

PANDORA®  Spotify  tunein

The Streaming Audio Task Force

Presents:

The New Mainstream



Survey Methodology:

- In July 2013, Edison Research conducted a national online survey of 3,016 people aged 12 and older on behalf of the Streaming Audio Task Force.
- Data weighted to national 12+ online population figures.
- The Streaming Audio Task Force is a consortium of Pandora, Spotify and TuneIn.

Definitions:

Traditional “Over-the-Air” AM/FM Radio – listening to local radio stations “over-the-air” through a broadcast signal on a regular radio (not through the Internet/smartphone/mobile device)

Internet Radio – listening to radio services or radio stations through the Internet or using a smartphone or other mobile device

Personalized Online Radio – listening to services where you can create your own personalized radio stations based around an artist name or song title

On-Demand Music – listening to services you may pay to subscribe to giving you access to a music library of individual songs or entire albums to play on-demand

Streaming Live Radio – listening to services that allow you to tune in to streams of live radio stations

Percent who listen to each radio type:

AM/FM Radio "Over-the-Air"

90

Internet Radio

53

Personalized Online

39

Streaming Live

27

On-Demand Music

18

0 20 40 60 80 100

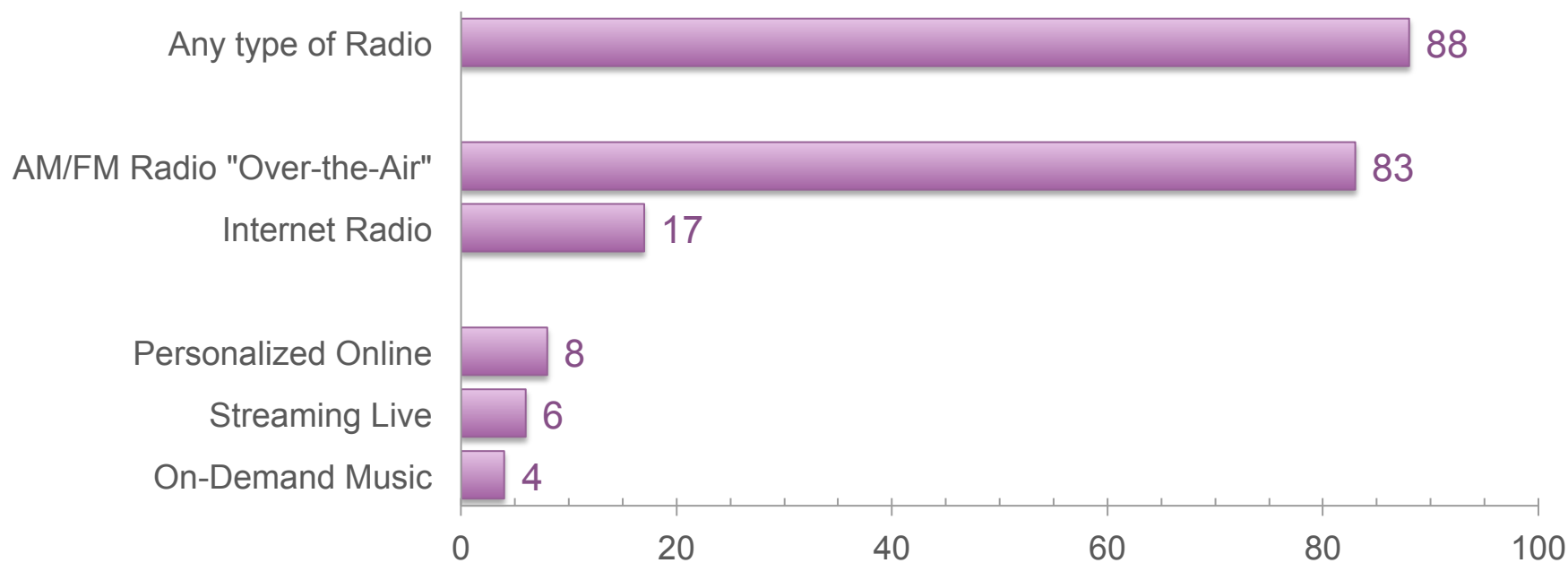
Base: Online population age 12+

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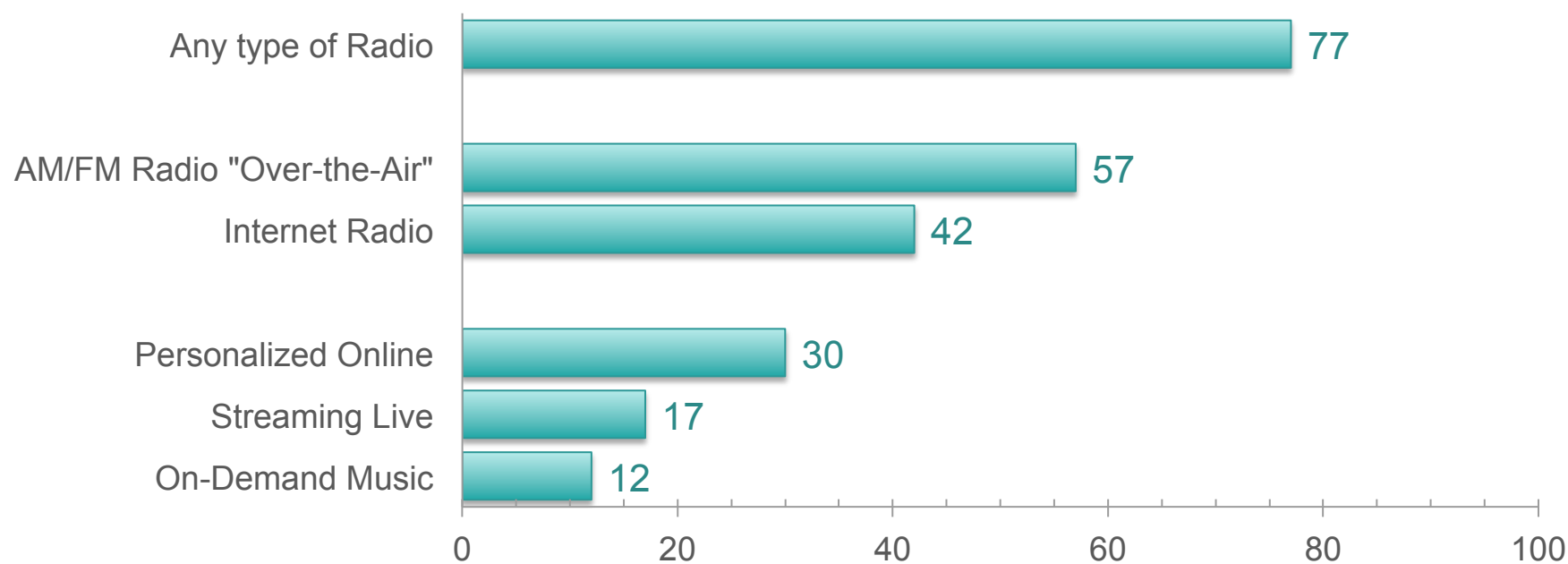


Percent who listen to radio type in a car/truck:



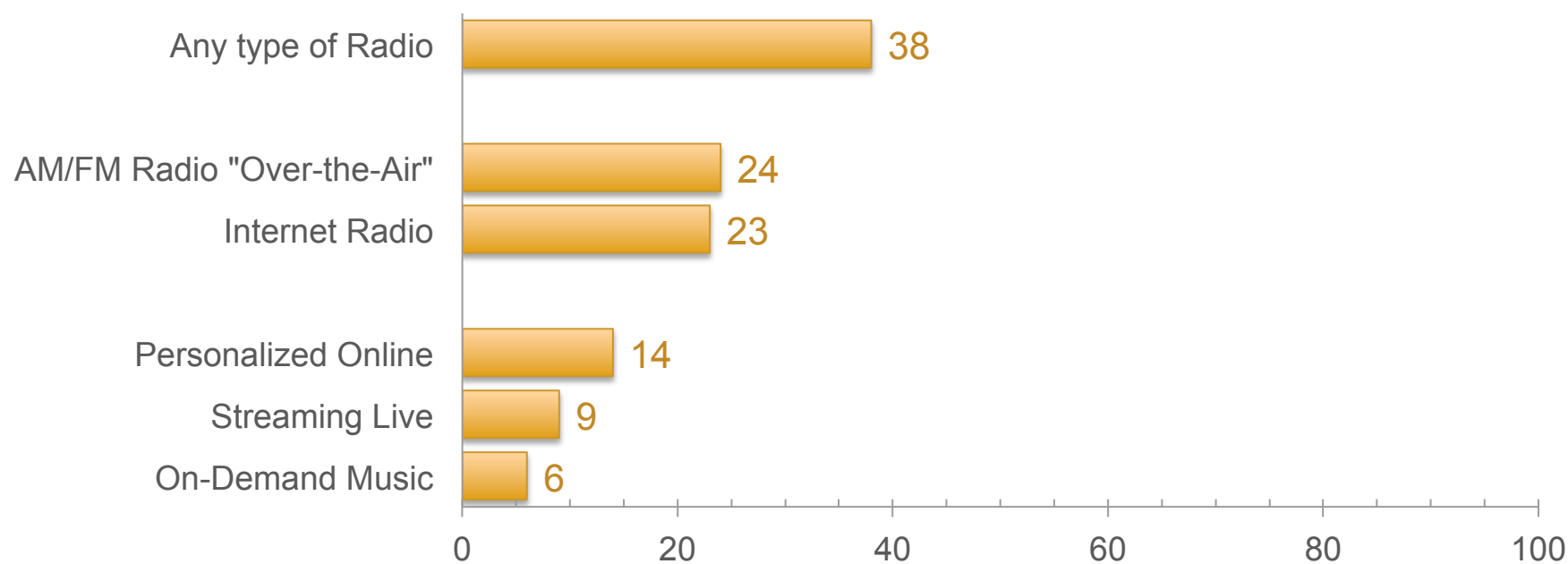
Base: Online population age 12+

Percent who listen to radio type at home:



