



USA

DIGITAL

RADIO

The Digital AM & FM Experience

AM and FM Digital Audio Broadcasting for the United States

USA
DIGITAL
RADIO

CBS

COX
RADIO, INC.

RADIO
ONE
THE URBAN RADIO SPECIALIST



ENTERCOM

CUMULUS

emmis
communications

SBG
SINCLAIR BROADCAST GROUP, INC.
3000 WEST 41ST STREET BALTIMORE
MD 21211-1420 TEL: (410) 467-5005

abc **ABC RADIO NETWORKS**

HBC
HISPANIC BROADCASTING CORPORATION

Citadel Communications Corporation

GANNETT

CHASE

USA
DIGITAL
RADIO

USA Digital Radio Proprietary

Broadcast Owner Infrastructure



- Owned by 12 of the Nation's Largest Broadcasters (Including the top 10)



- Presence in **196 of 270** Arbitron markets through 1785 stations, access to **200 Million** listeners (reaching **101 Million**)



- In **Top 50** markets alone, 704 Owner stations have 12+ share of **56%** reaching **82 Million** listeners



- Owners account for **46%** of radio industry revenue (**70%** in the top 50 markets)



Forming Coalition To Drive DAB Forward



Broadcasters



Transmission Equipment Mfg.'s



KENWOOD

(Additional Agreements Expected)
Receiver Mfg.'s

Other Development Partners



Content Providers

(Studies Being Conducted)

(Discussions Underway)

Retailers/ Auto Mfgs



(Additional Agreements Expected)

Chip Mfg.'s

USA Digital Radio Proprietary



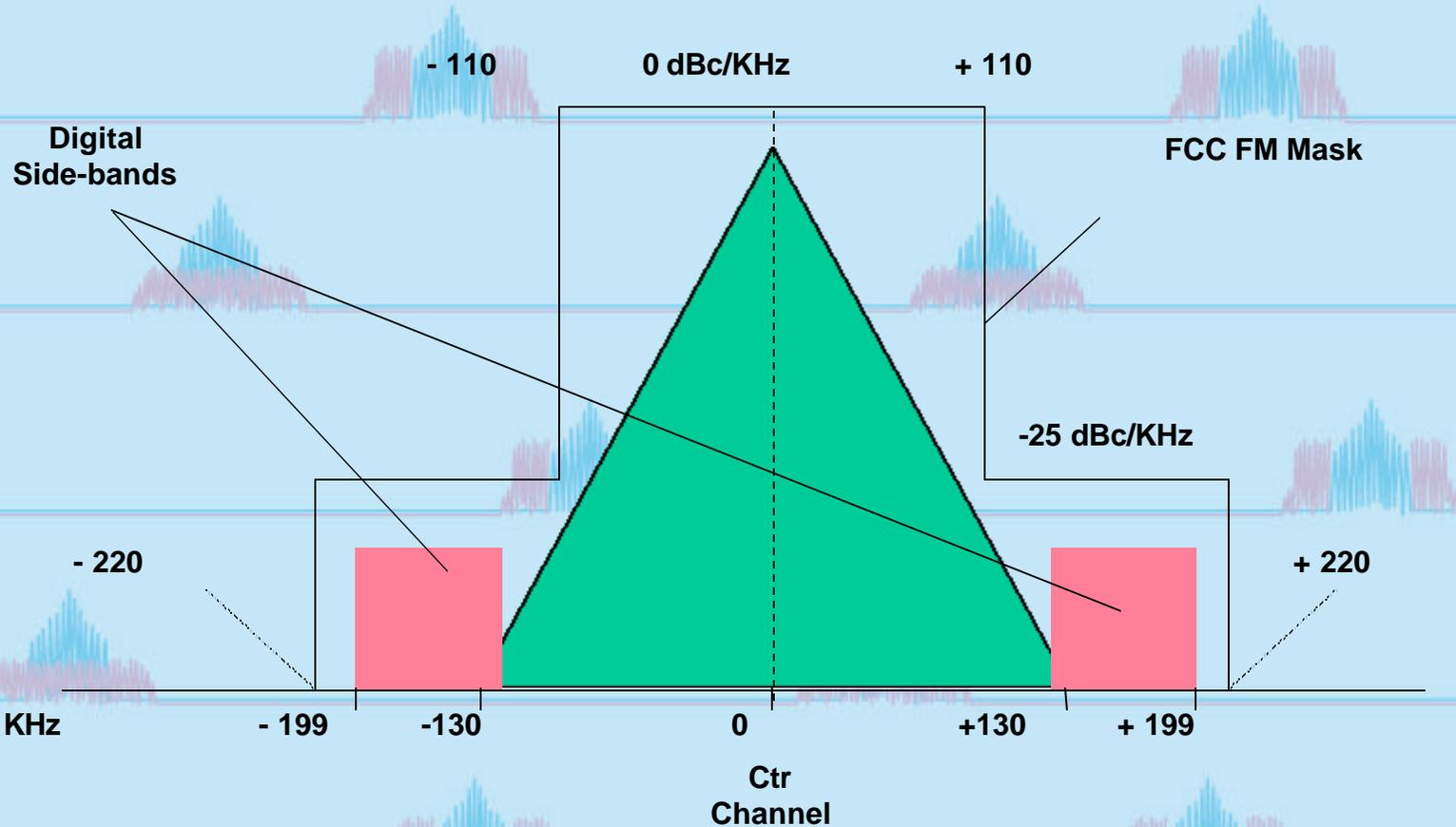
What is IBOC DAB?

