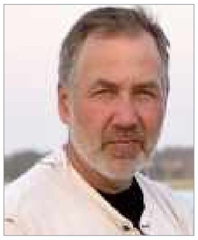
OCTOBER 2020

ON THE ROAD TO RECOVERY WITH AM/FM RADIO

AUDIO TODAY 2020 INSIGHTS SERIES



BRAD KELLY,
MANAGING DIRECTOR
NIELSEN AUDIO

To quote the Grateful Dead, *"what a long strange trip it's been."*

Daily routine for many Americans in 2020 has been anything but 'routine.' Think about it —the most fundamental activities: when, where, and how we shop; where we go to work or school; childcare; how we spend leisure time; how we stay connected with friends and loved ones. At Nielsen, our #1 job is to help understand those changing consumer behaviors—especially as it relates to ***media usage***. You know, radio listening, TV viewing, internet use, social media, etc.

The ***audio usage*** aspect of American consumer behavior has been uniquely interesting this year. What the Nielsen experts have pulled from the ratings data intuitively makes sense. But when you dig below the surface, a few distinct stories unfold. Despite conventional wisdom, radio listening did not dissolve when commuting patterns changed. Some of that drive-time listening migrated into the home. People have started using radio/audio in new ways. Appetites are changing and media companies are evolving to meet those changing needs. Digital assistants like Alexa and Google Dot are becoming the new kitchen countertop radio. For Americans newly introduced to working-from-home, radio has been a trusted and valued source for information, comfort, distraction, and companionship. Streaming and podcasting are supplementing traditional radio with 'on-demand' audio. Audio usage continues to evolve and morph in new ways. COVID-19 didn't change that—it just accelerated it.

A TALE OF TWO CONSUMERS...

But the data is also telling us another important story in parallel. There are a different group of American consumers who have been mobile throughout. Out and about, on the go, pandemic be damned. For these people, radio is more than a distraction—it's a lifeline. We initially dubbed them the *'Ready-to-Go'* consumer group because Nielsen studies show they are fully ready to engage now, ready to make major purchases sooner, and typically have a more optimistic view on the future. What we learned, however, is that (generally speaking), this is not an active choice on their part. More often than not, it is an *imperative*. Because you see, these highly mobile people are the ***essential workers***. The ones we rely on to keep the lights on, the water flowing, and the shelves stocked. These are the store clerks and the ambulance drivers. The nurses and the delivery staff. The plumbers, electricians, construction workers, and gas station attendants. For these folks, the people we now rely on most, THEY rely on radio. No kidding.

In the following pages you'll find several charts depicting the ebb and flow of the Nielsen Audio ratings data. They tell a story of how radio usage has changed during the course of the 2020 rollercoaster ride, and how it's tracking in sync with the recovery. As you look at trendlines in the first few graphs and your eye naturally gravitates to the 'lockdown' low spot, be sure to keep in mind the foundational underpinning of these audience numbers and who was doing the heavy lifting. And remember to thank one of those folks the next time you see them.

