



A MARKETER'S GUIDE TO

RADIO

Only **radio** is **live**, **local** and **personal** with **massive scale**

Why is Radio so powerful for millions of people?

Radio is a uniquely human medium of storytelling, entertainment and connection.

“Nothing has the **penetration** of radio.”



Jim Cramer, Mad Money
CNBC– MadMoney September 16,2017

“The power of radio being local is something I can’t get with anything else.”



Larry Schweber, COMCAST
NAB Radio Show, September 7, 2017

“There are still huge, huge radio audiences and frankly, it is a **massively underutilized medium.**”



Andrew Robertson
Global CEO, BBDO, December 2014

“AM/FM radio still has the **greatest reach** of all individual mediums.”



Media Village
June 6, 2017

“With 93% of the population listening, that’s the **scale** I need.”



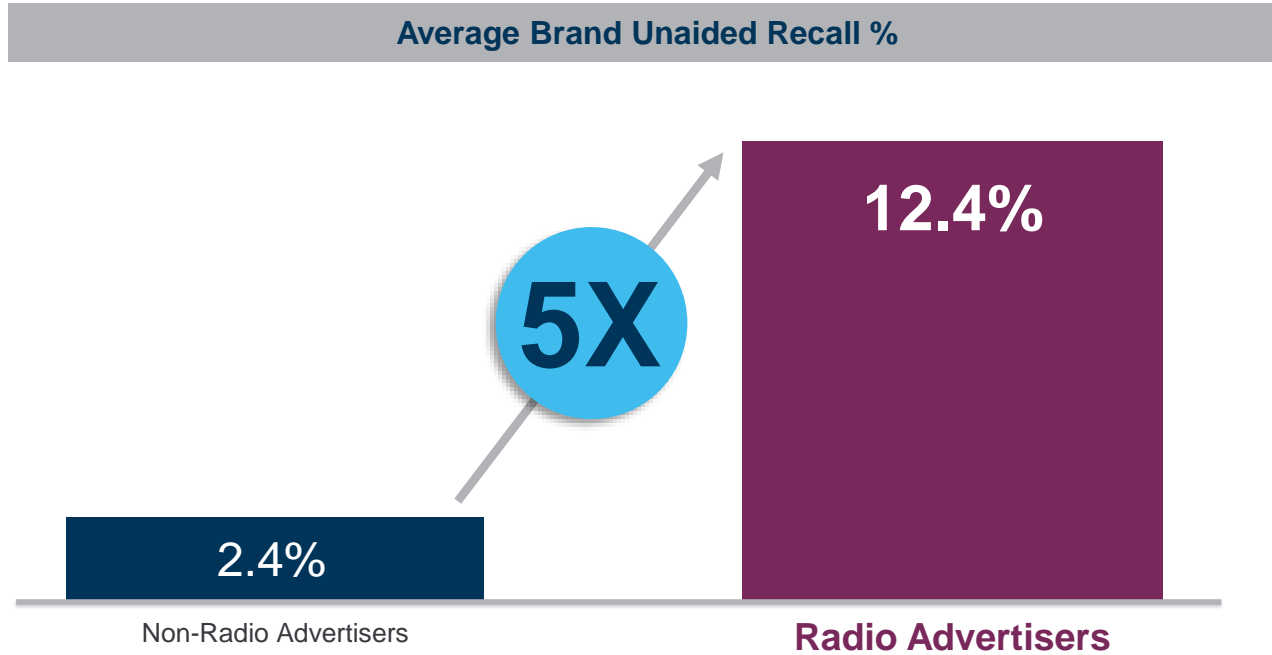
John Fix, Procter & Gamble
NAB Radio Show, September 8, 2017

“Radio’s **Revival** is Real if Not Huge.”