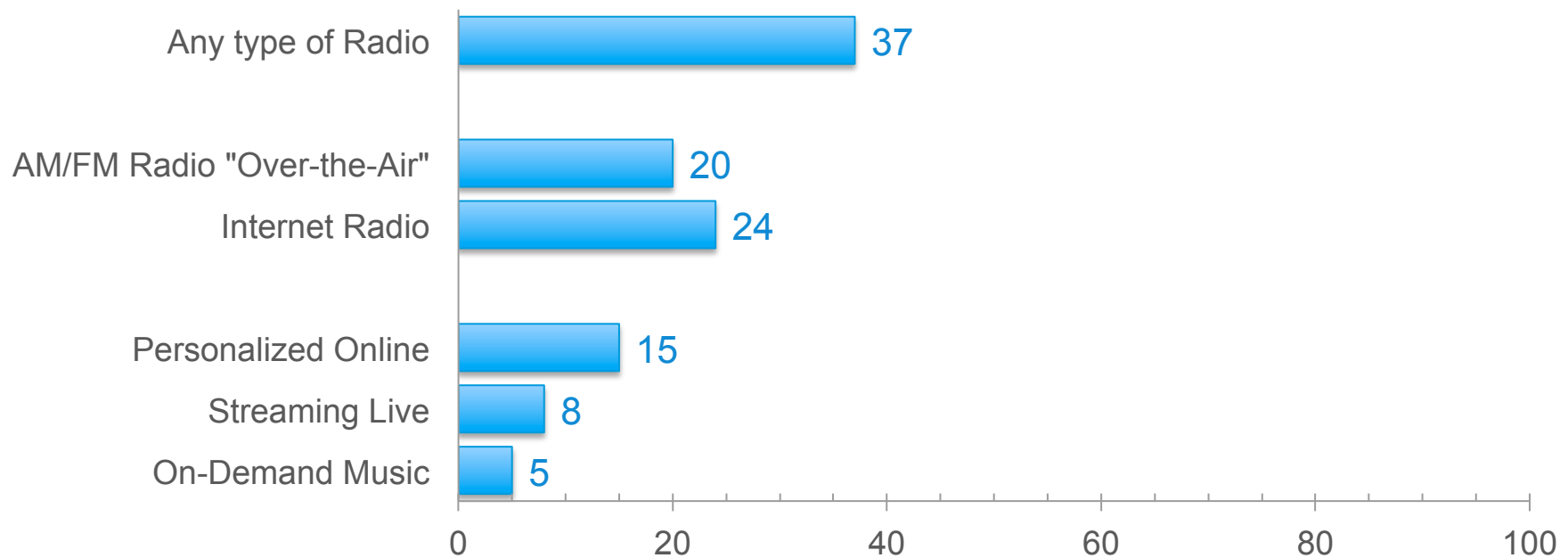
Base: Online population age 12+

Percent who listen to radio type at work:



