

# What is HD Radio?

What is HD Radio? How can I hear it? Here are answers to some questions you may have about this new NET Radio service.

HD Radio is the brand name for a method of digital radio transmission. The HD Radio system allows stations to broadcast digital audio, multiple program streams and traditional FM, all on the same frequency. The "HD" is sometimes said to stand for "high definition" or "hybrid digital," but is actually just part of the trademarked logo. You will not be able to listen to HD Radio on your current radio as it is broadcast with a digital signal, rather than analog. Radios capable of receiving the HD signal will display the HD Radio logo.

NET Radio's KUCV/Lincoln transmitter is already broadcasting our main service in HD, as well as in our original analog format. We are now offering an additional service (or program stream) in the Lincoln area that we're calling HD-2. It is also available to listen to live online at [netNebraska.org/radio](http://netNebraska.org/radio), as is our main service. HD-2's program schedule includes many unique programs not heard on our main service, with NPR news throughout the day and jazz at night. Click [here](#) for the complete program schedule.

## How is HD Radio different from analog radio?

HD Radio's all-digital signal is said to rival the sound quality of CDs. When listening to HD Radio indoors, most people will need to use an antenna to receive a quality signal.

## What is the difference between digital radio and HD Radio?

Essentially they are the same thing. HD Radio is a brand name and has become the term used for the technique of broadcasting digital AM and FM radio signals alongside the analog signal.

## Is HD Radio the same as satellite radio?

No. Although you will need an HD Radio to listen to digital radio signals, there is no monthly fee as there is with satellite radio.

## What do I need to know about buying an HD Radio? And why are they so expensive?

New technology is often expensive. As more models become available, the cost is likely to come down. Many online retailers are offering HD Radios, and they are also available for your car. Check out [www.HDRadio.com](http://www.HDRadio.com) for more information on products and availability.

Prices range from less than \$100 up to \$500 depending on features. Manufacturers such as Radiosophy, Cambridge Soundworks, Sony, Boston Acoustic and Radio Shack all have HD models that receive multiple digital channels alongside analog signals.

Here are several links about the various models available and for where to find and buy a digital radio, including the NPR Shop where your purchase benefits NET Radio.

[NPR Shop](#)

[List of HD Radio Receivers available](#)

[List of HD Radio Receivers by manufacturer and type](#)

[HD Radio Receiver Buyers Guide](#)

[Additional rebate offers](#)

### **Why is NET Radio adding new services when the economy is so tight?**

A number of NET Radio's transmitters are getting old enough that they'll need to be replaced in the next few years. New transmitters that allow transmission of both digital and analog signals are not that much more expensive than analog-only transmitters. In fact, there are grant programs to encourage this new technology that can underwrite part of the cost of replacing transmitters. NET Radio received just such a grant that enabled us to replace our transmitter and broadcast the digital signal in Lincoln. We've received other grants for the transmitters at KHNE/Hastings and at KLNE/Lexington. Work on replacing those transmitters is tentatively scheduled for 2009-2010. We've also applied for a grant for a transmitter at KPNE/North Platte. The grants do require a cash match, but since we'll need to replace those transmitters anyway, the funding reduces our costs considerably.

### **Can I get HD Radio across the state?**

At present NET Radio is only broadcasting digitally from our KUCV/Lincoln transmitter. As transmitters need to be replaced and/or funding becomes available, we hope to extend availability to more areas of the state. Anyone can tune in to NET Radio's HD-2 service online at [\*\*netNebraska.org/radio\*\*](http://netNebraska.org/radio).