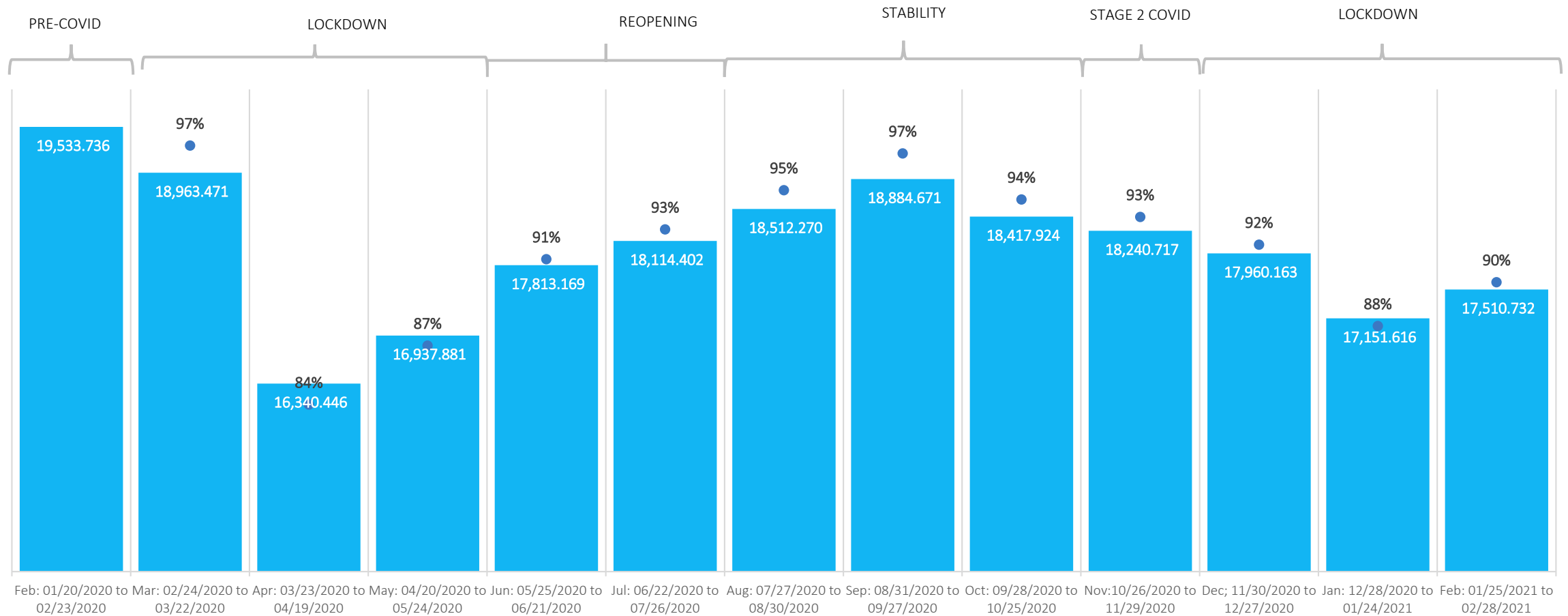
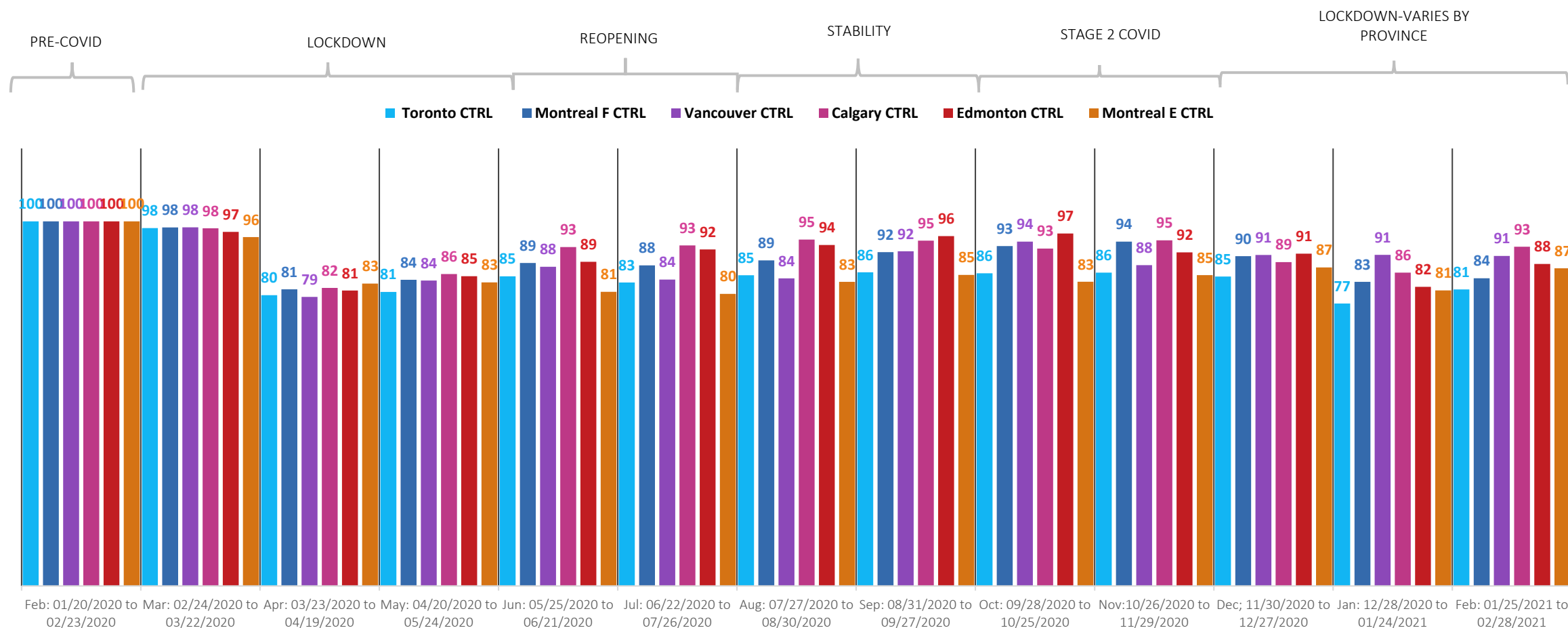


