

The Infinite Dial 2012

Navigating Digital Platforms



Methodology Overview

- » In January/February 2012, Arbitron and Edison Research conducted a national telephone survey offered in both English and Spanish language (landline and cell phone) of 2,020 people aged 12 and older
- » Data were weighted to national 12+ population figures
- » This is the 20th study in our series dating to 1998
- » These studies provide **estimates** of emerging digital platforms and their impact on the media landscape

Headlines: Navigating Digital Platforms

- » The 30% year-over-year jump in the weekly online radio audience shows that radio is more relevant than ever, spanning broadcast, video, mobile, social media, and online
- » Smartphone ownership has tripled in two years
- » The majority of Americans own a portable digital media device
- » Social media grows most year over year among age 45+

Digital and Media Landscape



Media Landscape Before the Digital World

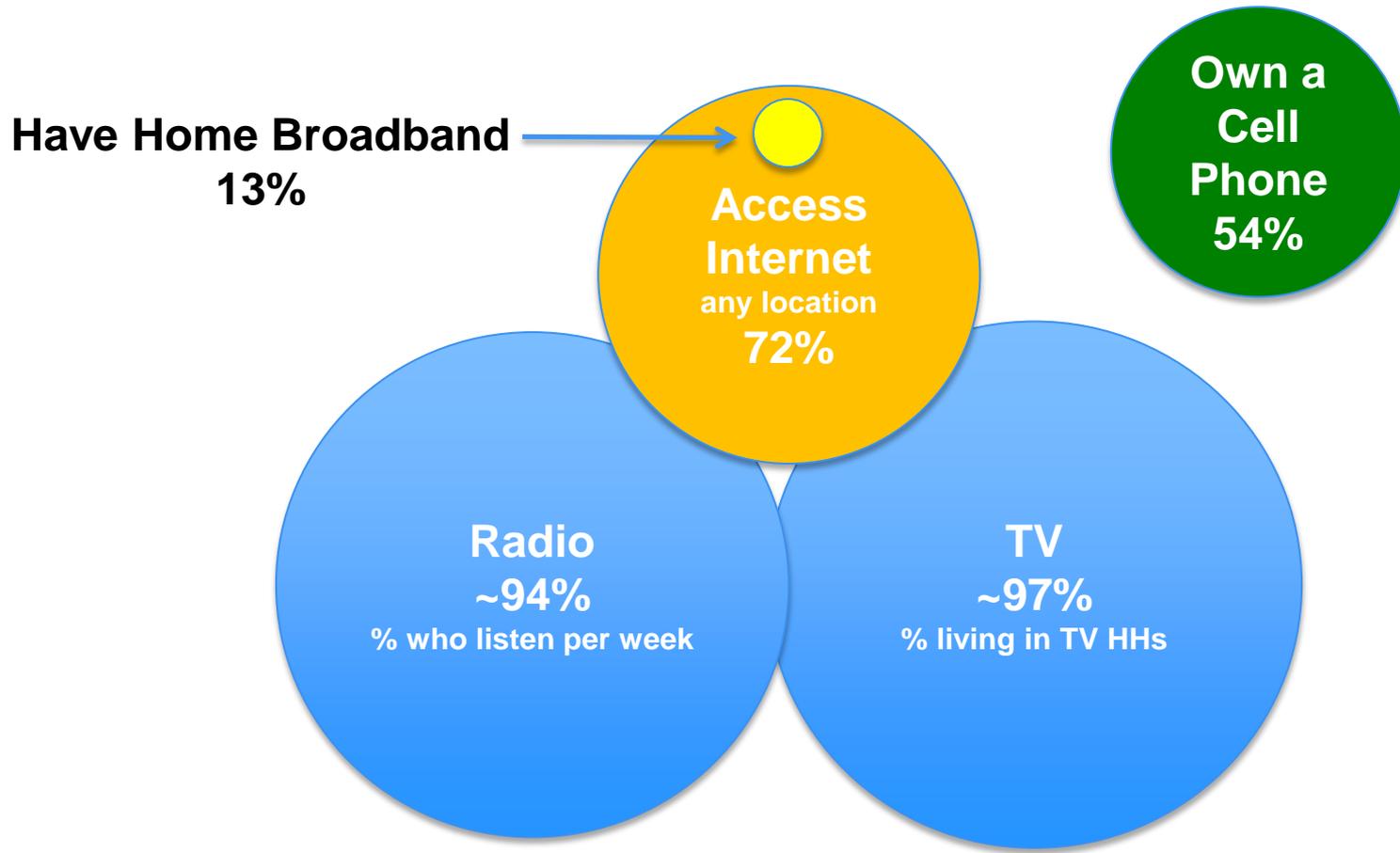
Audio



Video



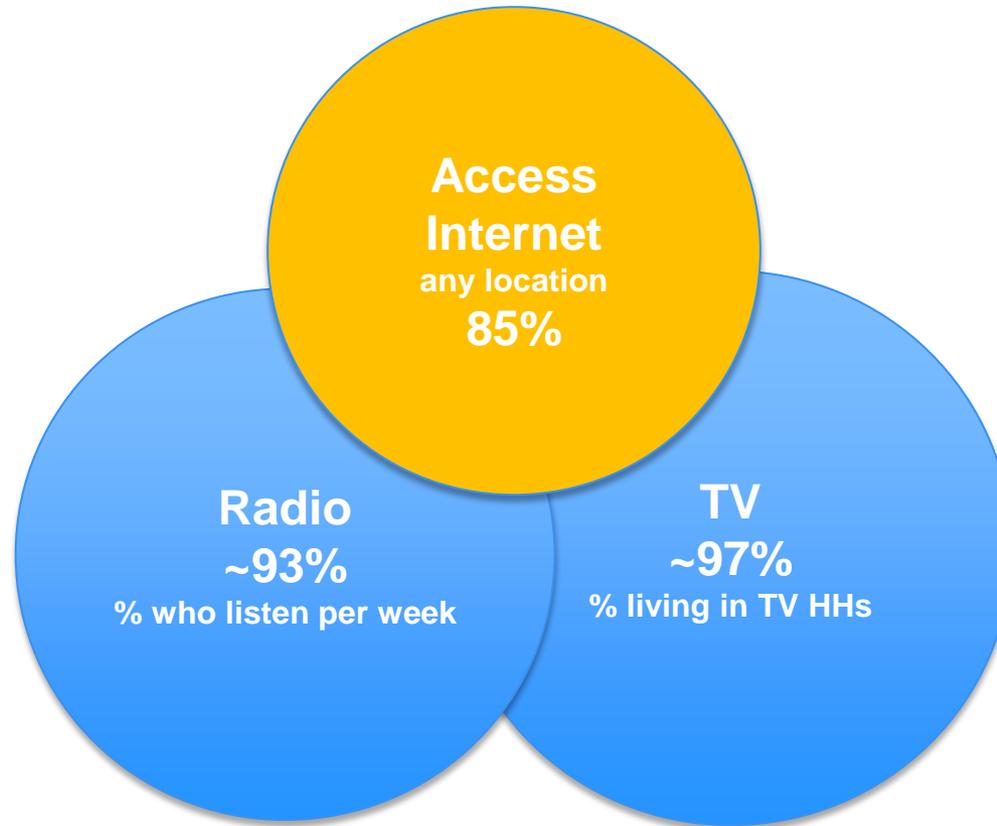
Media Landscape 2002



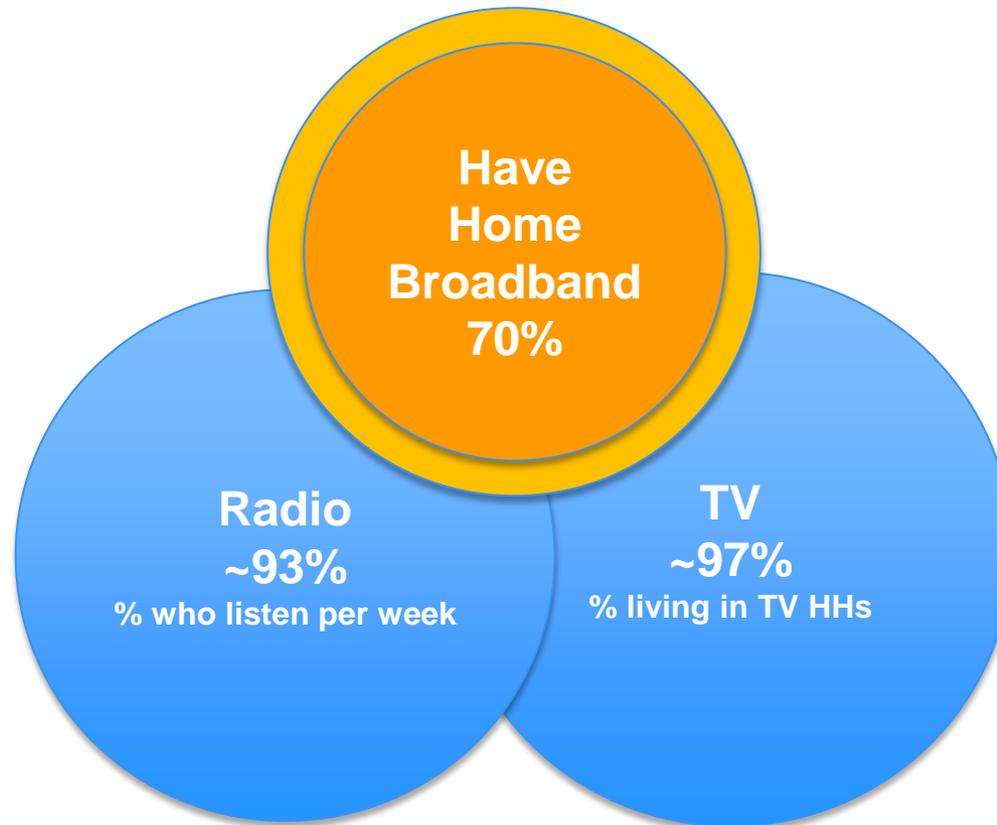
Source: Infinite Dial 2002, TVB- "TV Basics," Arbitron Inc., and RADAR Base P12+ (except TV base = # TV HHs)



