

# NextRadio – Frequently Asked Questions

## What is NextRadio?

NextRadio is a free app available on all Android smartphones. Next radio works in conjunction with the FM enabled chip in your smartphone to allow for broadcast radio to be consumed via the FM airwaves as opposed to streaming data.

## Are all FM stations on the app?

Yes, all FM radio stations are available to listen to on the app.

## What are we selling?

We are selling data information based on existing radio buys to help advertisers determine the effectiveness of a campaign. The advertiser will assess the data that NextRadio provides which will in turn assist the advertiser in making future data-driven marketing decisions. NextRadio helps to enhance the spot radio campaign by running companion ads simultaneously to increase consumer interaction as well as data trackability.

## List of supported mobile phones and/or carriers compatible with NextRadio?

Sprint, Boost, Virgin, ATT, Cricket, Verizon, T-Mobile, BLU, US Cellular  
<http://nextradioapp.com/supported-devices/>

## What is the consumer benefit of the NextRadio App vs. streaming?

NextRadio uses 92% less data and saves 75% of the smartphones battery life. Since we are listening via the FM airwaves, as we do traditional radio in the car, the only data that is being consumed is when the listener is actually engaging in the visual elements of the station. This is a huge benefit to smartphone consumers as data can be costly.

**Key takeaways:** NextRadio is **NOT** streaming – the audio is **NOT** being delivered via the Internet.

## Target Opportunities via NextRadio?

Radio Advertisers, Auto, Banks-Financial, Home Centers, Insurance, QSR, DR

## What are the objectives and results, and what can the client expect?

Objectives - providing data attribution quickly, thereby innovating broadcast advertiser spending.  
Results - Data will provide advertiser insight and campaign performance

Client can expect the following as applicable - audience reach, listener conversion, listener demographic profile, Campaign Lift, POI, select listener location mapping

NextRadio capability includes: providing data attribution quickly, thereby innovating broadcast advertiser spending. Data will provide advertiser insight and campaign performance, including, as applicable, audience reach, listener conversion, listener demographic profile, Campaign Lift, POI, select listener location mapping.

### **How will the data be reported?**

We are developing a premium reporting platform, delivered online via Tableau. Access to the premium reports will be available via an online dashboard.

### **When do we get to see the data dashboard?**

January 2017

### **How do we know when the NextRadio user is listening and viewing the app?**

NextRadio is powered by TagStation which provides full data service including listener interactivity for spots and promos. TagStation knows when the app is running and can tell when someone is viewing when the backlight is on. We know when they open app and are listening, even when the app is minimized. And we can track the time spent listening per listener.

### **Does the app record the user's location only when it is being used, or does it measure user location when the app is not launched?**

NextRadio records a user's location only when the app is running, and only if the user approves the location permission for the app. Location data continues to be collected as long as the app is on, even if the user is not listening or viewing.

**How do your users register for the NextRadio app?** There is no "formal" registration with the NextRadio app. Users are considered registered once they have downloaded the app. No personal information is collected, only Google ADId.

### **What is NextRadio' plan for the automobile?**

NextRadio is supportive of NAB and DTS initiatives on development of connected car solutions.

### **What about phones in the future that may have no headphone jack?**

Not a big deal. If the phone has a physical connector other than 3.5mm jack and headphones, the smartphone can use alternatives as the FM antenna.

### **What's up with International expansion?**

Handset makers expect innovative companies to provide services beyond the United States in to North America, Latin America and other countries. Covering at least North America with NextRadio and TagStation gives broadcasters more leverage with handset makers to support FM radio.