

FALL 2023

RADIO ON THE MOVE



Fall 2023 Audio Update

An update on the ad-supported audio landscape



WAVE 17

The latest in audio research



ROBUST SAMPLE

3,020 Canadians 18+ regionally and demographically representative



TIMELY

In field from Oct 11 to Oct 31, 2023



NATIONAL

Online panel survey across all regions of Canada, conducted through Maru Voice Canada

For Review

01

**The Ad
Supported
Audio
Landscape**

02

**In-Car
Audio
Landscape**

03

**Driving
Consumer
Action**

04

**Radio in
the Digital
Age**

05

**Key
Takeaways**

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RADIO ON THE MOVE

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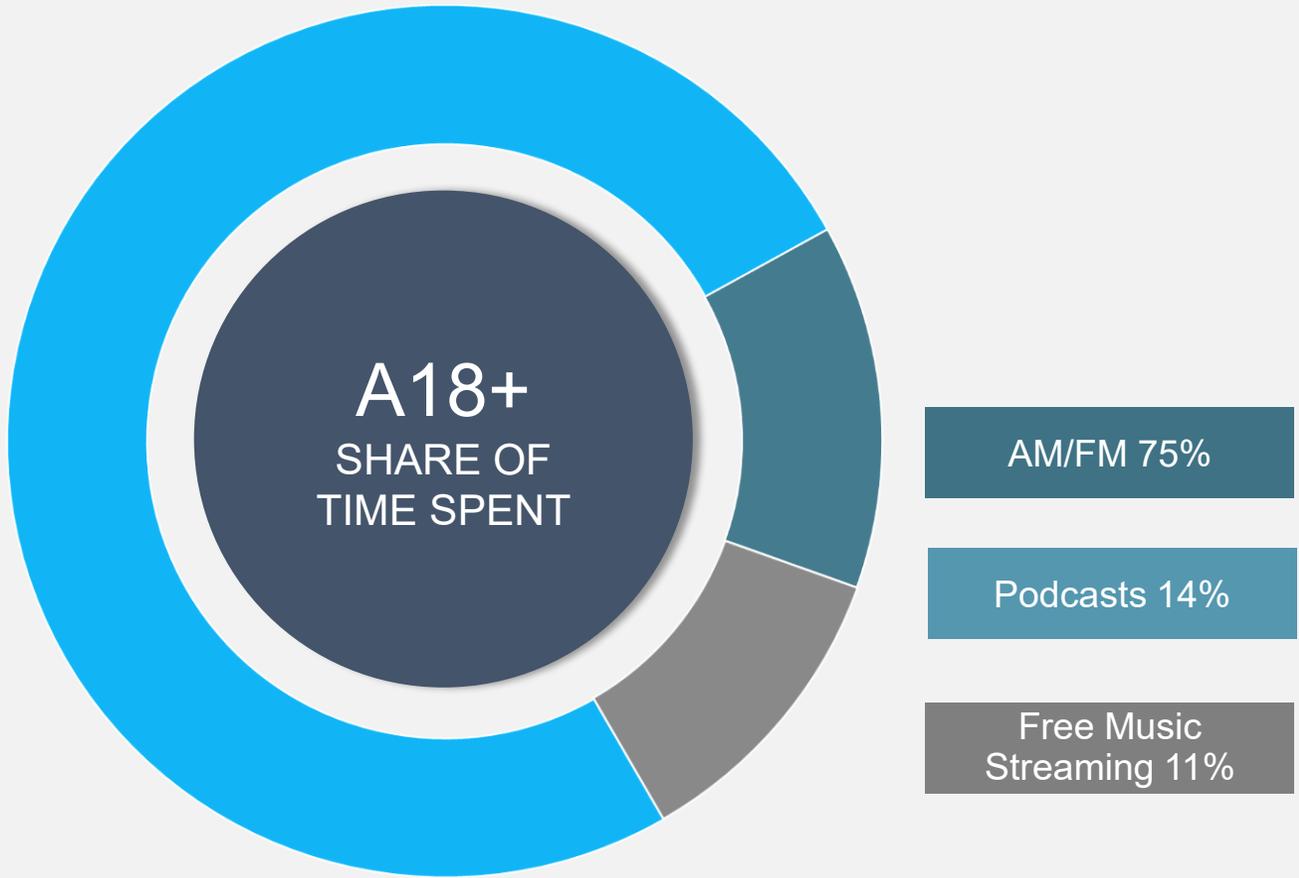
THE AD SUPPORTED AUDIO LANDSCAPE

Live Radio offers the greatest opportunity for advertisers to reach Canadian consumers with an audio message.

Of all time spent with ad-supported audio among Canadian adults, 75% is spent with Live AM/FM radio.

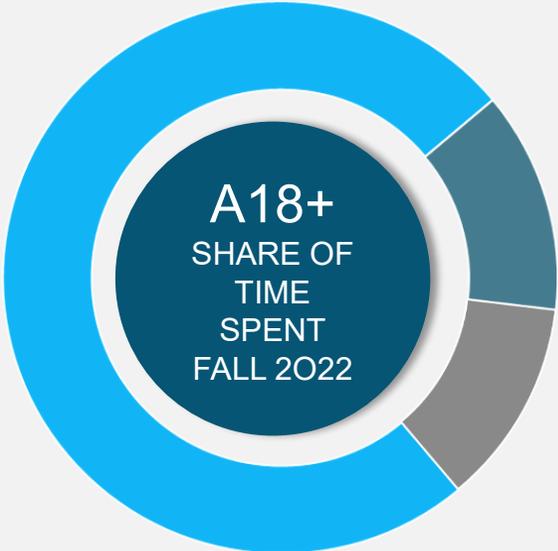
AM/FM RADIO **75%**

Live Radio offers the greatest opportunity for advertisers to reach Canadian consumers with an audio message

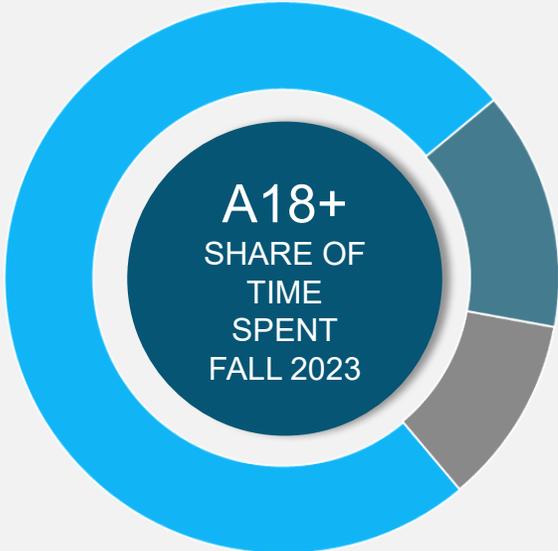


B3Dx. Thinking of the following type(s) of audio that you mentioned listening to yesterday, how many hours and minutes in total did you spend listening to each one?
Base: Canadians 18+

Live Radio's scale continues to dominate the audio landscape

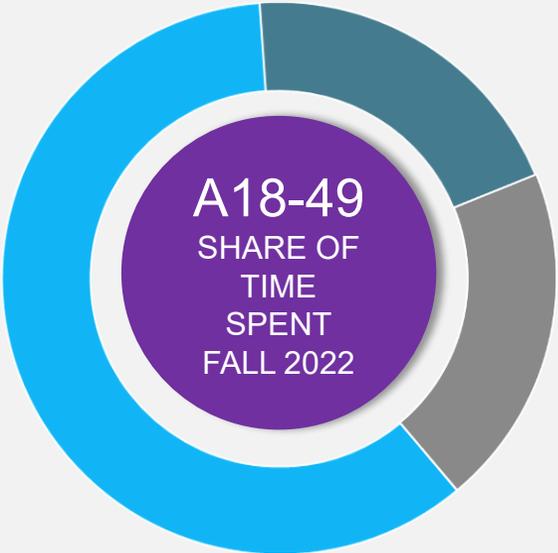


	Fa'2022	Fa'2023
AM/FM Radio	75 %	75 %
Podcasts	13 %	14 %
Free Music Streaming	12%	11 %



B3Dx. Thinking of the following type(s) of audio that you mentioned listening to yesterday, how many hours and minutes in total did you spend listening to each one?
Base: Canadians 18+

In key buying demographics, Live Radio commands the largest share of ad-supported audio listening

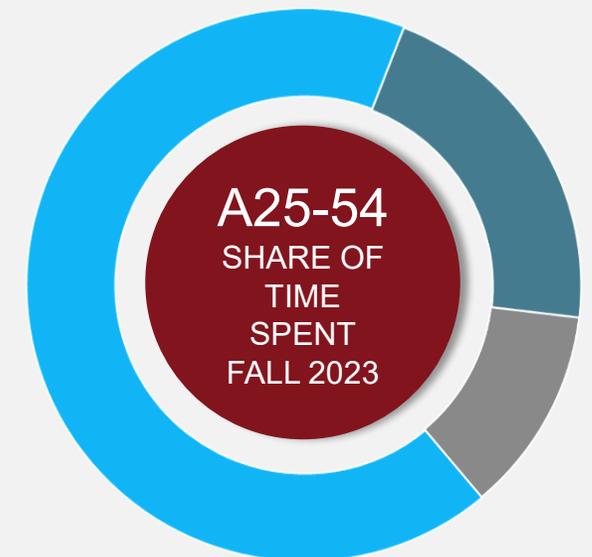
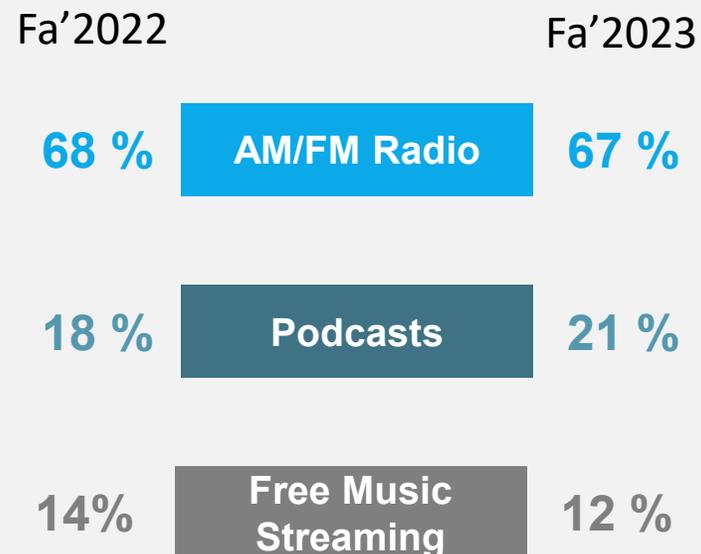
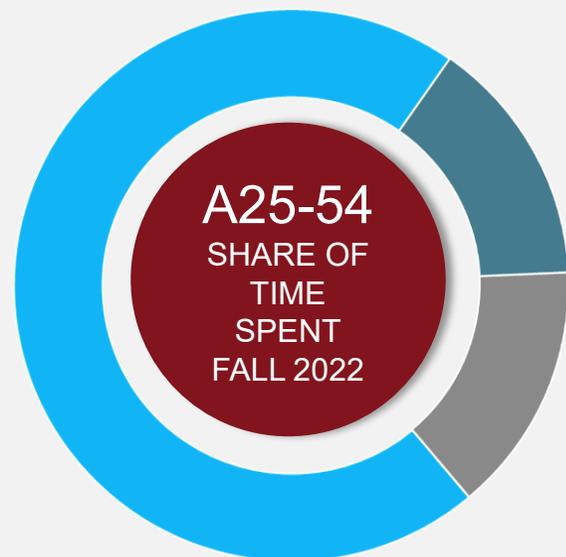


Fa'2022		Fa'2023
60 %	AM/FM Radio	60 %
20 %	Podcasts	23 %
20%	Free Music Streaming	18 %

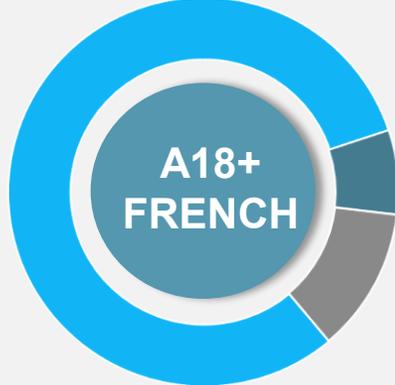
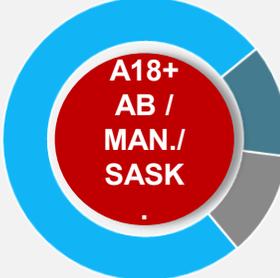


