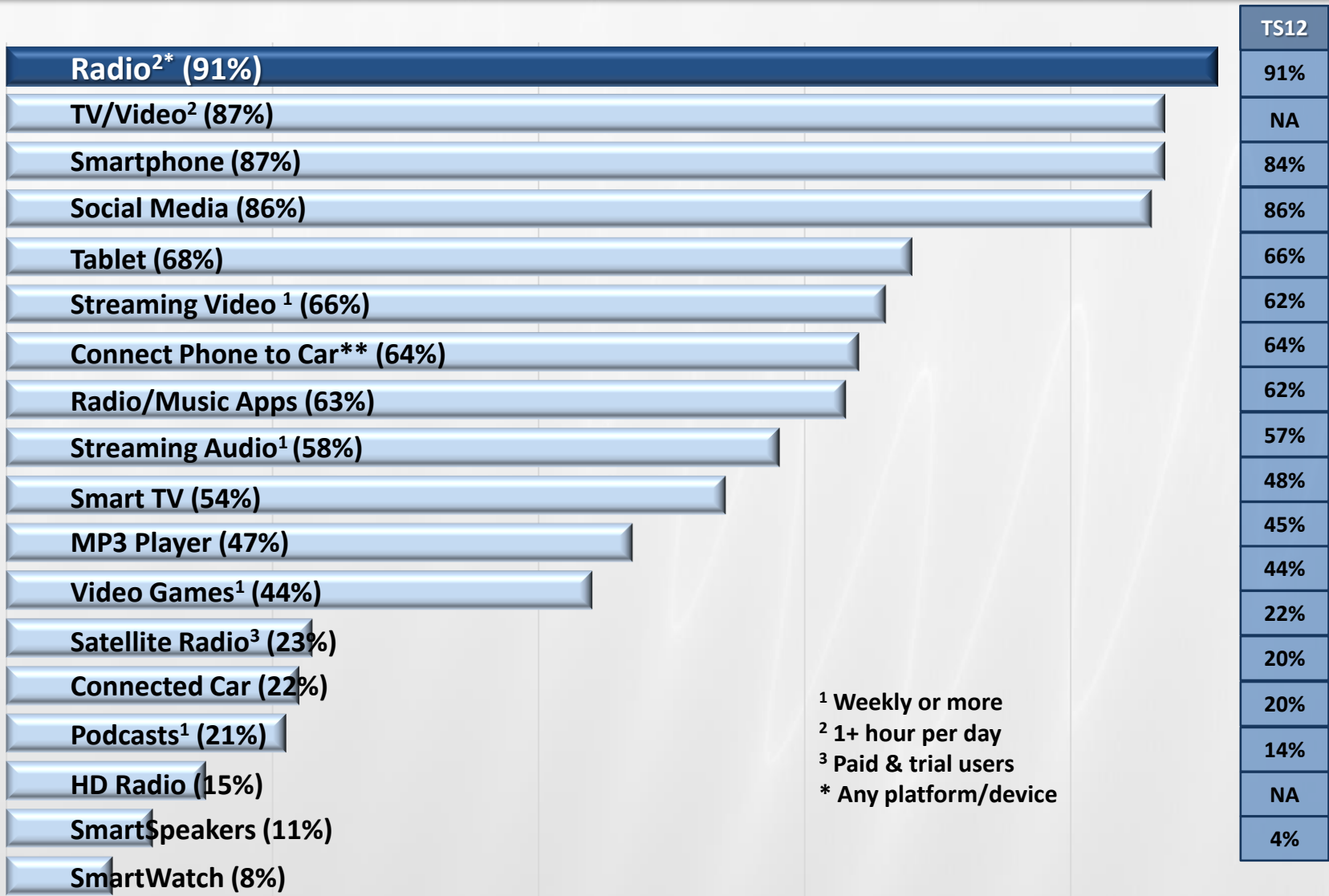




MEDIA USAGE PYRAMID 2017

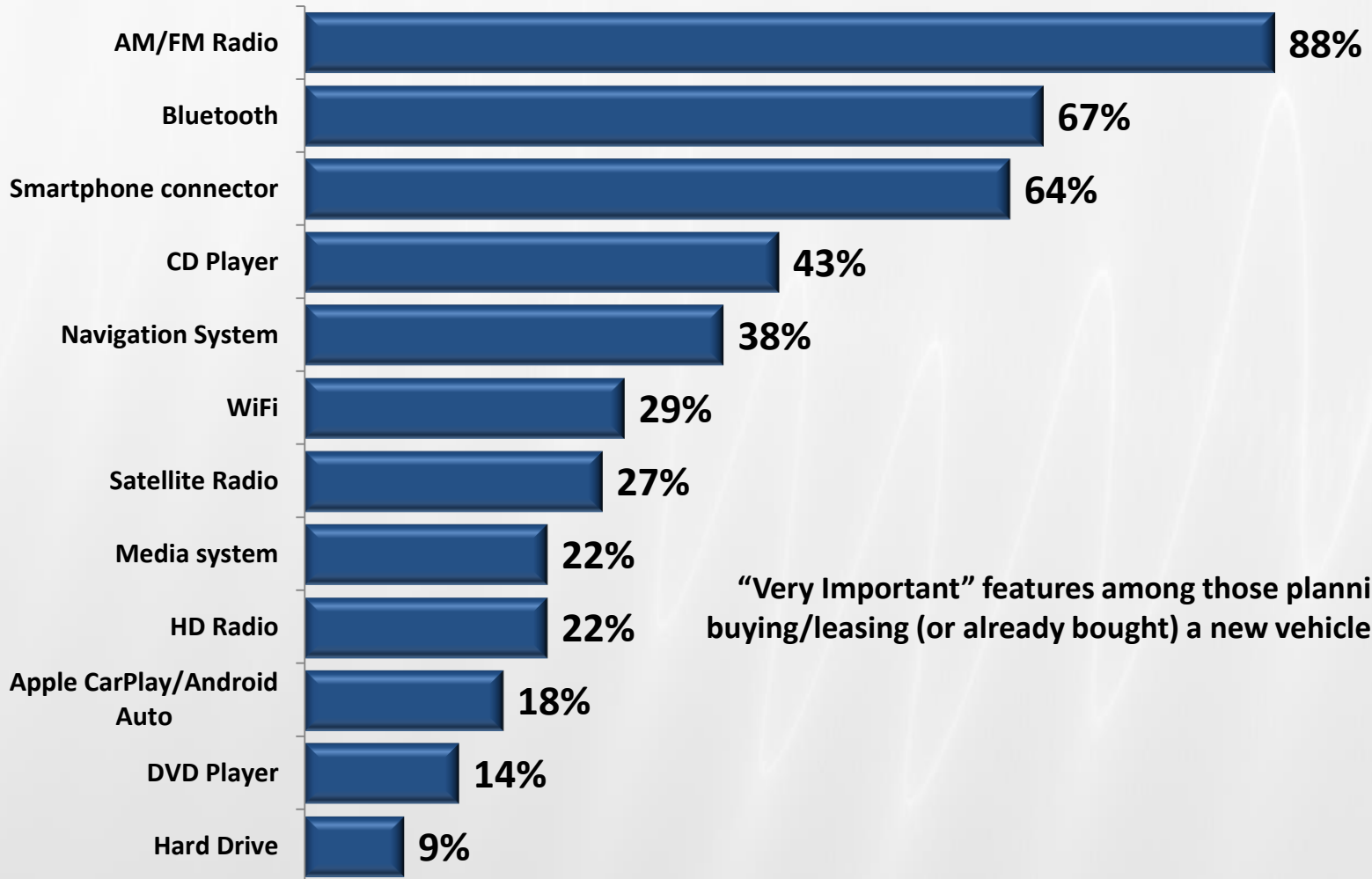


¹ Weekly or more
² 1+ hour per day
³ Paid & trial users
 * Any platform/device





NEARLY 9 IN 10 OF THOSE IN THE NEW CAR MARKET SAY IT'S VERY IMPORTANT TO HAVE AM/FM RADIO



“Very Important” features among those planning on buying/leasing (or already bought) a new vehicle in 2017