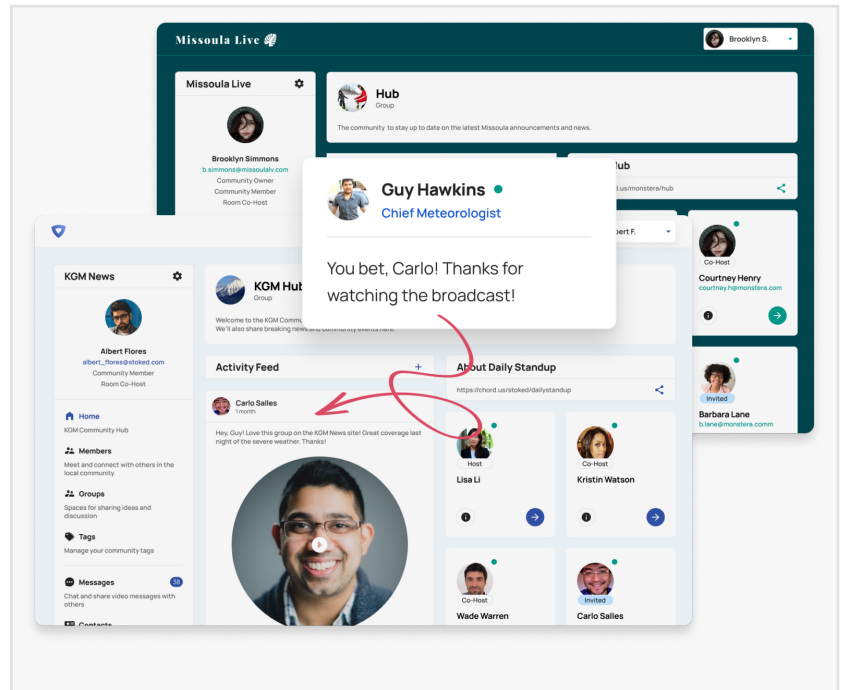




Chord Empowers Broadcasters with Exclusive Community Building Initiative at NAB Show

Broadcast partners will be granted exclusivity in their DMAs, providing their audiences with a one-of-kind experience.

NEW YORK CITY, NY, UNITED STATES, October 24, 2023 /EINPresswire.com/ -- Chord, the leading platform for building branded online communities, is set to revolutionize the broadcasting industry with an initiative that promises to dramatically boost audience engagement and revenues. The initiative will grant exclusivity to broadcast stations wishing to launch online communities in their designated market areas (DMAs), allowing them to offer unique and engaging experiences to their audiences and advertisers.



"Broadcasters have a huge opportunity to leverage the power of community to deepen their relationship with their viewers and to create new revenue streams through personalized advertising and more ad-ready pages," said Paul Wagner, CEO of Chord. "We are excited to partner with broadcasters who share our vision of creating a more connected and interactive media landscape. Community is a phenomenal and proven way to drive traffic back to a broadcaster's website."

Chord's platform enables broadcasters to easily add community features such as groups, forums, polls, quizzes, live events, and more to their websites. Broadcasters can customize the look and feel of their communities to match their brand identity and editorial voice.

By creating their own communities, broadcasters can benefit from increased audience growth and engagement and valuable data-driven insights that can help them tailor their content and advertising strategies. Additionally, broadcasters can monetize their communities through Chord's innovative ad server and customer data platform, which delivers relevant and

personalized ads based on audience preferences and behaviors.

To kick off the broadcast community initiative, Chord will be hosting a fireside chat at the NAB Show in New York City on October 25th. The chat will feature Wagner and Annie Quisenberry, Director of Business Development for NBC affiliate KHQ, discussing the opportunity and challenges associated with building online communities for broadcasters. The chat will also include a Q&A session with the audience.

Broadcasters interested in learning more about Chord can visit <https://chordcommunities.com> and schedule a platform tour.

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This press release can be viewed online at: <https://www.einpresswire.com/article/663691409>

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