



RADIO ON THE MOVE 2020

RADIO
CONNECTS

An update on the expanding audio landscape

Signal 
Insights



YEAR 11



4,000
CANADIANS 18+

ONLINE SURVEY IN FIELD NOV 2019-JAN 2020

A representative sample of 4,000 Canadians 18+ from Maru Voice Canada.

OBJECTIVES

Radio On The Move 2020

Investigate

How and when audio is being consumed, both in-car and throughout the day.

Inform

What are the implications for the media and advertising communities.

Identify

Emerging technologies and the opportunities they present.



DEFINITIONS USED IN REPORT



Streamed AM/FM Radio

Broadcast AM/FM Radio streamed either through an app, a station's website or smart speaker



Podcasts

Pre-recorded digital audio programs, usually spoken word, that you can subscribe to in a feed and/or download to listen to later



Free Ad-Supported Music Streaming

Music streaming services that include ads, but do not have a subscription fee



Paid Ad-Free Music Streaming

Paid subscriptions to music streaming services that allow on-demand access with no ads. (e.g., Spotify Premium)



YouTube for Music

Using YouTube to listen to music, as opposed to video content



Personal Music

CDs, vinyl, and owned digital music files such as .mp3s



Buyable Audio

Audio that is available to Canadian advertisers

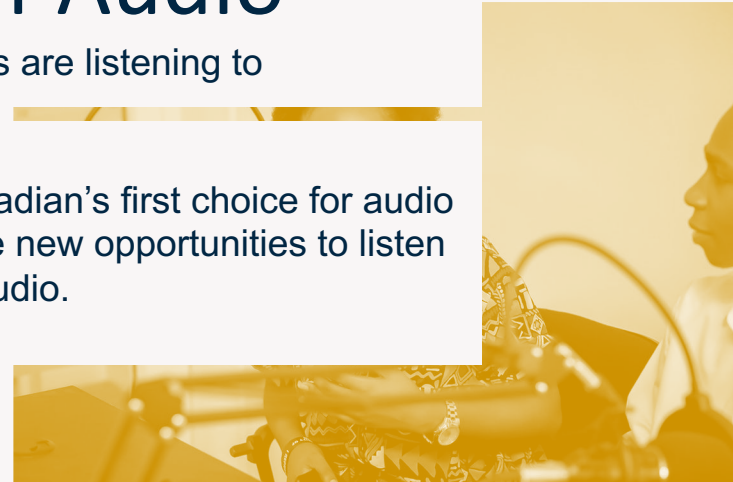




Share of Audio

What Canadians are listening to

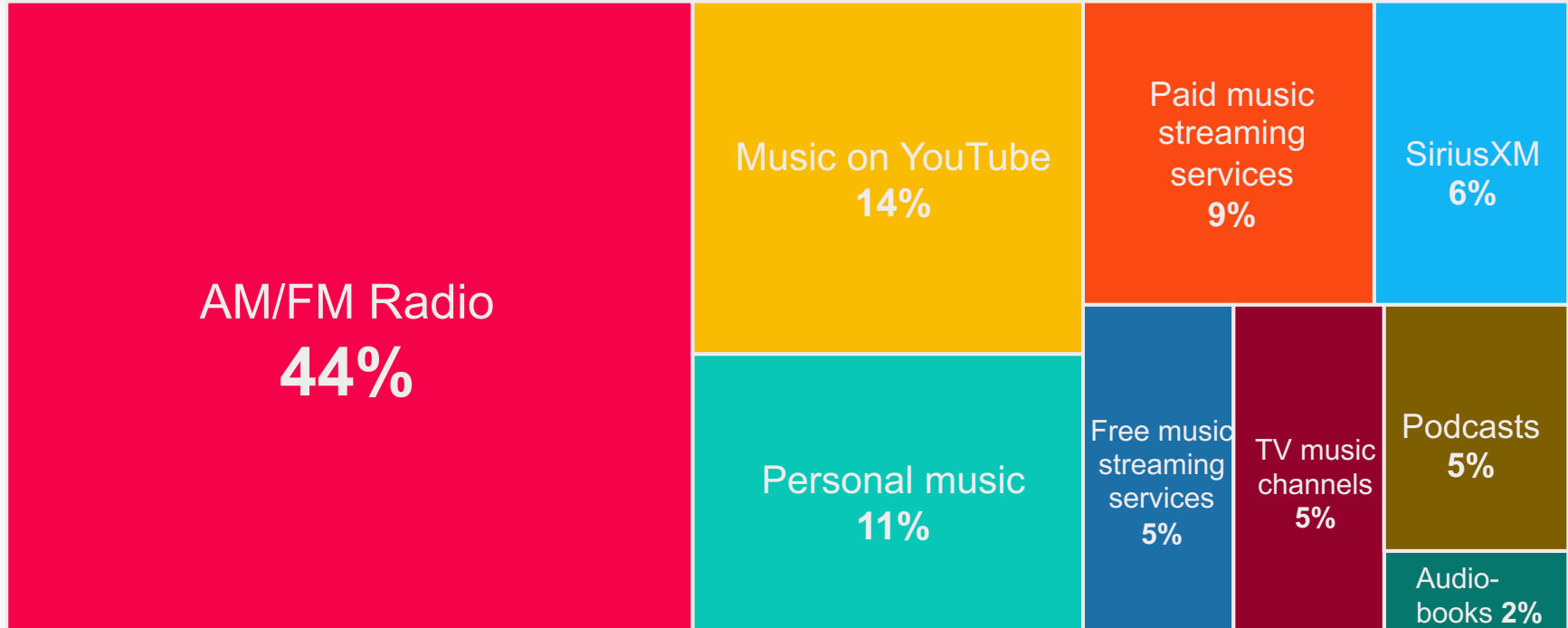
AM/FM Radio remains Canadian's first choice for audio even as new options create new opportunities to listen to audio.



AM/FM RADIO HOLDS THE LARGEST SHARE OF ALL AUDIO

Even with an expanding range of music and spoken word options, AM/FM Radio retains the lion's share of listening.

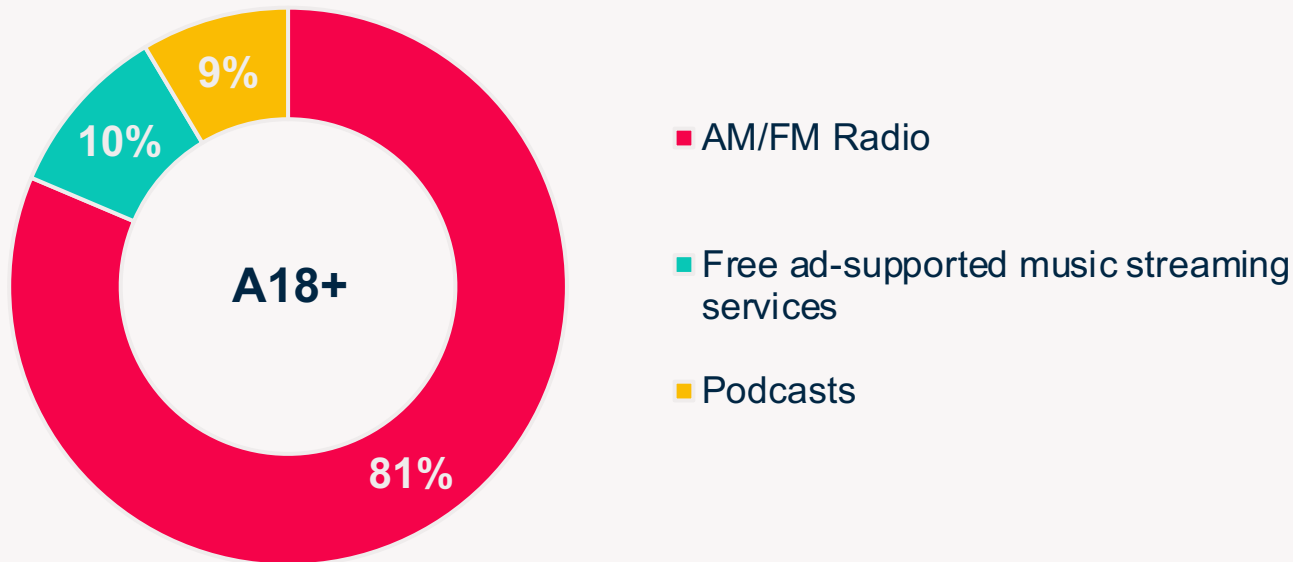
A18+ Share of audio time spent



AM/FM RADIO DOMINATES SHARE OF BUYABLE AUDIO

AM/FM Radio accounts for more than 80% of the audio consumption available to Canadian advertisers.

Share of Buyable Audio

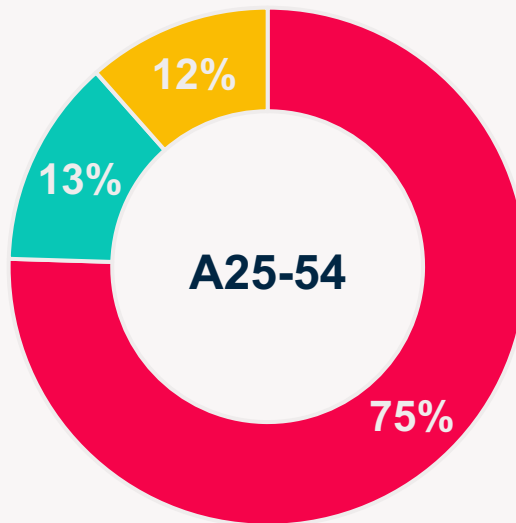
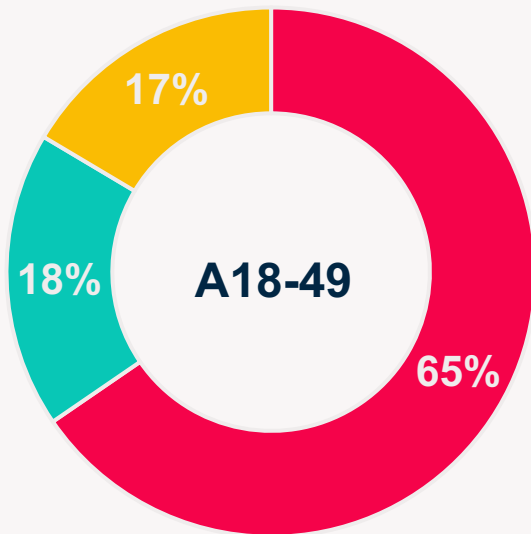


THREE-QUARTERS OF BUYABLE HOURS BY A25-54 IS AM/FM

AM/FM Radio delivers advertisers' maximum impressions in key demos, accounting for 3/4s of ratings available to reach 25-54 adults.

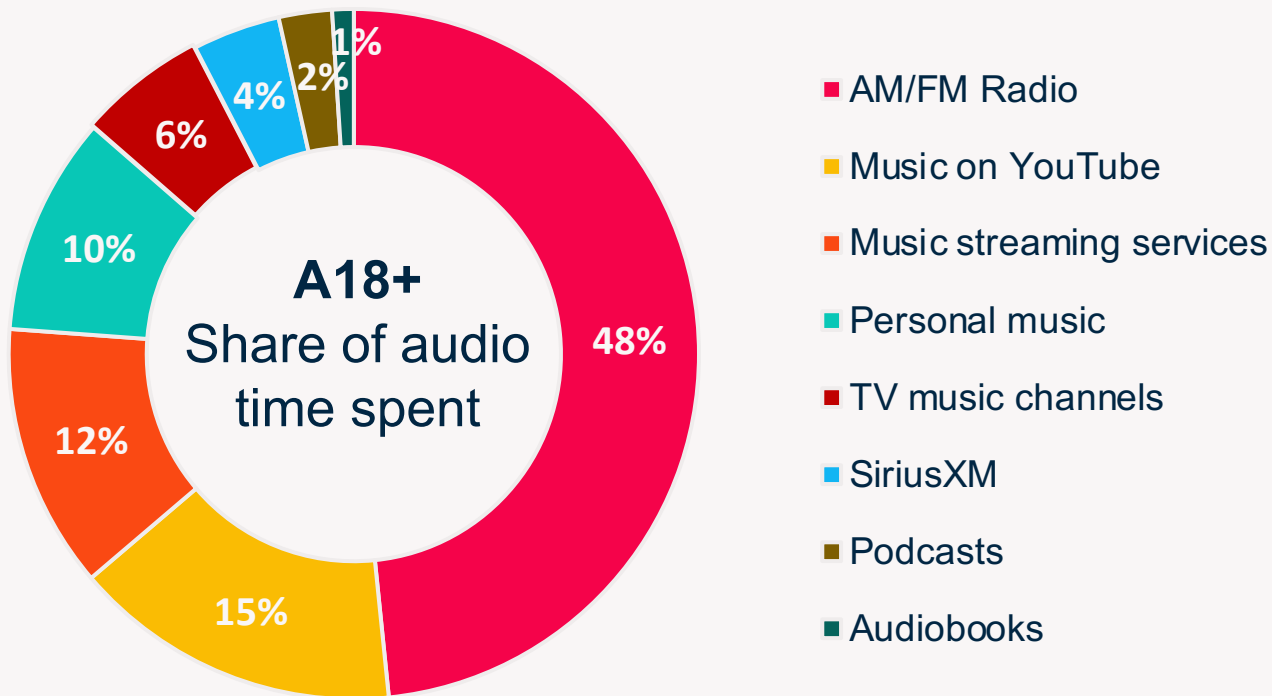
Share of Buyable Audio

■ AM/FM Radio ■ Free ad-supported music streaming services ■ Podcasts



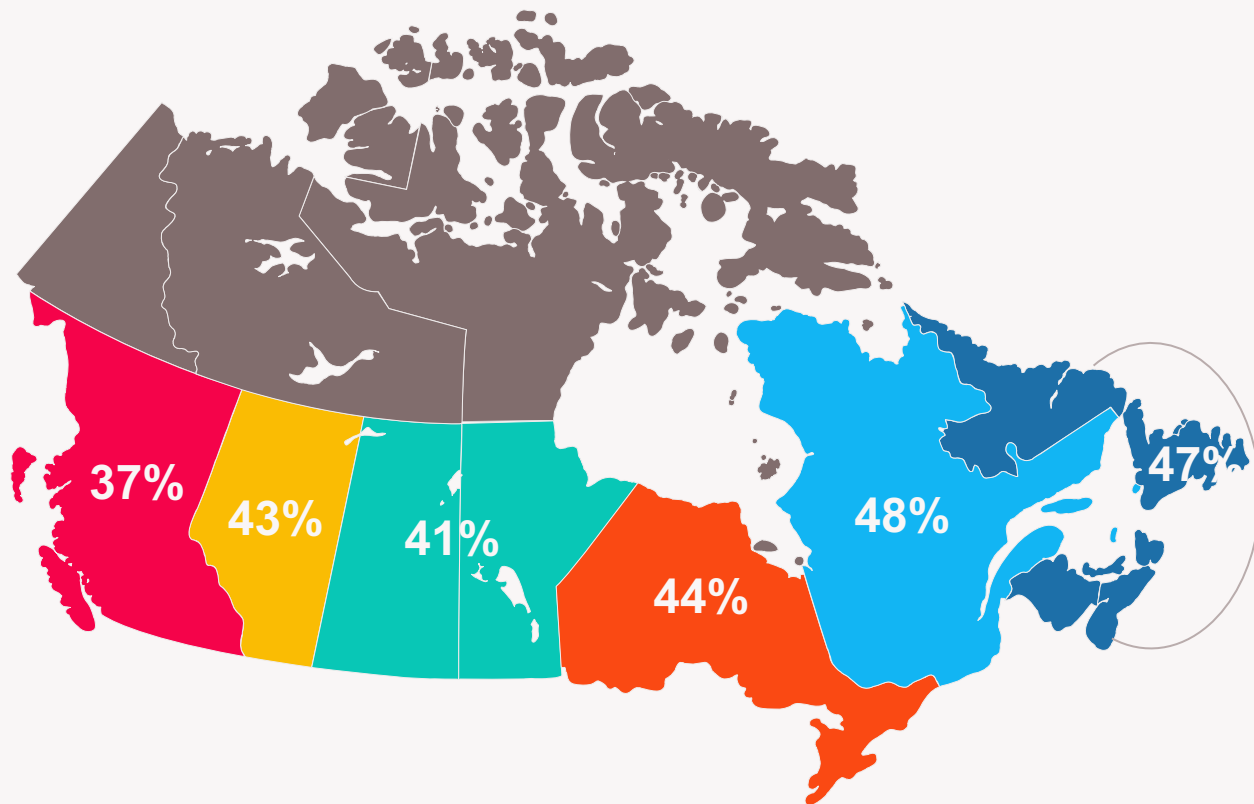
AM/FM RADIO HAS AN EVEN LARGER SHARE IN QUEBEC

AM/FM Radio's share is 48% in Quebec, 4 points higher than the Canadian average, while streaming and podcasting is lower.



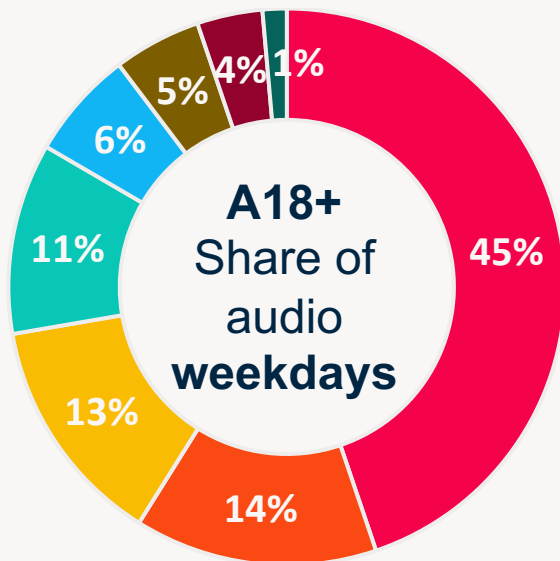
AM/FM RADIO SHARE BY REGION

AM/FM Radio represents a larger *share* of audio consumption in Ontario, Quebec and Atlantic Canada.

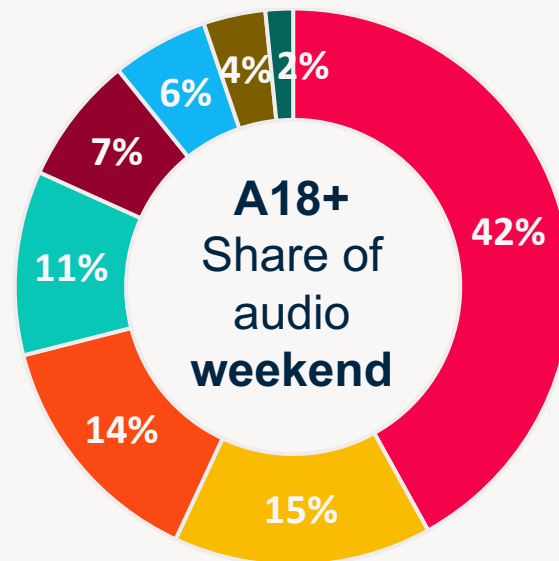


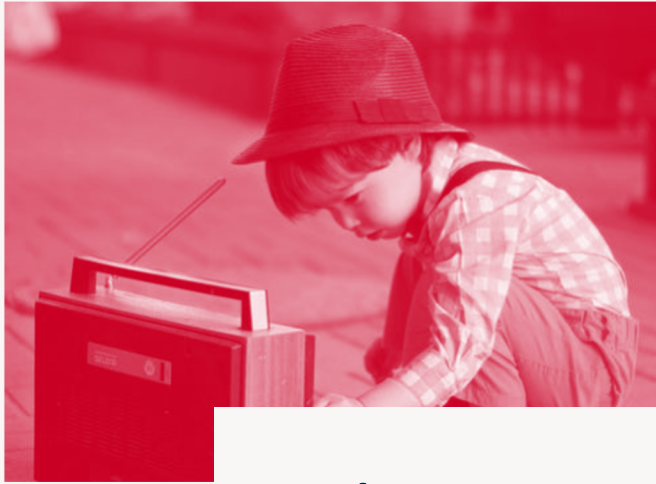
AM/FM RADIO'S STRENGTH EXTENDS THROUGHOUT THE WEEK

Share of audio is comparable between weekdays and weekends.



- AM/FM Radio
- Music streaming services
- Music on YouTube
- Personal music
- SiriusXM
- Podcasts
- TV music channels
- Audiobooks

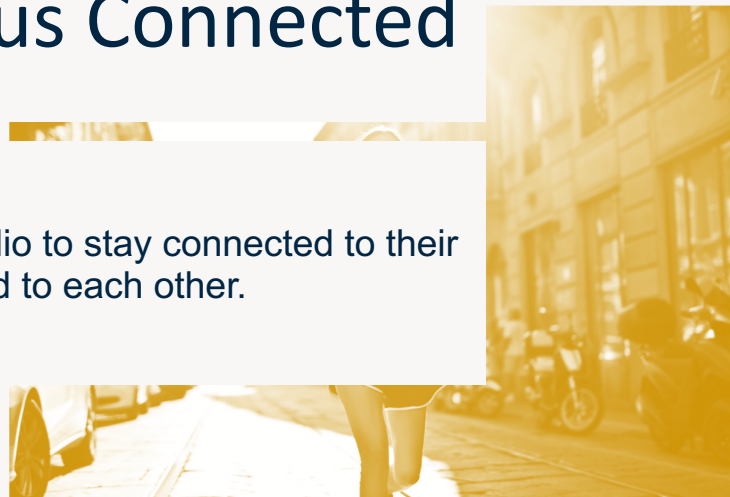




Radio Keeps us Connected



Canadians use AM/FM Radio to stay connected to their community and to each other.





“Now you can hear anything you want, whenever you want—that’s great. But knowing what to listen to hasn’t been completely figured out yet. What I originally thought was, if I had a service like that, all I’d want to do is DJ all day. But once I had it, I realized that I really don’t like having to DJ. I like being surprised by what comes on next. I like it coming to me.”

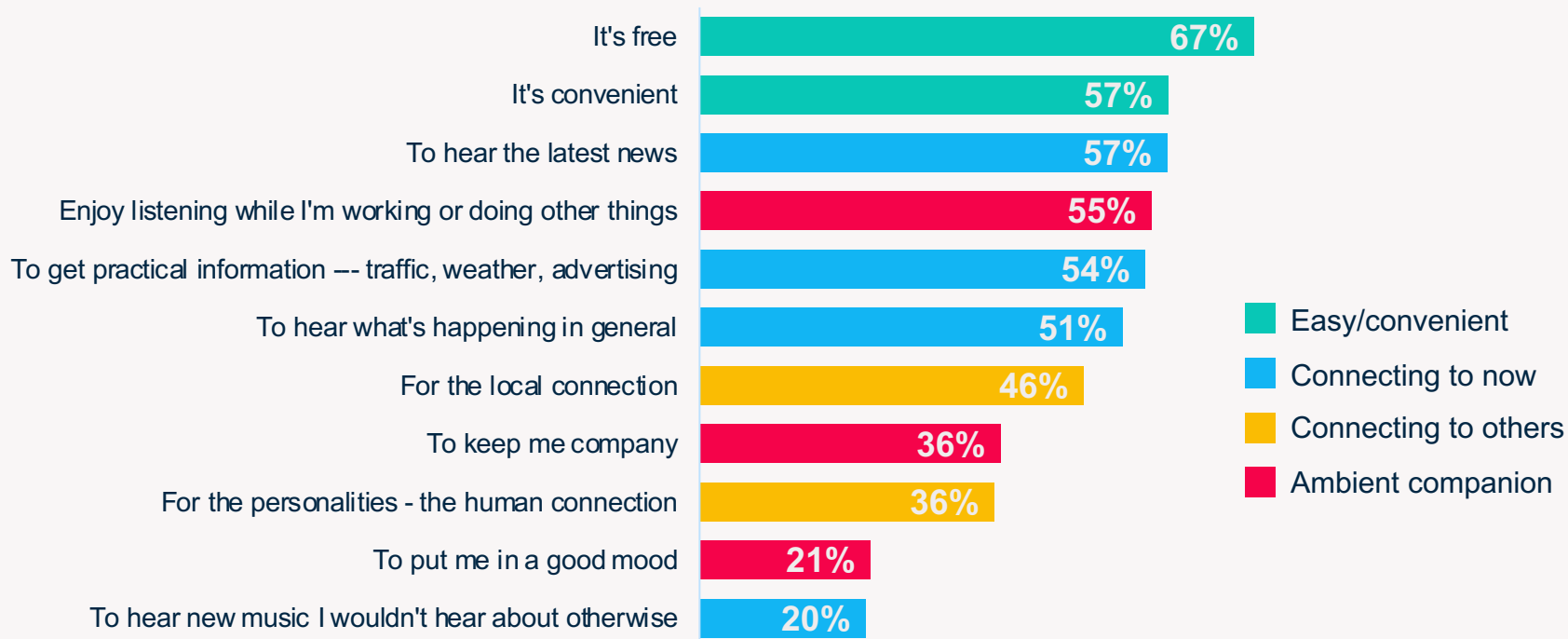
Rick Rubin

legendary record producer and record company boss.

STREAMERS COME TO RADIO TO CONNECT

AM/FM Radio is an accessible and welcoming companion, connecting Canadians to the moment, their community, and trusted hosts

What makes many music streamers heavy listeners to AM/FM Radio?

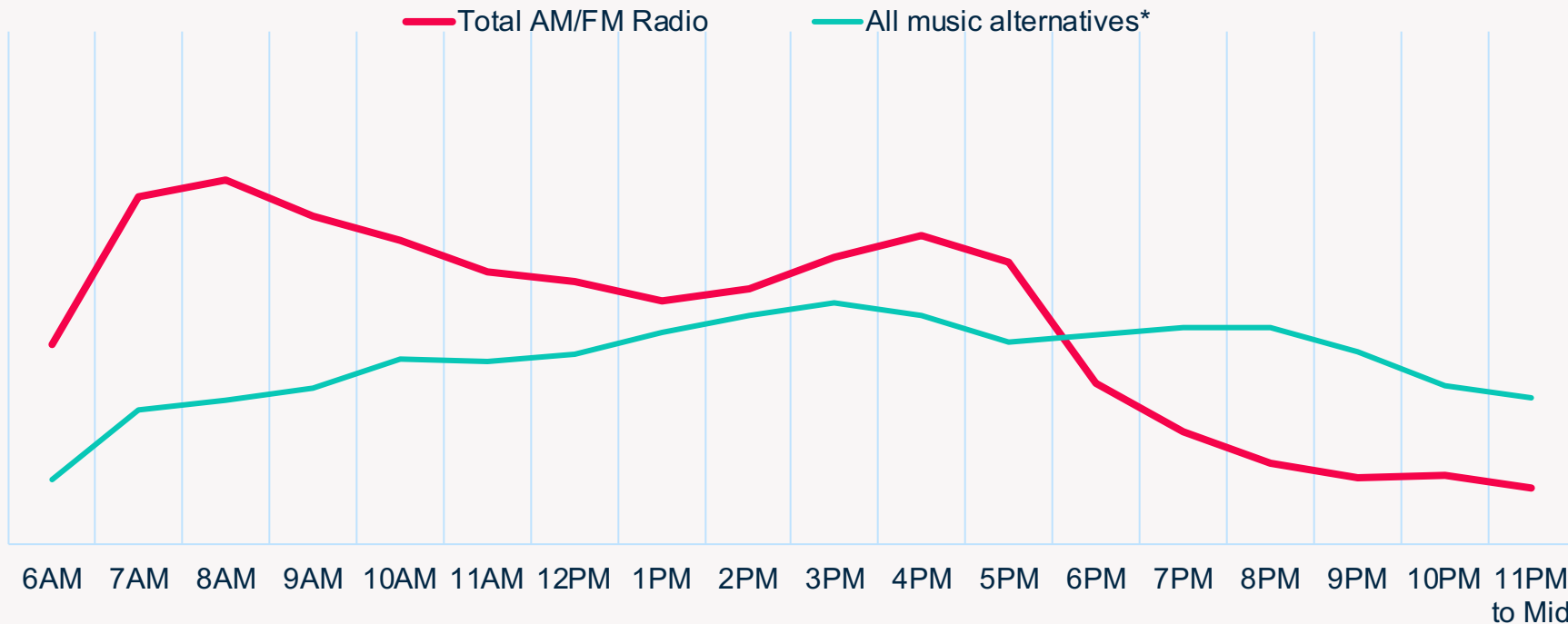


F16e. Given all the other ways you have to listen to music, which of the following reasons best describe why you still listen to AM or FM radio?
Base: Canadians 18+ who listened to music streaming service/YouTube for Music in past month AND listen to 2+ hours of radio on typical weekday (n=638)

AM/FM RADIO CONNECTS CANADIANS TO THEIR WORKDAY

Canadians stay connected with AM/FM while working, commuting and shopping— and disconnect later in the day with other music.

% of A18+ Listening to each audio type in each hour (Weekdays)



*All music streaming services, personal music, and music on SiriusXM, YouTube, or TV music channels.

