

## ***Internet Passes Radio, Closes in on Television as “Most Essential” Medium in American Life***

*Five years later – Media Perceptions from 2002 to 2007*

Edison Media Research and Arbitron have been performing extensive studies of the Internet, new media devices and gadgets, and their impact on “traditional” media in 15 studies performed consistently since 1998.

In 2002, and now again this year, we asked a series of questions, for many images, as follows:

“Among the Internet, Newspapers, Radio and Television, which one...”

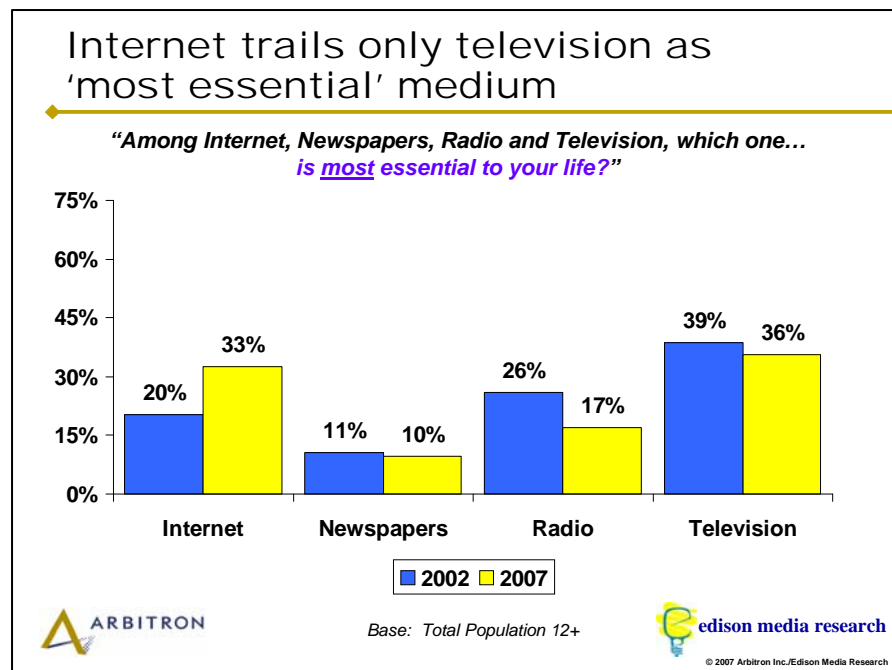
In this report, we look at the image of these four media, and the changes in these perceptions over the last five years. More than anything, trending these findings over this five-year period shows the enormous advancement of the Internet in people’s lives.

***“Among the Internet, Newspapers, Radio and Television, which one is ...the MOST essential to your life?”***

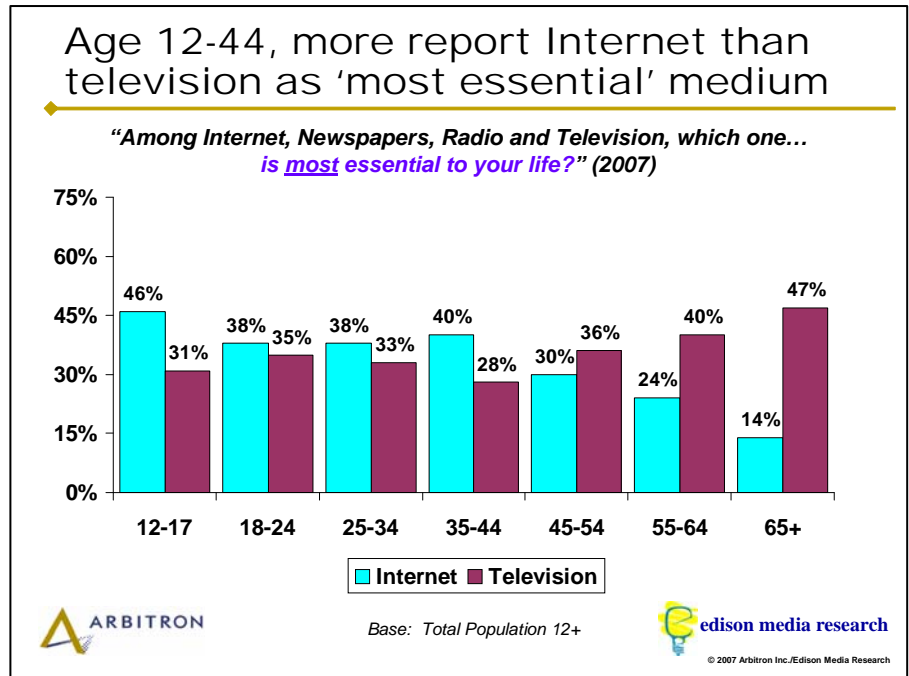
In 2002, television was the clear leader among the four media for this item at 39%, with radio in second place at 26%, followed by Internet with 20%.

