

RADIO
CONNECTS

Audio Landscape Update

August, 2024



Visit Our Website
radioconnects.ca



Everything Audio

Get the latest in audio
research and insights

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



Dispelling Misconceptions

thinktv, in partnership with Ipsos Canada, recently issued the third edition of their Ad Nation study. The study profiles the media habits and advertising perceptions of "average Canadians" as well as a large collection of "marketing industry professionals," including those who work for brands, agencies, and publishers. The research showed, perhaps not surprisingly, there are significant differences in how we consume media, and those differences appear to be affecting our assumptions about how Canadians are consuming media.

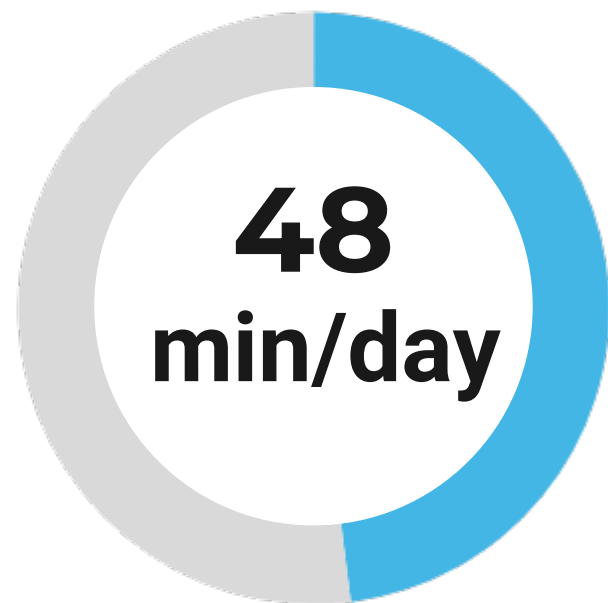


1

Perceptions vs. Reality about Canadians and Audio

“NO ONE LISTENS TO RADIO”

Time spent listening to Radio on an average day - 18+



Amount of time those in the marketing industry say they spend listening to Radio



Amount of time those in the marketing industry think Canadians spend listening to Radio



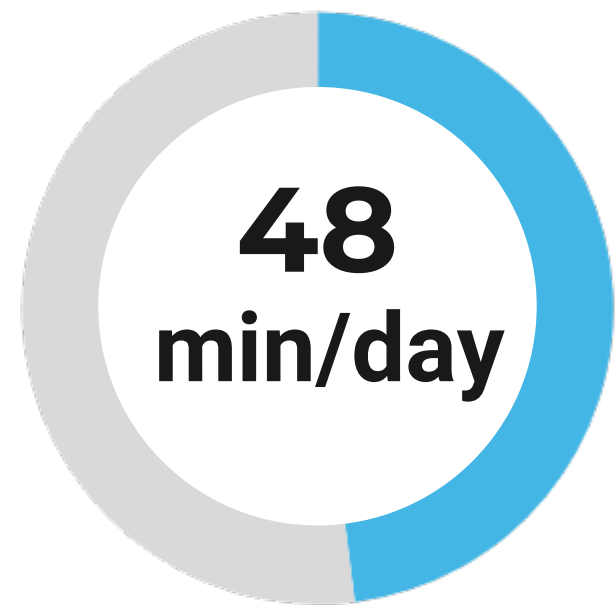
Amount Canadians say they spend listening to the Radio



Perceptions vs. Reality about Canadians and Audio

"PEOPLE LISTEN TO PODCASTS ALMOST AS MUCH AS RADIO"

Time spent listening to Podcast(s) on an average day - 18+



Amount of time those in the marketing industry say they spend listening to Podcast(s) on an average day



Amount of time those in the marketing industry think Canadians spend listening to Podcast(s) on an average day



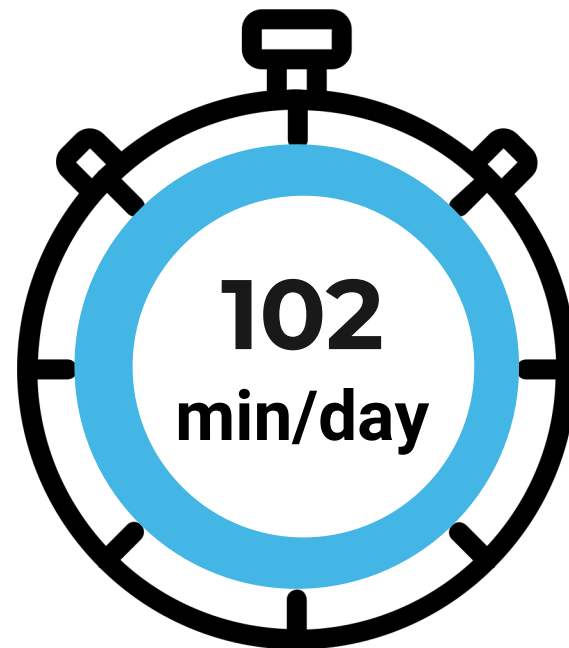
Amount Canadians say they spend listening to Podcast(s) on an average day

3

Perceptions vs. Reality about Canadians and Audio

“STREAMING IS BIGGER THAN RADIO”

Time spent listening to Streamed Music on an average day - 18+



Amount of time those in the marketing industry say they spend listening to Streamed Music on an average day



Amount of time those in the marketing industry think Canadians spend listening to Streamed Music on an average day



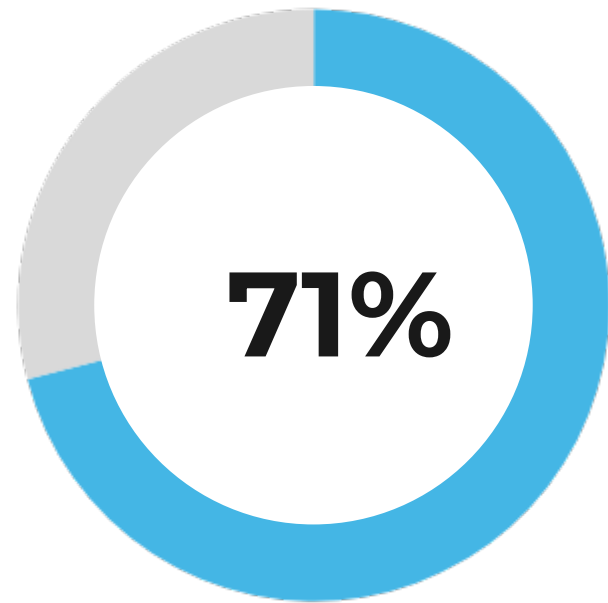
Amount Canadians say they spend listening to Streamed Music on an average day

4.

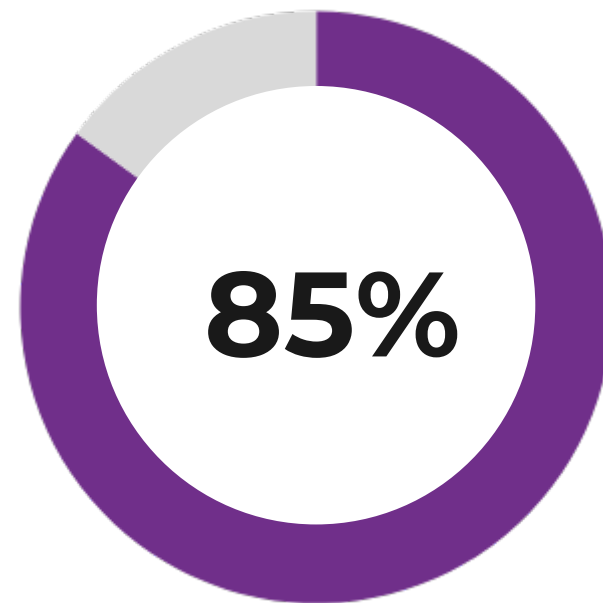
Perceptions vs. Reality about Canadians and Audio

“SPOTIFY IS REPLACING RADIO”

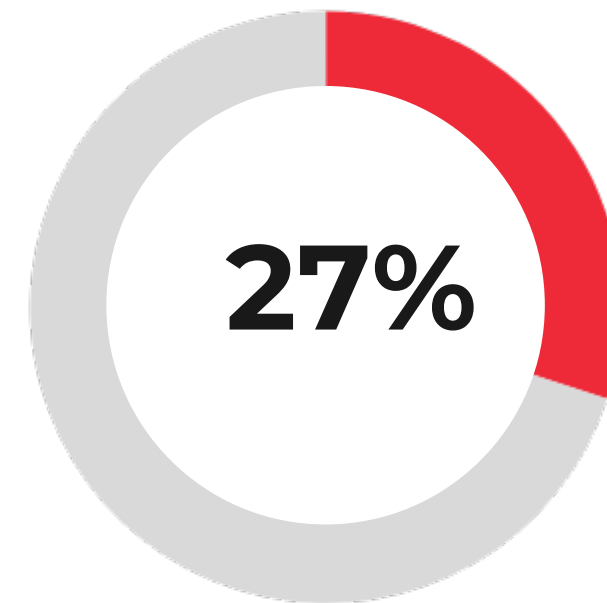
Used the Spotify app in the past month - 18+



Percent of those in the marketing industry who used the Spotify app in the past month



Percent of Canadians those in the marketing industry think used the Spotify app in the past month



Percent of Canadians who said they used the Spotify app in the past month



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



\$1.2 Billion dollars in revenue

Marketers spent over \$1.2 billion in Radio advertising to reach Canadian consumers

