

DON'T UNDERESTIMATE THE POWER OF AM/FM RADIO

April 2021



When it comes to the audio landscape, AM/FM Radio has the broadest reach, the most attentiveness and the largest share of time spent with any audio platform. Commanding the largest share of purchasable audio to reach consumers, AM/FM is the foundation of any audio strategy.

- 44% of all time spent with audio, including personal music and audio books, is spent with AM/FM Radio.
- When it comes to reaching consumers, AM/FM Radio commands 80% of the audio consumption available to Canadian advertisers.
- Consumers pay more attention to ads heard on AM/FM Radio versus those on free music streaming services.
- Radio is digital and Canadians are listening on multiple devices. During COVID, using smartphones to listen to their favourite station is growing amongst Ad18-34.

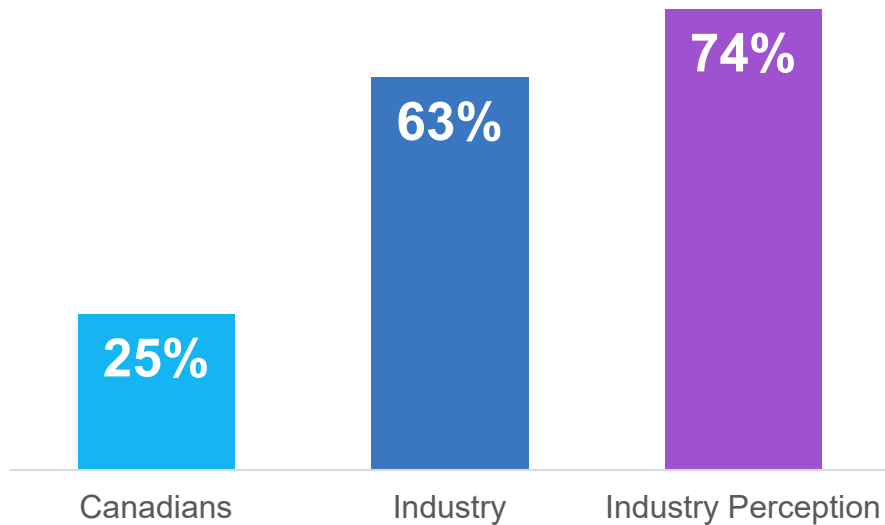


DON'T UNDERESTIMATE THE POWER OF AM/FM RADIO.

63% of Marketing and Advertising professionals used the Spotify app in the past month, versus 25% of the Canadian population. ¹ *Over 60% of Canadian Spotify subscribers are premium paid subscribers*² and are therefore not exposed to ads.

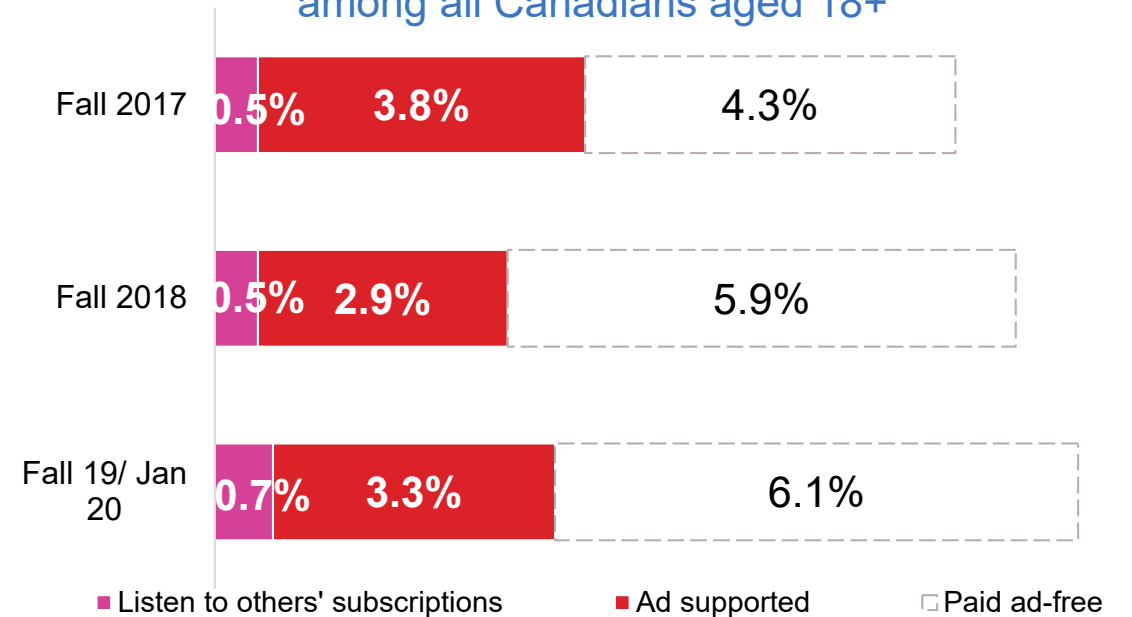
When asked what percentage of Canadian consumers used the app in the past month, Marketing and Advertising professionals *overstated* the use by almost 300%. ¹