Five years later, Internet (33%) trails only television (36%). Radio dropped dramatically as “most essential” -- from 26% to 17%.

As we track this number, it is likely that the Internet will soon pass television for first place.

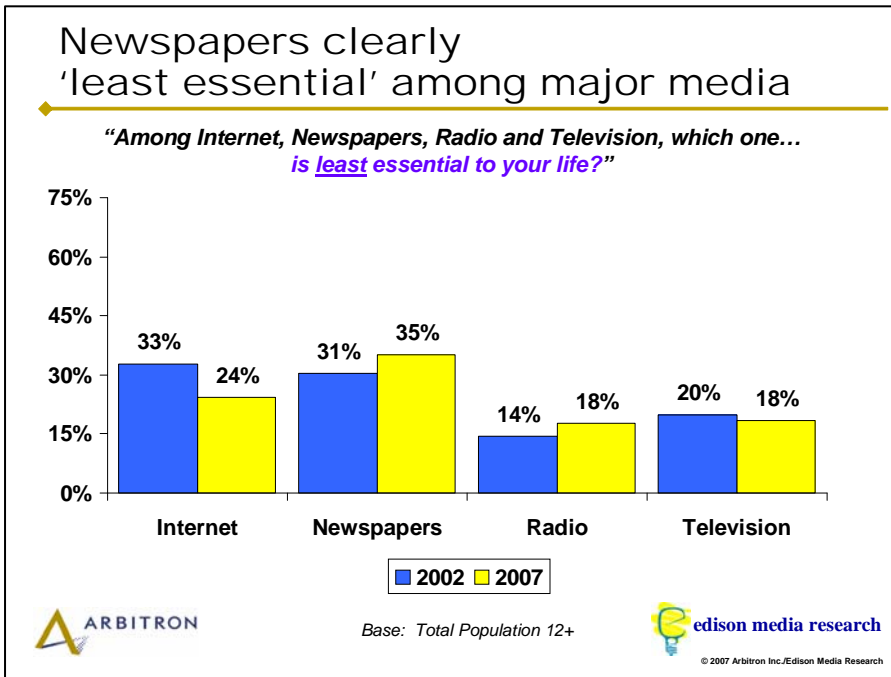


The Internet already leads television among 12-17 year olds, 18-24s, 25-34s, and 35-44s. One has to get above age 45 to find age groups that still put television in first place.



***"...is the LEAST essential to your life?"***

Meanwhile, at the other end of the spectrum, the Internet was the leader as "least essential" in 2002, with 33% of all respondents age 12 and older saying the Internet, followed by newspapers at 31%.



