

RETHINK THE MEDIA MIX: MOVE MORE AD INVESTMENT TO AMERICA'S #1 REACH, HIGH RETURN MEDIUM

Radio has transformed, progressed and modernized as the overall media industry has expanded and consumer choice has become more robust with media behavior fragmented.

From broadcast to podcast, streaming to social and everything in between, **radio commands the attention** of consumers, **radio deeply connects** with consumers and **radio drives indisputable outcomes** for brands.

RADIO Performs Strongly on Media Fundamentals.

Unparalleled reach, precise targeting, and significant attention levels.

RADIO is Integral to the Communications Mix.

Well-trusted, culturally relevant and gives brands a fresh way to engage consumers with key messages.

RADIO Elevates Audio Impact.

Multi-platform campaigns that include broadcast radio deliver a 50% uplift in Return on Ad Spend compared to those using digital audio alone.

RADIO Delivers Attributable Outcomes.

Effective tools exist to track conversion and other ROI measures, enabling campaigns to be optimized mid-flight. Nielsen's methodology modernization ensures better inputs for performance, tracking and ROI.

RADIO Measurement from Nielsen Begins the Process of Leveling the Playing Field for Radio

The Nielsen 3-Minute Qualifier modernization offers a more comprehensive and actual definition of radio's audience and their listening behavior.

More impressions among highly attentive and connected target audiences **will drive** (and has been proven to drive) even **better outcomes** and insights **from the top to the bottom of the marketing funnel** for brands.