Be safe,

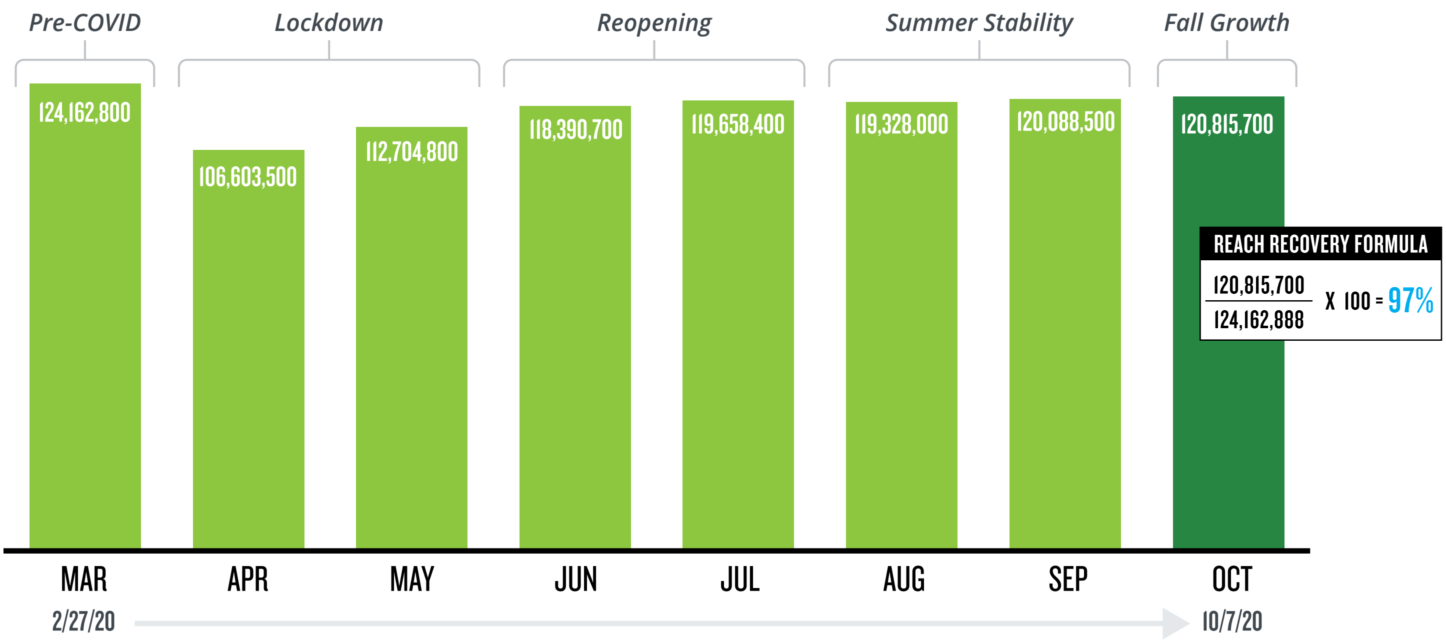
FALL CHANGES ARE DRIVING MORE CONSUMERS TO USE RADIO

With the onset of Fall, changes in working and commuting patterns—along with a return to school—are sparking growth in radio listening.

Tracking the past eight months of data in the top 50 radio markets measured by the Portable People Meter (PPM), the latest October survey (covering 9/10 through 10/7) reveals that radio's weekly reach has recovered to within three points of March levels. This continues the upward trend which began during the re-opening period in June and July and follows several months of summertime stability.

RADIO'S WEEKLY REACH NOW 97% OF MARCH

PPM AVERAGE WEEKLY CUME IN OCTOBER 2020 COMPARED TO MARCH 2020



Source: Nielsen March-October 2020 PPM / 45 Market Total / M-Su 6a-12M / Persons 12+ / Weekly Cume Persons