B3Dx. Thinking of the following type(s) of audio that you mentioned listening to yesterday, how many hours and minutes in total did you spend listening to each one?
Base: Canadians 18+

Live Radio is the dominant ad-supported audio format for A25-54



Share of time spent with ad-supported audio by region:



B3Dx. Thinking of the following type(s) of audio that you mentioned listening to yesterday, how many hours and minutes in total did you spend listening to each one?
Base: Canadians 18+ (Sample varies by region)

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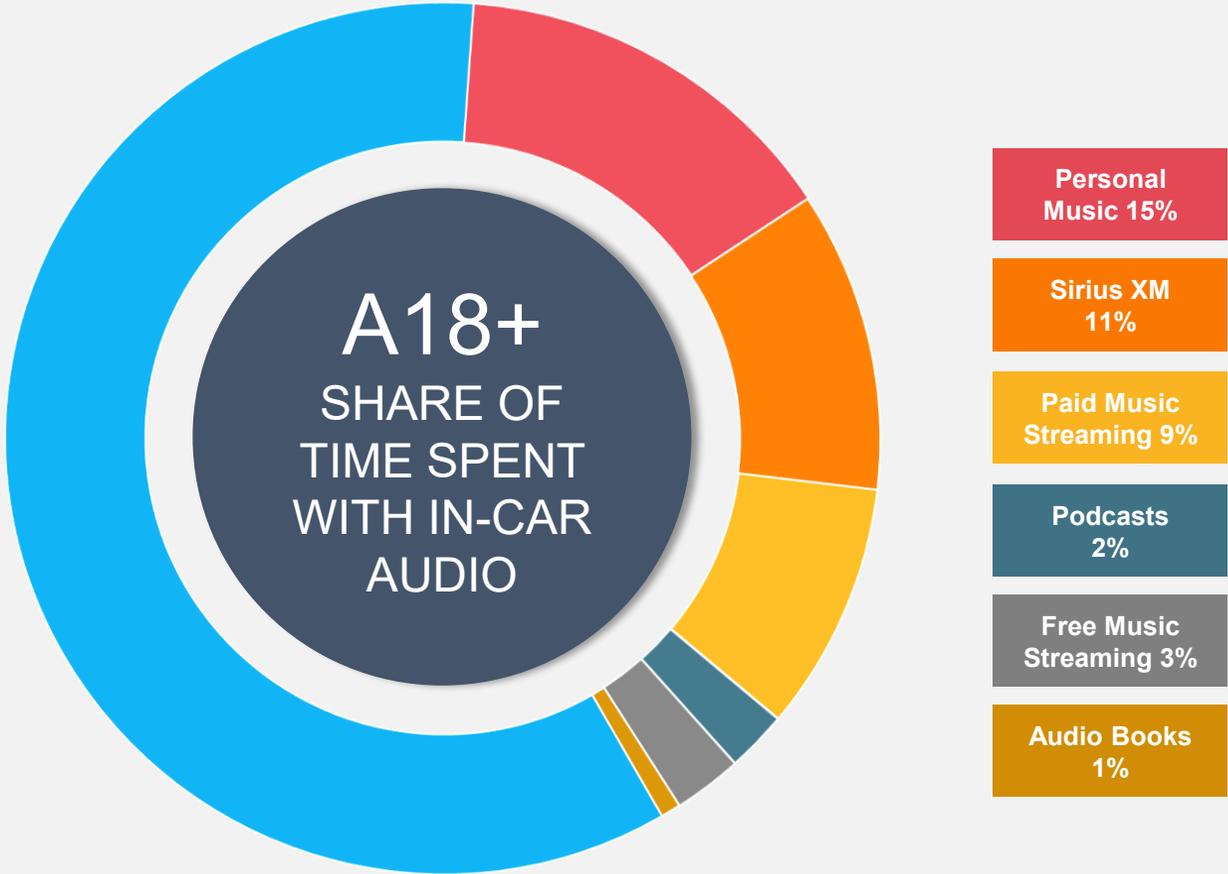
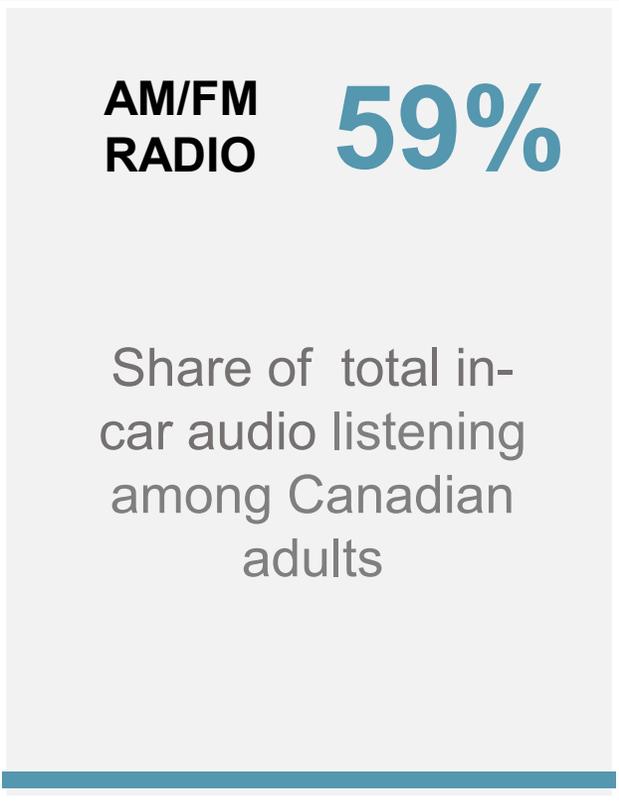
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IN-CAR AUDIO LANDSCAPE

Broadcast Radio is in the driver's seat for in-car audio

Live Radio is the audio platform of choice when Canadians are on the go - commuting, shopping, and running errands.



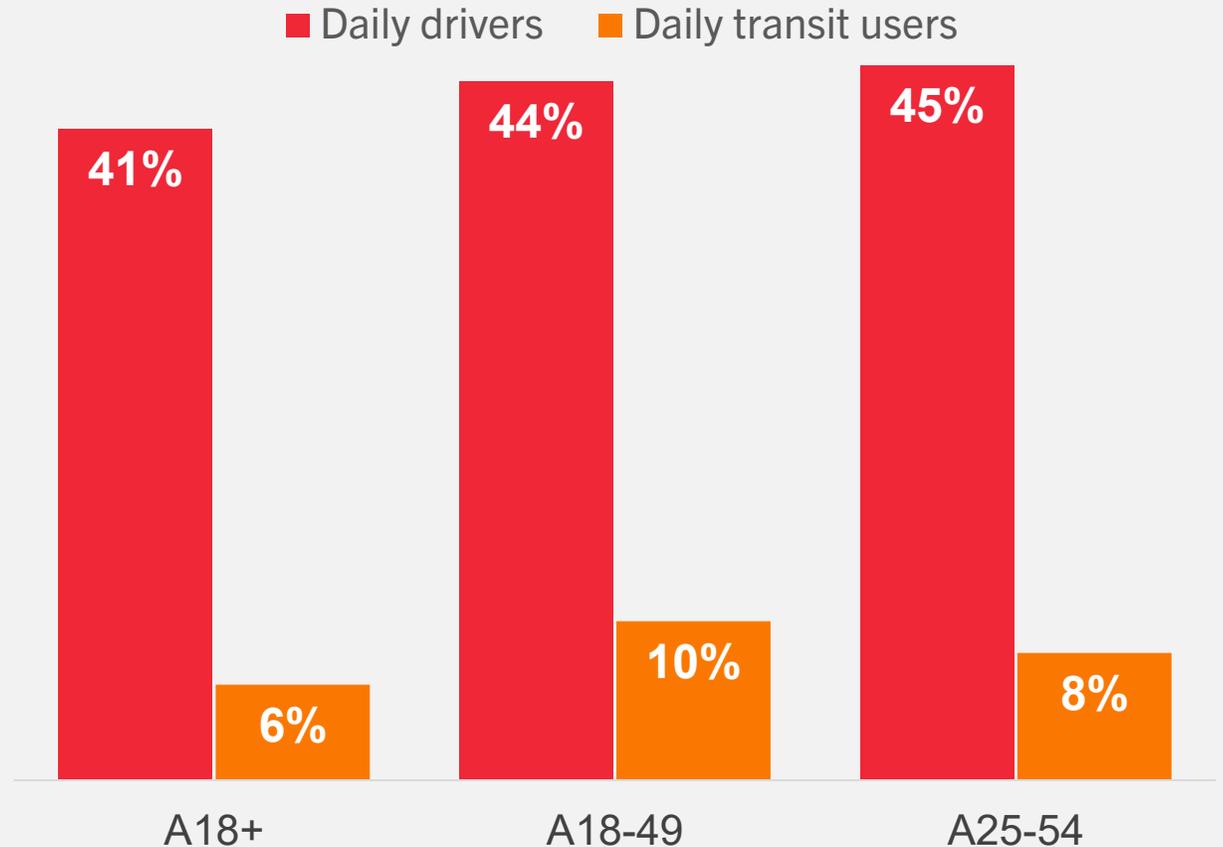
More Canadians drive than take Transit

Canadians are far more likely to be a daily driver or passenger in a private vehicle than they are to take public transit.



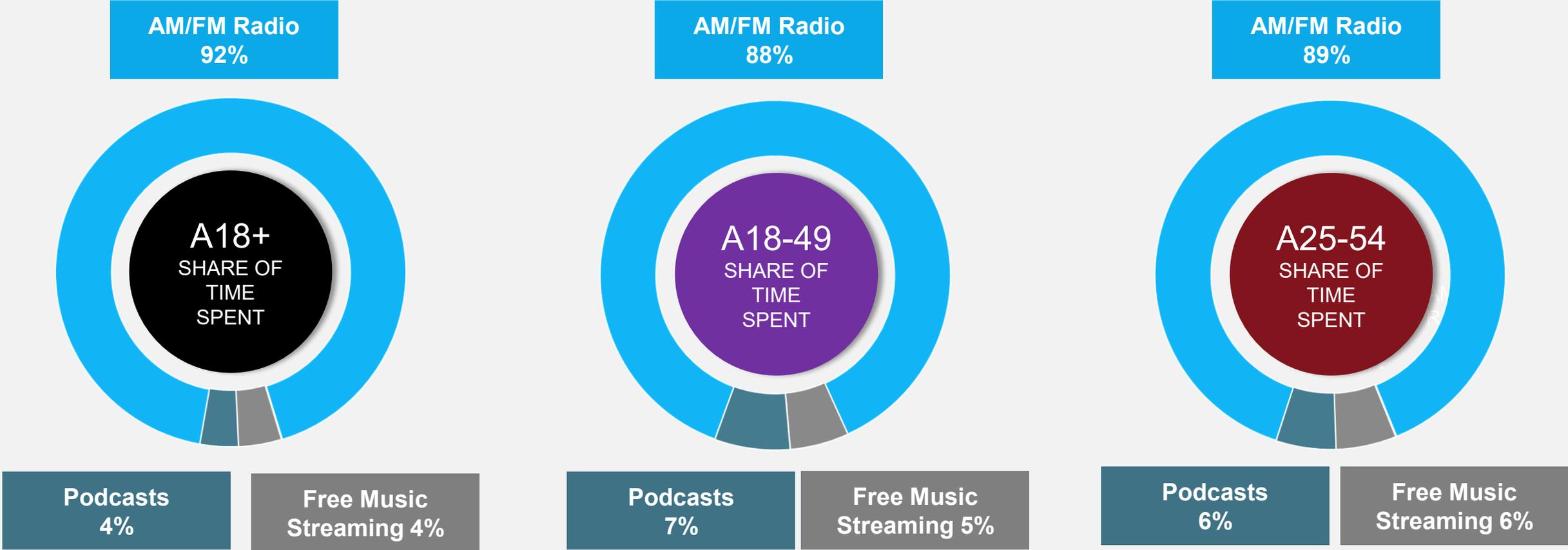
The first law of marketing is that you are not the market. You are urban, professional, well paid media executive. Everything you think and do is a highly unrepresentative n of 1.

