



Radio's Unique Assets for Advertisers

USA

2009



PUGET SOUND RADIO
BROADCASTERS ASSOCIATION

Only Radio

- ✓ Reaches nearly everyone every week in real time, so Radio *gets the message there when it matters*
- ✓ Can respond live to, or get voiced consumer generated content from listeners who *expect* to find advertising there
- ✓ Offers a place where most of the same people choose to return day after day, like a virtual neighborhood, so your message can build frequency in a *controlled environment*
- ✓ Has as much live access to *working people* every work day, especially just before they make purchasing decisions
- ✓ Delivers the same unique content on the Internet as over the air, on websites that give advertisers interactive access to listeners

***Radio – a unique way to connect
advertisers to people***

Radio is Used in *Real Time*

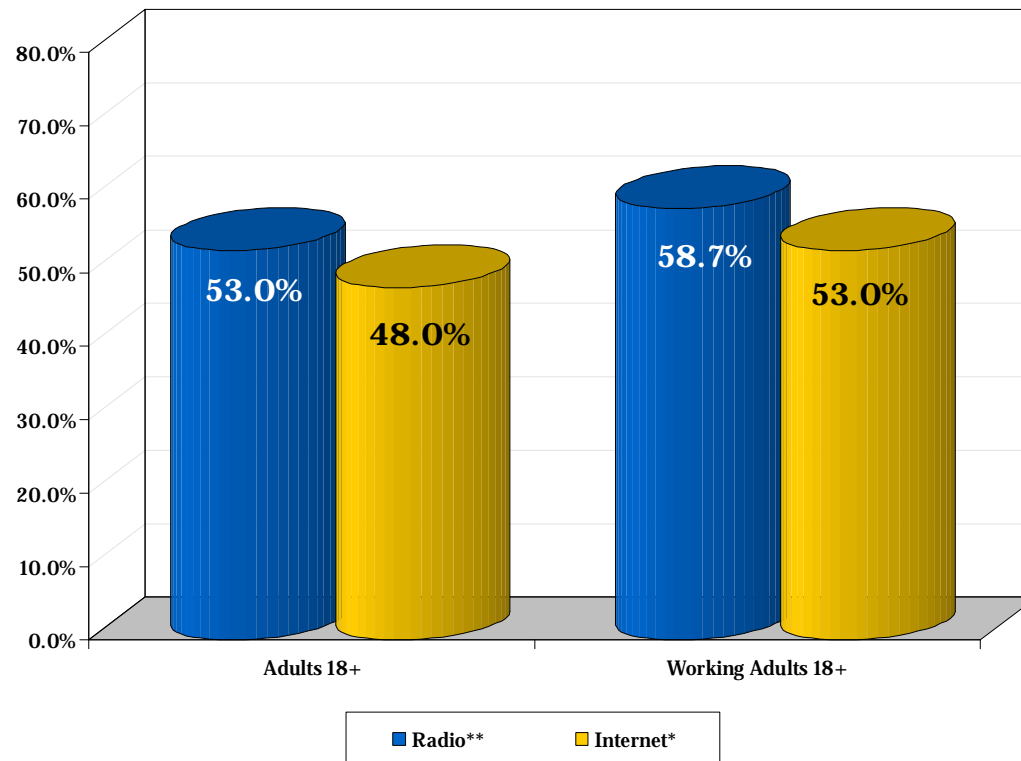
Live Mass Reach

- ✓ **92%** of people 12+ -- **235 million people** -- in the USA listen to Radio every week in *real time*
- ✓ They spend an average of **2½ hours** each day with Radio
- ✓ Over **7 out of 10** persons 12+ listen on any given day
- ✓ About **94%** of working women are exposed to radio every week for over **2½ hours** each work day
- ✓ Radio reaches about **40%** more people each week than use the internet in a month, **250%** more than use Google and **550%** more than use Facebook.

Radio gets the message there when it matters.

Radio Beats the Internet

% of People who spend an hour or more each day with Internet or Radio



More people spend more time with Radio each day than they do with the Internet

* About the poll: Internet results are based on telephone interviews with 1,009 national adults, aged 18 and older, conducted December 4-7, 2008. Interviews are conducted with respondents on land-line telephones (for respondents with a land-line telephone) and cellular phones (for respondents who are cell-phone only).

