

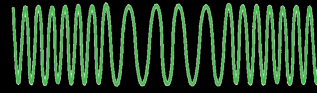


737 Canadian private commercial radio stations

Source: [www150.statcan.gc.ca/](http://www150.statcan.gc.ca/)



118 AM Stations



619 FM Stations



Weekly Reach

85% A1834  
87% A1849  
89% A2554

Source: Numeris PPM AW Total Radio M-Su 2a-2a | Aug26/19-Aug20/20

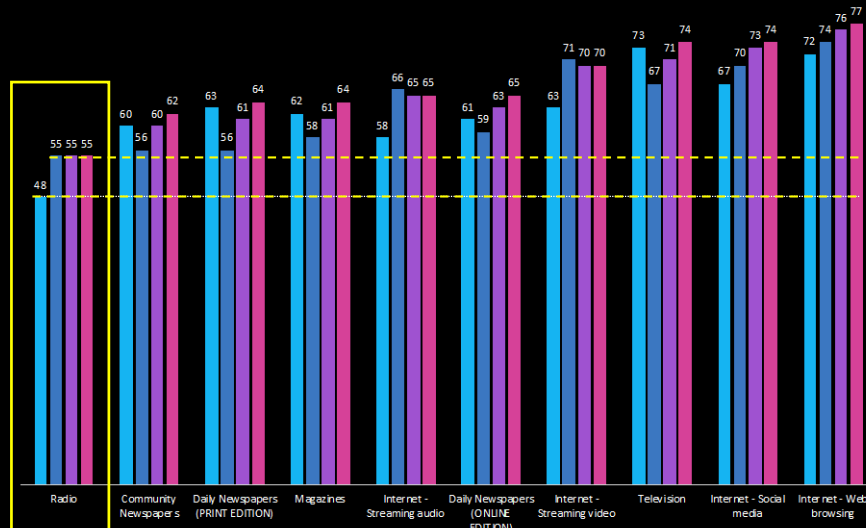


Exposed to Radio yesterday

53% A1834  
56% A1849  
60% A2554

Source: Numeris PPM AW Total Radio M-Su 2a-2a | Aug26/19-Aug20/20

Source: Numeris RTS Canada Spring 2020

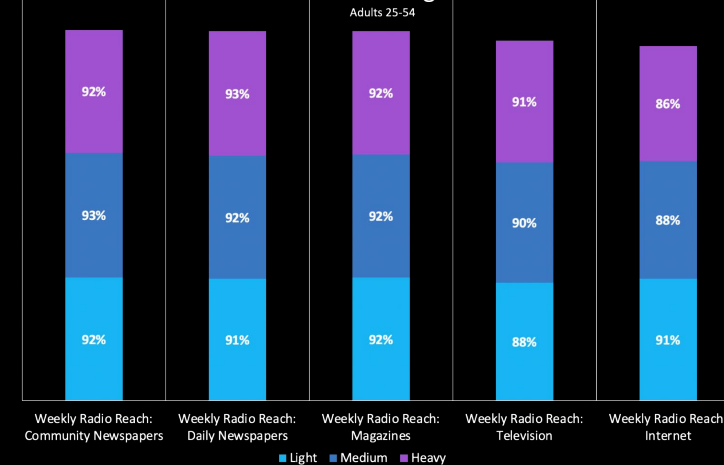


AM/FM Radio has the lowest ad avoidance versus other advertising platforms.

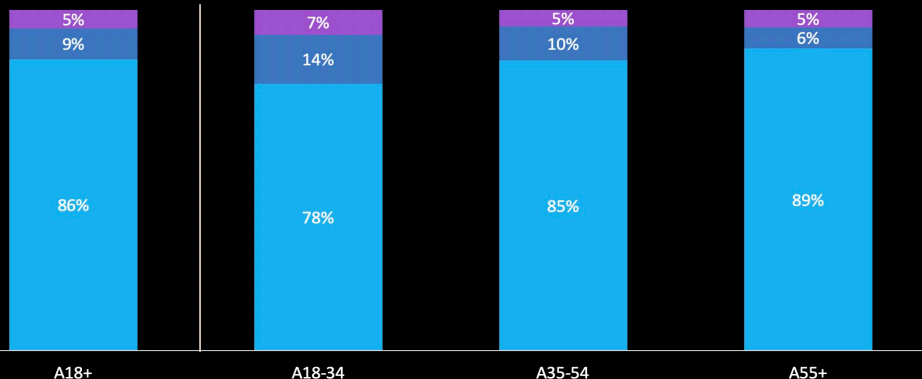
- 12+
- 1834
- 1849
- 2554

AM/FM Radio reaches light users of other media

- Radio reaches 88% of light TV viewers -



Source: Numeris PPM AW Total Radio M-Su 2a-2a Aug26/19-Aug20/20



Streaming represents 9% of AM/FM radio listening and is highest among A1834's.

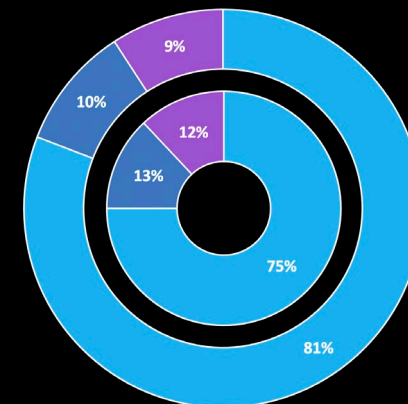
- AM/FM via regular radio
- Streamed AM/FM Radio
- AM/FM Radio on TV

Source: RADIO ON THE MOVE 2020

AM/FM Radio accounts for 81% of Buyable Audio available to reach Canadian consumers.

A18+  
81% AM/FM Radio #1  
A2554  
75% AM/FM Radio #1

- AM/FM Radio
- Free ad supported steaming services (i.e., Spotify)
- Podcasts



Source: RADIO ON THE MOVE 2020

Listeners have a relationship with AM/FM Radio



1. Provide social currency  
2. Live Radio On Demand



1. Broaden my horizons  
2. Live Radio On Demand



1. Keep me in the loop  
2. Live Radio On Demand



1. Lift my mood  
2. Live Radio On Demand



1. Help me escape  
2. Live Radio On Demand



1. Amplify the moment  
2. Live Radio On Demand

Source: Radiocentre.org/  
Audio Now 2019 |  
The Sound Research

RADIO  
CONNECTS