

The Infinite Dial 2014



#infinitedial



1998:

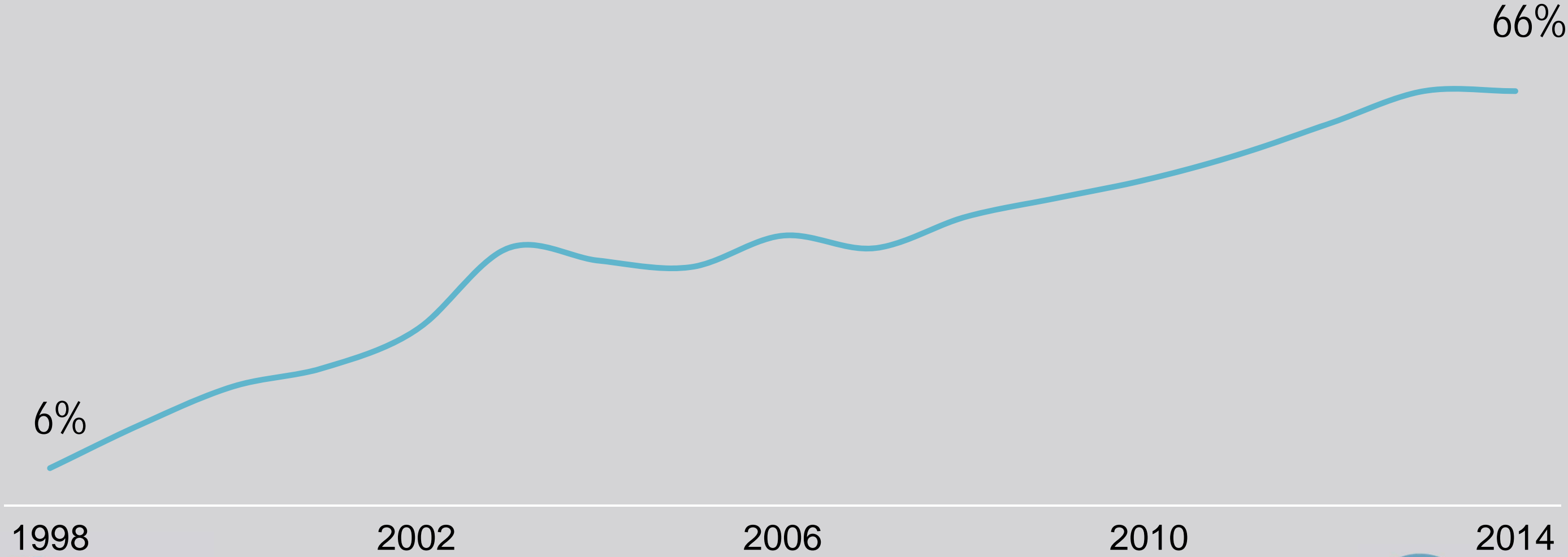
Ever listen to

**Internet
Radio?**

6%

From niche to mainstream

% Who Have Ever Listened to Online Radio



Base: Total Population 12+

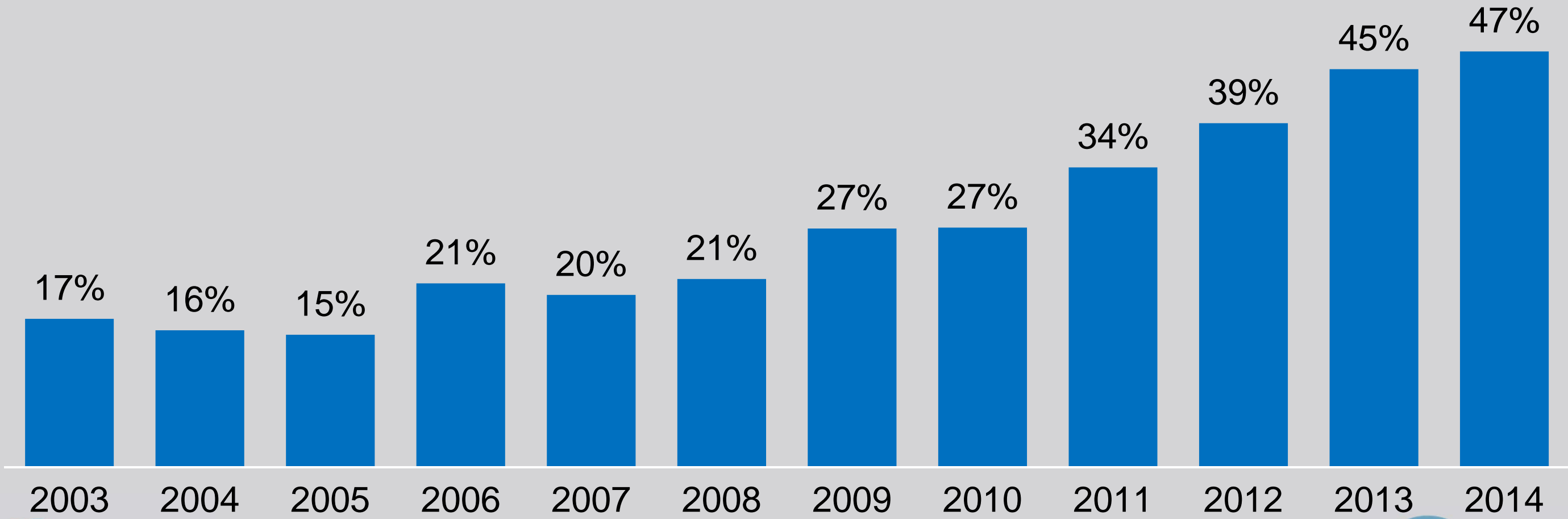


Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

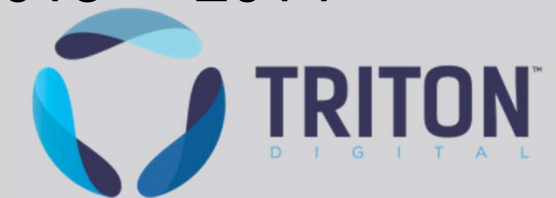
Monthly Online Radio Audience Approaching Half of Americans