** Radio data is based on an electronically monitored, year round base of over 30,000 people in the top 9 markets in the country. Source: Gallup Poll from Marketingcharts.com, January 27, 2009, and Arbitron, December 2008 PPM, Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, San Francisco, and Washington.

Manage the Mindset

Targeting and Mindset Environments

- ✓ Each station attracts a core audience that has a distinct set of attitudes, values and lifestyle attributes, or Mindset
- ✓ People believe ***“My Radio station is relevant to me,”*** with a halo effect for advertisers
- ✓ That mindset environment is the same 24/7, so advertisers can control their reach and frequency by mindset

Do your talking among friends and neighbors.

Radio Breeds Familiarity

Frequency of Exposure

- ✓ The majority of Radio listening is repeatedly spent with just **one or two** Radio stations – like Virtual Neighborhoods, Radio stations attract the *same people* back again and again
- ✓ Whenever you run a spot, about **90%** of the people listening to a given Radio station are people who primarily use that station and will return, so you can build familiarity among them

You know where we live, and how to find us.

Be There When It Matters

Control of Time and Environment of Message Delivery

- ✓ All Radio listening is done LIVE, in real time, whether online, wireless or over the air -- the message gets through when you want it to
- ✓ On average, radio holds more than **92%** of its lead-in audience during commercial break
- ✓ Domino's says **74%** of working women don't know what's for dinner until they are on their way home – listening to their radios
- ✓ **90%** of decisions on where to stop on the way home are made that very day

Radio gets the message there when it matters.

Sources: LA Arbitron PPM Reports from Aug – Nov 2008 metro; "What Happens When the Spots Come On" Arbitron, Media Monitors and Coleman Study which analyzed 93,876 radio commercial breaks from November and December 2005 in Houston, Texas; Arbitron Edison NAB In Car Study October 2003.

Build a Place in the Virtual Neighborhood

Unique Content, Multiple Platforms

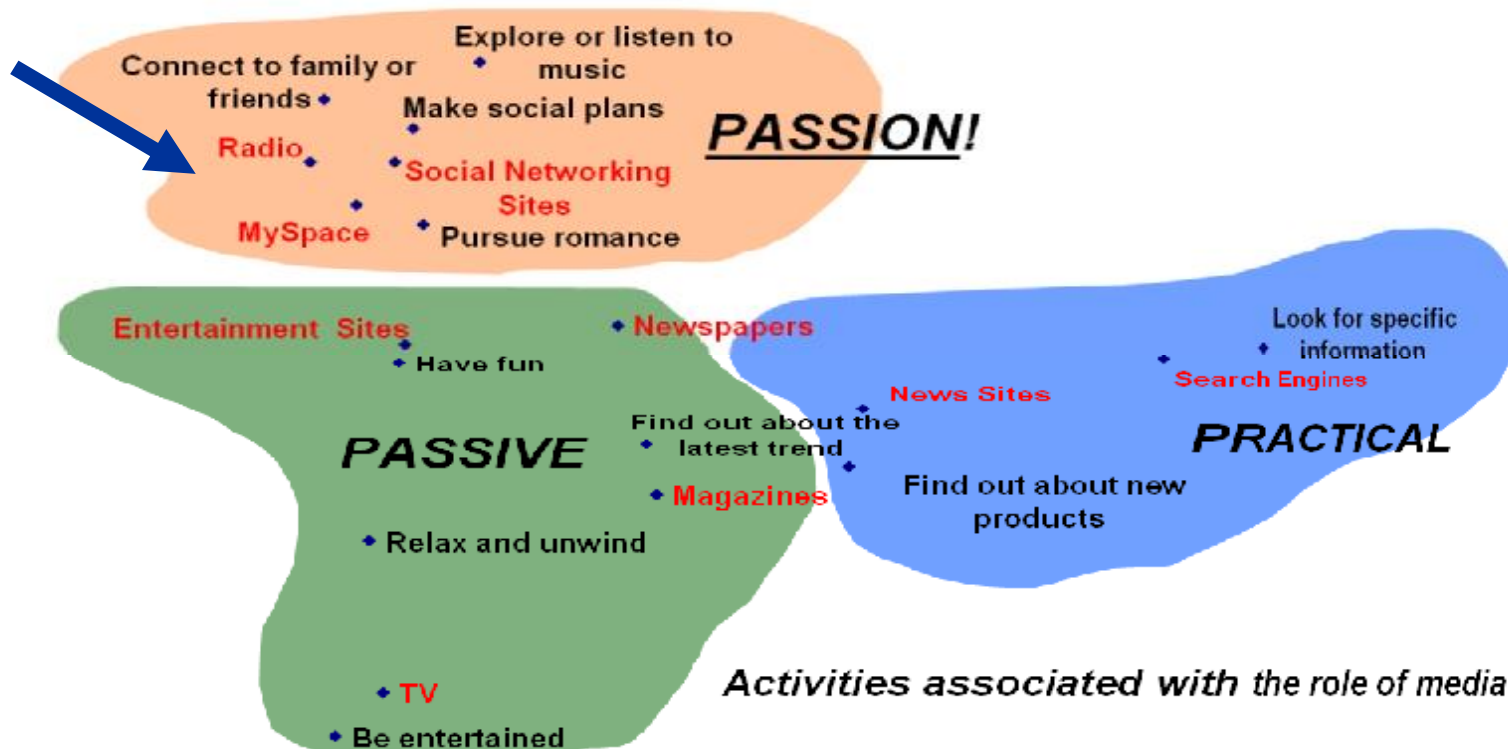
- ✓ It's the only medium that is directed to YOU, that can talk, instantaneously, about what's going on that affects that Virtual Neighborhood, *react and respond* to listeners and events on the spot, even call you by name.
- ✓ Radio is people talking with real people, friends playing new and your favorite music, instant consumer generated content, always open to accept you. It's used live, in real time, and it's on demand, it's interactive.
- ✓ All these portals are also ways advertisers can connect to Radio's listeners while still benefiting from the Virtual Neighborhood connection

