



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 will cover a full range of tech-related topics of interest to media management and their legal and financial counterparts.

- Transmission gear related to the television channel repack
- Television's new in-studio tech
- Radio's in-car and in-studio-tech
- Emergency alerting
- Voltair
- Manufacturer news, including new gear and hires
- NextRadio
- HD Radio

The stories in the tech update will be different from the financial/regulatory angle normally found in RBR+TVBR but will relate tech developments in this informative weekly update through a corporate/owner/management lens.

2018 RBR+TVBR WEEKLY TECH ROUND UP

Placement	Avails	Description	Specs
Leader Board	1	Banner - May Animate	725X180
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

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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THE FRANCHISE • TELEVISION • MEDIA • BUSINESS WEEKLY

WEEKLY TECH ROUNDUP
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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

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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Mobile Sample Display

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