

PPM 3-Minute Qualifier Debut - Q1 2025

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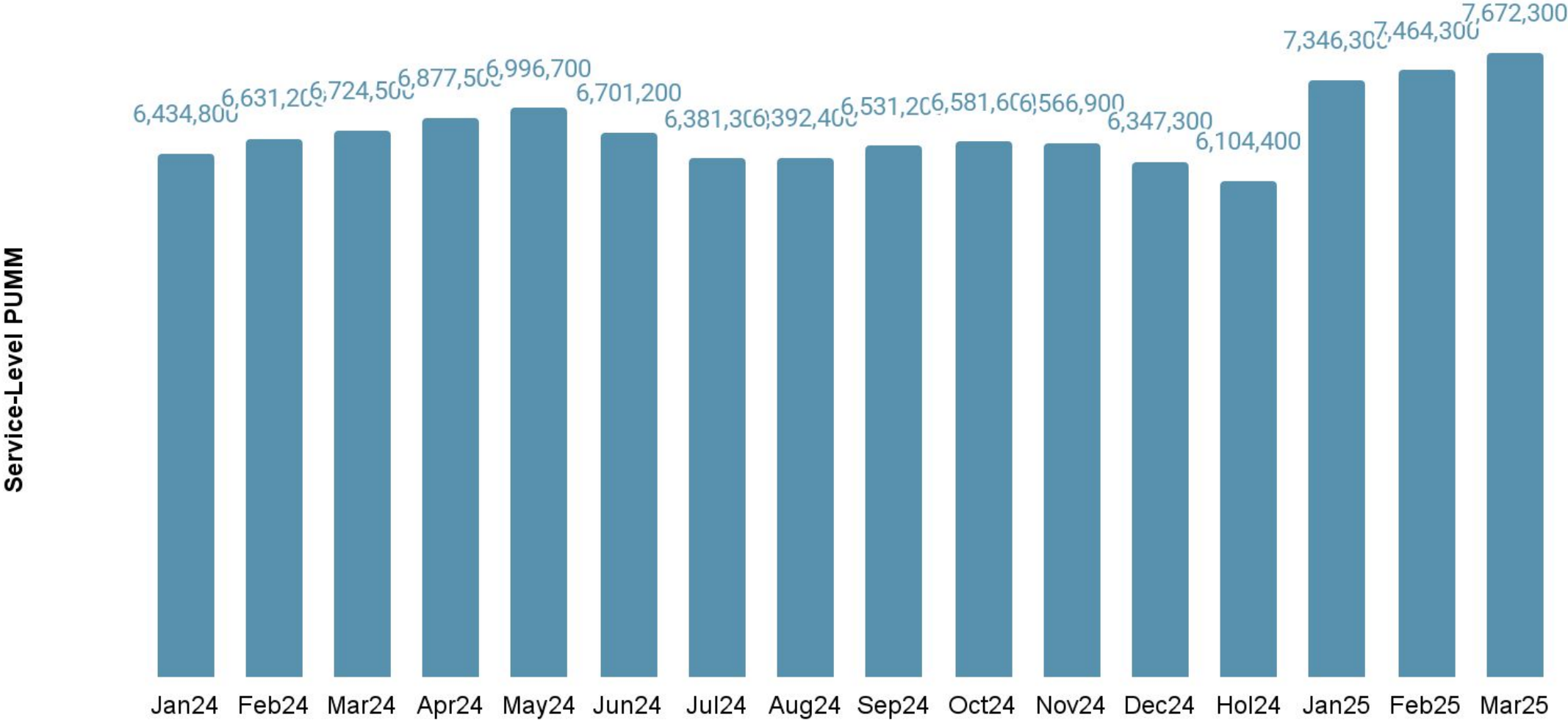
Service-level data based on Q1 2025, 45 non-embedded PPM markets (Houston metro) M-S 6a-12m.

