



SUMMER 2024

Radio Listening

AM/FM Radio continues to be a trusted source of music, entertainment, sports, and local news for Canadians, available across multiple platforms.

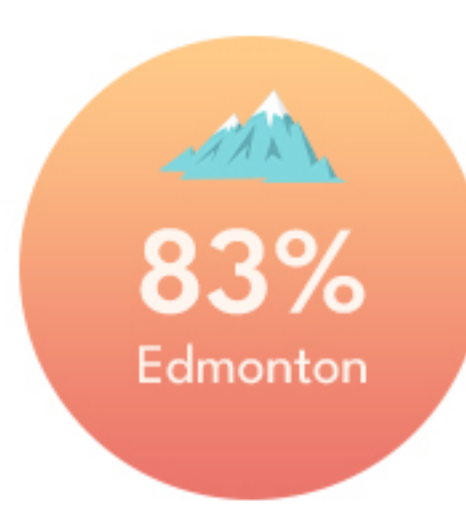
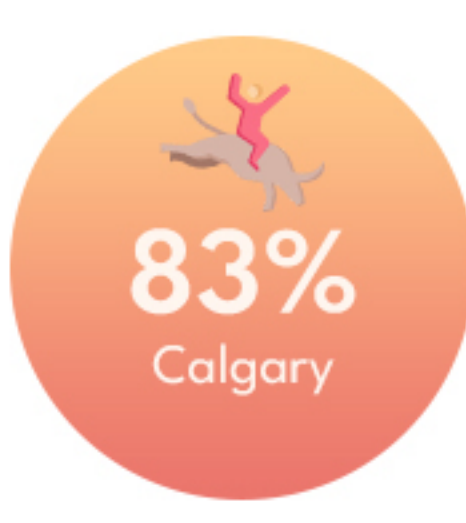
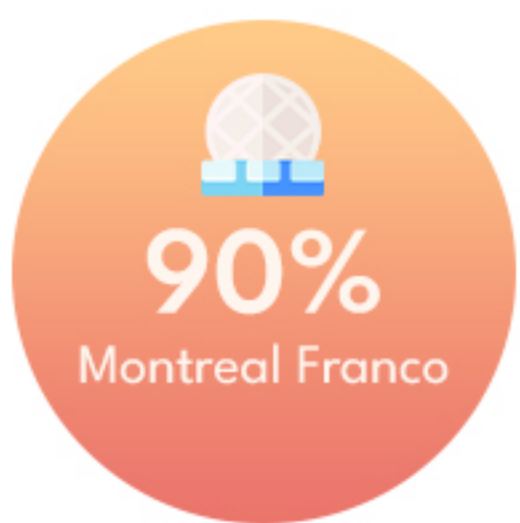


Whether in the car, at work, or streamed*, radio seamlessly integrates into listeners' daily lives, offering a diverse array of content to stay connected and informed.

Summer 2024 radio listening remains stable for reach and time spent (AMA) for Canadians 12+, indexing at 97 and 99, respectively, when compared to Summer 2023. These numbers demonstrate the enduring reliability and popularity of radio, both over-the-air and via streaming*, keeping Canadians tuned in wherever they are.

AM/FM Radio REACHES 83% OF CANADIANS Every Week across Meter Markets

12+ Weekly Reach is highest in:

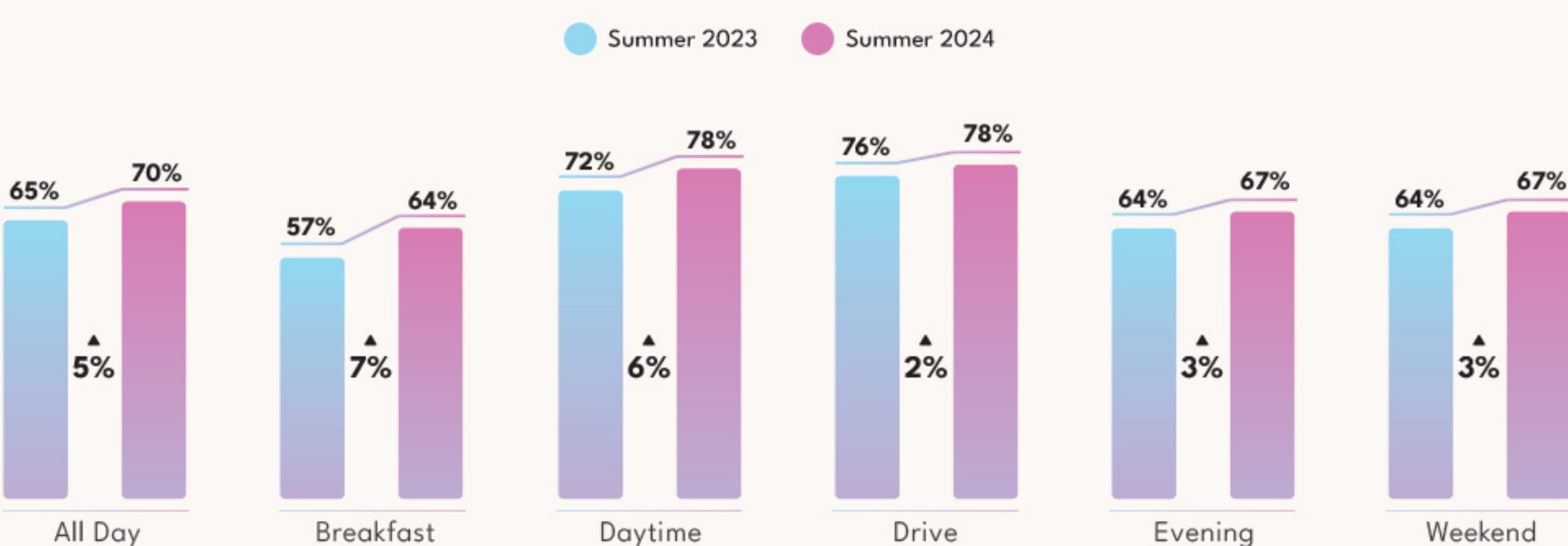


Out-of-Home Tuning Remains Popular for Adults 25-54 in Summer 2024

In Summer 2024, out-of-home (OOH) radio listening continues to dominate among Adults 25-54, with 70% of all AM/FM radio consumption taking place outside the home. Compared to the previous summer, all dayparts experienced an increase in OOH tuning, with Breakfast showing the largest growth at 7 percentage points. The Drive and Daytime dayparts remain leaders in out-of-home listening, at 78%.

The Western markets of Vancouver and Calgary have the highest OOH share, at 77% and 74%, respectively. Meanwhile, Montreal Franco saw the most significant year-over-year growth in OOH listening, with an 8-percentage point increase, followed by Toronto (5 points) and Calgary (4 points).