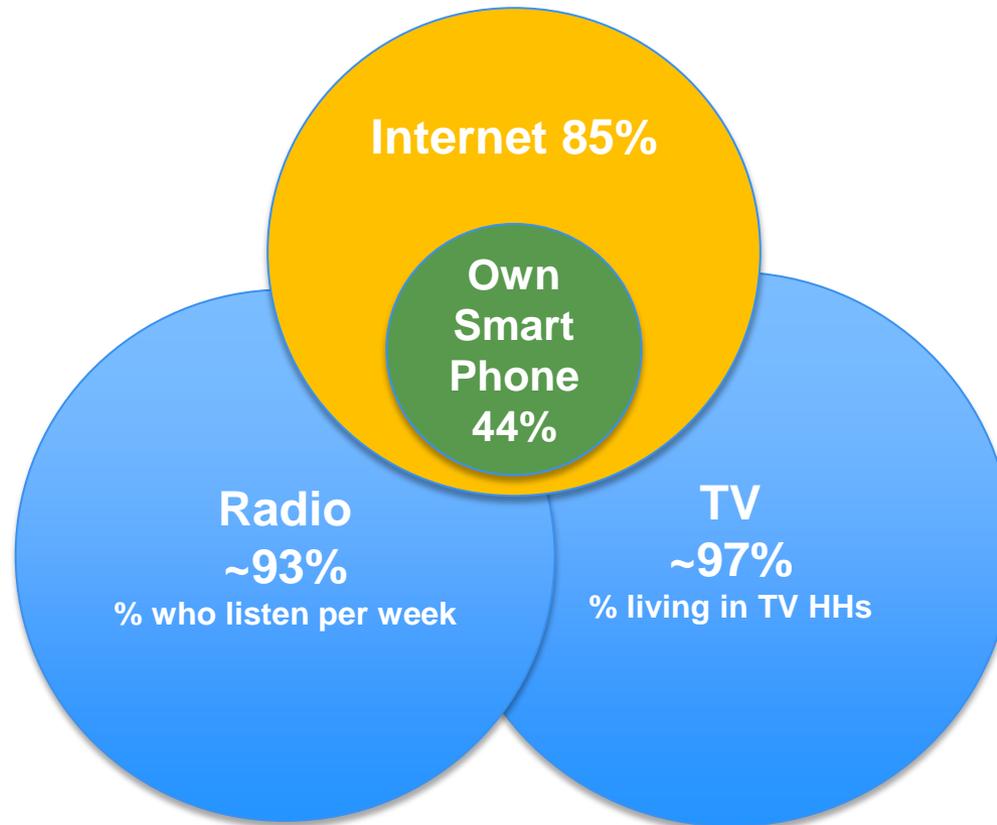
Media Landscape 2012



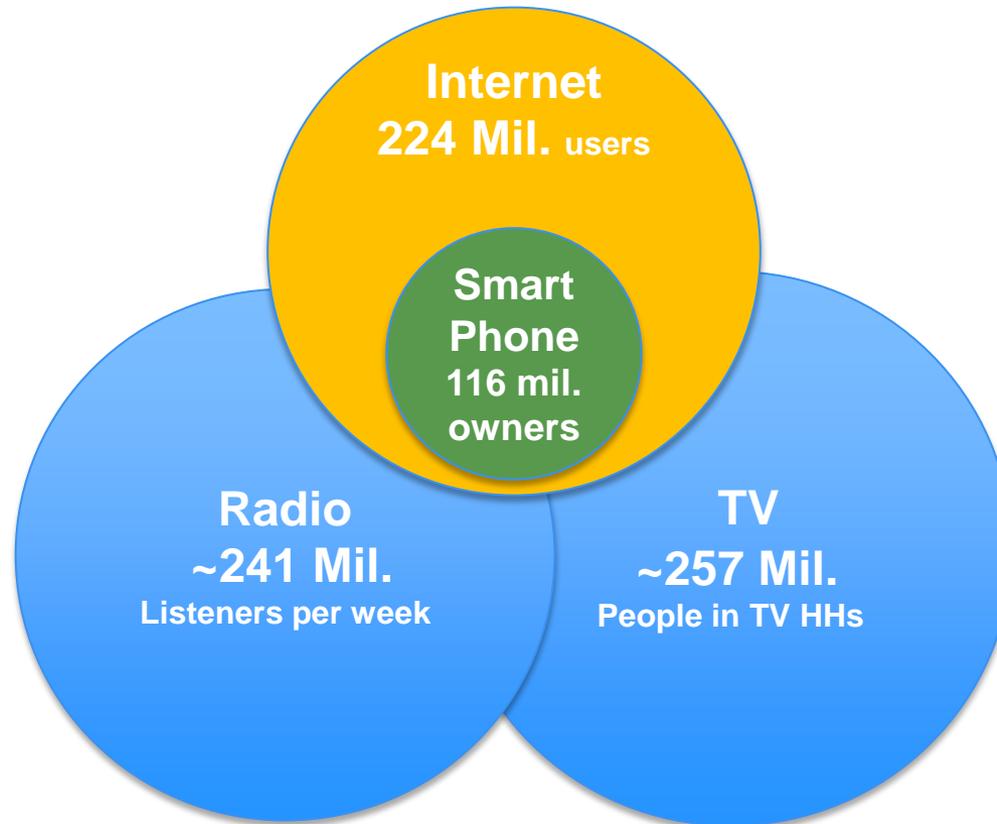
Media Landscape 2012



Media Landscape 2012

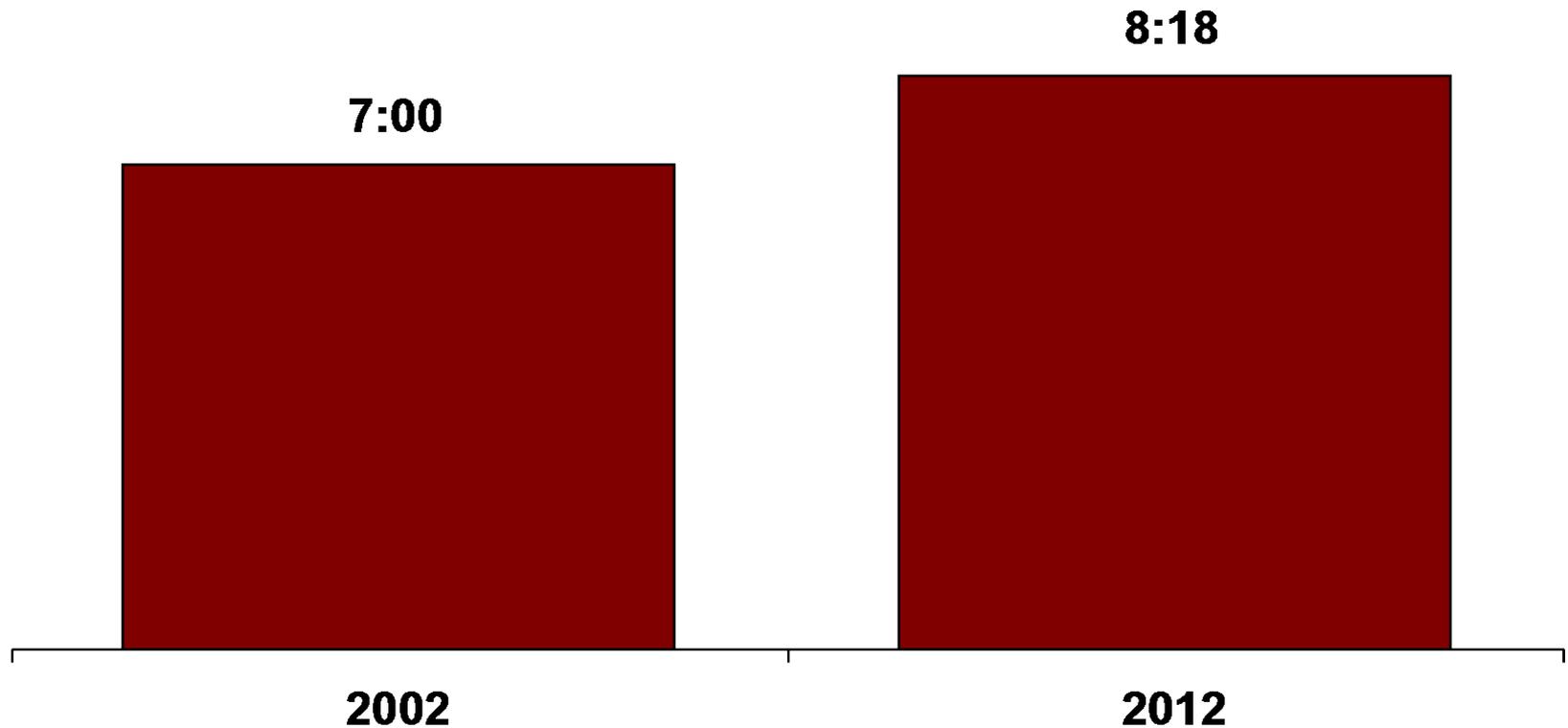


Media Landscape 2012



Combined Time Spent per Day With Radio, TV, and Internet Gained More Than an Hour Since 2002

Self-Reported Average Time Spent per Day With Today's Three Biggest Media: Radio, TV, Internet (Hours:Minutes)

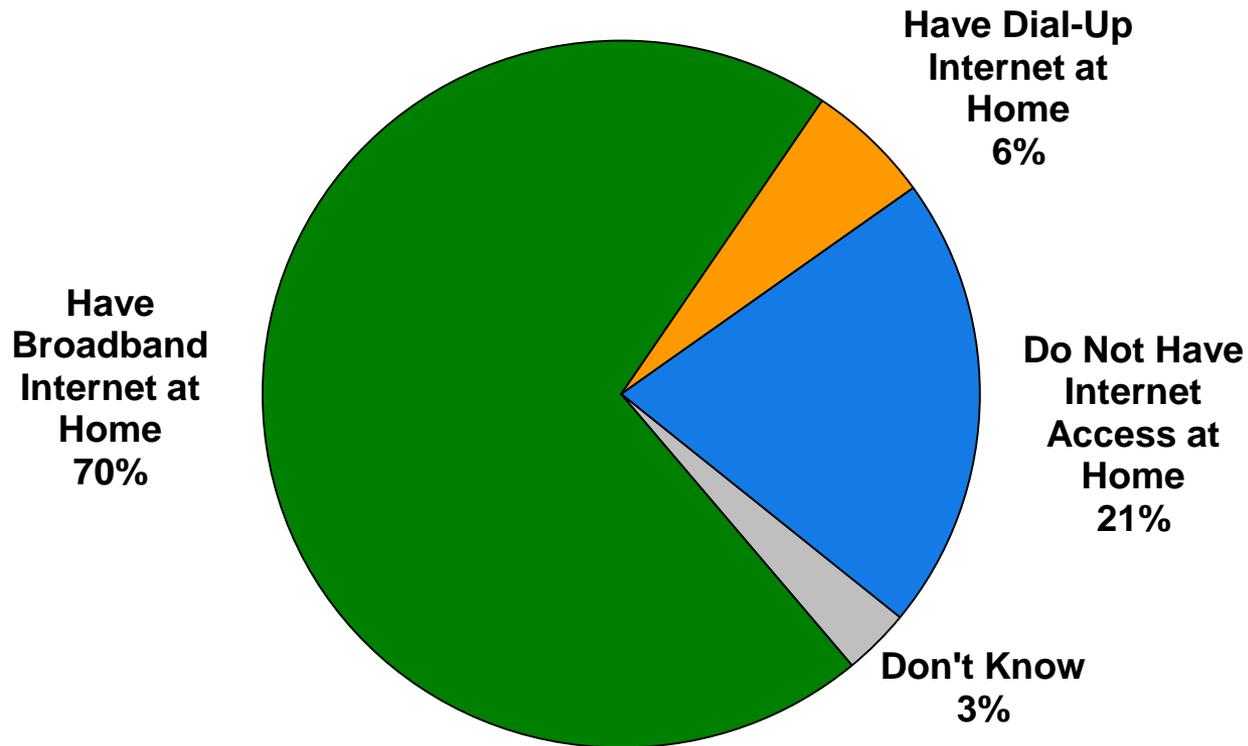


Internet Access and Digital Household Trends



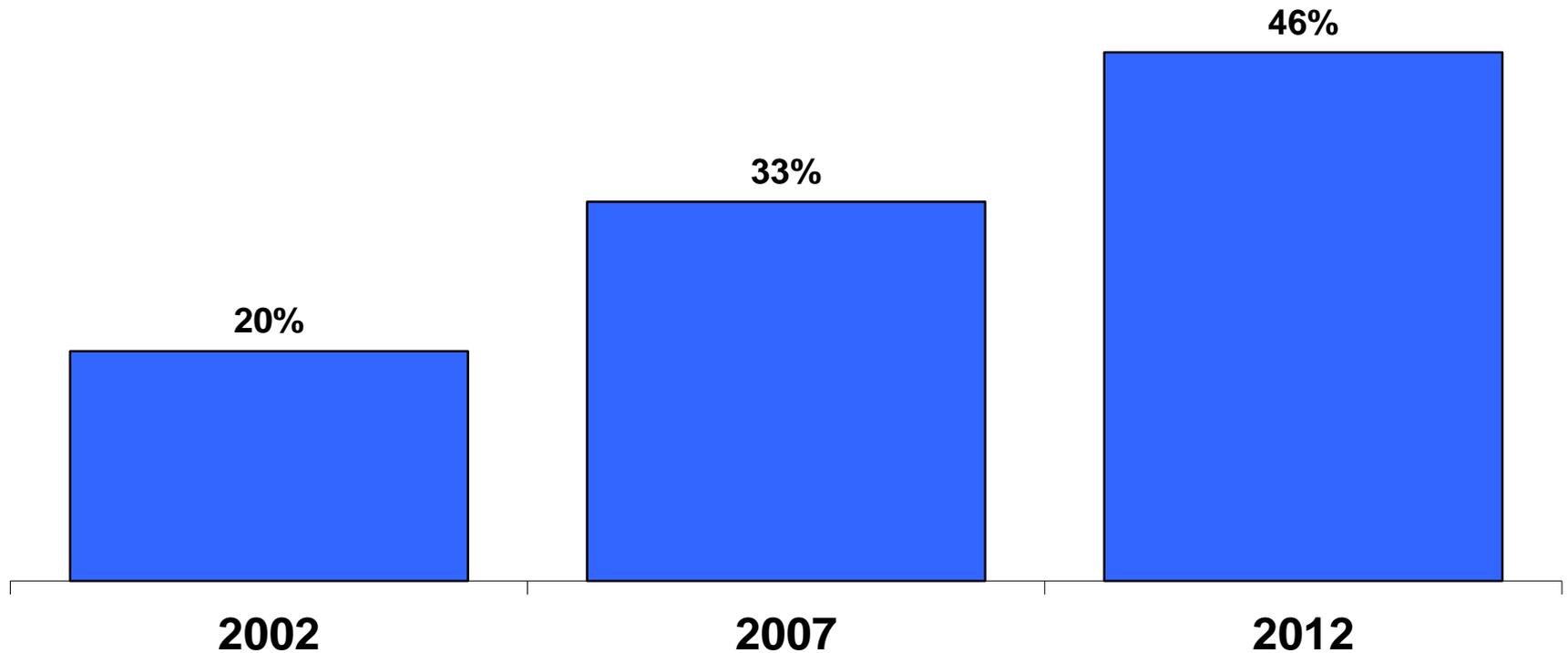
Seven in Ten Persons Have Broadband Internet Access at Home

Home Internet Access by Connection Type



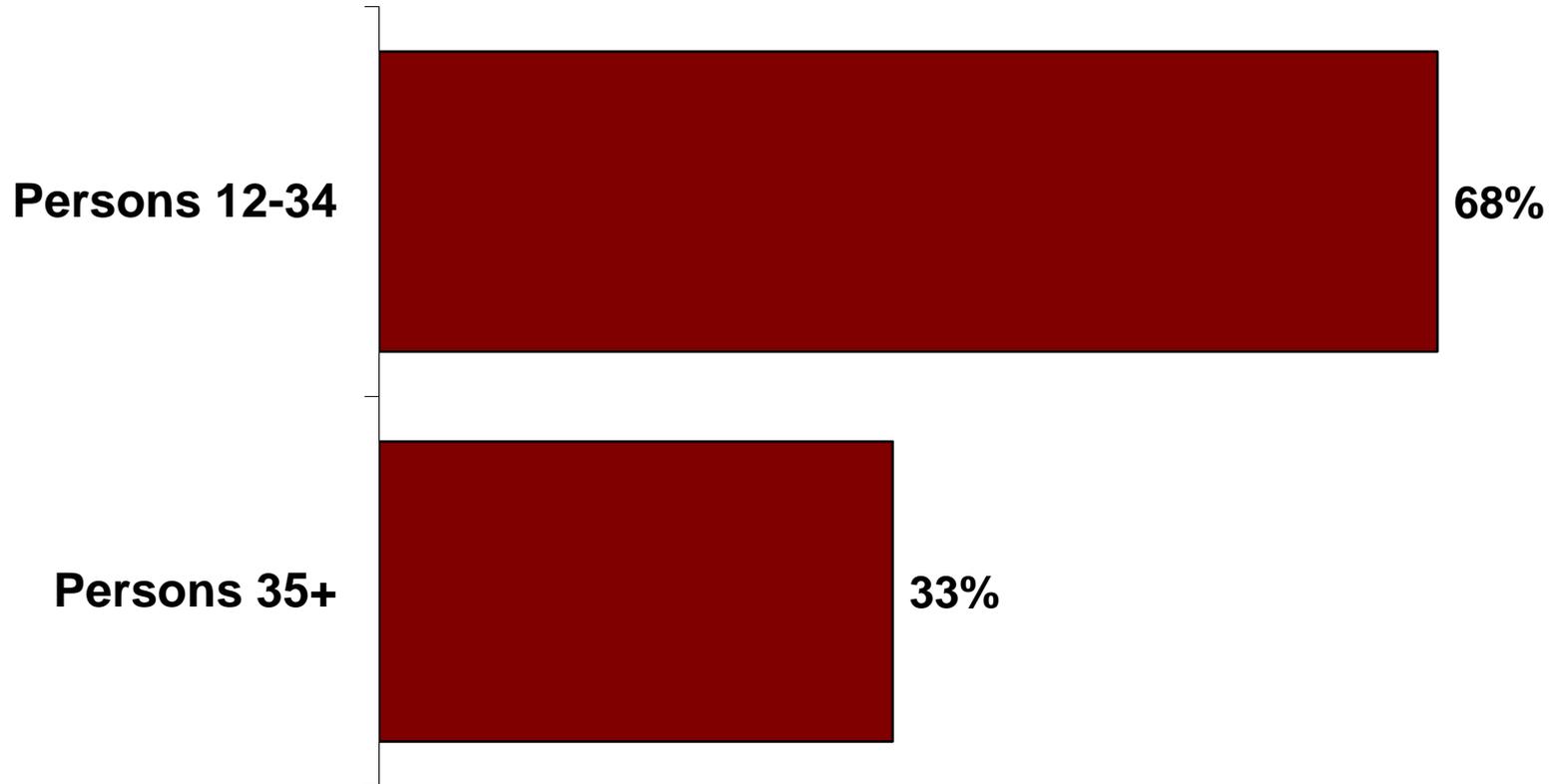
Nearly Half of Consumers Now Say the Internet Is Most Essential to Their Lives

