



NEWS RELEASE

AutoStage Broadcaster Portal Adds 246 New Markets, Bringing Precise Radio Measurement to Previously Underserved Areas

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Broadcasters in 550 markets, across 49 U.S. states, now have access to comprehensive, actionable radio audience data; expansion adds 1 million vehicles to the Portal's measurement service, and feature set grows to include weekday and weekend station rankings

SAN JOSE, Calif.--(BUSINESS WIRE)-- The DTS AutoStage Broadcaster Portal has added 246 new U.S. markets, Xperi Inc. (NYSE: XPER) announced today. This brings the Portal's total coverage to 550 markets across 49 states, including 173 previously under-measured small and mid-sized broadcast markets. The Portal has also expanded its feature set to include weekday and weekend station rankings as well as enhanced, ready-to-share reports for Premium tier users. Xperi will demonstrate the expanded Portal at the NAB Show New York, October 21-22, at the Javits Center, by appointment only.

"Until now, reliable radio data has mostly been a 'big-market' advantage. The AutoStage Broadcaster Portal changes that by bringing actionable listening insights to broadcasters who have never had them," said Joe D'Angelo, senior vice president of commercial strategy and partnerships, Xperi. "For example, a station in a smaller town of 20,000 people can now see its audience data with the same clarity as a station in New York or Los Angeles."

The AutoStage platform, which measures more than 48 million hours of in-vehicle AM/FM listening data each month, recently added new markets ranging from Grand Junction, CO, and Altoona, PA, to Ithaca, NY, and Key West, FL. Many of these markets were previously radio 'data deserts:' stations that have been without audience measurement for years. Each new market receives data from at least 1,600 vehicles.

Of the new markets, the South, led by North Carolina and Texas with 17 each, is benefitting from the greatest coverage expansion. In the Midwest, Ohio's overall coverage has more than doubled, while Wyoming has access to

the Portal's radio audience measurement for the first time in Cheyenne.

"We now publish radio data in more than double the number of markets of any other audience measurement service," continued D'Angelo. "And each station in these markets can benefit from the Portal's data at no cost, through our free standard tier."

The 246 new markets add approximately 1 million vehicles to the AutoStage Broadcaster Portal's coverage, for a total of 7.7 million U.S. vehicles. That scale, unprecedented in the industry, gives radio broadcasters in markets of every size a clear window into what in-car listeners actually tune in to. They get data from the prior day's listening, published every day, with daypart detail, hourly listening trends, and audience listening heatmaps. Portal access is delivered through a free standard tier or a Premium tier for subscribing radio stations.

Across the U.S., broadcasters are already using AutoStage Broadcaster Portal data to power millions of dollars in radio advertising transactions and have seen measurable business impact. In July 2026, Cumulus Media, one of the largest radio broadcasters in the nation, became the first commercial licensee of the AutoStage Broadcaster Portal Premium tier. Cumulus, which has 393 stations in 84 markets and nearly \$475 million in broadcast radio revenue in 2025, has deployed the Portal across all its local markets. Additionally, Zoellner Media Group and Seven Mountains Media have recently signed on for the Portal's Premium tier, with other broadcast partners to be announced in the coming months.

"We're excited to be working with AutoStage and to see the expansion to 550 measured markets," said Steve Hunter, president of Zoellner Media Group. "As more listening happens through connected cars and connected dashboards, having greater insight into audience behavior helps position our industry for the future. We're proud of our partnership with Xperi and look forward to seeing their continued growth while providing valuable, accurate data that helps us better serve our clients and advertisers."

"By combining aggregated in-car listening from millions of connected vehicles with our streaming data, and valuable tools like geographic listening heat maps, our sellers can show clients how a station actually performs neighborhood by neighborhood — coverage, commuter-corridor reach, and listening density across the market," said Kristin Cantrell, owner of Seven Mountains Media. "The AutoStage Broadcaster portal has transformed our pitches from traditional radio conversations into compelling, data-backed regional marketing discussions that prove true engagement and deliver tangible ROI."

The AutoStage Broadcaster Portal is available to all radio stations broadcasting in analog and digital. Broadcasters can view quarterly station data at no cost through the standard tier or subscribe to the Premium tier for daypart station rankings, near real-time data by day, week, month and quarter, top 100 music charts and full data export capabilities. For more information on AutoStage, visit dts.com/autostage. To sign up for the AutoStage Broadcaster

Portal, visit onboarding.connectedrad.io.

About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®) are integrated into consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences, including IMAX® Enhanced, a certification and licensing program operated by IMAX Corporation and DTS, Inc. Xperi has created a unified ecosystem that reaches highly engaged consumers, driving increased value for partners, customers and consumers.

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Xperi Media Contact:

Tom Huntington

+1 619-743-9057

thomas.huntington@xperi.com

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