Key Findings From First Quarter of 3MQ

- Q1 audience levels are now the **highest since 2022**
- Results in range of expectations once you factor in seasonality: **Q1 2025 audience levels are approx 15% higher than Q4 2024**
- Daily cume increases are seen at the station level; these drive AQH changes
- Time spent listening increases are easier to see at the service level, as more minutes are being captured
- **Range of market increases spans 28% to 2%; 5 of top 6 largest increases are in western markets**
- Growth in average audience across all dayparts; evenly distributed
- Results will vary by individual station & market

Trending PPM Average Audience Levels

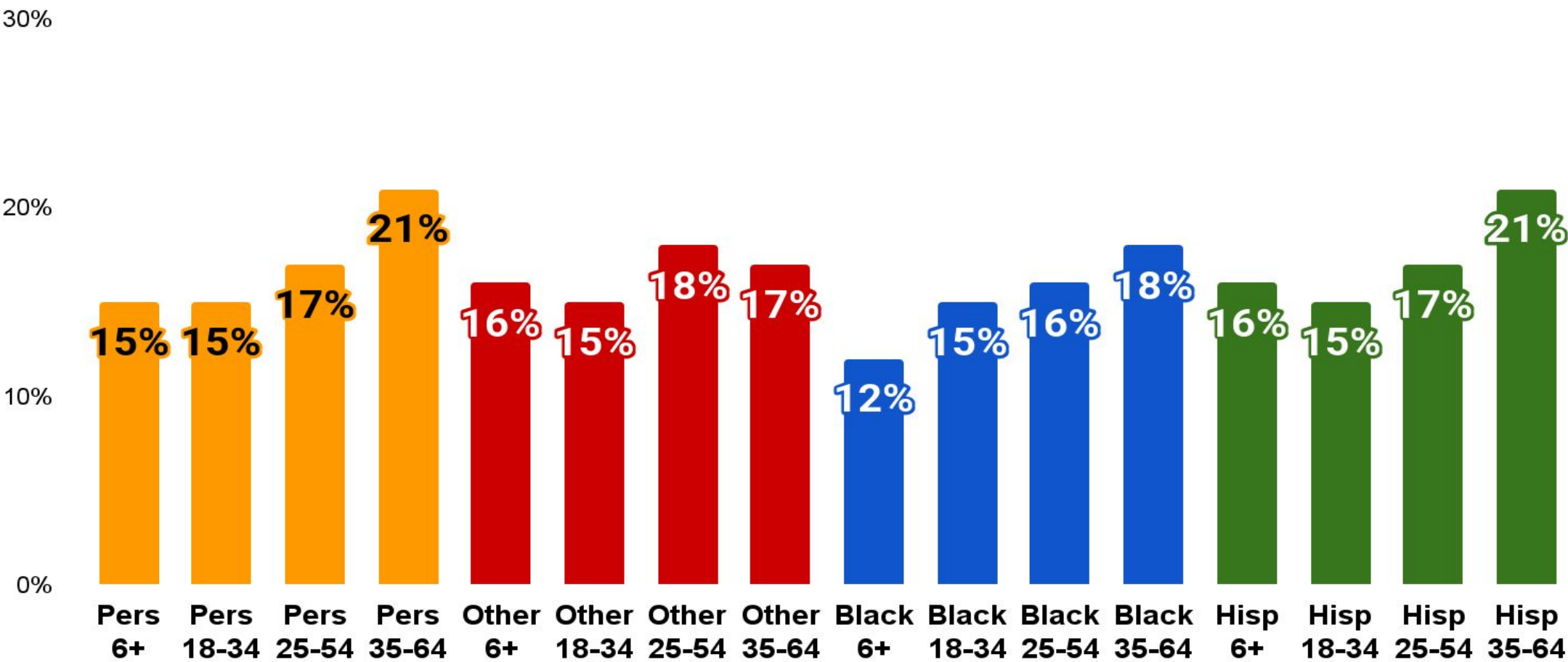
Persons 6+ AQH (PUMM) - Full Week



Source: PPM Metro Market Totals (45 non-embedded markets). Persons 6+, Mon-Sun 6a-Mid. Market Total AQH Persons (PUMM)

