



OCTOBER 2018

AUDIO TODAY 2018

A FOCUS ON NETWORK RADIO

THE GOLDEN AGE OF AUDIO

MORE CONTENT AND MORE WAYS TO LISTEN FOR MORE AMERICANS

Consumers in today's fragmented media landscape have so many ways to discover content that matters to them across devices and platforms. For audio, the golden age is upon us because there simply have never been more ways to listen or more content available than exists today.

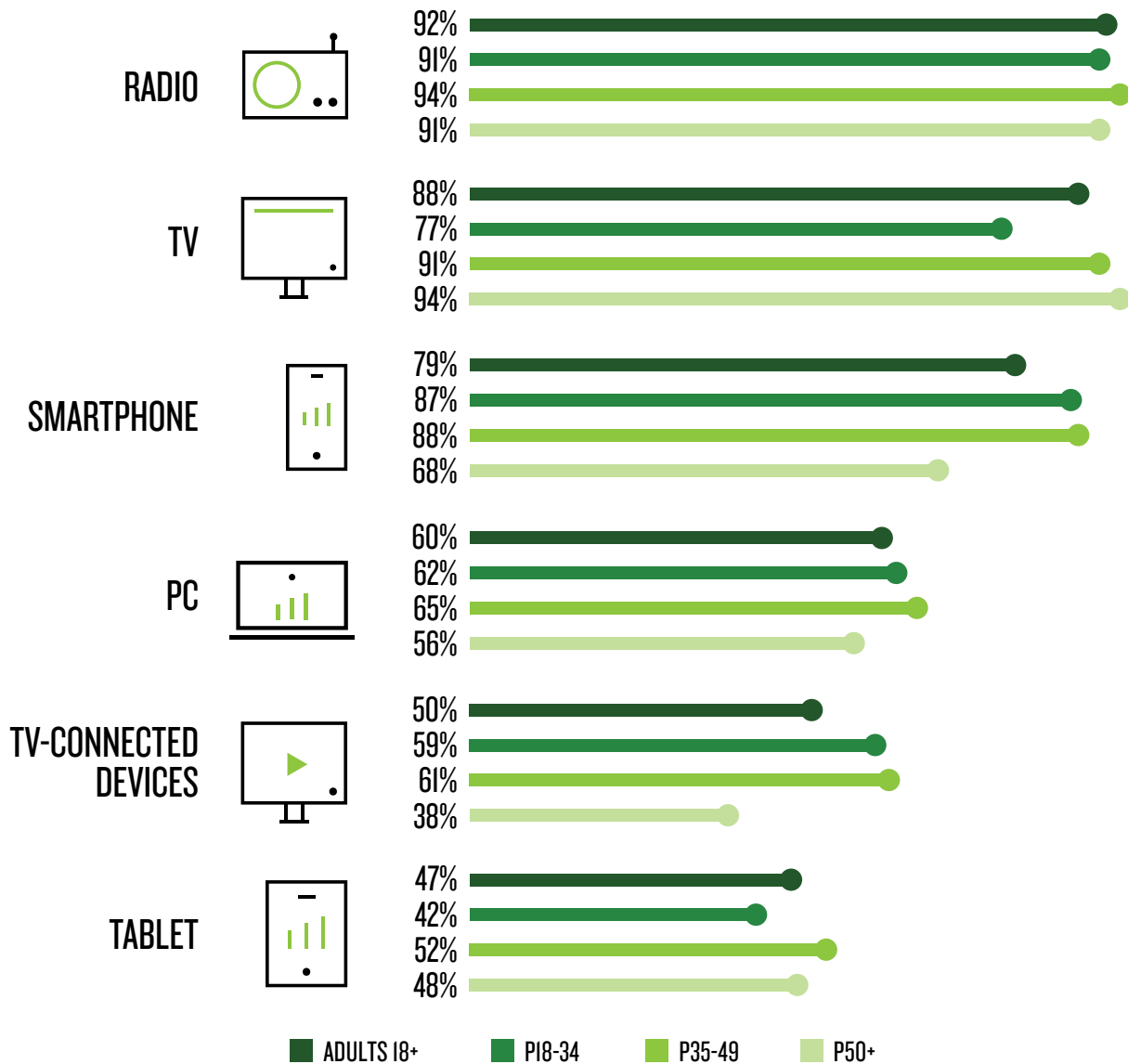
Radio, the original audio channel, reaches more Americans each week than any other platform. And the advance of technology is expanding the landscape; it becomes easier to listen to more radio with each passing month. According to Nielsen's latest MediaTech Trender, nearly a quarter of U.S. households (24%) own a smart speaker as of Q2 of this year.

