

**FCC Approves Field Testing of GeoBroadcast Solutions' ZoneCasting™ at KSJO-FM in Bay Area; Class B, Minority Station Will Run Separate Content and Alerts on Boosters to Demonstrate Geo-Targeted Technology for OTA Radio*****FCC Comment Period for NPRM Proposing Rule Change Ends February 10***

CHICAGO – February 8, 2021 – The Federal Communications Commission has approved an application by GeoBroadcast Solutions for experimental operation to build and operate two new co-located on-channel boosters at two discrete locations in order to garner additional data using the ZoneCasting™ FM booster system, which would provide the broadcast radio industry the opportunity to air geo-targeted programming.

The test will be conducted through Universal Media Access' KSJO-FM in San Jose, CA, a South Asian/Indian broadcaster. The trial will demonstrate KSJO's ability to add localized weather and traffic, news, advertising, and EAS tests during short parts of a broadcast hour, and how seamlessly unrecognizable it will be to the average listener.

"Our signal reaches a broad section of the Bay Area, including San Francisco and San Jose. We're always looking for ways to improve the listener experience and are intrigued to see the opportunities ZoneCasting can provide KSJO in the future," said Bill Saurer, President and CEO of Universal Media Access.

This will be the fourth Experimental Permit requested to test this technology and the second Experimental Permit request using the same booster configuration. The requested testing will use a back-to-back booster configuration setup at different locations near the busy I-680 corridor. The request is for a period of 90 days.

The cost of the field test will be shouldered by GeoBroadcast. The filing was made through Bert Goldman, President of Goldman Engineering Management, who will install the booster setup. Oversight and auditing of the trial will be made by Dennis Roberson President and CEO of Roberson and Associates, a technology and management consulting company to the radio industry.

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“The KSJO Zonecasting demonstration will prove that ZoneCasting can be very simply implemented, in this case, adding only one booster location and can significantly improve coverage in low signal areas while providing geotargeted programming which can benefit hundreds of thousands of listeners without interference,” said Goldman.

Industry groups, media and advertising companies, broadcasting companies, minority coalitions, and individual stations have all supported and seen the prospects for ZoneCasting technology, which can help stations provide content to better serve their communities by offering hyper-localized news, weather, emergency alerts, advertising, and alternative languages during a small part of the broadcast hour.

The rule GeoBroadcast seeks to change relates to FM boosters and their ability to originate geotargeted content; there would be no changes to the FCC's rules regarding interference or translators.

The deadline to file comments on amending Section 74.1231(i) of the Commission's Rules on FM Broadcast Booster Stations is February 10. Details are available at <https://www.federalregister.gov/documents/2021/01/11/2020-28784/fm-broadcast-booster-stations-modernization-of-media-initiative#addresses>

#### **About GeoBroadcast Solutions LLC**

GeoBroadcast Solutions was formed in 2011 to develop the ZoneCasting™ Geo-Targeting platform. This platform has been successfully tested under special FCC authorization. Geo-Targeted separation of the main channel audio of an FM radio station to its listeners allows the ability to split an FM signal into local “zones.” Out of this development effort came MaxxCasting™, which increases signal quality, PPM watermark decoding, and allows geographic targeting and fencing of radio screen advertising. It is successfully deployed and operational in many markets and growing rapidly. Additional information is available at [geobroadcastsolutions.com](http://geobroadcastsolutions.com).

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