% Saying the Internet Is the Most Essential Medium to Their Lives Among TV, Radio, Newspapers, and Internet



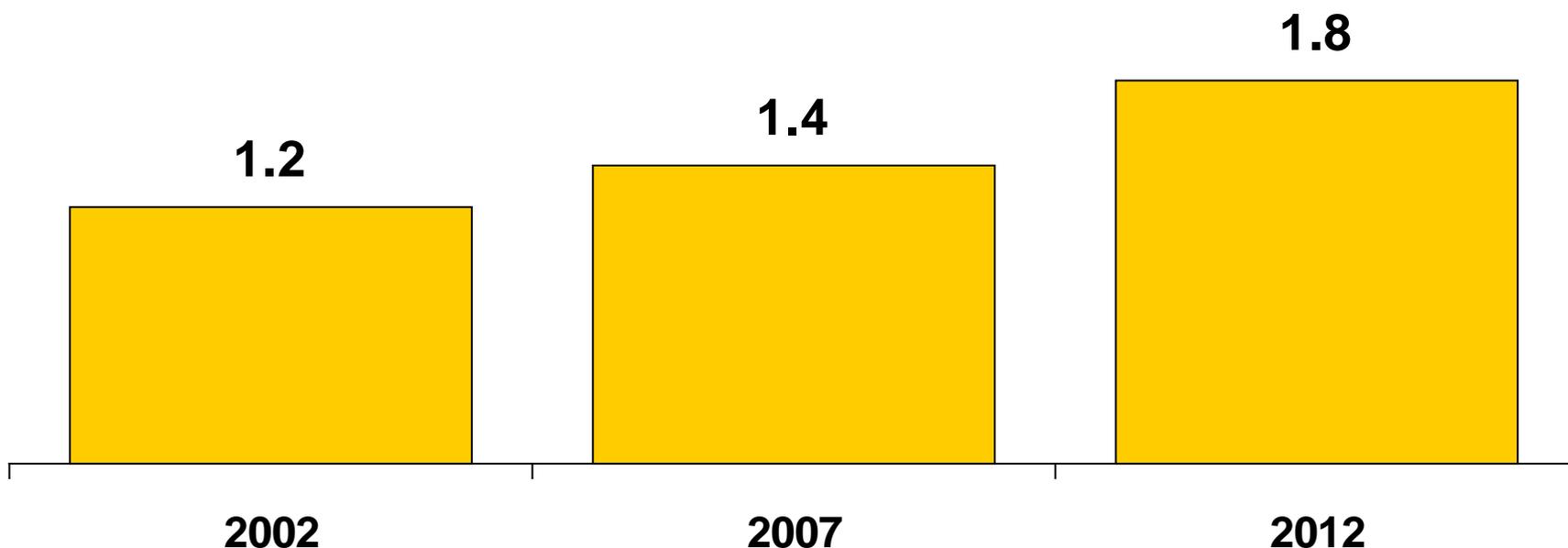
12-34s Far More Likely to Say the Internet Is Most Essential to Their Lives

% by Age Group Saying the Internet Is the Most Essential Medium to Their Lives Among TV, Radio, Newspapers, and Internet



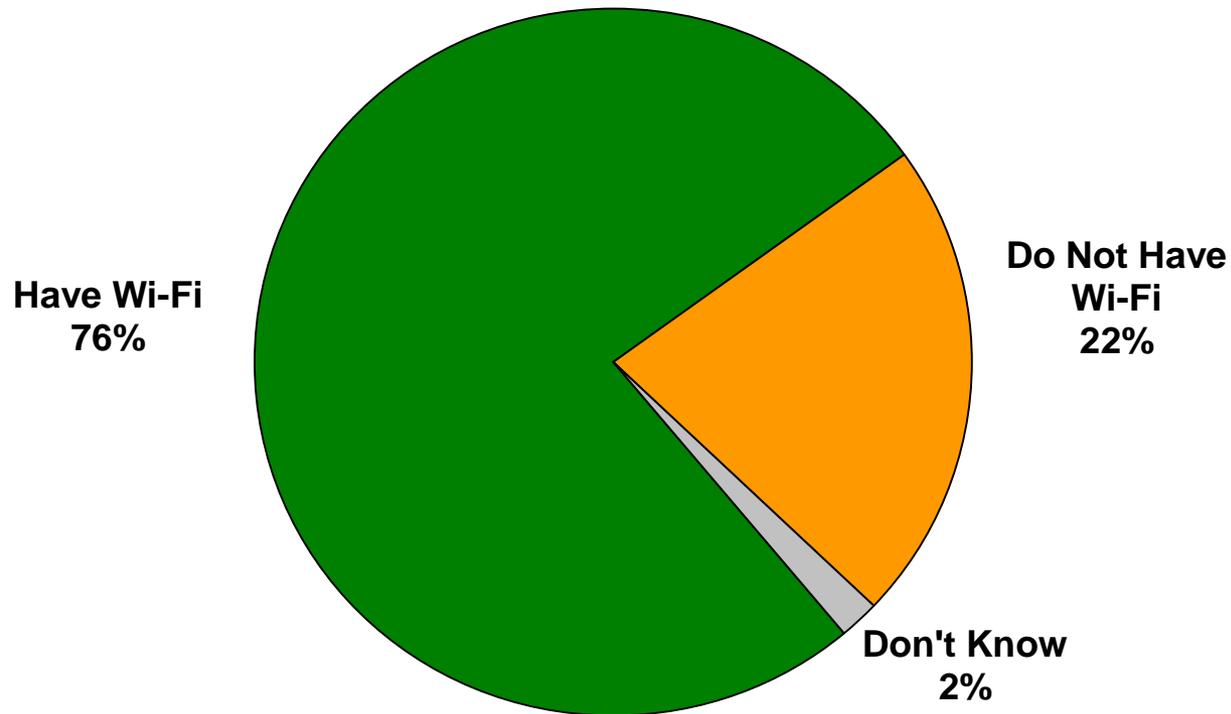
Households Now Averaging Nearly Two Working Computers

Average Number of Working Computers in Household



Three-Quarters With Home Internet Access Have a Wi-Fi Network

% of Homes With Internet Access and a Wi-Fi Network Setup



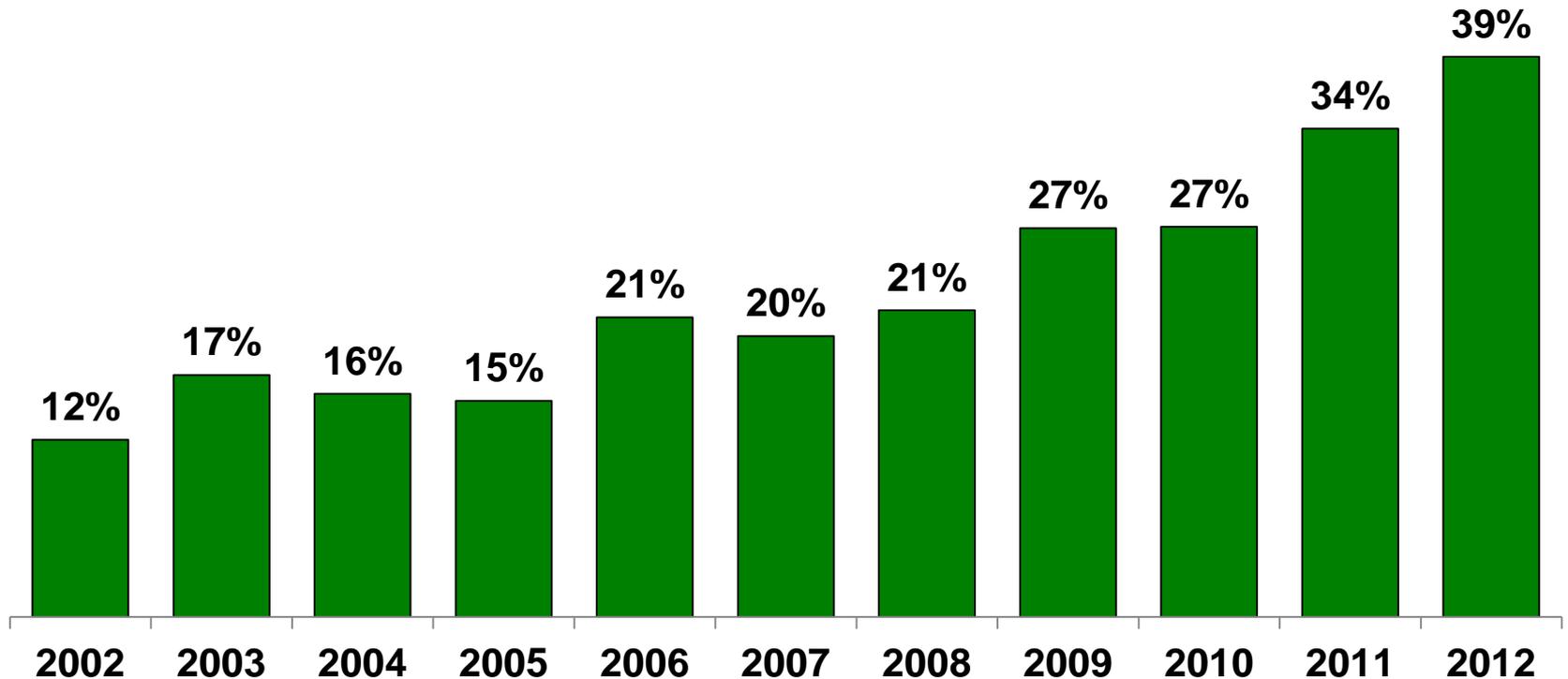
Online Radio



Monthly Online Radio Audience Reaches Four in Ten Americans

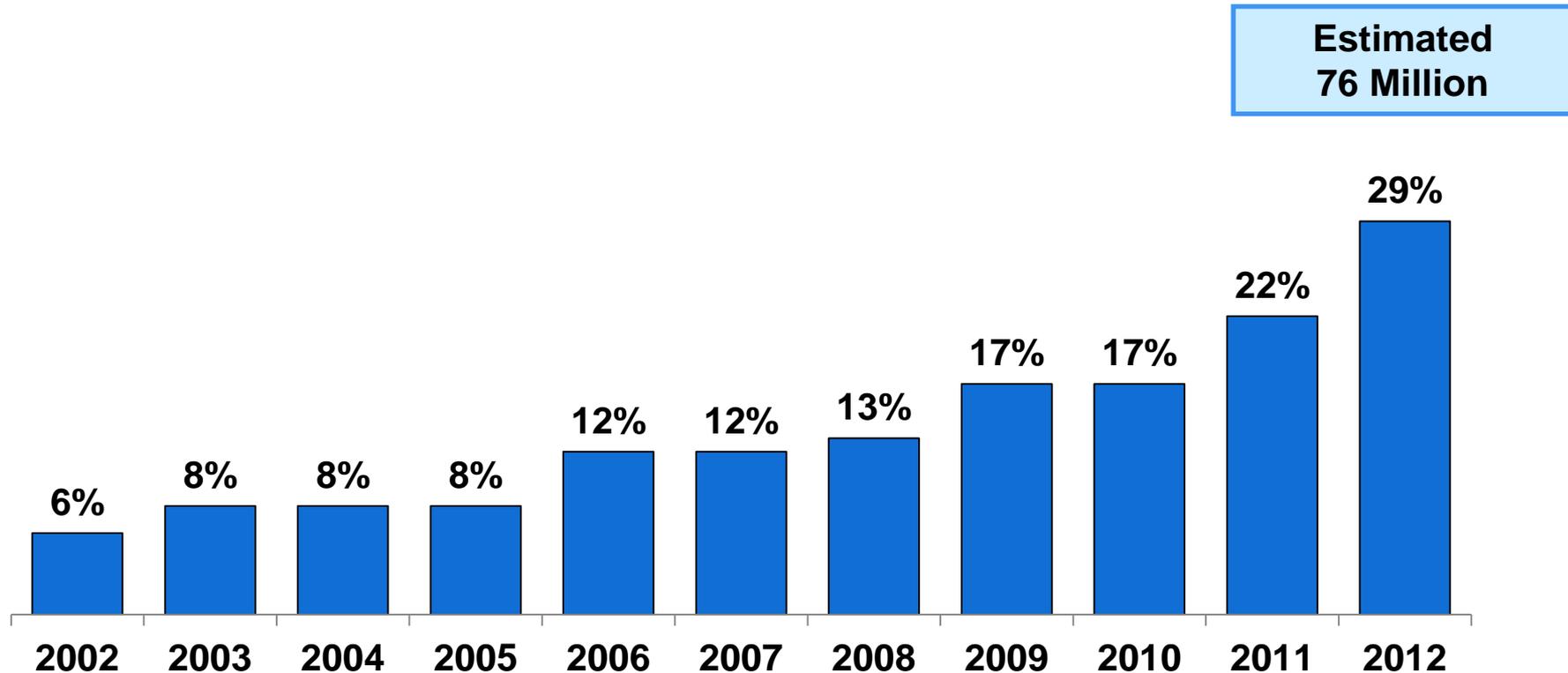
% Who Have Listened to Online Radio in Last Month