Mark Ritson



Live Radio is the clear in-car audio option for advertisers looking to reach Canadians on the go

More than 9-in-10 minutes in-car spent with ad-supported media going to Live Radio.

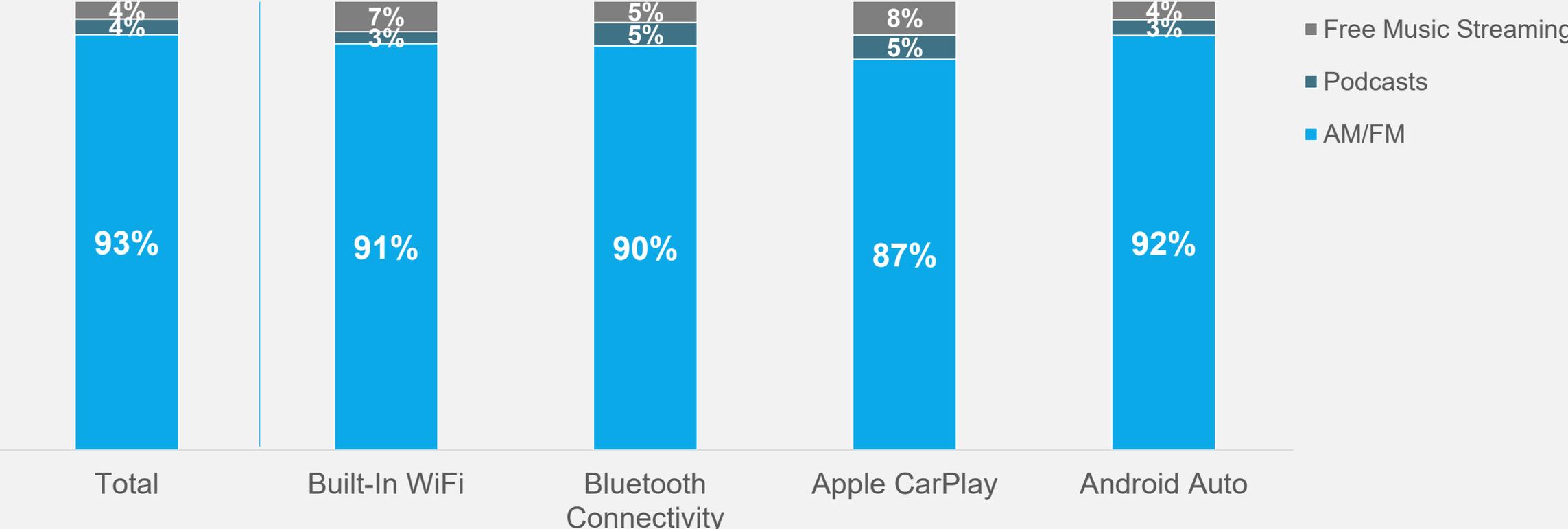


QC2 Thinking of all the time you spent in the vehicle YESTERDAY, how much time did you spend doing the following?
Base: Canadians 18+

Even in Connected Cars, Live Radio dominates

In cars with the latest technologies, Broadcast Radio delivers an overwhelming majority of time spent with ad-supported audio.

Share of Ad-Supported In-Car Audio by Technology Owned



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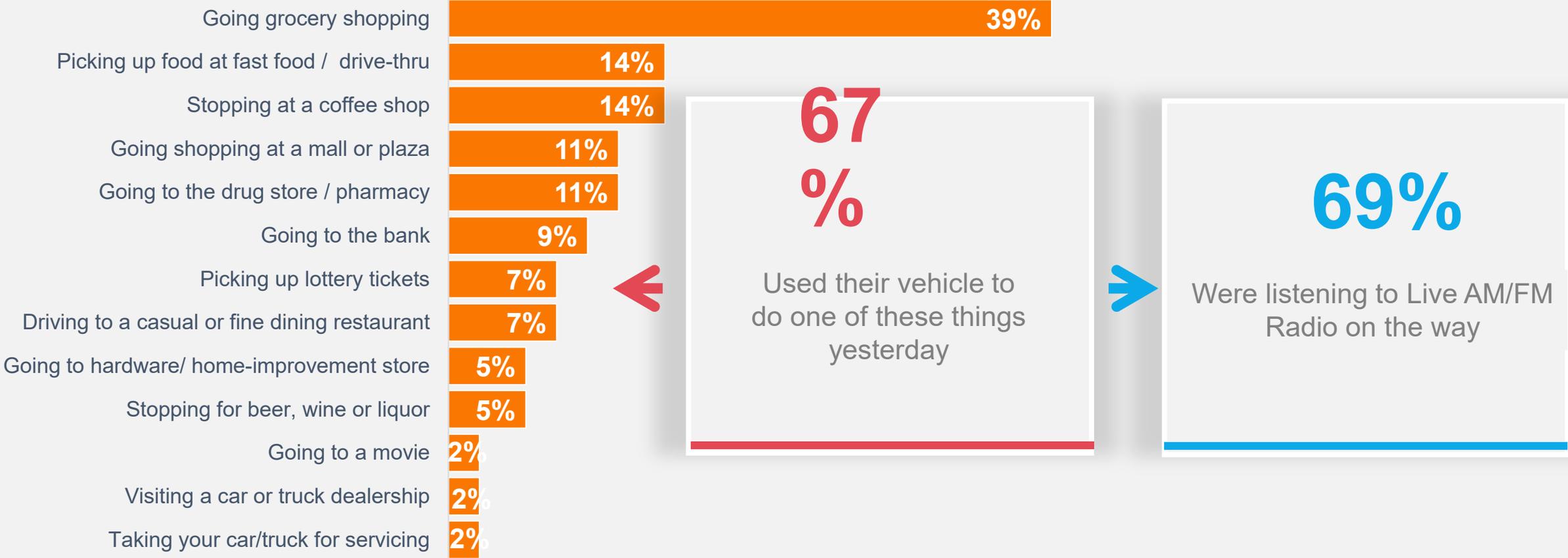
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DRIVING CONSUMER ACTION

Live Radio reaches Canadians when they are on the move, and actively spending

Most adult Canadians 18+ were in their vehicle yesterday, spending money -- and most of them were listening to AM/FM radio while they did.



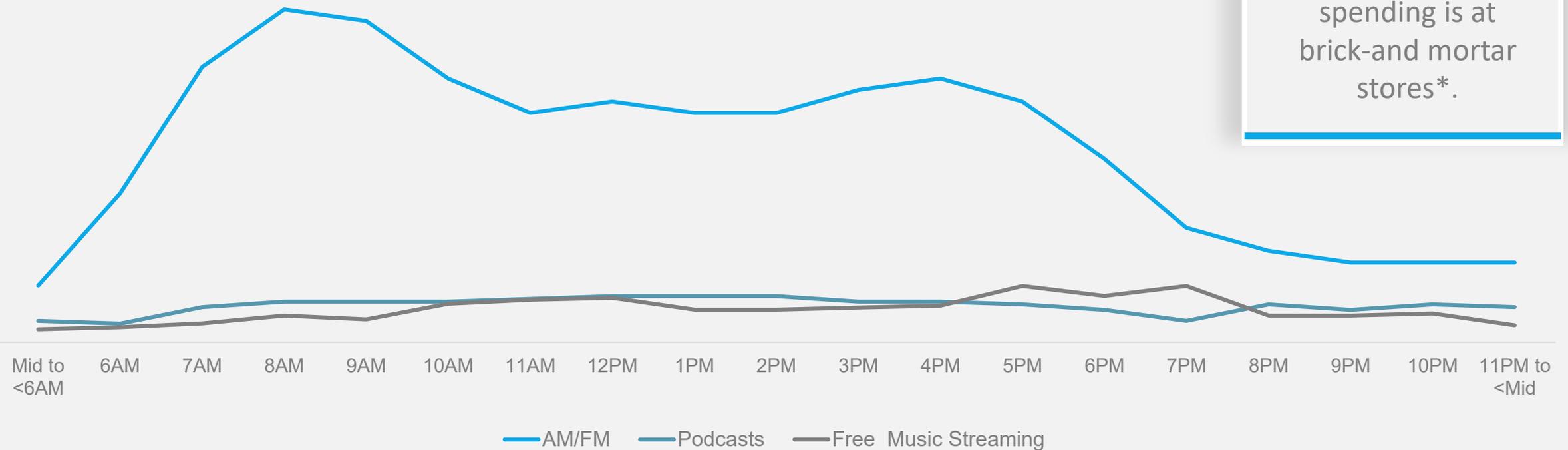
QC5d. And still thinking about the time you spent in a private vehicle YESTERDAY, did you do any of these things while driving, or used your vehicle to get there? Base: Canadians in private vehicle yesterday
 QC5e: Were you listening to AM/FM Radio in the car while going or doing this YESTERDAY: Base: Canadians who did at least one activity in-car yesterday

Live Radio has the largest buyable audiences throughout the day

When stores are open Live Radio is on.

94%
of consumer spending is at brick-and mortar stores*.

Usage 18+ Monday to Sunday



*Statistics Canada, Nov 2023
QB3d. IN WHAT HOURS yesterday did you listen to [media]?
Base: Canadians 18+

Ads heard on the radio drive action

41% of adult Canadians were prompted to take action after hearing an ad on Live Radio.



Live Radio lets Canadians know about new products or services in their communities

In the past couple of months, while listening to AM/FM Radio....

45% of adults
18-49

Learned new information about community events, as well about new or familiar products

32% of adults
25-54

Learned about an event happening in their areas (concert, festivals or community events)

22% of adults
18-34

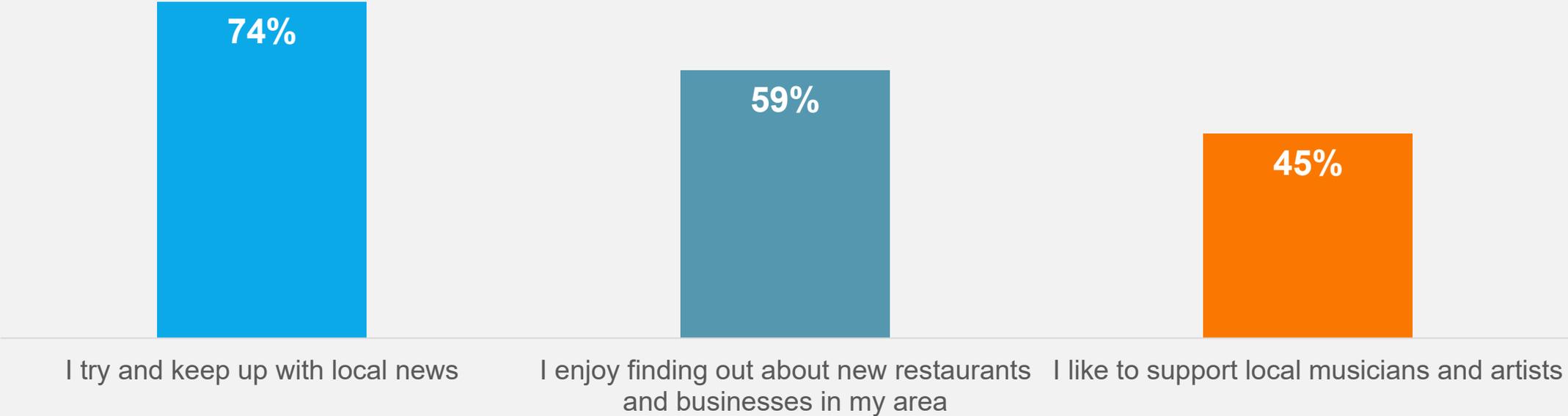
Learned about new product or service they were previously unaware of

Q:NEW PRODUCT In the past couple of months, have you had any of the following experiences while listening to AM/FM Radio?
Base: Canadians 25-54, 18-49, 18-34

Canadians value community information and local news

Canadians value staying up to date with what’s happening in their community – nearly three-quarters of Canadian adults say they try and keep up with local news, and AM/FM radio is a live and local media.

% of A18+ who agree that...



