

The Role of Today's Manager



Adapt

“When you’re finished changing, you’re finished” – Ben Franklin

Set the Tone



Collaborate

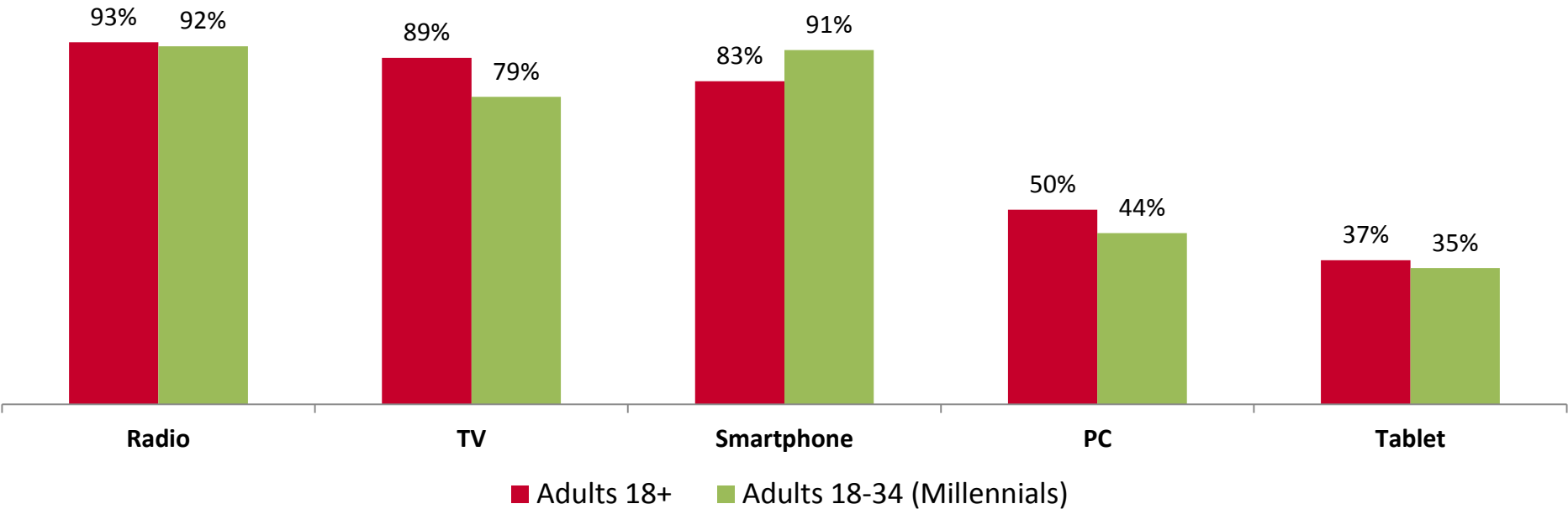


Think Big



Radio is the #1 Mass Reach Medium Across Adults & Millennials

Weekly Reach (% of Population)



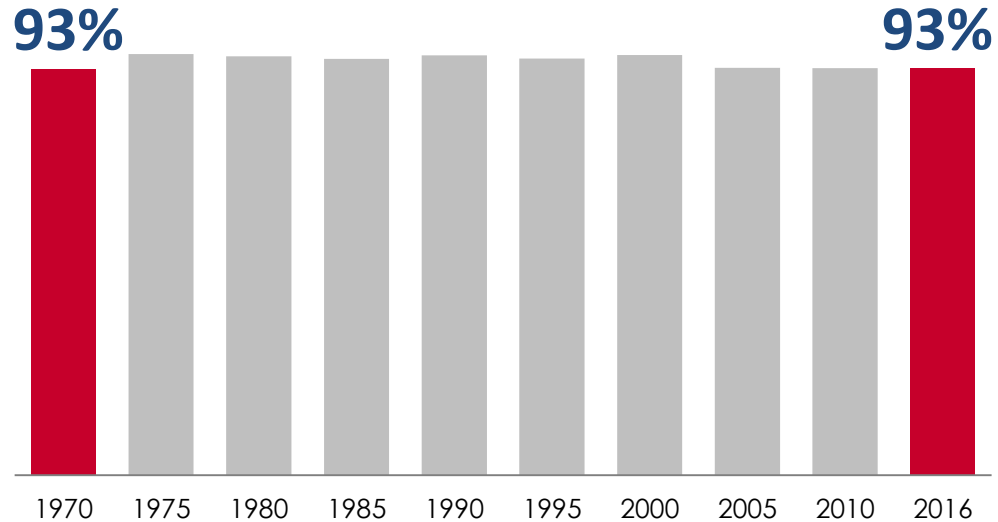
Source: Nielsen Comparable Metrics Report, 4Q 2016



Consistent Reach From The 70s To Today



% of Population Using Broadcast Radio Weekly



Market Attrition Rates by Advertiser Bucket

Note: Attrition metrics include Local Revenue only.

