

# PRSS UPDATE

April 29, 2016  
PRIMA  
Indianapolis

## AGENDA

PRSS STATION FEES

FUTURE SYSTEM DESIGN & FEDERAL FUNDING

TRUSTEE ELECTION

NEW PRODUCTS

- THE HUB
- METADATA & NEXTRADIO

# STATION FEES

## WHY CHANGE THE STATION-FEE STRUCTURE?

- **PREPARE FOR FUTURE**
- **ASSIST STATION FINANCIAL PLANNING**
- **COSTS:**
  - **LIMIT INCREASES FOR STATIONS**
  - **MORE EQUITABLE FOR SMALLER STATIONS**
  - **REDUCE COSTS FOR SMALLEST STATIONS**

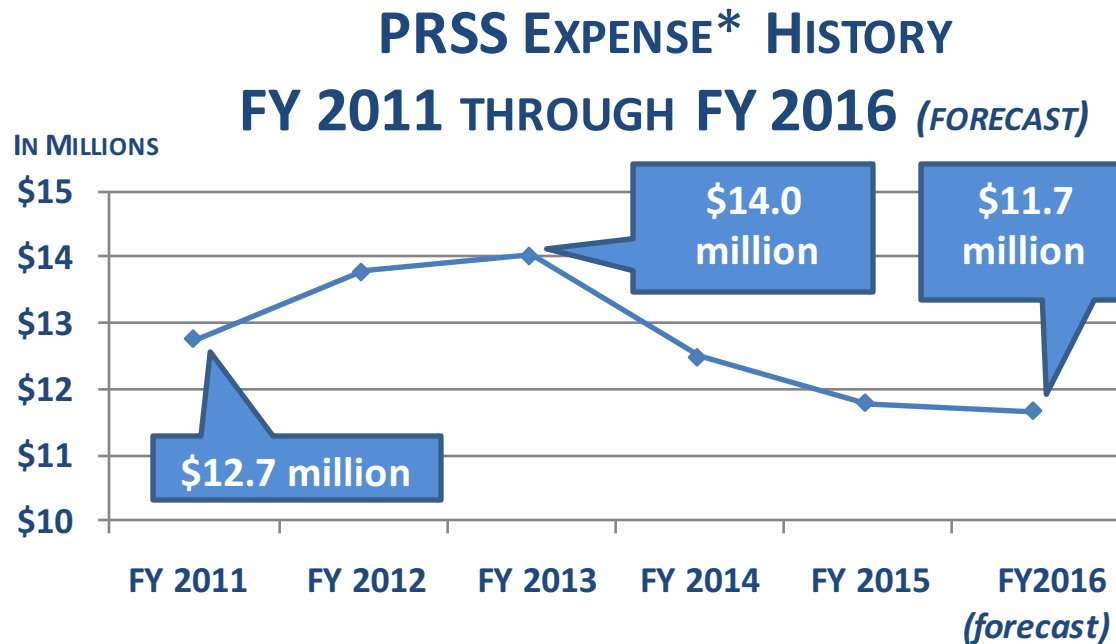
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**BASED ON A PERCENTAGE OF TOTAL STATION REVENUE  
SET ANNUALLY BY D/I COMMITTEE (IN SEPT.)**

**BOTTOM LINE:**

**NO STATION WILL PAY MORE THAN \$10,500 FOR 2017**

# COST CONTAINMENT



*\* Operational costs – minus some costs such as  
In-Kind Expenses and Cost of Goods Sold*

# FUTURE SYSTEM

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## CURRENT VERSUS FUTURE SYSTEM COSTS