In this *Audio Today* report we turn our focus to network radio and the immense roster of curated content that reaches large numbers of radio listeners all across America. Powered by dozens of networks and syndicators which supply programming to thousands of stations, network radio has something for everyone. The data backs this up, as 94% of all radio listeners nationwide tune to a network affiliated station every week.



RADIO REACHES MORE AMERICANS EACH WEEK THAN ANY OTHER PLATFORM

WEEKLY REACH (% OF POPULATION)



Source: Nielsen Total Audience Report Q1 2018, comparable weekly reach metrics 18+.

Data from Nielsen's National TV Panel, Total Media Fusion sourced from Nielsen Media Impact, Nielsen RADAR and National Regional Database. Nielsen's Total Media Fusion data for computer (PC), smartphone and tablet marks and enhancement from past measurement solutions for these platforms, in order to best reflect digital activity as a whole. To this extent, there is a trend break and digital data should not be compared to prior published Audio Today reports with a focus on Network Radio.

Nielsen Audio's measurement solutions include the following for Radio data: AM/FM radio listening, digital streams of AM/FM stations (where captured in diary markets or encoded in PPM markets), HD radio, and satellite radio as captured in diary markets only. No other forms of radio or audio are included at this time.

TV = Live + DVR/Timeshifted TV

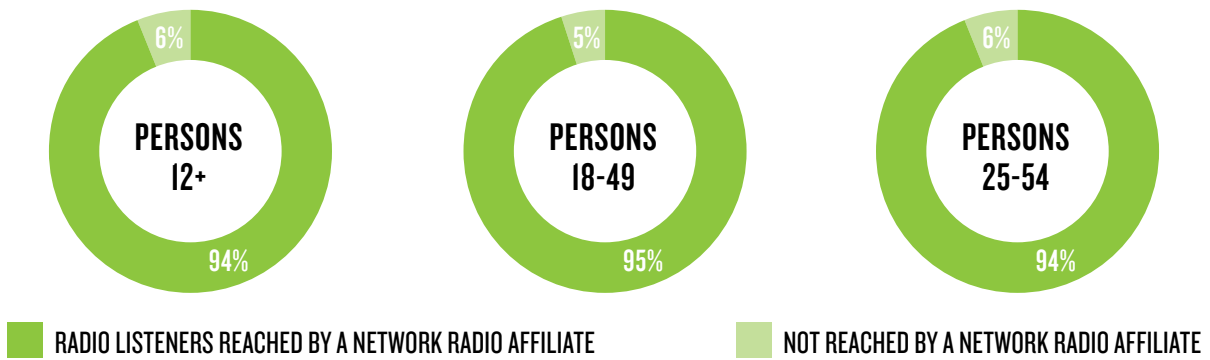
TV-Connected Devices = DVD, game console, multimedia device, VCR, multimedia devices used for viewing including Apple TV, Roku, Google Chromecast, Amazon Fire TV, smartphones, laptop, etc.

