



HOW TO BOOST AD REVENUE TODAY

Ready to hear the sound of more
ad sales using HD Radio™ technology?



BUSINESS-BUILDING STRATEGIES YOUR CLIENTS NEED, AND THE NEW REVENUE STREAMS YOU WANT.

From powerful in-vehicle display ads to a more robust audio experience, HD Radio technology turns up the volume on ad sales and empowers you to create closer connections with your advertisers.



Use the navigation icons at the top of the page or simply scroll through to find some narratives to share with your advertisers about the benefits of extending their buy to HD Radio.



ENHANCED ADS INCREASE YOUR IMPACT

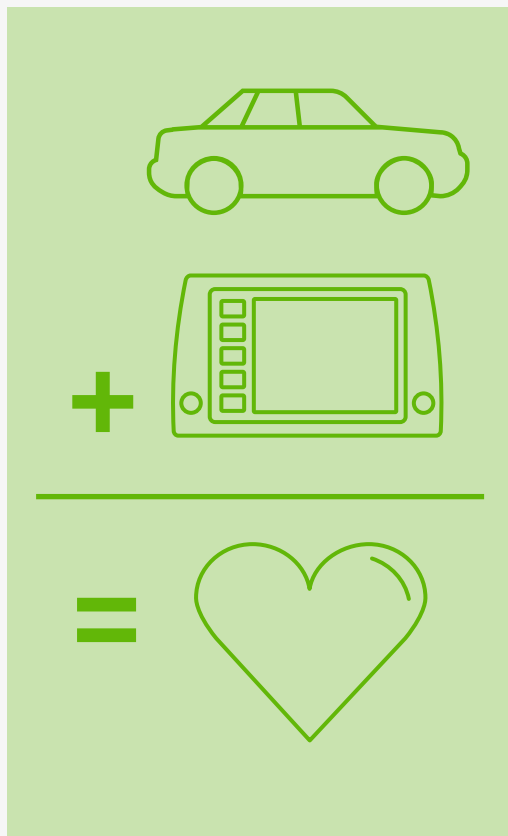


Advertiser can be hyper-local with offers and messaging on in-vehicle display

Ad imagery appears on in-vehicle displays while the driver hears the ad on the radio



THE NEW AUTO INDUSTRY STANDARD: LARGE, IN-VEHICLE DISPLAYS



Take advantage of the opportunities
that enhanced ads provide

43%

43% of listeners have
an in-vehicle display screen.

50%

Of those who don't,
50% say they'd like one.

Drivers pay attention to the in-vehicle
screens when the radio is on

When you're driving in your car
and the radio is on, how frequently
do you look at the display? **

60%

ALWAYS OR SOMETIMES

In-vehicle screens are the norm

All new cars must include a backup
camera by model year 2018





IN-VEHICLE DISPLAYS LIFT MESSAGE RECALL FOR ADS

IMPROVE **MAIN MESSAGE RECALL**

How a Home Improvement Retailer lifted message recall across key demos



LIFT IN MAIN MESSAGE RECALL FROM ENHANCED ADS

ALL AUDIENCES



8%
LIFT

MALES



6%
LIFT

FEMALES



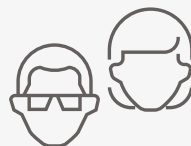
9%
LIFT

MILLENNIALS (18-34)



12%
LIFT

GENERATION X (35-54)



