



Radio is Ubiquitous

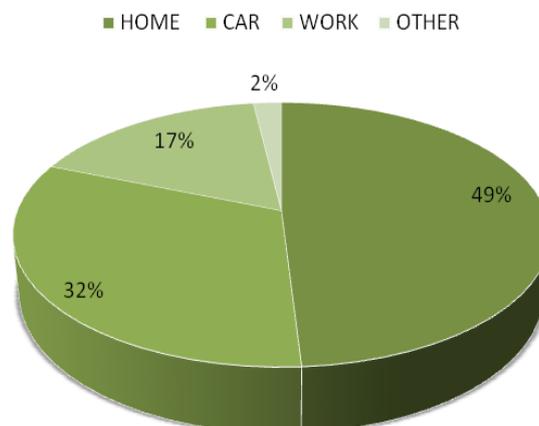
Radio has reach. People listen while they drive, work, browse the web, chat online, dine or a myriad of other things. Radio introduces new music, delivers local news and information, invites listener participation and offers companionship. In short, it is ubiquitous.

Commercial radio is a portable medium, travelling with consumers wherever their day takes them and impacting them with timely and relevant messages.

Place of Listening

Weekly Reach % by Location

- Over 50% of commercial radio listening by people 10-17yrs and people 55+yrs occurs at home, 54% and 77% respectively.
- With in-car listening growing across most age groups, growth has been most significant among youth who have become more mobile. 37% of listening among people 10-17yrs now occurs in the car.
- A high level of commercial radio listening among people 18-24yrs and 25-39yrs occurs at work, 30% and 27% respectively.
- People 40-54yrs consume 40% of all commercial listening at home and another 39% in the car.



Source:

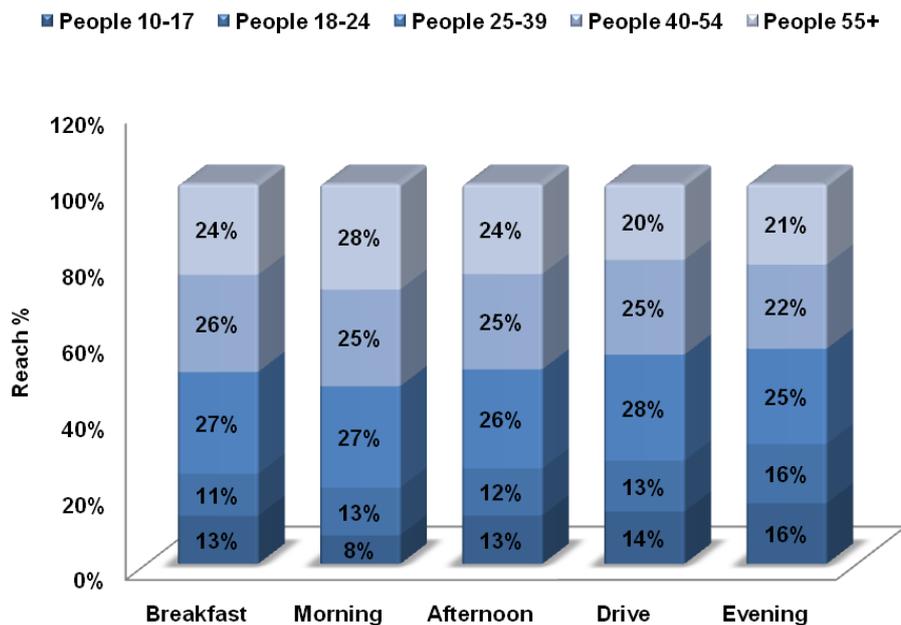
Nielsen Radio Ratings, Average of Five Capital Cities, Place of Listening, Monday to Sunday 5.30am - 12mn, Survey 4, 2010.

Listening Profile across the day

Different commercial radio stations attract different listeners allowing advertisers to target and engage with the groups in which they are most interested.

Radio is local – giving brands the ability to effectively focus activity in key market areas.

Commercial radio targets particular listening groups by day-part, allowing advertisers to tailor their message by time of day to best reach their audience.



In an average week (Monday to Friday) older audiences tune in for longer in the early part of the day.

People of working age are heavy listeners during business hours.

Young people listen in greater numbers as the day progresses into drive and evening.

Source: Nielsen Radio Ratings, Average of Five Capital Cities, Average Cume, Monday to Friday 5:30am-12midnight, Survey 4, 2010.