

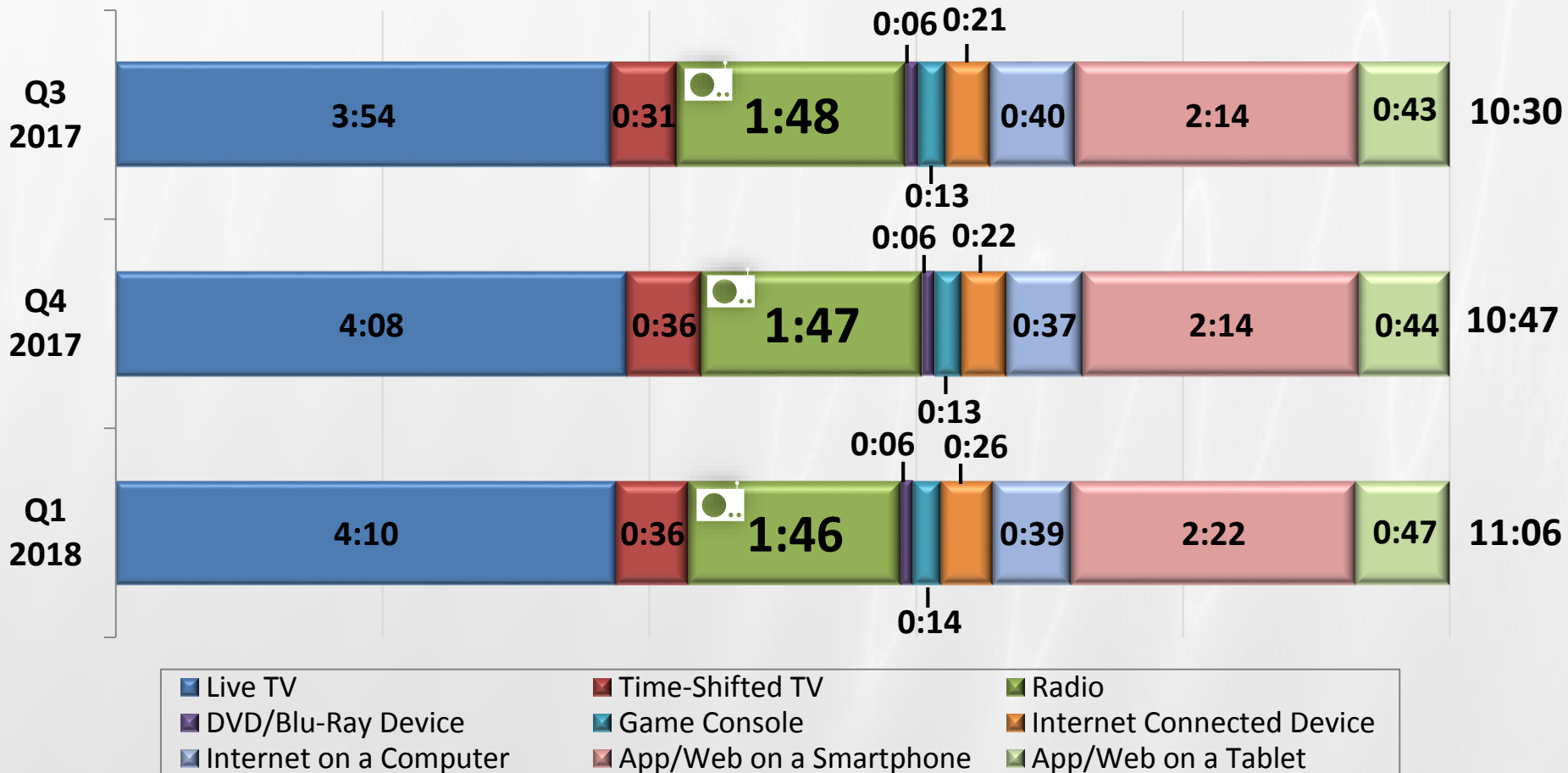
# RADIO LISTENING REMAINS STRONG





# AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON THE TOTAL US POPULATION





# WEEKLY REACH OF USERS (000) BY MEDIUM

	Adults 18+	Black 18+	Hispanic 18+
Live TV+Time-shifted TV	217,983	28,170	33,992
Time shifted TV	128,742	16,165	15,850
<b>Radio</b>	<b>227,497</b>	<b>28,707</b>	<b>37,051</b>
DVD/Blu-Ray Device	36,262	3,717	4,583
Game Console	38,043	4,746	6,905
Internet on a Computer	148,950	16,666	18,128
App/Web on a Smartphone	195,615	25,027	30,691
App/Web on a Tablet	116,090	13,211	16,802



# WEEKLY REACH % OF USERS AMONG U.S. POPULATION

	Adults 18+	Black 18+	Hispanic 18+
Live TV+Time-shifted TV	88%	90%	88%
Time shifted TV	52%	52%	41%
<b>Radio</b>	<b>92%</b>	<b>92%</b>	<b>96%</b>
DVD/Blu-Ray Device	15%	12%	12%
Game Console	15%	15%	18%
Internet on a Computer	60%	54%	47%
App/Web on a Smartphone	79%	81%	80%
App/Web on a Tablet	47%	43%	44%

# THE MEDIA UNIVERSE

## Weekly Reach