Jack Neff
Ad Age, October 2017

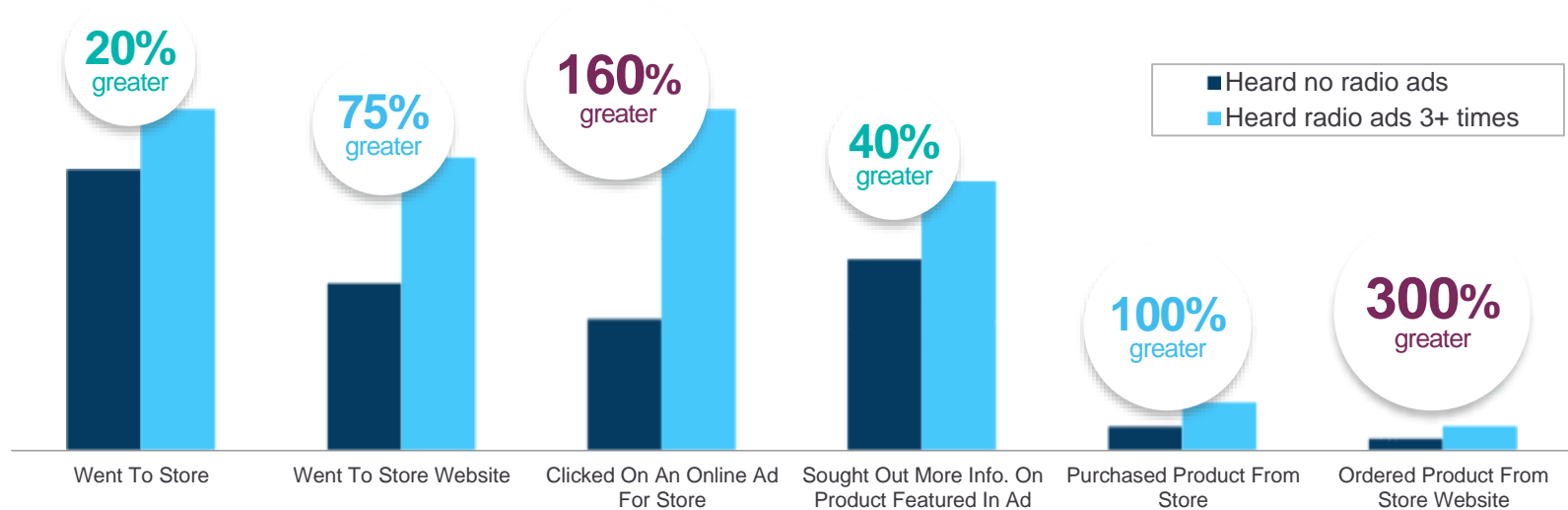
Radio Delivers Exceptional Brand Recall



Radio Directly Impacts Purchase Decisions



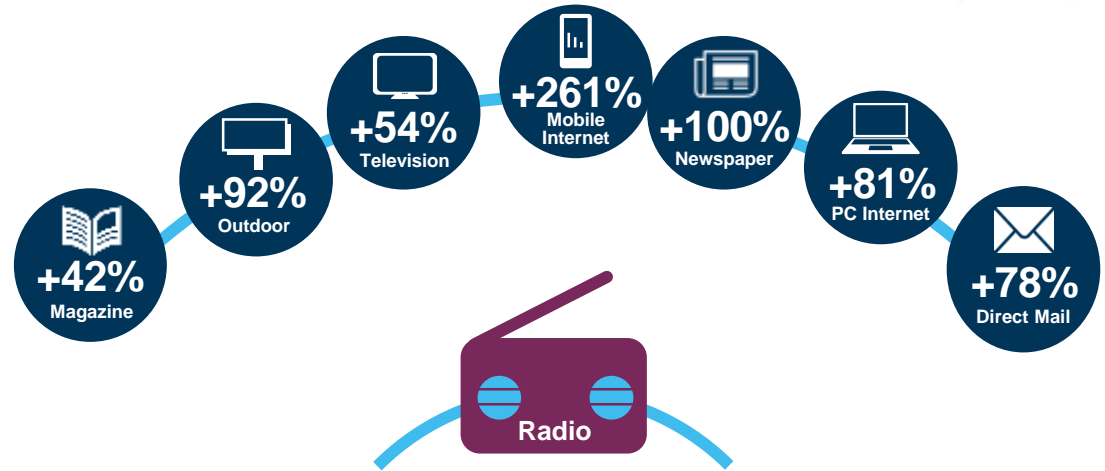
Those who hear radio ads are far more likely to act online and offline than those who don't hear radio ads.



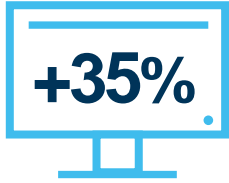
Radio Creates Overall Campaign Awareness Lift

