

February 2023

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WORLD
RADIO
ALLIANCE

10 things about Radio that may surprise brands



We, the **World Radio Alliance**, want to **challenge advertiser/agency perceptions**; not just about consumer media habits but also the role radio plays in helping brands flourish.



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WRA is a worldwide grouping of broadcaster and sales house trade bodies from 16 markets, across 4 continents whose joint objective is to promote and demonstrate the power and value of radio in the media landscape.





1

Radio allows
brands to
reach millions
of people on a
daily basis

Strong reach & listening time

Radio allows brands to reach millions of potential consumers on a daily basis

Everyday, more than

70%

of the **European population tune in to radio** and listen on average for

3 hours*

Reach is a strong media driver of sales effect, offering

22%

sales lift**

Sources: *egta Radio Focus 2022 // **Nielsen Catalina Solutions (500 advertising campaigns, US)



Strong reach & listening time

Radio is one of the leading media in terms of listening time



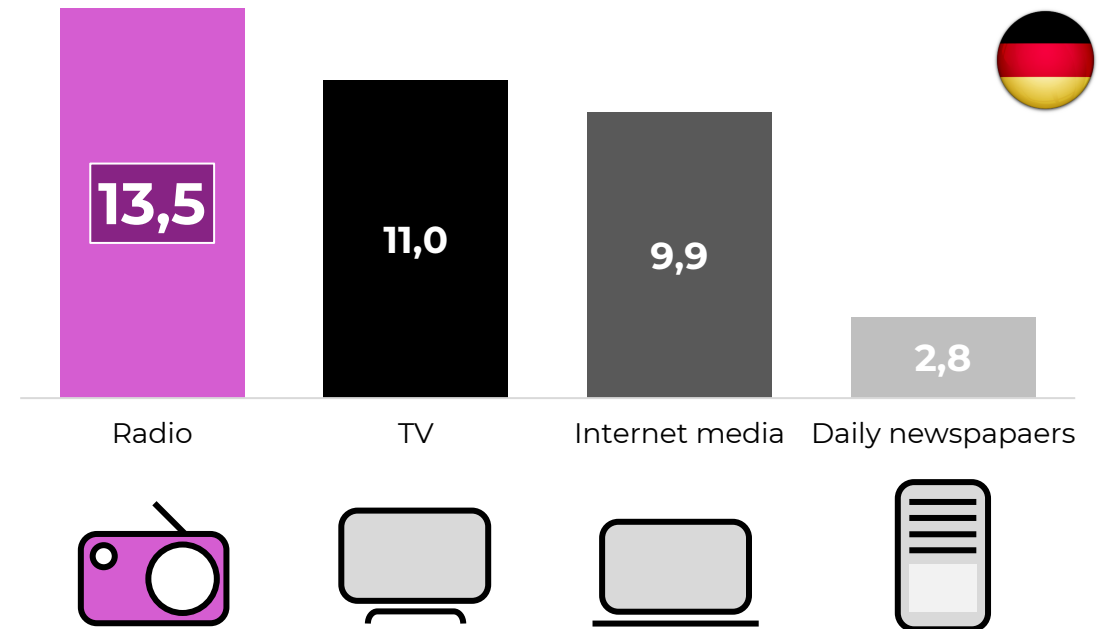
Germans spend
13.5 years
of their lives
listening to radio*



In Belgium, listening
to radio is the
#1 media activity
in terms of time
spent

After sleeping, it is the daily activity
that takes up most of people's time
(+/- 5 hours/day).**

Average media usage in Germany (years)*

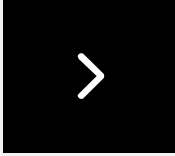


Sources: Germany: *70 yrs of age with media use, minus 8h of sleep. Source: ma 2022 Audio II for radio total (incl. commercial-free programs) and TV, daily listening time Mon-Sun in minutes; Newspaper: ZMG Newspaper Qualities 2019/2022, 14; Online: ARD/ZDF online study Media Internet usage yesterday 2021, Mon-Sat, 14+. // Belgium: ** IP Life Time study

2

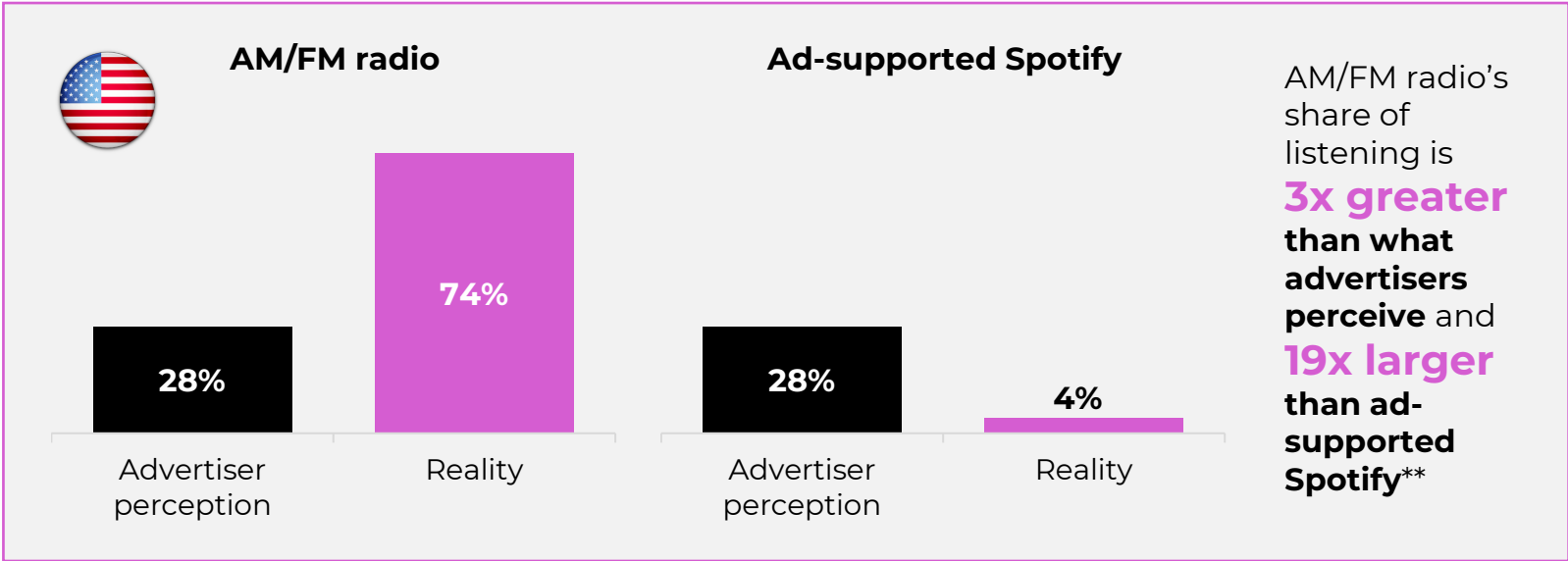
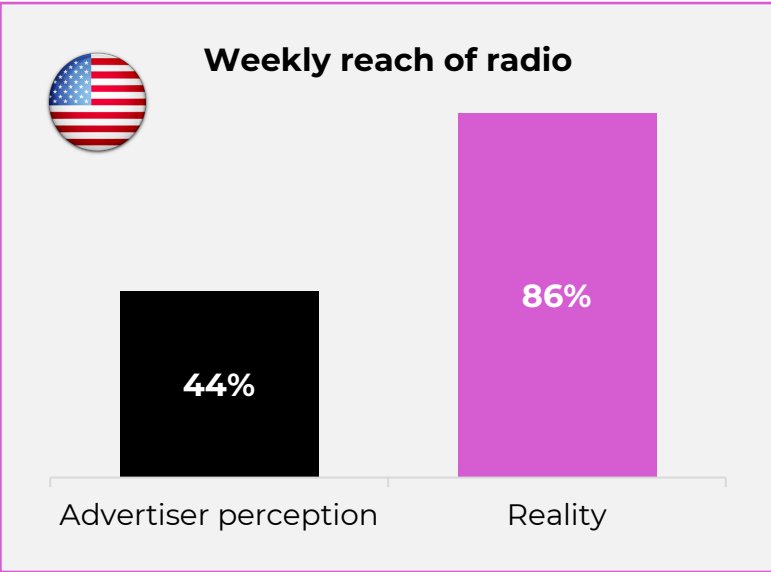
Radio dominates the booming audio landscape





