



IBOC Update

FEBRUARY 24, 2009

Dynamic and Static PSD Guidelines:

* Pertains to all HD Radio Stations, both AM & FM

* Enhances the Tagging experience for the listener by eliminating 'false' tags

Previous HD Radio Tech Bulletins are now available on our website:

http://www.iberiquity.com/broadcasters/quality_implementation/tech_bulletins

Visit us at the NAB Show
North Hall N5437
April 20-23

HD Radio™ Tech Bulletin #4

iBiquity Digital is issuing this tech bulletin in an effort to help broadcast engineers maintain quality HD Radio operations and increase the benefits of HD Radio technology to its growing listener base. We plan to issue future bulletins as necessary.

NEW PSD Implementation

As many of you know, iTunes® Tagging has become a popular feature in many of the new HD Radio receivers recently released in the marketplace. To enable the consumer to realize a positive tagging experience, we are suggesting that all HD Radio stations adopt the following best practices when setting up their stations with Dynamic or Static PSD

1) Whenever possible, actual Song Title and Artist should be displayed in the appropriate PSD fields. This condition is referred to as Dynamic PSD use.

2) If Dynamic PSD is not available, *the station should populate **ONLY** the Song Title field with a short station slogan or other message.* In this condition, PSD Artist field should *not* be populated. This will help avoid a possible poor consumer experience with tagging features. Please remember that the Title field has a maximum of 124 characters / spaces.

3) If Dynamic PSD is employed and a station elects to intersperse slogans, advertisements or other text in the PSD fields, the added text should be sent for less than 10 seconds at a time, and should not be repeated before resending the dynamic PSD Title and Artist information.

4) These guidelines apply to multicast channels as well as the main program service.

For more information on iTunes Tagging, please check out our website: <http://www.iberiquity.com/broadcasters/tag>

Thank you for your continued support!

Please direct any questions, comments or report technical issues to: Tom Walker, iBiquity Digital Corporation, Columbia, MD, walker@iberiquity.com

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