# THE INFINITE DIAL 2016 – EXECUTIVE SUMMARY

Edison Research/Triton Digital's 24th edition of "The Infinite Dial" released on 3/10/16, highlighting the convergence of audio across multiple platforms, bolstered by accessibility of smartphones -- and the fact that digital audio is now solidly mainstream. Consumers are accommodating options by expanding total time spent with media, currently 8:47 hours daily versus 7:22 hours in 2001 (includes Radio, TV, newspaper and Internet). Following are audio highlights from the study. Click here to access the full report.

## AM/FM Radio Highlights

### Music Discovery

- AM/FM ties with friends/family as the source for 12+ keeping up to date on music (68%); closest competitor among digital services is Pandora, at 47%
- Among 12-24s, AM/FM and Pandora are virtually tied at 58% and 57% respectively; YouTube is tops with this cohort for music discovery, followed by friends/family at 74%

### In-Car Listening

- AM/FM tops in-car among 18+ drivers/passengers: 84% list as primary audio used in car, up from 81% last year; 54% say they use AM/FM "most of the time" in primary car
- Total online services cited by 21%, flat with 2015 level; 8% say they use online radio "most of the time" in car

The number of AM/FM radio sets in homes has declined from a mean of 2.9 in 2008 to 1.9 in 2016; virtually all vehicles on the road have a radio

## Online Radio Highlights (includes streamed AM/FM and pure-play Internet audio)

### Monthly Listening

- 155 Million persons per month, representing 57% of the 12+ population; up from 53% in 2015 and 21% in 2006
- Monthly penetration of 12-24 demo is 79%; 25-54, 65%; and 31% of 55+

### Weekly Listening

- 136 Million persons per week, representing 50% of the 12+ population; up from 44% in 2015 and 12% in 2006
- Weekly penetration of 12-24 demo is 73%; 25-54, 56%; and 24% of 55+
- Average weekly online TSL is 12:08 in 2016, down from 12:53 minutes last year and from a high of 13:19 in '14; Edison concludes TSL has been diluted by influx of new listeners are who more casual, spending less time online

### Online Audio Brands

- Pandora has highest 12+ weekly reach (25%), followed by Spotify (10%), iHeartRadio and Apple Music (8% each), Google Play All Access and Amazon Music (4% each)
- Pandora reaches about 1/3 of 12-24 and 25-54 year-olds weekly, 33% and 32% respectively; Spotify has 25% of 12-24s and 9% of 25-54s; iHeartRadio comes in with 9% 12-24 and 10% 25-54, Apple Music with 17% and 8%
- Pandora has lost some "used most often" share to Spotify and Apple Music since 2015 but still has a strong edge against competitors. Respective shares in '16 are 48%, 14%, 10% respectively, vs. 54%, 10%, 8% in '15

### Podcasts

- Over 1/3 (36%) of 12+ population has ever listened to a podcast as of 2016 (98 Million people), up from 11% in 2006. Monthly podcast tune-in is estimated at 57 Million (21% of 12+), weekly is 35 Million (13%)
- Weekly podcast listeners average 5 podcasts per week
- Podcasts' appeal tends to skew male (24% of men vs 18% of women in 2016 survey)

- Majority of listeners access podcasts on smartphones/tablets/portable devices (64%) vs computers (34%); device use up from 55% in 2015, computers down from 42%