



# RADIO MAKES CONNECTIONS

Not all audio is the same when it comes to delivering against the different need states of consumers.

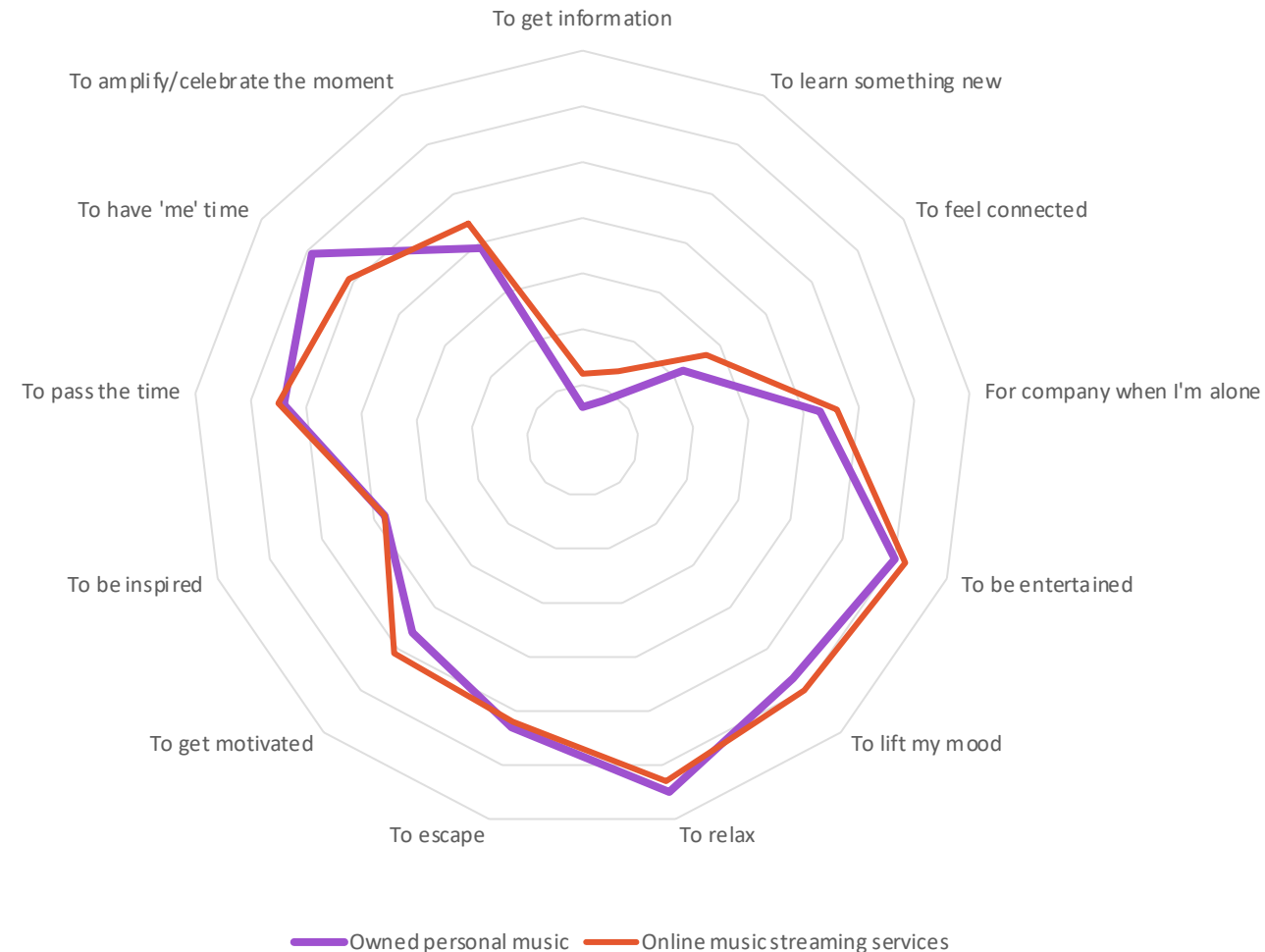


# Music streaming services and owned personal music satisfy the same need states

**Music streaming services are an evolution of personal music**

## DISCONNECTING AND TUNING OUT

As a digital extension of owned personal music – whether ad-supported or not – music streaming helps listeners escape, relax and disconnect from the everyday – providing “me time.”

