



# CANADIAN AD- SUPPORTED AUDIO LANDSCAPE

2024

ON AIR



# 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%**

Free Music Streaming

## Alta/Man/Sask

**76%**

AM/FM Radio

**13%**

Podcasts

**12%**

Free Music Streaming

## Ontario

**69%**

AM/FM Radio

**20%**

Podcasts

**11%**

Free Music Streaming

## Quebec

**84%**

AM/FM Radio

**6%**

Podcasts

**10%**

Free Music Streaming

## Atlantic

**79%**

AM/FM Radio

**8%**

Podcasts

**14%**

Free 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%**

Free Music  
Streaming

## Medium Sized Cities

(Pop=100-499K)

**73%**

AM/FM Radio

**13%**

Podcasts

**14%**

Free Music  
Streaming

## Other Large Cities

(Pop=500K+)

**76%**

AM/FM Radio

**16%**

Podcasts

**7%**

Free Music  
Streaming

## Tor/Mtl/Van

**73%**

AM/FM Radio

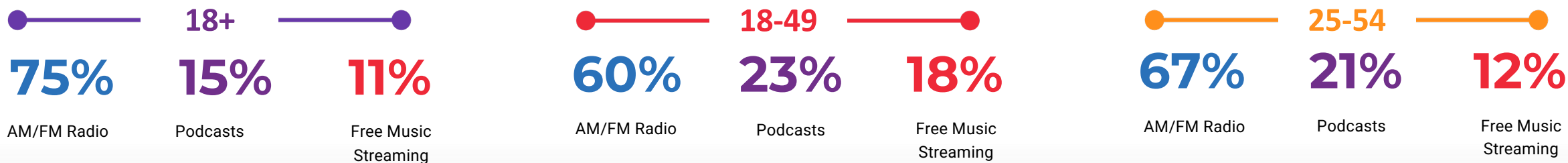
**13%**

Podcasts

**13%**

Free Music  
Streaming

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

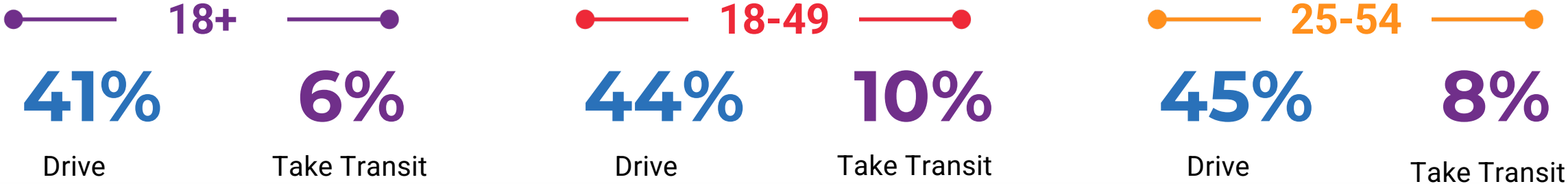


A18+ SHARE OF TIME SPENT WITH AD-SUPPORTED IN-CAR AUDIO

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

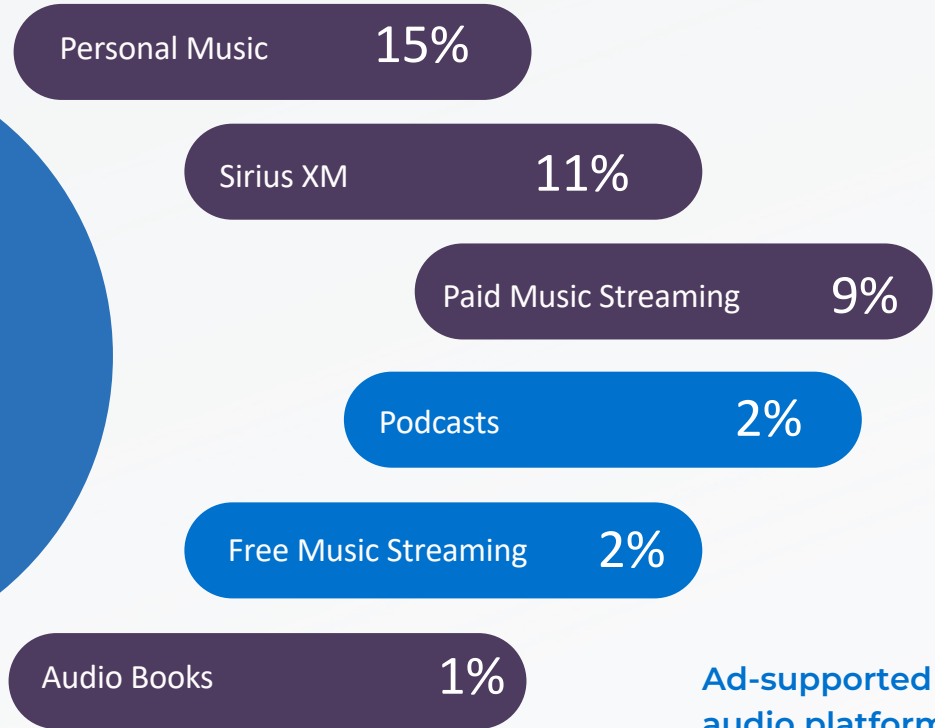