Average increase Q4 2024 to Q1 2025

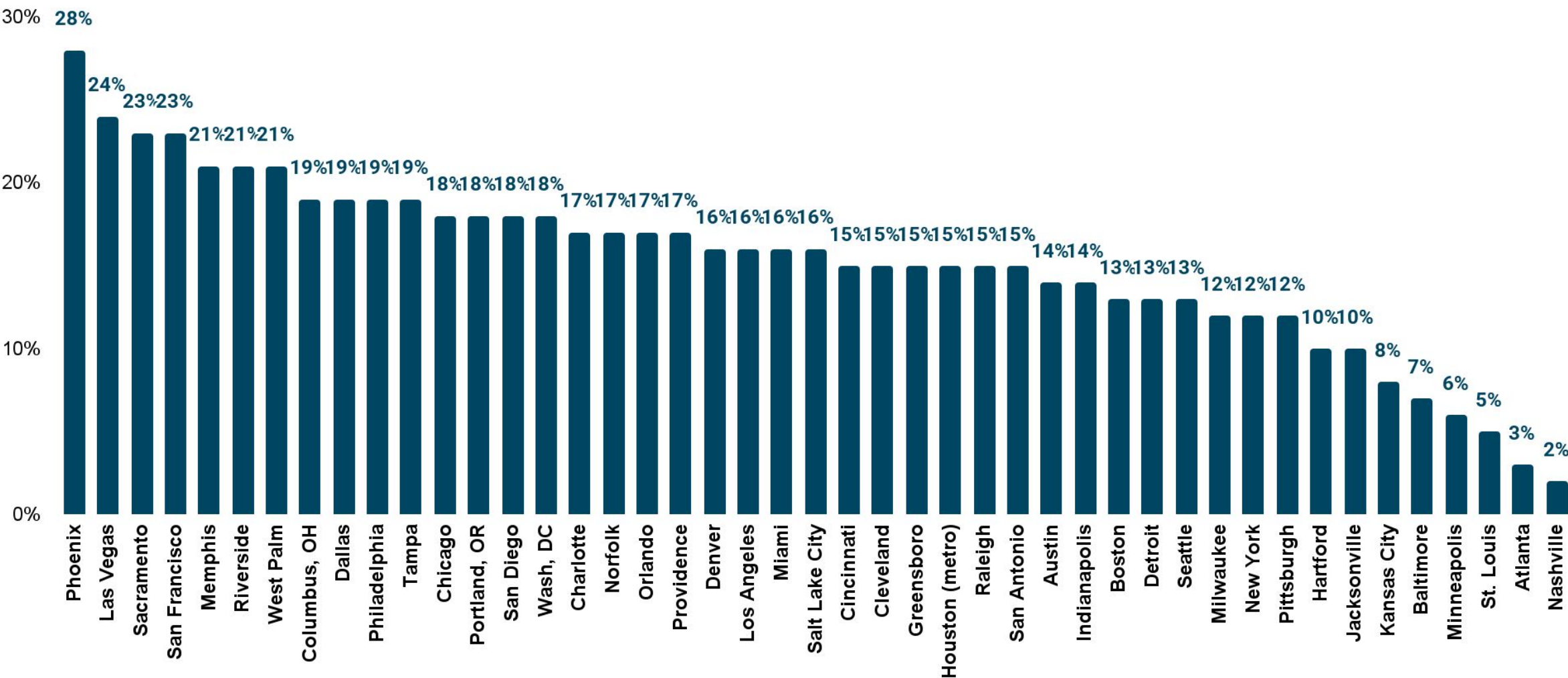
Jan/Feb/Mar 2025 vs Oct/Nov/Dec 2024 - total listening (PUMM)



Nielsen PPM Markets (45 non-embedded metro markets|43 Black DST markets|42 Hispanic DST markets). Jan/Feb/Mar25 vs Oct/Nov/Dec24 Mon-Sun 6a-Mid.

