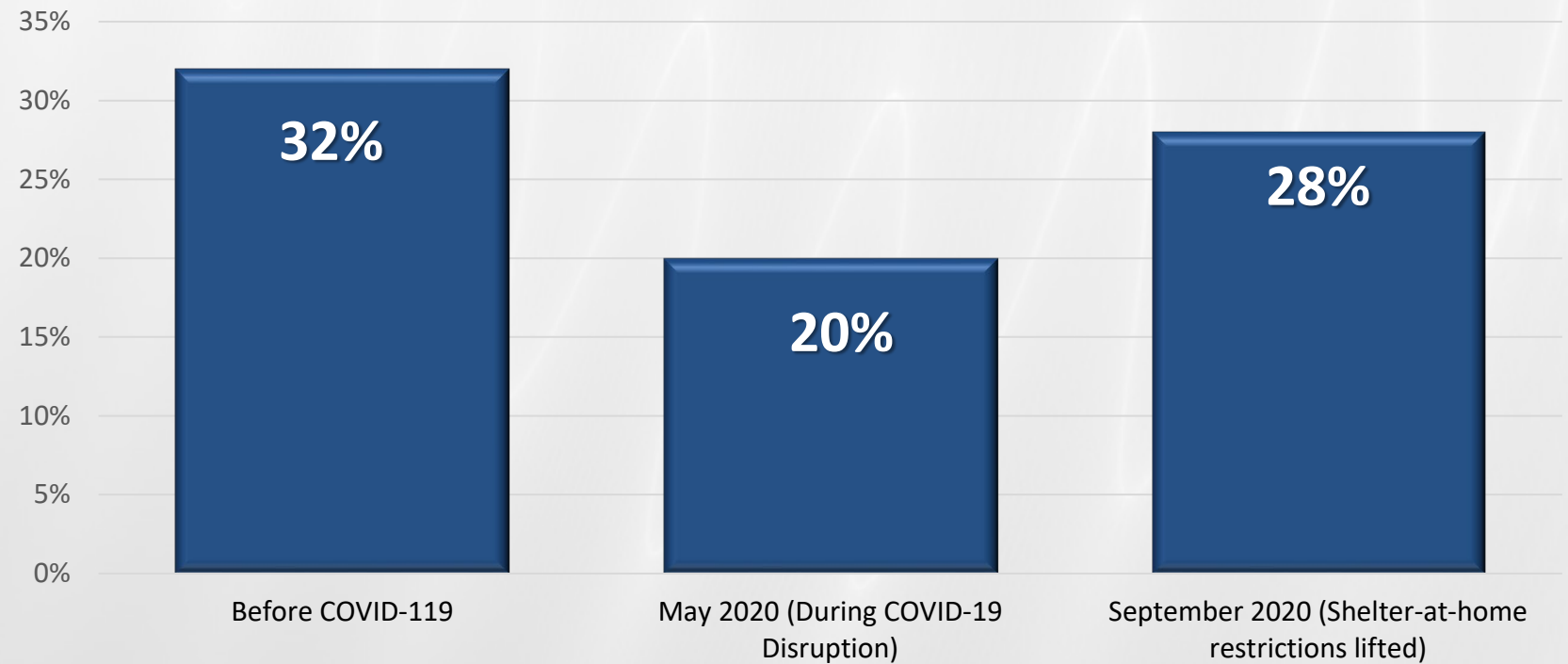
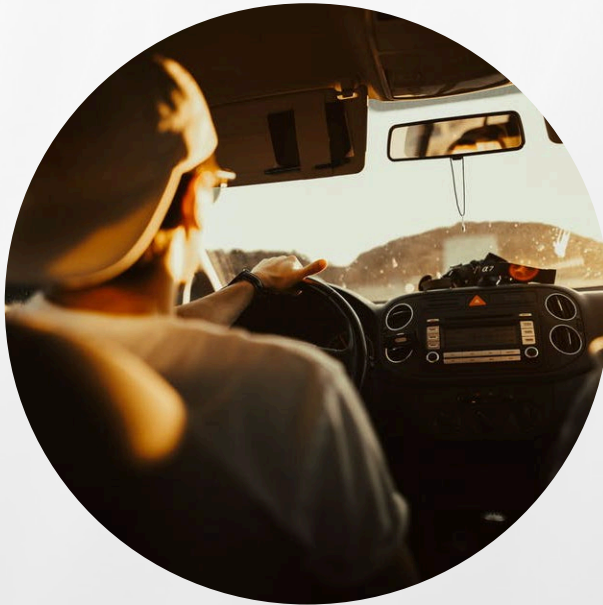