RADIO'S WEEKLY REACH NOW 90% OF FEBUARY 2020

PPM AVERAGE WEEKLY CUME IN FEBUARY 2021 COMPARED TO FEBUARY 2020

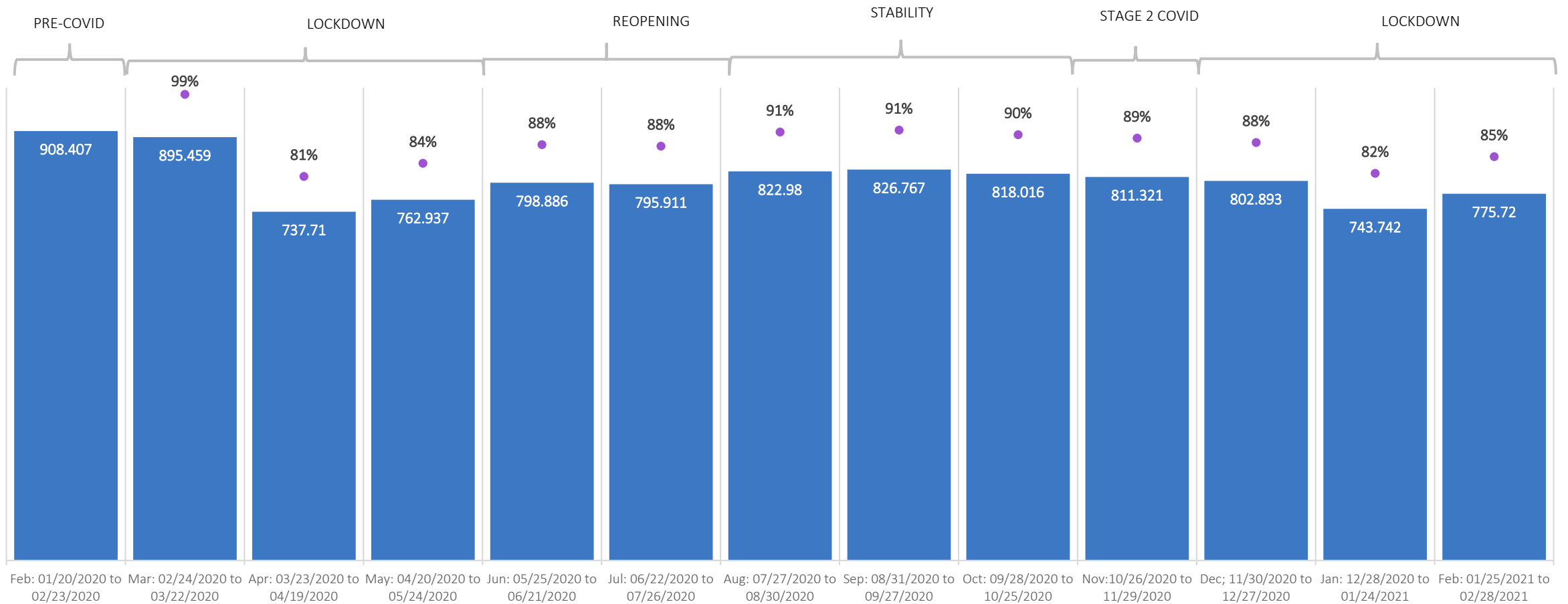


TORONTO HAS THE STRICKEST COVID LOCKDOWN RULES IN JANUARY/ FEBRUARY 2021 -> AMA INDEXING @ 81 OF FEBRUARY 2020



RADIO'S AMA NOW 85% OF FEBUARY 2020

PPM AVERAGE AMA IN FEBUARY 2021 COMPARED TO FEBUARY 2020



RADIO'S WEEKLY REACH NOW 90% OF FEBUARY

PPM AVERAGE WEEKLY CUME IN FEBUARY 2021 COMPARED TO FEBUARY 2020

DEMO	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AUG20	SEP20	OCT20	NOV20	DEC20	JAN21	FEB21
A12+	19533.736	18963.471	16340.446	16937.881	17813.169	18114.402	18512.27	18884.671	18417.924	18240.717	17960.163	17151.616	17510.732
Index Feb20	100%	97%	84%	87%	91%	93%	95%	97%	94%	93%	92%	88%	90%
A18-34	5018.913	4850.224	4018.779	4197.551	4440.19	4533.743	4757.829	4720.549	4535.348	4539.402	4398.346	4239.012	4236.18
Index Feb20	100%	97%	80%	84%	88%	90%	95%	94%	90%	90%	88%	84%	84%
A18-49	9823.61	9497.868	8163.026	8444.05	8844.981	8990.74	9247.769	9241.971	9011.091	8975.311	8780.241	8437.075	8561.53
Index Feb20	100%	97%	83%	86%	90%	92%	94%	94%	92%	91%	89%	86%	87%
A25-54	9530.269	9210.257	8087.547	8325.059	8660.568	8794.378	8999.77	9005.181	8859.376	8768.141	8625.311	8264.64	8408.459
Index Feb20	100%	97%	85%	87%	91%	92%	94%	94%	93%	92%	91%	87%	88%
A35-64	9413.286	9205.714	8242.28	8457.203	8824.483	8860.048	8918.705	9063.83	8892.065	8812.963	8698.365	8331.233	8524.827
Index Feb20	100%	98%	88%	90%	94%	94%	95%	96%	94%	94%	92%	89%	91%

