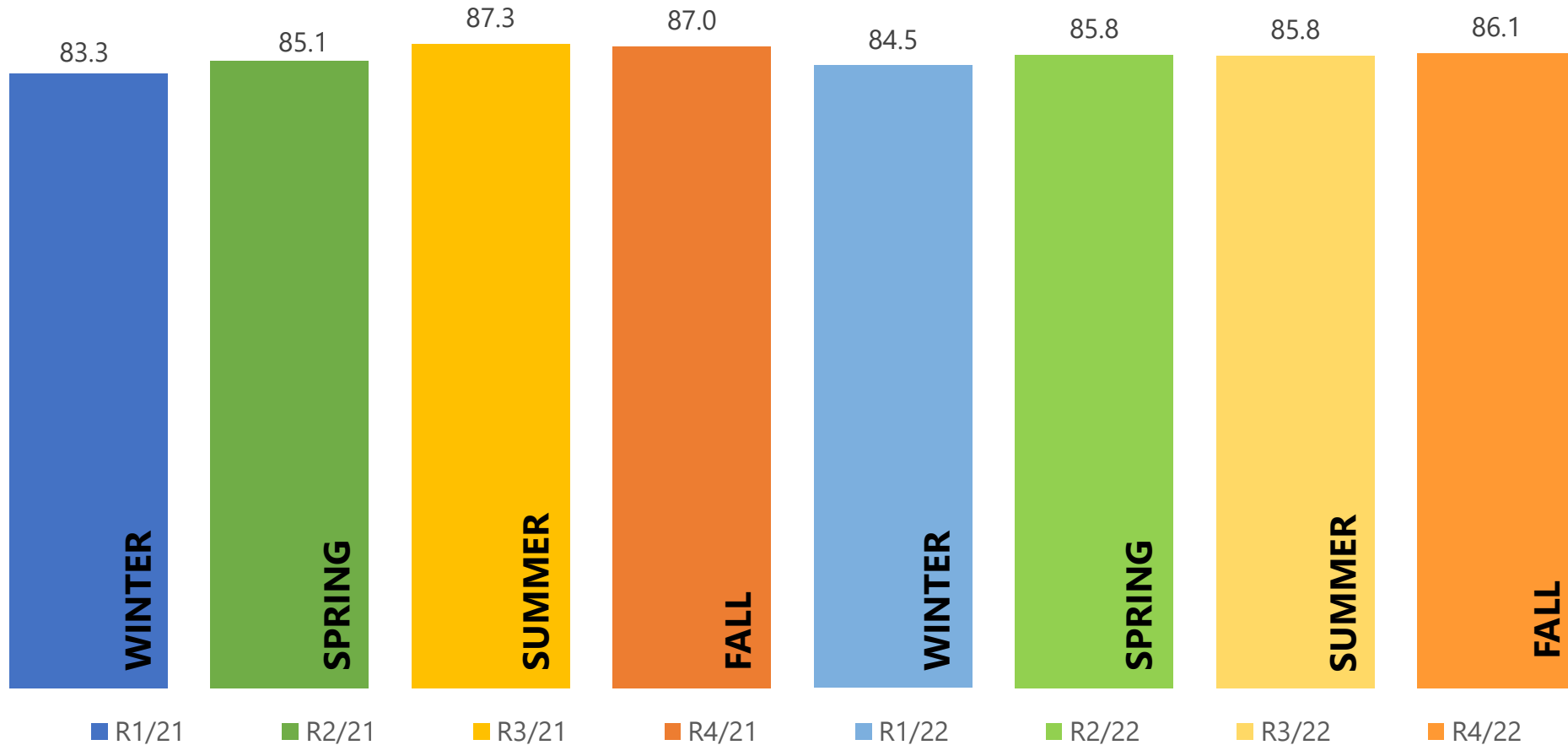


RADIO: Average Weekly Reach % — R4 2022

Reach levels are consistently high despite consecutive waves of COVID.

