

DID YOU KNOW

Finding New Efficient Growth is Harder Than Ever

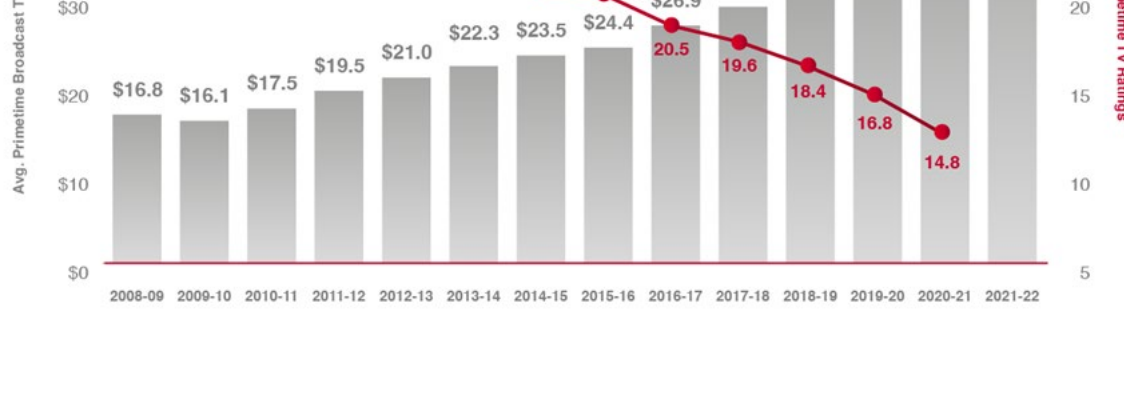
iHeartMedia Can Help Lower Your Media Costs and Deliver the Scale You Need Right Now

FACT ONE

Television CPMs have increased +131% in the past decade, despite a -39% decrease in ratings in the same period...

TV Prices Continue to Rise Despite a Shrinking Audience

Cost of Primetime Broadcast Upfront TV CPM's vs. Primetime TV Ratings

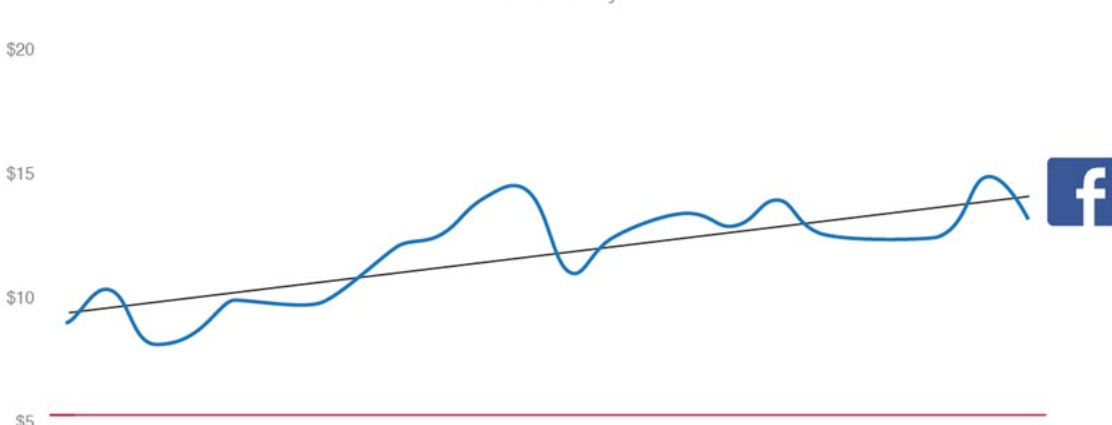


Source: TV Rating: The Nielsen Company, Live +7, Primetime, M-Sat 8 "2020-21" -11p, Sun 7-11p; Upfront Cost: Media Dynamics

