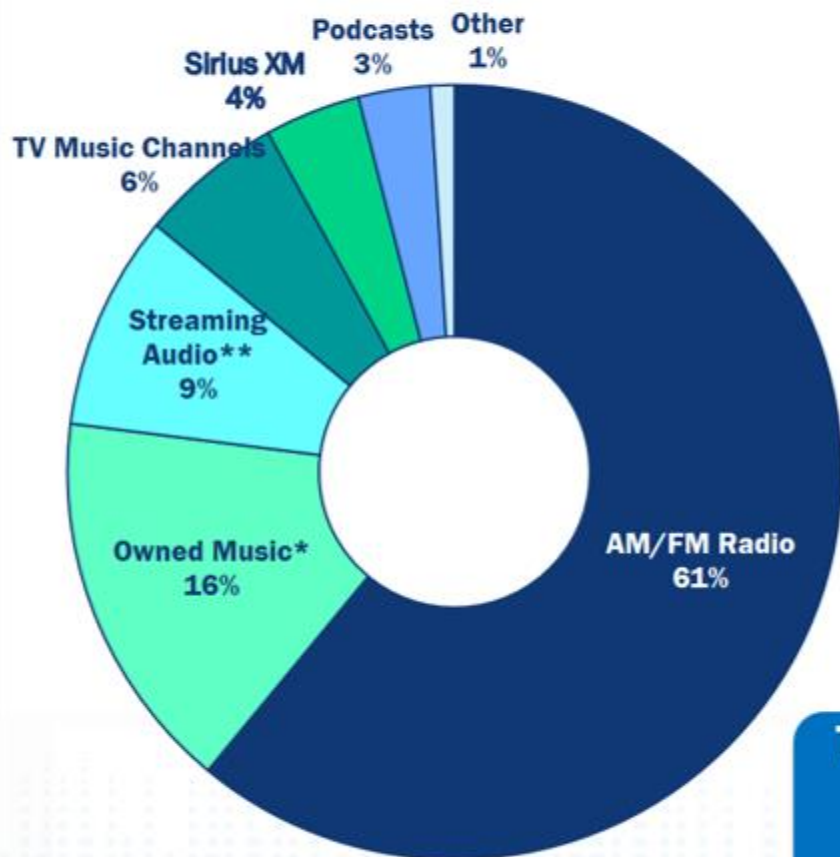


# Canadian Audio Landscape

Canadian's 13+ Share of Time Spent Listening Daily to Audio Sources



**Radio is KING of the Audio Landscape**

**RADIO counts for OVER 60% of Audience Tuning**

**STREAMING Audio is ONLY 9%**

*Radio is stronger in Canada than the US*  
**US: Radio = 54% | Streaming 15%**

**Time Spent with AM/FM RADIO is almost 7X BIGGER than Streaming Audio**

Edison Research Share of Ear Canada © 2017

AM/FM Radio Includes over the air & radio streams

\*Owned Music = CDs, Digital Music Files, etc. \*\*Streaming Audio includes pure plays such as Spotify, Apple, Google and others

**RADIO**  
**CONNECTS**