Future of Radio

- **Streaming**
  - An estimated 192MM persons 12+ listened to online audio in the last month. ¹
    - Offering listeners exclusive audio and video content like in-studio interviews, concerts, on-demand video.
    - Ability to personalize a playlist based on listener's music preference or mood.

- **Mobile Apps**
  - Content available across multiple devices such as smartphones, tablets, laptops and in-dash infotainment systems.

- **Infinite breadth for signals and content through online radio and HD Radio platforms:**
  - Specialized niche channels (24-hour weather/traffic/news/stock info, etc.).
  - Seasonal and focused programming (Financial, Holiday, Real Estate, etc.).

- **Expanded commerce opportunities**
  - Instantaneous ownership of audio content (music, advertising messages/couponing, news programming, etc.).

- **Listener influenced programming:**
  - Break or bust for new artists -- allow listeners the ability to control fame or flame.
  - Citizen journalism.

- **HD Radio**
  - Improved audio and expanded content.
  - Interactive/data/visual/time shifting.
  - On-demand features.
  - Real-time traffic on navigation systems.
  - There are about 2,400 HD radio stations broadcasting in the U.S. ²
  - More than 50 million HD Radio receivers are on the road. ²
    - 51% of all new cars sold in 2018 came with factory installed HD radio receivers.

Sources: 1) The Infinite Dial 2020; 2) HD Radio – Xperi for RAB, 2019