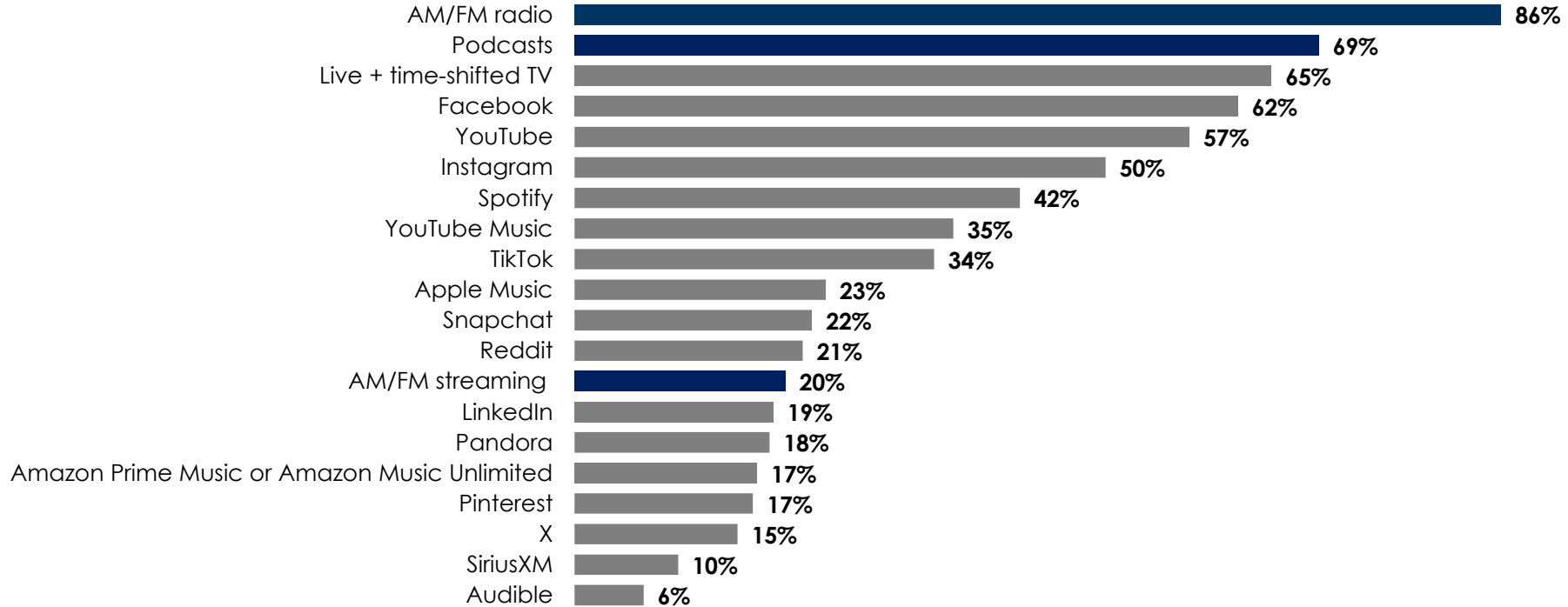


Persons 25-54: AM/FM radio has the greatest reach across all media

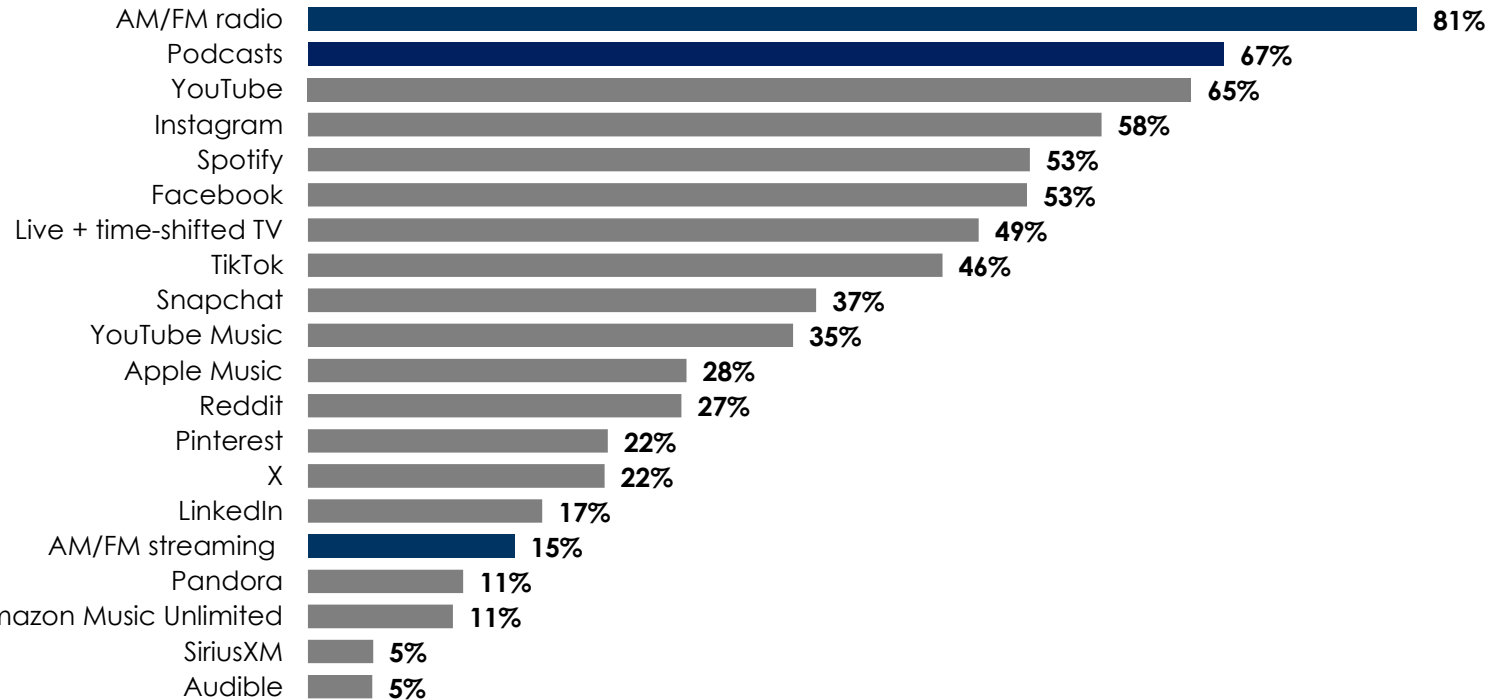
Monthly reach/usage among persons 25-54 (Weekly reach for TV and AM/FM radio)