Used the Spotify App in the Past Month



Source: 1. Ad Nation 2020, Ipsos Canada, thinktv | 2. Radio On The Move 2020

Daily Spotify Listeners among all Canadians aged 18+



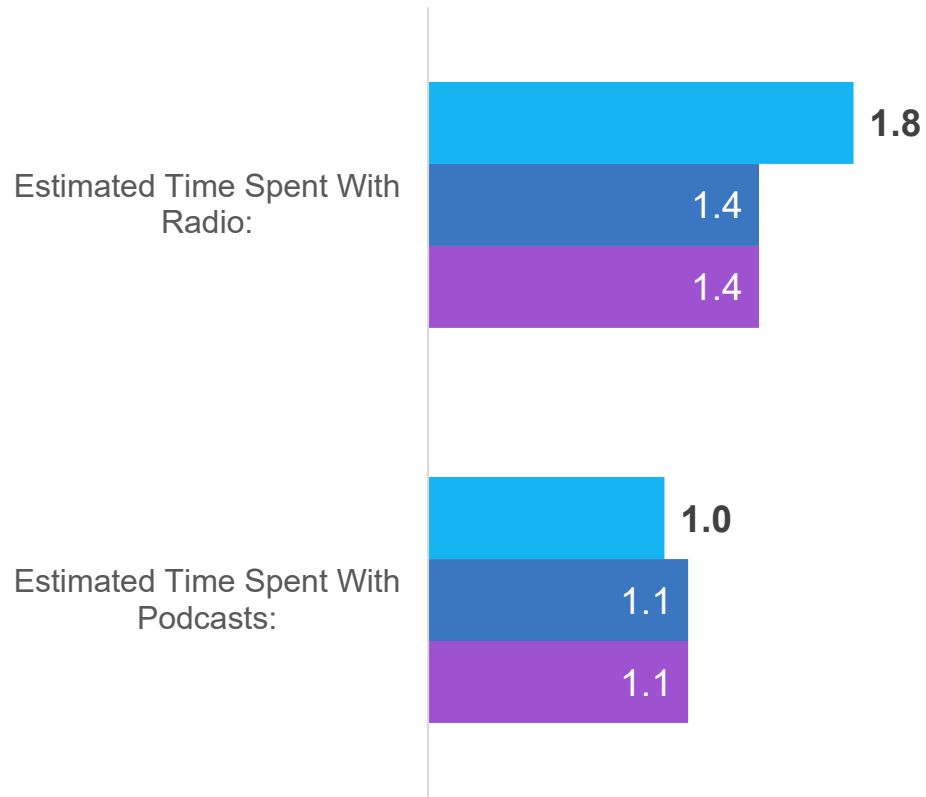
Source: Radio On The Move 2020 | F13. Overall, thinking of all locations, how often, if ever, would you say you listen to Spotify? F16a. You mentioned listening to Spotify. Which of the following best describes your Spotify subscription? Base: Canadians 18+ Fall 2017 (n=3,452) Fall 2018 (n=3,505) Fall 2019 (n=4,000) | Radio Connects | A Global Review of Radio Investment | August 2020



CANADIANS ARE LISTENING TO AM/FM RADIO DURING COVID.