% Who Have Listened to Online Radio in Last Month

**Estimated
124 Million**



Base: Total Population 12+

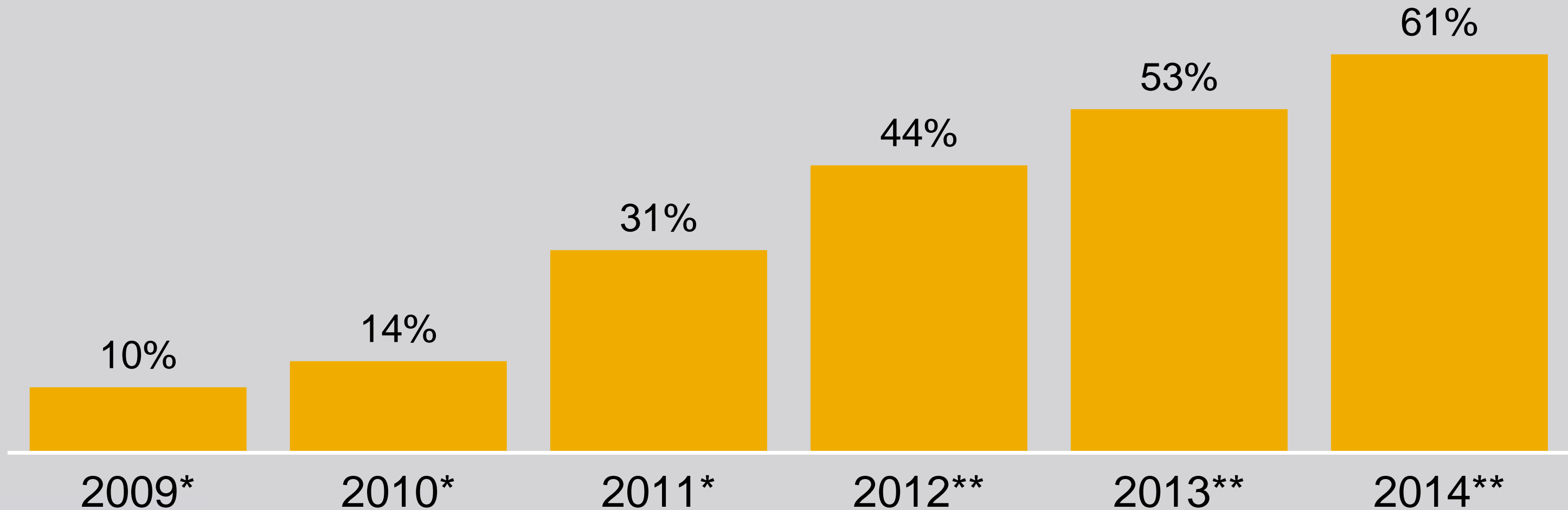


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Over 500% Growth In Smartphone Ownership in Five Years

% Who Own a Smartphone

Estimated
160 Million



*2009-2011: "Is your cell phone a smartphone?"
**2012-2014: Own an Apple iPhone, Android smartphone, BlackBerry, or Windows smartphone

