

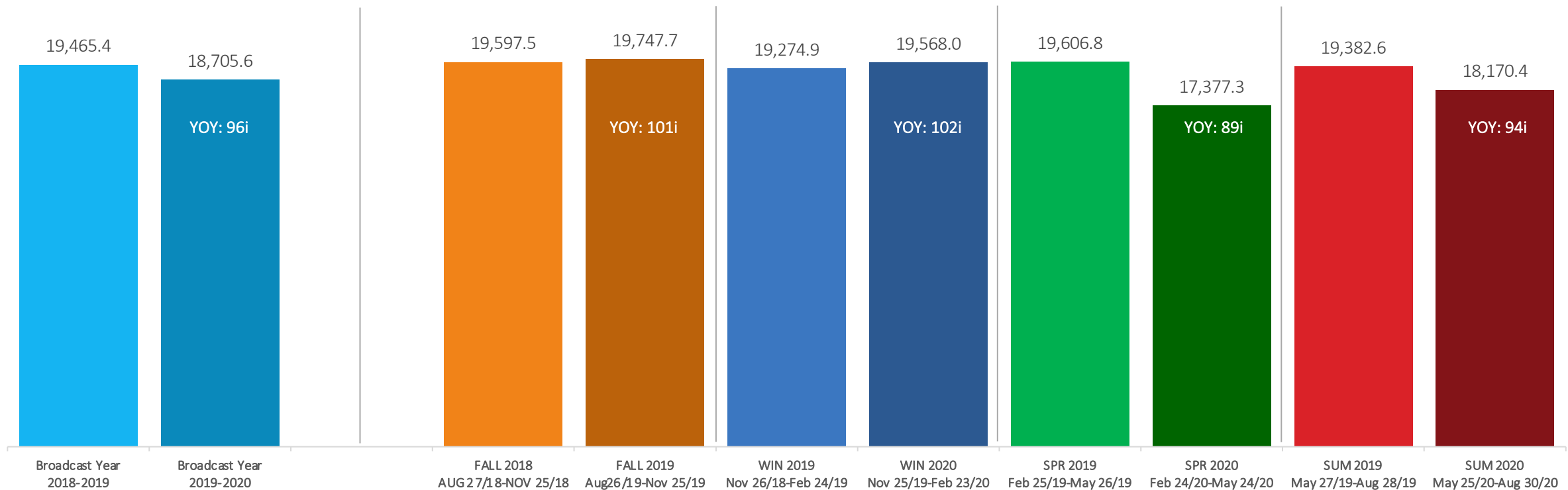
Radio Fast Facts

In the expanding audio landscape,
AM/FM Radio connects with Canadians the
most

September 2020



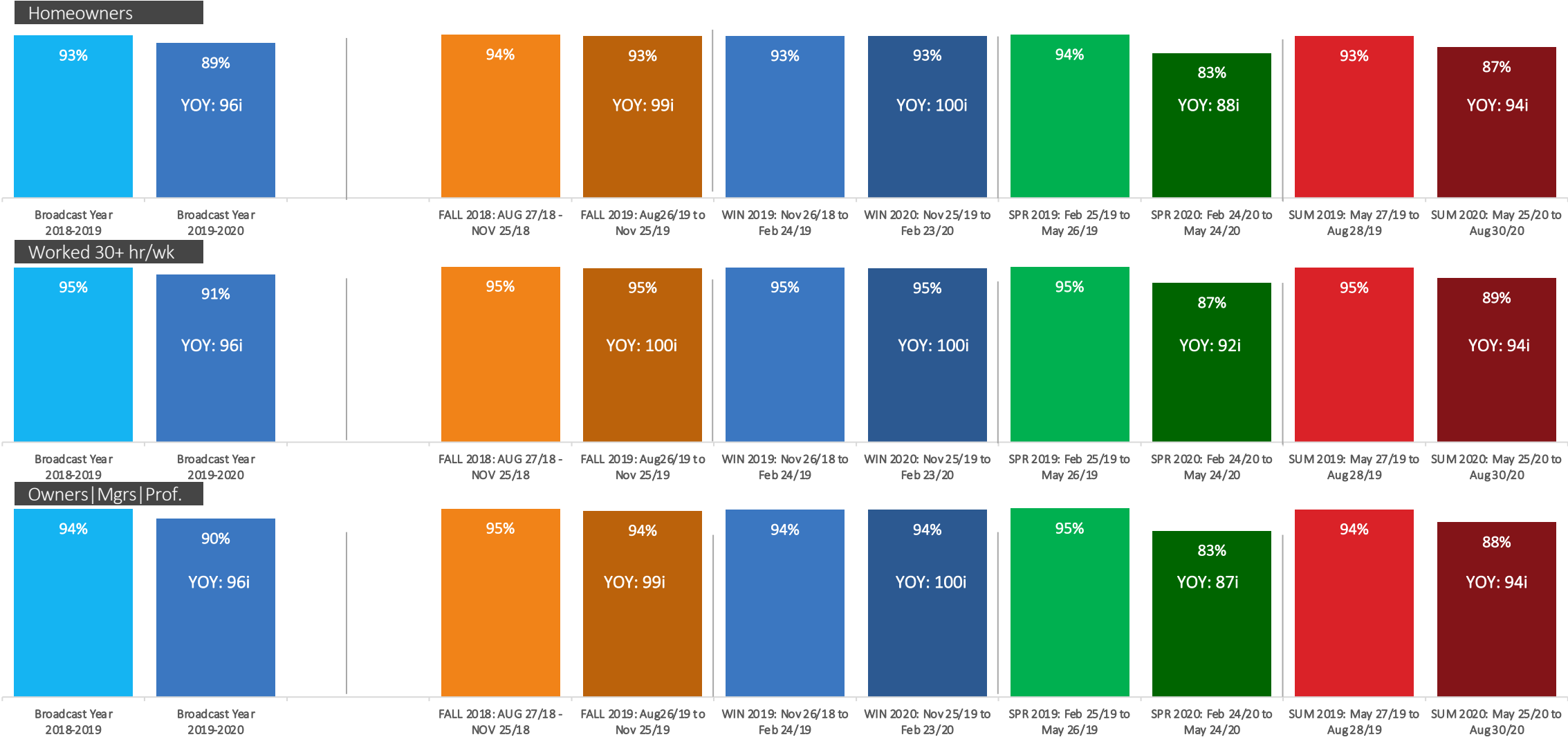
Year over Year, AM/FM Radio's reach (AMA '000) remains consistent and is returning to pre-COVID levels



During ‘lockdown’ and fluctuating audio behaviors, AM/FM Radio retained significant reach against key demos



During ‘lockdown’ and fluctuating audio behaviors, AM/FM Radio retained significant reach against important consumers segments