Source: Nielsen Comparable Metrics AM/FM radio & TV (Weekly): Katz Radio Group, Sound Answers Q1 2026; Podcasts (Monthly): Edison Research, The Infinite Dial Study 2026; All other channels (Monthly): 2026 Spring MRI-Simmons USA

Persons 18-34: AM/FM radio has the greatest reach across all media

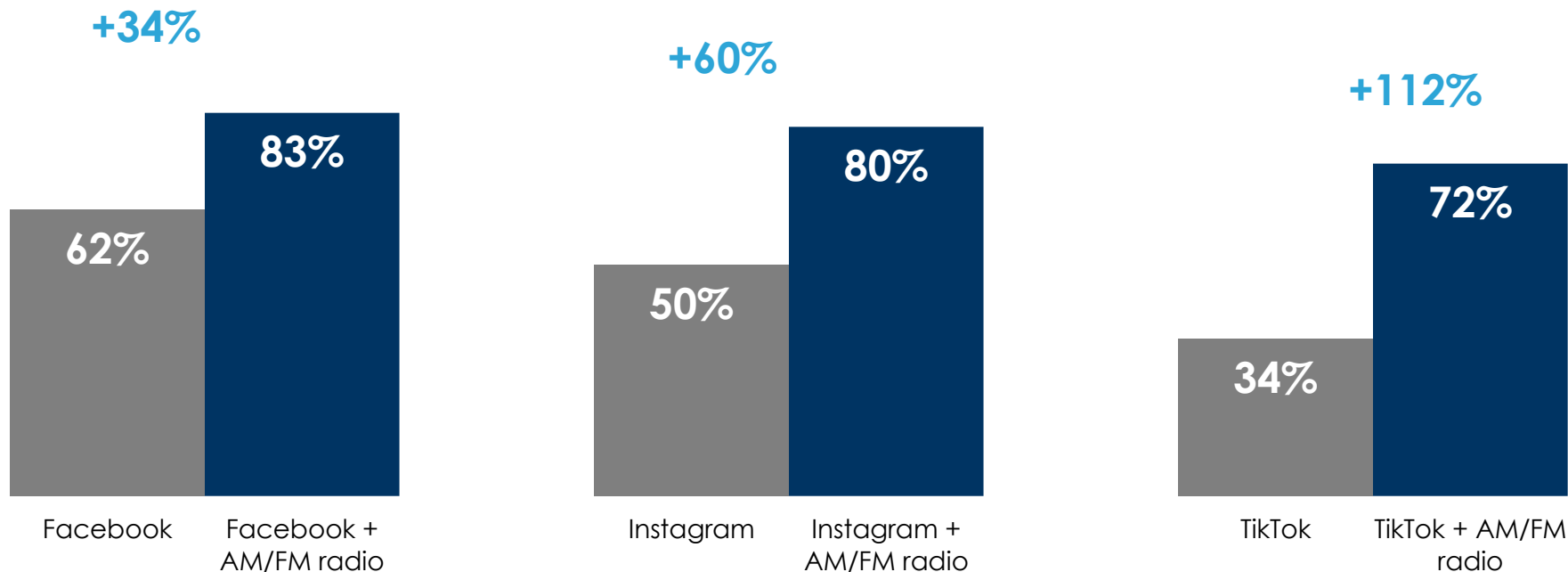
Monthly reach/usage among persons 18-34 (Weekly reach for TV and AM/FM radio)



Source: Nielsen Comparable Metrics AM/FM radio & TV (Weekly): Katz Radio Group, Sound Answers Q1 2026; Podcasts (Monthly): Edison Research, The Infinite Dial Study 2026; All other channels (Monthly): 2026 Spring MRI-Simmons USA