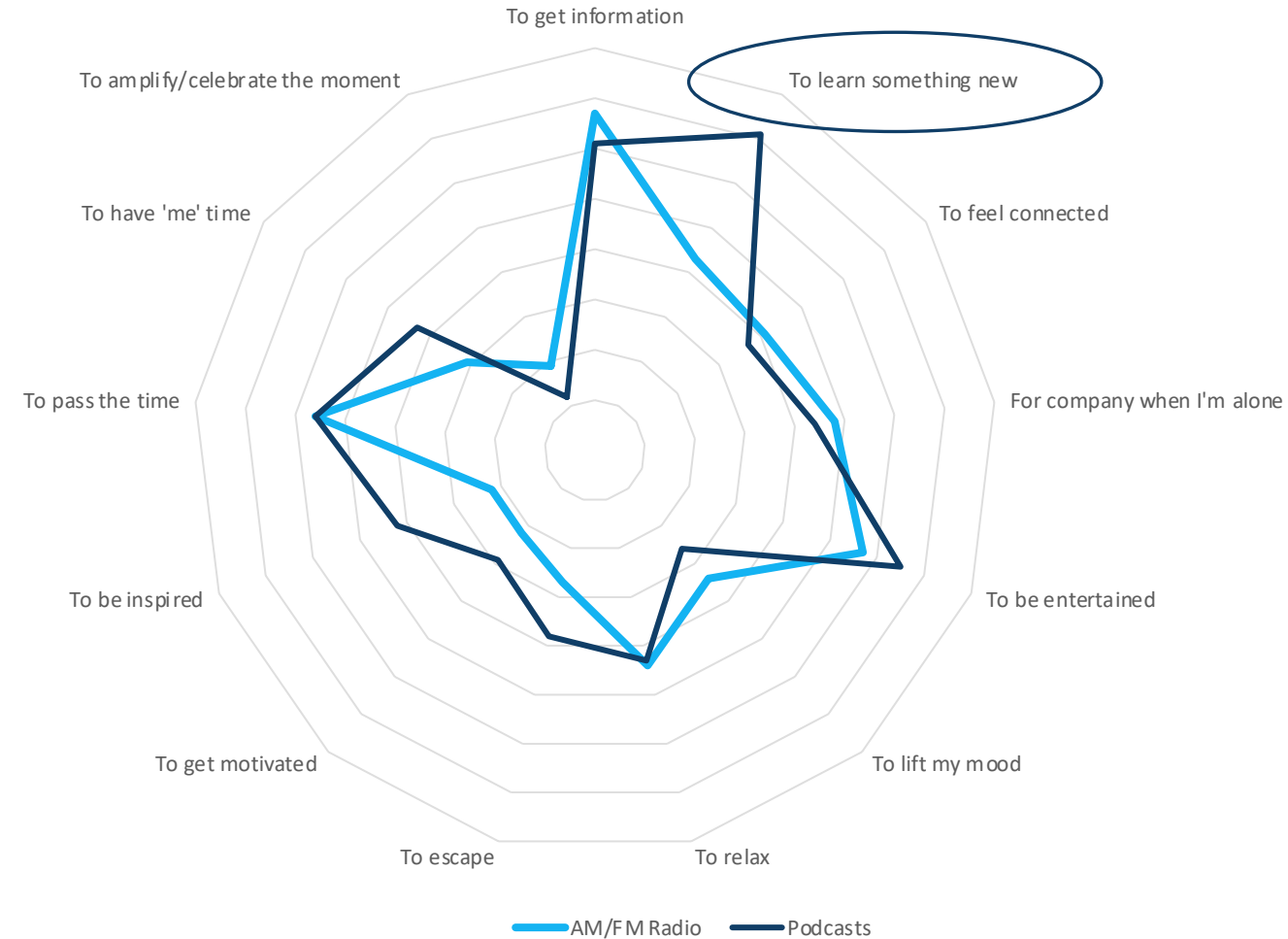


# Podcasts and AM/FM Radio meet similar needs

**AM/FM Radio and Podcasts are complementary formats for keeping Canadians up-to-date**

**BOTH SERVE TO KEEP LISTENERS “IN THE KNOW”**

Radio and podcasts offer some key points of differences. Podcasts help listeners satisfy their need to learn new things, while radio more uniquely delivers information, companionship and mood elevation.

