

# ABC and Clear Channel Media and Entertainment Join the Power of TV and Radio in New Multi-Faceted Partnership

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ABC and Clear Channel Media and Entertainment, today announced a multi-faceted partnership that combines the power of [TV](#) and radio to deliver innovative and compelling content to iHeartRadio listeners. The partnership will bring top ABC [News](#) and entertainment programming to Clear Channel's newly launched iHeartRadio Talk feature, which includes ABC [News](#), "Nightline," "20/20," "This Week with George Stephanopoulos" and exclusive content from "Good Morning America," plus highlights from "Jimmy Kimmel Live" and "The View." iHeartRadio has a finger on the pulse of the most talented music acts in the country and will help select talent for "Good Morning America's" 2014 Summer Concert Series. In addition, ABC will regularly showcase top iHeartRadio DJs on "Good Morning America."

The agreement delivers on ABC's dedication to expanding its network and channel brands across multiple platforms while connecting viewers with some of their favorite ABC shows via iHeartRadio, Clear Channel's industry-leading digital radio platform. Through the new iHeartRadio Talk feature, launching today in beta, each show will have a dedicated show page featuring the best highlights on-demand. In addition, "Good Morning America" will produce exclusive extras.

Under this multi-year deal iHeartRadio will become ABC's premier digital radio partner for "Good Morning America," "Jimmy Kimmel Live" and "The View" and will be instrumental in identifying the hottest up-and-coming and established artists for "Good Morning America's" 2014 Summer Concert Series - as well as providing the iHeartRadio DJ on "Good Morning America" beginning this fall.

"We're excited to partner with ABC and to offer them the ability to expand their powerful brands and content across new platforms, taking advantage of the incredible reach of our radio and digital assets to generate massive awareness for their consumers," said John Hogan, Chairman and CEO of Clear Channel Media and Entertainment. "This partnership also emphasizes the value that ABC and Clear Channel place on innovative new relationships that further [engage](#) consumers by giving them the content they crave and the mobility and convenience that they want."

"We are proud to kick off our partnership with Clear Channel by joining iHeartRadio, and we look forward to delivering unique ABC content to iHeartRadio listeners, anytime, anywhere," said Ben Sherwood, President of ABC [News](#).

"Our collaboration with Clear Channel will expand ABC's unmatched content to loyal viewers in the digital audio space while attracting iHeartRadio's dedicated listeners to ABC's top programs, including 'Good Morning America,' " said Steve Jones, Vice President and General Manager of ABC Radio. "This new partnership opens up incredible possibilities for cross promotion across radio and television as we work with Clear Channel to develop the 2014 'Good Morning America' Summer Concert Series lineup and this fall's iHeartRadio DJ on 'Good Morning America.' "

## Highlights Include:

**iHeartRadio Talk is the Exclusive Digital Radio Platform for ABC's "Good Morning America," "Jimmy Kimmel Live" and "The View:"** In addition to ABC [News](#) short-form content including U.S., Business, Technology, Political, and International news and audio editions of "Nightline," "20/20," "World [News](#) with Diane Sawyer" and "This Week with George Stephanopoulos," iHeartRadio Talk will be the only digital radio platform on which listeners can hear highlights from "Good Morning America," "The View" and "Jimmy Kimmel Live." ABC will also create exclusive content for iHeartRadio Talk from "Good Morning America's" contributors and guests.

**iHeartRadio/ "Good Morning America" (GMA) Integration:** iHeartRadio will provide a weekly iHeartRadio DJ on "Good Morning America" segments beginning this fall. The weekly segment will feature an iHeartRadio DJ spinning hits in front of a studio audience and live on "Good Morning America." [ABC](#) and Clear Channel will also work together to book artists for the highly anticipated "Good Morning America" 2014 Summer Concert Series.

**The Power of Radio: iHeartRadio launches campaign to support Global Poverty Project.** Clear Channel's iHeartRadio digital radio platform is launching a dedicated digital station titled Global Citizen Radio and the company's six New York stations are donating \$700,000 worth of website space to promote a free concert planned for next month on the Great Lawn of New York's Central Park. The concert, featuring Stevie Wonder, Kings of Leon, Alicia Keys, and John Mayer, is to draw attention to the work of the Global Poverty Project, which works to motivate people to help end extreme poverty by 2030. The concert is free, but people will need tickets which will be awarded in ways to promote social activism. Global Poverty Project founder Hugh Evans says they've learned that "music can be a strong motivator to encourage citizen action in the movement to fight extreme poverty." There is one other media connection — the Global Poverty Project says the Central Park concert is only possible because of critical funding they received from a foundation created by CBS chairman Sumner Redstone

**iHeartRadio sees Red with new channel devoted to superstar pop producer.** Borrowing a page from satellite radio, Clear Channel has given acts like The Eagles, Christina Aguilera and Weezer a digital station of their own on iHeartRadio. Now it's pushing the trend in a new direction by giving a music producer his own channel. But not just any knob-twiddler. The list of acts that Grammy winning producer, musician and songwriter RedOne has worked with reads like the current CHR chart, including Jason Derulo, Nicki Minaj, Pitbull, Austin Mahone, Bruno Mars, Calvin Harris, Daft Punk, David Guetta, Jay-Z, Justin Timberlake and Robin Thicke, among others. He'll host "Red's World Radio," featuring talk segments from him and some of his colleagues discussing their inspirations, topics and highlights of their careers and introducing some of their favorite music. "With this station, the music creator becomes the music curator," Clear Channel president of national programming platforms Tom Poleman says. "It's a great way for listeners to discover tomorrow's hits early and hear the story behind the music from the man writing

and producing the music." The station will feature music from artists on his 2101 Records label, acts he's worked with on other labels and music that influenced and inspired him. The producer has more than 55 international hit singles to his credit in the past three years, including 28 No. 1 singles. The channel's executive producer is former radio executive Ray De La Garza, now 2101 Records general manager.

## 8/5/13: Australian broadcaster ARN launches iHeartRadio service

### CC-created iHeartRadio to compete with Pandora in Australia and New Zealand

Posted by: [Paul Maloney](#)



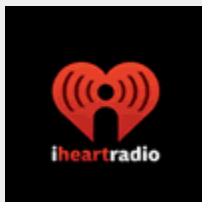
**ARN**, the **Australian Radio Network**, has launched digital music service **iHeartRadio in Australia and New Zealand**. Of course, iHeartRadio is the online radio platform created by U.S. media giant Clear Channel.

**Like the service** in the U.S., the Australian iHeartRadio will offer live radio streams, a **custom radio** feature (a la Pandora), and reportedly more than 850 playlists curated for moods or activities called "**Perfect For**" channels (a la Songza).



**All of ARN's** broadcast stations are available as live streams on iHeartRadio now. On September 23, iHeartRadio will add ARN's "American sister stations and New Zealand's TRN" stations, for a total of more than 900 live station streams, reports B&T.

**The service** is free to use for listeners, with limited advertising. The live radio streams will still contain the on-air ads of the stations, but aside from audio and video pre-rolls, the online-only features will be ad-free (as in the U.S.).



"**ARN is one of the last** radio networks to bring a music streaming service to market," writes B&T. "**DMG Radio Australia partnered with Rdio** in August last year and **Song1**, a joint venture between Southern Cross Austereo and DMD, launched in beta in March."

**U.S.-based** wecasting leader **Pandora is also in Australia and New Zealand**. AdNews reports Pandora will meet its target of one million Australian users in the coming months, and will soon introduce advertising to the streams.

Pittman noted very positive results for the iHeart initiative. “Emphasizing our focus on connecting consumers to their favorite stations, artists, and content wherever they are, iHeartRadio registered users were up 162% from last year’s second quarter and reached the milestone of 30 million registered users in less than two years.”

Pittman is also bullish on the radio industry as a whole. He stated, “Industry research shows that broadcast industry radio listening is also growing – up 9% over the last decade – and remains the #1 source of music discovery and the #1 listening choice in the car by a wide margin.

**TV on the radio: ABC and Clear Channel will cross-promote each other in multi-year partnership.**

Of all the content deals Clear Channel has struck for iHeartRadio Talk, one with ABC stands out as the most far reaching. The multiyear deal gives ABC another platform to distribute (and promote) content from its signature news and entertainment shows, including “Nightline,” “20/20,” “This Week with George Stephanopoulos” and “Good Morning America,” plus highlights from “Jimmy Kimmel Live” and “The View.” ABC will also create exclusive content for iHeartRadio Talk from “Good Morning America’s” contributors and guests. But the deal goes beyond spoken word programming. Clear Channel will help select up-and-coming and established acts for a “Good Morning America” summer concert series to launch next year, something likely to enhance the radio company’s clout and influence with recording acts, artist managers and record labels. In return, Clear Channel air talent will be showcased on GMA — and shift away from NBC’s “Today” show. Beginning this fall an “iHeartRadio DJ” will spin hits in front of a studio audience and live on TV as part of a new weekly “Good Morning America” segment. ABC’s spring and fall TV seasons will also get some cross-platform love. Clear Channel will feature ABC shows in nine-week promo campaigns for both seasons that entail digital, social, mobile and on-air promotion. ABC in turn will promote “Good Morning America on iHeartRadio Talk” on its Times Square, New York Jumbotron and via ABC digital

properties. ABC Radio VP/GM Steve Jones says the partnership “opens up incredible possibilities for cross-promotion across radio and television.

**Alliance with Spreaker moves iHeartRadio into user-generated content.** Beyond on-demand access and the ability to customize non-music streams, the just-launched iHeartRadio Talk finds Clear Channel taking a step into the world of user-generated content. It has partnered with Spreaker, a San Francisco-based company known for an audiocast application used for creating and sharing live audio content across the internet. Spreaker is adding a button to its web and iPhone app that allows “everyman” users to submit their shows to iHeartRadio for consideration. Clear Channel programmers will review the material and add what they deem worthy and provide feedback to those who are rejected. Clear Channel Media & Entertainment president of digital Brian Lakamp says it will help the company find and develop new talent who can then share their perspective through what he calls “an audio Twitter.” A little league coach might develop a show based on his favorite baseball team or politicians could host what Lakamp calls “wireside chats” to connect with their constituents. “It adds a publishing capability and a mass market consumption platform for consumers to start leaning in and providing content,” Lakamp says. He compares it to the arrival of WordPress blogging technology 10 years ago, which helped usher in citizen journalists and new web-only publications like the Huffington Post and Tech Crunch. But iHeartRadio isn’t the only webcaster looking to offer one-stop shopping for all things spoken word. It shares the stage with online radio aggregators and recommendation services like Stitcher, Swell and UberTalk.

