



CUMULUS  
M E D I A

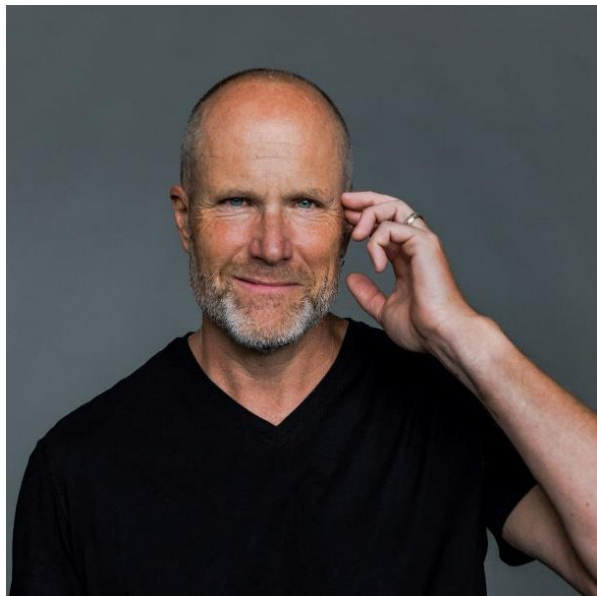


Westwood One

**AUDIO ACTIVE**  
G R O U P

**Surprise: AM/FM Radio  
Ratings Overtake TV  
Among Persons 18-49  
Again**

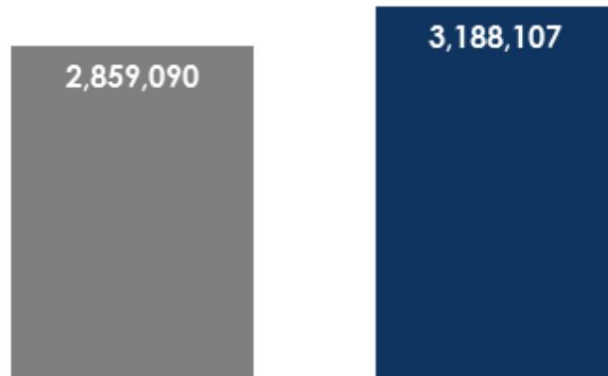
# In 2019, Deloitte predicted that AM/FM radio would beat TV among 18-34s by 2025; It occurred four years earlier by 2021



Duncan Stewart, Director of Research, Technology, Media & Telecommunications at Deloitte

AM/FM radio's average audience is  
+12% greater than TV

Persons 18-34 average audience



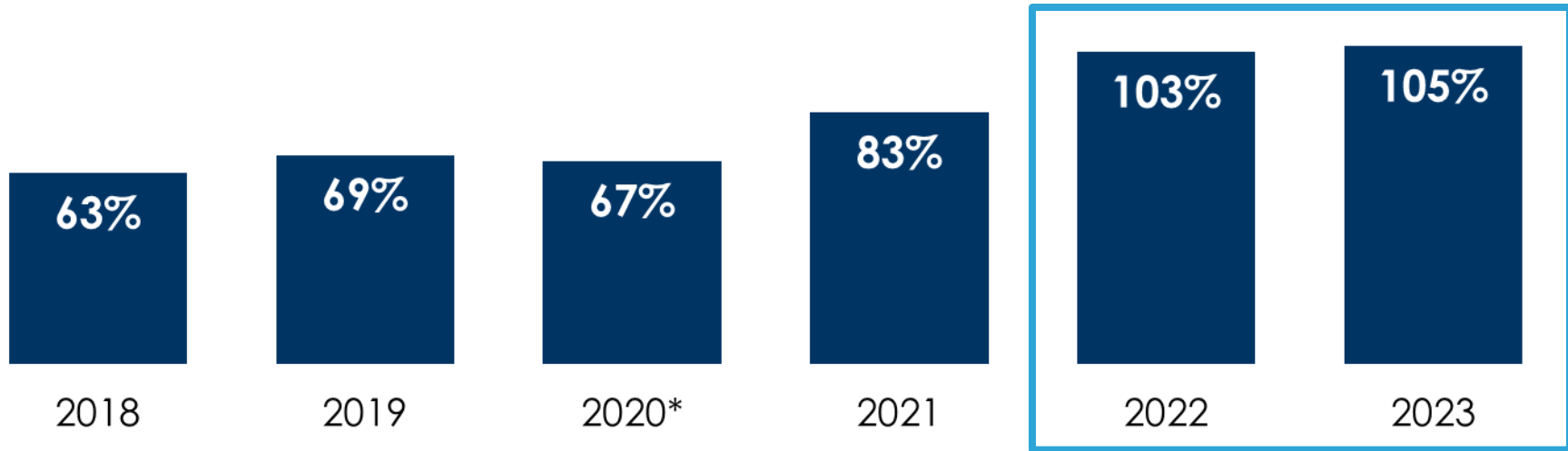
TV

AM/FM radio

Source: Nielsen Total Audience Report Q2 2021

# U.S. AM/FM radio's average 18-49 audience has surpassed television: +5% in Q2 2023

Nielsen Total Audience Report: Persons 18-49 average audience of AM/FM radio as a % of live + time-shifted TV