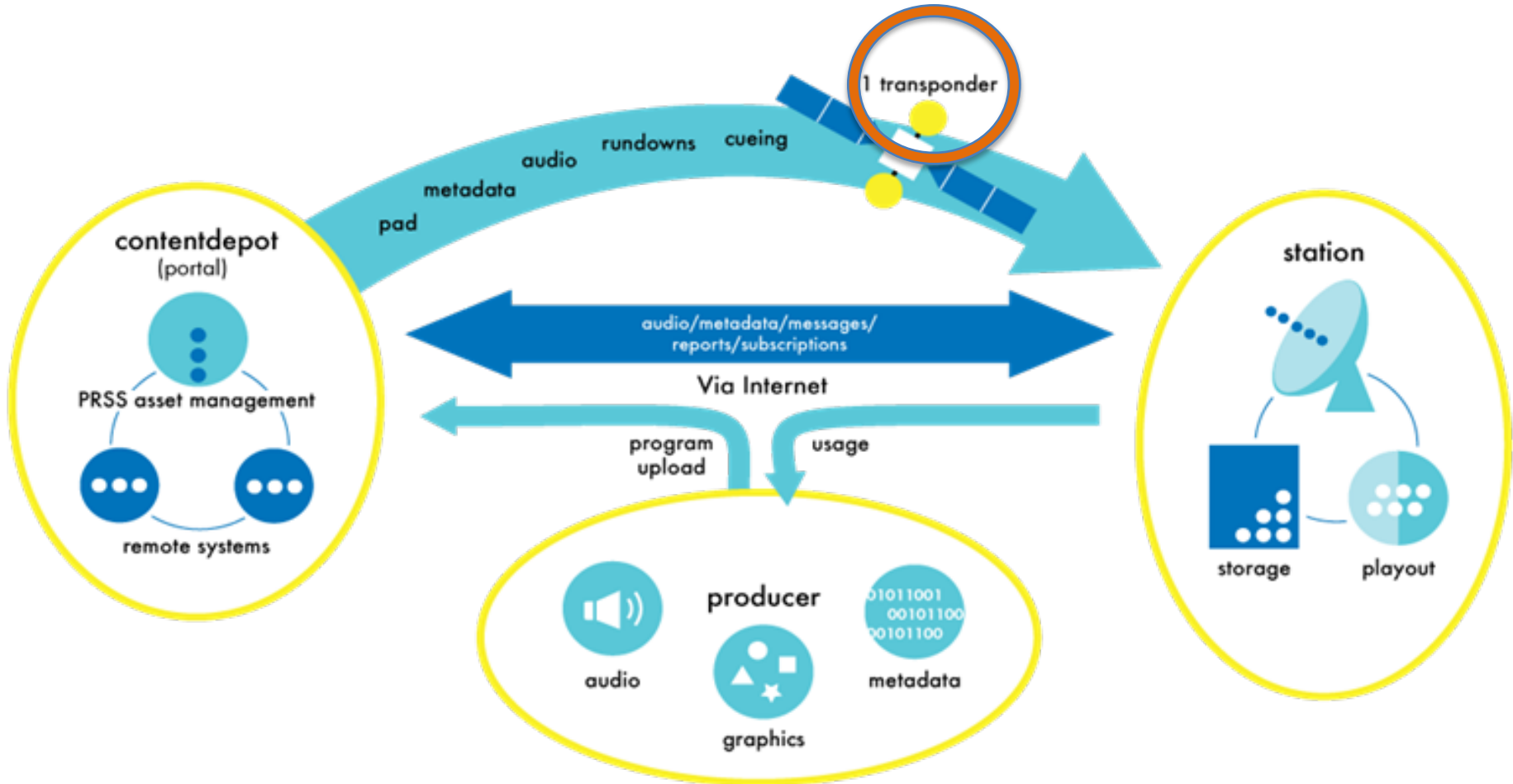
Category	Current 2008-2017	Next Generation 2018-2027	Percentage Change
Satellite & Insurance	\$ 39.3	\$ 11.6	-70%
Network Project Support	\$ 18.8	\$ 20.4	9%
Ground System Refurbishment	\$ 19.8	\$ 21.4	8%
<b>TOTAL</b>	<b>\$ 78.0</b>	<b>\$ 53.5</b>	<b>-31%</b>