Estimated
103 Million



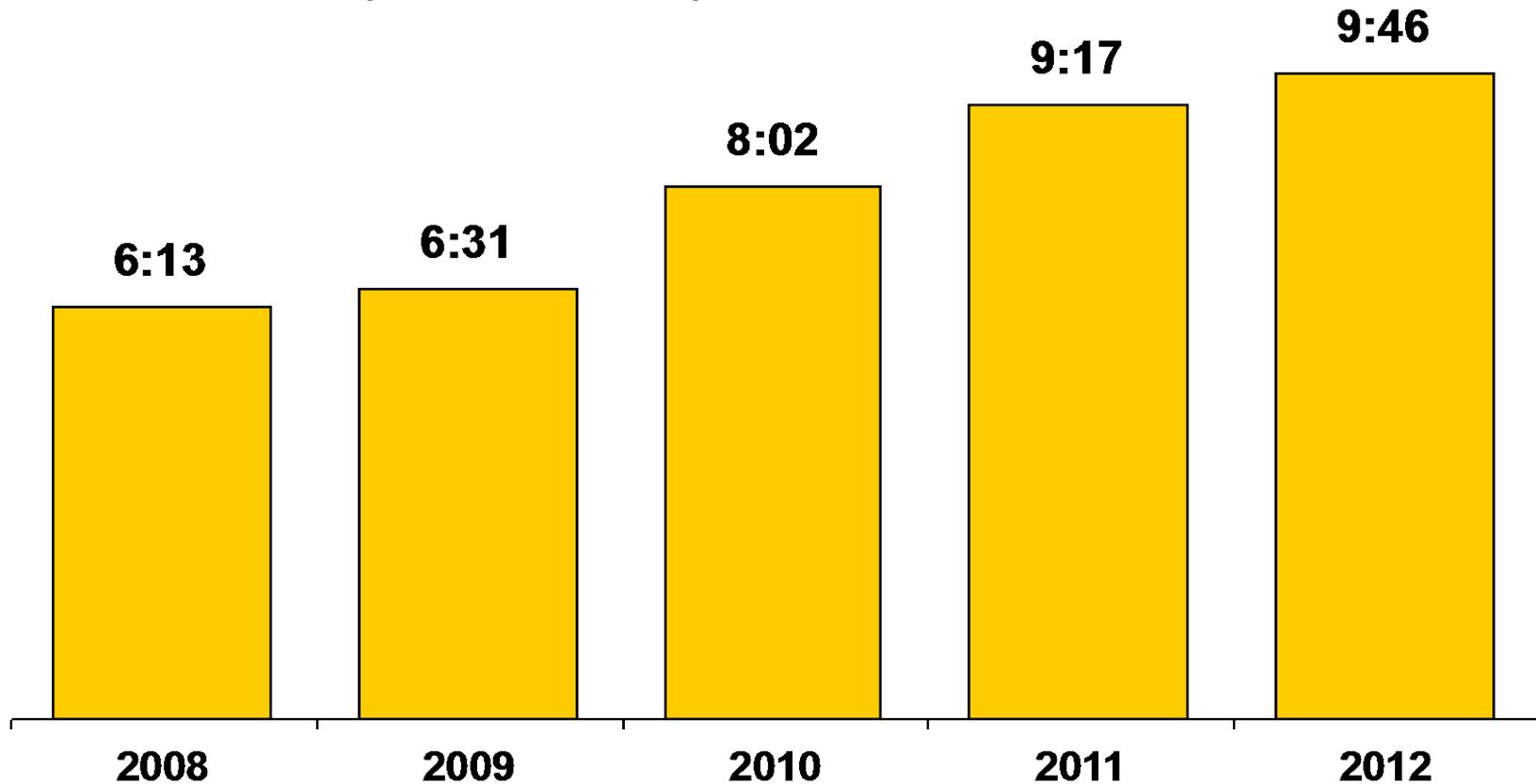
Weekly Online Radio Audience Jumps Dramatically Year Over Year

% Who Have Listened to Online Radio in Last Week



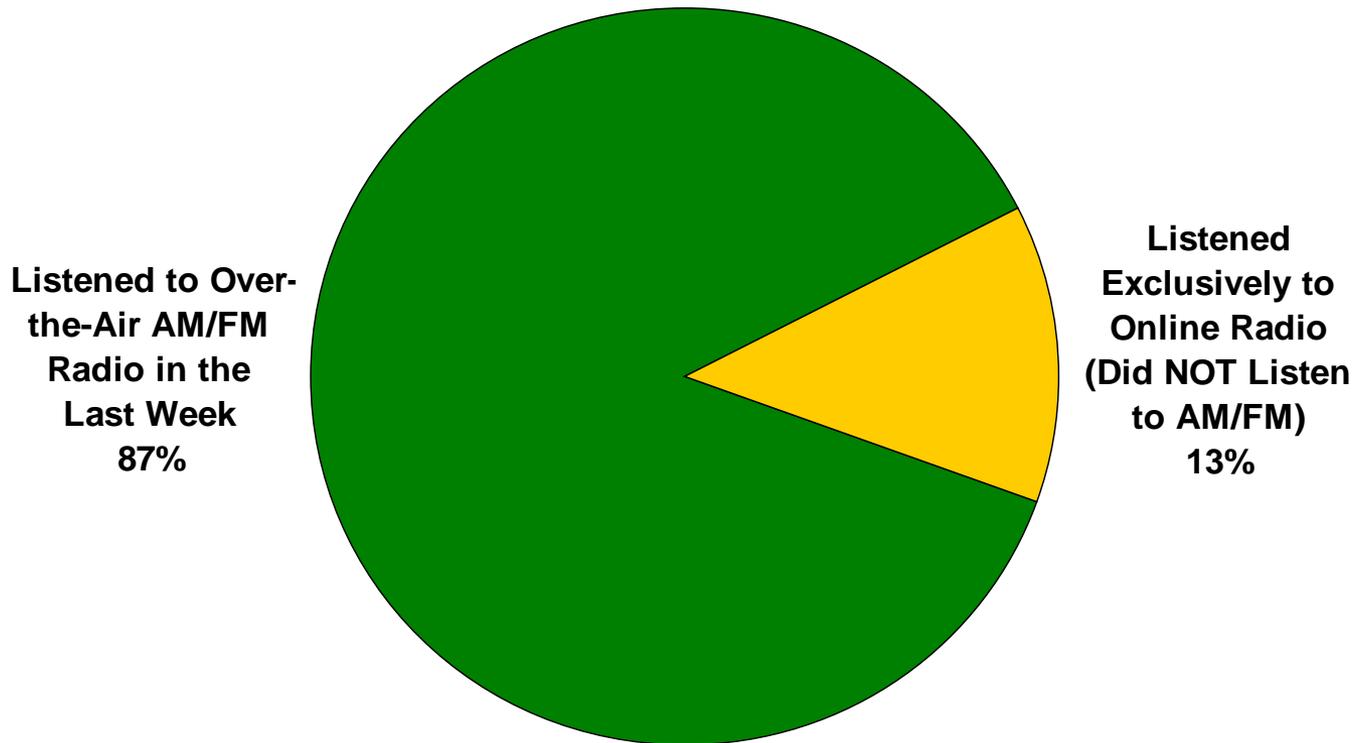
Weekly Online Radio Listeners Report Listening for Nearly Ten Hours Per Week

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



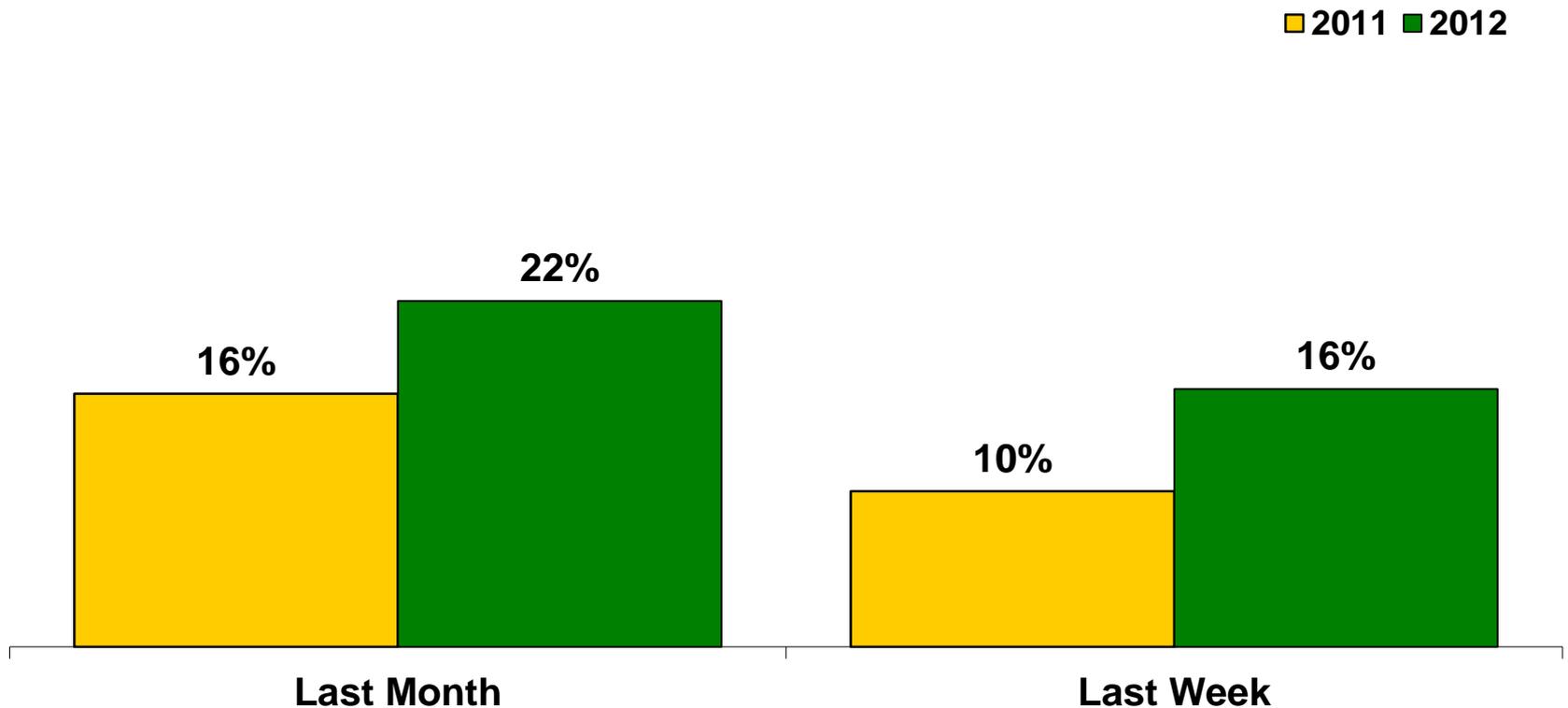
Vast Majority of Online Radio Listeners Also Listen to Over-the-Air Radio

% of Weekly Online Radio Listeners Who...



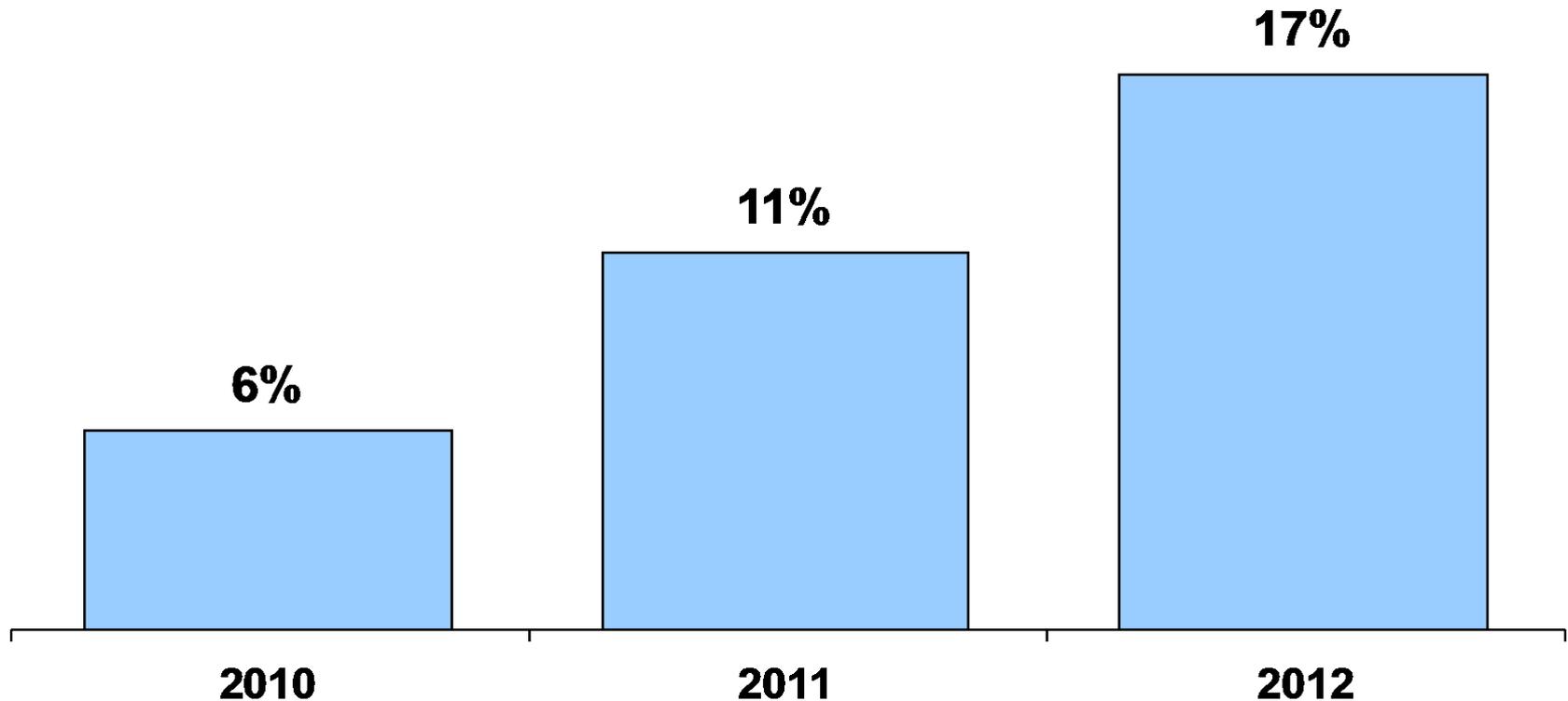
Pandora Shows Year-Over-Year Growth

% Listened to Pandora...



