



**FOR IMMEDIATE RELEASE**

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**NRSC STUDY ON AM BROADCAST AND AUDIO PERFORMANCE YIELDS POSITIVE RESULTS**

*-- CEA and NAB Sponsor Work to Ensure High Quality Radio Standards --*

ARLINGTON, VA - A new study addressing the quality of AM broadcasts when stations reduce the bandwidth of their transmitted signals to below 10 kHz is providing the National Radio Systems Committee (NRSC) with valuable information on possible ways to improve the listener experience with AM radio. The study will help the NRSC's AM Broadcasting (AMB) Subcommittee determine if any changes should be made to the NRSC standards that define optimal bandwidths for AM transmitters and receivers.

The National Radio Systems Committee (NRSC) is jointly sponsored by the National Association of Broadcasters (NAB) and the Consumer Electronics Association (CEA®). Its purpose is to study and make recommendations for technical standards that relate to radio broadcasting and the reception of radio broadcast signals. The NRSC is a vehicle by which broadcasters and receiver manufacturers can work together towards solutions to common problems in radio broadcast systems.

"The results of this extensive study will assist the AMB Subcommittee in reviewing the standards under its purview to ensure that they are serving the industry in the most appropriate way," said Brian Markwalter, CEA vice president, Technology and Standards. "The AMB Subcommittee study shows the NRSC's commitment to sound scientific research in determining the best standards for the radio industry."

Anyone interested in participating in this work may download the report, entitled "Consumer Testing of AM Broadcast Transmission Bandwidth and Audio Performance measurements of Broadcast AM Receivers," from [www.NRSCstandards.org](http://www.NRSCstandards.org) and join the subcommittee by completing the application form at [www.NRSCstandards.org/Rules/Applications.pdf](http://www.NRSCstandards.org/Rules/Applications.pdf).

**About CEA**

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the consumer technology industry through technology policy, events, research, promotion and the fostering of business and strategic relationships. CEA represents more than 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, digital imaging, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$140 billion in annual sales. CEA's resources are available online at [www.CE.org](http://www.CE.org), the definitive source for information about the consumer electronics industry. CEA also sponsors and manages the International CES - Defining Tomorrow's Technology. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.

**About NAB**

The National Association of Broadcasters is a trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcasts networks before Congress, the Federal Communications Commission and the Courts. Information about NAB can be found at [www.NAB.org](http://www.NAB.org).

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