

# RADIO UPDATE

PPM TRENDING DATA FEB 24, 2020-MAY 10, 2020

**RADIO**  
CONNECTS

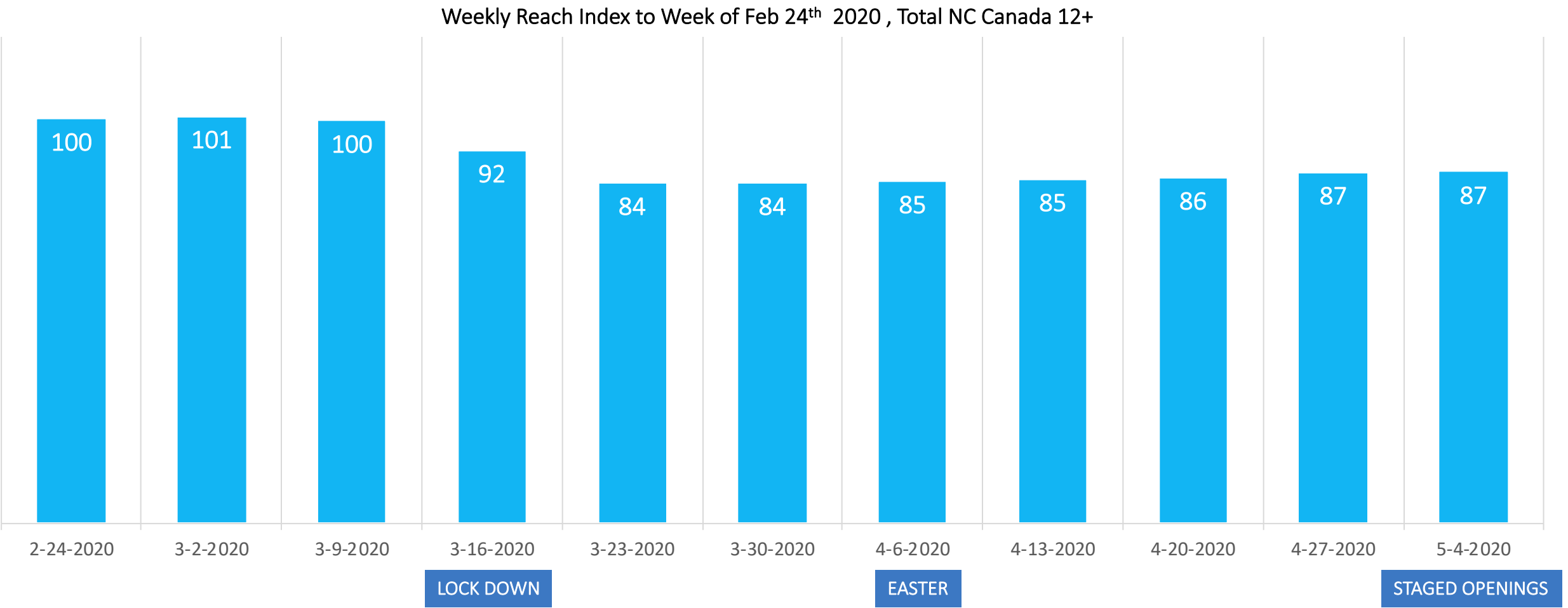
# A Radio PPM Update

- The following provides insights on trends in AM/FM tuning from the weeks of February 24, 2020 thru to the week ending May 10<sup>th</sup>, 2020.
- Data is reflective of Total Canada Non-Currency. This data reflects listening from smaller markets across the country with different demographic compositions and commuting behaviours than the traditional radio CMA's and provides a holistic overview.
- Week over week data detailed in the following slides has been indexed to the week of Feb 24th, prior to the COVID-19 "lock down".
- With changes to restrictions on business operations and more staged openings of public spaces and local businesses, time spent listening and reach of radio is increasing.

# Summary – w/o May 4 vs. w/o Feb 24, 2020

- AM/FM has retained 87% of 12+ Reach and 88% Reach against A25-54, despite decreases in OOH tuning.
- As Reach is growing, so are average minute audiences.
- Radio continues to be an important connection. Canadians at home are being reached by radio, indexing at 91.
- While at home, AMA peaked at an index of 121 w/o March 30 and indexed at 115 w/o May 4.
- A25-54 are listening to more AM/FM Radio at home, over indexing at 122.