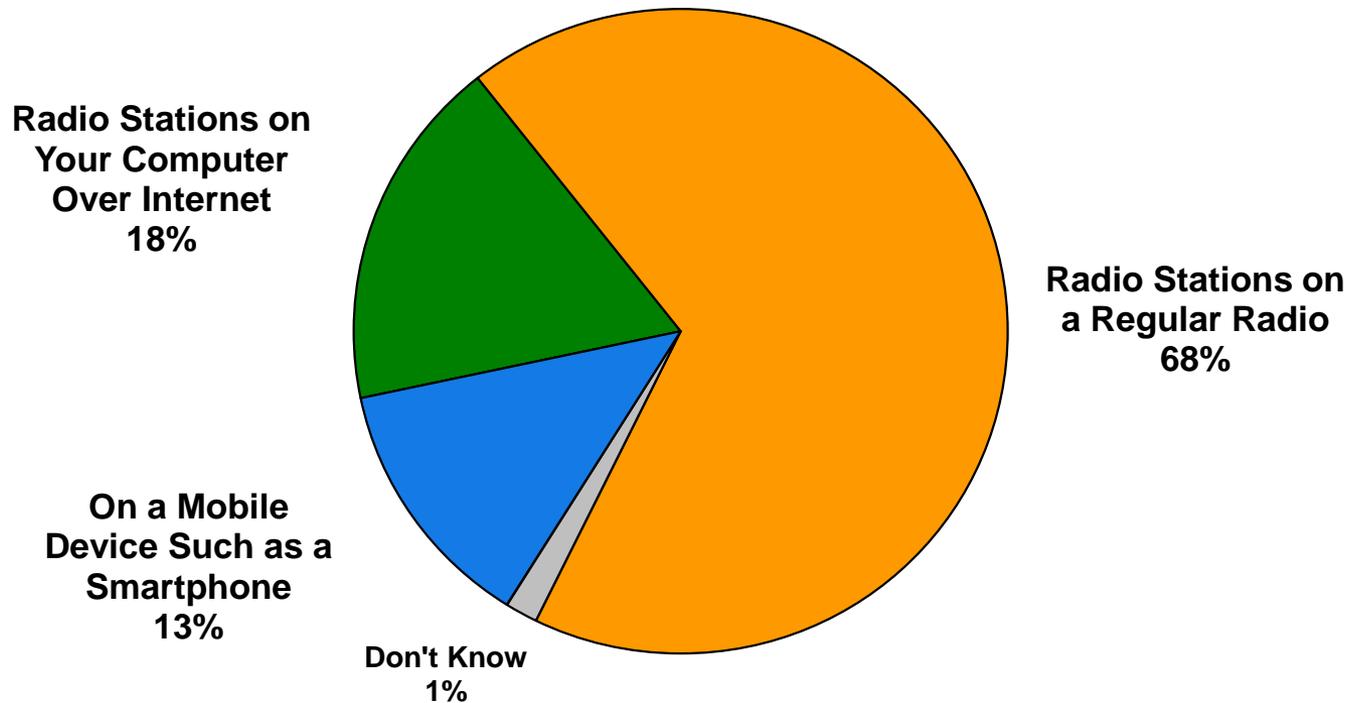
Continued Rise in Those Who Use Their Cell Phone to Listen to Online Radio in Their Cars

% 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 Stereo



One in Three At-Work Radio Listeners Listen On a Computer or Mobile Device

“Think about how you listen to the radio while at work. Do you most often listen to...?”

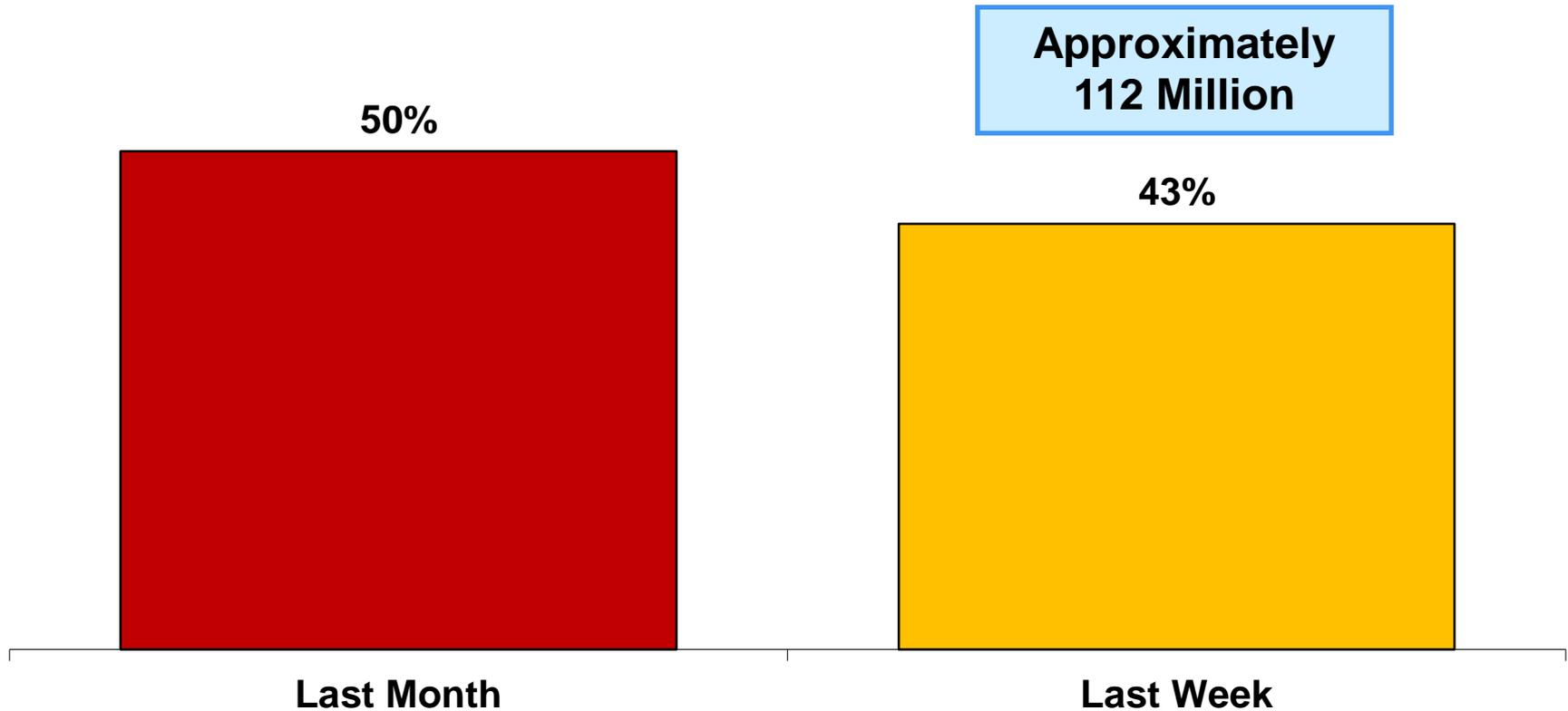


Online Video



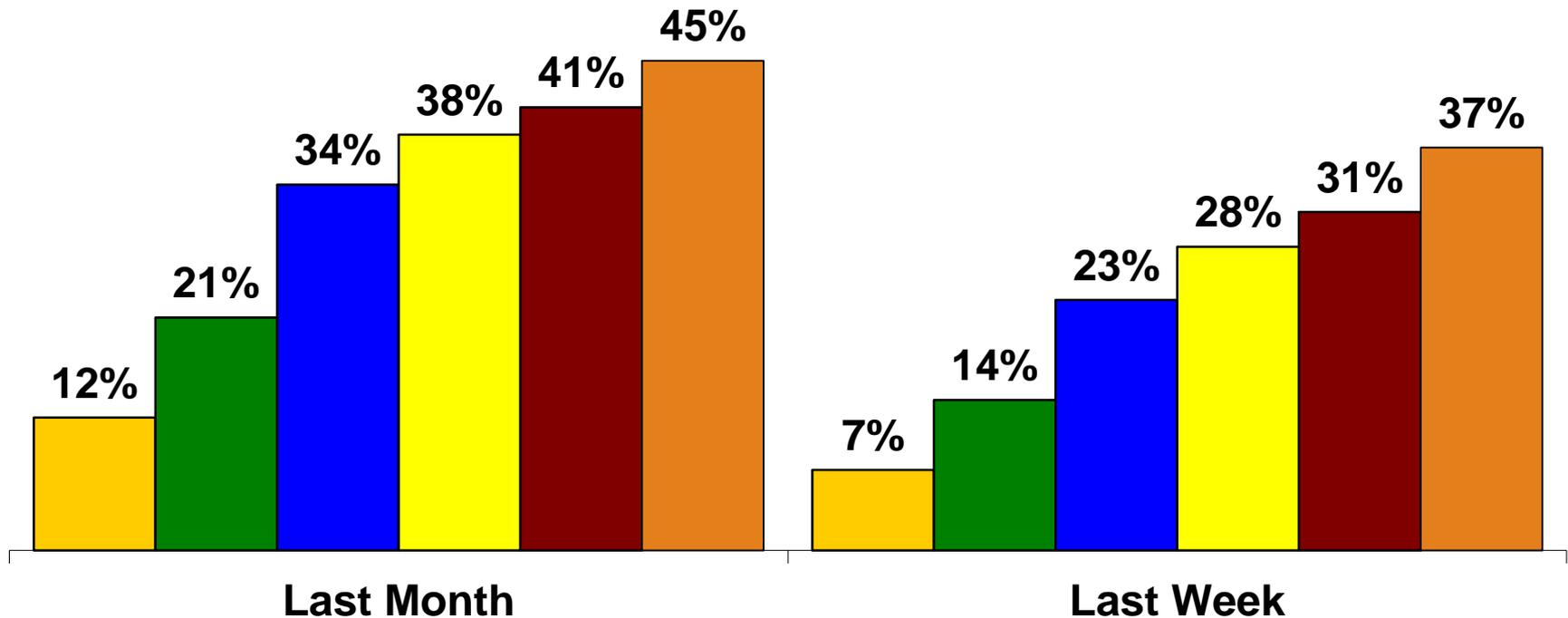
More Than Four in Ten Have Viewed Online Video in the Last Week

% Who Have Watched Online Video in Last Month / Last Week



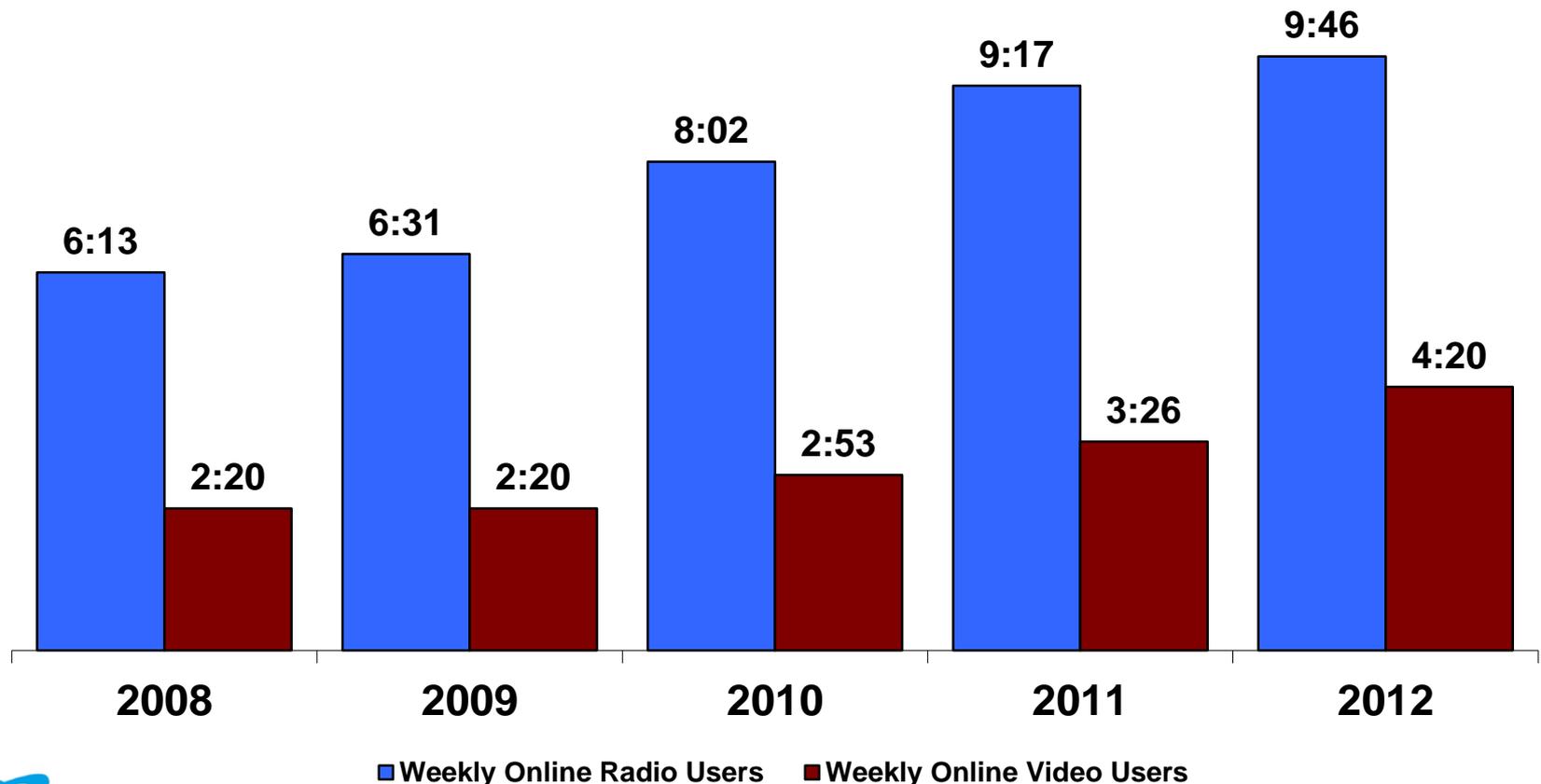
YouTube Growth Continues

% Who Have Watched Internet Video Programming From YouTube...