Source: CRTC 2022



Local Radio Drives Business Results

67% of Radio Revenue is driven by local sales

Source: CRTC 2022



716 Commercial Radio Stations

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

Source: CRTC 2022



Reaches 85% Of Canadians Each Week

AM/FM reaches 54% of 12+ Canadians each day

Source: Fall 2023 PPM TMC AW 2+



Listen For 7.8 Hours Each Week

Across the 6 PPM markets, Canadians spend almost 8 hours a week with AM/FM Radio

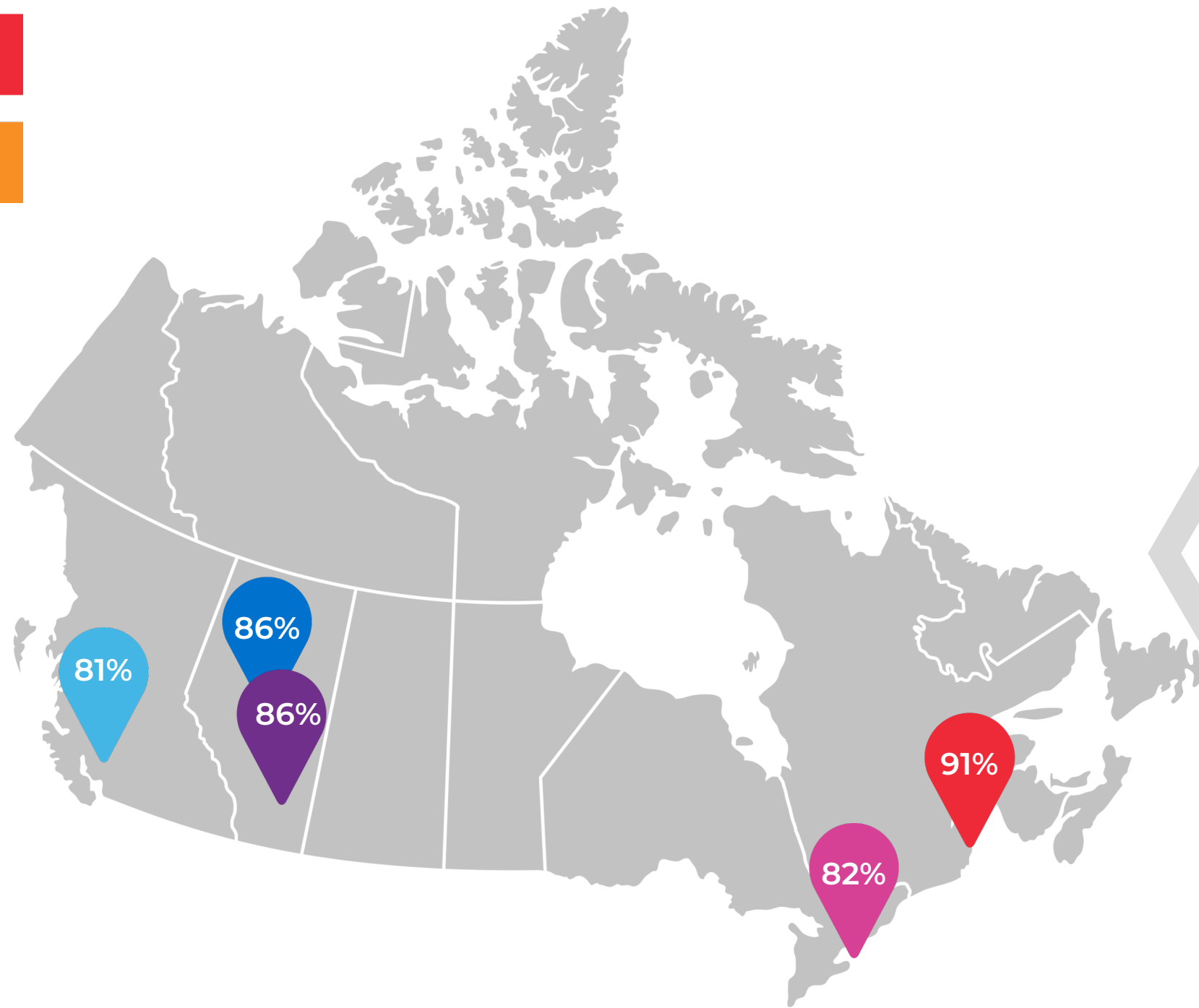
Source: Fall 2023 PPM TMC AW 2+



ON AIR
Radio



Live Radio has the scale to connect with people everywhere



14.4 Million in PPM markets alone, are reached by Live Radio each week ¹

685 (000) Number of people in PPM markets reached each minute by Live Radio ¹

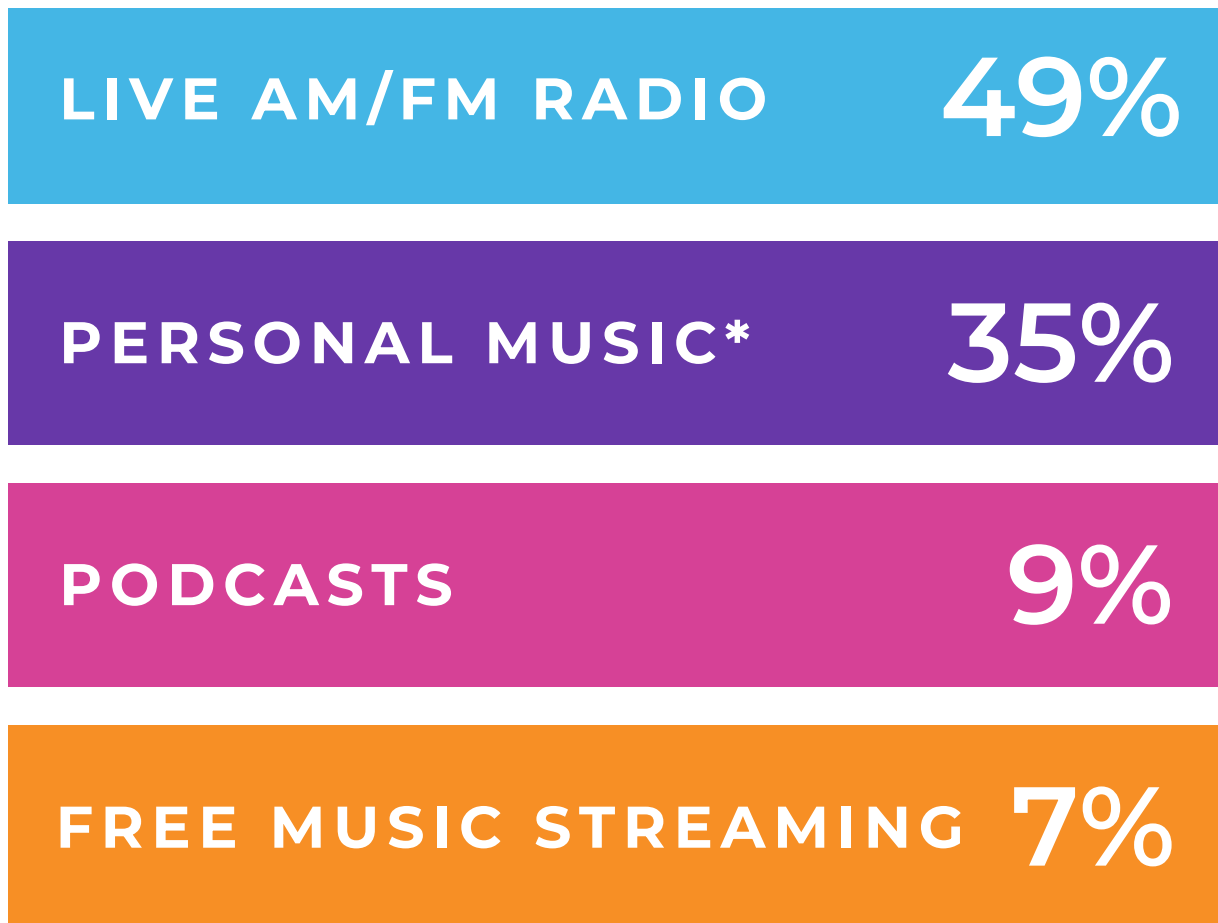
75% 3 out of every 4 hours of listening to ad-supported audio is spent tuning to Live AM/FM Radio ²

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



AM/FM Radio continues to be the largest source of audio listening for A18+

A18+ SHARE OF TIME SPENT WITH AUDIO



AD-SUPPORTED AUDIO

A18+ Share of time spent

75%

RADIO

14%



11%

Free



Adding up all of the hours of ad-supported audio consumed by A18+ in Canada, 3 out of every 4 hours are going to Live AM/FM