# BROADCAST RADIO IS IN THE DRIVER'S SEAT FOR IN-CAR AUDIO

**59%**

A18+ SHARE OF  
TIME SPENT WITH  
IN-CAR AUDIO

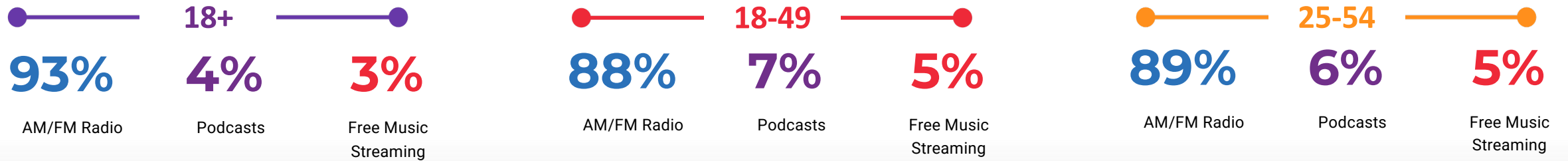


Ad-supported  
audio platforms

**RADIO  
CONNECTS**



# 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

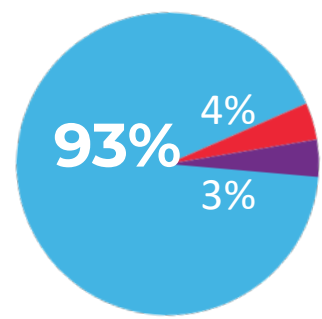
Source: Radio On The Move Fall 2023



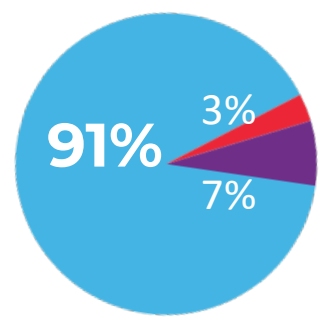


# EVEN IN CONNECTED CARS, LIVE RADIO DOMINATES

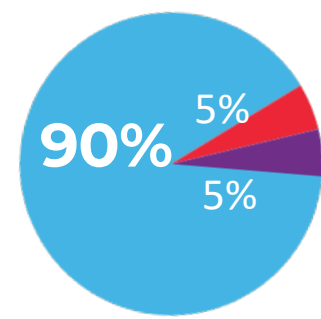
In cars with the latest technologies, Broadcast Radio delivers an overwhelming majority of time spent with ad-supported audio



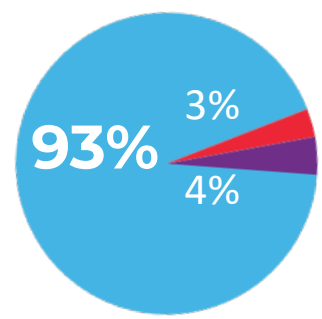
Total



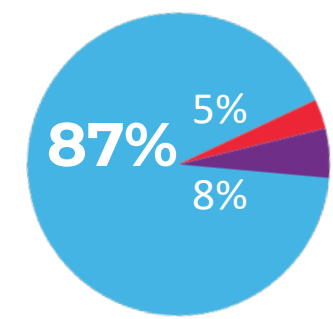
Built-in WiFi



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



# CONNECT FOR MORE INFORMATION



[radioconnects.ca](https://radioconnects.ca)



Follow us on LinkedIn



Sign up for our regular audio updates



[caroline.gianias@radioconnects.ca](mailto:caroline.gianias@radioconnects.ca)



[lisa.dillon@radioconnects.ca](mailto:lisa.dillon@radioconnects.ca)



[chantal.leblanc@radioconnects.ca](mailto:chantal.leblanc@radioconnects.ca)