*NOTE: Totals and subcategories have been rounded (so numbers may not add)*

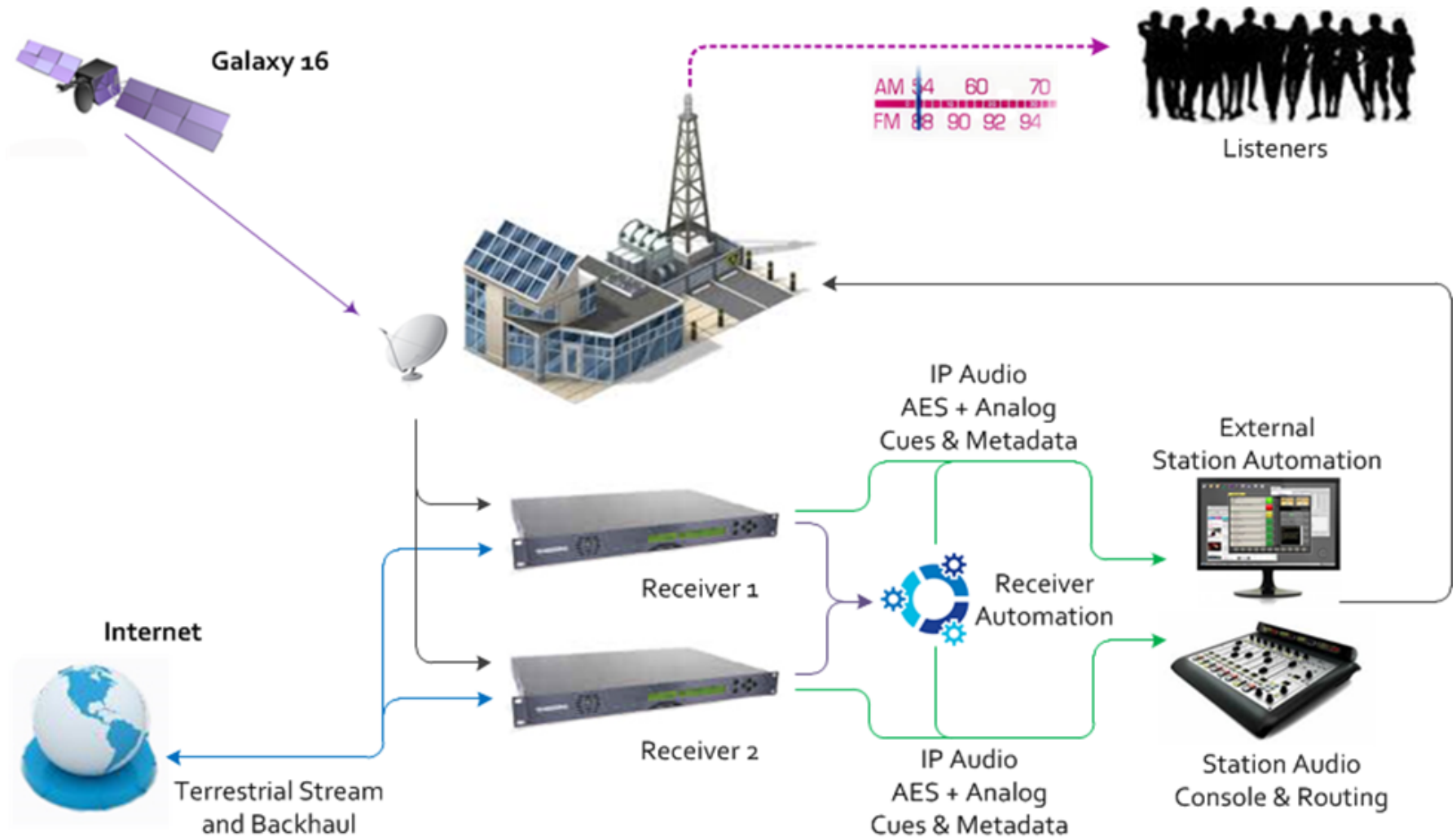
# FUTURE SYSTEM

	NEW MESH NETWORK + SATELLITE / INTERNET DELIVERY	TECH REFRESH OF SATELLITE / INTERNET DELIVERY
SYSTEM DEFINED:	<ul style="list-style-type: none"> <li>New, private terrestrial network/ MPLS for <b>220 PRSS stations</b></li> <li>Added services, 2-way capability</li> <li>Satellite backup + upgrades / replacements</li> </ul>	<ul style="list-style-type: none"> <li>Satellite &amp; Internet delivery <b>for all PRSS stations</b></li> <li>Ongoing improvements</li> <li>Similar operations to today</li> </ul>
	<ul style="list-style-type: none"> <li>Satellite &amp; Internet for the <b>other 200 stations</b> + upgrades/replacements</li> </ul>	<ul style="list-style-type: none"> <li>Upgrades/replacements for current technology</li> </ul>
	Limit transponders for public media use	Limit transponders for public media use
COST:	<ul style="list-style-type: none"> <li>Collaboration with PBS</li> <li>Cost growth</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration with PBS</li> <li>Cost containment</li> </ul>
	<ul style="list-style-type: none"> <li>About <b>\$116M</b> for new network for <b>220 stations + satellite for 200</b>;</li> <li><b>\$150M</b> if new private, mesh network serves <b>all stations</b></li> </ul>	<ul style="list-style-type: none"> <li>About <b>\$53.5M</b> [Similar to \$78M sought in 2008, <i>minus</i> the cost of three transponders + re-sales from excess capacity]</li> </ul>