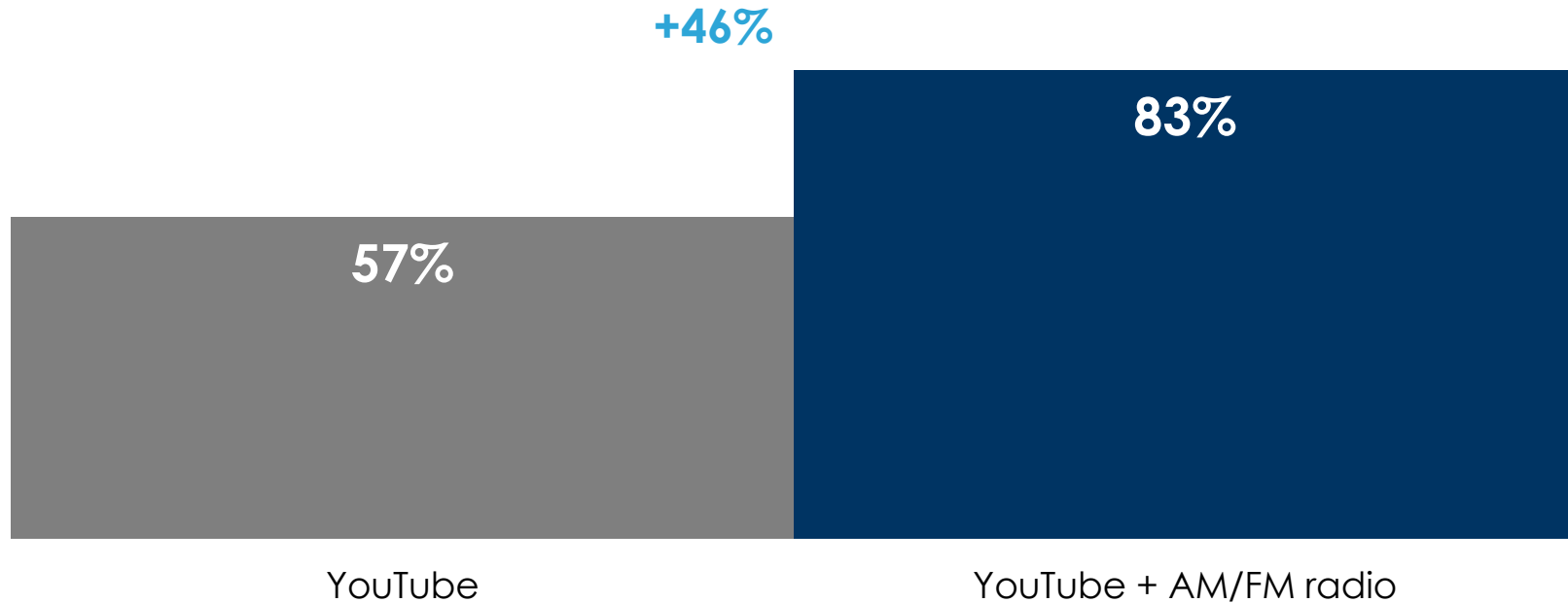
Persons 25-54: AM/FM radio adds significant incremental reach to social media platforms

Monthly reach/usage among persons 25-54



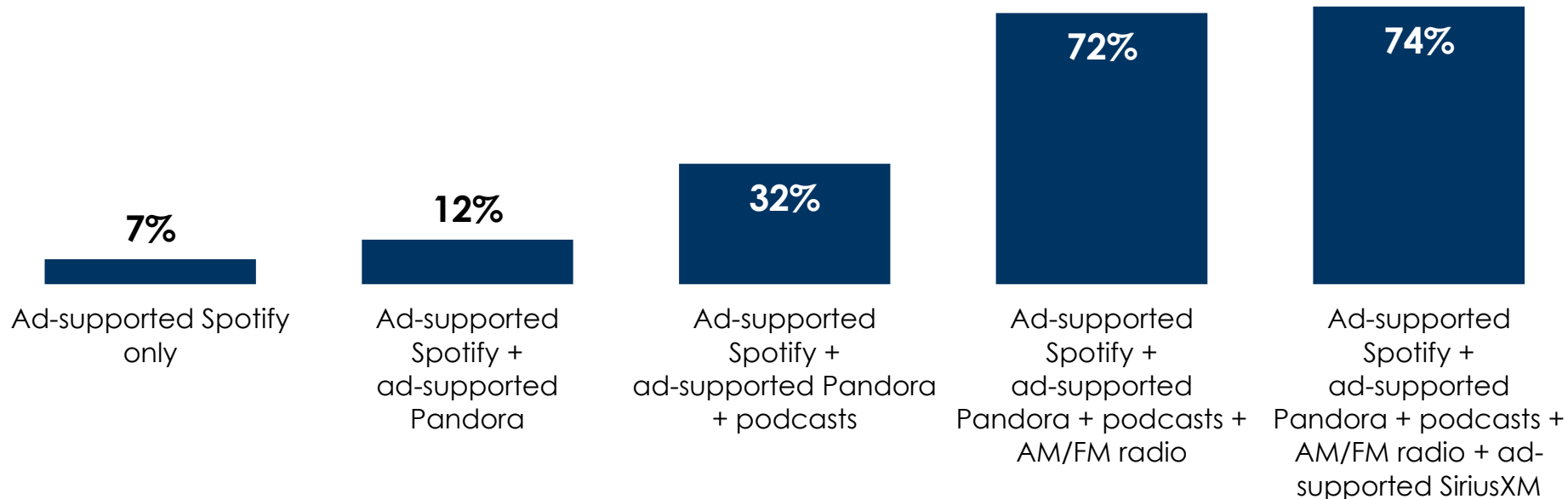
Persons 25-54: AM/FM radio adds significant incremental reach to YouTube

