



CANADIAN AD- SUPPORTED AUDIO LANDSCAPE

2024





LIVE RADIO'S SCALE DOMINATES THE AD-SUPPORTED AUDIO LANDSCAPE

Canadian adults spend 3 out of every 4 hours with Live Radio

A18+ share of time spent with ad-supported audio

75%

AM/FM
Radio

14%

Podcasts

11%

Free Music
Streaming

IN BOTH OFFICIAL LANGUAGES, LIVE RADIO HAS THE LARGEST SHARE OF AD-SUPPORTED AUDIO AUDIENCES THAT REACH CANADIAN CONSUMERS

ENGLISH

74%

AM/FM
Radio

15%

Podcasts

11%

Free Music
Streaming

FRENCH

81%

AM/FM
Radio

7%

Podcasts

12%

Free Music
Streaming

A18+ SHARE OF TIME SPENT WITH AD-SUPPORTED AUDIO



ACROSS CANADA

Live Broadcast Radio has the largest share of buyable audiences advertisers can access to reach Canadian consumers

A18+ SHARE OF TIME SPENT WITH AD-SUPPORTED AUDIO

B.C

75%

AM/FM Radio

12%

Podcasts

12%

Live Music Streaming

Alta/Man/Sask

76%

AM/FM Radio

13%

Podcasts

12%

Live Music Streaming

Ontario

69%

AM/FM Radio

20%

Podcasts

11%

Live Music Streaming

Quebec

84%

AM/FM Radio

6%

Podcasts

10%

Live Music Streaming

Atlantic

79%

AM/FM Radio

8%

Podcasts

14%

Live Music Streaming

BY MARKET SIZE

Live Broadcast Radio connects with more Canadians in cities and towns across Canada

A18+ SHARE OF TIME SPENT WITH AD-SUPPORTED AUDIO

Small/Rural Sized Cities

(Pop= under 100K)

79%

AM/FM Radio

10%

Podcasts

11%

Live Music Streaming

Medium Sized Cities

(Pop=100-499K)

73%

AM/FM Radio

13%

Podcasts

14%

Live Music Streaming

Other Large Cities

(Pop=500K+)

76%

AM/FM Radio

16%

Podcasts

7%

Live Music Streaming

Tor/Mtl/Van

73%

AM/FM Radio

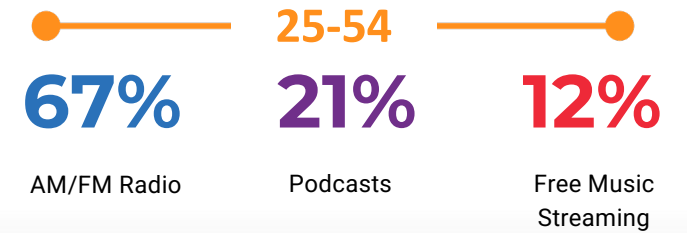
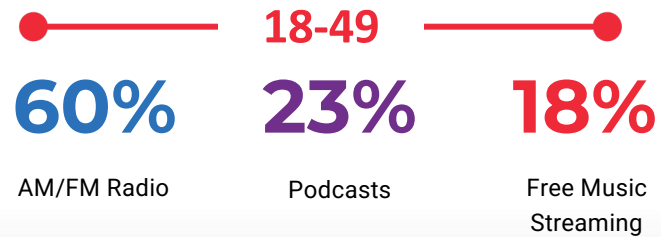
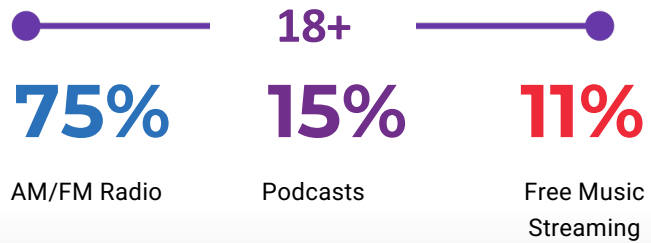
13%