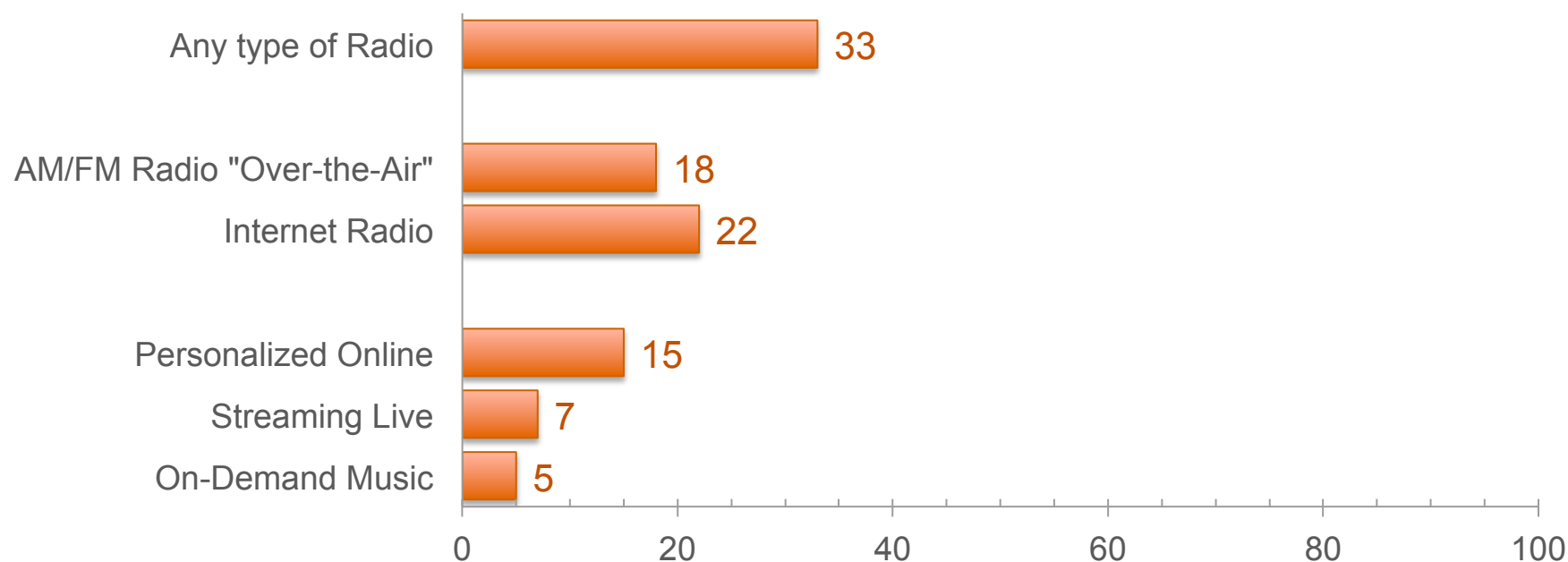
Base: Online population age 12+

Percent who listen to radio type while walking around/on foot:



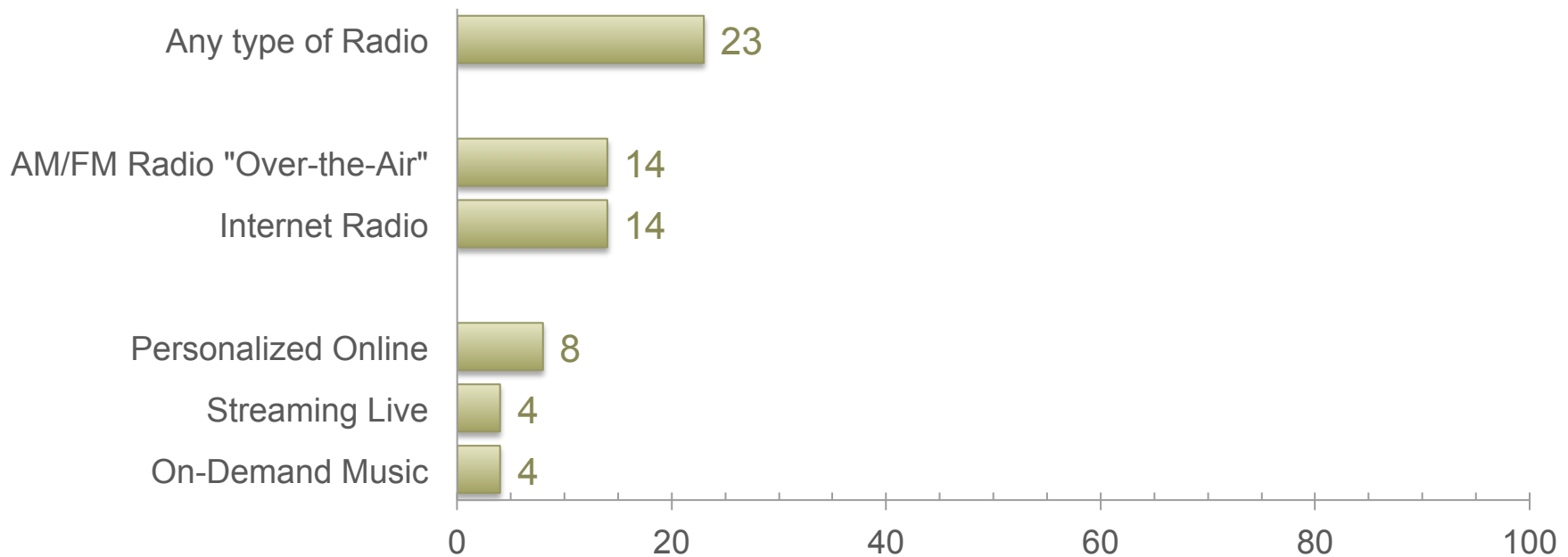
Base: Online population age 12+

Percent who listen to radio type at a gym/while working out:



Base: Online population age 12+

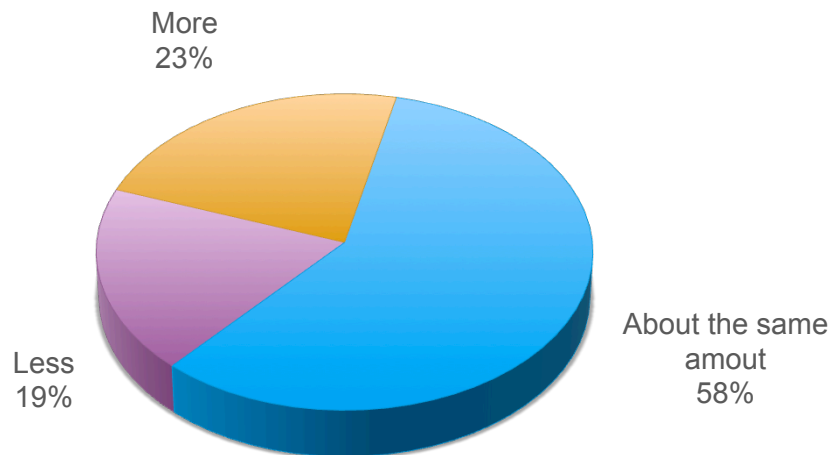
Percent who listen to radio type while riding public transportation:



Base: Online population age 12+

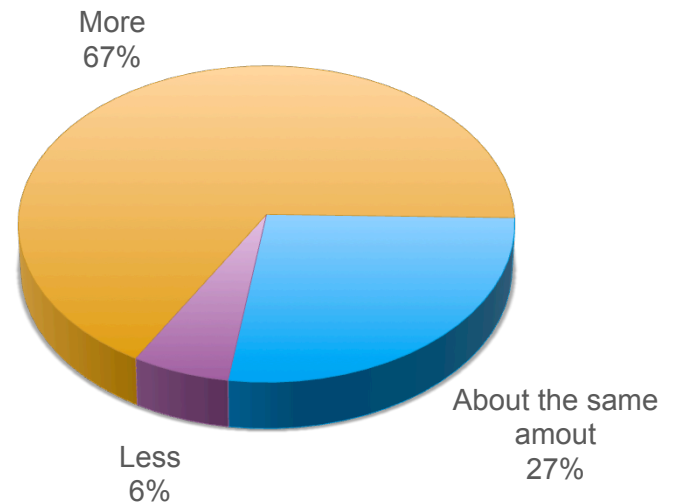
In general, compared to one year ago,
are you listening to (radio type)...?

“Over-the-Air” AM/FM Radio



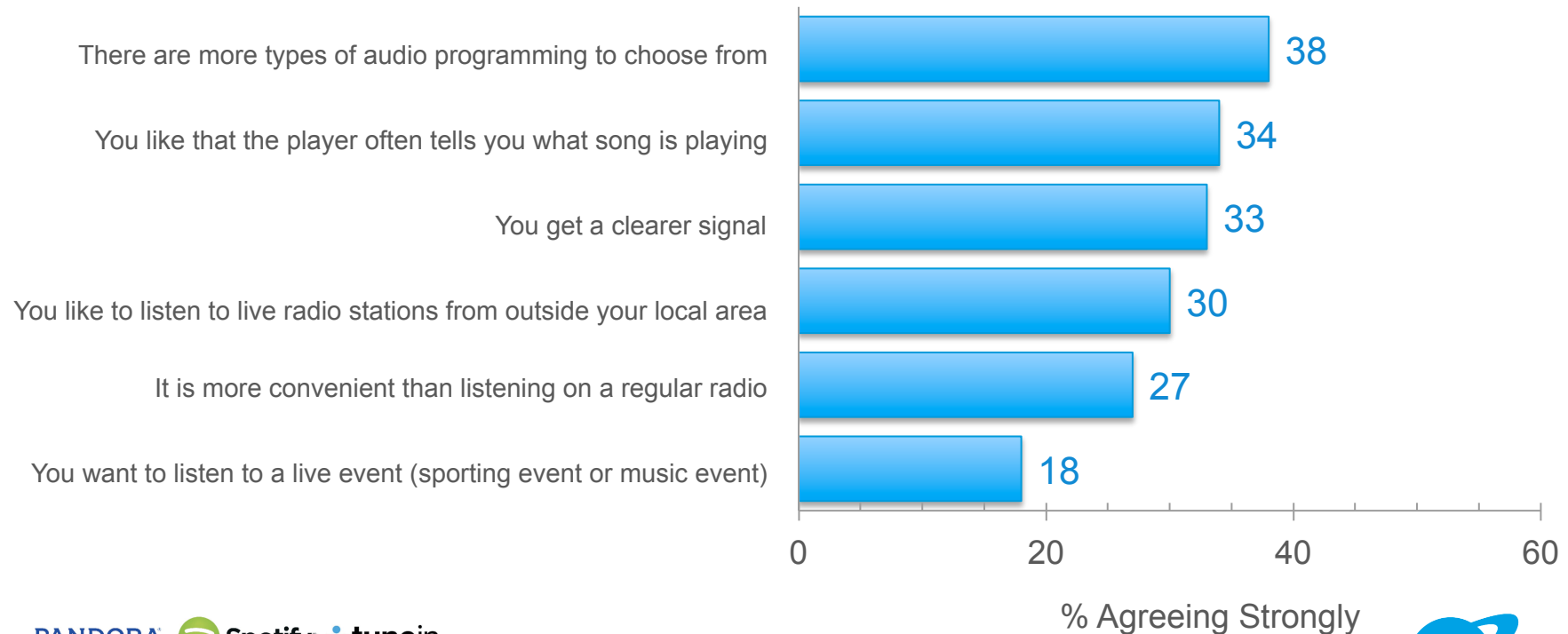
Base: Listen to “Over-the-Air” AM/FM Radio