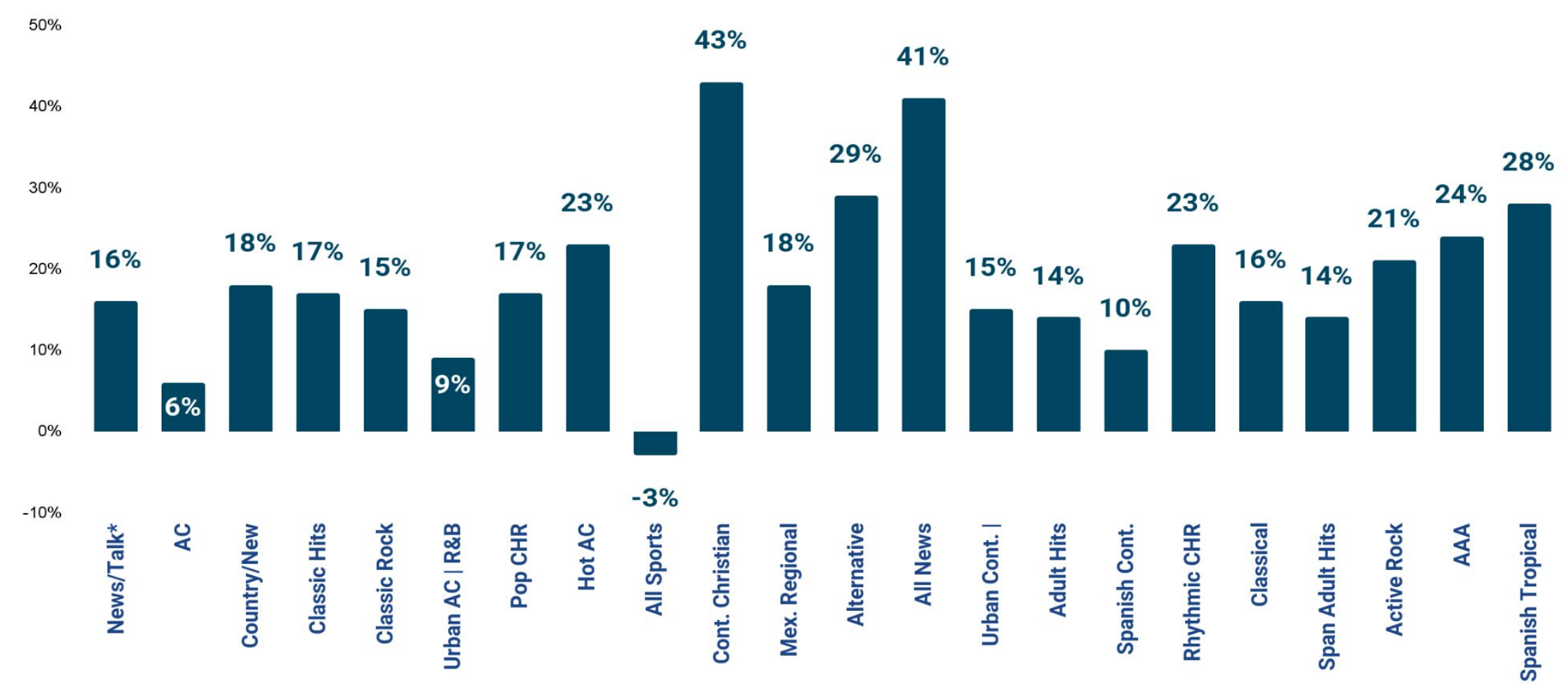
Average increase in AQH by market from Q4 to Q1

Jan/Feb/Mar25 vs Oct/Nov/Dec24 PPM markets (P6+) - total market listening



Average increase in AQH by format from Q4 to Q1

Jan/Feb/Mar25 vs Oct/Nov/Dec24 PPM markets (P6+) - total market listening



Nielsen PPM Markets (45 non-embedded metro markets). Jan/Feb/Mar25 vs Oct/Nov/Dec24 Mon-Sun 6a-Mid.

Fundamental listening metrics

Top 20 most listened-to radio formats (from All News to Spanish Tropical)

In general, by moving to 3MQ the following has happened:

- Avg number of stations per week is up slightly (extra station)
- Station-level daily cume has therefore increased
- Avg number of daily radio occasions is up slightly
- Minutes per occasion is lower

Daily Cume (rating)	+9%
Daily Time Spent	+5%
Daily Occasions	+1%
Daily TSL per Occasion	-12%

P1 % of AQH	-4%
P1 Daily Time Spent	+5%
P1 Daily Occasions	+1%
P1 Daily TSL per Occasion	-12%

Nielsen PPM Markets (45 non-embedded metro markets). Feb25 vs Nov24 Mon-Sun 6a-Mid.

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Preference Level Trend

Panel Change

Limited Panel

Key Zip Codes

Age Range

Content Analysis*

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Vital Signs Top Performers

How Do My Vital Signs Compare Against National Averages and Top Performers?

Go

Click "Go" to Process...