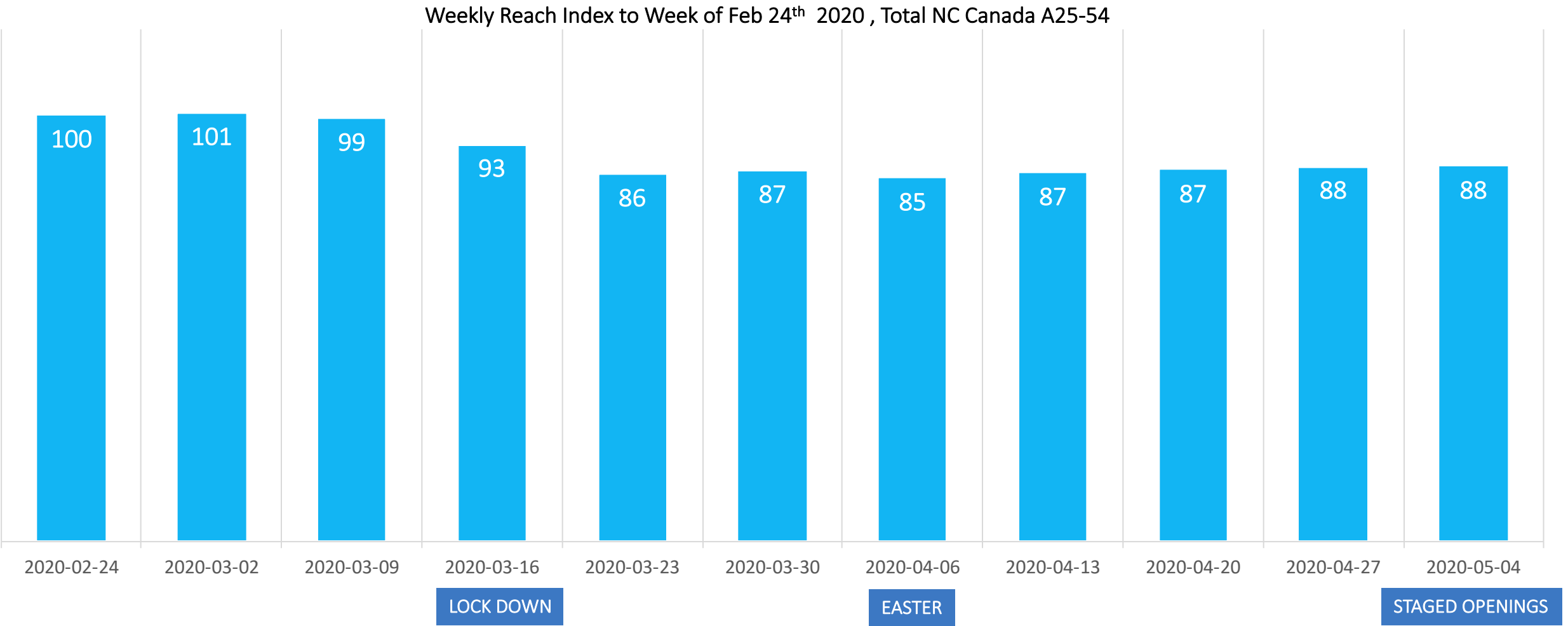
# Radio's reach retention is growing as Canadians begin to get 'out and about'



SOURCE: NUMERIS PPM / NC CANADA / M-SU 2a-2a / WEEKLY REACH | Radio Connects data reflects Numeris PPM Non Currency audiences which include listening from smaller markets across the country with different demographic compositions and commuting behaviours than the traditional radio CMAs