# FUTURE SYSTEM OVERVIEW

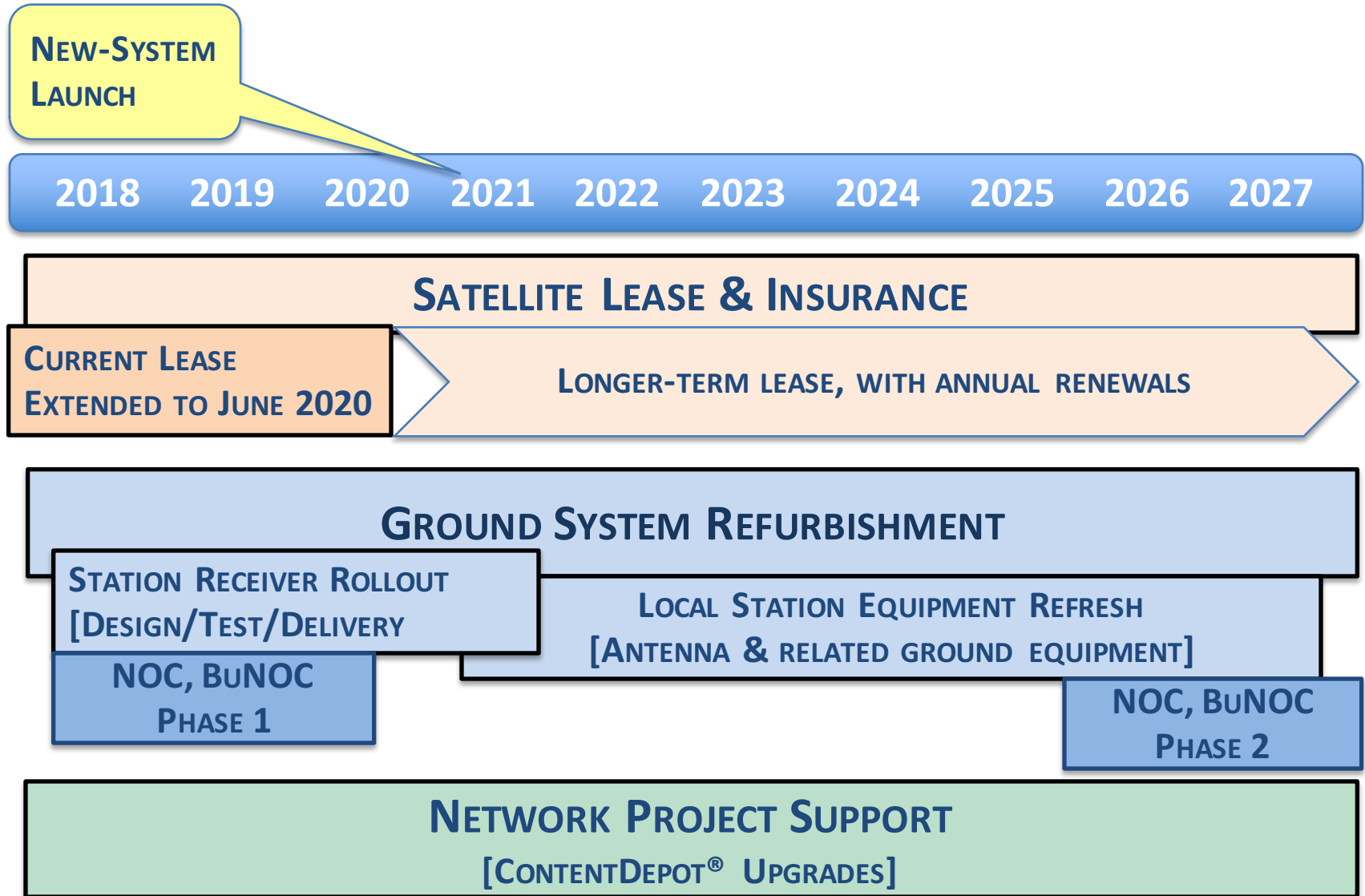


# FUTURE SYSTEM – STATION VIEW





# FUTURE INTERCONNECTION PROJECT TIMELINE



# TRUSTEE ELECTION

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**YOUR ROLE: VOTE! IN MAY, ONLINE**

**FOR: PUBLIC RADIO SATELLITE INTERCONNECTION SYSTEM  
CHARITABLE TRUST -- OWNS NATIONAL-LEVEL ASSETS OF PRSS**

**WHY: 1 (OF 3) TRUSTEES RETIRING; NEED REPLACEMENT**

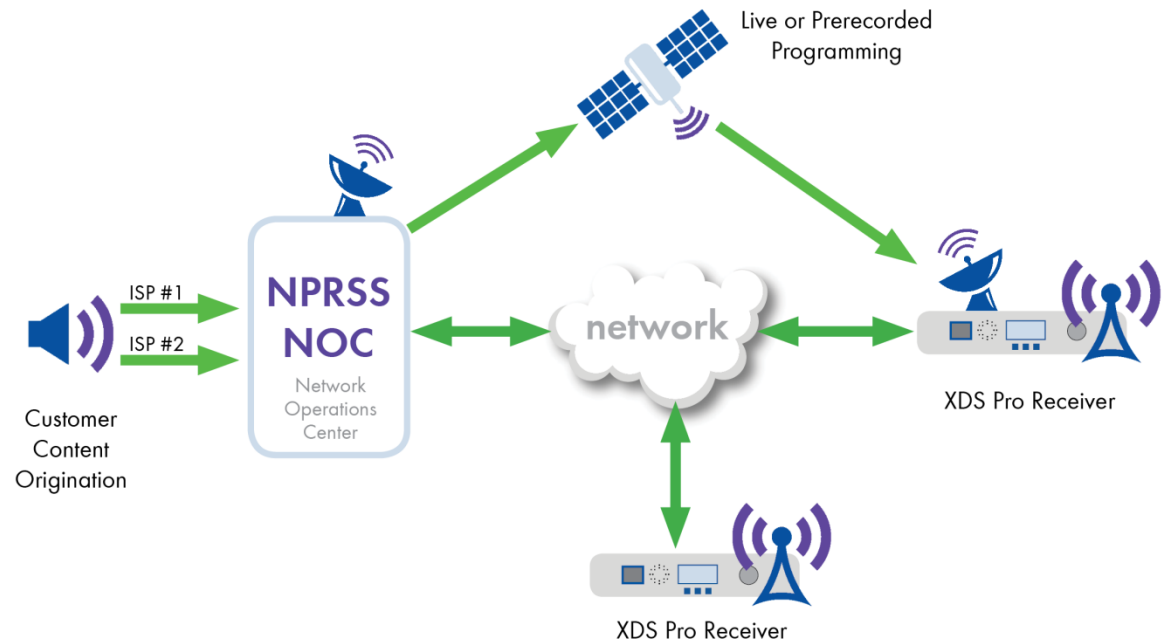
**ON BALLOT: PETE LOEWENSTEIN**

**ELIGIBILITY: 351 PRSS *PARTICIPATING* STATIONS (CONTRIBUTING  
STATIONS INELIGIBLE). NEED 50% *PLUS ONE*.**

# THE HUB

## FULL-SERVICE DISTRIBUTION SERVICE

ALLOWS NETWORKS TO  
SEND PROGRAMMING  
TO STATIONS WITHOUT  
THE NEED OR EXPENSE  
OF OPERATING A LOCAL  
HEAD END.

