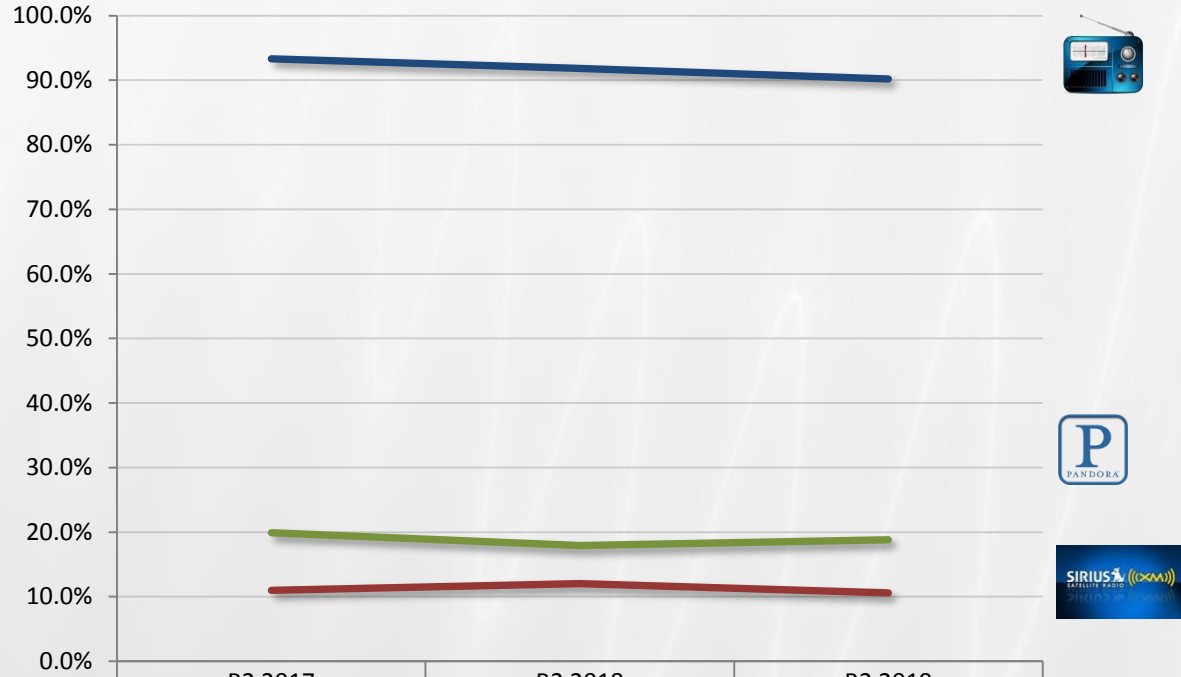


BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

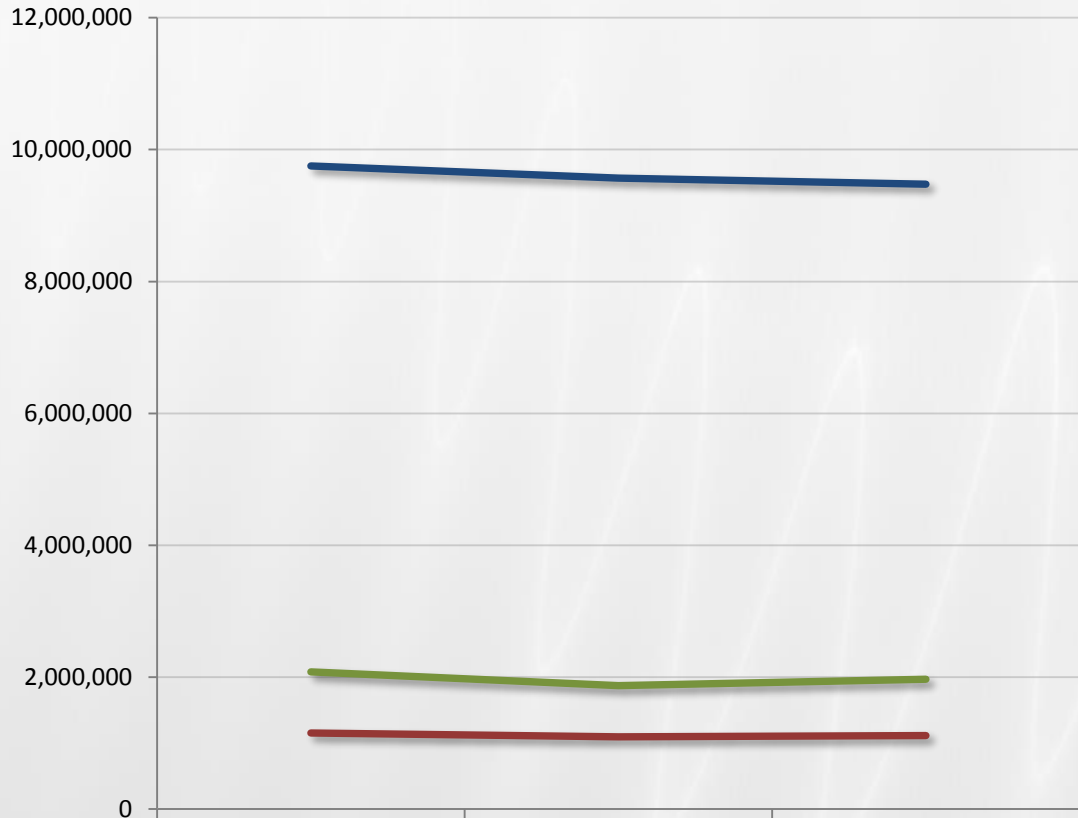
Los Angeles Adults 18+



	R2 2017	R2 2018	R2 2019
Listen to Radio Past WEEK (M-Su, 6a-mid)	93.3%	91.8%	90.2%
Listened to Satellite Radio Past WEEK	11.0%	12.0%	10.6%
Visited Pandora Past WEEK	19.9%	17.9%	18.8%

BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

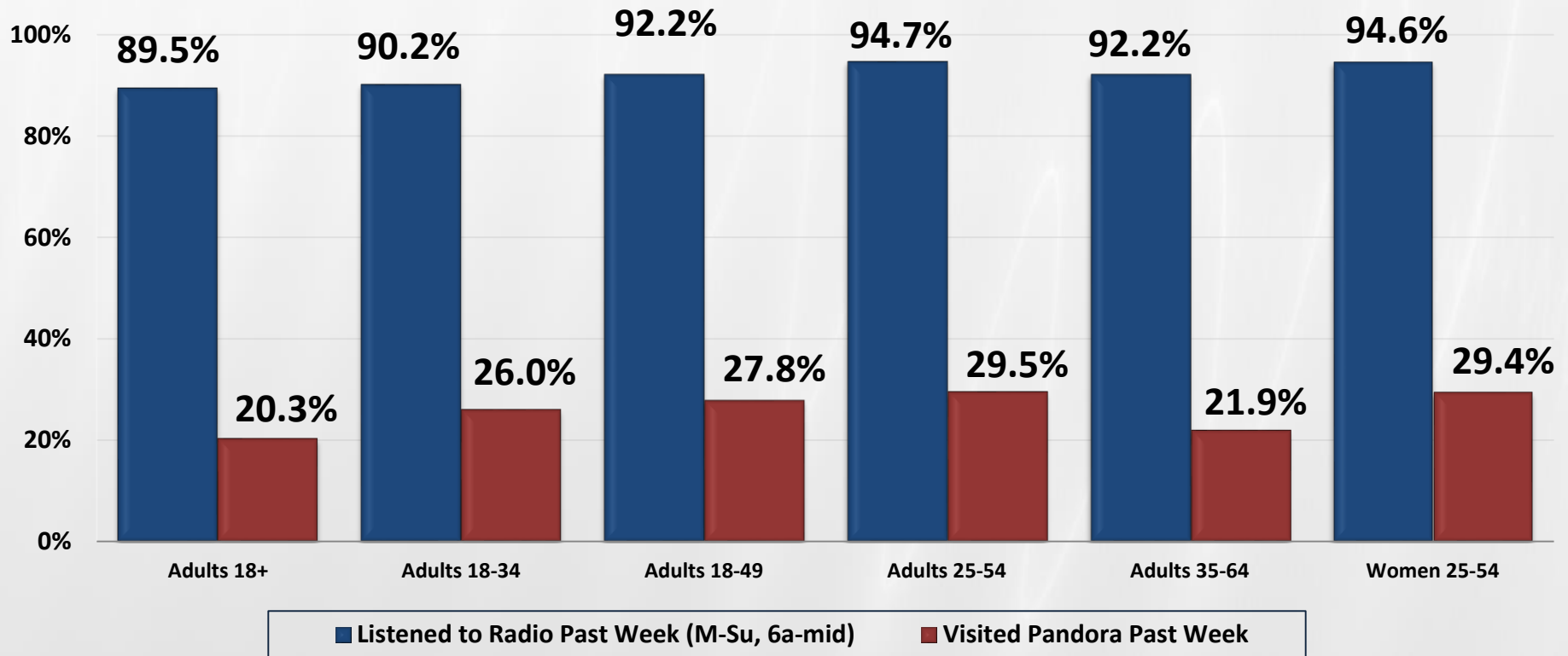
Los Angeles Adults 18+



	R2 2017	R2 2018	R2 2019
Listen to Radio Past WEEK (M-Su, 6a-mid)	9,753,216	9,569,801	9,477,332
Listened to Satellite Radio Past WEEK	1,152,981	1,096,980	1,117,446
Visited Pandora Past MONTH	2,080,291	1,871,719	1,971,285



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



Source: Scarborough, R2 2019 Current (July 2018 – July 2019), Los Angeles DMA.

SATELLITE VS. LOCAL RADIO IN LOS ANGELES

Only **13.6%** of Adults 18+ in **Los Angeles** has **listened** to ANY satellite radio at all in the **past week**. Only **10.6%** **owns** a satellite radio system.