Podcasts

13%

Live Music Streaming

IN KEY BUYING DEMOGRAPHICS, LIVE RADIO COMMANDS THE LARGEST SHARE OF AD-SUPPORTED AUDIO LISTENING

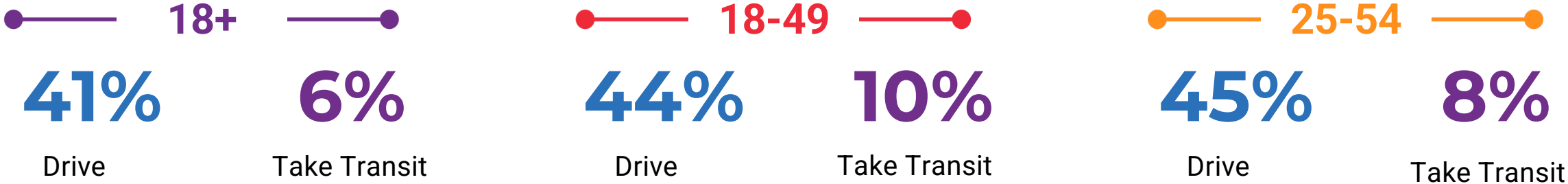


A18+ SHARE OF TIME SPENT WITH AD-SUPPORTED IN-CAR AUDIO

Source: Radio On The Move Fall 2023



MORE CANADIANS DRIVE THAN TAKE TRANSIT, AND MOST ARE LISTENING TO LIVE RADIO DURING THEIR COMMUTE



Source: Radio On The Move Fall 2023

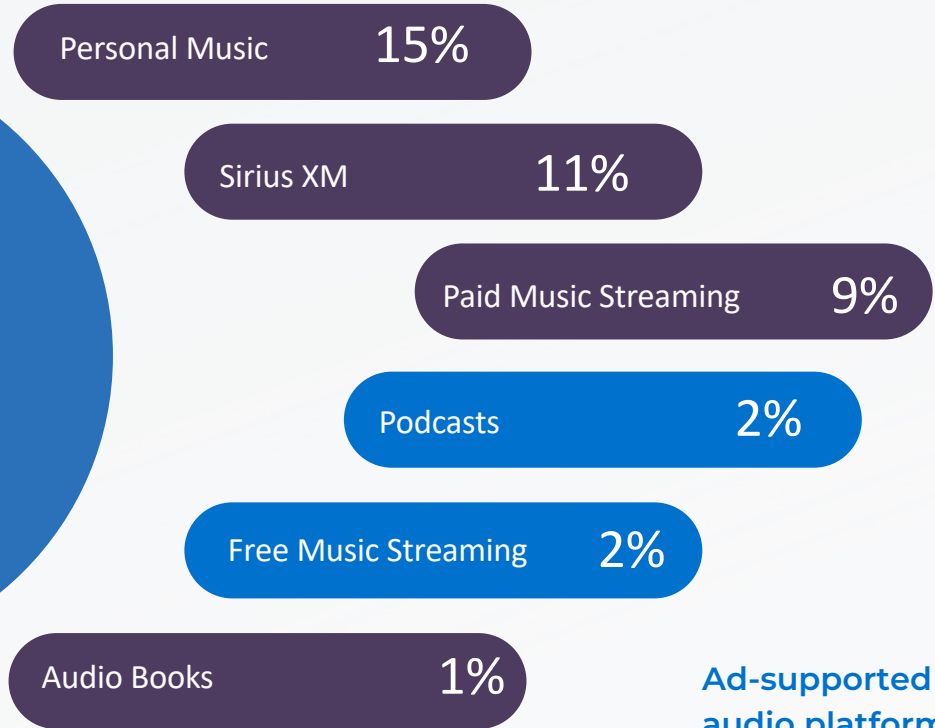




BROADCAST RADIO IS IN THE DRIVER'S SEAT FOR IN-CAR AUDIO

59%

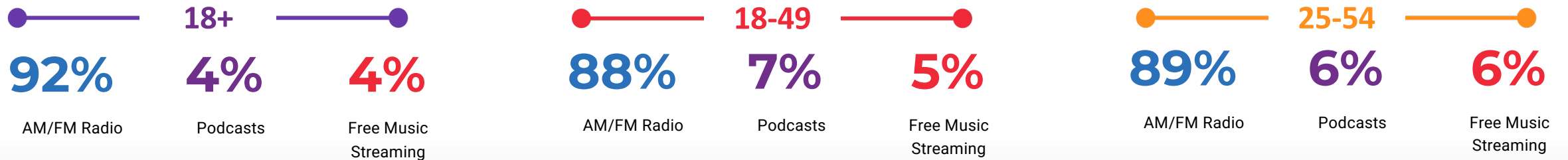
A18+ SHARE OF
TIME SPENT WITH
IN-CAR AUDIO



Ad-supported
audio platforms



LIVE RADIO IS THE CLEAR IN-CAR AUDIO OPTION FOR ADVERTISERS LOOKING TO REACH CANADIANS ON THE GO



A18+ SHARE OF TIME SPENT WITH AD-SUPPORTED IN-CAR AUDIO

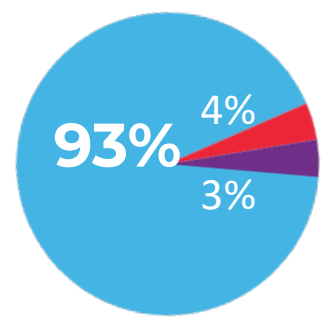
Source: Radio On The Move Fall 2023