Advertisers and agencies have a disconnected perception of listening behaviour

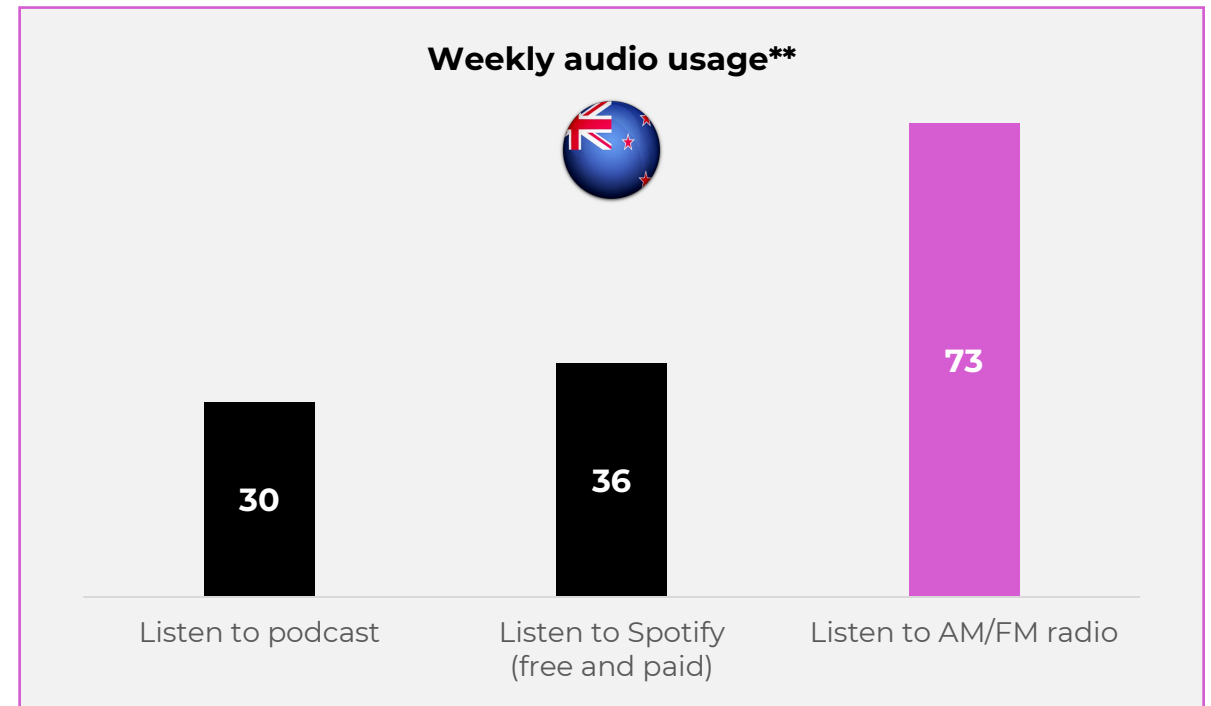
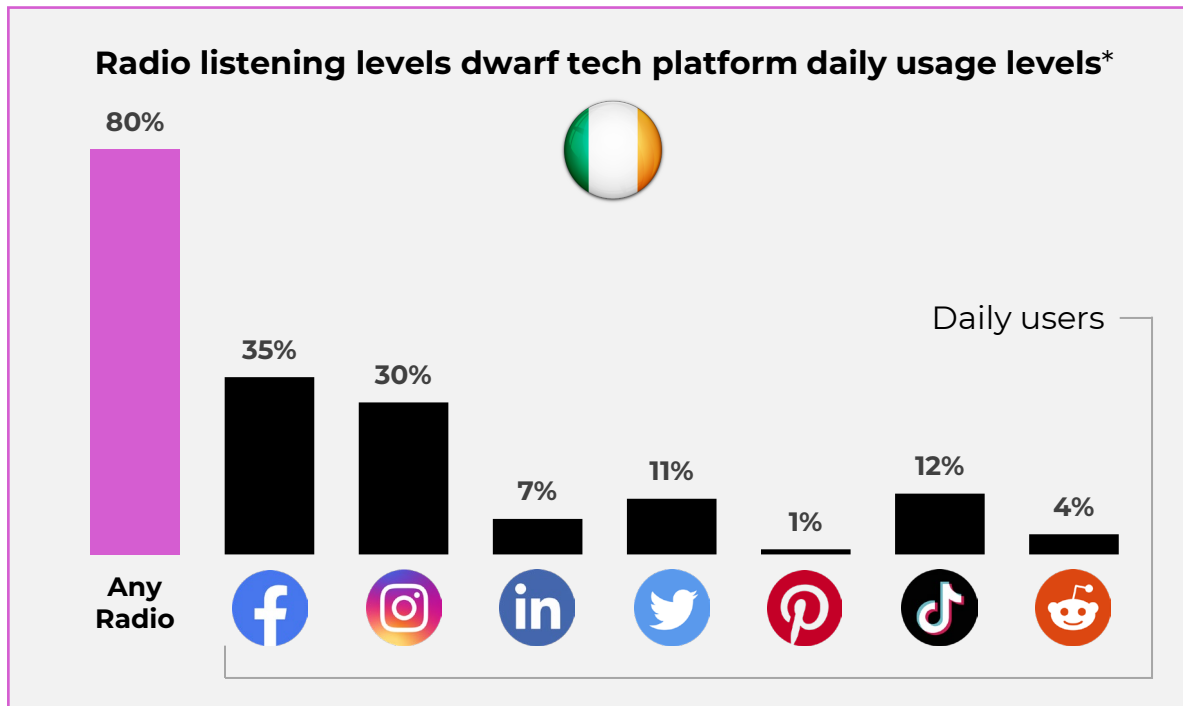
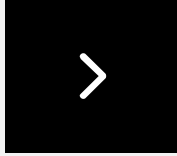
... while radio dominates the ad-supported audio landscape



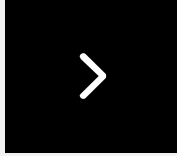
Sources: (U.S.) Perception: Advertisers Perceptions, 300 advertisers and agencies asked about audience perception (Aug 2022) & Reality: Nielsen Total Audience Report Q1 2022

Radio is bigger than any other platform

Listening levels dwarf tech platform usage



Sources: *(IR) JNLR (Oct 2021-Sept 2022)/Ipsos Social Network Tracker // **(NZ) The infinite dial New Zealand 2022 Edison Research, % listened audio source last week (18+)

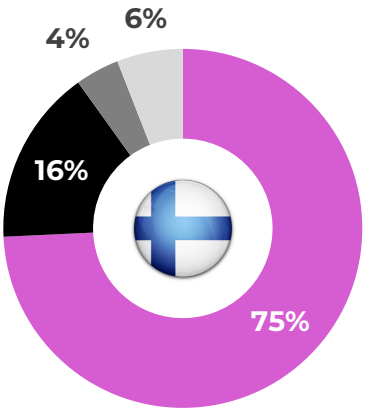


Radio is the biggest part of total audio listening

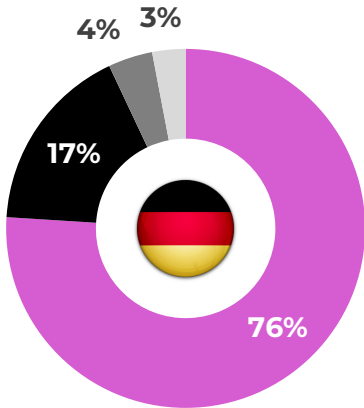
Radio is bigger than music streaming and podcasts put together and it is the only format that offers scale for brands to reach their consumers within the audio landscape

