

**FAST FACTS
ABOUT LIVE RADIO**

2024

ON AIR
Radio

CANADIAN BROADCAST RADIO

716 COMMERCIAL RADIO STATIONS

119 AM | 597 FM
529 English | 97 French |
27 Ethnic | 63 Other

Source: CRTC 2022

3RD LARGEST RADIO MARKET

According to a recent WARC
Global Report, Canada was 3rd to
U.S. and China, but ahead of the
U.K., France, Germany, and
Australia in Radio spend

Source: WARC Global Report 2021

\$1.5 BILLION DOLLARS IN REVENUE

Marketers spent over \$1.5 billion
in Radio advertising to reach
Canadian consumers

Source: CRTC 2022

LOCAL RADIO DRIVES BUSINESS

67% of Radio Revenue is driven by
local sales

Source: CRTC 2022

FAST FACTS

1

LIVE RADIO'S REACH IS UNBEATABLE

Live Broadcast Radio reaches 85% of Canadians each week and over 54% each day. Canadians are tuning in for almost 8 hours a week in PPM markets, and even longer outside of major urban centres.

Source: Numeris Fa'23 AW TMC PPM 12+

2

LIVE RADIO'S HAS THE BIGGEST SHARE OF BUYABLE AUDIO

3 out of every 4 hours of listening to ad-supported audio is spent with Live AM/FM, which is 3X greater than podcasts and free music streaming services combined.

Source: ROTM Fall 2023

3

LIVE RADIO'S RULES THE ROAD

AM/FM Radio has 92% of the buyable audience available to reach Canadians in their cars. 9 out of 10 hours spent with ad-supported audio in the car, is spent listening to Live Radio.

Source: ROTM Fall 2023

4

CANADIANS RESPOND TO ADS THEY HEAR ON LIVE RADIO

4-in-10 Canadians have taken some sort of action after hearing an ad on Live Broadcast Radio, whether that be purchasing the product, talking about it, or going online for more information.

Source: ROTM Fall 2023

5

LIVE RADIO IS DIGITAL

Since Fall 2019, the proportion of AM/FM hours that are streamed has increased from 9% to 12%. For 18-34's, 17% of their time listening to Live Radio is to the streamed signals.

Source: ROTM Fall 2023

6

MORE CANADIANS STREAM LIVE RADIO THAN FREE SPOTIFY

For advertisers looking to reach streamers, AM/FM Radio streaming delivers more listeners than ad-supported Spotify.

Source: ROTM Fall 2023

MEASUREMENT

There are 3 different types of measurement used to generate Broadcast Radio audiences



NUMERIS Portable People Meters (PPMs)

Numeris uses a national panel of 4,560 HH; 8,700+ Canadians, shared with TV, providing passive measurement in 5 of Canada's largest cities, representing apx. 55% of the population. Data is released in 13-week cycles



NUMERIS Online Diaries

Measurement of 22 of the "B" markets in Canada most often bought by national advertisers, are measured by Numeris every other week over 50 weeks, with data released in the Fall and Spring



RADIOCOUNT CATI Interviews

radioCount conducts phone interviews over one 8-week measurement period each Fall in 22 markets, however some markets are measured continuously throughout the year



AM/FM RADIO CONTINUES TO BE THE LARGEST SOURCE OF AUDIO LISTENING FOR CANADIANS 18+

49%

A18+ SHARE OF TIME SPENT WITH LIVE RADIO

Personal Music* 35%

Free Music Streaming 11%

Podcasts 9%

Free Music Streaming 7%

Ad-supported audio platforms

*Includes ownership of physical music like CDs, vinyl or MP3s || commercial free paid streaming services and Sirius XM

Source: Radio On The Move Fall 2023

**RADIO
CONNECTS**

LIVE RADIO'S SCALE CONNECTS WITH CANADIANS EVERYWHERE

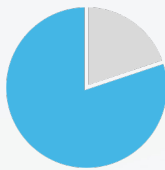
AM/FM Radio is the only audio platform that can deliver commercial messaging minute by minute, at scale



Live Radio connects with over **14.4 million** people **each week**, across the measured PPM Markets¹

