

# Solutions for Radio and Television Broadcasters



Technological innovation has made enjoying digital media a truly portable and personal experience. Consumers want to be “connected” with customized local and national news and entertainment wherever they are. With an ever increasing number of choices for accessing digital media, broadcasters must now distribute content to multiple platforms. Advertisers and sponsors want the flexibility to reach the masses or target a specific audience. Consumers want relevant and engaging news and entertainment. The broadcast industry links sponsors to consumers and continues to play a vital role in the creation, packaging and distribution of digital media.

The challenge for broadcasters is how to cost-effectively connect content to the consumer without massive outlays of capital spending. American Tower can help.



## Learn More

For more information on our broadcast coverage opportunities, please contact:

877-409-6966

[leasing@americantower.com](mailto:leasing@americantower.com)

# Solutions for Radio and Television Broadcasters

American Tower is a leading provider of broadcast and wireless communications infrastructure. Our portfolio of approximately 57,000 communications sites, including the largest portfolio of tall broadcast towers, provides you with coverage from coast to coast. Our experienced and dedicated Broadcast team and our commitment to servicing and supporting our clients allow us to deliver reliable, cost-effective solutions to help you reach your audience.

## Broad Portfolio of Coverage Solutions

American Tower was born from broadcast. Our first communications sites were for the expansion of television and radio coverage. Today, we are a leading independent owner and operator of multitenant communications sites in the U.S.

- › ~40,000 towers across the country; more than 1,500 being used by broadcasters
- › 15,000+ managed rooftop and 940+ in-building and outdoor Distributed Antenna System sites
- › Coverage opportunities in metropolitan, suburban and rural areas
- › Largest portfolio of master FM and TV antennas of any independent tower company
- › Backup power generators available at many communications sites
- › Build-to-Suit program constructs sites to fit your needs with flexible financial solutions

## Broadcast Experience

In addition to our portfolio, American Tower has years of experience working with broadcasters to help them expand their coverage and get their message on the air. We have invested in our towers specifically to serve our broadcast customers.

- › Broadcast team experienced with all transmission equipment, including master antenna solutions
- › Customized solutions to achieve optimal coverage
- › RF and structural engineers to assist with site design
- › Streamlined collocation process to get you on air quickly and easily, saving you time

## Service and Support

American Tower offers a full suite of services and support to keep you on air. We understand your coverage challenges and can provide support to keep you focused on your core business.

- › Structural engineering, zoning and permitting applications, site design and construction and project management services
- › 24/7 nationwide site monitoring by our Network Operations Center
- › More than 300 field operations personnel to perform site service and maintenance
- › Flexible financial programs to assist you in expanding your coverage

## Partnering with American Tower

The traditional broadcast business is evolving in exciting ways and creating new opportunities to engage consumers. Content options are expanding. More than ever before, consumers can personalize news and entertainment and access it whenever and wherever they choose. Broadcasters are embracing the change by providing local and national content for delivery on multiple platforms. American Tower is here for you with coverage solutions that enable you to deliver your message farther.