AUDIO'S SHARE OF TIME SPENT IN THE CAR RECOVERED IN SEPTEMBER

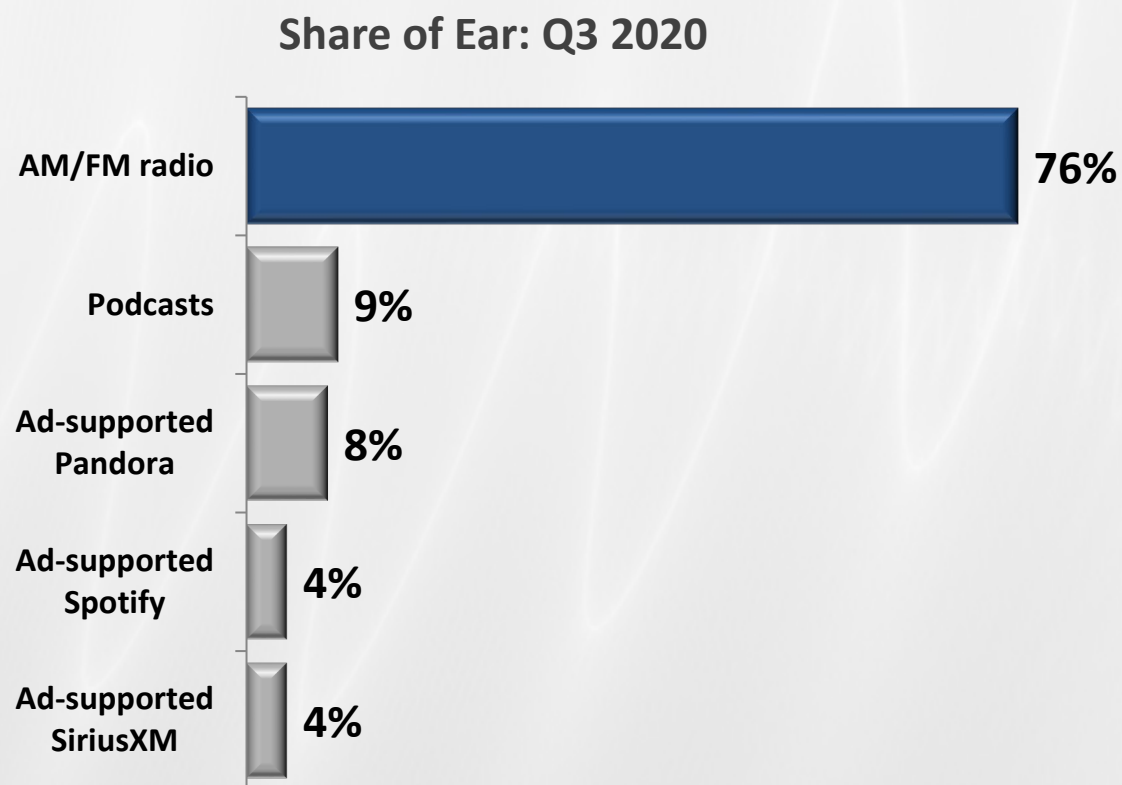
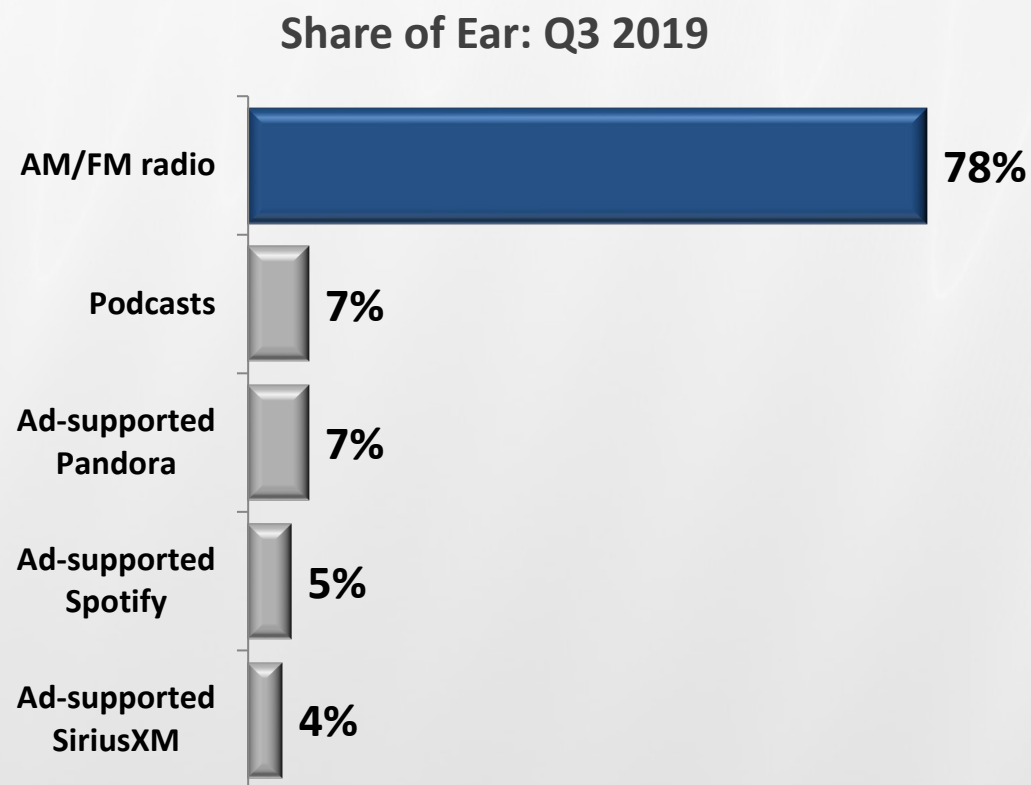
The size and strength of AM/Fm radio in car