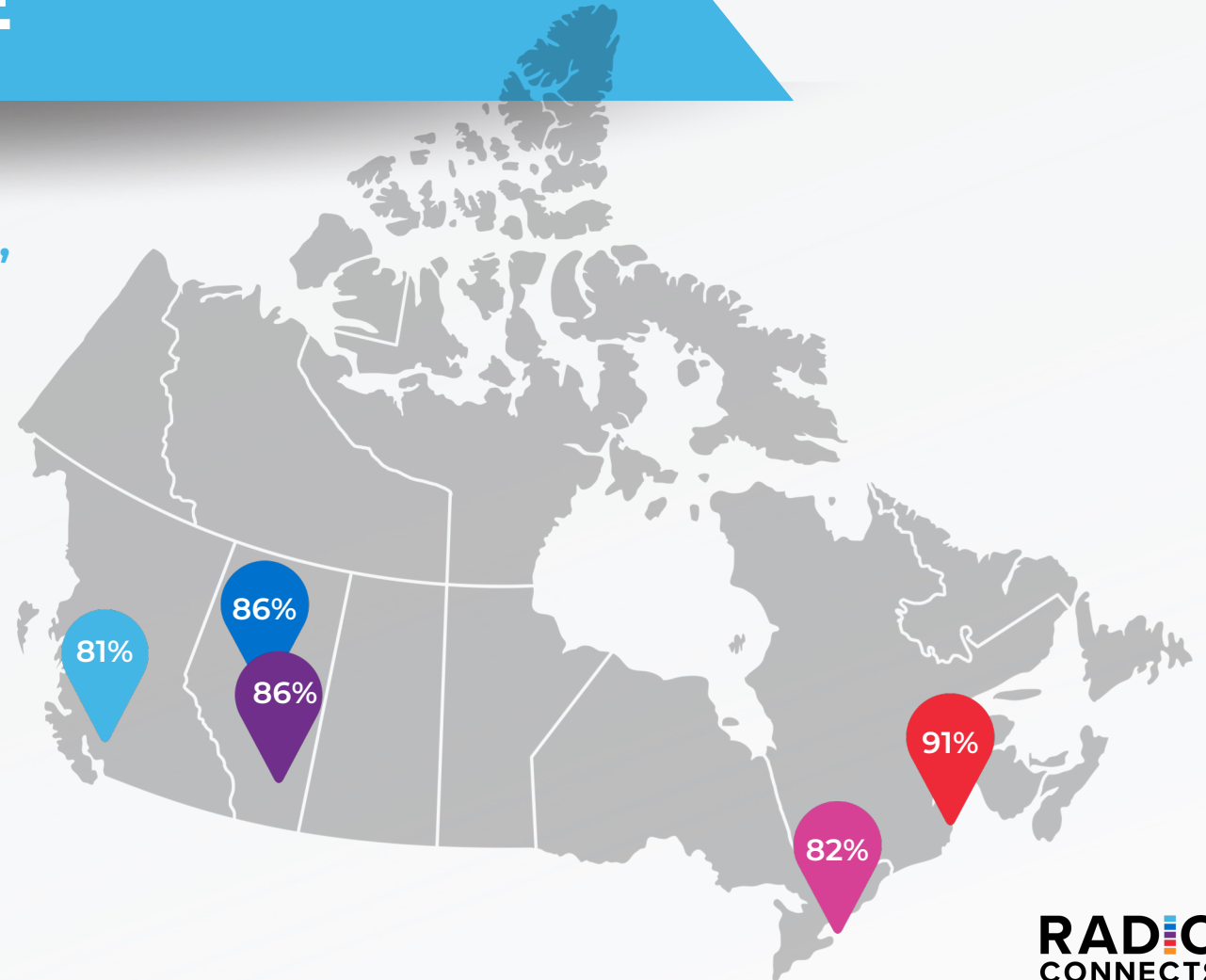


On average, that's over **682,500 people** in the PPM markets tuned into Live AM/FM Radio **each minute**¹