Q: LOCALIMPORTANCE. How much do you agree or disagree with the following statements?
Base: Canadians 18+

Brands that support local media through advertising are appreciated by Canadian consumers



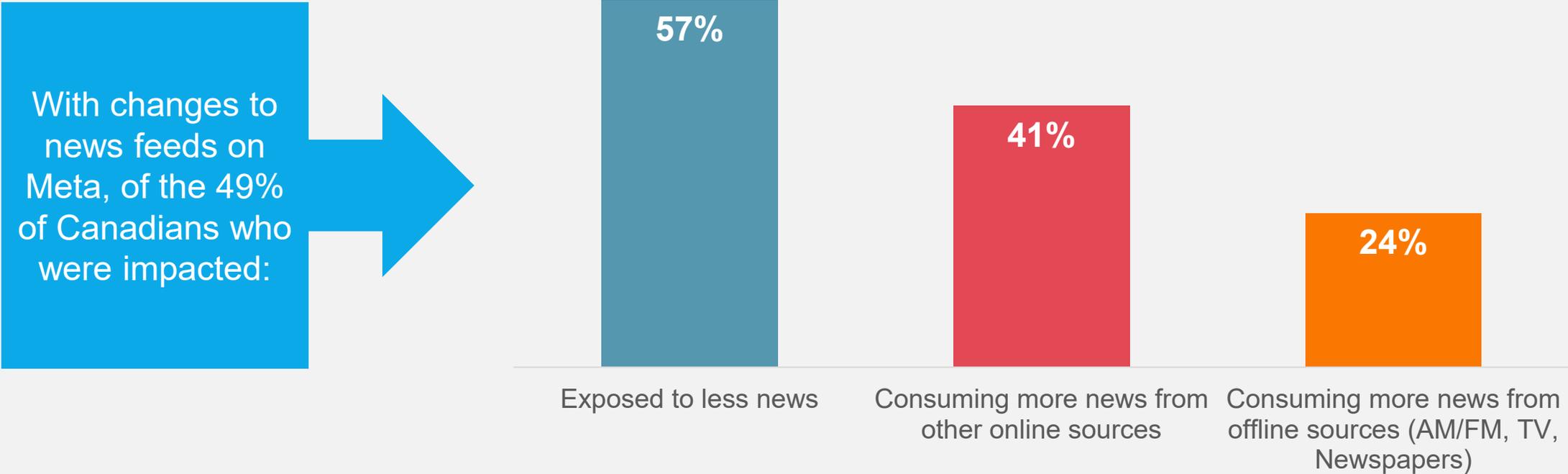
52% of adults
18+

Appreciate when
brands support local
media with their
advertising dollars

Offline sources helping fill the Meta gap

While online news from Facebook and Instagram has been partially replaced by other online sources, a quarter of Canadian adults who used to get news on Facebook and Instagram are now turning to offline sources to replace it.

Impact of loss of news links on Meta

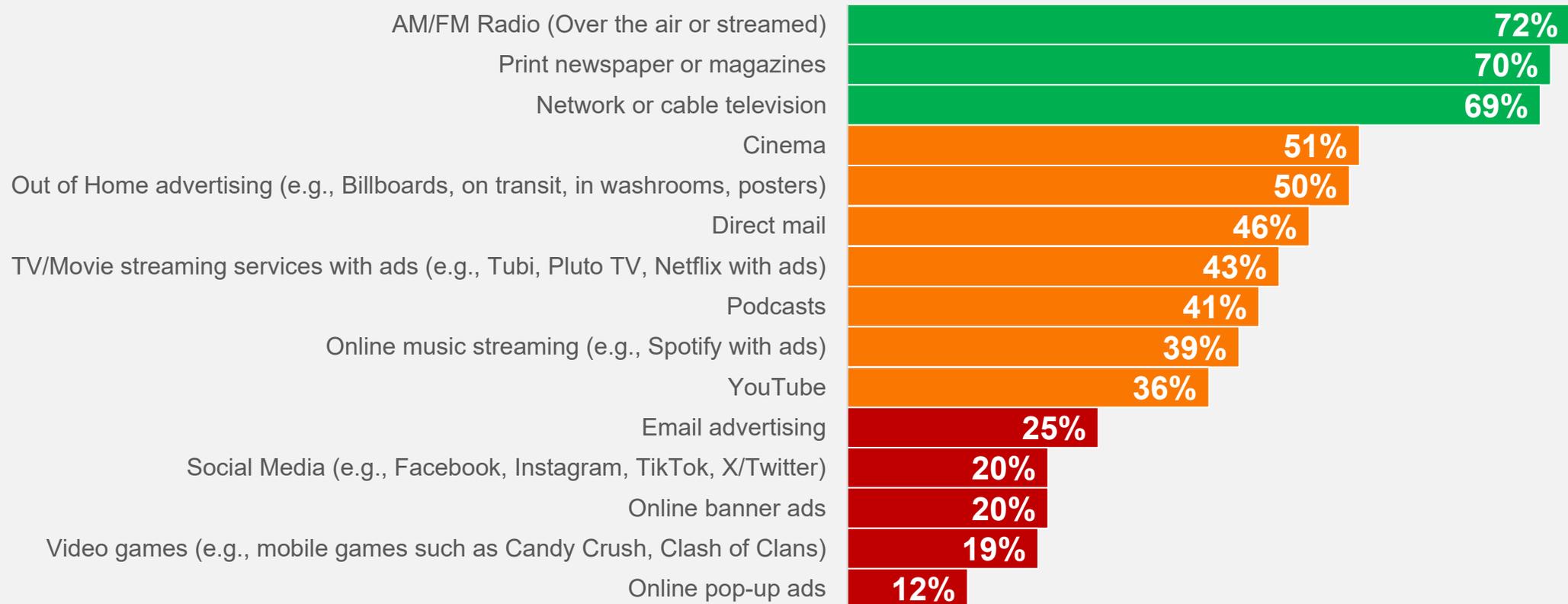


C18. In response to Canadian legislation, Meta began removing news links from Facebook and Instagram this summer. In which of the following ways have these changes impacted your exposure to news?
Base: Canadians 18+, had previously been exposed to news on Facebook or Instagram

Radio ads are trusted by Canadians

Radio ads (along with those in print media and on television) are seen as trustworthy by Canadians, something that digital display ads struggle with.

% of Canadians who would expect to find trustworthy ads on each media



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RADIO IN THE DIGITAL AGE

Music streamers are heavy Live Radio listeners because they like audio content

Among past week users of online music streaming services or YouTube for music:

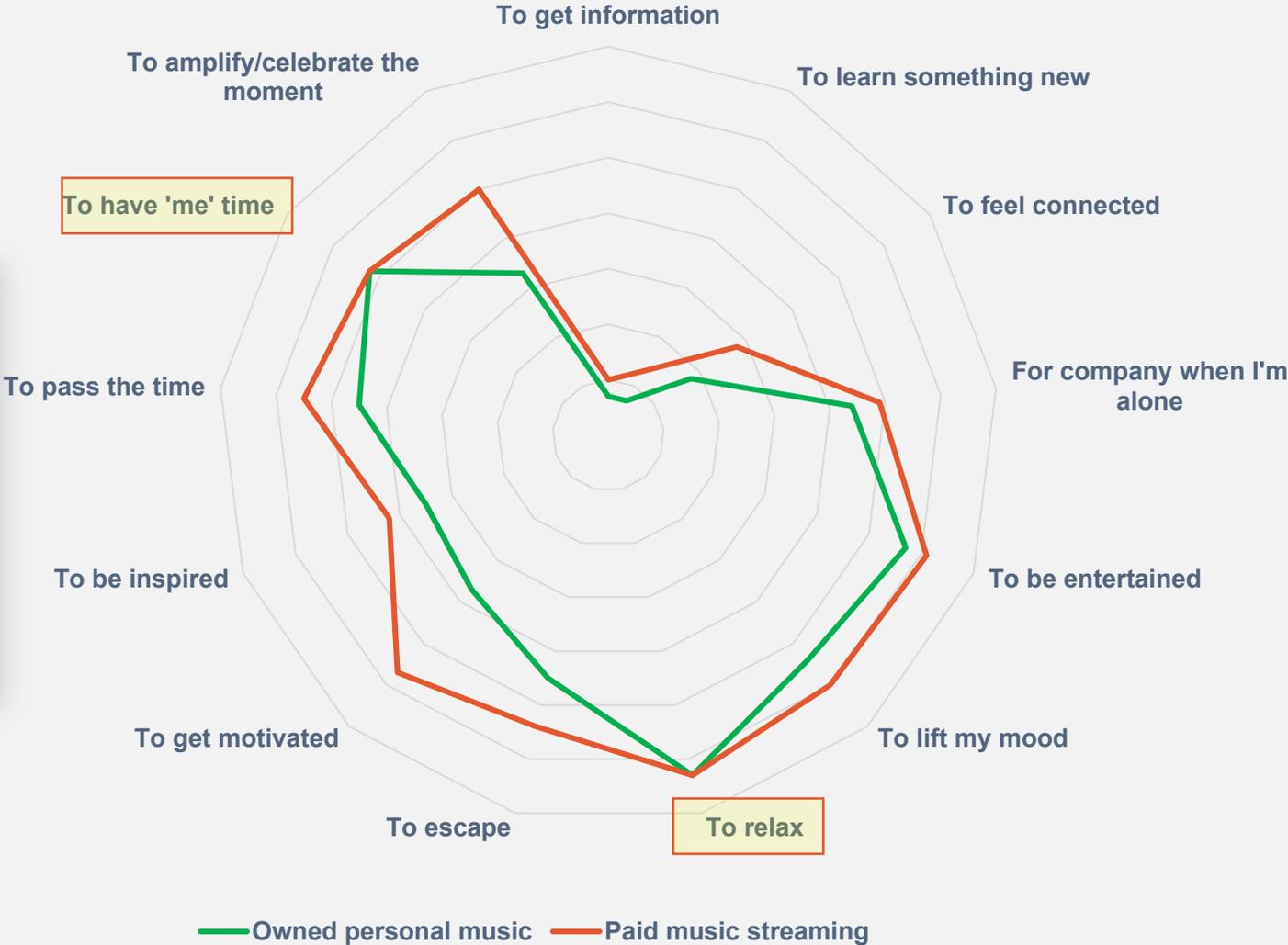


E1. Thinking of all the time you may listen at home, in the car, or at work, how much time in total do you spend listening to AM or FM radio stations during a typical weekday?

Base: Canadians 18+, who used paid or free music streaming in the past week

Music Streaming is the new 'owned' music

Canadians turn to paid music streaming services for the same needs as their CDs, MP3s and vinyl – to lean back and relax.



Q. NEED_STATES_1_5. And what kind of audio, if any, do you listen to for each of the following reasons?
 Base: Canadians 18+, past week users of each media

