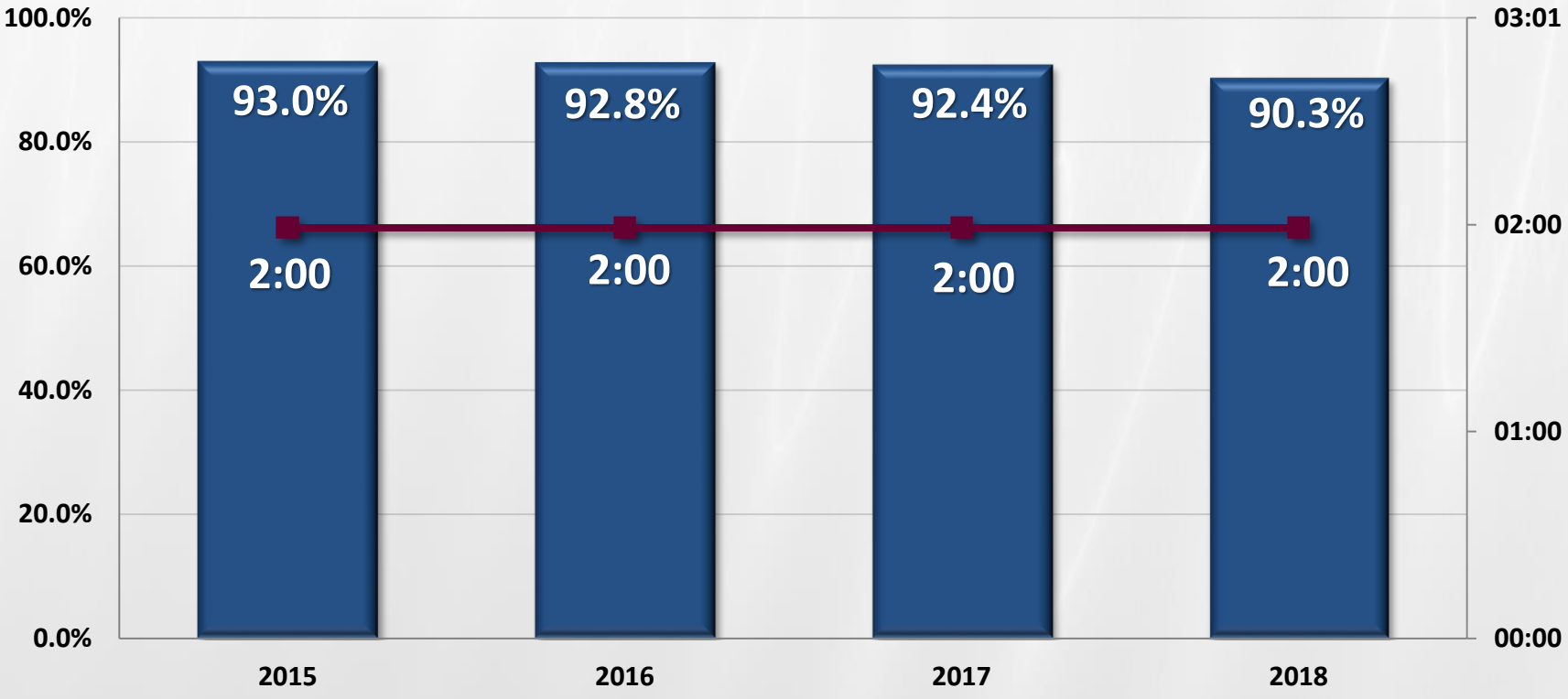
RADIO LISTENING REMAINS CONSISTENT

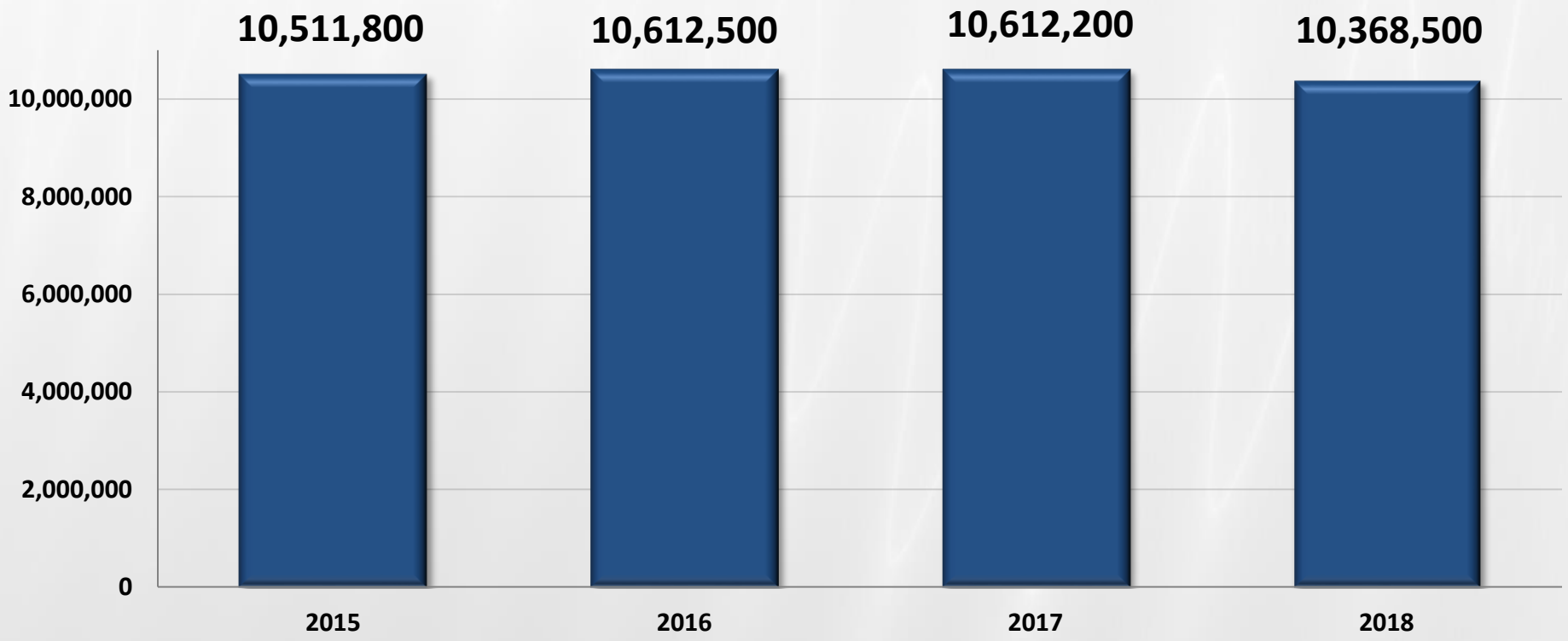
Los Angeles Persons 12+
Weekly Cume Rating & ATE



