

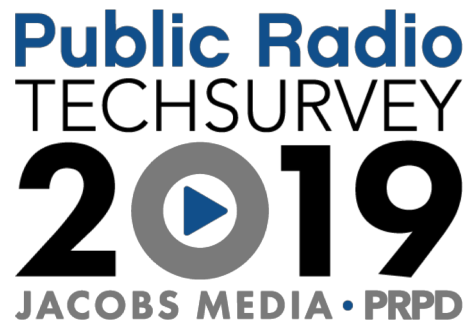


You Aren't In The Radio/TV Business Anymore



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The Radio Industry



The Good Old Days



The Receptionist



The Sales Cubicles



The Studio



Traditional Radio Model



New Radio Model: Radio As A Platform

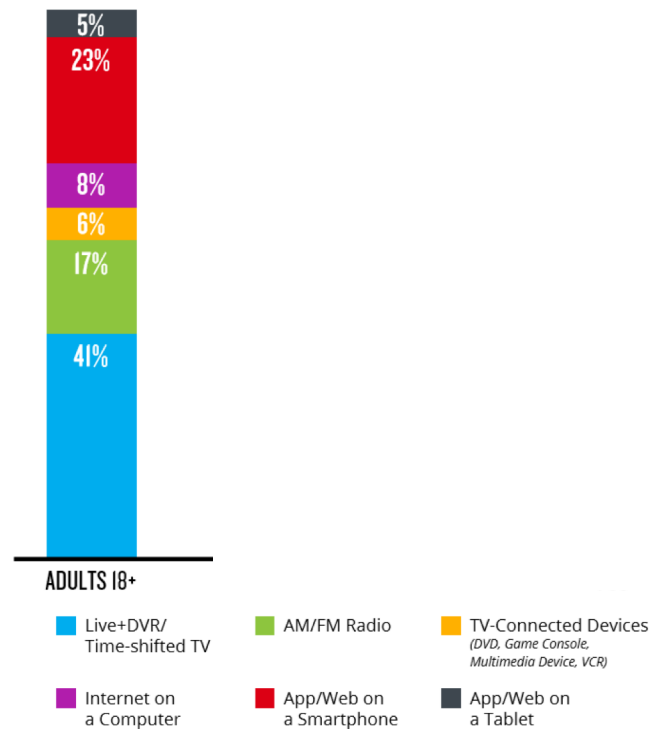




Media Consumption & Revenue Trends

Media Consumption By Generation

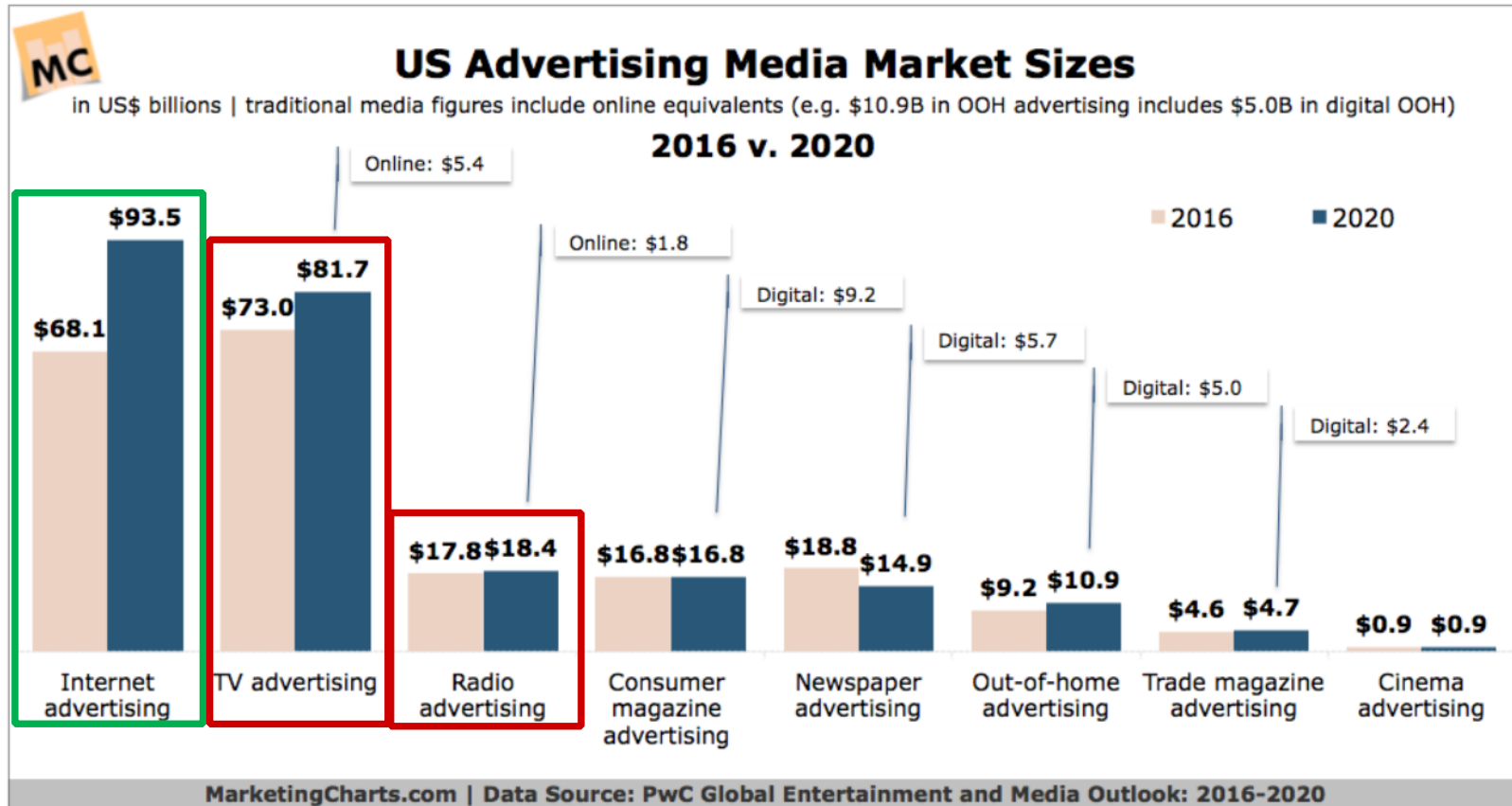
Q2 2017 AVERAGE AUDIENCE COMPOSITION BY PLATFORM



- TV accounts for 41% of the total average audience among adults 18+
- 17% of average audience across all age groups is spent listening to Radio

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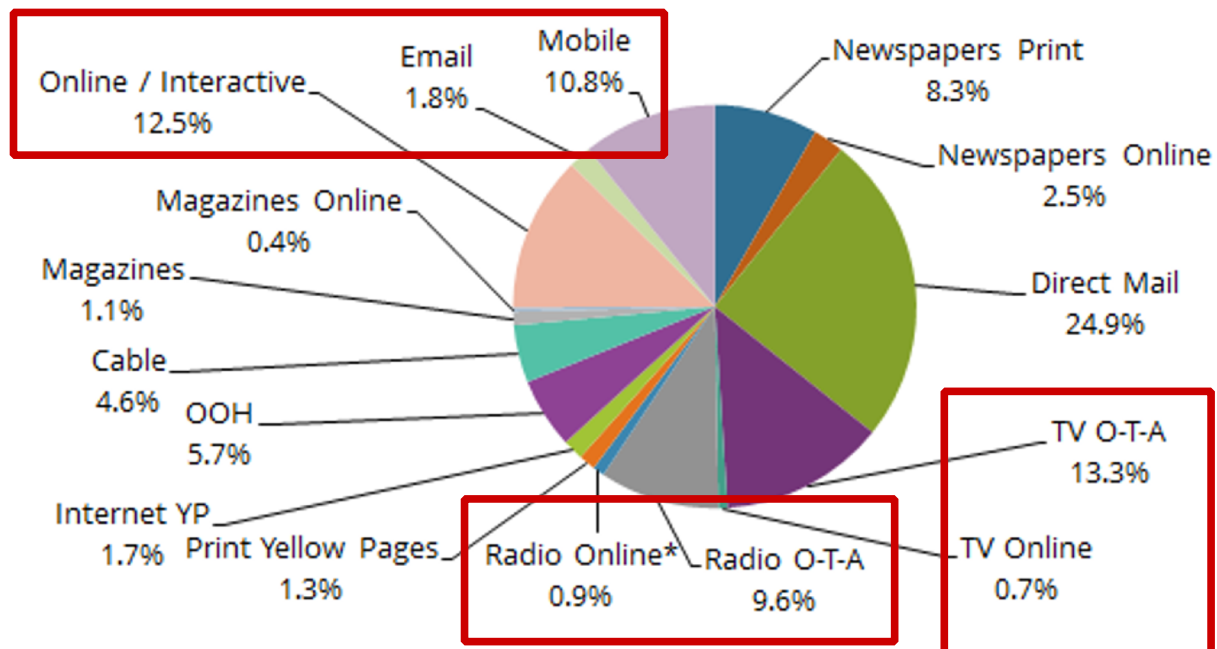
Projected Advertising Trends - US



