

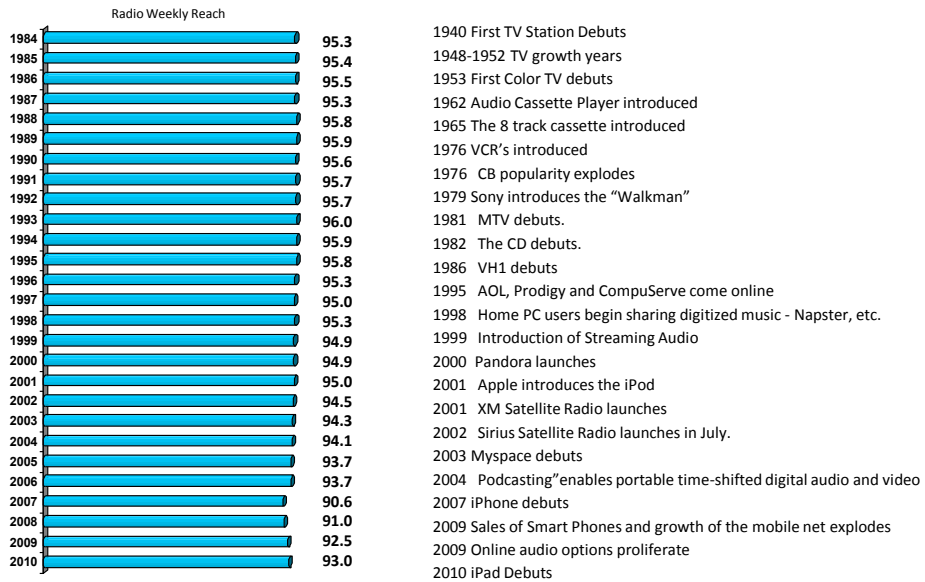
Radio has overcome every challenge

Media history teaches us that new media and technologies do not necessarily kill old forms so much as force traditional media to rethink and reposition themselves in relation to the new. Film did not kill live theater, even if it replaced the stage as America's central entertainment. No doubt the rise of silent and crude talkie films superseding stage drama helped make the musical format all the more attractive to the medium in the late 1920s. TV forced film and radio to flail for new formats and business models. Cable TV initiated a market for endless reruns via syndication that VOD enhanced. And so we get TV series that are either highly modular ("Law & Order") for easy syndication, or highly serialized ("24," "Homeland") that are packaged for DVD/Digital series resale.

Radio has been challenged before - many times. Each challenge was supposed to be the “knockout” punch, but none ever were. **Radio has adapted and continues to fill a very real need in people's lives - convenient, compelling entertainment. Curation, the adding of new songs at the right time and eliminating old songs at the right time, has played a big role in its continued popularity.**

Smart phone penetration and audio alternatives continue to proliferate and some believe that radio's rung on the media ladder will decline in 2012 and beyond with the increased digital audio competition. History shows that radio weathered numerous competitive storms over the past 50 years and will do so again. Below chronicles the various challenges Radio has weathered:

Despite technological advancements in media over the years, radio remains **CONSISTENT!**



Source: Arbitron Radio Today 2010