Campaign Awareness Lift
Among Radio Exposed Adults

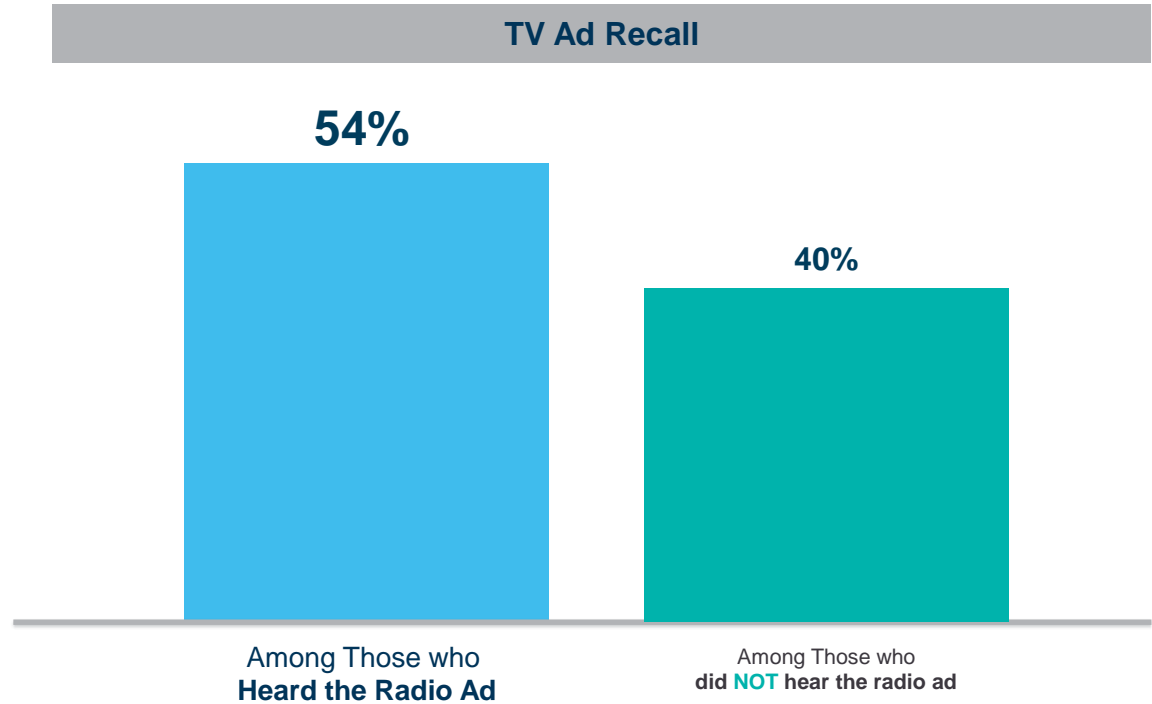
Four Study Summary



Radio Amplifies TV Ad Memorability



HIGHER AWARENESS
of **TV advertiser**,
advertiser, after hearing
the same advertiser's
radio ad.