% of audio time spent in the car among persons 13+



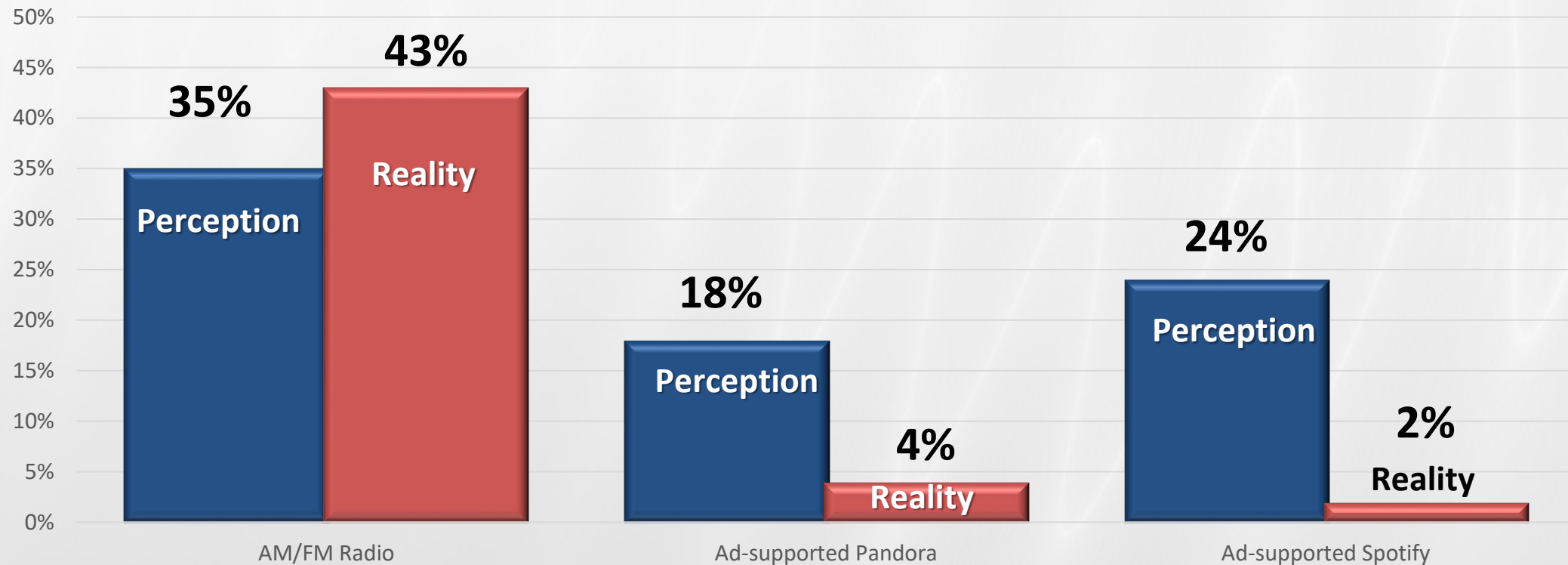
PANDEMIC PROOF: AM/FM RADIO'S DOMINANT AD-SUPPORTED AUDIO SHARE IS VIRTUALLY UNCHANGED FROM 2019