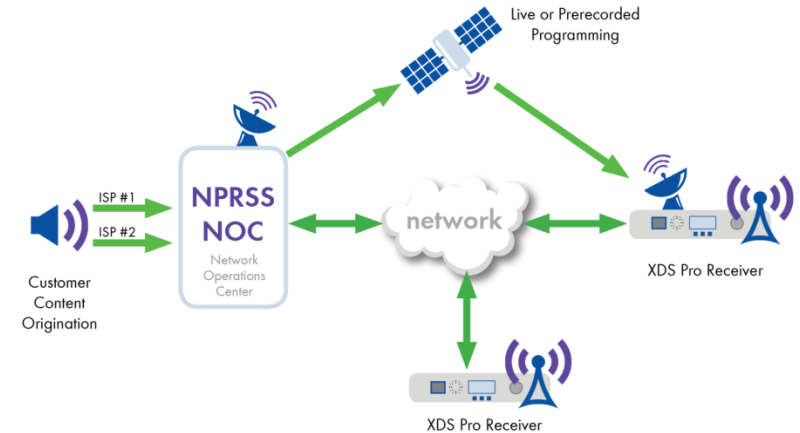


# THE HUB

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## BENEFITS:

CUSTOMIZABLE  
SERVES *YOUR* NETWORK  
FULLY STAFFED  
24x7 NETWORK OPERATIONS CENTER



## INCLUDES:

- RECEIVER AND NETWORK CONFIGURATION MANAGEMENT
- ADVANCED SCHEDULER
- FILE DELIVERIES (STORE & FORWARD), PLUS DELIVERY TRACKING, CONFIRMATION
- SPOT INSERTION – REGIONAL SPONSORSHIP INSERTION, TRACKING, REPORTING
- ELIMINATES SIGNIFICANT COSTS, SETUP, LICENSES, WAITING PERIODS AND OTHER NECESSITIES TO DISTRIBUTE YOUR PROGRAMS

# WHAT IS METADATA?

## DESCRIPTIVE INFO ABOUT

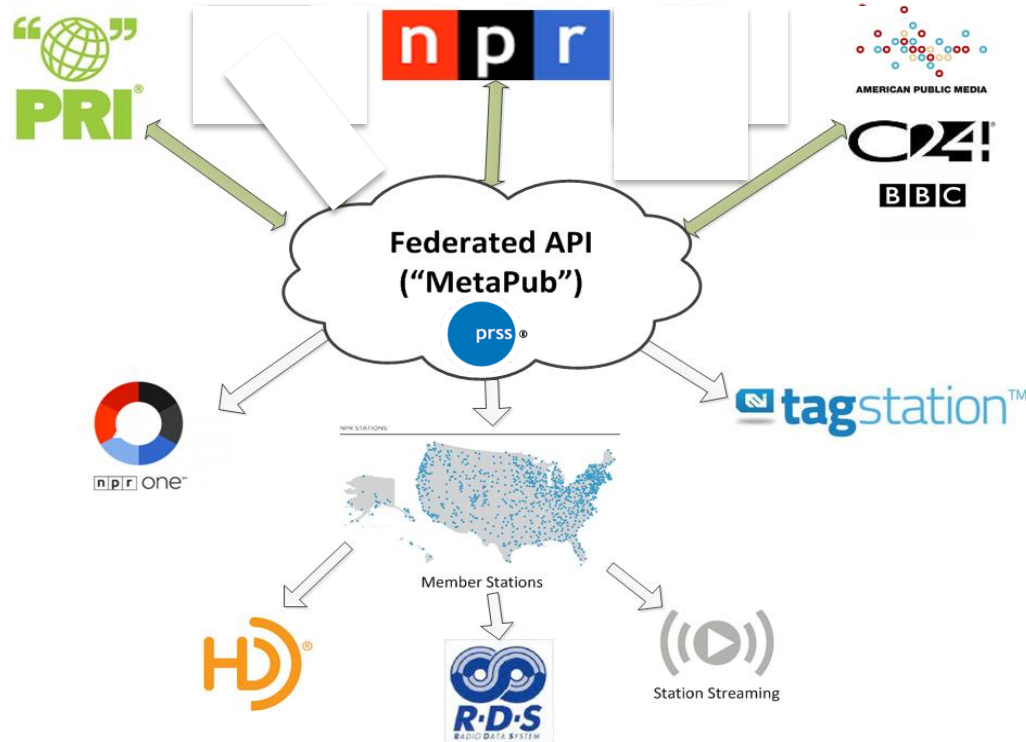
**PROGRAMS:** STATION ID, LOGO,  
PROGRAM, AIR DATE