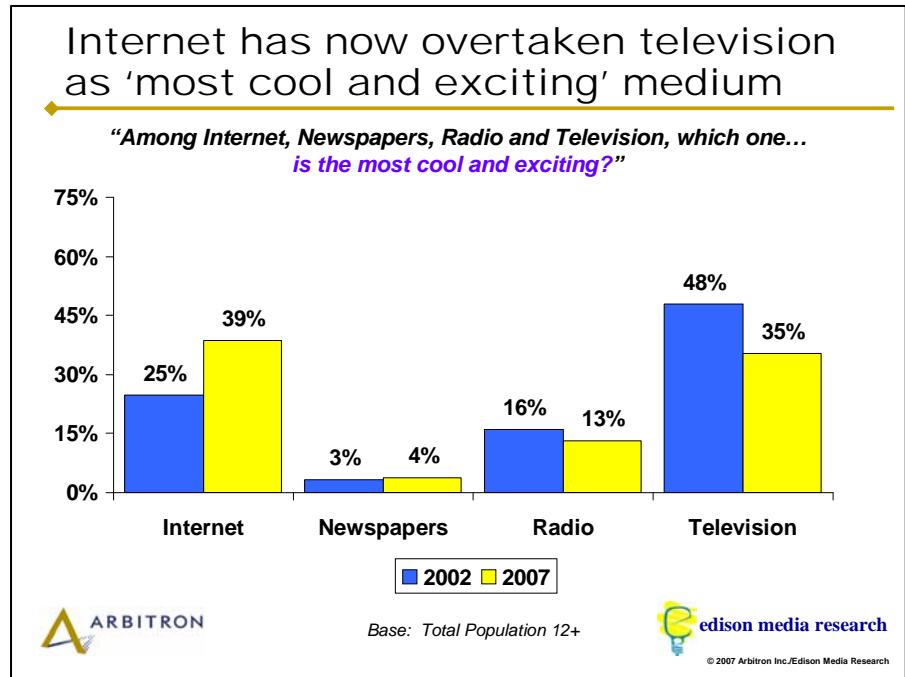
Today, newspapers clearly lead as the "least essential" medium, with 35% of Americans age 12 and older saying it is the least essential.

Internet is now second at 24%.

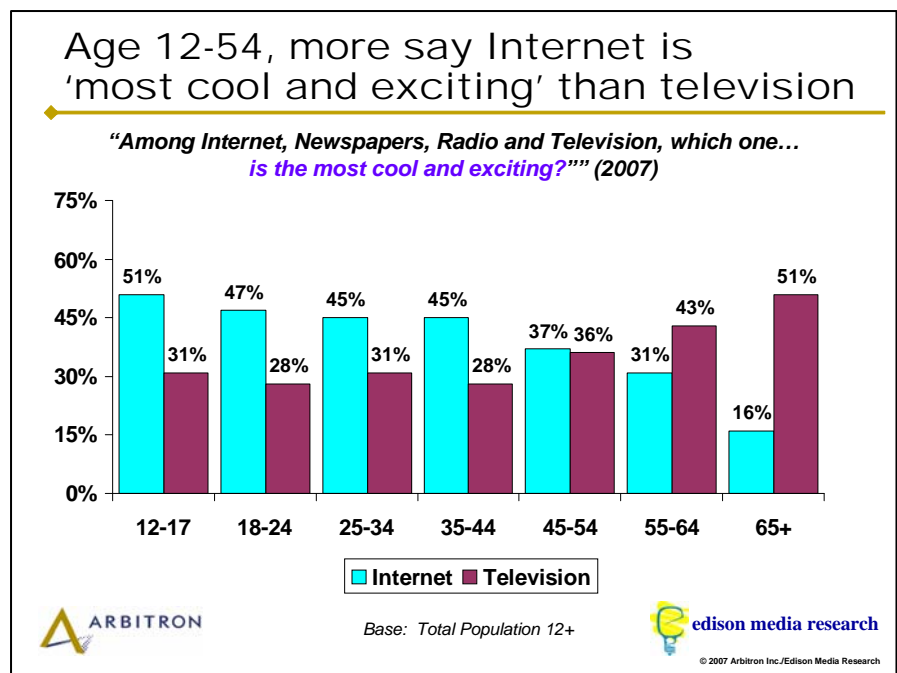
Radio, which had the lowest number of people saying it was "least essential" in 2002, has risen from 14% to 18% -- tied with television (20% in 2002 to 18% in 2007).

