

LEVERAGING STRENGTH OF RADIO IN MOBILE WORLD

Published by:
Andrew Curran, DMR/Interactive
acurran@dmrinteractive.com
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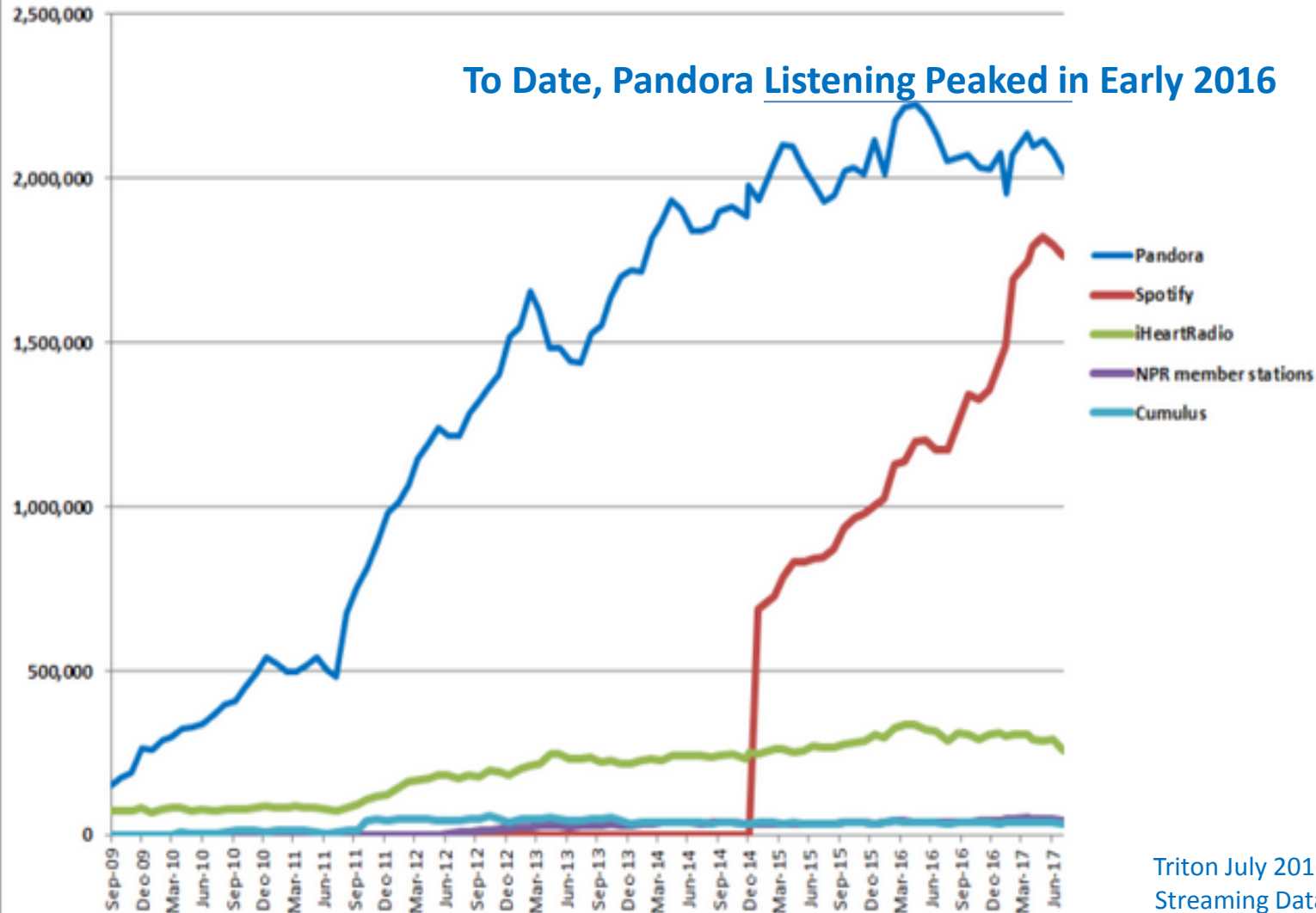
DMR INTERACTIVE 

TRITON STREAMING DATA



Historical Trend, Average Active Sessions (Domestic, Mon-Sun 6a-12m)

