



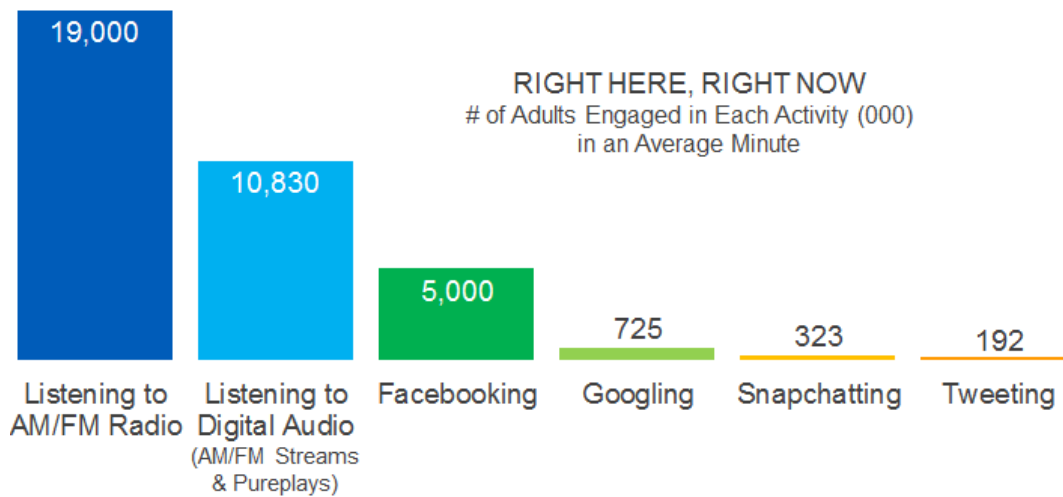
# RADIO INSIGHTS

## AUDIO: THE LARGEST SOCIAL MEDIA PLATFORM AMERICANS SPEND 5X LONGER USING AUDIO PLATFORMS THAN SOCIAL MEDIA

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There are over 2 billion websites and more than 4 million mobile apps available in the U.S., with the average person accessing 55 websites on a PC and 28 apps on a smartphone in a month. That’s a lot of variability. By comparison, in that same time frame, the average person’s attention is focused on only 7 AM/FM Radio stations.

It is little wonder then, that at any given point in time, AM/FM Radio and its digital partner, Audio Streaming, are being used by more people than any single social media website– actually, more than all social sites combined.



And when it comes to engagement, both Broadcast Radio and Digital Audio have an unmatched degree of interaction across the course of the consumer’s day.

### Consumer Minutes spent per day:

**Audio** (Radio & Digital Audio): 248

**Social Media** (Top 7 Sites): 48

### AUDIO ENGAGES, ENTERTAINS & INFORMS.

Sources: Radio: The Q2 2016 Nielsen Total Audience Report and Comparable Metrics Report. RADAR 130. Digital: comScore October 2016; Average Minute estimates. Edison “The Infinite Dial” 2016

