

Future of Radio

- **Streaming**
 - An estimated 193MM 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/coupons, 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 2,500 HD radio stations broadcasting in the U.S. ²
 - As of February 2021, there are more than 2,100 multicast channels broadcasting. ²
 - 182 vehicle models offer HD Radio technology as standard. ²
 - 51% of all new cars sold in 2020 came with factory installed HD radio receivers. ²

Sources: 1) The Infinite Dial 2021; 2) HD Radio-Xperi for RAB, February 2021