**Windows phone adds iHeartRadio.** Windows 8 smartphone users will now have access to iHeartRadio with the release of a new version of the application for the Microsoft handset. For two weeks beginning today, iHeartRadio will also be featured in Microsoft's "Summer of Appiness" campaign, which encourages customers to visit their local Microsoft retail store to experience the latest version of the app. "We're excited to showcase the best apps available on Windows Phone 8," Microsoft senior director of marketing Kelly Soligon says. It's the second half of a return of sorts for broadcast radio to the Windows phone. **While the previous Windows 7 model had a built-in FM receiver, Microsoft's latest model dropped that feature with an emphasis on apps.** TuneIn, which also aggregates broadcast radio stations, released its Windows 8 app earlier this year. Clear Channel president of digital Brian Lakamp says they've been working with Microsoft to develop a version of iHeartRadio that capitalizes on the Windows phone's Live Tiles layout. "Adding Windows Phone 8 to iHeartRadio's mobile platform portfolio reflects our commitment to be available everywhere our listeners are with the ultimate radio listening experience they expect," he says in a statement. The latest ComScore data shows Microsoft has a 3% share of the U.S. smartphone market, trailing Android, Apple, and BlackBerry

**A major new music video world premieres on radio station websites today.** The websites of radio stations aren't typically top of mind among artist managers and record labels when deciding where to world premiere a new music video. But depending on the size of the radio group and amount of promotion it's willing to tender, that may be changing. The websites of Clear Channel's roughly 80 CHR stations today will exclusively world premiere the new video from the Jonas Brothers current single "First Time" starting at 10am ET today. The premiere is being promoted via the stations' Facebook pages, which have amassed more than 700,000 "likes" in the top five markets alone. The video will also stream on iHeartRadio. Clear Channel exclusively debuted a new video for Madonna on more than 1,600 digital billboards around the world in February 2012 but this is the first time its CHR station websites have been used to premiere a music video. As large radio groups continue to invest in building out their digital platforms and using their marketing muscle to drive audiences to them, station websites could become a compelling alternative to online sites like YouTube and Vevo for video world premieres.

## IHEARTRADIO GETTING MASSIVE PROMOTION

6-24-13

Across the country, radio stations are pumping out spots promoting Clear Channel's iHeartRadio. In the weekly Media Monitors report of spots played on radio, iHeart moved into the number two slot, behind Home Depot (59,831). Week after week, The Home Depot continues to be radio's number one advertiser according to Media Monitors. Rounding out the top five last week were GEICO (33,695), McDonalds (30,012), and Midas (26,296).

**Like America, iHeartRadio has become mostly mobile.** The Jetsons cartoon was comically futuristic but a lot of what was portrayed may seem more like reality TV to today's kids. Did the creators get 21st century America correct? Maybe not. Clear Channel CEO Bob Pittman told the Advertising Research Foundation conference yesterday that Americans don't really want a "smart house" after all. "The consumer really didn't want to stay at home," he said, noting Americans now spend 70% of their waking hours on the go and **expend 31% more time in their car than a decade ago.** "We thought that they wanted to be in the home because that's what we could deliver — what they really wanted was all that choice and control but not to be tethered," Pittman said. That's good for radio, and for iHeartRadio, he said. "We started off with the PC being the big platform in July 2011 — **today 61% of the usage is mobile,**" Pittman said. It's a similar story at Pandora, which said in the first quarter listening on mobile devices represented 79% of total listener hours — with two-third of its revenue coming from mobile advertising

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## **Bott Radio Network Joins iHeartRadio**

5-29-13

The 93 stations of Christian Talk Radio Network, Bott Radio, can now be heard on iHeartRadio. BRN CEO Rich Bott said, "We're delighted to expand the reach of our programming to serve an ever expanding audience with this new, incredibly large and diverse digital platform. Clearly iHeartRadio is the dominant provider in this new digital arena and we are pleased to present our format on this platform."

The CW Television Network and Clear Channel are teaming up for TV broadcasts of four Clear Channel event franchises, including the iHeartRadio Festival in Las Vegas this September and the Jingle Ball concert series in November and December. The CW made the announcement at its upfront presentation Thursday morning.

The multi-year partnership begins July 15, when The CW will broadcast highlights from The iHeartRadio Ultimate Pool Party, which takes place June 29- 30 in Miami. An airdate for a two-day special from this year's iHeartRadio Festival will be announced in July, when the artist lineup will also be revealed. The CW had much success with its first airing of an iHeartRadio special last October, when the network achieved its highest ratings in five months with 1.2 million viewers.

Highlights from the 14 Jingle Ball concerts will air in December, while iHeartRadio's occasional album release parties will air during release week for participating artists. Taylor Swift and Justin Timberlake were the inaugural performers for the latter franchise during their respective release weeks.

"This is something I've been discussing with Bob Pittman ever since I first came to Clear Channel nearly two years ago," says John Sykes, president of Clear Channel Enterprises. "Clear Channel is more than just a radio company. We're creating entertainment events that you'll be able to listen to on the radio, stream online and now watch on TV. We were impressed by the

appreciation [CW president] Mark Pedowitz had for our programming, and are excited to have a multi-tier broadcast partner like the CW working so closely with our entertainment team.”

Sykes added that Clear Channel is also developing two other TV specials for a to-be-determined broadcast partner. “We’re about six months away” from announcing news, he said.

The added TV reach could also be a boost for Clear Channel’s event sponsors, who now have the opportunity to amplify their event partnerships with a TV extension. Macy’s showcased its Rising Star competition with winners Megan & Liz during The CW’s broadcast of IHeartRadio last fall, while Target sponsored The CW’s broadcast of Timberlake’s album release party in March to extend its partnership with the singer.

## Clear Channel shows off advertising l'eau-how

**A Peruvian billboard has produced 15,000 litres of drinking water from the surrounding air**

17 May 2013, 13:02

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Clearly, one of the coolest aspects of TV's *Mad Men* is the way the razor-sharp suited advertising execs can saunter into their offices and pour a cocktail from their own well-stocked drinks cabinet.

So the fuss HR kicked up when The Tank tried to shake up highballs at our desk came as quite as a surprise. "But it's for team morale!" we cried, before reminding the burly security staff escorting us from the premises that they were our "beshst mate" and that, while we don't say it much, we "honestly love you man". Well, that was until they snatched the vermouth we'd stashed by the tea caddy.

Fortunately, the guys at outdoor advertising company Clear Channel International are a bit more sophisticated at mixing work and drinking: they've built [a billboard that's generated 15,000 litres of water from humidity in the air](#) since it was installed at a Peruvian village six months ago.

The \$32,600 billboard at Bujama was developed with academics and other media agencies. It uses a panel that traps and extracts water vapour from the air using a condenser, storing the water in tanks before it is filtered and flows down a pipe to a tap at the bottom of the structure. It provides an average of 96 litres of drinking water each day to Bujama residents, many of whom do not have access to a clean water supply, and also helps tackle the issue of plastic waste from bottled water.

"This campaign showcases the true potential of outdoor advertising," said Aris de Juan, regional president of Clear Channel Latin America, who earlier that day had gone to work on an egg, bought a Mars bar to help him work, rest and play, and taught a gorilla to play the drums.

"Through exceptional creativity and use of technology, Clear Channel Peru and its partners have achieved an extraordinary social outcome," he added to a snap of burgundy braces.

Yet despite this success story, The Tank's suggestion to set up a similar device at a nearby distillery to capture whisky fumes was strangely rejected. Still, The Man can't stand in the way of progress –or drinking in the afternoon – forever.

## ***iHeartRadio now at 30 million registered users***

By [cmarcucci](#) on May, 13 2013 with [Comments 0](#)

iHeartRadio, Clear Channel's app and online destination for 1,500 radio stations and music discovery, has surpassed 30 million registered users. Hitting that number in less than two years since launch, iHeartRadio says it is second only to Instagram as the fastest-growing digital service in Internet history — a growth rate two times faster than Facebook.

Since iHeartRadio listeners are not required to create an account to stream broadcast radio stations, the number of registered users reflects only a small snapshot of the service's overall reach, particularly given the 175 million downloads of the iHeartRadio mobile app and more than 60 million monthly uniques across its digital network, says the site.

iHeartRadio's recent placement on the iTunes Top 20 All-Time Free Apps list and coupled with its rapid growth points to a larger trend in consumer listening habits. Recent numbers from Katz Radio Group reported that broadcast radio comprises 92.4% of all audio listening, with digital claiming a 7.6% stake. CCME says that means iHeartRadio is bringing increased incremental listening to Clear Channel's 243 million monthly broadcast listeners.

"iHeartRadio sets the standard for how radio continues to fit into people's everyday lives. This latest milestone is another clear indication how our full-featured iHeartRadio experience resonates with tens of millions of people with more coming every day," said Brian Lakamp, President of Digital for CCME. "Being able to draw on Clear Channel's unparalleled range of resources allows us to continually innovate and improve on the user experience, while giving listeners access to both live radio and custom stations. When you combine this with the strong promotional power of Clear Channel's broadcast properties across the nation, iHeartRadio is well-positioned to continue or even surpass our current adoption rate."

iHeartRadio offers access broadcast and digital-only radio stations from more than 150 cities, plus user-created Custom Stations inspired by favorite artists and songs. In addition to Clear Channel's 850 radio stations, iHeartRadio also includes radio groups including Univision, Cumulus, Greater Media, WNYC NY, EMF's Contemporary Christian Air1 and KLove stations, college radio, Cox, Emmis, Salem and others.

