

Host-read ads generate **greater attentiveness**

(+44% agree)

and are **more likely** to
purchase or **recommend brands**
from a host-read ad
(+60% more likely)



A woman with dark hair, wearing a red beanie and large headphones, is smiling and pointing towards the camera. She is in a radio studio, with a professional microphone on a boom arm in front of her. The background is slightly blurred, showing studio equipment and a window.

Higher engagement motivates consumer response

46% of Canadians have visited a website, gone to a store or attended an event after hearing an on-air discussion.

Provides context, credibility and improved brand equity

39% of Canadians feel radio is more personal than any other media and believe online streaming does not replace radio.

Conveys a more in-depth brand story

Radio personalities are trusted influencers

46% agree their favourite AM/FM radio personalities are opinion leaders they trust.