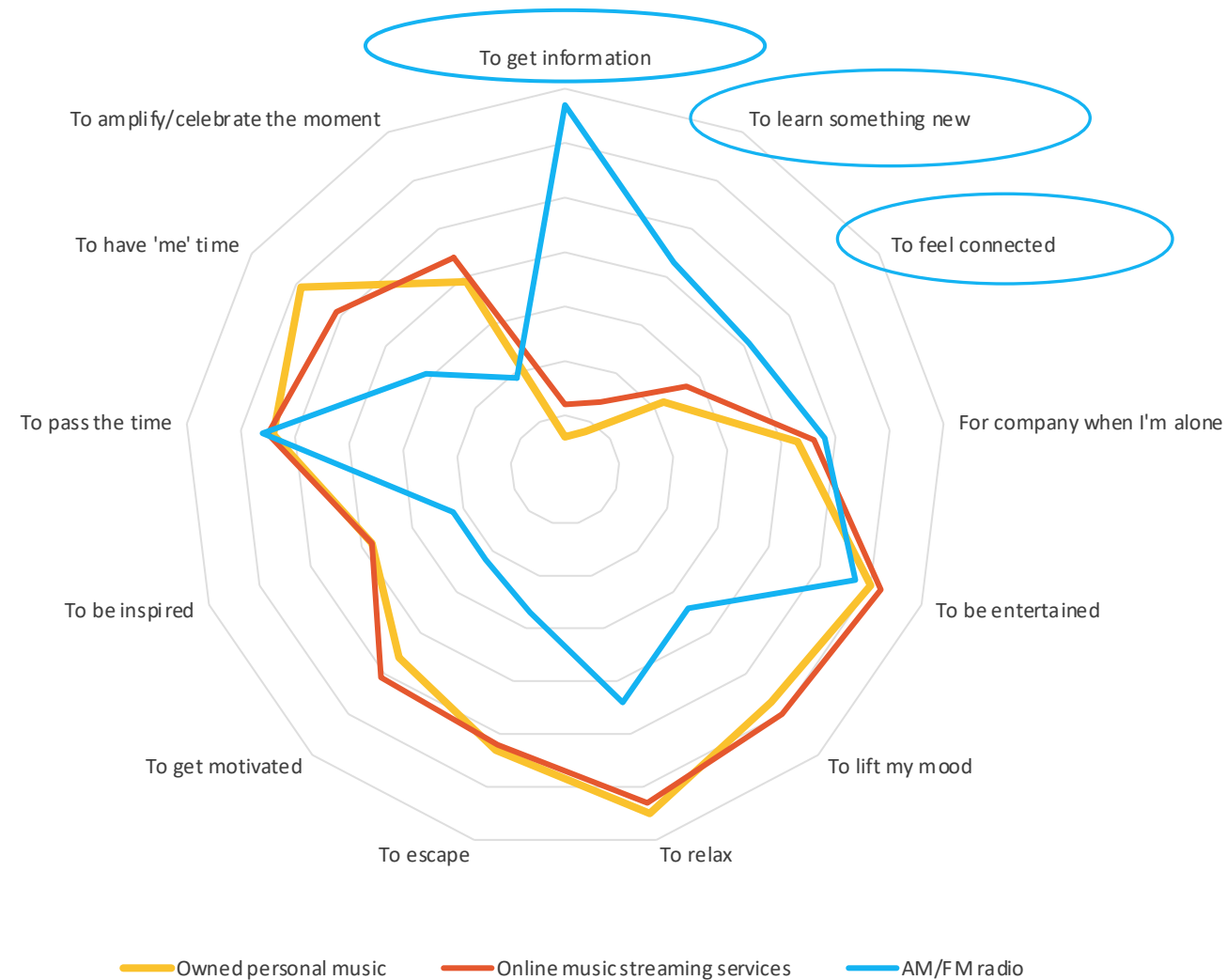


# Radio connects with listeners

**AM/FM Is a “lean-in” listening experience**

## LISTENERS ARE ATTENTIVE AND CONNECTED

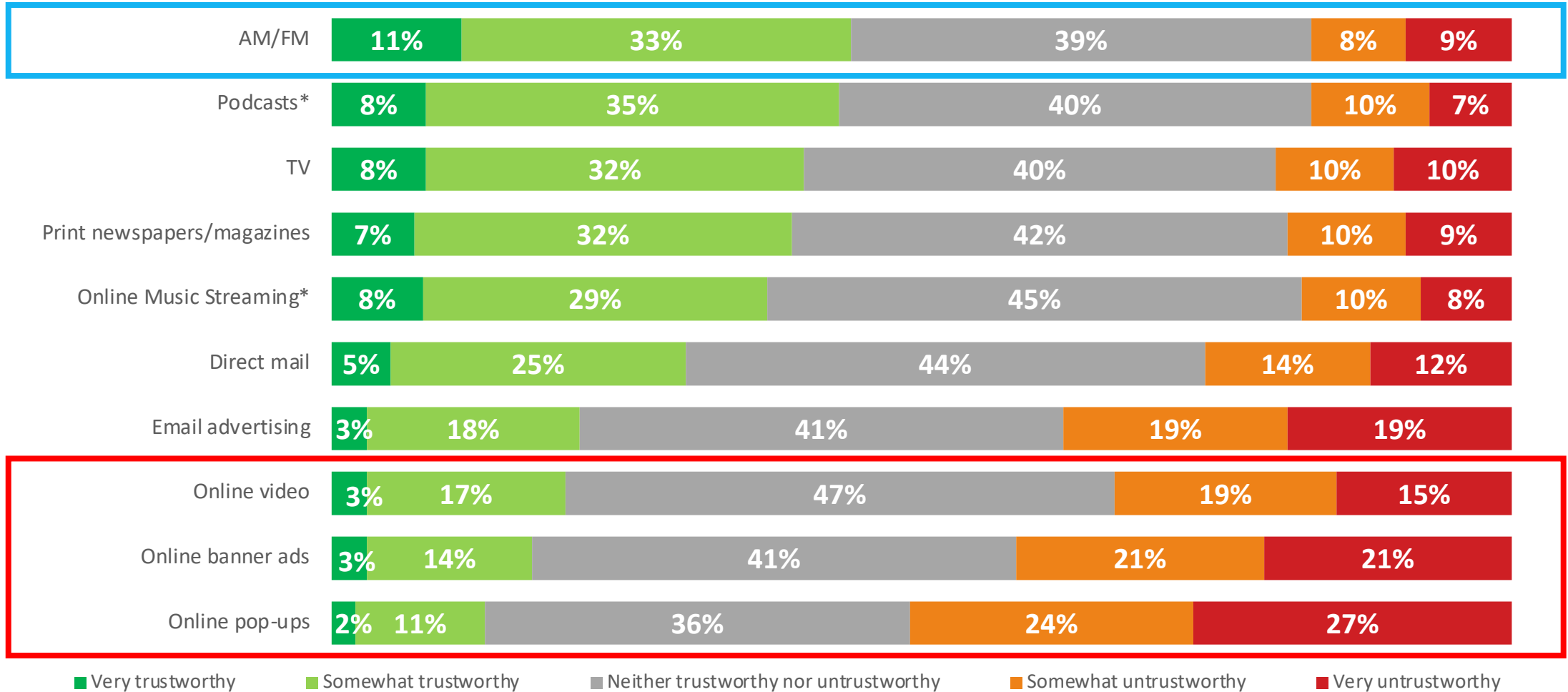
Radio meets a distinct set of needs from music listening, both informing and entertaining its listeners, while also providing an emotional connection.