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 12+.

OVER *10.3* MILLION PERSONS 12+ TUNE INTO RADIO EACH WEEK

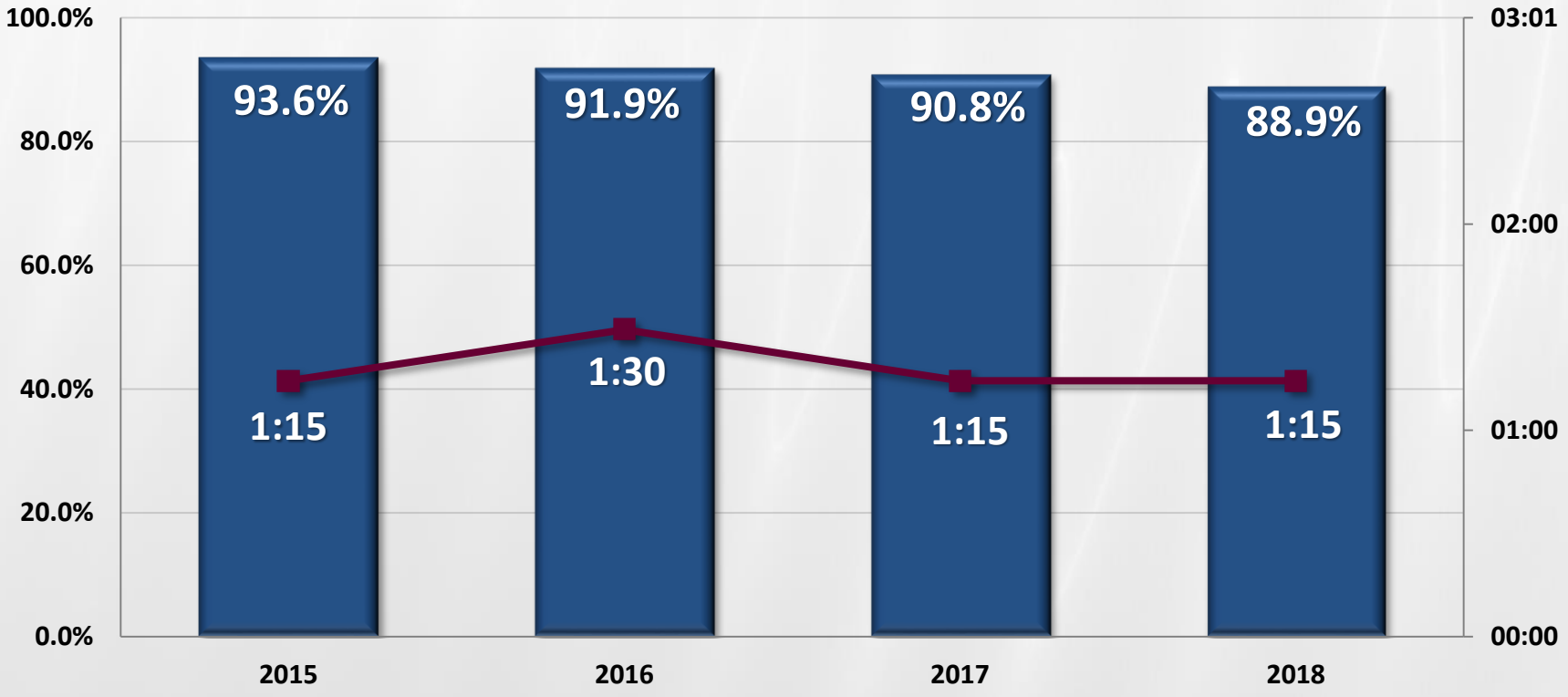
Los Angeles Persons 12+
Weekly Cume Person



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 12+.

