

2019 KEYNOTE ADDRESS

Exploring the opportunities available to broadcasters in keeping radio
front and center

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Broadcasters are no-longer in a traditional media business. Digital has created new opportunities for content delivery and consumer interaction. For broadcast radio to remain prominent in the dashboard and relevant in this changing landscape, it must utilize every weapon at its disposal.

Xperi's Jeff Detweiler directs broadcast product development and the introduction and launch of its HD Radio™ brand of In-Band On-Channel (IBOC) technology to radio stations worldwide. In his role, he is responsible for technology licensing and commercialization of transmission and monitoring products. During the early development of HD Radio, Detweiler analyzed theoretical models to derive practical In-Band-On-Channels (IBOC) broadcast standards. He is a contributing author to National Radio Systems Committee transmission standards documents for digital broadcasting, chair of the North American Broadcaster Association (NABA) Digital Radio Working Group and a contributing author to the NAB Engineering handbook and other industry broadcast publications.

Detweiler has more than 40 years of experience in the radio industry. Prior to his 19 years with Xperi, Detweiler was employed by Radio Systems, QEI Corporation, Allied Broadcast Equipment and served as Director of Engineering at Lake Erie Radio in Cleveland, OH and in the same capacity at Nassau Broadcasting Princeton, NJ.

