

Outdoor Extends the Reach of Radio

Driven largely by the increase in consumer commutes, the number of people listening to the radio in the average quarter hour has grown over the last decade. With varied station formats, listeners have a wide choice of options to satisfy their particular preferences. But, listener fragmentation requires advertisers to buy deep (multiple stations and formats) to accumulate a relatively large audience reach, offsetting the cost effectiveness of radio. The introduction of satellite radio and MP3 technology has stolen audience share from radio stations.



While some technology has hindered the reach of radio listening other technologies have enhanced radio's appeal with consumers. Over 4500 radio stations stream content online through local websites providing one-to-one connection with listeners. Still, expanded radio platforms and more station choices

have steadily fragmented the radio listening audience.

Media Fragmentation

Medium	1970	2008
TV Channels per HH	7	120+
Radio Stations	6,500	12,000+
Magazine Titles	9,500	25,000+

Radio Positioning

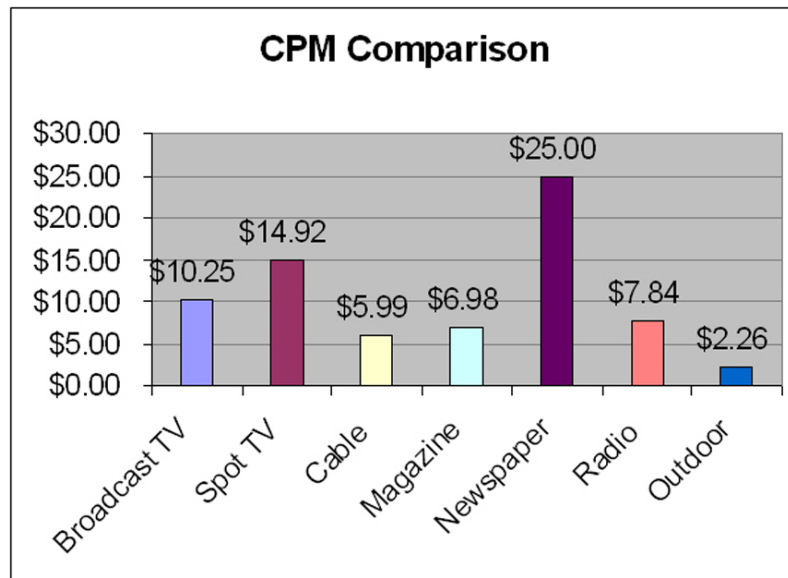
- Targeting capabilities, despite audience fragmentation, is positioned as a benefit
- Inexpensive compared to other traditional broadcast media
- Builds frequency quickly
- Branded promotions offer advertisers appealing community involvement opportunities
- No seasonality listener erosion

Radio Disadvantages

- No visual stimulation
- Advertisers must buy deep (multiple stations and formats) to accumulate audience reach



- Increased hourly spot loads
- Peak listening is during morning and evening drive times with relatively low audience listening during other day parts



Radio and Outdoor

The combination of radio and outdoor reaches a mobile audience offering a balance of sight and sound.

Radio messages are susceptible to channel surfing. Outdoor can maintain the market presence of a brand featured on a radio station after radio listeners have switched channels.

Radio is considered a frequency medium and outdoor can increase the reach of a radio campaign by providing broad market appeal to radio listeners.



OUTDOOR ADVERTISING
ASSOCIATION OF AMERICA, INC.