Monthly reach/usage among persons 25-54



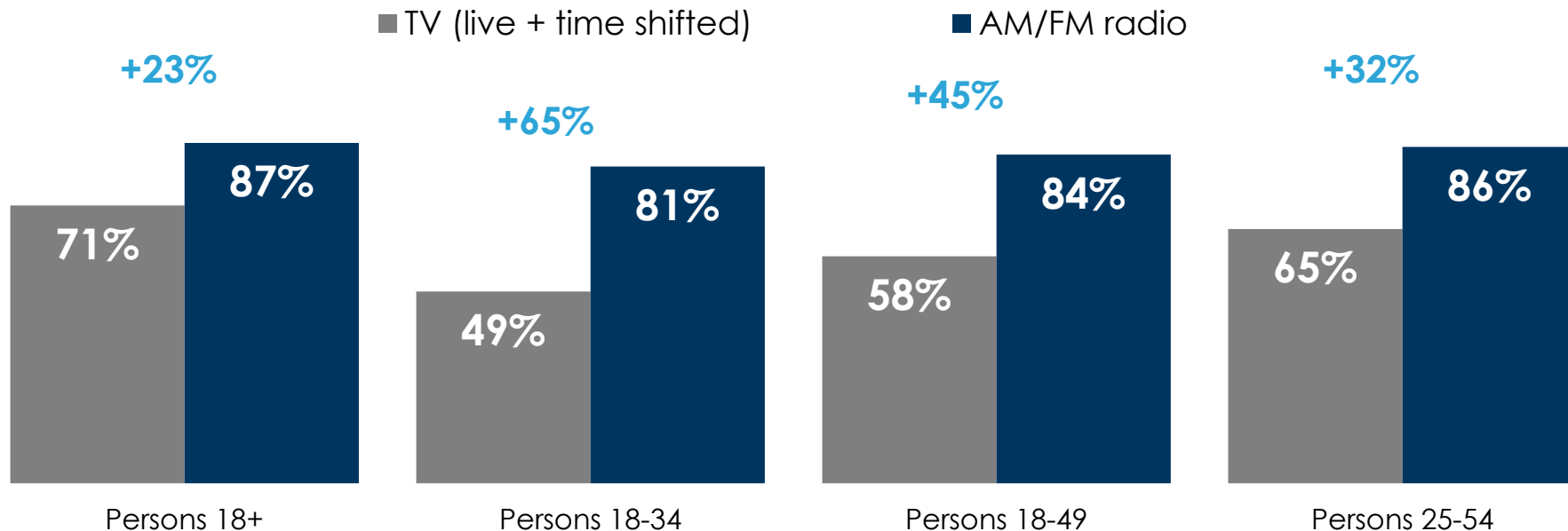
The more ad-supported audio platforms in the media plan, the greater the net reach; The addition of AM/FM radio generates significant scale

