

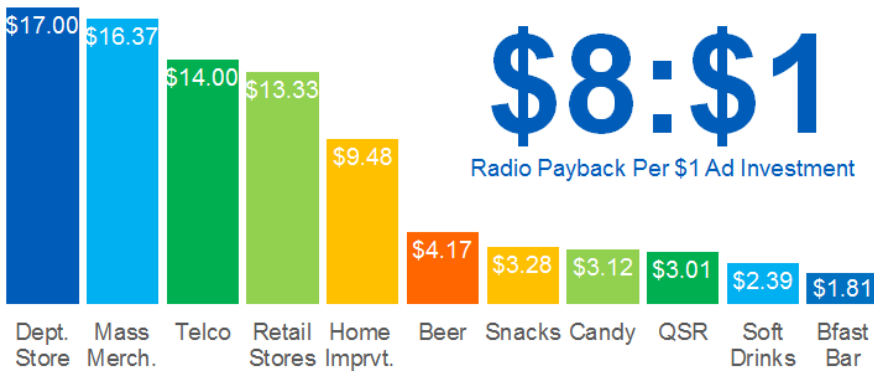
RADIO INSIGHTS

RADIO DRIVES MULTI-LEVEL REACTIONS

PEOPLE EXPOSED TO ADS ON RADIO TAKE MORE ACTIONS THAN THOSE NOT EXPOSED

By Mary Beth Garber | EVP, Marketing Strategy | Katz Media Group

Over the past 3 years, Nielsen has conducted a series of studies to demonstrate how powerful Radio is at driving actions, reactions, sales and returns on ad spend (ROAS). They have proven that, among 16 studies covering eleven categories, Radio produces an average \$8 return on every \$1 of ad spend.



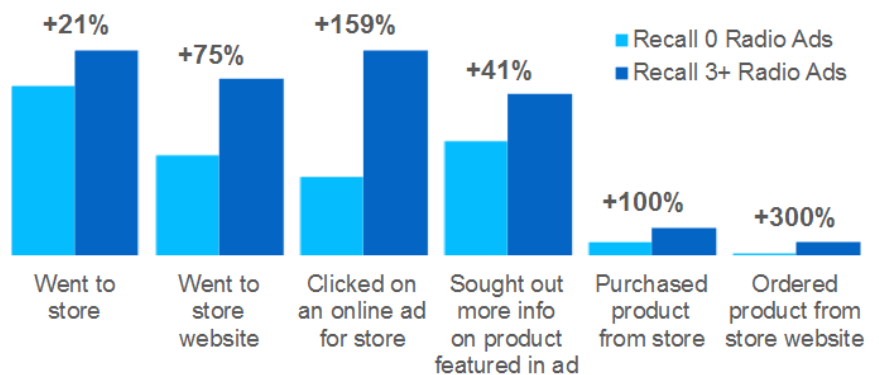
\$8:\$1
Radio Payback Per \$1 Ad Investment

Nielsen has also proven that using Radio results in generating more buyers, who shop more often and spend more per trip, whether at a restaurant, a grocery store, a mass merchandiser, home improvement or department store.

Nielsen's most recent analysis for a major retail store compared the reactions of people exposed to 3 or more store ads to those who did not recall hearing any Radio advertising. The study clearly demonstrates Radio's effectiveness in driving people to a marketer's online properties and into their stores and shows how purchase intent increases with Radio campaign exposure.

RADIO IS A POWERFUL SEARCH AND PURCHASE DRIVER

When investigating which actions people took after hearing the ads, recall of 3+ store Radio ads is shown to drive significantly higher online and in store activity for this major retailer.



As Nielsen concludes: "Radio is a powerful way for companies and brands to engage with consumers."

Source: Nielsen studies conducted between 2013 and 2016