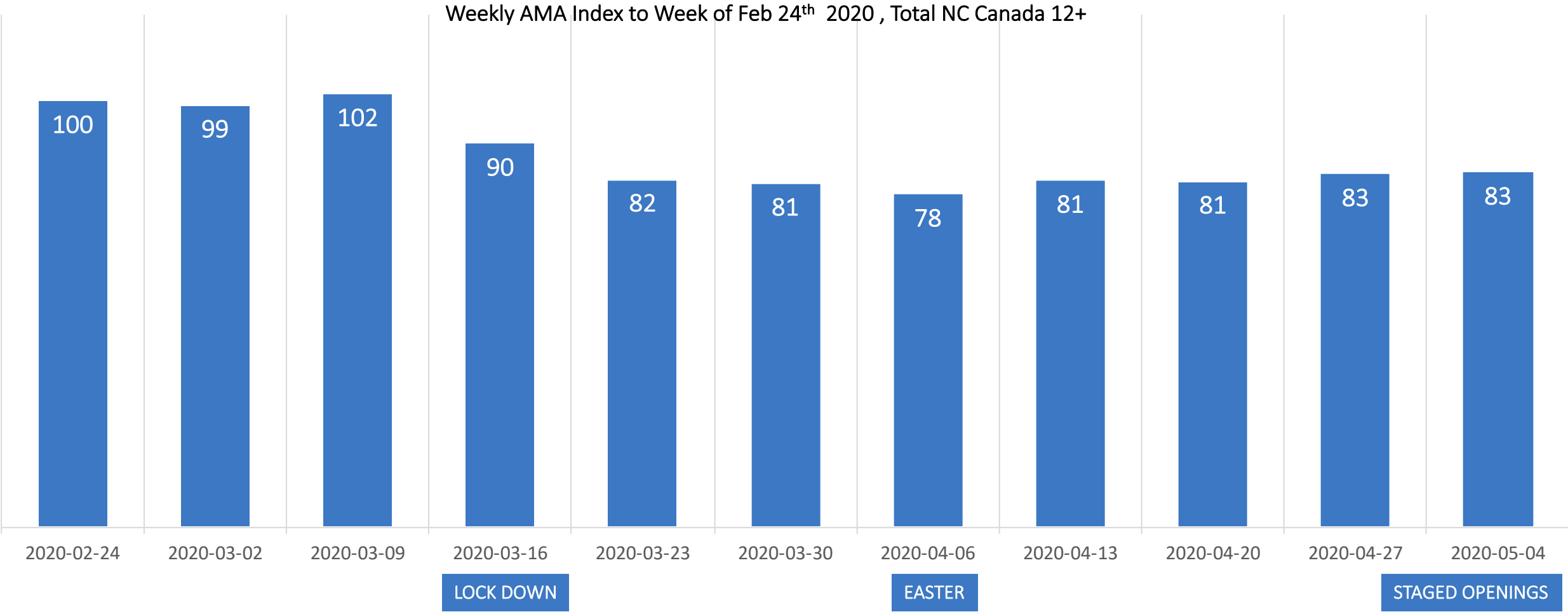


# 88% Reach retention for A25-54 vs. Pre-COVID-19



SOURCE: NUMERIS PPM / NC CANADA / M-SU 2a-2a / WEEKLY REACH | Radio Connects data reflects Numeris PPM Non Currency audiences which include listening from smaller markets across the country with different demographic compositions and commuting behaviours than the traditional radio CMAs