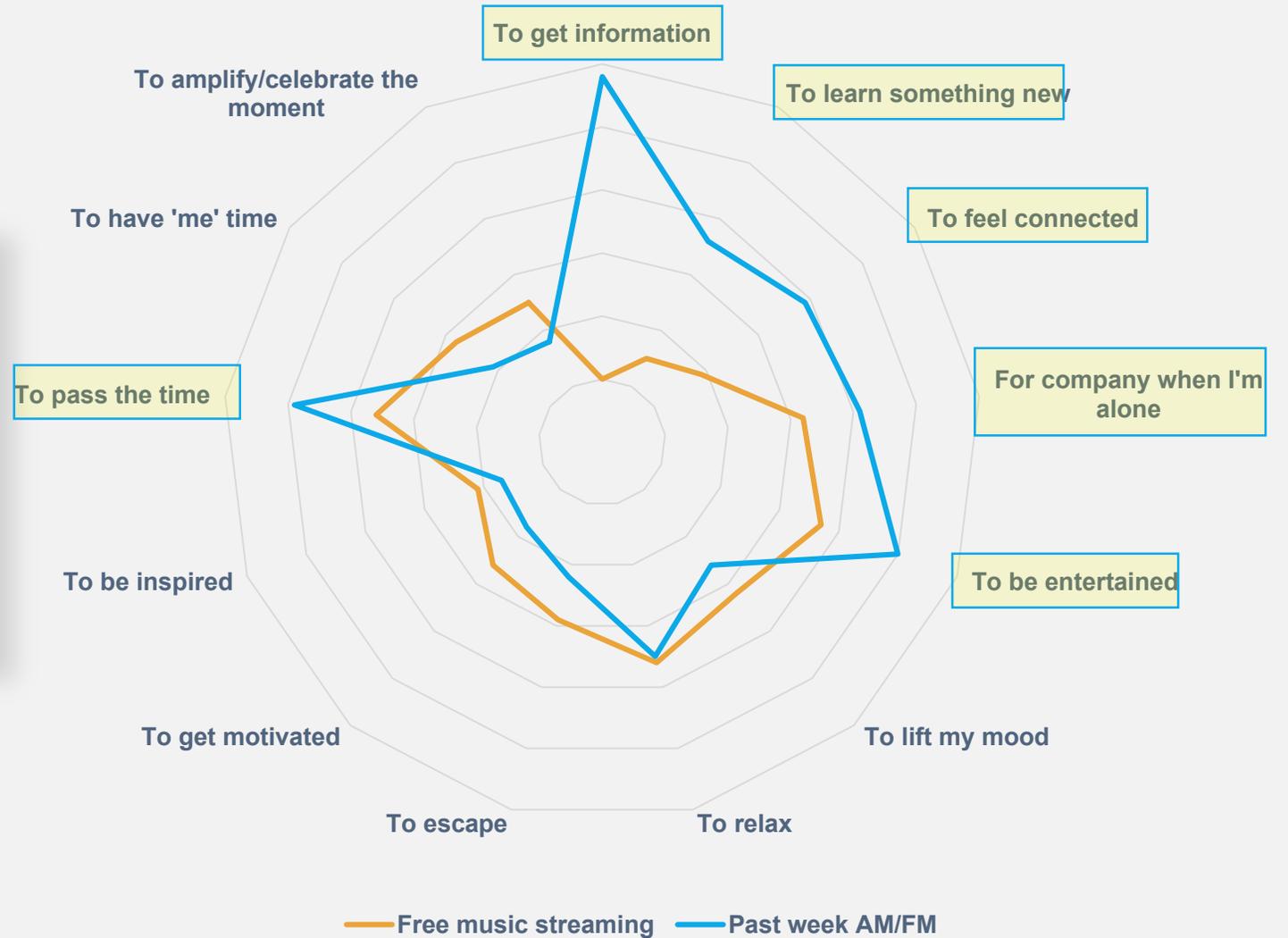
Free Streaming has less engagement

Canadians have less of a connection with free music streaming – even weekly users of free services are less likely to turn to it for needs fulfillment than to paid streaming.



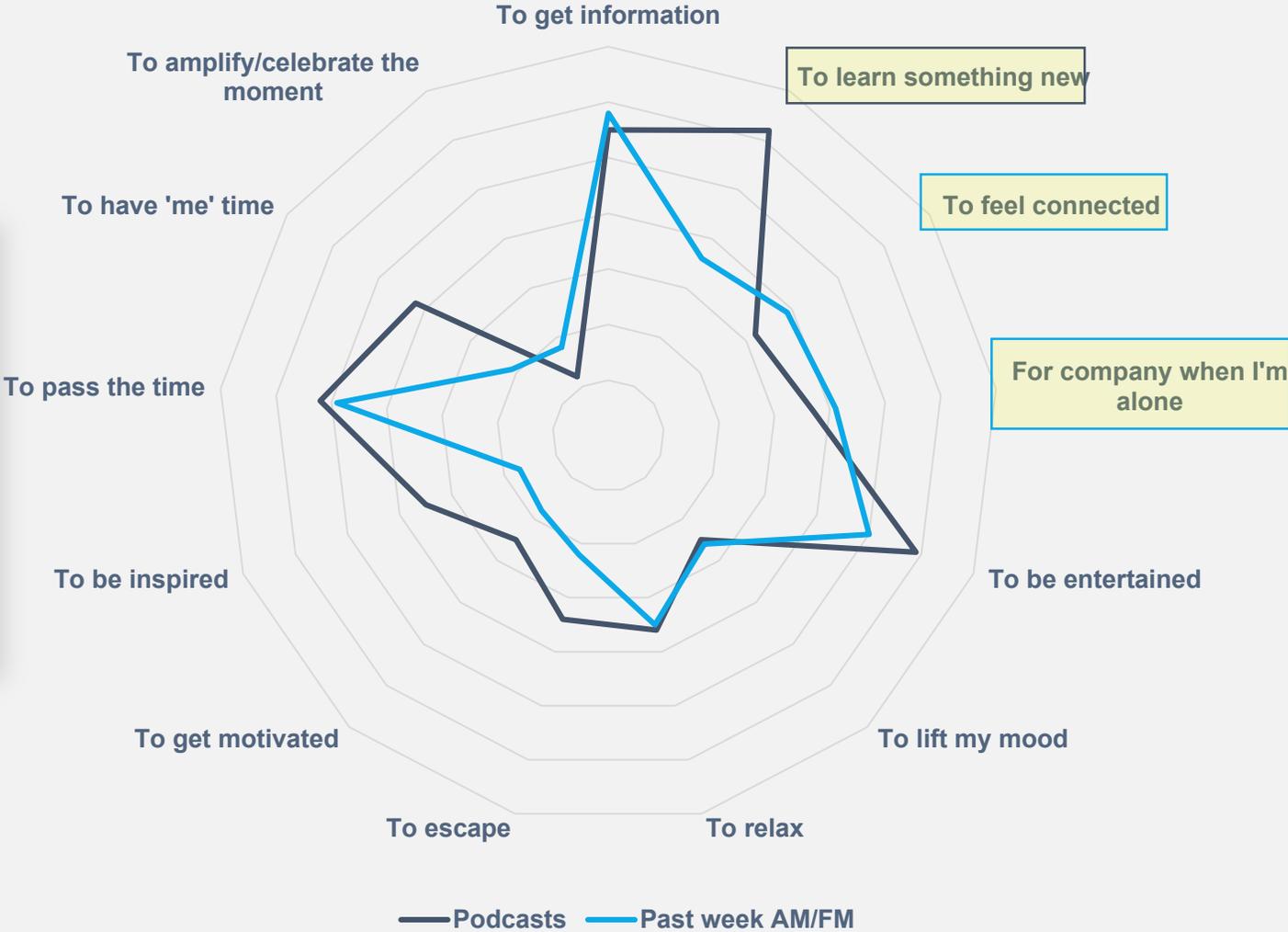
Live Radio connects with listeners

In contrast with 'lean back' listening to music streaming services, Canadians engage with AM/FM, turning to radio for information and to feel connected



Greater overlap between Broadcast Radio and Podcasts

Both AM/FM Radio and podcasts are turned to for information and entertainment, but radio provides company and a greater sense of connection, while podcasts lean more into learning new things.

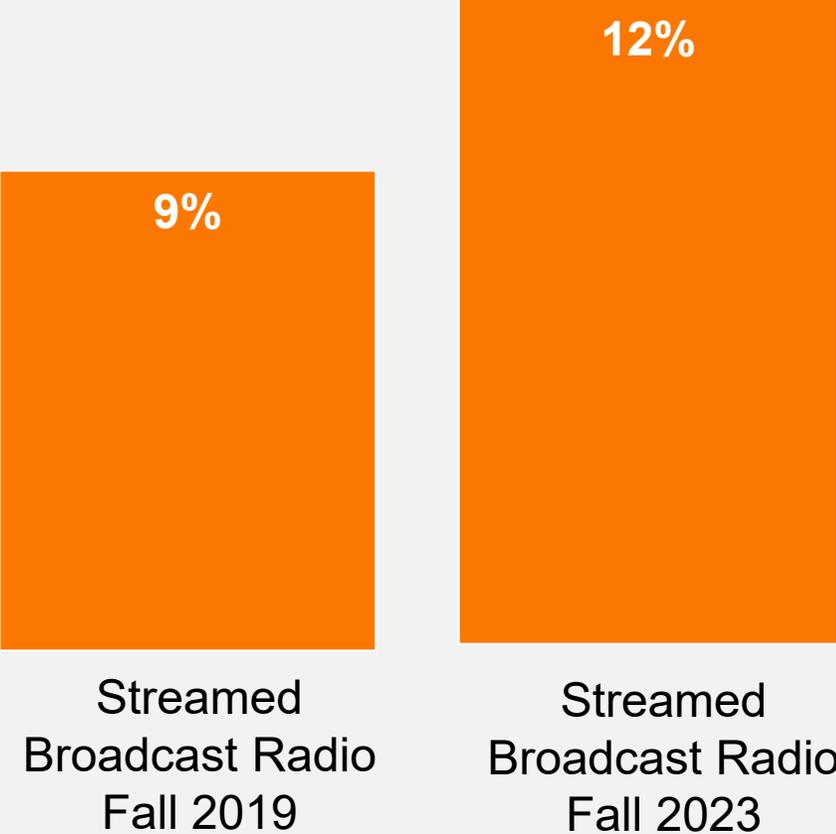


Q. NEED_STATES_1_5. And what kind of audio, if any, do you listen to for each of the following reasons?
 Base: Canadians 18+, past week users of each media

Share listening to Streamed Live Radio up by 33% since Fall of '19

12%

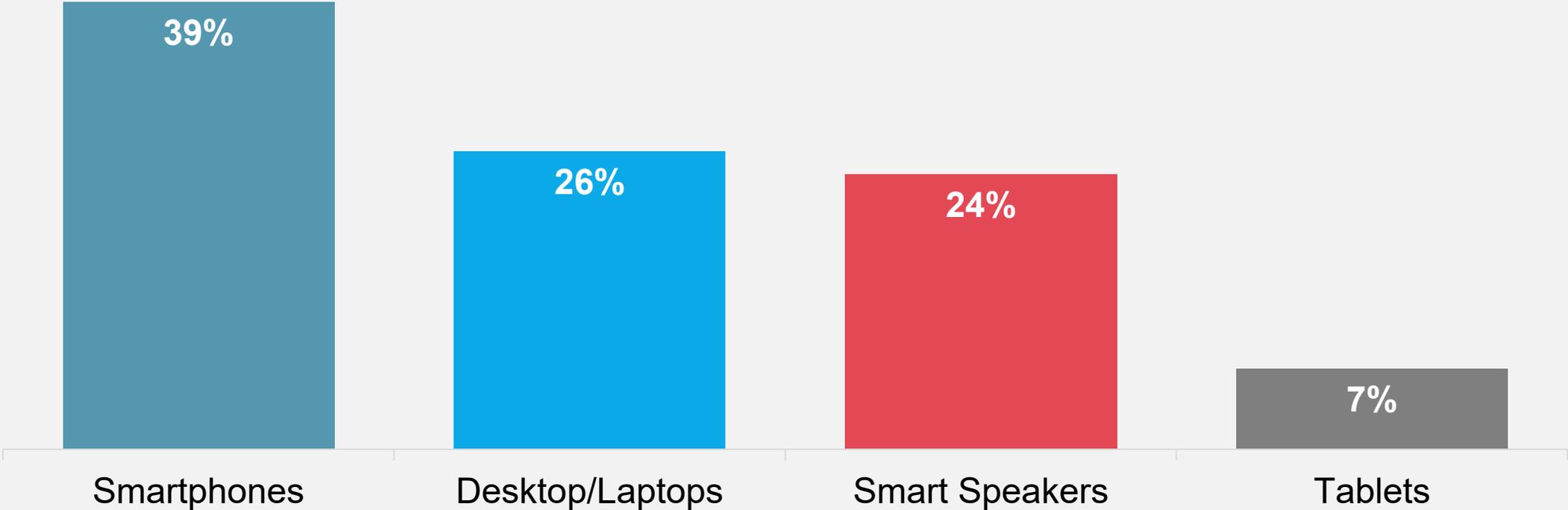
Of A18+ listening to Live Radio is now done by tuning to Broadcast Radios' digital streams. This increases to 17% among A18-34



QB3dx. [Mean Summary] Thinking of the following type(s) of audio that you mentioned listening to yesterday, how many hours and minutes in total did you spend listening to each one?
Base: Canadians 18+