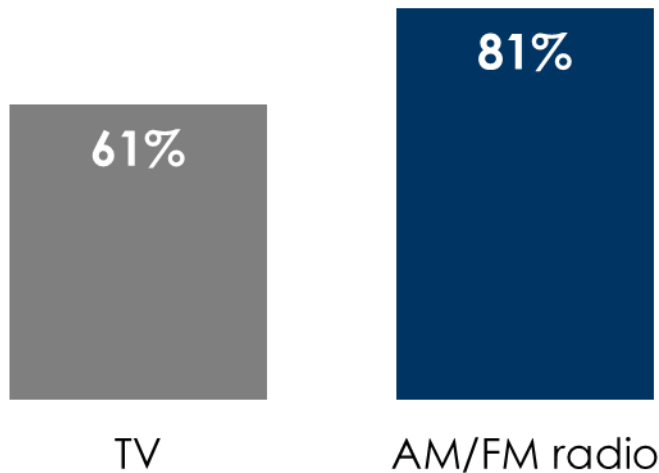


**How to read:** In 2018, AM/FM radio's 18-49 average audience was 63% of TV's. In Q2 2023, AM/FM radio's audience was 5% larger than TV's.

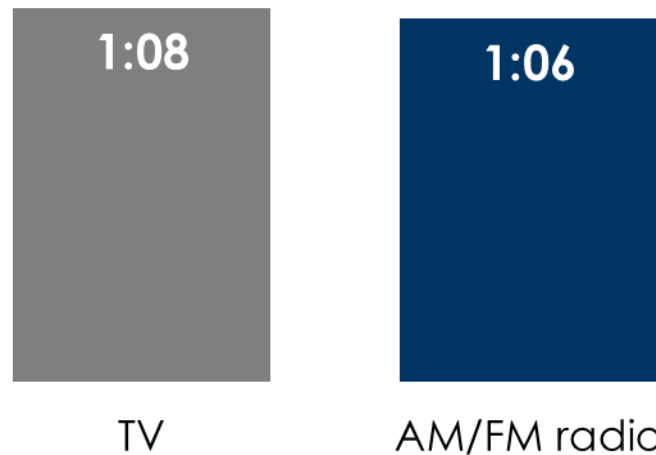
\*Q2 2020 was the COVID lockdown which saw lower AM/FM radio listening and higher time spent with TV.

# AM/FM radio outreaches TV by +33% and TV's daily time spent is the same as AM/FM radio

Persons 18-49 weekly reach  
% of U.S. population  
Q2 2023



Persons 18-49 daily time spent  
Hours:minutes among U.S. population  
Q2 2023

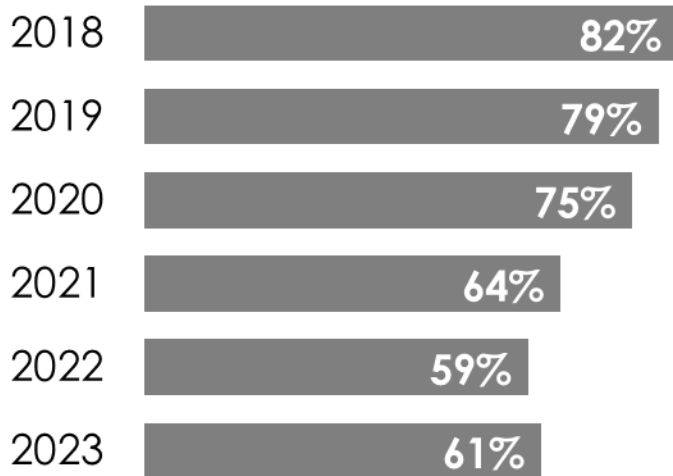


Source: Nielsen Total Audience Report, Persons 18-49 weekly reach % of users of live + time-shifted TV among U.S. population. Daily time spent is hours:minutes among U.S. population.

