

Network Radio Today 2013

How America Listens to Radio



Introduction

Network Radio Today offers you a window into the dynamic world of national radio and its listeners, as well as an introduction to RADAR®, the national radio ratings service that for over 40 years has been the “gold standard” of measurement for national radio listening and network radio audiences.

A radio network is defined as an organization that provides programs, services, and commercials to local affiliate radio stations throughout the United States. The organization maintains an ongoing affiliate relationship with each station, and the affiliates carry the network material in a consistent manner from week to week. Stations report to the networks the actual aired time for each program and/or commercial on an exact-time basis.

For advertisers, network radio offers station lineups with exceptional market coverage and powerful targeting via a broad range of programming and station services, including personality programming, digital formats, news and information services, prep packages, music libraries, and interactive technologies. Currently, there are more than 45 measured RADAR networks that provide advertising opportunities for advertisers to reach millions of consumers around the country. RADAR reports estimated audiences to network commercials broadcast by affiliates of the subscribing networks. RADAR audience estimates do not account for listening to all network radio programming.

Network Radio Today illustrates that network radio offers several advantages to advertisers who are seeking to build reach quickly and efficiently. Among them, network radio delivers well-defined demos and socioeconomic groups, ranging from working women to young adults to high-income households. It also reaches about 68% of all radio listeners every week, offering convenient, one-stop access to this substantial national audience.

This report profiles network radio from a national viewpoint, outlining its strength as a medium and analyzing listening behavior for several important socioeconomic groups. It is part of the Arbitron commitment to giving agencies, advertisers, and radio networks information about and insights into America’s radio audience. Arbitron invites you to explore this fascinating snapshot of how Americans spend time with network radio.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

About *Network Radio Today* 2013

Sources

Network Radio Today contains general statistics on network radio audiences and listening trends. Data for charts and graphs come from RADAR JUNE 2013, Audience to All Commercials. All data are based on network schedules tabulated through the PARTS application of the RADAR Software Suite. RADAR reports estimated audiences to network commercials broadcast by affiliates of the subscribing networks. RADAR audience estimates do not account for listening to all network radio programming.

Network Radio Today 2013 is published by Arbitron Inc.

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About Arbitron

Arbitron Inc. (NYSE: ARB) is a media and marketing research firm serving the media—radio, television, cable, online radio, and out-of-home—as well as advertisers and advertising agencies. Arbitron core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media, and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter™, a new technology for media and marketing research.

The Executive Summary

Network radio is heard by nearly 179 million people each week*. That's two-thirds of the U.S. population age 12+. Among them, nearly 163 million listeners are adults age 18+. And over half of them (nearly 83 million adults), are employed full time. Additional highlights of this year's study include:

The network radio audience:

- Among adult listeners (Persons 18+), gender is split nearly even: 51% Women, 49% Men.
- Listens both in home and out of home: four in 10 adults age 18+ listen to network radio in home, while six in 10 listen out of home.

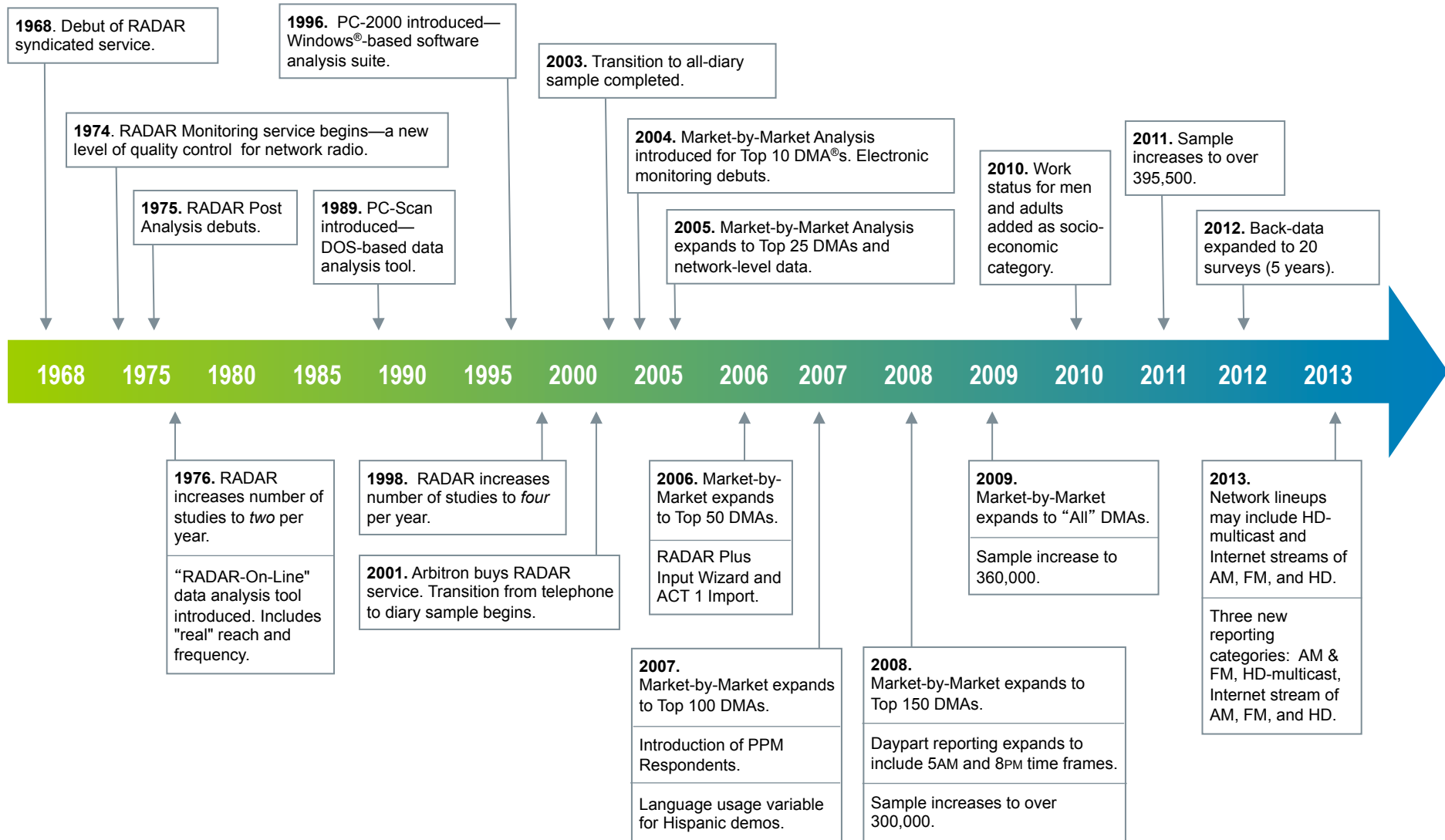
Network radio commercials are heard by:

- Key buying demos: 71% of Persons 18-49 and Persons 25-54.
- Educated listeners: Two-thirds (67%) of Persons 18+ with a least a bachelor's degree.
- Affluent listeners: 70% of adults with household incomes of \$75,000+.
- Working adults: Nearly three-quarters (74%) of Persons 18+ working full time.
- A diverse audience: nearly eight in 10 black** adults and nearly two-thirds of Hispanic adults age 18+.

**Source: RADAR JUNE 2013*

***Black non-Hispanic*

The Evolution of Network Radio Measurement



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RDR-13-09336 9/13

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