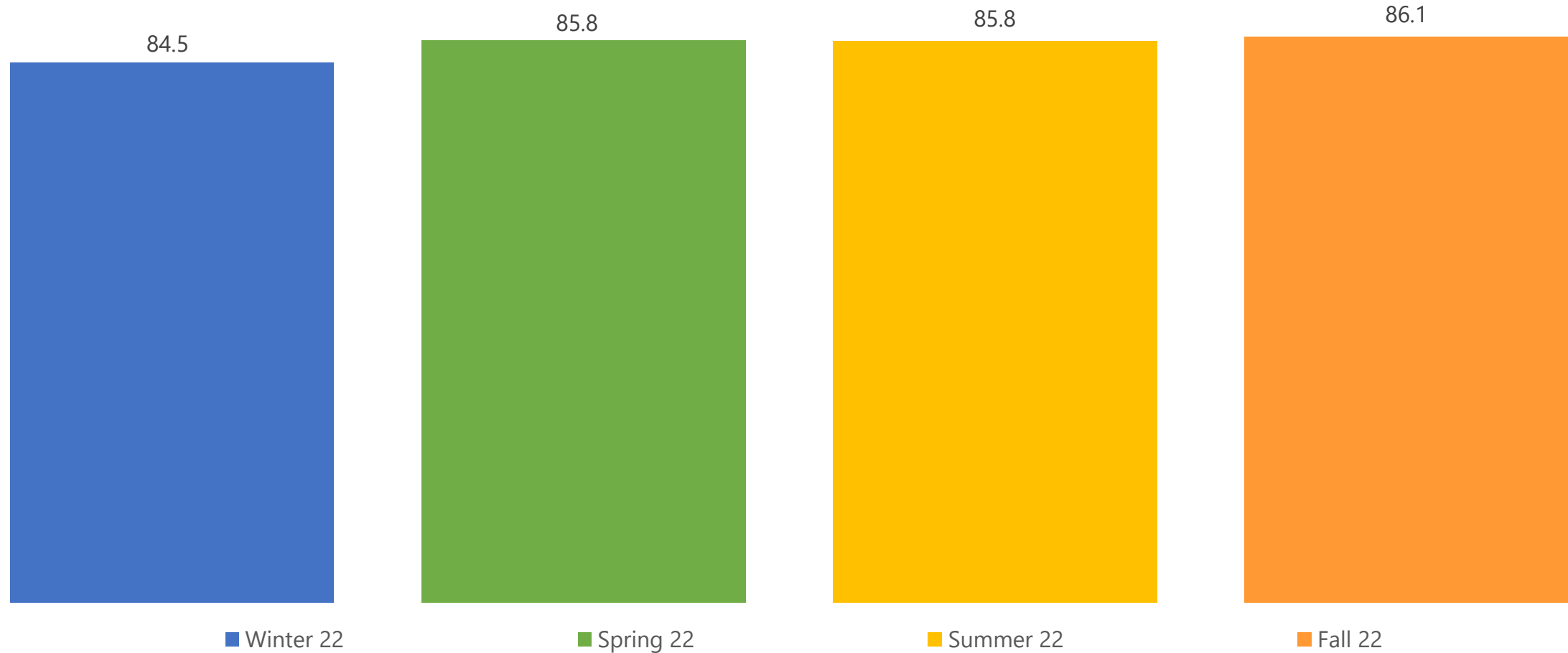


RADIO REACH is CONSISTENT

- 86% of Canadians 25-54 tuned into radio on a weekly basis in R4-22.
- Indexing at 93 of the R1-20 pre-Covid reach level.

RADIO: Average Weekly Reach % — Seasonal Consistency

Reach levels are consistently high across all seasons in 2022



RADIO: Average Weekly Reach % — Monthly

Radio reach has remained consistent despite slight pandemic fluctuations earlier in the year.

