



## Fact Sheet: HD2/HD3 Channels

HD Radio Technology enables FM radio stations to broadcast additional channels on the same frequency, offering unique programming to their listeners. From the original station frequency, HD2/HD3 channels are found by dialing up a notch to HD2 or two notches to HD3. More than 1,100 channels exclusive to HD Radio are available today offering fresh music, news, sports and other formats, including new content from emerging artists, local bands, foreign-language programming and much more.

Below are examples of some of the innovative ways broadcasters are using their HD2/HD3 channels:

- ⌚ **Total Sports Coverage:** High profile sports teams are programming their own 24/7 HD2/HD3 channels. The **Pittsburgh Penguins Radio** on 105.9-HD2 is a channel devoted to the Stanley Cup Champions, the NHL, and local hockey coverage. The **Dallas Cowboys** are 24/7 on 105.3-HD3 in Dallas. **ESPN Radio** is offering exclusive content to stations across the country to program their own HD2/HD3 channels. And "**At The Track Radio**" on 99.5-HD3, in Chicago offers 24/7 coverage for the motorsports fan.
- ⌚ **Niche programming.** Miami's **Pirate Radio** on 96.5 HD2 is reggae with an attitude. Radio Mojo plays 24/7 **Blues** music at 100.7-HD2 in Boston. Many stations nationwide offer **PRIDE Radio** with music, entertainment and talk for the gay and lesbian community. **All Comedy Radio** is a 24/7 comedy channel on over 15 HD2 channels. WAMU in DC has **Bluegrass Country** on its HD2 channel and **BBC** and time-shifted news programs on HD3. **HumDesi** is South Asian Radio available in four markets. **One Caribbean Radio** is now on 97.9-HD2 in New York City serving over 1.5 million Caribbean Americans. Wired 96.5 HD2 is **Dance Club** music for Philadelphia.
- ⌚ **Content through many mediums.** Last.FM, a Web site devoted to music discovery, puts user-generated content on HD2/HD3 channels in New York, Los Angeles, Chicago and San Francisco, called **Last.FM/Discover**. Clear Channel's **eRockster**, **PRIDE Radio**, and **Smooth Jazz** formats are all available through iheartradio.com, mobile devices like Blackberry and iPhone, and through HD2/HD3 channels across the country.
- ⌚ **Bringing back heritage stations.** Legendary Alternative Rock station **WHFS** has returned to DC on 94.7-HD2. Emmis St. Louis has "**KSHE2 Classic KSHE**" on 94.7-HD2. **New York Country** music is back on the air at **106.7-HD2**. Boston's **WBCN** has two options with **Free Form BCN** on 100.7-HD3 and more recent **WBCN** alternative rock on 98.5-HD2. **KROQ of the '80s** is available on 106.7-HD2 in LA.

And these are just a few examples. Other new formats include: the Irish Channel, the Psychic Channel, Slow Jams, Sounds of the Strip, Classical, Disco, Gospel, Deep Tracks, Decades, Extreme Alternative, Americana, All Requests, Christian Hip Hop and Rock, Hispanic Oldies, International Hits, Mormon Channel, Live Rock, Tejano, Traditional Jazz, Tropical, and more. No matter the interest, there's an HD2/2HD3 channel for it!

Please visit <http://www.hdradio.com> and <http://www.ibequity.com>.

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