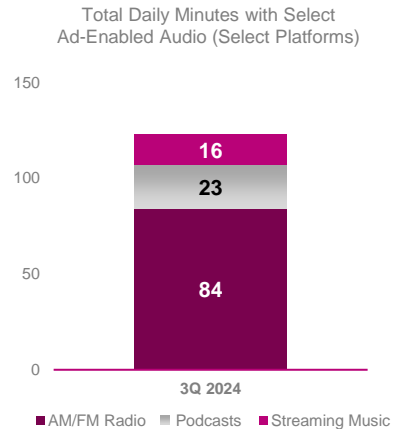
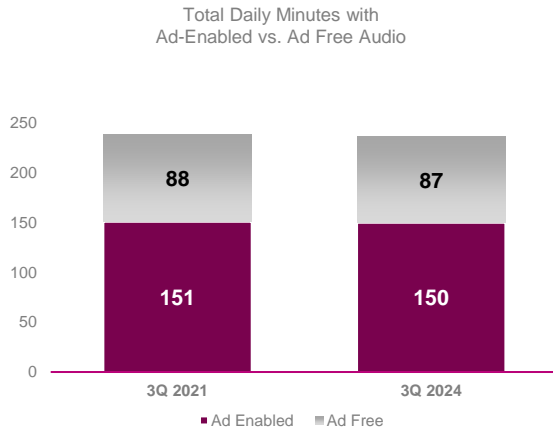


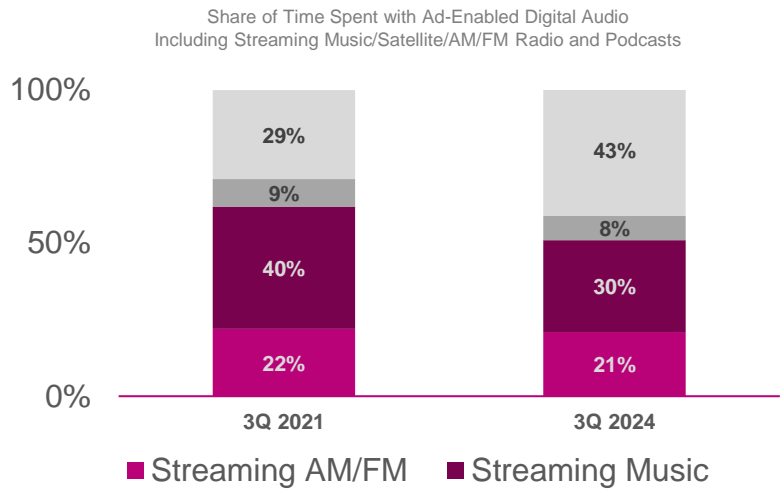
# 5 KEY TAKEAWAYS Audio Impact: Share of Ear with Edison Research



## 1. Nearly 2X More Time Spent with Ad-Enabled Audio

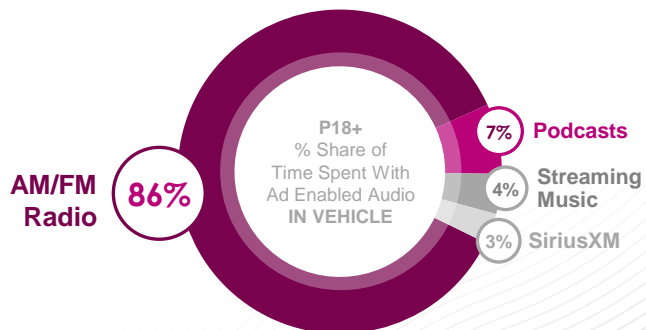


## 2. Podcasts Have Surpassed Streaming Music for Share of Time Spent with Ad-Enabled DIGITAL AUDIO



Source: Edison Share of Ear 3Q 2021 and 2024

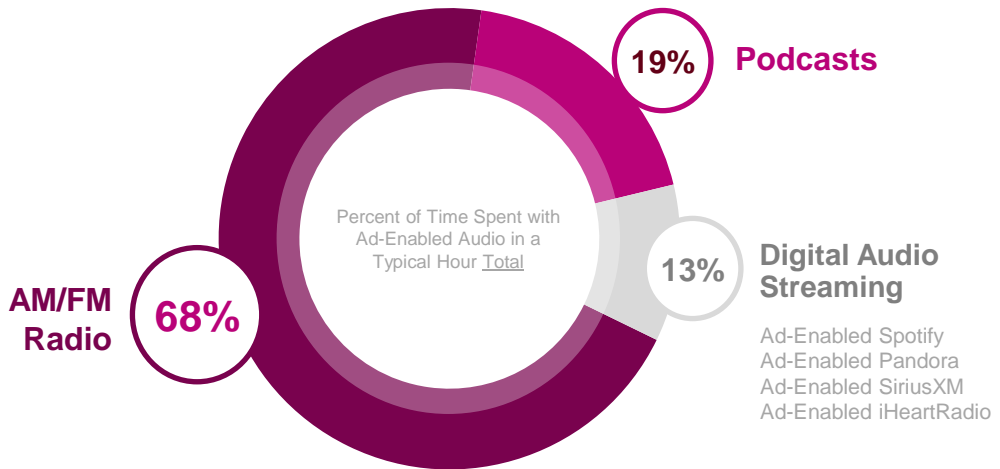
## 3. Radio Continues to Dominate In-Vehicle Listening



Source: Edison Share of Ear, Q3 2024 and iHeartMedia

# 5 KEY TAKEAWAYS Audio Impact: Share of Ear with Edison Research

## 4. The Vast Majority of Ad-Enabled Audio Listening is Radio and Podcasts



## 5. Digitally, Hosts and Sports Have Experienced the Most Significant Growth in Listening

Share of Time Spent with Ad Enabled DIGITAL AUDIO By Content Type Including Streaming Music/Satellite/AM/FM Radio and Podcasts

