



**North American
Broadcasters Association**
205 Wellington Street W., Suite 9C200
Toronto, ON M5V 3G7
Canada

Tel: +1-416-205-3363
Fax: +1-416-205-2901
Email: contact@nabanet.com
Web: www.nabanet.com

Full Members:

Bell Media
CBC/Radio-Canada
FOX
NBCUniversal
Paramount
Sinclair Broadcast Group
TelevisaUnivision

Associate Members:

Corus Entertainment
**National Association of
Broadcasters (NAB)**
NPR
Public Broadcasting Service (PBS)

Affiliate Members:

Ad-ID
Dejero
Dolby Laboratories Inc.
Eutelsat America Corp.
Harmonic
Imagine Communications
Intelsat
Pearl TV
Ross Video
Samsung
SES
Xperi

For Immediate Release

NABA Insights on Hybrid Radio and Metadata for Broadcasters Document

Las Vegas, Nevada – April 17, 2023 – The [North American Broadcasters Association](http://www.nabanet.com) (NABA) is proud to release the [NABA Insights on Hybrid Radio and Metadata for Broadcasters](#) document at the NAB Show during the [Broadcasters and Hybrid Radio - It's All About the Metadata](#) session. The document was written by the NABA Radio Committee's Hybrid Radio and Metadata Working Group.

The working group developed this document to help improve radio broadcaster's awareness of hybrid radio technology and understanding of the importance of metadata usage. It highlights the changing automotive media and entertainment landscape regarding audio services, the role metadata and hybrid radio play in improving the broadcast product especially regarding the use of large, colorful dashboard displays, and how broadcasters can position themselves for success.

"This document can be an excellent tool for radio broadcasters to learn more about using metadata to support hybrid radio and to provide a high-quality experience for their listeners in their automobiles," says Julie McCambley, NABA Radio Committee Chair. "The NABA Radio Committee is really pleased to be able to release this document during the NAB Show since collaborations between NABA and NAB continue to be fruitful and beneficial for the broadcasting community."

Proper use by broadcasters of hybrid radio and metadata will help broadcasters maintain their dominant position in the automotive audio landscape and maintain listeners' interest. NABA is hopeful this document can be of use to its members and the radio broadcasting community.

– 30 –

About NABA

NABA is a non-profit association of the most influential broadcasting organizations in North America committed to advancing the interests of broadcasters at home and internationally, and to identify and take action on technical, operational and regulatory issues affecting North American broadcasters. Both public and private network broadcasters in Canada, Mexico and the United States, work together to provide a common voice for the North American broadcast community. As a member of the World Broadcasting Unions (WBU), NABA creates the opportunity for its members to share information, identify common interests and reach consensus on issues of an international nature. www.nabanet.com | [@NABA_ORG](https://twitter.com/NABA_ORG)

For more information, contact:

Jenn Hadfield | North American Broadcasters Association - jhadfield@nabanet.com