



## Pod Position

- On average, Radio holds more than 92% of its lead-in audience during commercial breaks:
  - One-Minute Pod - 99.6%
  - Two-Minute Pod - 94.7%
  - Three-Minute Pod - 88.5%
  - Four-Minute Pod - 87.7%
  - Five-Minute Pod - 89.4%
  - Six-Minute Pod - 87.9%
- Radio audience levels do not drop significantly between the third, fourth, fifth and sixth minutes of a commercial break.
- Commercial breaks during morning drive hold more than 94% of the lead-in audience.
  - Morning drive holds more than 94% of the lead-in audience during breaks ranging from one to six minutes.
  - Midday is the next "best" daypart for retention of lead-in audience during commercial breaks. For shorter pods of one to two minutes, midday commercial breaks retain 95% of the lead-in audience.
- Implications for Advertisers:
  - Advertisers should recognize that Radio is a commercial-friendly medium.
  - Advertisers should not be overly concerned about their position in Radio commercial breaks.
  - Advertisers should not be particularly concerned about commercials running in afternoon drive and weekends since commercial audience levels in those times are also high.
  - The high level of audience retention during commercial breaks in the morning-drive daypart suggests greater listener engagement in the morning and substantiates the value of morning-drive-inventory.
- Source: What Happens When the Spots Come On