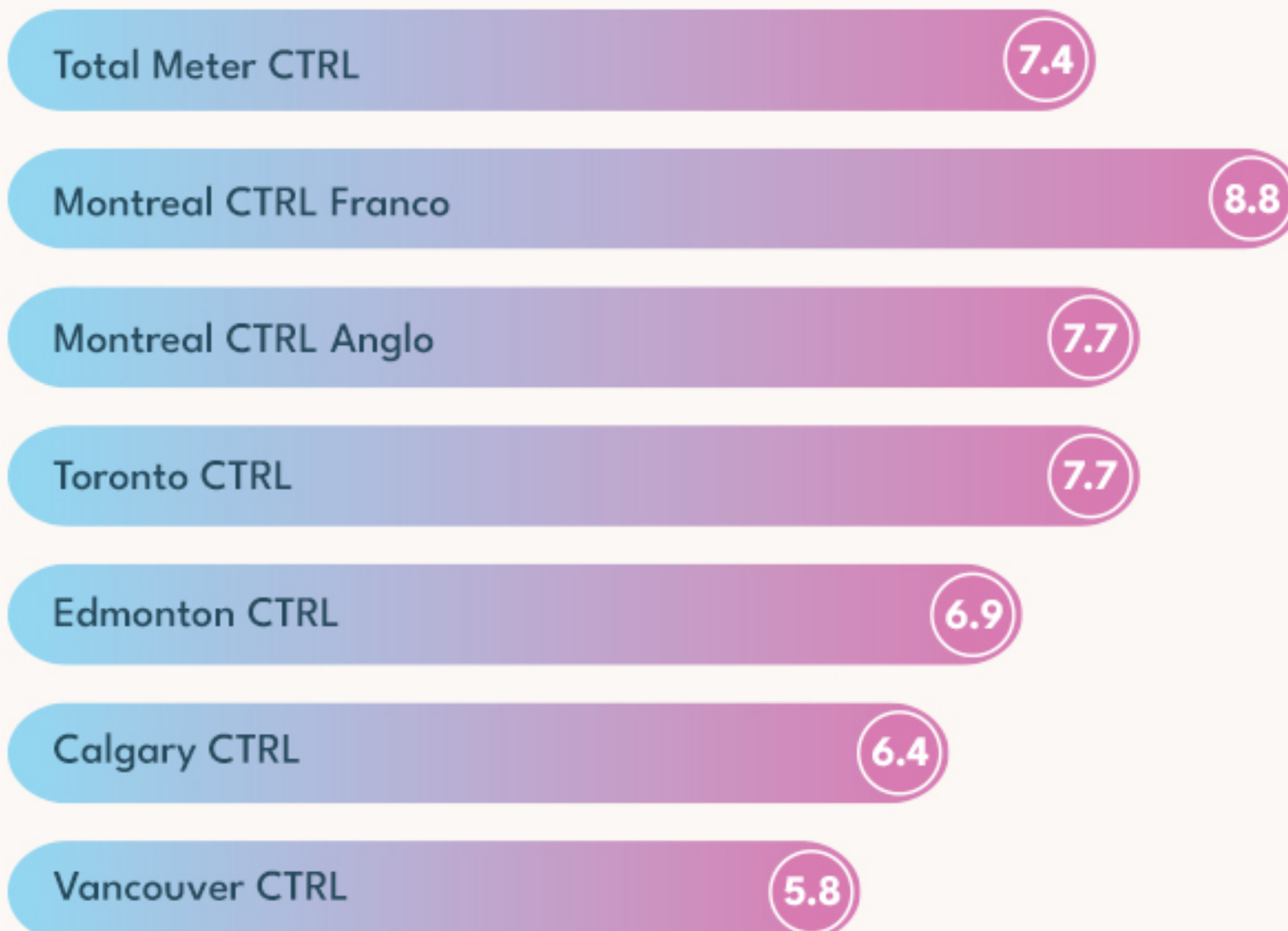
Proportion of OOH Tuning by Daypart A25-54 - Summer 2024 vs. Summer 2023



Time Spent Listening Remains Stable for Total Meter

Canadians 12+ spent approximately 7 hours a week, on average, listening to the radio this Summer. When compared to Summer 2023, Toronto and Vancouver saw increases in time spent listening, at 3% and 2%, respectively, while Calgary remained flat.

Average Weekly Hours Per Listener Canadians 12+ - Summer 2024



Summer 2024 AM/FM Radio Streaming* Overview

Live Radio Streaming* maintained a 9% share of Total AM/FM Radio for Canadians 12+, while A18-34 and A25-54 demographics were slightly higher at 11% and 13%, respectively.

Streaming Proportion for Adults 25-54:



For Adults 25-54, Toronto and Montreal Anglo are the top two markets for Live Radio Streaming*, with a 17% and 12% share of Total AM/FM Radio, respectively. Compared to last Summer, Toronto's live radio streaming* share of AM/FM radio increased by 4 percentage points, while Montreal Franco remained flat.

*Disclosure: AM/FM Live Streaming includes listening on personal computers, smartphones, tablets, smart speaker, etc. The Numeris radio meter service measures the internet stream of member stations separate from their over the air signal. The live internet stream is identical in programming content. Visit our client site**here for the list of Radio stations implementing Non-Simulcast Advertising Content such as Dynamic Ad Insertion (DAI) on their live stream.

Source: Numeris Radio PPM, Total Meter CTRL, Summer 2022/Summer 2023/Summer 2024 (Weeks 40-52), Mo-Su 2a-2a, 12+/A18-34/A25-54, AMA(000), AvWkCume(%), AvHoursWk(Lis)

**Password required



Visit our website often for more insights into Audio and Video behaviours across Canada.

If you have any questions, please contact **Numeris Client Solutions**.