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Local Advertising Expenditures

2017 U.S. Local Advertising Revenues — \$148.8 Billion



The Radio Audience



Public Radio
TECHSURVEY
2018
JACOBS MEDIA • PRPD

Public Radio Navigates the Digital Revolution

© Jacobs Media 2018



Methodology

- **53 U.S. public radio stations**
- **N = 22,552**
- **Interview dates: May 7 – May 29, 2018**
- **Most respondents are members of station databases. Some responses were gathered via station websites and/or social networking pages.**
- **All responses were collected online and weighted using Nielsen 2017 market population data.**
- **This is a web survey and does not represent all public radio listeners or each station's audience.**

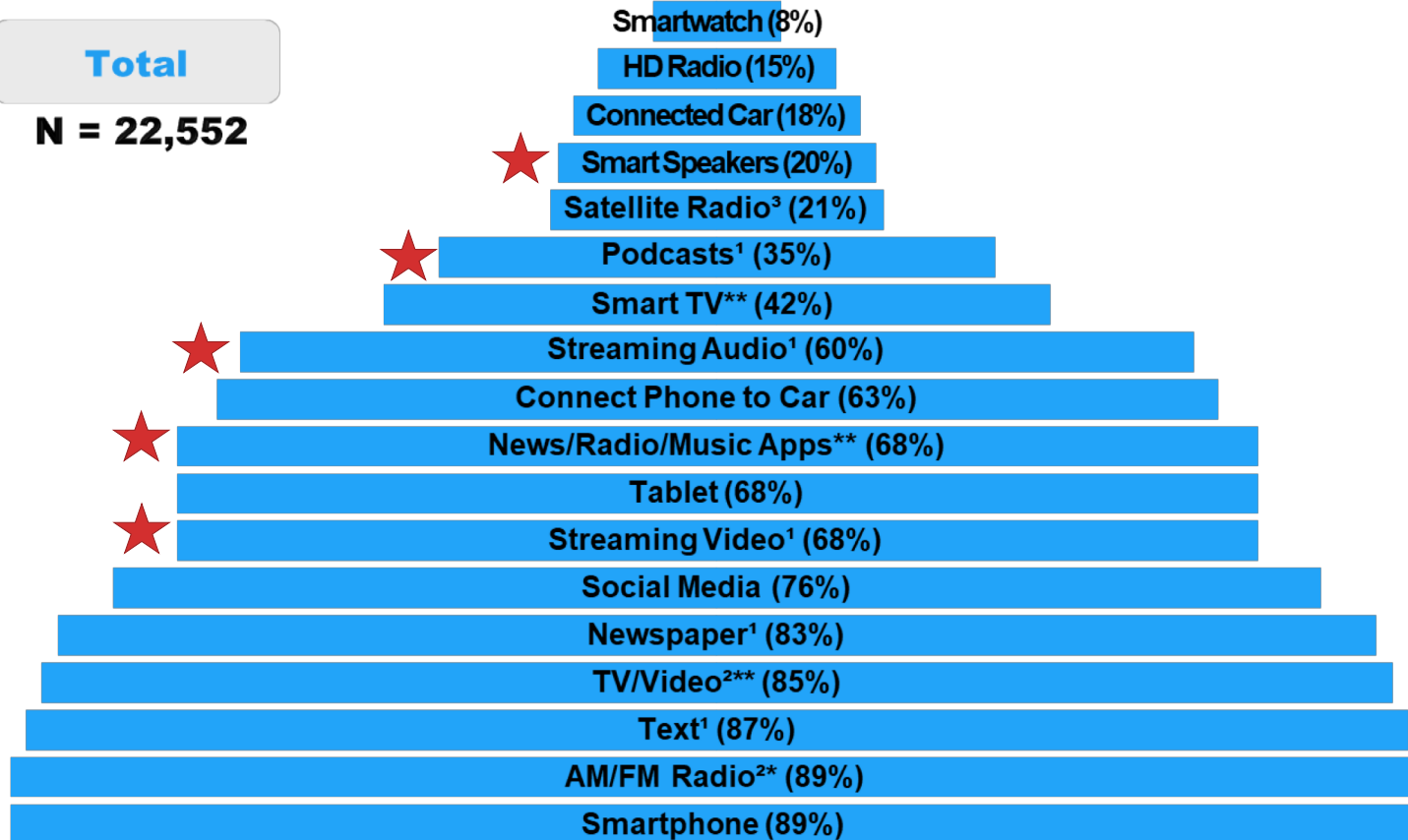




Media Pyramid 2018

Total

N = 22,552



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¹ Weekly or more ² 1+ hour per day ³ Paid & trial users * Any platform/device ** Wording Change



