

RADIO INSIGHTS

RADIO – CONSISTENT, STRONG AND DOMINANT

AS MEDIA USAGE CONTINUES TO EXPAND, RADIO DOES NOT CONTRACT

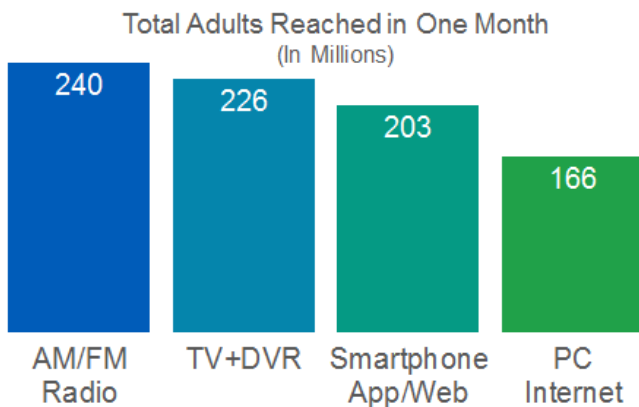
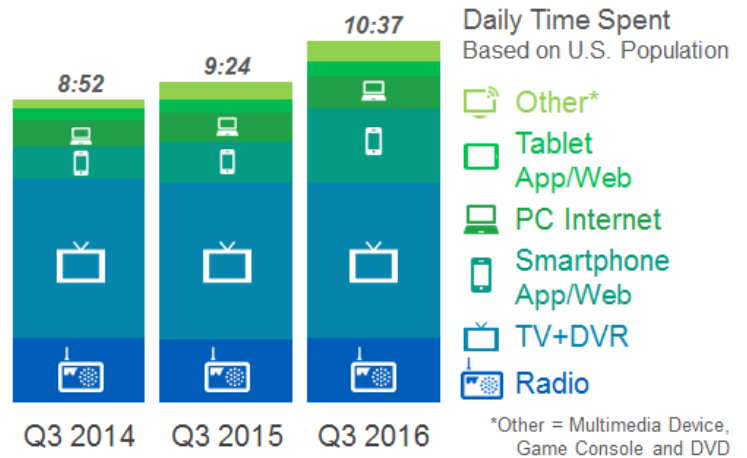
by Mary Beth Garber | EVP, Marketing Strategy | Katz Media Group

WE ARE SPENDING EVEN MORE TIME WITH MEDIA

We seem to be sleeping less and enjoying it more. Actually, expansion of smartphone penetration and usage in particular has allowed people to integrate media entertainment into more and more parts of their day. Simultaneous penetration – now at 85% of households and more than 95% for several key demos – has given people the ability to coexist with their favorite measurable audio and video entertainment forms for more than 10½ hours a day, up 20% from 2014 and 13% from 2015.

AM/FM RADIO CONTINUES TO EXPAND ITS AUDIENCE AND USAGE

Every statistic in Nielsen’s Q3 2016 Total Audience Report supports Radio’s continued, growing relevance in the lives of all its listeners, across all ages. Radio’s *daily* TSL (Time Spent Listening) for A18+ is the same as in 2014 and up 2 minutes from 2015. Radio gained *weekly* TSL in every single demo cell but 25-34, which was off less than 1%. Weekly Teen listening rose by 10 minutes, A18-24 by 16 minutes, and A35-49 by 13 minutes. Weekly TSL for Blacks gained 18 minutes, and Hispanics’ TSL grew by an astounding 34 minutes.



As for listeners, Radio is growing there too, and remains the dominant medium for connecting with consumers. The number of users of Radio increased for every single demo cell including 25-34, Blacks and Hispanics. As Americans find more and more media platforms to fill their time, Radio stations still provide the sought-after, personal connections consumers want.

RADIO STILL IS AMERICA’S #1 COMPANION.

Source: Nielsen Q3 2016 Total Audience Report