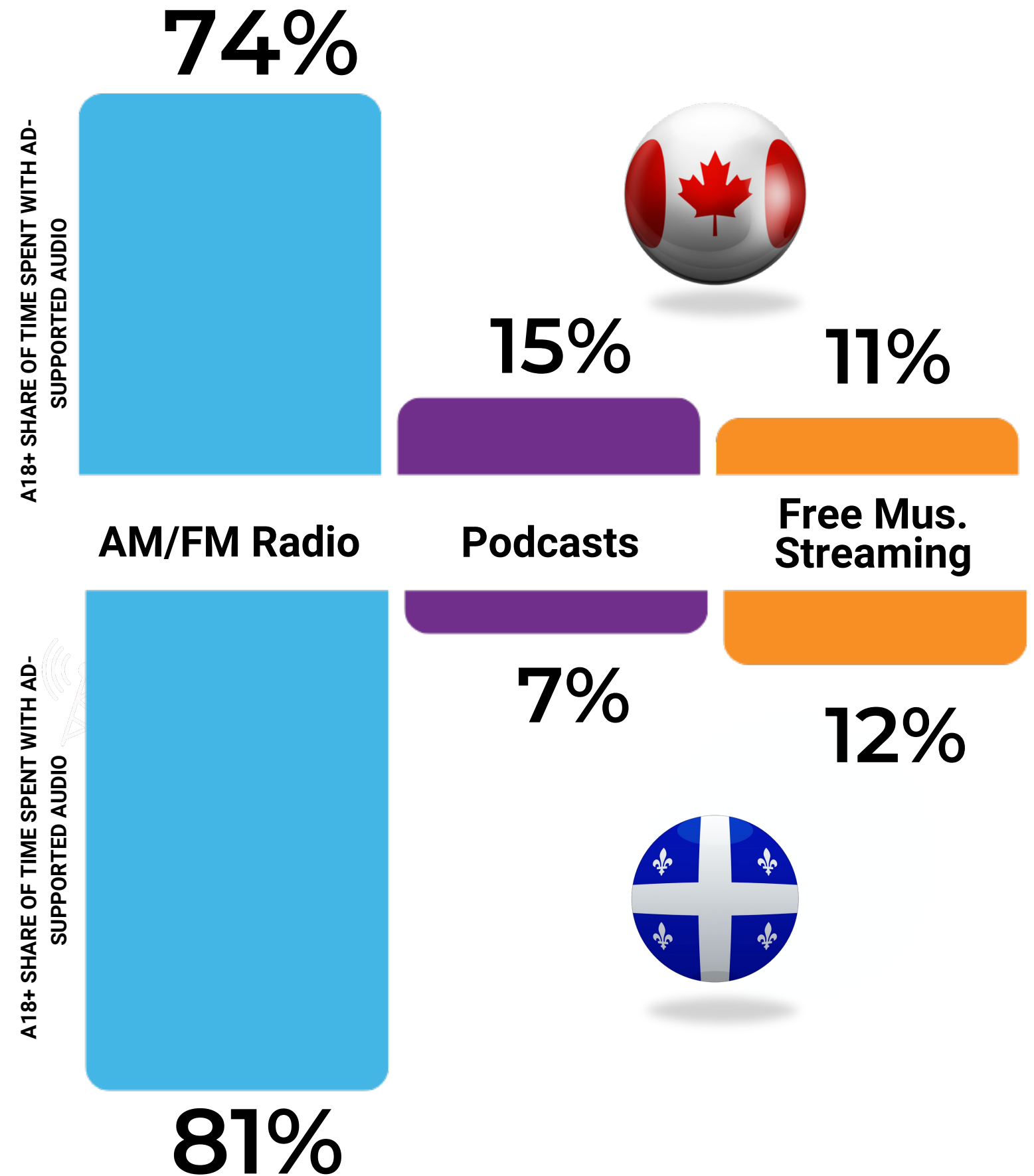
3x

RADIO'S SHARE OF TIME SPENT VS. PODCASTS AND FREE MUSIC STREAMING SERVICES COMBINED

Share of time spent with Ad-supported audio in English and French Canada

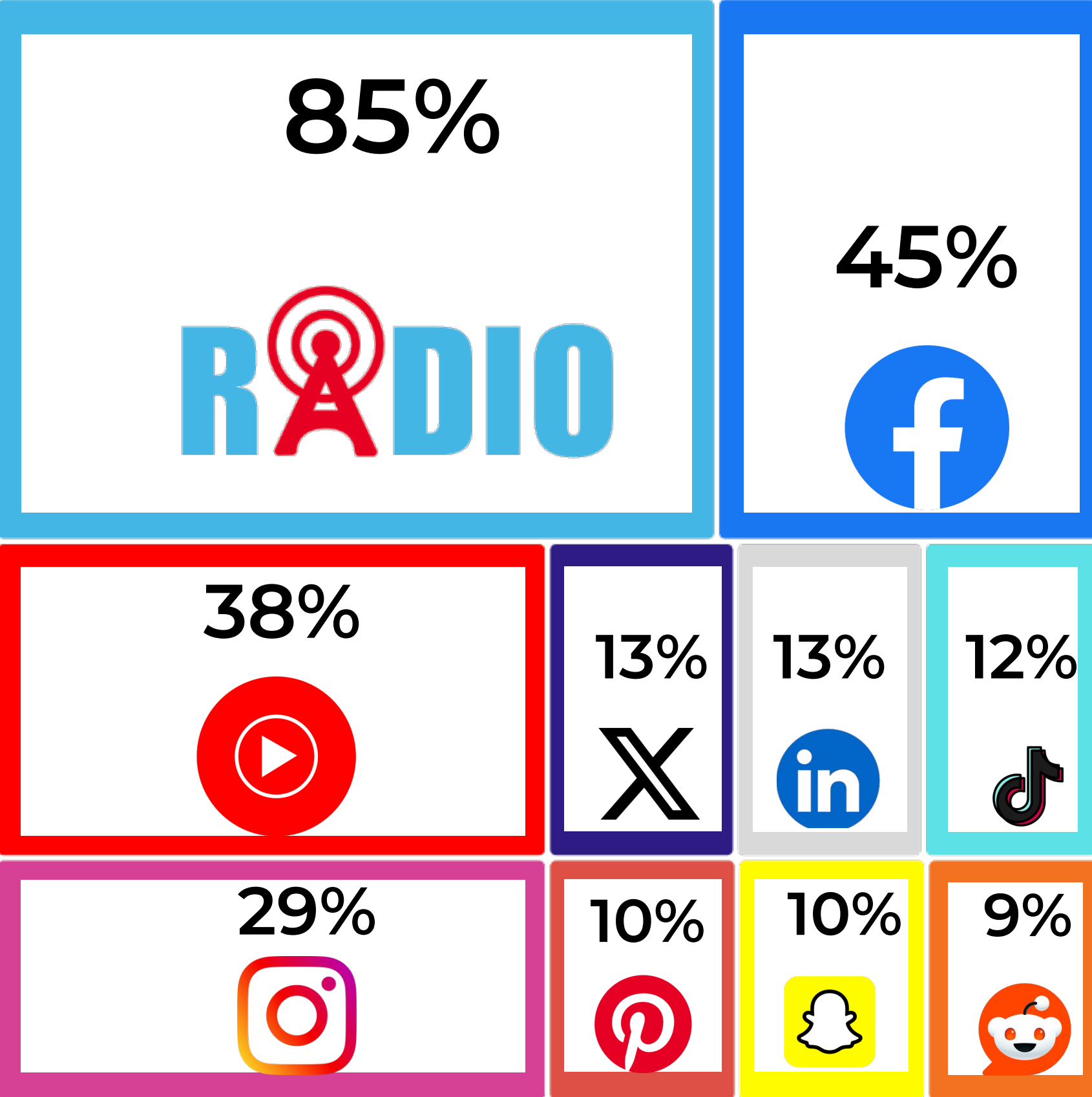
2x

ENGLISH CANADA'S SHARE OF PODCASTING VS. FRENCH



Live Broadcast Radio is the original, and still biggest, social media platform

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



Source: Numeris Fall'23 PPM & RTS AW Reach 12+

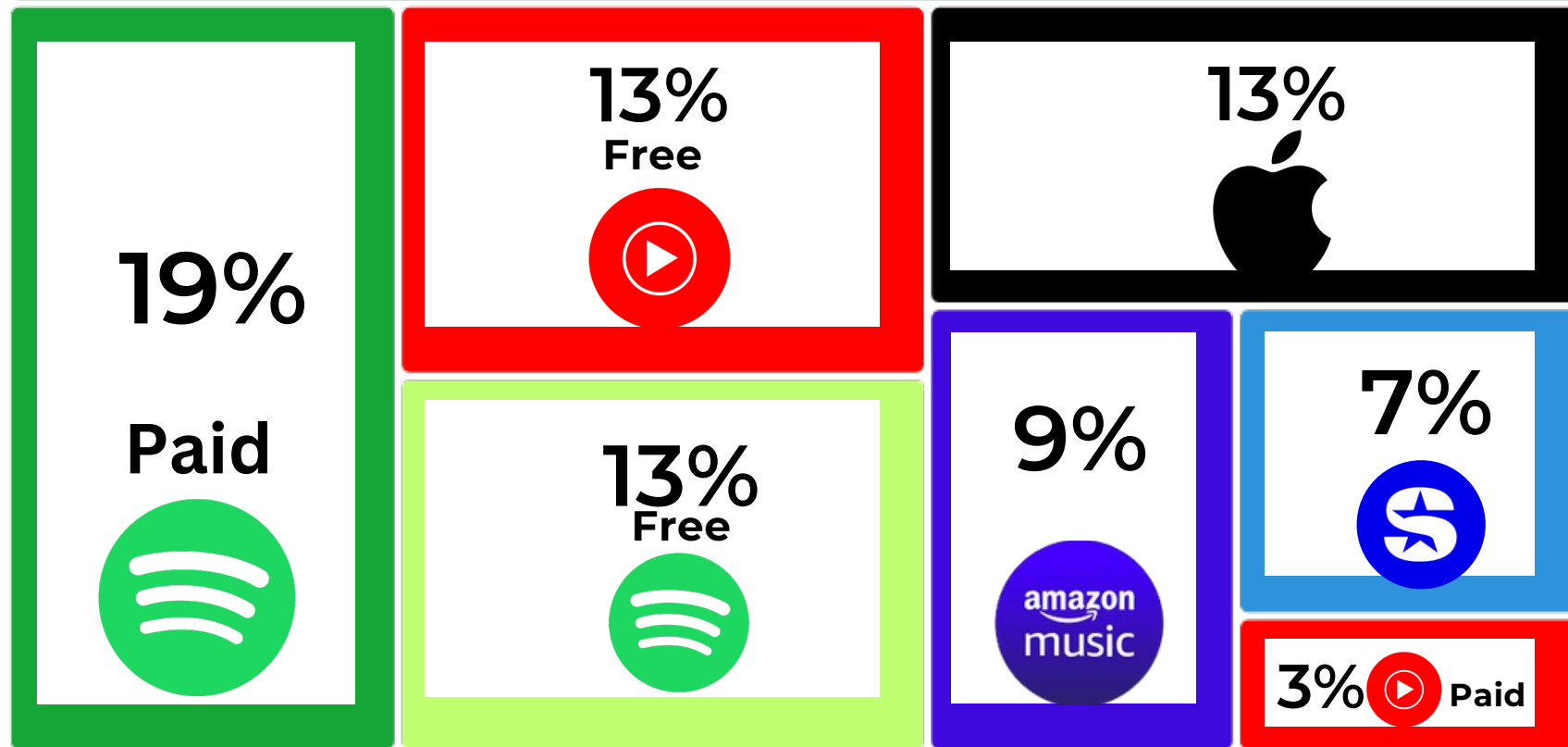
Live Broadcast Radio reaches more Canadians in one week than any other audio platform