Internet Radio



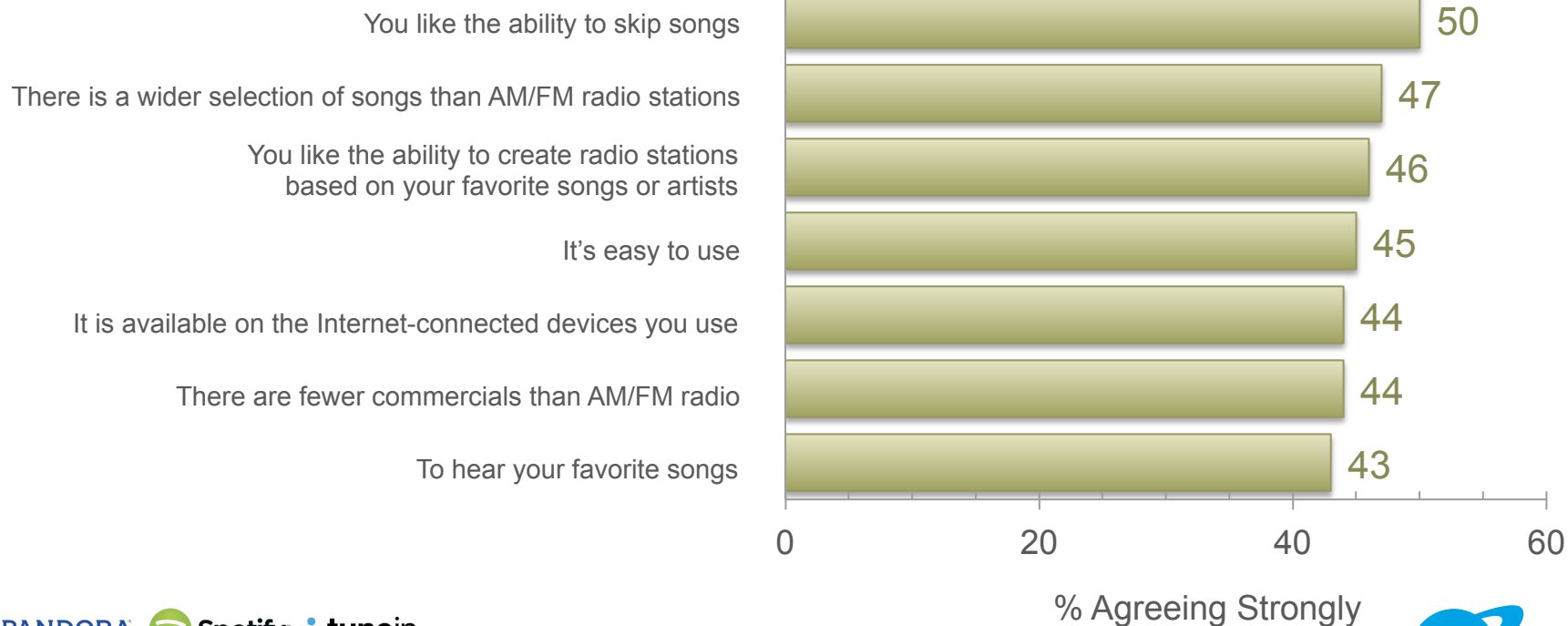
Base: Listen to Internet Radio

You listen to Streaming Live Radio instead of local “Over-the-Air” AM/FM radio because...?