Average increase in P25-54 AQH by market from Q4 to Q1

Phoenix	31%
Milwaukee	30%
Las Vegas	24%
Memphis	24%
Riverside	24%
Sacramento	24%
Cleveland	23%
Houston (metro)	23%
Seattle	23%
Columbus, OH	22%
Norfolk	22%
Philadelphia	22%
Wash, DC	22%
Dallas	21%
Providence	21%

Chicago	20%
San Francisco	20%
Tampa	19%
Denver	18%
Greensboro	18%
Pittsburgh, PA	18%
Austin	17%
Charlotte	17%
Indianapolis	17%
Miami	17%
San Diego	17%
West Palm	17%
Cincinnati	16%
Los Angeles	16%
Portland, OR	16%

San Antonio	16%
Detroit	15%
New York	15%
Salt Lake City	15%
Boston	14%
Raleigh	14%
Orlando	13%
Jacksonville	11%
Hartford	8%
Kansas City	8%
Atlanta	7%
Baltimore	7%
St. Louis	7%
Minneapolis	5%
Nashville	4%

PPM Schedule Comparison

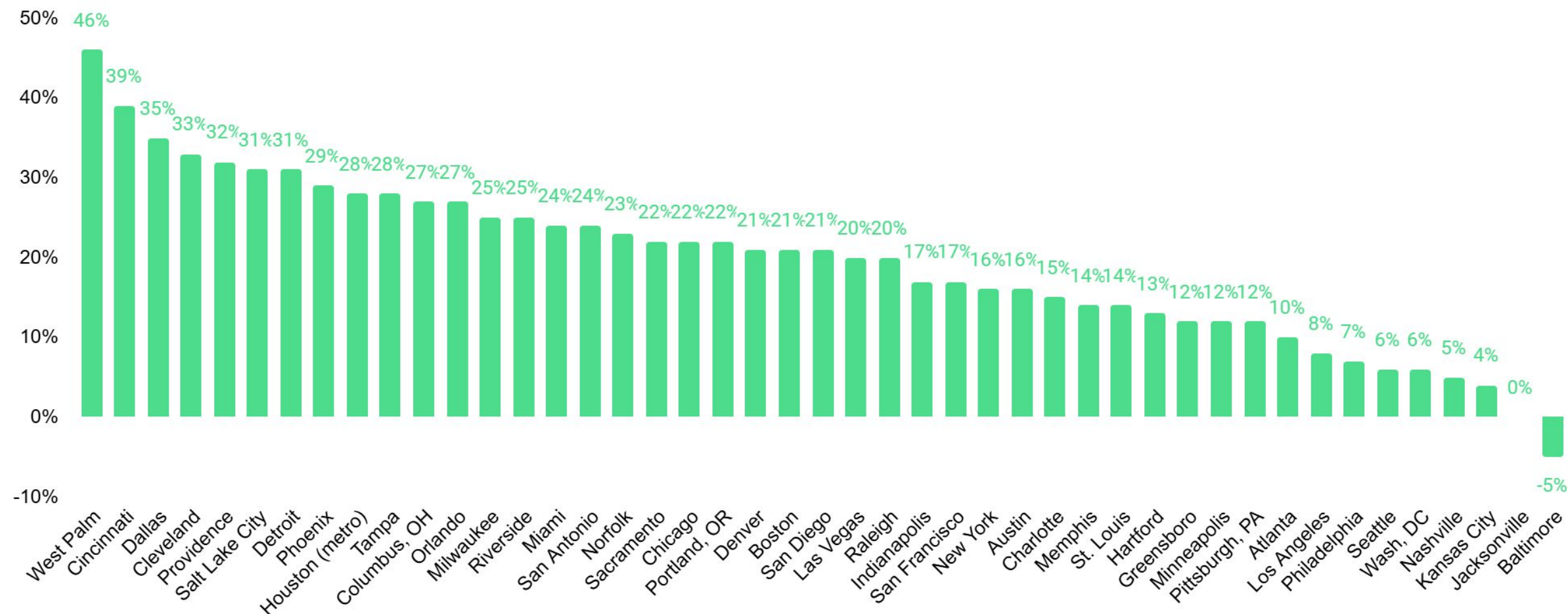
How Will A Schedule Change from Q4 to Q1?