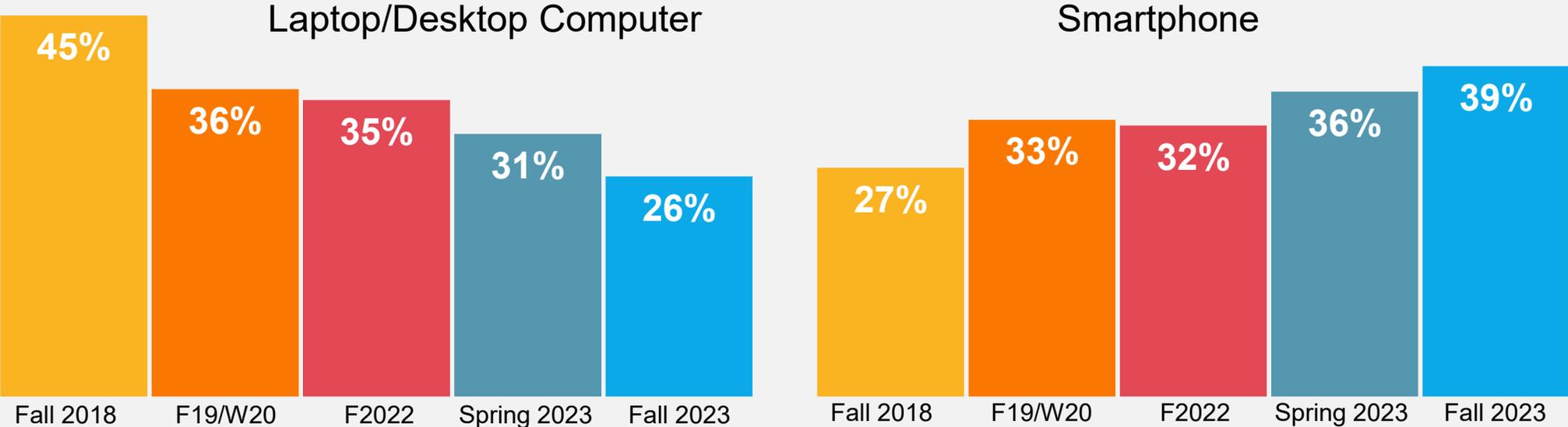
Smartphones lead for streaming AM/FM

Past week listening to AM/FM streaming, by device
(Among 18+ who streamed AM/FM in the past week)
Fall 2023



Smartphones are replacing Computers for streaming Live Radio

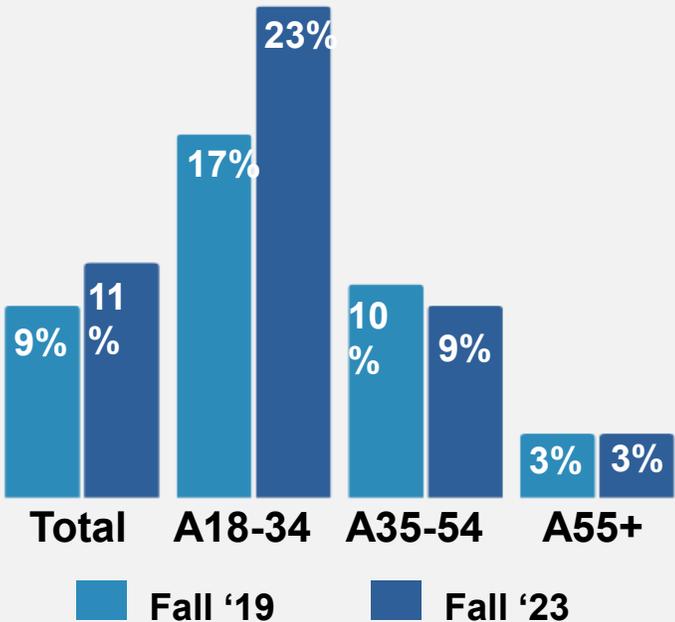
Past week listening to AM/FM streaming, by device
(Among 18+ who streamed AM/FM in the past week)



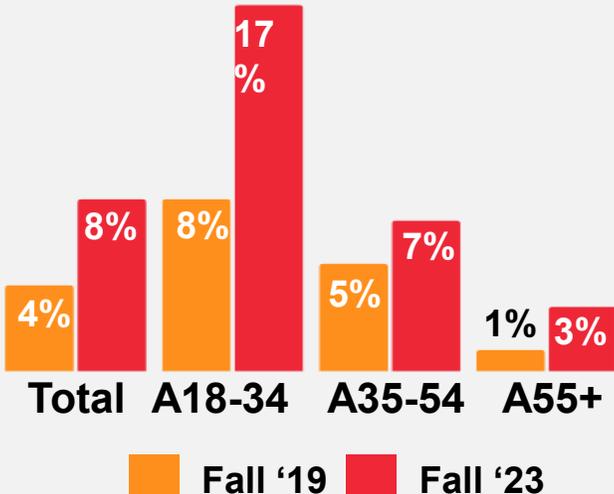
**Excludes waves during the COVID-19 pandemic*

Canadians use of headphones to listen to Live Radio is growing

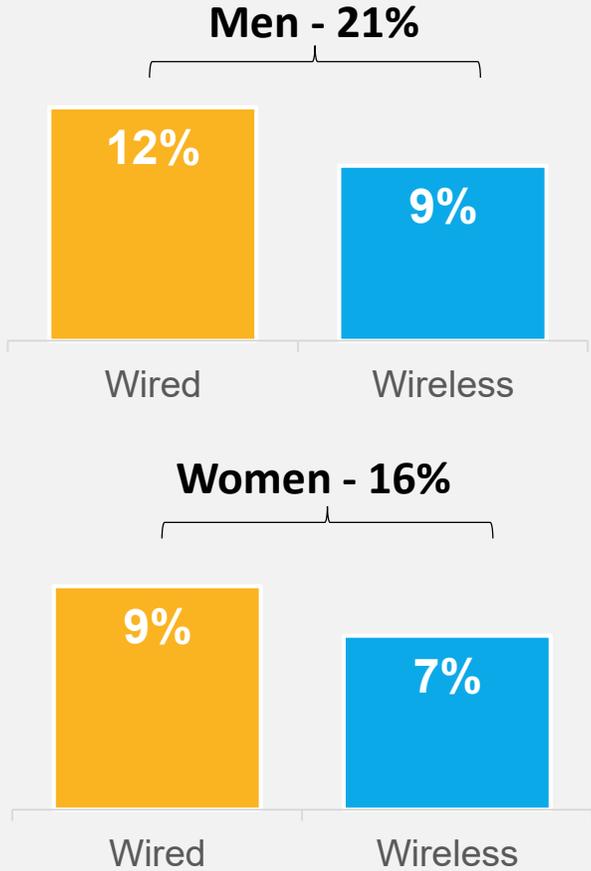
% of AM/FM time w/ **wired** headphones



% of AM/FM time w/ **wireless** headphones



Total % of time spent with Headphones (Fall 2023)

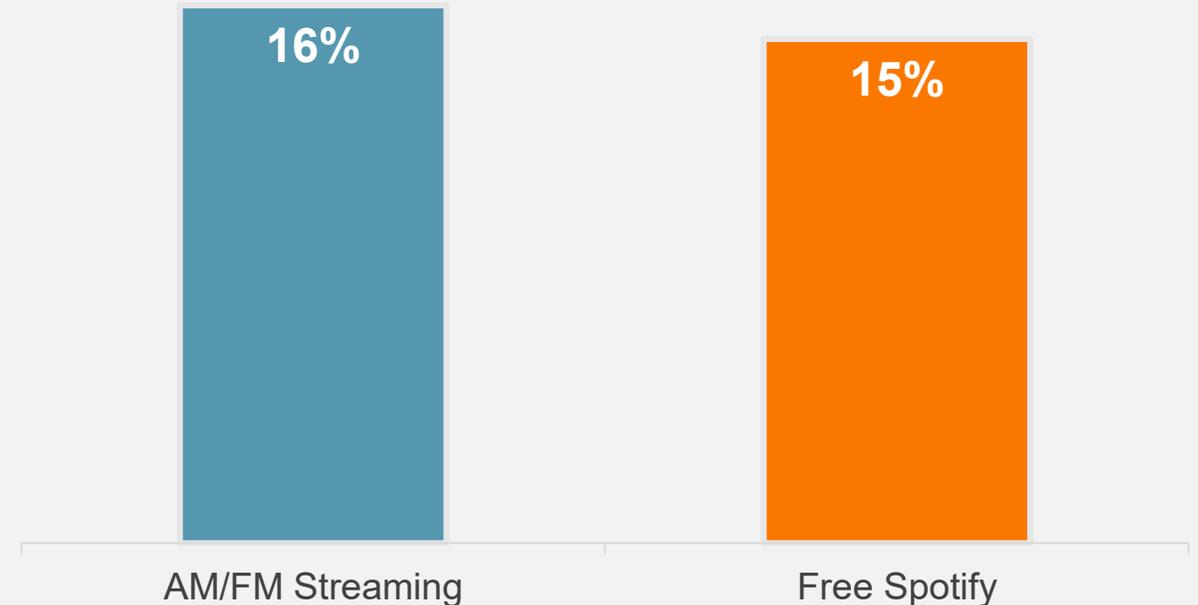


C1d. Of all the time you spend listening to FM or AM radio, what proportion is... [Through headphones/ ear buds connected BY A WIRE to a mobile device] [Through headphones/ ear buds connected WIRELESSLY to a mobile device via Bluetooth] [Over speakers]
 Base: Canadians 18+, 18-34, 35-54, 55+

Live Radio Streams leads Free Spotify for reach among addressable digital audio listeners

Past week usage A25-54

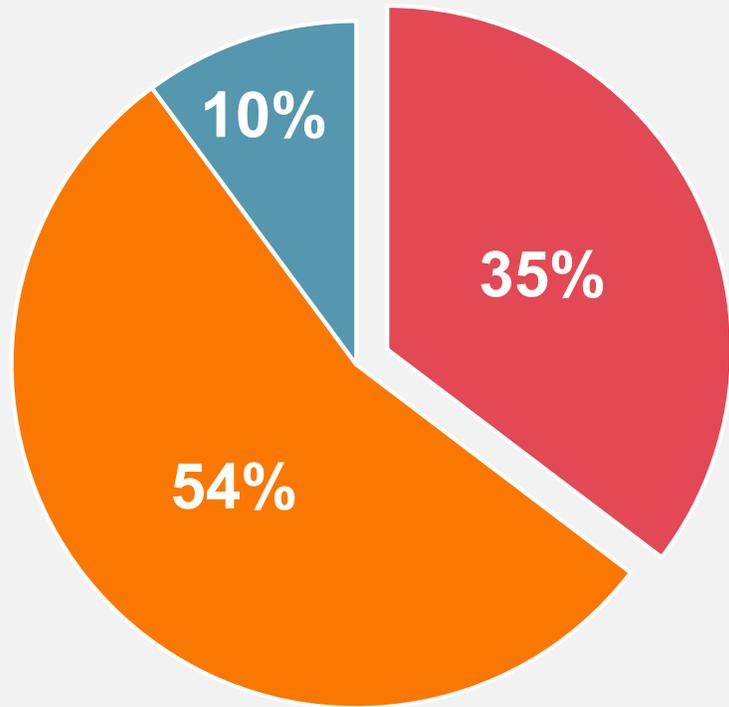
For advertisers looking to reach streamers, AM/FM Radio streaming delivers more listeners than ad-supported Spotify.



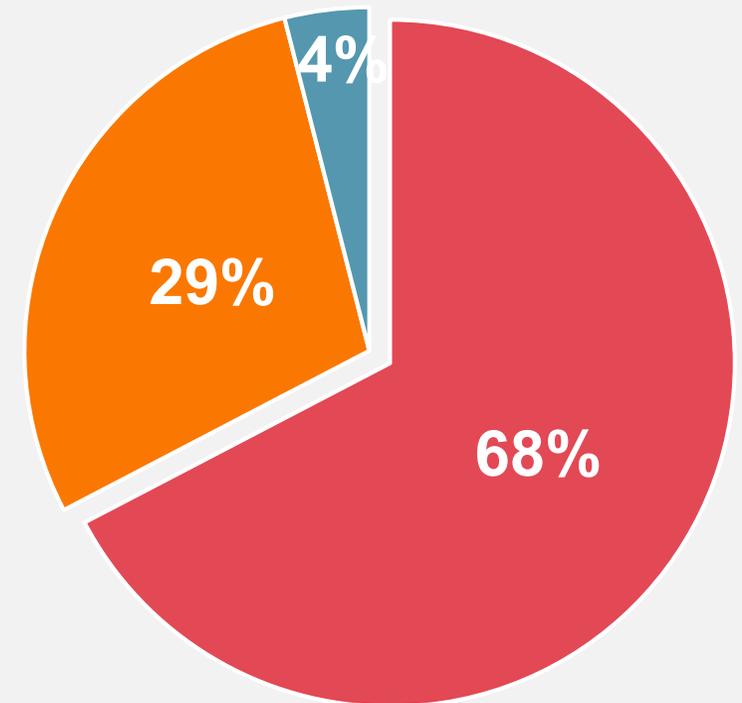
Daily Spotify users increasingly hard to reach with advertising

Since its launch, Spotify users continue to migrate to the paid platform, as Canadians move to renting versus owning their personal music libraries.