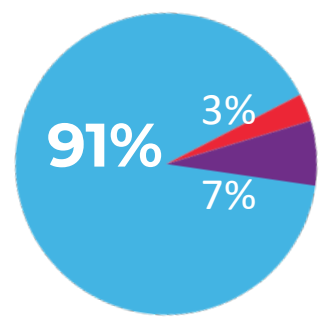


EVEN IN CONNECTED CARS, LIVE RADIO DOMINATES

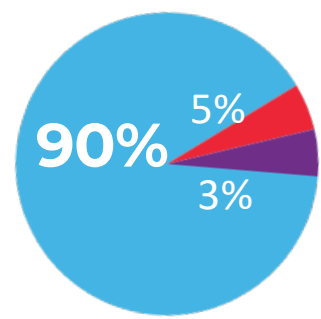
In cars with the latest technologies, Broadcast Radio delivers an overwhelming majority of time spent with ad-supported audio



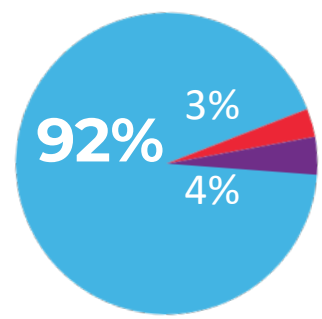
Total



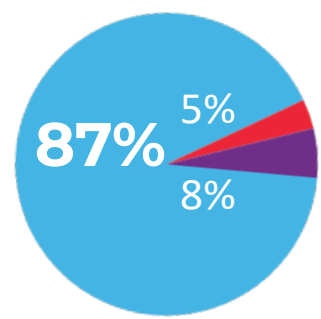
Built-in WiFi



Bluetooth



Android Auto



Apple CarPlay

Source: Radio On The Move Fall 2023

LIVE RADIO REACHES CANADIANS WHEN THEY ARE ON THE MOVE, AND ACTIVELY SPENDING

67%

of Canadians used their vehicle to engage in some form of shopping activity yesterday

69%

were reached by an advertising message because they were listening to Live Radio on their way



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caroline.gianias@radioconnects.ca



lisa.dillon@radioconnects.ca



chantal.leblanc@radioconnects.ca