To Date, Pandora Listening Peaked in Early 2016



**BASED SOLELY ON
STREAMING DATA,
IT APPEARS
RADIO HAS LOST
THE AUDIENCE
BATTLE TO
PURE-PLAYS**

Triton July 2017
Streaming Data

DOMINANCE OF AM/FM AUDIO



n

COMPARABLE METRICS - ADULTS 18+
AVERAGE WEEK DECEMBER 26, 2016 - MARCH 26, 2017

| ADULTS 18+ UE = 245,740,000 | HOW MANY | | HOW OFTEN | | HOW LONG | | | | |
|--------------------------------|----------------------------|------------|------------------------|-------------------------|-----------------|----------------------------|---------------------------|---------|-----------------|
| | REACH/ CUME/ UNIQUES | REACH % | USAGE DAYS/ WEEK | MINS/ DAY (USERS) | GROSS MINUTES | MINS/ADULT (POPULATION) | MINS/ ADULT (USERS) | AA % | AVG AUDIENCE |
| TV | 218,166,149 | 88.8% | 5.67 | 382 | 507,525,104,876 | 2065 | 2170 | 20.5% | 50,349,713 |
| Radio | 227,562,000 | 92.6% | 5.11 | 164 | 190,469,394,000 | 775 | 837 | 7.7% | 18,895,773 |
| TV-Connected Devices | 116,850,031 | 47.6% | 3.79 | 141 | 68,869,262,469 | 280 | 533 | 2.8% | 6,832,268 |
| PC | 125,384,858 | 51.0% | 4.36 | 191 | 104,394,297,422 | 425 | 833 | 4.2% | 10,356,577 |
| PC Video | 74,853,866 | 30.5% | 3.59 | 128 | 34,355,132,201 | 140 | 459 | 1.4% | 3,408,247 |
| PC Streaming Audio | 22,200,969 | 9.0% | 2.14 | 56 | 2,646,348,210 | 11 | 119 | 0.1% | 262,535 |
| PC Social Network | 72,555,633 | 29.5% | 3.58 | 58 | 15,009,234,429 | 61 | 207 | 0.6% | 1,489,011 |
| Smartphone (App+Web) | 203,574,684 | 82.8% | 5.85 | 201 | 239,853,673,908 | 976 | 1178 | 9.7% | 23,795,007 |
| Smartphone Video | 127,731,758 | 52.0% | 2.86 | 32 | 11,521,397,685 | 47 | 90 | 0.5% | 1,142,996 |
| Smartphone Streaming Audio | 103,282,496 | 42.0% | 3.25 | 26 | 8,675,920,581 | 35 | 84 | 0.4% | 860,706 |
| Smartphone Social Network | 179,807,409 | 73.2% | 5.16 | 64 | 59,446,280,102 | 242 | 331 | 2.4% | 5,897,448 |
| Tablet (App+Web) | 92,688,407 | 37.7% | 4.56 | 138 | 58,387,238,406 | 238 | 630 | 2.4% | 5,792,385 |
| Tablet Video | 45,753,755 | 18.6% | 2.28 | 45 | 4,708,765,826 | 19 | 103 | 0.2% | 467,139 |
| Tablet Streaming Audio | 26,047,877 | 10.6% | 2.80 | 32 | 2,349,462,129 | 10 | 90 | 0.1% | 233,082 |
| Tablet Social Network | 75,276,736 | 30.6% | 3.76 | 52 | 14,622,792,177 | 60 | 194 | 0.6% | 1,450,674 |