Time Spent per User With Online Radio More than Double Time Spent With Online Video

Self-Reported Average Time Spent per Week per User (Hours:Minutes)

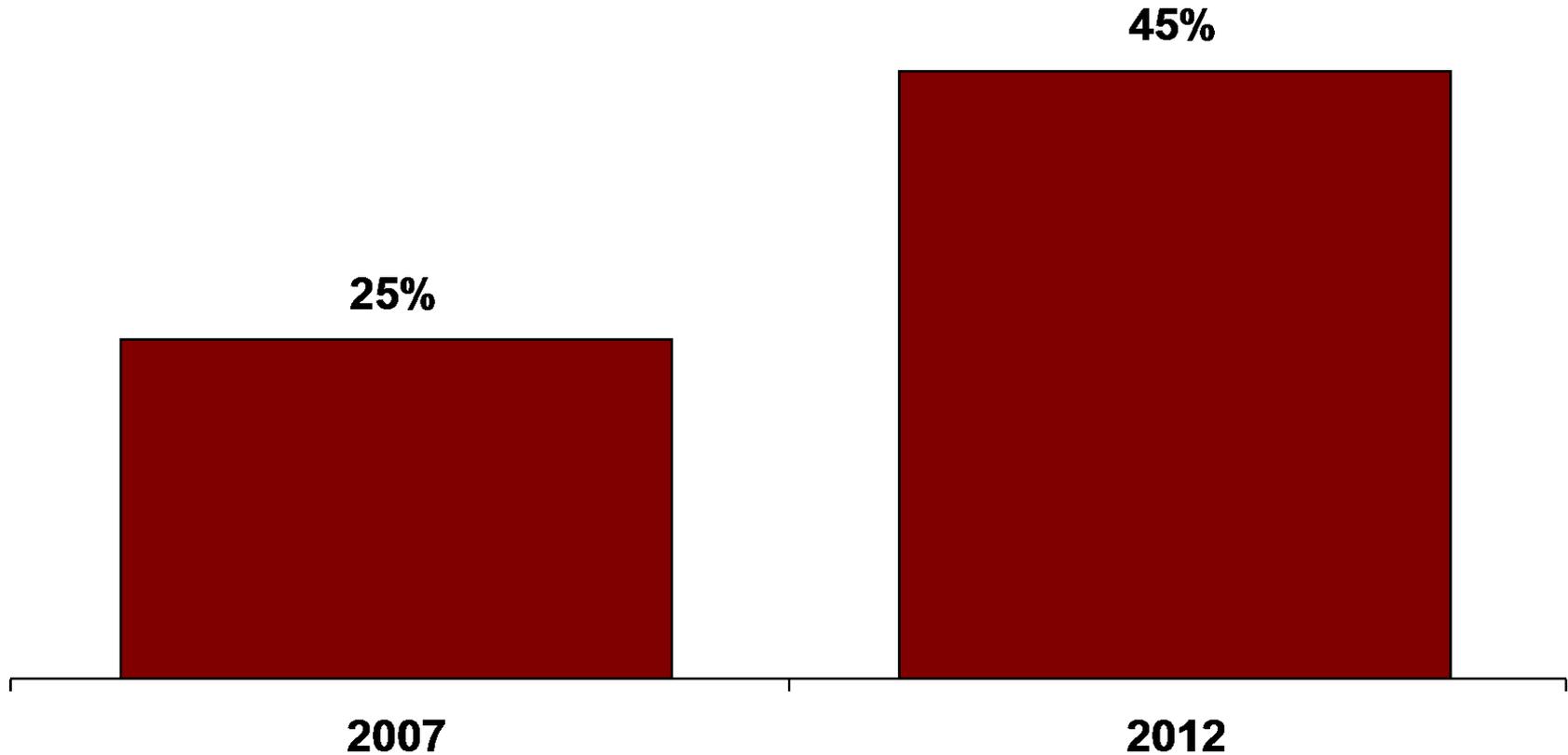


Nontraditional Television Viewing



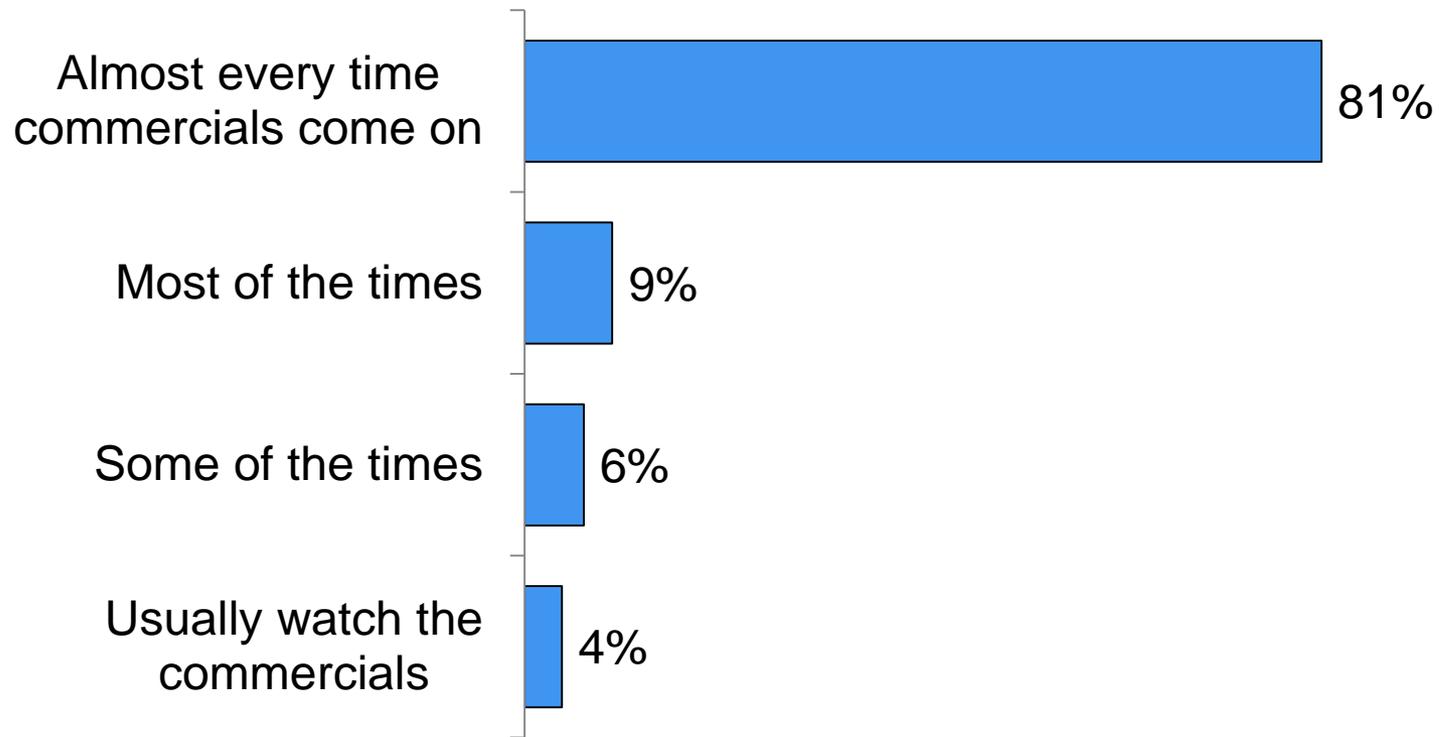
Almost Half Have a DVR; Nearly Doubling in Five Years

% Who Have a Digital Video Recorder



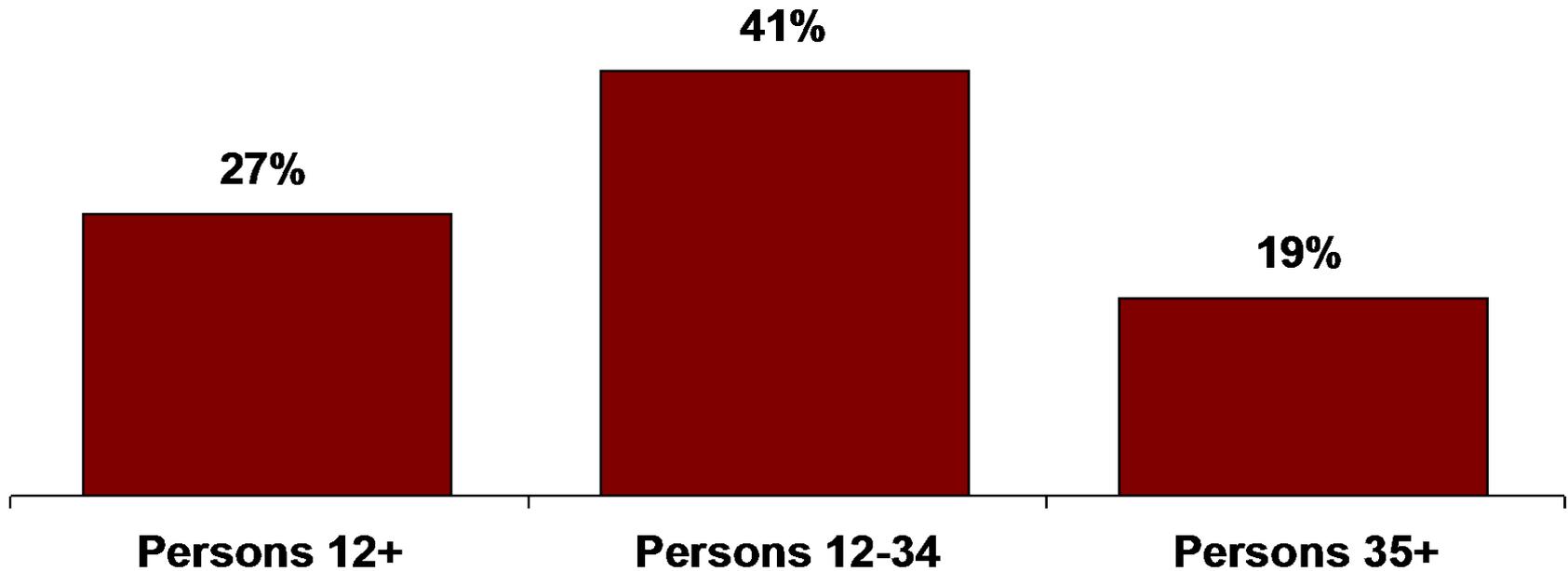
More Than 80% of Active DVR Owners Skip Commercials Almost Every Time

“How often do you fast-forward or skip through the commercials when you watch time-shifted programming recorded from your DVR?”



More Than a Quarter Have Streamed/ Downloaded TV Shows in the Last Month

% Who Have Watched TV in the Last Month by Streaming or Downloading Shows to be Viewed on a Television, Cell Phone, Desktop, Laptop, or Tablet

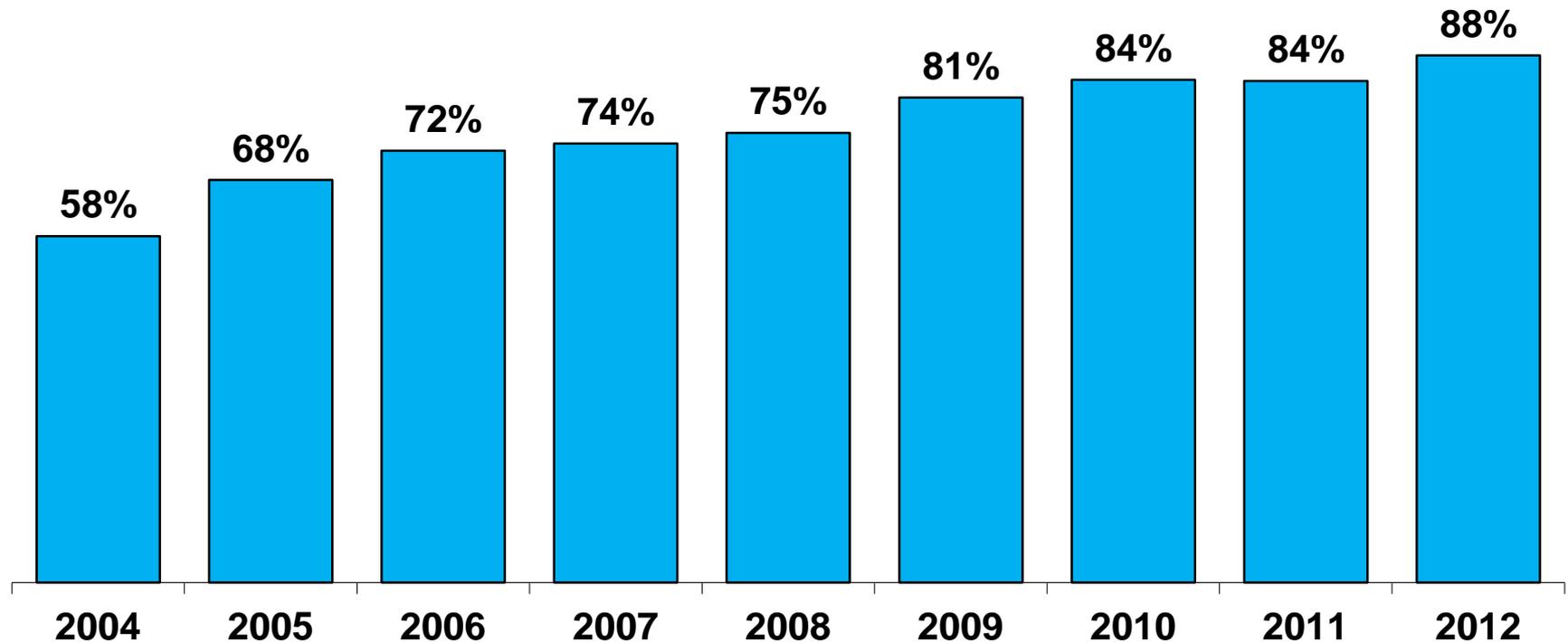


Smartphones and Other Mobile Devices



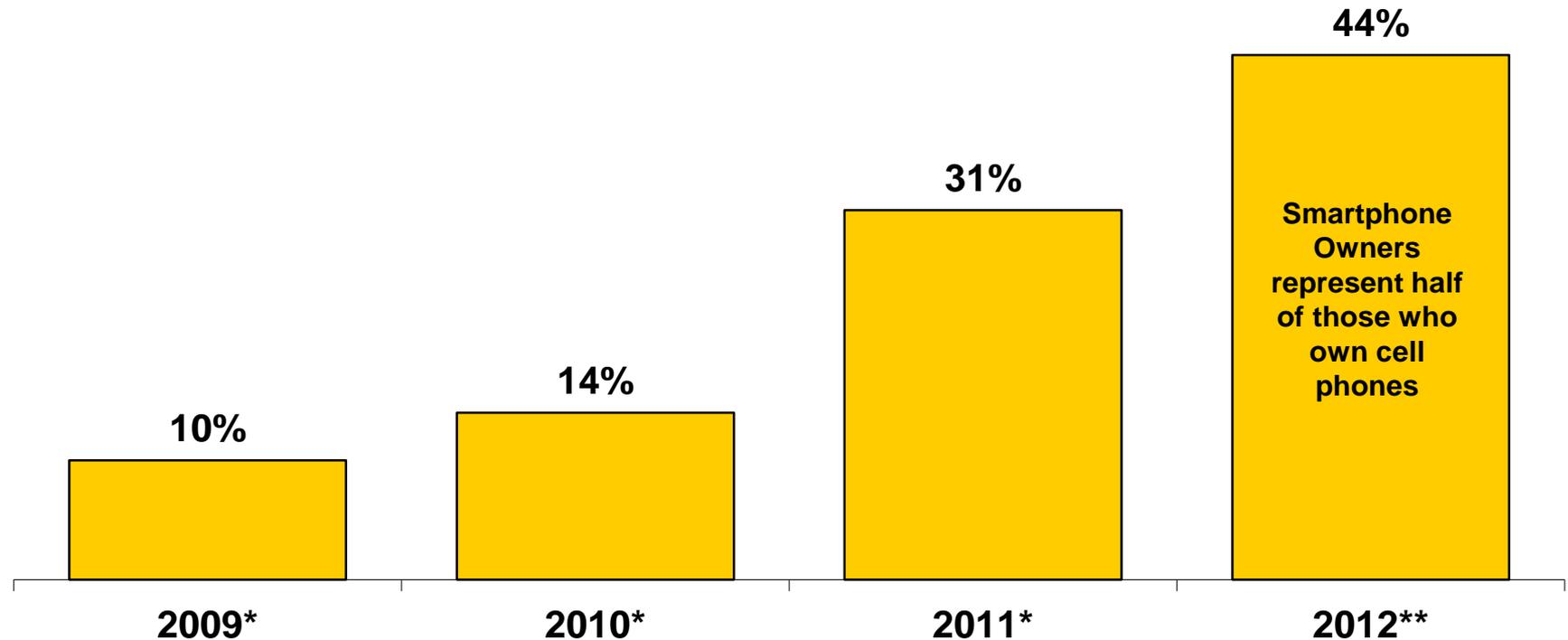
Nearly Nine in Ten Americans Own a Cell Phone