**Expanded partnership with CW Network puts iHeartRadio on national TV stage.** Working to position itself as a broader media and entertainment company, Clear Channel has inked a three-year licensing deal with The CW Network that makes it the exclusive TV home for a growing parcel of iHeartRadio-branded music events. Announced during the TV industry's annual up fronts, the partnership gives the "fifth network" association with massive pop culture icons and the promotional wallop of 850 radio stations to drive tune-in. For Clear Channel, it's an opportunity to expand distribution of its content to TV audiences and build the iHeartRadio brand. Clear Channel Entertainment Enterprises president John Sykes calls it a natural alliance between a young-skewing TV network and a youth-targeted digital radio brand. "Our licensing deals come pre-wired with a great promotional package," he adds. After streaming and broadcasting live from last September's iHeartRadio Festival in Las Vegas, the CW received seven days of heavy on-air promotion for a one-hour TV special culled from the two-day concert. Sykes says it gave the network its highest rated show in seven months. Combined with a New Year's Eve rebroadcast, he says the telecasts netted an unduplicated cume of 2.2 million 18-49 year-olds. Sykes says expanding the Vegas festival and other radio events to TV "provides a national advertisement for our digital platform" as Clear Channel aims to make iHeartRadio "a household name" on an increasingly competitive digital music landscape

**A national TV stage for signature music radio events.** A new broadcast licensing deal with The CW Network will help Clear Channel expand the reach of its signature music events while building new revenue opportunities. "Jingle Ball," for instance, started in 1995 as local station concert for CHR "Z100" WHTZ, New York. Now held in 13 other local markets, the star-studded holiday concert will make its TV debut this December. "It's a great way to take these locally branded shows and make them a national brand," Clear Channel Entertainment Enterprises president John Sykes says. Launched last summer, "Ultimate Pool Party" gave Clear Channel CHR and rhythmic CHR stations a month-long promotion that sent contest winners to an exclusive, two-day concert at Miami's swank Fontainebleau hotel. Now it too joins The CW programming slate. And album premiers will become a cross-platform series — but only for the biggest stars. "It's an opportunity to create another pop culture event under the iHeartRadio music umbrella," Sykes says, while building "incredible anticipation" on the eve of the on-sale date for a major release. With TV-ready studios in New York and Los Angeles, Clear Channel is equipped for other televised concert specials. Adding TV also increases the moneymaking potential of its events. "They become a huge opportunity for us to monetize content we're creating for consumers with both national and local sponsors" Sykes says. -13

**Digital and events earn Clear Channel a place in Coke's big summer marketing campaign.** Radio's largest company is among dozens of high-profile partners in Coca-Cola's Open For Summer campaign. But radio isn't on the main buy for what the beverage maker says will be its largest summer campaign to date. Instead, it's events and digital that put Clear Channel Media and Entertainment alongside other Coke partners like AMC Theatres, Busch Gardens, Delta Airlines, Hilton and Universal Orlando. The campaign gets underway with the iHeartRadio Coca-Cola Open for Summer Concert featuring Trace Adkins Friday May 23 in Charlotte. The concert will be audio streamed on station websites and broadcast on 100 Clear Channel country stations during a 60-minute Memorial Day broadcast — as well as on iHeartRadio's Country Road Radio. What's described by Coke as a "long-term partnership" with Clear Channel also includes a co-branded Summer Concert Series with Of Monsters and Men, Jason Derulo and other acts at the iHeartRadio Theater in New York City. Coke says Open For Summer content will be showcased across Clear Channel radio stations and websites and that local personalities "will amplify the campaign" and give away chances to win a VIP experience at one of the concerts. The two companies will also conduct a co-branded integrated national cinema advertising campaign. The big-screen spots will encourage

moviegoers to download the iHeartRadio app and play up the summer campaign. Coke will also get a branded digital-only custom station this summer on iHeartRadio. While radio spots will air on Clear Channel stations for the Adkins concert and the iHeart theater shows, the campaign's main ad platforms are television, digital, out-of-home and mobile. That isn't surprising for a large national marketer that ranked 163rd among last year's highest volume radio advertisers, according to Media Monitors.

## iHeartRadio total listening hours in first quarter up 31% over last year

Posted by: [Paul Maloney](#)

Clear Channel's iHeartRadio reached 29 million registered users in the first quarter, more than half of whom were on mobile devices like smartphones or tablets.

Mobile listening accounted for 55% of the service's total listening hours during the first quarter, which were up 31% year-over-year, the company revealed in yesterday's 2013Q1 earnings report.

Competitor Pandora says more than 75% of its listening is now on mobile devices (see *The New York Times* [here](#)). And though Pandora says its mobile revenue is now growing faster than its mobile audience (see **RAIN** [here](#)), the webcaster recently capped mobile listening at 40 hours a month for users of the free, ad-supported streaming (more [here](#)).

## Clear Channel applies for a song-replacement patent for more flexibility in streaming.

[Billboard.biz](#) says CC is "working on a technology that would replace songs in streamed content with a different song, while accounting for the difference in song lengths." How? By using a "variable buffer delay" that would let a local station swap out material it doesn't want, for whatever reason. That could be because the local station has a somewhat different format. It could also be applied to syndicated shows which service multiple formats - like the John Boy & Billy show, which clear on both country and rock stations. The April 11 patent application is titled "Song replacement with content scheduling in streaming media," and you can read it [here](#). Of course a patent application may or may not lead to the granting of a patent, and the process can take years. But it suggests where Clear Channel's going. As Billboard says "the application does not specify if this technology would be employed on iHeartRadio

Clear Channel is working on a technology that would replace songs in streamed content with a different song while accounting for the difference in song lengths, according to a patent application recently filed with the U.S. Patent Office. Clear Channel declined to comment.

[The application](#) describes a technology that alters streaming content by substituting a different song for the one being played by a radio station. After the substituted song has been played, the "downstream" radio station resumes playing. The technology employs a "variable buffer delay" to account for the difference in lengths between the substituted and replaced songs.

The technology would alleviate problems that arise when a networked radio station shares programming with another. The application explains that content for one broadcast station may include songs or advertisements pertinent to one audience but not for the audience of another broadcast station. Another scenario finds content in a transmission from one radio station may content undesirable for the diverse audiences of the radio stations carrying the transmission. While a station could swap out its own advertisements -- they run the same length of time -- it's not feasible to swap out songs.

According to the application, some radio stations have attempted to resolve the problem by blacking out content from a stream or simply not streaming at all. Thus, a technology that would allow songs to be swapped out would create a better user experience and encourage more radio stations to receive programming from other stations.

The application does not specify if this technology would be employed on iHeartRadio, Clear Channel's Internet radio service that carries terrestrial radio broadcasts and also offers personalized streaming a la Pandora. iHeartRadio streams broadcasts from Clear Channel's 850 stations around the country as well as stations from the Cumulus, Emmis and Cox Media Group networks

## Study Overview



### Who?

- General population age 13-64

### When?

- September 18, 2012 through September 27, 2012

### How?

- Via an online survey using GfK KnowledgePanel™ with both English and Spanish versions
- The cooperation rate among the assigned sample was 49%

### What?

A questionnaire was designed to explore several key objectives:

- What proportion of the U.S. population age 13-64 use streaming audio monthly, weekly and yesterday?
- How many minutes by daypart are devoted to listening among yesterday streamers, and where is it listened to?
- Which platforms and devices are used to consume streaming audio?
- What type of content is streamed?
- What are streamers attitudes towards advertising while listening?
- How much is broadcast/satellite radio consumed?



## Key Findings

### Overall Streaming

- Nearly half (46%) of the US population age 13-64 have used streaming audio in the past month.
  - Computer is used the most to stream (78%) followed by smartphone (48%).
- The main drivers of streaming are the ability to use different devices and the vast selection of content available.

### Yesterday Streamers

- Almost six in ten (57%) past month streamers have streamed yesterday. (26% of pop.)
- The majority used only one device to stream (71%) – half with only a computer and a quarter using solely a smartphone.
- Computers tend to be used to stream more at work while doing other tasks, while smartphones come into play more when portability is essential such as when commuting.
  - Tablets are used because they are both portable and are already in use for other reasons.

### Streaming Content

- The majority of streamers listen to music (weekly & monthly streamers).
- Customized content comprises the lion's share of streaming time (average of 50%) across each day part for yesterday streamers.
- Past month streamers discover new content mainly through word of mouth or broadcast radio.



## Key Findings (continued)

### Reactions to Advertising

- Most past month streamers are aware of visual ads while listening, however they tend to tune them out or find them distracting.
- Half do feel that they are worth putting up with considering the content is free.
- Findings are consistent with similar questioning in other surveys for other media.

### Locations

- Streaming among yesterday users occurs more at work during the week and at home on weekends.
- One in five past month streamers prefer to listen to streaming audio with others. (9% of pop)

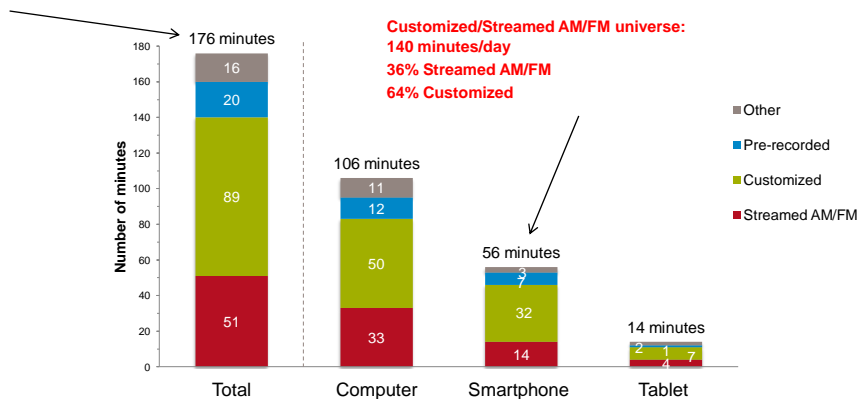
### Streaming Among Demographic Groups

- Hispanics are somewhat more likely to have streamed yesterday compared to Total U.S. (31% vs. 26%), however they consumed fewer streamed minutes (148 min. vs. 176 min.).
- Black (Non-Hispanic) yesterday streamers consumed more minutes compared to Total U.S. (219 min. vs. 176 min.), and past month streamers in this population are more likely than Total U.S. to have used a smartphone to stream (63% vs. 48%).
- Age is indirectly related to propensity to use streaming audio.
- Among those who streamed yesterday, younger listeners use a smartphone more and older listeners spend slightly more minutes using computer or tablet to stream.



## Time Spent Streaming Yesterday by Device Type

- Yesterday streamers also use the computer most to stream.
- Regardless of the device, Customized content wins the majority of listening time for yesterday streamers, followed by AM/FM streamed stations.



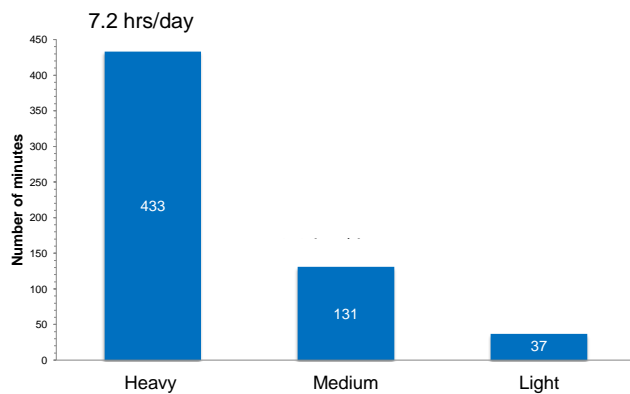
Q20/22/24. Thinking just about the occasions between [5 AM and 5 AM] yesterday when you listened to streaming audio on a [device], for each type of audio content in the grid below, enter your estimate of the total number of minutes you spent listening to any streaming audio of this type. This use could have been at home or in any other location.