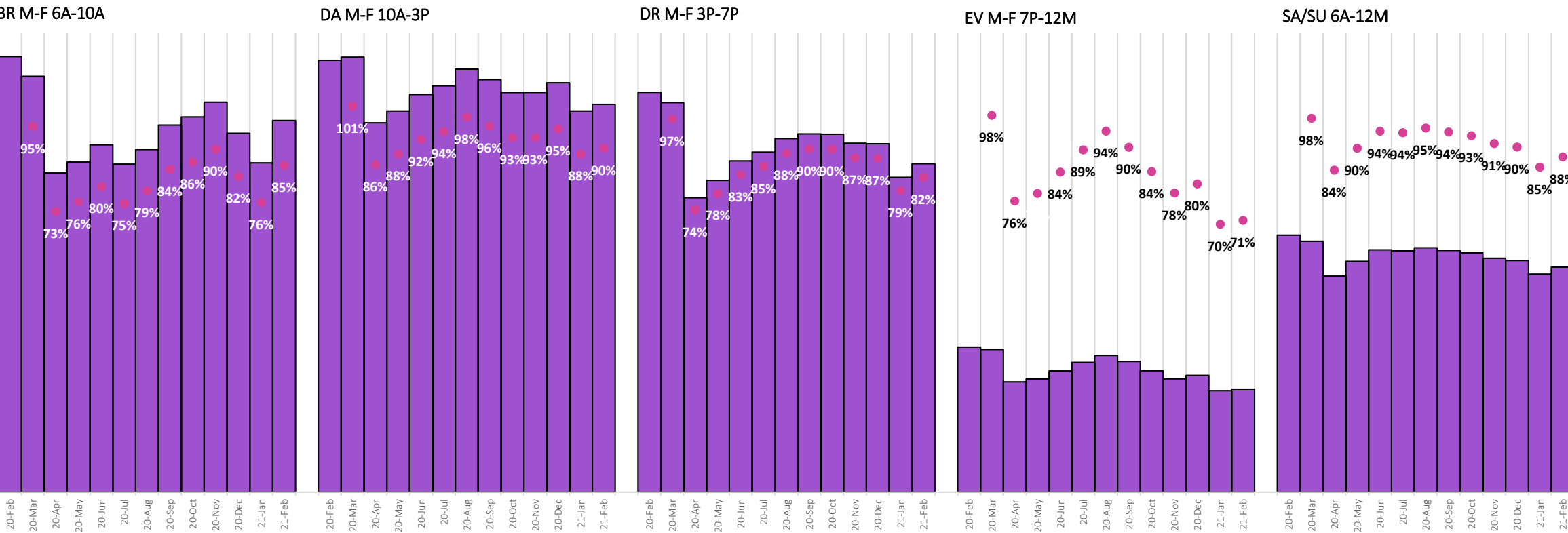
RADIO'S AMA NOW 85% OF FEBUARY

PPM AVERAGE AMA IN FEBUARY 2021 COMPARED TO FEBUARY 2020

DEMO	FEB20	MAR20	APR20	MAY20	JUN20	JUL20	AUG20	SEP20	OCT 20	NOV 20	DEC 20	JAN 21	FEB 21
A12+	908.407	895.459	737.71	762.937	798.886	795.911	822.98	826.767	818.016	811.321	802.893	743.742	775.72
Index Feb20	100%	99%	81%	84%	88%	88%	91%	91%	90%	89%	88%	82%	85%
A18-34	173.939	171.613	125.964	130.851	138.892	144.784	158.303	143.628	135.887	134.11	130.051	113.21	118.748
Index Feb20	100%	99%	72%	75%	80%	83%	91%	83%	78%	77%	75%	65%	68%
A18-49	377.383	368.476	269.715	282.028	300.426	307.947	329.856	312.752	302.606	302.343	294.073	264.211	283.99
Index Feb20	100%	98%	71%	75%	80%	82%	87%	83%	80%	80%	78%	70%	75%
A25-54	403.444	388.56	288.538	300.481	318.329	324.333	345.646	340.504	332.318	333.653	323.525	294.973	316.144
Index Feb20	100%	96%	72%	74%	79%	80%	86%	84%	82%	83%	80%	73%	78%
A35-64	478.592	469.09	382.443	399.035	417.59	404.385	422.642	423.638	424.916	426.729	414.917	381.566	407.076
Index Feb20	100%	98%	80%	83%	87%	84%	88%	89%	89%	89%	87%	80%	85%

RADIO'S AMA CONTINUES TO RECOVER DR NOW 82% OF FEBUARY 2020

PPM AMA IN FEBUARY 2021 COMPARED TO FEBUARY 2020

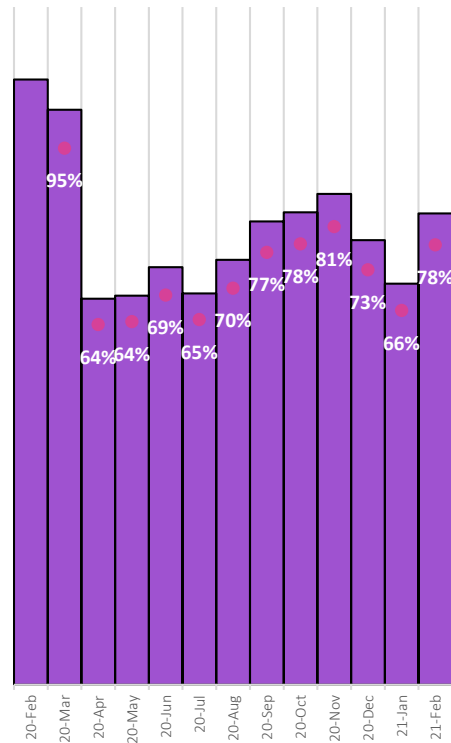


SOURCE: NUMERIS PPM AW TOTAL RADIO NC CANADA 12+ AMA(000)

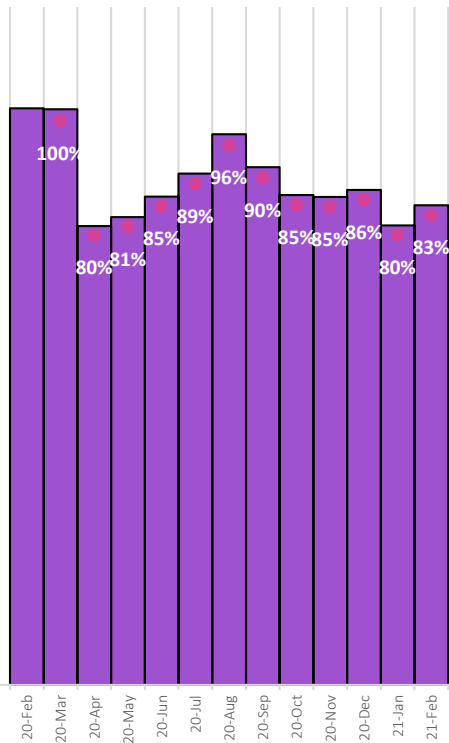
A25-54 RADIO'S AMA CONTINUES TO RECOVER DR NOW 76% OF FEBUARY 2020