TEENS STILL TUNE INTO RADIO EACH WEEK

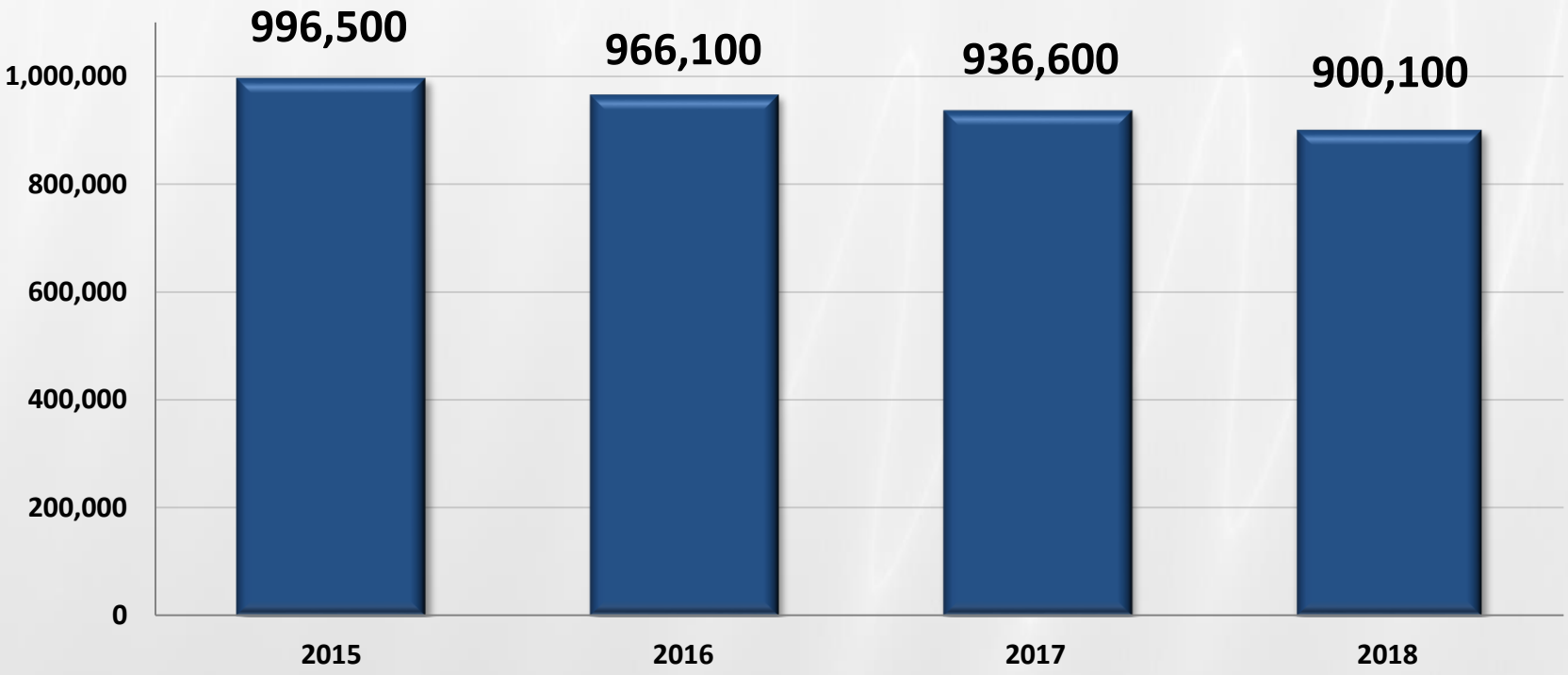
Los Angeles Teens
Weekly Cume Rating & ATE



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 12-17.

