



FOR IMMEDIATE RELEASE

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**NRSC ADOPTS UPDATED DIGITAL RADIO
BROADCASTING STANDARD**

LAS VEGAS -- The National Radio Systems Committee (NRSC) today adopted an updated version of its in-band/on-channel (IBOC) digital radio broadcasting standard. The NRSC is a technical standards-setting body co-sponsored by the National Association of Broadcasters (NAB) and the Consumer Electronics Association (CEA).

NRSC-5-B, In-band/on-channel Digital Radio Broadcasting Standard, was adopted by the Digital Radio Broadcasting (DRB) Subcommittee, which is co-chaired by Andy Laird, vice president and chief technology officer, Journal Broadcast Group; and Mike Bergman, director of research and development, Digital Broadcast, Kenwood Americas Corporation. This latest version includes some editorial updates as well as a revised FM IBOC RF mask which was submitted to the NRSC by iBiquity Digital Corporation, developers of the HD Radio technology upon which NRSC-5-B is based.

"The adoption of the revised and updated NRSC-5-B standard is an exciting indication of just how quickly digital radio is evolving in the U.S. and a further indication of how the NRSC is attempting to keep this standard current and pertinent," said Milford Smith, vice president, Radio Engineering with Greater Media and NRSC chairman. "We are grateful to the DRB Subcommittee members for all their hard work on this endeavor and likewise grateful to iBiquity for its cooperation in assuring that NRSC-5-B continues to be a valuable resource to the broadcast and consumer electronics industries going forward."

The document will be available to the public through the [NRSC's Web site](#) following a final, procedural review which will take approximately four weeks. Additional information about the NRSC, including information on becoming a member, is also available on their Web site.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$161 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

About NAB:

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. As the voice of more than 8,300 radio and television stations, NAB advances their interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

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