% of Daily Spotify Users – Fall 2017



% of Daily Spotify Users – Fall 2023

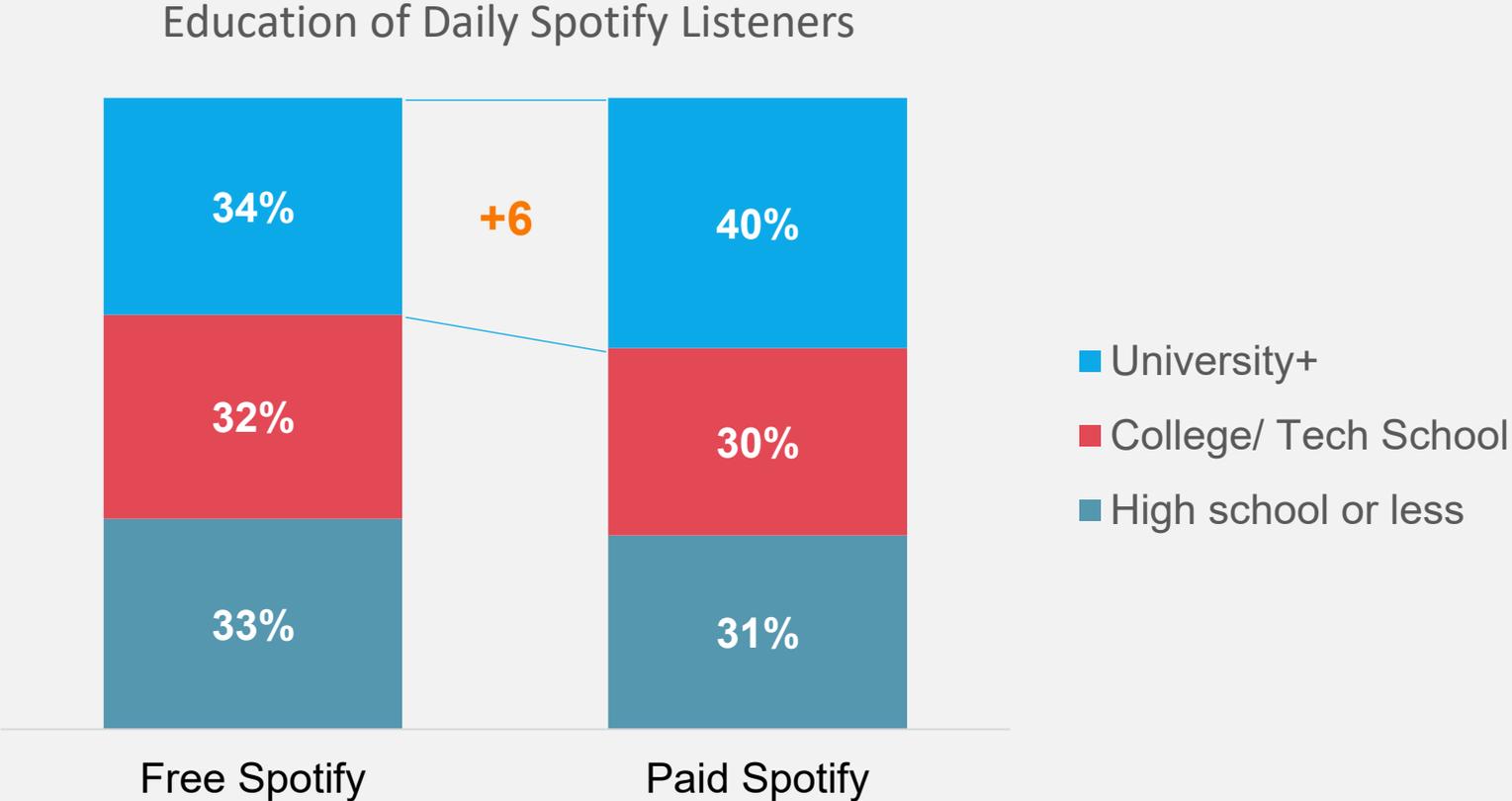


Type of Spotify Subscription

- Paid
- Free
- Someone else's

Paid users are more highly educated

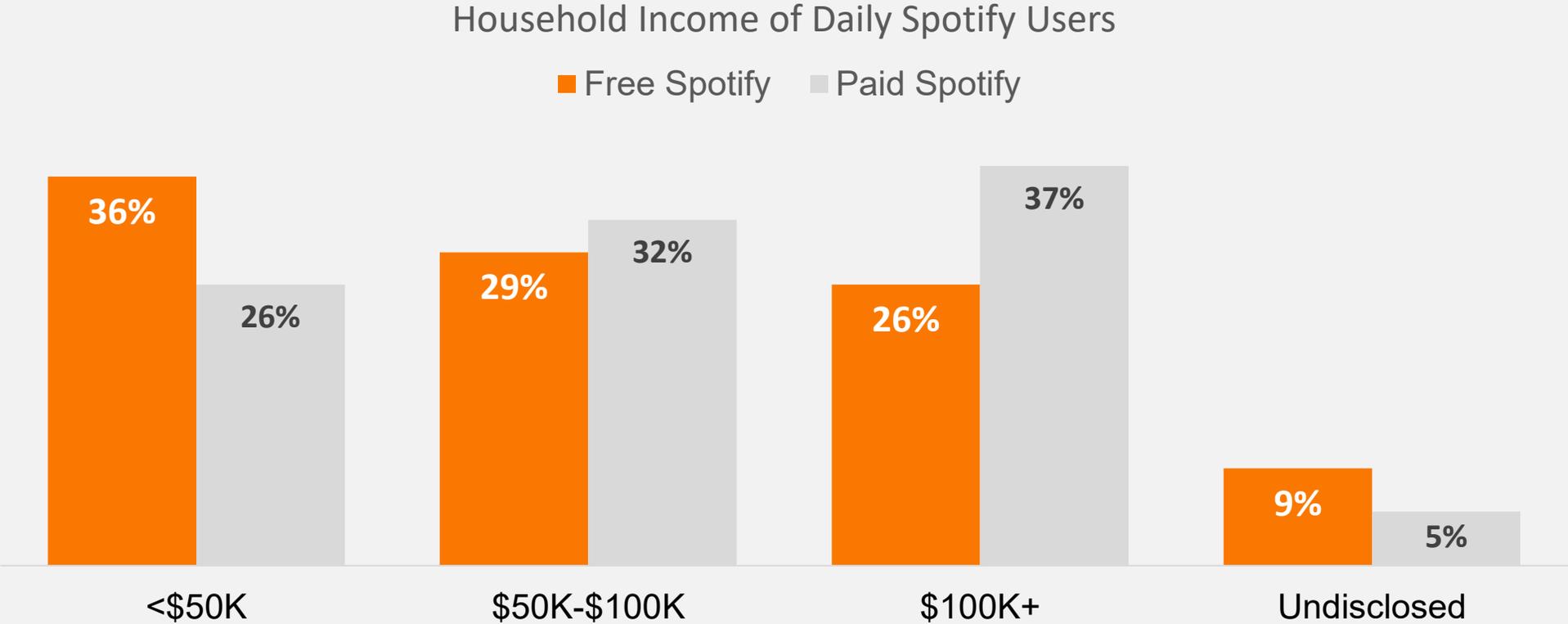
Educated Canadians are more likely to pay for the subscription to avoid ads on the Spotify app.



F16a. You mentioned listening to Spotify. Which of the following best describes your Spotify subscription?
Base: Canadians 18+, listen to Spotify daily

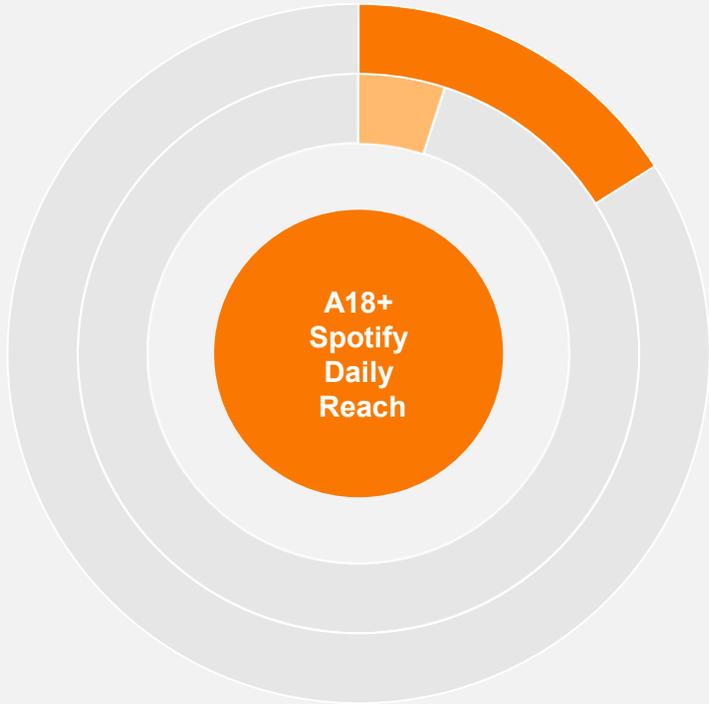
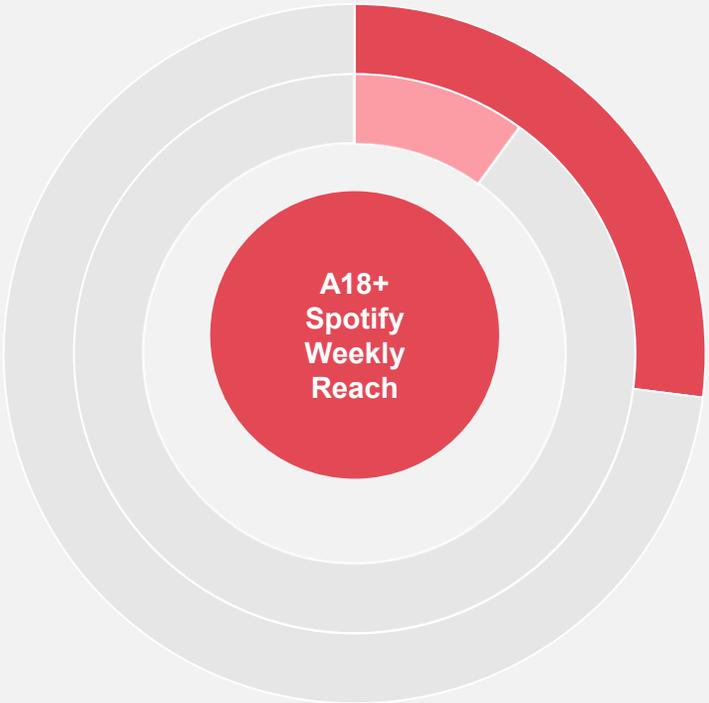
Free users are less affluent

Understandably, those with more money are the ones choosing to spend it on the *paid* version of Spotify.