# The collapse of linear television among 18-49 audiences: Weekly persons 18-49 TV audiences are down -26% from 2018

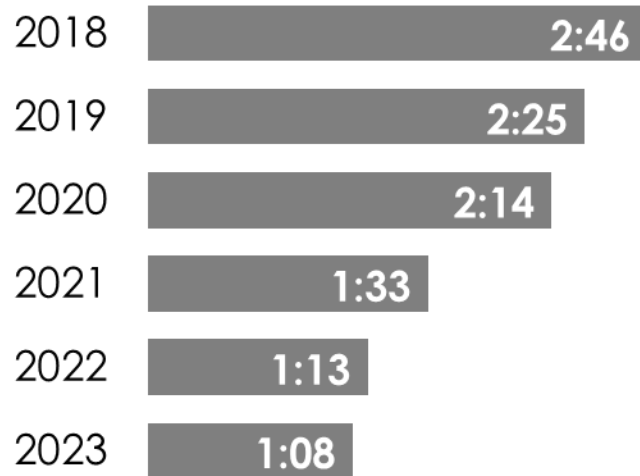
## Nielsen: Live + time-shifted TV

### Persons 18-49 weekly reach % of U.S. population



**-26% loss of reach from 2018 to 2023**

### Persons 18-49 daily time spent Hours:minutes among U.S. population



**-59% loss of daily time spent from 2018 to 2023**

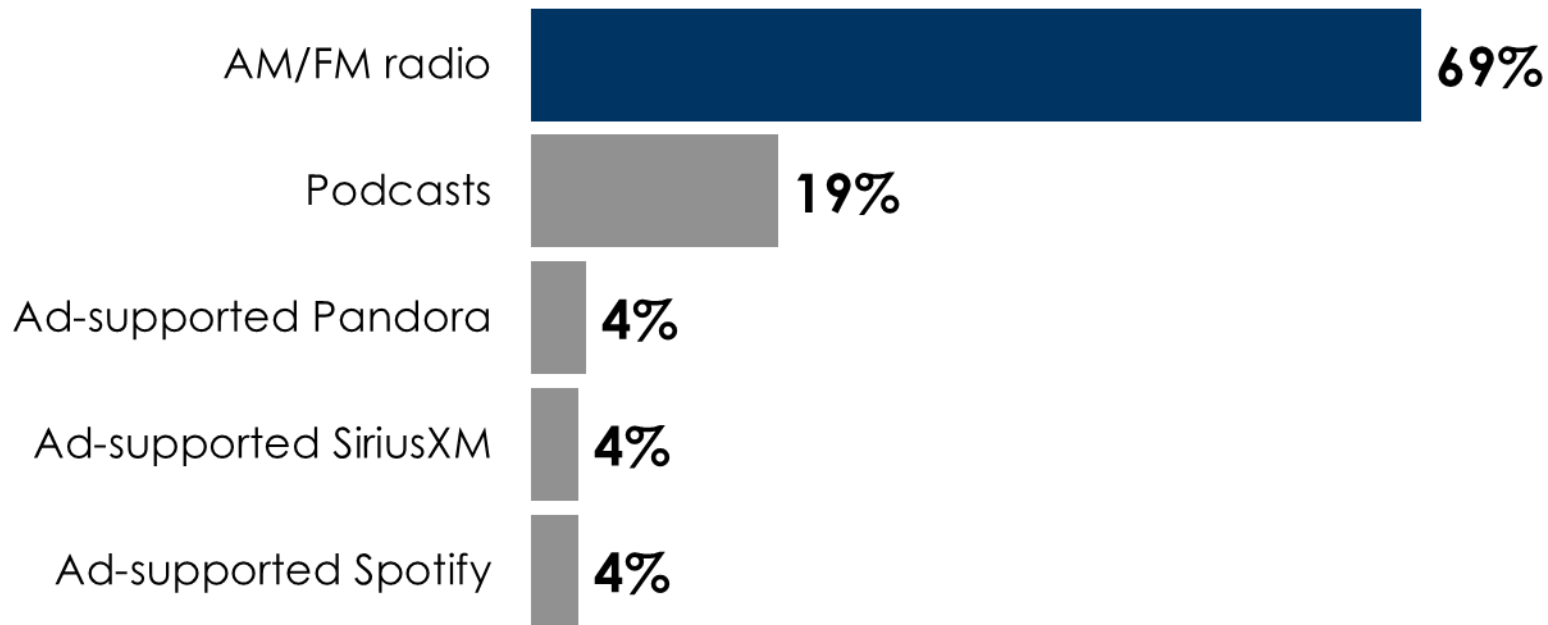
# AM/FM radio reaches light TV viewers

Demographic	Light TV viewers		
	% of demographic that are light TV viewers	% of total TV viewing represented by light TV viewers	% of light TV viewers reached by AM/FM radio
P18-24	72%	16%	72%
P18-34	68%	13%	76%
P18-49	58%	7%	79%
P25-54	50%	5%	82%
P55+	20%	1%	82%

Source: Nielsen Scarborough Release 1 2022 (Dec 2020 – Apr 2022), total U.S. Light TV viewers = 4<sup>th</sup> & 5<sup>th</sup> Quintiles (bottom 40% of U.S. TV viewers).

