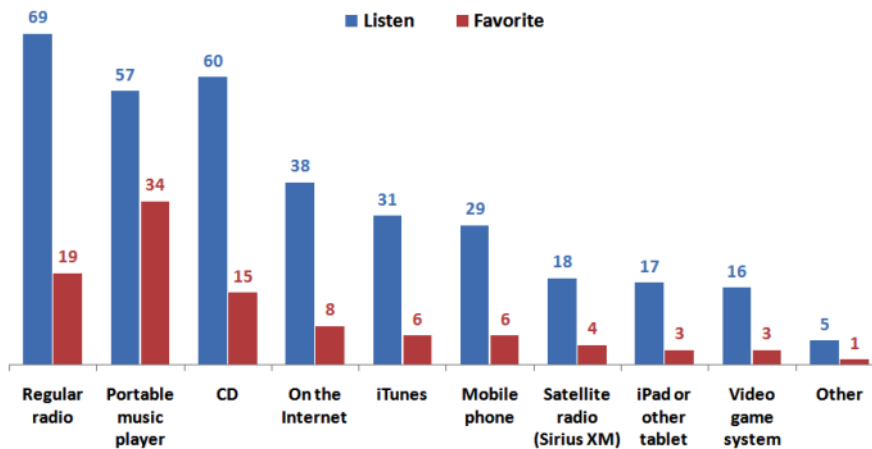


## Radio and the Youth Market

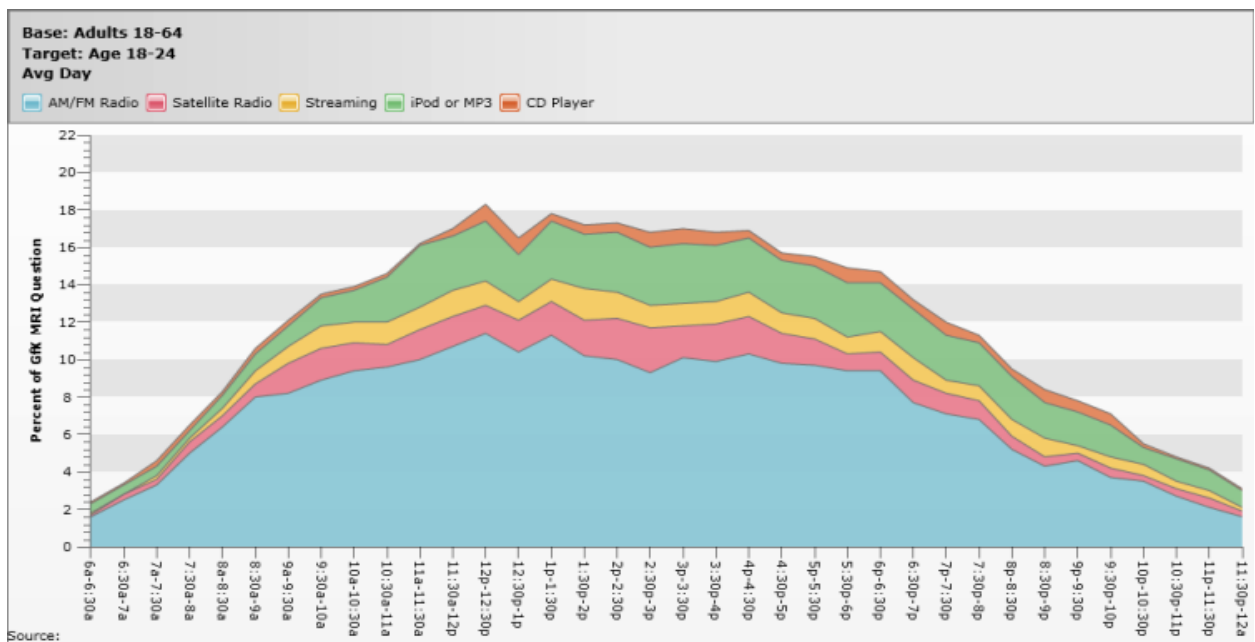
7 out of 10 Tweens are tuning to radio and remains their dominant source of music- far outpacing smartphones, tablets, satellite and itunes:

