CRADIOWORKS

MISPERCEPTION EVERYONE IS LISTENING TO PANDORA/SPOTIFY/ SATELLITE

Despite numerous audio options, radio continues to play an important role for music, entertainment and information. Radio touches the lives of millions of consumers every week in the U.S. – regardless of the platform or device being used. Radio engages more people each week than any other audio option.



RADIO IS THE #1 AUDIO OPTION

RADIO WORKS

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RADIO REACHES MORE ADULTS 25-54 THAN ANY OTHER AUDIO SOURCE: (Surre: Starborough USA2 2018 Release 1)

pandora[®] PANDORA 36% Spotify[®] SPOTIFY 15%

AM/FM RADIO 92% ((siriusxii)) SATELLITE 15%



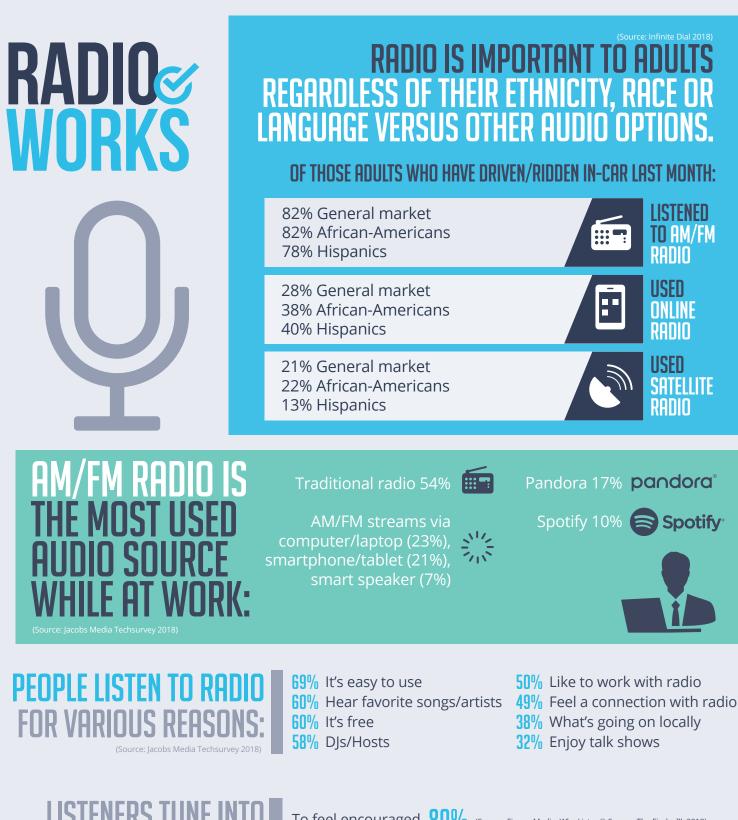
Broadcast radio's audience share is eight times greater than that of Pandora and Spotify combined.

(Source: Edison Research, "Share of Ear", Q4 2017, Q1 – Q3 2018)

ADULTS SPEND AN AVERAGE OF NEARLY TWO HOURS WITH BROADCAST RADIO VERSUS 12 MINUTES WITH PANDORA AND 10 MINUTES WITH SPOTIFY.

(Source: Edison Research, "Share of Ear", Q4 2017, Q1 – Q3 2018)





LISTENERS TUNE INTO RADIO BECAUSE OF ITS EMOTIONAL BENEFITS.

To feel encouraged 80% (Source: Finney Media, Why Listen® Survey: The Findex[™], 2018) Feel a connection with radio 49% (Source: Jacobs Media Techsurvey 2018) Get in a better mood 37% (Source: Jacobs Media Techsurvey 2018) Escape pressures of everyday life 30% (Source: Jacobs Media Techsurvey 2018)