Unique daily reach among persons 18+ of ad-supported audio platforms



AM/FM radio makes your TV better with massive incremental reach

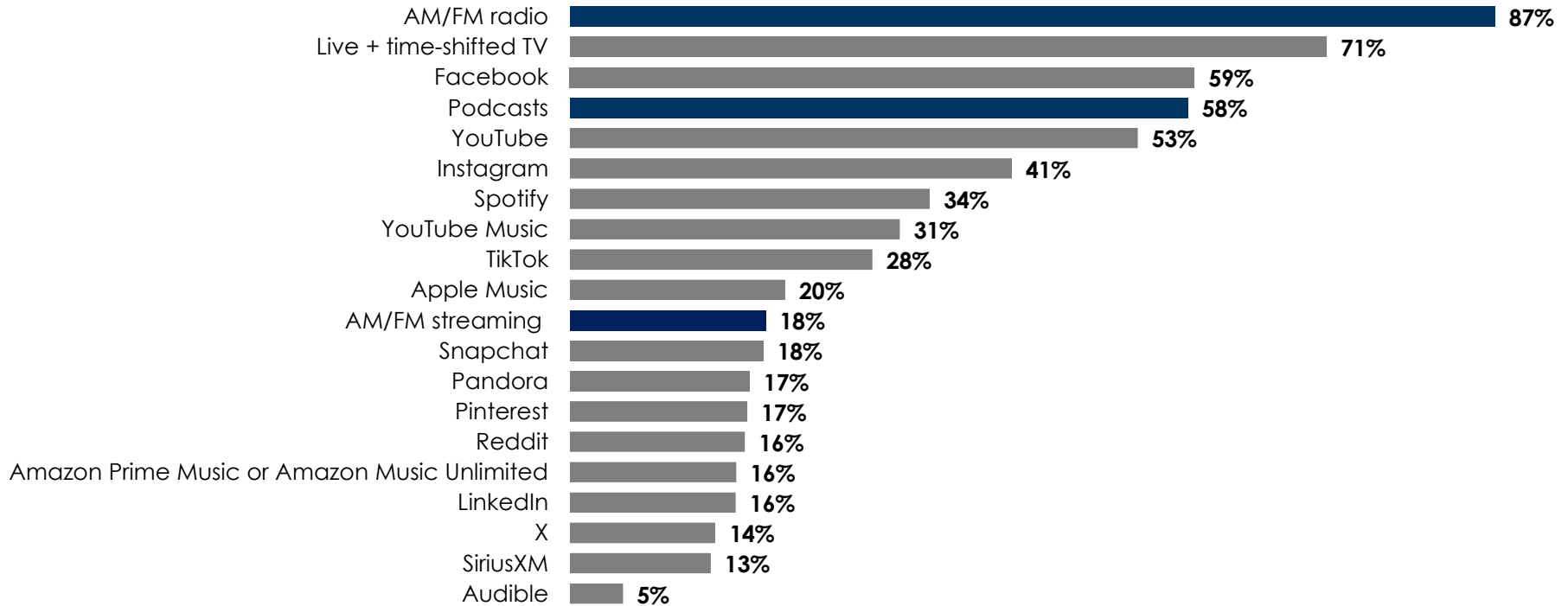
Weekly reach



Appendix

Persons 18+: AM/FM radio has the greatest reach across all media

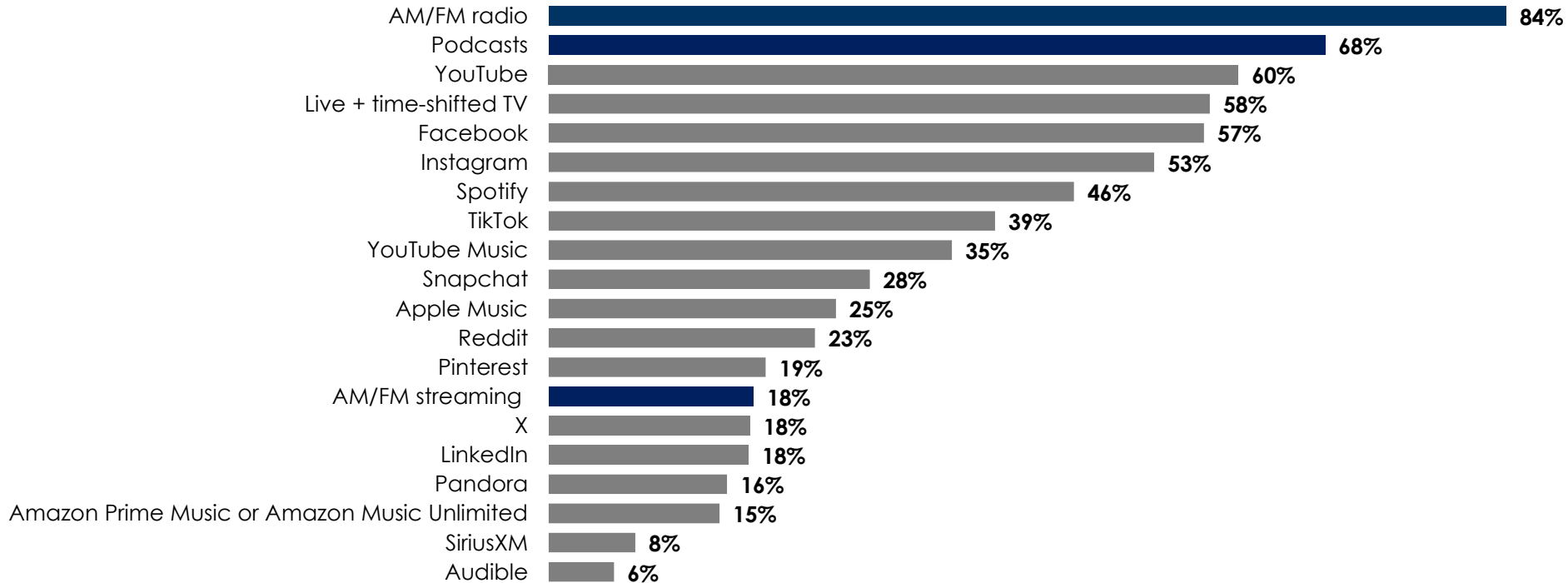
Monthly reach/usage among persons 18+ (Weekly reach for TV and AM/FM radio)



Source: Nielsen Comparable Metrics AM/FM radio & TV (Weekly): Katz Radio Group, Sound Answers Q1 2026; Podcasts (Monthly): Edison Research, The Infinite Dial Study 2026; All other channels (Monthly): 2026 Spring MRI-Simmons USA