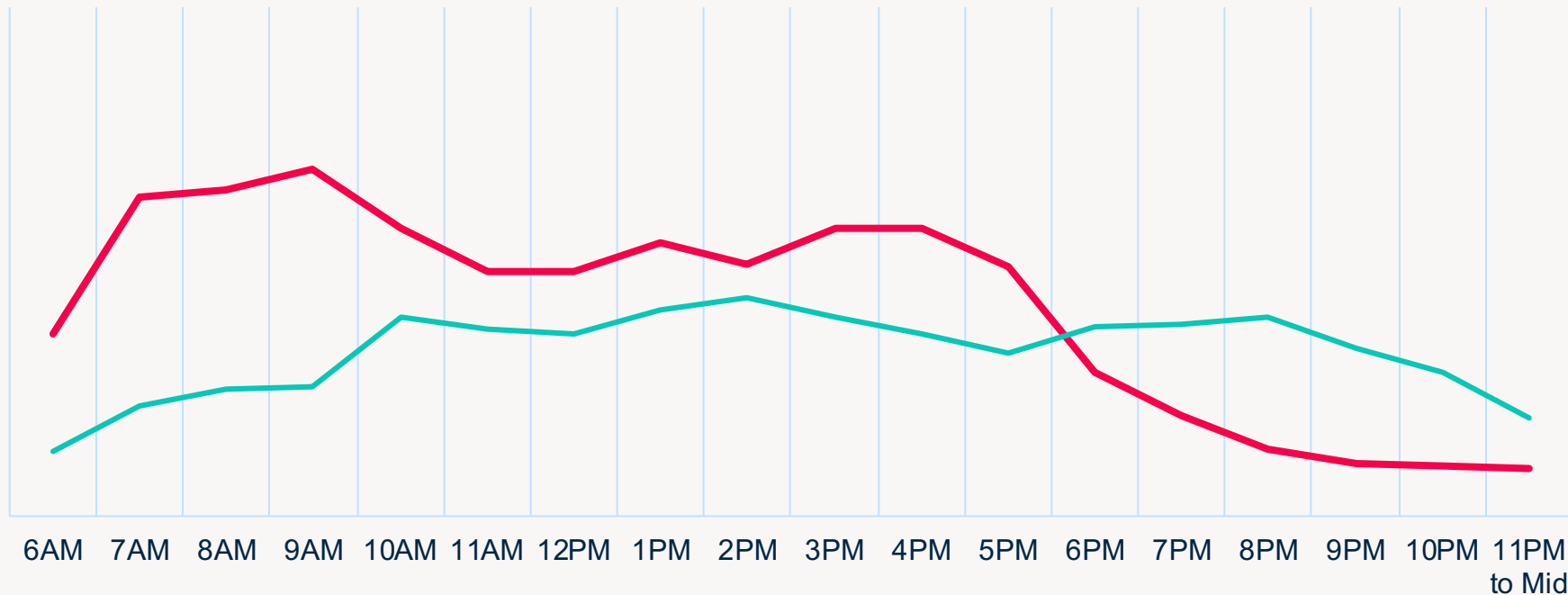
QUEBEC AM/FM LISTENERS SHOW SIMILAR YET DISTINCT PATTERNS

AM/FM Radio listening in Quebec peaks an hour later during mornings and enjoys a lift during the noon hours.

% of A18+ in Quebec listening to each audio type in each hour (Weekdays)

— Total AM/FM Radio

— All music alternatives*

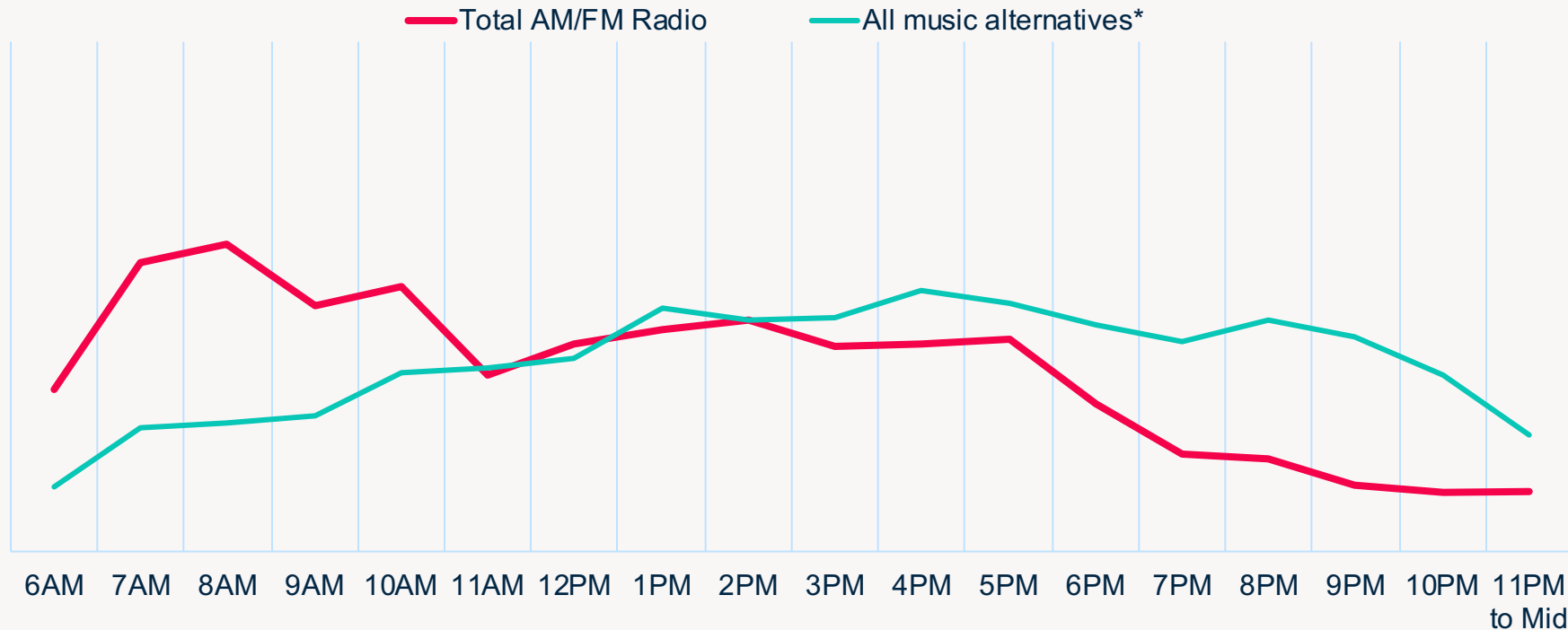


*All music streaming services, personal music, and music on SiriusXM, YouTube, or TV music channels.

ON WEEKENDS, CANADIANS START THEIR DAY WITH AM/FM RADIO

AM/FM Radio gets listeners up and going weekend morning before many unplug to their personal music choices.

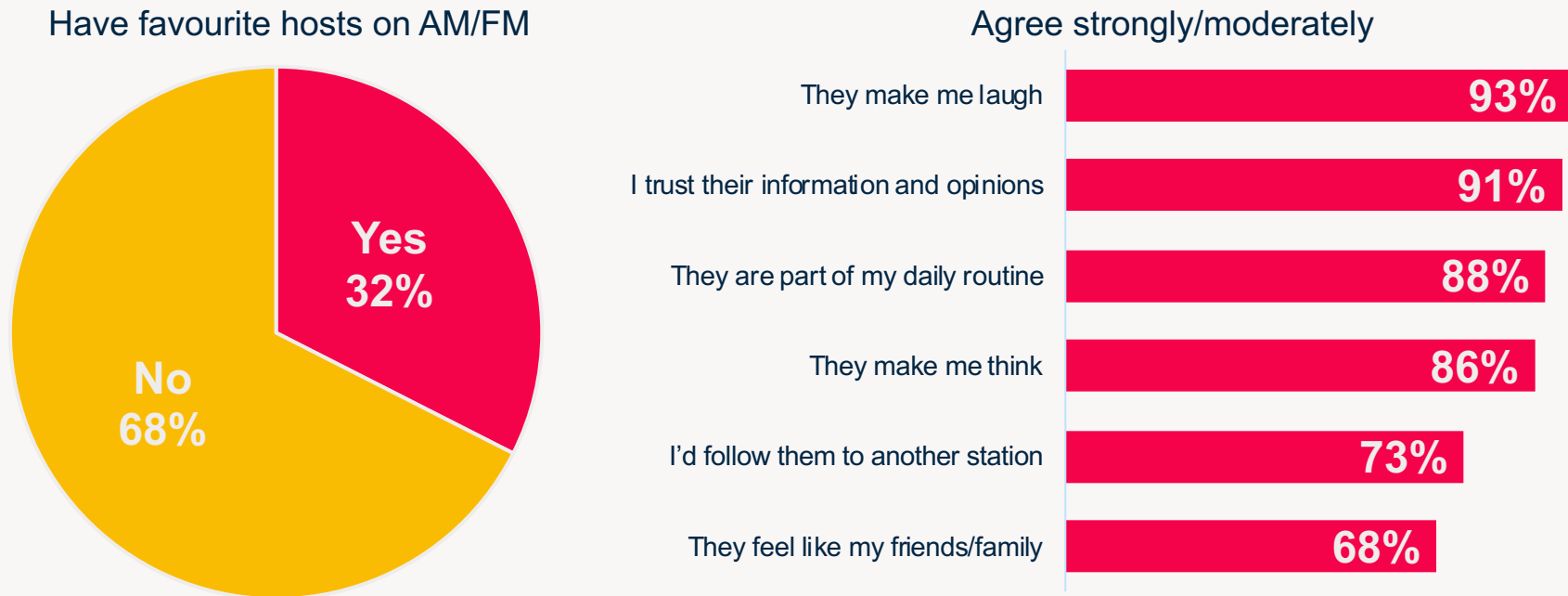
% of A18+ Listening to each audio type in each hour (Weekends)



*All music streaming services, personal music, and music on SiriusXM, YouTube, or TV music channels.

RADIO LISTENERS CONNECT TO THEIR FAVOURITE HOSTS

Nearly 1-in-3 have favourite hosts. They like their humour, and they trust their information and opinions.

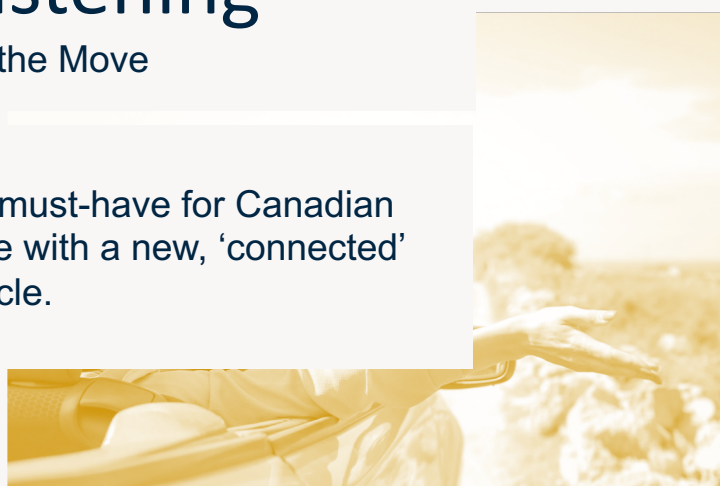




In-Car Listening

Radio on the Move

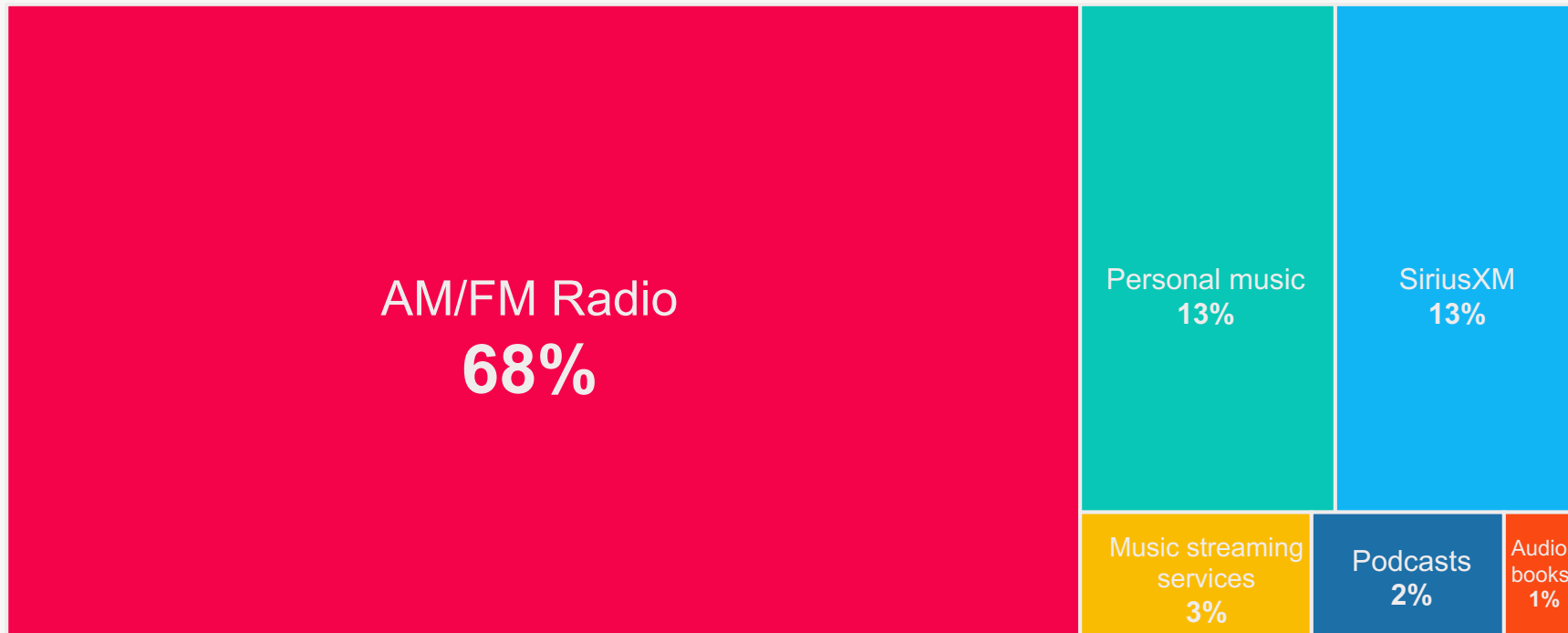
AM/FM Radio remains a must-have for Canadian drivers, even among those with a new, 'connected' vehicle.



AM/FM RADIO KING OF IN-CAR AUDIO

AM/FM Radio's share of in-car audio is consistent throughout the week—68.5% on weekdays and 68.1% on weekends.

Share of in-car audio (Mon-Sun)



AM/FM ON DURING THE LAST MILE IN THE PATH TO PURCHASE

AM/FM Radio accompanied most Canadians on their shopping trips and errands yesterday.

Listened to AM/FM Radio while going to—or doing this—yesterday



73%

Stopped at the drug store or pharmacy



71%

Went to a movie



65%

Visited a car or truck dealership



72%

Went to the bank



77%

Visited a hardware or home improvement store



81%

Serviced car or truck



72%

Picked up groceries



71%

Went to a shopping mall or plaza



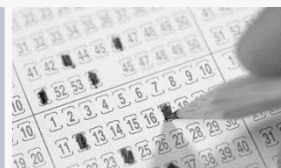
67%

Visited a fast food / drive thru



78%

Stopped for wine, beer, liquor



77%

Pick up lottery tickets



75%

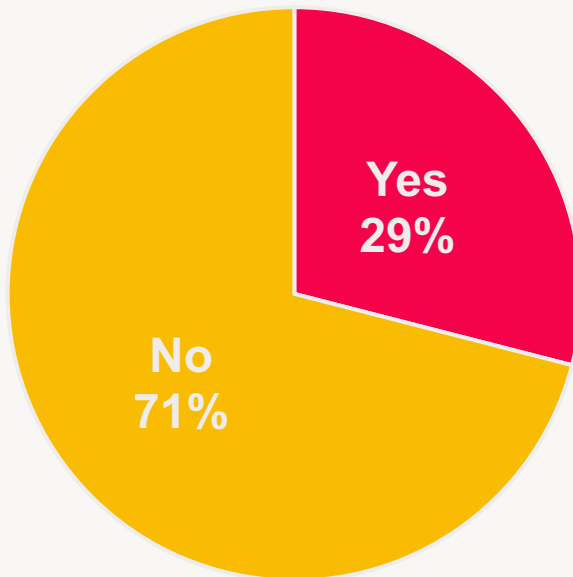
Stopped at a coffee shop

C5d. And still thinking about the time you spent in a private vehicle yesterday, did you do any of these things while driving, or use your vehicle to get there? C5e. Were you listening to AM/FM Radio in the car while doing or going to this?
Base: Canadians, aged 18+, in private vehicle yesterday (n=3,061); Did activity yesterday (base varies)

AM/FM RADIO CLOSES THE DEAL ON THE PATH TO PURCHASE

Nearly 3-in-10 Canadians recall hearing something on AM/FM Radio that affected a pending store visit or purchase.

Has something you heard on the radio in the car ever affected a purchase you were about to make, or a store/location you were about to visit?



AM/FM RADIO SEEN AS MORE IMPORTANT THAN NEW TECH

More important than automatic braking, adaptive cruise control or Apple Car Play / Android Auto

% Who Ranked Each Feature as <u>Most</u> Important in New Car/Truck	iPhone Users	Android Users
AM/FM Radio	27%	30%
Driver assist features (such as automatic braking)	19%	21%
Adaptive cruise control	13%	12%
Apple CarPlay/Android Auto	12%	9%
Automatic parallel parking	10%	10%
Built-in WiFi	10%	9%
Lane centering controls	9%	8%



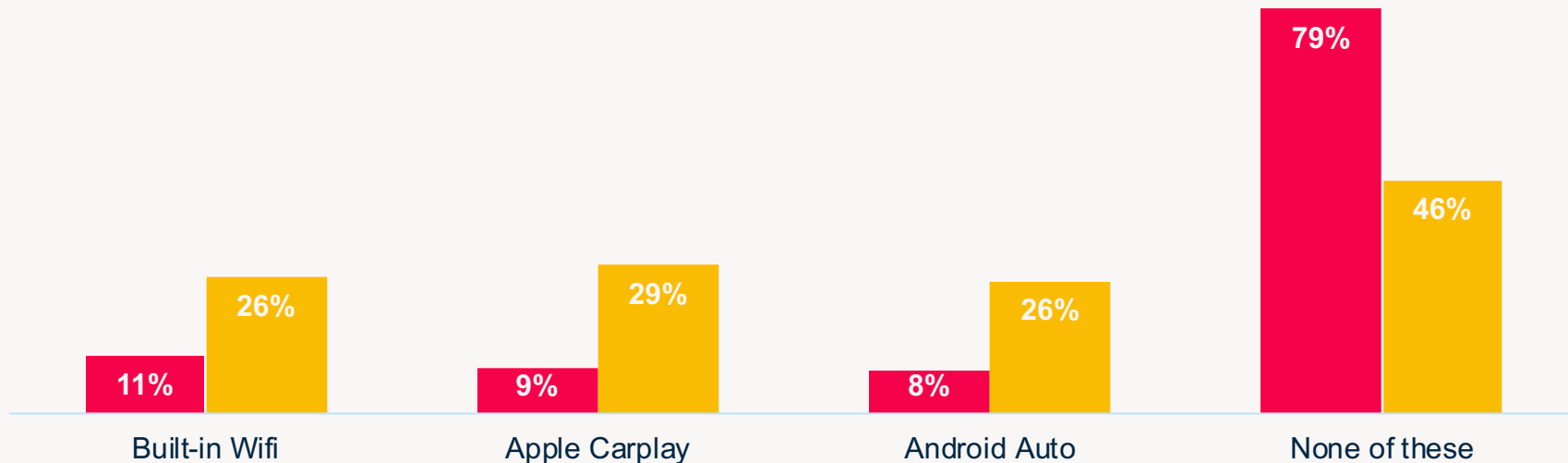
Q. F7_1. Please rank each of the following features in terms of how important they would be to have in your new car or truck.
Base: Canadians 18+ iPhone users (n=1,195); Android users (n=1,794)

MOST VEHICLES IN CANADA ARE NOT *CONNECTED*

Only 21% of Canadian adults—just over half of new vehicle owners—have built-in WiFi, Apple Carplay or Android Auto.

In-Car Technology

■ A18+ ■ Purchased new car/past 2 yrs
(23% of A18+)

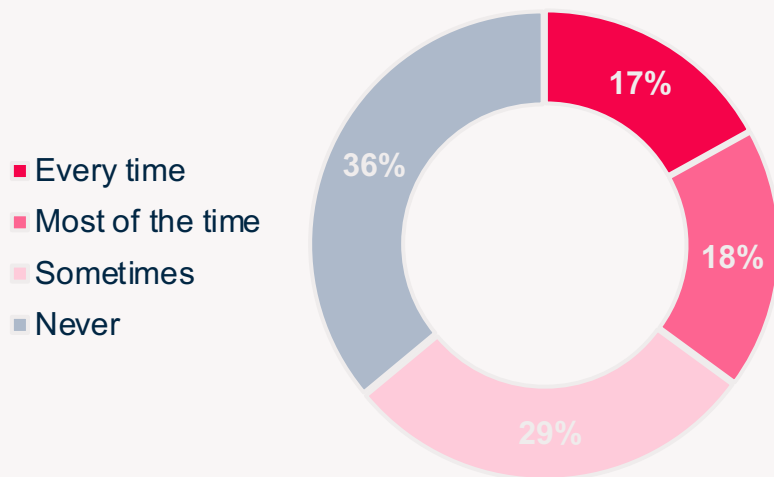


F2d. Do you-or does anyone in your household-have a car or truck with the following:
Base: Canadians 18+ (n=4,000), who purchased a new car in the past 2 years (n=949)

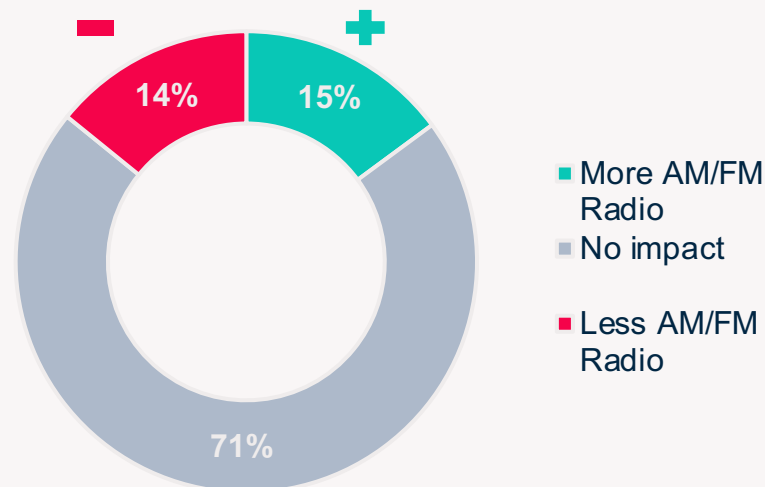
IN-CAR CONNECTIVITY HAS LITTLE IMPACT ON AM/FM USE

Just over 1/3 of Canadians with a connected car connect every/most of the time they are in the car, with no net impact on listening.

Frequency of using in-car connection



Impact on AM/FM Radio listening



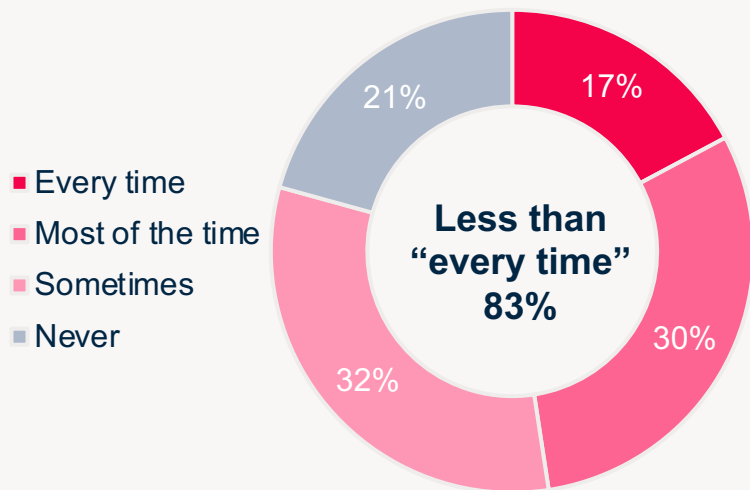
F3. How often do you go online using ... when you are in your car or truck? F6. To what extent would you say these new in-car technologies have affected the amount of time you spend listening to AM/FM Radio in the car or truck?
Base: Canadians 18+ with connected car (n=906)

ENJOYING AM/FM #1 REASON FOR NOT STREAMING MUSIC IN-CAR

Even Canadians who go online in their connected car don't habitually stream music in-car, largely because they prefer AM/FM Radio

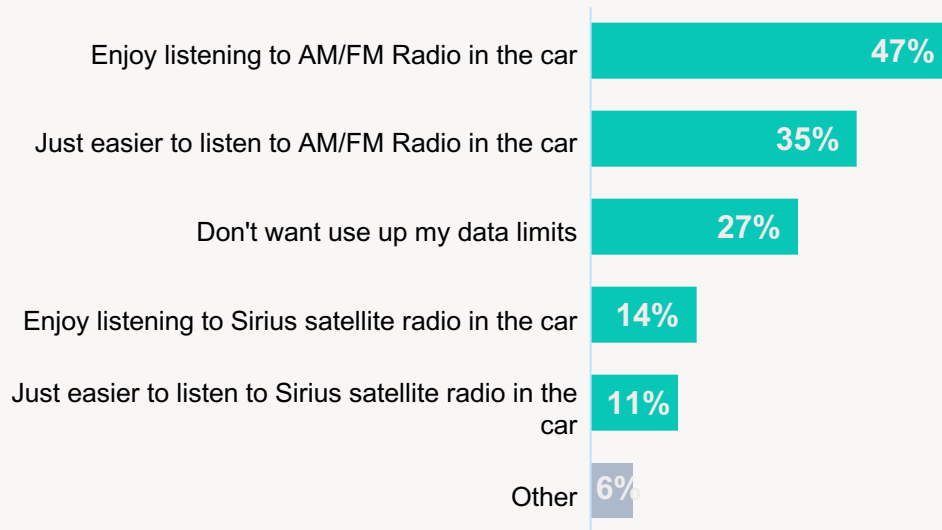
Frequency of streaming music online with connected car

(among Canadians who ever go online in their connected car)



Reasons for not streaming music every time in car

(among Canadians w/ connected cars who don't stream music "every time" in their car)

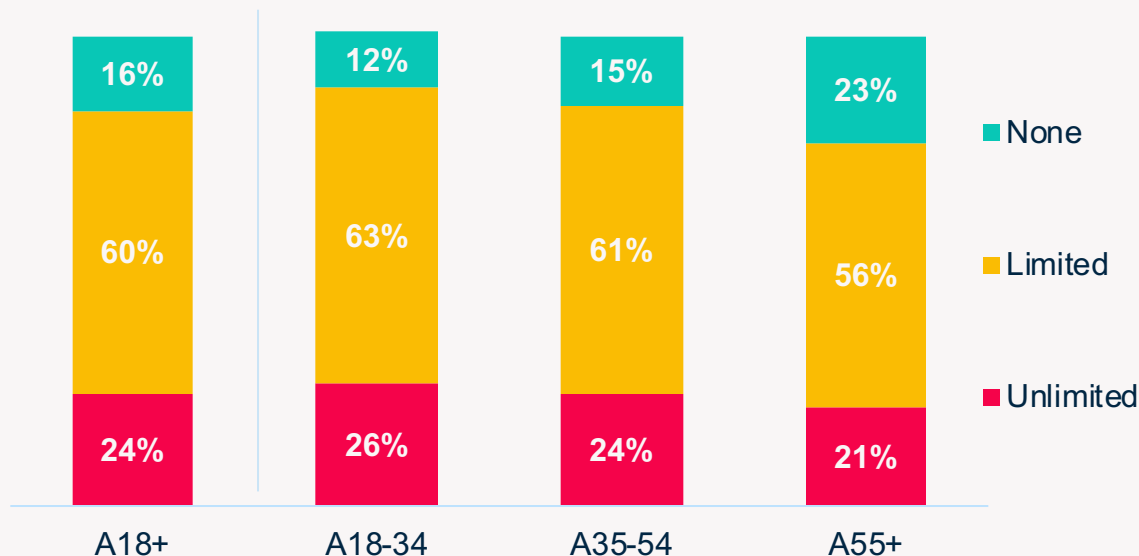


F6a. How often, if ever, do you listen to online music streaming using ... when you are in your car or truck? F6b. Which of the following would best describe why you don't listen to music streaming services ... using your ... when you are in your car or truck? Base: Canadians 18+ with connected car who ever go online with it (n=600), and don't stream music Every Time (n=501)

UNLIMITED DATA PLANS NOT YET THE NORM

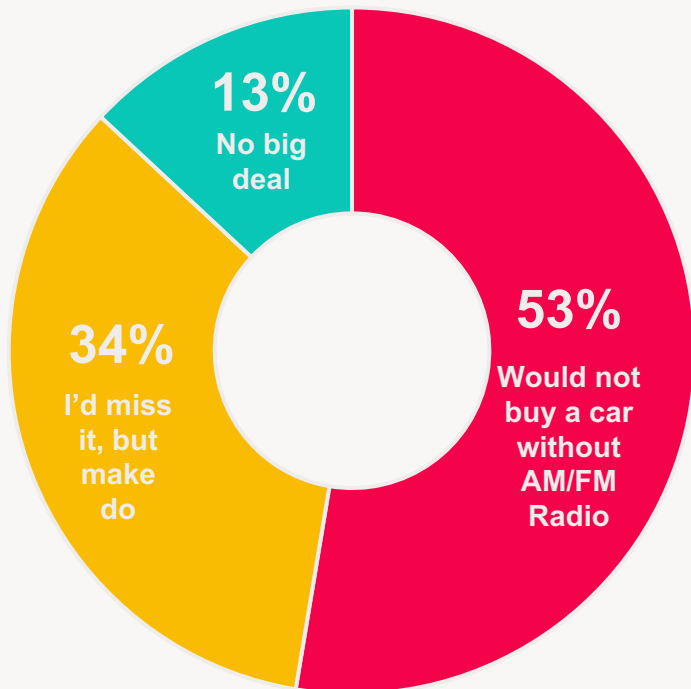
Fewer than 1-in-4 Canadian adults have an unlimited data plan on their mobile device, decreasing by age.