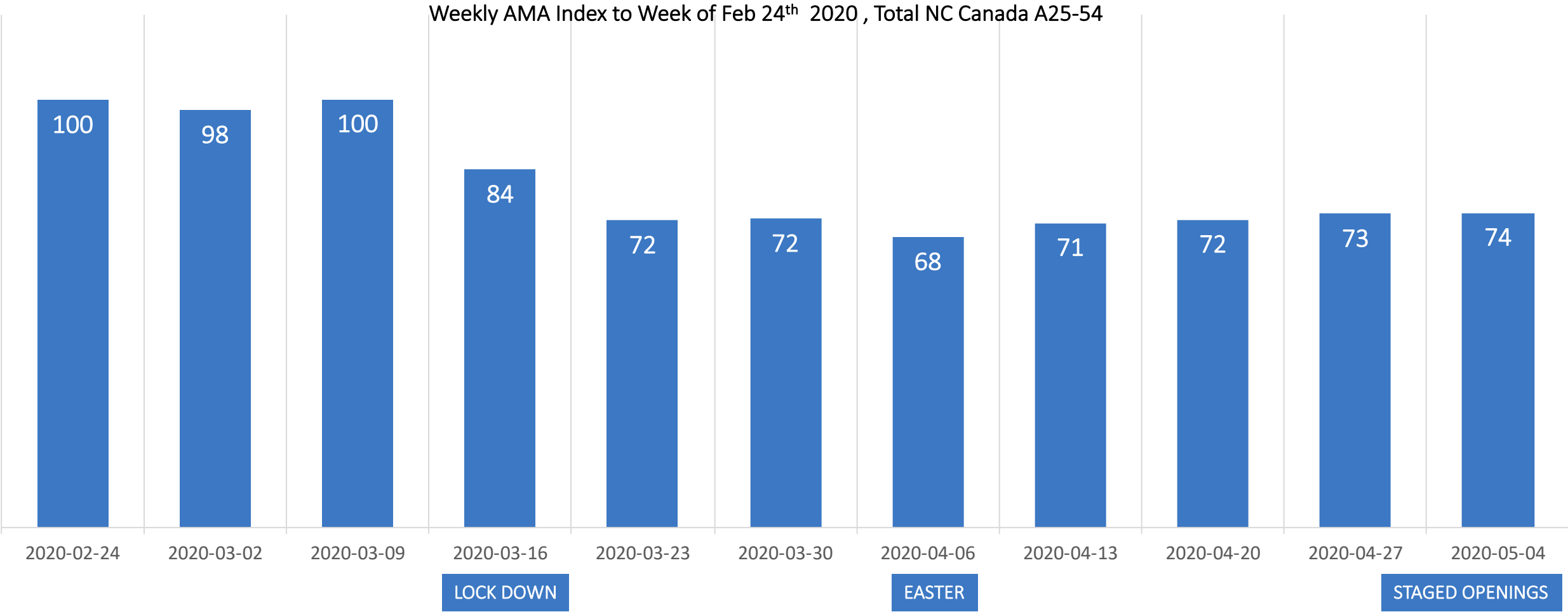
# As Reach grows, so are AMA's



SOURCE: NUMERIS PPM / NC CANADA / M-SU 2a-2a / AMA | Radio Connects data reflects Numeris PPM Non Currency audiences which include listening from smaller markets across the country with different demographic compositions and commuting behaviours than the traditional radio CMAs



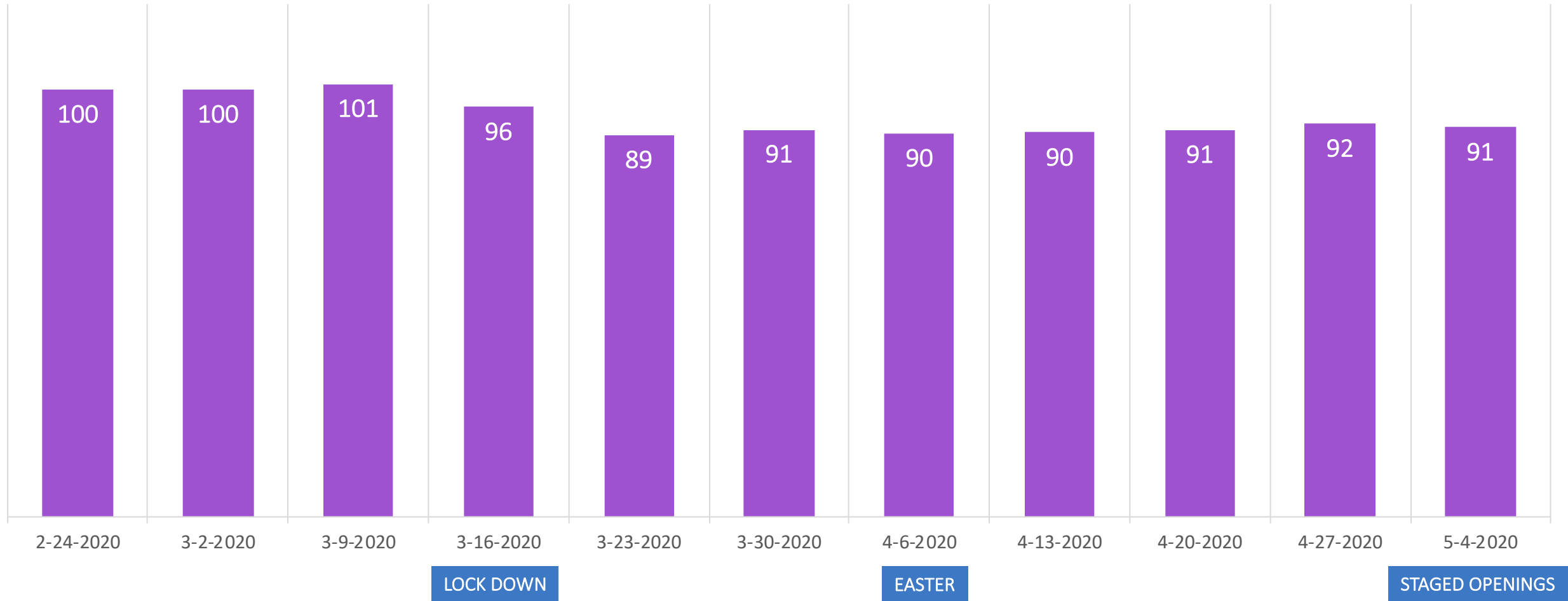
# A25-54: AMA Index to Week of Feb 24<sup>th</sup> 2020



