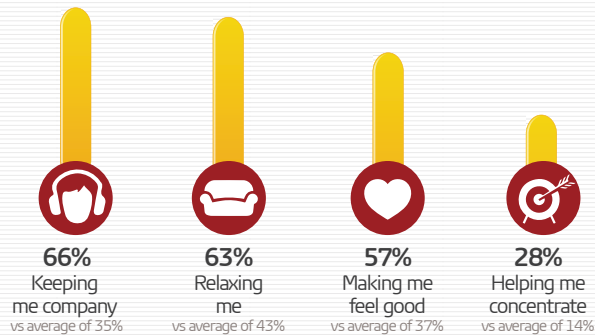


THINGS TO LOVE ABOUT RADIO

The inaugural AudienScope survey shows that radio delivers a more human connection than other media. Radio is also the leader in "share of ear", it really holds the attention of its audience, and younger listeners are especially engaged and interactive.

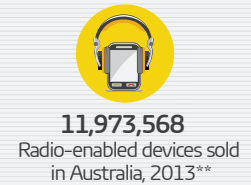
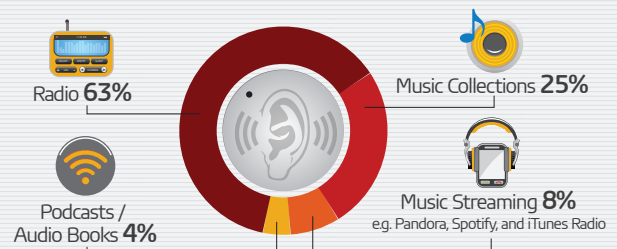
RADIO HAS THE HUMAN TOUCH

Radio is ranked first (ahead of TV, Digital, and Print media) on:

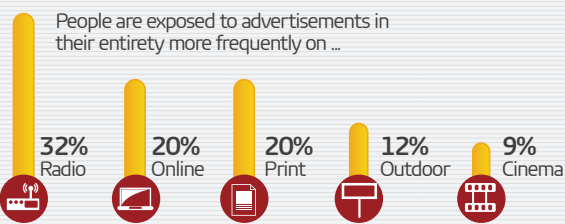


● Radio is equal first with TV in generating a "more positive opinion of the advertiser"

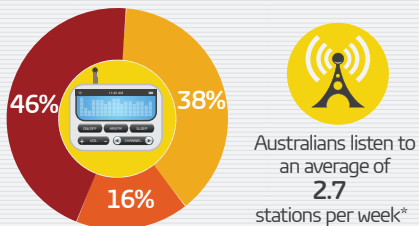
"SHARE OF EAR" THE WINNER IS CLEAR!



RADIO CAPTURES YOUR ATTENTION



- People who tend to stay on the same station
- People who switch or stay, depending on mood
- People who switch between stations a lot



YOUNGER LISTENERS ARE ACTIVE LISTENERS



In a typical week, radio reaches 93% of younger people (under 25s)*



43% Under 25s are the most likely to interact with their favourite radio station in some way (e.g. website, social media, phoning vs average of 36%)



63% Under 25s are using radio to discover new artists and songs more than any other age group vs average of 44%

AudienScope, a quarterly national online survey of radio behaviour, provides an additional perspective to the Australian radio ratings. AudienScope looks for deeper, more holistic, insights into the radio listening habits of Australians.

All information is based on data from the AudienScope study, except where indicated by asterisks (*)

*Australian Radio Ratings, Survey 2, 2014

**Sales data, based on the coverage of the GfK retail audit panel. "Radio-enabled" refers to any device that can access a live radio broadcast via a chip or the internet, excluding car radios