

Commercial Audience Retention

2012 Arbitron Commercial Retention Study: Findings confirms the earlier 2005 Commercial Retention Study:

48 PPM markets

61,902,473 Commercial minutes evaluated

17,896,325 Commercial pods analyzed

People Hear Your Ads on Radio Radio Holds **93%** of Lead-In Audience

Throughout Commercial Breaks

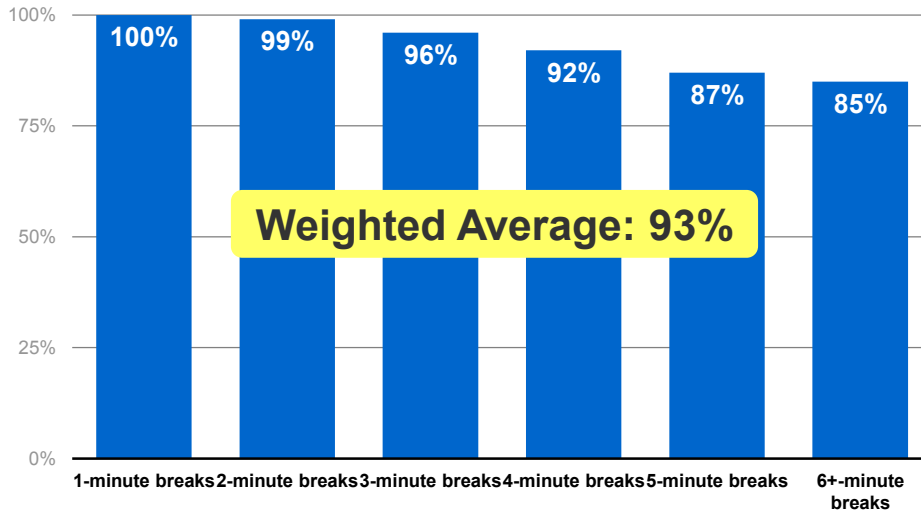
	Minute 1 Breaks	Minute 2 Breaks	Minute 3 Breaks	Minute 4 Breaks	Minute 5 Breaks	6+ Minute Breaks	Weighted Average
Persons 6+	100%	99%	96%	92%	87%	85%	93%
Persons 12-17	100%	97%	93%	88%	84%	81%	90%
Persons 18-34	100%	96%	91%	87%	82%	80%	89%
Persons 25-54	100%	98%	94%	90%	86%	84%	92%
Persons 35-64	100%	99%	96%	93%	88%	86%	93%
Persons 65+	100%	101%	100%	98%	95%	92%	98%
Male 6+	100%	99%	96%	92%	88%	85%	93%
Female 6+	100%	99%	96%	91%	86%	84%	92%
Hispanic 6+	100%	97%	94%	91%	87%	86%	92%
Black 6+	100%	98%	96%	93%	90%	88%	94%

Radio Engages Listeners

Source: Arbitron, Media Monitors and Coleman analyzed 17.9 million radio commercial breaks from September 2011 across the aggregate markets measured by PPM and Media Monitors, comparing the audience level for each minute of a commercial break to the audience for the minute before the commercials began.

