

Radio's Role in Today's Media Landscape

Radio remains relevant in today's world of time-starved consumers. As the original mobile and social medium, it provides programming content meeting the entertainment needs of people according to their demography, geography, ethnography, etc., via its thousands of commercial radio stations, streams, multicasts and podcasts.

Radio is ubiquitous, reaching consumers on-air, online, on-site and on demand – whether they are at home, at work or in their car. It is a passive medium allowing consumers to multi-task and listen while they work or play – essential in today's world.

It is a reach medium, delivering messages 24/7 to consumers personally, one-on-one, in an attentive environment. It provides information as it reaches consumers closest to their time of purchase, as they drive to or from work, or even during a lunch break. When used synergistically with other media, it increases brand awareness, brand recall, and an advertiser's ROI. In various studies, it has also proven to increase website visitation and purchase likelihood.

Radio's core strength continues to be the power of words and sound. With its human voice to convince, it can be used as a branding medium. Advertisers continue to use radio personality endorsements to build trust and drive business, with these same personalities often providing personal experiences with the brand, on-air mentions and authentic chatter within their shows.

Radio is resilient. Its accessibility continues to expand with technology. Innovations in this same technology are both enhancing and expanding radio's ability to provide content to listeners whenever, wherever they want it – on-air, online, or on demand. Today's technologies can increase and enhance the consumer's radio experience thru text messaging, mobile applications, visual experiences, time shifted listening via podcasts, and even on smart speaker devices.

There have been studies that prove radio's ability to complement other media and drive brand awareness, as well as increase return-on-ad spend. Additionally, as today's advertisers and agencies begin to focus on attribution, radio can now quantify its impact on campaigns. Various organizations can now pinpoint shifts in behavior with digital technology.

As the top source for music discovery and audio entertainment, radio has a dominant role among listeners of all generations and age groups. Radio and the personalities on those stations are companions, something that keeps the listener company, elevates their mood, informs them and makes them think and laugh.