



# MISPERCEPTION RADIO CAN'T TARGET A SPECIFIC AUDIENCE LIKE CABLE.

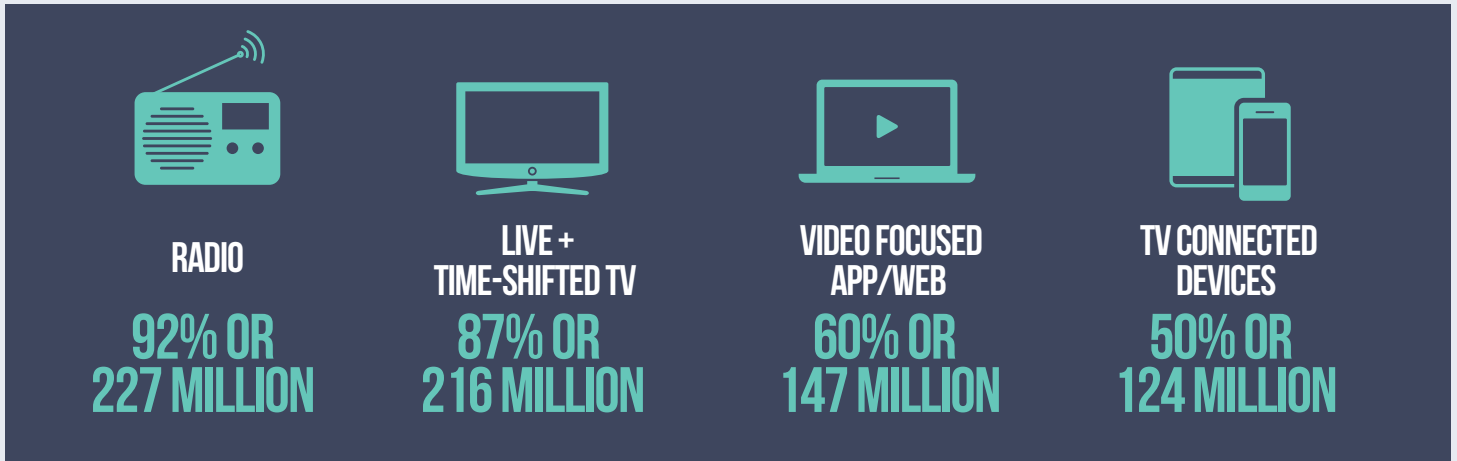
Radio touches the lives of over 227 million\* people weekly – more than any other medium. It also reaches people of various interests – from news junkies to sports enthusiasts to classic rock 'n' rollers – as well as product and service buying intenders.

\* (Source: Nielsen, Total Audience Report, Q2 2018)



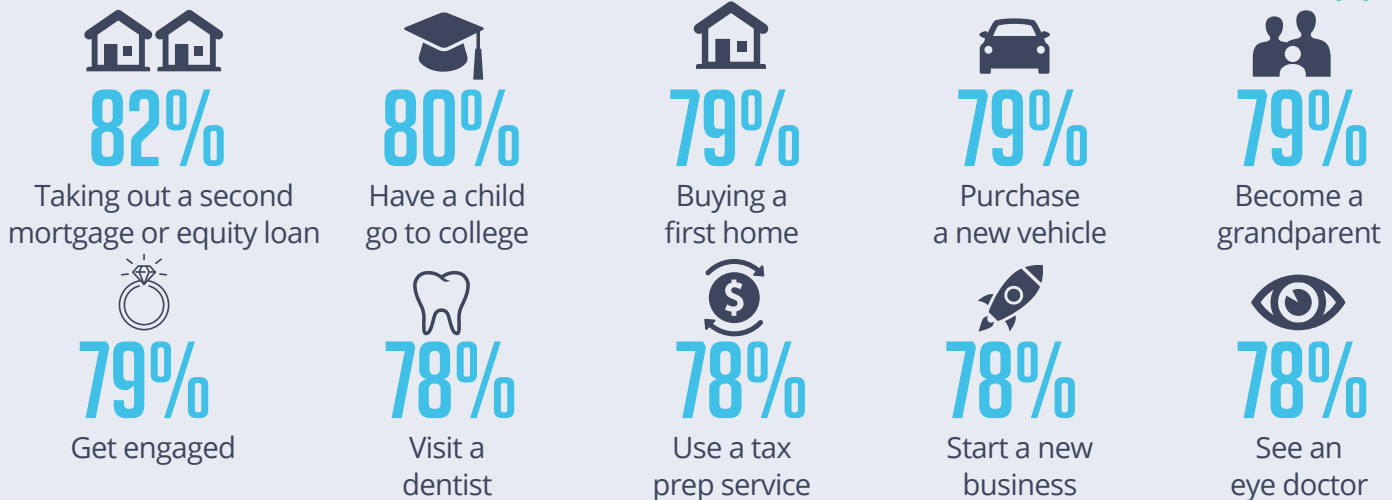
## RADIO REACHES MORE ADULTS WEEKLY THAN OTHER VIDEO OPTIONS

(Source: Nielsen Total Audience Report, Q2 2018)



Radio provides targetability. Consumers who plan on buying a product, using a service or expect a lifestyle change are radio listeners:

(Source: GfK MRI Doublebase 2018)



CONSUMERS WHO HAVE DIVERSE AND UNIQUE INTERESTS AND VIEWPOINTS TUNE IN TO RADIO:

(Source: GfK MRI Doublebase 2018)