Type of Data Plan by Age



AM/FM RADIO A 'MUST HAVE' FOR NEW CAR BUYERS

Most Canadians wouldn't buy a new vehicle if it did not come with an AM/FM Radio.

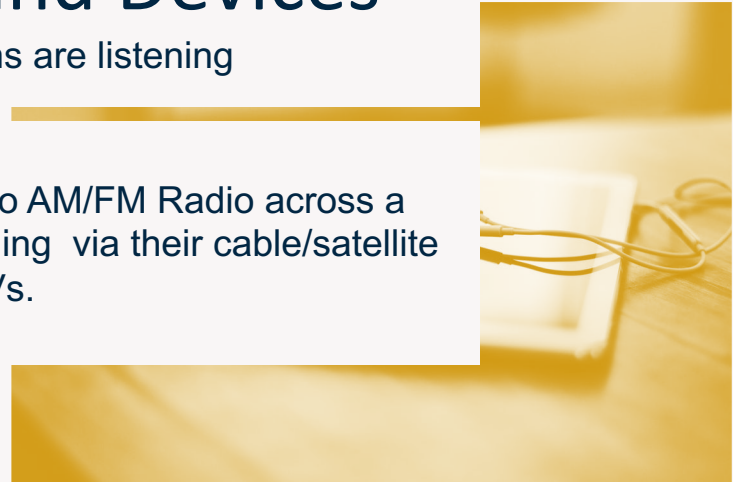




Platforms and Devices

How Canadians are listening





Canadians are listening to AM/FM Radio across a multitude of devices, including via their cable/satellite TVs.



DEVICE PREFERENCE DIFFERS BY DIGITAL MEDIA

On-demand audio (paid music streaming /podcasting) is typically consumed on smartphone. AM/FM serves a broader range of needs.

Devices used for listening to each media in the past week (by past week users)

		Streamed AM/FM Radio	Music on YouTube	Free ad- supported music streaming	Paid ad-free music streaming	Personal music	Podcasts	Audiobooks
	SMARTPHONE	33%	33%	40%	65%	30%	54%	49%
	LAPTOP/DESKTOP	36%	64%	42%	29%	32%	34%	30%
	TABLET	11%	14%	13%	9%	6%	12%	24%
	SMART SPEAKER	19%	3%	13%	17%	4%	4%	5%

How to read: 36% of those who streamed AM/FM Radio in the past week used their laptop or desktop to do so. Boxes indicate most commonly used device for each media.

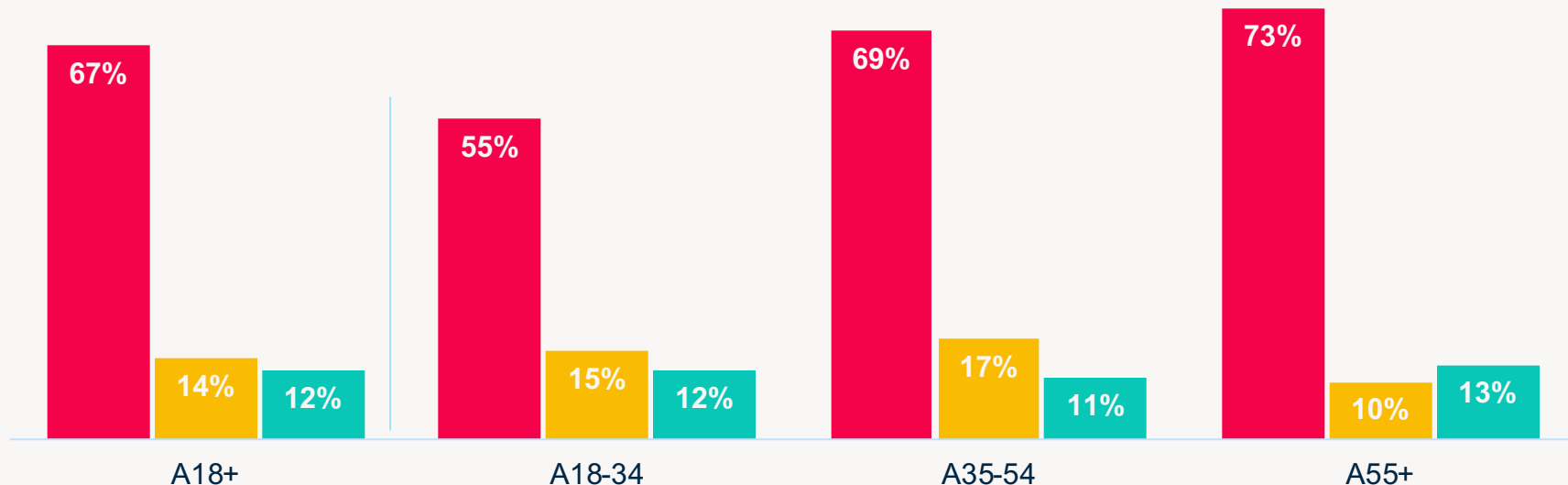
B3e. Thinking back to the PAST WEEK, which devices did you use to listen to each of the following media? Base: Canadians 18+, listened to each type of audio in the past week, Podcasts (n=565), Audiobooks (n=216), Free music streaming (n=694), Paid music streaming (n=681), Streamed AM/FM (n=548), Music on YouTube (n=1,536), Owned Music (n=1,339), SiriusXM (n=571)

MORE THAN 1-IN-10 USE THEIR TV FOR AM/FM RADIO WEEKLY

An almost equal number of Canadians listened to AM/FM via their cable/satellite TV vs. streamed AM/FM Radio on a digital device

Past week use of AM/FM Radio

■ AM/FM on regular radio ■ Streamed AM/FM Radio ■ AM/FM Radio on TV



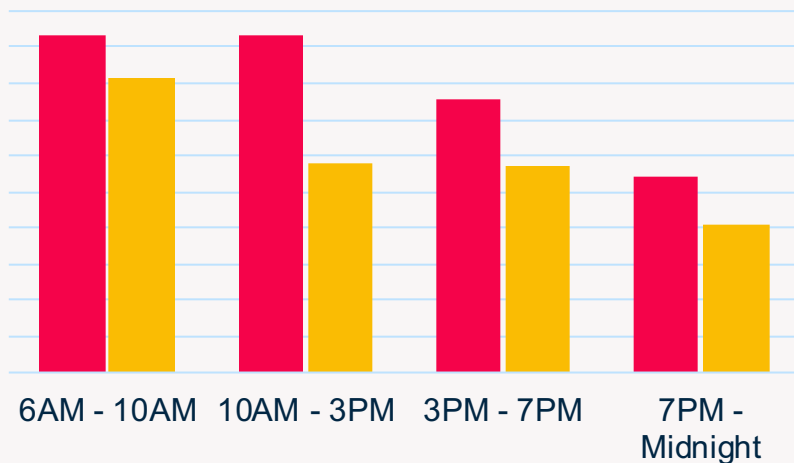
B3b. [Past Week Summary] When is the most recent time, if ever, you listened to the following types of audio on ANY DEVICE?
Base: Canadians 18+ (n=4,000), 18-34 (n=1,128); 35-54 (n=1,206); 55+ (n=2,094)

AM/FM RADIO VIA TV PEAKS EARLY IN THE DAY

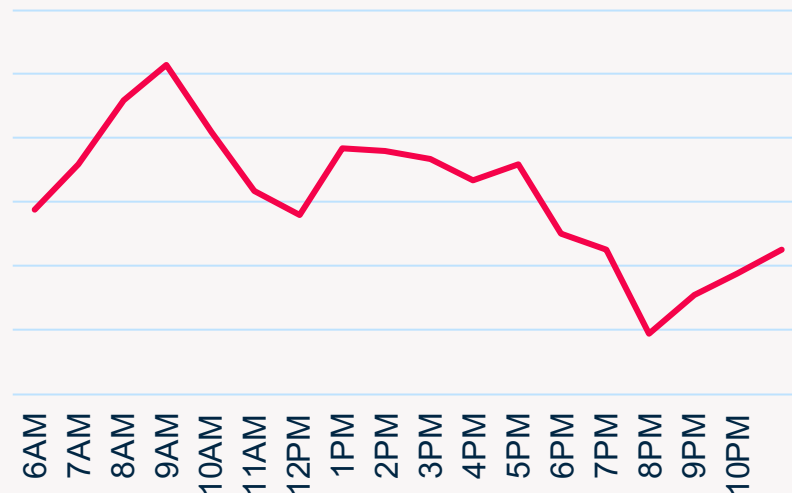
Using the TV to listen to AM/FM Radio happens more often on weekdays, primarily in mornings and middays.

A18+ AM/FM Radio through TV

■ Weekdays ■ Weekends



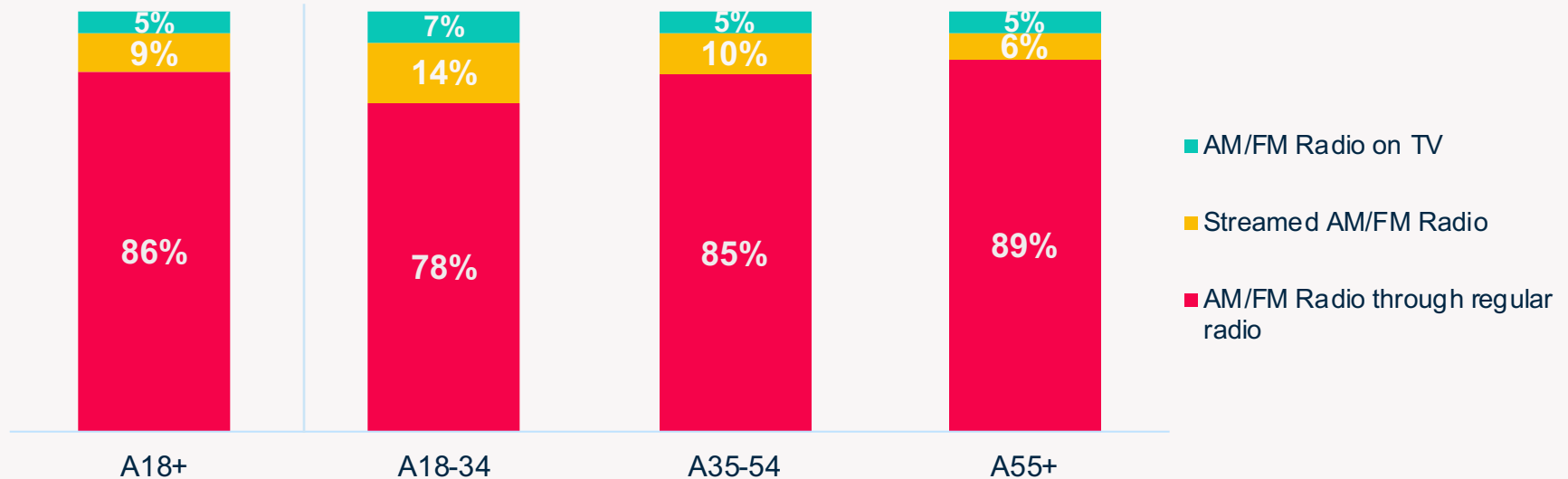
A18+ AM/FM Radio through TV
(weekdays)



STREAMING REPRESENTS 9% OF AM/FM RADIO LISTENING

Streaming AM/FM Radio is highest among 18-34 year-olds.

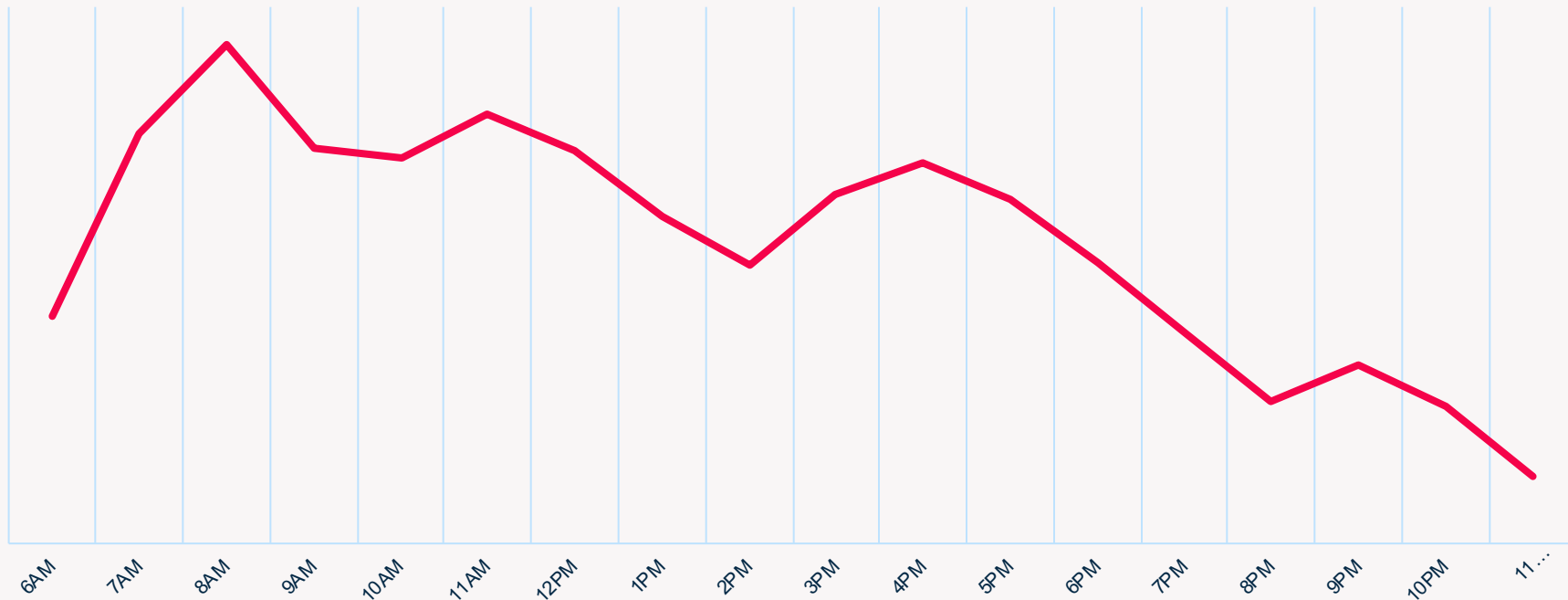
Share of AM/FM Radio Listening



AM/FM RADIO STREAMED THROUGHOUT THE WORKDAY

Similar to over-the-air radio, AM/FM Radio streamers listen during the workday, peaking from 7am-noon and again in afternoon drive.

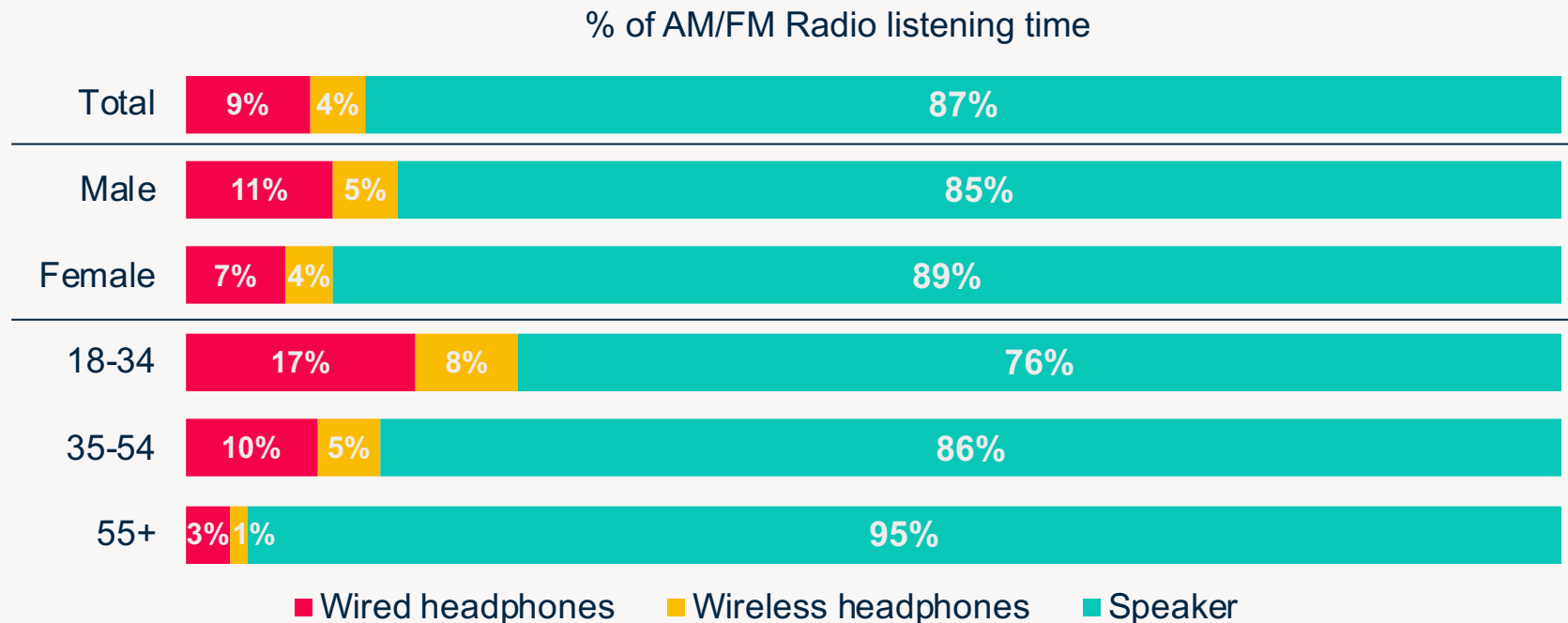
% of A18+ streaming AM/FM Radio in each hour (weekdays)



B3d. And WHEN yesterday did you listen to each of the following media?
Base: Canadians 18+ interviewed Tuesday-Saturday (n=3,005)

1/4 OF AM/FM LISTENING BY 18-34s VIA HEADPHONES

On average, 18-34 Canadians say 24% of time spent listening to AM/FM Radio is done via headphones vs. speakers.

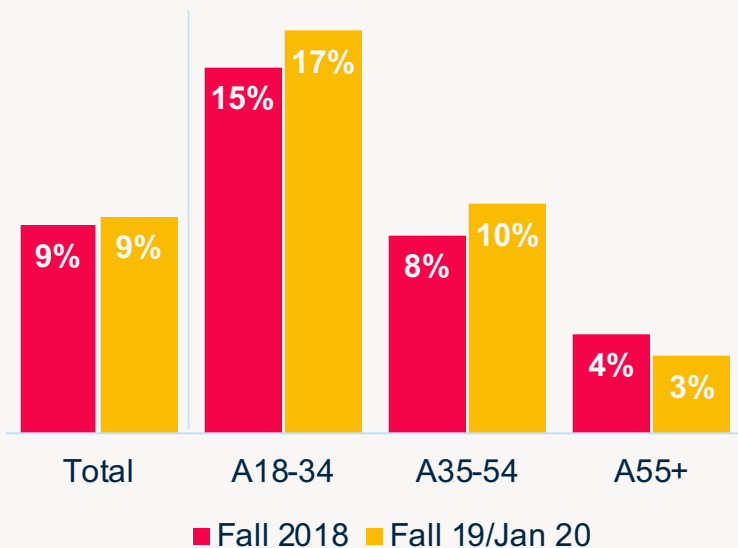


C1d. Of all the time you spend listening to FM or AM radio, what proportion is... [Through headphones/ ear buds connected BY A WIRE to a mobile device] [Through headphones/ ear buds connected WIRELESSLY to a mobile device via Bluetooth] [Over speakers]
Base: Canadians 18+ who ever listen to AM/FM (n=3,467), Excludes "Don't Know"

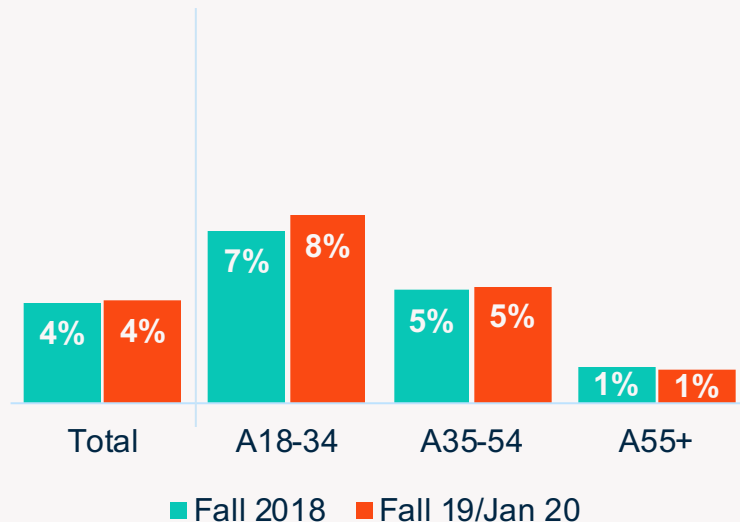
CANADIANS' USE OF HEADPHONES IS GROWING

The proportion of Canadians say they spend listening to AM/FM Radio via headphones is up slightly from last year.

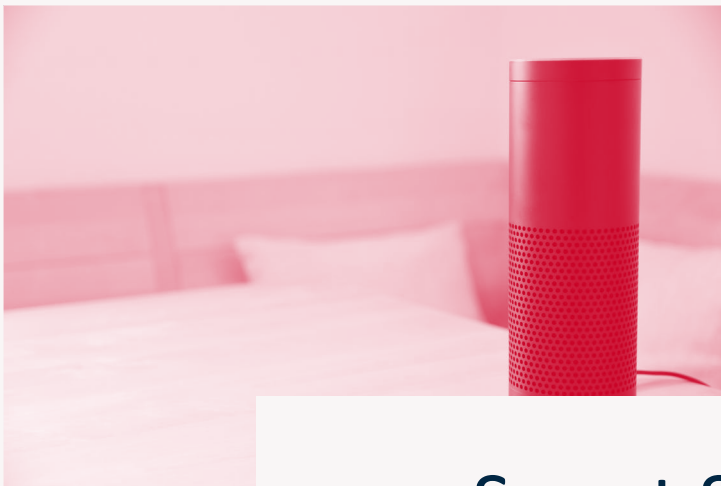
% of AM/FM Radio time w/ wired headphones



% of AM/FM Radio time w/ wireless headphones

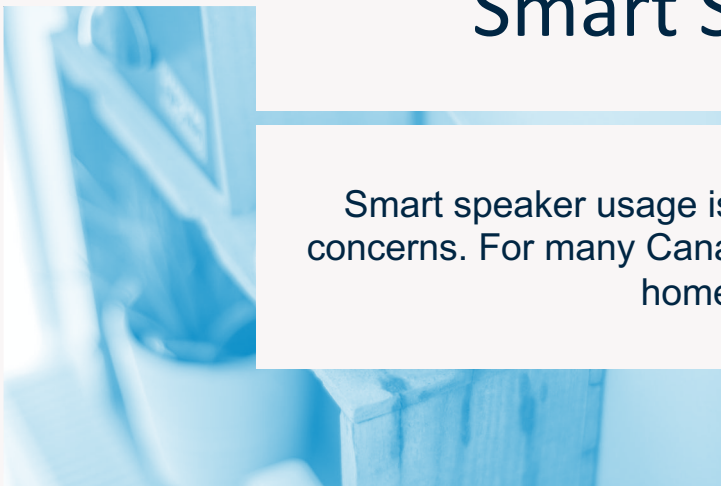


C1d. Of all the time you spend listening to FM or AM radio, what proportion is... [Through headphones/ ear buds connected BY A WIRE to a mobile device]
[Through headphones/ ear buds connected WIRELESSLY to a mobile device via Bluetooth] [Over speakers]
Base: Canadians 18+ who ever listen to AM/FM (2019 n=3,467), (2018 n=3,026) Excludes "Don't Know"



Smart Speakers

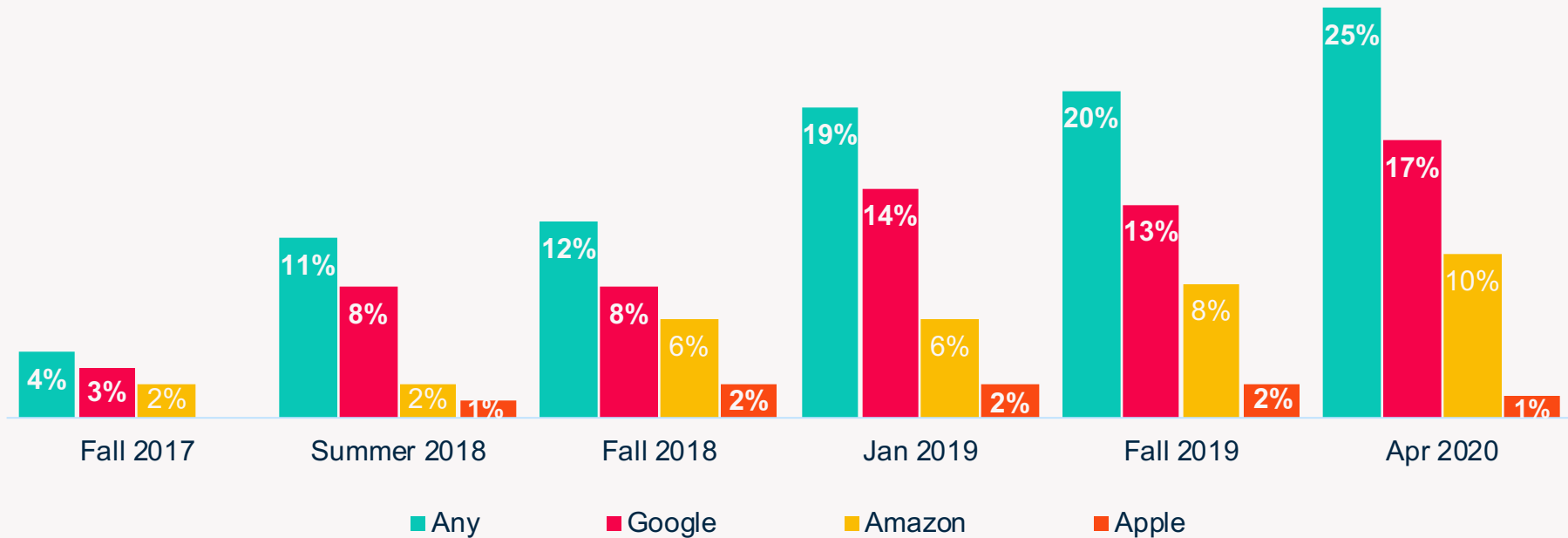
Smart speaker usage is growing despite privacy concerns. For many Canadians, they are the new in-home radio.



SMART SPEAKER PENETRATION IN CANADA NOW AT 1-IN-4

Growth continues with another lift in ownership corresponding with the holiday season.