Base: Total Population 12+

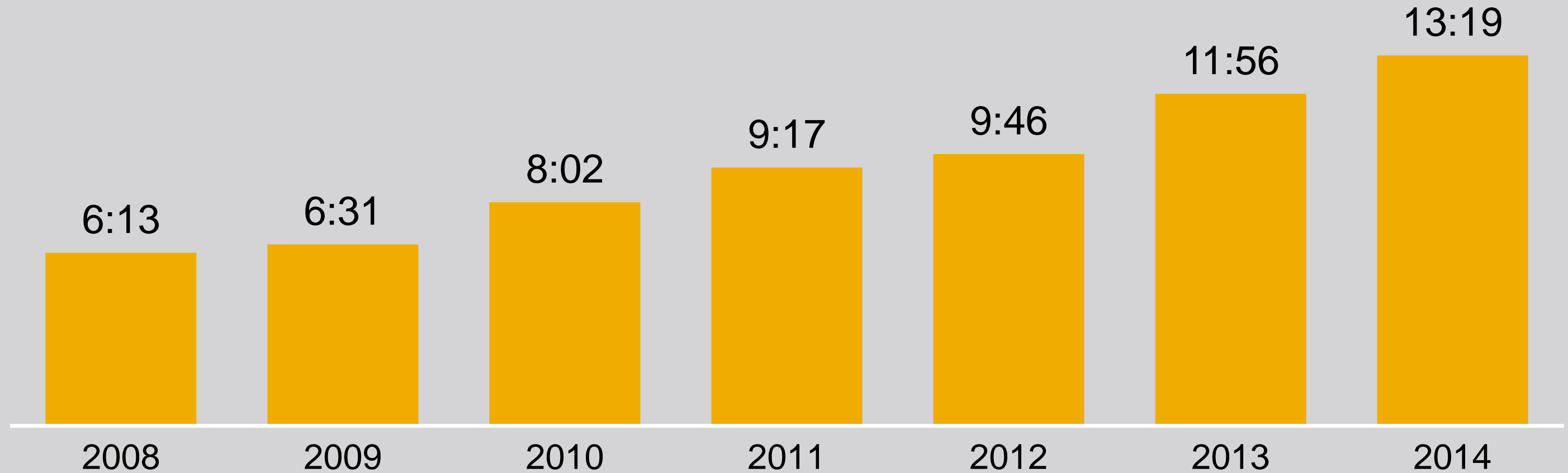


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Weekly Online Radio Listeners Report

More Time Spent Listening Every Year

Average Time Spent per Week With All Sources of Online Radio
(Hours:Minutes)



Base: Weekly Online Radio Listeners

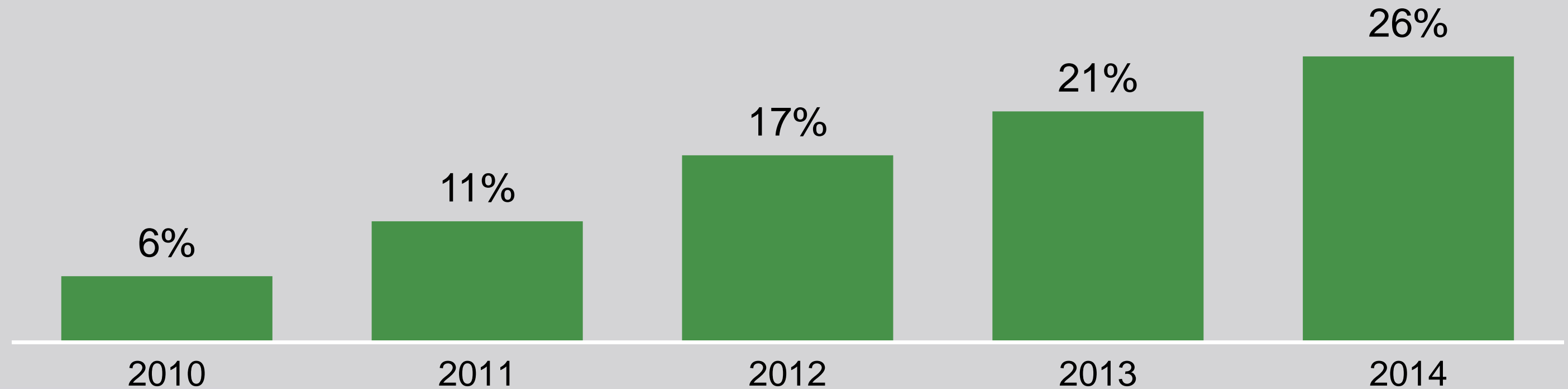


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Online Radio Listening in a Car Via Cell Phone Continues Steady Increase to 26%

% of Cell Phone Owners Who Have Ever Listened to Online Radio in a Car by Listening to the Stream From a Cell Phone Connected to a Car Audio System