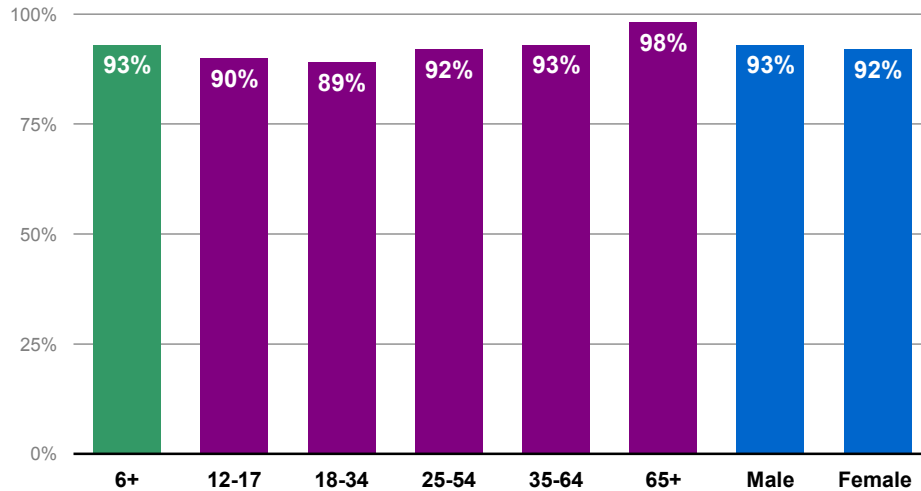
KATZ RADIO GROUP

On Average, Radio Delivers 93% of Its Lead-in Audience During Commercial Breaks



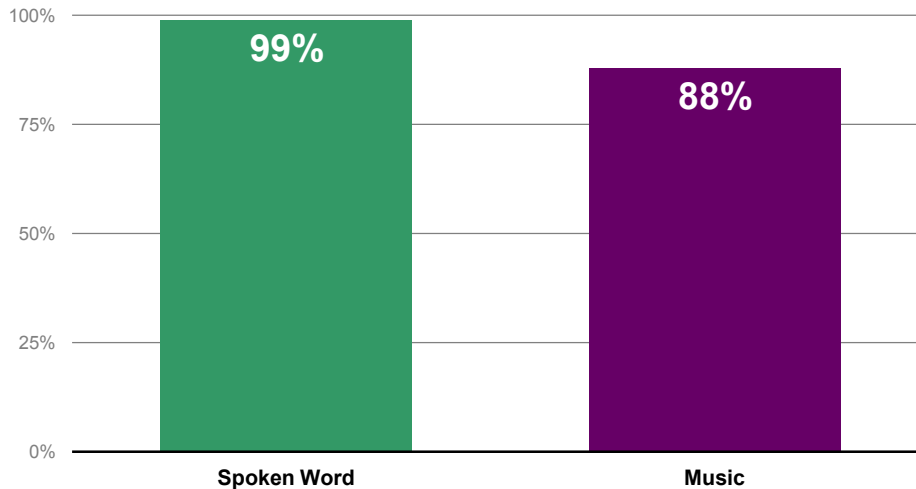
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Radio Delivers Slightly Fewer Younger Listeners During Commercial Breaks Relative to the Lead-in Audience



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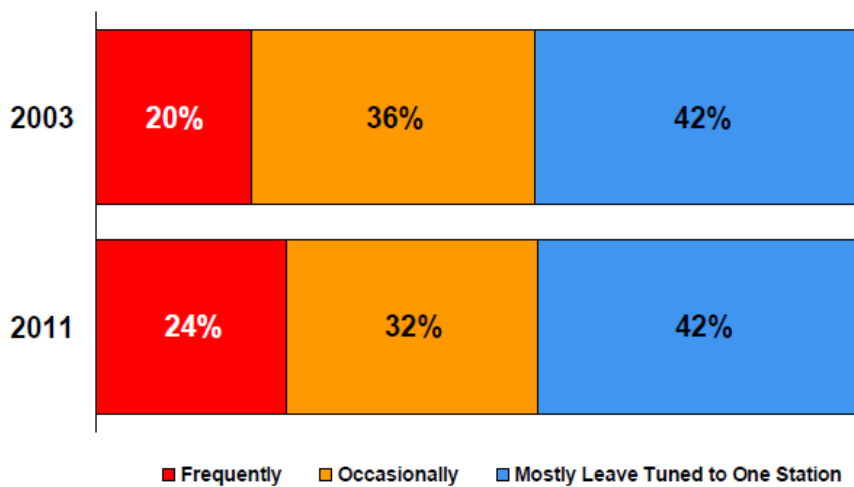
Audience Levels During Commercial Breaks Relative to the Lead-in Minute Higher on Spoken Word Versus Music Stations



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Few Radio Listeners Frequently Change Stations While in Their Car

“Think about the radio listening you do while you are in your primary car, how often would you say you change the station?”



18-34s More Likely to Change Stations Frequently While In-Car

% Who Frequently Change Stations While in Their Primary Car