RADIO'S WEEKLY REACH NOW 97% OF MARCH

PPM AVERAGE WEEKLY CUME BY MONTH IN 2020 COMPARED TO MARCH 2020

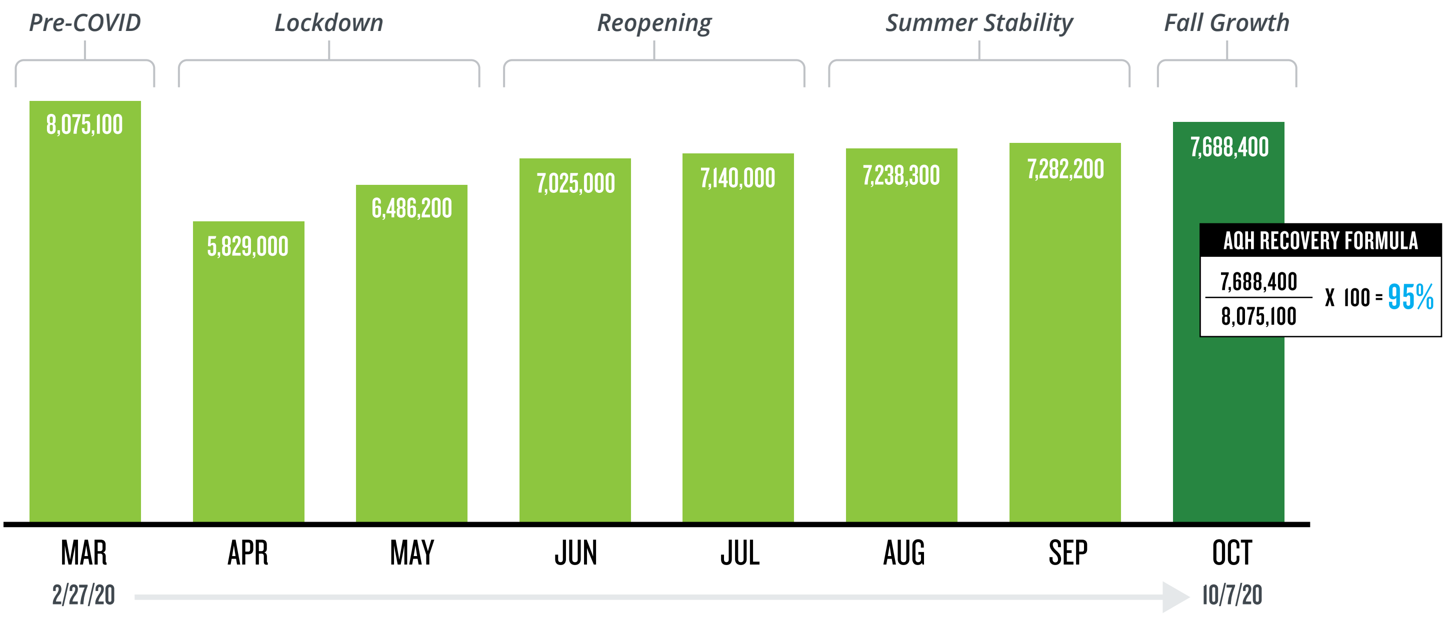
DEMO	APR20	MAY20	JUN20	JUL20	AUG20	SEP20	OCT20
P 12+	86	91	95	96	96	97	97
P 18-34	84	89	94	96	95	95	95
P 18-49	86	90	95	96	95	96	96
P 25-54	87	91	95	96	96	97	97
P 35-64	89	93	97	97	97	98	98
BLACK 12+	86	91	96	96	95	96	97
HISPANIC 12+	87	92	95	97	97	98	98

Source: Nielsen March-October 2020 PPM / 45 Market Total / M-Su 6a-12M / Persons 12+ / Weekly Cume Persons Index versus March 2020

How to read: This table trends the index for each month's weekly cume expressed as a percent of the March 2020 base. A 100 index means the estimates match exactly, while below 100 means the month in question was that percent lower than March 2020. Radio's weekly reach among persons 12+ in October20 was 97% of what it was in March 2020.

RADIO'S AQH IS NOW 95% OF MARCH LEVELS

PPM AVERAGE QUARTER-HOUR PERSONS IN OCTOBER 2020 COMPARED TO MARCH 2020



Source: Nielsen March-October 2020 PPM / 45 Market Total / M-Su 6a-12M / Persons 12+ / AQH Persons (Persons Using Measured Media)

AQH ACROSS DEMOS AT HIGHEST LEVELS SINCE MARCH

PPM AVERAGE QUARTER HOUR RECOVERY INDEX VS MARCH 2020

DEMO	APR20	MAY20	JUN20	JUL20	AUG20	SEP20	OCT20
P 12+	72	80	87	88	90	90	95
P 18-34	68	77	84	87	88	87	89
P 18-49	68	77	84	86	88	87	89
P 25-54	69	77	84	86	88	88	93
P 35-64	72	80	87	88	90	90	96
BLACK 12+	73	82	89	89	89	91	96
HISPANIC 12+	71	80	86	88	89	88	93