85%

RADIO

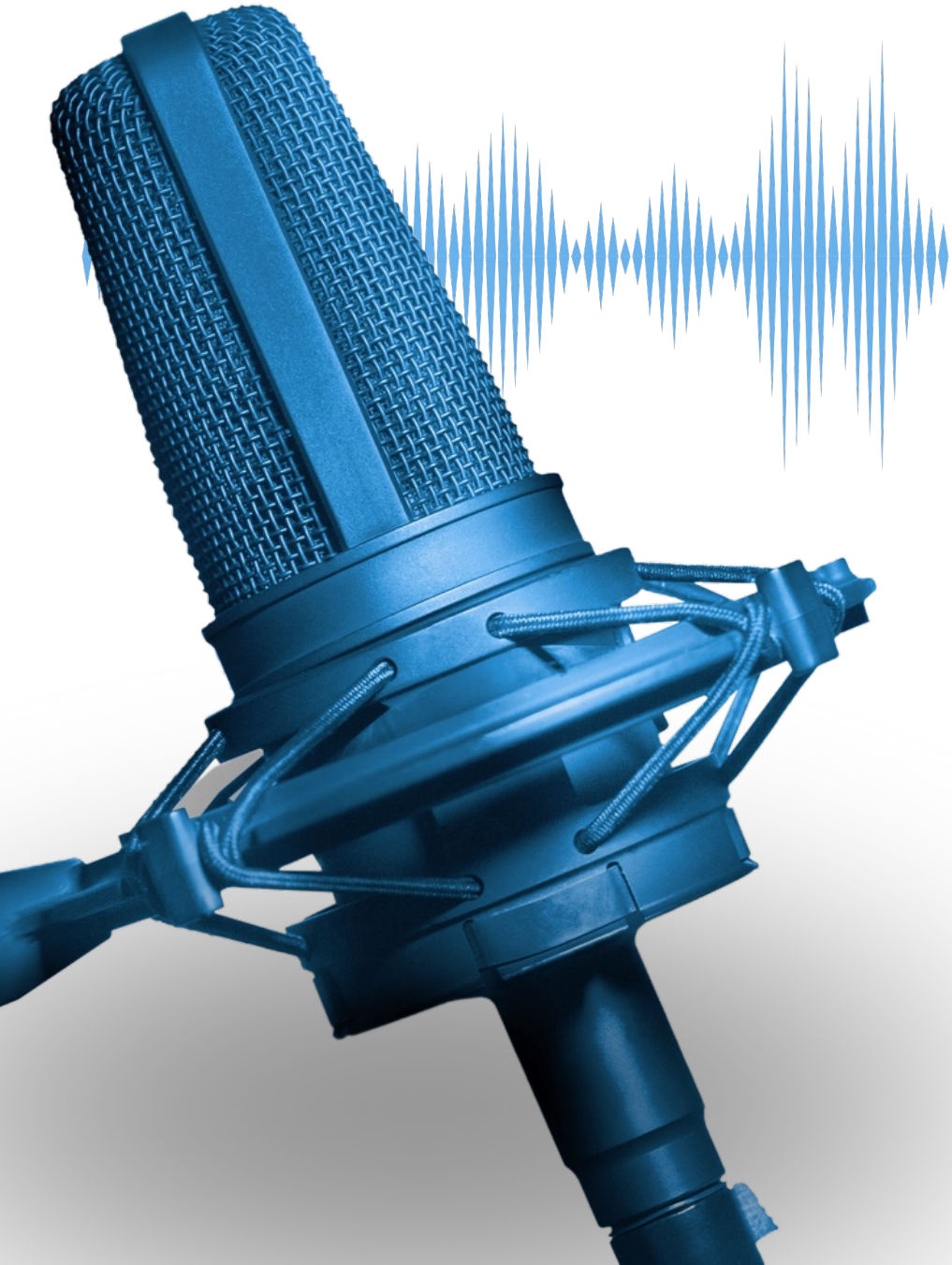
6.5x

GREATER REACH
REACH DELIVERED BY
RADIO IN ONE WEEK
VS. YOUTUBE FOR
MUSIC AND FREE
SPOTIFY





12% of A18+ are streaming Live Broadcast Radio



Streamed Live Radio
YESTERDAY Fall 2019
9%

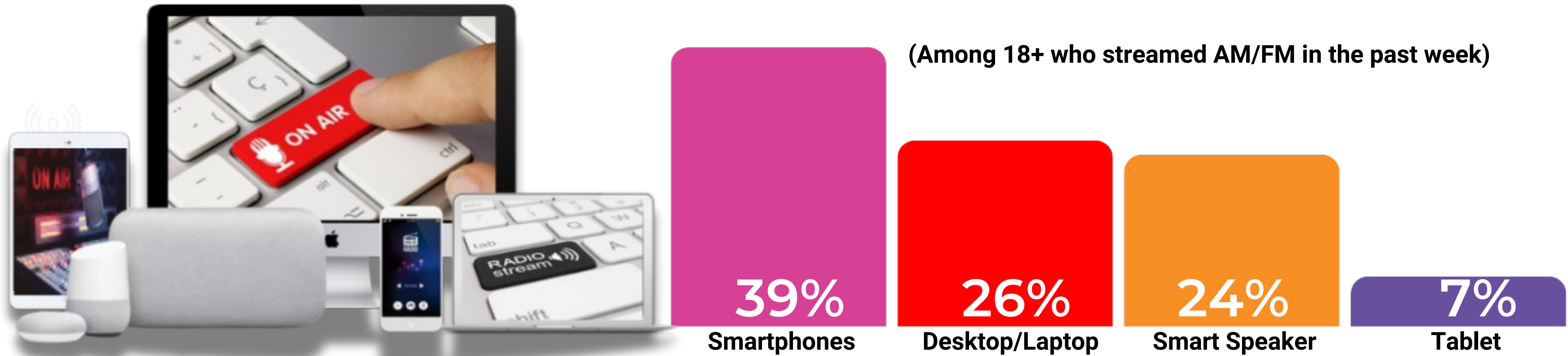
+33% INCREASE
SINCE FALL 2019

Streamed Live Radio
YESTERDAY Fall 2023
12%

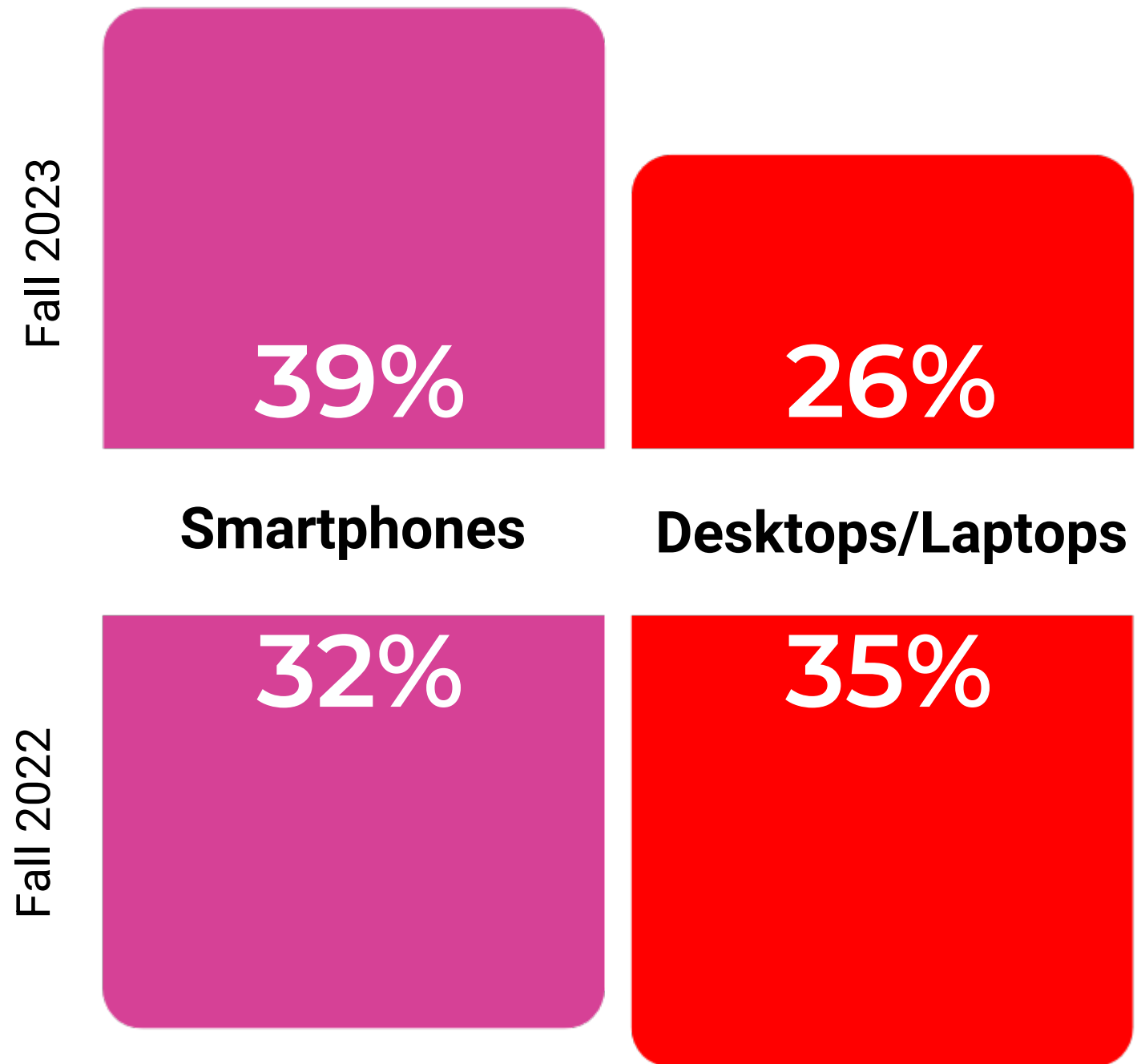
17% OF A18-34
ARE STREAMING LIVE
RADIO

Source: Signal Hill Insights - Radio On The Move

Broadcast Radio is Digital and it's available on all devices



(Among 18+ who streamed AM/FM in the past week)