SOURCE: NUMERIS PPM / NC CANADA / M-SU / AW / AMA | Radio Connects data reflects Numeris PPM Non Currency audiences which include listening from smaller markets across the country with different demographic compositions and commuting behaviours than the traditional radio CMAs

# Radio continues to be an important connection reaching Canadians at home

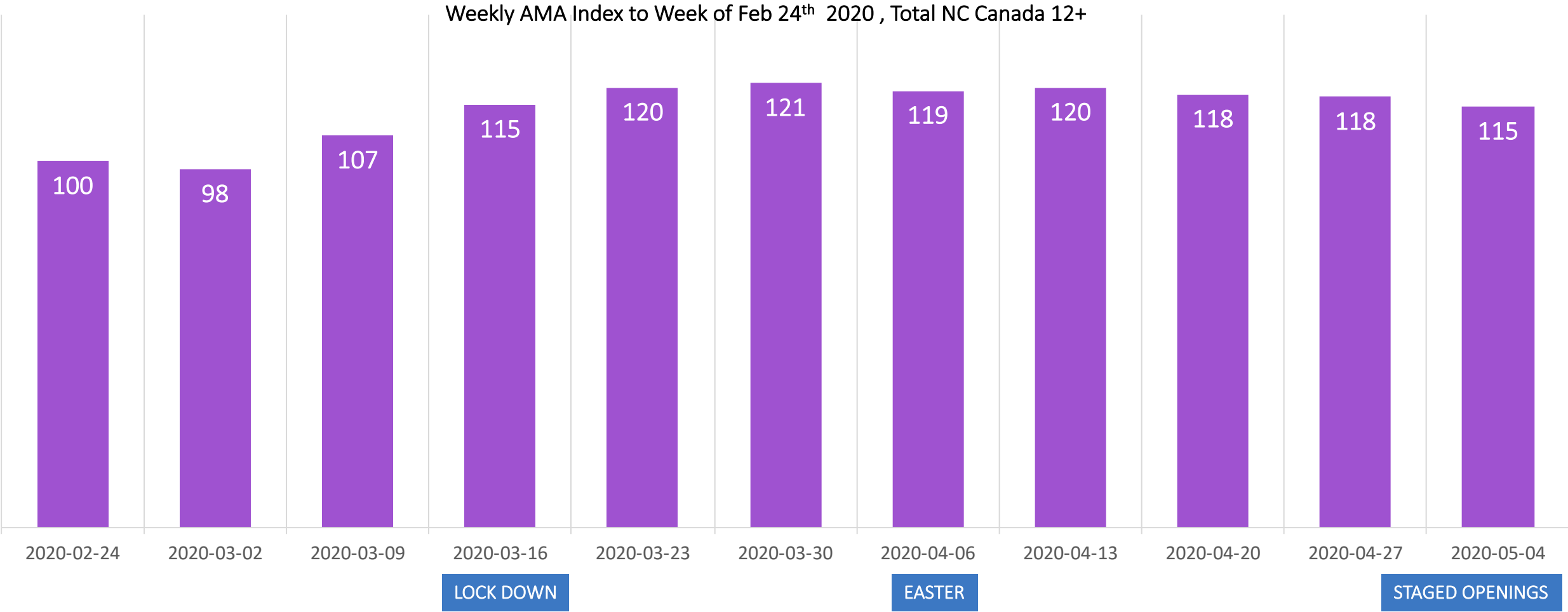
Weekly Reach In Home Index to Week of Feb 24<sup>th</sup> 2020 , Total NC Canada 12+