TEENS STILL TUNE INTO RADIO EACH WEEK

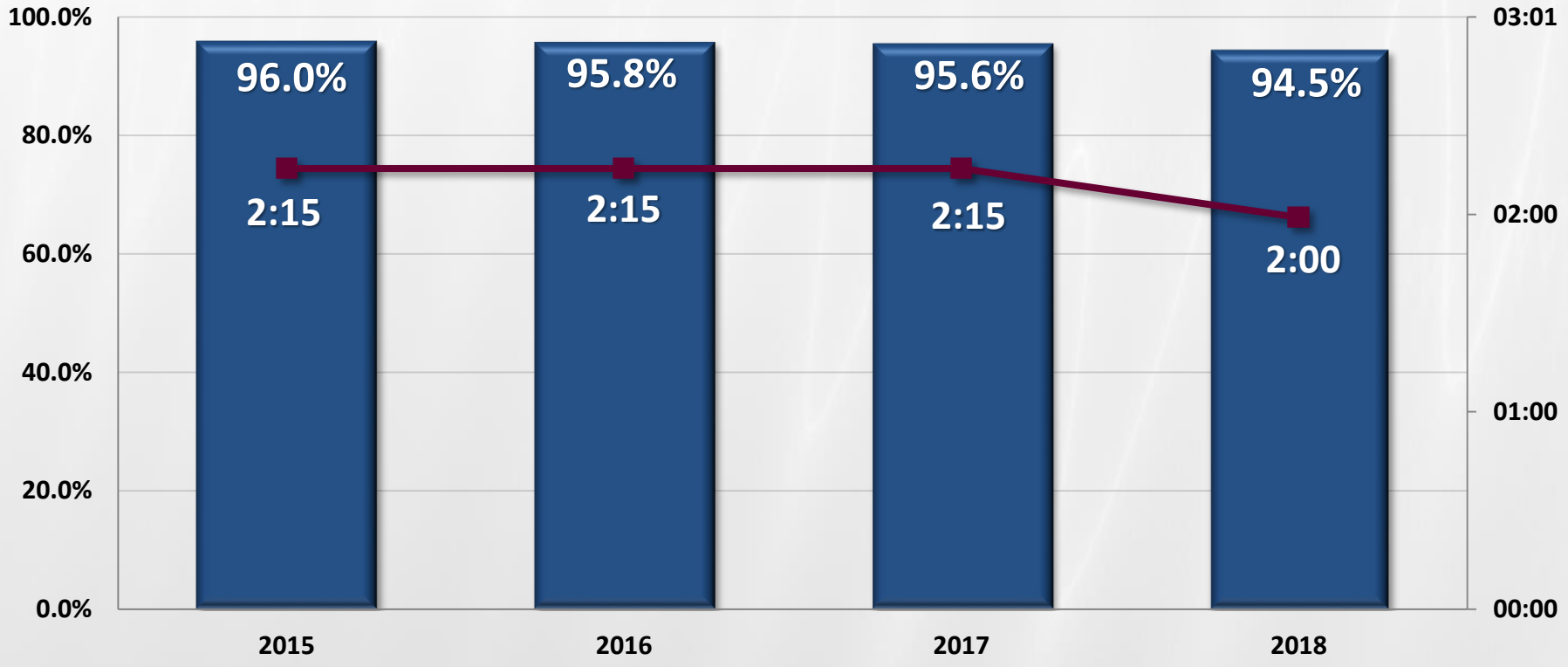
Los Angeles Teens
Weekly Cume Person



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 12-17.

HISPANICS STILL TUNE INTO RADIO EACH WEEK

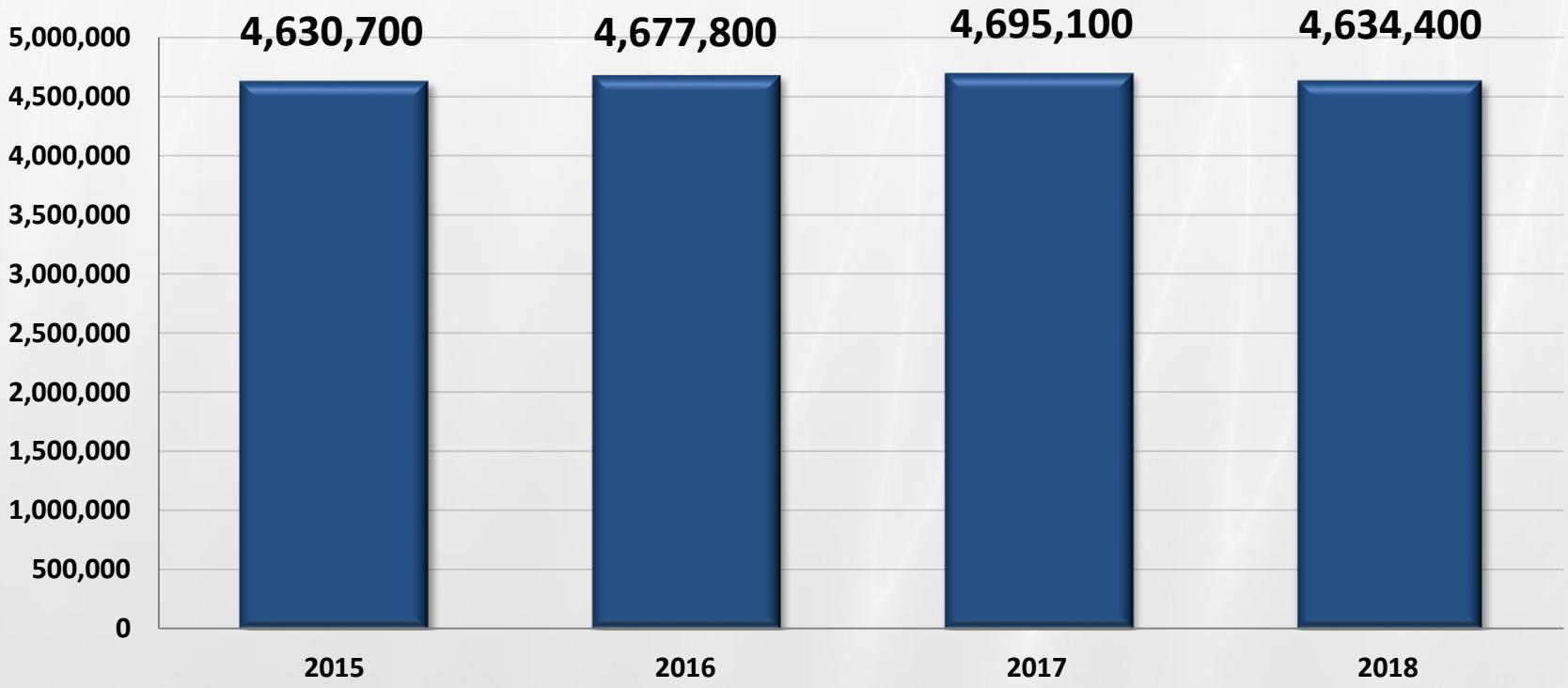
Los Angeles Hispanic Persons 12+
Weekly Cume Rating & ATE



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Hispanic Persons 12+.

