



RADIO INSIGHTS

A Picture of the Future of Radio

Earlier this week, Nielsen released its latest Total Audience Report. Its headline: Radio reaches more adults, of all generations, per month than any other medium. The report carried other important findings, all of which were reviewed in articles from KRG that appeared in both [Inside Radio](#) and [Radio Ink](#). In addition to Radio's leadership in reach, the articles discuss three other takeaways that underscore the vitality of Radio and its importance for inclusion in media mixes:

1. Radio is consistent in share of time spent with media across all generations, despite the fact that Americans are spending one hour more with media, on average, per day, than they did only one year ago. No other medium has that demographic consistency,
2. Still as strong as ever, radio continues to confound competitive naysayers. Along with media-leading reach, radio was the only analog medium to show growth year-over-year in Nielsen's analysis (+1% in time spent listening).
3. As Nielsen continues to measure more digital media platforms and more content providers install its SDKs to measure their streams, the numbers for digital media will continue to rise rapidly. But one should read with caution—some of what's reflected in the numbers is consumption that's been occurring but hasn't been measured until now. It's going to be difficult over the next year or so to determine what is real growth and what is an artifact of measurement.

Our increasing time spent with media illustrates just how much our lives have become increasingly "mediated" - enhanced by apps, social connectivity, and on-demand entertainment. As consumers navigate their many choices, Radio continues to be a strong and consistent part of their media diet.

Stacey Lynn Schulman
EVP/Strategy, Analytics and Research
July 5, 2016