Persons 18-49: AM/FM radio has the greatest reach across all media

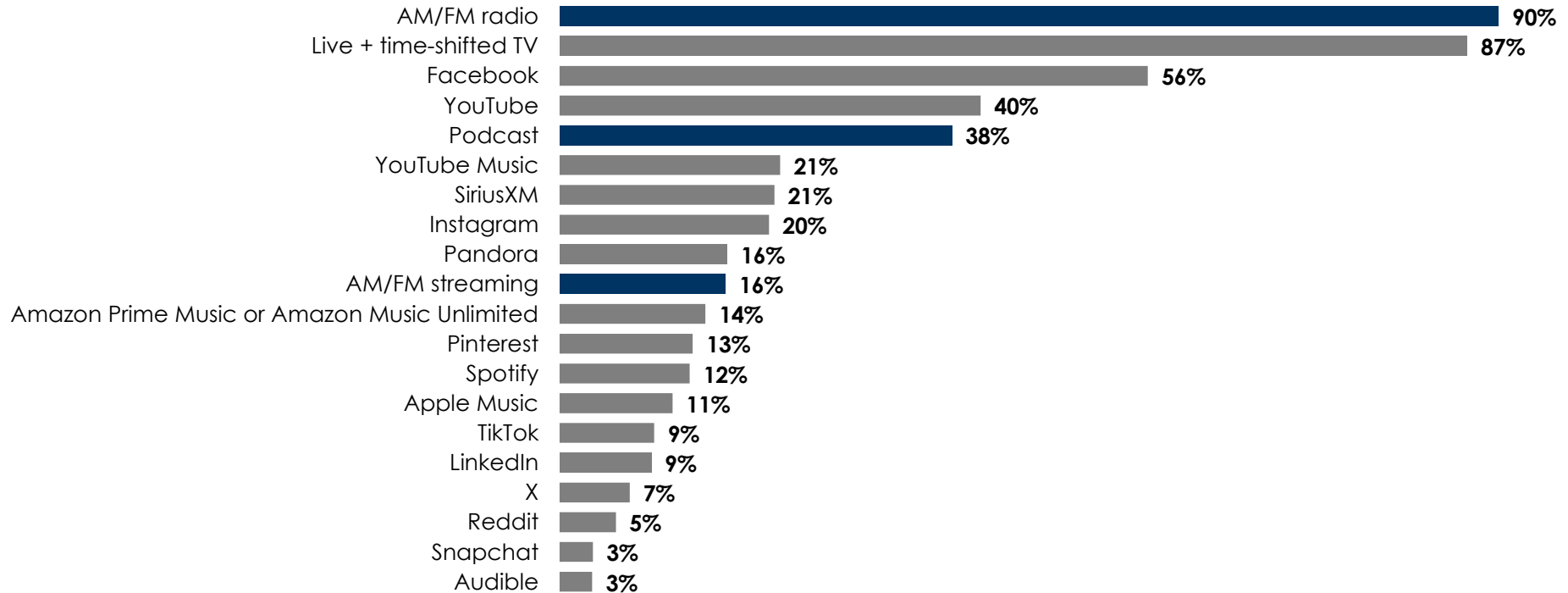
Monthly reach/usage among persons 18-49 (Weekly reach for TV and AM/FM radio)



Source: Nielsen Comparable Metrics AM/FM radio & TV (Weekly): Katz Radio Group, Sound Answers Q1 2026; Podcasts (Monthly): Edison Research, The Infinite Dial Study 2026; All other channels (Monthly): 2026 Spring MRI-Simmons USA

Persons 65+: AM/FM radio has the greatest reach across all media

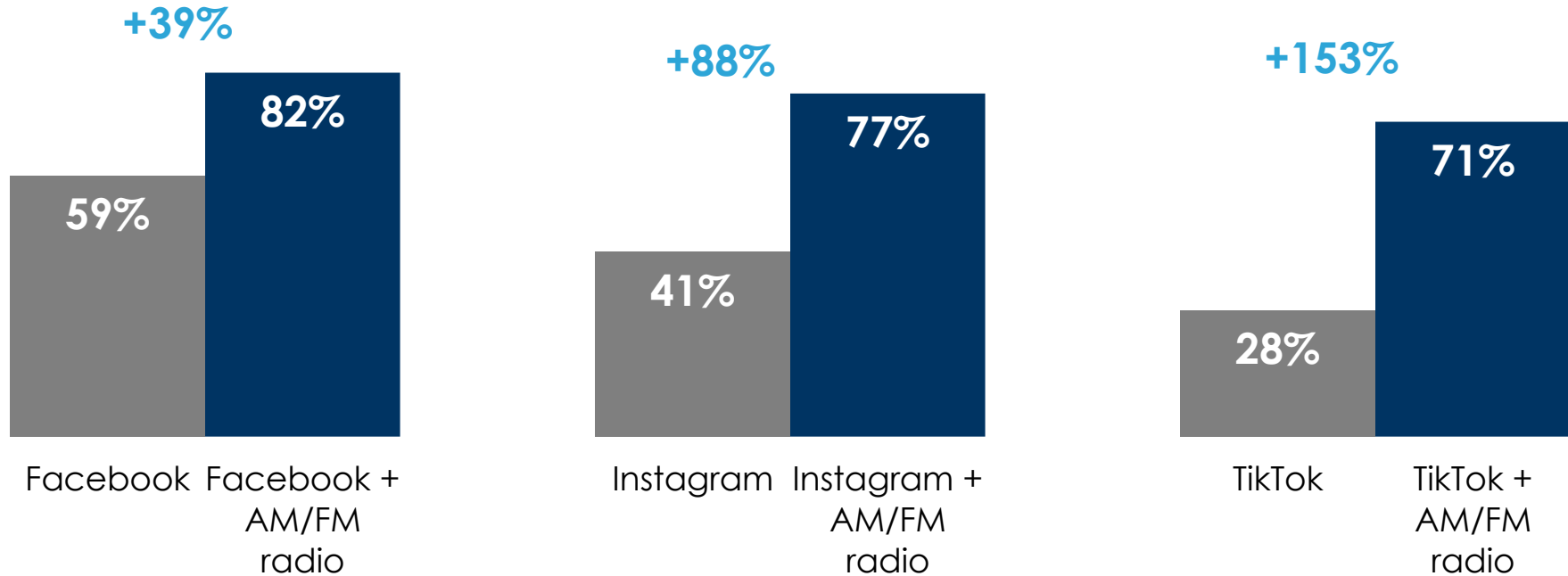
Monthly reach/usage among persons 65+ (Weekly reach for TV and AM/FM radio)



