

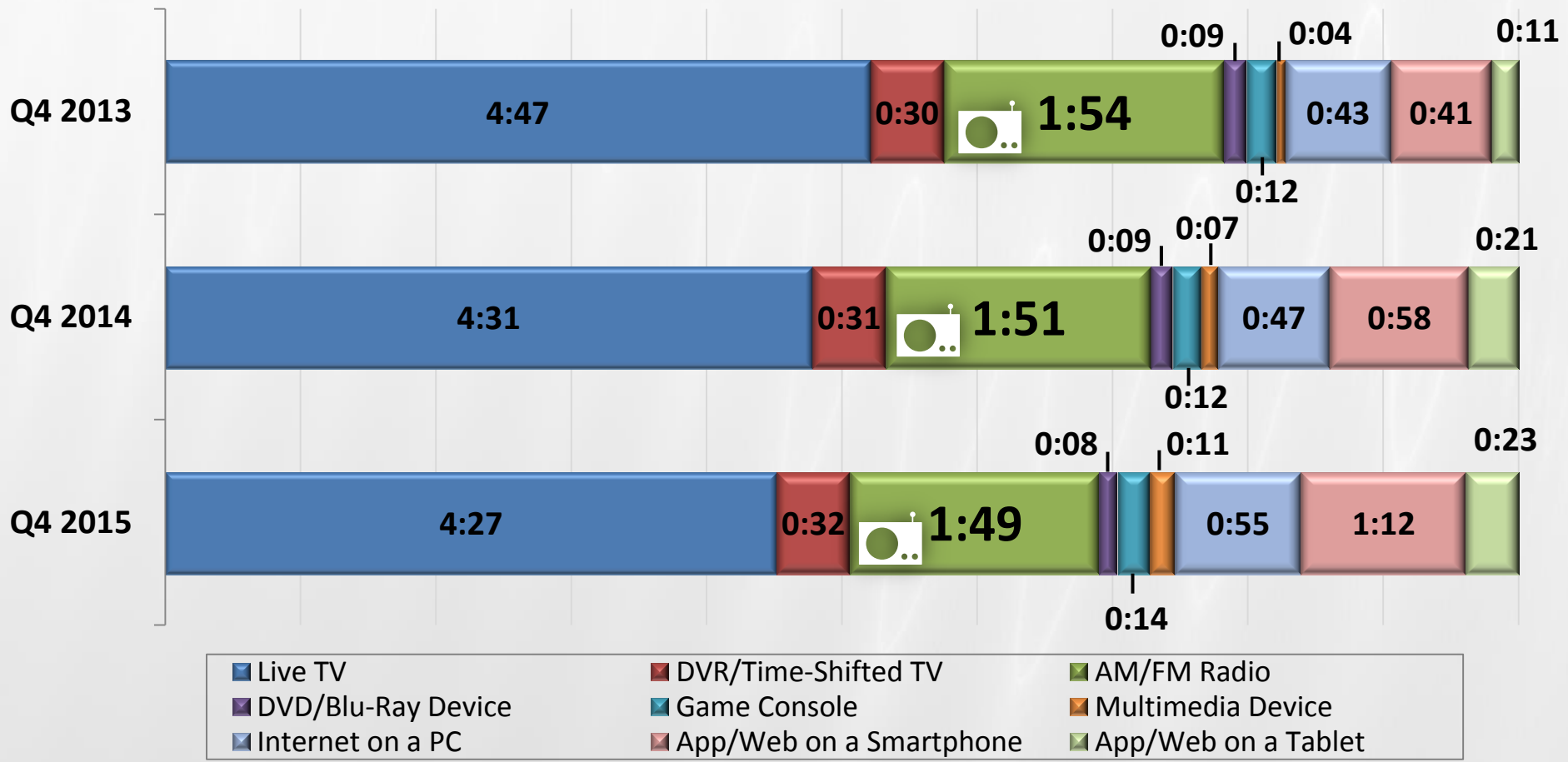
RADIO LISTENING REMAINS STRONG





AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON THE TOTAL US POPULATION



Source: Nielsen, Total Audience Report | Q4 2015.



AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON USERS OF EACH MEDIUM

	Q4 2013	Q4 2014	Q4 2015
Live TV	5:04	4:51	4:49
DVR/Time shifted TV	0:52	0:53	0:51
AM/FM Radio	2:46	2:43	2:42
DVD/Blu-Ray Device	0:19	0:20	0:19
Game Console	0:44	0:47	0:57
Multimedia Device	0:40	0:51	0:49
Internet on a PC	1:01	1:06	1:22
App/Web on a Smartphone	1:07	1:25	1:35



ADULT USERS BY MEDIUM NUMBER OF USERS (IN 000'S)

MONTHLY REACH

	Q4 2014	Q4 2015
Live+DVR/Time-shifted TV	223,878	224,469
DVR/Time-shifted TV	142,376	152,168
<i>AM/FM Radio</i>	<i>234,776</i>	<i>235,875</i>
DVD/Blu-Ray Device	107,190	95,641
Game Console	62,383	57,998
Multimedia Device	32,529	54,353
Internet on a PC	172,822	161,308
Video on a PC	129,665	114,329
App/Web on Smartphone	163,573	182,891
Video on a Smartphone	121,794	139,161



ADULT USERS BY MEDIUM

NUMBER OF USERS (IN 000'S) – AFRICAN AMERICAN

MONTHLY REACH

	Q4 2014	Q4 2015
Live+DVR/Time-shifted TV	28,319	28,580
DVR/Time-shifted TV	17,537	19,013
<i>AM/FM Radio</i>	<i>29,153</i>	<i>29,343</i>
DVD/Blu-Ray Device	12,235	10,899
Game Console	7,623	7,013
Multimedia Device	3,159	5,248
Internet on a PC	21,767	20,001
Video on a PC	16,475	14,485
App/Web on Smartphone	20,997	22,611
Video on a Smartphone	17,057	18,627



ADULT USERS BY MEDIUM

NUMBER OF USERS (IN 000'S) – HISPANIC

MONTHLY REACH

	Q4 2014	Q4 2015
Live+DVR/Time-shifted TV	34,381	34,982
DVR/Time-shifted TV	18,339	20,331
<i>AM/FM Radio</i>	<i>36,921</i>	<i>37,089</i>
DVD/Blu-Ray Device	15,478	13,629
Game Console	11,083	10,029
Multimedia Device	4,053	9,059
Internet on a PC	20,515	19,397
Video on a PC	14,647	13,211
App/Web on Smartphone	29,048	31,392
Video on a Smartphone	23,176	25,525



RADIO REACHES OVER **2.2 MILLION** SAN DIEGO ADULTS

	Q4 2014	Q4 2015
Weekly Reach	2,281,100	2,294,100
AVG Time Spent - Daily	1:45	1:45
AVG Time Spent - Weekly	8:15	8:30