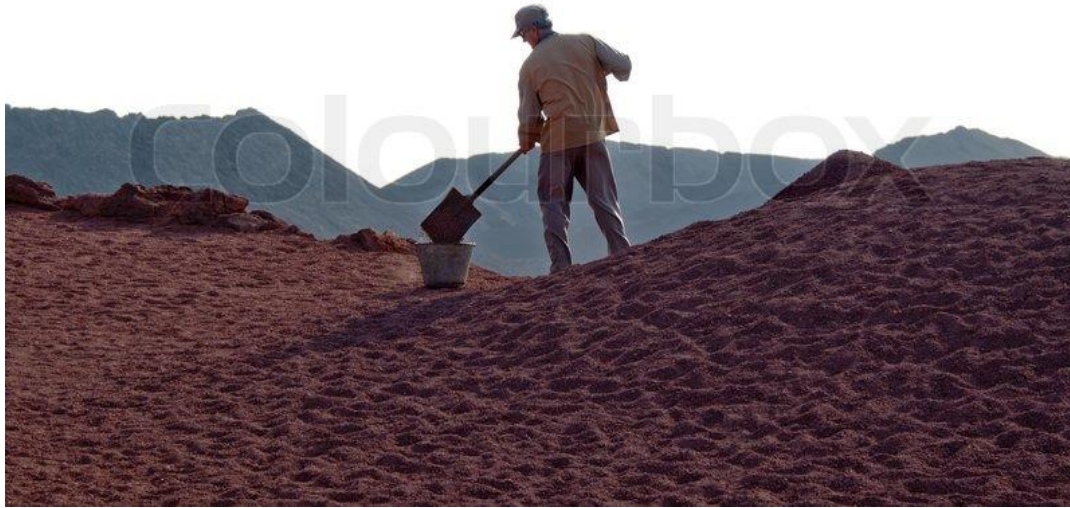
Market: Q1

Enterprise All

Q1 All Advertiser Attrition Summary

All Viero Invoice "Buckets"												
Clients in 2016	% of Total Clients	From:	To:	Total 2017 PIT Rev	% of Total Rev	The "bottom" X%...	...constitute this % of your revenue:	Haven't come back in 2016	Attrition (client count)	Attrited Dollars (Pure Loss)	% of Attrited Rev (Pure Loss)	
225	10%	\$ 17,260	\$ 338,544	\$ 10,638,481	58.8%	100%	100.0%	42	18.7%	\$ 1,260,474	11.8%	
225	10%	\$ 8,976	\$ 17,235	\$ 2,771,136	15.3%	90%	41.2%	59	26.2%	\$ 709,846	25.6%	
225	10%	\$ 5,833	\$ 8,970	\$ 1,638,027	9.1%	80%	25.9%	83	36.9%	\$ 588,938	36.0%	
225	10%	\$ 4,004	\$ 5,832	\$ 1,079,065	6.0%	70%	16.8%	97	43.1%	\$ 469,426	43.5%	
225	10%	\$ 2,805	\$ 4,002	\$ 762,828	4.2%	60%	10.9%	102	45.3%	\$ 348,746	45.7%	
225	10%	\$ 1,821	\$ 2,790	\$ 511,911	2.8%	50%	6.7%	125	55.6%	\$ 282,239	55.1%	
225	10%	\$ 1,154	\$ 1,813	\$ 329,987	1.8%	40%	3.8%	118	52.4%	\$ 171,594	52.0%	
225	10%	\$ 696	\$ 1,153	\$ 211,581	1.2%	30%	2.0%	152	67.6%	\$ 141,175	66.7%	
225	10%	\$ 330	\$ 693	\$ 111,134	0.6%	20%	0.8%	153	68.0%	\$ 73,075	65.8%	
225	10%	\$ -	\$ 330	\$ 42,517	0.2%	10%	0.2%	168	74.7%	\$ 32,564	76.6%	
2,255	100%			\$ 18,096,669	100.0%			1,099	48.7%	\$ 4,078,076	22.5%	

Pick up a shovel



It's not about you



감사합니다 Natick
Grazie Danke Ευχαριστίες Dalu
Thank You Köszönöm
Спасибо Dank Gracias
谢谢 Merci Seé
ありがとう