



## Getting More Mileage out of Digital



RIFF2's "Dock of Rock"—Doug Podell

program channel called RIFF2, which features local metal bands.

The motor city's metal-heads have long petitioned Greater Media Detroit's rocker station WRIF 101 to play more local music. But, for the past few years, WRIF management had to balance this request with other listener requests. An hour on Sunday evenings was all the air play it could spare for local artists.

Then, last year, Greater Media Detroit learned of HD2 Multicasting's capability to broadcast additional channels on the station's current frequency. The group had rolled out HD Radio under an experimental license almost four years ago using Broadcast Electronics transmission and studio products. With the investment in digital already made, adding an HD2 channel required little change or additional cost to the station's existing BE HD Radio transmission system.

"Once a station converts to HD Radio with a BE system, the entire digital infrastructure is there to painlessly add another channel. It's probably the quickest return on investment in the history of broadcasting," says Neil Glassman, BE Vice President Strategic Marketing.

In June, WRIF turned on RIFF2 Made in Detroit, a program mix of local talent, modern rock alternative and hip-hop aimed at a younger male audience.

Greater Media Detroit also launched HD2 channels on its stations WCSX 94.7 and WMGC 105.1, adding a deep tracks format to the former and show tunes channel to the latter for targeted listenership heretofore not possible on its existing stations. The additional programming is broadcast using HD2

Multicasting as well as streamed online; station web sites offer promotion information on HD Radio and list retail outlets carrying HD Radio radios.

Each station can provision as many program channels as desired through the BE system, as well as add "message-casting" capabilities that broadcast song title, artist and other information for readout on the HD Radio receiver.

In addition to creating inroads in HD2 Multicasting programming, the group has been working with Broadcast Electronics and local auto makers on several proof-of-concept data experiments, including tunneling data to in-car navigational systems for traffic routing purposes.

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RIFF2, local programming made possible by HD2 Multicast technology, is a hit with listeners as well as local club owners. Its Doug Podell was honored recently with the Heineken Ampt/ASCAP Recognition Award for "his outstanding contributions to the local Detroit music scene."

**101 WRIF**