Base: Own a Cell Phone

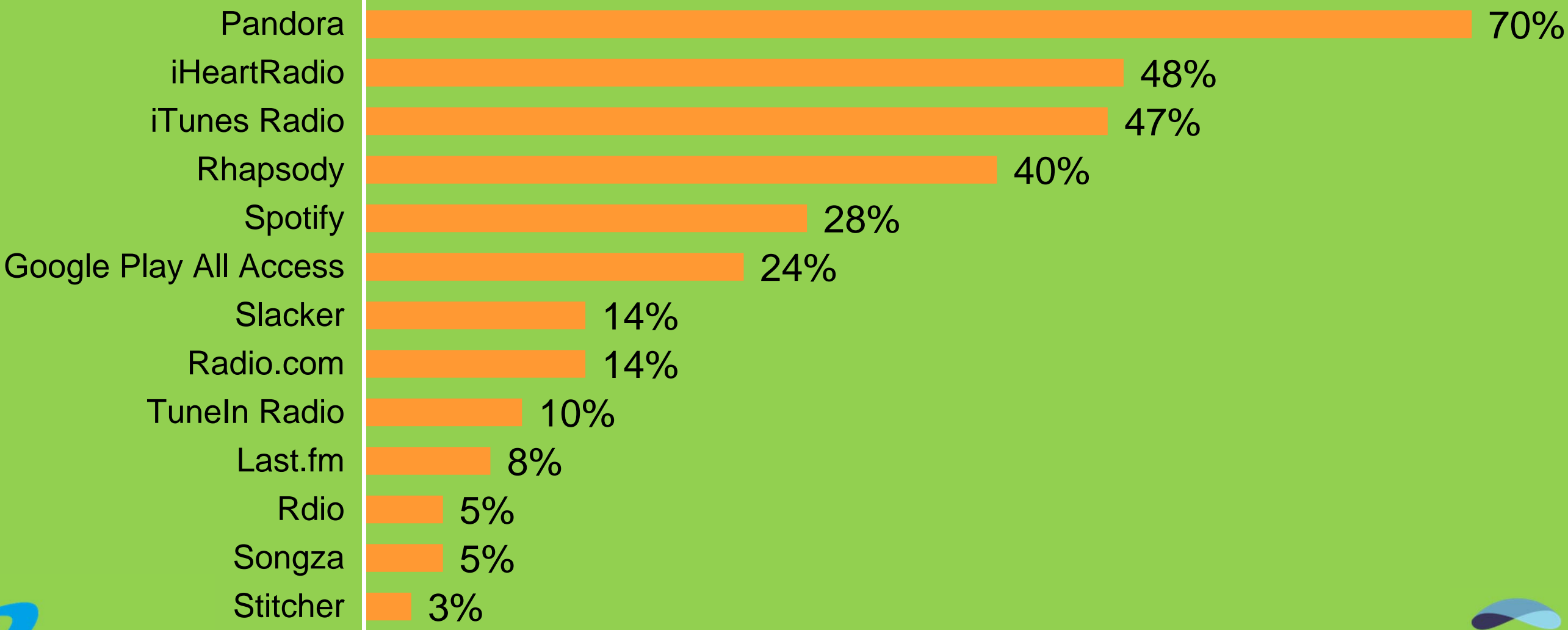


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Competition Intensifies in the Internet Audio Space as Many Brands Have Significant Awareness

% Aware of...