75%

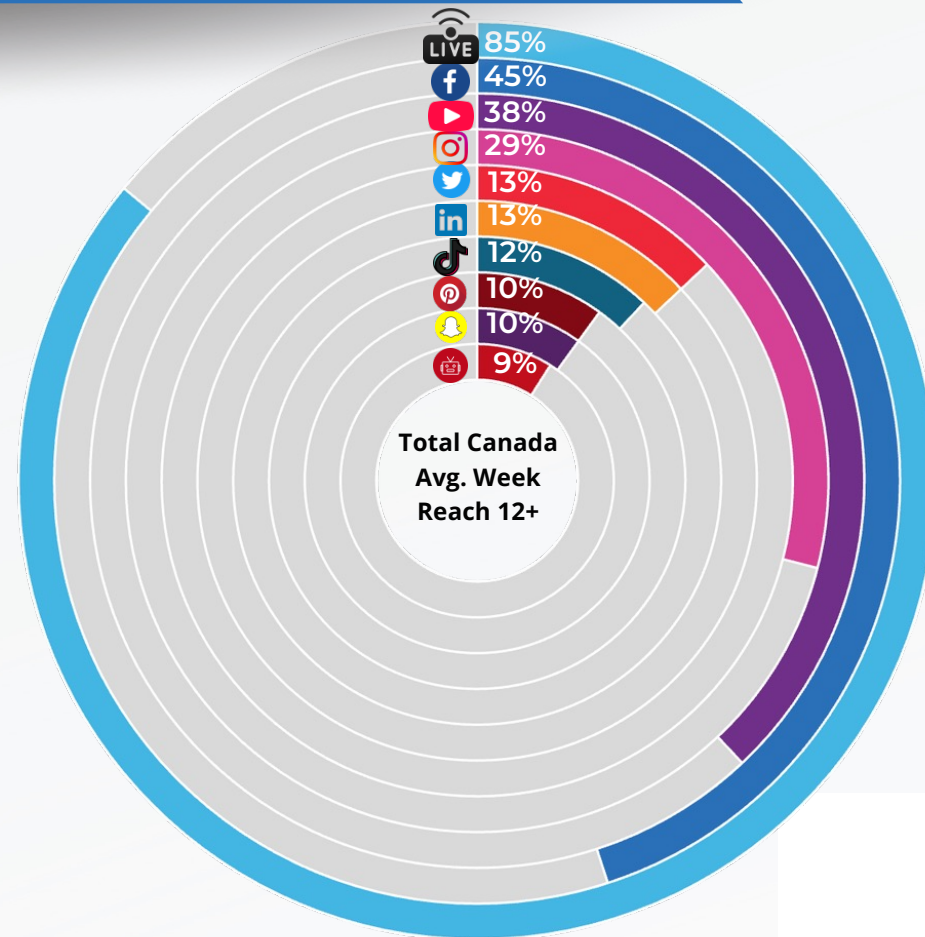
3 out of every four hours of listening to ad-supported audio is **spent tuning to Live AM/FM**, which is **3 X greater** than the combined share of **Podcasts and Free Music Streaming**²