3%
LIFT

BABY BOOMERS (55+)*



9%
LIFT

INCOME \$100K+



9%
LIFT

FREQUENT SHOPPERS



7%
LIFT



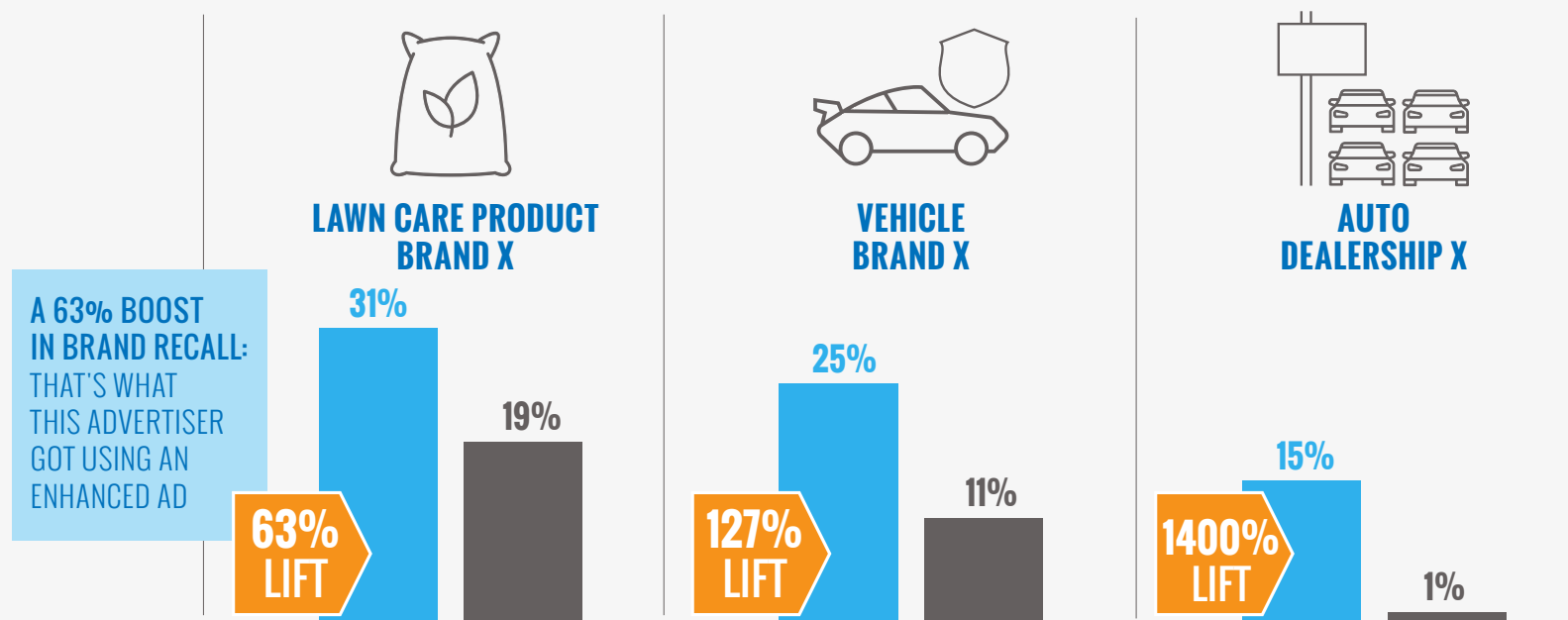
A HOME IMPROVEMENT RETAILER
BOOSTED ITS MESSAGE
RECALL LIFT BY 12% AMONG
MILLENNIALS!



LISTENERS REMEMBER MORE BRANDS WITH ENHANCED ADS



What products/brands do you recall hearing in the radio clip you just heard?