% Who Own a Cell Phone



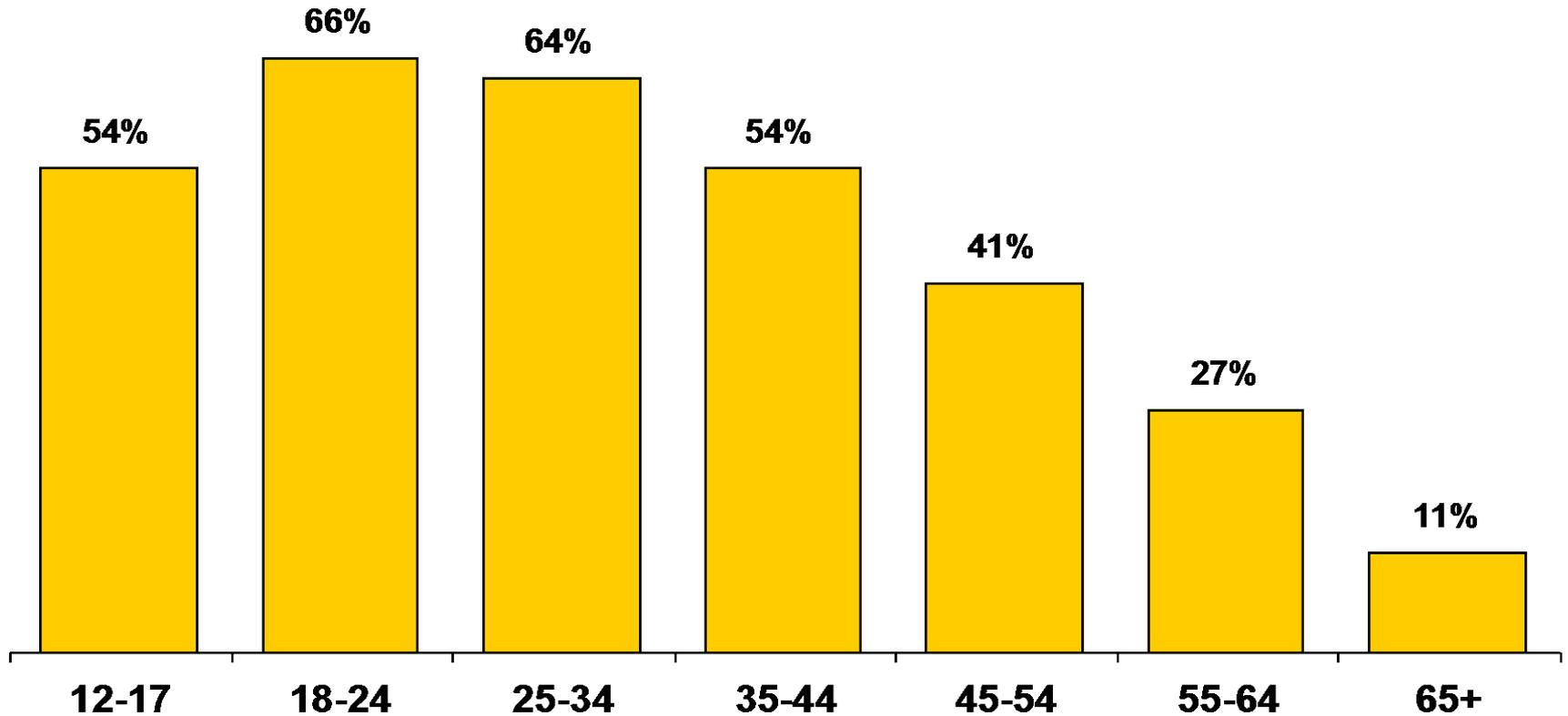
More Than Four in Ten Now Own a Smartphone

% Who Own a Smartphone



Nearly Two-Thirds of 18-34s Own a Smartphone

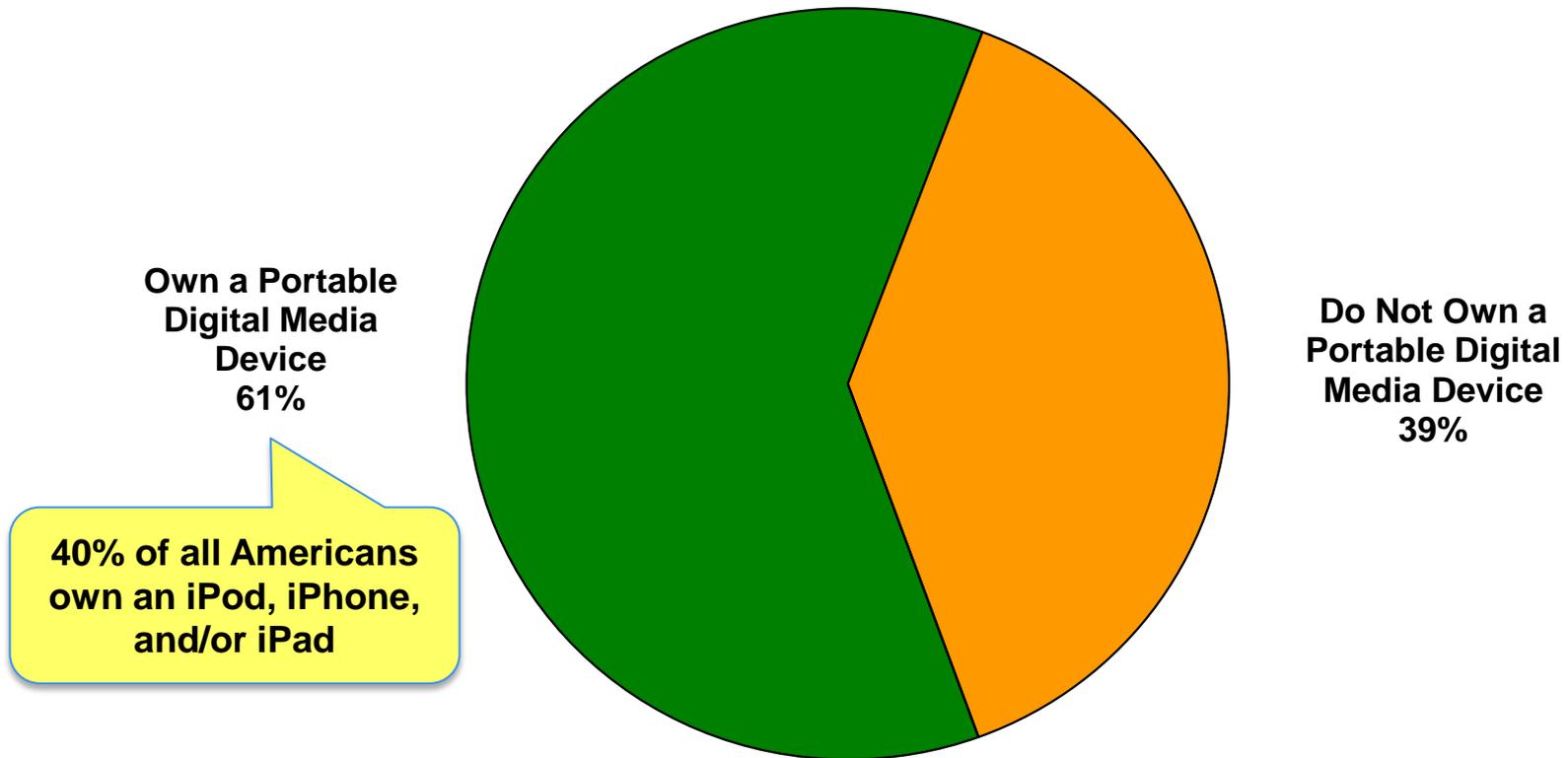
% by Age Group Who Own a Smartphone



Six in Ten Own a Portable Digital Media Device

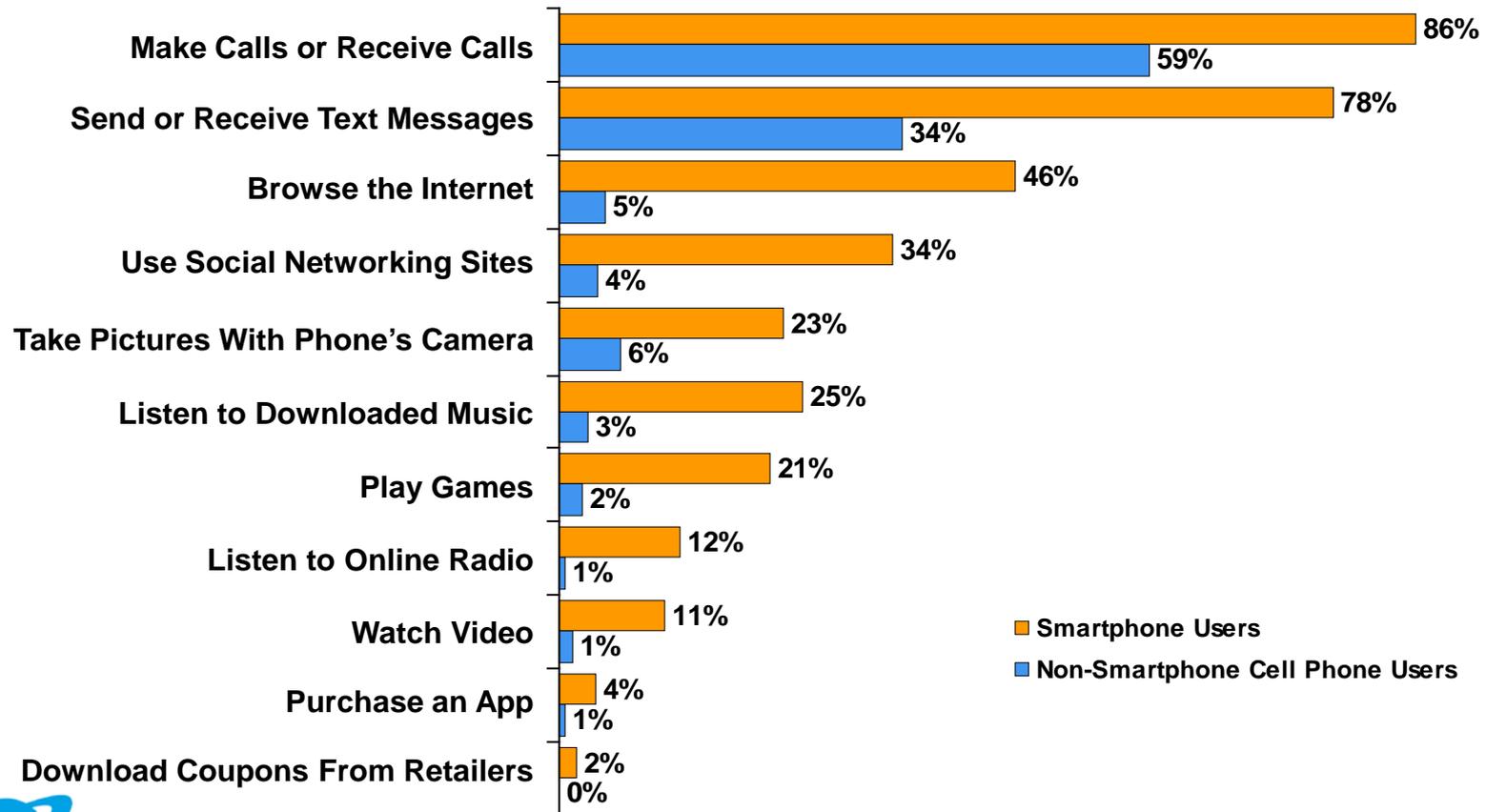
% Who Own a Portable Digital Media Device

(Apple iPod/iPhone/iPad, MP3 Player, Tablet, Android/Windows/BlackBerry Smartphone)



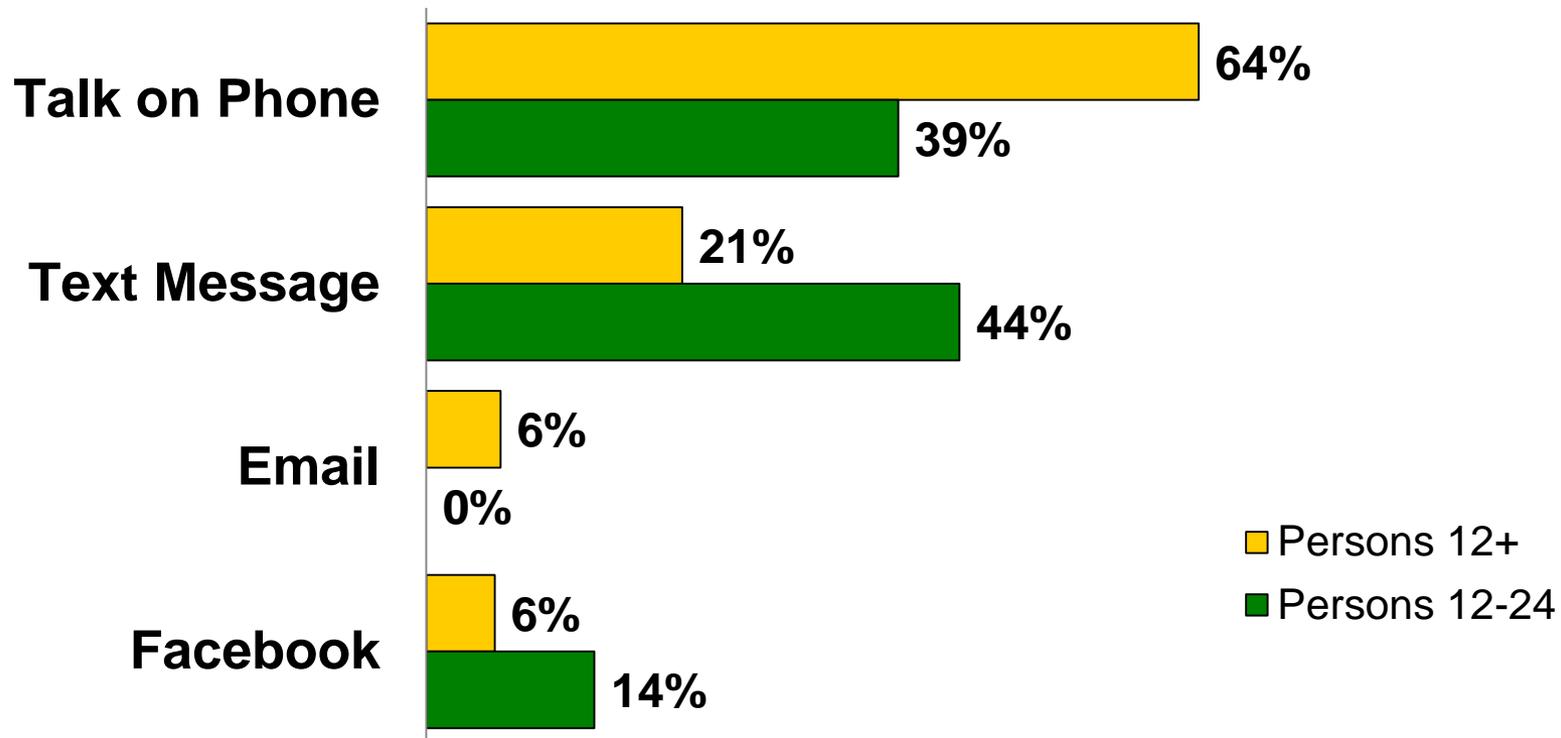
Smartphone Owners Use Mobile Phone Functions Much More Frequently