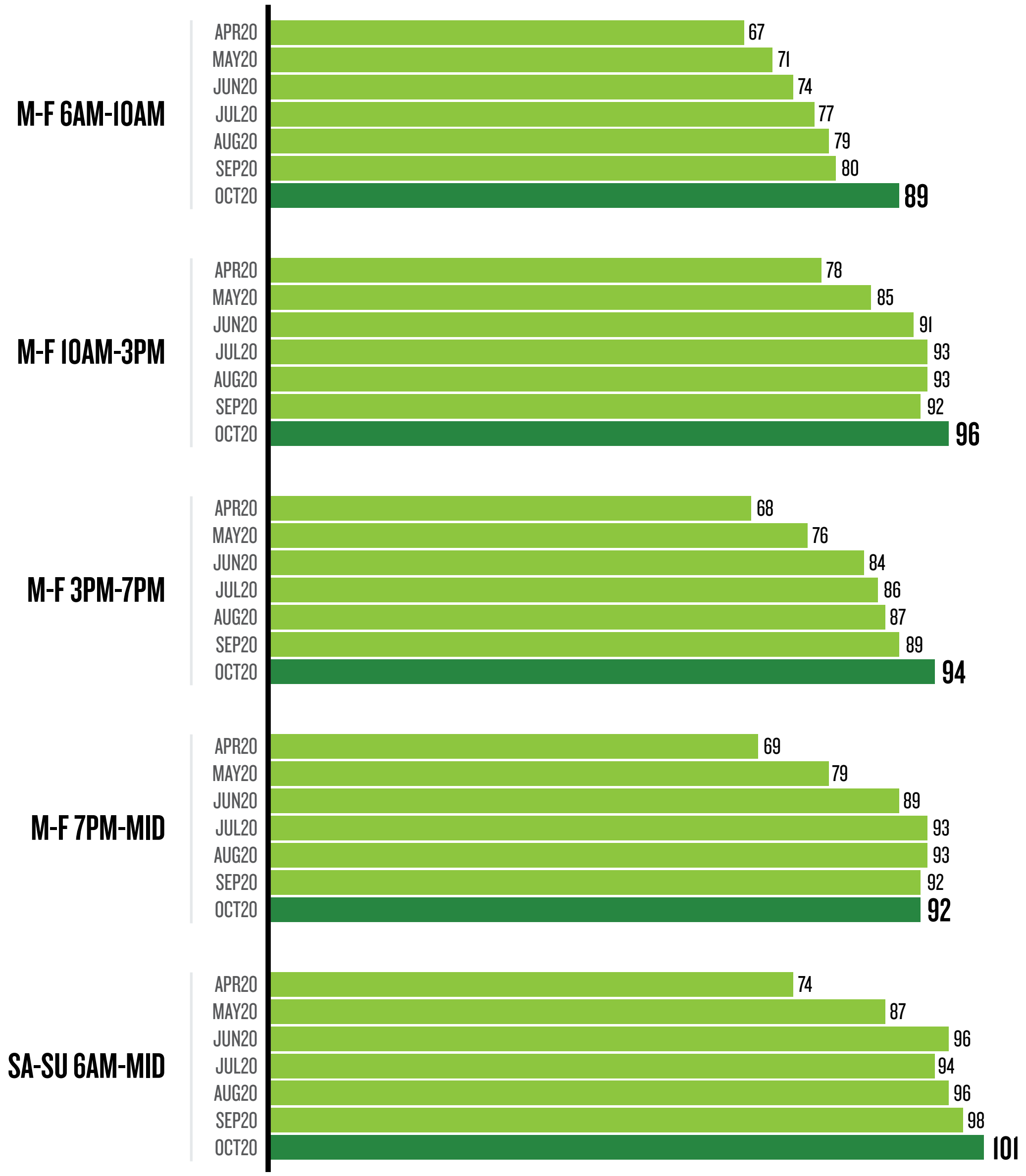
Source: Nielsen March-October 2020 PPM / 45 Market Total / M-Su 6a-12M / AQH Persons Index versus March 2020

Note: Beginning with the October 2020 PPM survey, Nielsen introduced a Headphone Adjustment which helps account for the variety of ways panelists hear radio station streams. The adjustment is applied to the AQH audience for encoded radio station streams, and accounted for a 4% uplift in total radio AQH across PPM markets in October. An additional 2% lift came from organic, behavioral growth between September and October. Contact your Nielsen representative for more details.

