



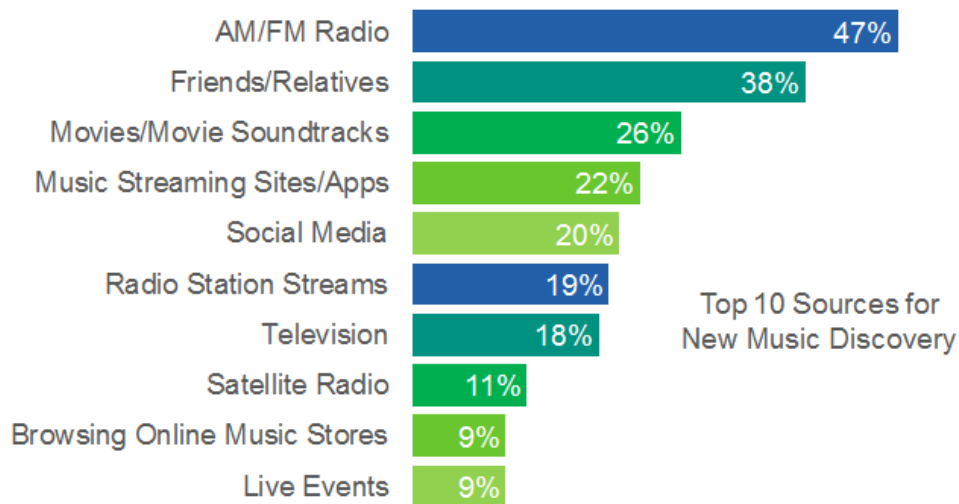
# RADIO INSIGHTS

## AMERICANS TUNE INTO RADIO FOR NEW MUSIC LEADING SOURCE FOR MUSIC DISCOVERY

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### YOU HEARD IT HERE FIRST

AM/FM Radio has another feather in its cap. According to the 2016 Nielsen Music 360 Report, traditional AM/FM Radio is the top source for discovering new music, chosen by nearly half of all consumers. People discover new music in an average of three ways and Radio is the clear favorite, significantly ahead of any other commercial platform. Radio Station Streams stand in the middle of the Top 10, within three percentage points of other Music Streaming Sites/Apps, such as Pandora, YouTube and VEVO, and nearly twice as popular for new music discovery as Satellite Radio.



At Katz, we like to showcase all the extras that AM/FM Radio brings to consumers in comparison to other music sources – such as its personalities, local connections and live events. But alongside all the experiential assets that listeners love, a huge draw for Radio is still the music. When an artist comes out with a new single, the majority of people are tuning into AM/FM Radio to hear it first - twice as many as streaming services, and 4x as many as Satellite Radio.

Music sources are expanding, going well beyond audio-only platforms, from personal recommendations, to social media and video sources. Even so, it is clear that Radio stations provide a unique entertainment experience that consumers are seeking and can't find elsewhere.

Note: Music Streaming Sites/Apps includes Online Audio/Visual Music Sites/Apps (such as Pandora, YouTube and VEVO)  
Source: Nielsen Music 360 2016