Share of ad-supported audio time spent among persons 18+



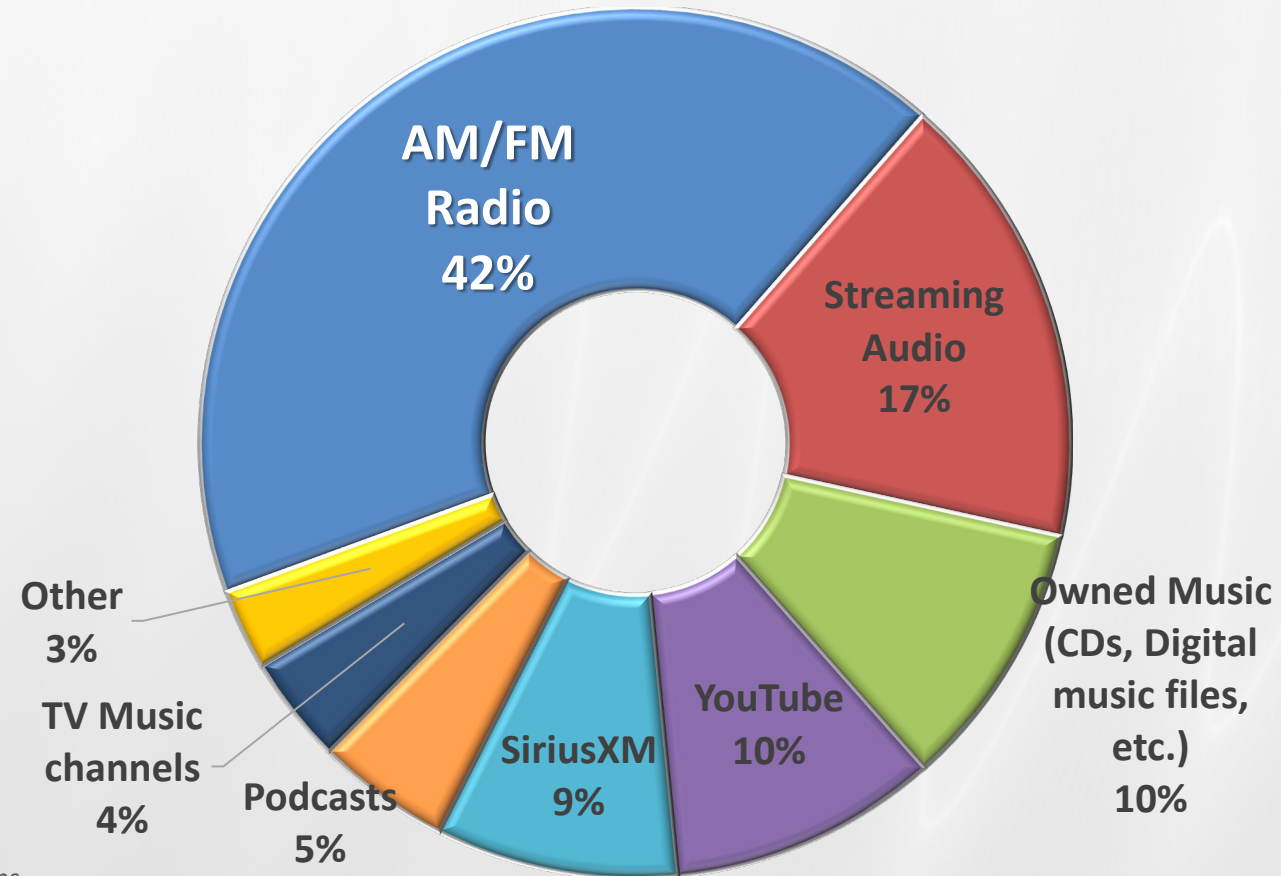
THE AUDIENCE SHARE OF AM/FM RADIO IS 22X LARGER THAN SPOTIFY AND 11X LARGER THAN PANDORA

Perception of advertisers and agencies vs. actual share of audio time spent among persons 18+