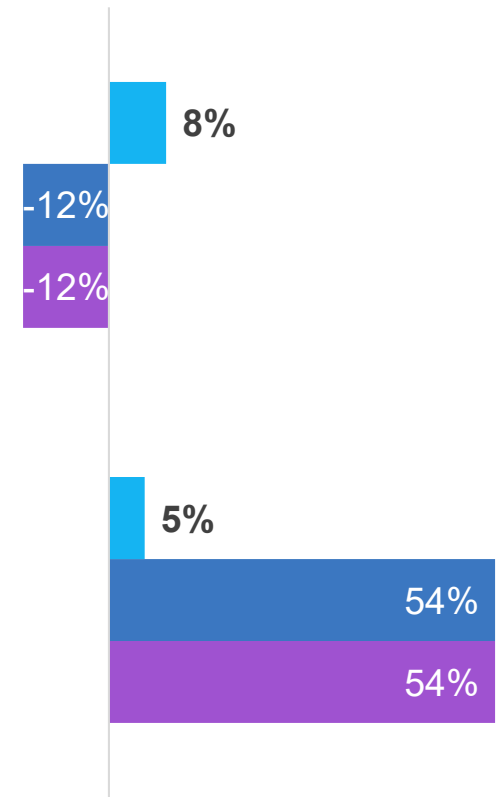
Canadians spent 29% MORE time with AM/FM Radio than the Industry thinks

Canadians spent 8% MORE time with AM/FM Radio, while the Industry thinks Canadians spent 12% less time with AM/FM Radio



■ Canadians ■ Industry ■ Industry Perspective

How do you think the COVID-19 pandemic has impacted the time spent on an average day listening to the radio? Net increase equals Increase minus Decrease