Base: Yesterday Any Streamers (n=791)

## Time Spent Streaming Yesterday By Heavy/Medium/Light Streamers



- The top third of yesterday streamers account for 72% of all minutes spent streaming audio.
- Heavy 7.2 hrs/day, Medium 2.2 hrs/day, light 1/2 /day



Q20/22/24. Thinking just about the occasions between [5 AM and 5 AM] yesterday when you listened to streaming audio on a [device], for each type of audio content in the grid below, enter your estimate of the total number of minutes you spent listening to any streaming audio of this type. This use could have been at home or in any other location.

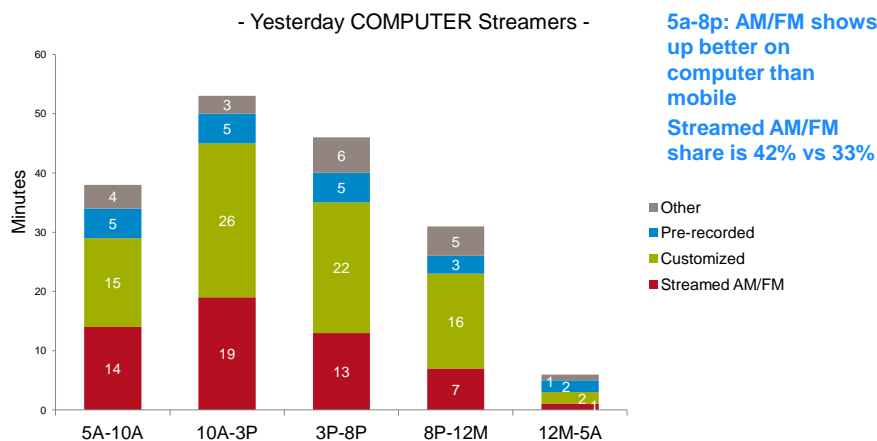
Base: Yesterday Streamers: Heavy (Top Tertile) (n=230); Medium (Middle Tertile) (n=241); Light (Bottom Tertile) (n=241)

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## A Day in the Life - Time Streaming on COMPUTER Yesterday



- Computer streaming peaks during the 10am-3pm daypart.
- Customized content has the highest listenership across the entire day.



Q20/22/24. Thinking just about the occasions between [5 AM and 5 AM] yesterday when you listened to streaming audio on a [device], for each type of audio content in the grid below, enter your estimate of the total number of minutes you spent listening to any streaming audio of this type. This use could have been at home or in any other location.

Base: Yesterday streamed on a Computer (n=492)

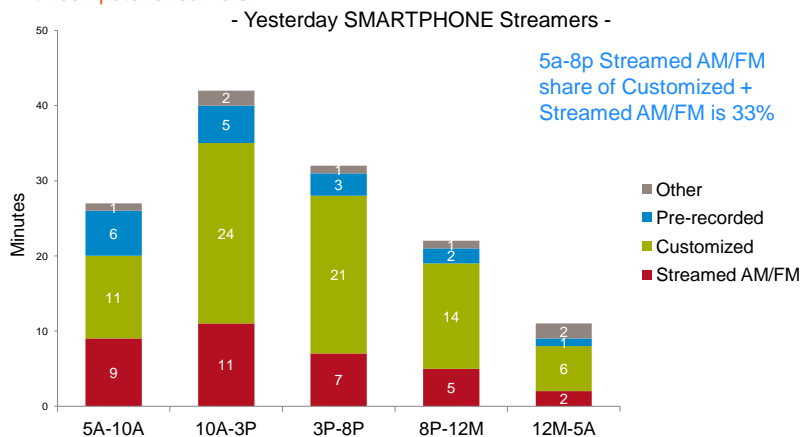
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## A Day in the Life - Time Streaming on SMARTPHONE Yesterday



- Smartphone streaming is also highest in the middle of the day, however the drop in listening time for AM/FM streamed stations and Customized after 3pm is sharper than with computer streamers.



Q20/22/24. Thinking just about the occasions between [5 AM and 5 AM] yesterday when you listened to streaming audio on a [device], for each type of audio content in the grid below, enter your estimate of the total number of minutes you spent listening to any streaming audio of this type. This use could have been at home or in any other location.

Base: Yesterday streamed on a Smartphone (n=333)

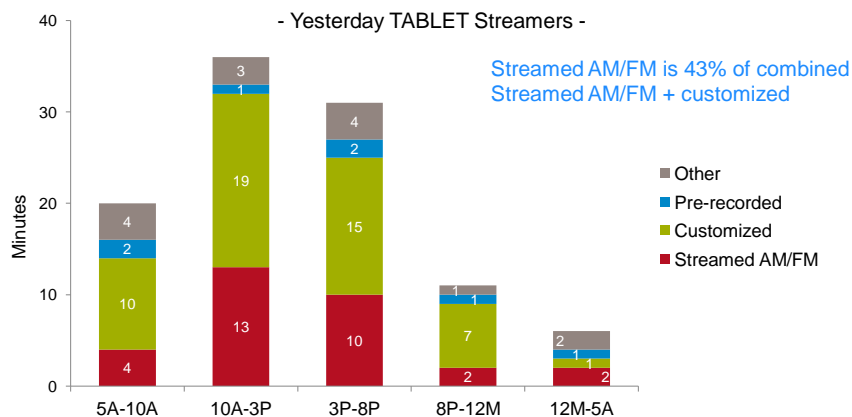
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20

## A Day in the Life - Time Streaming on TABLET Yesterday



- Daily streaming on a tablet largely follows the same general pattern of the other device streamers, except for a steeper decline after 8pm.



Q20/22/24. Thinking just about the occasions between [5 AM and 5 AM] yesterday when you listened to streaming audio on a [device], for each type of audio content in the grid below, enter your estimate of the total number of minutes you spent listening to any streaming audio of this type. This use could have been at home or in any other location.

Base: Yesterday streamed on a Tablet (n=111)

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## Awareness & Reaction to Visual Ads



- Over two thirds of Past Month Streamers have noticed on-screen ads while listening and about a quarter of those aware have ever clicked on an ad.

$.46 \times 68 = 30\%$  noticed

$.46 \times 26 = 12\%$  clicked

- Past Month Streamers -

- Aware of Visual Ads -



Q89. Frequently, when you access a streaming audio website or use a streaming audio app on a mobile device, there appear advertisements on the screen as you listen to your selections. Most of them offer an opportunity to obtain more information about a product or service by clicking or tapping on the ad. Are you aware of these visual ads on your computer or mobile device screen?

Base: Past Month Streamers (n=1,472)

Q91. Have you ever clicked or tapped on an ad to obtain more information about a product or service?

Base: Ad aware (n=991)

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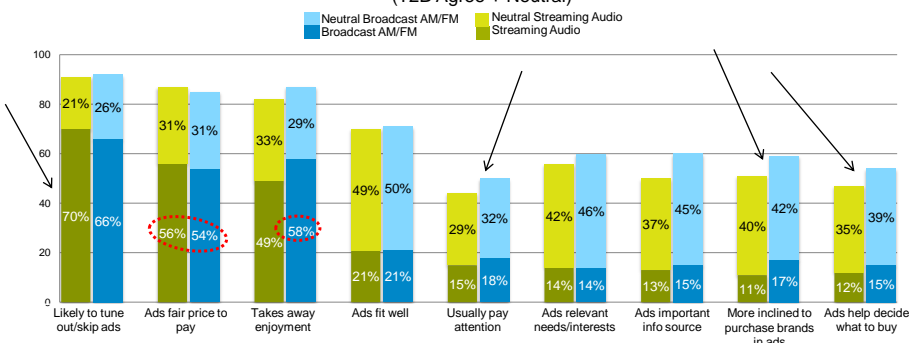
35

## Attitudes Towards Streaming and Broadcast AM/FM Advertisements



- Ads are generally not very popular among Past Month Streamers/Broadcast Listeners: about seven in ten skip them while streaming or listening to broadcast AM/FM.
- Ads detract from overall enjoyment more when listening to broadcast AM/FM than when streaming, however about half feel ads on either are worth it for free content.

– Past Month Streamers and Past Month Broadcast Radio Listeners –  
(T2B Agree + Neutral)



Q87. Please tell us if you agree or disagree with the following statements about ads you hear while listening to streaming audio content...

Q88. And please tell us if you agree or disagree with the following statements about ads you hear while listening to AM/FM radio content...

Base: Past Month Streamers and Broadcast Radio Listeners (n=1057)

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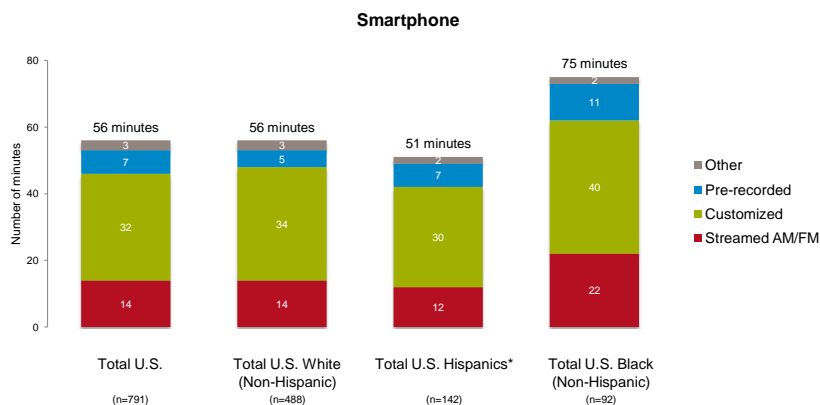
36

## Time Spent Streaming Yesterday by Device Type – by Race



- Yesterday Streamers who are Black (Non-Hispanic) streamed on a smartphone for more minutes than Total U.S. (75 mins vs. 56 mins).

% Streamed AM/FM + Customized to Streamed AM/FM: White 29%. Hispanic 29%, Black 35%



Q20/22/24. Thinking just about the occasions between [5 AM and 5 AM] yesterday when you listened to streaming audio on a [device], for each type of audio content in the grid below, enter your estimate of the total number of minutes you spent listening to any streaming audio of this type. This use could have been at home or in any other location.

Base: Yesterday Any Streamers

\*Note: Hispanics may also identify themselves as part of another race/ethnicity.

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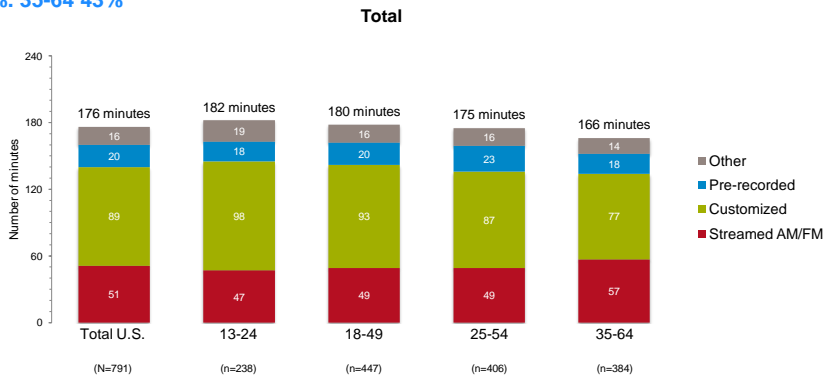
46



## Time Spent Streaming Yesterday – by Age

- Younger streamers listened for more minutes than Total U.S. (182 mins vs. 176 mins).
- Customized is streamed most by all age groups.