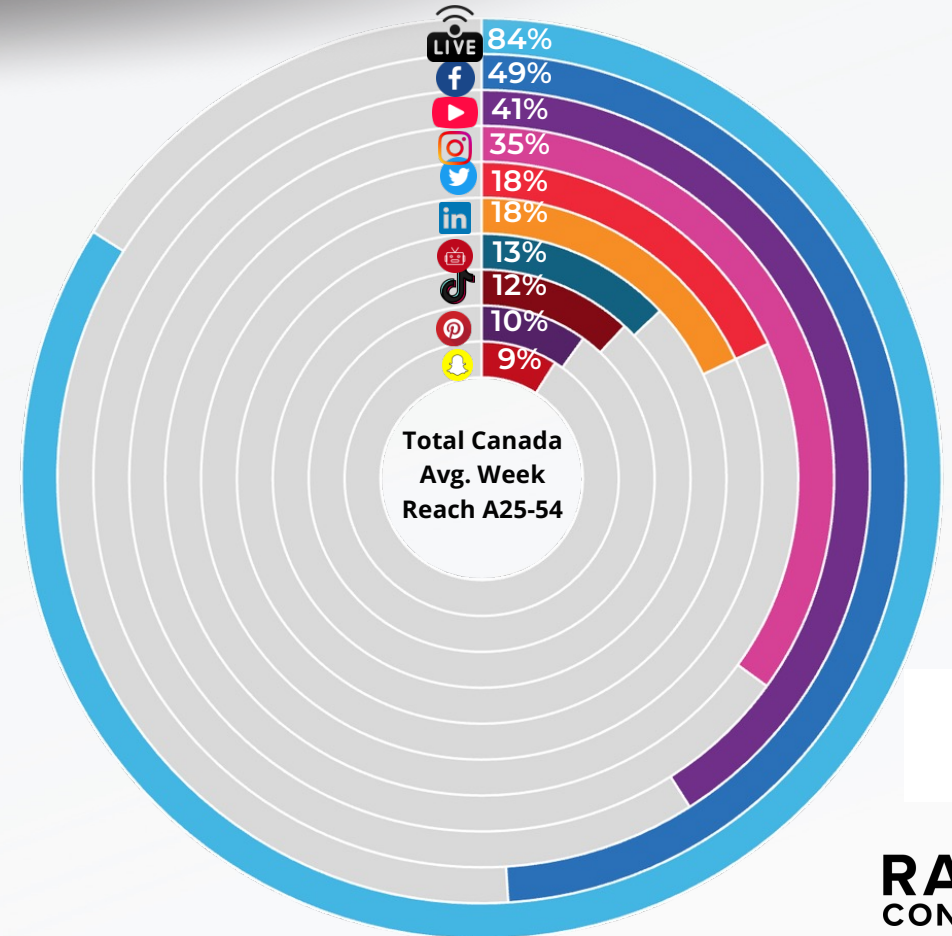
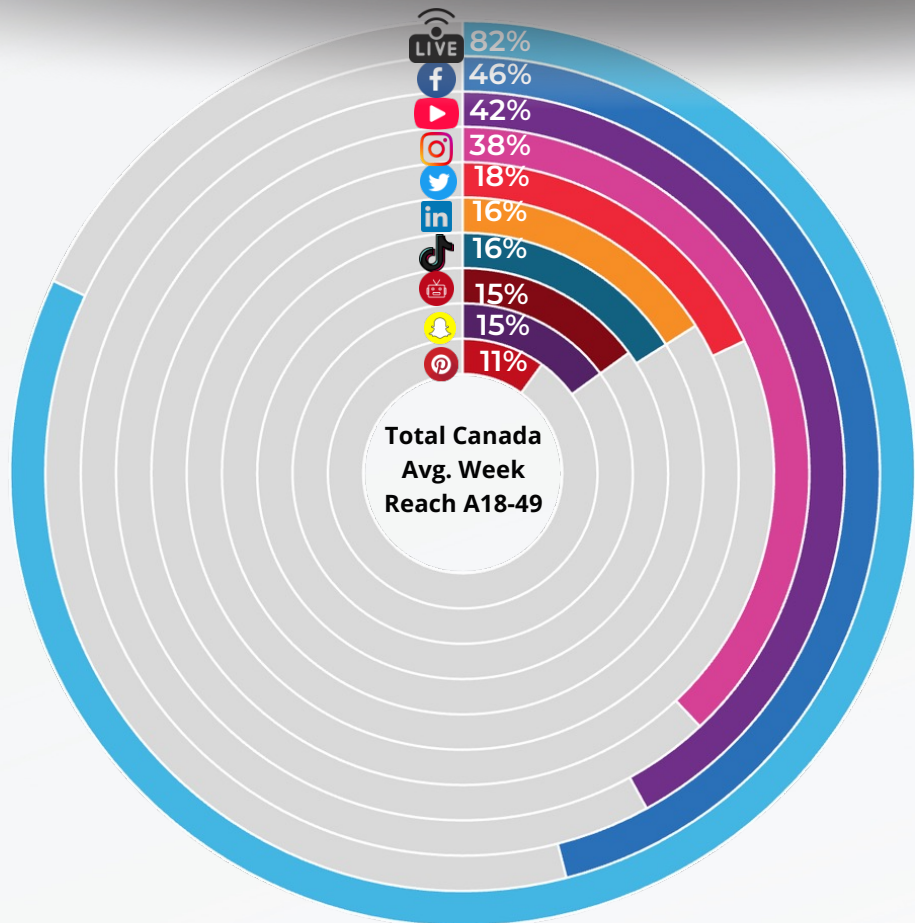
Source: 1. Numeris Fall 2023 PPM TMC AW 2+ | 2. Radio On The Move Fall 2023