Source: Nielsen Comparable Metrics AM/FM radio & TV (Weekly): Katz Radio Group, Sound Answers Q1 2026; Podcasts (Monthly): Edison Research, The Infinite Dial Study 2026; All other channels (Monthly): 2026 Spring MRI-Simmons USA

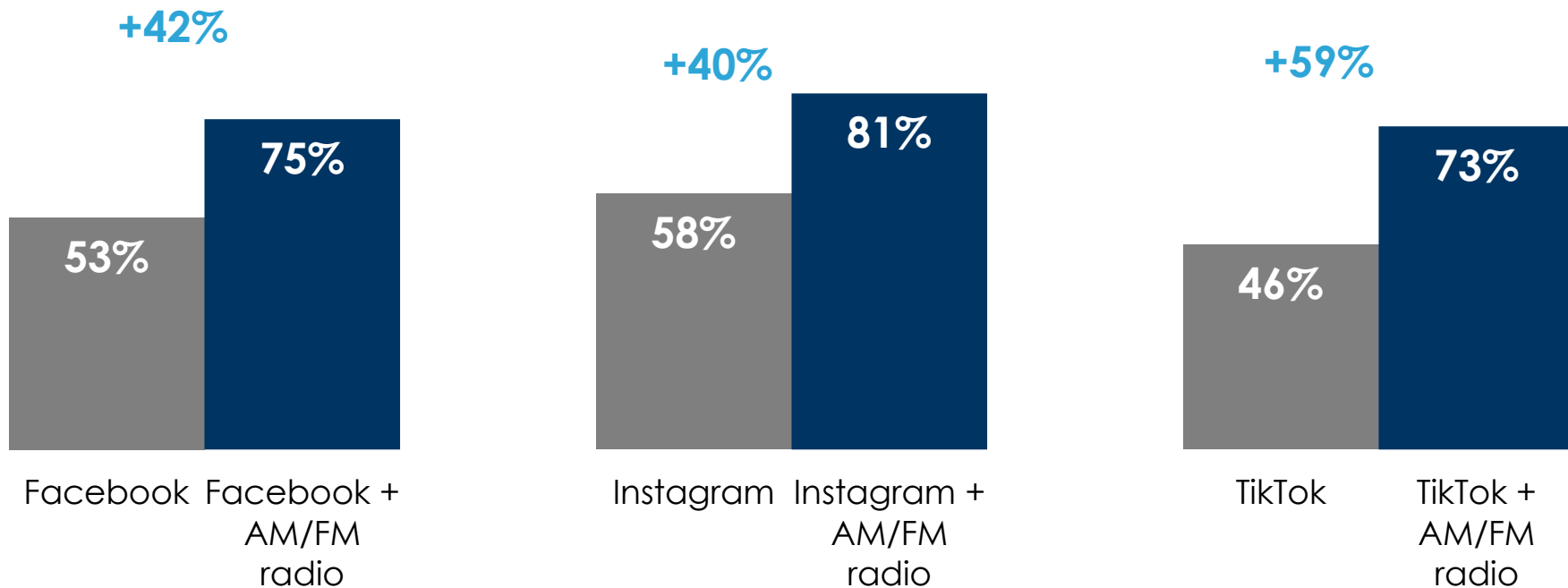
Persons 18+: AM/FM radio adds significant incremental reach to social media platforms