**LATEST
NIELSEN AUDIO
COMPARABLE
METRICS REPORT
TELLS ENTIRELY
DIFFERENT STORY**

AM/FM VS. SMARTPHONE STREAMING

COMPARABLE METRICS - ADULTS 18+

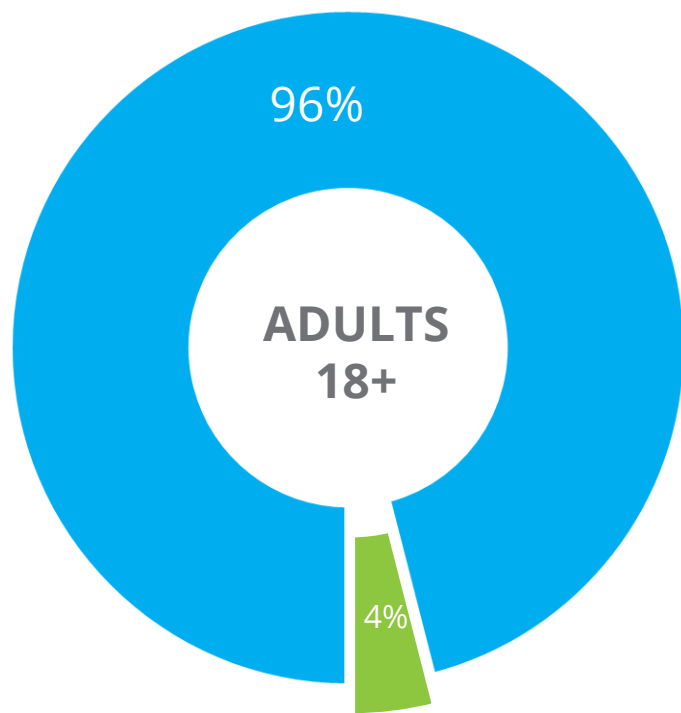
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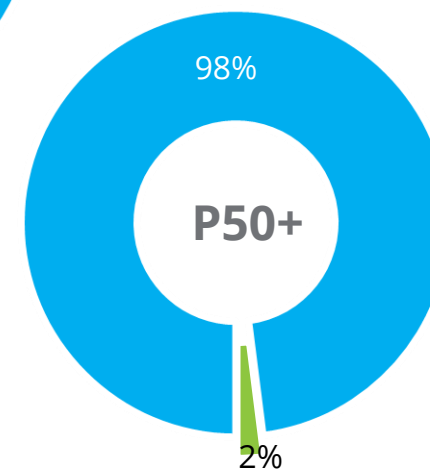
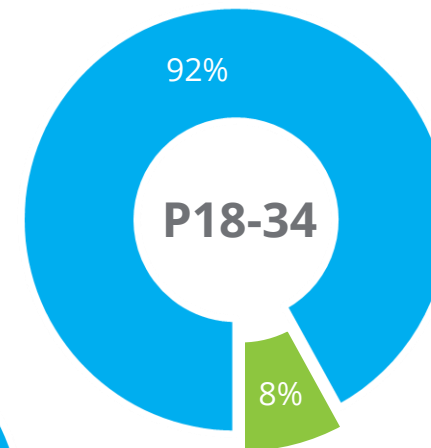
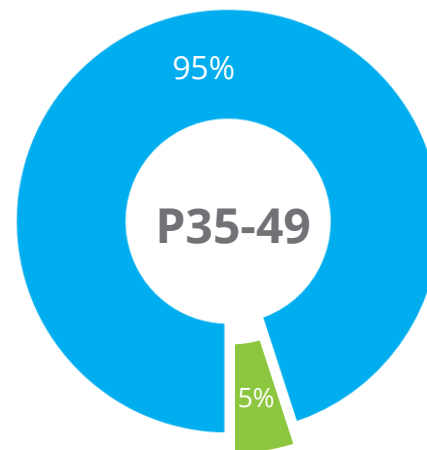
**THAT'S
720,000,000,000
MORE MINUTES FOR RADIO
THIS YEAR**
(including pure-plays)

FOCUS ON SMARTPHONE AUDIO

SHARE OF TIME SPENT WITH AUDIO (GROSS MINUTES)



- Radio
- Smartphone Audio



19 out of every 20 minutes
spent with audio is with
over-the-air Radio
vs. 1 in 20 for streaming smartphone audio

Source: Nielsen Comparable Metrics Report Q1 2017 / Adults = P18+

Note: Streaming Audio accounts for listening via Smartphone to content providers such as Pandora, Spotify, iHeartRadio, etc