% Time with streamed AM/FM of Streamed AM/FM+ Customized 13-24 32%, 18-49 35%, 25-54 36%. 35-64 43%



Q20/22/24. Thinking just about the occasions between [5 AM and 5 AM] yesterday when you listened to streaming audio on a [device], for each type of audio content in the grid below, enter your estimate of the total number of minutes you spent listening to any streaming audio of this type. This use could have been at home or in any other location.

Base: Yesterday Any Streamers

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Clear Channel is working on a technology that would replace songs in streamed content with a different song while accounting for the different in song lengths, according to a patent application recently filed with the U.S. Patent Office. Clear Channel declined to comment.

[The application](#) describes a technology that alters streaming content by substituting a different song for the one being played by a radio station. After the substituted song has been played, the "downstream" radio station resumes playing. The technology employs a "variable buffer delay" to account for the difference in lengths between the substituted and replaced songs.

The technology would alleviate problems that arise when a networked radio station shares programming with another. The application explains that content for one broadcast station may include songs or advertisements pertinent to one audience but not for the audience of another broadcast station. Another scenario finds content in a transmission from one radio station may content undesirable for the diverse audiences of the radio stations carrying the transmission. While a station could swap out its own advertisements -- they run the same length of time -- it's not feasible to swap out songs.

According to the application, some radio stations have attempted to resolve the problem by blacking out content from a stream or simply not streaming at all. Thus, a technology that would allow songs to be swapped out would create a better user experience and encourage more radio stations to receive programming from other stations.

The application does not specify if this technology would be employed on iHeartRadio, Clear Channel's Internet radio service that carries terrestrial radio broadcasts and also offers personalized streaming a la Pandora. iHeartRadio streams broadcasts from Clear Channel's 850

stations around the country as well as stations from the Cumulus, Emmis and Cox Media Group networks

## **Lockerz Announces Innovative Agreement With iHeartRadio**

### ***Lockerz.com Will Offer Users All-in-One, Fully-Integrated iHeartRadio Digital Experience Plus Rewards for Sharing Live Stations and User-Created Custom Stations with Incentivized Radio Decalz***

By [Lockerz](#)

Published: Thursday, Nov. 29, 2012 - 12:33 pm

SEATTLE, Nov. 29, 2012 -- /PRNewswire/ -- **Lockerz, a leader in rewarded social commerce,** today announced an agreement with iHeartRadio, Clear Channel's industry leading, all-in-one digital radio service. **Under the agreement, iHeartRadio's 1,500 live stations and user-created custom stations will now be available on Lockerz.com.**

Beginning on November 29, Lockerz members will be able to share iHeartRadio stations as Radio Decalz in addition to their photos, images and videos. Members will also earn PTZ, Lockerz proprietary rewards, for sharing and adding their favorite music and [radio stations](#), exchangeable for discounts on thousands of products in the Lockerz Shop and at members' favorite national and local retailers.

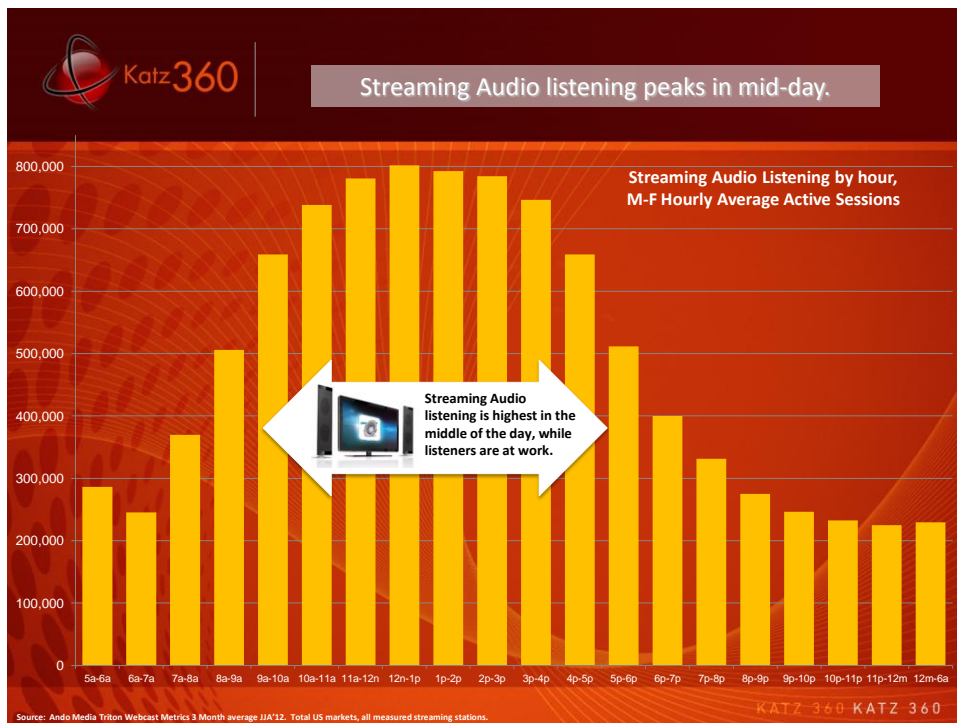
With the launch of the iHeartRadio experience on Lockerz, members can now become their own digital DJs, building music profiles through iHeartRadio's 1,500 live stations and user-created custom stations featuring a music catalog of 400,000 artists and 15 million songs.

"Lockerz has built an incredibly passionate and social user base and is a great distribution platform for us. We're excited that Lockerz leveraged our API program to offer their members iHeartRadio with the ability to curate and share their favorite iHeartRadio stations through Lockerz," said Brian Lakamp, President of Digital for Clear Channel Media and Entertainment.

"Music is one of the most powerful ways for Gen Z to express themselves. iHeartRadio fully satisfies our members' love for music with the best live radio stations and user-created custom stations," says Mark Stabingas, Chief Executive Officer of Lockerz. "By integrating iHeartRadio into Lockerz, users can enjoy their favorite music while sharing the things they are most passionate about."

Clear Channel definitely has pushed its way into the digital music mosh pit. [iHeartRadio's app](#), which streams 1,500 terrestrial radio stations, along with digital stations and 15 million on-demand songs, is gaining traction. Since launching on Facebook last year, it's attracted 20 million registered users and 5 million fans, said Song. The mobile app has been downloaded 135 million times since its launch four years ago. iHeartRadio also powers Yahoo Music's radio service, which streamed the iHeartRadio Festival and continues to show highlight clips.

Growth curve in the shape of a heart: iHeartRadio tops 135 million downloads. Pandora may have more users, but Clear Channel's iHeartRadio is growing at a faster clip. In fact its pace surpasses that of all the other entertainment platforms including Facebook, Twitter, Spotify and Instagram. That's according to updated statistics released by Clear Channel showing iHeartRadio has grown to more than 135 million downloads. President of digital Brian Lakamp credits the "unmatched promotional power" of radio for the "unprecedented growth." Clear Channel says 20 million iHeartRadio users have registered, which is required to use the custom station feature launched in September 2011. Clear Channel Media and Entertainment CEO John Hogan says iHeartRadio is a "key element of how Clear Channel continues to reshape the media and entertainment industry." The iHeartRadio platform has more than 1,500 stations, a list that includes all the Clear Channel stations and also many more from Cox Media Group, Cumulus Media, Educational Media Foundation, Emmis, Greater Media, and Univision, as well as a number of non-commercial stations such as New York Public Radio among others. Clear Channel says it adds up to more than 48 million unique users each month. By comparison TuneIn says it has about 40 million users each month while Pandora counts 59.2 million.



**Now listeners are thumbing songs up and down on broadcast radio streams.** The ability to thumb-up or thumb-down a song has mostly been confined to personalized internet radio and crowdsourcing platforms used by some stations for specific dayparts. Now the functionality is spreading to broadcast radio streams. Clear Channel has added thumbs-up and thumbs-down buttons for all songs as they play on some of its broadcast radio streams via iHeartRadio. While a listener thumbing a song on a broadcast stream doesn't directly influence what plays next, like it does with customizable radio, Clear Channel Media and Entertainment Digital president Brian Lakamp says it's another way for the company to obtain listener feedback. It could also entice more listeners to register with iHeartRadio. Clicking a thumb for users who aren't registered and logged in brings up the message: "Have an opinion? Please log in to give our DJs feedback." Options to log in or create an account are displayed below the message. Research shows radio stations that give their listeners effective ways to express their opinions may have an advantage. An online survey of female radio listeners aged 15-54 conducted in May by Alan Burns & Associates found a top difference between heavy and light radio listeners is that heavy listeners are 86% more likely to appreciate feeling that their opinions matter. "It gives listeners the sense that they're being listened to

and it's going to be more attractive to both heavy radio users and likely ratings respondents," consultant Alan Burns says. The ability to thumb a song isn't currently available for non-Clear Channel owned broadcast streams on iHeartRadio

By [Carl Marcucci](#) on Aug, 21 2012 with [Comments 0](#)

Considering the amount of folks listening to music (i.e. Internet Radio and streaming Broadcast Radio) and watching video over Apple devices, this could be pretty damaging to the ad insertion biz.

Dubbed "Seamless switching between radio and local media," the patent describes a method for "seamlessly switching media playback between a media broadcast, such as a radio broadcast, and media from a local media library." That seamless switching occurs when the respective device "determines that an upcoming media item in a media broadcast is not of interest to a user."

So basically, Apple's patent will allow users to listen or view their own stored media when ads are streaming.

It could also hurt Pandora: When listening to a station on Pandora, for example, users who don't pay extra will be forced to listen to commercials. Apple's patent seems to indicate that when those commercials are played, its devices will automatically go back to audio or video stored locally.

However, the patent doesn't just describe commercials. As Apple notes, users might not be interested in certain segments in shows, and can also have the technology take over and switch over to something else, [notes a CNet story](#).

In order to actually determine what's shown and take users out of the equation of switching to other media, Apple's technology uses broadcast listings, scheduling information, and Radio Data System (RDS) descriptions.