SHARE OF EAR

Americans' 13+ Share of Time Spent Listening to Audio Sources



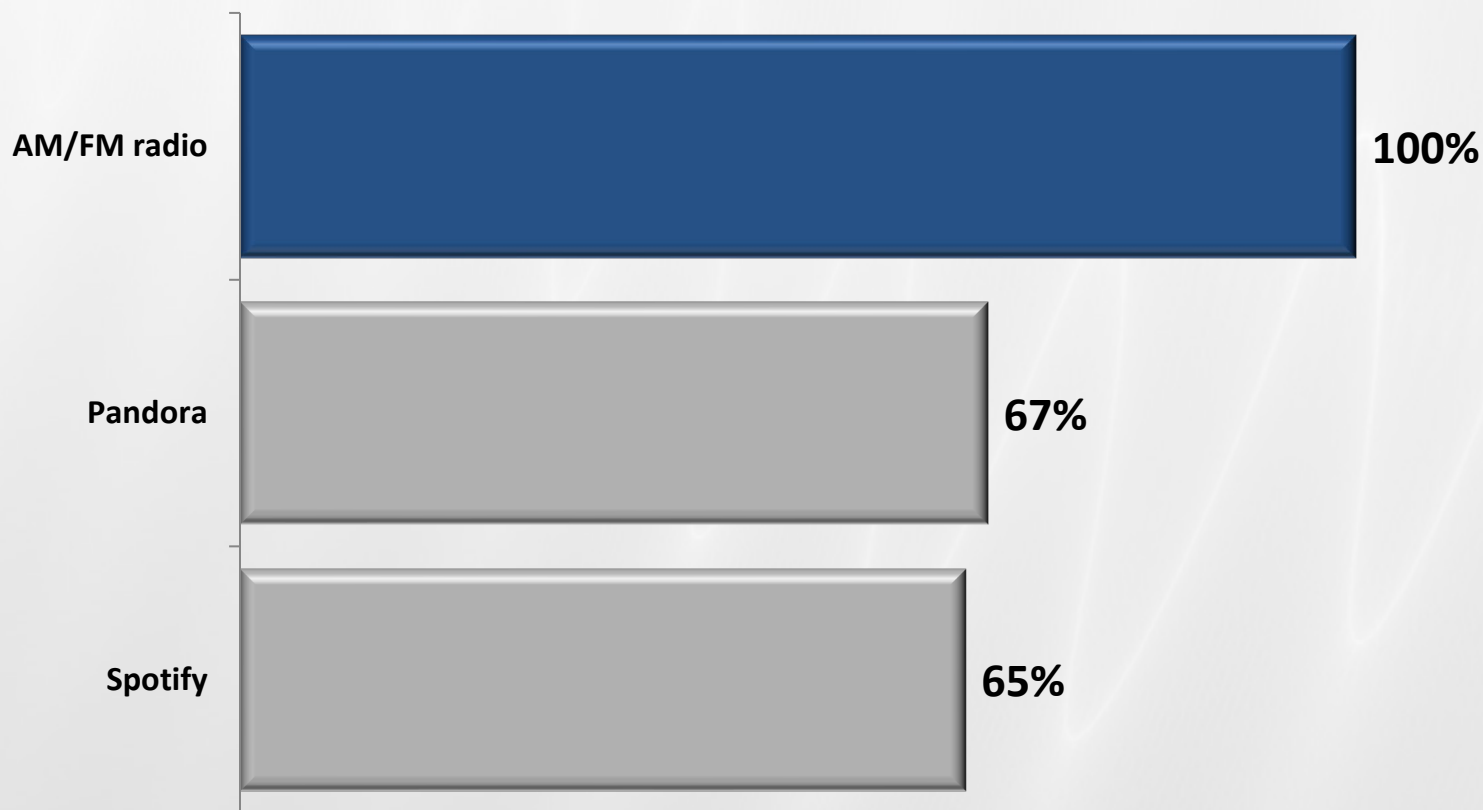
YouTube for music and music videos only

AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others

VERSUS AM/FM RADIO, PANDORA AND SPOTIFY ADS ARE ONLY AUDIBLE TWO-THIRDS OF THE TIME

Audibility index: % who say *I can hear what people are talking about when I'm listening to...*



AM/FM RADIO HAS THE LARGEST AD-SUPPORTED AUDIO SHARE ON THE SMART SPEAKER

Share of ad-supported audio time spent on the smart speaker,
among persons 18+

