



ZoneCasting™

Fact Sheet

June 6, 2019

1. **ZoneCasting** is an innovation for local radio stations to use single frequency network (SFN) technology to broadcast both to their fully authorized coverage area and to specific geo-fenced zones for targeted content and advertising. This technology was developed by GeoBroadcast Solutions.
2. **The technology works.** It is currently commercially deployed and in fulltime operation. Radio group CTOs, NAB, and other industry tech leaders have vetted the technology.
3. **Radio currently cannot geo-target because of an obsolete FCC rule.** Local radio is the *last medium unable to geo-target* now that local TV stations are transitioning to ATSC 3.0. As more advertisers demand geo-targeted advertisements, Radio must level the playing field with all other mediums so that it is not left behind.
4. **Zoned radio ads could bring up to \$750 million to local radio.** BIA Advisory Services estimates that the local radio industry can tap into up to \$750 million in incremental advertising dollars by offering zoned advertising to compete with local cable, local newspapers, digital and other geo-targeted local ad platforms.
5. **Automation software, zoned sales strategies, and audience reporting** are core parts of local radio's business model. Industry level discussions are on-going and these critical building blocks are developing.
6. **What can you do? Contact the NAB and FCC to show your support.** The radio industry will not even have the option to offer zoned broadcasting without a simple rule change by the FCC. This rule change *keeps the current interference rules as is but allows local radio to offer an innovative new service*. The next step is to send a letter or other communication to the FCC and the NAB, showing support for the radio industry to decide for itself whether it should embrace zoned broadcasting.

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