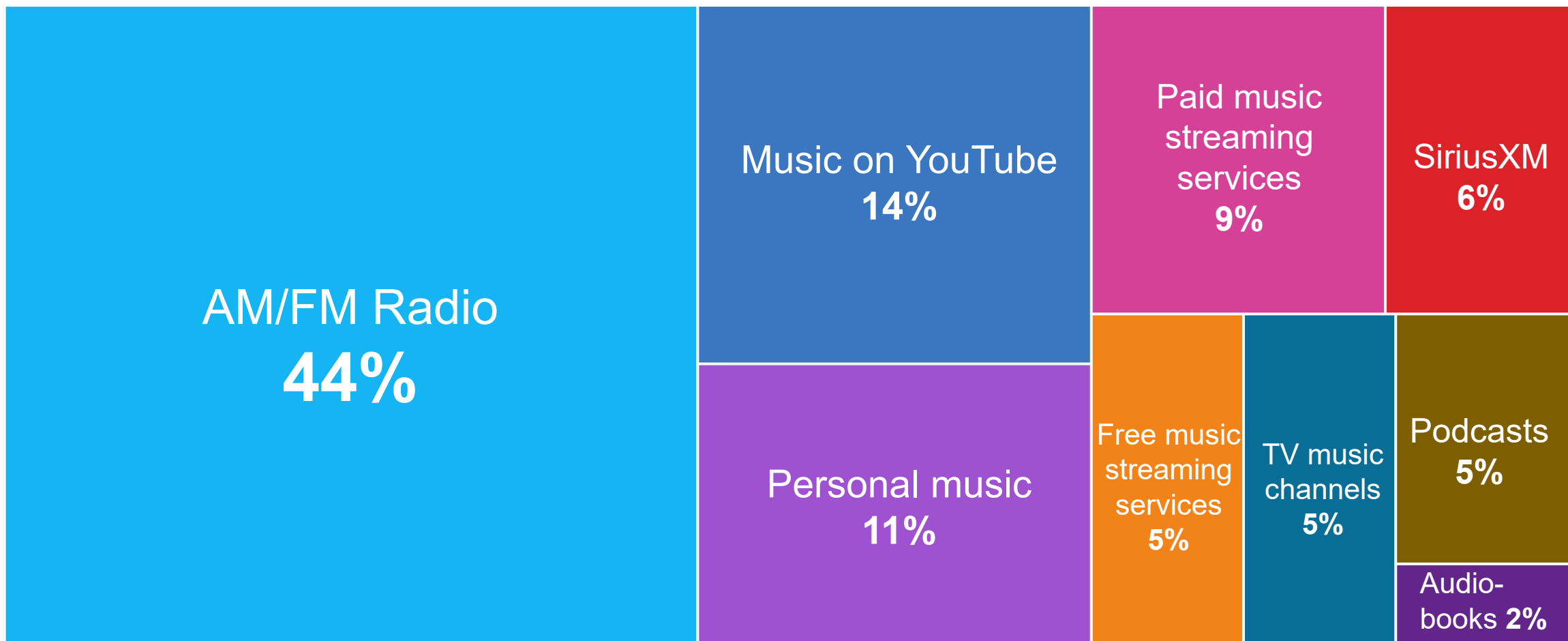


■ Canadians ■ Industry ■ Industry Perspective

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