Smart speaker ownership

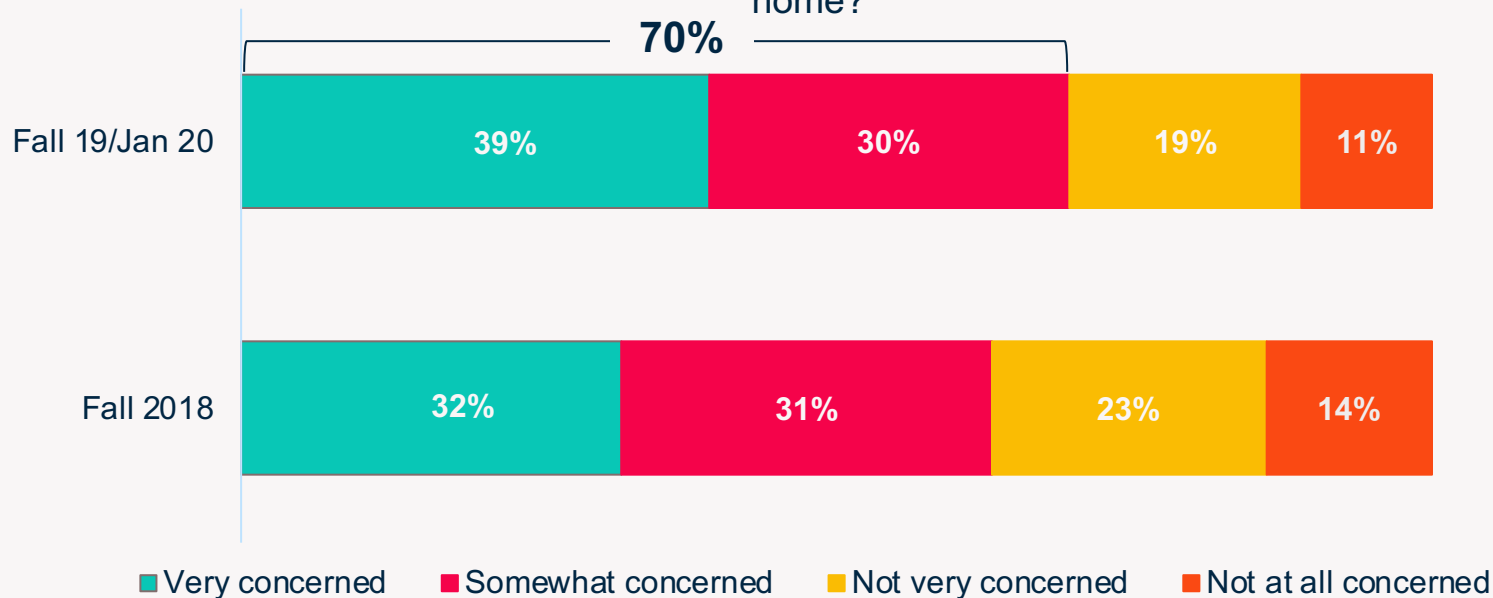


F17. Which of the following would best describe your experience with the Amazon Echo "Alexa", Google Home and Apple HomePod "smart" speakers?
Base: Canadians 18+ (n=1,512), January 2019 / *Canadians 18+, Radio on the Move, Apr 2020 (n=3048) Fall 2019 (Nov-Dec only) (n=3,005), Fall 2018 (n=3,505), June 2018 (n=2,035), Fall 2017 (3,470)

PRIVACY CONCERNS ARE GROWING

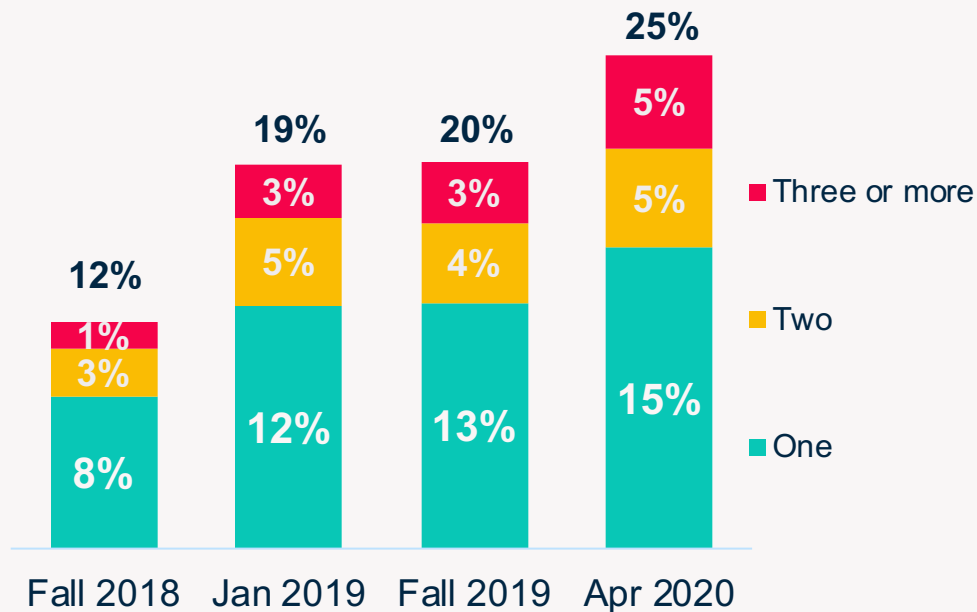
Is Alexa/Google listening? Privacy a key barrier to smart speaker adoption.

To what extent, if at all, are you concerned about your privacy by having a 'smart speaker' in your home?



10% OF CANADIAN ADULTS HAVE 2+ SMART SPEAKERS

Among those who own a smart speaker, nearly 20% now have at least three smart speakers.

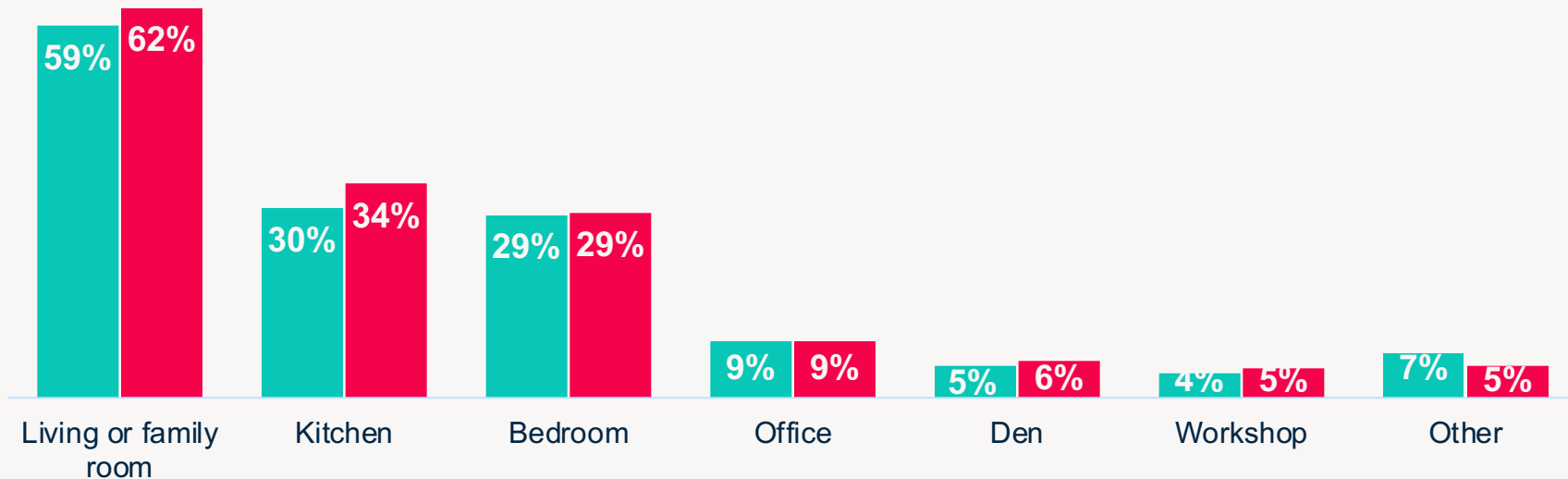


SMART SPEAKERS STILL MAINLY IN FAMILY ROOMS

Smart speakers are most likely to be placed in communal areas like the living room and kitchen.

Location in HH (among owners)

■ Fall 2018 ■ Fall 19/Jan 20



F20b. In what room(s) in your home do you currently have your smart speaker(s)?
BASE: Owned A Google Home Or Amazon Echo Or Apple Homepod (n=854)

USE OF SMART SPEAKERS EVOLVING

Podcast listening—popular among early adopters—is giving way to other uses, including AM/FM Radio.

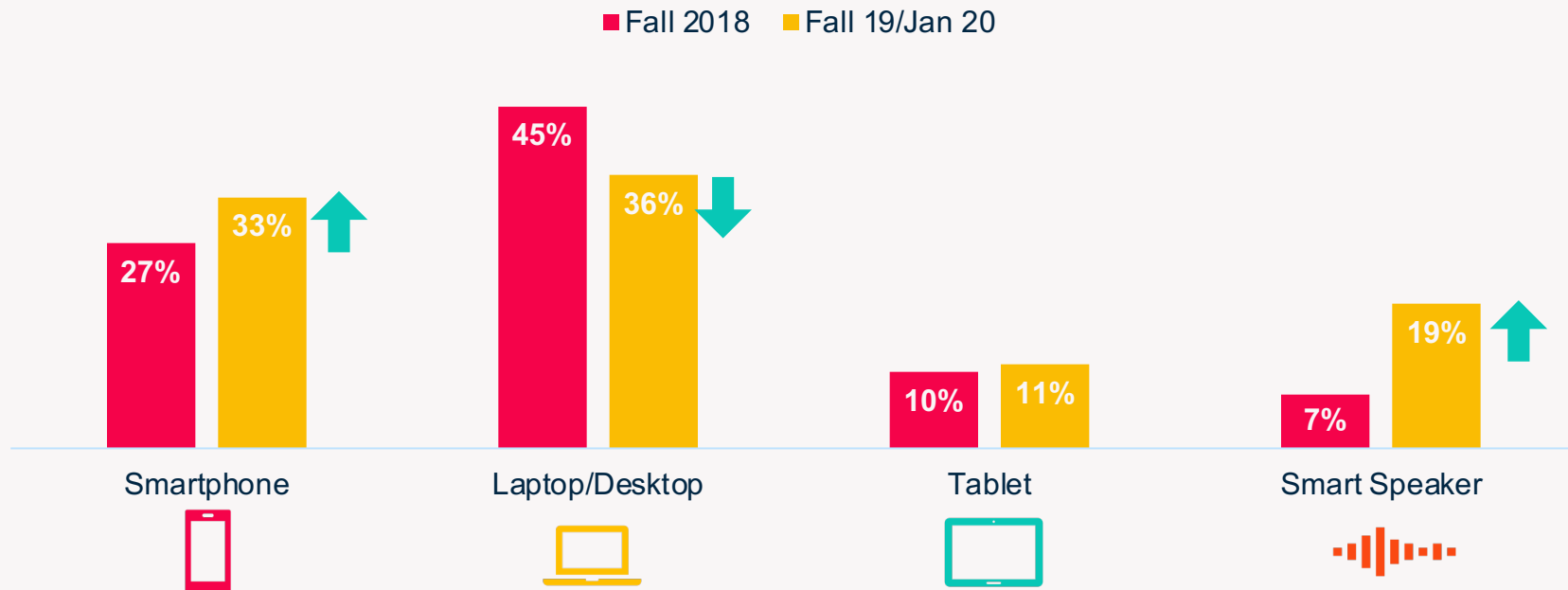
<i>Used smart speaker this way in past week</i>	Fall 2017	Fall 19 /Jan 20
Music	38%	47% ↑
Weather info	29%	47% ↑
Setting alarms	26%	35% ↑
Checking the time	20%	31% ↑
AM/FM Radio	24%	27% ↑
Wikipedia-style questions	23%	26% ↑
Control other smart devices	16%	24% ↑
Access to news	21%	22% ↑
Making shopping / to-do lists	16%	14% ↓
Sports scores / schedules	17%	12% ↓
Traffic info	14%	12% ↓
Podcasts	20%	8% ↓
Stock market info	13%	7% ↓



AM/FM STREAMING SHIFTS TOWARDS SMART SPEAKERS

Smart speakers are taking their place as a natural fit for streaming AM/FM Radio.

Devices used for Streaming AM/FM Radio in the past week (by past week users)

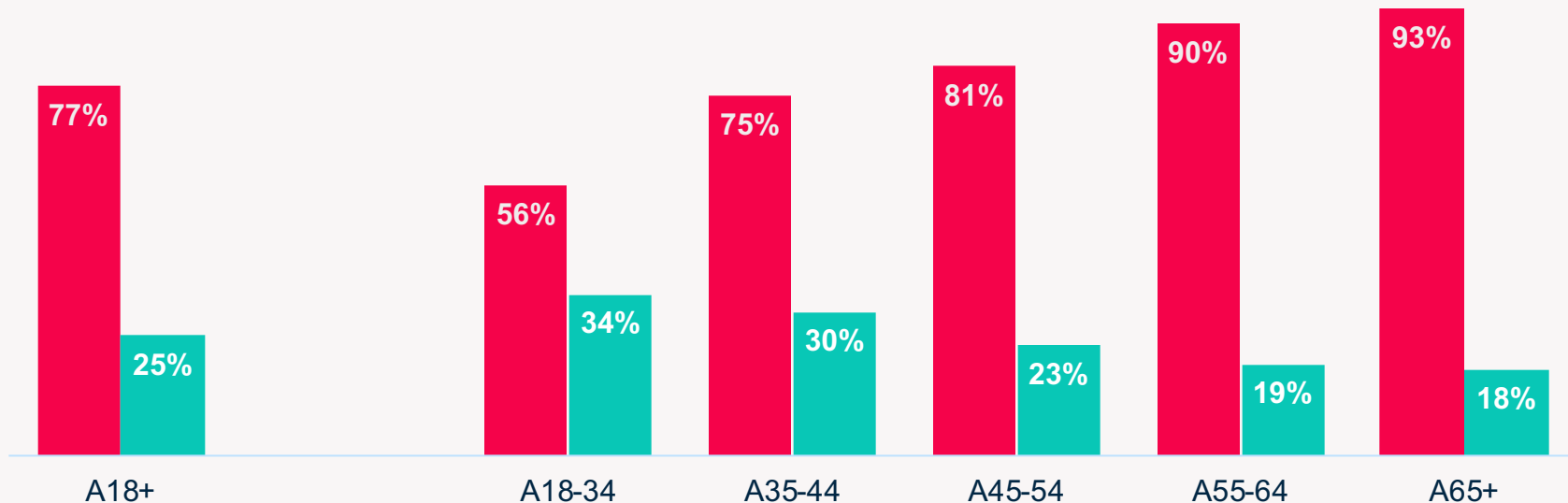


SMART SPEAKERS THE NEW IN-HOME 'RADIO' FOR YOUNGER DEMOS?

Canadians under 35 are less likely to own a 'regular' radio devices but over-index on smart speaker ownership.

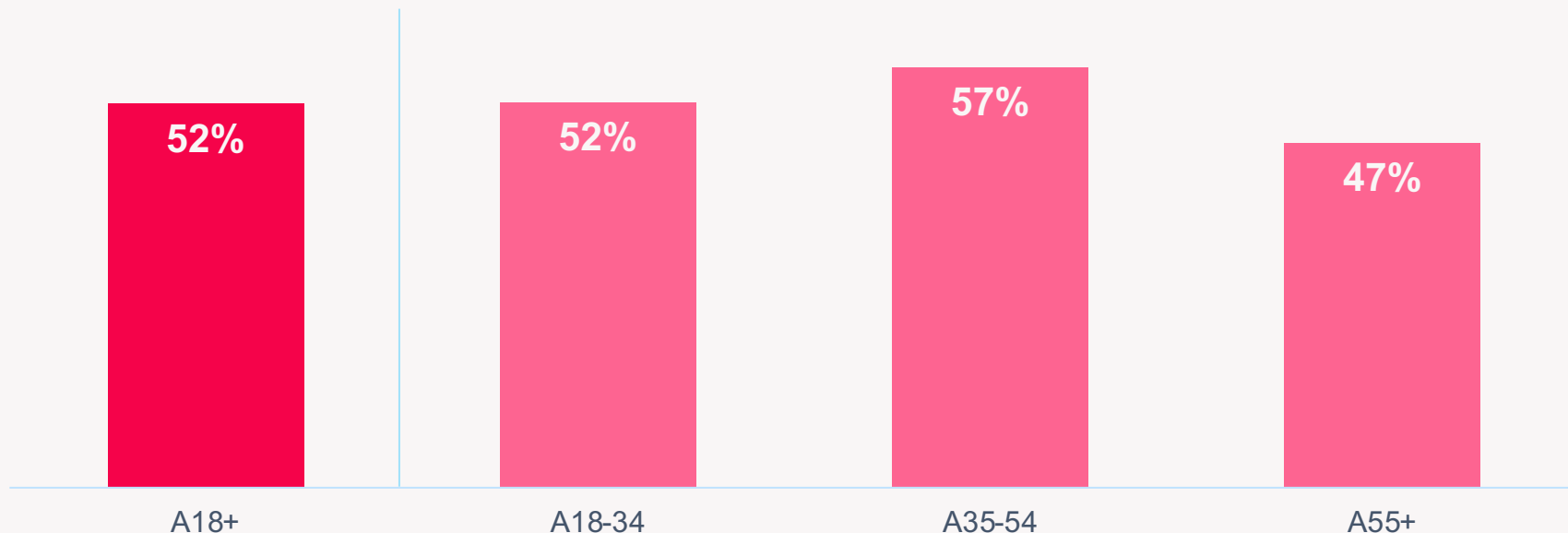
One or more devices in household

■ "Regular" radio ■ Smart Speaker



MORE THAN ½ OF SMART SPEAKER OWNERS USE THEM FOR AM/FM

% of smart speaker owners using them to listen to AM/FM Radio

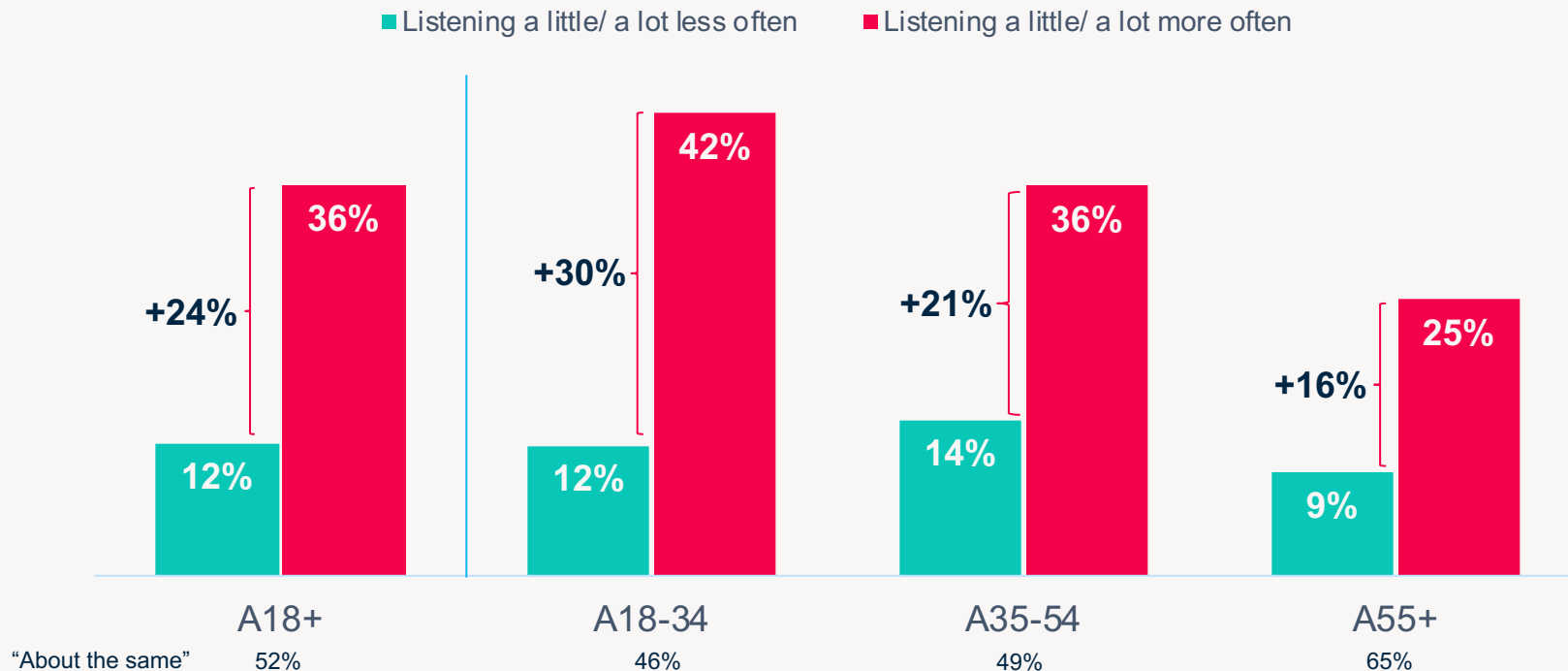


P2. Which of the following best describes your experience, if any, in trying to listen to your favourite local FM or AM stations on your smart speaker(s)?
P3. How, if at all, has your listening to FM or AM radio on smart speakers changed since the government asked people to stay-at-home during the COVID-19 pandemic?
Base: Smart speaker owner. April 2020 (n=750). A18-34 (n=228). 35-54 (n=395). 55+ (n=227).

LISTENING ON SMART SPEAKERS UP DURING COVID-19

More Canadians—especially 18-34 year-olds—listening to AM/FM radio on smart speakers say they are now listening more often.

Impact of COVID-19 isolation on AM/FM radio tuning on smart speaker



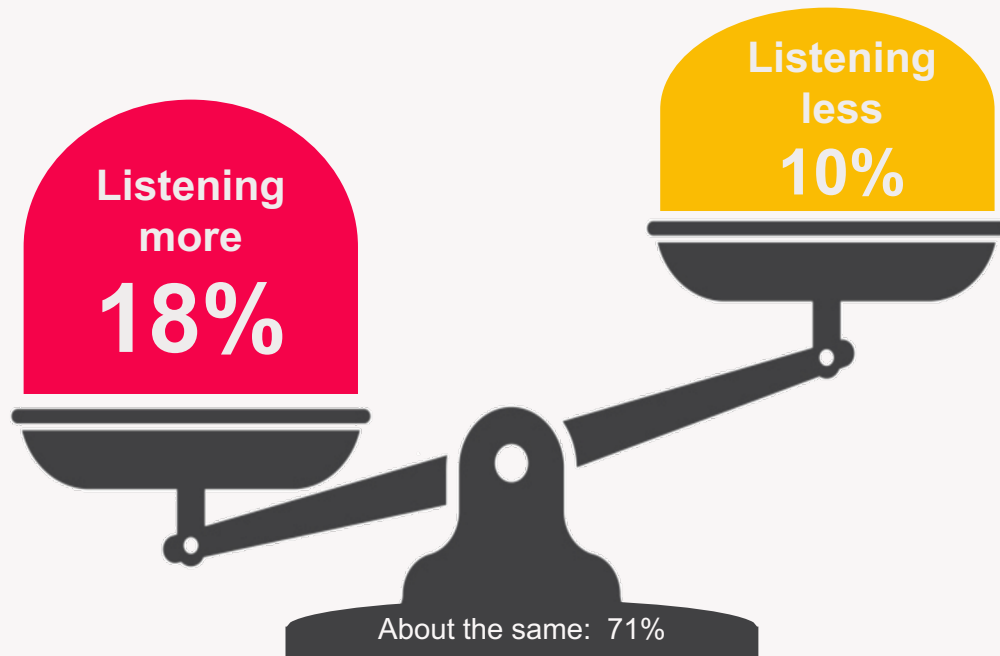
P3. How, if at all, has your listening to FM or AM radio on smart speakers changed since the government asked people to stay-at-home during the COVID-19 pandemic?

Base: Smart speaker owners who listen to AM/FM on their smart speakers April 2020 (n=469), A18-34 (n=138), 35-54 (n=198), 55+ (n=133)

SMART SPEAKERS ENCOURAGING MORE AM/FM RADIO TUNING

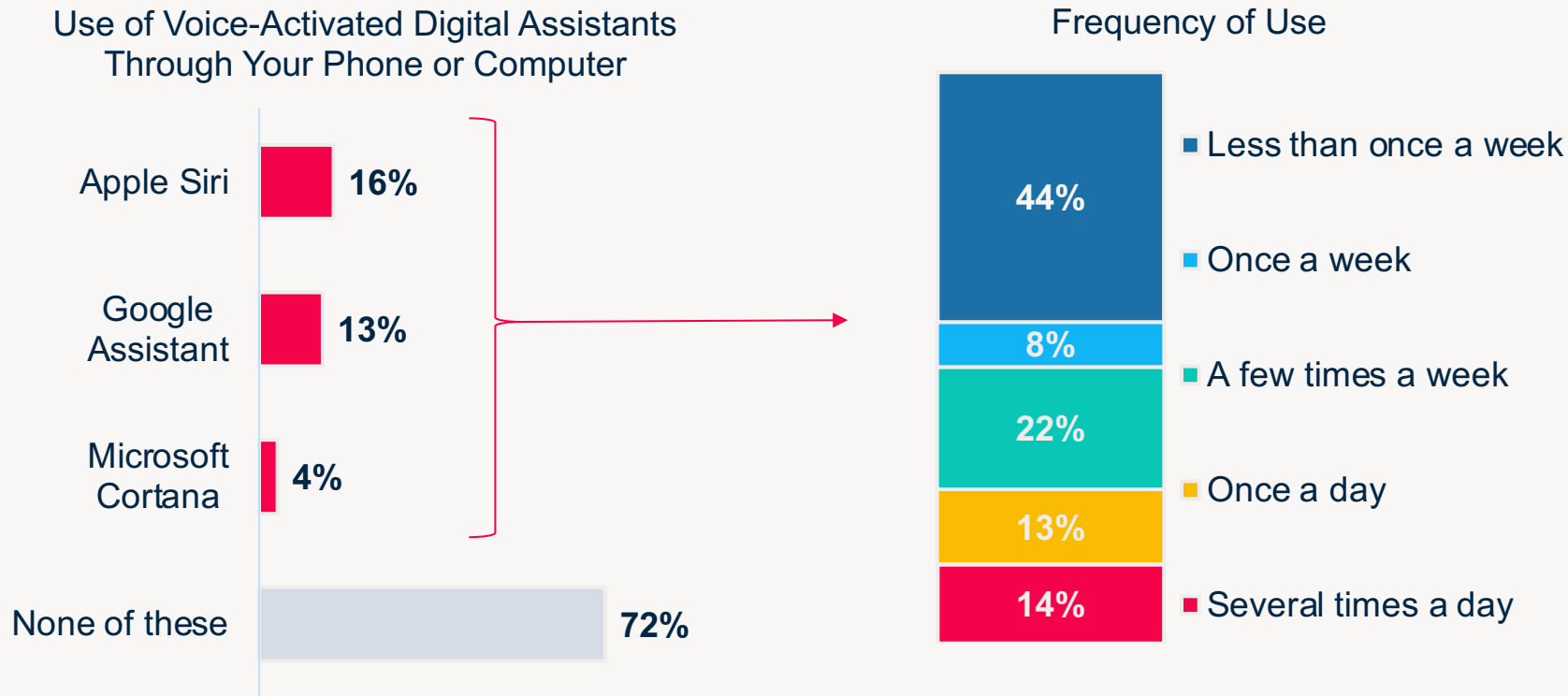
AM/FM Radio listeners report a net increase in tuning after getting a smart speaker.

**How would you say
having a smart speaker at
home has affected the
amount of time you
spend listening to AM/FM
Radio?**



MORE THAN 1-IN-4 CANADIANS ARE USING DIGITAL ASSISTANTS

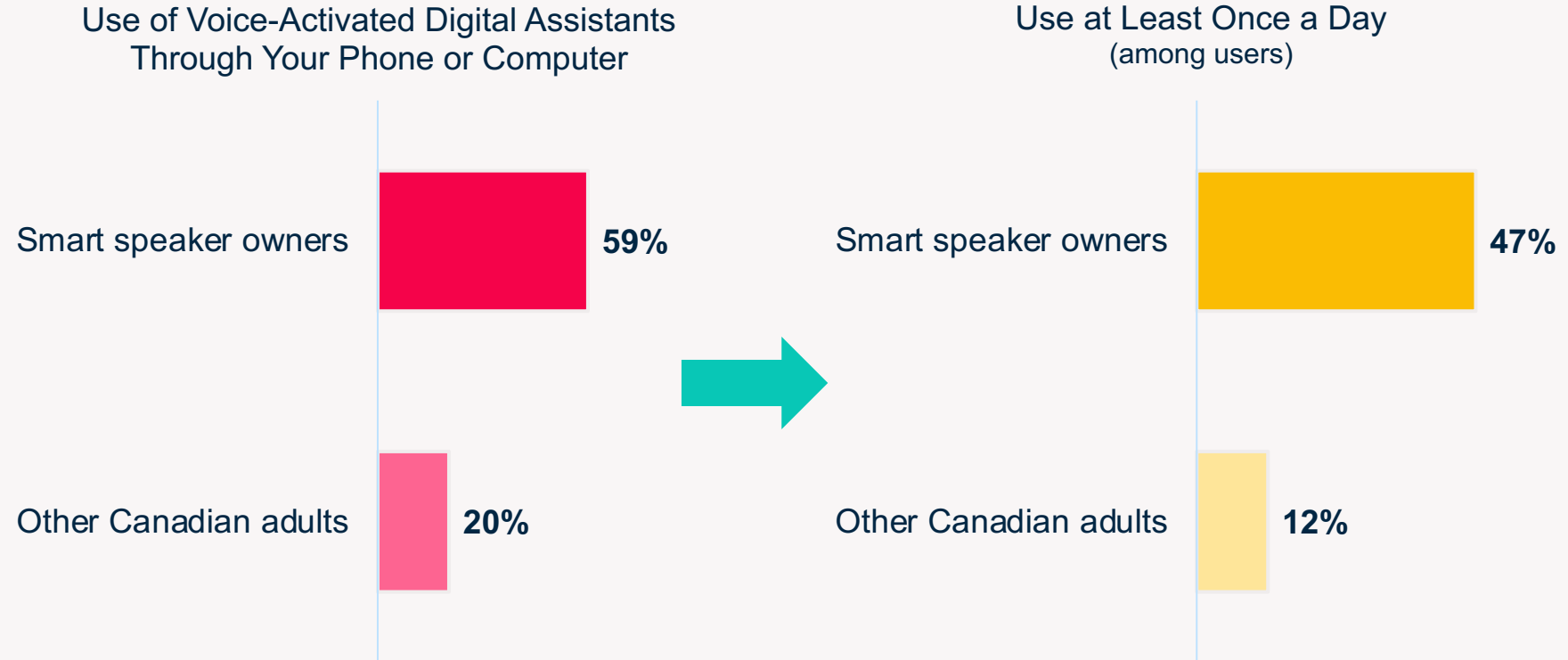
Voice activation is not just for smart speaker users. Canadians are using digital assistants, to a lesser degree, on other devices.