Digital Audio Broadcasting (DAB) is a Digital Method of Transmitting Near-CD Quality Audio Signals and Data Services to Radio Receivers

In-Band On-Channel (IBOC) DAB is the strategic placement of digital audio and data signals in the AM and FM bands (IN BAND) at current radio station dial positions (ON CHANNEL)

Hybrid FM IBOC Mode

(Simultaneous Transmission of Analog and Digital)



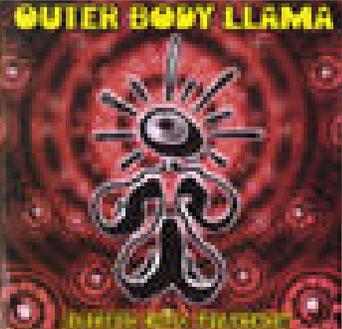
POWER

MENU

Stereo 72° F Thurs Nov 18 10:36 AM

93.5 FM WTST
The digital music alternative

Now Playing "Voyager One"
by Outer Body Llama
from Electric Child Freakshow



Severe thunderstorm issued for Suffolk county

1 ABCD 2 EFGH 3 IJKL 4 MNOP 5 QRST 6 UVWX 7 YZ+#

A Robust, Mobile Data Pipe Creates New Services And Applications Opportunities

Datacasting

- Program Associated Data: Song, Artist, Title, Station Call Letters
- Paging-like Services: Traffic, Weather, Scores, Quotes
- Emergency/Safety Announcements