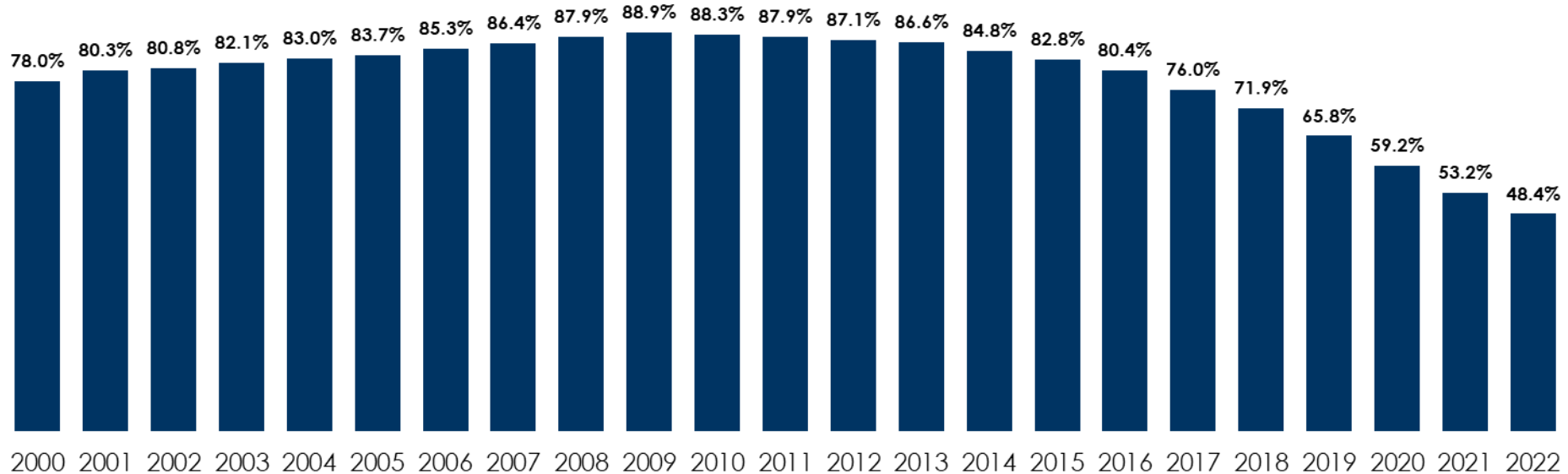
# AM/FM radio leads ad-supported audio shares

Share of ad-supported audio time spent among persons 18+



# Traditional pay TV penetration is decreasing

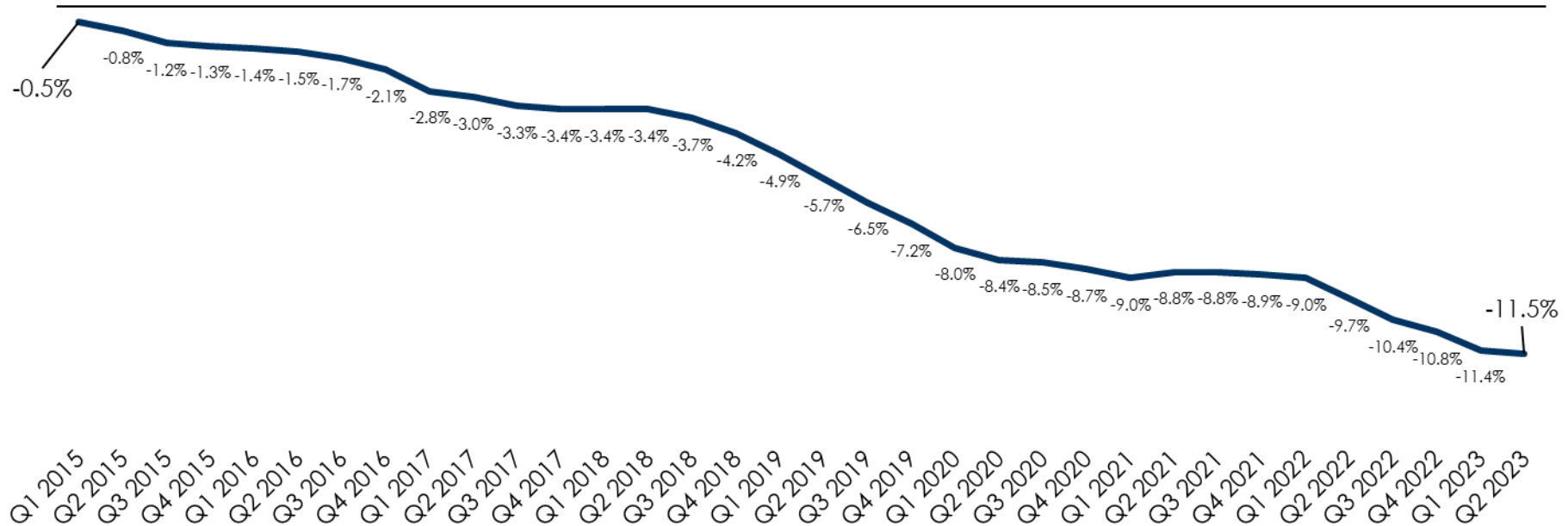
% of traditional pay TV penetration of occupied U.S. households