DRIVE TIME RECOVERY CONTINUES AS COMMUTING INCREASES

At the beginning of the pandemic, radio use during traditional commute times initially declined, but it has grown each month since then, with significant recovery in October. Morning drive in particular increased by eleven percent from September to October, while weekends have now moved ahead of March levels.

PPM AVERAGE QUARTER HOUR RECOVERY INDEX BY DAYPART VS. MARCH 2020

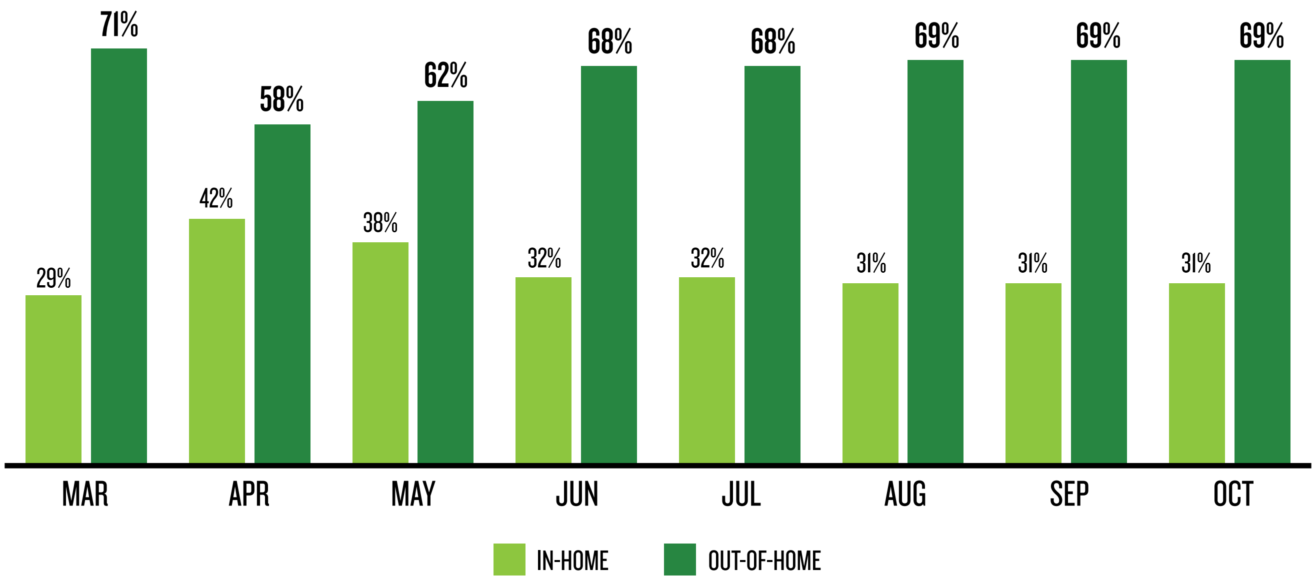


Source: Nielsen March-October 2020 PPM / 45 Market Total / Persons 12+ / AQH Persons (Persons Using Measured Media) Index

How to read: Radio's mid-day (M-F 10a-3p) AQH audience among persons 12+ in October 2020 was 96% what it was in March 2020.

NEARLY 70% OF AQH LISTENING IS OUT-OF-HOME

PPM SHARE OF LISTENING IN AND OUT OF HOME ACROSS ALL PPM MARKETS



Source: Nielsen March-October 2020 PPM / 45 Market Total / M-F 6a-7p / Persons 18+ / AQH Persons by Location

HALF OF CONSUMERS ARE 'READY TO GO' — READY TO SPEND AND LISTENING MORE, TOO

Nielsen's consumer lifestyle surveys found that 53% of consumers as of October are 'ready to go.' They feel that life is becoming more normal and are more likely to resume usual activities and shopping patterns as restrictions ease.