**STORY:** TOPIC, HOST/REPORTER

*CAN INCLUDE:* TEXT, IMAGES, LINKS

## METAPUB BY PRSS

- **AN API; FOR BROADCAST**
- **DOESN'T DUPLICATE PMP API OR NPR STORY API**
- **COLLABORATORS: PRSS, NPR, APM, PRI, DIGITAL SERVICES, DIGITAL MEDIA, PBS, CBC, KNPR, MPR, WISCONSIN PUBLIC RADIO, WNYC, COLORADO PUBLIC RADIO, WICR**
- **UNIFIED METADATA DISTRIBUTION SYSTEM**
- **ENABLES SEAMLESS FLOW OF METADATA FROM ALL PRSS PRODUCERS – NPR, PRI, APM & OTHERS – TO ALL PRSS RADIO STATIONS**
- **SYNCHRONIZED WITH CONTENT DELIVERY**



# BUSINESS BENEFITS

## FOR PRODUCERS

- OBTAIN LISTENER / AUDIENCE DATA (NEXT RADIO, WEB STREAMING)
- RAISE REVENUES THROUGH ON-SCREEN SPONSORSHIPS
- ENABLE LISTENERS TO FIND VIA SEARCH
- BRANDING & AWARENESS

## FOR STATIONS

- OBTAIN LISTENER / AUDIENCE DATA (NEXT RADIO, WEB STREAMING)
- INCREASED ENGAGEMENT WITH LISTENERS ACROSS PLATFORMS
- RAISE REVENUES THROUGH ON-SCREEN SPONSORSHIPS
- ENABLE LISTENERS TO FIND VIA SEARCH
- EMERGENCY ALERTING
- BRANDING & AWARENESS

## REACH

- ATTRACT & RETAIN LISTENERS / USERS
- SERVE ALL ENABLED PLATFORMS
- MISSION-DRIVEN SUPPORT OF STATIONS, PRODUCERS BY PRSS

