



Broadcast Management Services

**AM FIRST RADIO NETWORK**

www.AMFirstRadio.com

*Where talk begins...*

## **UNDERSTANDING SATELLITE SERVICES**

WestwoodOne “WWO” Satellite Services transports audio to a satellite where the signal is retransmitted back to Earth so thousands of radio stations can receive the signal at the same time. It’s called “satellite syndication”.

Specifically, WWO sends participating radio programs to the AMC-8 satellite and the satellite beams the program back to earth on a specific channel so affiliated radio stations in North America can air them. However, WWO does not promote individual programs. They simply transport the programs. WWO does not provide listener statistics or estimates of audience size.

Broadcast Management Services, Inc., is purchasing satellite distribution services for participating radio programs that pay a fee to cover those costs. Each broadcaster is responsible for their content, and also for securing affiliates and for selling advertising during their program.

AM First syndicated programs have no association with the WWO brand or network. Instead, all participating programs will be branded under The AM First Radio Network and affiliated stations that carry AM First programs will identify their program as originating from AM FIRST Radio Network and delivered to affiliates by WWO satellite services.

Although participating programs will be available to North American radio stations on the same satellite platform as WWO Networks branded Programs, AM First Network programs are not part of the Westwood One Networks.

WWO Satellite Services use XDS satellite receivers. (X-Digital Receivers). Several of these receivers are housed at the KCAA studios. One of these receivers will send the participating program from the station to the WWO uplink. The XDS receiver is a computer that resembles a DVR or cable box. It’s pre-programmed to record and playback at specific times and send program content to the WWO uplink at specific times.

Any satellite customer of WWO, such as AM FIRST RADIO NETWORK can send programs to WWO through their existing XDS receivers.

The number of radio stations which have access to satellite signals distributed on the WWO XDS platform totals approximately 4,500.

There are approximately 3,500 XDS receivers actually tuned to the WWO XDS satellite carrier and those receivers service approximately 4,500 stations.

WWO does not publish a list of those 4,500 stations. However, each time a station wants to be added to a network such as AM First, WWO will confirm if that station has an XDS receiver tuned to the WWO satellite channel. If not, the parties supply a receiver to the station in exchange for a long term agreement to carry the program.

This is the method used by all satellite “customers” that are starting out.