PEOPLE WHO ARE 'READY TO GO' ARE READY TO SPEND

INDEX VS. TOTAL / PLAN TO SPEND WITHIN A MONTH NOW THAT COVID-19 RESTRICTIONS HAVE BEGUN TO EASE IN MANY PLACES

HOME IMPROVEMENT	PROFESSIONAL SERVICES	AUTO PARTS/ REPAIR	SHOPPING	FOOD & DINING	TRAVEL
3% MORE LIKELY	6% MORE LIKELY	9% MORE LIKELY	14% MORE LIKELY	19% MORE LIKELY	25% MORE LIKELY

Source: Custom Nielsen study conducted 4/30-5/2, 5/27-5/29, 6/22-6/24 & 10/1-10/5, 2020 via an online survey, based on a weighted sample of 1000, Persons 18+

The 'ready to go' cohort has an attractive qualitative profile—they're more likely to be aged 25-to-54, have children, earn over $100,000 annually, and work outside the home. Turns out they are heavy radio listeners, too; because they spend more time away from home they consume more radio than those who stay put.

PEOPLE WHO ARE "READY TO GO" ARE HEAVY RADIO LISTENERS

INDEX VS. TOTAL / HEAVY LISTENING TO AM/FM RADIO IN TYPICAL DAY: WAVE 4

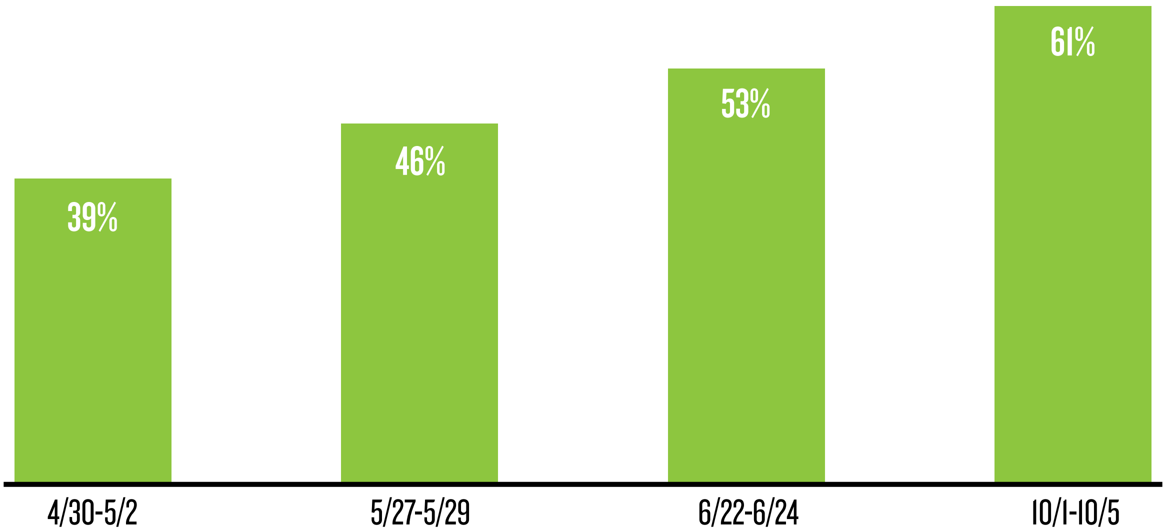
Source: Custom Nielsen study conducted 10/1-10/5, 2020 via an online survey, based on a weighted sample of 1000, P18+

How to read: This data compares each cohort against the total for heavy listening to radio, by index. 'Ready to go' consumers are 9% more likely to be heavy radio users.