Audio listeners have a relationship with AM/FM Radio



Provide social currency

1. Live Radio
2. On Demand



Broaden my horizons

1. Live Radio
2. On Demand



Keep me in the loop

1. Live Radio
2. On Demand



Lift my mood

1. Live Radio
2. On Demand



Help me escape

1. On Demand
2. Live Radio

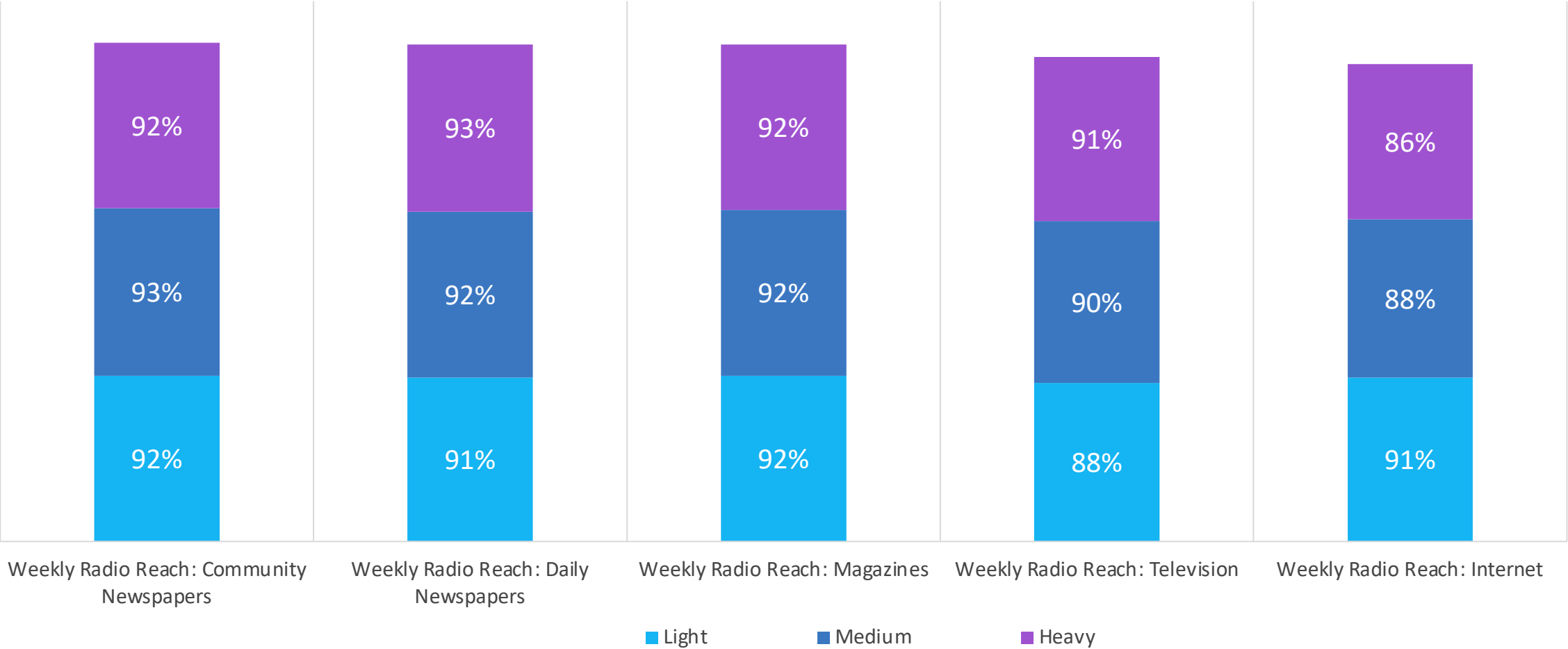


