

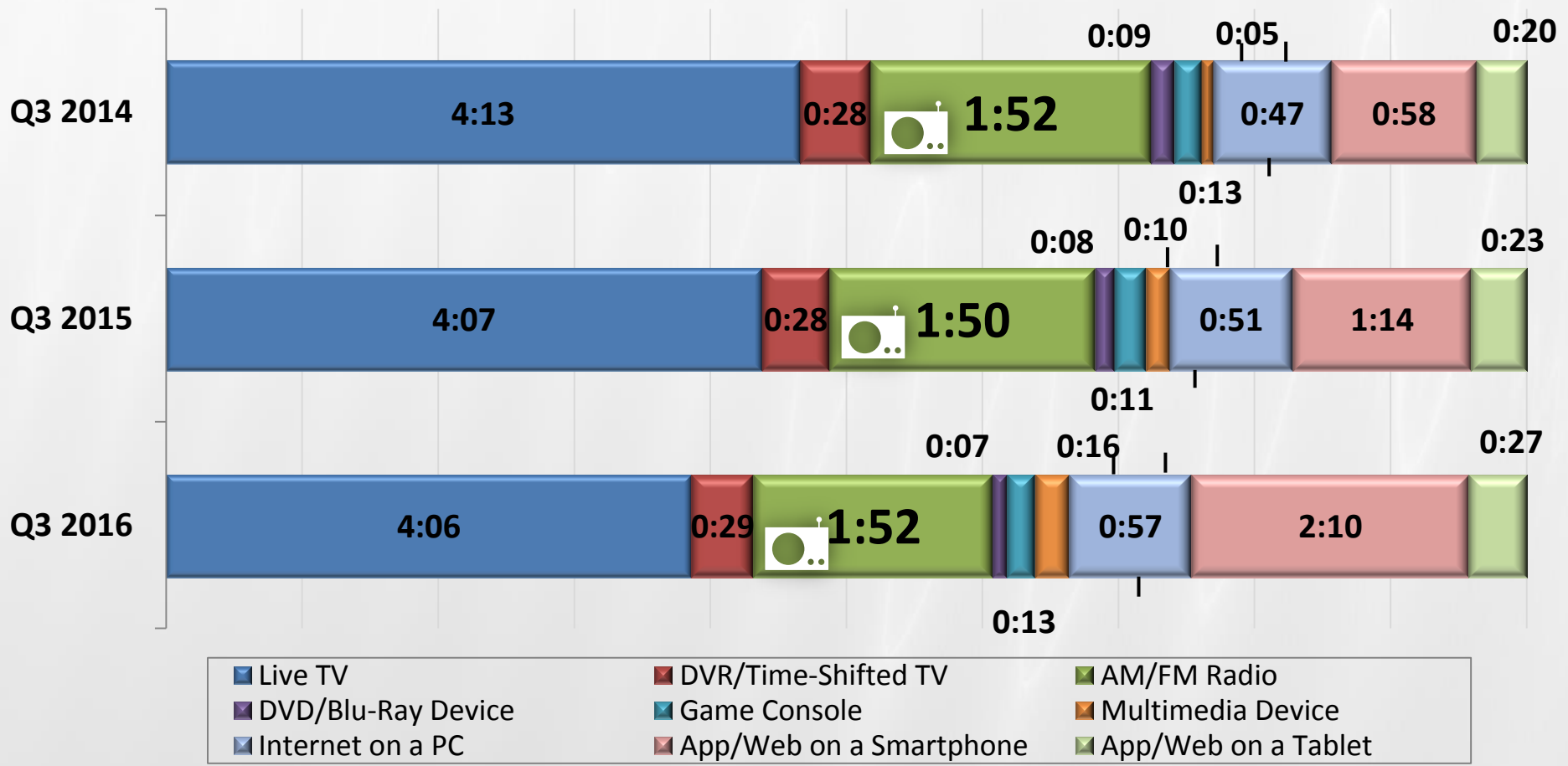
# RADIO LISTENING REMAINS STRONG





# AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON THE TOTAL US POPULATION



Source: Nielsen, Total Audience Report | Q3 2016.



# AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON USERS OF EACH MEDIUM

	Q3 2014	Q3 2015	Q3 2016
Live TV+DVR/Time-shifted TV	6:21	6:25	6:14
DVR/Time shifted TV	1:57	1:58	1:52
<b>AM/FM Radio</b>	<b>2:43</b>	<b>2:42</b>	<b>2:45</b>
DVD/Blu-Ray Device	1:43	1:41	1:51
Game Console	2:39	2:55	2:56
Multimedia Device	2:15	2:25	2:31
Internet on a PC	2:15	2:44	3:10
App/Web on a Smartphone	1:55	2:06	3:09

The data sources in Exhibit 2 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Panel enhancements made in March and August 2016 impacted mobile reporting.



# ADULT USERS BY MEDIUM NUMBER OF USERS (IN 000'S)

## MONTHLY REACH

	Q3 2016	Q3 2015
Live+DVR/Time-shifted TV	226,322	221,767
DVR/Time-shifted TV	154,458	142,395
<b><i>AM/FM Radio</i></b>	<b><i>239,995</i></b>	<b><i>236,685</i></b>
DVD/Blu-Ray Device	82,332	93,967
Game Console	59,964	57,915
Multimedia Device	69,824	49,876
Internet on a PC	156,942	161,152
Video on a PC	106,551	114,502
App/Web on Smartphone	203,319	176,145
Video on a Smartphone	165,502	132,924



# ADULT USERS BY MEDIUM

## NUMBER OF USERS (IN 000'S) – AFRICAN AMERICAN

### MONTHLY REACH

	Q3 2016	Q3 2015
Live+DVR/Time-shifted TV	38,495	37,286
DVR/Time-shifted TV	26,289	23,343
<b><i>AM/FM Radio</i></b>	<b><i>34,013</i></b>	<b><i>33,293</i></b>
DVD/Blu-Ray Device	12,204	14,769
Game Console	11,483	11,807
Multimedia Device	10,110	6,642
Internet on a PC	22,263	22,481
Video on a PC	15,158	15,977
App/Web on Smartphone	25,100	21,045
Video on a Smartphone	21,475	17,275



# ADULT USERS BY MEDIUM

## NUMBER OF USERS (IN 000'S) – HISPANIC

### MONTHLY REACH

	Q3 2016	Q3 2015
Live+DVR/Time-shifted TV	49,927	48,625
DVR/Time-shifted TV	29,009	26,662
<b><i>AM/FM Radio</i></b>	<b><i>43,519</i></b>	<b><i>42,205</i></b>
DVD/Blu-Ray Device	17,150	20,227
Game Console	17,003	16,811
Multimedia Device	16,624	11,427
Internet on a PC	23,352	23,553
Video on a PC	14,823	15,621
App/Web on Smartphone	34,658	30,305
Video on a Smartphone	30,081	24,441



# RADIO REACHES OVER **13 MILLION** SOUTHERN CALIFORNIA ADULTS

	SPRING 2015	SPRING 2016
Weekly Reach	13,436,800	<b>13,669,600</b>
Weekly Cume	92.8%	<b>92.8%</b>
AVG Time Spent - Weekly	10:15	<b>10:45</b>