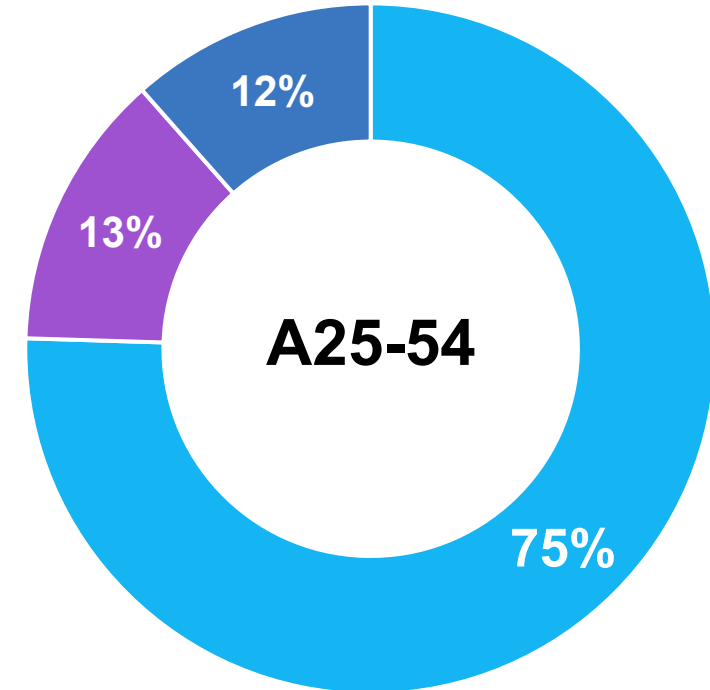
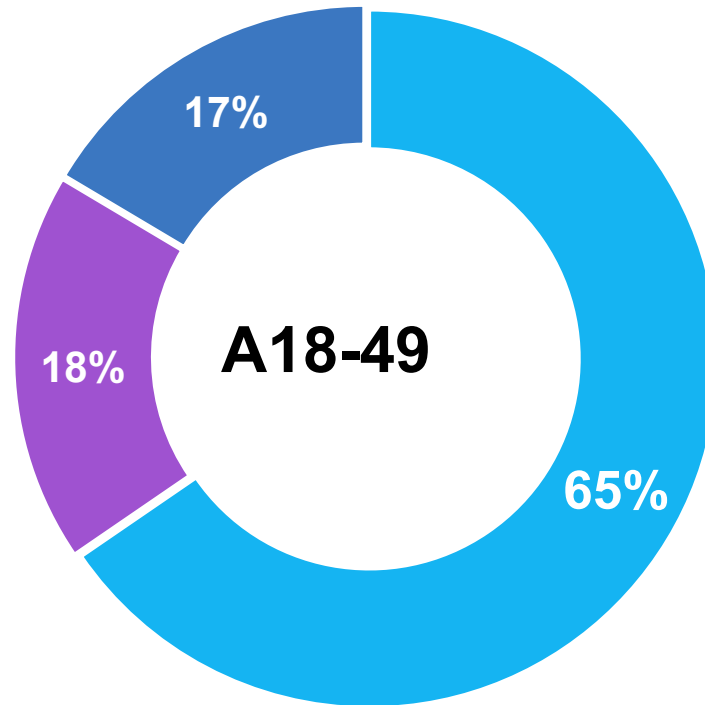
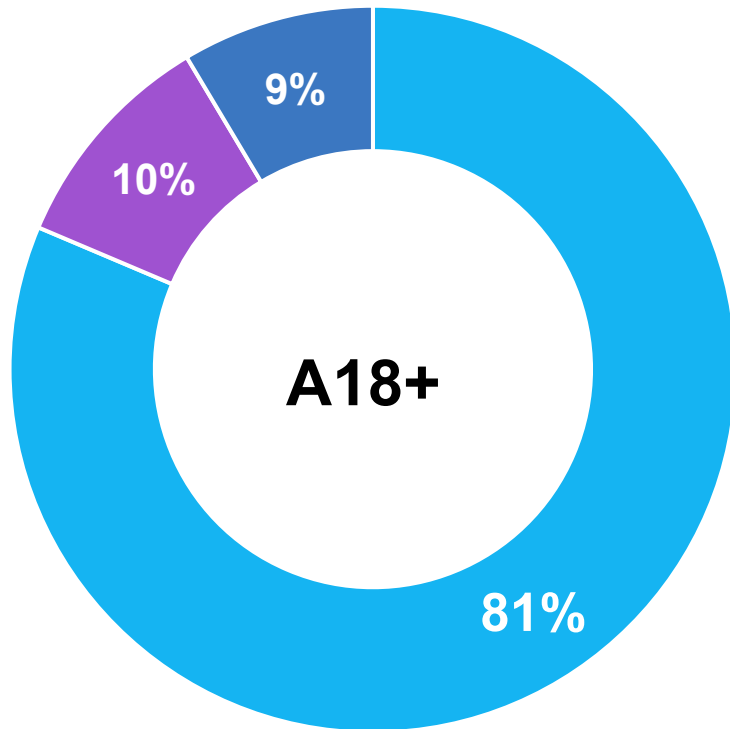


AM/FM RADIO DOMINATES SHARE OF BUYABLE AUDIO.