NETWORK RADIO REACHES A WIDE VARIETY OF AMERICANS

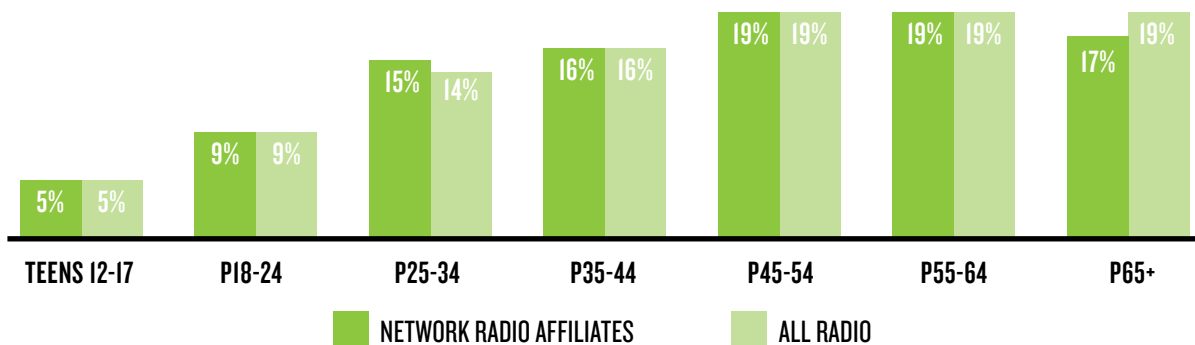
Network programming and services are radio's national currency: a large and diverse catalog of syndicated audio content which includes everything from 24-hour music channels to sports talk and political analysis, as well as some of the biggest personalities in radio.

The list of stations and affiliates that combine to represent the Network Radio audience is immense, and so is its audience.

MORE THAN 94% OF RADIO LISTENERS TUNE TO A NETWORK-AFFILIATED STATION EVERY WEEK



BECAUSE THE MAJORITY OF RADIO LISTENERS ARE ALSO REACHED BY NETWORK AFFILIATES, THE NETWORK AUDIENCE CLOSELY MIRRORS THE TOTAL RADIO AUDIENCE.

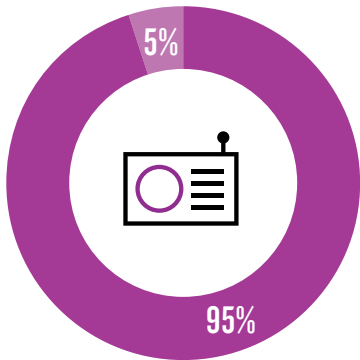


Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid, Weekly Cume, Composition Percents based on NRD total U.S. PUR, NRRC Affiliate Lists dated August/September 2018

NETWORK LISTENERS

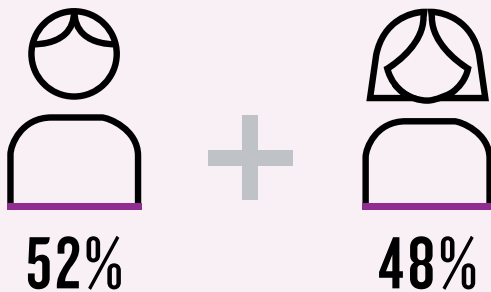


NETWORK RADIO LISTENERS 18-34



95% OF RADIO LISTENERS 18-34 TUNE TO NETWORK-AFFILIATED STATIONS EACH WEEK

COMPOSITION OF P18-34 NETWORK AFFILIATE LISTENERS



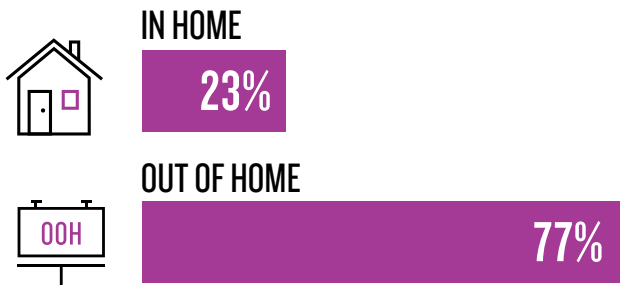
HOUSEHOLD INCOME

\$75K+	34%
\$50K - \$75K	22%
\$25K - \$50K	27%
<\$25K	17%

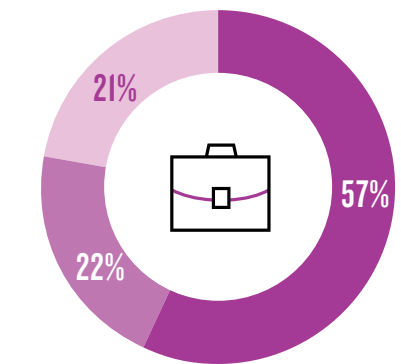
EDUCATION

COLLEGE GRAD	23%
SOME COLLEGE	36%
NO COLLEGE	41%

LISTENING LOCATION



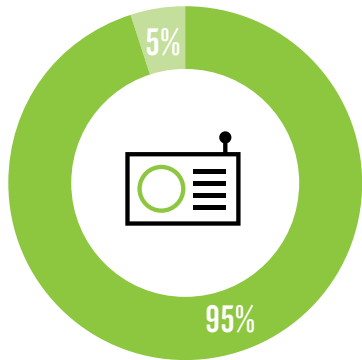
WORK



FULL-TIME **PART-TIME**
NOT EMPLOYED FULL- OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