RADIO'S HISPANIC AUDIENCE HAS GROWN

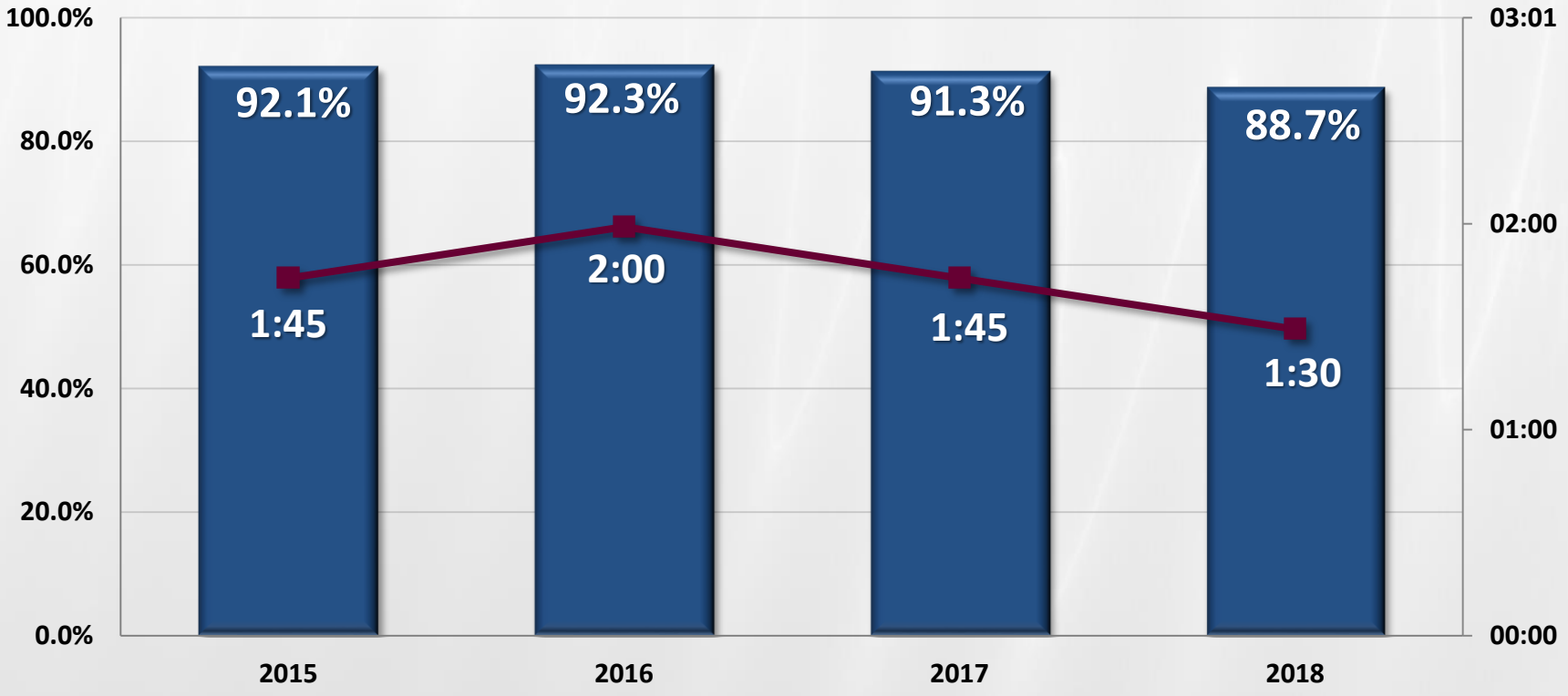
Los Angeles Hispanic Persons 12+
Weekly Cume Person



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Hispanic Persons 12+.

MILLENNIALS STILL TUNE INTO RADIO EACH WEEK

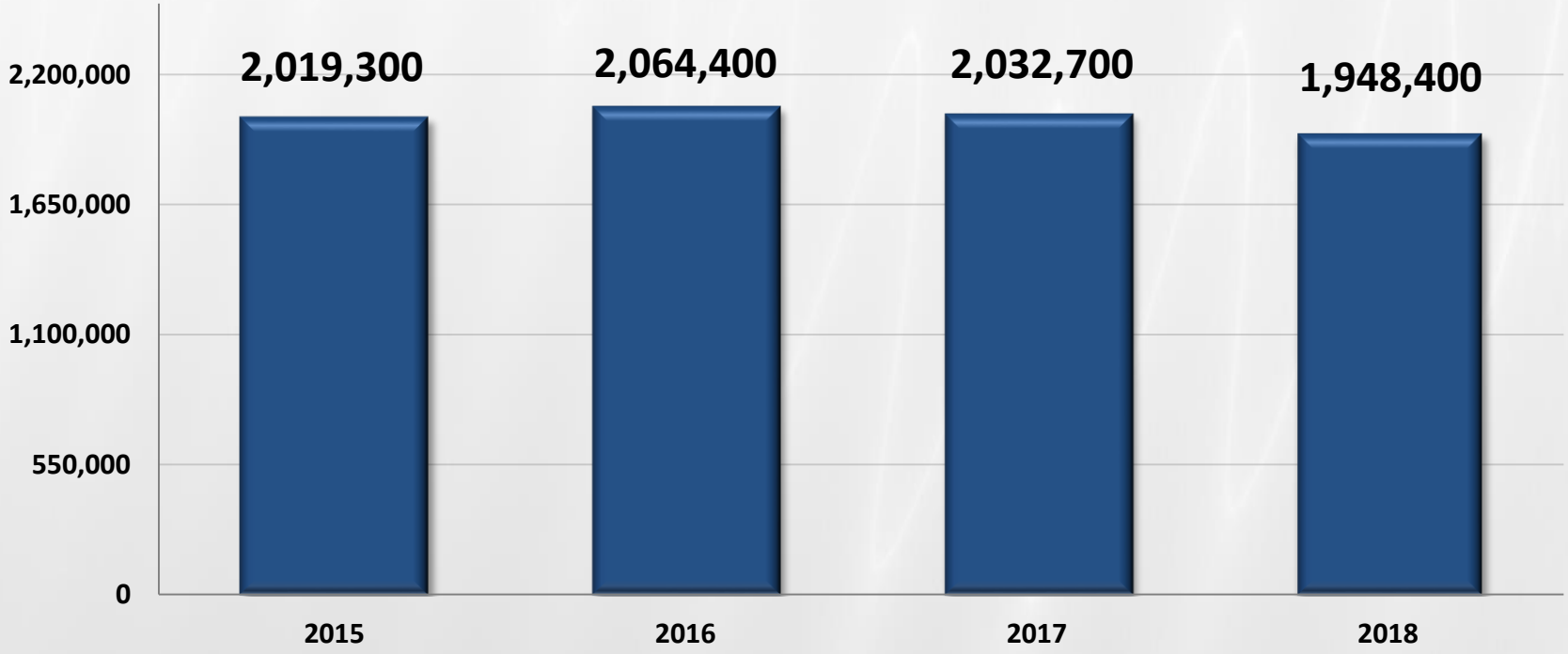
Los Angeles Millennials
Weekly Cume Rating & ATE