Share of Ear

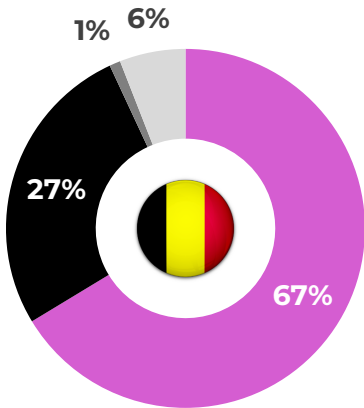
● Live Radio (AM/FM + DAB + Digital) ● On-demand service/music ● Podcasts ● Others



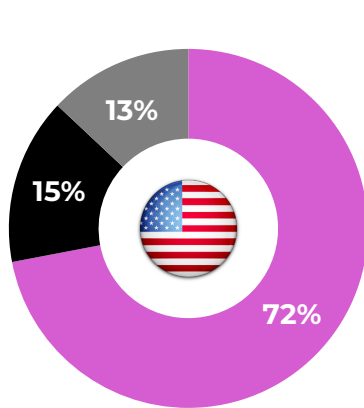
Finland



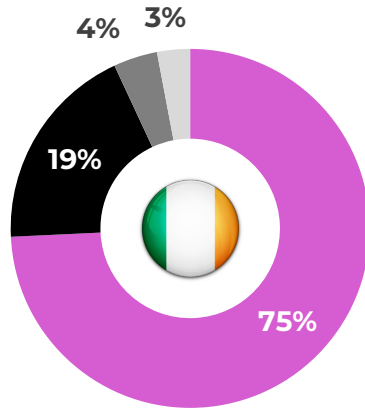
Germany



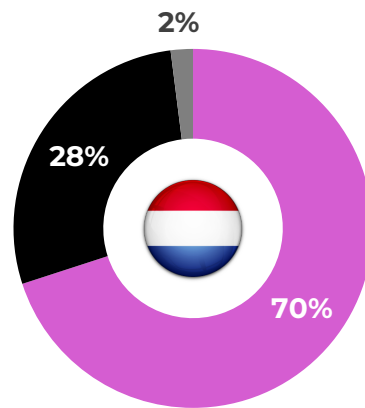
Belgium



US



Ireland



Netherlands

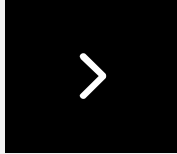
Sources: WRA- 2022 members market data – total population // US: Edison Research Share of Ear Q4 2021 & Q1 Q3 2022 – ad supported audio sources



3



Radio has a huge share of the under-35 age group

Radio is a massive reach medium for all age cohorts, including the younger demographics



Gen Z is a uniquely audio-first generation



 
Weekly, radio reaches **74%** of 15-34 yo South Africans and **81%** of 12-34 yo Belgians




With **60%** of weekly reach and **56%** share of total commercial audio listening, radio remains the audio medium to reach the 15-34's



Audio is becoming more important to a wide range of people. Listening is becoming a sought-after experience




71% of New Zealanders aged 10-34 listen to commercial radio each week




Everyday, **65%** of 14-29 yo listen to radio for an average of **182 minutes**



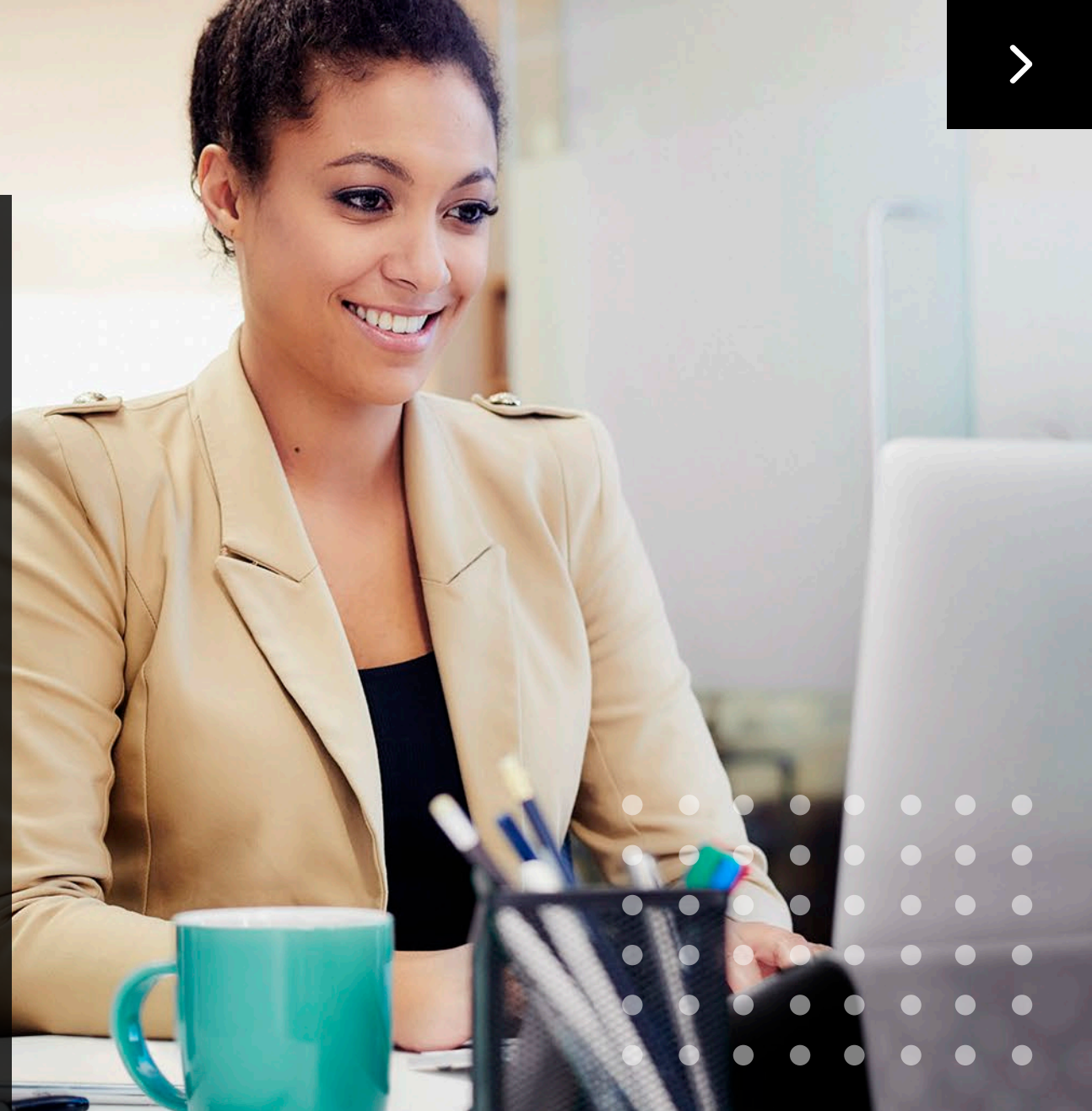

2/3 of the 15-24 tune in to radio every day for an average of 3 hours

Sources: New Zealand: GfK Commercial RAM, 2022, Total NZ, Cume %, AP10-34, M-S 12mn-12mn // South Africa: D22Q9 - BRC RAMS November 2021 - October 2022 // Belgium: CIM RAM, RAM 2022/05-08, 05-00h // Germany: ma 2022 Audio II, daily reach mo-fr 14-29 yo // UK: RajarMidas // Ireland: JNLR 2022-2 Audio Module



