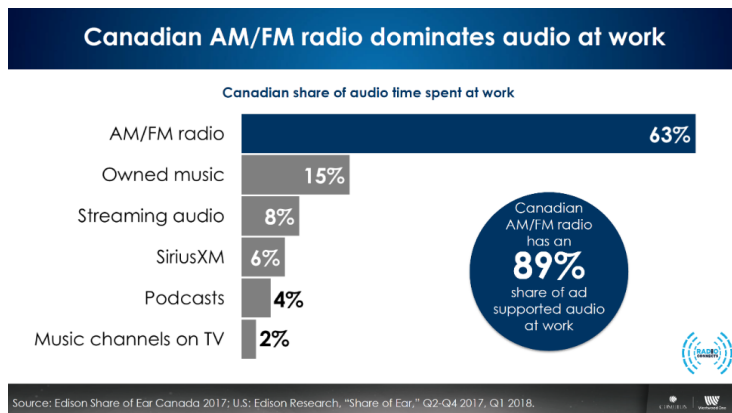
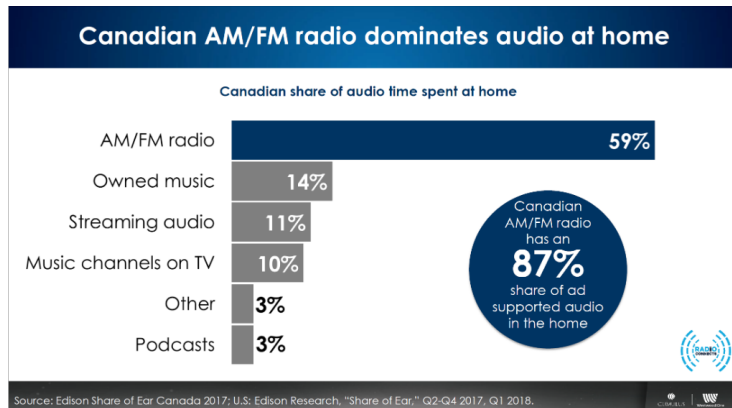


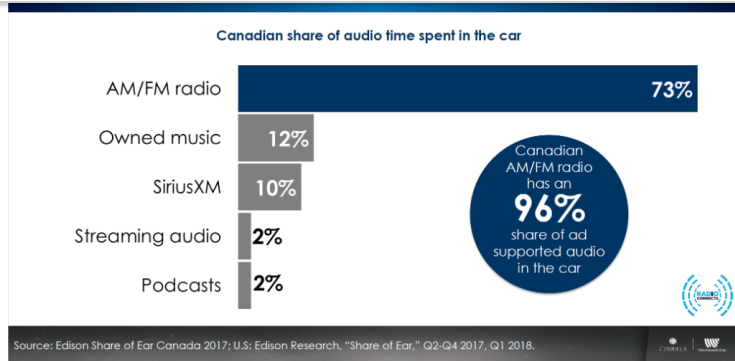
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Radio Connects invited Pierre Bouvard, Chief Insights Officer at Westwood One, Cumulus to share his insights with Canadian media professionals. Using Canadian data, Pierre shared his beliefs on things brands have completely wrong about radio.

Brands and marketers undervalue radio across all ad supported audio platforms. **AM/FM** has the **largest share** of tuning, in **home**, at **work**, and in the **car**.





Those brands paying for a seemingly exclusive or unreachable audience through ad supported Spotify are paying an incredibly high price when 90% of those listeners are being reached through AM/FM radio.

Reach vehicles vs. hyper-targeting will always deliver better results.

To see Pierre Bouvard's presentation in its entirety or more research and consumer insights on radio, contact us at radioconnects.ca, follow us on linkedin at Radio Connects, and subscribe below to our monthly newsletter.

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