



NextMedia Partners with WorldBand Media in San Jose

NextMedia Group partners with WorldBand Media to bring ethnic content to Northern California's South Bay Area. Utilizing NextMedia's HD-2 multicast channel originating from KEZR-FM/San Jose, both companies plan to target the area's South Asian population, beginning later this fall.

"By making our HD Radio signal available to WorldBand Media, we are able to serve an even broader audience in San Jose," said NextMedia CFO Eric W. Neumann. "NextMedia Group is proud to help drive innovation that allows us to provide a wider range of content and diversity of formats, specifically that of the South Asian community, which is a significant and growing market segment in San Jose."

"WorldBand Media is extremely pleased to have partnered with NextMedia Group to bring our unique blend of 24x7, CD quality South Asian radio to this region," said WorldBand Media CEO Prabha Selvadurai. "With a deep-rooted and growing presence in the South Bay area it is surprising that this community has been underserved for so long. Through this partnership we will ensure this community's radio needs are more than exceeded from this point on." (09-15-08)