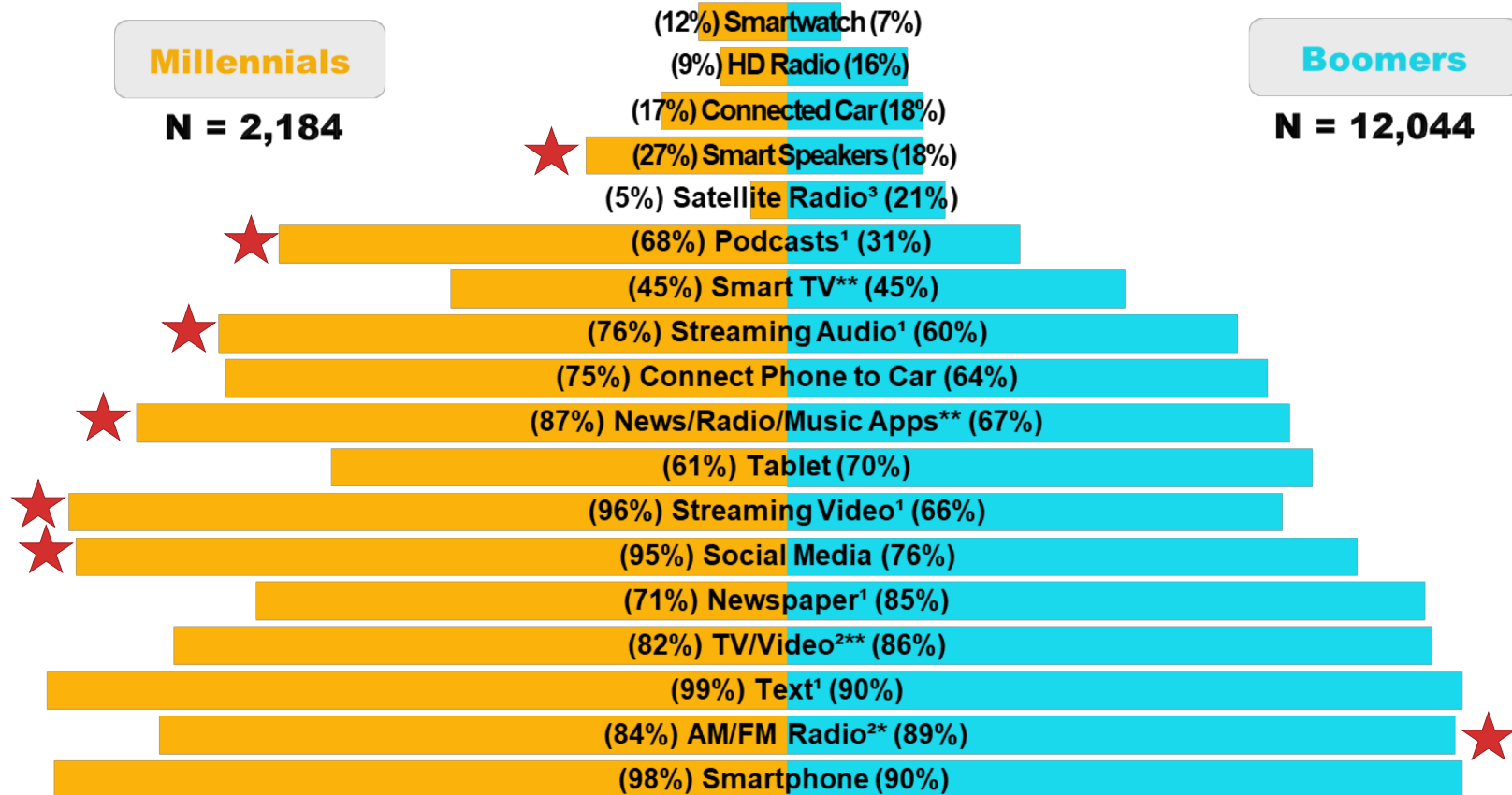
Media Pyramid 2018

Millennials

N = 2,184

Boomers

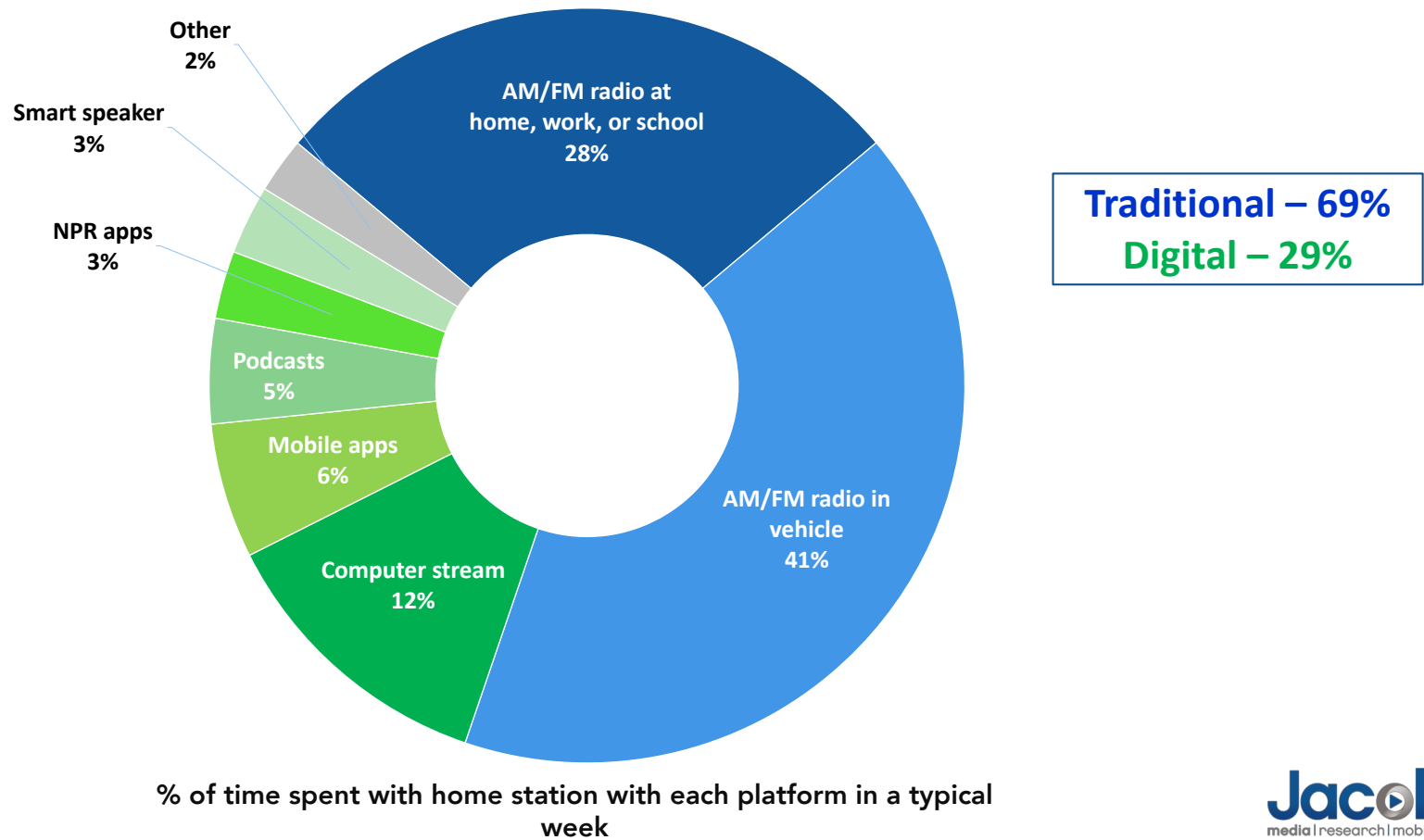
N = 12,044



¹ Weekly or more ² 1+ hour per day ³ Paid & trial users * Any platform/device **Wording Change

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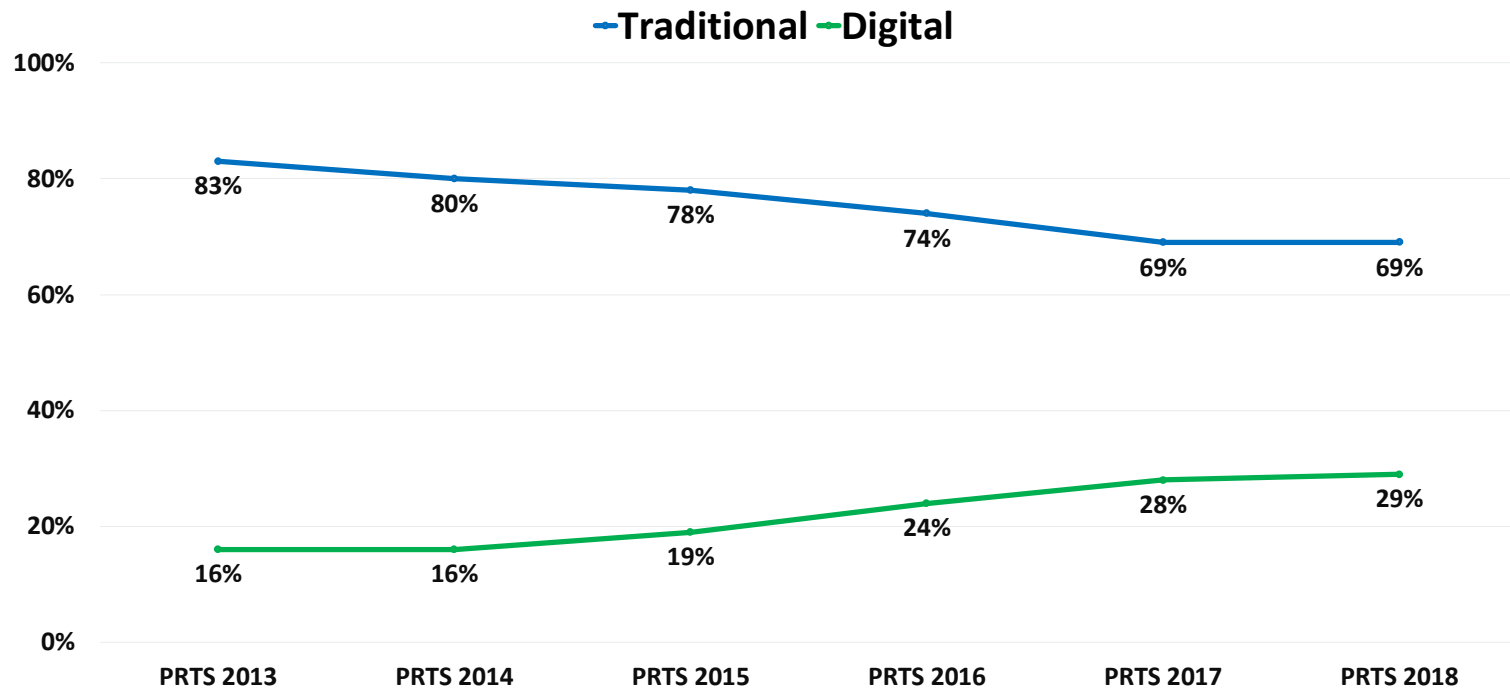
Home Station Listening Platforms: Total



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Home Station Listening Platforms: Trad. Vs. Digital

