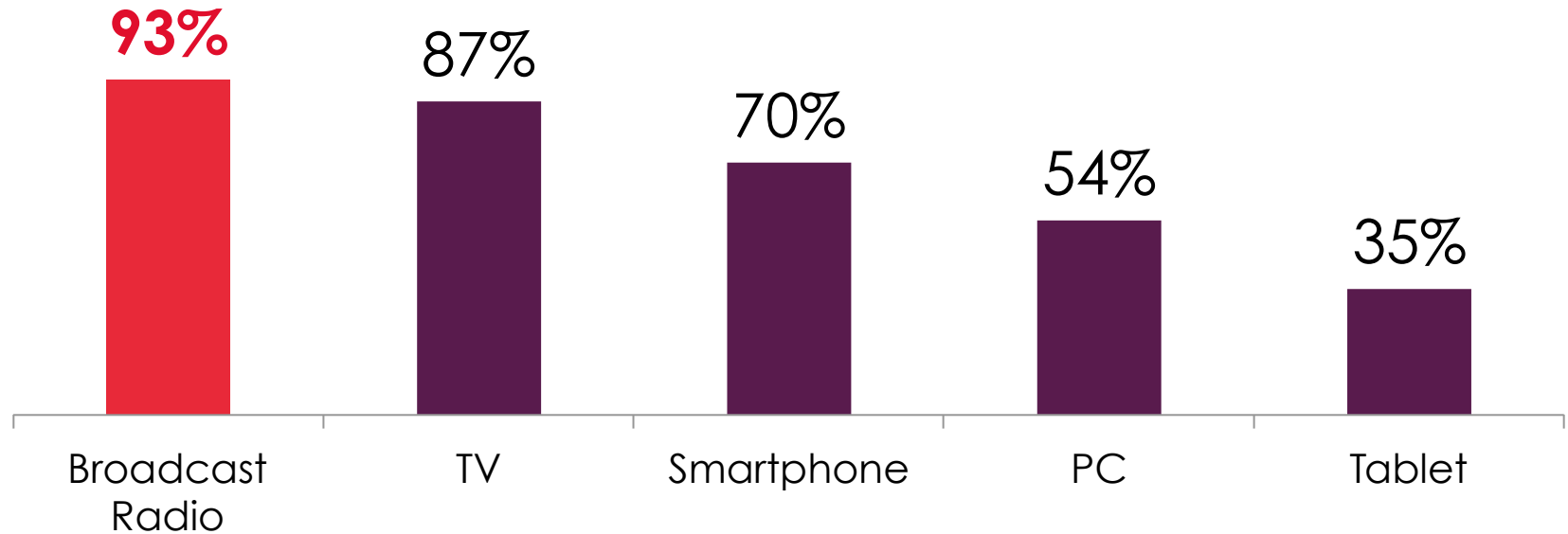


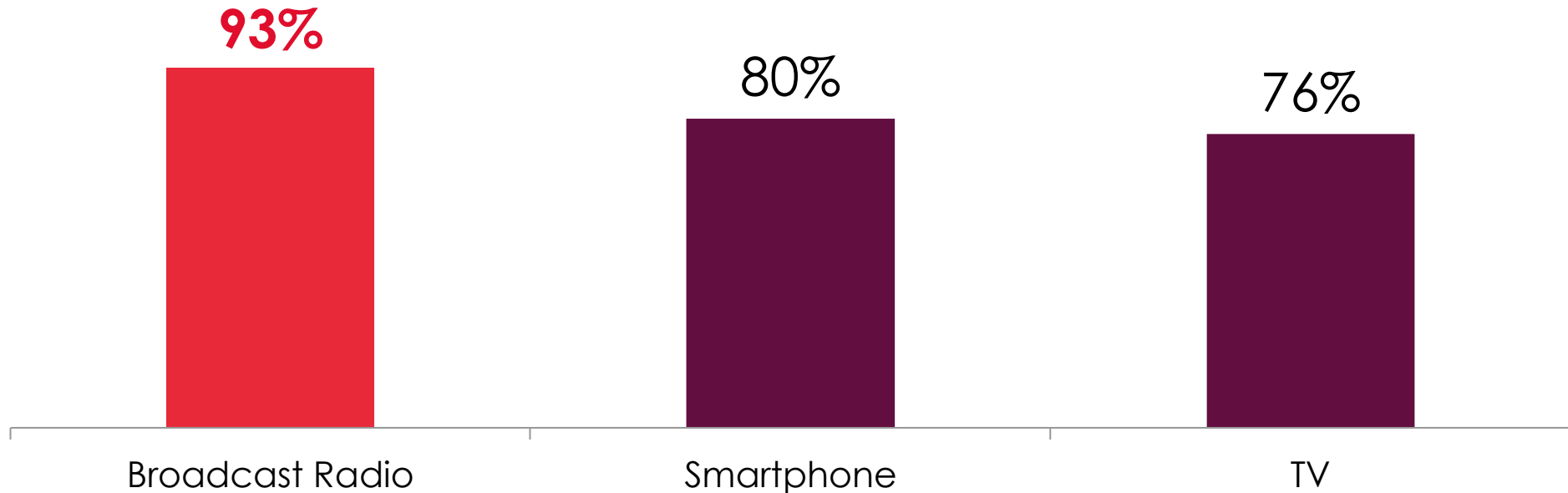
The Biggest Mass Medium May Surprise You

Weekly Reach A18+ (Percent Of Population)



Broadcast Radio Now Dominates With Millennials

Weekly Reach Among Adults 18-34 (Percent Of Population)



