



WHY IS THE U.S. FALLING BEHIND?

Other countries' offerings of mobile phones with radio capability dwarf the U.S.

Globally, it is expected that roughly 700 million mobile phones with broadcast radio capability will be on the market by the end of this year, or approximately 45 percent of all active mobile phones.

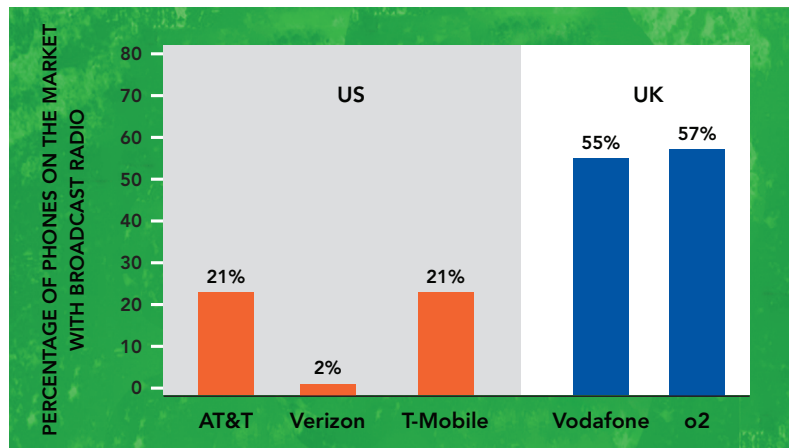
But in the U.S., penetration of radio-enabled mobile phones substantially lags the global market, largely because mobile phone operators enjoy exclusive control over the manufacturing of handsets for their services.

Despite a ready audience of nearly 243 million radio fans, only a small percentage of mobile phones on the market in the U.S. today offer free, local radio as a feature, despite the fact that the exact same phones in the U.K. have broadcast radio. And when the feature is available, it is not promoted by the carrier making it difficult for customers to find a phone with built-in radio.

Some believe this is because carriers make a significant amount of money off of data streaming, and might lose some of that revenue if customers had the ability to access local radio on their phone for free.

Americans are asking why the mobile phone gatekeepers are resistant to offering a free entertainment option that will also provide lifesaving emergency information in times of crisis, especially since the top 10 best-selling smartphones already contain the chip that allows broadcast radio reception; it simply needs to be activated.

Mobile phone carriers should clearly communicate to consumers which models have built-in broadcast radio and agree to activate the radio feature in any phone capable of providing radio service.



Availability of Broadcast Radio in Mobile Phones from the Largest Carriers in the U.S. and U.K.