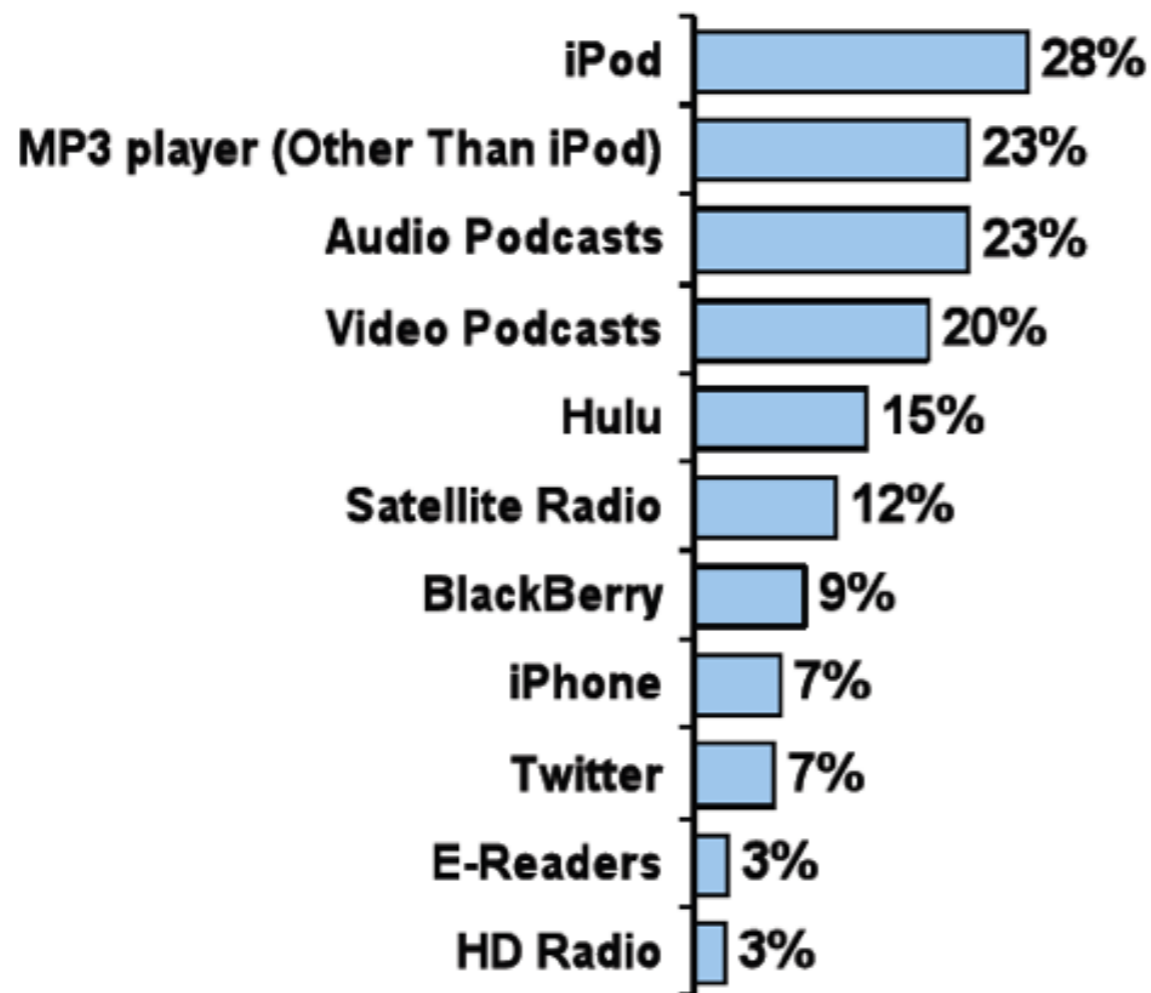
Base: Total Population 12+



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BlackBerry®, iPhone® and Twitter™ Approaching Double-Digit Usage

% of Americans Aged 12 and Older Who Use/Own Platform/Device (cont.)



Conclusions

- The HD Radio market growing.
- Public Radio Player and other interactive audio displacing broadcast radio in the marketplace.
- Even with recent advances, HD Radio remains a marginal utility.
- The marginal utility of HD Radio contributes to the overall marginalization of broadcast radio.

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Banana Slicer: <http://fantes.com/images/7266slicers.jpg>

Confusion: <http://euroross.blogspot.com/Confused%20Bush.jpg>

Convergence: <http://lisas.de/~alex/convergence/convergence-02.jpg>

Dough cutter: http://www.twinsupply.com/dextercutlery/images/ITEM_NUM/19790.jpg

Gigawire HD Radio: <http://www.slipperybrick.com/wp-content/uploads/2009/11/gigaware-ipod-hd-radio.jpg>

HD Logo: <http://mobileedgeonline.com/wp-content/uploads/2008/09/hd-logo.jpg>

Iheartradio: http://i.i.com.com/cnwk.1d/i/tim//2010/01/17/fmimg3984613023134677316_257x386.jpg

Insignia HD Radio: http://online.wsj.com/media/insignia_DV_20090713111605.jpg

Poor reception: <http://mobileedgeonline.com/wp-content/uploads/2008/09/hd-logo.jpg>

Zune HD: <http://www.abirdtold.me/wp-content/uploads/2009/08/Zune-HD-radio.jpg>