LIVE BROADCAST RADIO, THE ORIGINAL MOBILE, AND STILL BIGGEST, SOCIAL MEDIA PLATFORM

REACHES MORE CANADIANS
IN ONE WEEK THAN ANY
OTHER SOCIAL MEDIA
PLATFORM

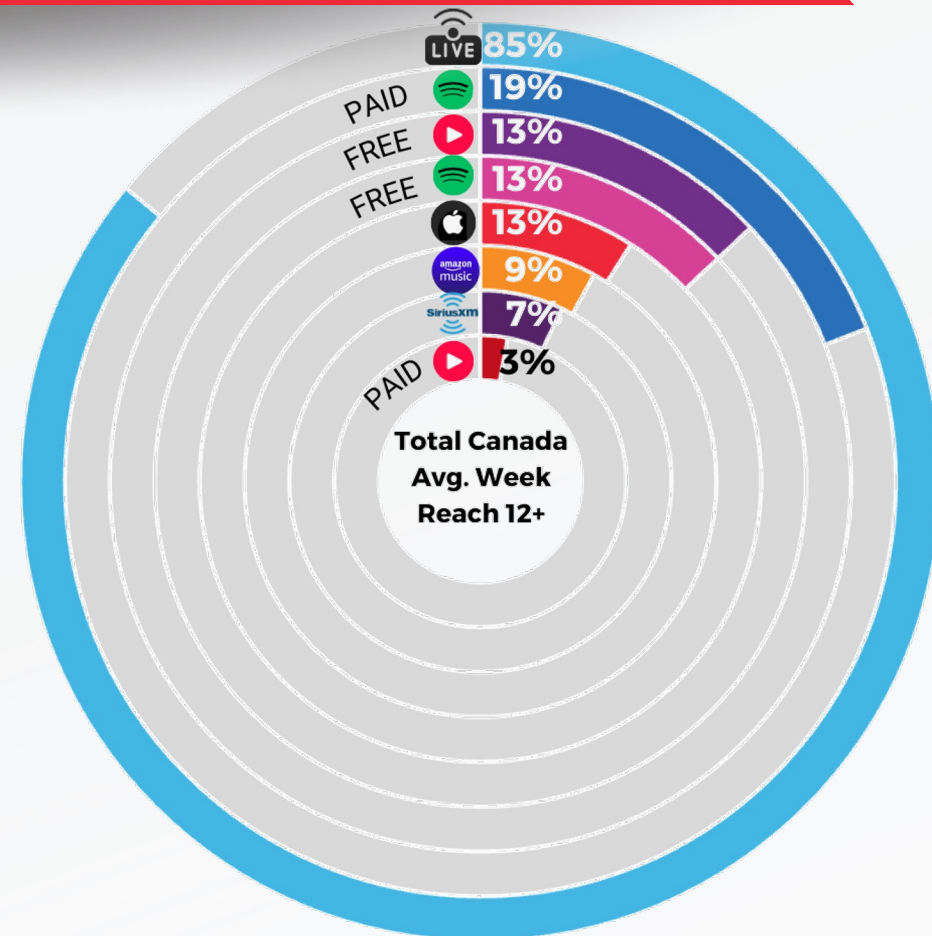


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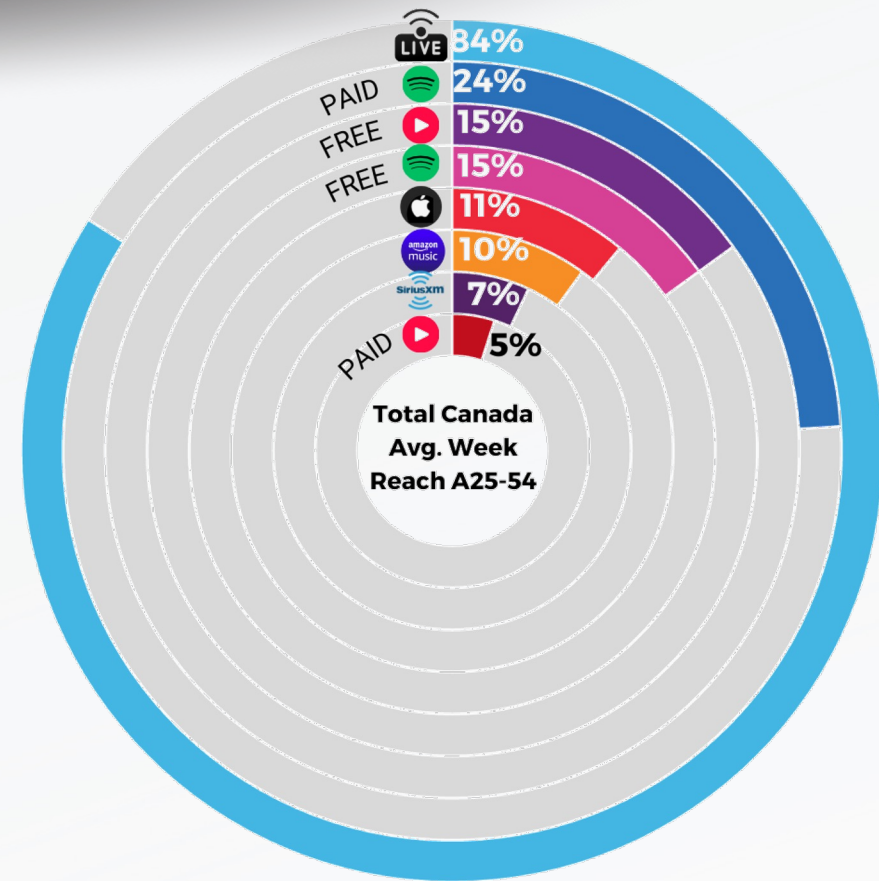
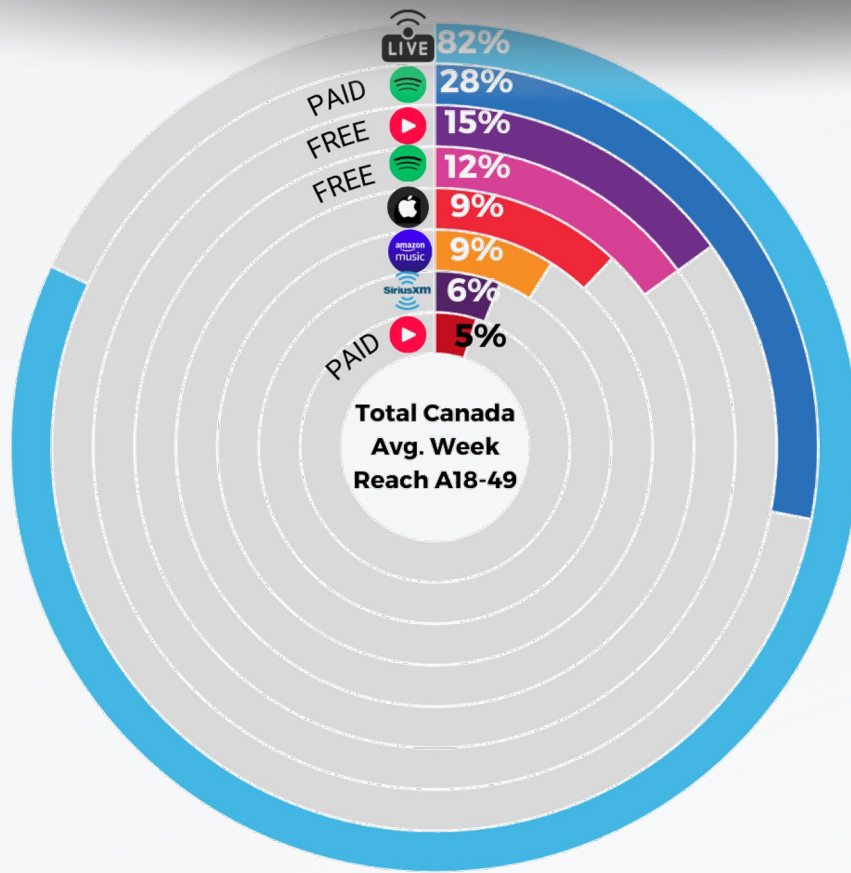


LIVE BROADCAST RADIO IS THE LARGEST AUDIO PLATFORM LISTENED TO BY CANADIANS

AND REACHES MORE CANADIANS IN ONE WEEK THAN ANY OTHER AUDIO PLATFORM



LIVE BROADCAST RADIO IS THE LARGEST AUDIO PLATFORM LISTENED TO BY CANADIANS



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caroline.gianias@radioconnects.ca



lisa.dillon@radioconnects.ca



chantal.leblanc@radioconnects.ca