# Connection with Radio builds trust for advertisers

Ads heard on AM/FM Radio are the most trusted by A25-54 – nearly 3x the trust granted to digital ads



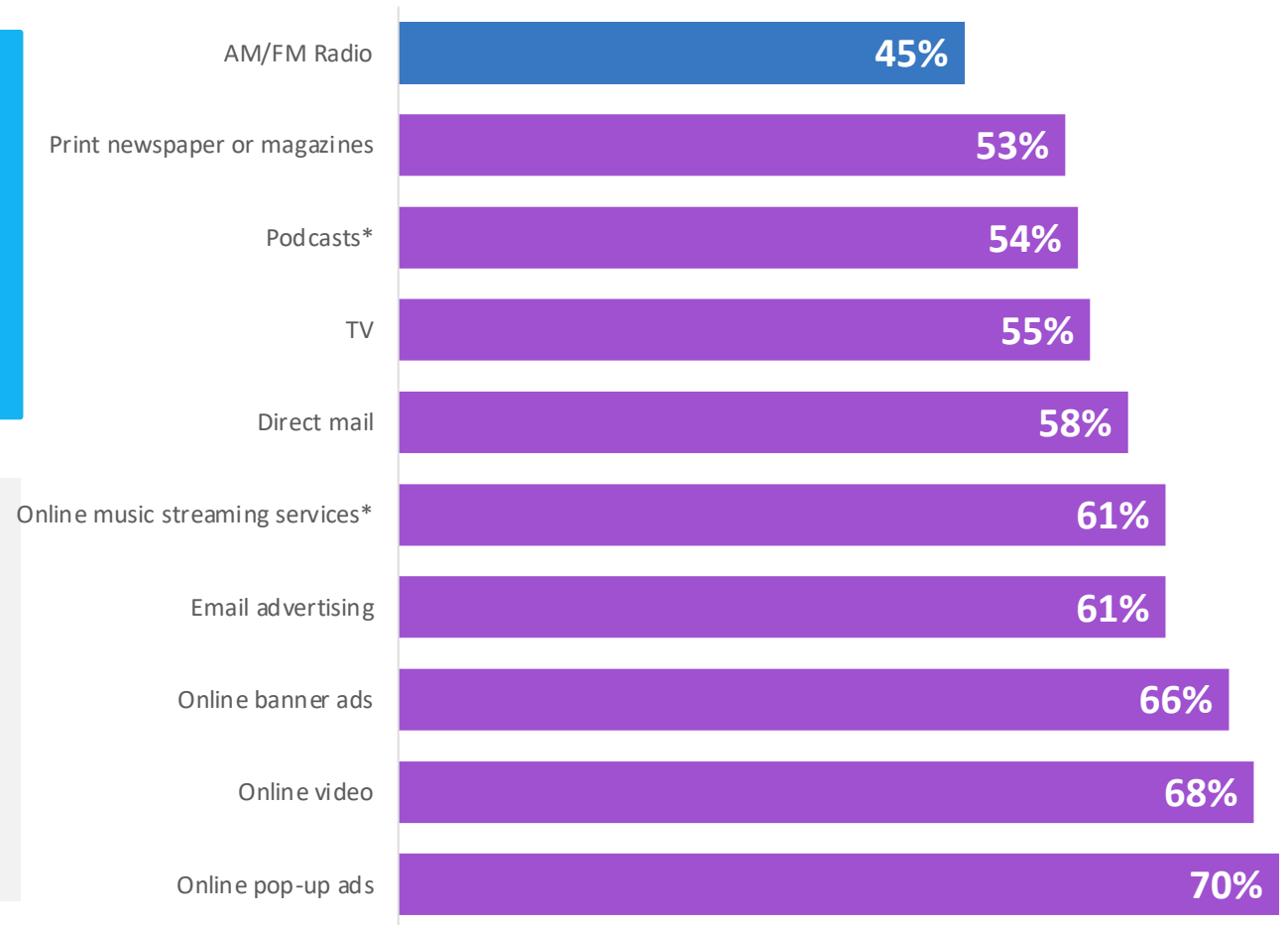
Source: Radio On The Move 2022 Q: "How trustworthy would you say the ads are that you may see or hear in each of the following places?"