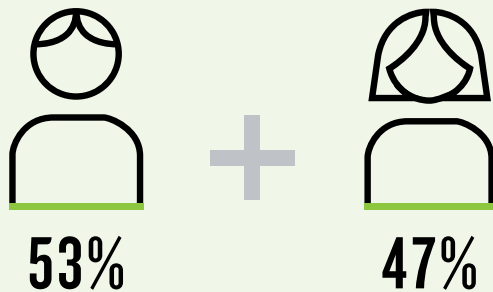
Source: Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid

NETWORK RADIO LISTENERS 18 TO 49



95% OF RADIO LISTENERS 18-49 TUNE TO NETWORK-AFFILIATED STATIONS EACH WEEK

COMPOSITION OF P18-49 NETWORK AFFILIATE LISTENERS



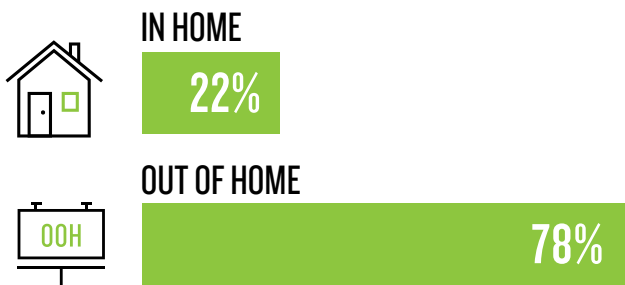
HOUSEHOLD INCOME

\$75K+	38%
\$50K - \$75K	22%
\$25K - \$50K	25%
<\$25K	15%

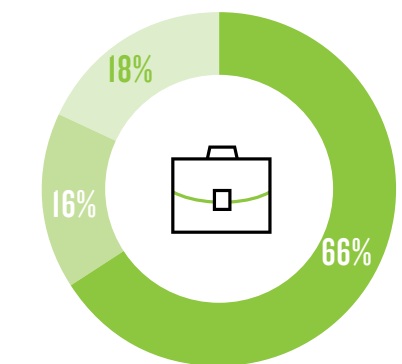
EDUCATION

COLLEGE GRAD	27%
SOME COLLEGE	35%
NO COLLEGE	38%

LISTENING LOCATION



WORK

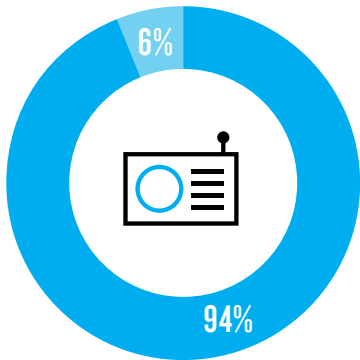


FULL-TIME **PART-TIME**

NOT EMPLOYED FULL- OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

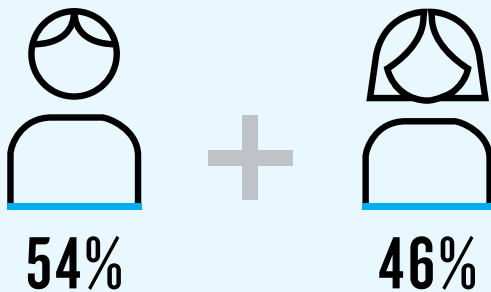
Source: Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid

NETWORK RADIO LISTENERS 25-54



94% OF RADIO LISTENERS 25-54 TUNE TO NETWORK-AFFILIATED STATIONS EACH WEEK

COMPOSITION OF P25-54 NETWORK AFFILIATE LISTENERS



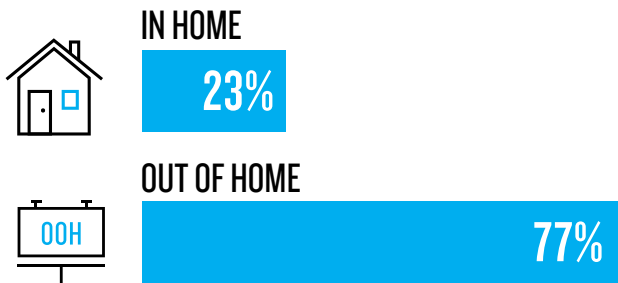
HOUSEHOLD INCOME

\$75K+	41%
\$50K - \$75K	22%
\$25K - \$50K	23%
<\$25K	14%

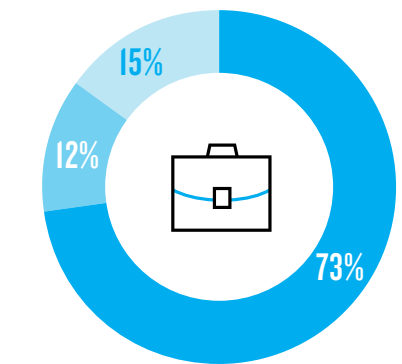
EDUCATION

COLLEGE GRAD	31%
SOME COLLEGE	34%
NO COLLEGE	35%

LISTENING LOCATION



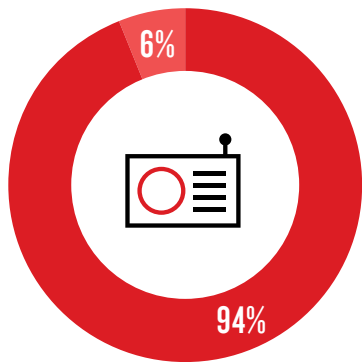
WORK



FULL-TIME **PART-TIME**
NOT EMPLOYED FULL- OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

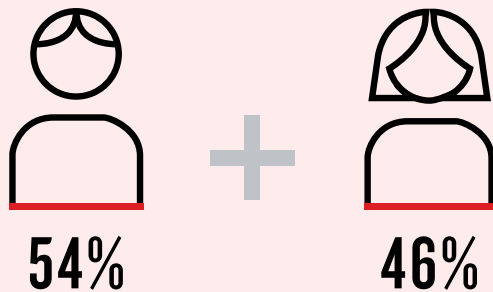
Source: Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid

NETWORK RADIO LISTENERS 35-49



94% OF RADIO LISTENERS 35-49 TUNE TO NETWORK-AFFILIATED STATIONS EACH WEEK

COMPOSITION OF P35-49 NETWORK AFFILIATE LISTENERS



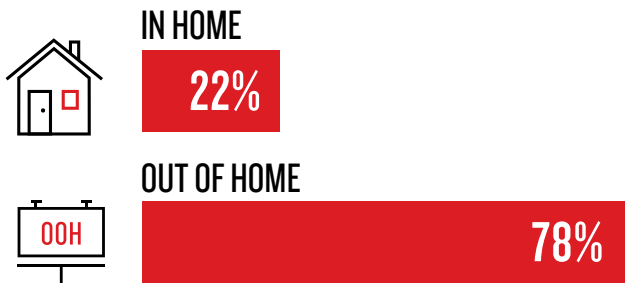
HOUSEHOLD INCOME

\$75K+	43%
\$50K - \$75K	21%
\$25K - \$50K	22%
<\$25K	13%

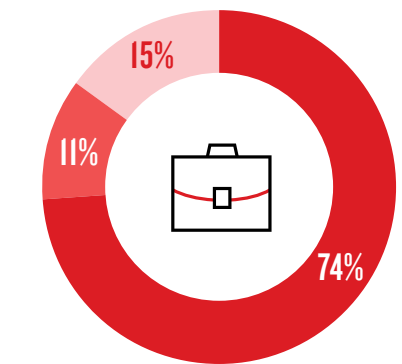
EDUCATION

COLLEGE GRAD	32%
SOME COLLEGE	34%
NO COLLEGE	34%

LISTENING LOCATION



WORK

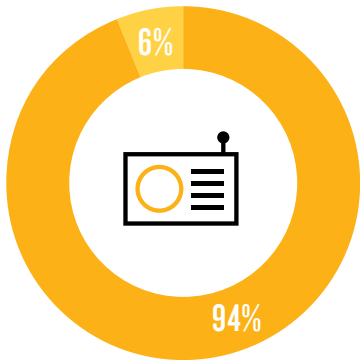


FULL-TIME **PART-TIME**

NOT EMPLOYED FULL- OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

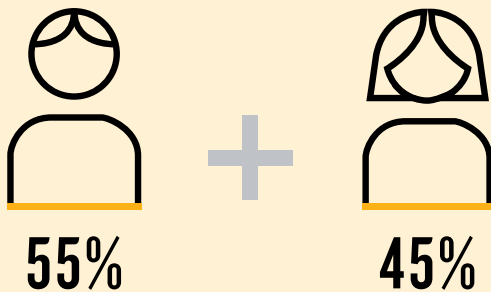
Source: Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid

NETWORK RADIO LISTENERS 50-64



94% OF RADIO LISTENERS 50-64 TUNE TO NETWORK-AFFILIATED STATIONS EACH WEEK

COMPOSITION OF P50-64 NETWORK AFFILIATE LISTENERS



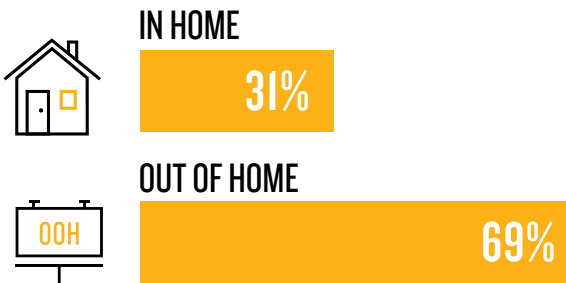
HOUSEHOLD INCOME

\$75K+	42%
\$50K - \$75K	22%
\$25K - \$50K	22%
<\$25K	14%

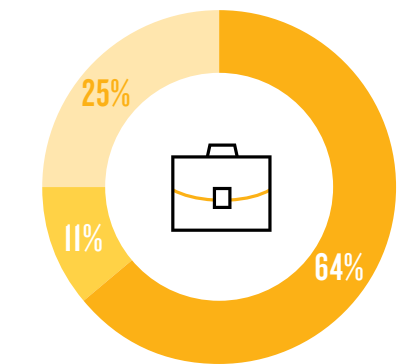
EDUCATION

COLLEGE GRAD	27%
SOME COLLEGE	36%
NO COLLEGE	37%

LISTENING LOCATION



WORK

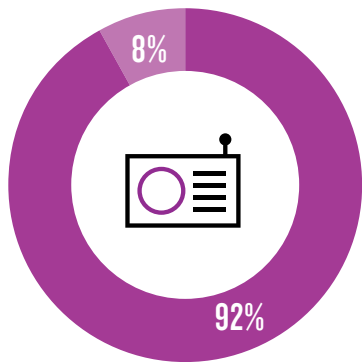


FULL-TIME **PART-TIME**

NOT EMPLOYED FULL- OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

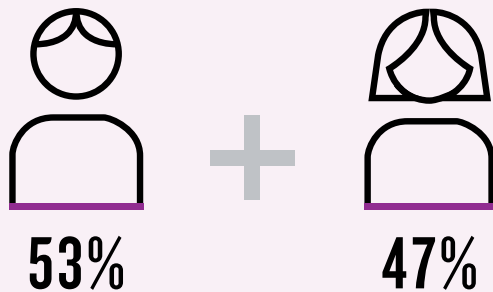
Source: Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid

NETWORK RADIO LISTENERS 50+



92% OF RADIO LISTENERS 50+ TUNE TO NETWORK-AFFILIATED STATIONS EACH WEEK

COMPOSITION OF P50+ NETWORK AFFILIATE LISTENERS



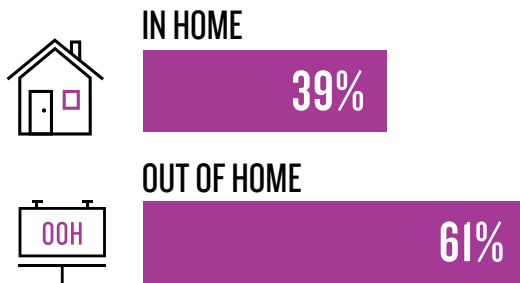
HOUSEHOLD INCOME

\$75K+	36%
\$50K - \$75K	22%
\$25K - \$50K	25%
<\$25K	17%

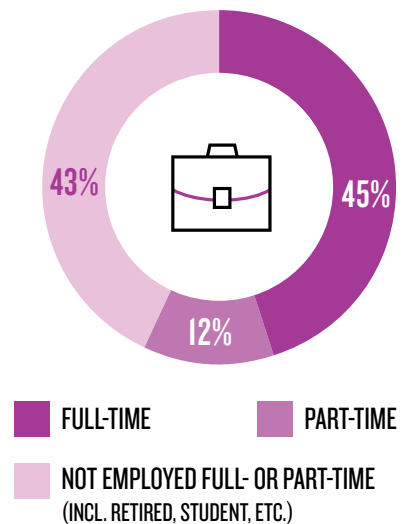
EDUCATION

COLLEGE GRAD	27%
SOME COLLEGE	35%
NO COLLEGE	38%

LISTENING LOCATION

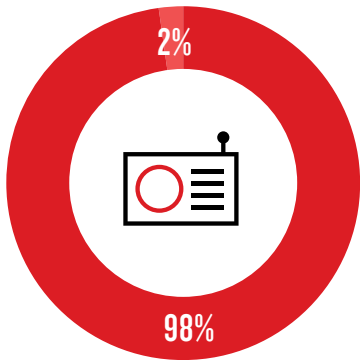


WORK



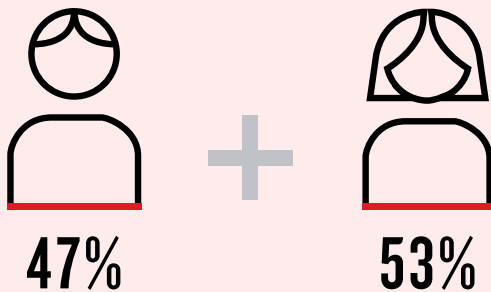
Source: Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid

BLACK (12+) NETWORK RADIO LISTENERS



98% OF BLACK RADIO LISTENERS TUNE TO NETWORK-AFFILIATED STATIONS EACH WEEK

COMPOSITION OF BLACK NETWORK AFFILIATE LISTENERS



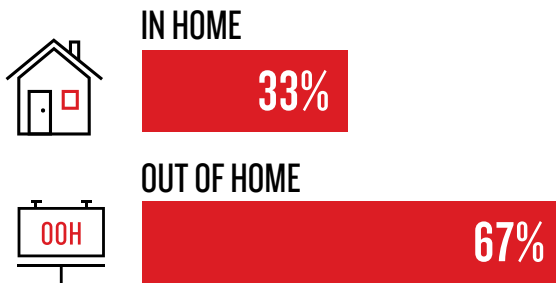
HOUSEHOLD INCOME

\$75K+	28%
\$50K - \$75K	21%
\$25K - \$50K	27%
<\$25K	24%

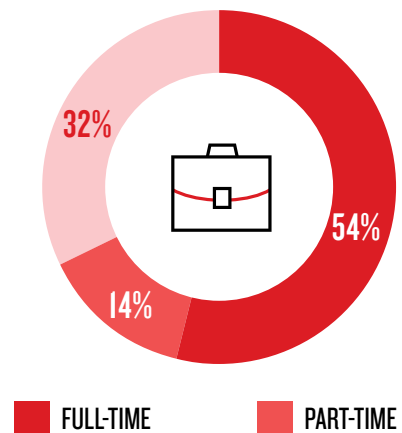
EDUCATION

COLLEGE GRAD	24%
SOME COLLEGE	38%
NO COLLEGE	38%

LISTENING LOCATION

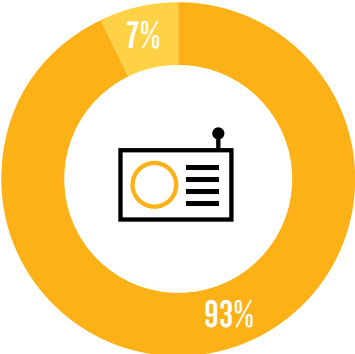


WORK



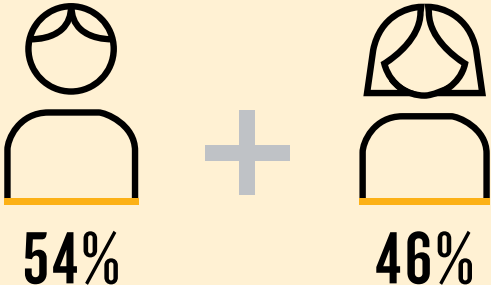
Source: Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid
Black Differential Survey Treatment Markets (129)

HISPANIC (12+) NETWORK RADIO LISTENERS



93% OF HISPANIC RADIO LISTENERS TUNE TO NETWORK-AFFILIATED STATIONS EACH WEEK

COMPOSITION OF HISPANIC NETWORK AFFILIATE LISTENERS



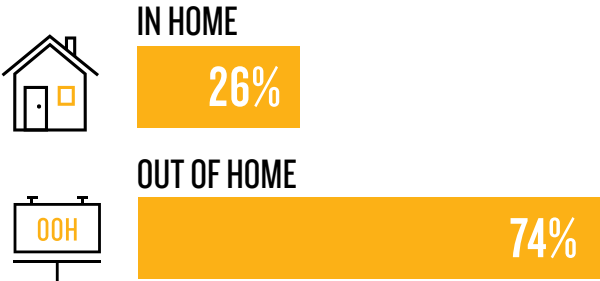
HOUSEHOLD INCOME

\$75K+	25%
\$50K - \$75K	20%
\$25K - \$50K	31%
<\$25K	24%

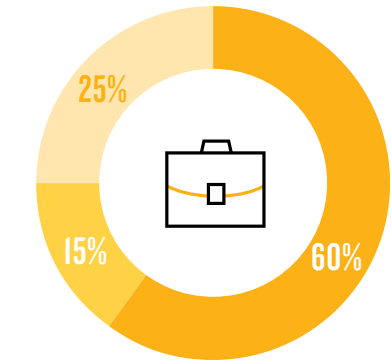
EDUCATION

COLLEGE GRAD	18%
SOME COLLEGE	30%
NO COLLEGE	52%

LISTENING LOCATION



WORK



FULL-TIME **PART-TIME**

NOT EMPLOYED FULL- OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

Source: Source: Nielsen Audio National Regional Database (NRD), Spring 2018, Mon-Sun 5am-12mid
Hispanic Differential Survey Treatment Markets (111)

SOURCING & METHODOLOGIES

SOURCING

Nielsen RADAR 137, June 2018

Nielsen National Regional Database, Spring 2018

Nielsen Total Audience Report Q1 2018, including Universe Estimates (UEs)

Nielsen MediaTech Trender Q2 2018

METHODOLOGIES

Affiliate lists for the 'network-affiliated' station groups used in this report are provided to Nielsen by the Network Radio Research Council. 9,319 stations were used to create this station group in the database.

Nielsen's MediaTech Trender is a quarterly consumer tracking study launched in Q1 2018 by Nielsen Media Analytics. The online survey is offered in both English and Spanish to a U.S. general population sample 13 years and older.

Nielsen's Portable People Meter (PPM) technology surveys respondents in the top 48 radio metros in the United States as of the Spring 2018 survey.

Nielsen's Diary service surveys respondents in the remaining 215 radio metros in the United States as of the Spring 2018 survey.

Listening to AM/FM radio stations, digital streams of AM/FM stations (where captured in diary markets or encoded in PPM markets), HD radio stations and satellite radio as captured in diary markets only are included in the Persons Using Radio estimates in this report, where the tuning meets our reporting and crediting requirements. No other forms of radio or audio are included at this time. Data used in this report is inclusive of multicultural audiences. Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.





nielsen
.....