

# RADIO WORKS

## State of Radio

### Purpose:

Convey the key attributes of radio in all of its forms while addressing common misperceptions about the medium.

### Key Findings:

Radio is strong, vibrant and engaging with the power to influence brand preference, consideration and purchase.

## Fueling the audio content economy



### Key Takeaways:

- Radio is the #1 reach medium surpassing all others.
- Radio is the most efficient platform at driving attention and at the lowest cost per impressions.
- Radio is the most trusted medium, 2X more trustworthy than social media.
- Radio listeners adore their on-air radio hosts – 60% tune in because of them.
- Radio amplifies the effectiveness of other media.
- Radio Works!

Sources: Nielsen Audience Insights Q3 2023; Dentsu Attention Economy Study 2023, conducted by Lumen; iHeartMedia, Engagement Labs Trustworthiness Survey, July 2020; Jacobs Media Techsurvey 2024; Nielsen PPM Custom Analysis. Aggregate of incremental Reach Studies conducted in 2019/2020.