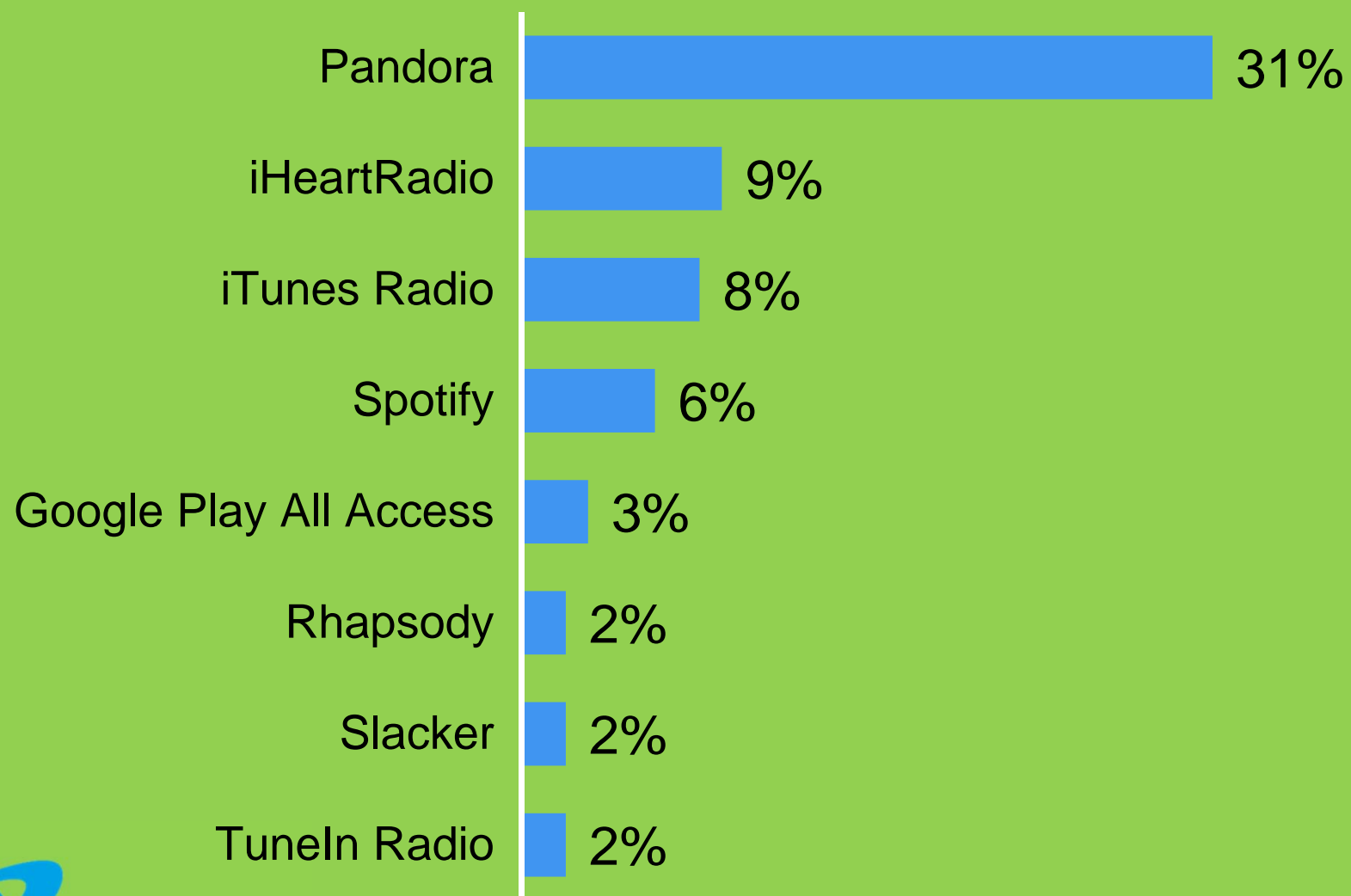


Base: Total Population 12+



After Launching in September 2013, iTunes Radio Makes an Impressive Debut

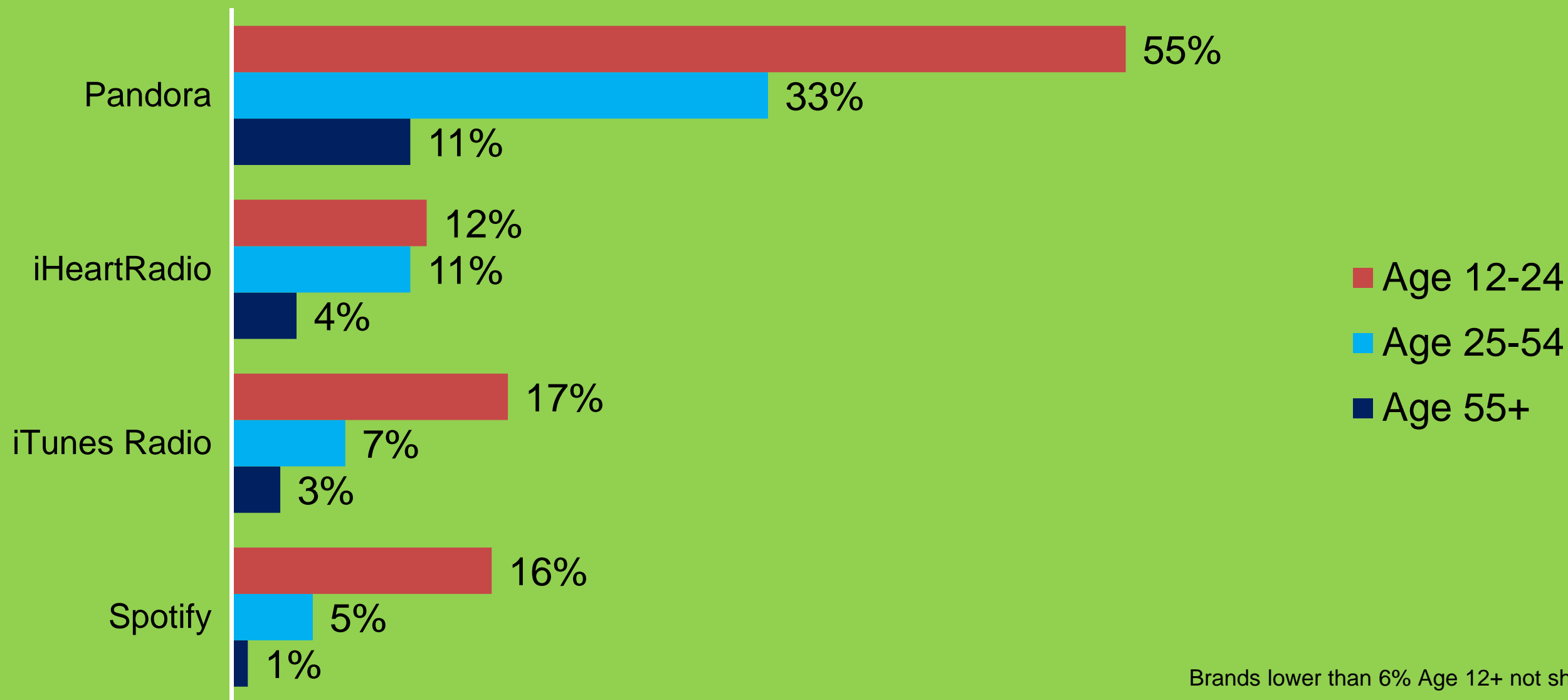
% Age 12+ Who Listened in Last Month to...



