

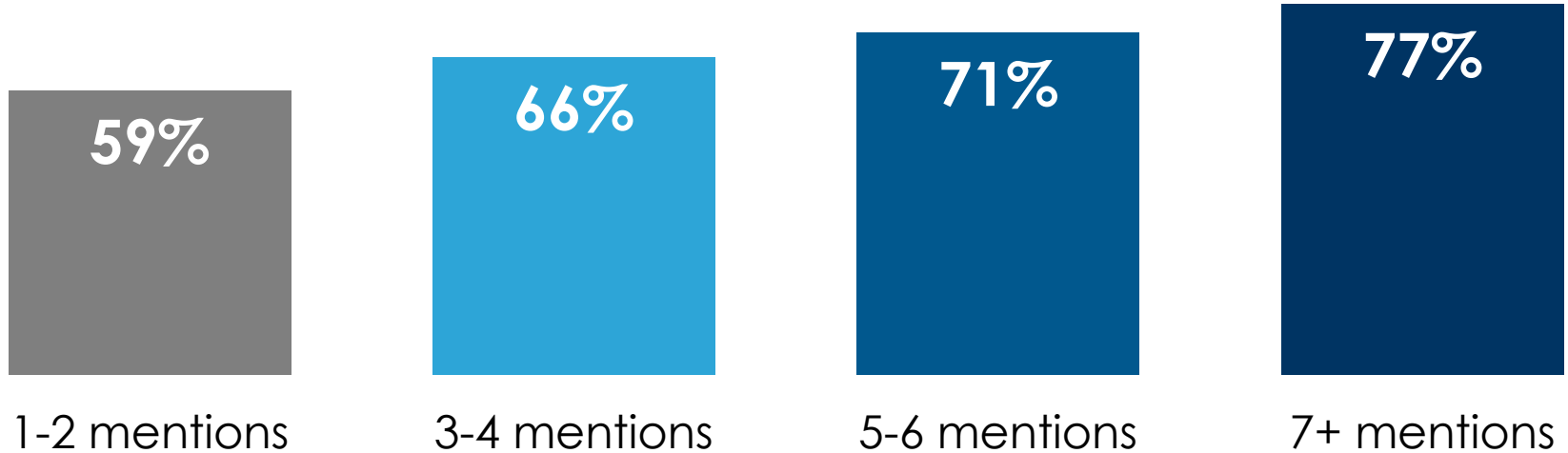
# For just 20% of a TV + digital buy, a TV + digital and AM/FM radio media plan provides substantial incremental reach

Budget	Adults 25-54 % net reach monthly						
	\$0.5M	\$1M	\$2M	\$4M	\$6M	\$8M	\$10M
TV + digital only reach	10%	17%	29%	44%	54%	60%	65%
80% TV + digital, 20% AM/FM radio	20%	31%	45%	60%	68%	73%	76%
<b>% reach lift</b>	<b>100%</b>	<b>82%</b>	<b>55%</b>	<b>36%</b>	<b>26%</b>	<b>22%</b>	<b>17%</b>

**How to read:** For the same spend as a \$2 million monthly TV + digital campaign, allocating 20% of the spend to AM/FM radio increases campaign reach by +55% (45% versus 29%).

# More brand mentions drive higher ad recall

## Brand recall



Source: Nielsen Podcast Brand Effect Study 2020; Chart figures reflect average Top 2 Box Exposed percentage. [RECALL] Which brands do you recall from your experience with the audio content?

# Sample proof of performance for a major brand

	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	Average GRPs
<b>Delivered GRPs, adults 18+</b>	112.9	49.2	--	137.1	134.2	100.1	34.5	117.9	231.0	318.1	253.0	255.8	251.4	171.1
<b>% of adults 18+ demo reached</b>	41.2%	26.4%	--	45.5%	44.9%	38.7%	20.0%	37.9%	50.7%	60.7%	55.0%	55.1%	56.0%	44.6%
<b>Average monthly frequency, adults 18+</b>	2.7	1.9	--	3.0	3.0	2.6	1.7	3.1	4.6	5.2	4.6	4.6	4.5	3.5

	Men					Women				
	Men 18+	Millennials (A18-34)	Gen X (A35-49)	Boomers (A50-64)	Seniors (A65+)	Women 18+	Millennials (A18-34)	Gen X (A35-49)	Boomers (A50-64)	Seniors (A65+)
<b>Composition % of gross impressions by demographics, based = adults 18+, Apr 2024</b>	47.2%	11.9%	12.6%	14.4%	8.3%	52.8%	12.6%	14.1%	15.9%	10.2%

	MF 6a-10a	MF 10a-3p	MF 3p-7p	MF 7p-12m	SS 6a-12m	MS 12m-6a
<b>Composition % of gross impressions by daypart, adults 18+, Apr 2024</b>	17.9%	29.2%	22.1%	12.2%	17.7%	0.9%

	Adult Contemp.	CHR/ Top 40	Country	Classic Hits	Classic Rock	Rock	Urban	Spanish	News/Talk	Sports	Other
<b>Composition % of gross impressions by radio programming format, adults 18+, Apr 2024</b>	29.3%	14.6%	14.1%	8.6%	6.1%	7.3%	17.1%	0.2%	1.4%	0.8%	0.6%