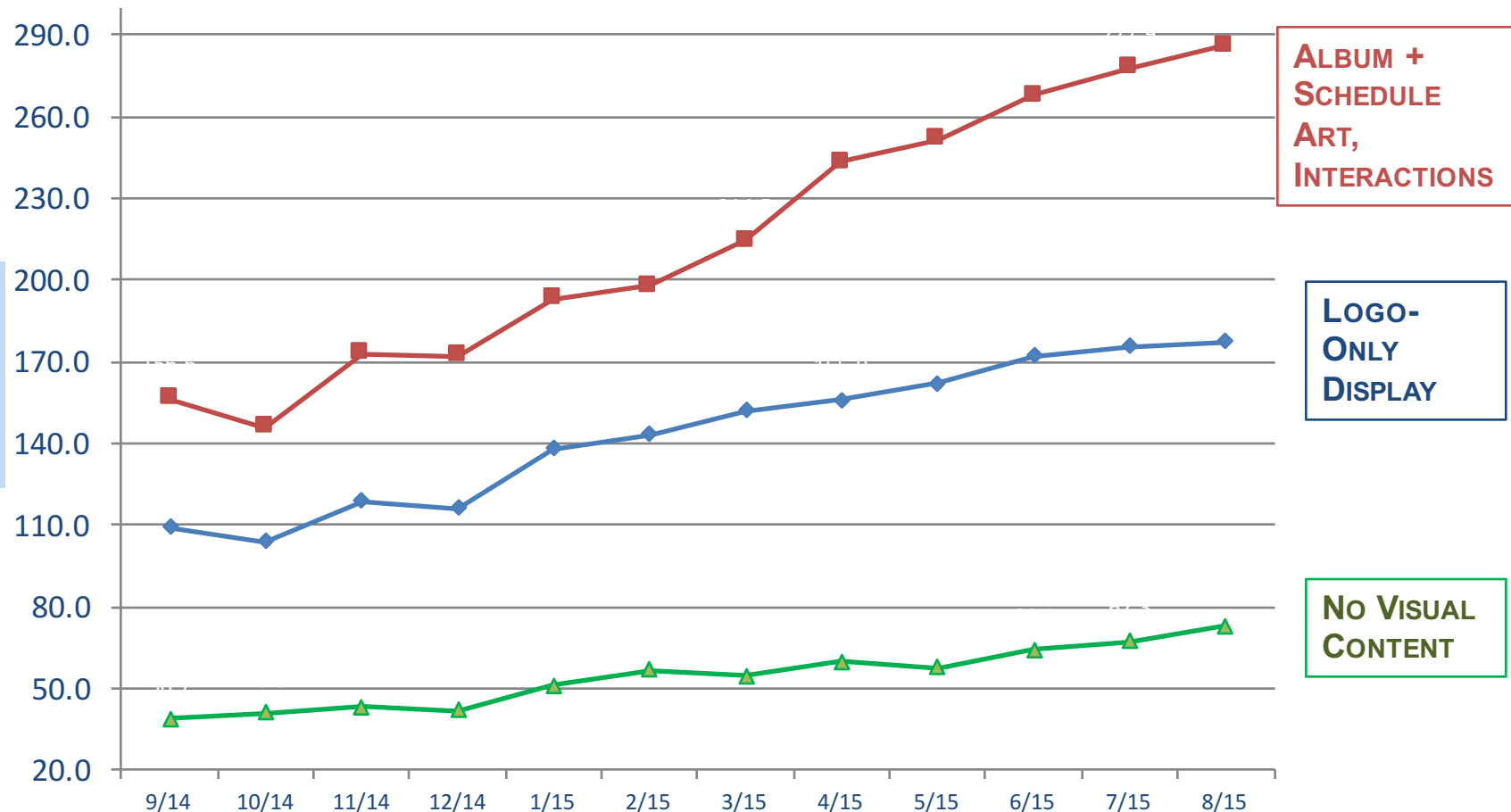
## FOR LISTENERS

- RADIO IN YOUR CELL PHONE
- 'FREE' LISTENING — BROADCAST DOESN'T USE DATA PLAN MINUTES
- SAVES BATTERY LIFE
- MORE 'HOOKS' — VISIBLE DATA DRAWS IN LISTENERS
- AVAILABLE ON MOBILE DEVICES (PHONE, TABLETS, CAR DASHBOARD)
- ANOTHER PATH TO SUPPORT YOUR LOCAL STATION — DONATE BUTTON

# VISUALLY APPEALING STATIONS MEANS MORE LISTENING

ENHANCED CONTENT = MORE LISTENING PER LISTENER

STATIONS GARNERED 60% MORE LISTENING VS. THOSE WITH A LOGO-ONLY DISPLAY AND  
FOUR TIMES MORE LISTENING THAN THOSE WITHOUT VISUAL CONTENT (AS OF AUG. 2015)



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# WHERE IT APPEARS

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## METAPUB

WRAPS AND ENHANCES RADIO, REAL TIME

- PER-STORY
- PER-PIECE
- TEXT, IMAGES, LINKS

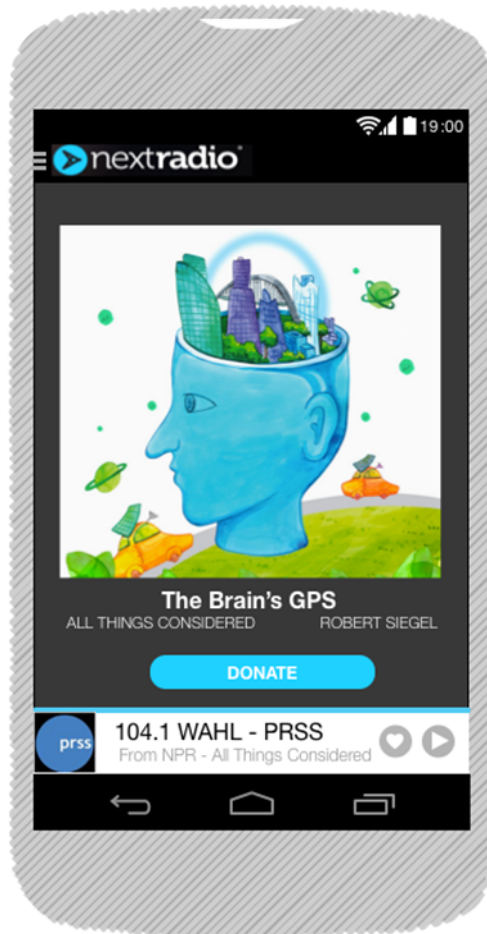
## VIEWABLE ON...

- **HD RADIOS** – STATION INFO, STORY & SONG INFORMATION, IMAGES, EMERGENCY ALERTS
- **MOBILE PHONES & SMART DASH** – STATION INFO, STORY & SONG INFO, IMAGES & LINKS , EMERGENCY ALERTS
- **RDS RADIOS** – STORY & SONG INFO, EMERGENCY ALERTS
- **WEB STREAMING** – STATION INFO, STORY & SONG INFO, IMAGES, EMERGENCY ALERTS