PPM AMA IN FEBUARY 2021 COMPARED TO FEBUARY 2020

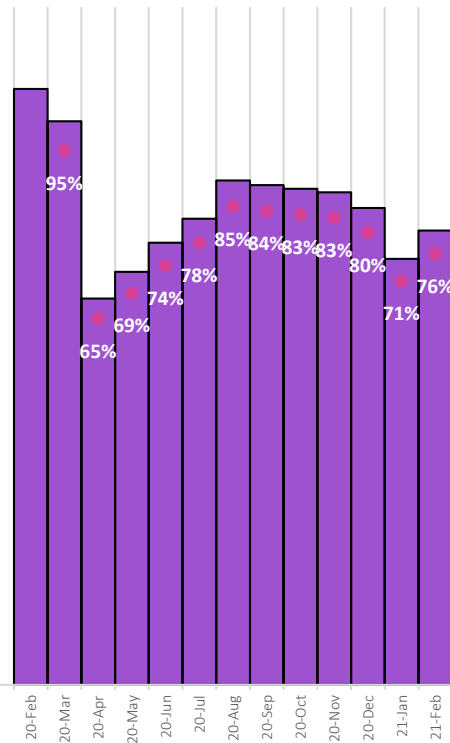
BR M-F 6A-10A



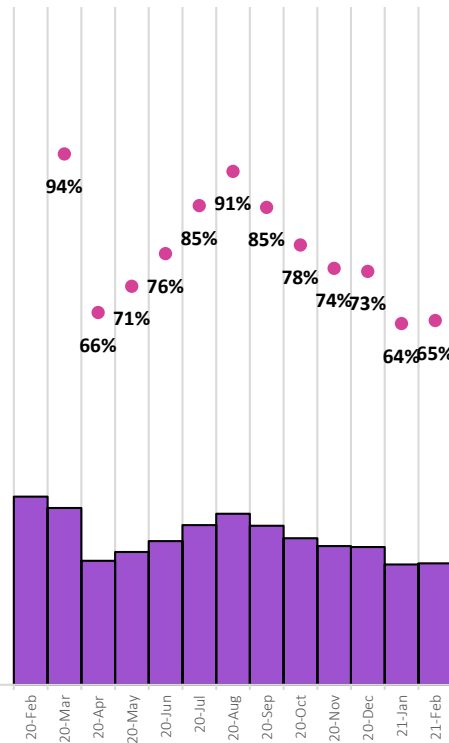
DA M-F 10A-3P



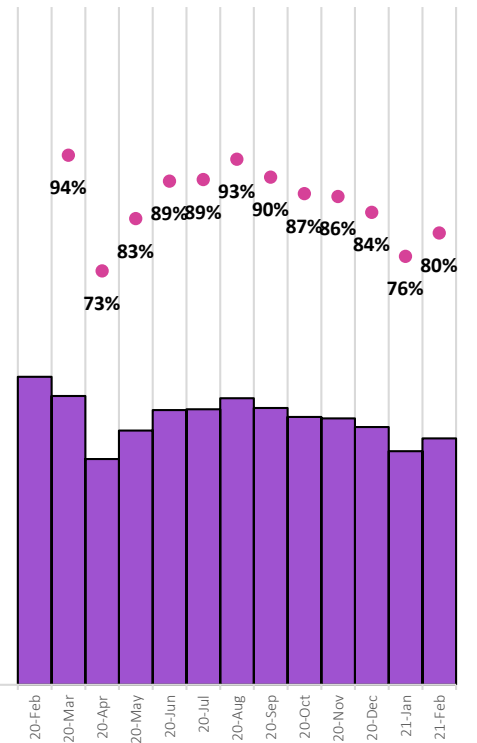
DR M-F 3P-7P



EV M-F 7P-12M

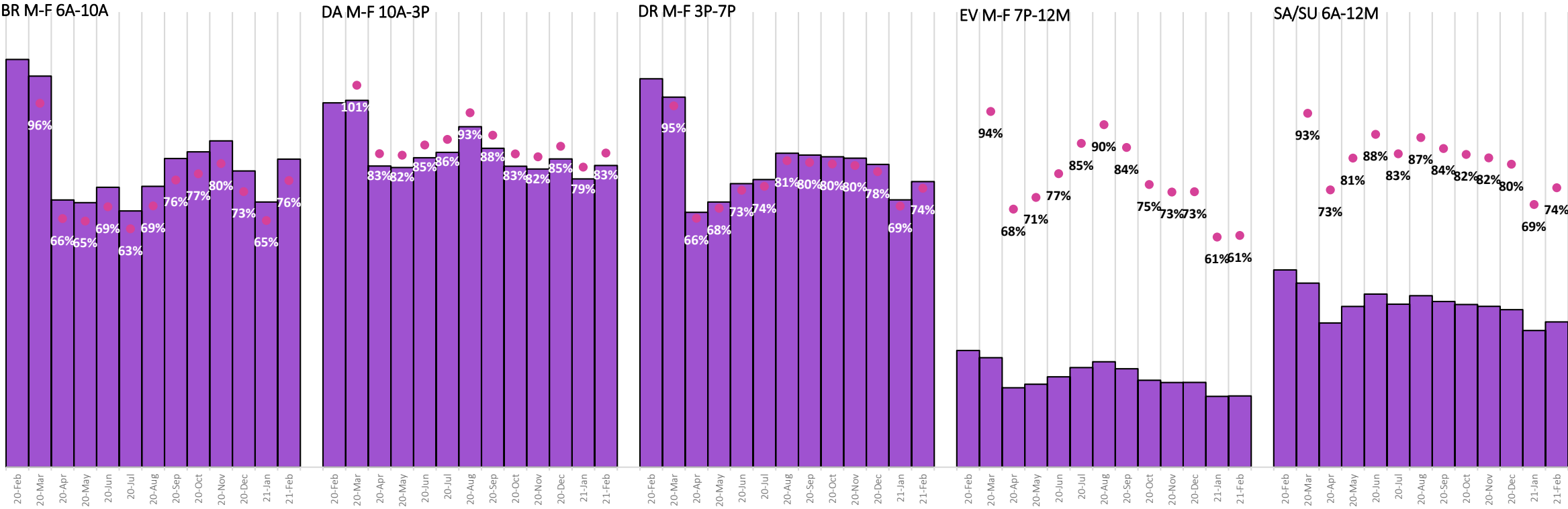


SA/SU 6A-12M



A18-54 WORKING 30+ HRS/WK RADIO'S AMA CONTINUES TO RECOVER DR NOW 74% OF FEBUARY 2020

PPM AMA IN FEBRUARY 2021 COMPARED TO FEBRUARY 2020

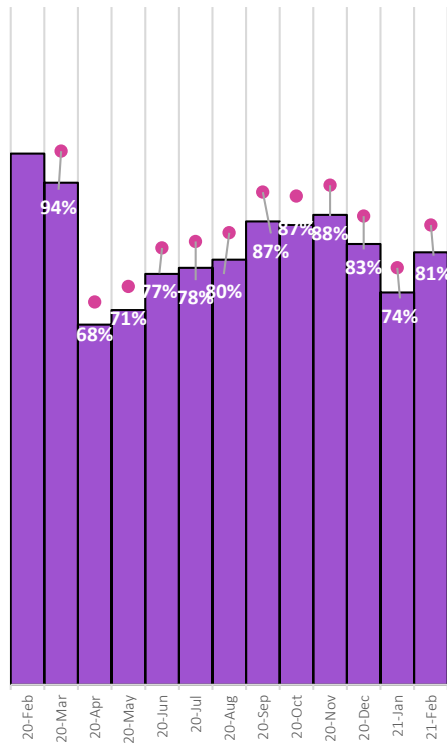


SOURCE: NUMERIS PPM AW TOTAL RADIO NC CANADA 12+ AMA(000)