Monthly reach/usage among persons 18+



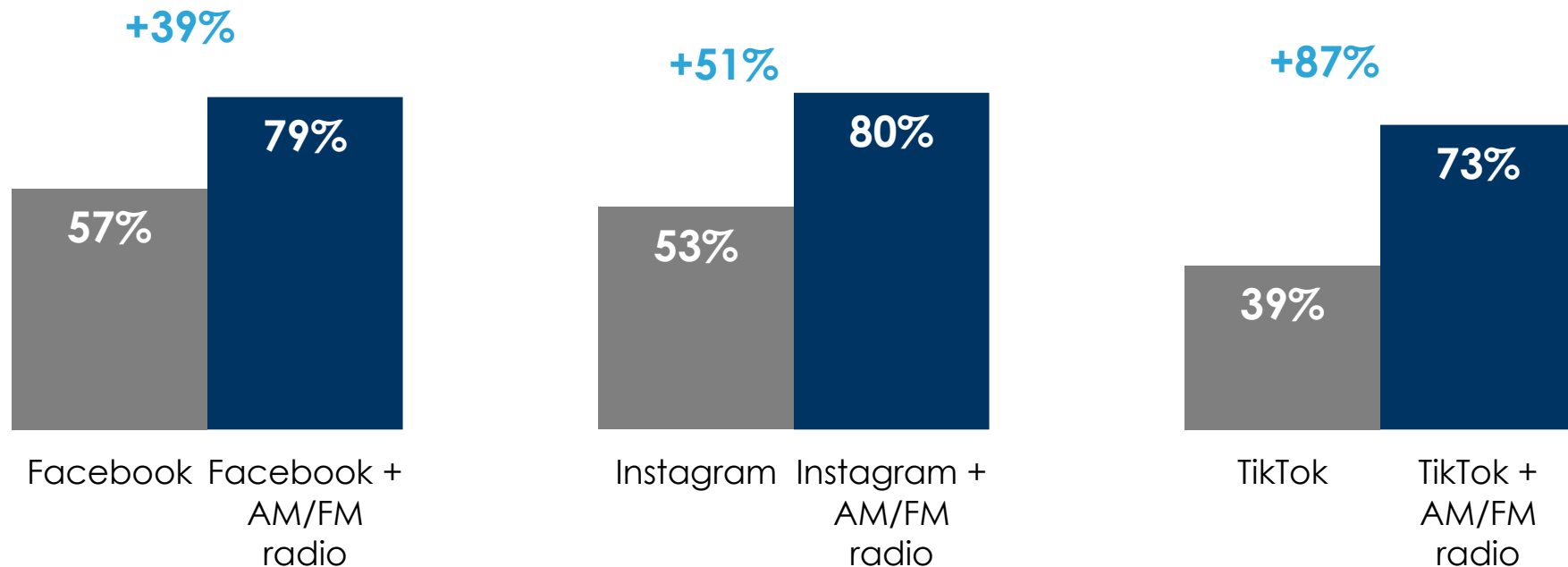
Persons 18-34: AM/FM radio adds significant incremental reach to social media platforms

Monthly reach/usage among persons 18-34



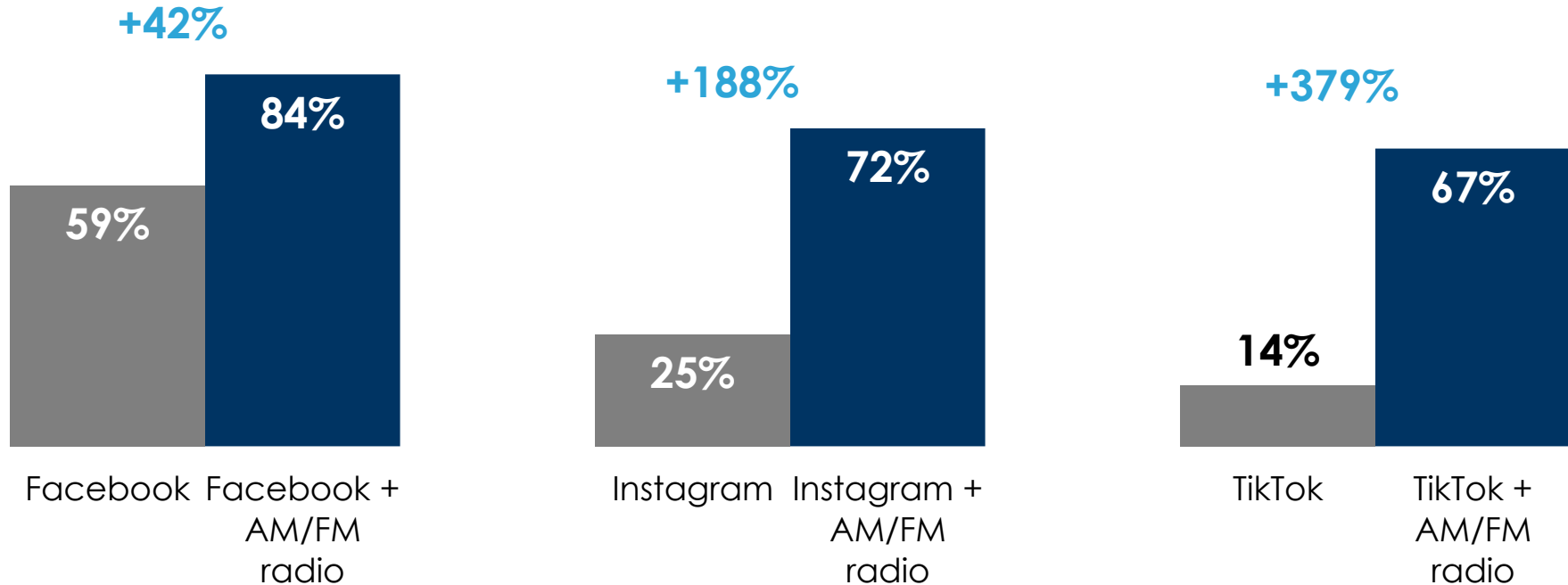
Persons 18-49: AM/FM radio adds significant incremental reach to social media platforms

Monthly reach/usage among persons 18-49



Persons 55+: AM/FM radio adds significant incremental reach to social media platforms

Monthly reach/usage among persons 55+



The more ad-supported audio platforms in the media plan, the greater the net reach; The addition of AM/FM radio generates significant scale

Unique daily reach among persons 25-54 of ad-supported audio platforms