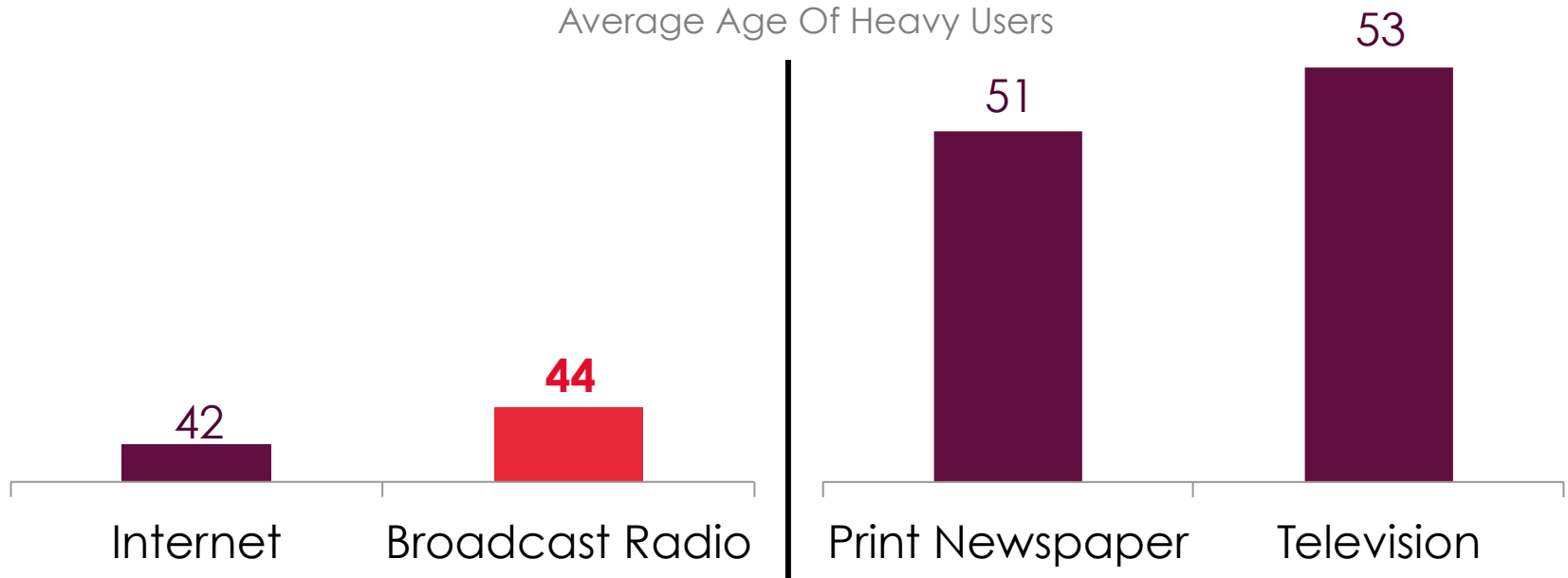
And Has Been Rock Solid For Decades

% of Population 12+ Using Broadcast Radio Weekly



Radio Is Digital

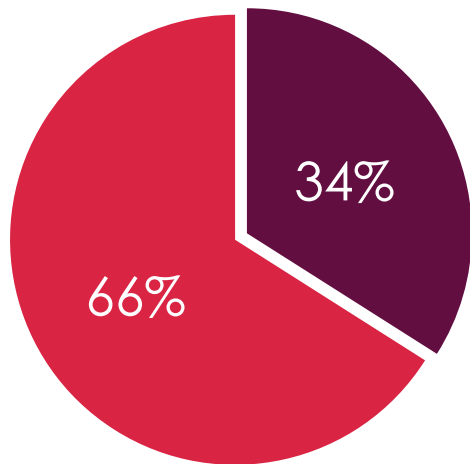
Heavy Radio Listeners Are Much Younger Than Heavy TV Viewers



Radio Is The Most Mobile Of All Mobile

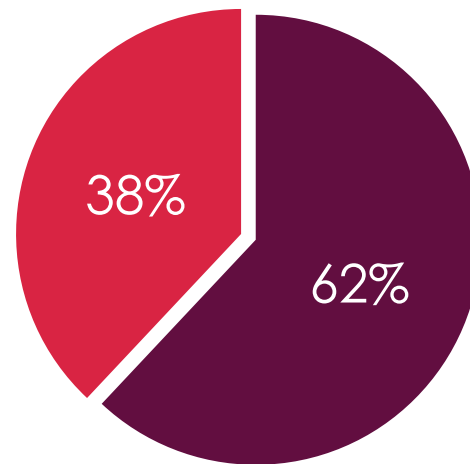
In Home Versus Out Of Home Media Consumption

AM/FM Radio



■ In Home ■ Out Of Home

"Mobile"



■ In Home ■ Out Of Home

Radio Delivers The Promise Of Mobile

ACTIVITY HALF HOUR BEFORE ARRIVING AT STORE

AM/FM Radio 49%

Outdoor	21%
Live TV	12%
Newspaper	8%
Mobile*	6%
Internet*	6%
Magazine	3%



Source: 2013 Arbitron Inc and Edison Research
Base: Visited a Supermarket, Department Store, Retail Shop or Restaurant in Past 24 Hours
*To Look Up Price/Product Information

It's People, Not Pipes



A "best friend" in the seat next to you

Real Relationships And Trust



Perceive a **deep connection** with a favorite radio personality



I am likely to **share things they say or do** with friends



Considered or **purchased a product** recommended by their favorite personality

**RADIO IS LIKE
A PERSON,
It's NOT A Utility**

For Marketers
In A Cluttered World,
**SOUND BREAKS
THROUGH**

Radio Is Huge Opportunity For Automotive

...3 In 4

Of Those In Market For Cars And Exposed To
Radio Advertising Say **Radio Significantly Influences
Automotive Purchase** Decision

Radio Drives Consumers To LOCAL Auto Dealerships

One In Four Listeners Plan To Visit A Dealership