4

Radio is listened to all day, not just during breakfast and drive time

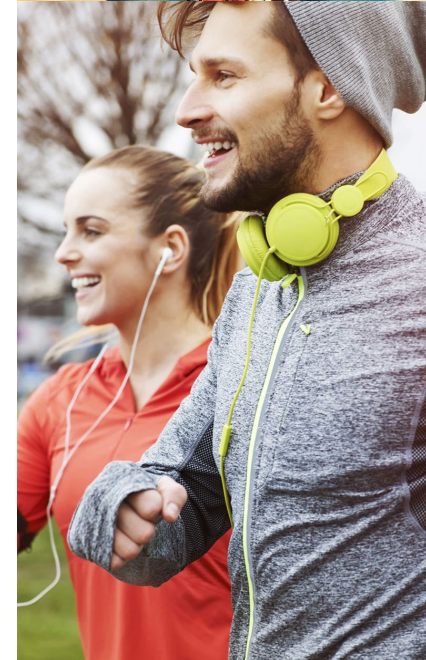


Radio is everywhere and it is the most mobile medium

- **Radio is a hands-free, eyes-free medium that accompanies listeners in unique moments throughout the day**
- With additional touchpoints brought by digital audio radio becomes even more ubiquitous

74%

of listeners consume audio during their daily rituals,
when ears and minds are open, attentive and most perceptive to brand messaging

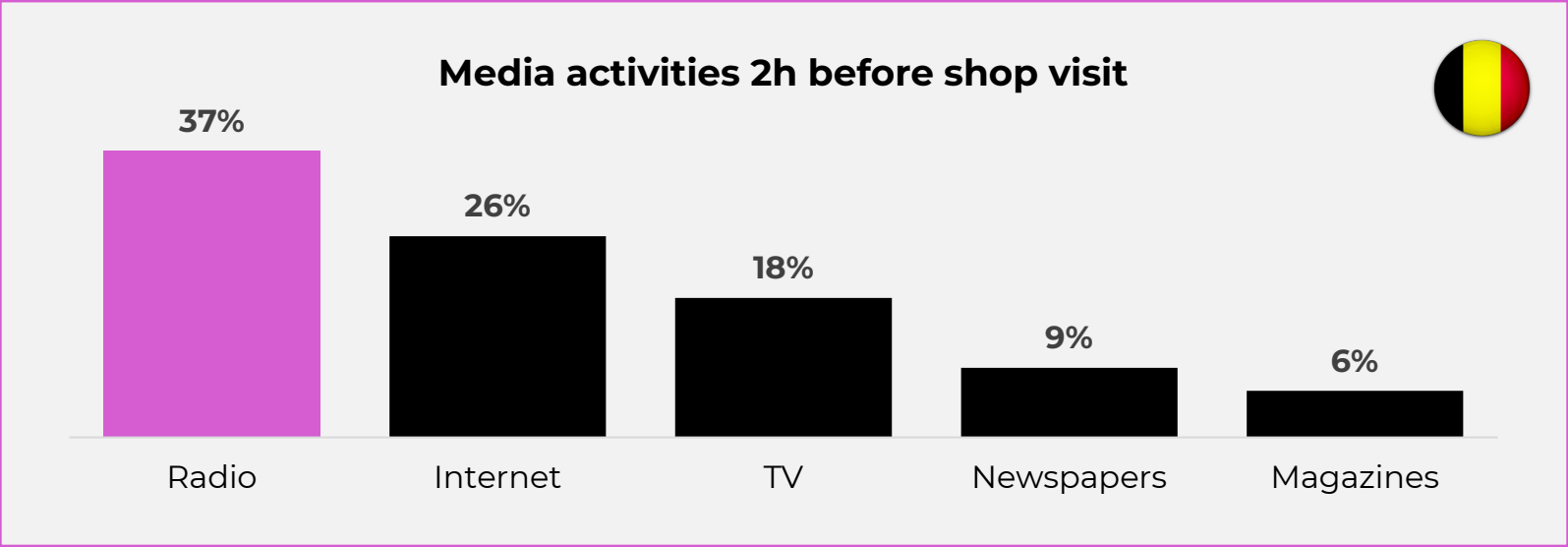


Source: Audacy Rituals Survey conducted by Alter Agents, July 2022 - US



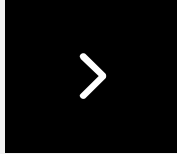
Radio reaches listeners at key purchase-relevant touchpoints during the day

Radio is the most consumed medium on the way to the shops and the closest to the moment of purchase



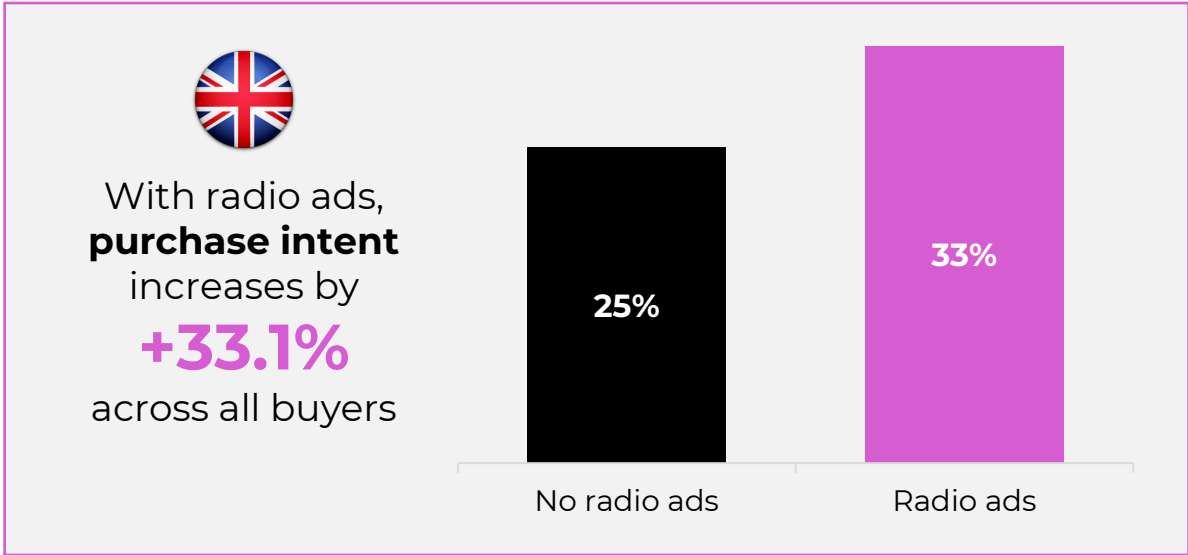
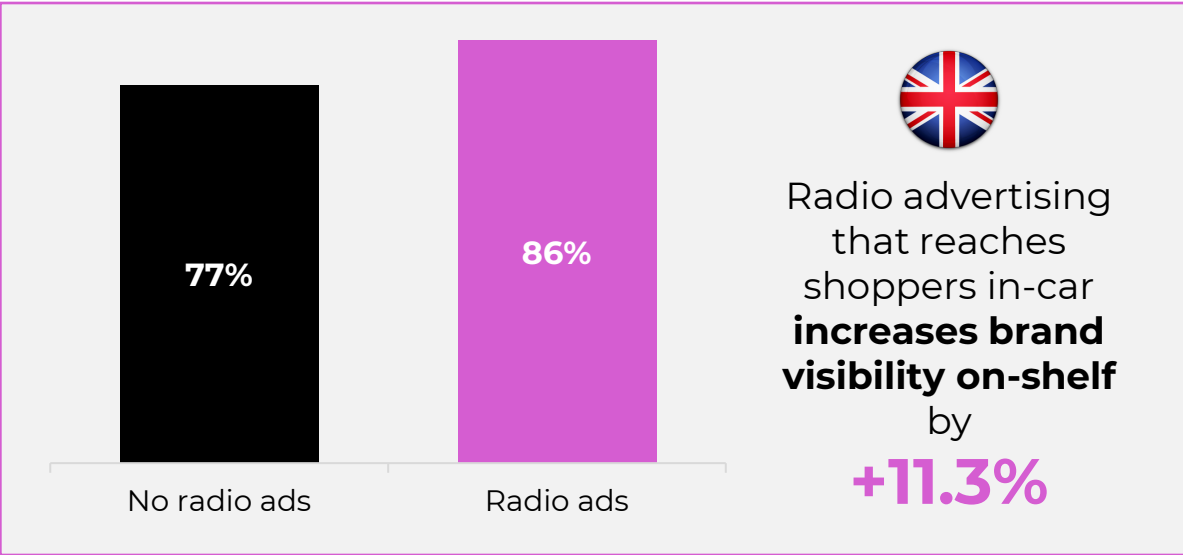
Sources: GFK , VAR, radio prior to shopping study (BE)





