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NAVTEQ Provides Real-Time Traffic Data for Groundbreaking Broadcaster Traffic Consortium

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Radio broadcasters work with NAVTEQ to provide industry-leading content via HD Radio technology.

NAVTEQ is working with the Broadcaster Traffic Consortium, LLC (BTC) as the provider of real-time traffic and other location-based information for portable navigation devices and automobile in-dash systems via HD Radio technology.

For many years, NAVTEQ has worked closely with leading radio groups to implement new technologies and create innovative business models. NAVTEQ technology, traffic services and location content offers the BTC a complete suite of offerings to deliver relevant local information for broad distribution. The high bandwidth capacity of HD technology allows NAVTEQ and the BTC to deliver high-quality, up-to-the-minute information including traffic flow and points of interest to consumers when and where they need it most.

The BTC is a recent venture of eight leading radio companies. Founding members of BTC are Beasley Broadcast Group, Bonneville International Corporation, Cox Radio, Inc., Emmis Communications Corp., Entercom Communications Corp, Greater Media, NPR and Radio One. The growing membership base contributes to BTC's burgeoning national footprint and includes such additional prominent organizations as Lincoln Financial Media. NAVTEQ enables the BTC to reach across the Location Based Services (LBS) industry value chain encompassing world class application service providers, original equipment manufacturers and automakers to expand the penetration of HD-enabled consumer devices and dashboard receivers.

"NAVTEQ's location content offers the valuable information needed to broaden the acceptance of the HD Radio platform," said Christopher Rothey, vice president, Connected Markets for NAVTEQ. "With the BTC and its scalable and reliable HD network, we are working to reinvigorate the radio industry with expanding geographic coverage, innovative business models and dynamic local content."

"BTC represents a considerable commitment to innovation by all the participants," said Paul Brenner, Administrative Agent for the consortium and VP of Integrated Technology for Emmis. "The industry leadership provided by NAVTEQ furthers our purpose to accelerate consumer HD receiver penetration and create new revenue. By leveraging our strengths—low-cost distribution, localized content and digital capacity—we are re-establishing this industry as an innovative means of engaging consumers."

With NAVTEQ content and free, over-the-air systems, the BTC enables Broadcasters' ability to monetize HD bandwidth by providing a one-stop shop for a low-cost nationwide data distribution channel.