F21_3. Some people use other voice-activated digital assistants that they access through their phone or computer. Do you use any of the following? F21_4. How often do you use these other digital assistants? Base: Canadians 18+ (n=4,000), who use a voice-activated assistant (n=1,110)

SMART SPEAKERS PROMPTING USE OF DIGITAL ASSISTANTS

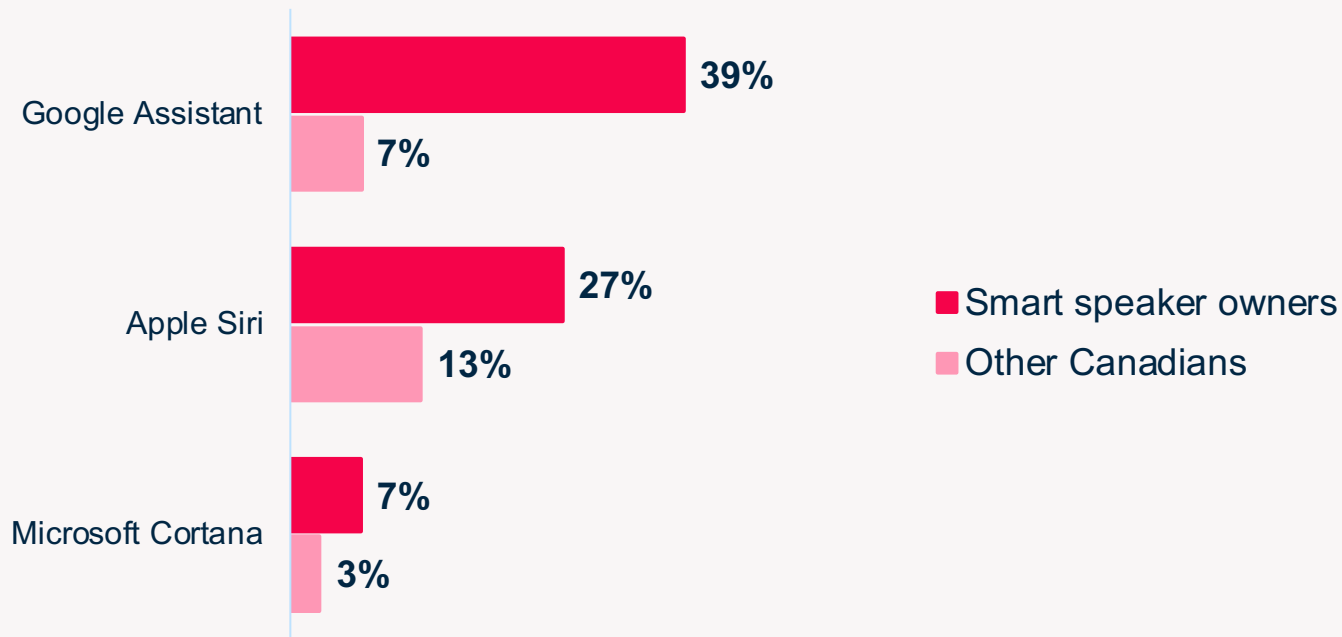
Smart speaker owners are much more likely than other Canadians to use digital assistants and use them more often.



GOOGLE'S SMART SPEAKER LEAD EXTENDS TO DIGITAL ASSISTANTS

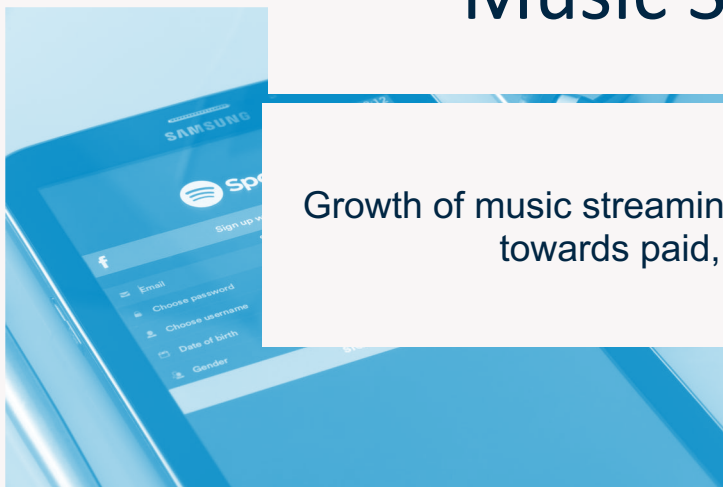
Google Assistant's lead among voice activated assistants reflects Google's dominance in the smart speaker category.

Use of Voice-Activated Digital Assistants Through Your Phone or Computer

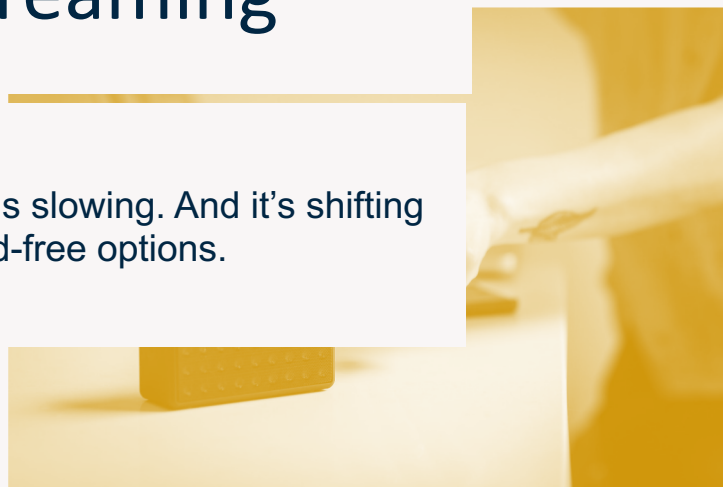




Music Streaming

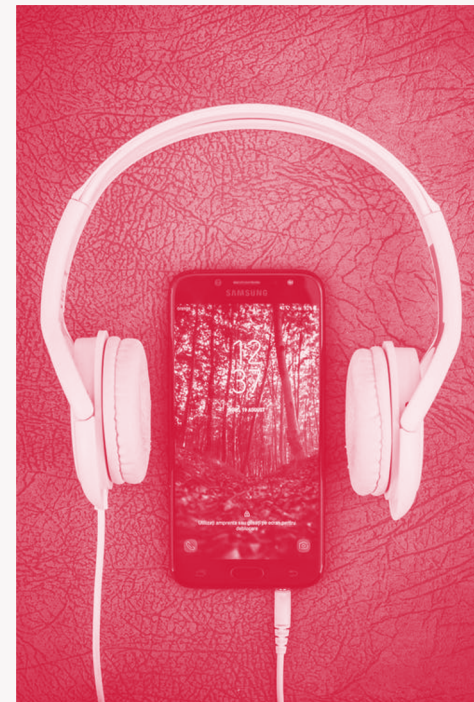
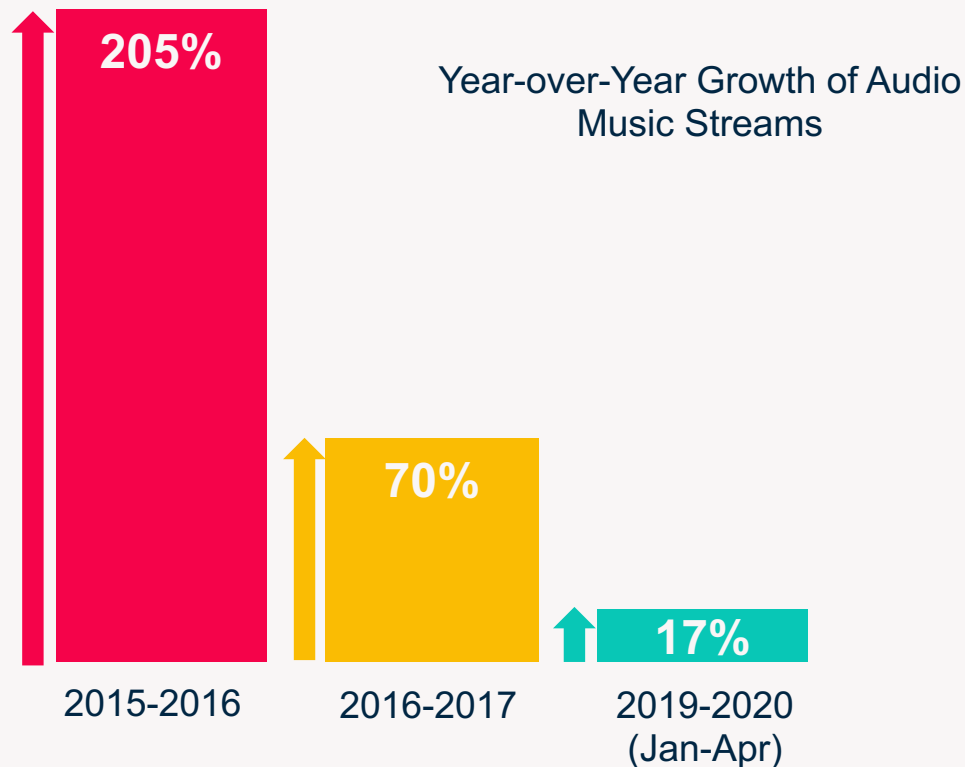


Growth of music streaming is slowing. And it's shifting towards paid, ad-free options.



MUSIC STREAMING GROWTH IS SLOWING

After explosive growth starting with Spotify's launch in Canada, Nielsen reports that annual growth of audio music streams is declining.



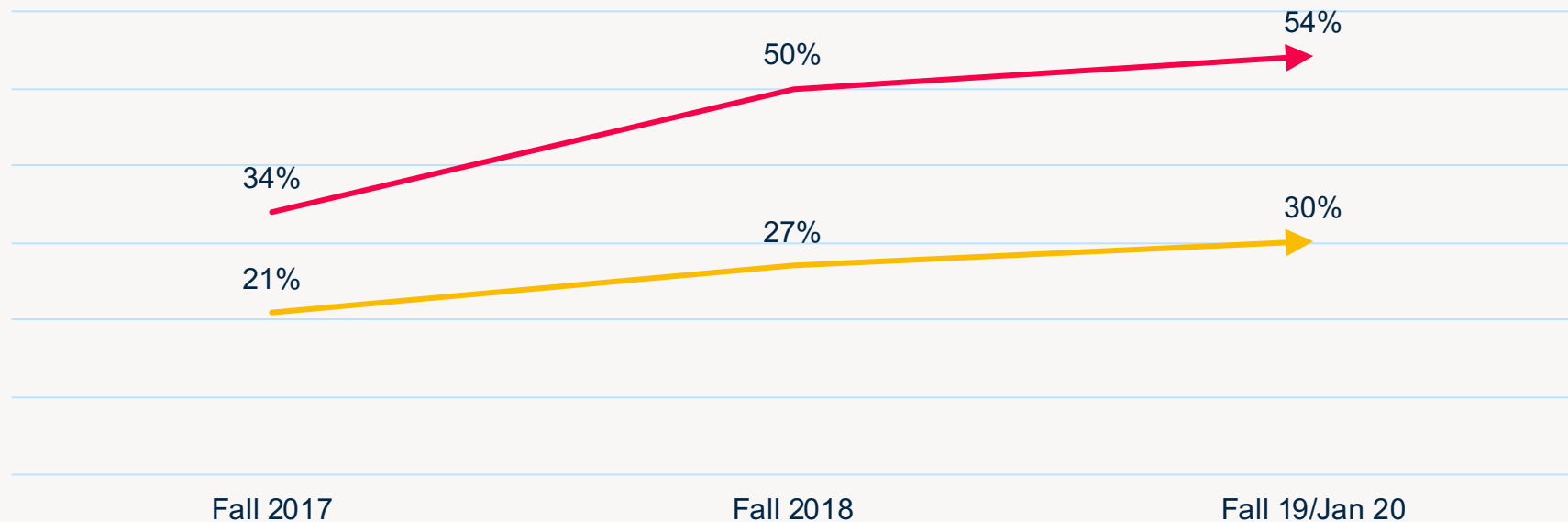
Source: Nielsen Canada Music Year-End Reports, and Nielsen Market Watch Facts and Figures w/o Apr 23, 2020

GROWTH OF MUSIC STREAMERS BEGINNING TO PLATEAU

The number of Canadians using pureplay music streaming services is growing, but rate of growth is slowing.

Use of online music streaming services

→ Ever → Past Week

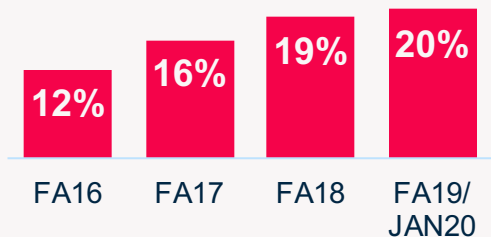


GROWTH OF MUSIC STREAMING SERVICES SLOWING

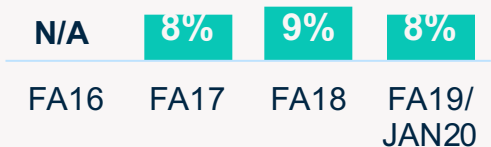
Spotify and Google Play notch modest growth in weekly and daily users while Apple is flat.

Weekly and daily use among A18+

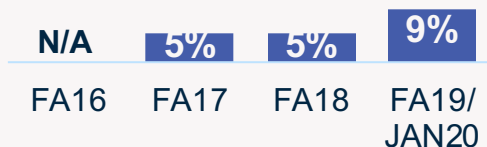
SPOTIFY WEEKLY YOY



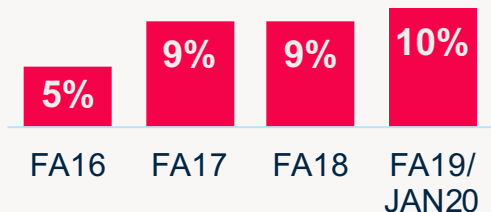
APPLE MUSIC WEEKLY YOY



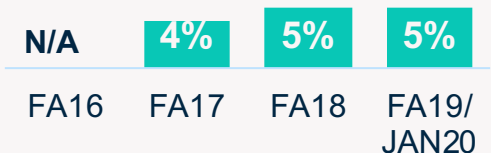
GOOGLE PLAY MUSIC WKLY YOY



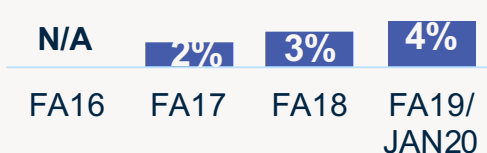
SPOTIFY DAILY YOY



APPLE MUSIC DAILY YOY



GOOGLE PLAY MUSIC DAILY YOY

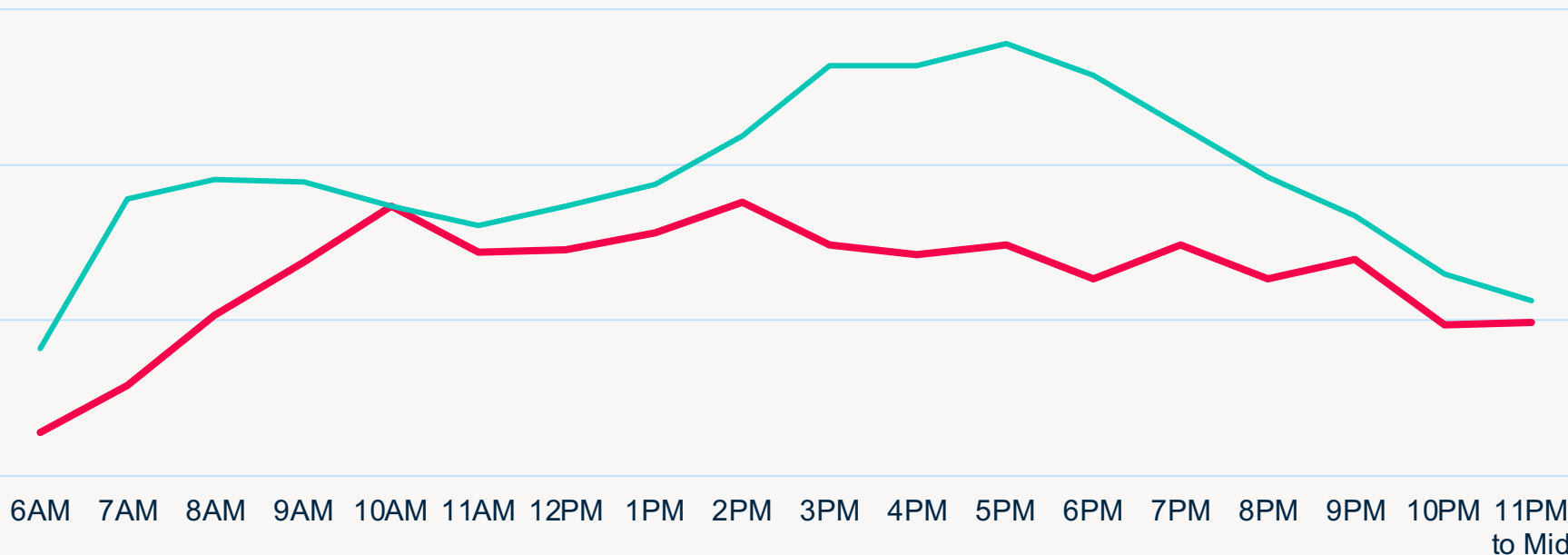


WHEN CANADIANS STREAM FREE VS PAID SERVICES

Listening to paid streaming services peaks in late afternoon, while ad-supported services are flat after 10am.

% of A18+ using each audio type in each hour (weekdays)

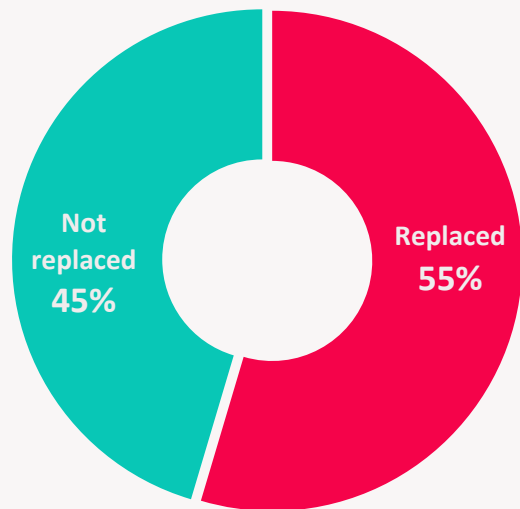
— Free ad-supported music streaming
— Paid ad-free music streaming



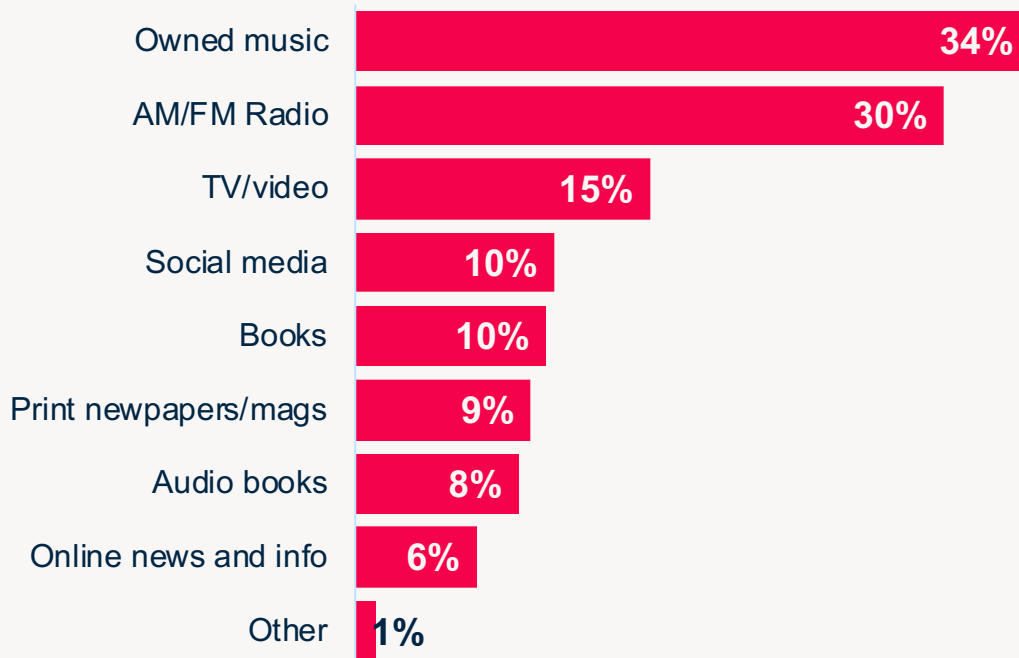
STREAMING IMPACTS A WIDE RANGE OF MEDIA

A little more than half of music streamers say that streaming music impacts time spent with other media.

How would you say that the time you spend listening to these music streaming services has affected the amount of time you spend with music or media in general?



Media replaced by streaming services



MUSIC STREAMERS STILL LISTEN TO AM/FM RADIO

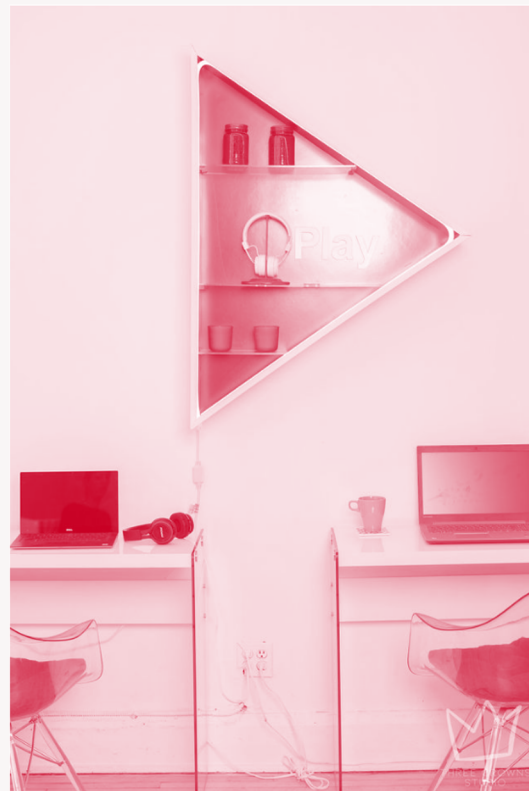
The vast majority of Canadians streaming audio are regular AM/FM Radio listeners.

83%

of past week users of
online streaming
services or YouTube for
music say they listen to
AM/FM Radio on “a
typical weekday”

23%

are heavy AM/FM
Radio listeners (listen
for 2+ hrs./typical
weekday)



KEY REASONS TO LISTEN TO MUSIC STREAMING SERVICES

On-demand access and a large library of content continue to be the primary strengths of pureplay music streaming services.



54%

To listen to any song
when I want to hear it

49%

Access to big library of
music

39%

Discover new music

31%

Have something to
listen to on my phone

30%

For the playlists they
offer

29%

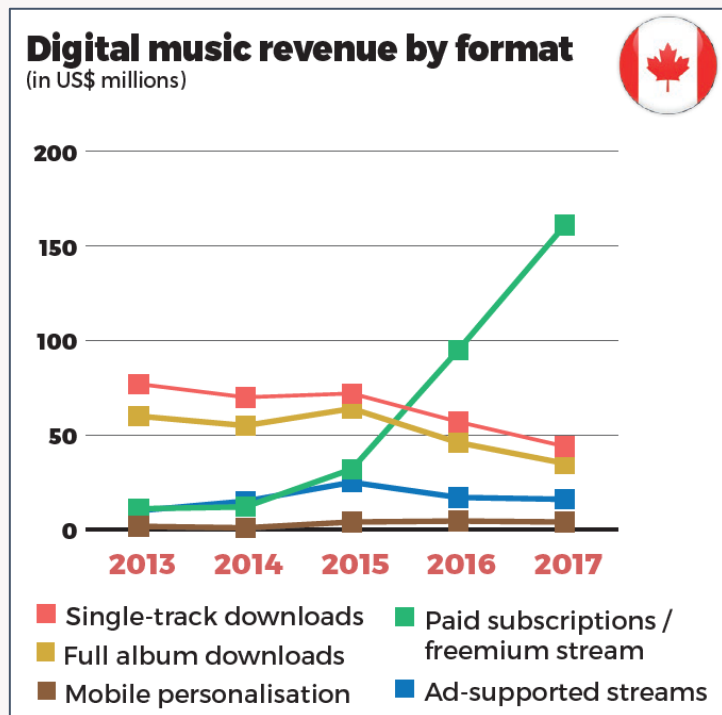
To get songs/artists I
can't get on the radio

11%

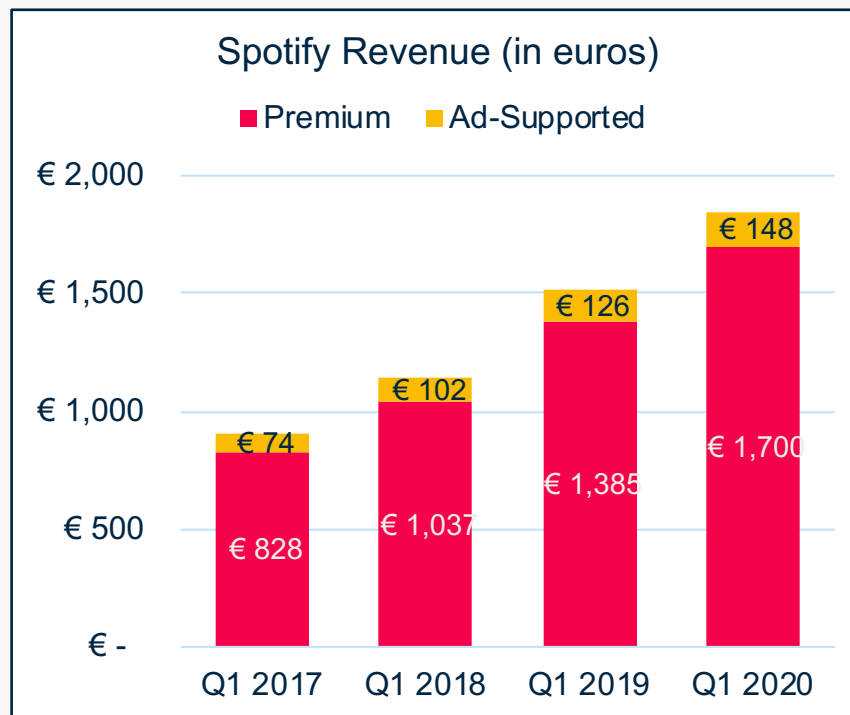
To share songs I like
with others

PAID AD-FREE STREAMING DRIVING MUSIC REVENUE

Spotify's business model is built on premium ad-free subscriptions, accounting for 92% of Spotify revenue worldwide.



Source: music:ally market profile, Canada



Source: Spotify Investors Financials (investors.spotify.com/financials/default.aspx)

CANADIANS CONTINUE TO DISCONNECT FROM SPOTIFY ADS

Affluent and educated Canadians are more likely to pay for the subscription to avoid ads on Spotify.

Daily Spotify listeners who choose paid ad-free vs. ad-supported Spotify subscription



65%

A18+

65%

A18-34

61%

Canadians living in Canada's
largest cities of Tor. | Mtl. | Van.