Amplify the moment

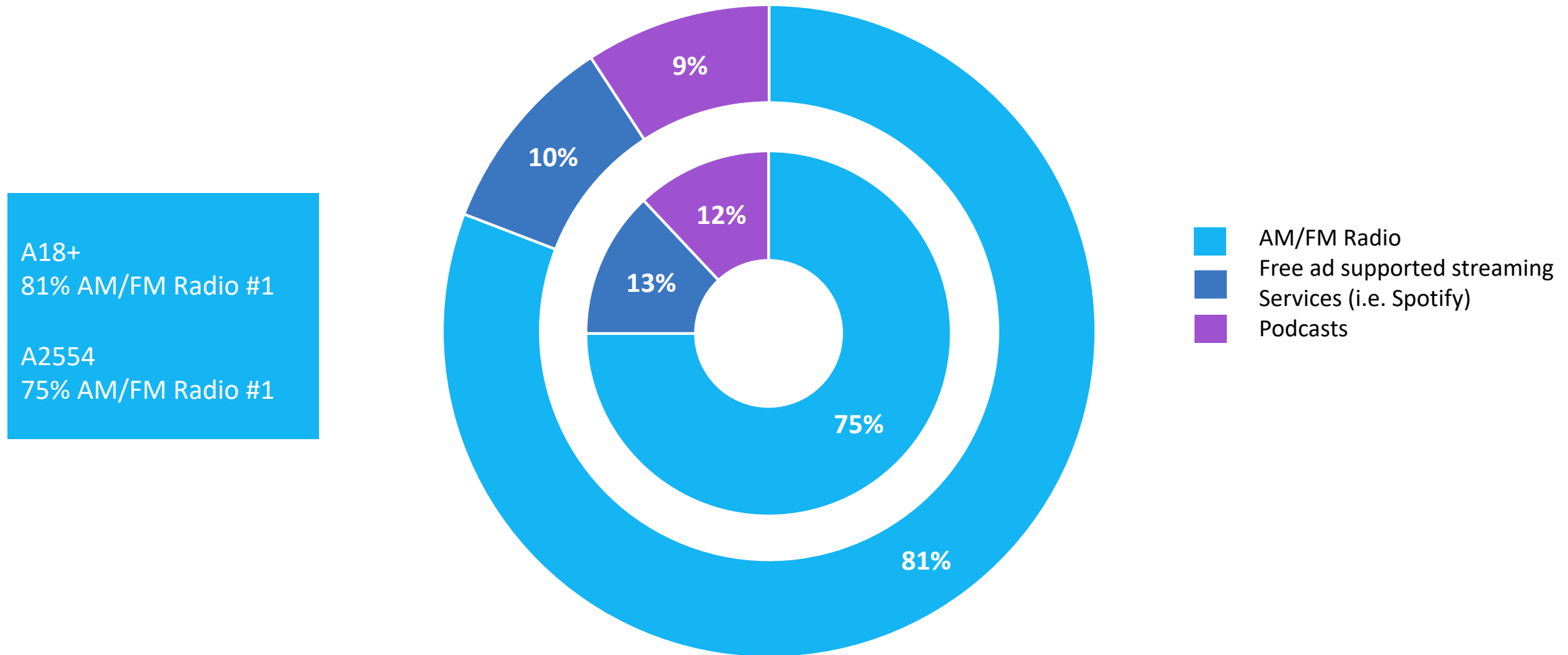
1. On Demand
2. Live Radio

AM/FM Radio reaches light users of other media

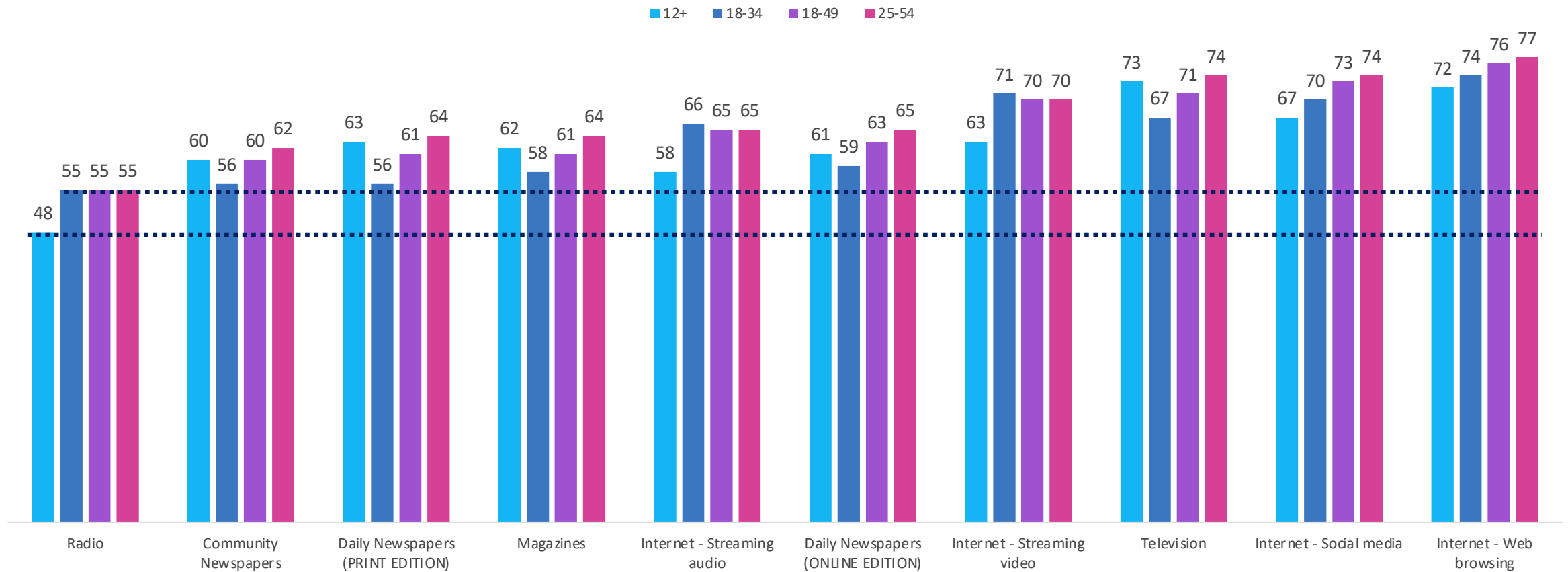
Radio reaches 88% of light TV viewers



AM/FM Radio accounts for 81% of Buyable Audio available to reach Canadian consumers A18+