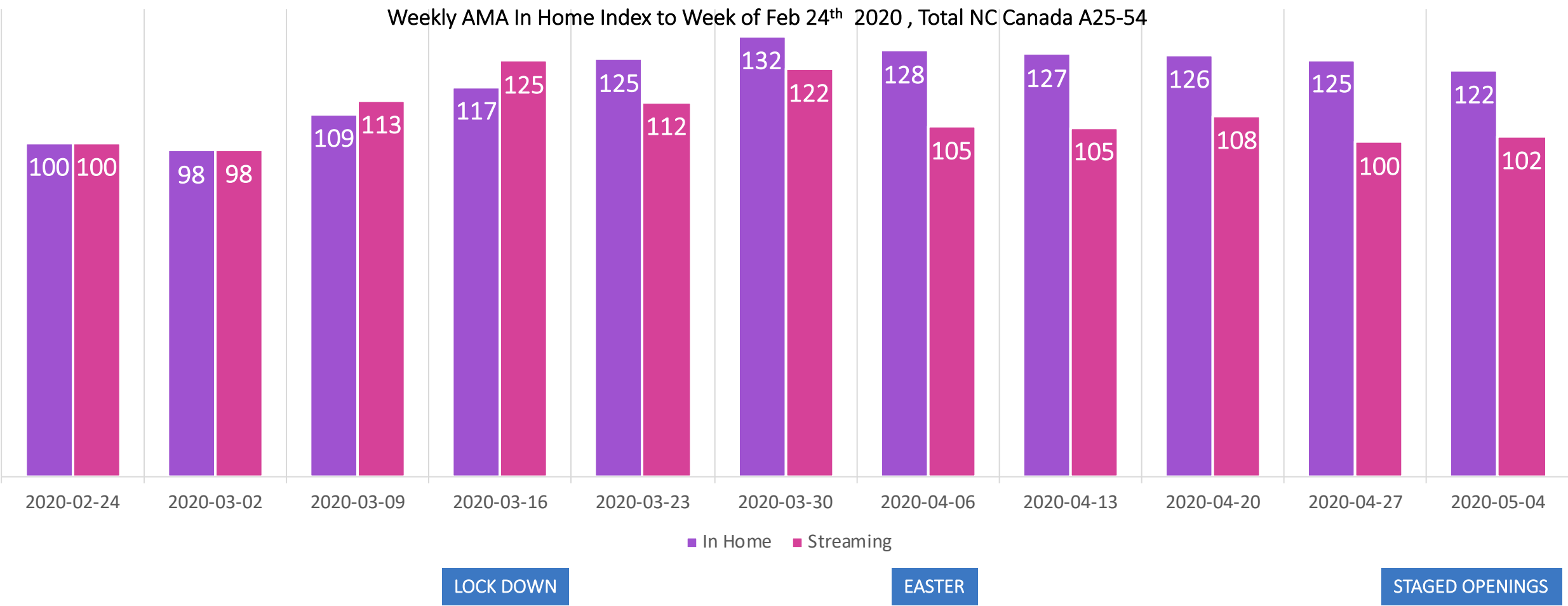
SOURCE: NUMERIS PPM / NC CANADA / M-SU 2a-2a / WEEKLY REACH / IN HOME | Radio Connects data reflects Numeris PPM Non Currency audiences which include listening from smaller markets across the country with different demographic compositions and commuting behaviours than the traditional radio CMAs



# Canadians are listening more to AM/FM Radio while at home



# A25-54 are streaming more and listening to more AM/FM Radio at home vs. Pre-COVID-19



SOURCE: NUMERIS PPM / NC CANADA / M-SU 2a-2a / AMA / IN HOME ( BROADCAST +STREAM) / STREAMING ( IN+OUT OF HOME) Radio Connects data reflects Numeris PPM Non Currency audiences which include listening from smaller markets across the country with different demographic compositions and commuting behaviours than the traditional radio CMAs