**“...is the most cool and exciting?”**

In 2002 television dominated this image -- with 48% of respondents choosing the tube. Five years later, the image is led by the Internet, which has grown from 25% to 38%, with television now second at 35%.

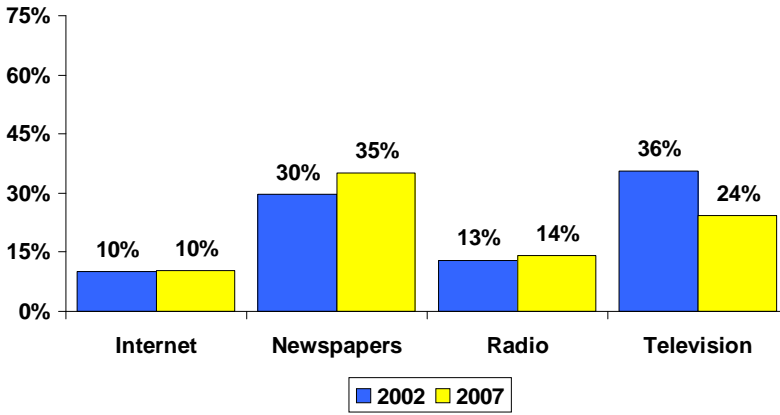


The Internet leads television among all age groups under the age of 55. In 2002, only 12-17s and 18-24s had more people saying the Internet was “most cool and exciting” -- today 25-34s, 35-44s and 45-54s all feel the same way.



### Fewer say television 'is getting stale and boring'; Newspaper now leads

*"Among Internet, Newspapers, Radio and Television, which one... is getting stale and boring?"*



Base: Total Population 12+



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### *"...is getting stale and boring?"*

Television shows marked improvement on this factor. Five years ago television was most likely mentioned as "getting stale and boring" at 36% -- this has dropped dramatically in 2007 to 24%. Newspapers now take the lead in 2007 as the "stale and boring" medium at 35%.

### *"...are you using more lately?"*

There was a clear transfer from radio to Internet for this media perception.

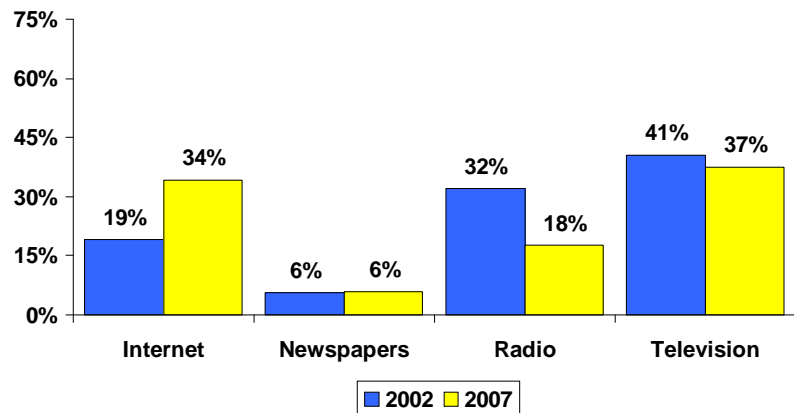
In 2002, television led strongly with 41%, followed by radio at 32% and Internet in third at 19%.

Five years later, television still leads at 37%. Radio has fallen sharply -- down to only 18%.

Meanwhile Internet is approaching the lead, up to 34%. The Internet actually leads television in every demographic group from 12-17s to 45-54s; television only leads overall because of dominant leads 55+. Newspapers stayed low, with only 6% in each survey saying they are using this medium more lately.

