

Lift in Radio Tuning in Fall 2020

Audiences continued to tune to AM/FM Radio throughout the Fall 2020 season, even as a second wave of COVID-19 hit Canada in early September.

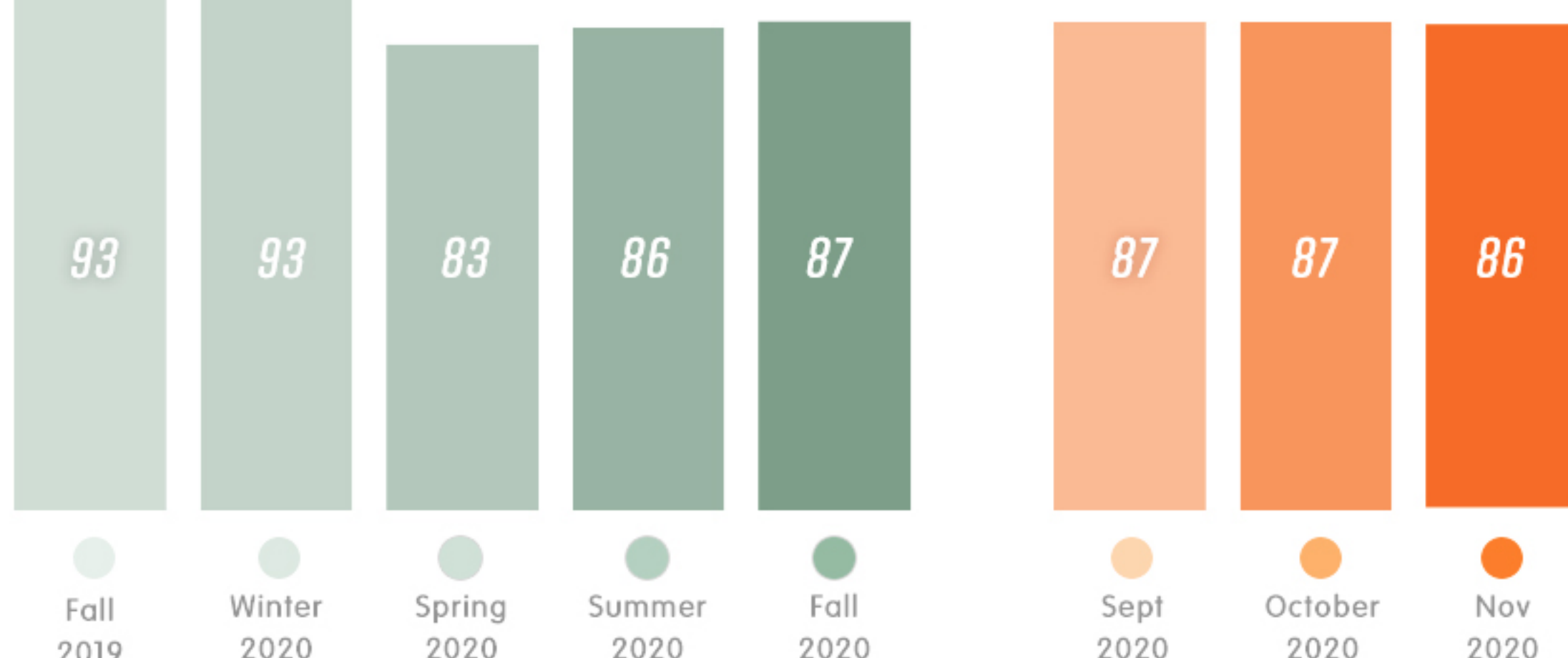
Across the country, new routines emerged as students returned to school, both in person and/or online, local news remained a trusted source during the pandemic, and the US Presidential Election unfolded in dramatic fashion.

In comparison to the first wave, Total AMA for AM/FM Radio amongst A25-54 is above Spring 2020 levels by 6% across the PPM Markets.



Reach of Radio stabilizes this Fall

RADIO REACHES 87% OF CANADIANS A25-54



Source: Numeris Radio PPM, Total Meter CTRL, 2019-20/2020-21, AW 2a-2a, A25-54, AvgWklyRch(%)

Weekly reach in Fall 2020 for A25-54 is **INDEXING AT 94** COMPARED TO FALL 2019.

REACH OF RADIO PEAKED AT 88% during the week of September 28 for A25-54 in the midst of sporting playoff series (NBA,NHL,MLB) and the first US Presidential debate.

Listening on the Move

During the Spring, we saw tuning to AM/FM Radio shift into the home as the lockdown began, while the majority of Fall tuning is out of home (OOH) and reflective of routine changes with the return to school and commutes.

