



Side Channels
 HD Radio™
 Streaming
 Licensing
 Programming

A Service of SBR Creative Media, Inc. • 7464 Arapahoe Rd. • Boulder, CO 80303 • TEL: 303.444.7700 • www.CustomChannels.net



FLEXIBLE, COST-EFFICIENT HD2 BROADCAST SOLUTIONS FROM CUSTOM CHANNELS

No doubt, you have a lot on your mind these days beyond just keeping your transmitter on the air. Radio is moving quickly into the digital age. You need easy-to-implement solutions that won't break the bank – or your staff's back! This is where Custom Channels comes in.

Custom Channels, a service of nationally recognized consultants **SBR Creative Media**, offers radio stations creative, flexible and cost effective solutions to create, network, broadcast and stream **HD2 Multicast Channels**.

We started creating side channels for client stations back in 1999 by providing a turn-key, way for stations to create and stream additional channels of content to listeners. Since then, Custom Channels has provided programming, licensing, streaming, and technology to over 100 radio stations in markets from Los Angeles to Fargo. Our work has been recognized and utilized by virtually every major radio group and dozens of independent owners, from **Delmarva Broadcasting** and **Greater Media**, to **CBS Radio** and **Clear Channel**.

In 2006, Entercom Communications chose Custom Channels to provide programming and technical solutions for ALL of its HD2 multicast music formats and stations!

We can work with you to provide custom programming and content management solutions specifically to fit your needs – whether you have a single station or hundreds of stations across the country.

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March 2008



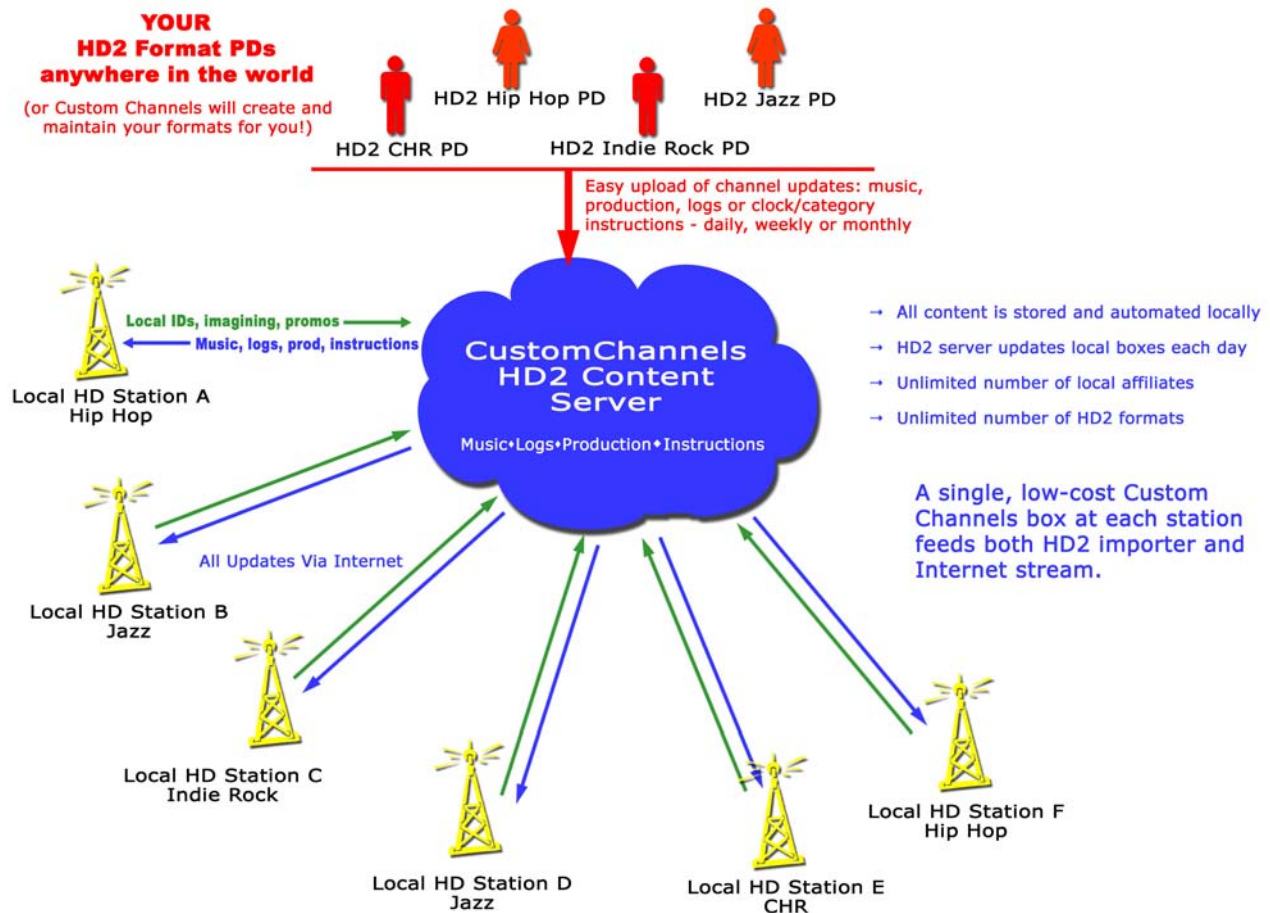
Innovative HD2 Content Management Solutions for HD Radio™