Smartphones are growing as the device of choice for streaming Live Radio



14

% OF A18+

**STREAMED LIVE RADIO
IN THE PAST WEEK**

**40% more Canadians
are streaming
AM/FM Radio in a
WEEK than are
streaming Free
Spotify**



10

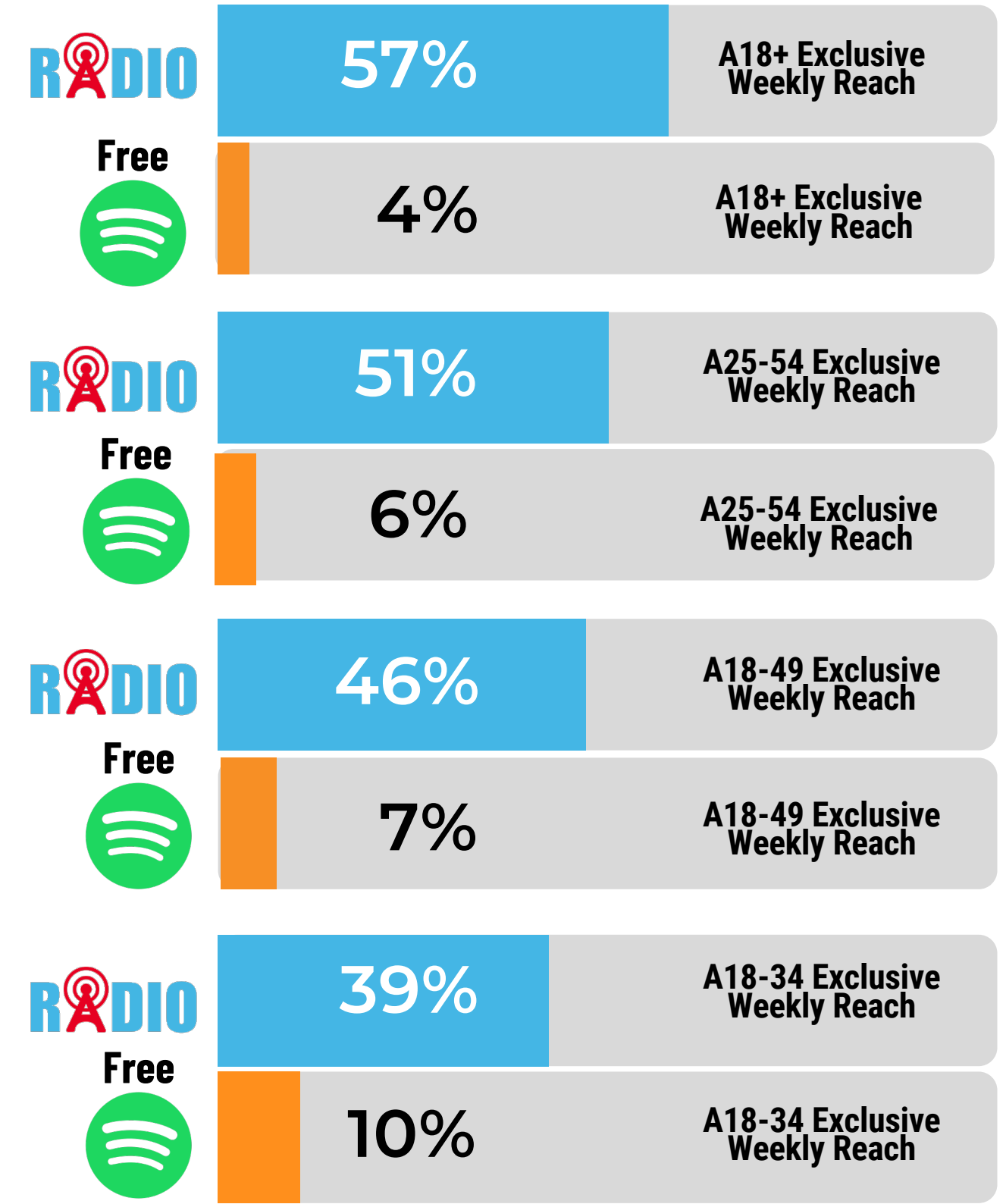
% OF A18+

**STREAMED FREE
SPOTIFY IN THE
PAST WEEK**

Live Radio delivers significantly more exclusive weekly reach compared to Free Spotify



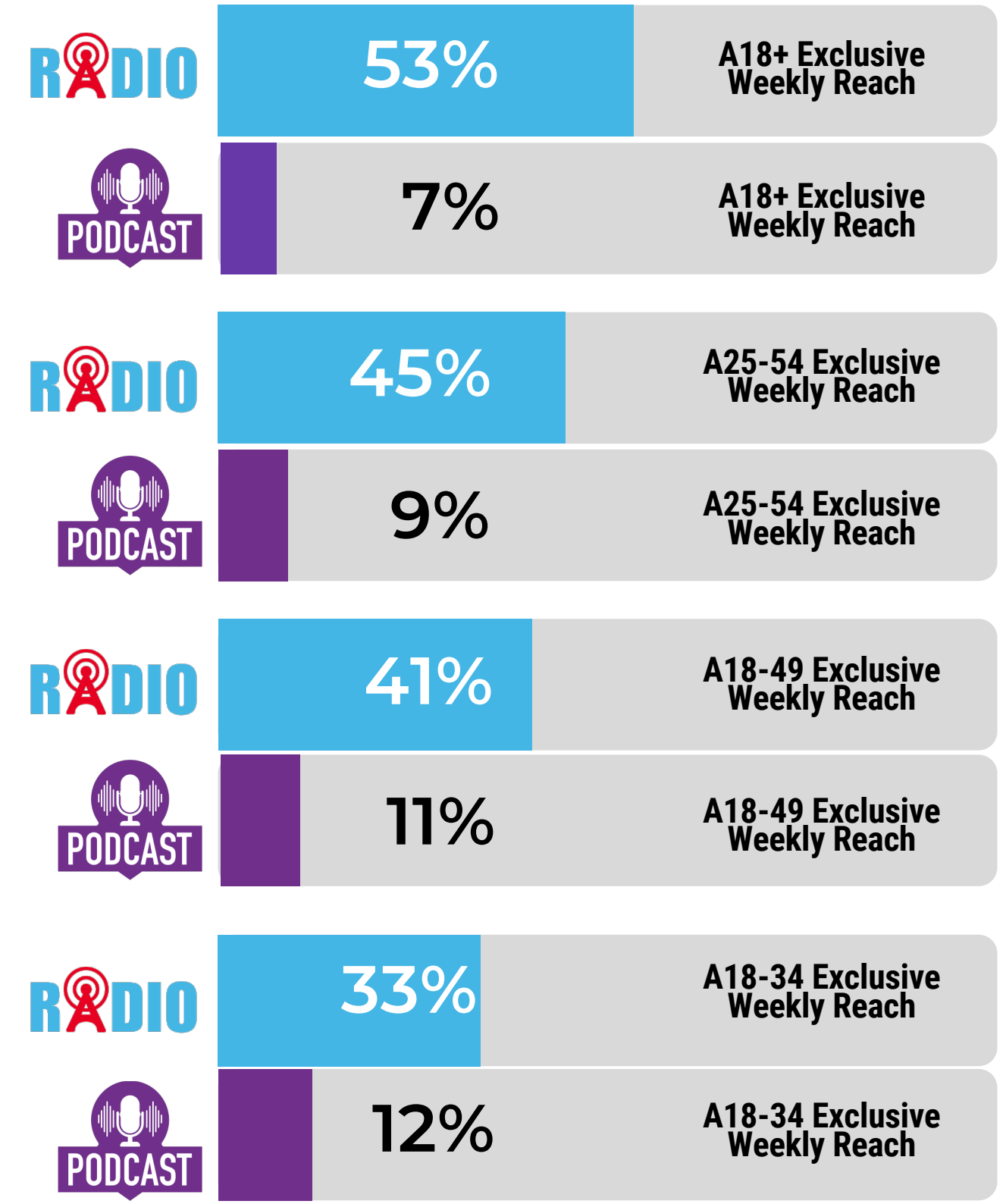
IN ALL KEY DEMOS
THERE ARE MORE PEOPLE LISTENING ONLY TO LIVE RADIO IN ONE WEEK THAN THERE ARE LISTENING ONLY TO FREE SPOTIFY DURING THE SAME PERIOD



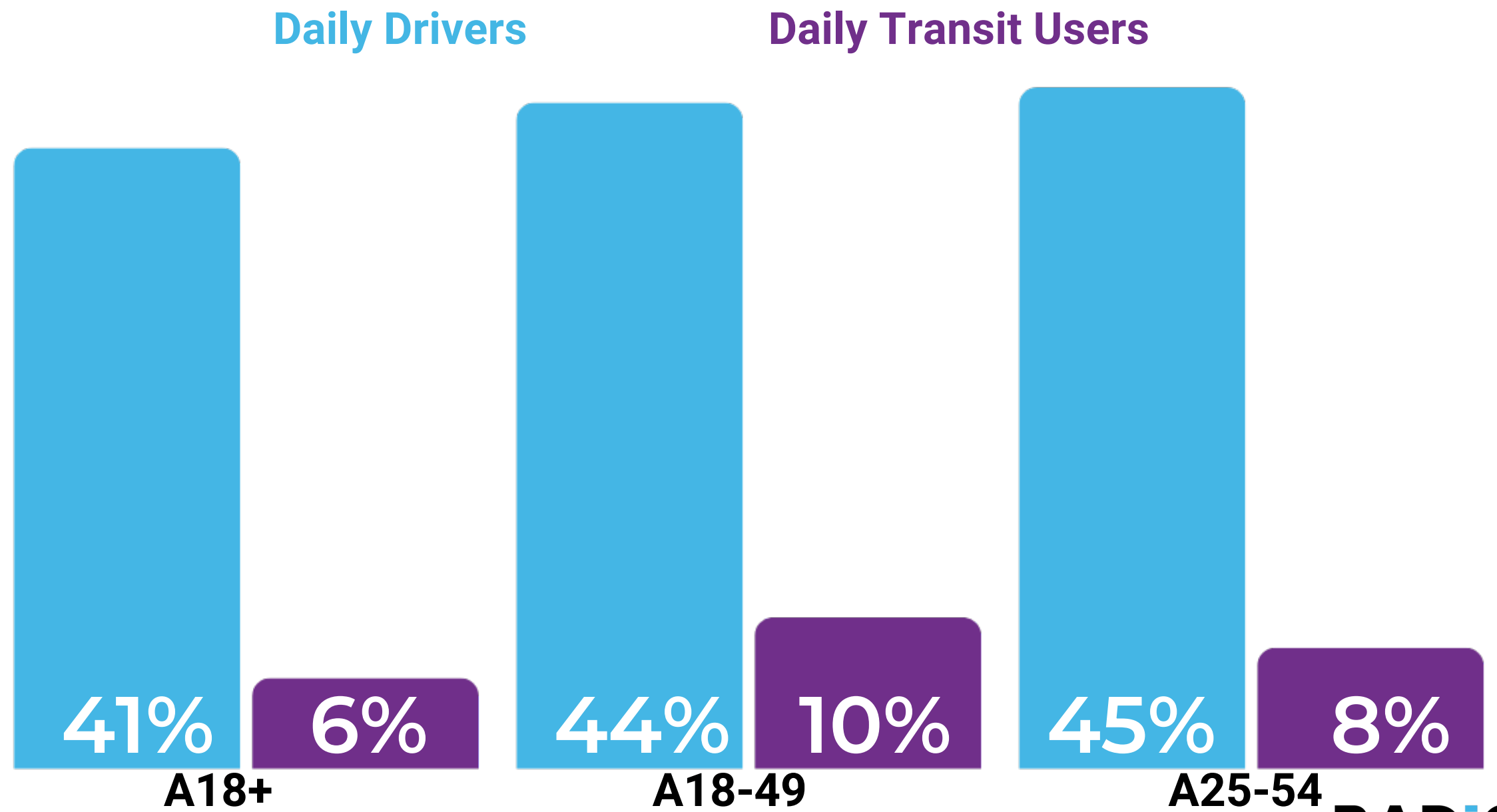
Live Radio also delivers significantly more exclusive weekly reach than Podcasts