# Trust in AM/FM Radio results in less avoidance of ads

Ads heard on AM/FM Radio are the least avoided by A25-54.

**45%**  
Ads heard by A25-54 on trusted AM/FM Radio are least likely to be avoided

**AM/FM RADIO OFFERS ADVERTISERS A TRUSTED AND CONTENT SAFE ENVIRONMENT**  
Ads heard on AM/FM Radio are least likely to be avoided by A25-54 vs. those in any other environment. Listeners expect to hear ads from brands that are safe, relevant and that provide information regarding brand attributes, services, pricing and availability.



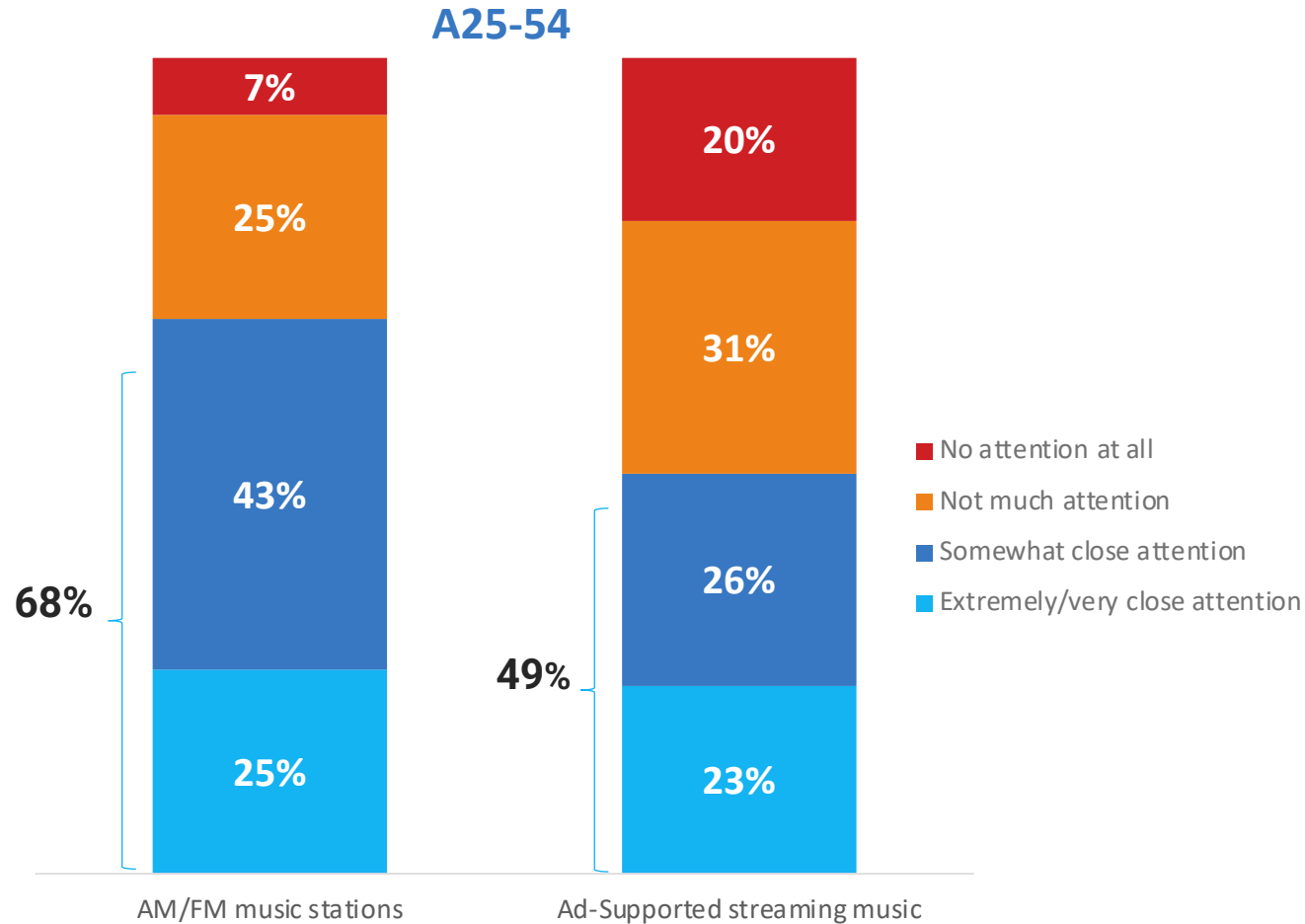
# Less avoidance of ads means listeners pay more attention to advertising on AM/FM Radio

