

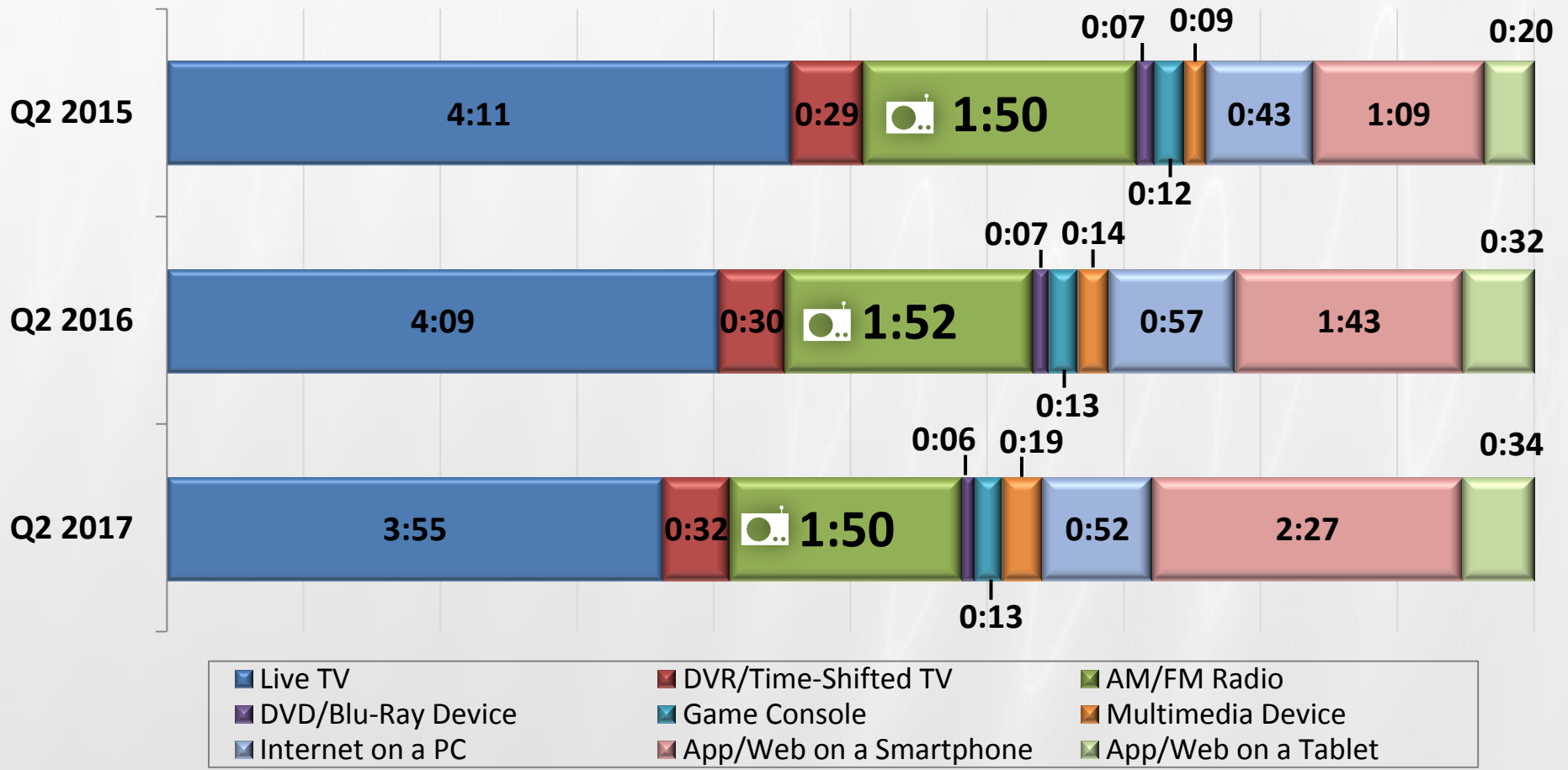
# RADIO LISTENING REMAINS STRONG





# AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON THE TOTAL US POPULATION



Source: Nielsen, Total Audience Report | Q2 2017.



# AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON USERS OF EACH MEDIUM

	Q2 2015	Q2 2016	Q2 2017
Live TV+DVR/Time-shifted TV	6:22	6:13	5:56
DVR/Time shifted TV	1:57	1:53	1:55
<b>AM/FM Radio</b>	<b>2:42</b>	<b>2:44</b>	<b>2:43</b>
DVD/Blu-Ray Device	1:37	1:47	1:48
Game Console	2:53	2:54	2:56
Multimedia Device	2:21	2:26	2:11
Internet on a Computer	2:11	3:07	2:52
App/Web on a Smartphone	1:58	2:29	2:59

The data sources in Exhibit 2 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Panel enhancements made in March and August 2016 impacted mobile reporting.



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

## MONTHLY REACH

	Q2 2017	Q2 2016
Live+DVR/Time-shifted TV	229,960	225,615
DVR/Time-shifted TV	161,506	154,635
<b><i>AM/FM Radio</i></b>	<b><i>243,381</i></b>	<b><i>239,854</i></b>
DVD/Blu-Ray Device	72,972	86,133
Game Console	55,610	58,003
Multimedia Device	97,628	65,098
Internet on a Computer	160,095	159,405
Video on a Computer	102,349	109,609
App/Web on Smartphone	207,659	202,324
Video on a Smartphone	168,789	156,531



# ADULT USERS BY MEDIUM

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

### MONTHLY REACH

	Q2 2017	Q2 2016
Live+DVR/Time-shifted TV	39,063	38,388
DVR/Time-shifted TV	27,828	25,886
<b><i>AM/FM Radio</i></b>	<b><i>34,535</i></b>	<b><i>33,977</i></b>
DVD/Blu-Ray Device	10,440	13,208
Game Console	11,472	11,574
Multimedia Device	14,867	9,068
Internet on a PC	22,470	22,364
Video on a PC	15,009	15,372
App/Web on Smartphone	25,554	24,883
Video on a Smartphone	22,464	19,589



# ADULT USERS BY MEDIUM

## NUMBER OF USERS (IN 000'S) – HISPANIC

### MONTHLY REACH

	Q2 2017	Q2 2016
Live+DVR/Time-shifted TV	50,649	49,777
DVR/Time-shifted TV	30,503	29,226
<b><i>AM/FM Radio</i></b>	<b><i>44,628</i></b>	<b><i>43,477</i></b>
DVD/Blu-Ray Device	14,200	18,149
Game Console	16,807	17,274
Multimedia Device	22,966	15,565
Internet on a PC	23,337	23,100
Video on a PC	14,115	14,863
App/Web on Smartphone	35,194	34,643
Video on a Smartphone	30,187	27,286



# RADIO REACHES OVER **13 MILLION** SOUTHERN CALIFORNIA ADULTS

	SPRING 2016	SPRING 2017
Weekly Reach	13,694,900	<b>13,839,000</b>
Weekly Cume	92.9%	<b>92.9</b>
AVG Time Spent - Weekly	10:45	<b>11:00</b>