



# WEEKLY TECH ROUNDUP

## RBR+TVBR WEEKLY TECH ROUNDUP

Radio and television technology is not static. In fact, it's always changing and station owners need to know how these changes can impact operating expenses.

In this weekly roundup, Radio+Television Business Report will report on technology and equipment that's here today and what could be coming down the road. The weekly update covers a full range of tech-related topics of interest to media management and the individuals responsible for cutting the checks.

- Broadcast media cyber security and protecting operations from worrisome hackers
- Revenue maximization through new sales management tools
- NEXTGEN TV and the tech updates needed to fully empower ATSC 3.0
- AI and its potential positive impact for radio and TV sales teams
- Close-up product details ahead of big industry conferences and expos
- Cloud-based streaming and production advancements for radio and TV
- Who's been hired in the engineering and IT spaces

The stories in this weekly tech update from RBR+TVBR are designed to inform the media business community on what matters most when it's time to invest in today, and the future.

### 2022 RBR+TVBR WEEKLY TECH ROUND UP (EFFECTIVE January 1, 2022)

Placement	Avails	Description	Specs	1 Month	3 Months	6 Months	One Year
Leader Board	1	Banner - May Animate	725X180		<b>CONTACT US FOR RATES</b>		
Position 1	2	Cube - No Animation	300 X 250				
Position 2	1	Banner - No Animation	700 X 250				
Position 3	2	Banner - No Animation	700 X 250				

\*\*\*Add Tech Round Up to RBR+TVBR and/or Radio Ink Online or Print schedule for 75% of the Tech Round Up applicable rates. Schedule dates and length of run must be matching and placed at the same time.

**A NOTE ON AD SIZES:** Many smartphones, tablets, and laptops feature high-definition screens, such as retina displays, that offer a higher ratio of pixels per inch, meaning some images may appear fuzzy on these displays.

Files must be gif or jpeg, and no more than 60k. Please e-mail all ads directly to April McLynn at amclynn@rbr.com, along with the click-through URL.

**MATERIALS-DUE SCHEDULE:** All ads or classified copy with instructions are due at least three business days prior to the posting date.

**PLEASE NOTE:** To minimize click out, animated ads should change faces at a rate no greater than every five seconds. Cube and banner ads must have either a solid-color background other than white or a thin line outlining the edges of the ad.

PC/Tablet Sample Display

Loaderboard 728x180

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Welcome to Tech Roundup, RTR+TVR's Tuesday afternoon quick read. Technically speaking, we give you the insight, tools and knowledge to keep executive management aware of the tech trends and developments they need to know. If you have comments or areas of interest you would like to see us cover, contact Adam at [adam@rtr.com](mailto:adam@rtr.com)

**SoundField Is Sold To RØDE's Parent**  
 A surround-sound recording brand has been added to the offerings of an audio technology company preparing to celebrate its Golden Anniversary. [\(read more\)](#)

**Large Cube 300x250**      **Large Cube 300x250**

**Here's How NextRadio Is More Interactive Than Ever**  
 The app that activates the FM chip in just about every Android-powered head set now includes the appropriately named NextRadio. [\(read more\)](#)

**Media Pros Now Have An Updated SFX Library At Hand**  
 The library offers more than 63,000 sound effects with metadata, full online access, and complimentary annual updates. [\(read more\)](#)

**Banner 700x250**

**Riedel Bulks Up Its North American Tech Services**  
 Zach Pink and Justin McClellan have joined the company as U.S.-based service and support engineers. [\(read more\)](#)

**What's In Store For NAB Show Shanghai Attendees?**  
 The NAB is heading back to China to share innovative technology and the latest trends among global business and tech leaders. [\(read more\)](#)

**Banner 700x250**

**How A Noncomm Unified Its Broadcast Management Platform**  
 APM implemented ProTrack Radio, a product offering from Myers. [\(read more\)](#)

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