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Broadcaster Traffic Consortium takes on Clear Channel in HD Radio

Posted April 23 2009 02:45 PM by staff
Filed under: [Miscellaneous](#)



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Up to now, the traffic reports on HD radio were being provided by Clear Channel through FM stations.

Now there is a new service that offers the reports on HD radio stations. Broadcaster Traffic Consortium (BTC), using NAVTEQ traffic content, broadcasts analog-FM Radio Data System (RDS) signals in 77 markets and over HD Radio in 63 markets. In this quarter, the company will be expanding the RDS reports to 82 markets and the HD Radio reports to 74 markets.

HD Radio reports provide information that is refreshed more frequently than the RDS reports. Moreover, more incidences can be provided. For example, HD can offer 500 reports per minute while RDS offers about 50 incidents per minute. It also can provide detailed graphics and imagery. This format is being transmitted to PNDs and installed in-car navigation systems.

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