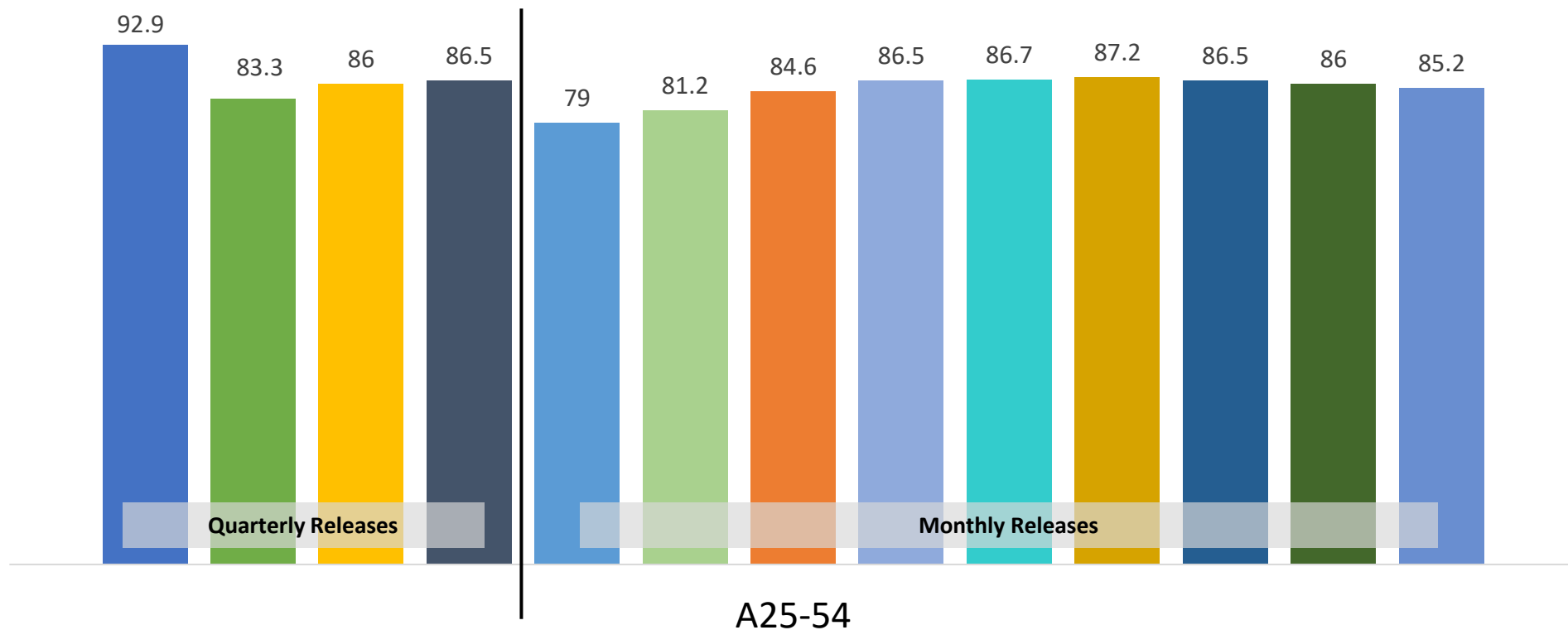


RADIO - Average Weekly Reach % -December 2020

Radio continues to reach 85% of A25-54 despite the second wave of lockdowns across Canada



■ R01-20 ■ R02-20 ■ R03-20 ■ R04-20 ■ Apr 20 ■ May 20 ■ Jun 20
■ Jul 20 ■ Aug 20 ■ Sept 20 ■ Oct 20 ■ Nov 20 ■ Dec 20

- **RADIO is RESILIENT!**
- The second wave of COVID-19 lockdowns is having a much smaller effect on total reach.
- At the lowest point of the COVID-19 lock down radio continued to reach 79% of Canadians 25-54 each week in December 85% of Canadians continued to tune into radio.
- Total reach remains only 7% below the R1-20 pre-COVID level.

Source: Numeris: PPM-Total Meter CTRL, Tor, MtIF, MtIA, Van, Cal, Edm- Mo-Su 5a-1a -Average Weekly Reach%

Release Dates: R1-20 (Dec/Jan/Feb), R2-20 (Mar/Apr/May), R3-20 (Jun/Jul/Aug), R4-20 (Sept/Oct/Nov)

Note: The COVID-19 virus was identified in Wuhan China in the first week of January 2020, with COVID lockdowns beginning March 16 in Canada.