Radio reaches listeners at key purchase-relevant touchpoints during the day

Radio advertising that reaches shoppers before shopping has a significant effect on purchase consideration for FMCG brands



Sources: Building Shelf Awareness study – Radiocentre UK



5

Radio is the
**#1 medium in
connected cars,**
exactly as
consumers want




Radio dominates the in-car audio experience

Consumers' preference for curated in-car audio experience combined with radio integrations on mobile, on dashboard and via applications secure radio's place in the connected car



Over **80%** of consumers are less likely to buy or lease cars without a built-in radio tuner




Radio represents **59%** of total audio listening time in the car*




89% of car buyers say broadcast radio should be standard in every vehicle



Consumption of broadcast radio is significantly higher than for any other form of in-car audio; **93%** want access to radio to remain free

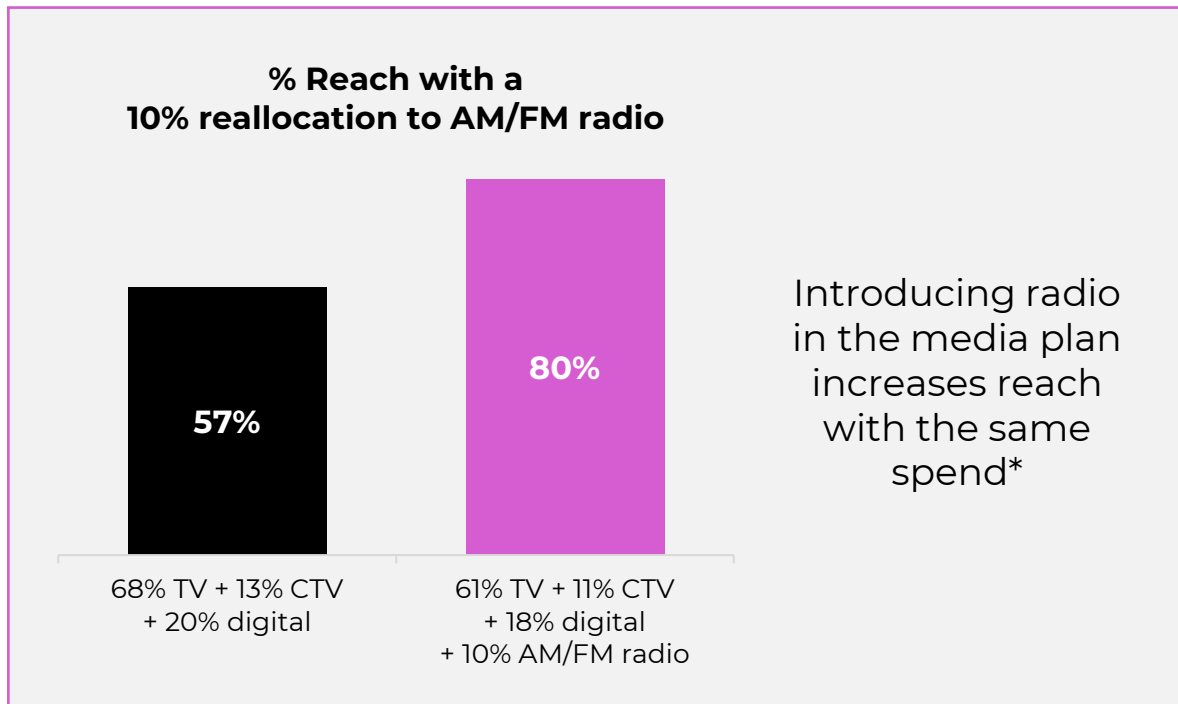


Sources: Edison research – WorldDAB study 2022 // *Edison Research, Share of Ear Q3 2022

6

**Radio must be
a part of any
optimal
media plan**

Radio has a multiplier effect and amplifies the efficiency of other channels



Priming with radio increases television memory encoding.
Advertising on radio prior to television can **increase the effectiveness of a television ad****, in particular its moment of peak branding, by up to **+31%**

Sources: *Nielsen Media Impact (2019) // ** In One Ear: radio and memory encoding 2021 (TRB/Neuro-Insight-NZ)

A campaign that includes radio has more impact and is more effective



Top 3 channels for synergies with radio



Automotive



FMCG



Telecommunications



Retail

	TV +9%
	Search +8%
	Press +7%

	TV +8%
	Outdoor +7%
	Press +5%

	TV +9%
	Search +9%
	Press +5%

	TV +13%
	Press +6%
	Outdoor +6%

On average, in the retail sector, adding radio to TV means a 13% gain in the efficiency of the two channels used together vs. their efficiency when played asynchronously

Source: Ekimetrics 2021. Scope: France, 2015-2020, 4 sectors under study Benchmark. The study includes +50 models and ~200 campaigns



7

Radio comes with a truck load of **ROI** and sales lift evidence to support your choice

Radio is cost effective and generates strong ROI

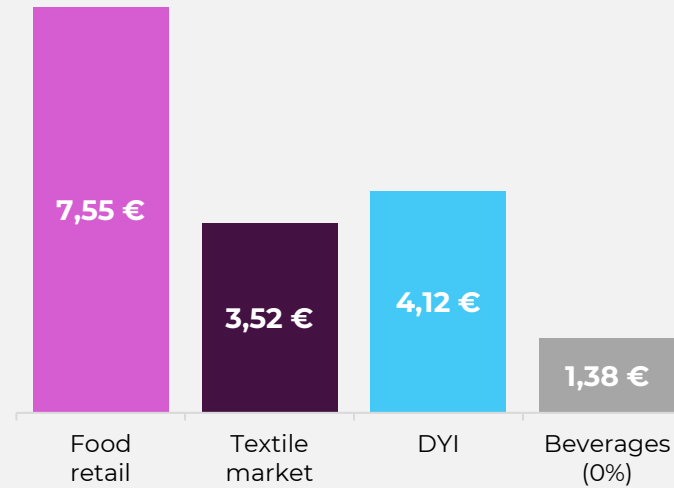


€7.7

of revenue on average generated per €1 invested in radio, in the 4 sectors under study: automotive, telecommunications, FMCG, retail