Brands lower than 2% Age 12+ not shown

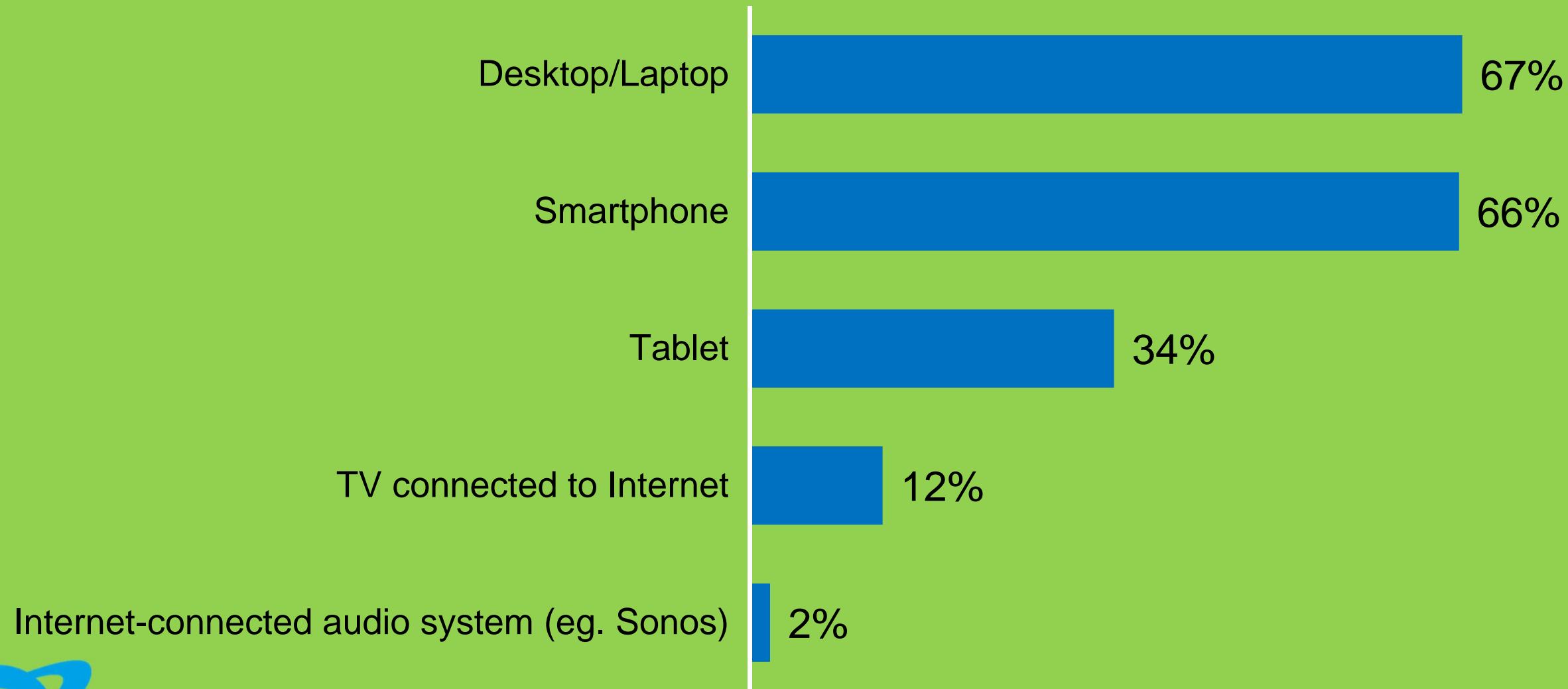


Percent by Age Group Who Listened in Last Month to ...



Two-Thirds of Weekly Online Radio Listeners Listen Via Desktop/Laptop and Via Smartphone

% of Weekly Online Radio Listeners Who Ever Listen Via...