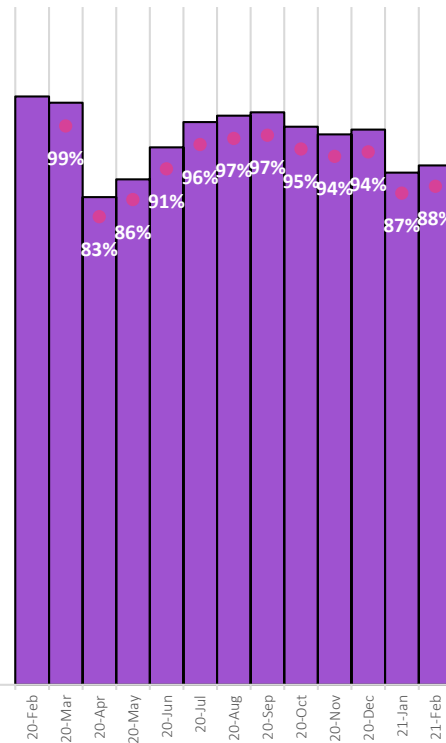
RADIO'S WEEKLY REACH CONTINUES TO RECOVER DR NOW 84% OF FEBUARY2020

PPM AMA IN FEBUARY 2021 COMPARED TO FEBUARY 2020

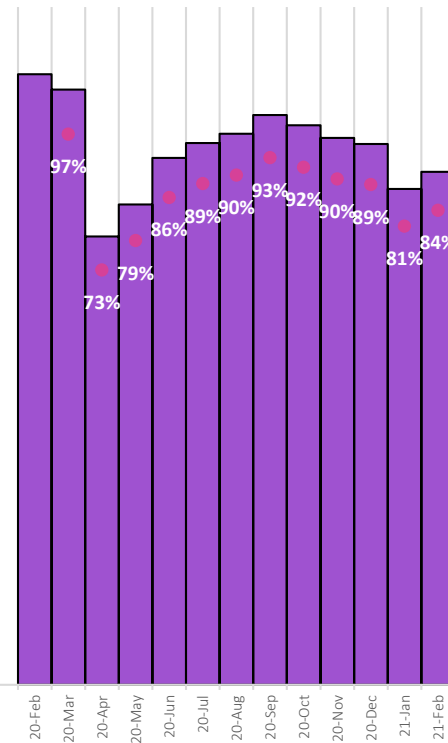
BR M-F 6A-10A



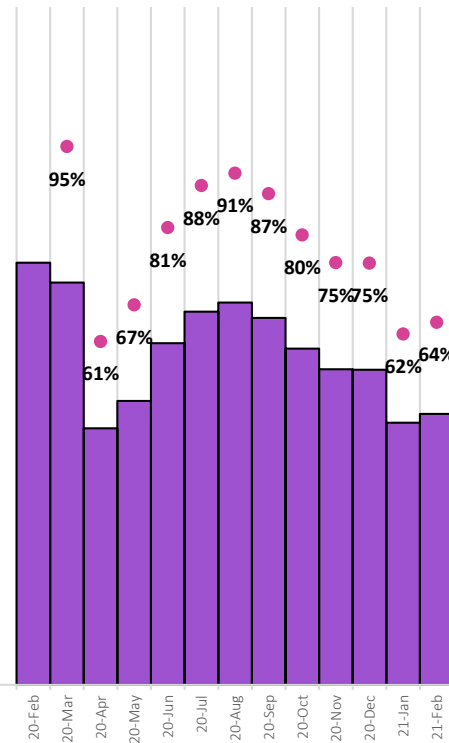
DA M-F 10A-3P



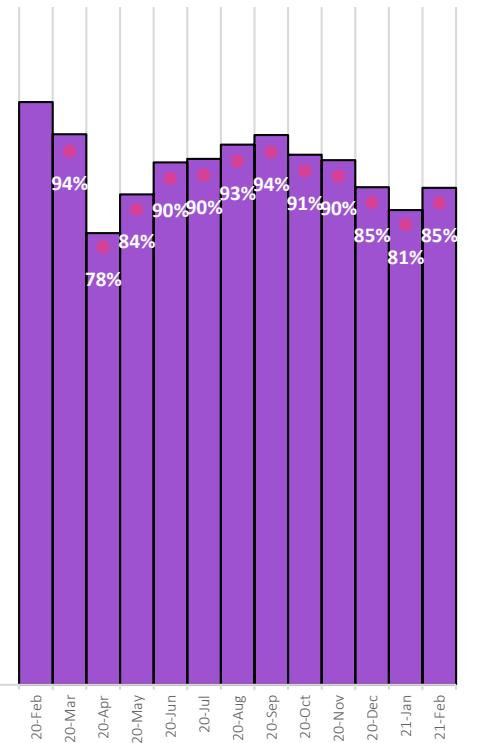
DR M-F 3P-7P



EV M-F 7P-12M



