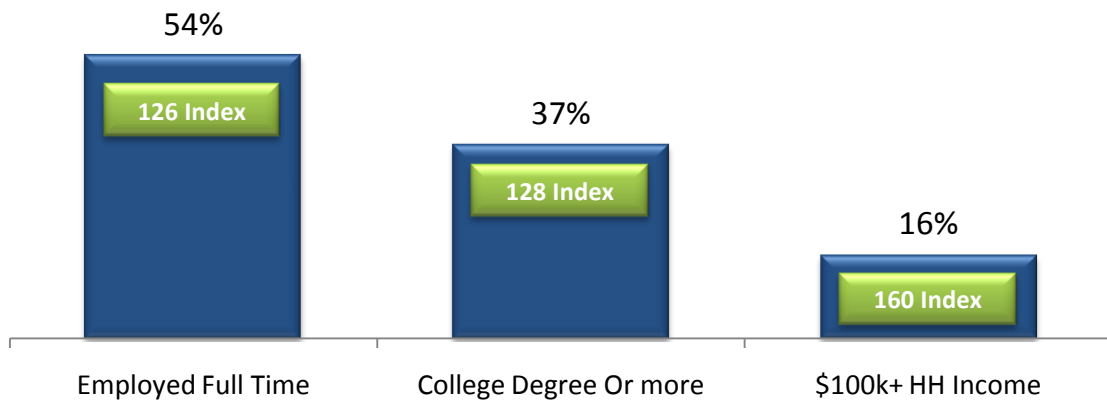
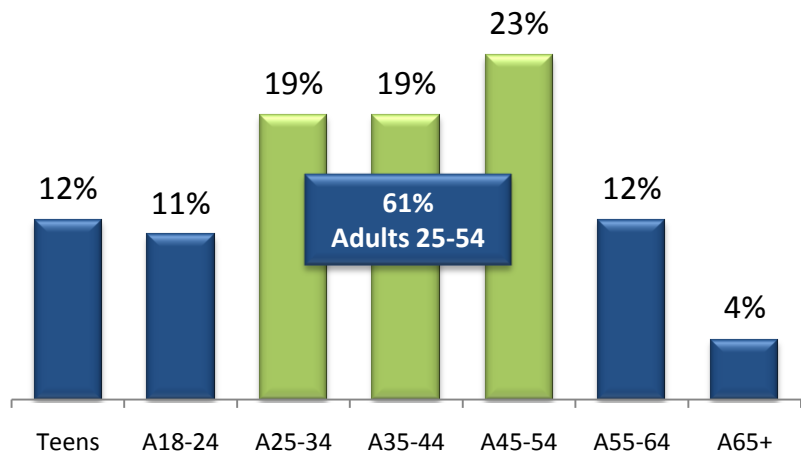
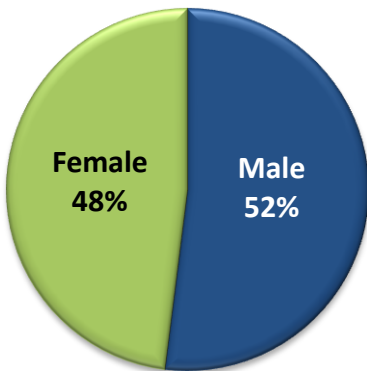
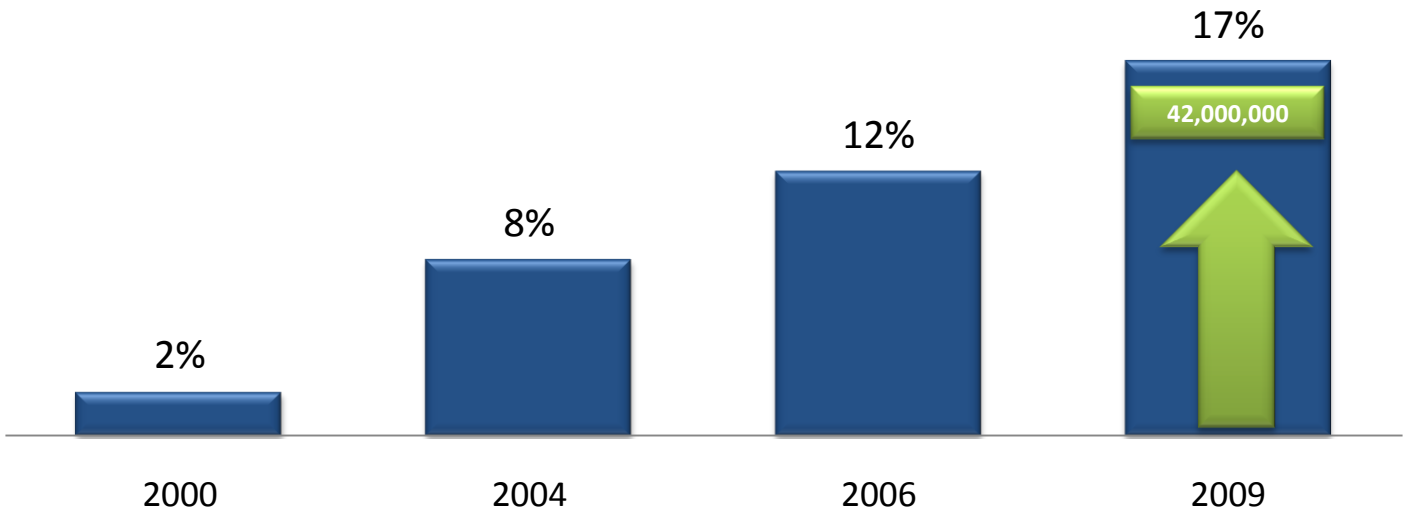




A12+ Weekly Online Radio Audience

% Who Have Listened to Online Radio in Last Wk



(Arbitron-Edison Media 2009)





On-Line Radio Audience Profile

- 42 million Americans listened to on-line radio in the last week – 17% of the US up from 12% (2006) – 8%(2003) – 2%(2000)
- 20% of Adults 25-54 have listened to online radio
- One-Third of Americans say they are interested in online radio in their cars
- A12+ Weekly Online Radio Audience:
 - 61% 25-54 (19% 25-34 / 19% 35-44 / 23% 45-54)
 - 52% Male & 48% Female
 - 54% Employed Full-Time (126 Index)
 - 37% College Degree Or More (128 Index)
 - 16% HH Inc \$100k+ (160 Index)
- 12+ Monthly Online Radio Audience
 - 47% research products or services while streaming
 - 33% are shopping and purchasing online while streaming
- Podcasting
- 43% of Americans are aware of podcasting
- 22% or 1 in 5 Americans have ever listened to a podcast.
- 27 million Americans have listened to a podcast in the last month

(Arbitron-Edison Media 2009)