Base: Weekly Online Radio Listeners

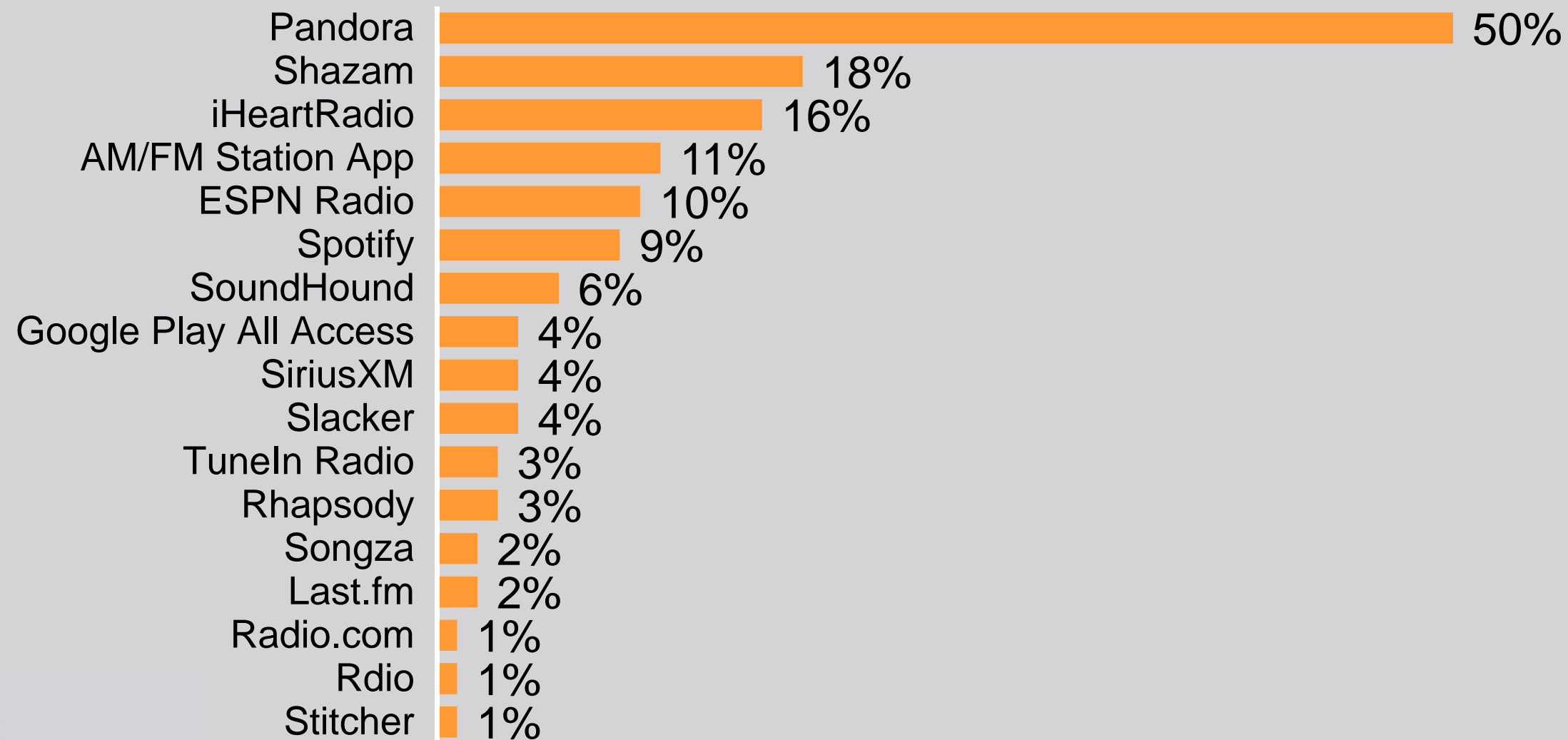
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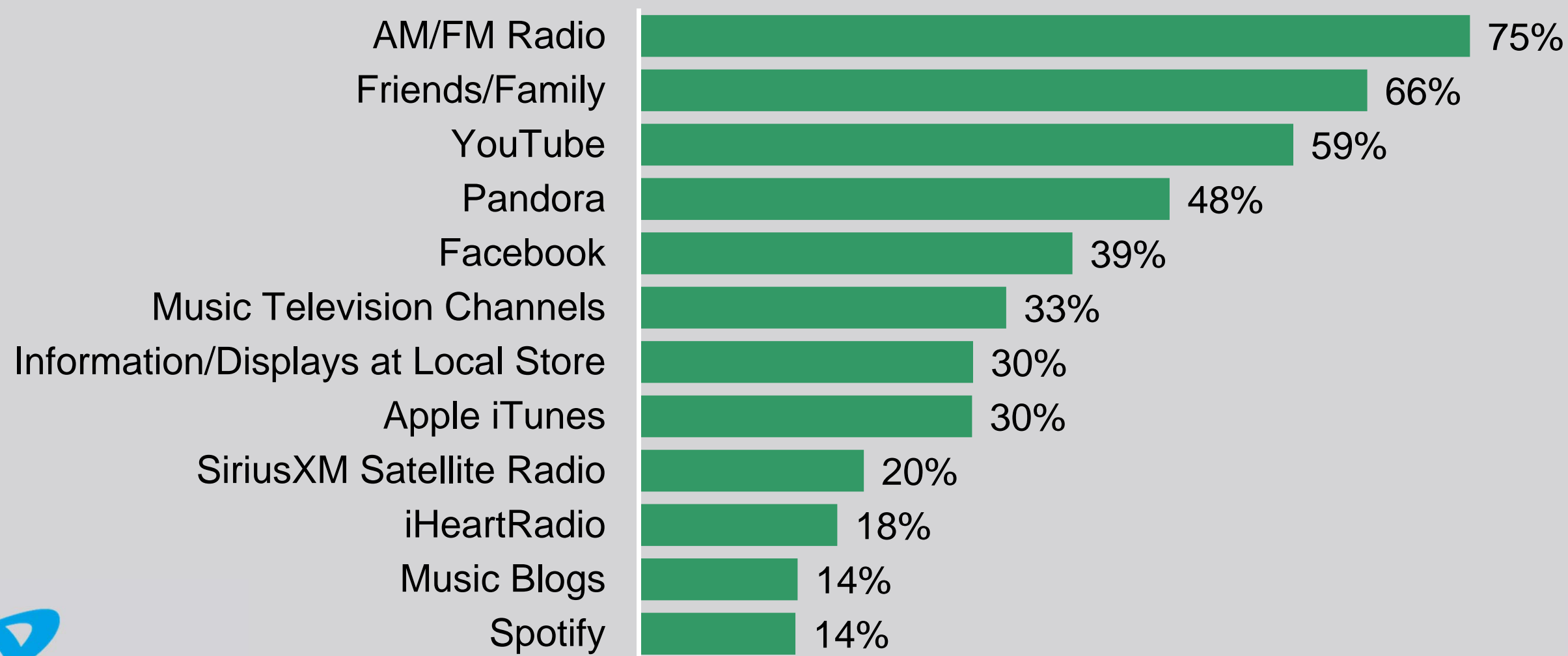
Pandora is by Far the Most Downloaded Audio App

