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# 1010 WINS

For immediate release

## **1010 WINS Adds Extensive Lineup Of Real-Time Traffic Video To Its Web Site**

Leading All-News Station Partners With TrafficLand To Help Commuters Make More Informed Travel Choices

**New York, NY and Fairfax, VA** — 1010 WINS, the most listened to station in the nation, and TrafficLand, Inc., the largest, authorized aggregator of live traffic video, have partnered to supply real-time video content from 264 New York City metropolitan area traffic cameras to the radio station's Web site [www.1010wins.com](http://www.1010wins.com). The content is prominently displayed at the top left-hand corner of the site.

The TrafficLand video service uses interactive maps to show roadways and traffic camera locations. Web site users click on cameras to view live video streams that update about once every second. The service also features a continuously updating display of the 10 most viewed NYC area cameras, which typically shows locations with heavy traffic congestion or accidents.

Tim McAteer, managing editor at 1010wins.com said, "Adding this exciting new dimension to our Web site provides our audience with a timely experience for their traffic navigation needs. Along with our frequent on-air traffic reports, we hope that tri-state road warriors will use the cameras as a vital tool in their traffic survival arsenal."

TrafficLand president, Lawrence Nelson said, "The verification value of live video is unequalled. It offers our users 100% reliability about the traffic situation on the roads we cover. That's not always the case with the color coded route maps that some traffic services use. TrafficLand.com provides easy access to live traffic video that lets people see their personal traffic situation, which they can use to change departure times or travel routes."

### **About TrafficLand, Inc.**

TrafficLand currently aggregates video from over 4,000 traffic cameras in more than 50 markets worldwide on its Web site, [www.trafficland.com](http://www.trafficland.com), and is currently used by local and national broadcast, print and interactive media operations. The company also provides traffic video content to state and local Departments of Transportation and other government Web sites. TrafficLand redistributes New York City area traffic video through a public-private partnership with the region's Departments of Transportation. The company also offers specialized, private network services for first responders, law

enforcement and others involved in public safety to aid emergency response and incident management.

**About 1010 WINS**

1010 WINS, America's leading all-news radio station, is owned and operated by CBS RADIO, one of the largest major-market radio operators in the United States. A division of CBS Corporation, CBS RADIO operates 144 radio stations, the majority of which are in the nation's top 50 markets. CBS RADIO also owns and operates WCBS-AM, WFAN-AM, WCBS-FM, WXRK-FM and WWFS-FM in New York.

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