70%

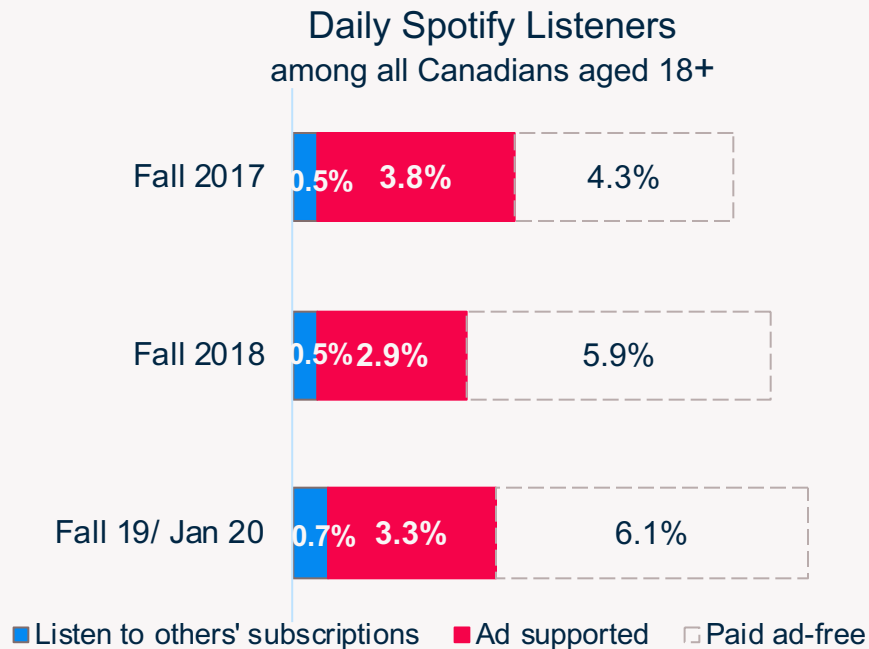
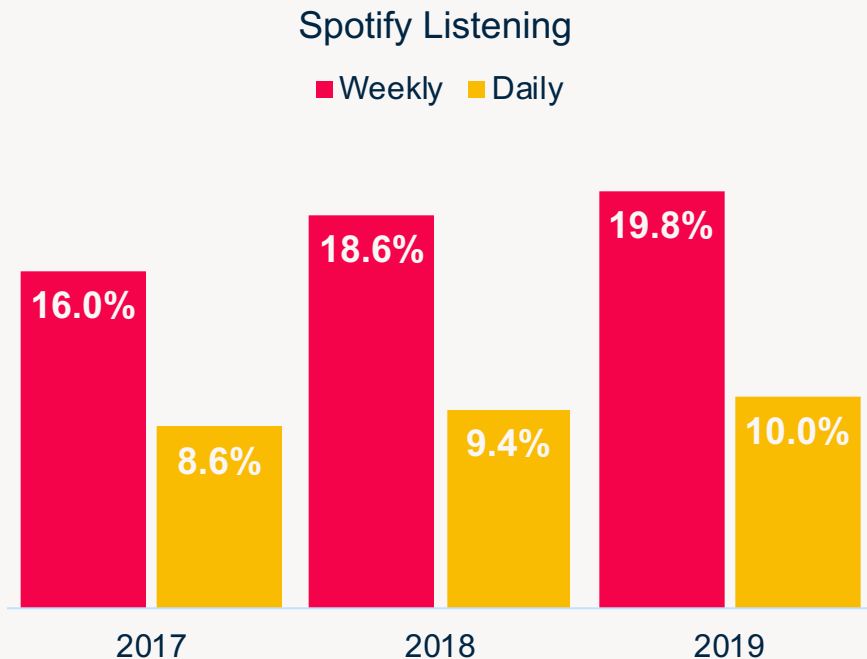
Homes with HHI \$100K+

67%

University Grads

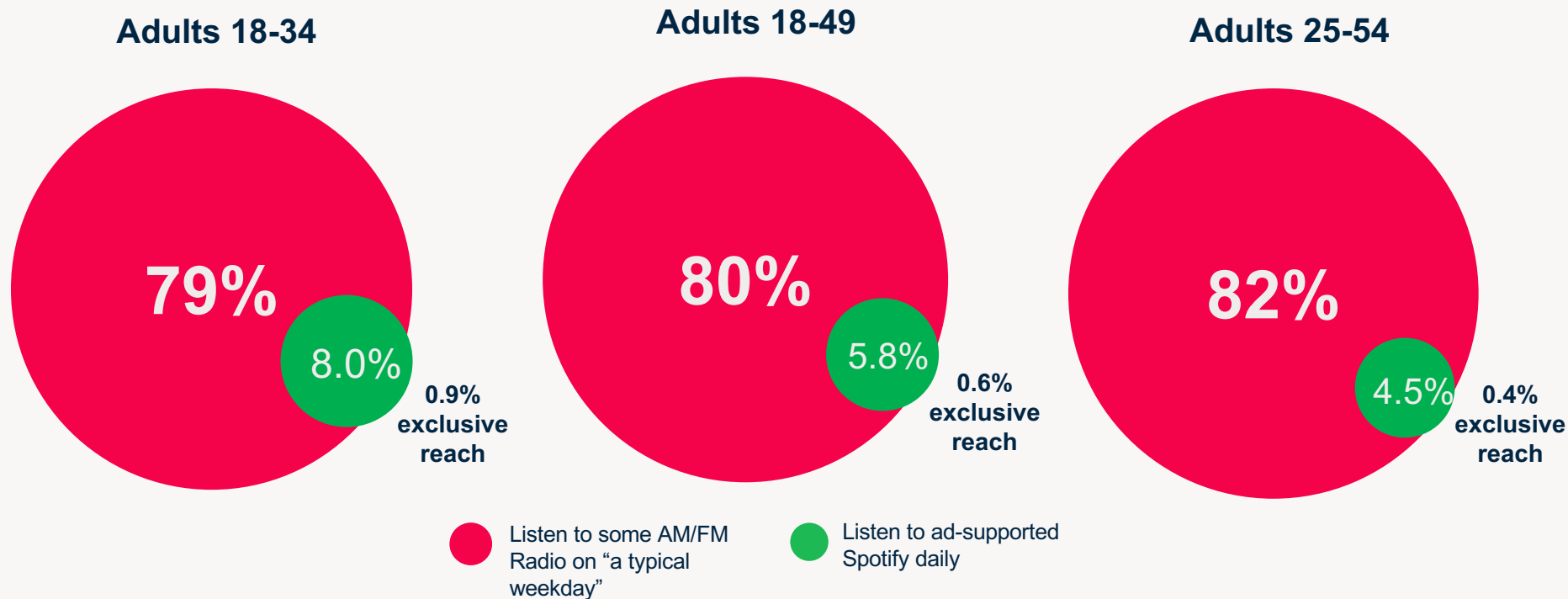
AD-SUPPORTED SPOTIFY SHOWS LITTLE GROWTH

As the number of Spotify users grows, the proportion of daily Spotify listeners exposed to ads shrinks.



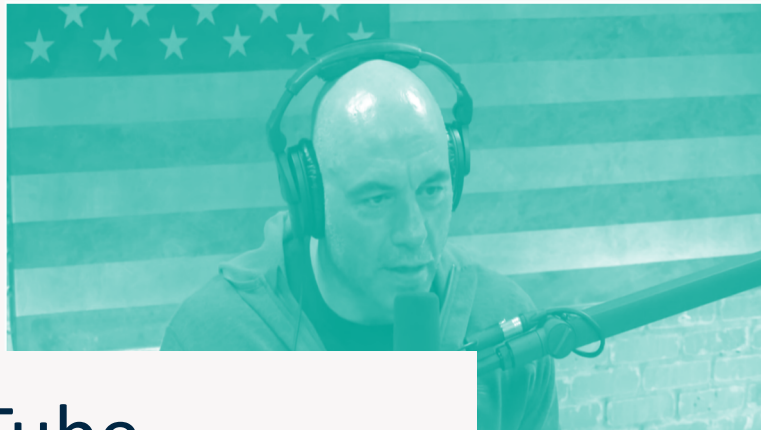
SPOTIFY DELIVERS ADVERTISERS LITTLE EXCLUSIVE REACH

Most daily listeners to ad-supported Spotify say that they listen to AM/FM Radio on a typical weekday.



E1. Thinking of all the time you may listen at home, in the car, or at work, how much time in total do you spend listening to AM or FM radio stations during a typical weekday?

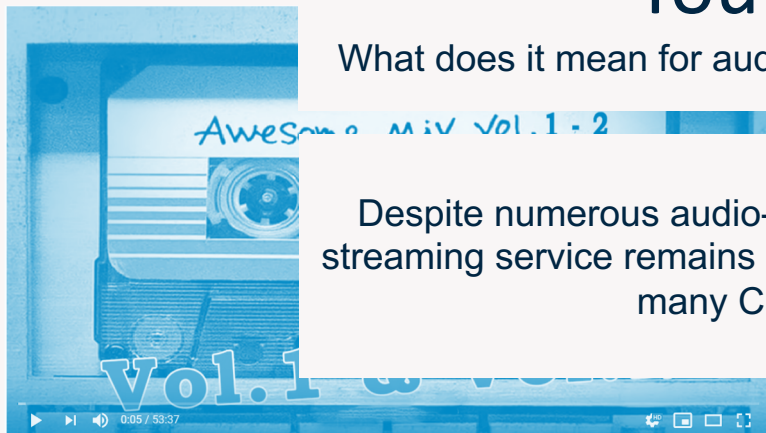
Base: Canadians 18+ (n=4,000) and 18-34 (n=1,128), Daily listeners to ad-supported Spotify 18-34 (n=86); 18-34 (n=86); 18-49 (n=110); 25-54 (n=99)



YouTube

What does it mean for audio consumption in Canada?

Despite numerous audio-first alternatives, the video streaming service remains a leading source of music for many Canadians.



03. BIRDS LIKE YOU - MARSHALLS
05. DANCE MONKEY - JADE ADOL



18. WITHOUT ME - HALSEY
19. I LOVE YOU 3000
20. LOVE YOU TO LOVE ME

NEW POPULAR SONGS 2020

YOUTUBE BY THE NUMBERS

YouTube has evolved into a media destination for a generation of Canadians.

23%

**Of Canadians
used YouTube
to listen to
music
yesterday**

27

**Minutes
Canadians
reported
listening to
music on
YouTube
previous day**

23%

**Of all audio
consumed by
A18-34's
yesterday was
music on
YouTube**

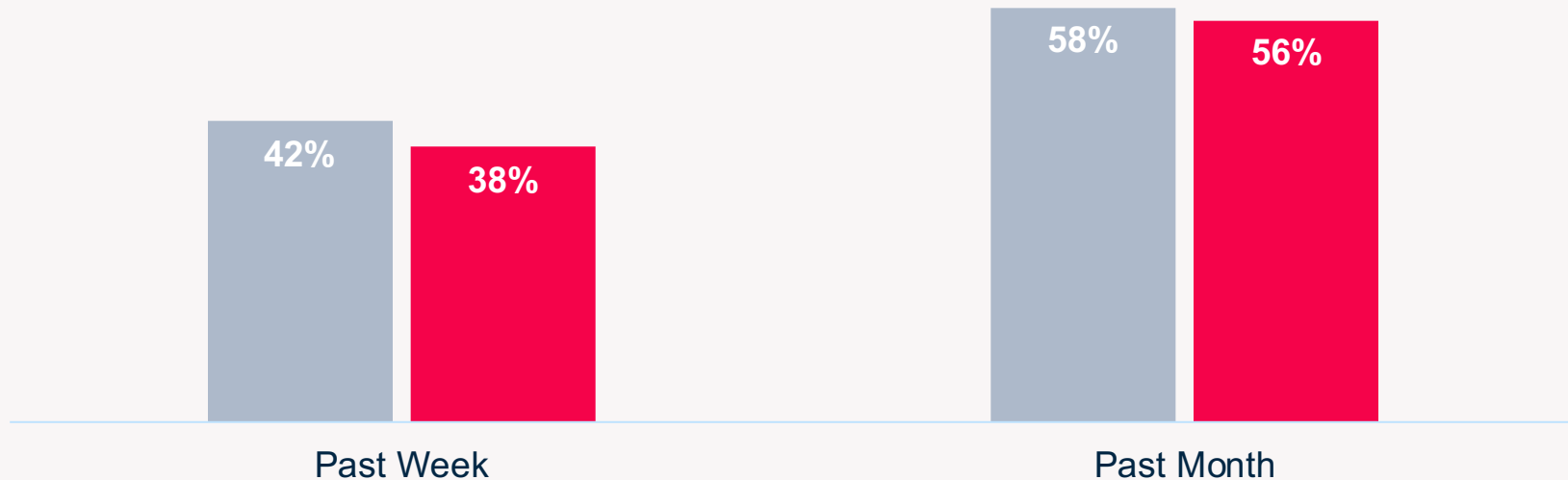
28%

**Of 18-24 of
users say they
stream
YouTube for
music because
it's their go-to
destination for
entertainment**

USE OF YOUTUBE FOR MUSIC DOWN SLIGHTLY YEAR-TO-YEAR

Most recent use of YouTube for music – A18+

■ Fall 2018 ■ Fall 19/Jan 20



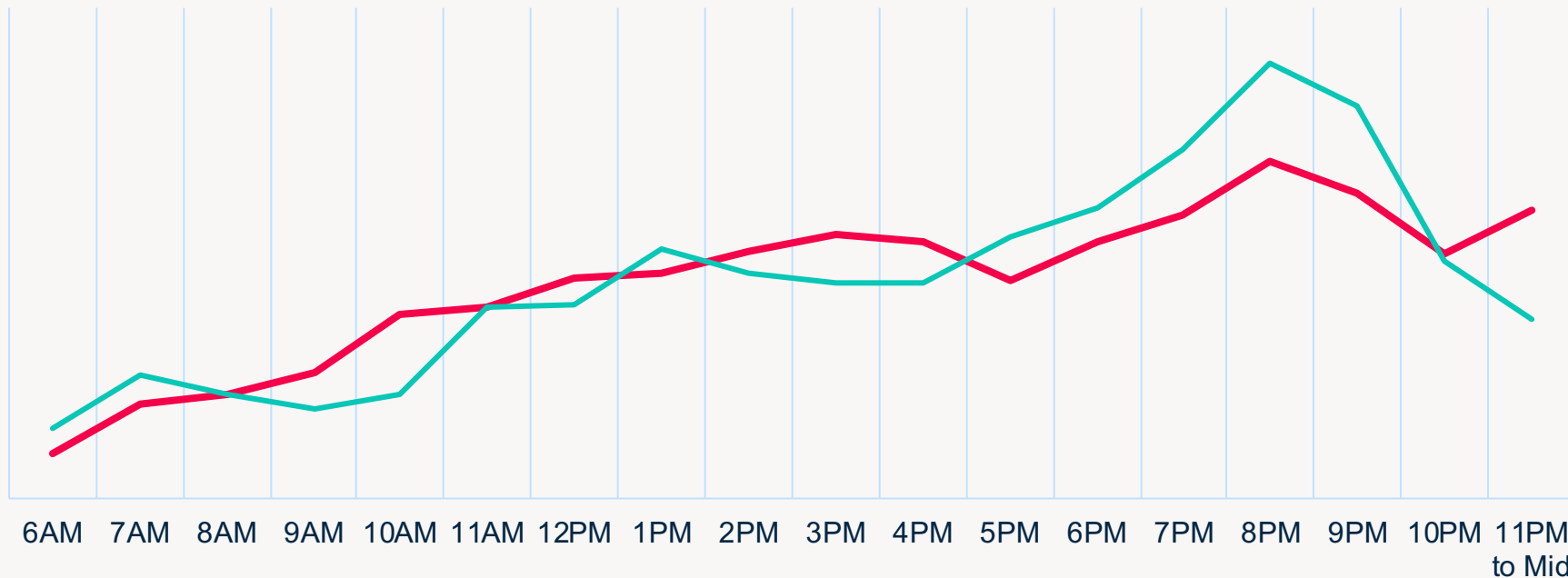
YOUTUBE USE PEAKS IN THE EVENINGS

Use of YouTube for music is comparable between weekdays and weekends, with both peaking at 8pm.

% of A18+ using YouTube for music in each hour

Weekdays

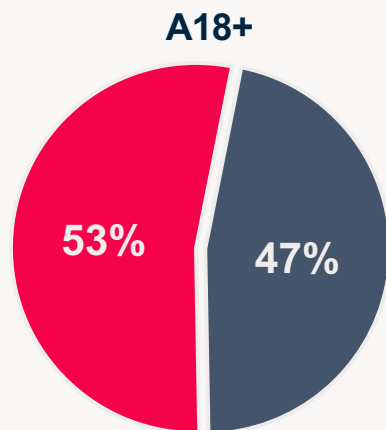
Weekends



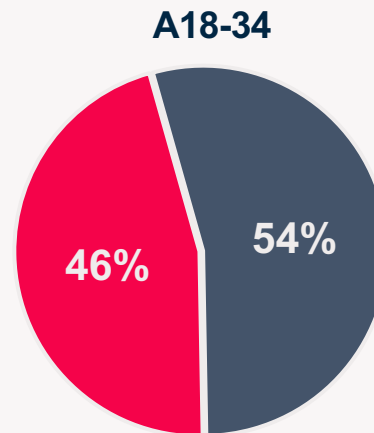
HALF OF YOUTUBE MUSIC LISTENING IS VIDEO-FREE

18-34 year-olds, the biggest users of YouTube for music, say they spend more time listening than watching and aren't seeing video

Average % of Time Spent Watching vs. Listening
Only when Using YouTube for Music (Past Month
Users)



■ Watching videos
■ Listening only

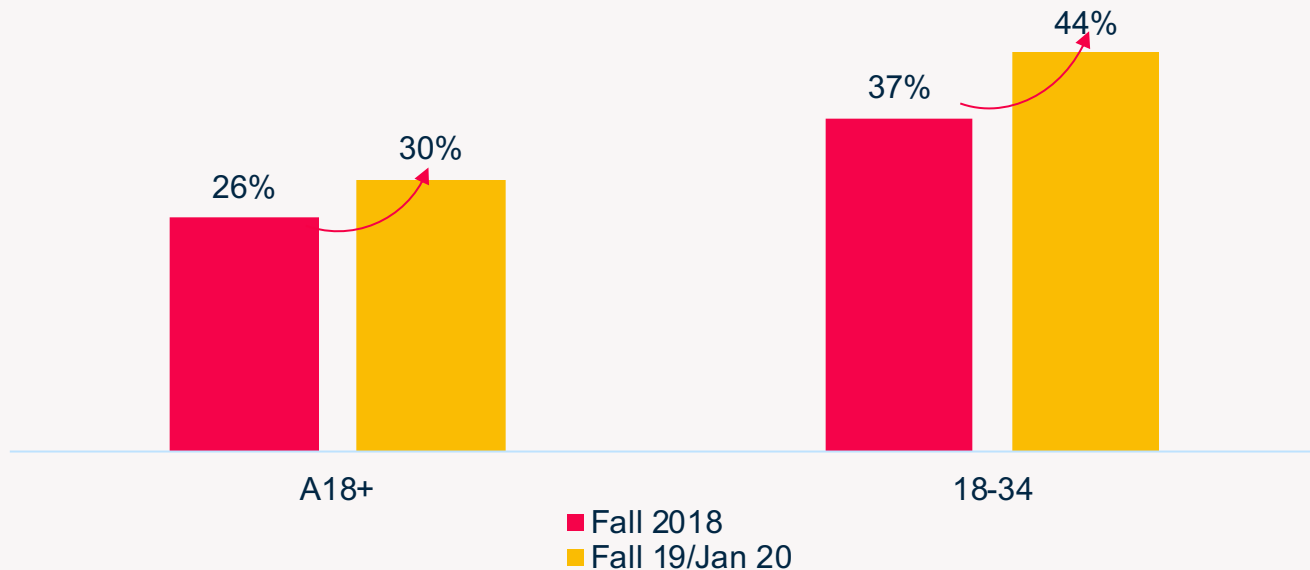


■ Watching videos
■ Listening only

MORE YOUTUBE USERS MINIMIZE SCREENS VS. A YEAR AGO

More Canadians using YouTube for music say they minimize the screen while they listen/watch than they did last year.

% Who say they minimize screen 'every time' or 'most of the time'





Podcasts

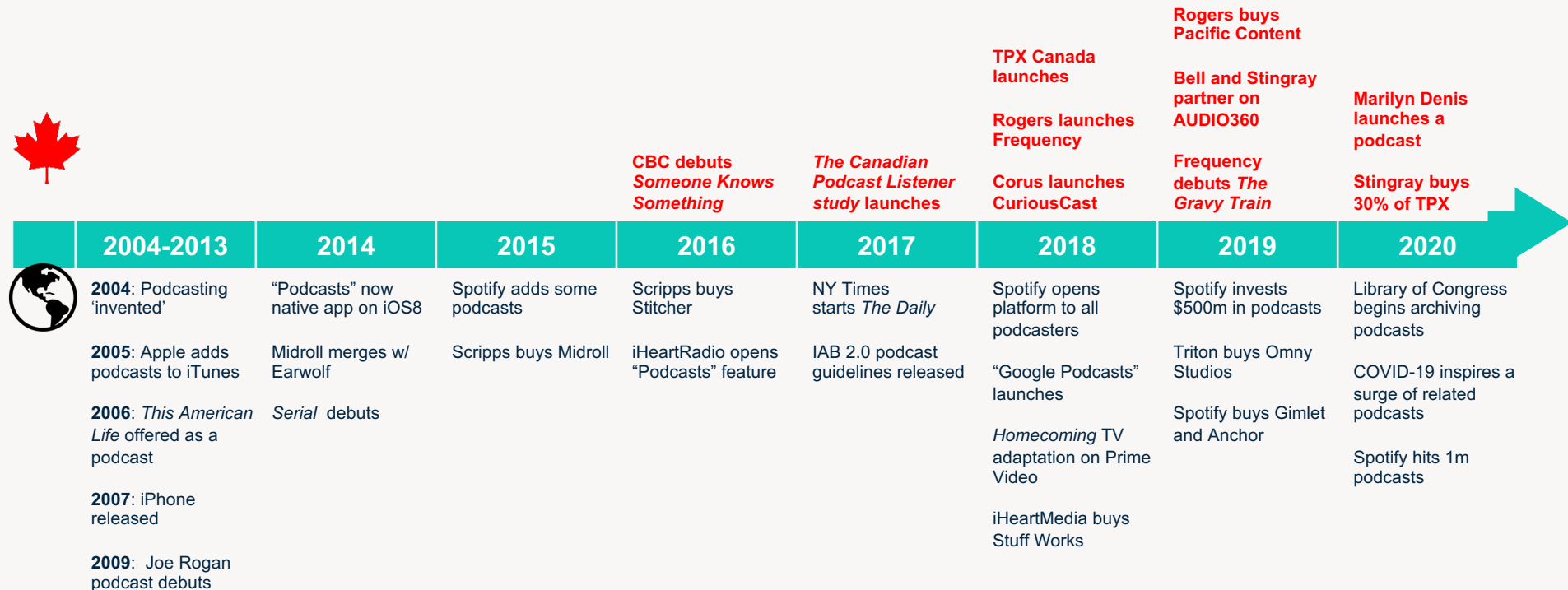


As more Canadians discover podcasts, the medium offers a unique opportunity to reach 'on demand' consumers with advertising.



BROADCASTERS INCREASINGLY INVESTED IN PODCASTING

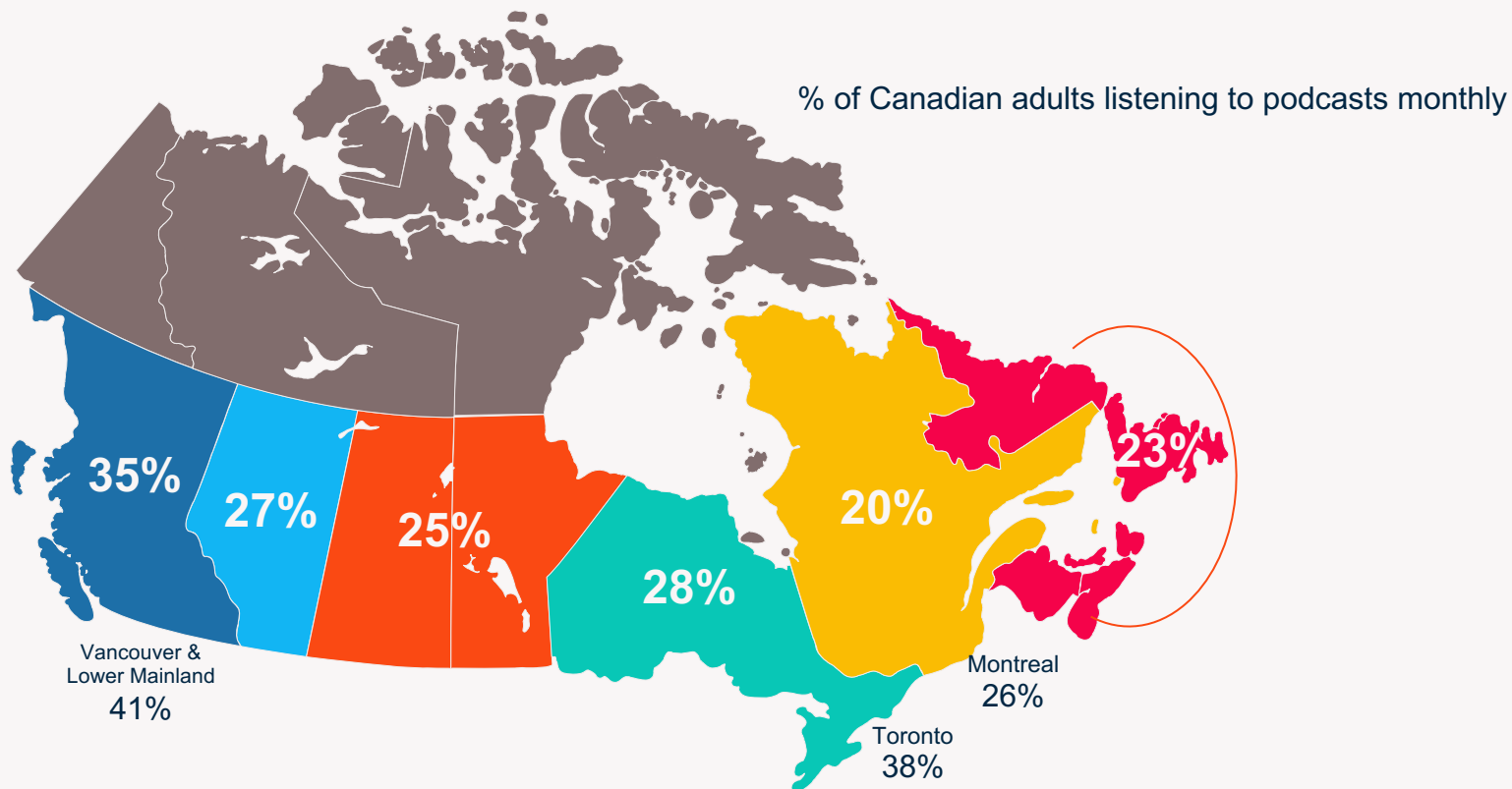
As Canada's podcast ecosystem catches up to the US, broadcasters are leading the charge.



Source: The Canadian Podcast Listener 2019

PODCAST LISTENING SKEWS TOWARDS URBAN AREAS

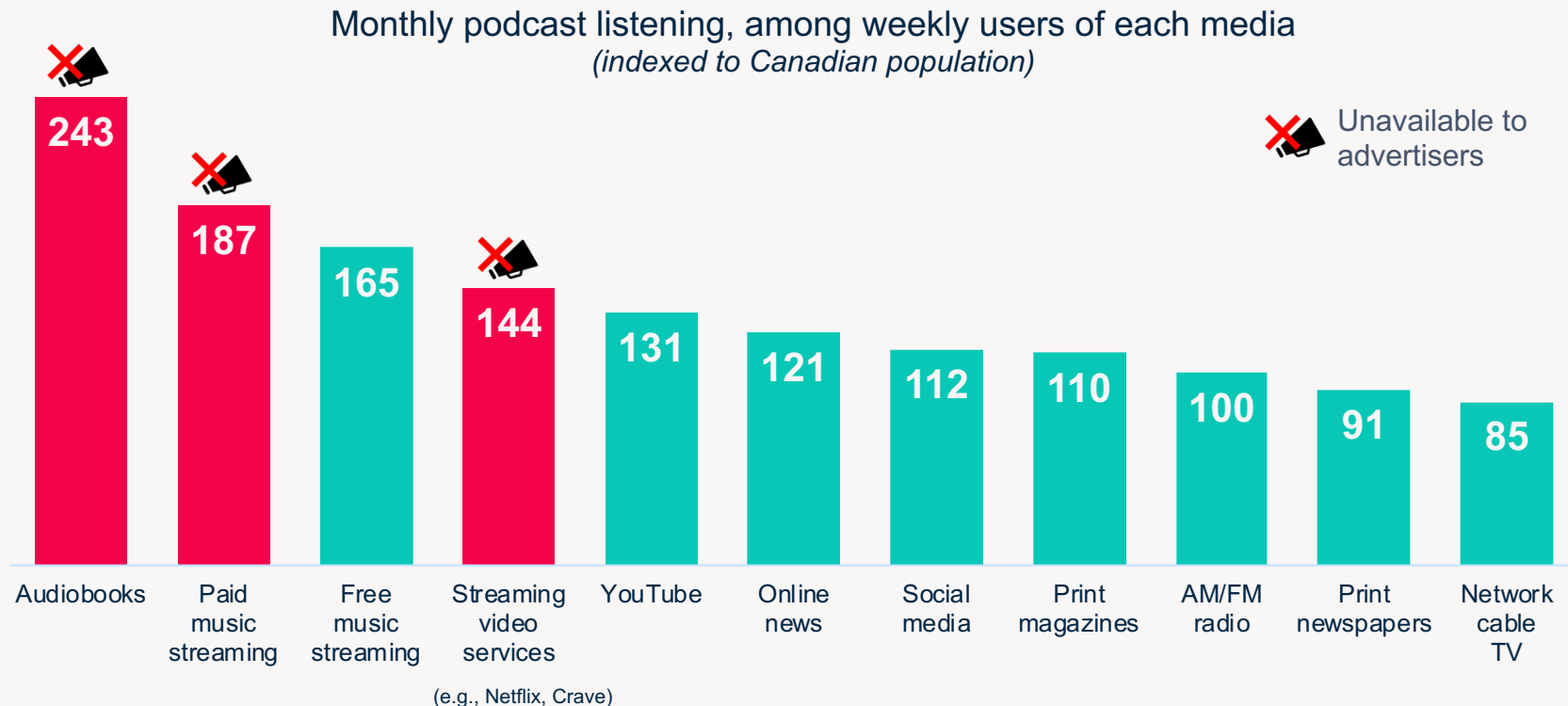
More than 1-in-4 Canadians (26%) listen to podcasts monthly, skewing to major cities.