% of Smartphone Owners Who Report Having Downloaded Each App to Their Smartphone



AM/FM Radio is the Top Source Overall For Keeping Up-To-Date with Music

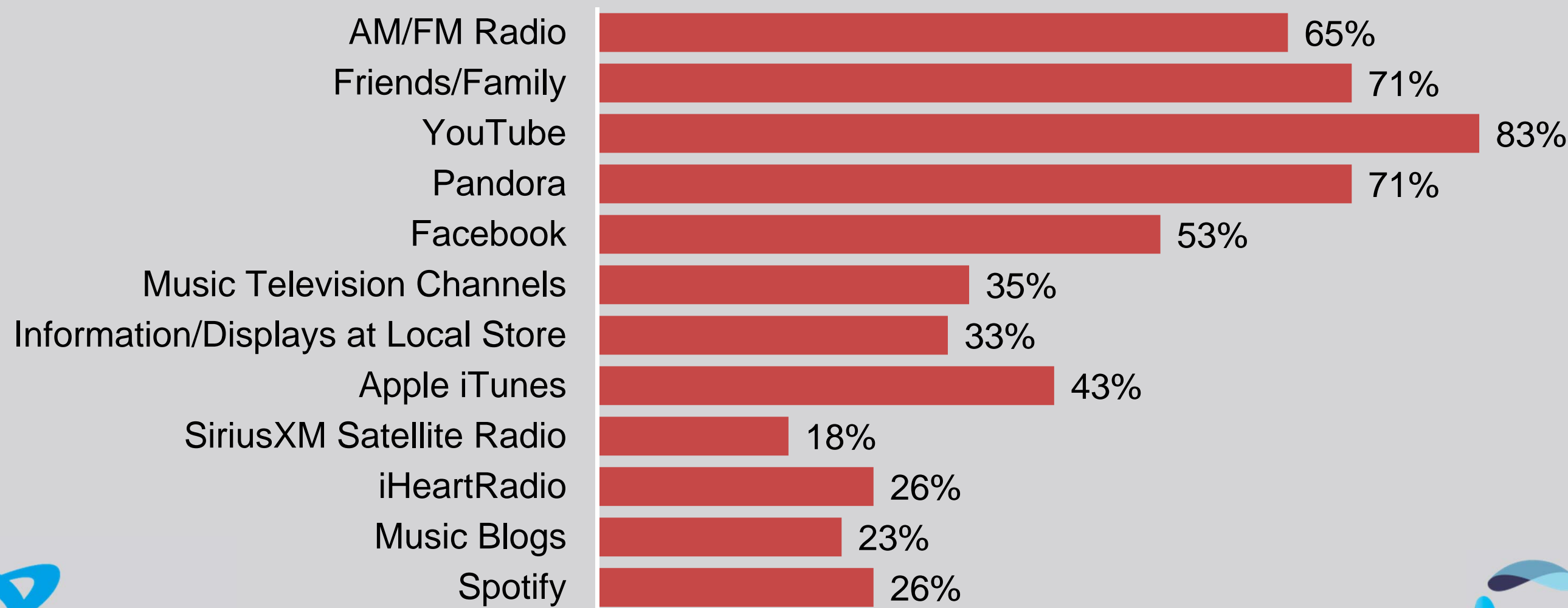
% Who Ever Use Each Source to Keep Up-to-Date With Music



Base: Those saying it is "Very Important" or "Somewhat Important" to Keep Up-To-Date With Music (47% of Total 12+ Population)

YouTube is the Top Source Among 12-24s For Keeping Up-To-Date with Music

% of 12-24s Who Ever Use Each Source to Keep Up-to-Date With Music



Base: Those saying it is "Very Important" or "Somewhat Important" to Keep Up-To-Date With Music



Smartphone ownership Podcasting
Music Discovery Internet Access
At-work media usage Online Video
Internet connected TVs E-readers
Online Radio In-car media usage
Tablet ownership Social Media
Music identification apps Shazam/
SoundHound

Music Boulevard

Imagine Radio CD Now

Broadcast.com

Spinner.com Radio Tower

AudioNet.com RealAudio

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