**Tweens are still listening to traditional radio, although their favorite way to listen to music is an MP3 player (%)**



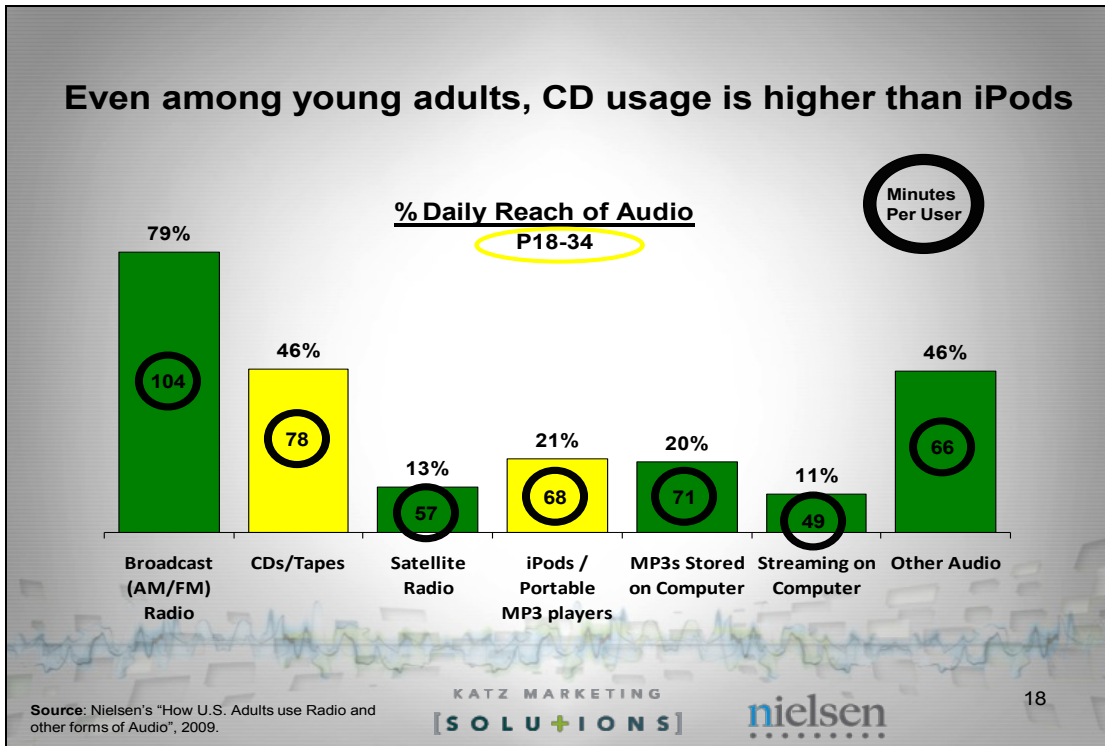
Source: Mindshare Tween Study, May/June 2012

The following slide is taken from the 2012 USA TouchPoints data: Contrary to what some might think, AM/FM radio still dominates 18-24 Adult audio usage:



The same conclusion was drawn in 2009. Young adults remain committed to their radios, according to the 2009 Nielsen white paper, *How U.S. Adults Use Radio and Other Forms of Audio*.

Almost 80 percent of 18-34-year-olds listen to radio every day for an average of 104 minutes. Contrary to conventional wisdom, only 20 percent of the younger demographic sought by advertisers listen to MP3's daily; and among those who did, 82 percent also listen to broadcast radio for close to 100 minutes a day! It also turns out this demographic tends to be lighter viewers of television, while paying little attention to print, not surprisingly spending close to 40 percent less time with newspapers than the average adult.



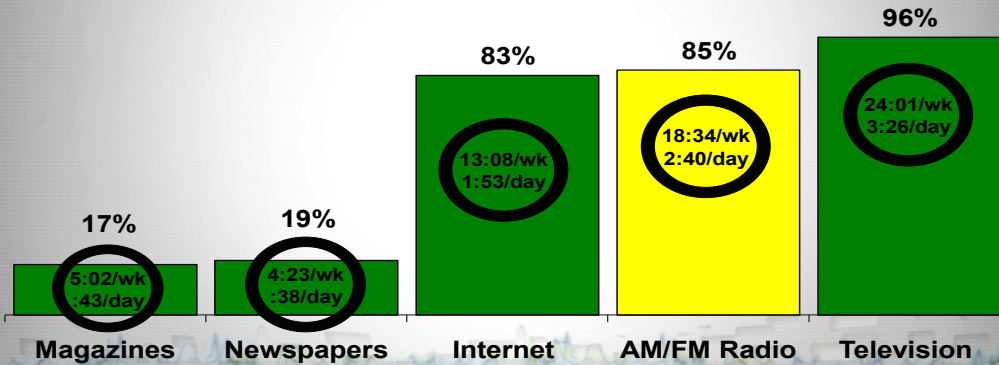
18-34 years olds also tend to be more "audio centric" spending 35 minutes more with audio than their 35+ counterparts.

The 2012 USA Touchpoints data confirms the 2009 Nielsen/CRE findings:

## Even among young adults 18-34, Radio is #2 in weekly reach

% Weekly Reach of Media  
Adults 18-34

Minutes  
Per User



Note: TV includes time-shifted viewing; Internet includes via PC, mobile & tablet;  
Newspaper and Magazine includes digital readership.

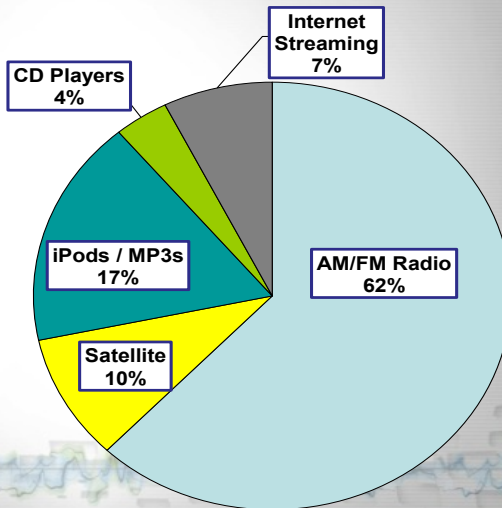
16

Source: 2012 USA TouchPoints

## Even among young adults, AM/FM Radio comprises nearly two-thirds of the time with audio

Share of Daily Audio Minutes

Adults 18-24



8

Source: 2012 USA TouchPoints