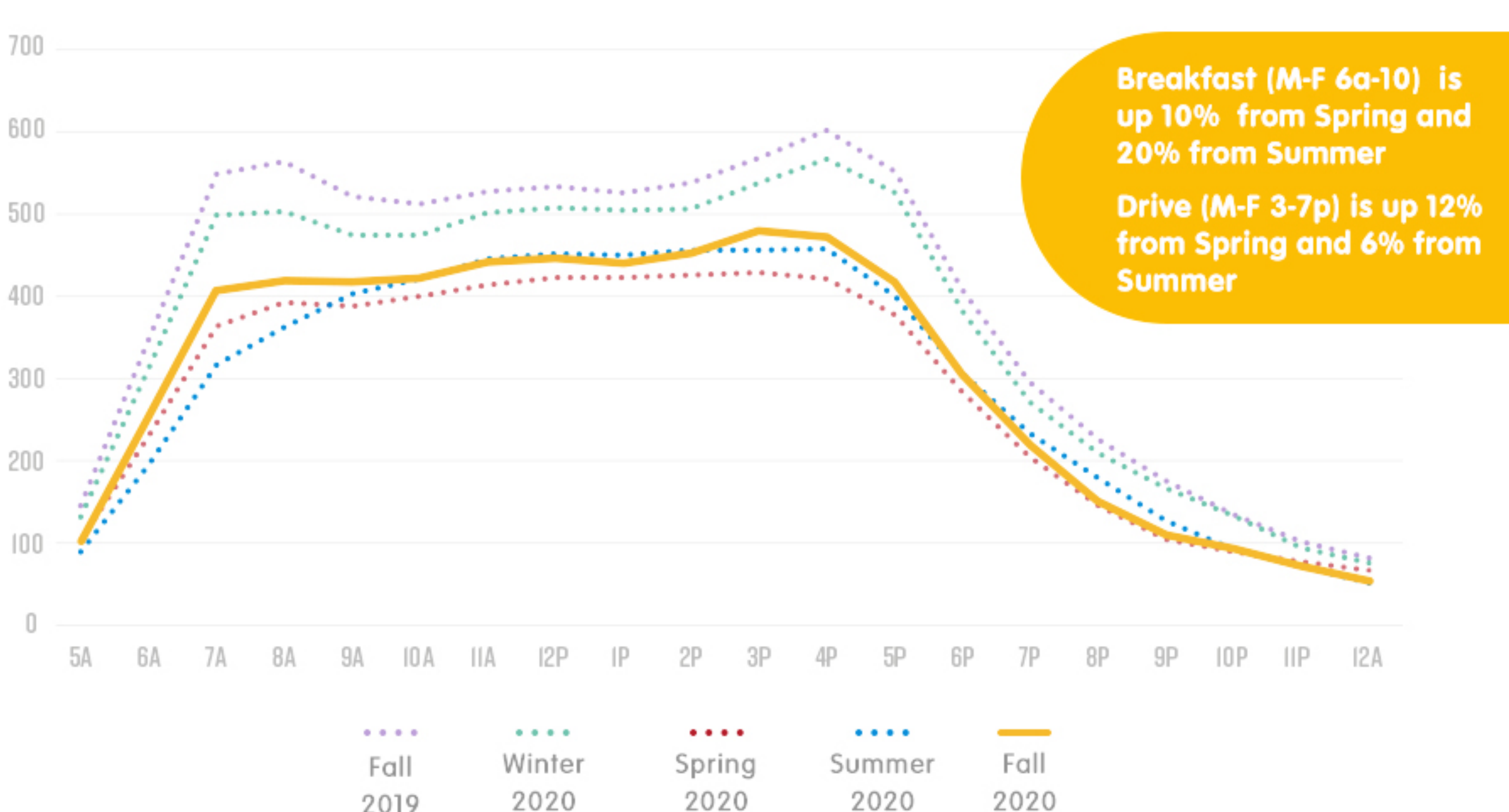
While Total Radio AMA levels are below previous Fall 2019, the rebound of AM/FM Radio this Fall is evident across multiple dayparts when compared to Spring and Summer 2020.



OVER 60% of listening to AM/FM Radio is done **OUTSIDE THE HOME** across PPM markets for A25-54, an increase of 7 percentage points from Spring 2020.

LIVE RADIO STREAMING* MAINTAINED A 13% SHARE of Total AM/FM Radio in Fall 2020 for A25-54, an increase of 5 percentage points from Fall 2019.

TOTAL RADIO AMA, BY HOUR



Source: Numeris Radio PPM, Total Meter CTRL, 2019-20/2020-21, AW 2a-2a, A25-54, AMA (000)

Local markets rebounding



Listening habits across the local PPM markets increased this Fall compared to the previous two quarters, however the rate of recovery is unique in each market. 92-96% of weekly reach has been retained for A25-54 compared to Fall 2019.

Varying factors may have had an impact on local Radio's rebound this Fall including commuting times, COVID-19 restrictions, weather conditions as well as 5 PPM stations switching to Christmas favourites 24/7.

MONTREAL



AM/FM Radio reached 89% of A25-54 in Montreal Franco and 87% in Montreal Anglo. Montreal Anglo saw a lift of 4 percentage points in weekly reach compared to Spring 2020. OOH Tuning in Montreal Franco this Fall is at 61% and 51% in Montreal Anglo for A25-54.

TORONTO



AM/FM Radio reached 85% of A25-54 in Toronto, an increase of 5 percentage points from Spring 2020. OOH tuning in Toronto is 57% compared to 66% in Fall 2019. **Live Radio Streaming* is 16% of Total AMA** tuning for A25-54, an increase of 8 percentage points from last Fall.

CALGARY



AM/FM Radio reached 88% of A25-54 in Calgary this Fall. Majority of tuning is OOH at 58% and on trend with past 3 quarters for A25-54.

EDMONTON



AM/FM Radio reached 89% of A25-54 in Edmonton, an increase of 2 percentage points from Spring 2020. **Majority of tuning is OOH and the highest of any market at 72%** compared to 76% last Fall for A25-54.

VANCOUVER



AM/FM Radio reached 87% of A25-54 in Vancouver an increase of 4 percentage points compared to Spring 2020. Majority of tuning this Fall is OOH at 70% for A25-54. **Live Radio Streaming* is 18% of Total AMA** tuning for A25-54, an increase of 10 percentage points from last Fall.

Source: Numeris Radio PPM, Total Meter CTRL, 2019-20/2020-21, AW 2a-2a, A25-54, AvgWklyRch(%), AMA (000)