More employed Americans are returning to work outside the home, spending increasing amounts of time in their vehicles, and getting back into the schooling routine. The pandemic significantly altered the work-life balance for millions of consumers this spring. According to Nielsen's series of consumer lifestyle studies, fielded in April, May, June and October, behavior is beginning to shift. Specifically, time in the car is increasing, where radio is the top source of audio.

AMONG THOSE EMPLOYED, MORE WORKING OUTSIDE THE HOME

*Employed Persons: continue to work outside the home; stopped going into the workplace when COVID-19 started but have recently started to go back in; furloughed or laid off but have since gone back to work**

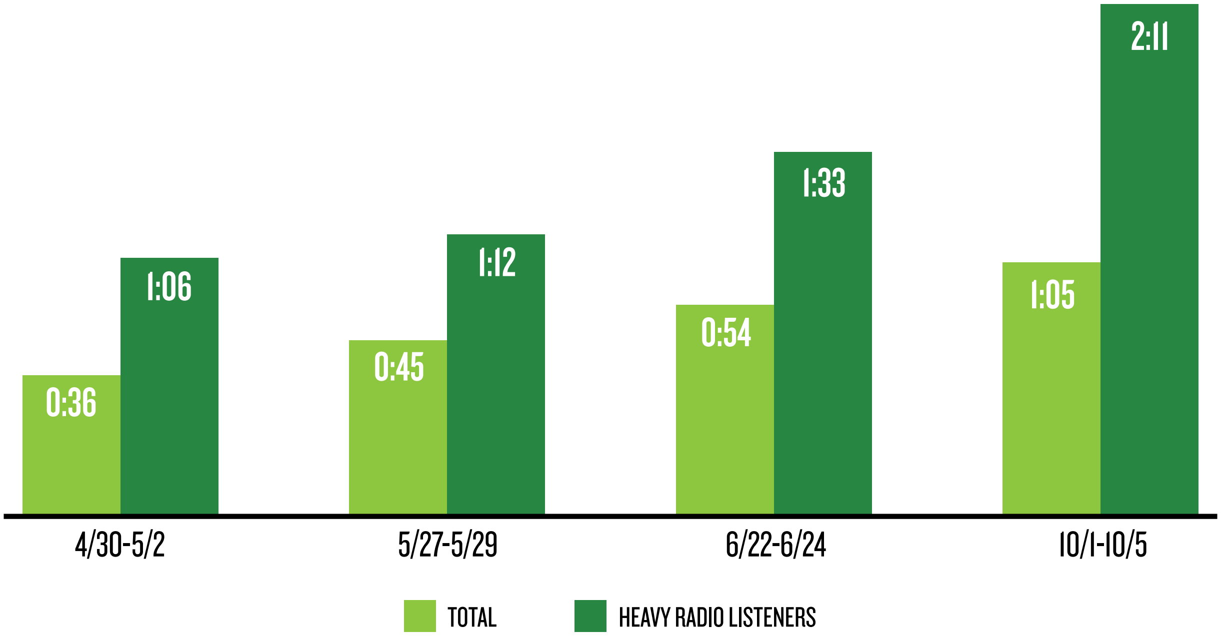


Source: Custom Nielsen study conducted 4/30-5/2, 5/27-5/29, 6/22-6/24 & 10/1-10/5, 2020 via an online survey, based on a weighted sample of 1000, Persons 18+

*For those who said they were "furloughed or laid off and have since gone back to work" assumes the same ratio of those who work outside the home (56%) as the total employed population

TIME SPENT IN VEHICLE CONTINUES TO RISE ESPECIALLY AMONG HEAVY RADIO LISTENERS

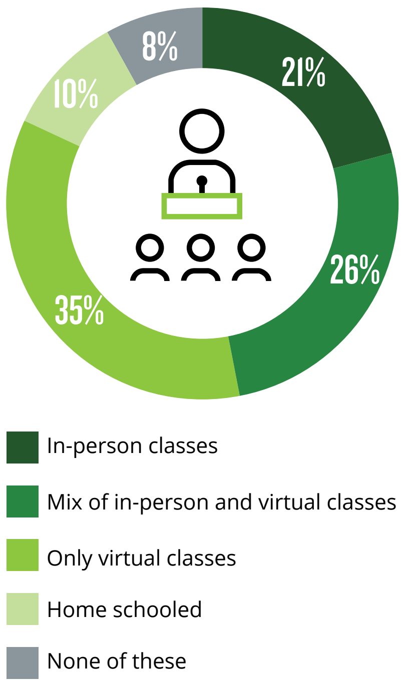
How much time did you spend in your car/truck yesterday? (Hr:Min)