Source: The Canadian Podcast Listener 2019 – Calibration Study / Which of the following best describes your most recent experience with podcasts / How often do you listen to podcasts? (Monthly = Listened in past year & listen 1+ x/month) Base: Canadians, aged 18+ (n=3,040)

PODCASTS REACH USERS OF ON-DEMAND MEDIA

Podcasts over-index among Canadians who consume ad-free on-demand platforms.



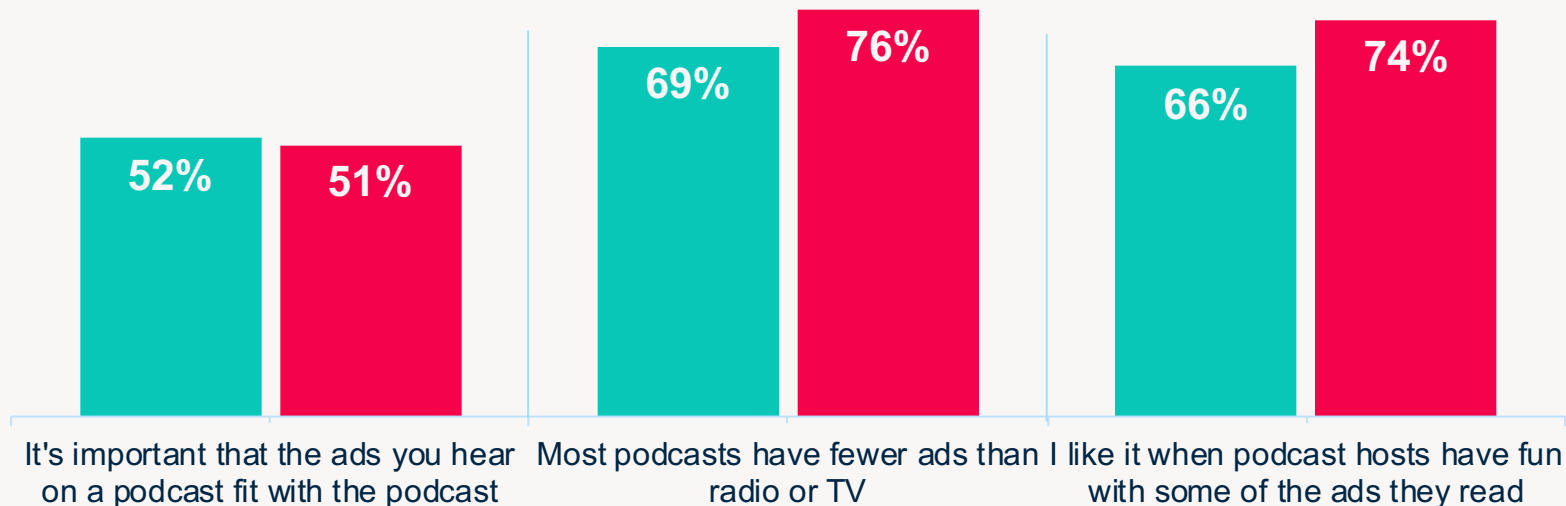
Source: The Canadian Podcast Listener 2019 – Calibration Study / How often do you listen to audio podcasts? Base: Canadians, aged 18+, weekly users of Audiobooks (n=298), Paid Music Streaming (n=762), Free Music Streaming (n=1,006), Streaming Video Services (n=1,760), YouTube (n=2,043), Online News (n=2,146), Social Media (n=2,457), Print Magazines (n=695), AM/FM (n=2,392), Print Newspapers (n=1,370), Network/Cable TV (2,319)

ADS ARE A CRITICAL PART OF THE PODCAST EXPERIENCE

Podcast listeners want contextual advertising vs. one-size-fit-all messaging.

% Who agree / strongly agree with statements

■ Monthly podcast listeners 18+ ■ Listen 5+hrs/wk



Source: The Canadian Podcast Listener 2019

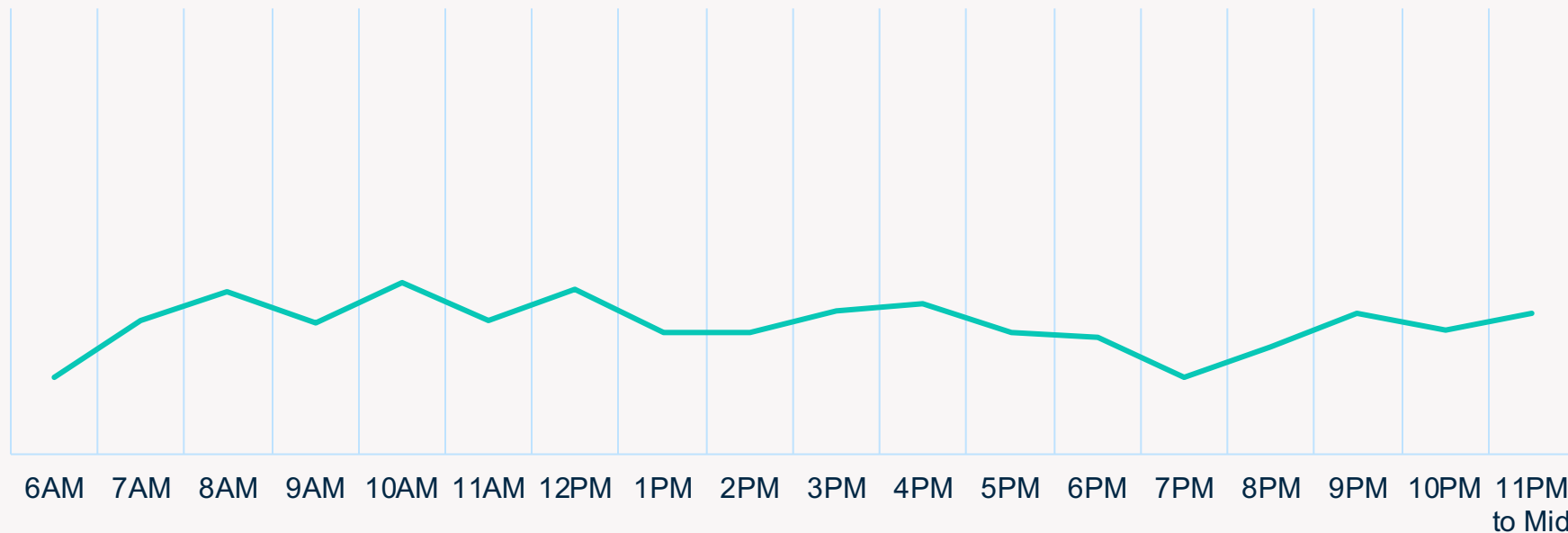
To what extent do you agree or disagree with the following statements about advertising in podcasts? (% "strongly agree" + % "agree")

Base: Monthly podcast listeners, aged 18+ who listen to podcasts with ads (n=1,411), who listen for 5+ hours/wk. (n=385)

PODCAST LISTENING STEADY THROUGHOUT THE DAY

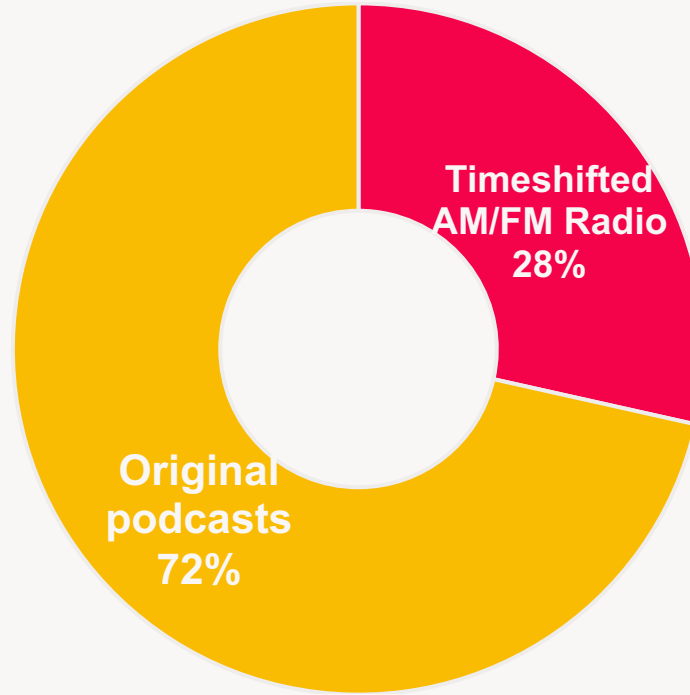
Between 1% and 1.5% of Canadian adults are listening to a podcast in any given hour.

% of A18+ listening to podcasts in each hour (weekdays)



RADIO CONTENT REPRESENTS A QUARTER OF PODCAST LISTENING

Podcast listeners say that 28% of the shows they listen to come from AM/FM programs.

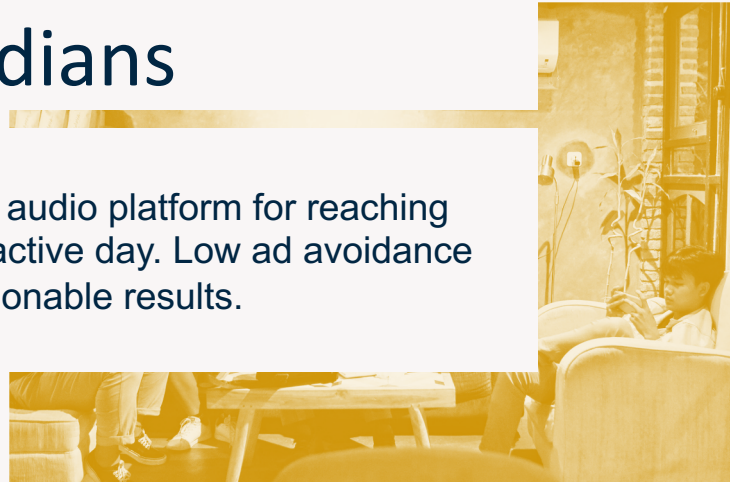


F10_2. [Mean Summary] Of all the podcasts you listen to, what proportion are...?
Base: Canadians 18+ who listened to a podcast in the past month (n=1,064)



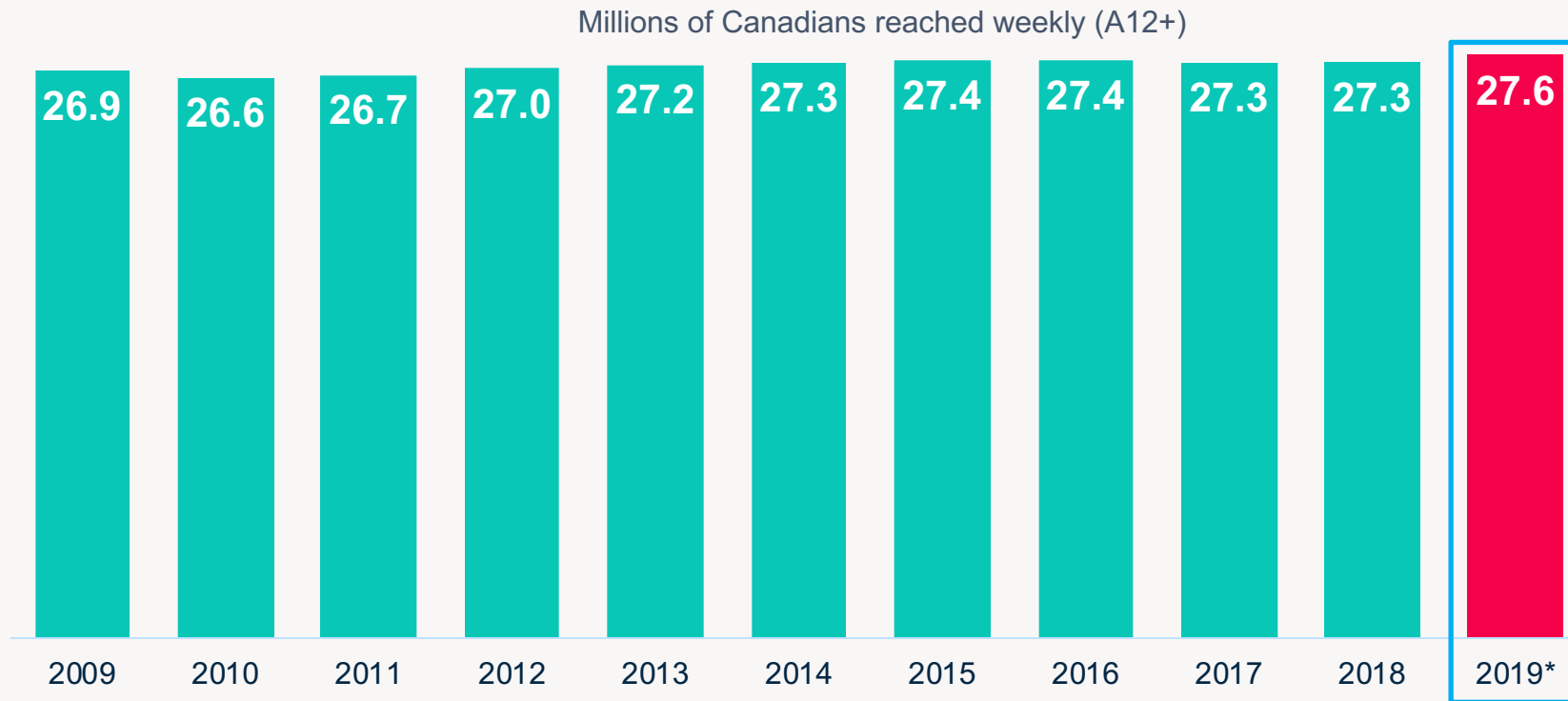
Radio Connects Advertisers to Canadians

AM/FM Radio is the largest audio platform for reaching consumers throughout their active day. Low ad avoidance helps drive actionable results.



RADIO REACHES 28 MILLION CANADIANS WEEKLY

The number of Canadians listening to radio each week is on par with a decade ago.



* Bridged data combining sweep measurement from Spring 2019 and continuous measurement starting in late August 2019

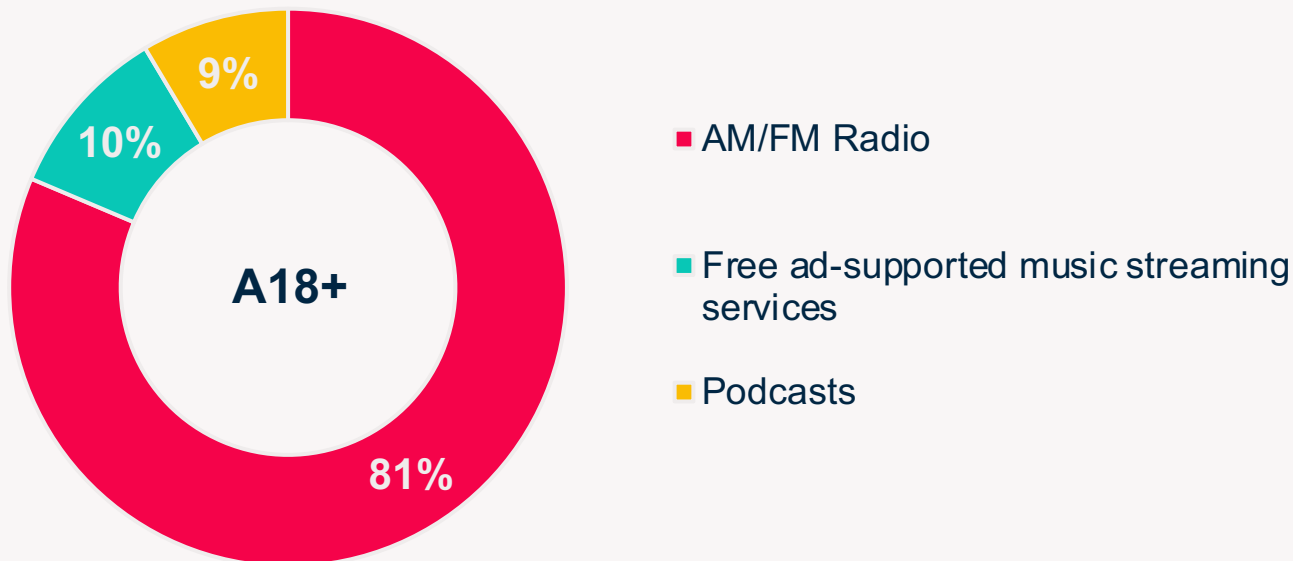
Source: Numeris Radio Diary, Fall Surveys, Mo-Sun 5a-1a, A12+. Note: Fall 2016 ORD introduced.

*FA 2019 represents a bridge in methodology between sweep and continuous measurement.

AM/FM RADIO DOMINATES SHARE OF BUYABLE AUDIO

AM/FM Radio accounts for more than 80% of the audio consumption available to Canadian advertisers.

Share of Buyable Audio

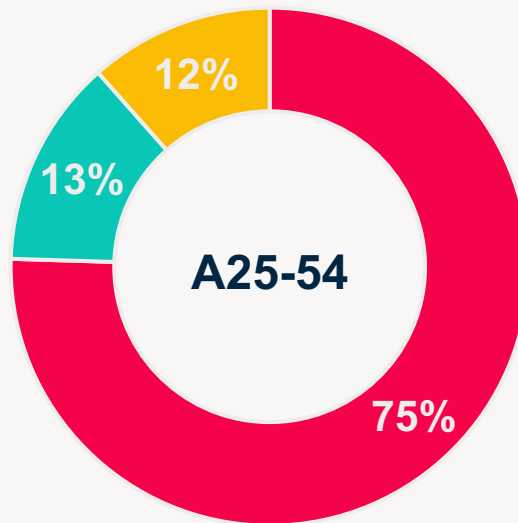
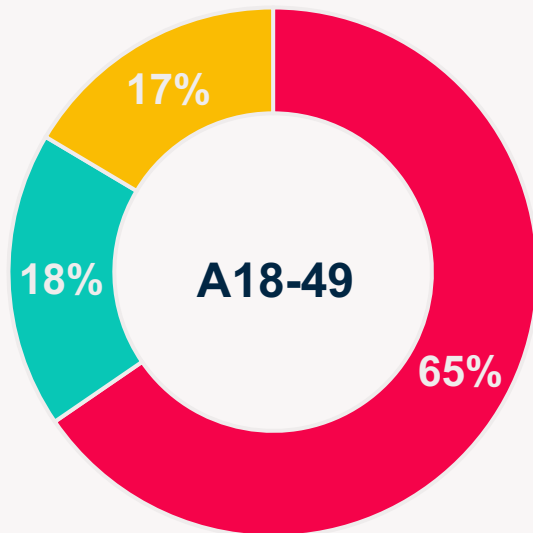


THREE-QUARTERS OF BUYABLE HOURS BY A25-54 IS AM/FM

AM/FM Radio delivers advertisers' maximum impressions in key demos, accounting for 3/4s of ratings available to reach 25-54 adults.

Share of Buyable Audio

■ AM/FM Radio ■ Free ad-supported music streaming services ■ Podcasts

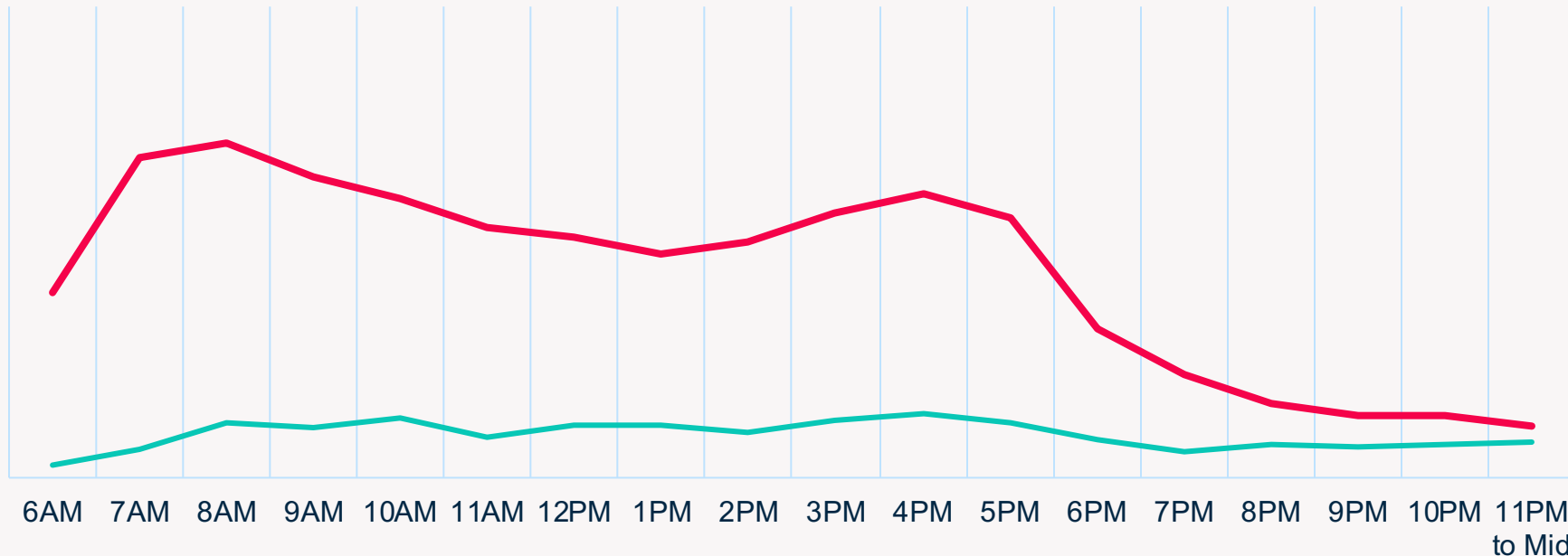


AM/FM RADIO DOMINATES OTHER BUYABLE AUDIO ALL DAY

Canadians listen to AM/FM Radio while they are working, commuting and shopping, shifting to other audio in the evenings.

% of A18+ Listening to each audio type in each hour (Weekdays)

— Total AM/FM Radio — Other buyable audio*

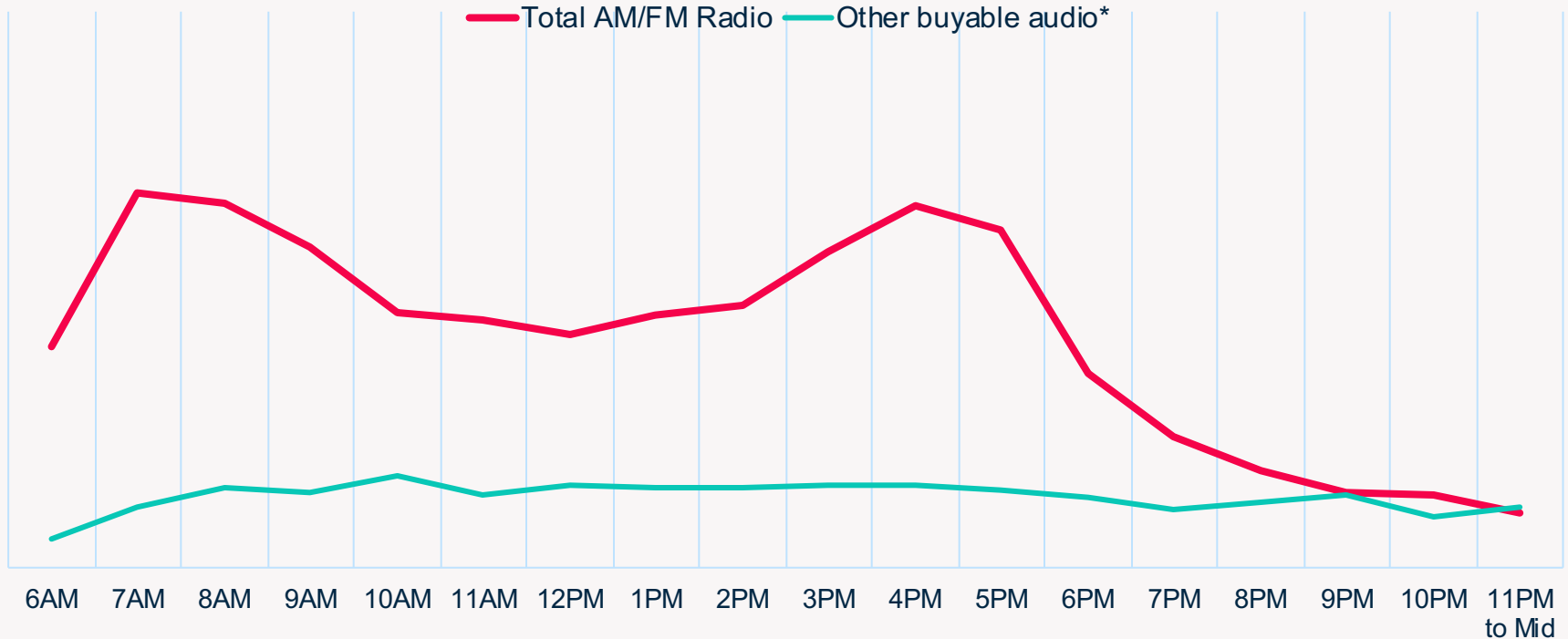


*Free ad-supported music streaming services and podcasts

25-54 AM/FM RADIO LISTENING PEAKS IN DRIVE PERIODS

Working age Canadians use AM/FM Radio to get set for their workday and wind down on the way home.