- **Proven system already deployed at dozens of stations for Entercom and CBS Radio across the country.**
- Stand-alone, turn-key and networkable automation solution gives you a quick and easy way to deploy HD2 channels without huge capital expenditures and monthly rates **as low as \$250 per month.**
- Common platform across all of your HD2 stations eliminates hassles of adding, managing and coordinating multiple complex automation platforms (AV, Scott, Prophet, RCS, etc.)
- LOCAL IDs, production and promotion are seamlessly integrated allowing single-source programming with a local sound.
- Content programming can be managed by your PDs or by Custom Channels – using music scheduling tools your PDs already know.
- No expensive satellite or dedicated digital delivery needed. All HD2 content can be managed using a standard internet connection (DSL, shared T1, etc.).
- Internet streaming of your HD2 Channels without the need for additional encoding hardware or software.
- Custom media players for internet simulcast including available video gateways to generate revenue on your HD2 programming, even if you're running commercial free on the air.
- Complete managed solution – Custom Channels coordinates set-up and management of your HD2 Channels at each station facility remotely.
- Expert music, programming and marketing consultation from top industry consultants and the leaders in side channel innovation – SBR Creative Media & Custom Channels!

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MAXIMIZE YOUR RESOURCES, NOT YOUR EXPENSES!

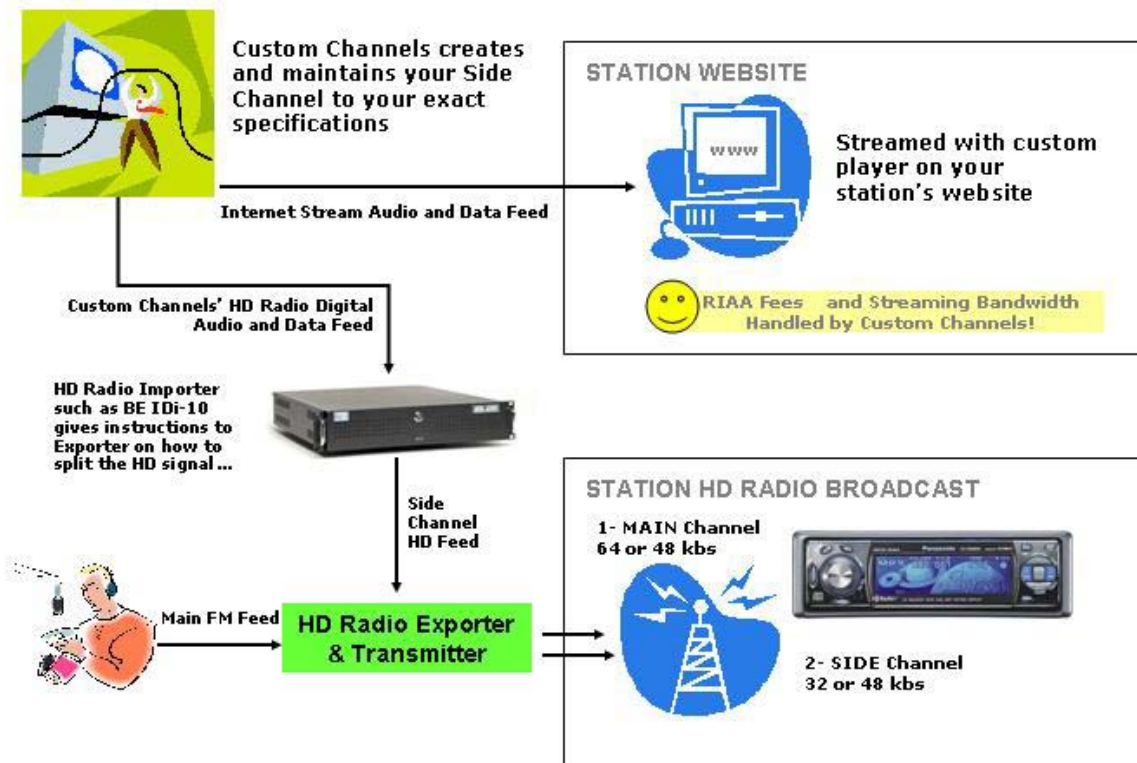
Custom Channels understands the needs of today's broadcasting professionals – from programming to IT to engineering. So our **HD2 content management** service gives you control over your content without having to duplicate efforts in every market. Like a syndicated network, one PD can manage his or her HD2 music formats and have them aired on local affiliate stations in multiple markets. But Custom Channels allows for easy insertion of local production and imaging without complicated and expensive hardware and software designs. We do the 'heavy lifting' behind the scenes and build your network's custom solution from the ground up and provide you with easy-to-use tools so the learning curve is short and painless.



Programmers: We provide expert consultation on **both the art and the science of HD2 programming**. PDs can use music scheduling tools they already know (like Selector™) without having to learn a lot of new technology. We can help build your format's music from our extensive library. If you like, we can even completely program and manage your channel for you to your specs!

