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Grey House Publishing Announces the 2021 Edition of the *Complete Broadcasting Industry Guide: Television, Radio, Cable & Streaming*

Grey House Publishing is proud to announce the 2021 edition of the *Complete Broadcasting Industry Guide: Television, Radio, Cable & Streaming*. First published more than 80 years ago as *Broadcasting Yearbook*, and later as *Broadcasting & Cable Yearbook* and the *Complete Television, Radio & Cable Industry*, this reference work has consistently filled the need for up-to-date, comprehensive television, radio, cable and streaming industry information for the U.S. and Canadian markets. Grey House is pleased to continue to offer this definitive information in both print and online formats.

Important Features

Users will find clear separation of U.S. and Canadian material for television, radio and cable, as well as a brand new section on the ever-expanding streaming industry. Comprehensive sections include market areas, call letter lists and station profiles. Each station profile separates important elements, such as web sites, ownership, and programming. Key contact names are indented for quick recognition; all television stations include virtual as well as digital channels, and all radio stations include Nielsen Audio's (formerly Arbitron) market area.

The Complete Broadcasting Industry Guide includes twelve major sections, with the "big three"—television, radio and cable—the most significant and most detailed. More than just call letters, this industry guide includes professional services from producers and engineers to equipment manufacturers and legal services, as well as those who consult and advocate for this diverse industry. Our researchers have updated thousands of listings and added hundreds.

The recently added Streaming Services section is designed to better reflect how consumers are receiving their favorite programs and music. Detailed listings appear under two subcategories—Audio Streaming Services and Video Streaming Services—that include those prominent companies that currently offer streaming services.

Television

U.S. television starts with statistics that include ranking data. This is followed by detailed listings of national, regional networks, and group owners. TV stations are arranged by DMA (Designated Market Area). These station listings include dozens of technical details direct from the FCC, such as digital and virtual channel numbers, hours of operation, frequency, and antenna height. Corporate information

follows—licensee, owner and network—plus names of important decision makers, such as President, Station Manager, Program Director and more.

Following the U.S. stations, are informative lists—TV stations by call letters, by digital and virtual channels, and a list of U.S. stations that broadcast in Spanish. Comprehensive Canadian TV information follows the U.S. sections—including networks, group owners, detailed station listings, and lists by call letters and channels.

Radio

The U.S. radio section starts with a statistical summary, which is followed by detailed listings of national, and regional radio networks, and group owners, all with key contact names. Listings are arranged by state of license, then city within the state. Like the television stations, these listings include dozens of technical details direct from the FCC, such as power, frequency and hours of operation, plus the station's market area. Users will find type of programming and special programming, including hours of news programming, and target audience. Long lists of key contacts and decision-makers follow.

Following the detailed station listings is information on international radio, satellite radio, and call letters listed by AM, FM, and frequency. The U.S. radio section ends with detailed programming information – putting each radio station into one or more listening designations, from Adult Contemporary to Vietnamese. This programming index is followed by special programming, with specific details, like where to find a jazz station in Chicago on a Tuesday night.

Comprehensive Canadian radio information follows the U.S. sections – including networks, group owners, detailed station listings, lists by call letters and frequency, and programming.

Cable

The Cable section starts with a variety of updated statistics on U.S. cable programming, followed by detailed listings of national and regional cable networks, with a separate section on regional cable sports networks. Cable data for Canada follows, with detailed listings of Canadian cable networks. This section also includes industry statistics.

Streaming Services

This section includes over 50 detailed listings that include valuable details such as launch date, specialized content, markets, cost, and number of users/subscribers. Audio streaming listings range from Spotify and Apple Music to Bandcamp and Soundcloud, plus Internet radio platforms like AccuRadio and MyTuner Radio. Video streaming listings range from Netflix and Amazon Prime to all-British content platform Britbox.

Technical Equipment and Services

In addition to the detailed station listings, the *Complete Broadcasting Industry Guide* includes current, comprehensive information on those who provide services, materials and equipment to the industry. From major television syndicates to radio news services, from producers to distributors, from equipment manufacturers to cable audio services, this 2021 edition will help you find the product or service you need.

Professional Services and More

This comprehensive guide also includes listings of employment services, technical consultants, legal services, and talent agents. There is a separate section on associations, trade shows and vocational schools and complete listings for the FCC and other regulatory agencies, as well as Canadian agency information.

Your key to this dynamic industry in one, easy-to-use source, with valuable profiles, industry statistics, and comprehensive indexes, the *Complete Broadcasting Industry Guide* provides specifics of thousands of stations in the U.S. and Canada, including audience, programming and contact information, and

further, includes sections on what schools offer industry training, and how to keep up on the latest industry regulations.

FREE ONLINE ACCESS

Buyers of the 2021 print edition of the *Complete Broadcasting Industry Guide: Television, Radio, Cable & Streaming* receive one year of FREE ACCESS to the online database. With a subscription, users can search by keyword, call letter, geographic area, organization type, key contact name and so much more. Visit the site or call (800) 562-2139 to set up a free trial of the online database.

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