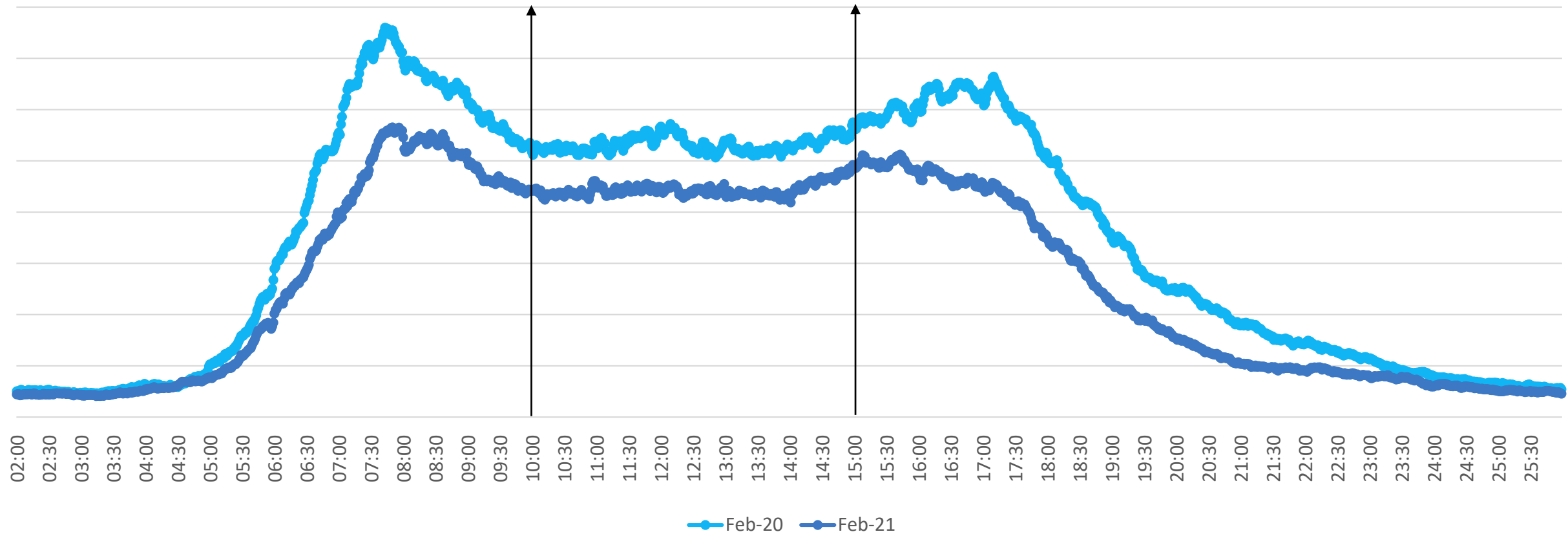
SA/SU 6A-12M



LISTENING CURVES: A25-54 FEB 2020 VS FEB 2021

TOP MINUTE: 2020 = 7:43AM | 2021 7:50AM

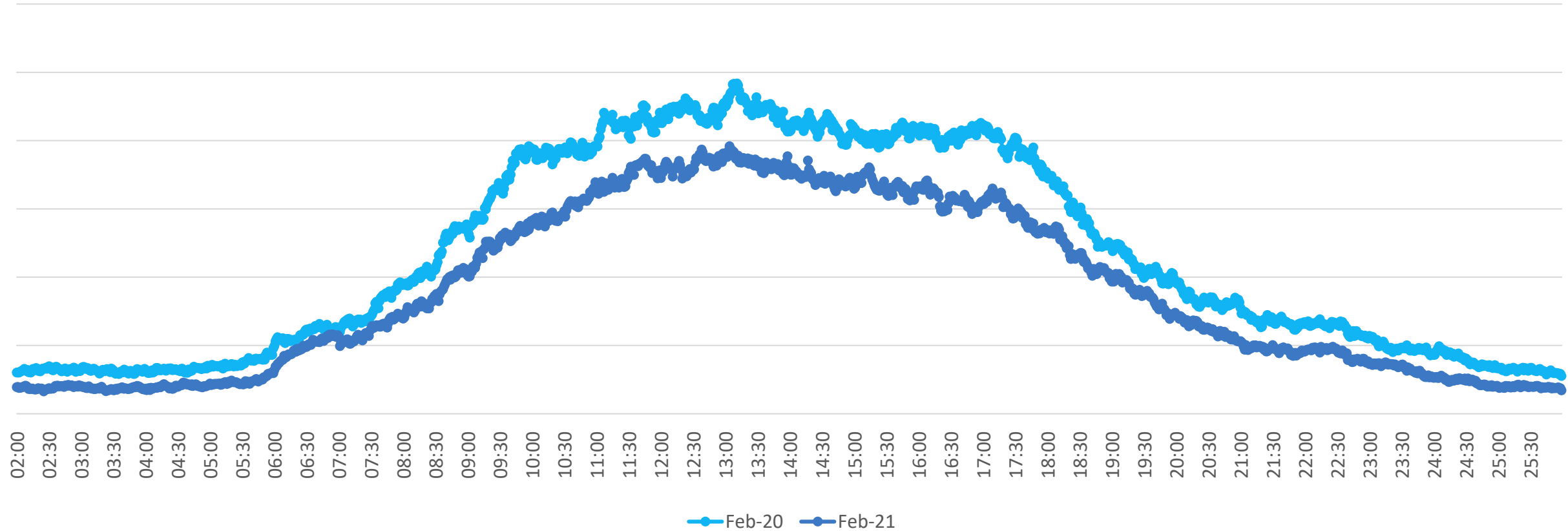
Monday - Friday



LISTENING CURVES: A25-54 FEB 2020 VS FEB 2021

TOP MINUTE: 2020 = 1:11PM | 2021 1:04PM

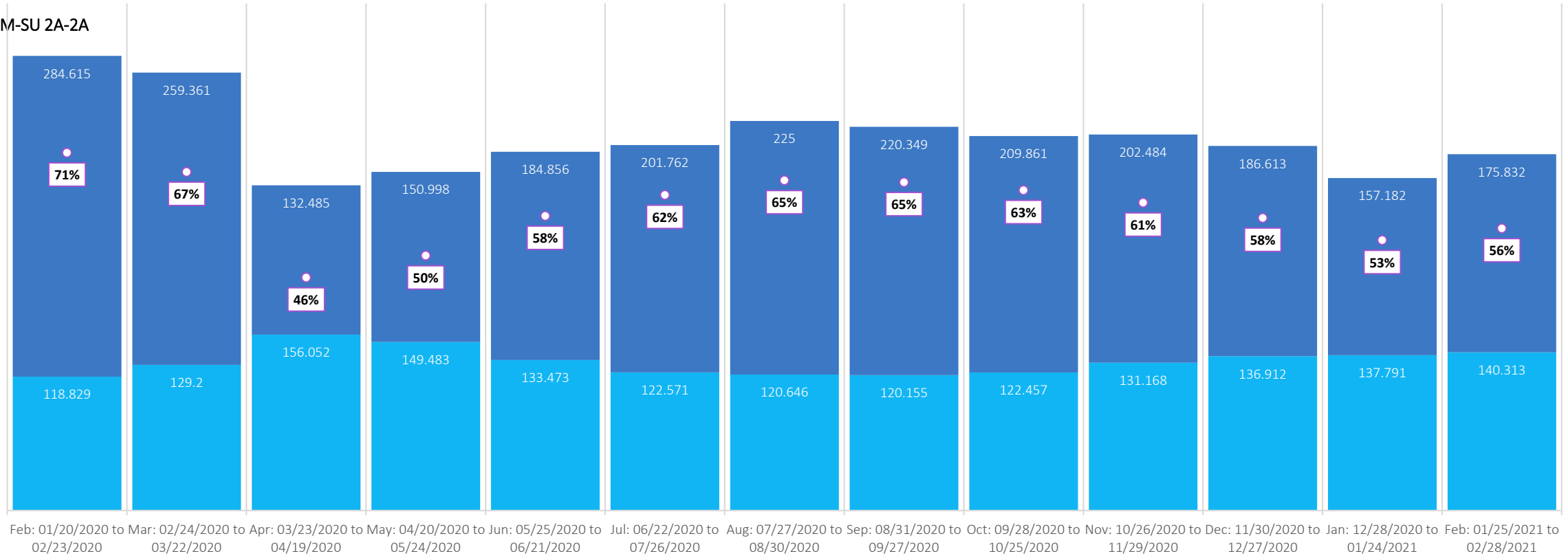
SATURDAY - SUNDAY