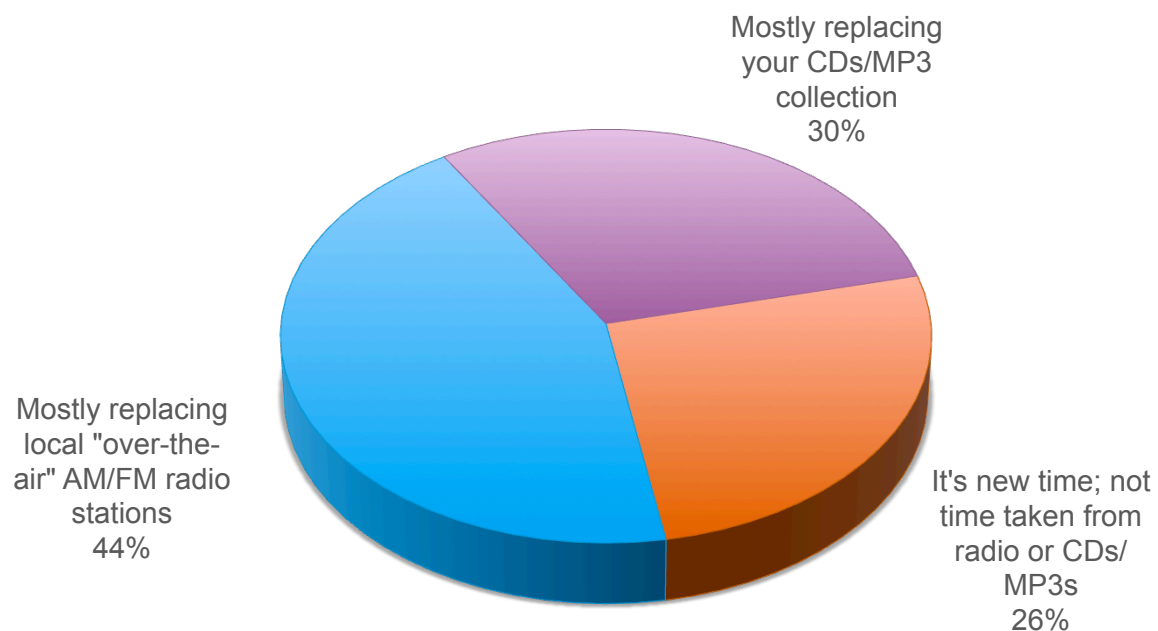
Base: Listen to Streaming Live Radio

You listen to Personalized Online Radio/ On-Demand Music because...?



Base: Listen to Internet Radio

Is the time you spend listening to Internet Radio...?



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Base: Listen to Internet Radio



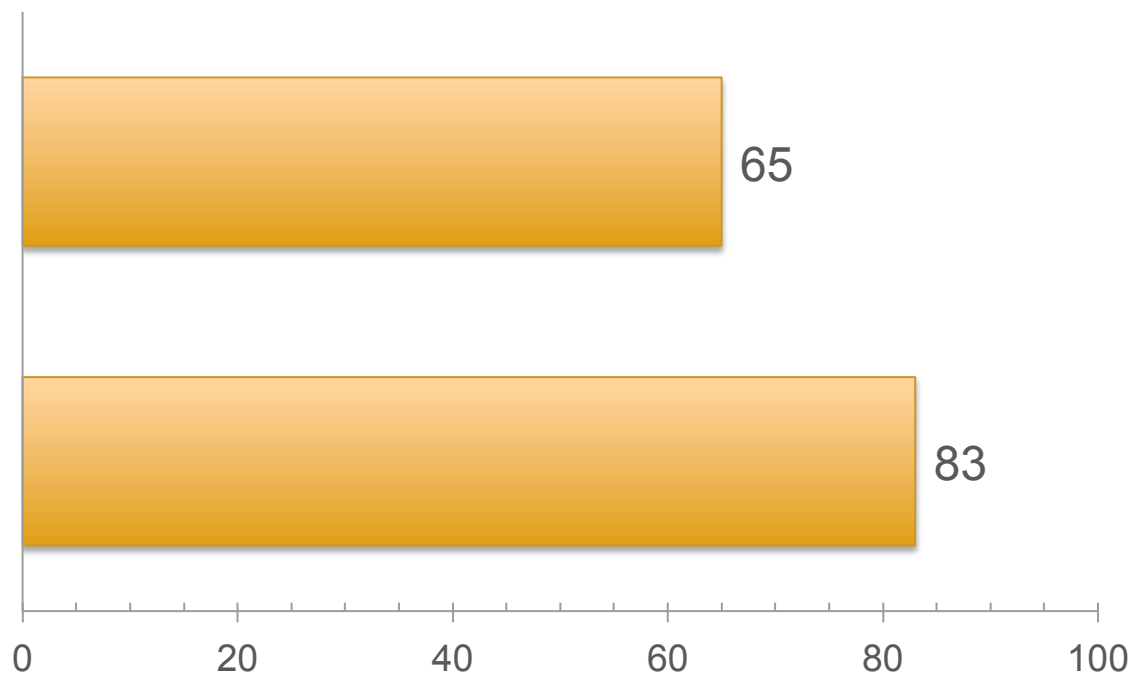
Percent who own a smartphone:

Online Population Age 12+

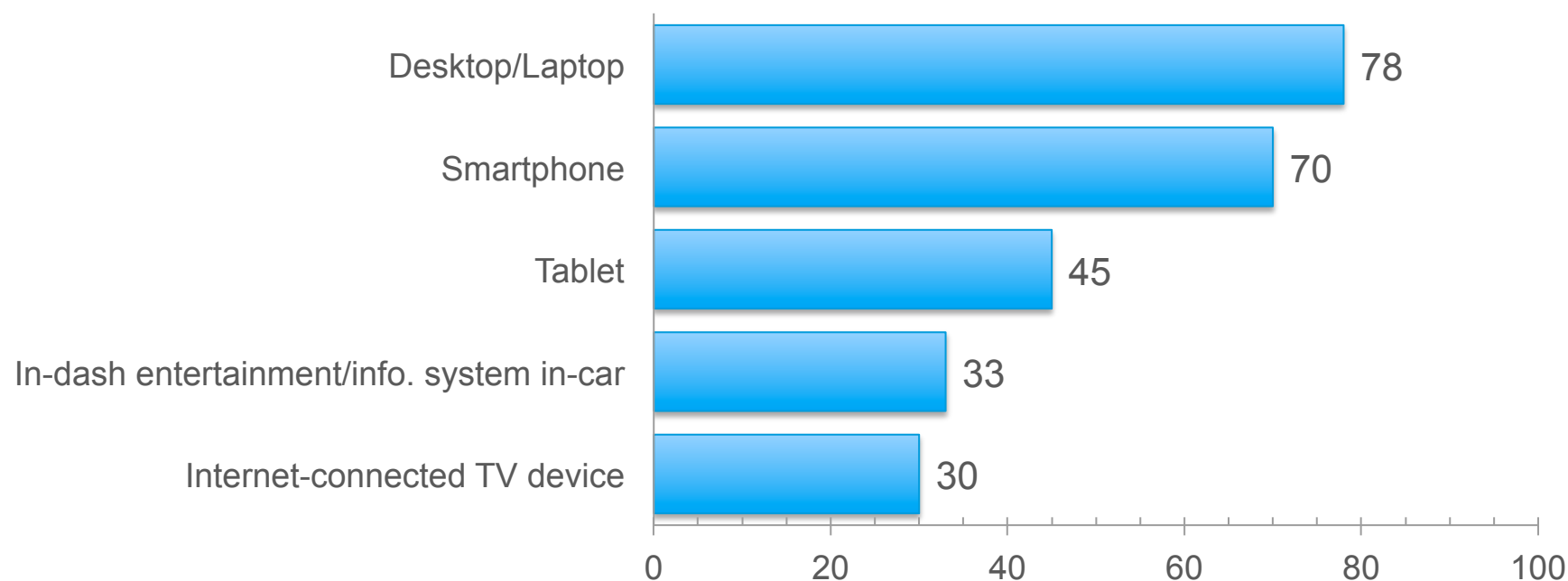
65

Internet Radio listeners

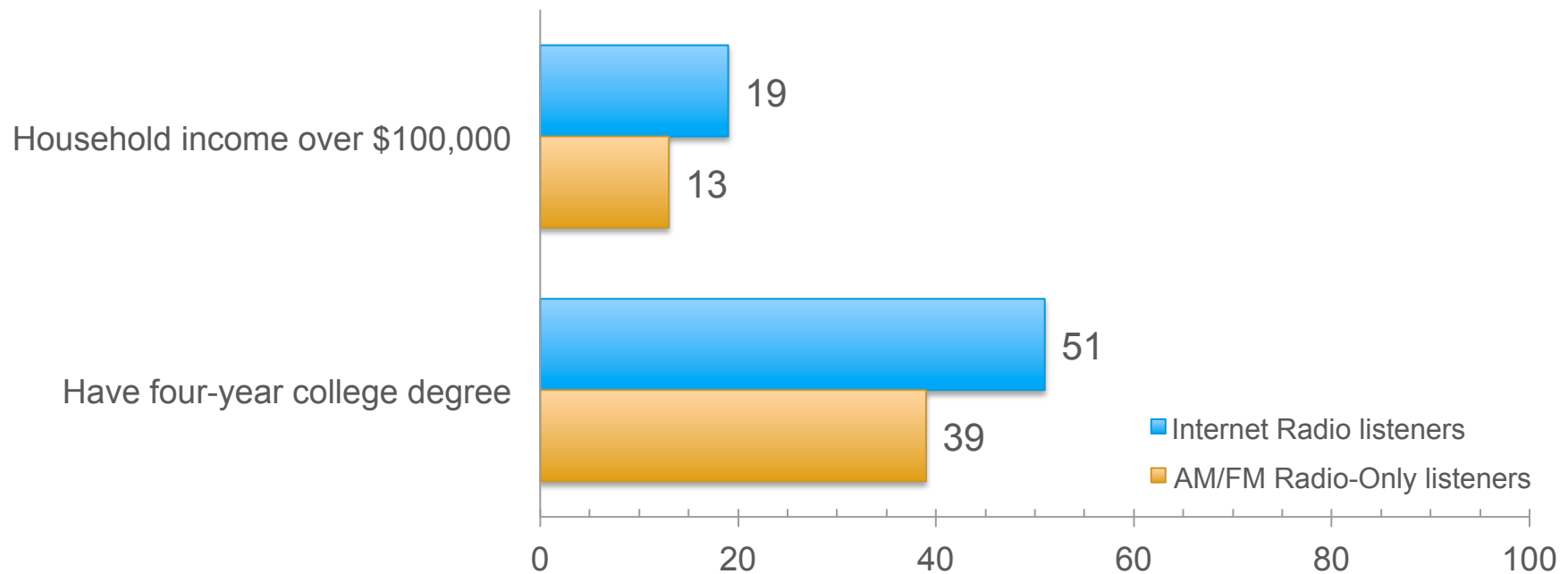
83



Percent of Internet Radio listeners listening on:



Income/Education among Internet Radio listeners vs. AM/FM Radio-Only listeners:



Summary:

More Places: Streaming Audio, powered by enormous technological changes in our world, has led to audio use in more places

More Usage: Streaming Audio has broadly expanded the total amount of audio that people are consuming

More Budget: Given Streaming Audio's tremendous growth, advertisers should be allocating more money to audio



How you know.SM