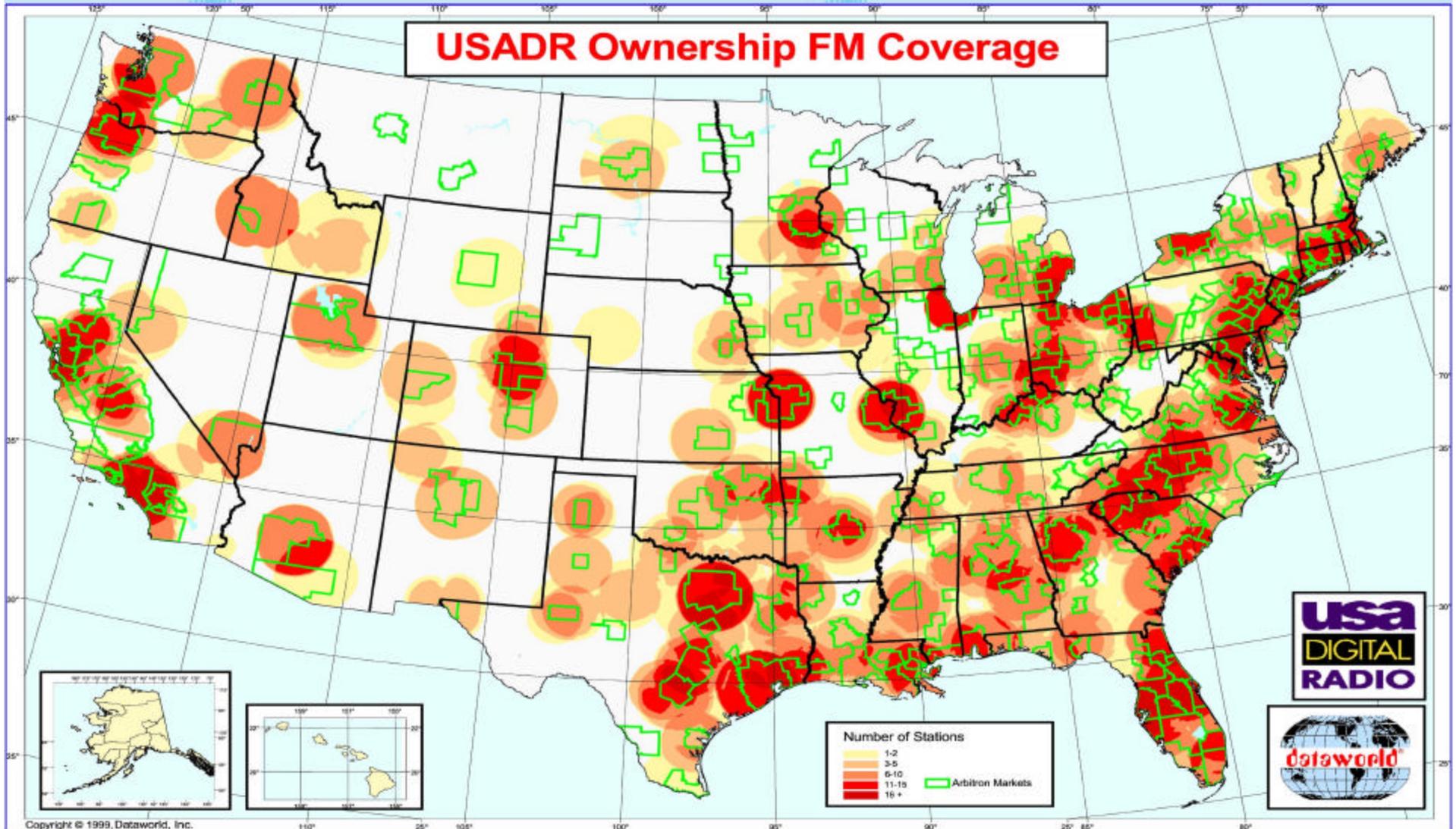
Digital Storage

- Store and Replay, Custom Programs
- Downloadable Digital Content Recording

Interactive Services (through cell phone or other return channel)

- Product Ordering Services
- Navigation and Concierge Services
- Entertainment, E-Mail, Internet, etc.

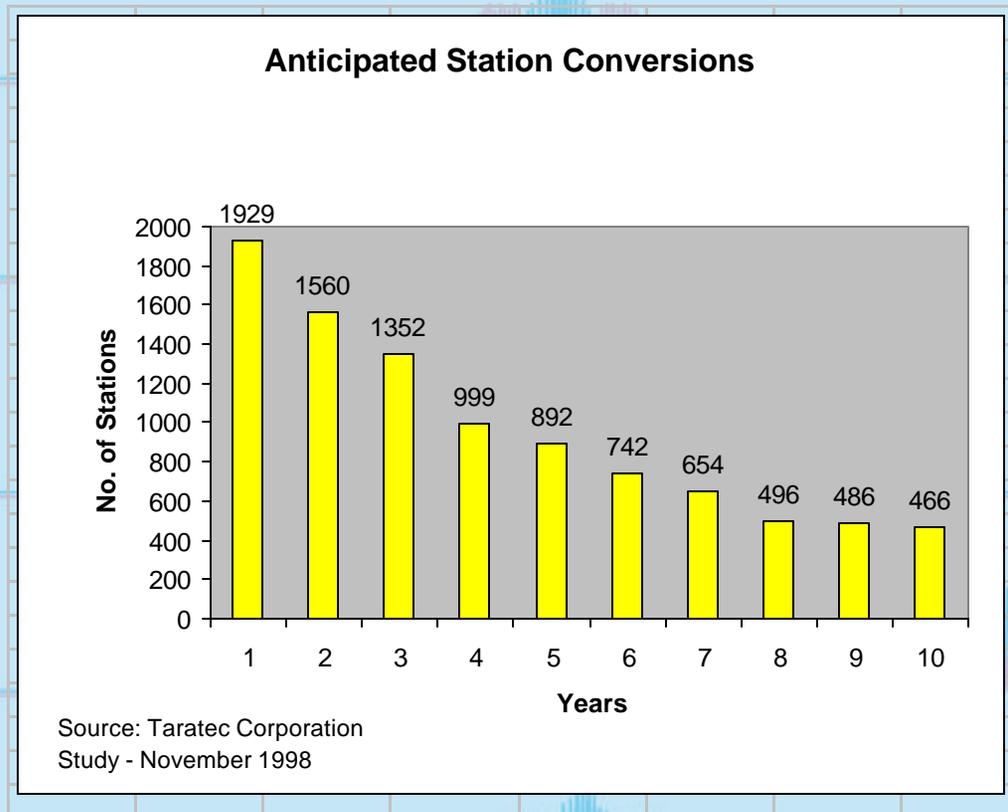
Owner's stations cover major population centers



USA Digital Radio Proprietary

USA
DIGITAL
RADIO

High Broadcaster Acceptance Anticipated



- 30% of Stations Anticipated to Convert in First Two Years

- 56% of Stations Anticipated to Convert in First Five Years

- AM/FM DAB's Average Rank of Importance is 4.14 on Scale of 1 to 5

IBOC DAB Timetable

- **Complete Testing of Technology and Continued Coalition Building in 1999 and Early 2000**
- **Regulatory Approval and Broadcaster Rollout Expected by Mid 2000**
- **First Transmission Equipment Expected to Enter Markets in Late 2000/Early 2001**
- **First Receivers Expected to Enter Markets in 2001**
- **Anticipated Focus of First Generation Products on Aftermarket Auto and Hi-End Home Stereos with OEM and Portable to Follow**