



NEWS RELEASE

Launch of DTS AutoStage Broadcaster Portal Premium Tier Sets New Radio Intelligence and Measurement Standard

2026-04-16

New features enable premium subscribers to access unprecedented daypart-level station ranking detail, reported in near real-time as DTS AutoStage surpasses 16 million vehicles globally

LAS VEGAS--(BUSINESS WIRE)-- Xperi Inc. (NYSE: XPER) today announced the launch of DTS AutoStage Broadcaster Portal Premium, a new standard in radio intelligence that advances the company's existing broadcaster portal to provide radio stations with the most comprehensive and timely listening analytics available on the market. The new premium tier features go live on April 16 and will be demonstrated in Xperi's booth (#C2259) at the NAB Show Las Vegas, April 18-22.

Station Ranking with Dayparts in the DTS AutoStage Broadcaster Portal Premium

Built on the DTS AutoStage platform — now integrated into

more than 16 million vehicles globally, with an average of six hours of listening data per month in markets where cars are tuning into AM/FM radio, generating more than 34 million hours of listening data per month in the U.S. alone — the DTS AutoStage Broadcaster Portal Premium gives subscribing radio stations access, for the first time, to competitive station rankings by daypart (delivered in near real-time) as well as expanded music charts, which are exportable.

"We knew when we first launched the DTS AutoStage Broadcaster Portal that we were capturing lightning in a bottle by providing radio stations with a level of visibility into their audience that had not previously existed," said Joe D'Angelo, senior vice president of commercial strategy and partnerships, Xperi. "As we talked to broadcasters across the country, we worked to advance the portal to bring them exactly the kind of granular, actionable intelligence they needed. The result is our new premium tier, which for the first time in our industry, enables broadcasters of every size — from major-market leaders to local community stations — to see where their stations

rank in their markets and neighboring markets, at any hour of the day!”

Originally launched in 2023, the DTS AutoStage Broadcaster Portal analyzes over 12 billion pieces of data monthly and is currently used by thousands of stations across the U.S., generating metrics that enable radio stations to compete more effectively and expand their audiences in the digital age. Market samples are significant, from the biggest markets to the smallest. For example, vehicle coverage in NYC is 247,000, Cleveland: 46,312, Birmingham, AL: 19,211, Jackson, MS:7,117, and market #302 — Kokomo, IN, is 1,464 as of the beginning of April.

“Sixty-six percent of U.S. adults listen to AM/FM radio daily, making radio one of the most powerful forces in media — and most of that listening is done in the car, with only the tiniest slice of that audience represented in traditional listening analytics,” continued D’Angelo. “Our DTS AutoStage Broadcaster Portal Premium opens up a much wider window into listener behavior, one that telescopes right into where audiences are listening, when they are listening, how long they are listening, and the content they enjoy most — delivering that intelligence with unprecedented speed and scope for smarter programming, decisions, stronger audience connections and new opportunities for monetization.”

The scope of the DTS AutoStage platform, which delivers a unified digital entertainment solution for passenger vehicles, enables the premium tier to set a new industry audience measurement standard. Today, DTS AutoStage spans 13 major automotive brands, including Mercedes-Benz, Maybach, Hyundai, Genesis, Kia, BMW, MINI, Ford, Lincoln, Nissan, Infiniti, Tesla and Audi. Its global vehicle footprint has grown 300% since 2024, achieving a scale that delivers audience listening analytics across 302 distinct U.S. markets, including those that previously had little or no measurement capabilities. With \$17 billion in annual broadcast radio ad revenue at stake, the Broadcaster Portal Premium arms radio station sales teams with data tools to pursue advertising opportunities beyond their traditional footprint. By gaining visibility into how their stations perform in adjacent markets where their signal carries, they can identify and quantify spillover listening and turn it into incremental revenue.

New DTS AutoStage Broadcaster Portal Premium capabilities include:

- **Station rankings with daypart granularity:** For the first time in the radio industry, broadcasters can see exactly where their station ranks in its local market and in adjacent markets broken down by daypart: overnight, morning drive, midday, afternoon drive and evening.
- **Near real-time data — by day, week, month and quarter:** Instead of waiting months for delayed reports, Premium subscribers can watch patterns evolve near-real time and use them to shape everything from programming to promotions — trending their data by day, week, month or quarter — enabling broadcasters to respond to seasonal spikes, live events or schedule changes while it still matters.
- **Expanded music charts — top 100 songs:** Premium subscribers gain access to weekly top 100 song rankings by total listening sessions, with spins, average sessions per spin and week-over-week chart movement.

- **Full data export:** Every report in the Premium tier — market share, daypart activity, music charts, ranking position — can be exported and downloaded for use in advertiser presentations and sales materials.
- **Enhanced combined listening heatmaps across expanded markets:** Premium subscribers can view listening heatmaps with all broadcast frequencies — FM, HD and translators — combined into one unified view, as well as weekly and monthly heatmap views.

Existing Broadcaster Portal features include quarterly listening data provided at the station level by time of day, market, and geography in their core markets and beyond, and including hourly flow, geographic heat maps and more, including the number of vehicles that are utilized for listening reporting, with market sample sizes updated daily.

The DTS AutoStage Broadcaster Portal Premium is available to all radio stations broadcasting in analog and digital. For more information about DTS AutoStage, visit dts.com/autostage. To sign up for the DTS AutoStage Broadcaster Portal Premium, visit <https://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.

About DTS, Inc.

Since 1993, DTS has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theater systems, cinema and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. For more information, please visit www.dts.com.

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Source: Xperi Inc