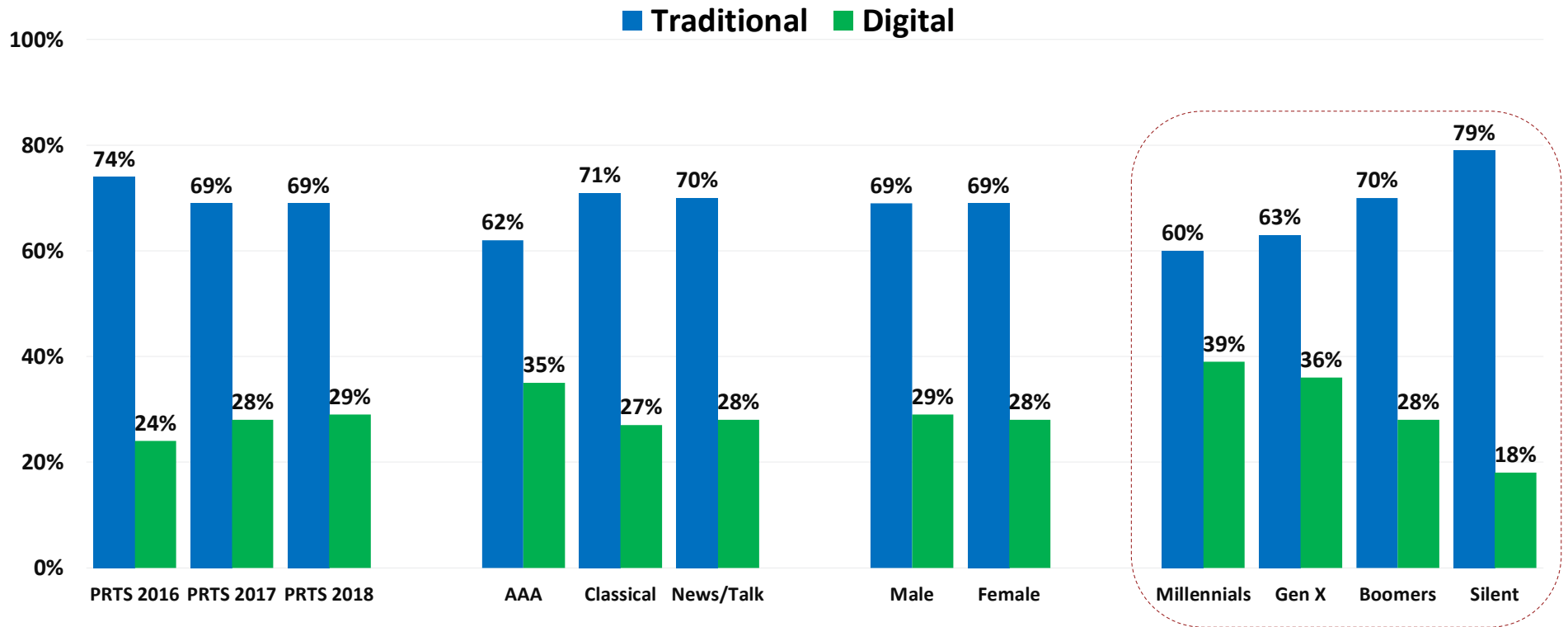


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% of time spent with home station in a typical week via
traditional platforms (an AM/FM radio at home/school/work or in a vehicle)
vs. digital platforms (computer, mobile, smart speaker, podcasts)

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Home Station Listening Platforms: Trad. Vs. Digital



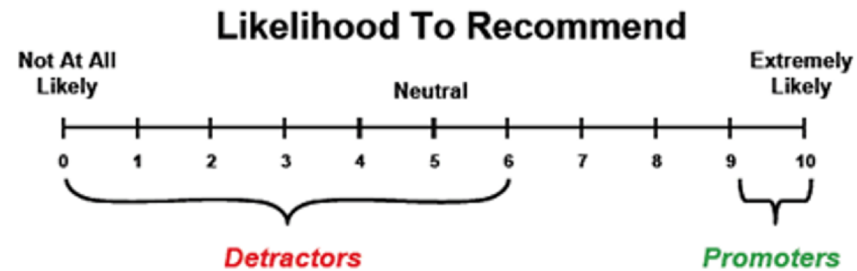
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Net Promoter

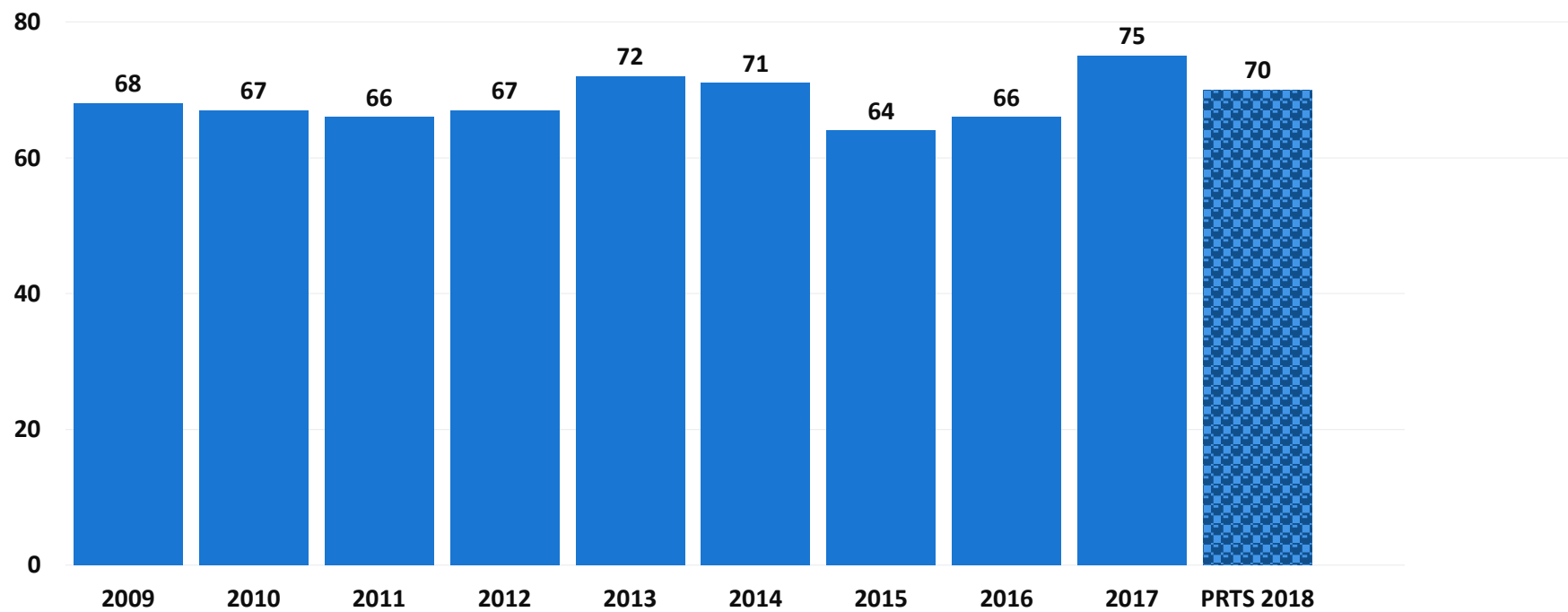
NET PROMOTER



$$\% \text{ Promoters} - \% \text{ Detractors} = \text{Net Promoter Score}$$

Net Promoter

100

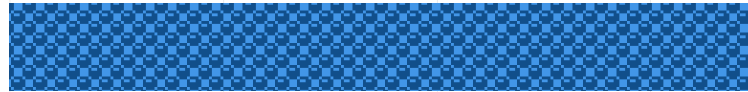


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Net Promoter

PRTS 2018



70

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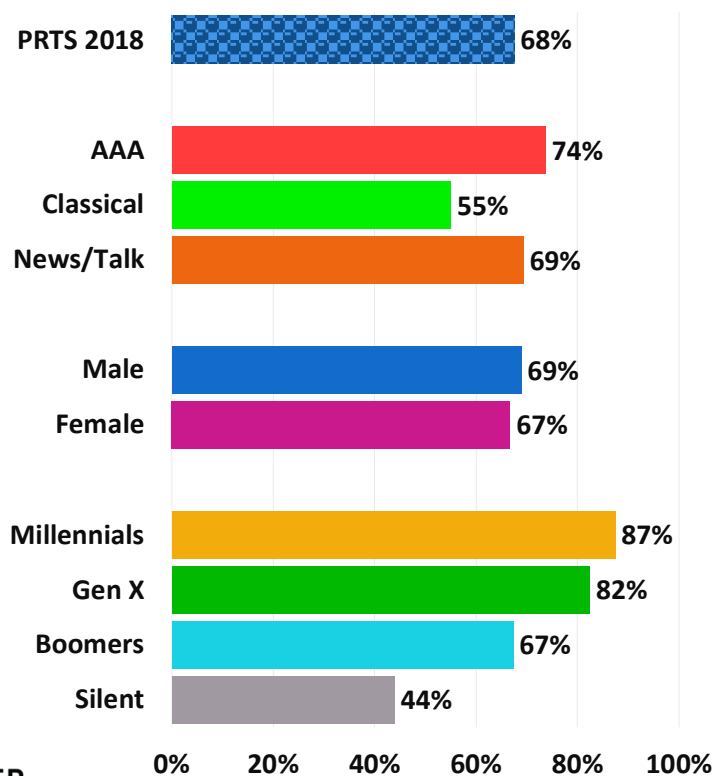
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Station Listening Platforms