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 18-29.

MILLENNIALS STILL TUNE INTO RADIO

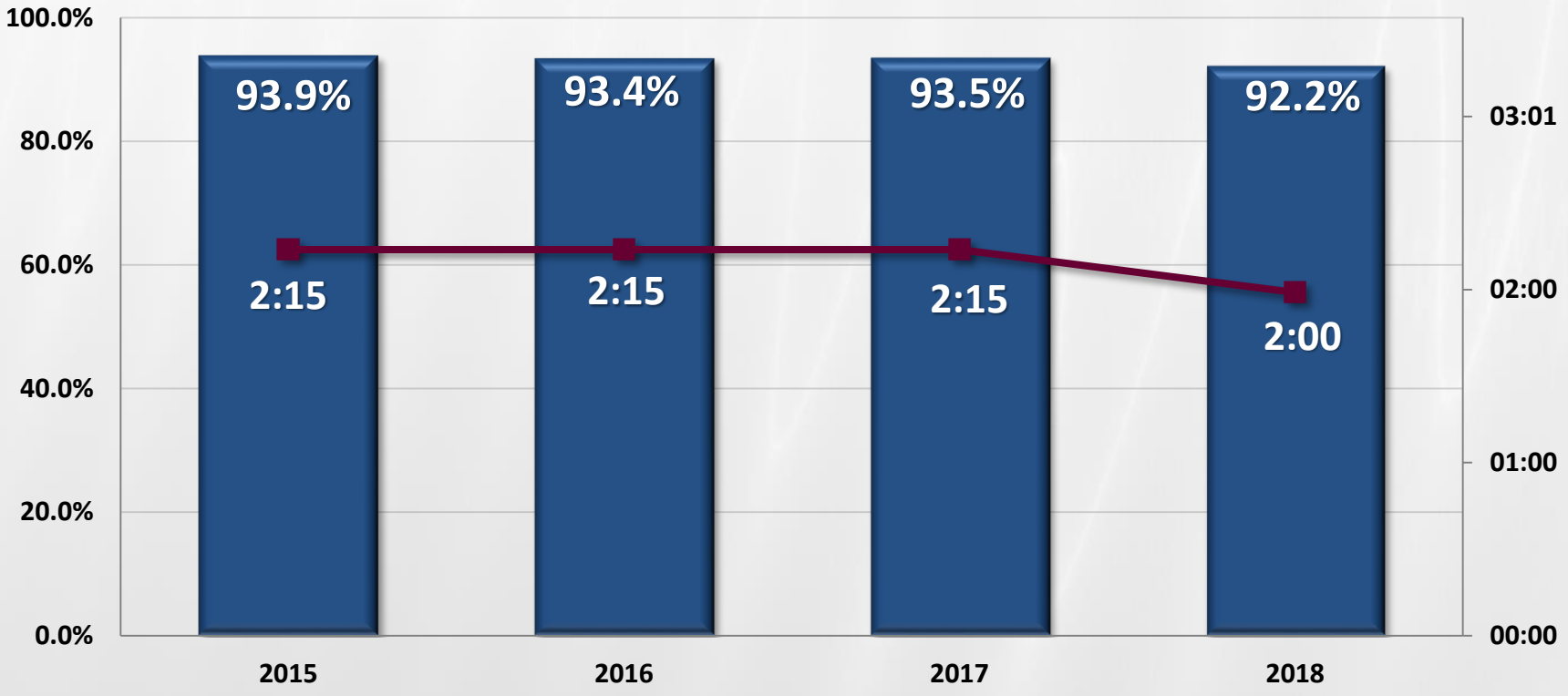
Los Angeles Millennials
Weekly Cume Person



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 18-29.

