






## SEE IT ON THE RADIO

### **RADIO REACHES EVERYONE. 93% LISTEN WEEKLY.**

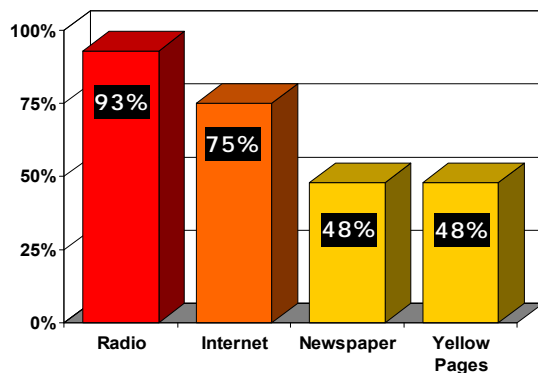
 Radio reaches an overwhelming majority of Americans each week. And, you don't need an expensive gadget to enjoy radio – it's accessible to EVERYONE.

 93% of Americans 12 and older listen to radio weekly.

 92% say radio plays an important part in American life.

 Over 235 million Americans listen to radio regularly.

 3 million new listeners were added between March '07 and March '08.



### **Radio Reaches More People**

Percentage of consumers reached by each of these major media sources in a typical week.

### **RADIO TECHNOLOGY IS EVERYWHERE.**

Radio is responding to marketplace changes with programming innovations and new technologies, like HD Radio. Radio's goal is to be available anywhere there are speakers or headphones.

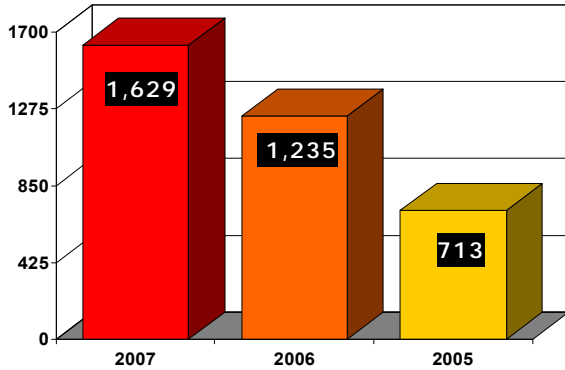
Radio has introduced the following innovations to help consumers access and enjoy radio:

1. Streaming
2. HD Radio
3. Audio Search
4. Podcasting on Demand
5. Texting and mobile applications
6. iTunes tagging



## RADIO OFFERS MORE CHOICES THAN EVER

The industry has invested hundreds of millions of dollars in HD radio, an innovative option that delivers more content choices, with crystal-clear digital sound. There are currently 1,600 digital stations available on the air and on-line and the number is growing fast.



### HD Radio On The Rise

There are more than 1,600 HD radio stations in the U.S., and the number continues to grow.

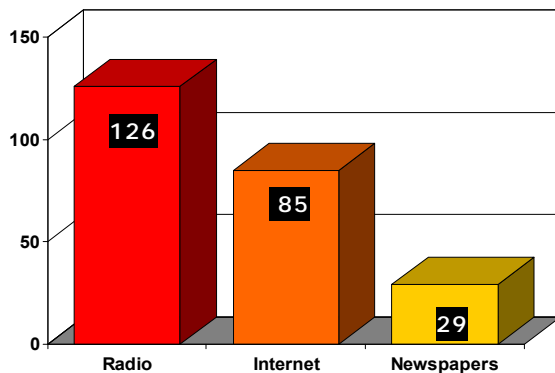
## RADIO IS RESILIENT. IT IS GROWING IN A TIME-STARVED WORLD.



Changes in technology and lifestyle have compressed activities into smaller windows. People are spending less time in the gym, less time with kids, less time with books – they even sleep less! But radio listening has dropped only SLIGHTLY.



Americans are listening EVERYWHERE: At work, in the car, in the garage, on the porch, in the pool, in the shower, on the run, in the laundry room, in the kitchen, in the bedroom, under the covers, at the beach, at the park, on the street, on the bus, in the tent...



### More Than 2 Hours A Day

Average number of minutes consumers spent with these major media sources in the last 24 hours.

Source: "Radio Heard Here", an organization made possible by the National Association of Broadcasters, the Radio Advertising Bureau and the HD Digital Radio Alliance.