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IT Department: Our solutions are designed to make your life easier. Custom Channels automation boxes can live on your network OR be walled-off completely independent of your network. All that's really needed is space for a single PC and an internet connection to handle both HD2 content management *and* internet streaming of your side channel.



Engineering: We've designed our system to be plug and play easy, but flexible enough to accommodate your special needs. So rather than worrying about how you're going to integrate another automation system into your existing physical plant, you can focus on the important things – the on air chain, processing and making it sound great!

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Custom Channels HD2 Pricing... as low as \$250 per month

A. Format Setup and Content Management

For music-based side channels where your Program Director creates the format and supplies music and image production for the channel:

One Time Set Up Fee per format: \$950

Monthly HD Channel maintenance including CustomChannels HD2 Content server hosting, automation software, set up, consultation, maintenance and format/channel modifications, **per local station affiliate:**

1-5 Affiliates	\$500/mo
6-15 Affiliates	\$350/mo
16+ Affiliates	\$250/mo

Note: Rates are based on a minimum 12 month contract. Monthly maintenance fees do not include automation hardware costs (PC/Soundcard) at station (see below)

B. Hardware and Other Costs

Each local affiliate will need a PC and Soundcard to Custom Channels' specifications, a reliable, full-time internet connection (DSL or better), and a static IP for each box with ports open to our IP addresses for remote administration and streaming. You may provide your own hardware or use our 'plug and play' purchase option:

2U Rack Mount CPU fully 'plug and play' configured for Custom Channels automation with soundcard for AES digital output, cabling and shipping.

Purchase price: \$1900

B. Internet Streaming

Of course, you'll want to stream your HD2 Channels on the internet as well. We provide a turn-key streaming package that includes a custom media player, all RIAA webcast streaming royalties and reporting, unlimited streaming bandwidth and revenue-generating options such as video gateways and ad-insertion (even if your on-air channel is commercial free!). Our all-inclusive HD2 Channel streaming package starts as low as \$34 per 1000 Aggregate Tuning Hours with no minimum fees.

CONTACT CUSTOM CHANNELS TODAY FOR MORE INFORMATION!

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Visit our website at www.customchannels.net