



Bruce Beasley, President of Beasley Broadcast Group, Inc.



BEinterview Beasley Going for Triple Play

using BE Streaming, BE Multicasting and BE Messagecasting

The group known for turning under-performing stations into money-makers over the past four decades is now turning its full attention, and all 42 of its stations, on the opportunities that are currently before terrestrial radio.

Within the next 60 days, all Beasley Broadcast stations will begin streaming program content on the Internet using BE SoniXtream, and those not already broadcasting text or multicasting a second digital program channel will begin preparations to do so using BE HD Radio technology and BE Messagecasting products.

President/Chief Operating Officer, Bruce Beasley, took a few minutes out of his busy schedule to talk to us about these new developments, and the state of the industry in general.

BE: Any one of these—streaming, multicasting or broadcasting text—is a huge undertaking for any group. But all three? You're essentially redefining radio.

BB: Absolutely. Terrestrial radio seems to be in a transitional state right now, and these technological opportunities are going to be important as we continue to develop that relationship with the consumer.

BE: How so?

BB: For example, the different types of music and niche programming that we can put on our second HD channels will deliver something to the consumer that they don't have today. It gives them additional choices, and it's free! Likewise, the listeners we can't reach over the air now are reachable through streaming. And, as far as the text messaging goes, this aligns with what we're trying to accomplish on the air, not only the "now playing" artist and title information but also promotional and service opportunities. We're working with BE on all three of these because they each benefit the listener.

BE: You have been very active in the HD Radio Alliance as a key member. What have you learned so far about formats for those additional HD Radio channels?

BB: We're trying to stay away from competing directly with established formats because we want to be able to deliver new programming that's not otherwise on the air. In some cases, we try to line up the second program with what we're airing on the main channel. Our Gretchen Wilson (HD2) channel is a really good example of how we've been able to align a new format with the main Country format on WKIS 99.9 (Miami). We're also getting a lot of good reviews on our dance format on Power 96 in Miami. We're working with a company in London to program this all-dance music station. All of this will hopefully benefit the consumer, and if it benefits the consumer, then it'll be well worth the time and investment.

BE: I can certainly see how this will benefit the consumer. Will it also affect investor relations for radio?

BB: I think the investment community is waiting to see how radio will be able to grow at a reasonable rate. And, I think these opportunities will give radio additional revenue opportunities beyond the normal, day-to-day business. We're very committed to that. It's all about finding new avenues that can create revenue. **BE**