### Greater numbers report using Internet more lately; fewer say radio

*"Among Internet, Newspapers, Radio and Television, which one... are you using more lately?"*



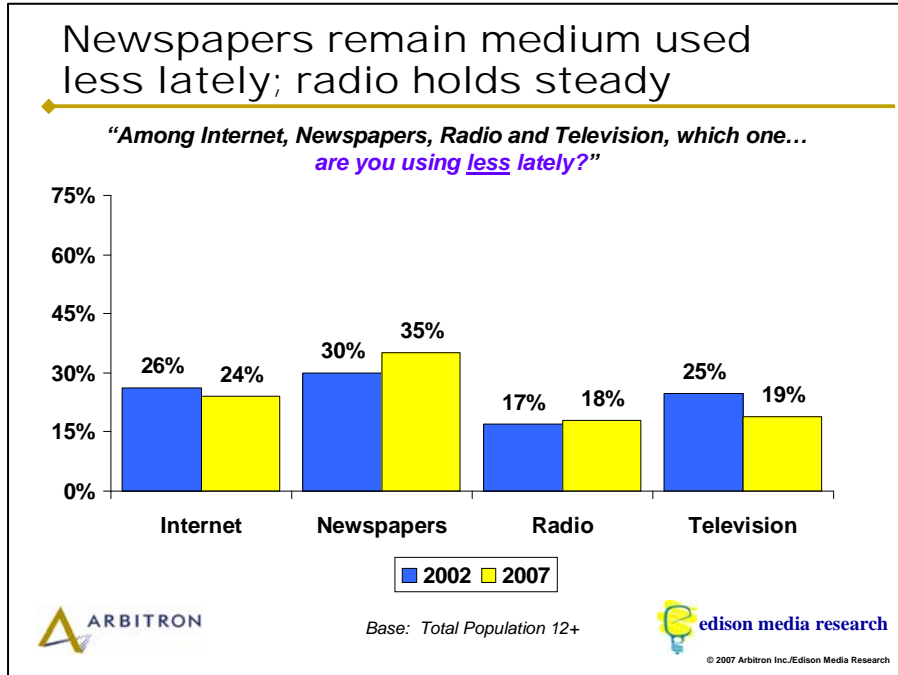
Base: Total Population 12+



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*....are you using less lately?"*

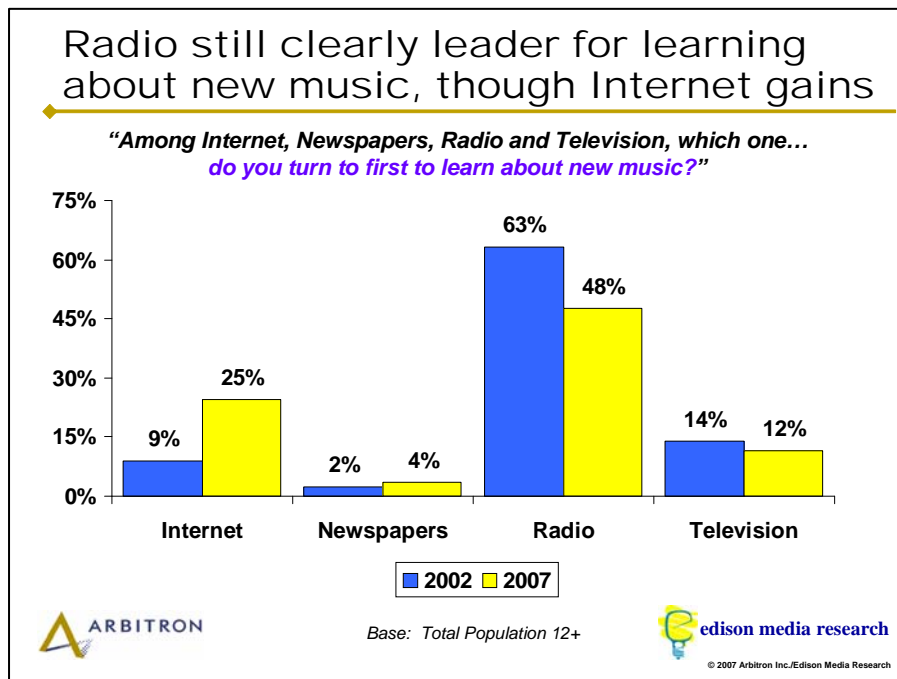
Radio makes its strongest showing on this factor -- it was least likely to be mentioned as the medium being used less in 2002, and it is still today in the lead. Television does much better, dropping to 19% in 2007 from 25% in 2002. Newspapers continue to suffer, climbing from 30% to 35% as the medium being used less lately.



