

#1-Rated Country Radio Stations Choose Omnia

Format Leaders Rely on “Omnia Sound”

24 February, 2003, Cleveland Ohio, USA

Country Radio, the most popular radio format in the US, commands large numbers of listeners every broadcast day – and with each day more well-known Country Radio broadcasters upgrade their audio processing with Omnia.

A survey conducted prior to the Country Radio Seminar in Nashville, Tennessee, found that many of the nation’s most prominent Country-formatted stations have already upgraded to Omnia.

“Some of the most respected stations in the format are backed with Omnia audio processing,” comments Denny Sanders, Managing Director of Telos Systems and Omnia Audio. “For instance, Susquehanna’s KPLX-FM, the #1 Country station in Dallas-Fort Worth, uses Omnia; so does ABC’s WKHX-FM, the #1 Country station in Atlanta. WSM Nashville, on both the AM and FM sides, upgraded to Omnia. WSM-AM's legendary "Grand Ole Opry" live broadcasts now sound absolutely stunning.”

Other distinguished Country stations powered by Omnia include Infinity’s WDSY-FM/Pittsburgh, Clear Channel’s WGAR-FM/Cleveland, WNOE-FM/New Orleans and WBUL-FM/Lexington, Cox Broadcasting’s KCYY-FM/San Antonio, Susquehanna’s WFMS-FM/Indianapolis and Curtis’ WQDR-FM/Raleigh, all of which are the #1-rated Country stations in their market (as ranked by the Fall, 2002 Arbitron ratings survey). Additionally, America’s first HD Radio Country station, Susquehanna’s WYGY-FM/Cincinnati, made news in October, 2002 by initiating digital broadcasts with an Omnia-6DAB audio processor.

Recently, data from surveys conducted in Arbitron’s Top 10 US markets revealed that more than half of the nation’s highest rated FM stations (according to the Spring 2002 ARB, Mon-Sun 6a-Mid, 12+) use Omnia audio processing, including WLTW-FM/New York, the US’s highest rated station, and KIIS-FM/Los Angeles, the nation’s highest billing station. Internationally, Omnia processors are used by Virgin Radio, NRJ, The BBC, Deutsche Telekom, RTL, Skyrock and many other leading broadcasters. Please visit www.omniaaudio.com for more information.

Omnia, a Telos company, is world-renowned for its digital audio signal processing expertise. Omnia audio processors for FM, AM, TV, HD Radio & DAB, Internet, and audio production are setting new standards for professional audio quality.