45 PPM Market Average for Adults 25-54 – All Rated Commercial AM/FM Stations

	LIGHT +/- 10 spots/wk			MEDIUM +/- 20 spots/wk			HEAVY +/- 40 spots/wk		
AD 25-54	Q4 2024	Q1 2025	Increase	Q4 2024	Q1 2025	Increase	Q4 2024	Q1 2025	Increase
GRPs	100.0	119.4	+19%	200.0	238.8	+19%	400.0	477.8	+19%
Reach %	50.2%	53.6%	+7%	65.9%	68.7%	+4%	78.1%	80.1%	+3%
Frequency	2.1	2.3	+8%	3.2	3.5	+10%	5.4	6.1	+13%
Impr.	1,713,484	1,978,907	+15%	3,426,769	3,957,867	+15%	6,853,938	7,915,733	+15%

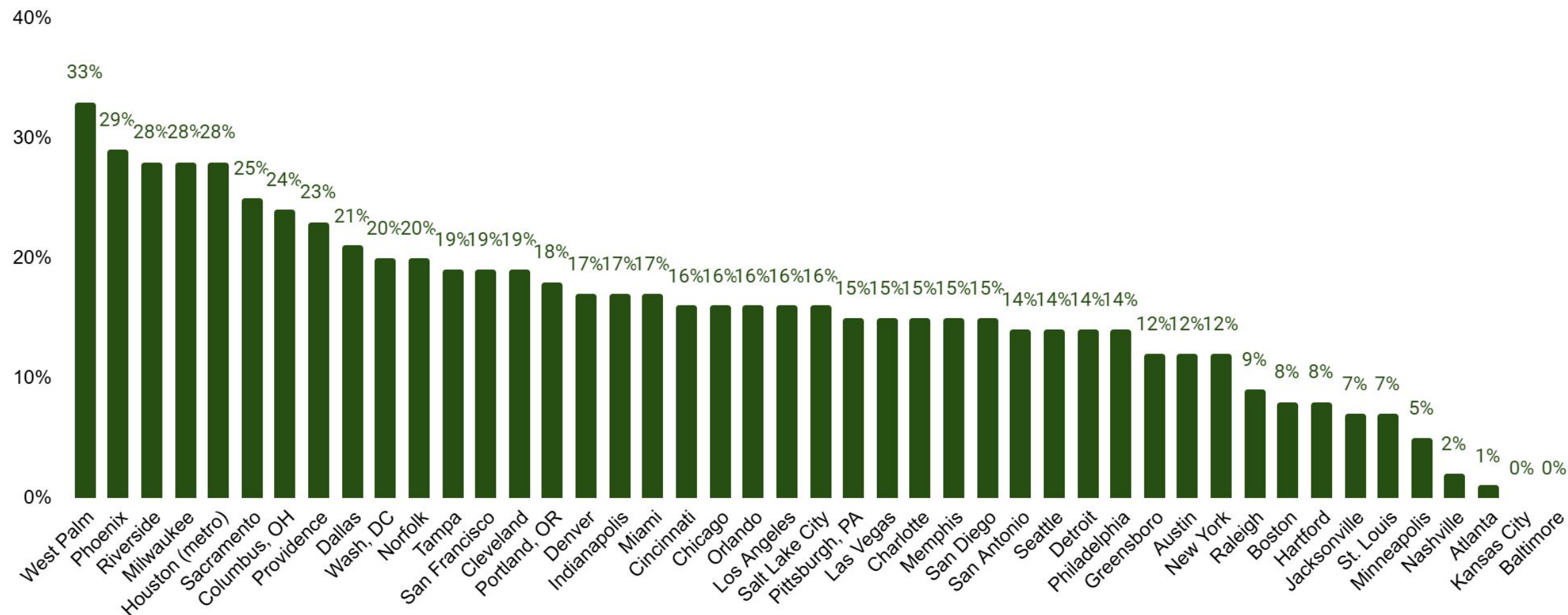
Source: Nielsen PPM Schedules in Tapscan, Q4 2024 vs Q1 2025, Adults 25-54, All rated commercial AM/FM Stations