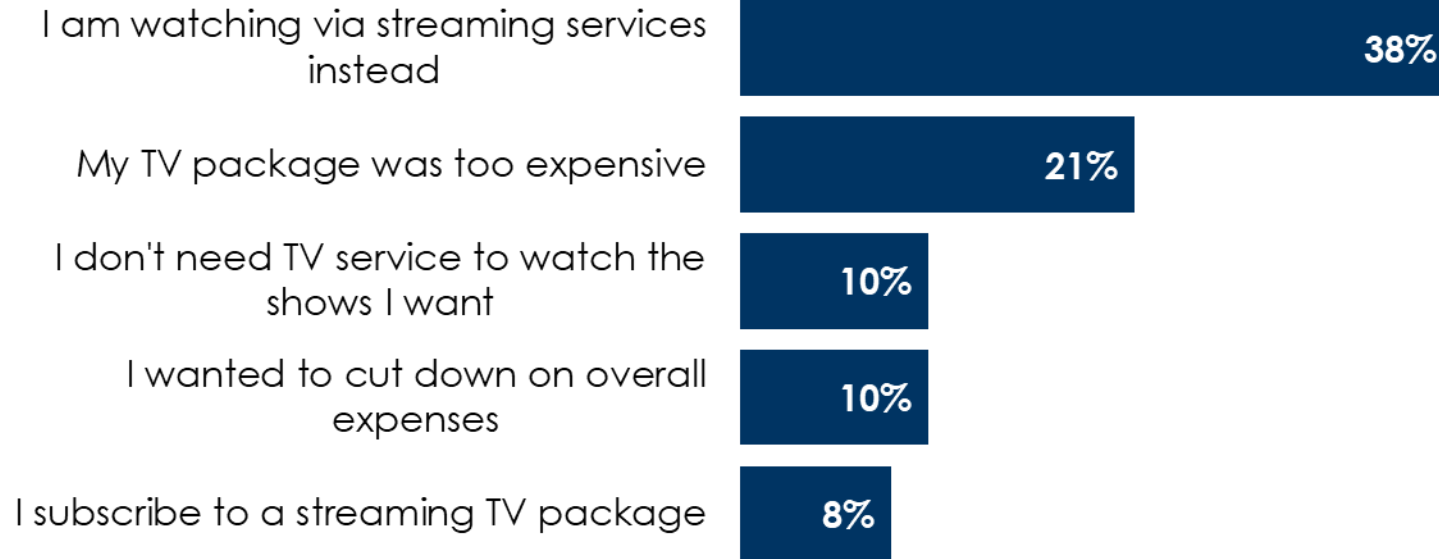
# Pay TV subscribers are eroding sharply

Pay TV subscriber growth, year over year



# MRI Simmons: Consumers cite cost cutting as a main reason for their choice to go cordless

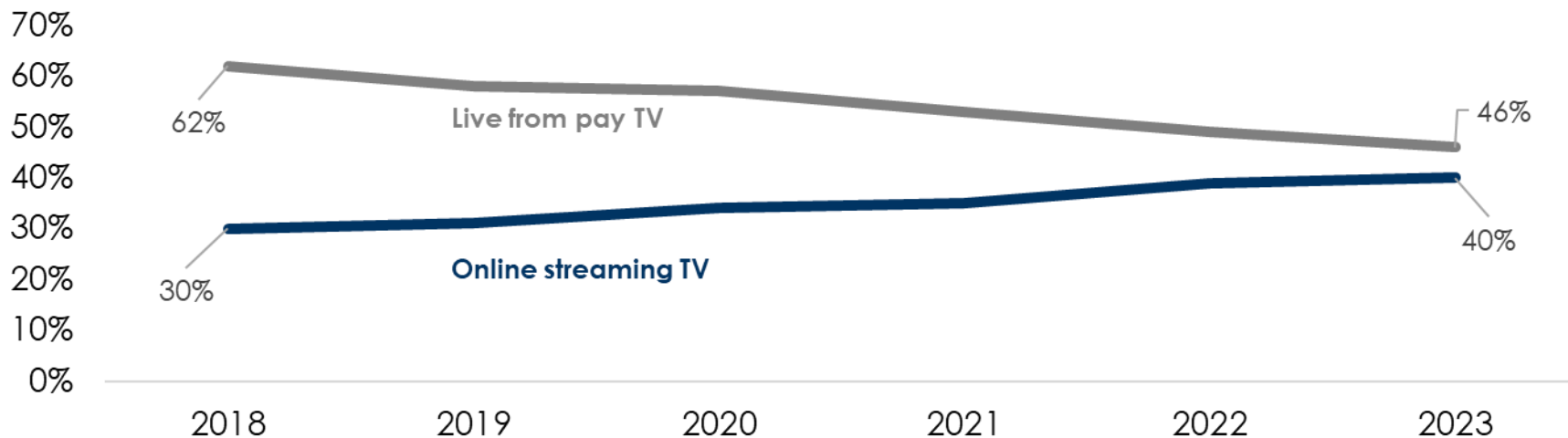
**Q: Which one of the following is the most important reason why you cut or plan to cut?  
Among cord cutters**



# Hub Research: While live TV remains the leader in default viewing, the gap has narrowed significantly in recent years versus online streaming

**Q: What's your default source for TV viewing? The first thing you turn on when you want to watch**

- NET: Live TV = Multi-channel video programming distributor (MVPD), virtual multi-channel video programming distributor (VMVPD), over the air (OTA)
- NET: "Big 5 subscription video on demand (SVOD)" (Netflix, Hulu, Prime Video, Disney+, and HBO Max/Max)



**How to replace TV's lost  
reach in your media plan?**

Add more digital and social?  
Add Connected TV?