**RBR-TVBR observation:** Just because the patent is in Apple's hands, it doesn't necessarily mean they will use it any time soon. Radio stations that stream don't get a heck of a lot of revenue from ad insertions, so they

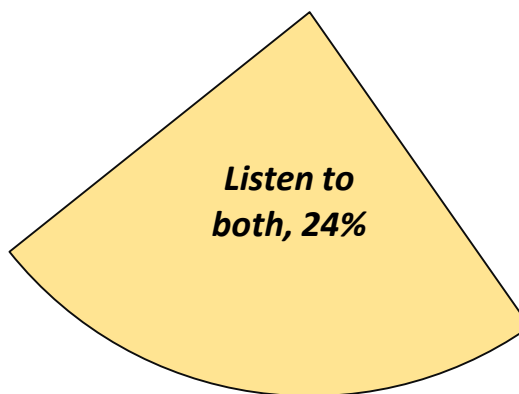
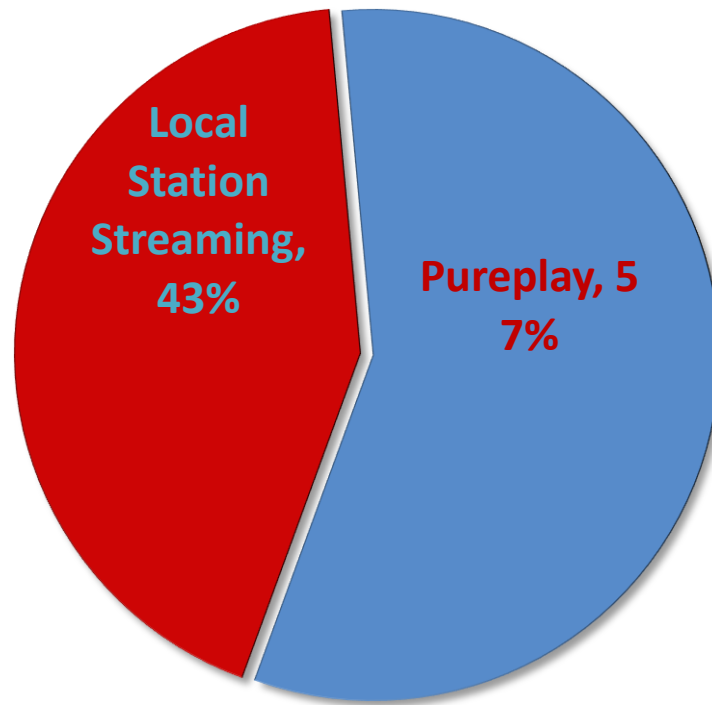
would suffer less than the TargetSpots (ad insertion networks) of this world. Pandora only plays one ad at a time, so users may not care so much to bother with replacing the ad with music. But if this is put into their devices and hyped right with advertising, it may move product. The problem then, of course, will be content providers denying Apple devices their streams altogether.

**Let listeners personalize broadcast streams.** Digitally-aggressive radio companies have talked about giving consumers the ability to personalize their broadcast streams while retaining their essential brand identity. In that scenario, a listener would still hear the personalities and other brand-defining, non-music content while being able to tweak the music mix to suit their tastes. Apple's new "seamless switching" patent could serve as an industry cattle prod to move the concept off the drawing board and into the hands of listeners. Industry reaction to the patent, which would allow users of an enabled mobile device to switch from a broadcast stream to music and other content stored in a library, has been mixed. Some say it will encourage more radio listening by better aligning the industry with audience expectations and demand. Others worry about listeners substituting commercials with music from stored media, subjecting radio to a different spin on the commercial avoidance issue the TV industry is grappling with. "It's somewhat of a paradigm shift in that it will require radio to evolve its content delivery strategies," Radio One general manager of local interactive Dan Shelley says. "It will be an overall win for the industry in that it will excite consumer demand." Consultant Mark Ramsey says it's inevitable that radio stations become personalizable but he believes they can get there without Apple. "It would be more seamless if radio offered this itself," he says. "Why cede that to Apple?" While it's not yet known if Apple intends to bring the patented technology to market, seamless switching would blur the line between radio and other services. "It would be Apple piggybacking on broadcast radio to create a new category of content which is under the control of Apple," Ramsey says. But others say that the ability to replace commercials or an unwanted song with other content won't dampen radio's appeal. "There always will remain something special about radio's ability to connect to its audience — the immediacy, the power of personality," Shelley says. "There are many things radio does better than its media brethren."

**'Seamless switching' has ramifications for how radio delivers advertising messages.** Should Apple bring its seamless switching

technology to market, and were it to catch on with consumers to the degree that previous Apple innovations have, it could cause radio to rethink how it monetizes audiences. Such a scenario could cause radio to think of itself as being more in the audience relationship business than the broadcasting business. In a world where a device learns a consumers' media preferences and automatically covers commercials with preferred content, stations would need to find other ways to convey client messages. "In radio, it will mean [marketers] will have to find new ways to deliver messaging in the presence of content," consultant Mark Ramsey says. "If I don't want to buy spots on your station, what else can you sell me that will deliver my message and not provide an opportunity to circumvent that message." Should Apple roll out seamless switching and were radio to face a widespread DVR-like listening experience, the industry would adapt, Radio One general manager of local interactive Dan Shelley says. "We are going to have to find new ways to leverage that relationship with the audience to ensure they pay attention to us and what our clients say," he contends. That could lead to more sponsorships, live endorsement ads, product placement and spoken word stations. Non-music stations would presumably have an advantage due to the seamless way personalities weave ad messages into their raps. Music stations would have a tougher time. Like Nielsen has with time-shifted viewing and commercial avoidance, Arbitron would need to adapt. "There's already a clamor for them to adapt faster to internet streaming," Shelley notes. "That would only intensify should Apple roll this out."

**Online Audio Universe - % of total U.S. Adults 25-54 listening**



**Clear Channel's iHeartRadio** has launched a new non-customizable stream called "**All Beatles & Stones Radio.**" As its name suggests, the stream plays *only* music by The Beatles and The Rolling Stones.

**Inside Radio reports** the station is a part of iHeartRadio's "Back To School" line-up of stations, **one for every letter of the alphabet.** "All Beatles & Stones" represents the letter A. Other featured artists will apparently include Passion Pit ("P"), Bananarama and the Bangles ("B"), Lupe Fiasco ("L") and others. **RAIN** could not find these other stations on iHeartRadio's website (besides the custom radio stations for each artist). *Inside Radio* refers to them as iHeartRadio Original stations, but they do not appear at time of publication on iHeartRadio's Originals page ([here](#)).

The "**All Beatles & Stones**" stream -- which does not allow the user to skip songs -- includes nothing but Beatles and Rolling Stones music, sometimes with songs by the same artist back-to-back. The music is only broken-up by an occasional short identifier.

**But most webcasters aren't allowed to do this.** After all, the Digital Millennium Copyright Act (DMCA) imposes limits on the use of music within Internet radio streams for webcasters that intend to use the statutory license. For example, webcasters are not allowed to play **more than 4 songs by the same artist in a 3 hour period** -- a rule iHeartRadio's Beatles/Stones stream broke several times just during the composition of this article.

"**These limits were placed** seemingly to make it more difficult for listeners to copy songs, or for Internet radio stations to become a substitute for music sales," writes industry attorney **David Oxenford** (pictured below), now a partner with Wilkinson Barker Knauer. He outlines some of the other DMCA restrictions in the *Broadcast Law Blog* [here](#).

## • Stay Connected to Home While Traveling with Internet Radio



• BY [BRUCE SCHOENFELD](#) | September 1, 2012 |

- There's a snarl on the Dan Ryan, half-hour delays on the Eisenhower, a multivehicle dust-up on the Stevenson. In other words, Chicago traffic is its usual mess. But what do I care? I'm in a hotel in Alabama.
- Instead of the TV, the voices in my room come from Chicago radio station WBBM. By listening in, I get a slice of the city's life: stories about the Cubs, a local museum exhibition, a controversial statement by Mayor Emanuel. I even hear commercials--"Take a vacation in your own backyard!"--for products and services unavailable elsewhere.

**A cube plus a heart equals web radio.** It's a cube. It's a game console. Now thanks to an internal Android operating system, Ouya is also a radio-listening device. Clear Channel says iHeartRadio is the first radio app for the gaming console, which is about the size of a Rubik's Cube. Unveiled last month, Ouya has tongues in the tech world wagging, in part because it raised \$1 million in funding within eight hours of appearing on the crowd-funding site Kickstarter. It's since added another \$5.5 million in funding

## FEDERATED MEDIA JOINS IHEARTRADIO

8-6-2012

Federated Media owns 17 stations in the the Northern Indiana Fort Wayne, South Bend, Elkhart-Goshen and Warsaw markets. In return, Federated Media will support and promote iHeartRadio on its stations and websites.

**A sixth top 10 radio group hops on iHeartRadio bandwagon. Salem Communications will join iHeartRadio in September, adding a sixth top 10 radio group to Clear Channel's digital platform. With 97 AM and FM stations in 37 markets, Salem** becomes the largest Christian broadcaster and the only exclusively commercial Christian group on the app, joining fellow Christian broadcasters Educational Media Foundation and WAY-FM. Clear Channel Media and Entertainment Digital president Brian Lakamp says. **The updated player also encourages registration — not just by requiring it to “create” a custom station — but by adding additional ways for users to access favorite and recently-listened-to stations. That helped it reach 10 million registered users in May, a figure**

that doesn't reflect its entire audience since registration is only required for the player's Custom Station feature.

## Radio Listening is Not Decreasing It's Just Shifting Devices...

### Daily Listening to AM/FM Radio

	2011	2012	
On a Radio	79.6%	68.7%	
	<u>X8qh</u>	<u>X7qh</u>	
	= 637	= 481	
Online	19.3%	24.8%	
	<u>x2qh</u>	<u>x6qh</u>	
	= 39	= 149	
On a Cell Phone	8.2%	13.4%	
	<u>x1qh</u>	<u>x5qh</u>	
	= 8	= 68	
Totals	= 684	= 697	<u>up 1.9%</u>

## In-Car Internet Access (In Dash, via Phone, etc)

Women who have – or know they have – access in their car....