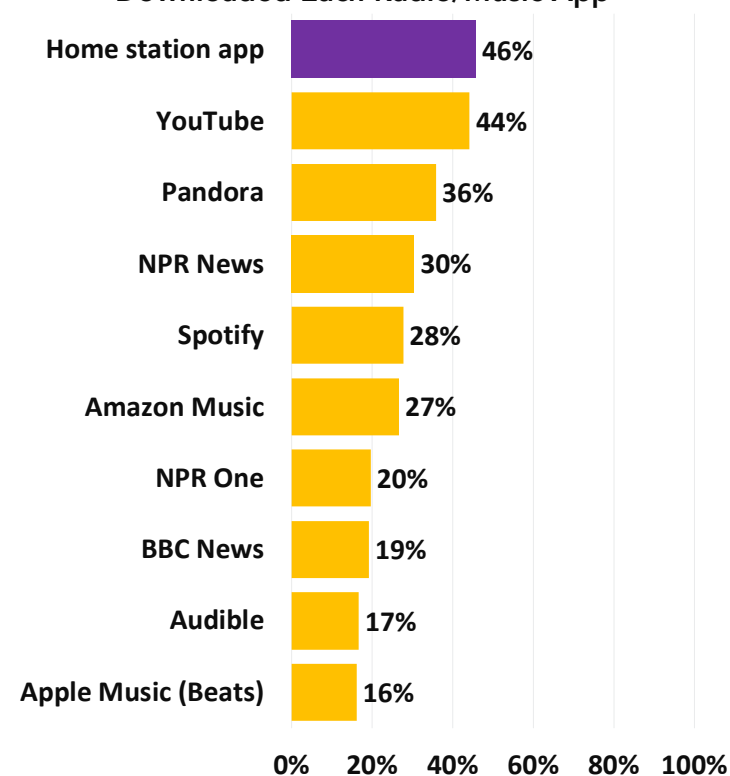


Downloaded Radio/Music App

% Who Have Downloaded Radio Or Music App



% of Smartphone/Tablet Owners Who Have Downloaded Each Radio/Music App



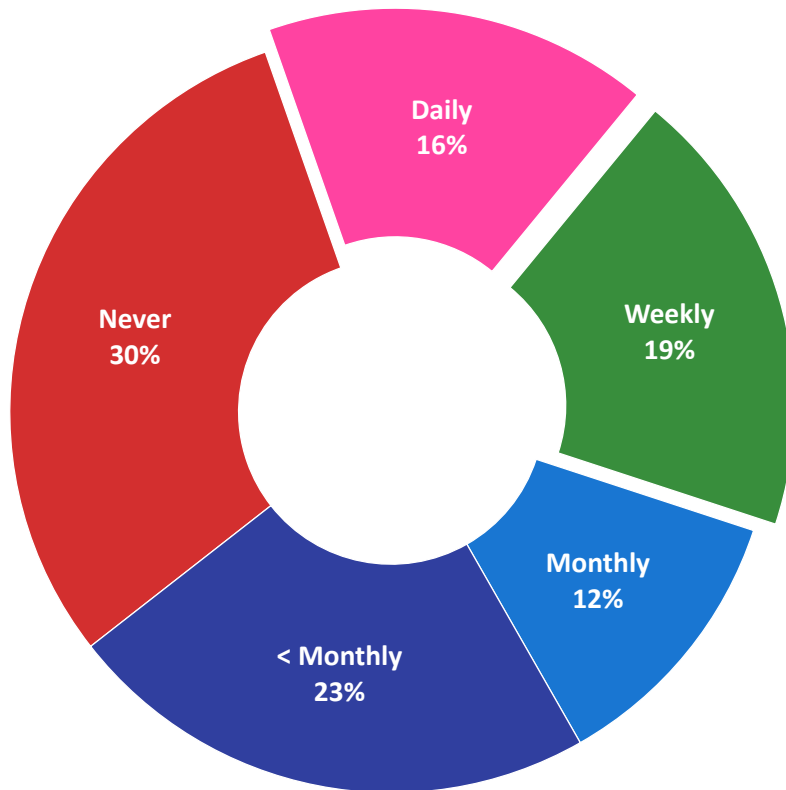
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Among Smartphone Owners



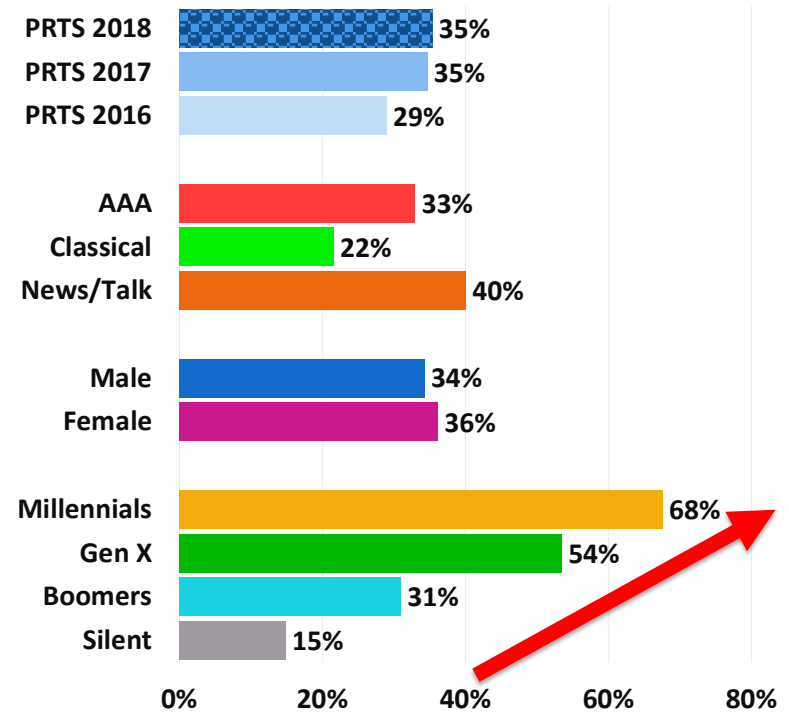
Podcasting and the On-Demand Experience

Podcasts Weekly Or More Often

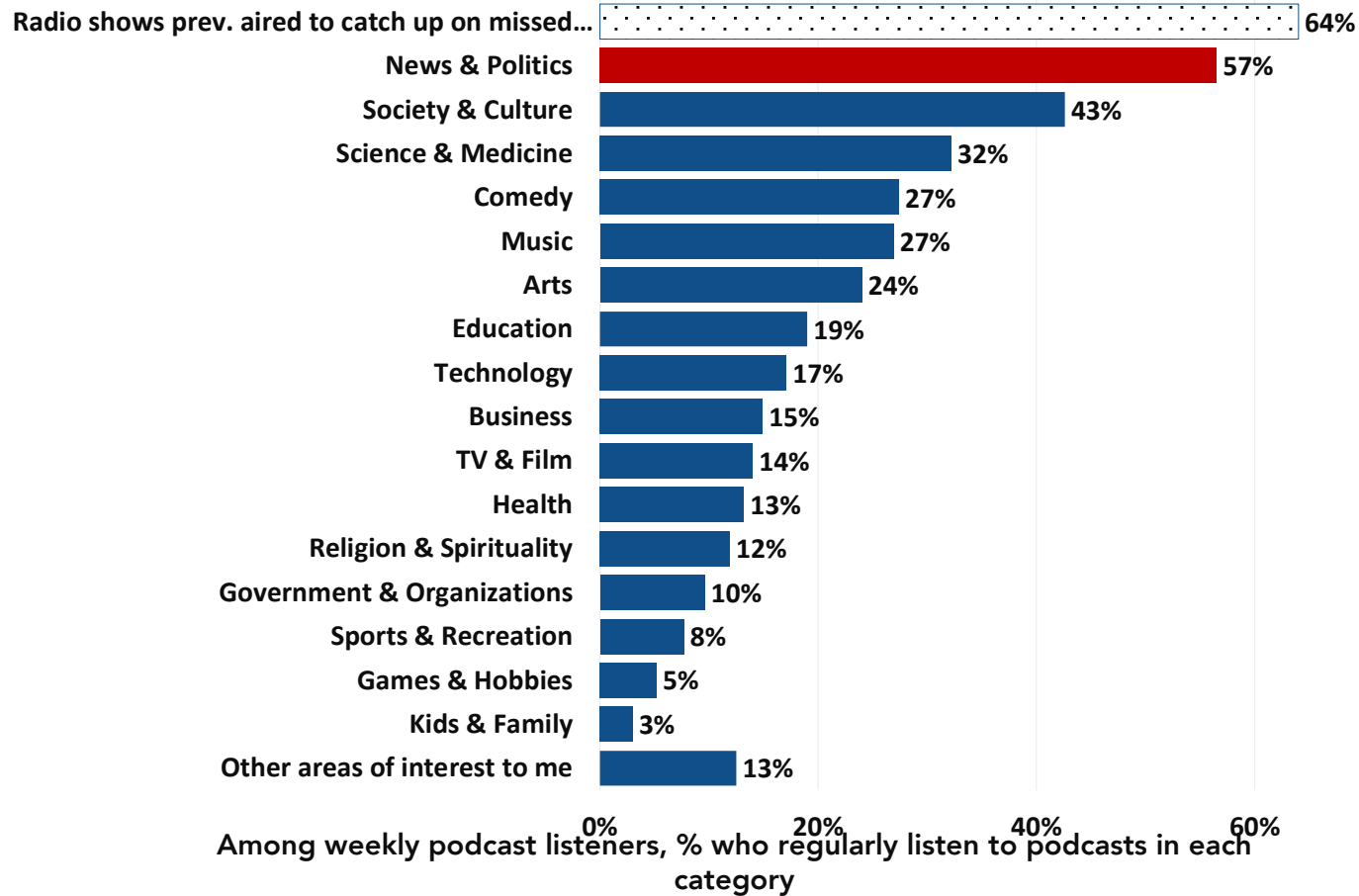


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% Who Listen to Podcasts/On-Demand Audio Weekly or More