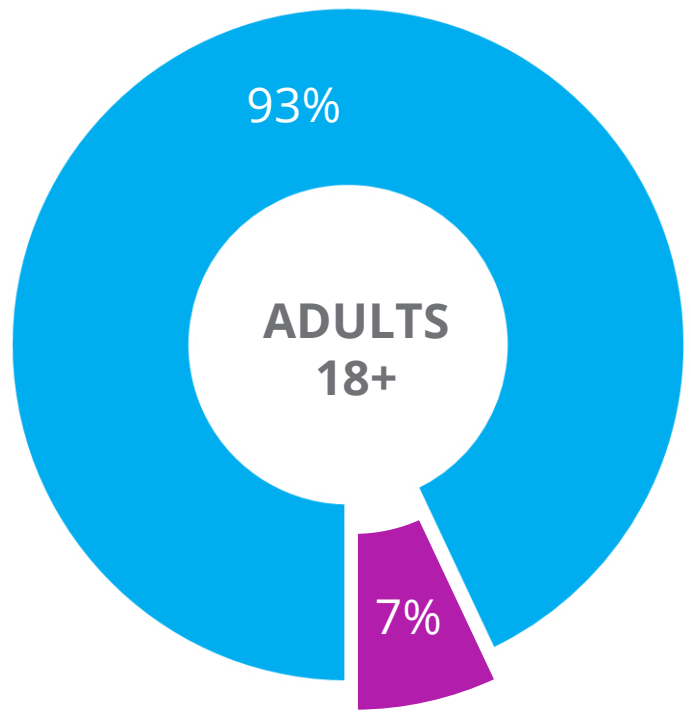
AM/FM VS. OVERALL STREAMING



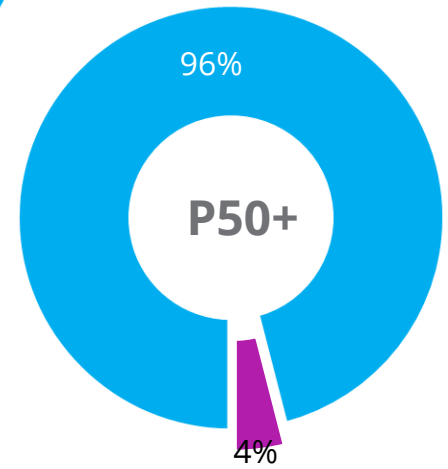
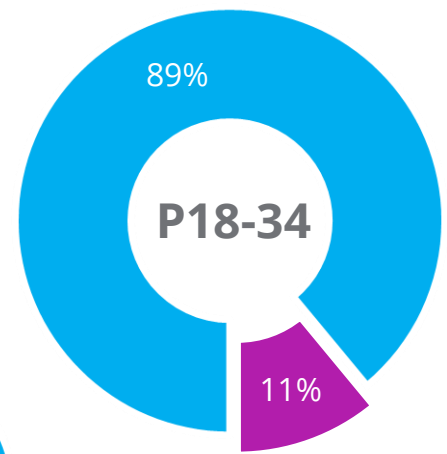
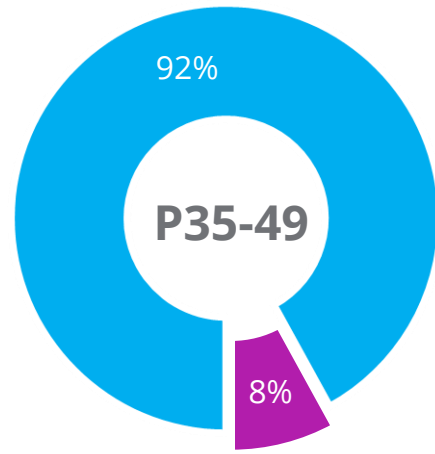
**ADD IN STREAMING
ON TABLETS AND PCs,
THE STORY DOESN'T CHANGE**

FOCUS ON STREAMING AUDIO

SHARE OF TIME SPENT WITH AUDIO (GROSS MINUTES)



■ Radio ■ Streaming Audio



9 out of every 10 minutes spent with audio is with **over-the-air Radio** vs. 1 in 10 for streaming audio

Source: Nielsen Comparable Metrics Report Q1 2017 / Adults = P18+

Note: Streaming Audio accounts for listening via PC, Smartphone, and Tablet to content providers such as Pandora, Spotify, iHeartRadio, etc

AM/FM VS. OVERALL STREAMING 

**WITH UNIVERSAL SMARTPHONE ADOPTION,
WHAT DRIVES AM/FM RADIO'S SUSTAINED
AUDIO DOMINANCE?**

WHAT DRIVES RADIO LISTENING?



