

DID YOU KNOW

Brands Are Finding More Gen Zs on Radio Than Any Other Platform

Source: Horizon Media's Gen Z Field Guide

FACT ONE

Gen Zs are heavy users of Radio/Audio.

Gen Zs Are 24% More Likely to Listen to the Radio or Audio Media Than the Typical U.S. Adult



TV Total 60 Index



Radio/Audio 124 Index



Source: Radio: Nielsen Audio Fall 2019; Streaming Services; MRI 2020 Teen Mark, Music/Audio Services Listened/Used last 30 days; Streaming Audio Services Include: Amazon Music, Apple Music, Google Play Music, iTunes, Pandora, SoundCloud, Spotify

FACT TWO

Gen Z makes radio part of their daily routine.

Gen Z Loves to Listen

7 in 10

Teens Say "Listening to Radio Is a Part of My Daily Routine"



Source: Consumer Expectations of Radio in Car, IHM Proprietary study, March 2019

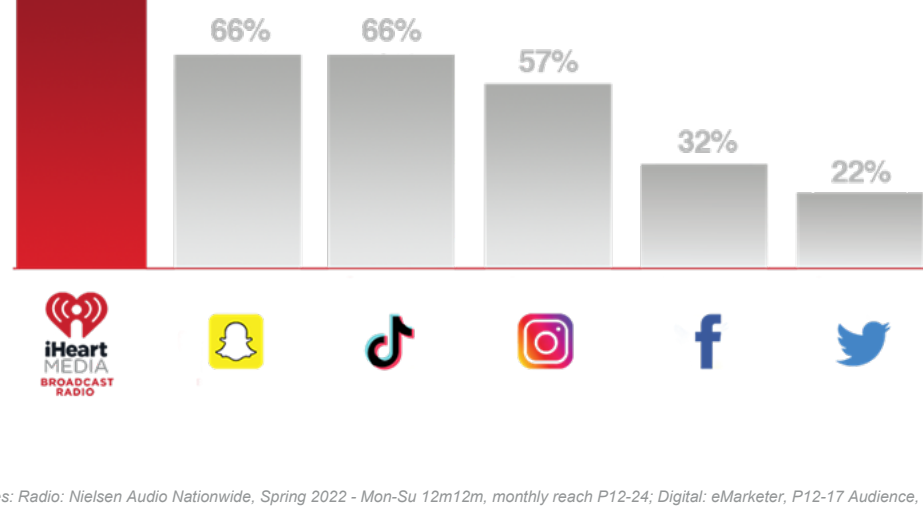
FACT THREE

iHeartMedia gives brands access to more Gen Z consumers than any other media company, including social media.

No One Reaches Gen Z Better Than iHeart

iHeartMedia Broadcast Reach With Gen Z vs. Social Platforms

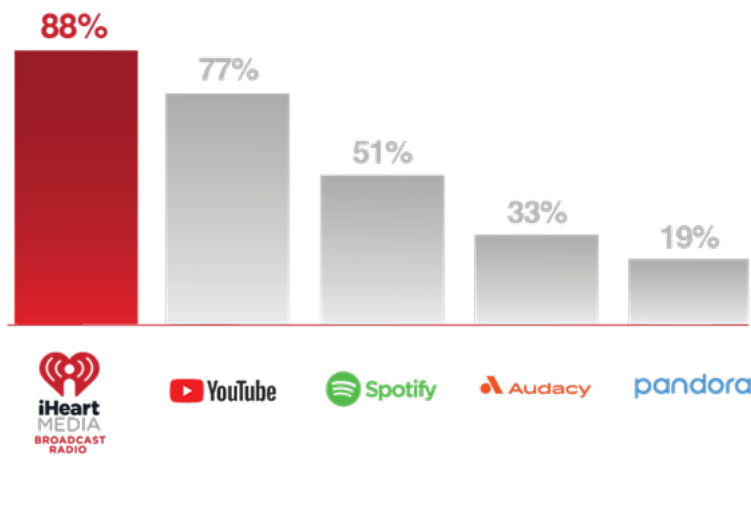
Monthly % Reach - P12-17



Sources: Radio: Nielsen Audio Nationwide, Spring 2022 - Mon-Su 12m12m, monthly reach P12-24; Digital: eMarketer, P12-17 Audience, April 2022

iHeart Broadcast Reach With Gen Z vs. Brands Offering Audio

Monthly % Reach - P12-17



Sources: Radio: Nielsen Audio Nationwide, Spring 2022 - Mon-Su 12m12m, monthly reach P12-24; Digital Audio: MRI Teen Mark 2021, Social media, photo or video-sharing services visited or used

FACT FOUR

Gen Z values companionship, and they use different audio platforms to fulfill different needs:

8 in 10

Say Listening to the Radio Makes Them Feel Good

5 in 10

Listen to Podcasts to Learn Something New

6 in 10

Listen to Music to Set a Happy Mood

Source: Consumer Expectations of Radio in Car, IHM Proprietary study, March 2019

iHeartMedia Helps Brands Access and Have a Conversation With Gen Z - At Scale

Now that you've seen the data, let's get started



FOR MORE INFO



America's #1 Audio Company Reaching 9 out of 10 Americans Every Month