<u>Total</u>	<u>18-34</u>	<u>35-54</u>
12.1%	15.4%	7.4%

Copyright 2012 Alan Burns & Associates

## Own or Have Use of

Device	Total	18-34	35-54
Laptop computer	81.6%	85.1%	76.3%
Smartphone	63.9%	73.7%	49.1%
iPod	56.7%	65.0%	43.0%
Mp3 or iPod input to car	44.0%	51.9%	32.6%
Cell Phone that can receive AM/FM	32.0%	37.5%	23.8%
Internet radio	25.9%	33.2%	16.1%
iPad	17.7%	20.4%	14.3%
Other tablet computer	14.3%	15.0%	13.7%

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## Weekly/Daily Media Usage

	Weekly %		TSL	
	2011	2012	2011	2012
Listen to Online Stream of a Radio Station	33.9%	42.7%	:30	1:30

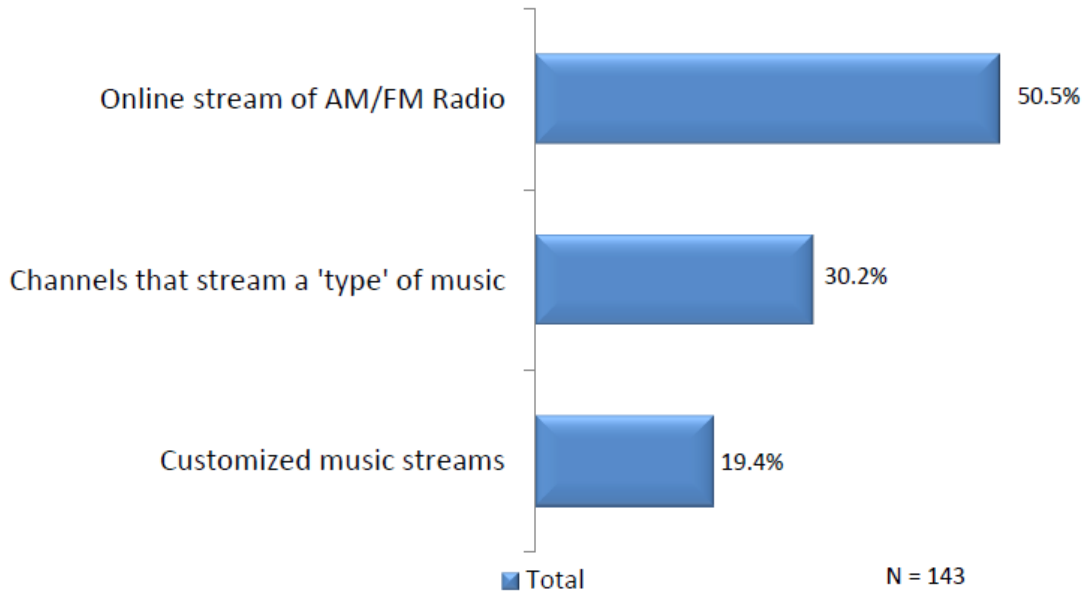
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## iHeart Radio

	<u>2011</u>	<u>2012</u>	<u>Growth</u>
Awareness	28.4%	53.3%	87.7%
Ever Listened to	9.9%	22.5%	127.3%

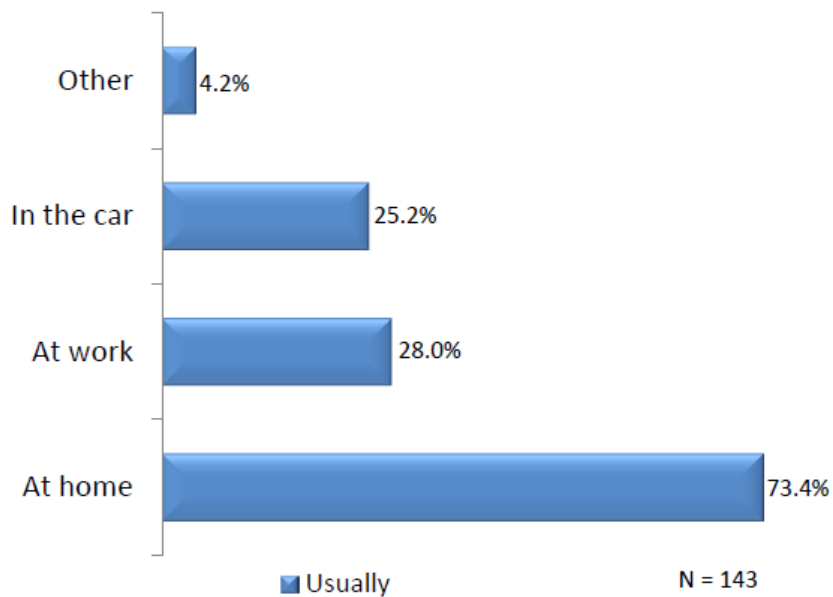
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## What Do “iHeart Mosts” Use it For?



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## Where Do “iHeart Mosts” Listen?



Copyright 2012 Alan Burns & Associates

## iHeart's Heavy Users Listen to a LOT of Radio

<u>Listen to Radio</u>	<u>iHeart Heavies</u>	<u>Indexed To Total</u>
Daily on a Radio	81.5%	114
TSL	2:00	114
Daily Online	50.3%	141
TSL	1:45	117
Daily on a Cell Phone	19.7%	200
TSL	1:30	120

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## Little Growth in Use of Internet Music Streams from 2011 to 2012

### Listen to Custom Music Streams On the Internet

	<u>2011</u>	<u>2012</u>
Weekly	42.1%	48.8%
Daily	22.1%	25.8%

Copyright 2012 Alan Burns & Associates

## How Much Do You Like the Music

iHeart vs Pandora

	Total	Radio on Radio HVY	Cstm Music Streams HVY	Pandora Users
iHeart Radio	8.4	8.7	8.9	8.4
Pandora	8.4	8.6	8.8	8.4

Copyright 2012 Alan Burns & Associates

## Heavy Streamers are Heavy Consumers of Media

	Total	Cstm Music Streams HVY	Index
Watch television	3:30	3:45	107
Facebook	2:00	3:00	150
Websites	3:15	4:15	131
Radio Websites	1:15	2:00	160
Twitter	1:15	1:30	120
Listen to AM/FM radio on a radio	1:45	2:30	128
Listen to online stream of AM/FM Radio	1:30	2:30	150
Listen to AM/FM on your cell	1:30	2:00	160

Copyright 2012 Alan Burns & Associates

Talking Jeff Johnson

7/12 iHEART RADIO's awareness and usage is growing at a much faster rate than PANDORA's, says data released today by ALAN BURNS AND ASSOCIATES.

BURNS AND ASSOCIATES unveiled the Digital Battleground portion of its annual study of women radio listeners in the second of four webinars. According to BURNS SVP JEFF JOHNSON, "iHEART's awareness grew five times faster than PANDORA's in the past year, and while PANDORA usage increased 10%, iHEART's nearly doubled. PANDORA has a significant lead in both measures, but iHEART is catching up fast. That shows the power of radio, when it's focused, to drive awareness of a new product."

*“ That shows the power of radio, when it's focused, to drive awareness of a new product. ”*

"Personalized music streams are not what women say is limiting their radio usage," commented CEO ALAN BURNS. "After time spent watching television, women cite 'too many commercials' as their radio usage limiter. And commercials are a big factor in the growth of personal stream usage. The top two advantages of personalized music streams for women are customization and fewer commercials. These women think they hear about 80% fewer commercials in personalized streams."

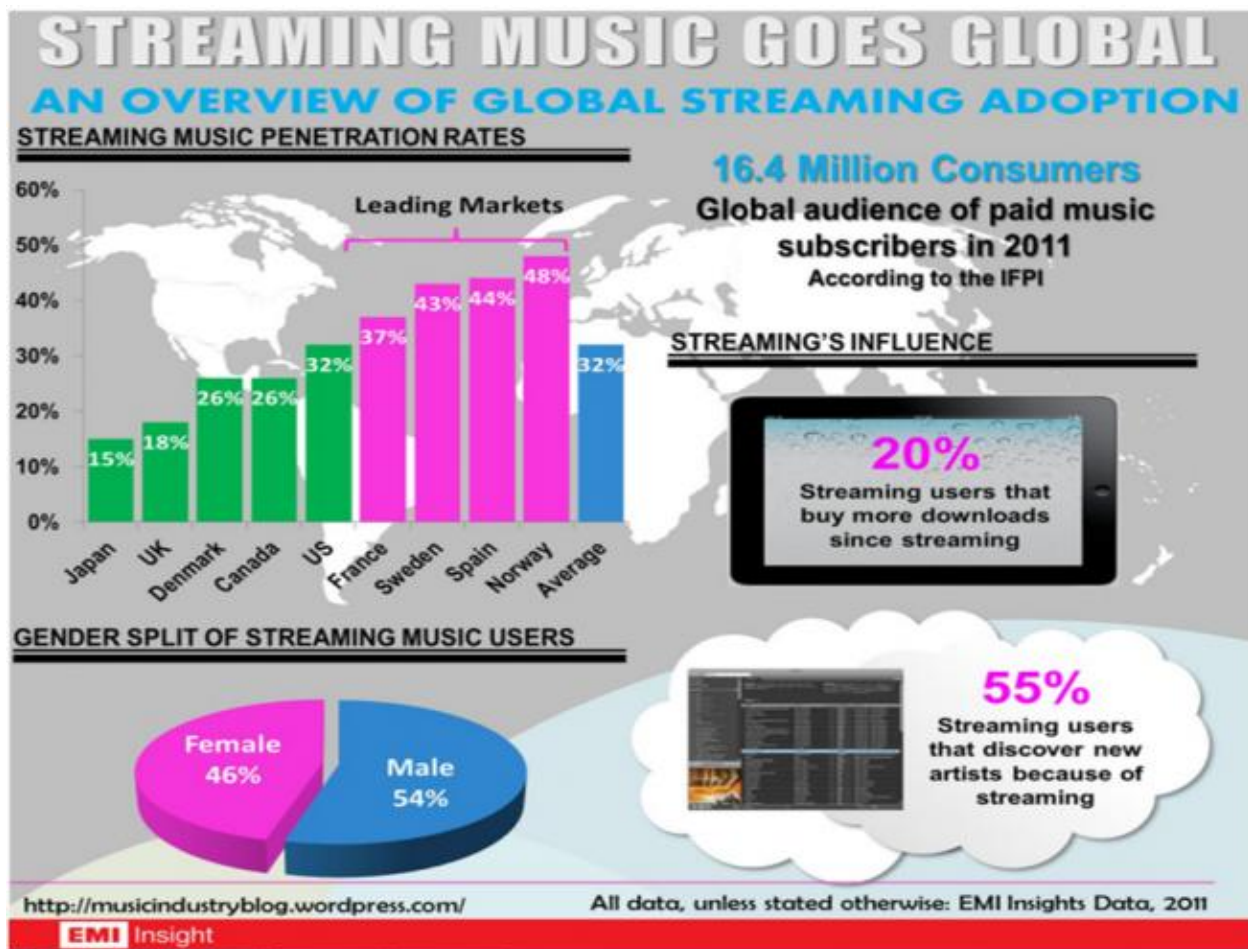
BURNS noted that the move by cell phone carriers away from unlimited data plans will likely have beneficial effects for radio over time. "As VERIZON and others move from unlimited to pay-per-minute buckets, it's going to attach a specific cost to listening to streaming music on your phone and/or in your car," he said, "and we've seen in our data that very few women are willing to pay to listen. Radio over the air will still be free, and thus in an even better competitive position than it is now."