Podcast Categories

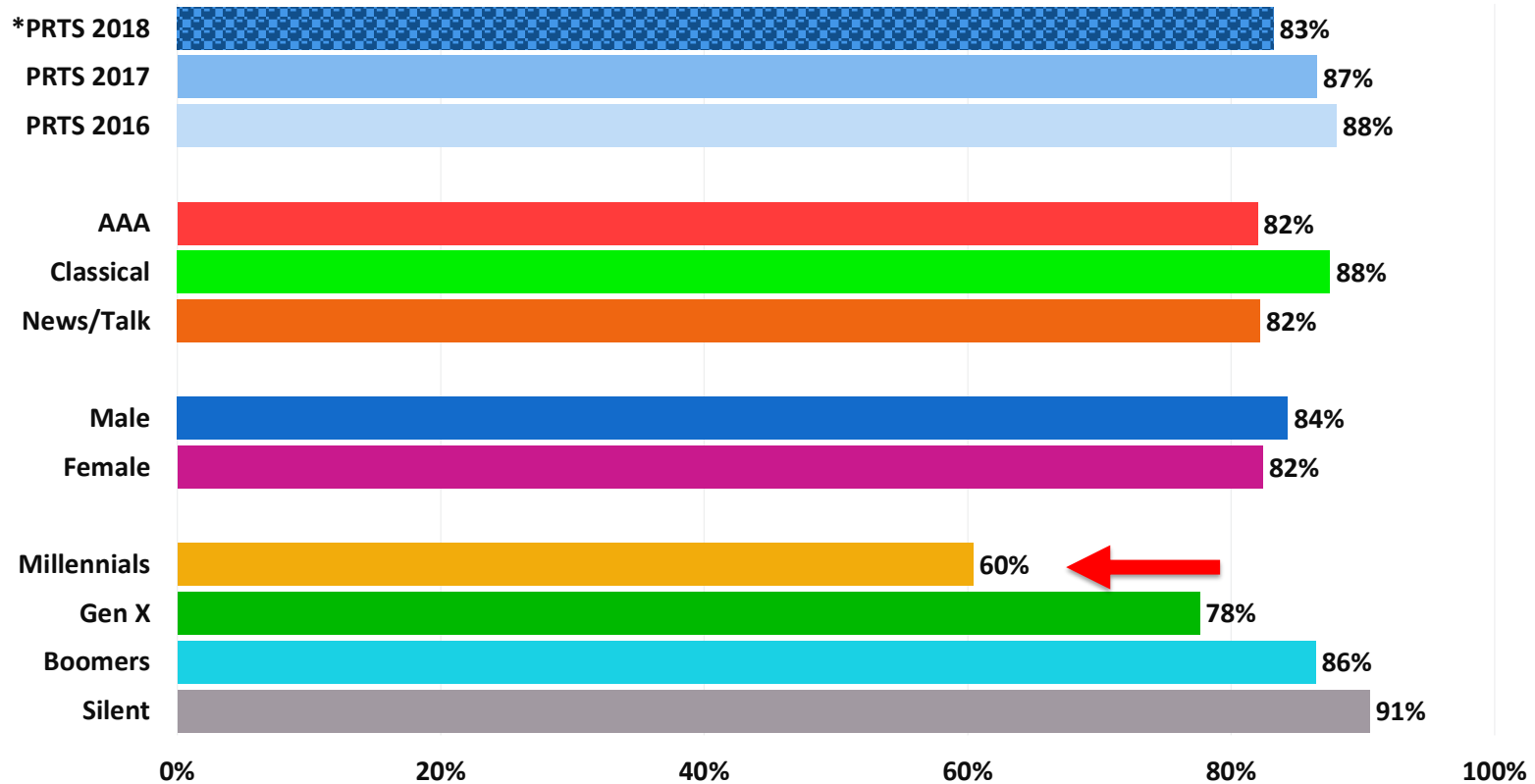


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Smart Speakers



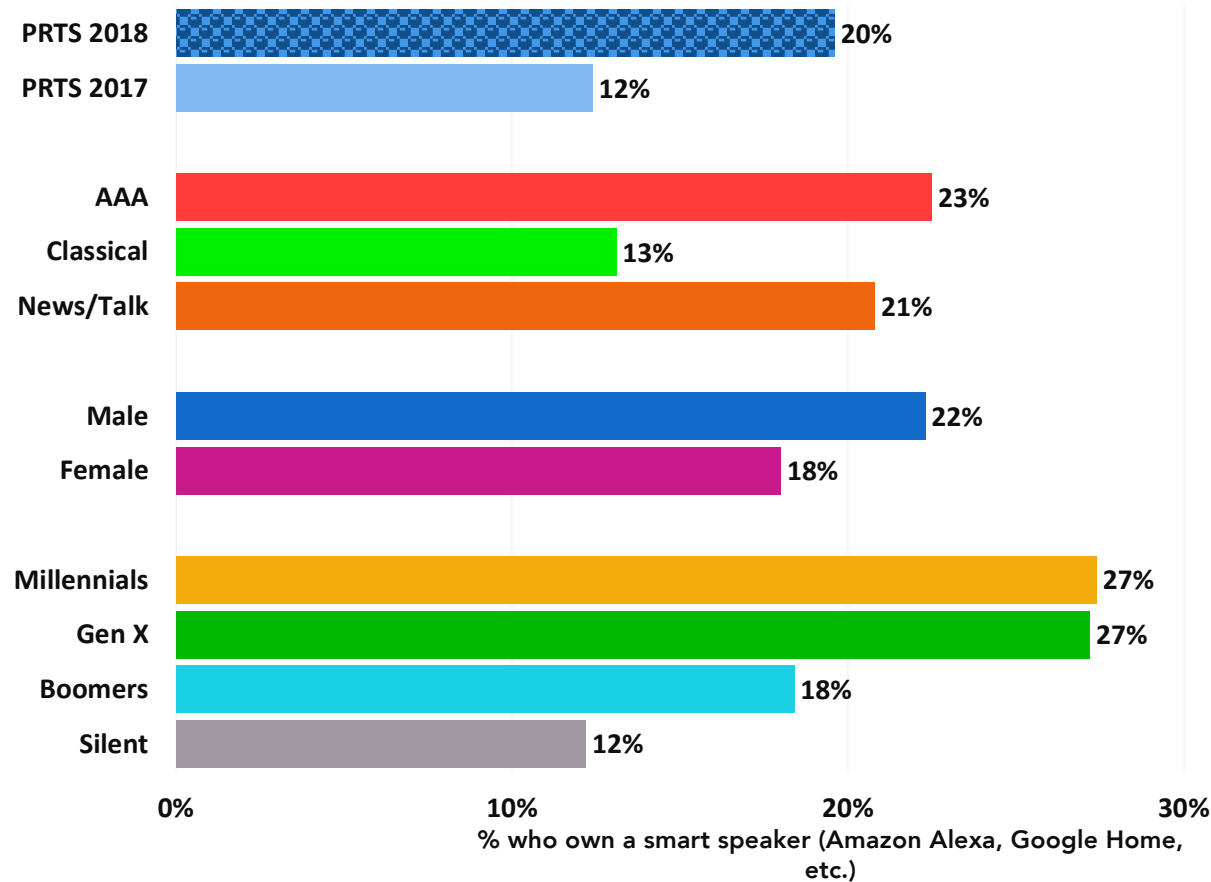
Working Radio At Home



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% with a regular radio in working condition where they live that they use*
*added wording: "...that you use?"