GRPs Are Up 19% on Average



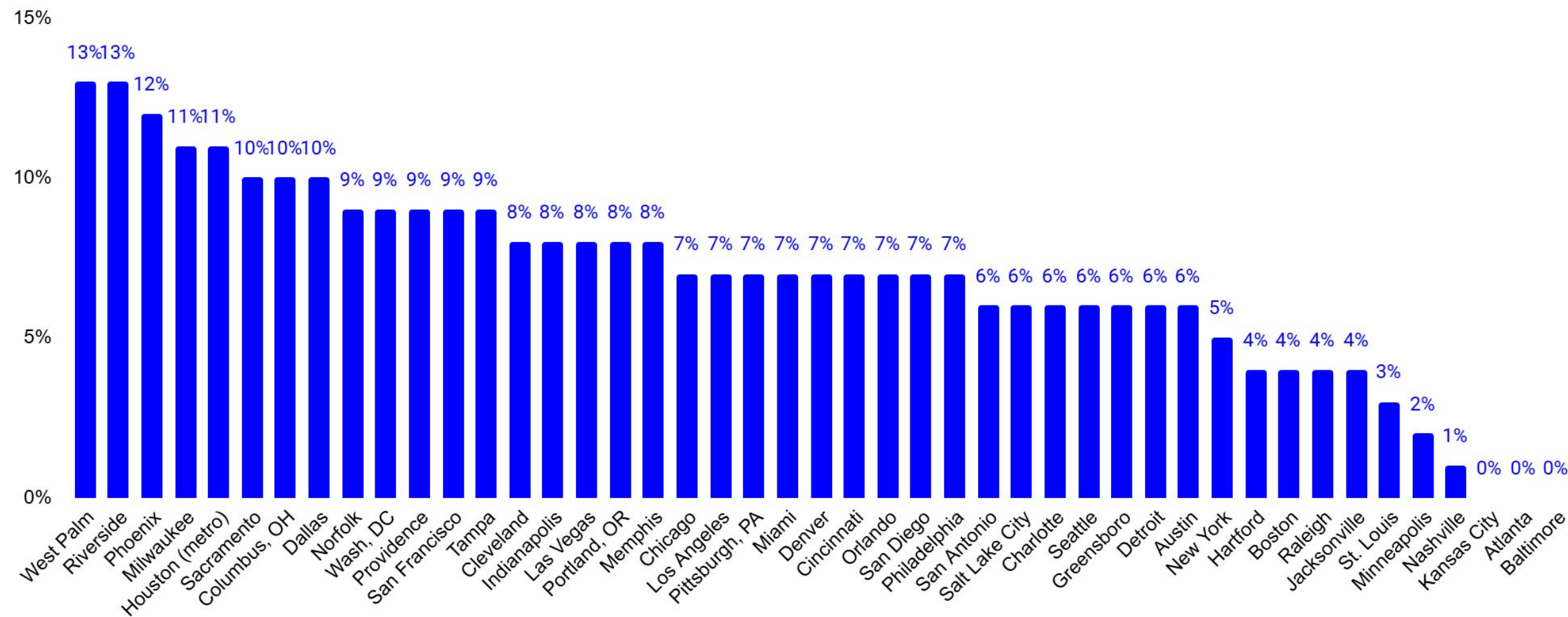
Source: Nielsen PPM Schedules in Tapscan, Q4 2024 vs Q1 2025, Adults 25-54, All rated commercial AM/FM Stations – 100 GRP Light Schedule