# An 80% TV/20% digital media buy sees no benefit to shifting to 30% digital/social; in fact reach erodes

Nielsen Media Impact: Shifting digital from 20% to 30% of the media spend does not lift reach

Campaign	80% TV + 20% digital/social	70% TV + 30% digital/social	Difference
GRPs	<b>66</b>	63	-5%
% of market reach	33.76%	32.52%	-4%
Average frequency	<b>2</b>	2	No change

Source: National Nielsen Media Impact November 2022 campaign. Television campaign represents broadcast television and cable. Digital: Ad-supported content. Persons 18+. CPP TV: 20,000; CPM digital/social: \$15.

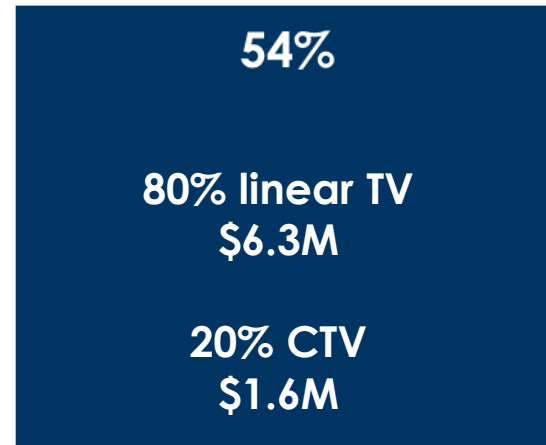
# Reallocating 20% of linear TV budget to the connected TV plan only lifts reach by +13%

Persons 25-54 1-month campaign reach

+13%



Linear TV



Linear TV + connected TV

**How to replace TV's lost reach in your media plan?**

Consider AM/FM radio!

# Nielsen Media Impact: J&J's Tremfya TV campaign reaches half of 25-54s monthly

% reach among adults 25-54 – December 2021 campaign

**49.4%**

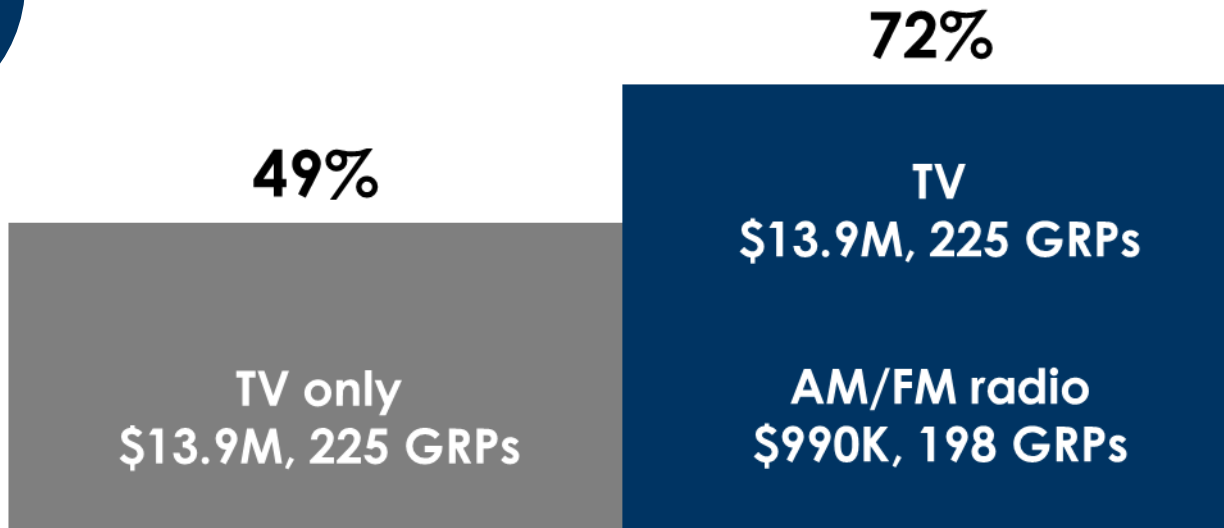
TV only  
\$13.9M, 225 GRPs



# Nielsen Media Impact: At 7% of the TV budget, AM/FM radio generated a +45% incremental 25-54 reach lift for Tremfya TV campaign