GEN X STILL TUNES INTO RADIO EACH WEEK

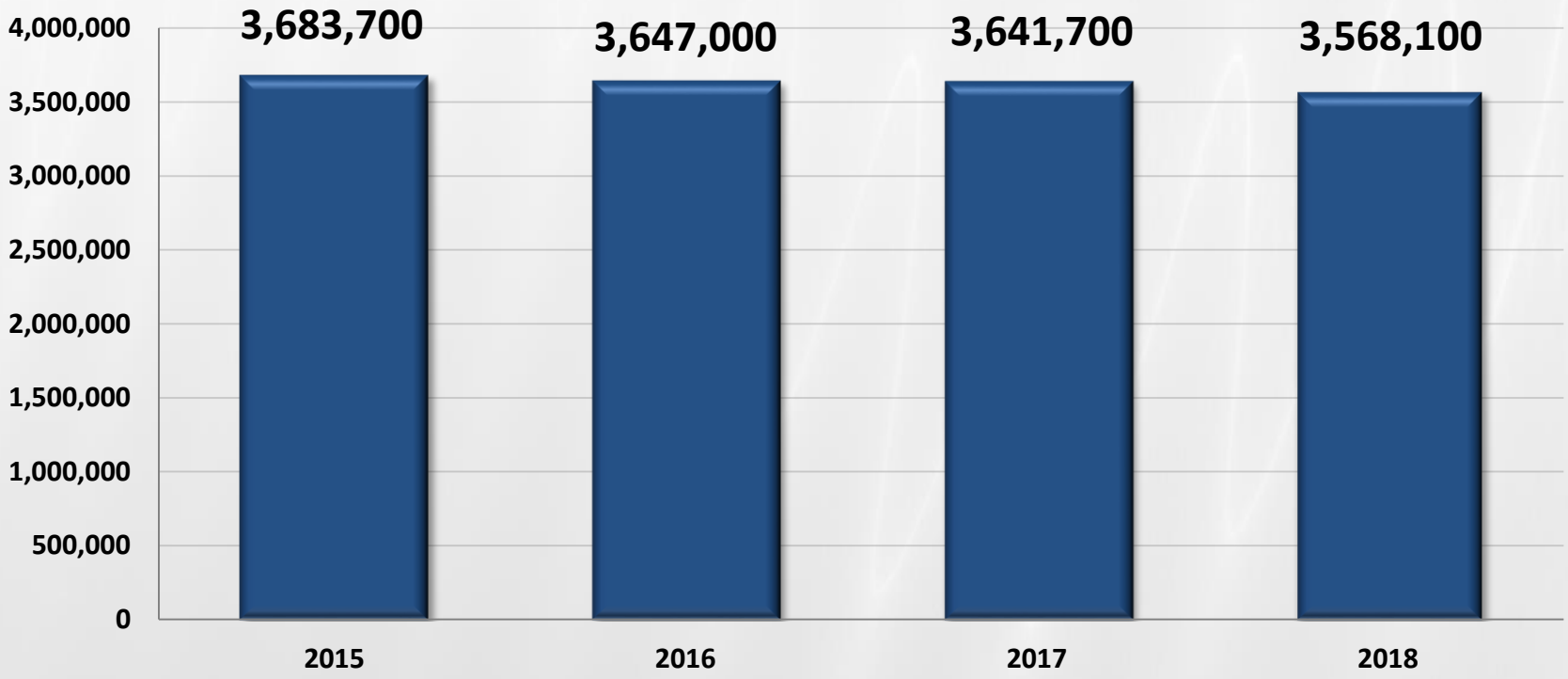
Los Angeles Generation X
Weekly Cume Rating & ATE



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 30-49.

GEN X STILL TUNES INTO RADIO EACH WEEK

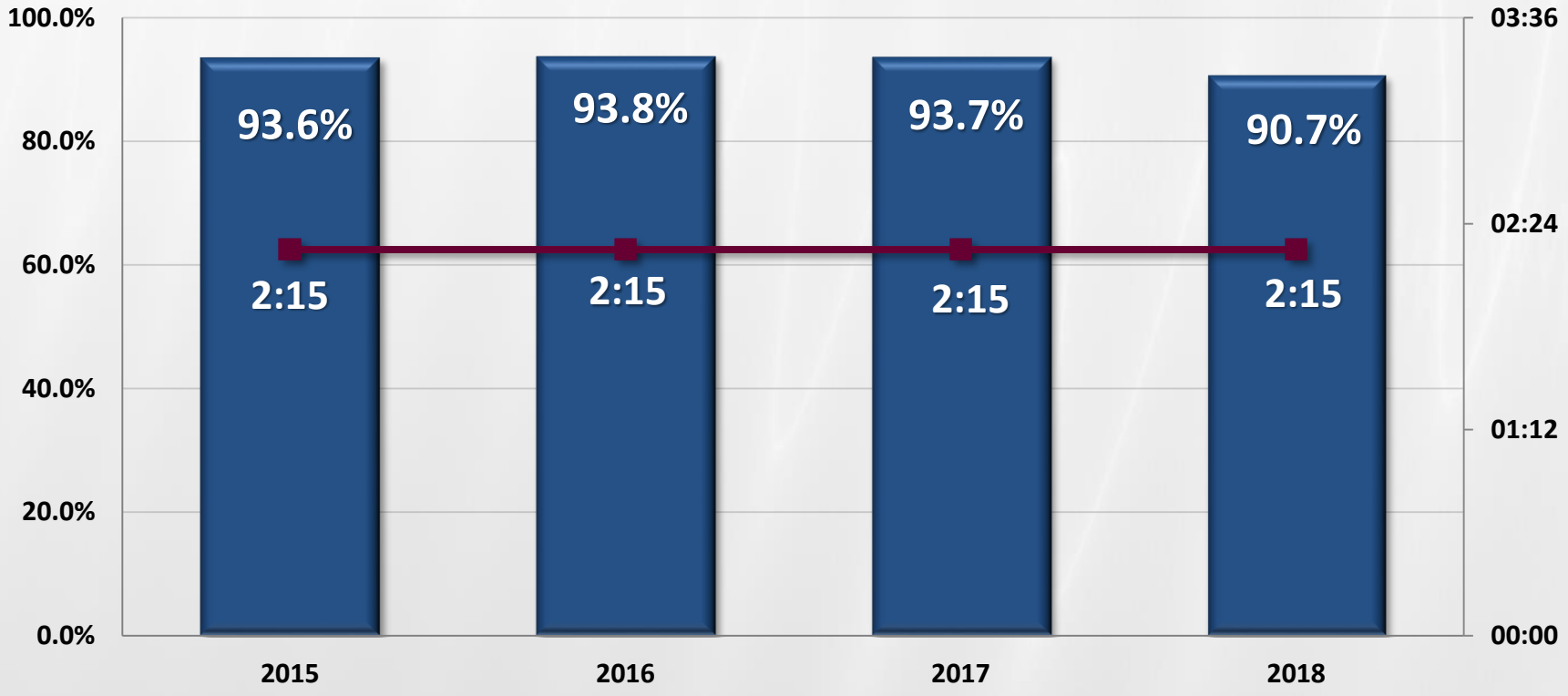
Los Angeles Generation X
Weekly Cume Person