A25-54 OUT OF HOME TUNING

■ In Home ■ Out of Home ■ % OOH

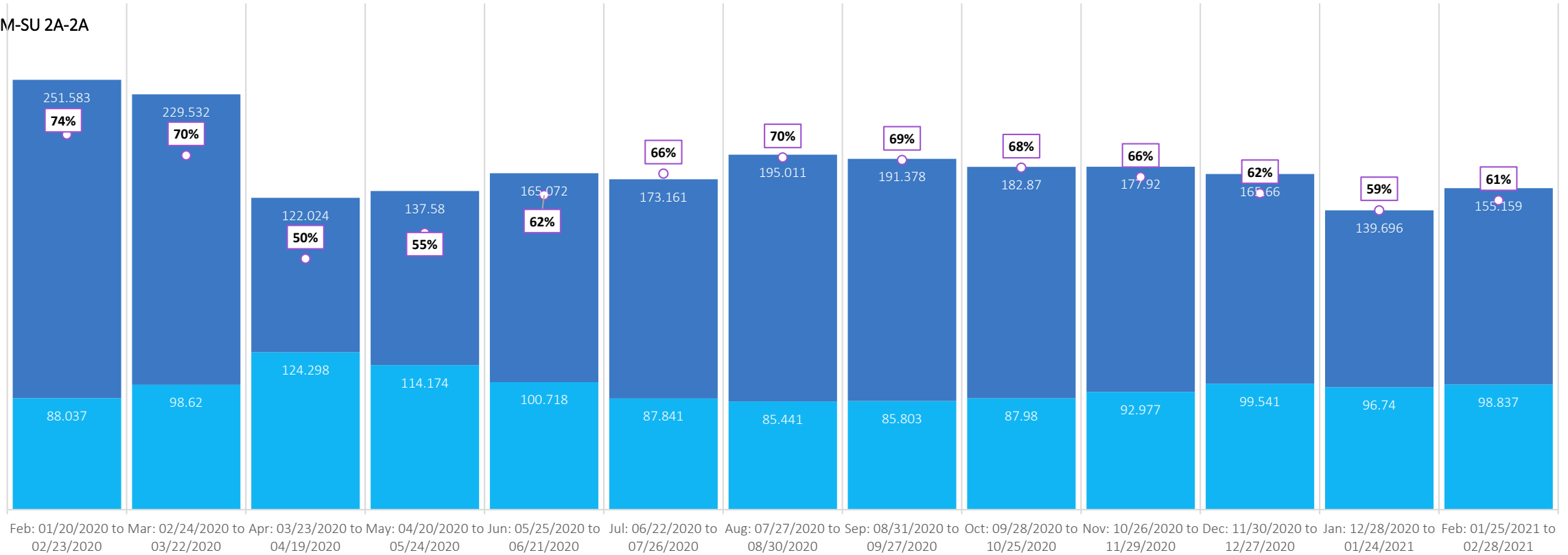
M-SU 2A-2A



A18-54 WORKING 30+ HOURS / WEEK: OUT OF HOME TUNING

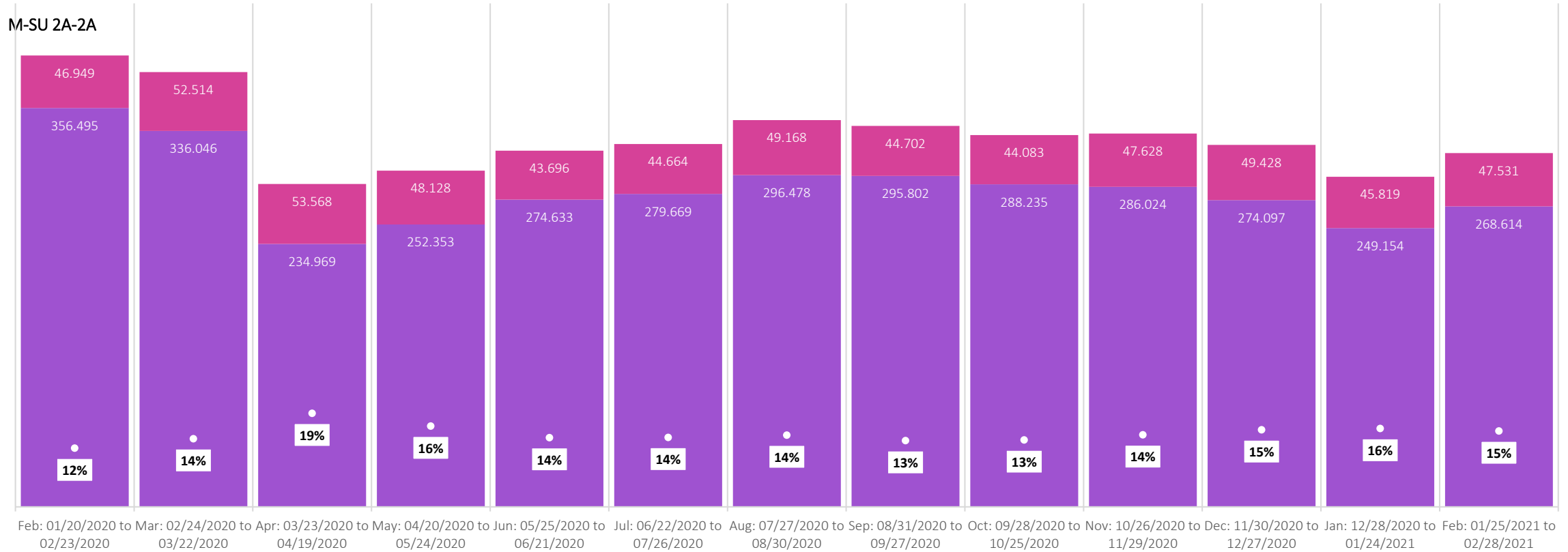
■ In Home ■ Out of Home ● % OOH

M-SU 2A-2A



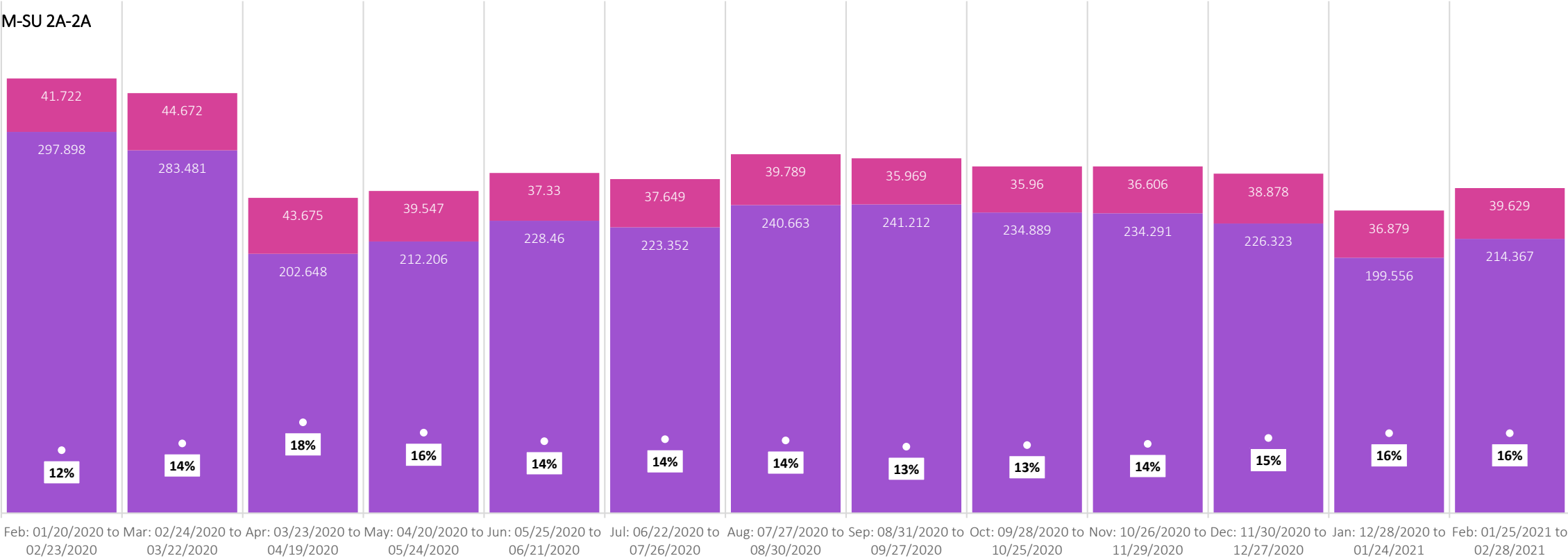
A25-54 STREAMING % -> 15% OF TOTAL TUNING