% reach among adults 25-54 – December 2021 campaign

AM/FM radio added  
**+45%**  
incremental reach



# Nielsen Media Impact: GoodRx, an online pharmacy, reached half of persons 35+ monthly with its linear TV campaign

% reach among adults 35+ – April 2022 campaign

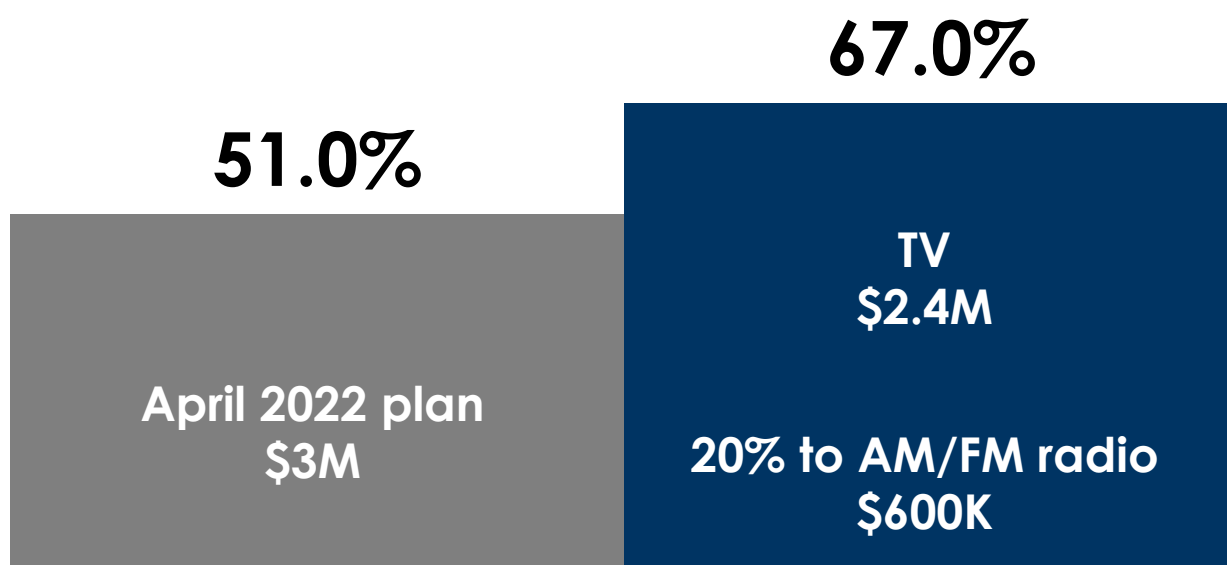
**51.0%**

April 2022 plan  
\$3M

# Nielsen Media Impact: Shifting 20% of the budget to AM/FM radio delivers +31% incremental reach for the GoodRx April 2022 campaign

% reach among adults 35+ – April 2022 campaign

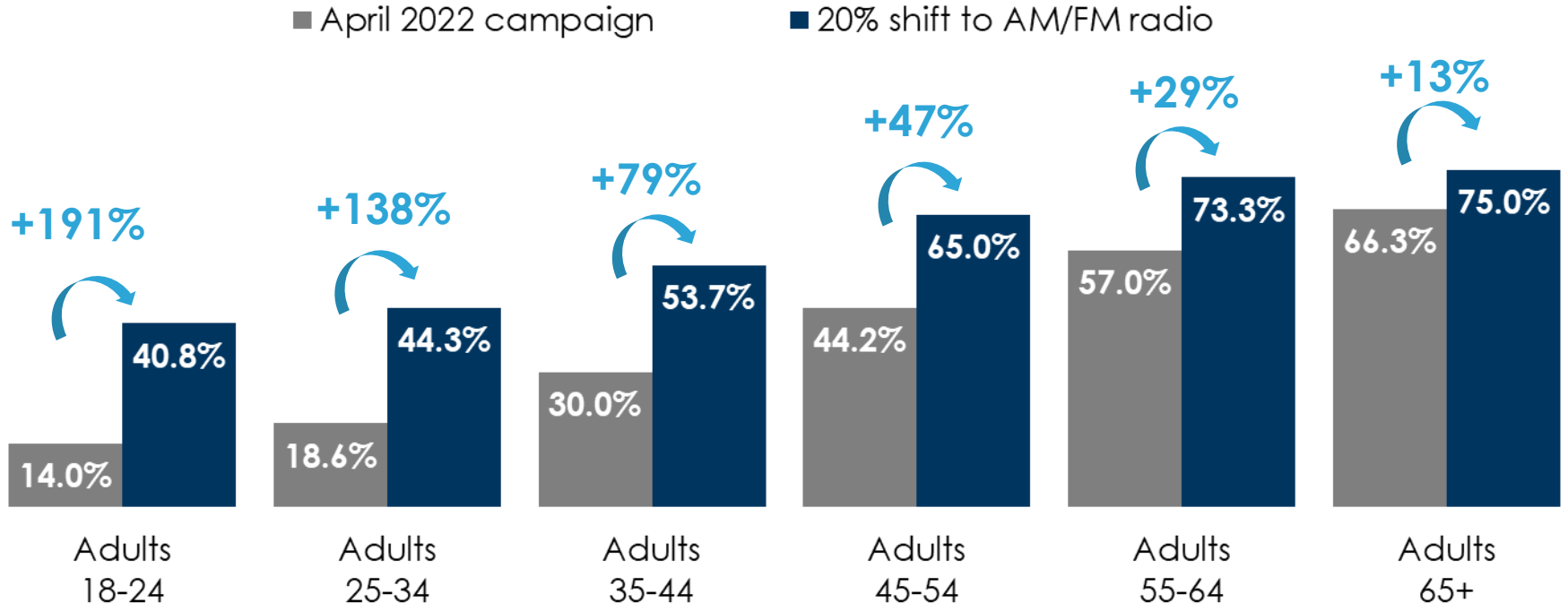
AM/FM radio added  
**+31%**  
incremental reach



Source: Nielsen Media Impact April 2022, adults 35+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on all RADAR networks at an average CPP of \$5000.

