

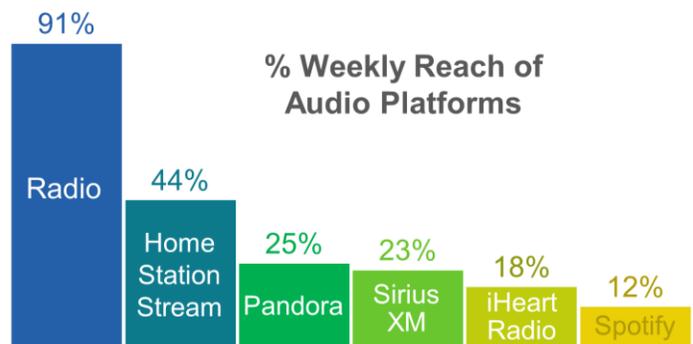
RADIO INSIGHTS

HOW DO I LOVE RADIO? LET ME COUNT THE WAYS

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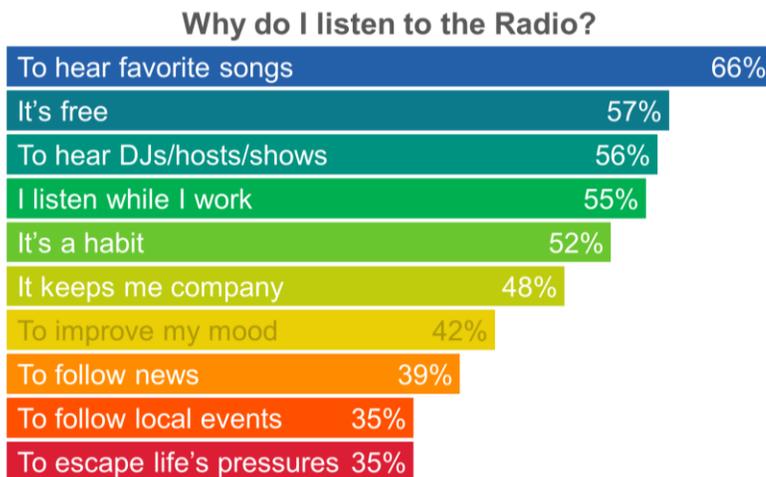
RADIO: STILL THE ONE

The newly released *Jacobs Techsurvey 13* reinforces what we know from Nielsen, Edison, and other sources – that Radio is a dominant medium, and the top audio platform among consumers. What is notable from this recent study of 52,000 Radio fans is just how high AM/FM Radio streams rank against even the most popular audio services. Home Station Streams reach 75% more listeners than Pandora each week and twice as many as Satellite Radio.



RADIO'S TOP TEN (AND THEN SOME)

The most popular reasons for tuning into Radio come down to content and context. Listeners love hearing their favorite music, personalities and shows, as well as keeping up on news and local events on Radio. In fact, 8 in 10 also say that Radio's "local feel" is one of its best assets.



Radio fits into consumers' lives in ways that other audio platforms seem to fall short. Radio is 100% free for listeners and is widely accessible – making it part of people's everyday routines, including at the workplace. Whether out of home, in-car, or in-home, Radio is a constant companion, improving people's moods and providing a welcome break from everyday stress.

'ALEXA, PLAY MY FAVORITE RADIO STATION'

Evolving technologies are enabling people to enjoy Radio in more ways than ever. More than one in ten adults own an Amazon Echo or a Google Home – devices that easily connect to Radio station streams at home. Smart devices may be a factor in why 17% of respondents say they listened to more Radio in the past year.

Regardless of where, how or why people tune in, Radio continues to fulfill needs and connect with listeners in ways no other medium can match. Radio is still the one.

Source: Jacobs Media and Nuwoodoo Research. Jacobs Techsurvey 13, May 2017