

NEARLY 2X MORE TIME IS SPENT WITH AD-ENABLED AUDIO

Broadcast radio is the vast majority of listening

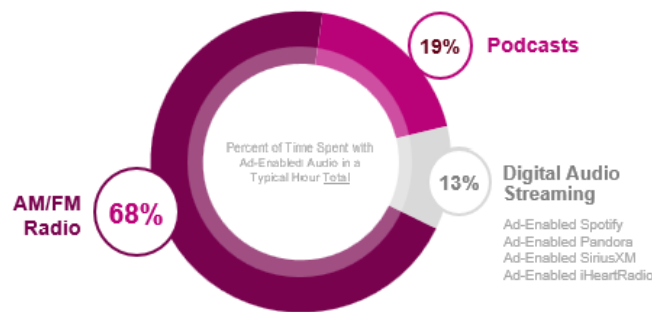
Purpose:

Unearth an understanding of how U.S. consumers across demographics are engaging with audio channels to inform marketers as to how to best utilize audio in their campaigns.

Key Finding:

Broadcast radio remains the #1 ad-enabled audio platform with listeners spending 84 minutes per day with the medium.

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



Key Takeaways:

- Nearly 2X more time is spent with ad-enabled audio than ad-free audio.
- Podcasts have surpassed streaming music for share of time spent with ad-enabled digital audio.
- Radio continues to dominate in-vehicle listening.
- The vast majority of ad-enabled audio listening is radio and podcasts
- Digitally, hosts and sports have experienced the most significant growth in listening.