Source: Custom Nielsen study conducted 4/30-5/2, 5/27-5/29, 6/22-6/24 & 10/1-10/5, 2020 via an online survey, based on a weighted sample of 1000, Persons 18+

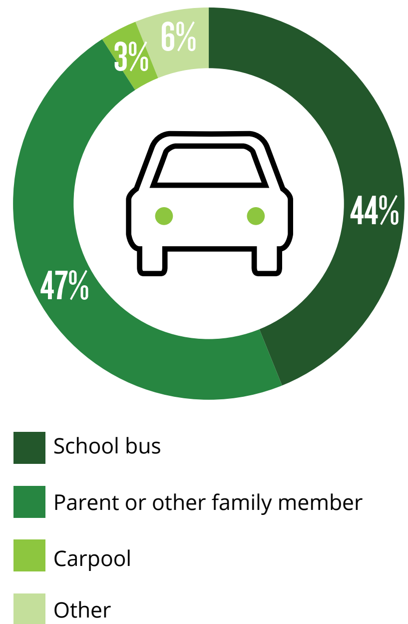
NEARLY HALF ARE ATTENDING SOME IN-PERSON CLASSES

Which of the following best describes your child(ren)'s current schooling situation?



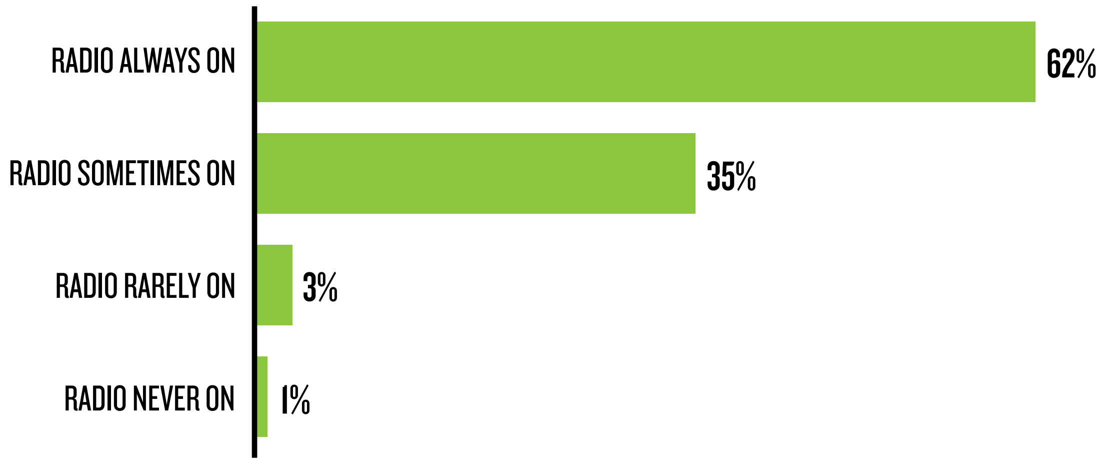
AMONG THOSE ATTENDING CLASSES, HALF GET TO SCHOOL IN A VEHICLE

How are your children being transported to school?



RADIO IS ON DURING THE DRIVE TO SCHOOL

During the drive to school, how frequently are you/your children listening to the radio?



Source: Custom Nielsen study conducted 4/30-5/2, 5/27-5/29, 6/22-6/24 & 10/1-10/5, 2020 via an online survey, based on a weighted sample of 1000, Persons 18+

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow.

Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.