



HD Radio™ Broadcasting Around the World

More than a dozen countries throughout the world are expressing interest in adopting the HD Radio platform because of the technology's ability to deliver digital-quality sound and services while leveraging existing analog spectrum.

Across Europe, broadcasters have tested and are continuing to test the technology. In September 2007, European broadcasters banded together to form the **European HD Radio Alliance** with the mission of encouraging adoption of the technology there. In fact, September 1, 2010 was announced as the launch date for HD Radio services operated by Swiss private commercial radio broadcasters.

Based on the successful implementation of 2,000-plus HD Radio stations in the United States, stations in both border countries – Canada and Mexico – are evaluating HD Radio broadcasting. In fact, **Mexico's Federal Telecommunications Commission (CoFeTel)** announced that it has authorized FM and AM radio stations within 200 miles from its border with the United States to begin transmitting with digital HD Radio Technology, as approximately 6 stations have commenced HD Radio transmissions in Mexico, and others have equipment on order. **The Canadian Broadcasting Corporation (CBC)** completed a comprehensive HD Radio test program in September of 2006, from on-air transmission facilities in Toronto and Peterborough, Ontario. Results have been published, and Industry Canada (IC) via Gazette Notice SMBR-001-07 stated that IC is now prepared to consider applications for experimental HD Radio authorizations for existing FM radio broadcasting. IC went on to say should these experiments prove successful, they will work with the public and private broadcasting industry to develop the required technical regulations in order to accommodate HD Radio broadcasting on a more permanent basis.

Broadcasters in **Brazil** are also embracing HD Radio technology. Twenty-five (25) stations currently broadcast in Brasília, Porto Alegre, Rio de Janeiro, São Paulo and several other cities as that nation considers formal national adoption.

In Asia, HD Radio transmissions began in 2006 with a commercial radio network targeting mass transit commuters in Bangkok, Thailand. In 2007 **Fatima Broadcasting International of Thailand** began multicasting transmissions, becoming one of the first full-time and commercial HD Radio broadcast services in the Asia-Pacific region. The **Philippines** officially adopted HD Radio Technology at the end of 2007 and 11 stations were awarded "Early Adopter" awards at a November 2008 meeting of their broadcasters association, KBP. Many HD Radio stations have been broadcasting on an experimental basis there since 2005. In 2008, the Radio Voice of **Vietnam** installed both MW and FM HD Radio transmitters in Hanoi for technology evaluation and testing. **China** has also been testing HD Radio Technology in 2008 at the China National Radio Headquarters in Beijing.

In May 2009, the **Republic of Panama** announced that, after reviewing several digital radio technologies, it has selected the HD Radio In-Band, On Channel (IBOC) system as its official digital

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radio standard and a station is already operating in Panama City. In addition, stations are broadcasting HD Radio signals in the **Dominican Republic, Jamaica** and **Puerto Rico**.

HD Radio Technology trials and demonstrations have taken place in Argentina, Bosnia, Colombia, Chile (home of Continental Lensa, the first HD Radio transmitter manufacturer in Latin America), Czech Republic, Germany, Indonesia, New Zealand, Poland, Romania, and Ukraine.

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