■ Broadcast ■ Streaming ○ % Streaming



A18-54 WORKING 30+ HRS/WEEK STREAMING %: 16% TOTAL TUNING

■ Broadcast ■ Streaming ○ % Streaming

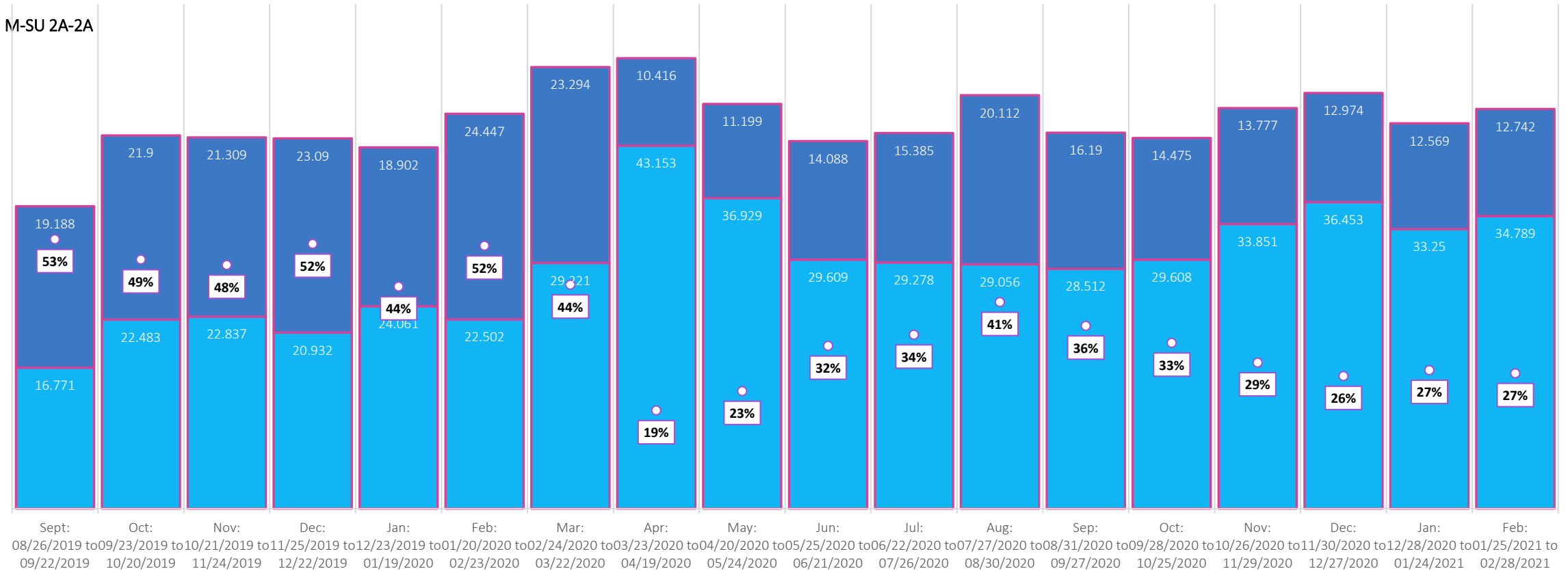


SOURCE: NUMERIS PPM TOTAL RADIO NC CANADA 12+ AMA(000)

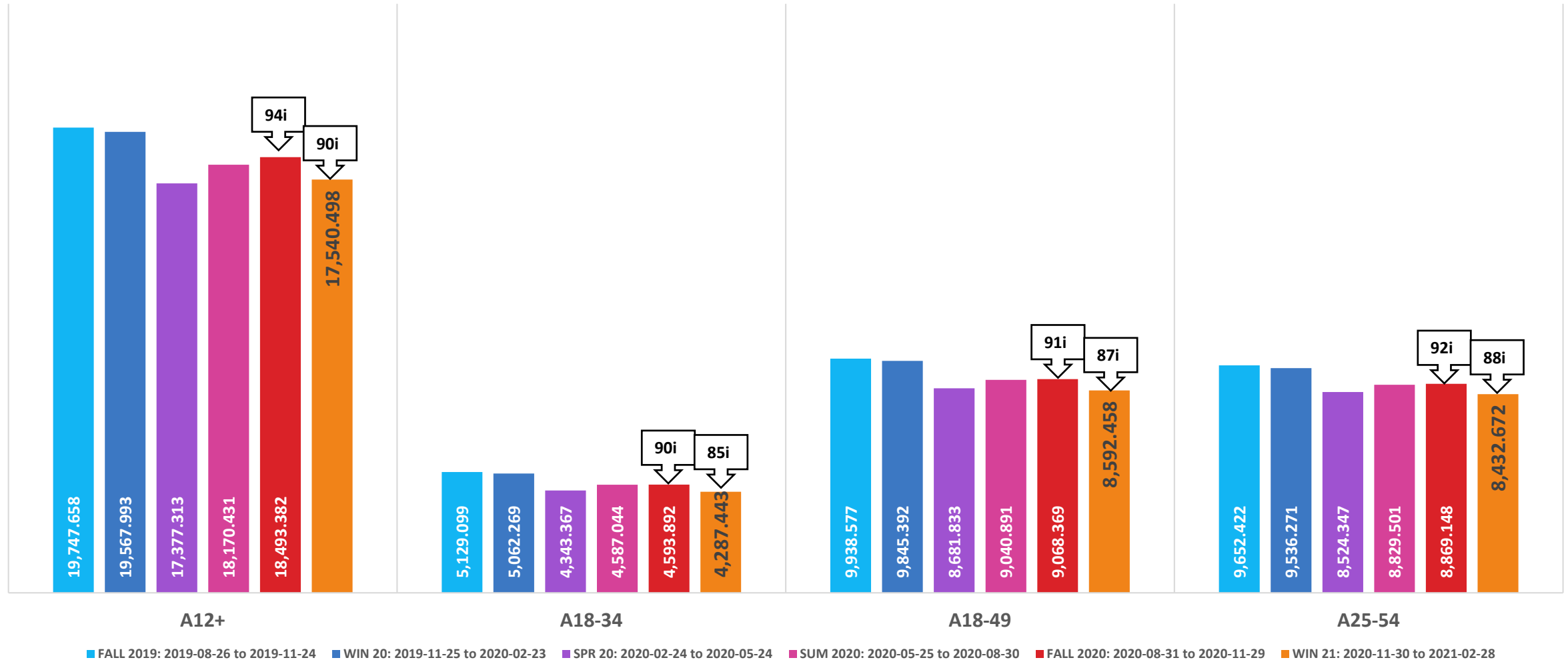
A25-54 STREAMING IN / OUT OF HOME: 73% OF STREAMING TUNING IS IN HOME NOW FEBUARY 2020 WAS 47%

■ In Home ■ Out of Home ● % OOH

M-SU 2A-2A



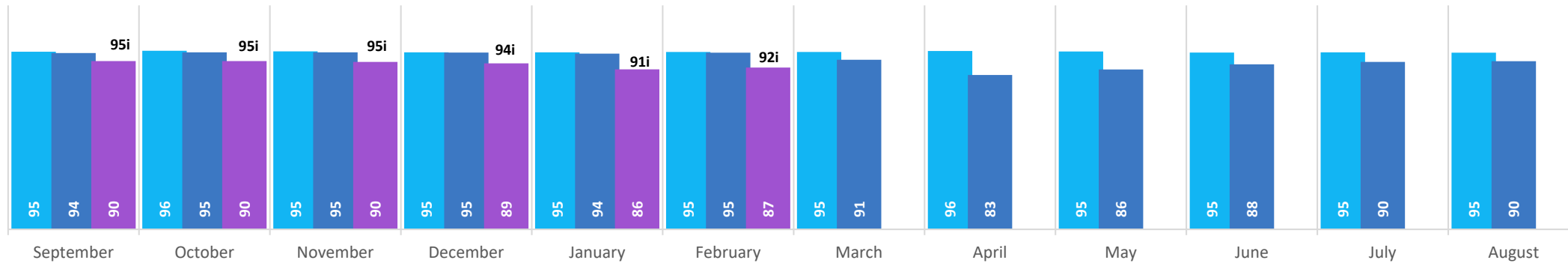
FALL 2020 WEEKLY REACH WAS 90% OF WIN 19/20 A12+



Working Consumers listen to Radio : Weekly Reach %

Weekly Reach % Work 30+ Hours / Week

■ 2018/2019 ■ 2019/2020



Weekly Reach % HHI \$100K+

■ 2018/2019 ■ 2019/2020