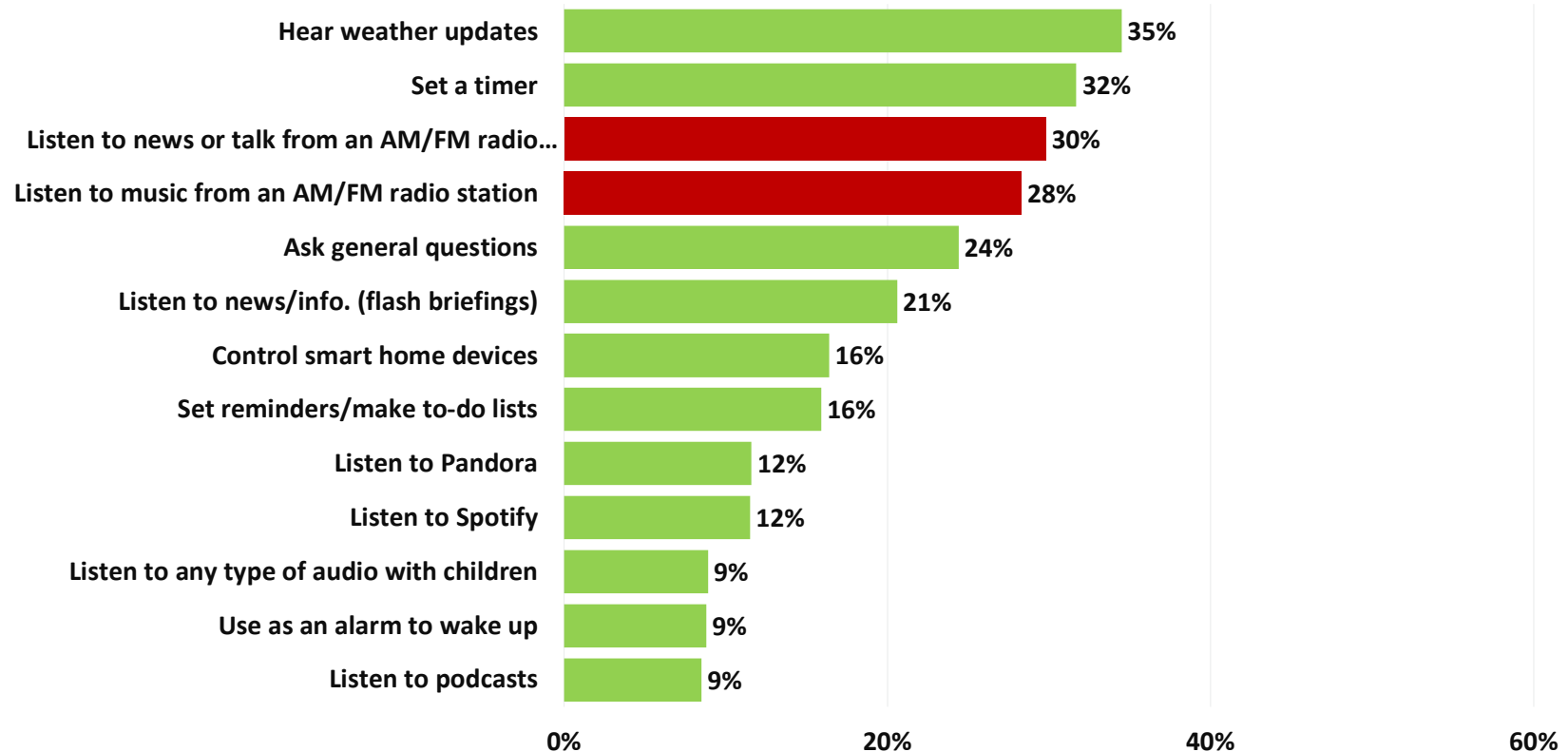
Own A Smart Speaker



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Most Frequent Usage Of Smart Speakers

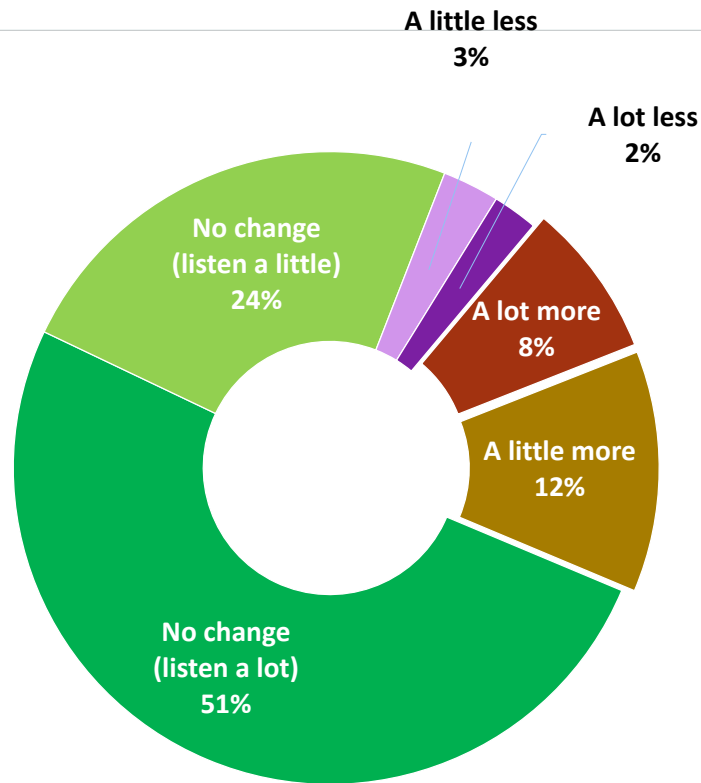


% of smart speaker owners who "frequently" use their device(s) in each way
(most mentioned uses; 5% or more)

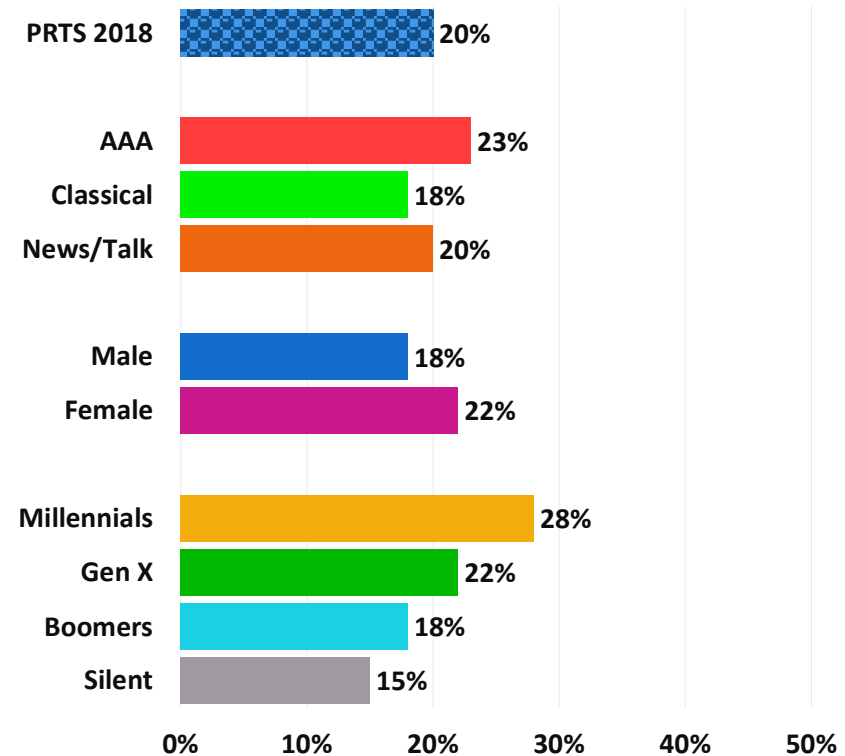
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Impact Of Owning A Smart Speaker



% Who Say They Are Listening to AM/FM Radio Stations More (A Lot + A Little) Since Getting a Smart Speaker



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Among Smart Speaker owners

© 2010 Blackwell Publishing Ltd, *Journal of Internal Medicine* 267: 101–108



Digital Agency Solutions



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Digital Marketing Solutions



Content Marketing

Build your audience with personalized and content-rich blogs, landing pages, and social-media content.

[» more](#)



Social Media Marketing

Make a splash on Twitter, Facebook, Pinterest, and more with the help of a social media guru.

[» more](#)



Conversion Optimization

Turn window-shoppers into customers and brand-evangelists by fine-tuning your website.

[» more](#)



Website Design & Development

Get a gorgeous website with intuitive functionality to measurably improve your business.

[» more](#)



Mobile Development

Put something exciting in your customers' hands with our...

[» more](#)



Email Marketing

Harness the power of emails that reach the right people at the right time with the right message.

[» more](#)



Search Services

Get found like a peacock among pigeons with our SEO, SEM, and PPC strategies.

[» more](#)



Public Relations

Capture and keep customers using a tactical mix of the tools of our trade.

[» more](#)



Metrics & Analytics

Determine the punch your online presence packs through our measurement tools and expertise.