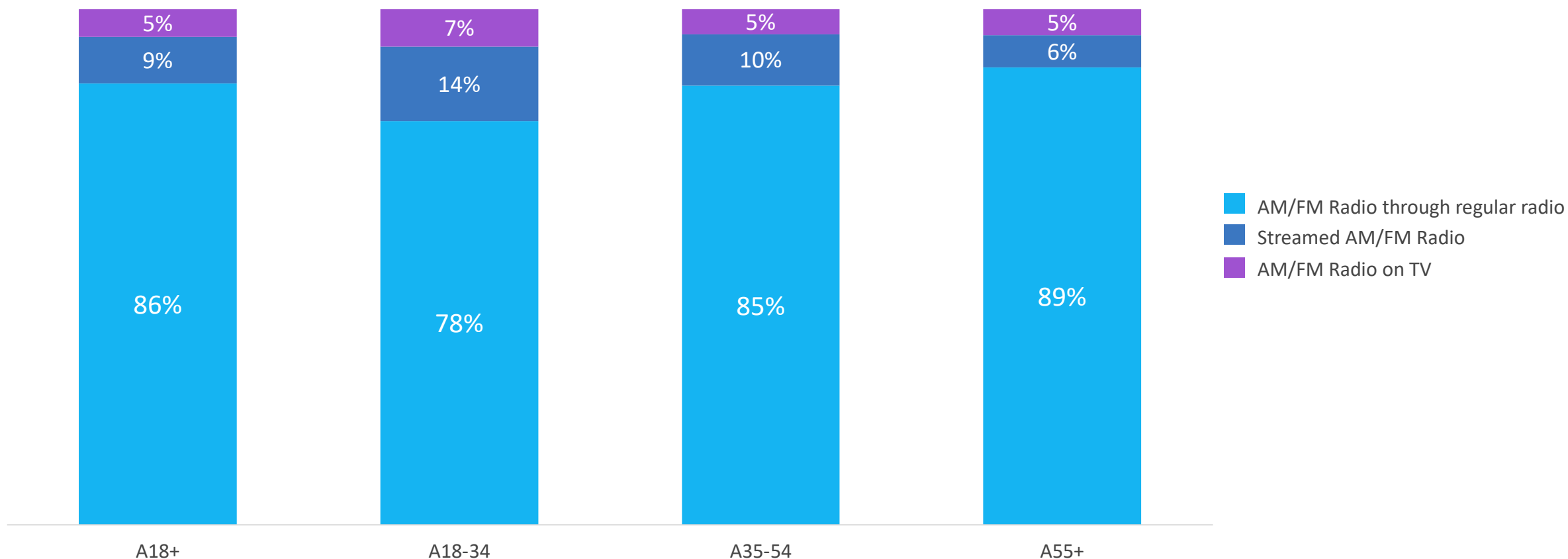


AM/FM Radio has the lowest ad avoidance versus other advertising platforms



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

Share of AM/FM Radio Listening



AM/FM is the most listened to audio platform

Year over Year, AM/FM Radio's reach (AMA '000) remains consistent and is returning to pre-COVID levels. In a year over year comparison, AM/FM retained 96% of reach in the 2019-2020 broadcast year.

During 'lockdown' and fluctuating audio behaviors, AM/FM Radio retained significant reach against key demos.

AM/FM Radio connects with Canadians on multiple levels: When they want to stay informed, hear the latest news and gossip, to broaden their horizons, and when they want to lift their moods. For advertisers, that means an engaged and interested audience.

AM/FM Radio reaches 88% of light TV viewers, extending a campaign's reach, and providing advertisers greater opportunities to connect with their target audience.

AM/FM Radio accounts for 81% of Buyable Audio available to reach Canadian consumers A18+, vs. only 10% reached via ad supported streaming services.

AM/FM Radio has the lowest ad avoidance versus other advertising platforms, even amongst younger Canadians, where internet and social media has the highest avoidance.

Streaming represents 9% of AM/FM radio listening and is highest among A1834's at 14%.