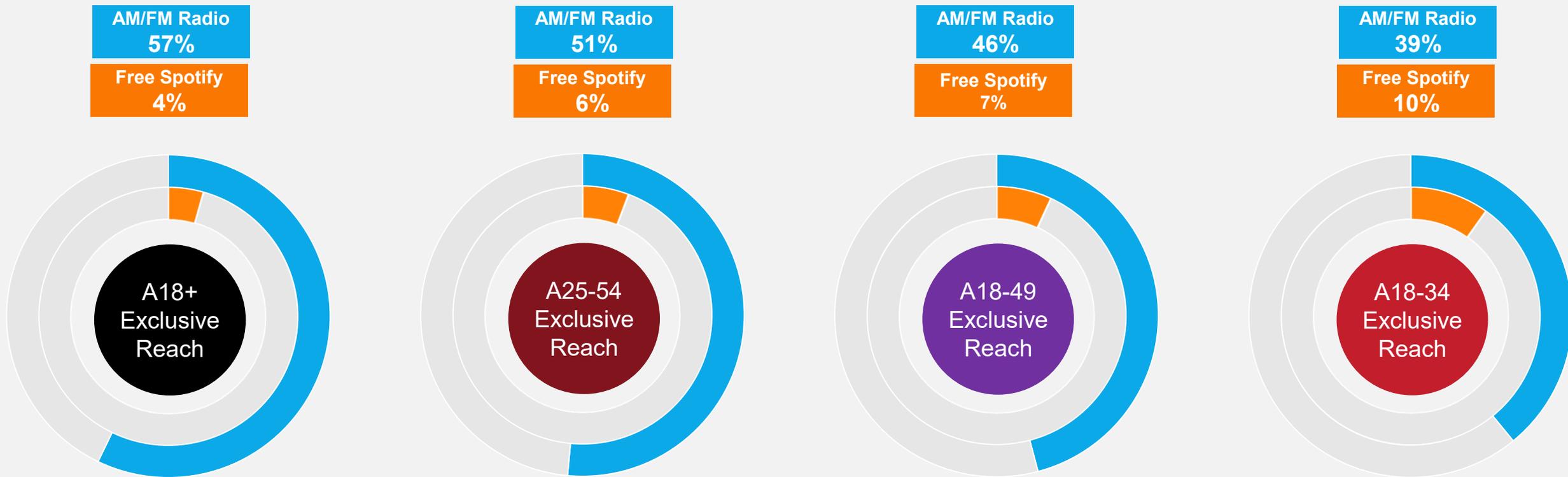
F16a. You mentioned listening to Spotify. Which of the following best describes your Spotify subscription?
Base: Canadians 18+, listen to Spotify daily

Reach for Ad-Supported Spotify is a fraction of Spotify's total audience

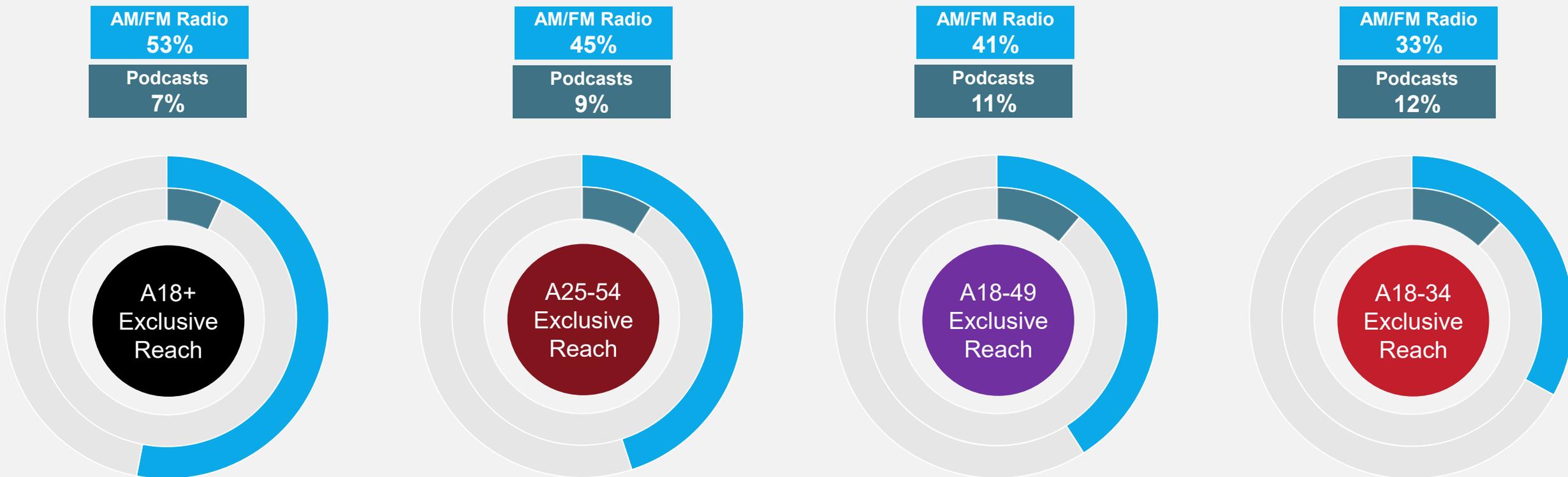


F16a. You mentioned listening to Spotify. Which of the following best describes your Spotify subscription?
Base: Canadians 18+

In all key demographic groups, Live Radio provides significantly higher exclusive weekly reach compared to Free Spotify

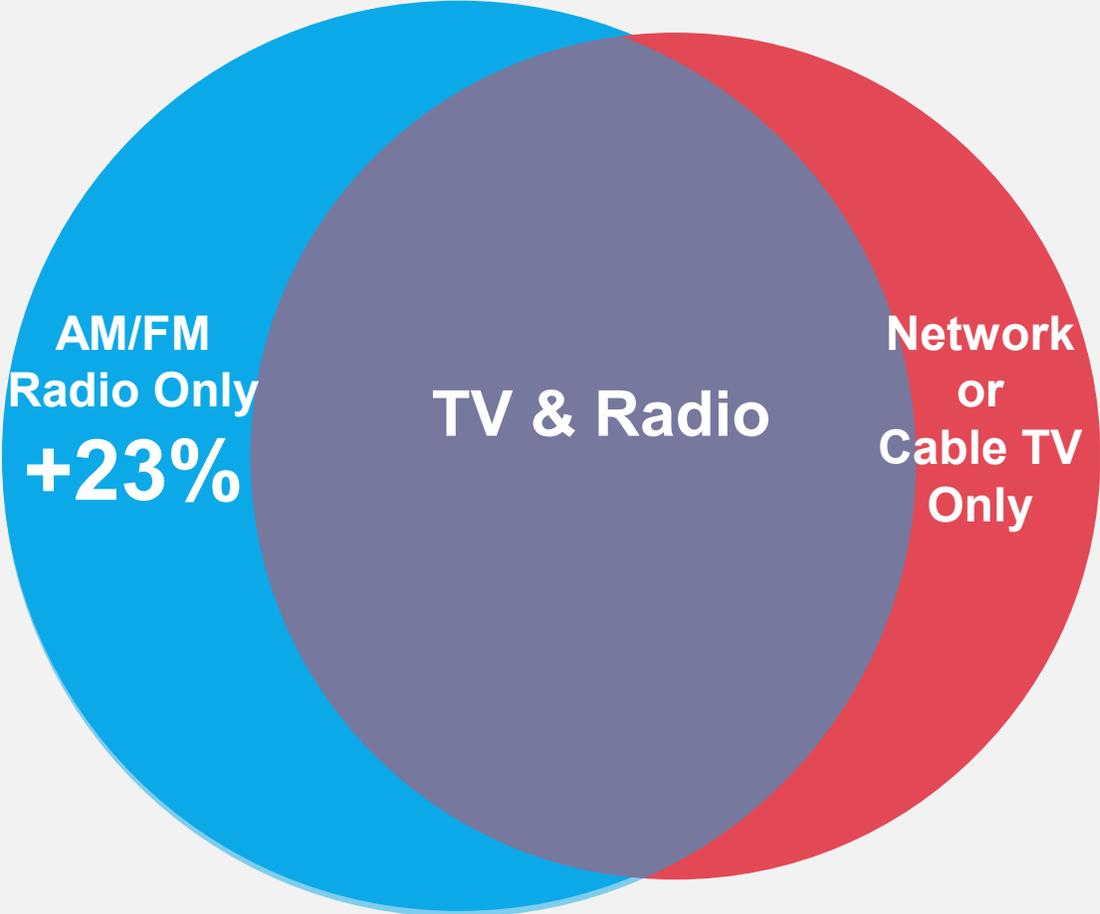


AM/FM Radio has considerably higher exclusive weekly reach than podcasts



Live Broadcast Radio complements TV campaigns

Weekly Reach – A18+



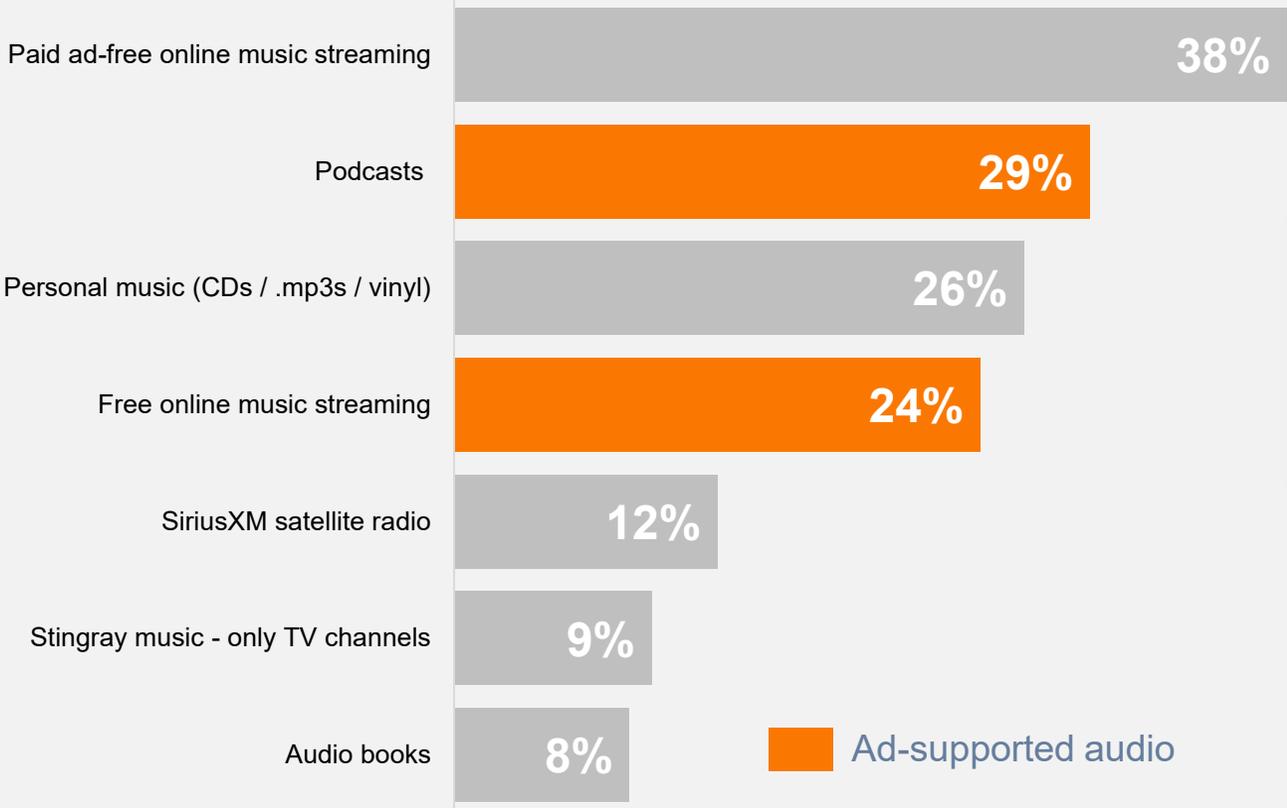
While there is considerable overlap between the weekly reach of TV and Radio, both reach audiences that the other does not.

Radio extends the weekly reach of TV alone, capturing an additional 23% of the adult population.

Compared to other audio, Live Radio is the reach machine for advertisers

Live Radio is the dominant audio platform to reach Canadians with an audio message

Stated Listening in Past Week A25-54:



84%* Average weekly reach of Live Radio against A25-54 as measured by PPM

* PPM FL 2023 Total Meter CTRL / AW / Weekly Reach %

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KEY TAKEAWAYS

Key Takeaways

01

Live Radio is the center-piece for Audio

Broadcast Radio represents a 75% share of ad-supported audio

02

Broadcast Radio dominates in-car tuning

9 out of 10 minutes with ad-supported in-car audio is spent with Live Radio

03

Live Radio reaches 'on-the-go' audiences

Two-thirds of Canadians in private vehicles yesterday were "out and about" spending money and MOST were listening to AM/FM Radio

04

Live Radio streaming has more listeners than Free Spotify

AM/FM Streaming is a growing % of Live Radio listening while fewer Spotify listeners use the ad-supported version

05

Live Radio has more exclusive reach

No other ad-supported audio platform can connect with more Canadian consumers than Live Radio

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THANK YOU

Questions:

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