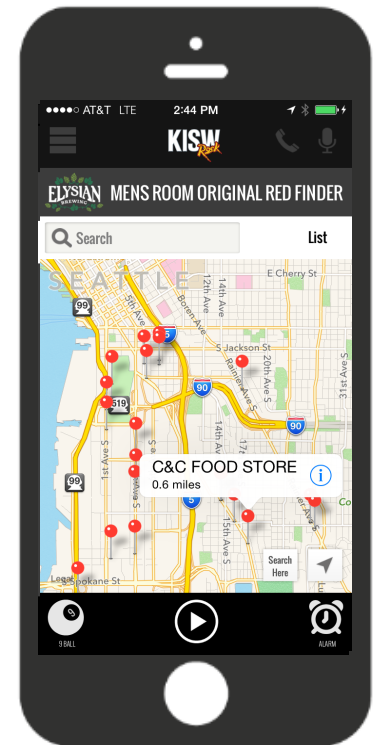
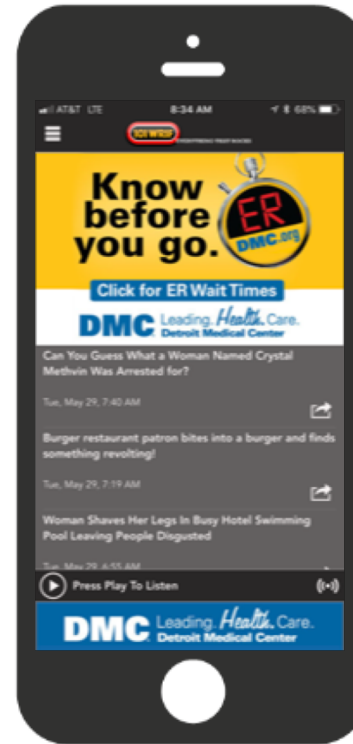
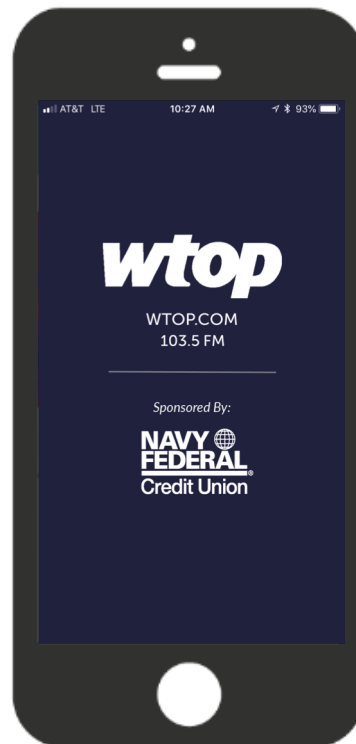
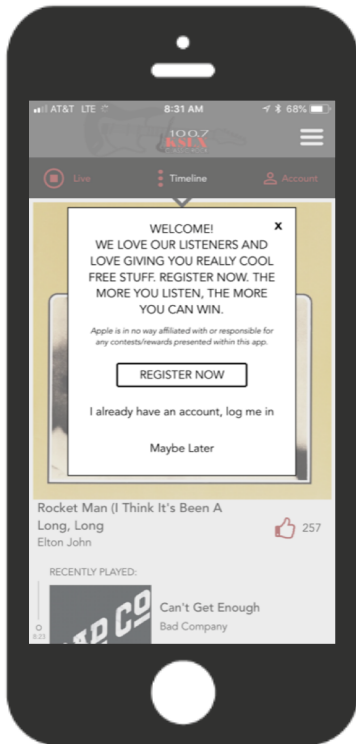
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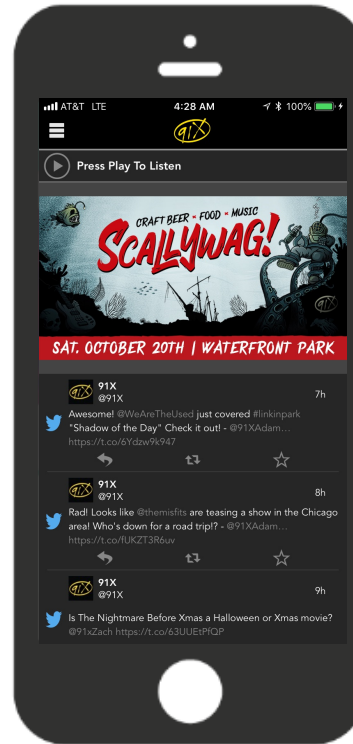
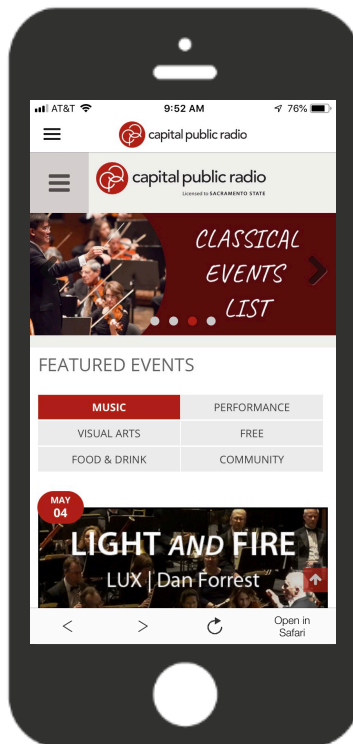
Mobile Apps



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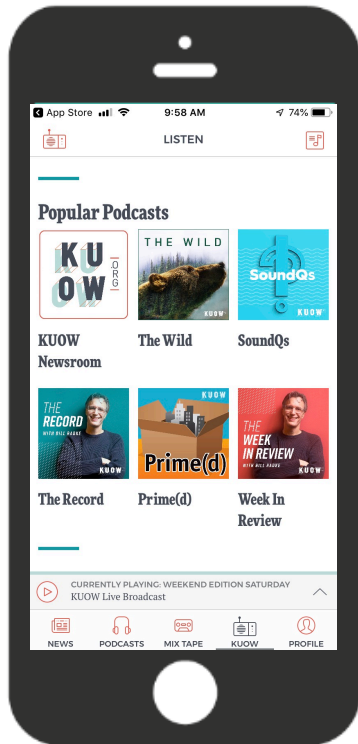
Event Promotion



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Podcasts



NOW on PBS

A **podcast** powered by FeedBurner



A podcast is rich media, such as audio or video, distributed via RSS. Feeds like this one provide updates whenever there is new content. FeedBurner makes it easy to receive content updates in popular podcatchers.

[Learn more about syndication and FeedBurner...](#)

Subscribe Now!

...with web-based podcatchers. Click your choice below:



...with iTunes:

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<http://feeds.feedburner.com/NOWonPBS>

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Current Feed Content

The Best of NOW: Issues and Insight

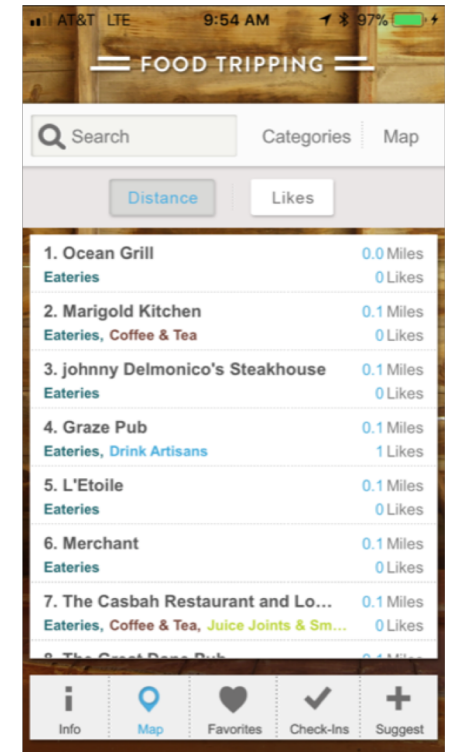
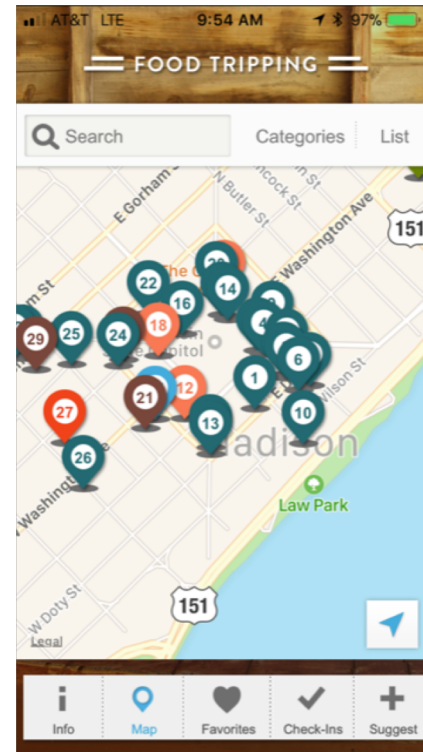
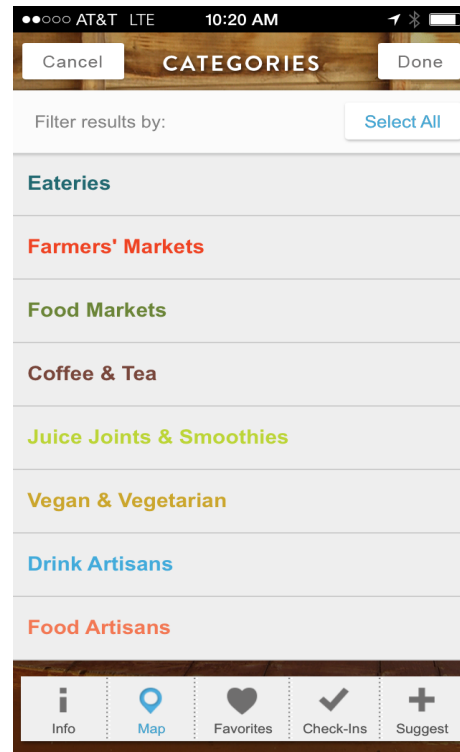
Posted: Fri, 30 Apr 2010 16:00:00 EST

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Guides



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Podcasts/On-Demand



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It's High-Level Chess



Final Thoughts

- It's a great time to be in radio and TV
- You have more solutions/opportunities to offer than ever
- And it shouldn't matter to a sponsor how you connect them to the audience
- Traditional media is going through significant change – you are now a platform
- Sponsor needs, media consumption, competition, dollars
- Standing pat is not the best strategy

Final Thoughts

- Public Radio/TV are perfectly positioned
- You have a significant advantage over digital pureplays
 - Megaphone
 - Cume
 - Local
 - Trust
 - Content
 - Fully integrated multimedia solutions



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