EMPLOYMENT



TRUTH ABOUT EMPLOYMENT 

**WHEN YOU HEAR 5% UNEMPLOYMENT,
THE NATURAL ASSUMPTION IS THAT
95% OF AMERICANS ARE WORKING**

THAT'S INCORRECT

TRUTH ABOUT EMPLOYMENT



ONLY 60% OF ADULTS ARE WORKING
(150 MILLION AMERICANS)

40% OF ADULTS ARE OUT OF THE WORKFORCE
(100 MILLION AMERICANS)

TRUTH ABOUT AM/FM RADIO



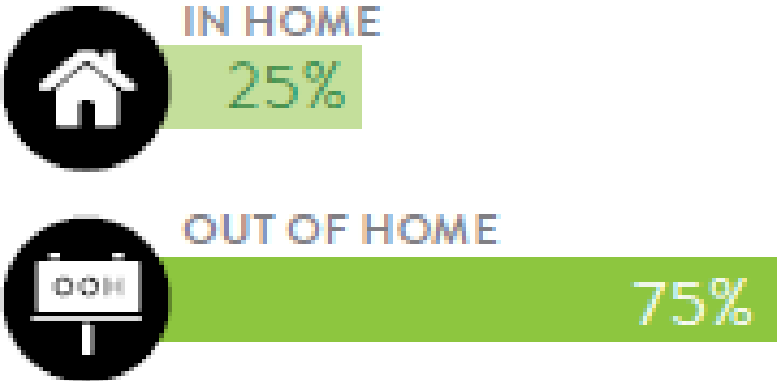
**RADIO DISPROPORTIONATELY DELIVERS
THE AUDIENCE THAT ADVERTISERS
WANT TO REACH:**

**PEOPLE WITH MONEY TO SPEND
(EMPLOYED PERSONS)**

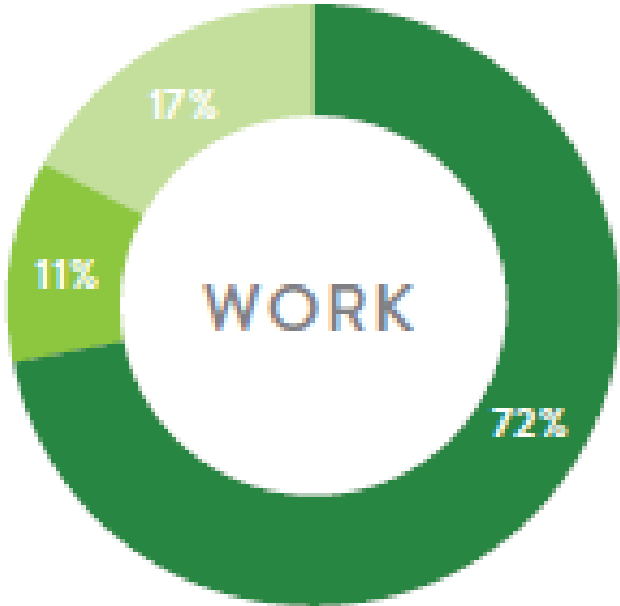
YOUR AUDIENCE IS EMPLOYED



LISTENING LOCATION



Source: RADAR 127, December 2015; M-SU 6AM-MID
Nielsen National Regional Database, Spring 2015, M-SU 6AM-MID;
Nielsen Comparable Metrics Report Q3 2015



● FULL-TIME ● PART-TIME
● NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

TRUTH ABOUT AM/FM RADIO

P18-24: EMPLOYED PERSONS DRIVE 63% OF LISTENING
A25-54: EMPLOYED PERSONS DRIVE 85% OF LISTENING

THE DIFFERENCE ISN'T DUE TO MILLENNIALS AND SMARTPHONES

**P18-24 ARE MUCH LESS LIKELY TO HAVE COMMITTED THEMSELVES
TO FULL-TIME EMPLOYMENT**

**P18-24 HAVE NEVER DRIVEN HEAVY RADIO LISTENING
IT WAS AS TRUE 20 YEARS AGO AS IT IS TODAY**

EMPLOYMENT DRIVES GOOGLE SEARCH

TOP GOOGLE “HOW TO” SEARCH RESULTS PROVIDE OPPORTUNITY FOR YOUR DIGITAL CONTENT TO CONNECT WITH WHAT DRIVES LISTENING: WORK


1. HOW TO TIE A TIE
6. HOW TO MAKE MONEY
8. HOW TO WRITE A COVER LETTER
11. HOW TO WRITE A RESUME

Source: <https://endresult.wordpress.com/2017/10/01/employment-the-key-to-unlocking-your-online-strategy/>

WIN THE COMMUTE OWN THE WORKDAY       



**INCORPORATE
MARKETING STRATEGY
THAT LEVERAGES THE
IMPACT OF
EMPLOYMENT ON
RADIO LISTENING**

**DOUBLE
YOUR PAYCHECK[®]**


For More Info Contact:
Andrew Curran, DMR/Interactive
acurran@dmrinteractive.com

DMR INTERACTIVE 