YESTERDAY's webinar was hosted live from a session at THE CONCLAVE in MINNEAPOLIS. Next week, BURNS releases Top 40-specific data in a webinar entitled "Deep Dive Into Top 40."

BURNS AND ASSOCIATES researched the attitudes toward and usage of media and music plus the personal interests of over 2,000 women who came AC and Top 40 radio. The results are being unveiled in a series of free webinars presented by TRITON DIGITAL. To register for any or all of the webinars [click here](#)

**More women are creating their own custom channels, but the rate of growth slows.** From iHeartRadio to Pandora, one of the biggest attractions

for users is the ability to play digital deejay and create a station of one's own. A survey of women who listen to CHR and AC formats finds nearly half (49%) of respondents use the custom radio feature. That's up from 42% a year ago. One-quarter (26%) said they use a custom feature daily, up four points over last year's survey. But Alan Burns & Associates SVP Jeff Johnson says that's a slower rate of growth than they've logged in previous years. "We may be seeing the tip of the iceberg where custom music streaming has started to plateau," he says. Roughly one-third of people said FM/AM radio's advantages are local weather, traffic and news, with one-in-five saying personalities and ease of use. "That's nothing shocking, but it does reinforce how important localism is to radio over custom streams," Johnson says. On the flipside, people who used custom channels say they most like the ability to tailor content (56%), song skipping (52%), and what's typically a lighter spot load (37%). The survey also looked at in-car listening to online radio and found that women who have internet connection in their car are more than twice as likely to listen to a custom music stream on a daily basis. But Alan Burns says women who have a digital dashboard are big consumers of media overall — they listen to more radio each day and are more than twice as likely to listen to a broadcast radio station's webcast. He says that helps make up for the Time Spent Listening decrease. As for setting FM/AM radio aside for an iPod, 57% of women said they own or use the Apple mp3 player showing little change from 2011 or 2010 surveys. "I think we've seen iPod ownership and use peak," Johnson says. **"And it wasn't long ago that people were saying that iPods were going to destroy radio."**



Clear Channel Media and Entertainment's iHeartRadio has added 106 Cox Media Group and Emmis stations to its iHeartRadio digital platform. 86 Cox Media Group radio stations from 19 markets and 20 Emmis Communications radio stations from six markets will be available on the iHeartRadio platform wherever it is offered including the web, mobile devices and in automobiles. The groups add to iHeartRadio deals already in place with Cumulus, Greater Media, Univision, EMF's K-LOVE and Air1 Contemporary Christian stations, WNYC-FM and more.

iHeartRadio is Clear Channel's free, industry-leading digital radio service that offers more than 1,000 broadcast and digital-only radio stations from 150 cities, plus user-created custom stations inspired by favorite artists and songs. iHeartRadio reached 10 million registered users this past May.

## ***RAIN 5/23: Clear Channel redesigns iHeartRadio while adding streams from Greater Media and Cumulus***

**Revamped iHeartRadio site includes tweaked player, hopes to make it easier for users to find their stations**

**Posted by:** [Michael Schmitt](#)

**Clear Channel has redesigned** its web radio platform iHeartRadio as it adds hundreds of new station streams from Greater Media and (soon) Cumulus. The redesign aims to help users start listening to their station streams faster and make iHeartRadio's offerings clearer. (Find **RAIN's** coverage of iHeartRadio's redesign announcement last week [here](#)).

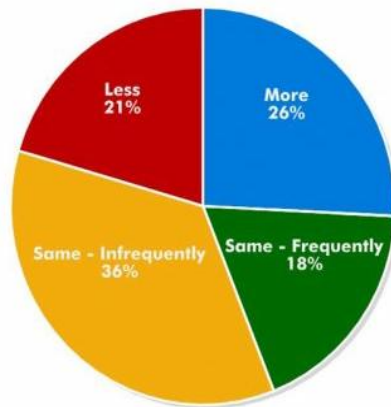
**For example, the previous** site's five navigation options have been simplified into just "**Find**" and "**Create**." Indeed, the site as a whole seems to divide itself into those two clear categories. The former refers to the service's AM/FM streams, with "Top Stations Near You," "Featured Stations" and the option to browse by genre or search for stations. "Create" of course refers to iHeartRadio's artist- and song-based Custom Radio stations. Clear Channel says the AM/FM streams make up the majority of listening on iHeartRadio.

**The new iHeartRadio homepage** also features a selection of the user's previously-listened-to stations, helping move the listener to his or her favorite stations as quickly as possible. The player has been redesigned to be more compact, while the "Discovery Tuner" now lists a **sampling of the artists** the user will hear with each setting ("Familiar," "mixed" and "less familiar").

**The site also now includes** streams from Greater Media's 22 stations, with an addition 570 stations from Cumulus Media to be added "in a series of batches" soon, *Inside Radio* reports. Greater Media announced it would add its streams to iHeartRadio in January (**RAIN** coverage [here](#)), while Cumulus announced the same in December (more [here](#)).

5/12 **Greater Media streams go live on new-look iHeartRadio.** Five months after announcing a partnership with Greater Media, Clear Channel has made the company's station streams available on iHeartRadio. That means a user accessing the digital radio platform from Philadelphia will see Greater Media's classic rock WMGK (102.9) and active rock WMMR (93.3) displayed under the "Stations Near Philadelphia" banner, alongside Clear Channel O&Os like CHR "Q102" WIOQ and alternative "Radio 104.5" WRFF. "Distribution and accessibility is what our participation in iHeartRadio is about, first and foremost," CEO Peter Smyth wrote in a blog post early this year. Greater Media's agreement was initially said to make iHeart its exclusive third party streaming aggregator. Yet the company's stations remain on TuneIn — at least for now. That's not the case with Univision, whose streams are carried on iHeartRadio but not on TuneIn. Numerous college stations are now also available on the iHeart platform, including Santa Monica College NPR affiliate KCRW and USC classical outlet KUSC. Clear Channel recently updated its iHeart iPhone app and bowed a new look for its web homepage, giving the site more promotional real estate. The new player pledges "a faster way to find, create and fine-tune your stations." (CBS Radio earlier updated the layout of its Radio.com homepage with more space devoted to promoting the service and adding sections for Latest News, featured stations and a Song Spotlight.) Clear Channel has been moving aggressively to beef up its content offerings, and ***it has also signed deals with automakers and consumers electronics manufacturers, including Xbox 360, Vizio and Sonos***. While the service has the same core functionalities and a similar look and feel across the web, mobile and Xbox, each aims to take advantage of the particular platform's uniqueness. Last week Clear Channel announced it surpassed ten million registered iHeart users — a number that it says doesn't take into account the millions of people who use its broadcast streaming functionality alone, which doesn't require listeners to register

## Pandora Listening Changes



### More People (57%) Are Liking It Less

**jacobs**  
media

techsurvey8

**Further fragmentation predicted for online radio.** Web radio executives predict a lot more competition is coming. "There's a huge flood of music services coming to the web," SoundCloud VP David Haynes predicts. "It's now technically possible to build Pandora in 24-hours," Haynes says. "And the kid who 20 years ago used to spend time in his bedroom listening to records isn't going to spend that time in a record shop, he's building the next Pandora, and it doesn't cost anything." As internet radio splinters, Slacker national advertising director Elgin Kim thinks listeners will look for something that broadcast radio has long provided: **curation (Slacker's CEO Kady has often said the same thing).** While paid Slacker subscribers are able to use a music download option, the webcaster has found that 85% of its paid customers already listen to some curated streaming radio. **"They want the lean-back experience and just be entertained," Kim says.**

The following is an interesting perspective from Slacker's CEO, Jim Cady re curation:

"We would agree that Pandora is primarily a playlist generator, where you put in a song or artist and their algorithms produce a playlist that matches

that criteria. Our programming approach, radio practices, content offering and general philosophy is built very closely to that of broadcast radio (Spotify's CEO Daniel Ek said the same thing above) and we believe that is a considerable benefit over the playlists that Pandora and others lean on for discovery. **It is very difficult to beat a well programmed radio station.**

Nielsen found 21% of iPad owners report regularly accessing radio through the device. That's nearly as high a percentage as iPhone users — 22% of which tune to streaming radio. Nielsen's survey finds iPad users are young: 63% are under the age of 35. **Two-thirds of users are male.**

### Geo Targeting

Over the course of 4 years 60+% of A18-34's in the U.S. will move, many to different zip codes. How many do you think will update their Pandora Pandora profile and change their zip code? Even if the move in the same county, many counties have numerous zip codes. Also a 2011 study by Blue Inc. found out that 88% of Internet users provided incomplete or incorrect information when creating a new account at a website. How effective does that make Pandora's ability to "target"?

Miscellaneous facts:

Radio aggregates people around things going on in their community. Pandora is incapable of doing this which means by definition is somewhat isolating.

The future is not an extension of the present

The battle for online listening is just getting started. Online audio habits are practically in the prenatal stage. If this were baseball an exact analogy would be that it is two outs in the top of the first inning. There's a Lot of action still yet to happen in this space with broadcasters becoming increasingly aggressive. Clear Channel debuted their iHeart app in Vegas in September 2011 that has 14,000,000 songs vs Pandora's 800,000. In Fact iHeartradio has more albums than Pandora has songs. There is intense competition in this space with AOL Radio launching custom stations that allow users to launch a station based on multiple handpicked artists, MOG and RDIO eliminating subscription cost, Rhapsody and Facebook entering the space .

The Jacobs 2011 and 2012 Tech Poll found that respondents said their favorite streaming music source was their favorite broadcast radio station, followed by other local stations. Pandora ranked third.

The advantages and flexibility AM/FM radio affords advertisers far exceeds that of any pureplay audio option.

## Radio vs. Online Pureplays

- Radio is on in every car
  - *Broadcast Radio connects with listeners as they drive from point A to point B – key to retail advertisers*
- Radio's multi-platforms provide variety
  - Blogs, podcasts, streams, texting, video, social networking, voting, etc
- Radio has personality and engagement
  - *Personalities and teams matter to listeners*
- Radio offers dynamic targeting
  - *Ads aren't just based on zip codes but audience communities, music taste and cults*
- Pureplays are not in cars
  - *It will take the Pureplays years, if ever, to reach penetration levels in cars similar to broadcast Radio*
- Pureplays are
  - *An internet service only*
  - *Automated based on preferences*
  - *Has no DJs to engage with listeners and*
  - *Currently has no local staff*

Clear Channel is still commercial free on the music creation side of iHeartRadio, the company also says it has **received 95 million downloads and upgrades of the iHeartRadio app** and had just under 112 million total listening hours in June which is an increase of 113% year over year. In addition, in 2012, Clear Channel has teamed up with many radio companies adding to the number of traditional radio stations on iHeartRadio from all over the country.