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 30-49.

BABY BOOMERS STILL TUNE INTO RADIO EACH WEEK

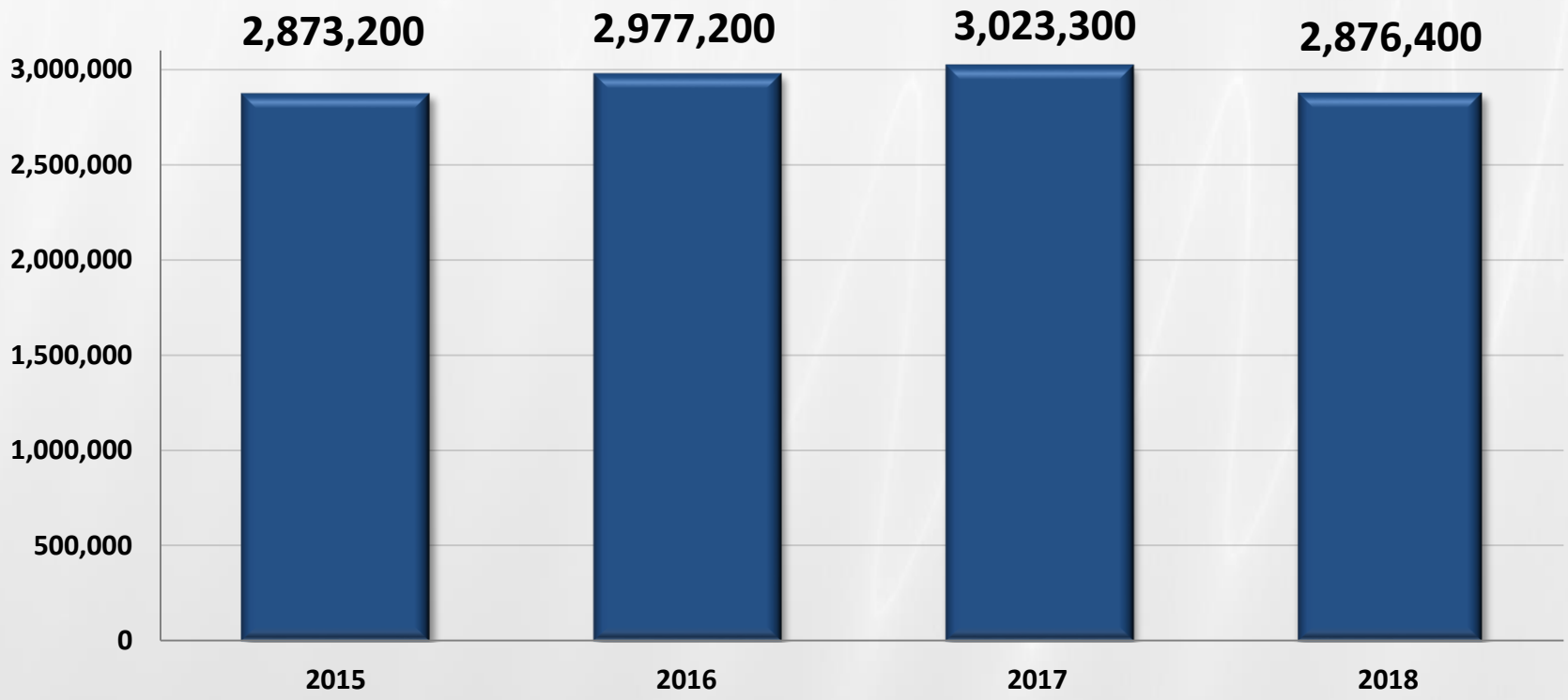
Los Angeles Baby Boomers
Weekly Cume Rating & ATE



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 50-69.

BABY BOOMERS STILL TUNE INTO RADIO EACH WEEK

Los Angeles Baby Boomers
Weekly Cume Person



Source: Nielsen Audio, 2015-2018, Monday – Sunday, 6am-mid, Los Angeles Metro, Persons 50-69.