Radio connects advertisers with people.

What does MySpace say about Radio compared to other media?

The Engine For Deep Relationships

myspace.com.
a place for friends



© 2008 TNS. These media activities do a really good job when you want to... (Continued on the next slide.)
Base: U.S. users 14-84 n = 2,816.

Radio stations provide an emotional connection to their core listeners – one that can be shared by their advertisers.

Source: Research from TNS online survey January/February 2007
3,000 participants; from presentation to MRC/LA December 2008

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Radio's Unique Assets

Unique content, real time, live, interactive mass *reach* that provides *frequent* mindset targeting opportunities, especially among *working people*

✓ Live Mass Reach

- ✓ **92%** of people 12+ in the USA, **235 million** people, listen to Radio every week (*Monday-Sunday, 6am-mid*)
- ✓ They spend an average of **2½ hours** each day with Radio
- ✓ Nearly **7 out of 10** persons 12+ listen on any given day
- ✓ About **94%** of working women in the USA are exposed to radio every week for over 2½ hours each work day (*M-F 5am-8pm*)

✓ Targeting and Mindset Environments

- ✓ Each station attracts a core audience that has a distinct set of attitudes, values and lifestyle attributes, or Mindset
- ✓ People believe “**My Radio station is relevant to me,**” with a halo effect for advertisers

✓ Frequency of Exposure

- ✓ The majority of Radio listening is repeatedly spent with just **one or two** Radio stations – like Virtual Neighborhoods, Radio stations attract the same people back again and again
- ✓ Whenever you run a spot, about **90%** of the people listening to a given Radio station at that time are people who primarily use that station and will return, so you can build familiarity among them

✓ Control of Time and Environment of Message Delivery

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Sources: Arbitron PPM, February – March 2009, Los Angeles Metro Report; Radio Ad Effectiveness Lab Study “Personal Relevance Two: Radio’s Receptive Ad Environment, September 2006; RADAR 101 June 2009; “What Happens When the Spots Come On” Arbitron, Media Monitors and Coleman Study which analyzed 93,876 radio commercial breaks from November and December 2005 in Houston, Texas

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Radio Breeds Familiarity.
Familiarity Sells.

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