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

Share of Buyable Audio

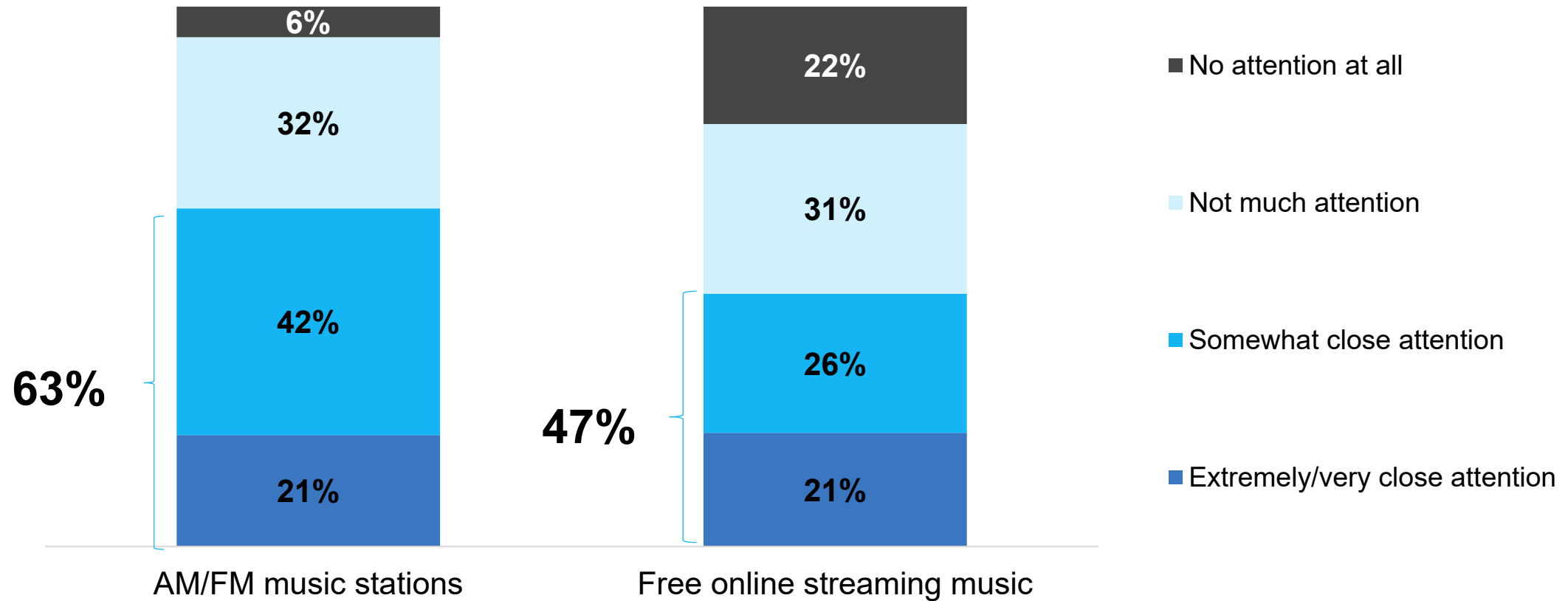
■ AM/FM Radio ■ Free ad-supported music streaming services ■ Podcasts



ATTENTION GAP TO FREE MUSIC STREAMING?

Consumers pay more attention to ads heard on AM/FM Radio.

Q. How much attention do you pay to what is being said between the music on the following? (among users of each media)







SOURCE: RADIO ON THE MOVE 2021 UPDATE
Base: Canadians 18+ who listened to AM/FM in past month (n=1,503) listen to free music streaming services (n=680)



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.

