



# HD Radio Goes Global

One of the most innovative applications for HD Radio is in the area of ethnic programming. The rich diversity of cultures and subcultures woven throughout the fabric of this country throw open a door of opportunity. Ethnic communities throughout our cities and neighborhoods are eager for radio programming that targets their interests and unique personalities. Prabha Selvadurai is president and CEO of WorldBand Media, which provides ethnic programming on HD channels in several major U.S. markets.



**When did you begin offering Indian/Pakistani radio programming? Which companies are you currently working with? How does the arrangement with the station work?**

We test launched our South Asian Radio (Indian/Pakistan/Bangladesh) services on Dec. 15, 2008. We are now on air in four cities — New York, Los Angeles, Chicago, and DC — with San Jose and San Francisco coming later this year. We currently have agreements with Emmis and Bonneville for our current on-air stations.

The agreement concept is similar to a traditional leasing-type arrangement, with some extra consideration and unique structures; we lease the entire HD2 channel 24 hours a day, seven days a week, on a multi-year term.

**What has been the reception to the programming in the communities where it is offered?**

We have kept our marketing efforts to a minimum, as our first priority was to ensure the best content. Based on the feedback we have received, we are very satisfied with the reaction and confident of our success moving forward. All our markets have been starved for high-quality South Asian content, which is evident by the great response we are getting from our listeners, ethnic partners, and potential advertisers.

**How is your service impacting HD radio sales?**

We don't have exact numbers, but almost daily we receive calls from our target market asking where they can buy an HD radio receiver. We direct them to our website, where they can buy a car radio at a preferred WBM rate or choose from a few suggested car or home models from other suppliers. We also direct them to their local big box retailer.

**Are there specific areas of the country where you see growth opportunities?**

Our target demographic — the underserved U.S. ethnic market — typically resides in the major centers, so most of our efforts are in the Top 10 radio markets.

**Do you plan to expand the programming to other ethnic groups?**

Our first market is South Asian. In the very near future we hope to expand into providing unique, leading content to the underserved Filipino and Middle Eastern populations. Our overall plan eventually calls for the servicing of 10 ethnic groups throughout the U.S. **INK**

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**>> There may be a real service for underserved populations, and spoken-word**

**programming doesn't eat up a lot of bandwidth. It may also help sell more HD radios, which is good for all of us.**

— Bruce Reese  
President/CEO, Bonneville



**>> We recently entered into a partnership with WorldBand Media to launch a new HD station**

**in New York, Los Angeles, and Chicago focused on serving the large and rapidly growing Indian and South Asian communities in those markets. We are excited about the venture for several reasons. First, we believe these stations address an important underserved segment in our markets. Second, the passion the audience has for the content should help us to drive the penetration of HD radios. Third, we have outstanding partners in WBM who are producing top-notch programming and working hard to establish the station in the local ethnic communities.**

**We believe HD is at a real turning point in its evolution and that now is a perfect time to be innovative.**

— Greg Loewen  
SVP/Chief Strategy Officer, Emmis