IN THE 18-49 SWEET SPOT FOR PODCAST LISTENING RADIO REACHES AN ADDITIONAL 30% OF THOSE WHO ARE LISTENING TO PODCASTS



In Canada, people are more likely to be daily driver or passenger in a private vehicle than they are to take public transit

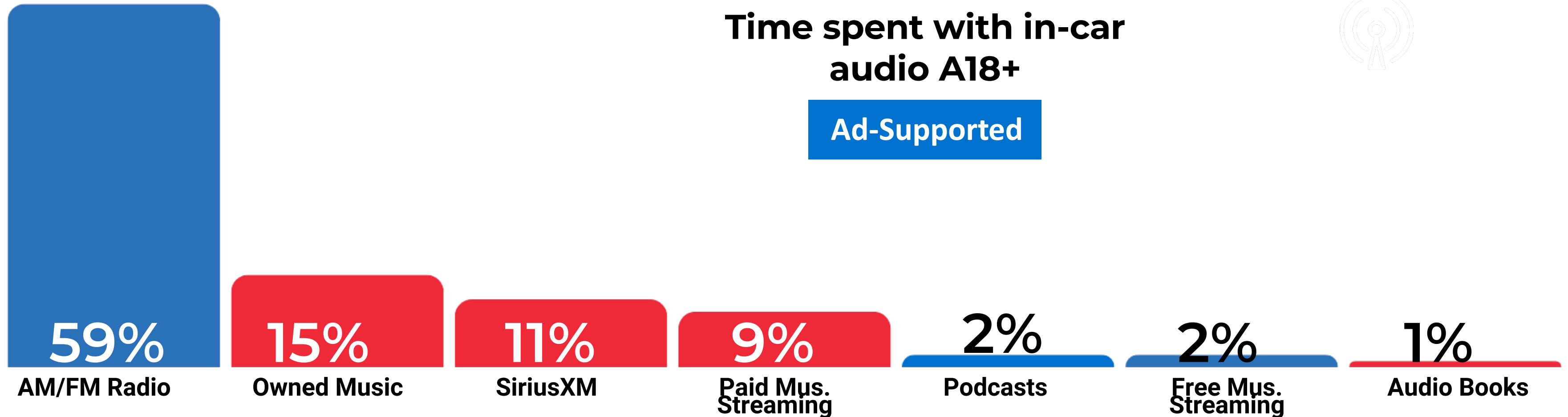


Source: Signal Hill Insights - Radio On The Move

Broadcast Radio is in the driver's seat for in-car audio

Time spent with in-car audio A18+

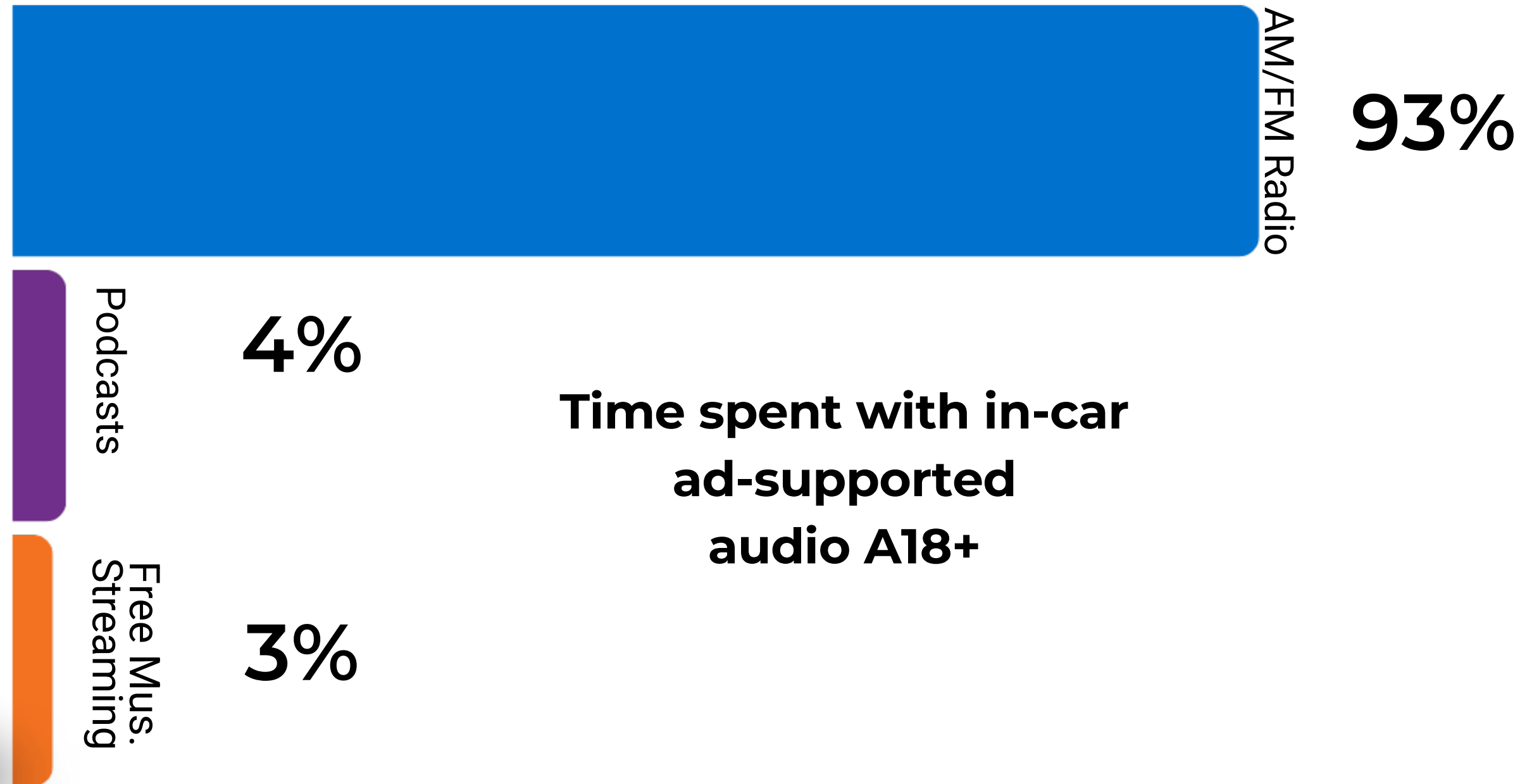
Ad-Supported



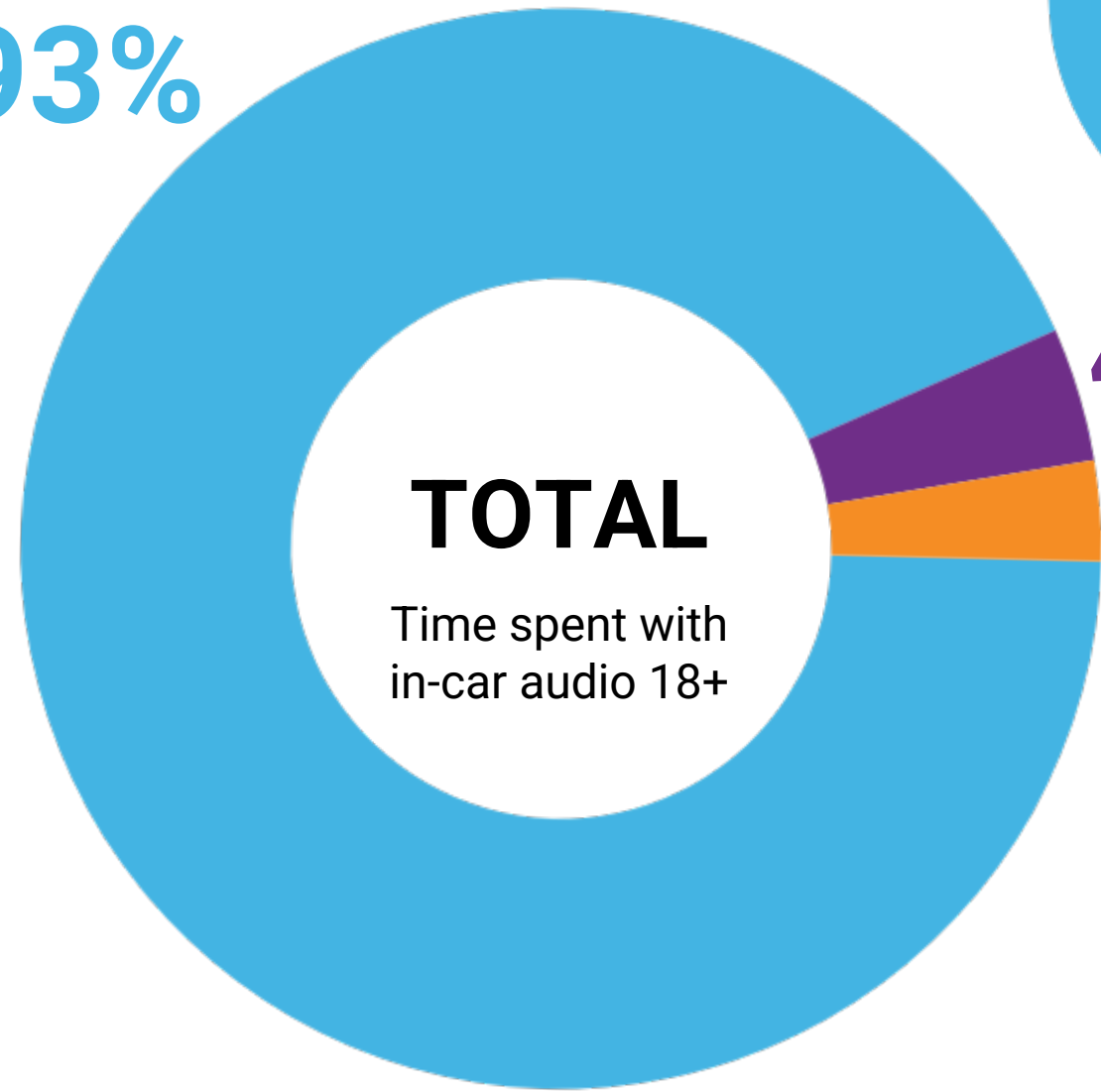
Source: Signal Hill Insights - Radio On The Move