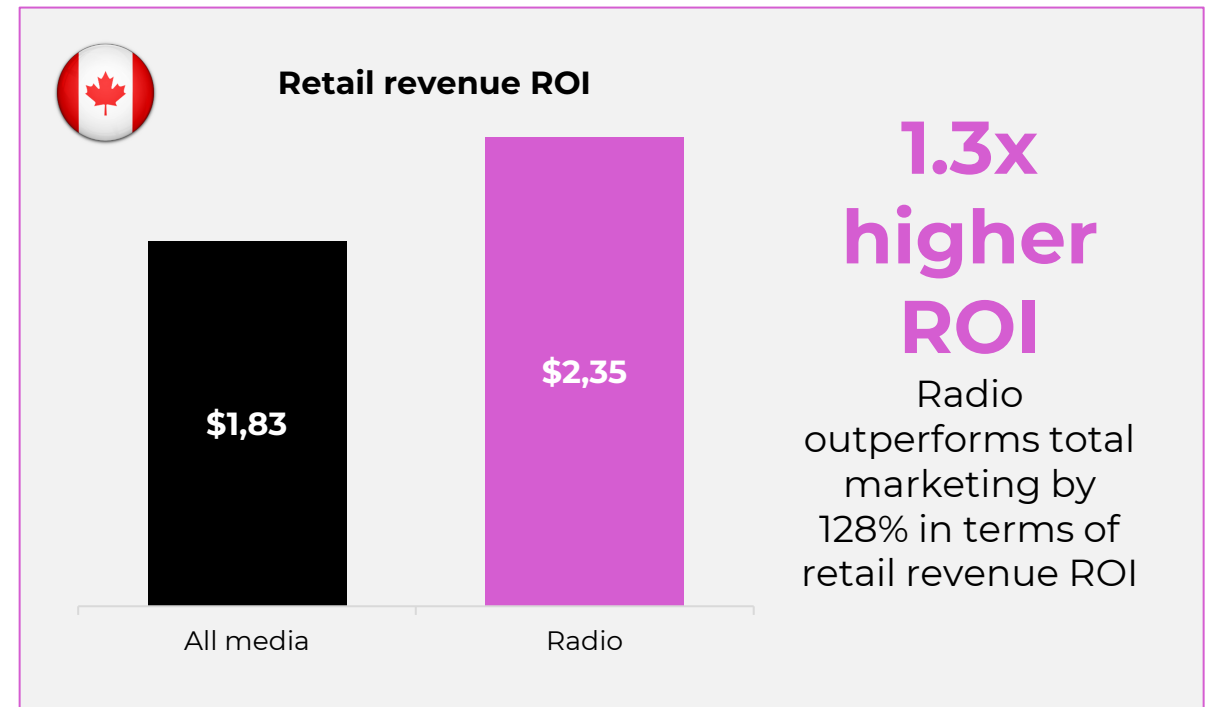
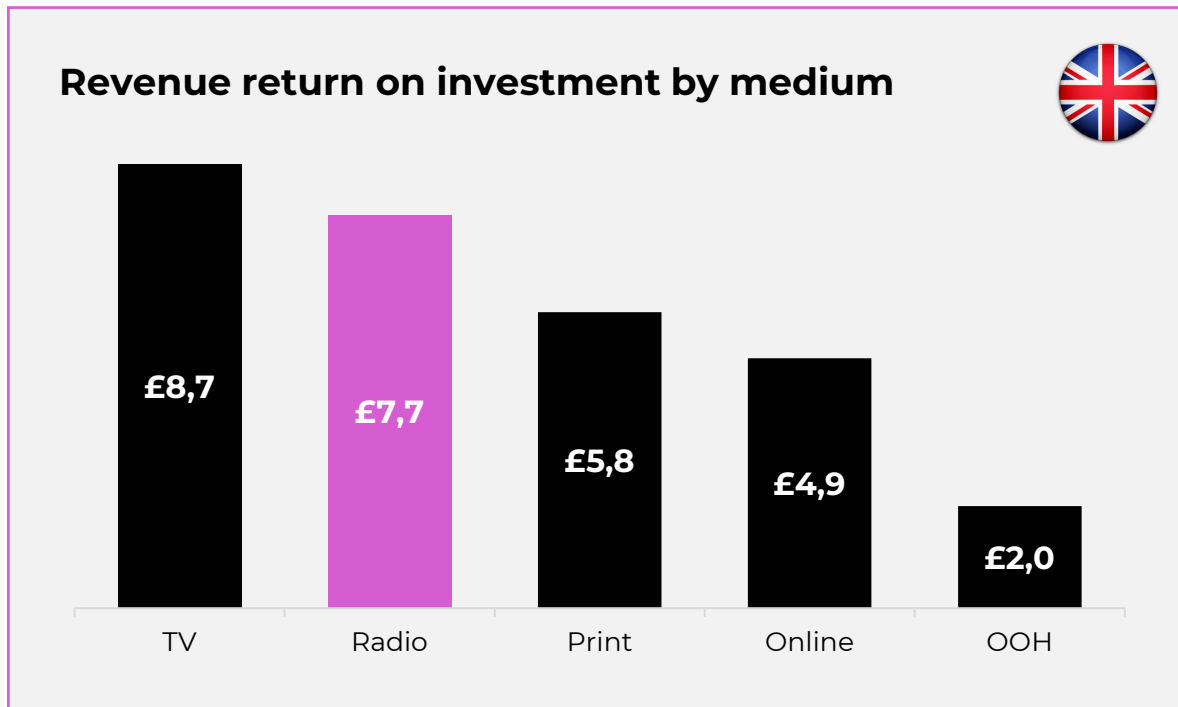


Radio ROI per sector



Sources: (FR) Ekimetrics 2021; (DE) Audioeffekt, ROI Counter

Radio has a multiplier effect and amplifies the efficiency of other channels

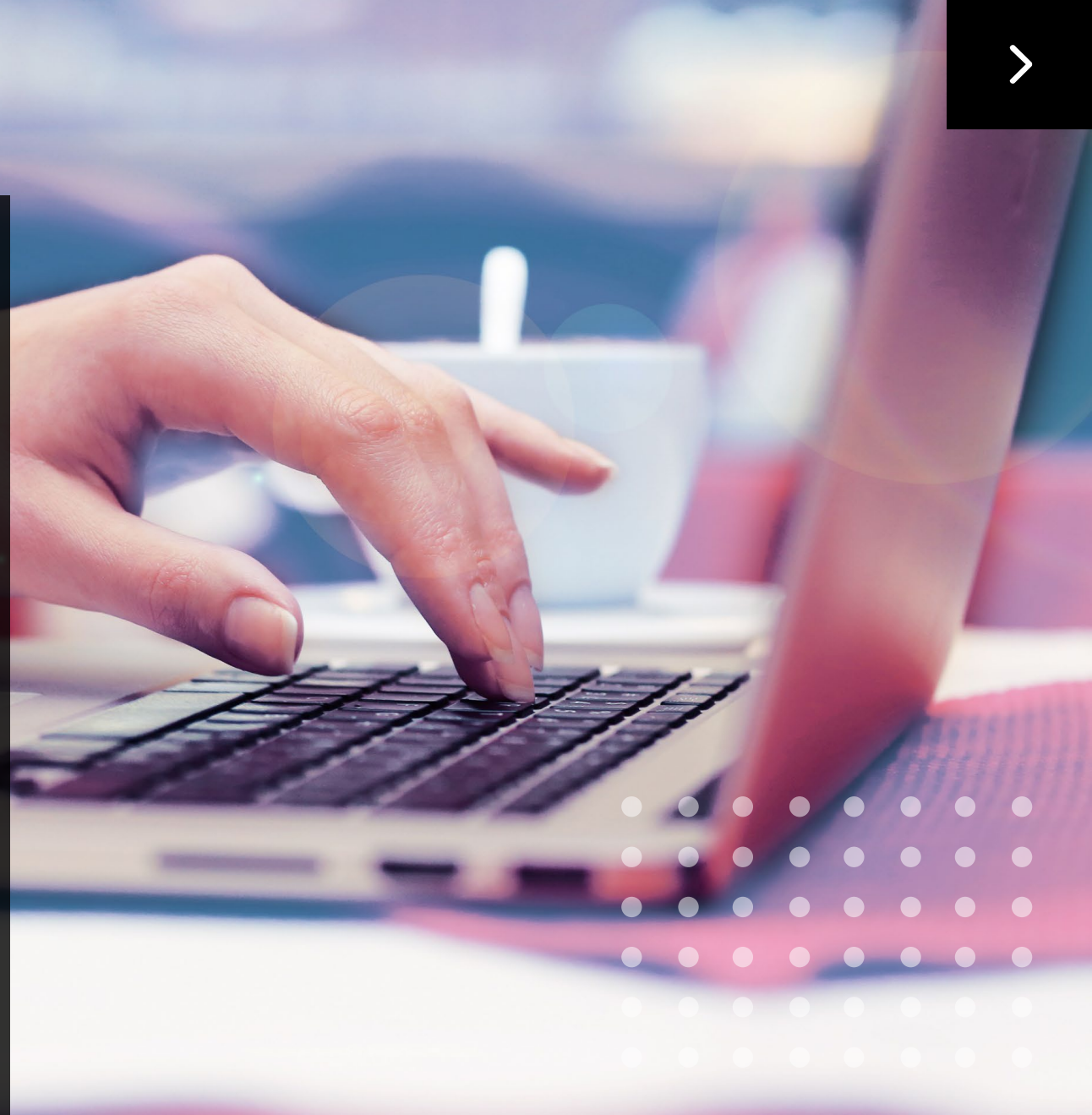


Sources: (UK) ROI Multiplier // (Canada) Nielsen Canada CPG Norms Database and Synergy Analysis 2021



