

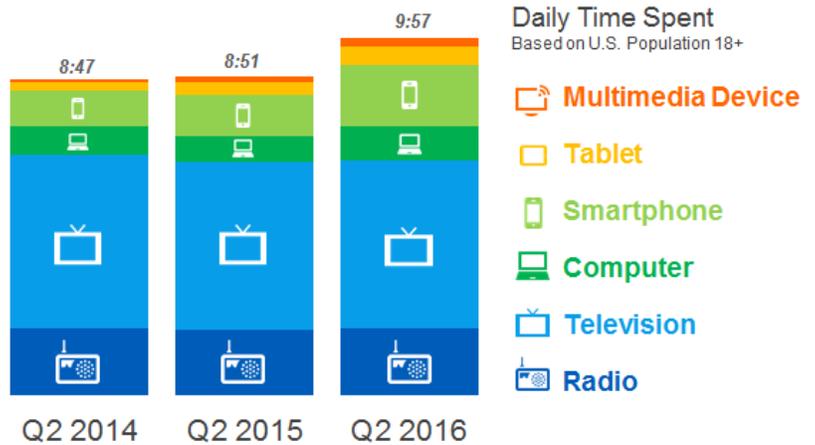


# RADIO INSIGHTS

## RADIO'S PLACE IN THE GROWING MEDIA DAY

### TIME SPENT LISTENING TO RADIO HOLDS STRONG

U.S. adults spend an average of 9 hours 57 minutes with ad-supported media daily - up 1 hour 10 minutes over the past two years, according to the Q2 2016 Nielsen Total Audience Report. Despite rapid growth among digital platforms, especially Smartphone, Radio remains a consistent fixture in consumers' lives. Adults are spending 2 hours with Radio daily, a listening level that remains virtually unchanged over the past 2 years. The sky is not falling on traditional media – Nielsen's data is telling us that this digital surge does not equate to a substitution of new media for traditional media, but rather reflects new, added time and a growth in simultaneous usage of media.



### RADIO IS NOT JUST ON THE RADIO

In addition to over the air listening to AM/FM stations, Radio content is also consumed on Computers, Smartphones, Tablets, and Multimedia Devices in the form of streaming AM/FM stations via apps/web, visiting Radio station websites, and even listening to broadcast Radio through enabled FM chips in mobile devices. So not only does traditional Radio remain anchored in consumers' daily lives, its impact is also felt across the other ad-supported media Nielsen measures – the very media that are growing in time spent year after year.

Radio's place in the growing media universe should not be in question. It has always been a strong companion medium, uniquely local and community focused, which is why it has held steady in the face of new media. 93% of adults are listening to Radio every week in 2016, the same as in 2014, and more than any other medium measured by Nielsen. Users are staying put, usage is solid, and Radio's presence in the digital world is thriving.

*Meredith*

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Sources: Time spent – The Nielsen Total Audience Report Q2 2016; Reach – The Nielsen Comparable Metrics Report Q2 2016 and Q2 2015