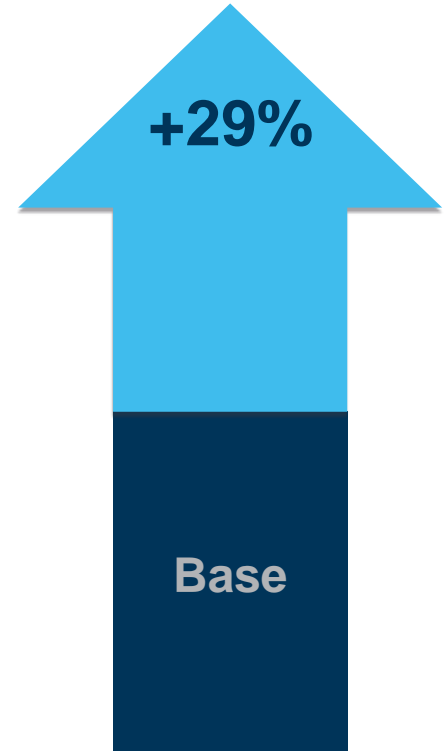


Radio Drives Online Search



29% LIFT

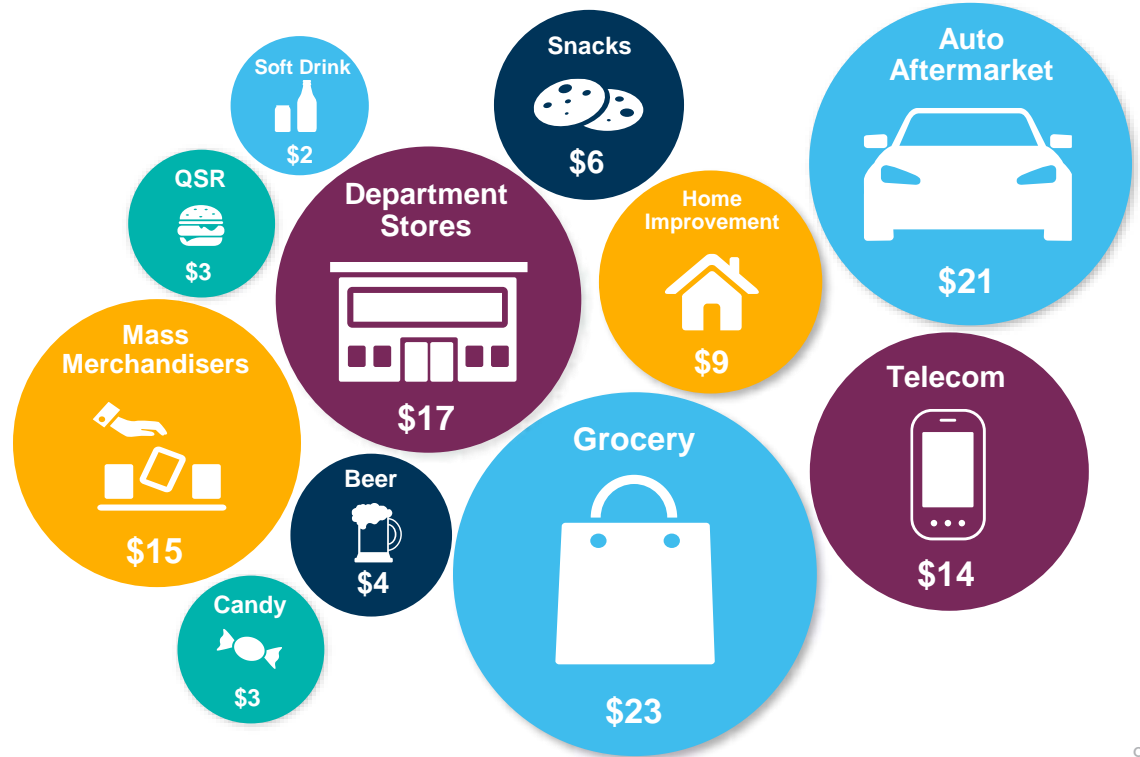
in **Google** searches,
across 8 brands &
2157 ads studied by
adding radio to the
mix



Radio Delivers Superior ROI

\$10:\$1

Average across major categories

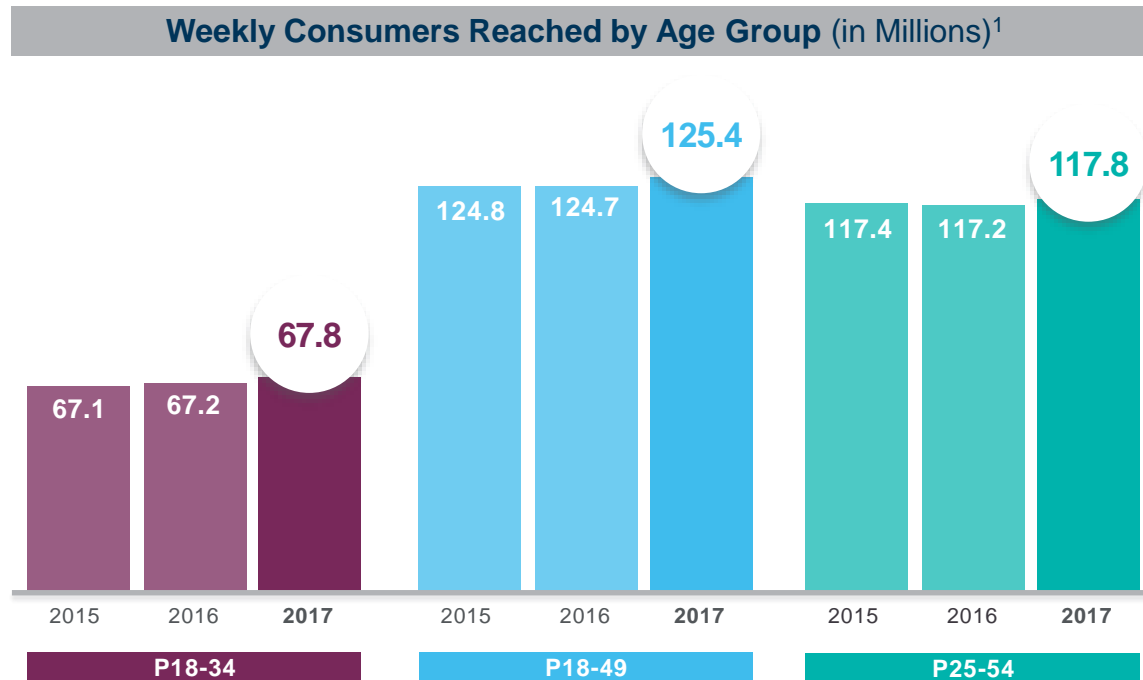
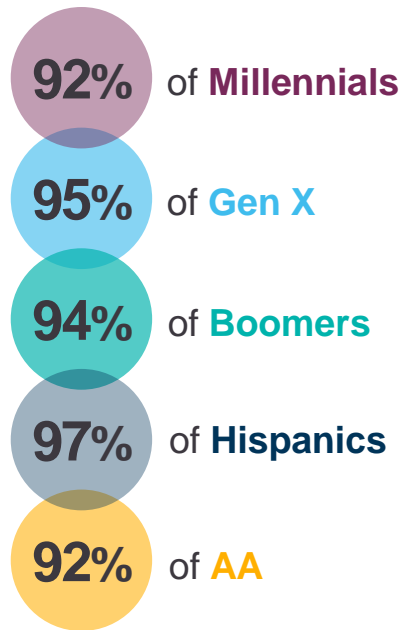




