

More Than 234 Million Listen to Radio Every Week Reports Arbitron

*PPM and diary-based national listening estimates show continuing increase
in total radio audience;*

*In MP3 generation, ninety percent of teens tune in to radio;
Ninety-three percent of adults 18-34 are radio listeners*

NEW YORK; December 10, 2008 –Radio reaches more than 234 million persons age 12 and older over the course of a typical week, according to the RADAR 99 National Radio Listening Report which releases Tuesday, December 16.

The latest national cumulative audience to radio is up from the 232 million persons age 12 and older reported over a year ago in the September 2007 RADAR 94 National Radio Listening Report.

Since the December 2007 RADAR 95 report, the RADAR national radio listening estimates and network radio audience reports have been based on PPM respondents from within commercialized PPM markets and on diary respondents from the balance of the United States. The combination of PPM and diary respondents have shown more listeners to radio over the course of a week versus the 2007 RADAR listening reports which were based on diary respondents alone.

Listening to RADAR Network Affiliate stations has also risen year over year. Over the course of a typical week, more than 210 million persons age 12 and older tune to the 7,700 RADAR Network Affiliated stations up from 206 million listeners in RADAR 94.

Radio Has Strength and Stability

Radio reaches more than 92 percent of persons 12+ each week, despite the adoption of MP3 players and the growth of Internet-only stations. Even 90 percent of the youngest radio audience, teens ages 12-17, most accustomed to using new technologies and forms of media, continue to tune in each week. All radio stations reach nearly 93 percent of listeners in the 18-34 age group, a percentage that has held steady since RADAR 95 reportings.

RADAR Network Affiliates (which account for over 50 percent of all radio stations) reach 84 percent of the coveted 18-34, media-savvy demographic and 85 percent of persons 25-54 and 18-49.

Radio Has Universal Appeal

The diversity of formats in radio attracts advertiser-coveted demographics in both Black Non-Hispanic and Hispanic persons.

- Ninety-three percent of Black Non-Hispanic persons and 93 percent of Hispanic persons, age 12 and older tune into radio over the course of a week.
- Radio reaches about 94 percent of both Black Non-Hispanics and Hispanics age 18-49 over the course of a week.

Radio Reaches the Educated and Affluent

Radio reaches nearly 95 percent of college graduates ages 25-54. Ninety-five percent of adults 25-54 with a college degree and an annual income of \$50,000 or more tune into radio over the course of a week.

Network affiliated stations reach nearly 85 percent of college graduates ages 18-49 with a household income of \$75,000 or more. All radio stations reach 95 percent of this age group.

On Tuesday, December 16, 2008, Arbitron will release the complete RADAR 99 Radio Network Audience Report results. RADAR, the standard currency for national network radio ratings, measures 58 individual radio networks. These networks are operated by ABC Radio Networks,

American Urban Radio Networks, Crystal Media Networks, Dial Global Inc., Premiere Radio Networks, United Stations Radio Networks and Westwood One Radio Networks.

Continuing the sample increase initiative, the sample size for RADAR 99 is now composed of 300,103 respondents. This larger sample ensures more stability for key demographic estimates, dayparts and Market-by-Market Analysis reports, which report the Top 150 DMAs[®].

SOURCE: <http://www.onlinepressroom.net/arbitration>.