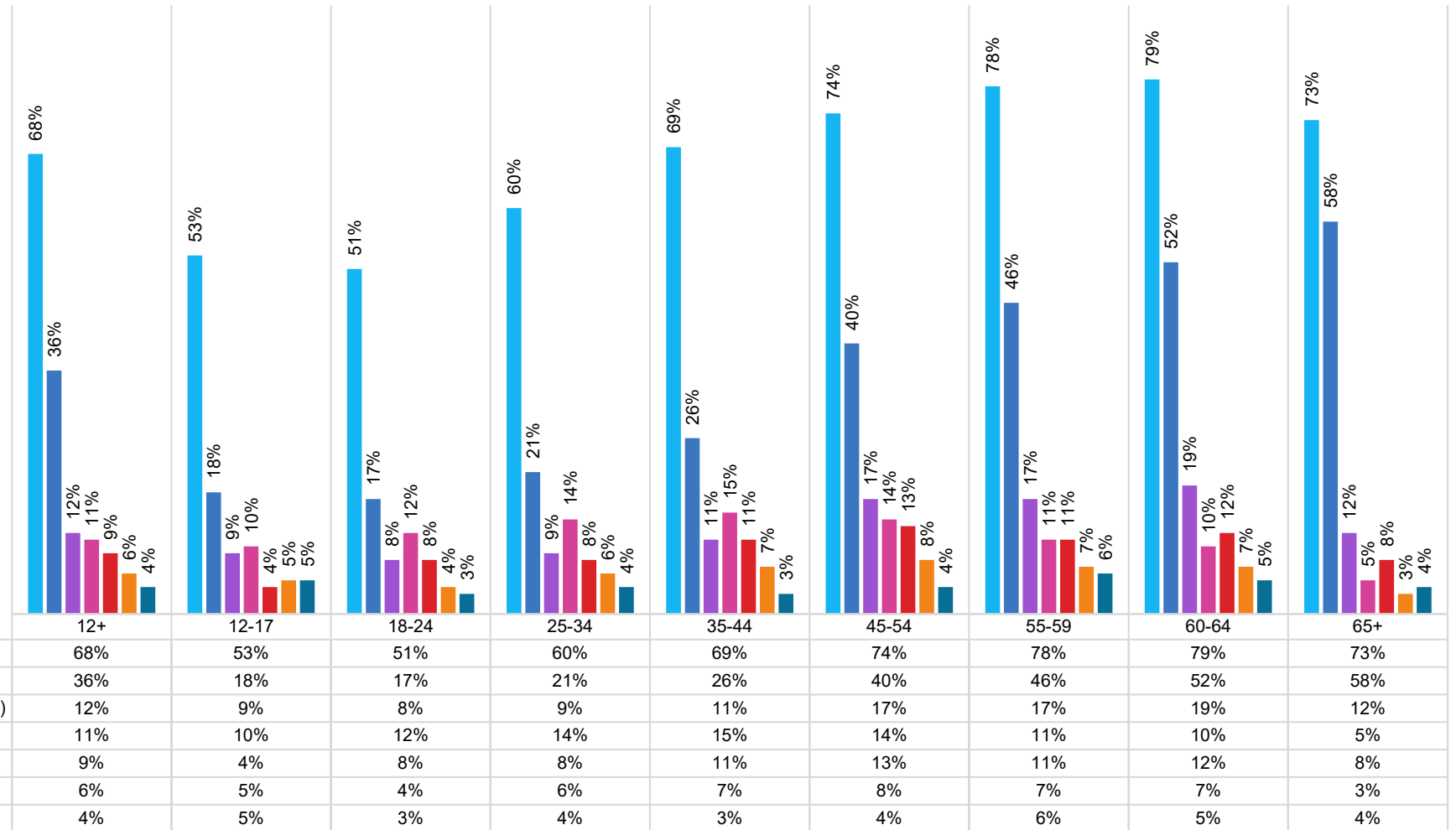
Devices used for listening to each media in the past week (by past week users)

	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.

SOURCE: ROTM 2020 | 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)

RADIO IS DIGITAL AND CANDIANS ARE LISTENING ON DIFFERENT DEVICES TO SUIT THEIR LISTENING NEEDS.



In-car AM/FM radio	68%	53%	51%	60%	69%	74%	78%	79%	73%
In-home or portable AM/FM radio	36%	18%	17%	21%	26%	40%	46%	52%	58%
Other in-home audio devices (e.g. Bluetooth speaker, traditional stereo)	12%	9%	8%	9%	11%	17%	17%	19%	12%
Smartphone	11%	10%	12%	14%	15%	14%	11%	10%	5%
Tablet/laptop/desktop computer	9%	4%	8%	8%	11%	13%	11%	12%	8%
Smart speaker (e.g. Echo, Google Home)	6%	5%	4%	6%	7%	8%	7%	7%	3%
Other devices	4%	5%	3%	4%	3%	4%	6%	5%	4%