A25-54 listeners to AM/FM music stations say they pay more attention vs. attention paid on ad-supported music streaming platforms.

**68%**  
AM/FM Radio commands A25-54's attention

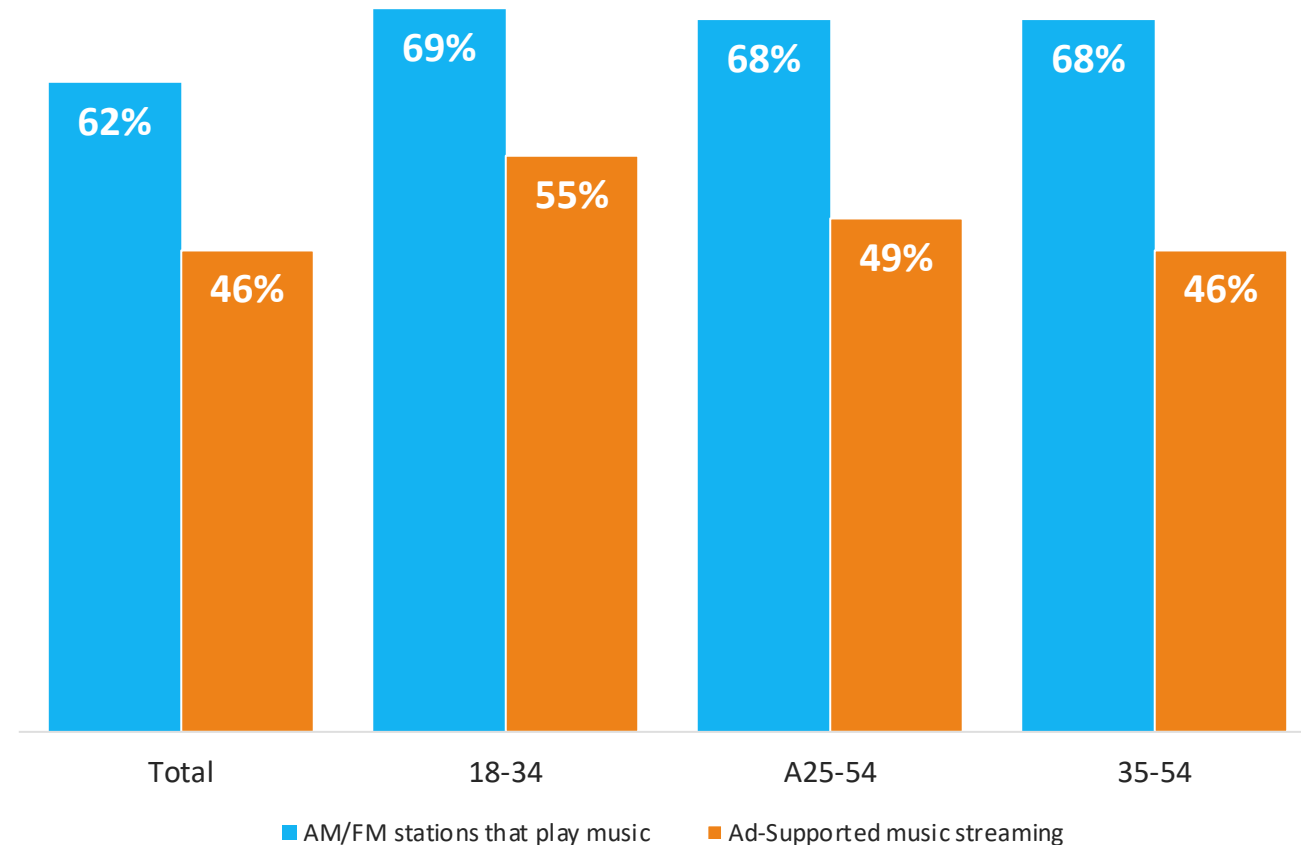
**THERE IS AN ATTENTION GAP: AM/FM MUSIC STATIONS VS. AD-SUPPORTED MUSIC STREAMING**