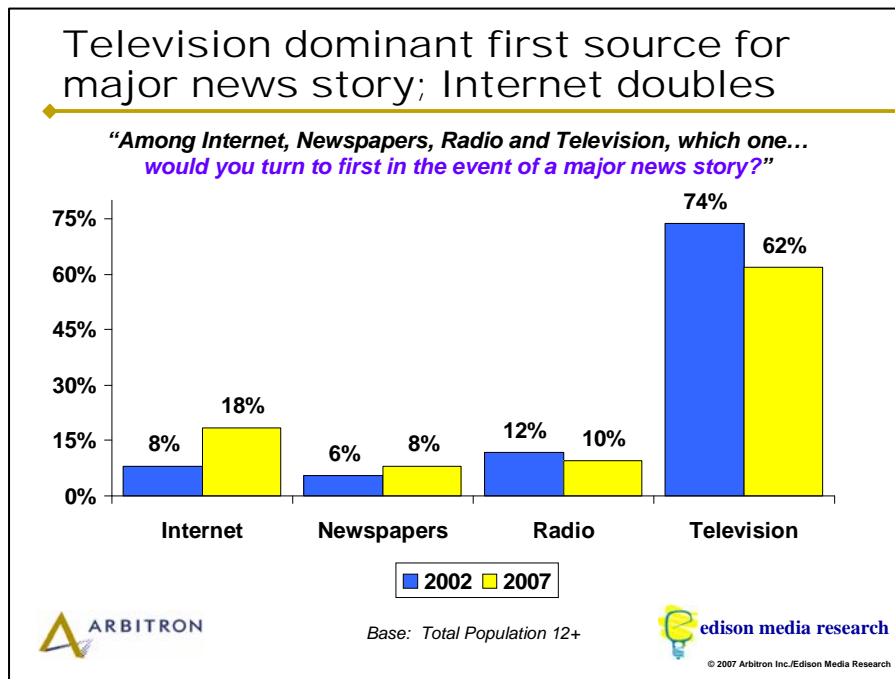
**“...do you turn to first to learn about new music?”**

Some of the most dramatic changes came on this perception. While radio still holds onto its traditional lead for this item -- with 48% choosing it -- this is down 15 percentage points over the five years. Meanwhile the Internet grew 16 points (from 9% in 2002 to 25% in 2007).

Among teens, Internet grew as the medium to learn about new music first, from 21% in 2002, to 41% in 2007; Internet now leads radio (39%). Internet also leads radio for this perception among 18-24s (36%-35%). In all age groups over age 25, however, radio still leads.



**“...would you turn to first in the event of a major news story?”**



On this factor television maintains its traditional dominance, with 62% of respondents selecting it. But even here, the Internet shows significant gains. In 2002 only 8% of respondents thought the Internet would be best in these circumstances; now 18% would choose the Internet.

### How the surveys were conducted

In January and February 2007, a total of 1,855 telephone interviews were conducted with respondents age 12 and older chosen at random from a national sample of Arbitron’s Fall 2006 survey diarykeepers. In certain geographic areas (representing four percent of the national population), a sample of Arbitron diarykeepers was not available for the survey, and a supplemental sample was interviewed through random digit dialing.

In 2002, a total of 2,508 telephone interviews were conducted with respondents age 12 and older chosen at random from a national sample of Arbitron’s Fall 2001 survey diarykeepers.

*This report is a breakout of data from the Edison Media Research/Arbitron ‘Internet and Multimedia’ series; this is one of longest lasting and robust longitudinal studies on the impact of the Internet and new technologies on everyday life in America. We will continue to follow the trends as the world of media and technology change all about us.*