...and CPMs on Facebook are up 3X in two years, with results declining

CPMs on Facebook are Up 3x in Two Years and Results Are Declining

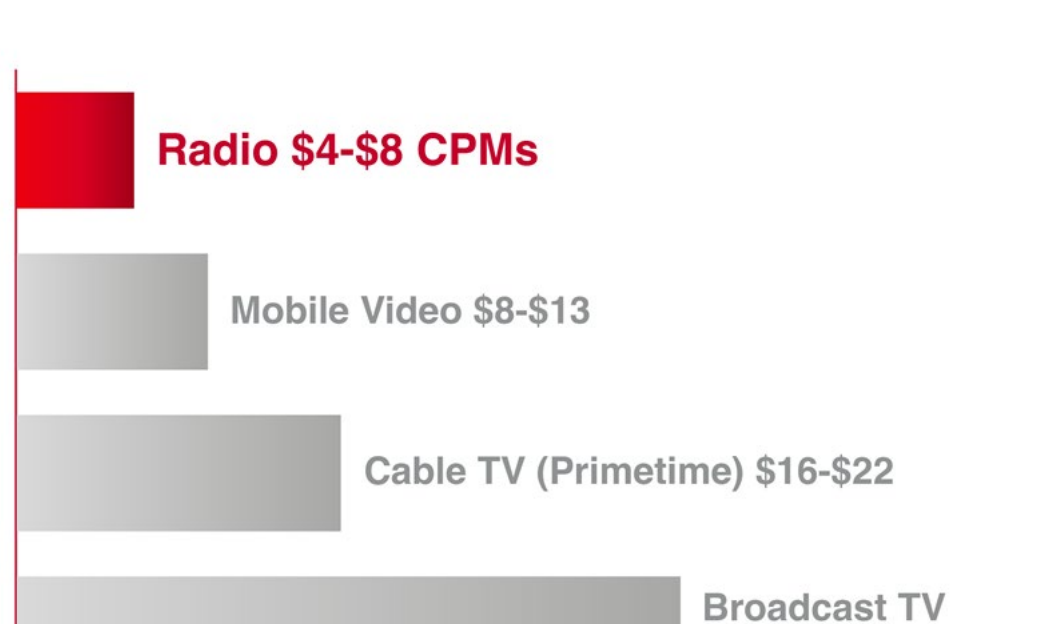
Average Facebook CPM U.S. Only



Source: Receptbot

FACT TWO

In an inflationary period where brands are seeking efficiency, impact, and growth, Broadcast Radio delivers the most efficient reach for the lowest CPMs.



Source: Solomon Partners Estimates as of January 2022 based on SEC filings, news, research and other industry sources

FACT THREE

For brands looking to reduce costs while delivering higher ROI, shifting even a portion of TV budgets to Broadcast Radio results in incremental reach and reduced costs (as proven by Nielsen).

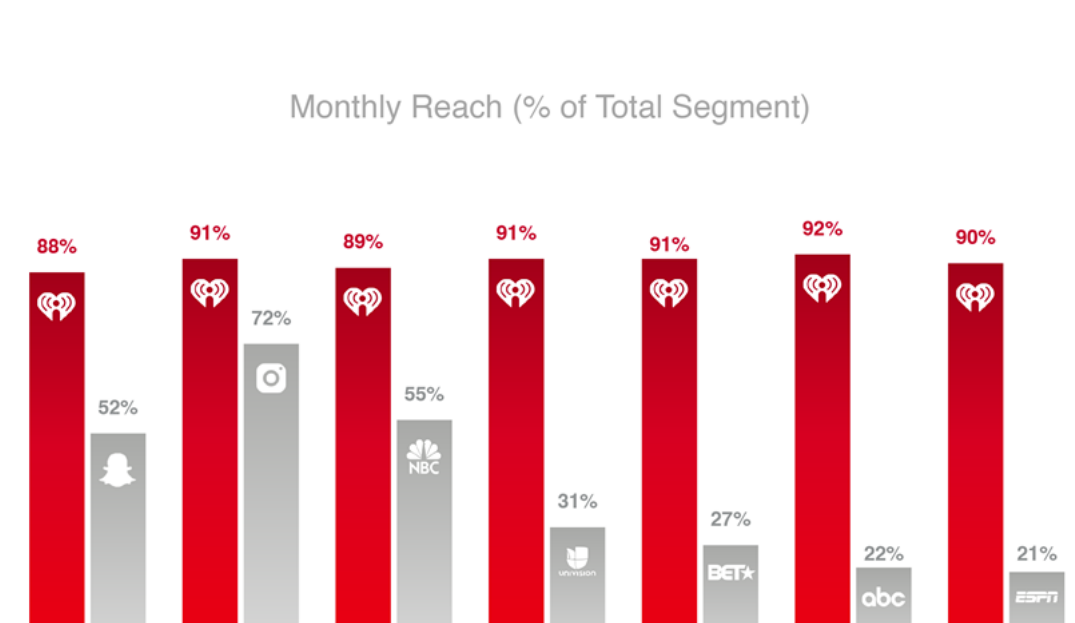
A25-54	ILLUSTRATIVE SCENARIO 1: BASE CASE	ILLUSTRATIVE SCENARIO 2: 10% BUDGET REDUCTION
Illustrative Budget	\$21.9M	\$19.7M
% TV Spend	100%	~80%
% Radio Spend	0%	~20%
Reach %	56%	84%

Source: Nielsen Media Impact. Based on June 2020 Verizon schedules as reported by Nielsen Ad Intel.

FACT FOUR

iHeartMedia's reach leadership position means brands engage more of every audience target.

Monthly Reach (% of Total Segment)



Source: Nielsen Audio Nationwide, Fall 2021 - Mon-Su 12m-12m - Monthly Reach; nPower, Reach & Frequency Report, June 2022, Live+SD, M-Su 6a-6a, 6 min qualifier; Hispanic and AA based on 18+; Comscore Media Metrix Multi-Platform, May 2022; % reach adjusted to total pop; MRI-Simmons Teen Study 202

With media inflation expected to continue through 2022, now is the time to reallocate your marketing spend to maintain growth.

We can amplify your brand message to your custom audiences at scale, while delivering a higher return on your investment.

Let's Get Started

CONTACT US
FOR MORE INFO



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