## CONFIGURATION DETERMINED BY LOCAL STATION



# METAPUB & NEXTRADIO



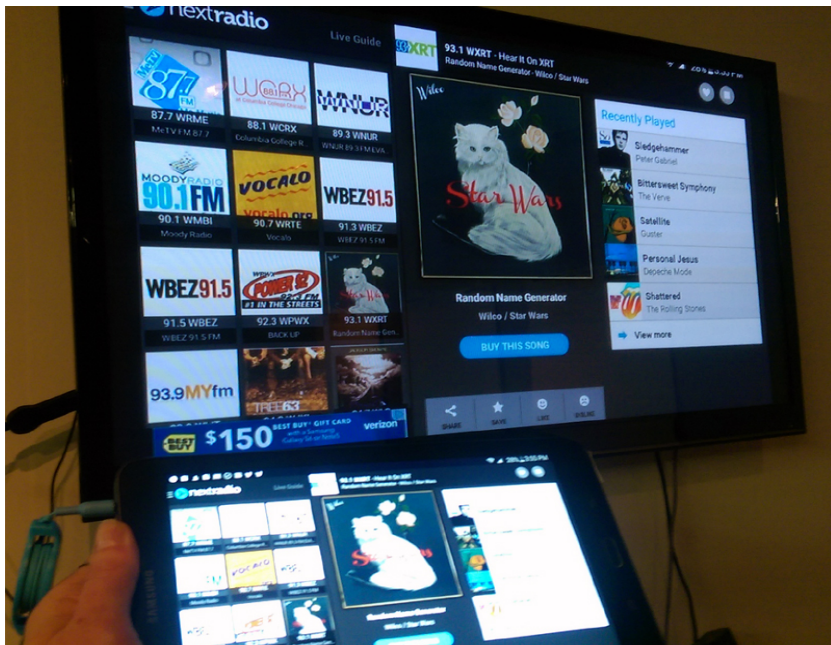
METAPUB USES A SOFTWARE AGENT TO COLLECT AND ORGANIZE PRODUCER DATA FOR DELIVERY VIA AN API TO STATIONS.

THIRD-PARTY SOFTWARE FORMATS AND PASSES THE DATA TO END-USER DEVICES FOR DISPLAY.

# NEXTRADIO®

## NEXTRADIO APP

- FREE; FOR SUPPORTED ANDROID DEVICES
- USES 3X LESS BATTERY AND 20X LESS DATA VS. STREAMING RADIO APPS



## USAGE STATISTICS

As of April 11, 2016

**APP DOWNLOADS:** 6.5 MILLION  
**FM STATIONS TUNED THROUGH NEXTRADIO:** 13,050  
**LISTENING HOURS THROUGH NEXTRADIO:** 13.9 MILLION

2015 vs. 2014

**AVG. SESSION LENGTH:** 57 MINUTES VS. 13 MINUTES 20 SECONDS

**OVERALL LISTENING:** Up 334%

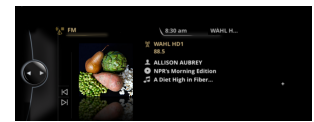
**VIEWS OF THE 'NOW PLAYING' SCREEN:** Up 1,153%

**INTERACTIONS WITH STATION CONTENT:** Up 1,161%

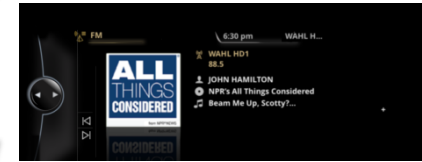
# How It Works

**RICH DYNAMIC  
METADATABASES**

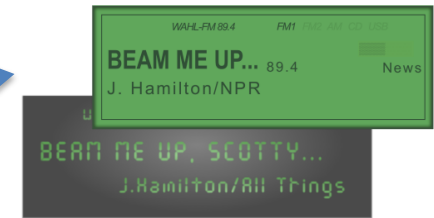
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**CONNECTED CAR**



**HD**

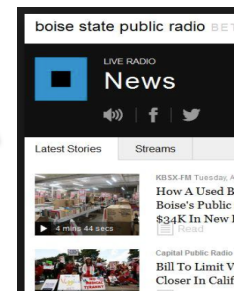


**RDS**

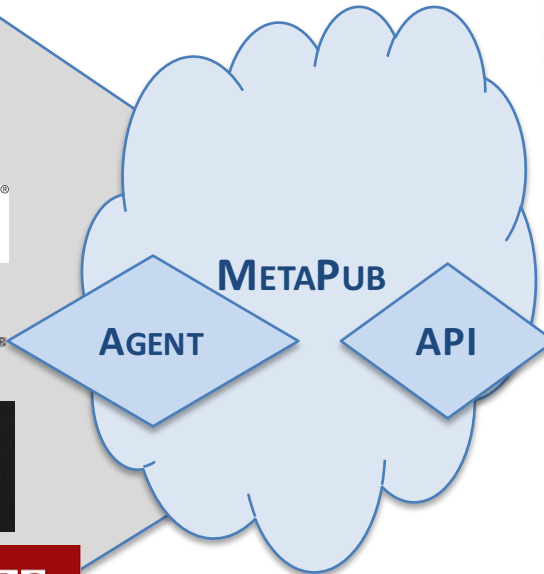


**PUBLIC RADIO  
STATION**

**NEXTRADIO**



**WEB STREAMING**



Metadata & NextRadio

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# NEXT STEPS

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## BETA OF METAPUB

- Follows pilot (Pilot Participants: NPR, APM, PRI, PBS, CBC, KNPR, MPR, Wisconsin Public Radio, WNYC, Colorado Public Radio, WICR)
- Duration: Six months

## FOR PRODUCERS

- Requires commitment to developing and curating metadata for your programming

## FOR STATIONS

- Requires Middleware product (e.g. Arctic Palm) and/or NextRadio's tagstation®
- If including your local programming, requires commitment to developing and curating metadata for that programming

# FOLLOW-UP

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