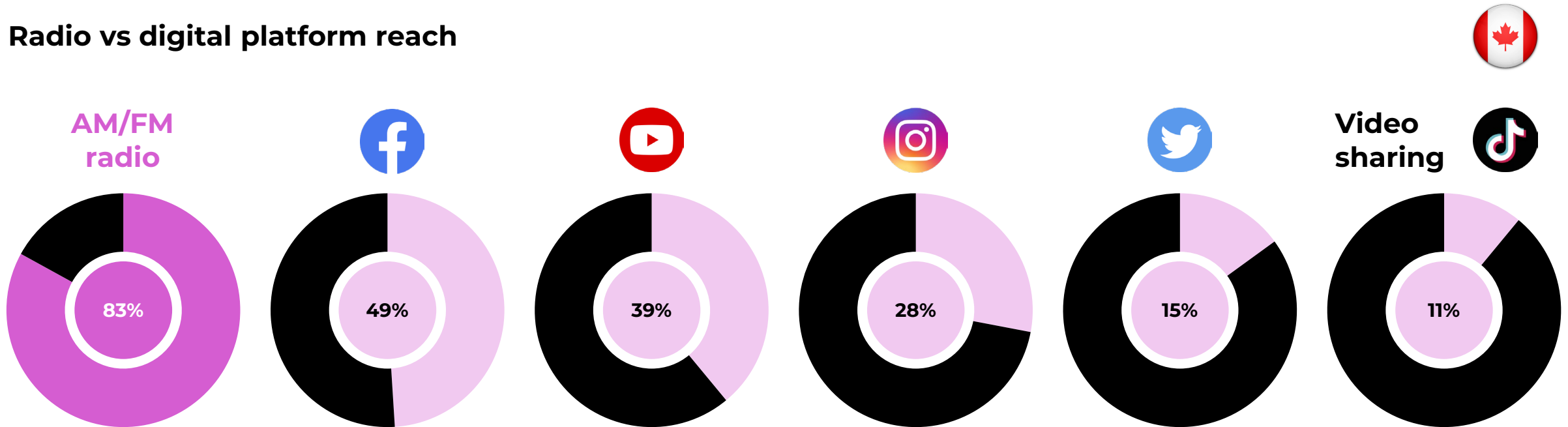
8

Radio drives your digital KPIs



Radio reaches more online shoppers than any social media platform

Radio vs digital platform reach



Source: Numeris RTS Canada Fall 2022 18+ Total Canada; Department/ Warehouse Stores shopped online in past year; Social networks used past 7 days; Total Radio Market Reach 7 day cume. Canadians who have shopped internet department/ warehouse stores in the past year – 7-day reach 18+

Radio drives traffic, search and e-commerce



Radio drives
+29%
lift in
Google search activity¹

+92%
**Additional direct
online effect**²
Research showed that
radio drives up to 92%
additional direct effect
online

+43%
**average brand
web traffic lift thanks to
radio**³

Radio advertising boosts
brand browsing by
52%⁴

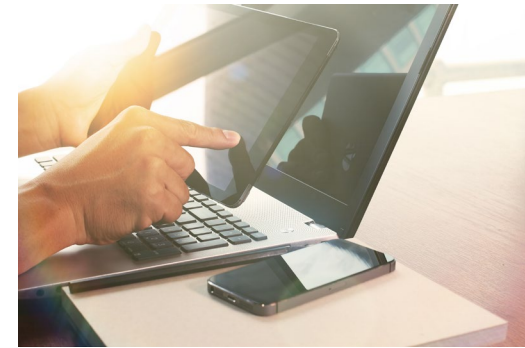
5x
more visits/GRP
generated on average by
radio campaigns with
clear call-to-action to
web/app³



Radio generates
+21%
lift in
**web activity
for D2C brands**⁵

+27.8%
**share of website visits
delivered** with only 10,2%
share of advertising on
radio⁶

Radio is
4x
**more cost effective at
stimulating brand
browsing** than other
media⁴



Sources: 1 - Radio Drives Search, RAB, Radio Monitors // 2 - Measuring radio's ability to drive web conversions – Talpa (NL) // 3 - Radio to Web, Nielsen, TVTY, 2022 // 4 - Radio: The Online Multiplier, Radiocentre UK // 5 – Radio: LeadsRx study of 62 D2C advertisers // 6 Drive2Web from radio campaigns: bynd on behalf of ARD //



9

Radio is so
much **more**
than a **call-to-**
action media

Radio drives immediate activation and helps brands grow




Radio drives immediate activation getting tactical messages to air quickly and building frequency.



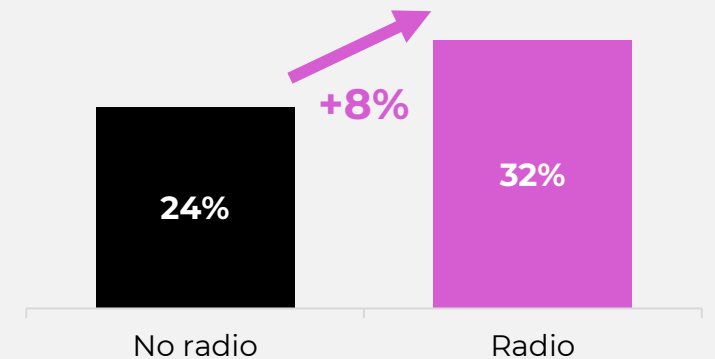
Radio also helps brands to grow – the high reach of radio combined with its mood-enhancing effect on listeners brings brand-building messages across.



Radio can improve the cost-effectiveness of brand campaigns by **over 20%***

Including radio in the mix significantly increases the chance of achieving brand fame 

Campaigns which use radio have a stronger “fame effect” than those which do not**



Sources: * Radio: The Online Multiplier, Radiocentre UK // ** IPA Databank



10

Radio ads are as creative as TV and posters



Radio offers powerful creative and effective ad solutions for brands



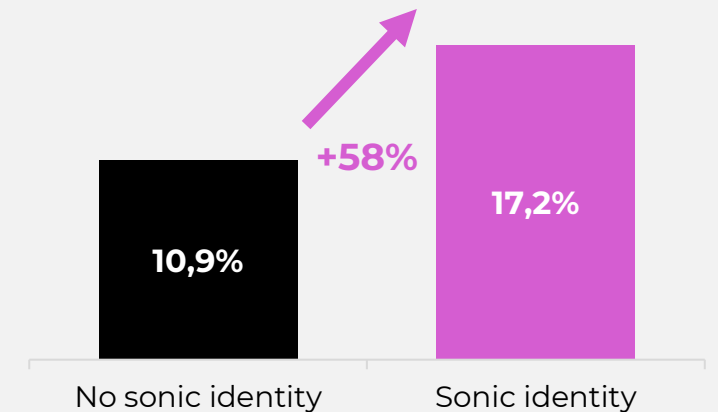
- Sound can be a very powerful communicator in a visually crowded media space
- Creative testing proves that successful sonic identity brings results for brands
- Audio advertising offers creative flexibility and gives each listener a unique experience within the theatre of the mind
- Audio creative is critical to driving sales



Creative is the strongest driver for sales effect and increases **sales lift*** by almost

50%

Sonic identities make a significant difference in purchase intent**



Sources: * Nielsen Catalina Solutions, nearly 500 CPG campaigns // **WestwoodOne | Veritonic Testing of US-focused radio award winners at Cannes Lion and Clios, Radio Mercury Awards