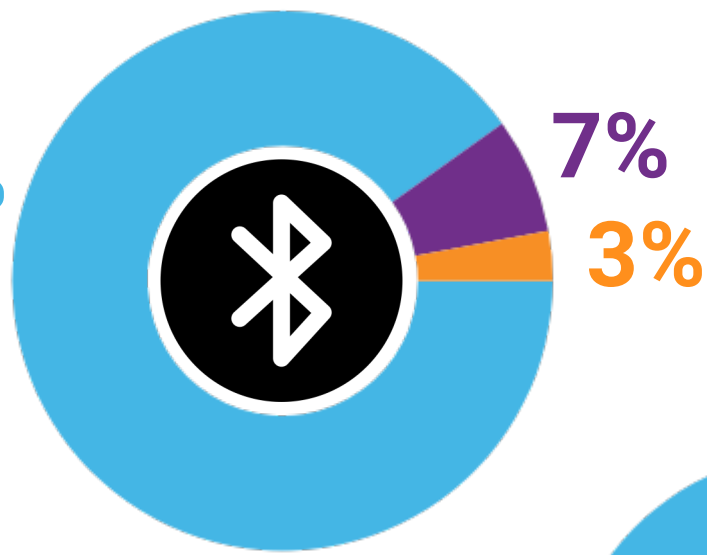
Live Radio is the clear in-car audio option for advertisers looking to reach consumers on the last mile in the path to purchase