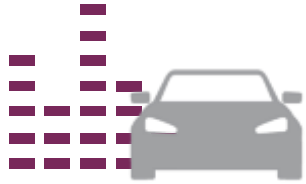
93% of America is listening to Radio

That's **271 million people** tuning in weekly.

Radio Listenership is Growing Across Every Key Demographic



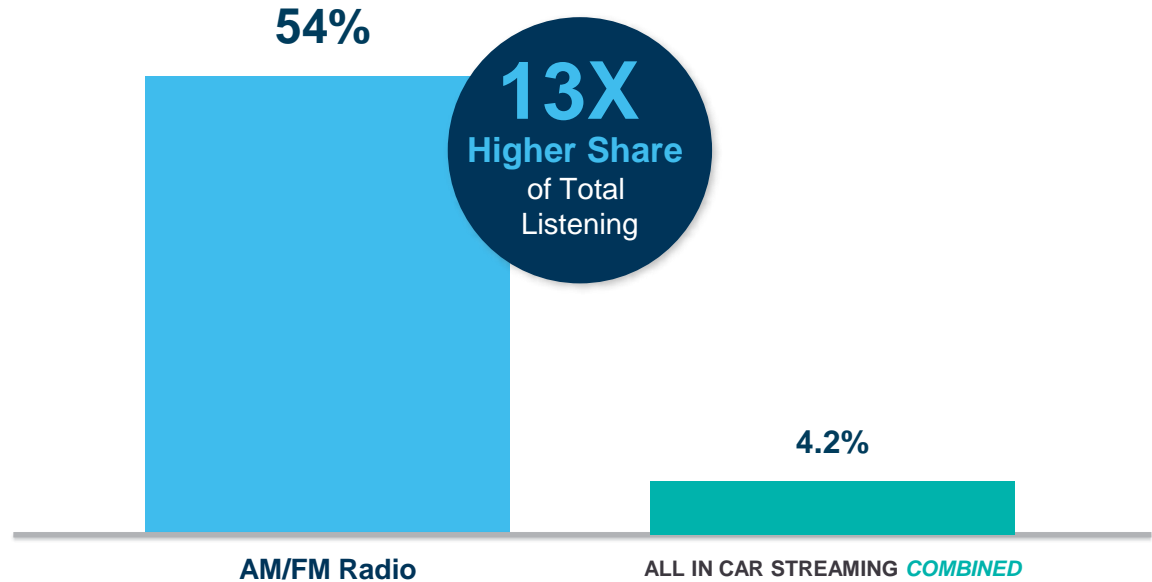
Radio Dominates Listening in New Cars 13:1



In new cars, Radio **crushes** streaming *combined*

Radio's "share of ear" in cars and trucks overall is **70%**

Listening Habits of New Car Buyers (2015-2017)





Entercom.

Built on the Power of Radio

Entercom is a Leading American Media and Entertainment Company

America's **#1 creator** of live, original, local audio content

100+ million fans; one of US's two largest radio broadcasters

235+ radio stations; covering 90% of top 50 U.S. markets

Unrivaled leader in news and sports radio

#1 or #2 in virtually all music formats

Premier digital platforms and live events

2nd largest US podcast company, behind NPR

What Makes Us Different

Local is at the core of everything we do.

We bring the power of **local connection on a national scale**, reflecting what matters to the audiences and communities we serve with our content, personalities, music, news, sports, entertainment and events.

Delivering Local Connection on a National Scale

We are the 2nd largest Radio group in the country
with 235 stations
in 48 markets



100+ Million Fans



“

In the end, radio is everything.”

Bono

radio.com, September 19, 2014

Learn more at [Entercom.com/](https://www.entercom.com)
or call us at 833-277-7040