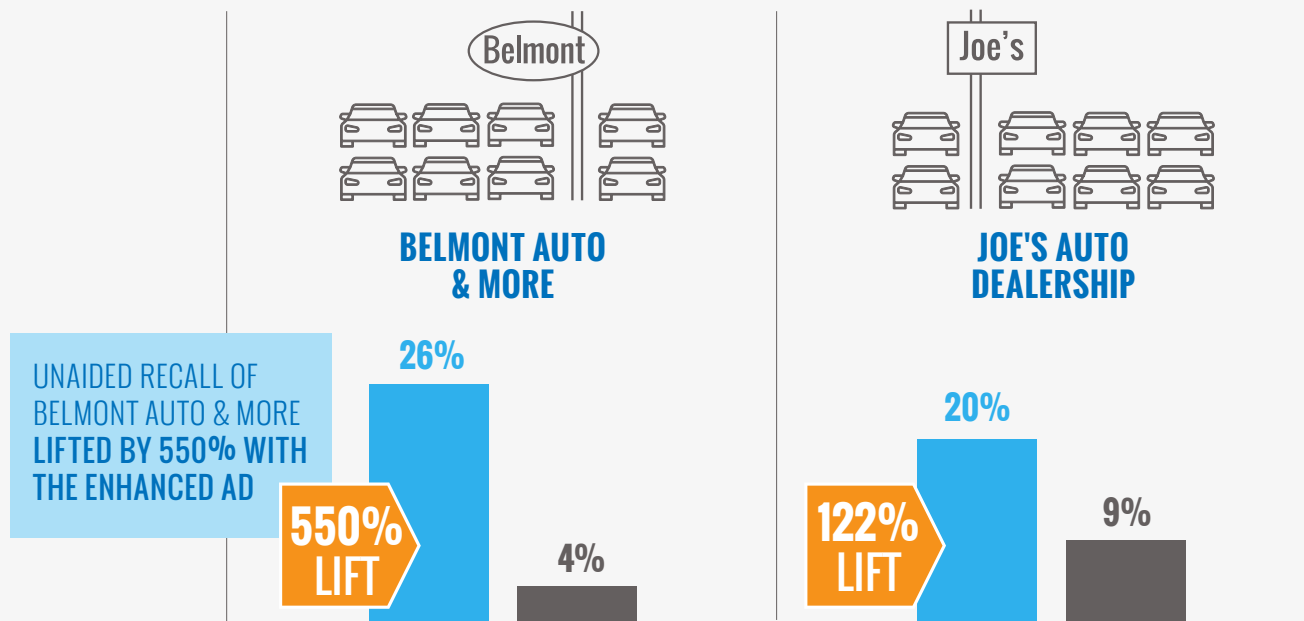




LIFT AD IMPACT SIGNIFICANTLY WITH ENHANCED ADS



What auto dealerships do you recall hearing in the ad?





BUILD AD OPPORTUNITIES AND GENERATE MORE REVENUE STARTING TODAY

Engage consumers at a higher level. HD Radio technology allows you to deliver exciting new connection points for your clients – new ad opportunities that will drive their business and build your ad revenue. ***It all begins with one simple addition: make in-vehicle display ad options a standard on your rate card.***

And from there, the road is wide open.



Find out how your station can garner even more revenue with HD Radio tools.

WAYS THE SCREEN CAN INCREASE ENGAGEMENT



Sponsor Station Guides or Now Playing Screens



One-Touch Interaction with Local Radio Stations adds new possibilities to contests, sponsorships and promotions



Map to your advertiser's nearest location, utilize navigation to locate an advertiser



Bookmark songs and advertisements



HOW TO ADD ENHANCED ADS TO YOUR RADIO STATION

FIRST



- **Check with your Chief Engineer** and see if your station has a TagStation™ subscription or Artic Palm™, Jump2Go™, BE/TRE™ or other HD Radio image integration software.
- **Have your engineer** insure this third-party software is interfaced with your station's existing automation system.

THEN



- **Have your client provide a .jpg or .png image** of the visual they wish to appear on properly-equipped HD Radio receivers when their spot plays.
- **Your traffic director schedules** the spots as they normally do, and the third-party software (Arctic Palm or another) will automatically pair the audio with the proper client visual.

FINALLY



The image will be displayed synchronized with the audio being broadcast when the client's spot airs!



ABOUT THE HD RADIO AD STUDY

HD Radio partnered with Nielsen to conduct a study about the impact of different in-vehicle platforms on ad awareness and recall. (See “Survey Methodology” for more)



ENHANCED AD:

Audio played with image and text appearing on in-vehicle display



AUDIO-ONLY AD

Only the audio was played

The advertisers in our survey were a:



HOME IMPROVEMENT
RETAILER

and an



AUTO DEALERSHIP

We presented listeners with two radio ads using graphics that simulate the driving experience. The spot began with a short piece of music, followed by an ad for the Home Improvement Retailer and the Auto Dealership. Ads were Enhanced or Audio-Only



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SOURCE & METHODOLOGY

SOURCE: HD Radio Campaign Effect Study, conducted by Nielsen for HD Radio, Q3 2016

Survey respondents are 1,204 adults 18-64 who own or lease at least one vehicle. Survey dates 7/27/16-8/10/16.

Listeners refers to the respondents of this survey

* Baby Boomer respondents are ages 55-64

** Full survey question asked was: “When you are driving in your car and the radio is on, how often do you read any scrolling text that appears on your display?”