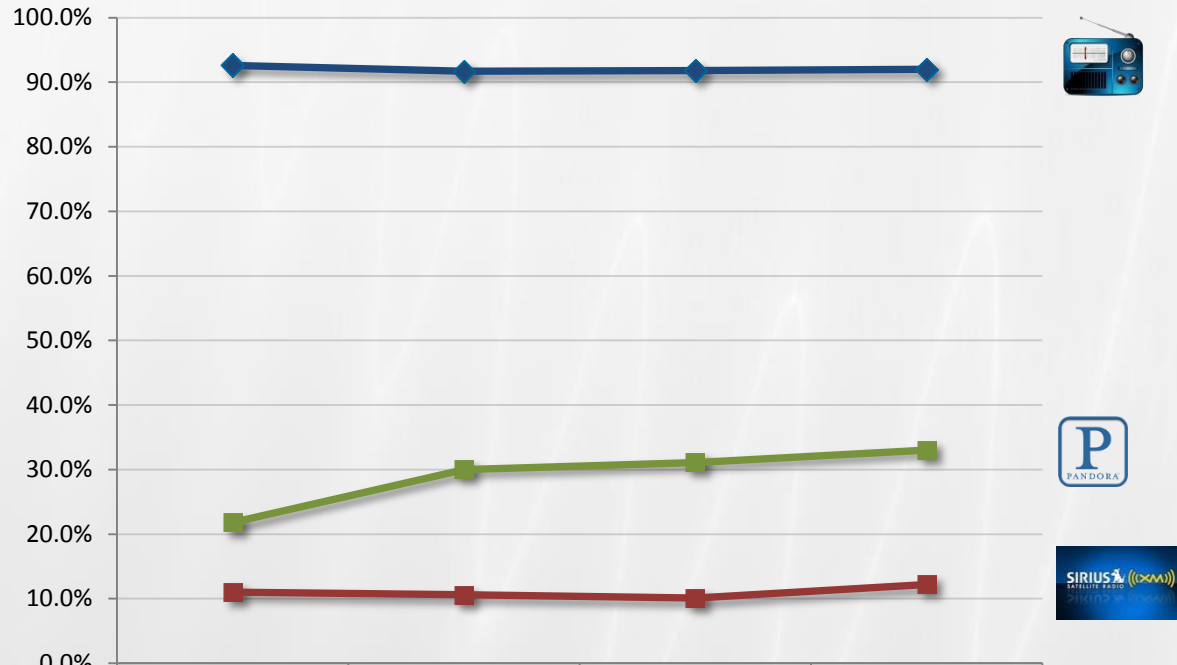




BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

Los Angeles Adults 18+



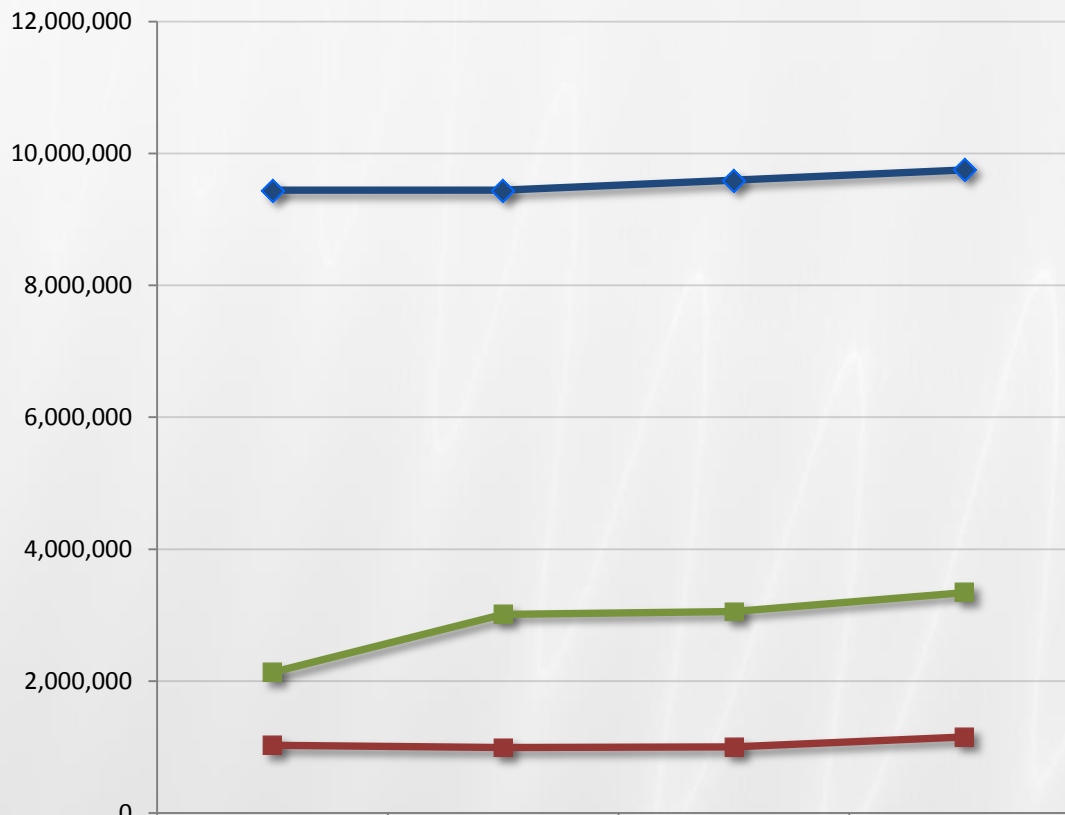
	R2 2014	R2 2015	R2 2016	R2 2017
Listen to Radio Past WEEK (M-Su, 6a-mid)	92.6%	91.7%	91.8%	92.0%
Listened to Satellite Radio Past WEEK	11.0%	10.6%	10.1%	12.2%
Visited Pandora Past MONTH	21.8%	30.0%	31.1%	33.0%





BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

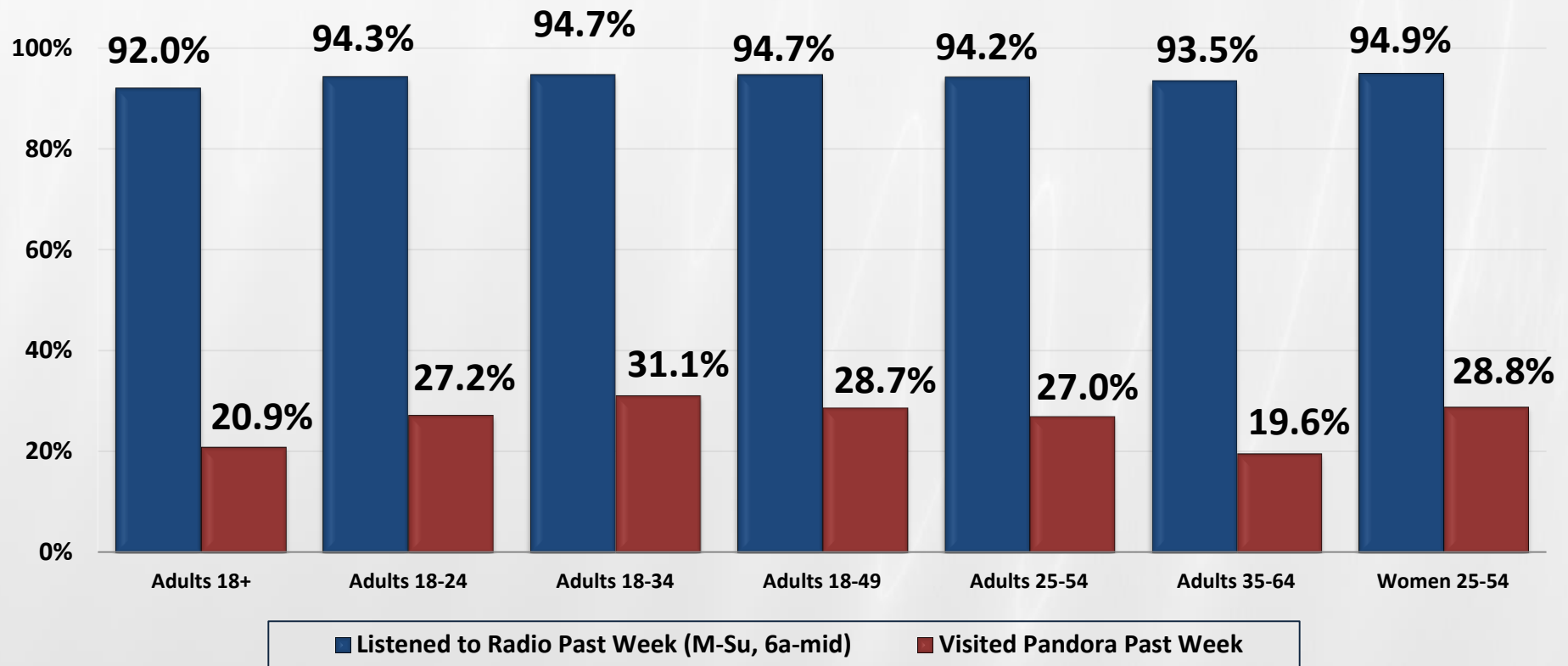
Los Angeles Adults 18+



	R2 2014	R2 2015	R2 2016	R2 2017
Listen to Radio Past WEEK (M-Su, 6a-mid)	9,446,670	9,445,857	9,596,091	9,753,216
Listened to Satellite Radio Past WEEK	1,027,622	994,850	1,006,709	1,152,981
Visited Pandora Past MONTH	2,133,442	3,014,206	3,055,666	3,343,738



RADIO REACHES MORE ADULTS ACROSS ALL DEMOS IN A WEEK THAN PANDORA



Source: Scarborough, R2 2017 Current (August 2016 – July 2017), Los Angeles DMA.



SATELLITE VS. LOCAL RADIO IN LOS ANGELES

Only **11.0%** of Adults 18+ in **Los Angeles** has **listened** to ANY satellite radio at all in the **past week**. Only **9.7%** **own** a satellite radio system.