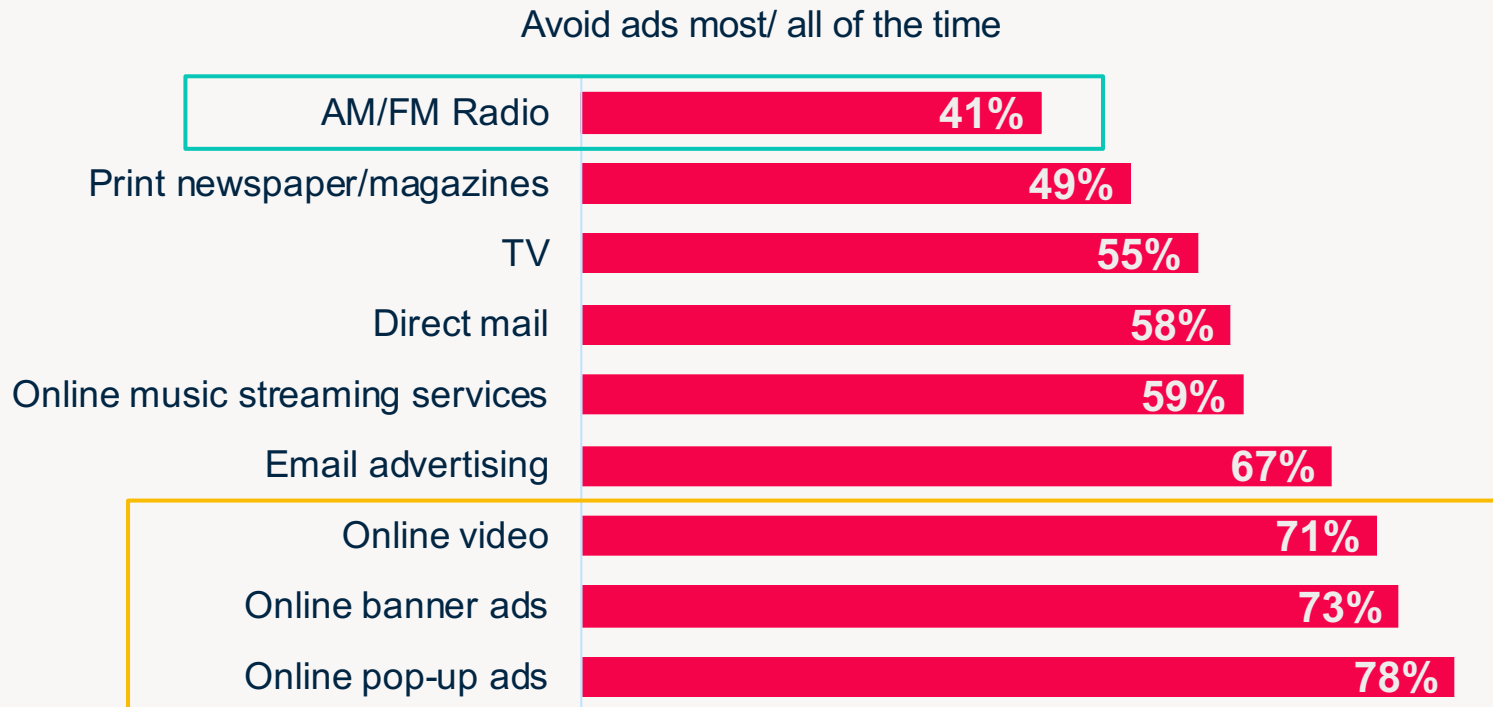
% of A25-54 listening to each audio type in each hour (Weekdays)



*Free ad-supported music streaming services and podcasts

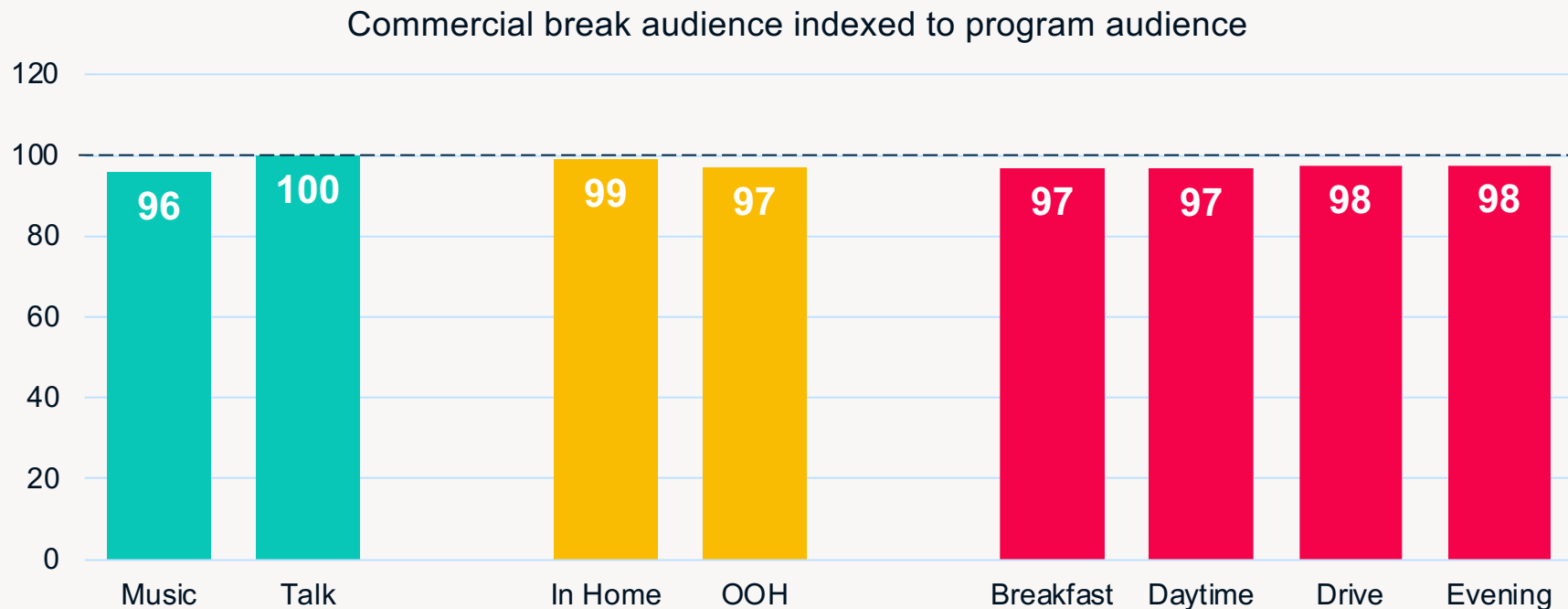
ADS ON AM/FM RADIO ARE THE LEAST-AVOIDED

Canadians most commonly avoid online video, banner, and pop-ups ads



INDEPENDENT STUDY: AM/FM LISTENERS STAY TUNED IN AD BREAKS

Confirmed by an analysis of four months of Vancouver PPM data (2016) by Australia's Ehrenberg-Bass Institute for Marketing Science



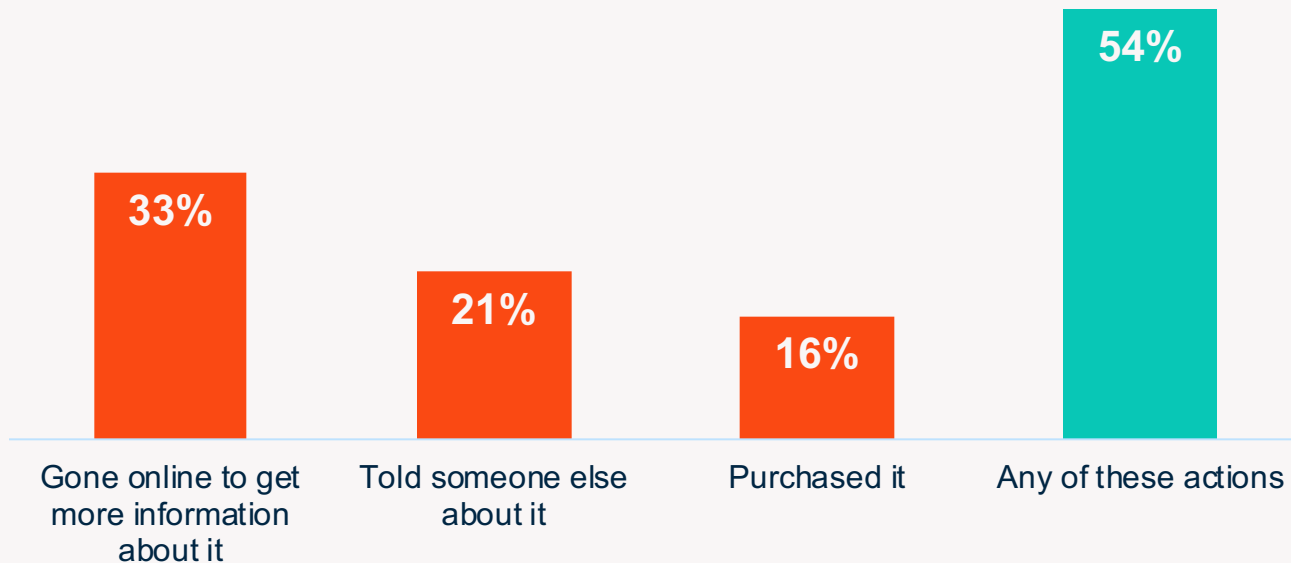
Source: Michelin, A., S. Bellman, M. Faulkner, J. Cohen, and J. Bruwer: "A new benchmark for mechanical avoidance of radio advertising: Why radio advertising is a sound investment" Journal of Advertising Research, March 2020
Base: PPM panel members 12+ in Vancouver, BC. (N ≈ 800), Oct 2015, Jan 2016, Apr 2016, Jul 2016

**Journal of
Advertising
Research**

ADS HEARD ON AM/FM RADIO MOTIVATE ACTION

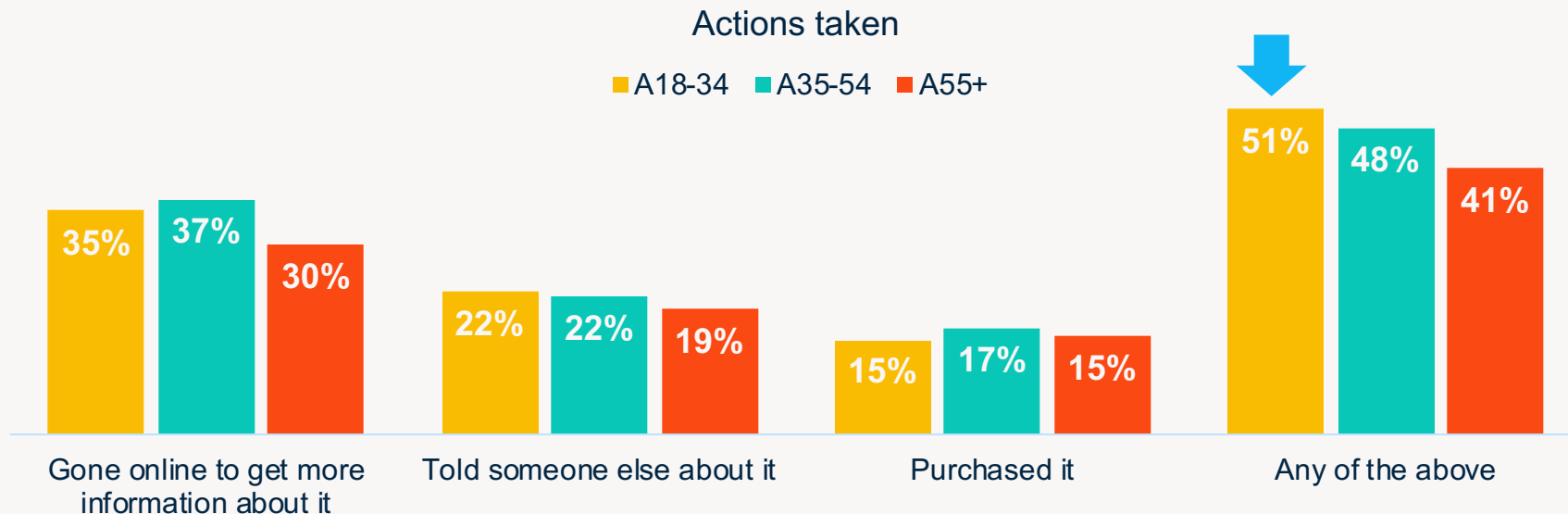
More than half of Canadians say they took action after hearing an ad AM/FM Radio, with one-third going online to get more info.

Actions ever taken after hearing AM/FM Radio ad



AM/FM RADIO DRIVES ACTION IN YOUNGER ADULTS TOO

Canadians age 18-34 are more likely to say they have taken action after hearing ads on AM/FM Radio.



Ad1. Whether listening in the car or elsewhere, have you ever taken any of the following actions after hearing a brand, product or service advertised on AM/FM Radio? Base: Canadians 18-34 (n=1,128); 35-54 (n=1,206); 55+ (n=1,666)

TAKEAWAYS

- AM/FM Radio grabs the largest share of audio among Canadians—even among past week users of digital audio.
- Radio's unique value proposition: connection, companionship, convenience.
- AM/FM Radio dominates buyable share of audio, accounting for 81% of 18+ and 75% of 25-54 listening available to advertisers.
- AM/FM remains king of in-car audio. Canadians in connected cars listening to as much AM/FM Radio in-car as other Canadians.
- Canadians now listen to AM/FM Radio on multiple devices, streaming on mobile, computers, tablets and increasingly on smart speakers. Many also listen on their TVs.
- For many younger Canadians, smart speakers are taking the place of traditional radios in home.
- Pureplay music streaming services continue to grow, but at a slower pace than previous years.
- AM/FM is well-positioned to hold its share of buyable audio as Spotify moves its audience to a more lucrative ad-free premium service.
- Podcasts offer advertisers a unique opportunity to reach the on-demand consumer—and broadcasters a chance to grow revenues.
- Low ad avoidance gives AM/FM Radio an action advantage over frequently ignored or blocked digital media.

Appendix

PAST WEEK USERS OF DIFFERENT AUDIO INDEXED TO CANADIAN ADULT POPULATION

Past week listeners	Streamed AM/FM Radio	Paid ad-free streaming	Free ad-supported streaming	SiriusXM satellite radio	TV music channels	Music on YouTube	Personal/owned music	Podcasts	Audiobooks
<i>Sample</i>	595	734	721	612	536	1,525	1,361	649	252
Male	116	114	114	118	107	114	115	123	104
Female	85	87	86	83	93	87	85	78	96
A18-29	100	215	158	94	51	170	99	179	133
A30-44	135	159	158	115	101	136	121	158	176
A45-54	109	74	78	105	86	87	113	73	98
A55-64	81	38	52	97	118	63	92	64	46
A65+	63	26	52	82	132	51	67	30	32
30+ minute commute	132	152	126	115	98	114	106	131	135
TOR/VAN/MTL + Other Large Cities (500k + population)	115	109	105	89	101	109	100	111	110
University education	124	137	121	117	105	111	113	155	170
\$100k+ HHI	140	151	115	148	105	90	112	160	166
Heavy radio listeners (2+ hrs./ typical weekday)	153	81	85	100	119	87	103	91	127
Intend to purchase new car-next 3 yrs.	151	138	138	143	130	118	109	146	203
Live in Quebec	108	72	104	66	119	106	100	65	87

PAST WEEK LISTENERS TO STREAMED AM/FM RADIO

Indexed to Canadian Adults (n=595)



95% listen to AM/FM Radio on "a typical weekday." (Index: 113)



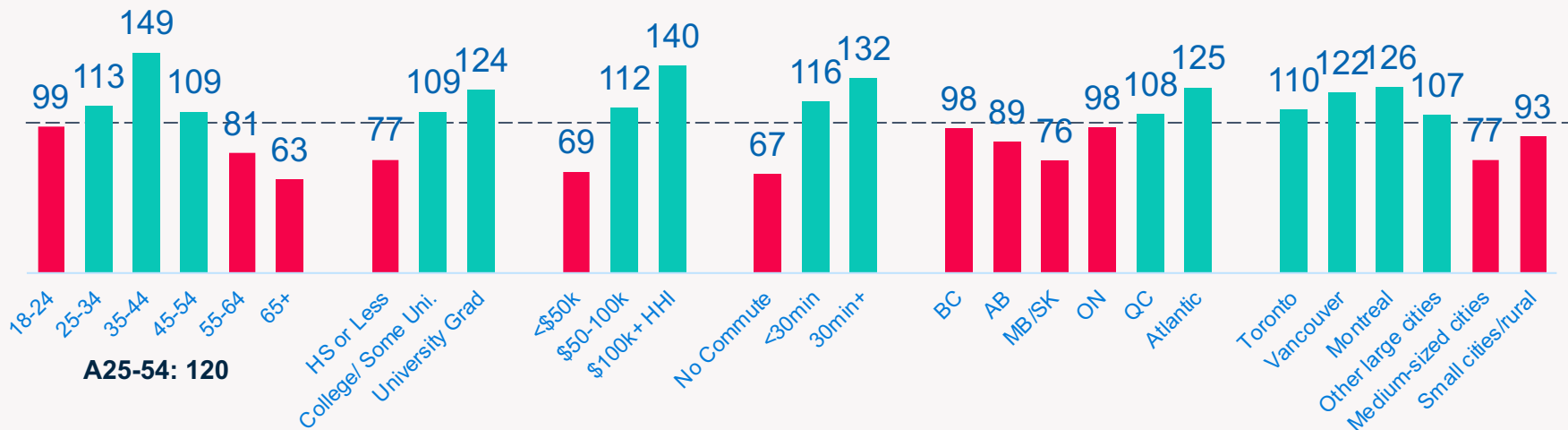
94% Own a smartphone (Index: 117)



41% Own a smart speaker (Index: 202)

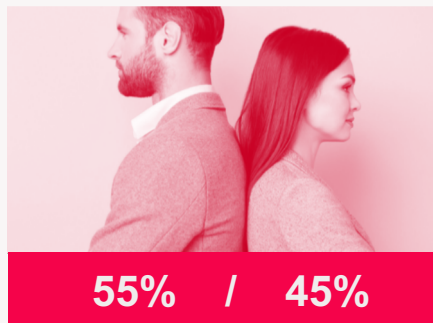


21% Have a car with built-in WiFi (Index: 187)



PAST WEEK LISTENERS TO PAID AD-FREE MUSIC STREAMING

Indexed to Canadian Adults (n=734)



83% listen to AM/FM Radio on "a typical weekday." (Index: 98)



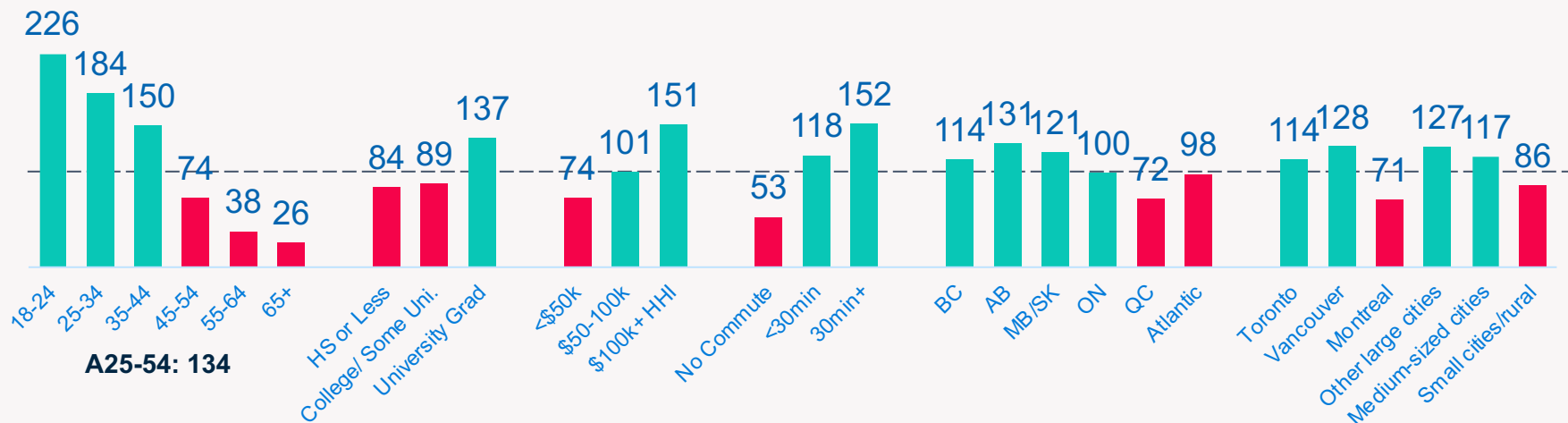
98% Own a smartphone (Index: 121)



45% Own a smart speaker (Index: 220)

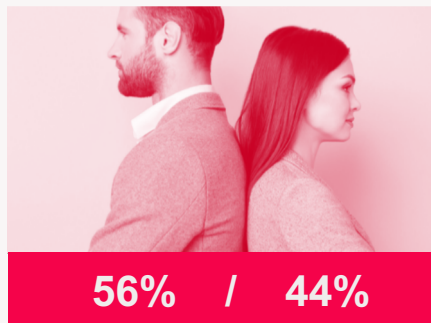


15% Have a car with built-in WiFi (Index: 134)



PAST WEEK LISTENERS TO AD-SUPPORTED MUSIC STREAMING

Indexed to Canadian Adults (n=721)



87% listen to AM/FM Radio on "a typical weekday." (Index: 103)



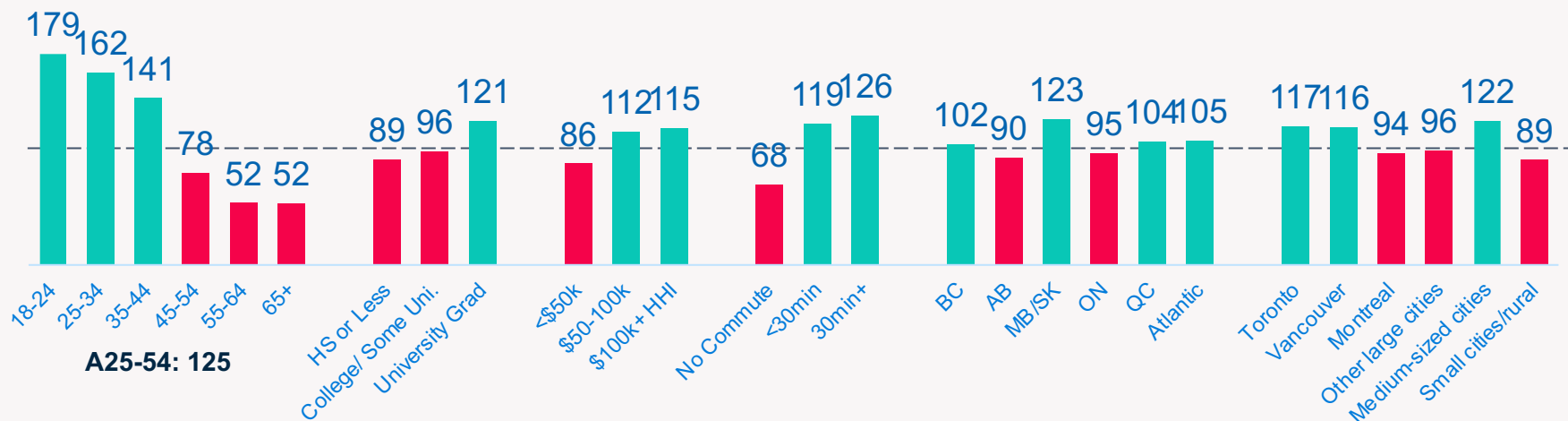
91% Own a smartphone (Index: 114)



34% Own a smart speaker (Index: 168)

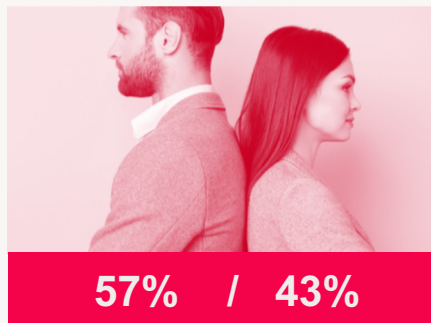


15% Have a car with built-in WiFi (Index: 135)



PAST WEEK LISTENERS TO SIRIUS XM

Indexed to Canadian Adults (n=612)



85% listen to AM/FM Radio on "a typical weekday." (Index: 102)



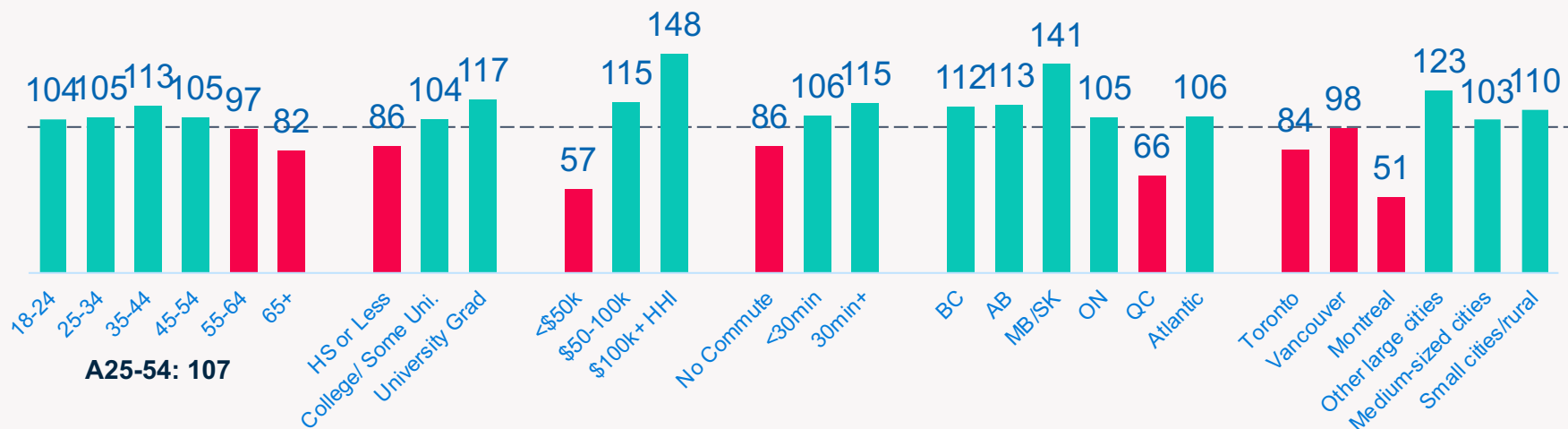
90% Own a smartphone (Index: 112)



32% Own a smart speaker (Index: 156)

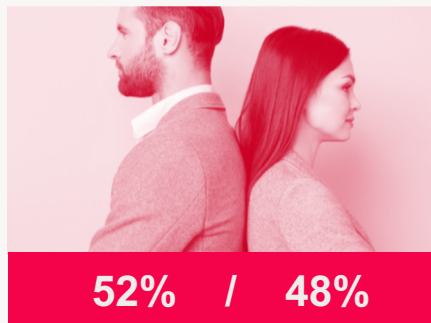


23% Have a car with built-in WiFi (Index: 203)



PAST WEEK LISTENERS TO TV MUSIC CHANNELS (NOT AM/FM)

Indexed to Canadian Adults (n=536)



93% listen to AM/FM Radio on "a typical weekday." (Index: 111)



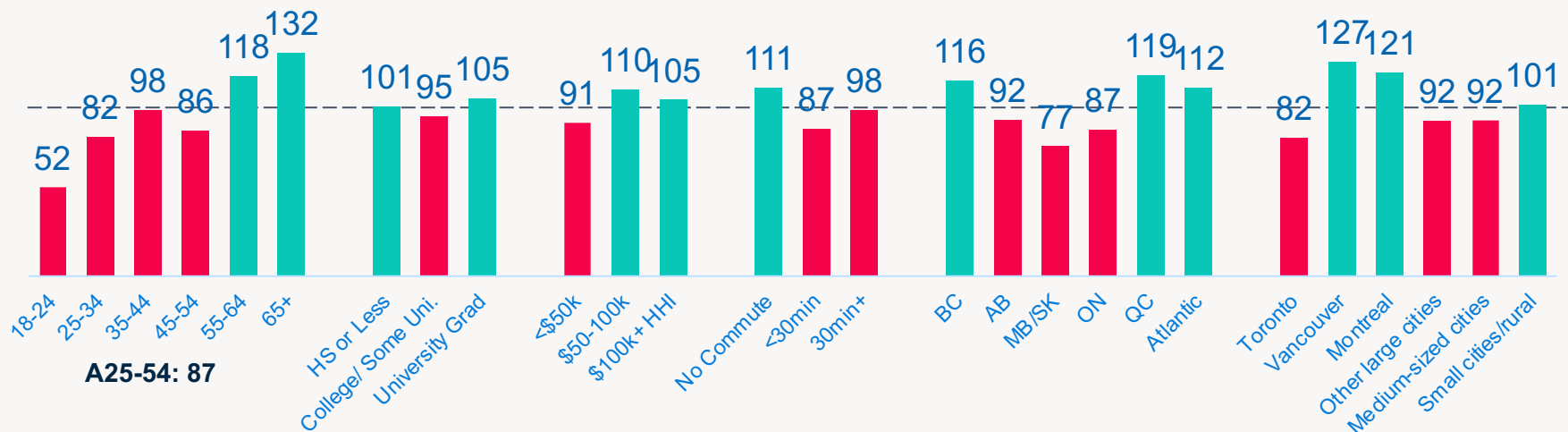
78% Own a smartphone (Index: 97)



25% Own a smart speaker (Index: 124)

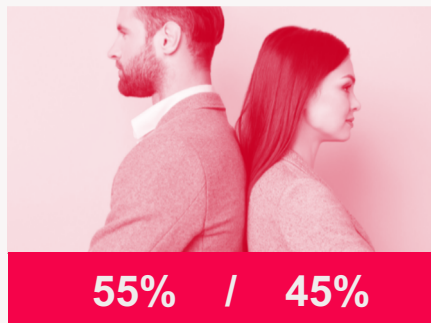


15% Have a car with built-in WiFi (Index: 134)



PAST WEEK LISTENERS TO MUSIC ON YOUTUBE

Indexed to Canadian Adults (n=1,525)



83% listen to AM/FM Radio on "a typical weekday." (Index: 99)



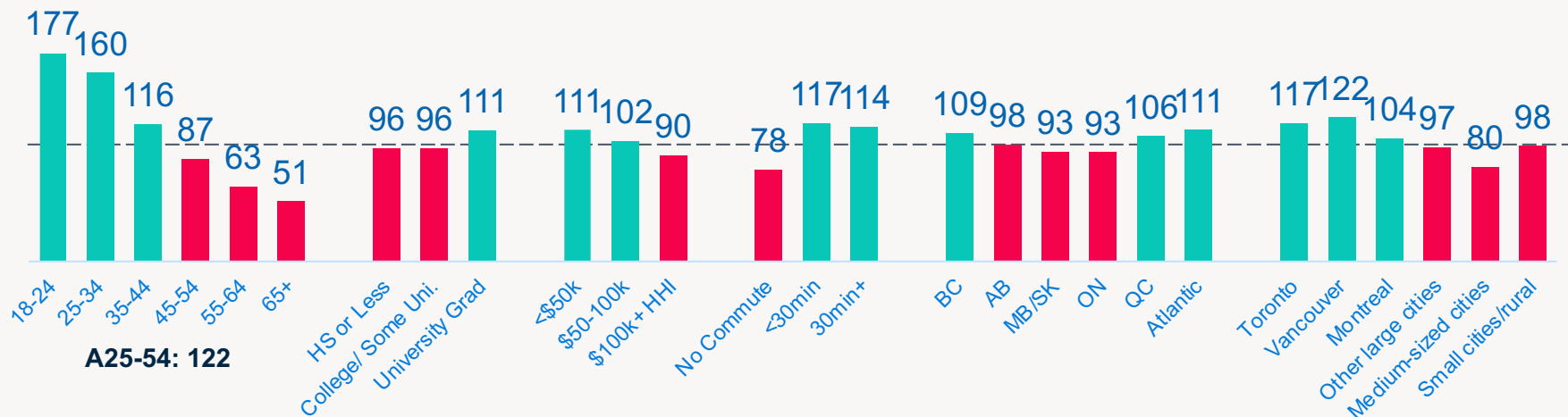
86% Own a smartphone (Index: 107)



25% Own a smart speaker (Index: 120)

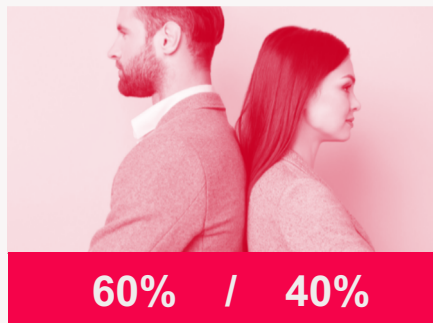


12% Have a car with built-in WiFi (Index: 110)



PAST WEEK LISTENERS TO PODCASTS

Indexed to Canadian Adults (n=649)



83% listen to AM/FM Radio on "a typical weekday." (Index: 99)



89% Own a smartphone (Index: 111)



33% Own a smart speaker (Index: 163)



21% Have a car with built-in WiFi (Index: 187)