Impressions Are Up 15% on Average



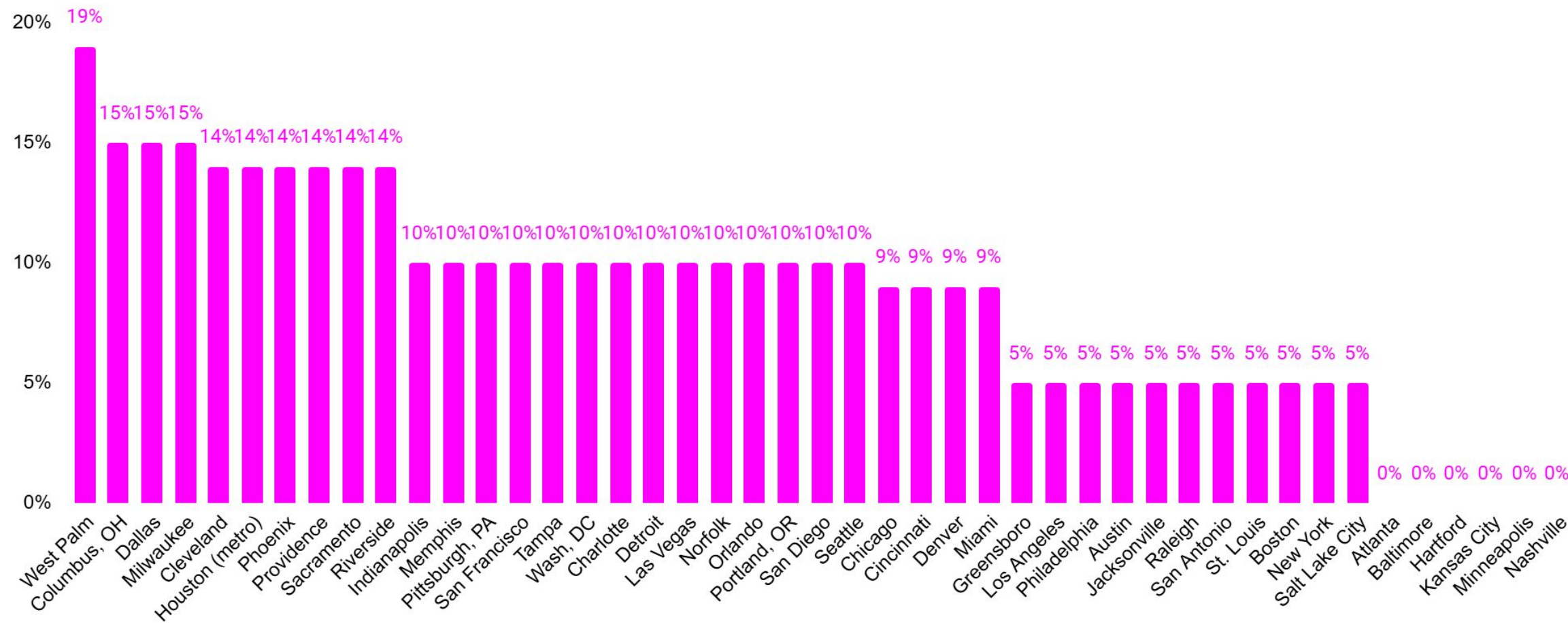
Source: Nielsen PPM Schedules in Tapscan, Q4 2024 vs Q1 2025, Adults 25-54, All rated commercial AM/FM Stations – 100 GRP Light Schedule

Reach Increases by 7% on Average



Source: Nielsen PPM Schedules in Tapscan, Q4 2024 vs Q1 2025, Adults 25-54, All rated commercial AM/FM Stations – 100 GRP Light Schedule

Frequency Increases by 8% on Average



Source: Nielsen PPM Schedules in Tapscan, Q4 2024 vs Q1 2025, Adults 25-54, All rated commercial AM/FM Stations – 100 GRP Light Schedule

Similar Gains Seen In Other Buying Demos

Thanks to Westwood One for this analysis

Oct24 to Feb25	Impressions	GRPs	Reach	Reach %	Frequency
Adults 25-54	+15%	+15%	+2%	+2%	+12%
Adults 18-34	+16%	+16%	+5%	+5%	+9%
Adults 18-49	+15%	+15%	+3%	+3%	+12%
Men 18+	+14%	+14%	+3%	+3%	+10%
Women 18+	+13%	+13%	+3%	+3%	+9%
Hispanic Adults 25-54	+15%	+12%	+5%	+3%	+10%
Black Adults 25-54	+12%	+11%	+3%	+3%	+7%

Source: 45 Nielsen PPM Metro, Oct 24 vs. Feb 25, One Month schedule comparison at 400 GRPs for Adults 25-54 via ACT1 software

Use Tapscan's Spot Based Table To Analyze Station-Level Differences

Reach & Frequency Comparison^{edit}

Each cell shows the reach and frequency of a one week schedule^{edit}

Station	5 Spots		15 Spots		25 Spots		35 Spots		45 Spots	
	% Reach ▼	Frequency	% Reach	Frequency	% Reach	Frequency	% Reach	Frequency	% Reach	Frequency
WAAA-FM	0.9	1.1	2.3	1.3	3.3	1.5	4.0	1.7	4.6	2.0

Station	5 Spots		15 Spots		25 Spots		35 Spots		45 Spots	
	% Reach ▼	Frequency	% Reach	Frequency	% Reach	Frequency	% Reach	Frequency	% Reach	Frequency
WAAA-FM	0.8	1.1	1.9	1.3	2.8	1.5	3.4	1.7	3.9	1.9

MAR 25

OCT 24

Implications

- Individual results may vary
- Year over year comparison may look different
- Heavy schedules will see smaller reach gains
- Frequency rises as schedules get heavier while reach saturates
- Results are similar across other demos