A25-54 listening to AM/FM music stations say they pay more attention to what's between the songs on AM/FM than their counterparts do when they listen to ad-supported music streaming services. More than half of A25-54 listening to ad-supported streaming pay little or no attention to words between songs.



# The Attention Gap cuts across all age demos

% who pay extremely/very/somewhat close attention to what's between songs on...



**68%**

**A25-54 pay more attention to what's being said on AM/FM vs. less than half listening to an ad-supported streaming services**

## **A18-34's ALSO PAY MAY MORE ATTENTION TO AM/FM THAN TO AD-SUPPORTED STREAMING SERVICES**

Across all key demos, consumers are paying more attention to what is being said between songs when they listen to AM/FM Radio.

When it comes to non-music content on ad-supported music streaming services, spoken word is largely ignored.



# Key Takeaways



## **NOT ALL AUDIO IS THE SAME – EACH AUDIO FORMAT SERVES A DIFFERENT SET OF NEED STATES**

Owned music and music streaming services, whether paid or free, fulfill similar roles, while AM/FM Radio and Podcasts are both similar, but also have distinctive roles apart from those of owned and streamed music services.



## **MUSIC STREAMING SERVES ESSENTIALLY THE SAME NEEDS AS OWNED PERSONAL MUSIC**

Owned personal music and online music streaming serve the same set of needs. Online music streaming, which is an evolution from owning to renting music, serves the same needs states for Canadians – they listen to both for “me time,” relaxation and to lift their mood.



## **AM/FM RADIO IS USED BY CANADIANS TO BE INFORMED AND ENTERTAINED AS WELL AS FEELING CONNECTED**

Radio’s unique advantage over owned and online music streaming, is that listeners use Radio to lean in: “to get information,” “to learn something new” and “to feel connected.” While more podcast listeners say they listen to learn new things, AM/FM Radio more uniquely delivers information, companionship and mood elevation.



## **ADS HEARD ON AM/FM RADIO ARE THE LEAST AVOIDED AND MOST TRUSTED BY CANADIANS**

AM/FM Radio’s unique connection with Canadian listeners enables advertisers to benefit from its ability to deliver audiences that are “leaned in” and paying attention, providing them the greatest opportunity in ad-supported audio to connect consumers with their brands and services.



## For more information:

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CONNECTS**