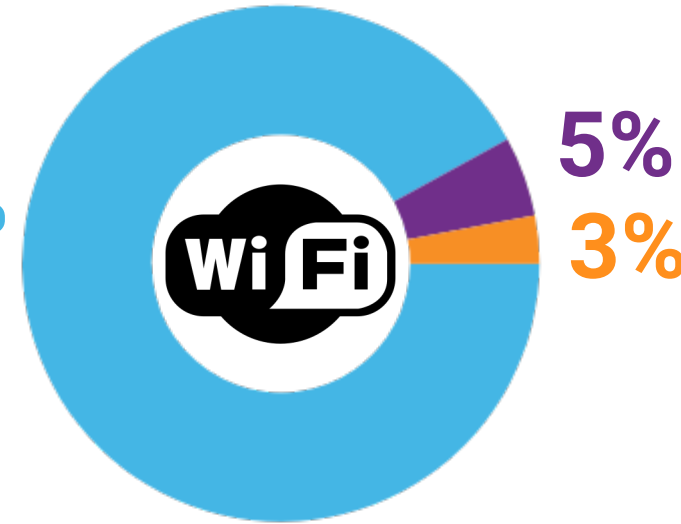
93%



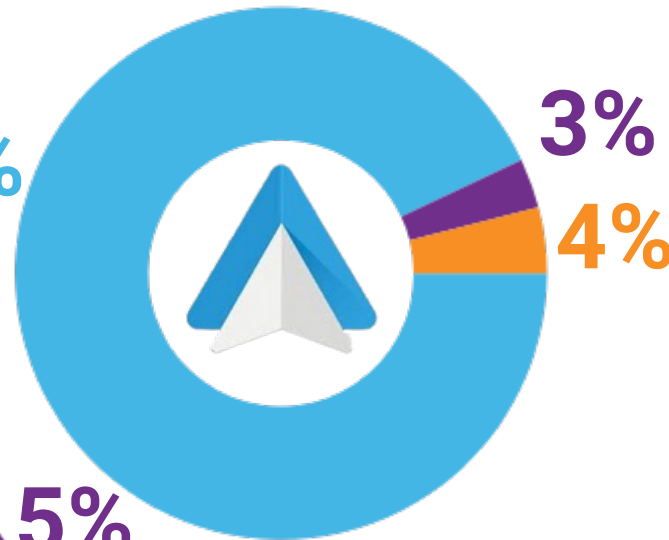
91%



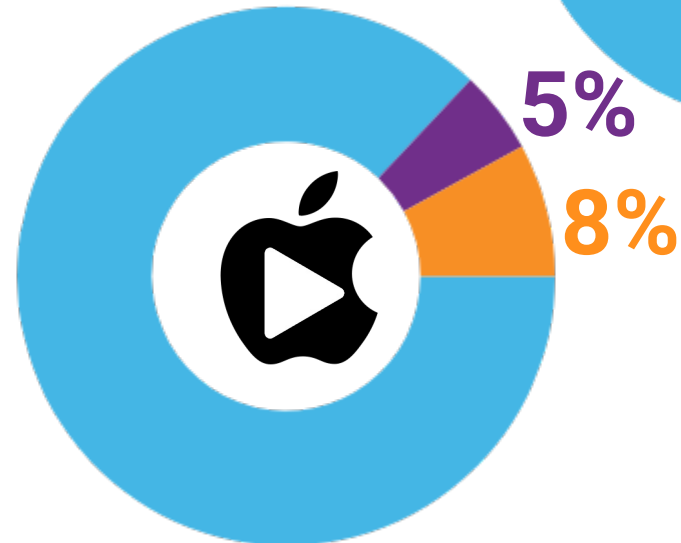
92%



93%



87%



AM/FM Radio

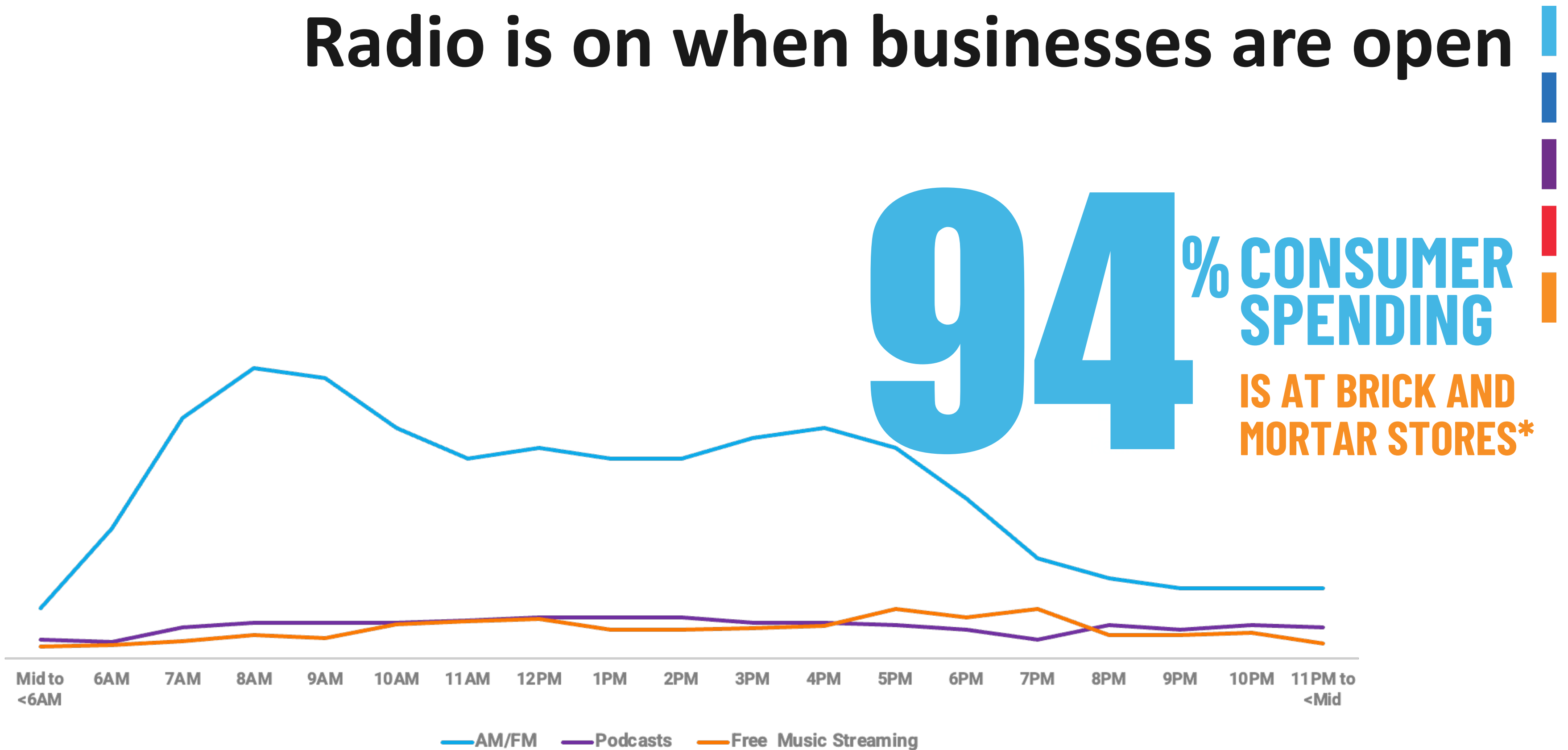
Podcasts

Free Music Streaming

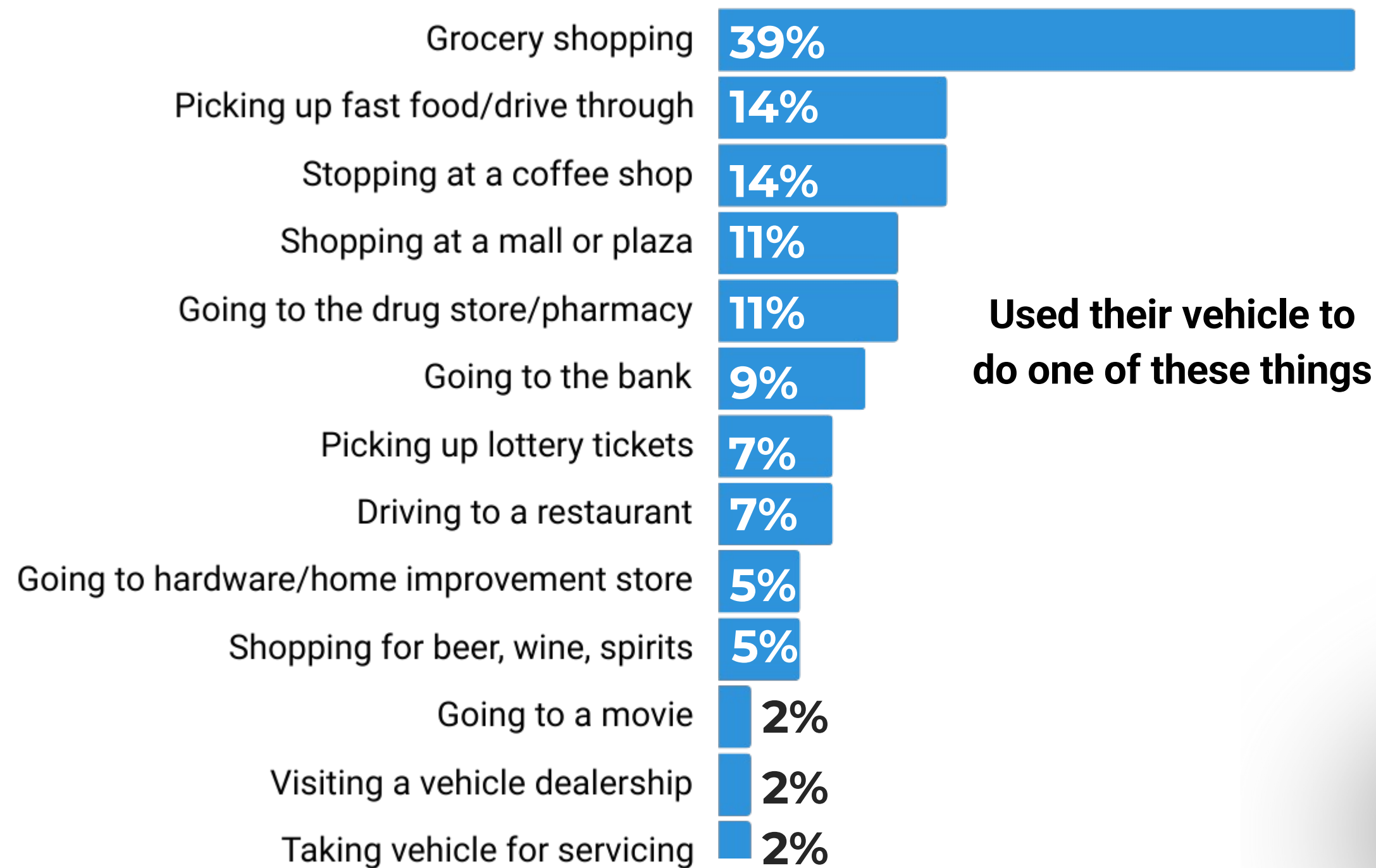
9 out of 10 listeners to ad-supported audio in cars were listening to Live Radio

EVEN IN CONNECTED CARS LIVE RADIO DOMINATES SHARE OF AD SUPPORTED AUDIO

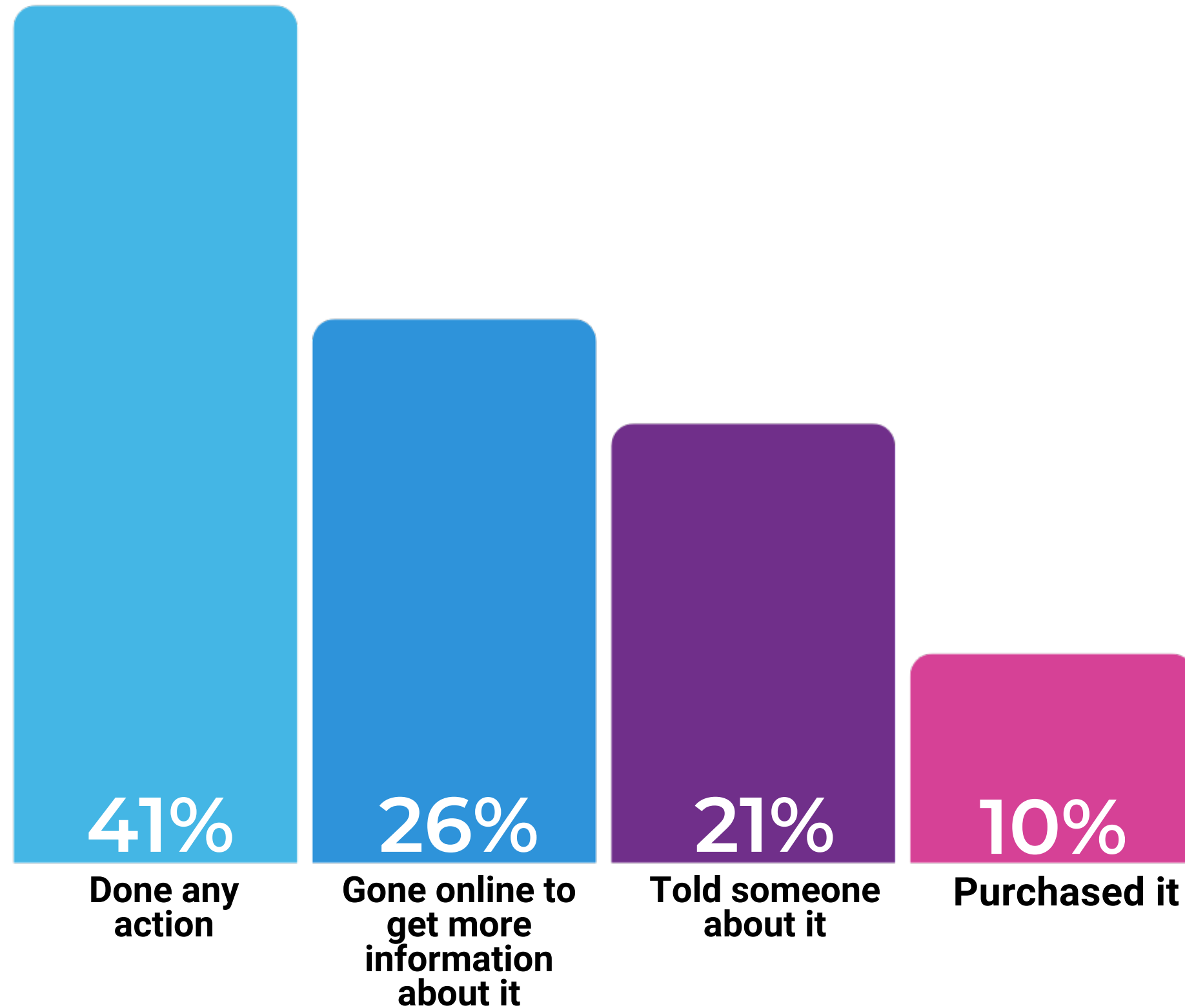
Radio is on when businesses are open



67% of A18+ in their vehicles yesterday, were spending money doing one or more of these things, and 70% were listening to Live Radio before a purchase



Ads heard on the Radio drive action



41% WHO HEARD AN AD ON THE RADIO WERE PROMPTED TO TAKE ACTION



Improves effectiveness

Investing 11% in Live Radio can double your campaign effectiveness



Creates impact

Brand impact is 13% higher in campaigns with Live Radio



Builds brand retention

Larger mental availability gains when radio is included, underpin stronger business results



Live Radio boosts to campaigns

Campaigns with Live Radio deliver stronger impact on brand awareness, product knowledge and help to build distinctive assets



Radio is the Ultimate Sidekick

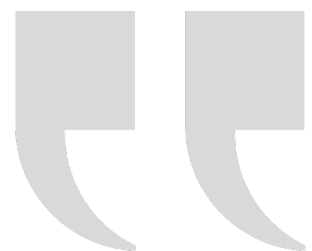
While it often doesn't get credit for its impact, this study provides clear evidence that with Radio's lower CPM's and value for money, it's an effective choice to add to campaigns. Even though Radio doesn't need to be the hero; it's the ultimate sidekick in maximizing overall marketing impact.



Adding Live Radio yields impressive results

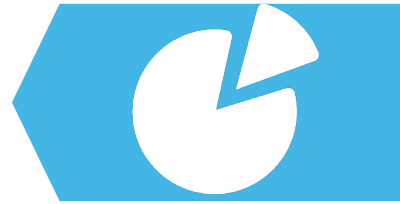


Source: CRTC 2022



Source: Prof. Mark Ritson | "Radio, The Ultimate Sidekick"

Live Radio is the centerpiece for Audio
Broadcast Radio represents a **75%** share of the ad-supported Audio Landscape



Broadcast Radio dominates in-car tuning
9 out of 10 minutes with ad-supported in-car audio is spent with Live Radio



Live Radio reaches “on-the-go” audiences
2/3rd of Canadians in private vehicles yesterday were “out and about” spending money and MOST were listening to AM/FM Radio



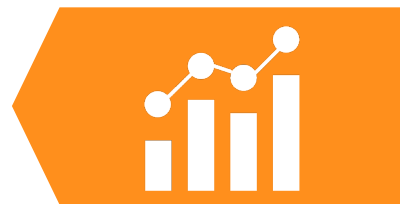
Live Radio has more streamers than Free Spotify

Live Radio streaming is a growing percentage of Live Radio listening while fewer Spotify listeners are using the ad-supported version



Adding Live Radio to campaigns delivers results

Investing 11% in Live Radio can double campaign effectiveness; it builds mental availability and overall, delivers value



Stay Connected



Visit Our Website

radioconnects.ca



Connect On LinkedIn

Radio Connects



Sign Up For Our Newsletter

Audio Updates