# Nielsen Media Impact: Reach gains are concentrated in younger demos when shifting 20% of the GoodRx budget to AM/FM radio

April 2022 campaign shift to AM/FM radio – % incremental reach by demo

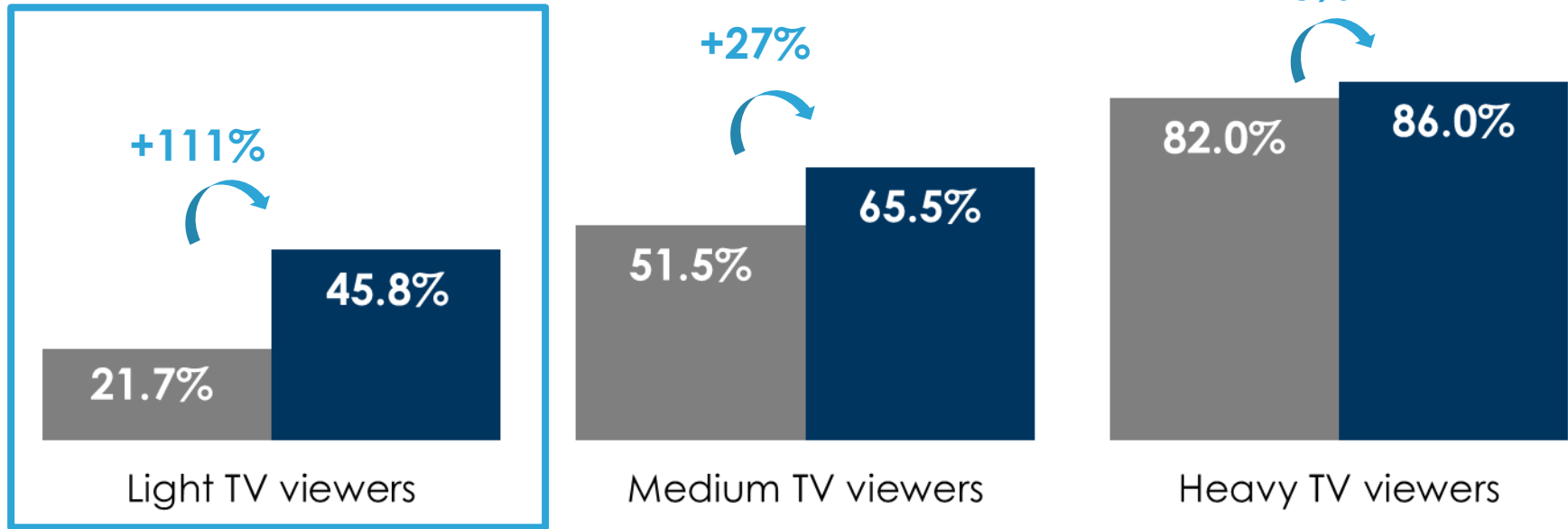


Source: Nielsen Media Impact April 2022, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on all RADAR networks at an average CPP of \$5000.

# Nielsen Media Impact: Reach gains are concentrated in light TV viewers when shifting 20% of the GoodRx budget to AM/FM radio

April 2022 campaign shift to AM/FM radio - % incremental reach among light, medium, and heavy TV viewers

■ April 2022 campaign    ■ 20% shift to AM/FM radio



# Key findings

- AM/FM radio's persons 18-49 average audience beats live and time-shifted TV by +5%
- TV reach among persons 18-49 has dropped -26% and time spent viewing eroded -59%
- Linear TV audience erosion is fueled by cord cutting and streaming; AM/FM radio can make your TV better
- When introduced into a TV media plan, AM/FM radio generates extraordinary increases in campaign reach among 18-64s who are light TV users



**Full-service advisory for national brands offering media planning recommendations, creative best practices, and measurement services**

The **Cumulus Media | Westwood One Audio Active Group®** is a true comprehensive marketing advisory that partners with clients to measure the impact of the **entire** audio campaign (not just the Cumulus Media | Westwood One investment), specializing in the following areas:

- **Audio creative best practices**
- **Media planning**
- **Strategic allocation within audio**
- **Measure the impact of the entire audio investment**

# For more, please visit the Cumulus Media | Westwood One Audio Active Group® blog

CumulusMedia.com



Click '**Blog**' at the bottom of the homepage

WestwoodOne.com/blog



Or click '**BLOG**' at the bottom of the homepage





# Thank You

The intellectual property included in this presentation is property of Cumulus Media, including Westwood One, and may not be used without permission. Any details are subject to change. 2023 Cumulus Media, Inc.