#bonus

**Radio offers a
trusted, safe
& sustainable
environment**



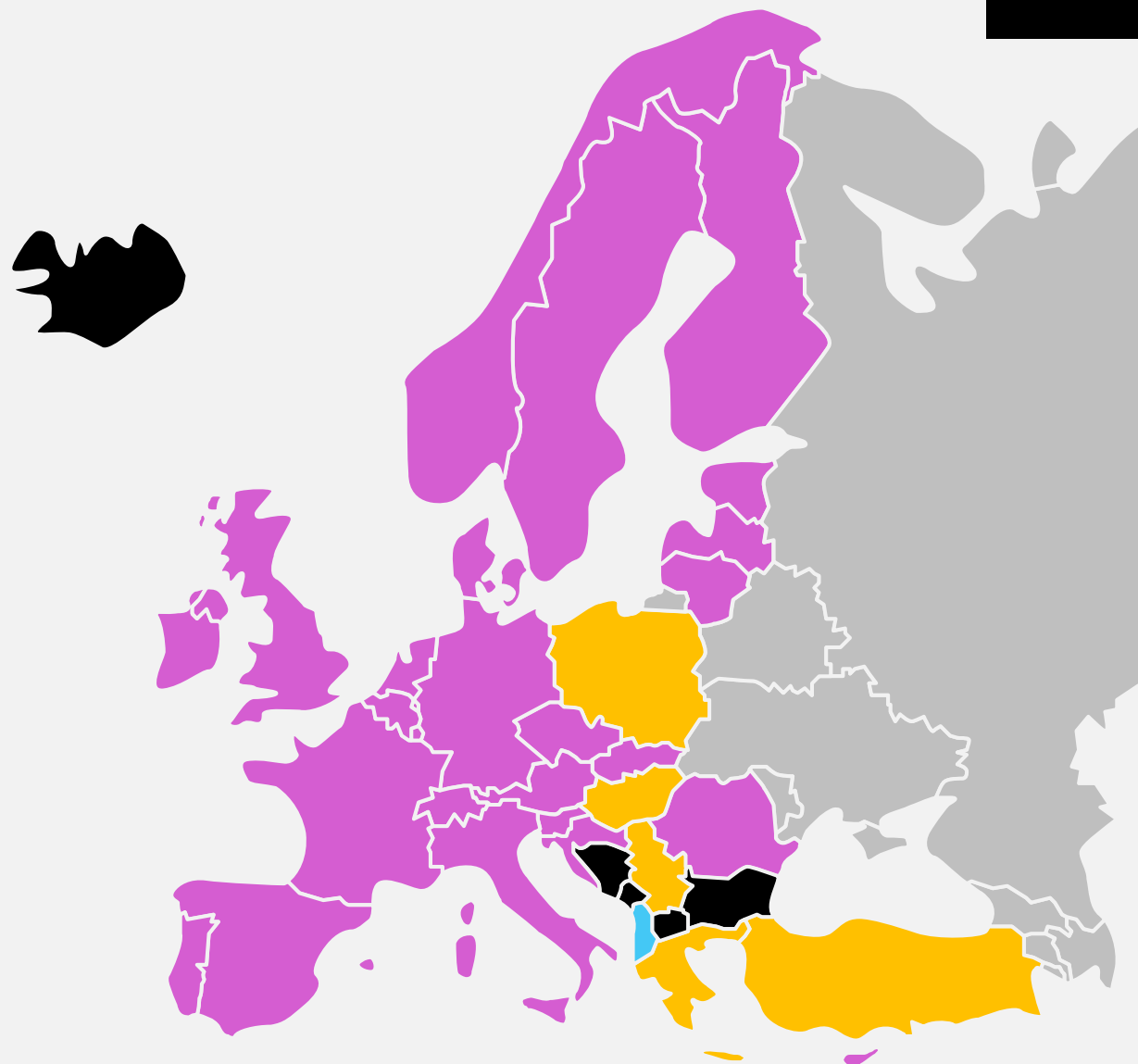
Trust and safety

- Radio is a trusted source of information – even more in time of crisis
- Radio offers premium content, ad fraud, and bots-free environment

Most trusted media

- Radio
- TV
- Written press
- Internet
- Country not included in the survey

Source: EBU - Net Trust Index 2022



Trust

Ads heard on radio are the most trusted, reliable and least avoided



Radio ads are

x3

more trusted than digital ads

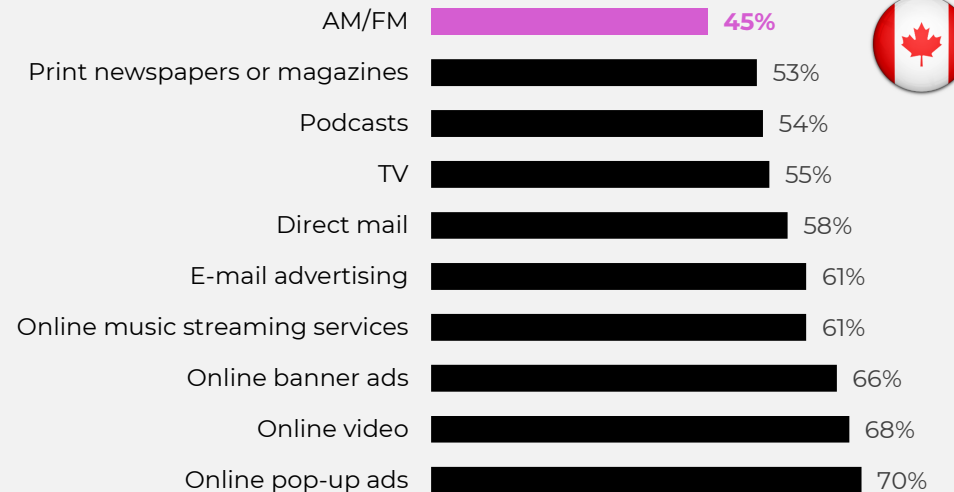
Ads heard on AM/FM Radio are the most trusted by A25-54 – nearly 3x the trust granted to digital ads



60%

radio advertising is reliable

Almost 60% of 18-34 declare radio advertising as reliable



Radio ads are the least likely to be avoided compared to commercials in any other media environment

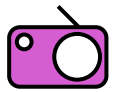
Source: Canada: Radio On The Move 2022 & 2021 // Switzerland: Etude d'impact publicitaire 2022

Sustainability

Radio is the most climate-friendly medium as it generates the least amount of CO2



CO2 emissions of ads in different media



Radio ads
for 10 000 contacts



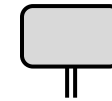
Online display ads
for 10 000 ad impressions



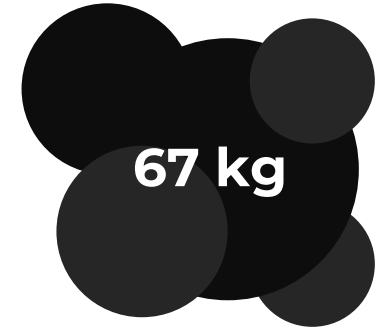
Online video ads
for 10 000 ad impressions



Linear TV ads
for 10000 contacts



Billboard ads
18/1, 10 posters



Newspaper ads
for ½ page,
5 000 circulation

Source: Green GRP - Germany

10 things about radio that may surprise brands



#1

Radio allows brands to reach millions of people on a daily basis



#2

Radio dominates the booming audio landscape



#3

Radio has a huge share of the under 35 age group



#4

Radio is listened to all day, not just during breakfast and drive time



#5

Radio is the number one medium in connected cars, exactly as consumers want



#6

Radio must be a part of any optimal media plan



#7

Radio comes with a truck load of ROI and sales lift evidence to support your choice



#8

Radio drives your digital KPIs



#9

Radio is so much more than a call-to-action media



#10

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#Bonus

Radio offers a trusted, safe and sustainable environment