**% Who (Item) on a (Non-Smartphone Cell Phone/Smartphone)
“Several Times per Day” or More**



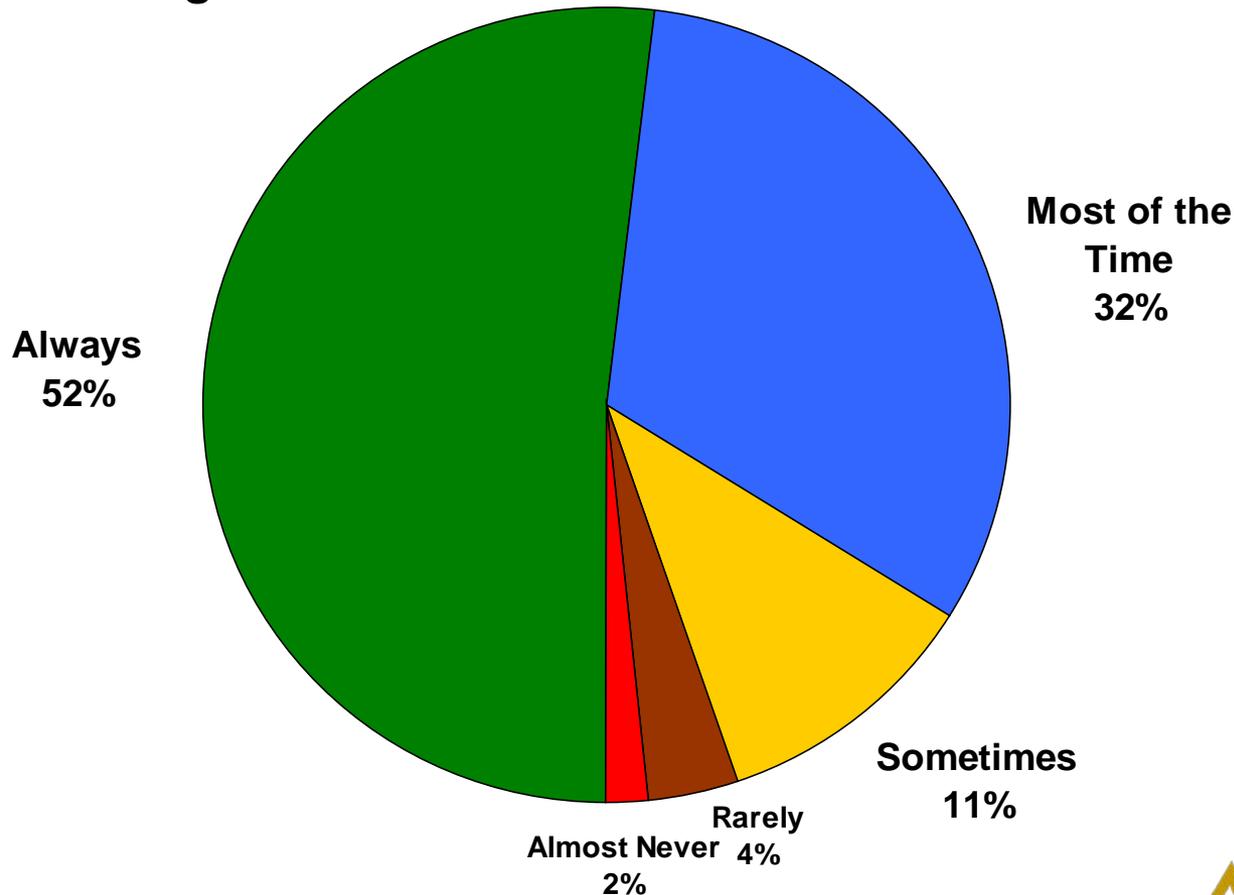
Texting Is the Form of Communication 12-24s Use Most When Not In Person

“When not in person, which ONE of the following ways do you communicate with your friends and family MOST often?”



More Than Half of Cell Phone Owners Always Have Their Phone Within Arm's Length

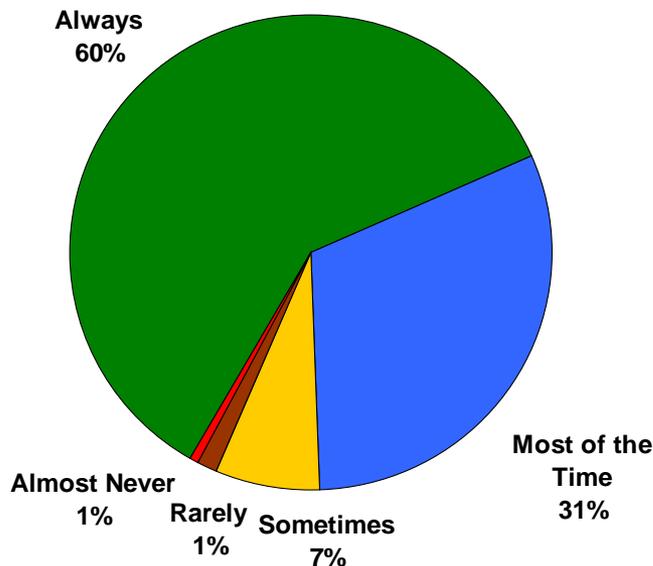
“How often is your cell phone with you or nearby; that is, when it is within arm's length?”



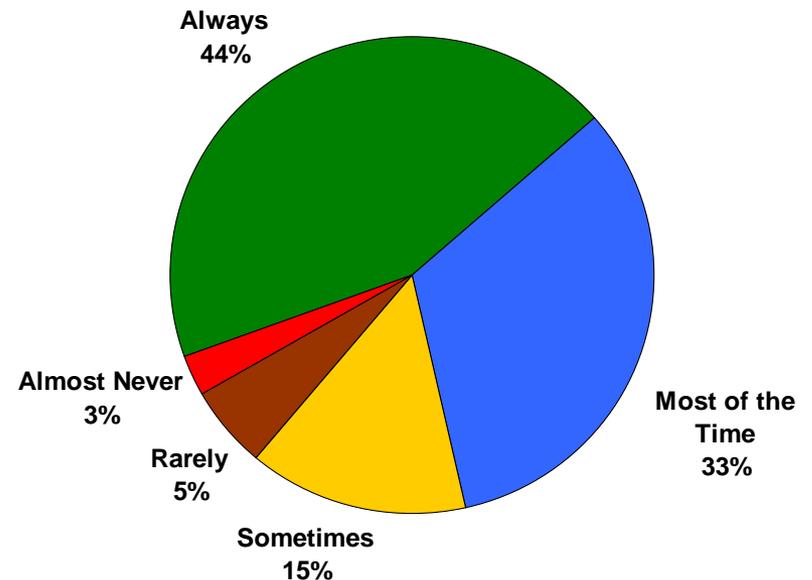
More Smartphone Owners Always Have Their Phone Nearby

“How often is your cell phone with you or nearby; that is, when it is within arm’s length?”

Smartphone Owners



Non-Smartphone Cell Phone Owners



Ownership of Tablets and Dedicated Ebook Readers

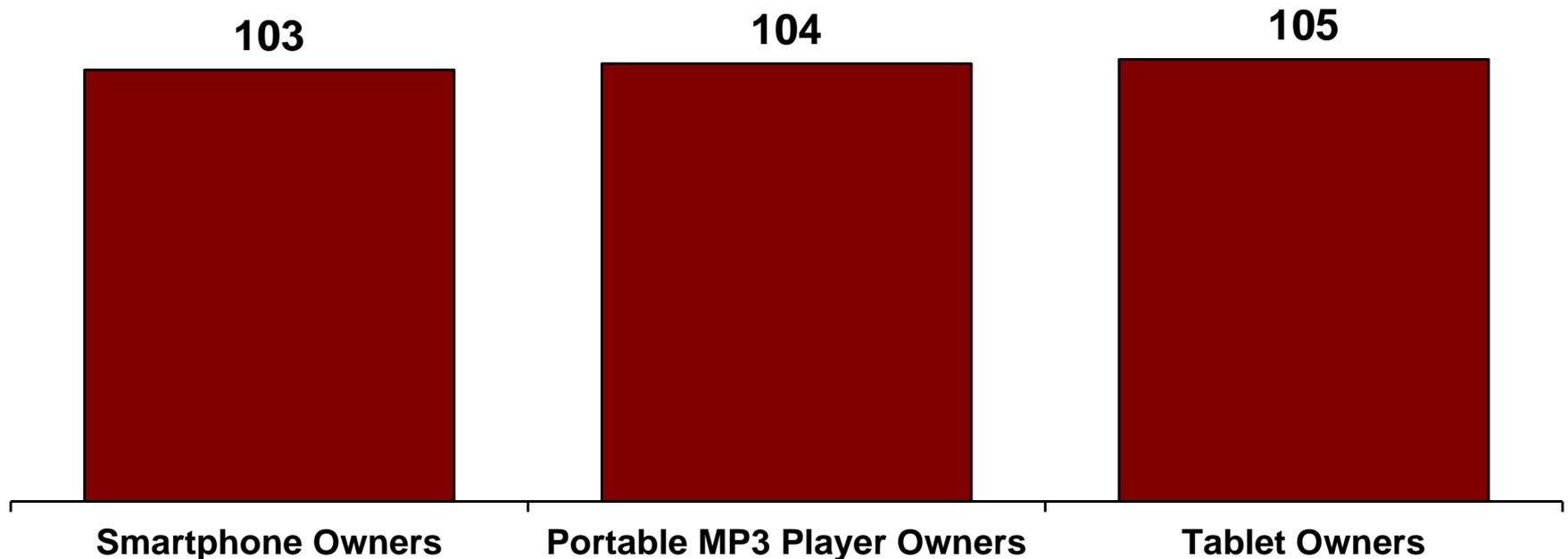
% Who Own a...



Ownership of Apple iPad tripled from 4% in 2011 to 12% in 2012

Digital Device Users Slightly More Likely to Listen to AM/FM Radio in the Last Week

Index of Weekly Listening to AM/FM Radio

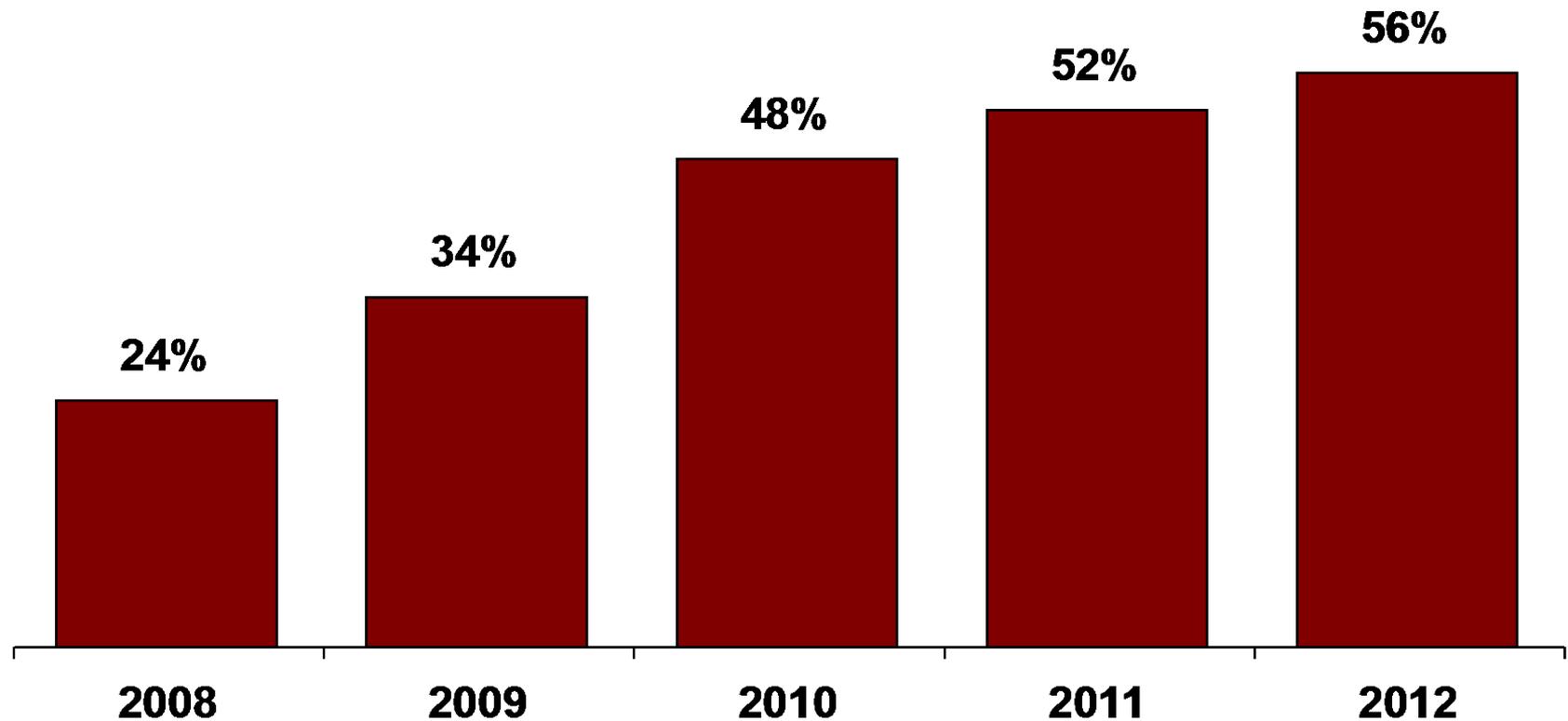


Social Networking



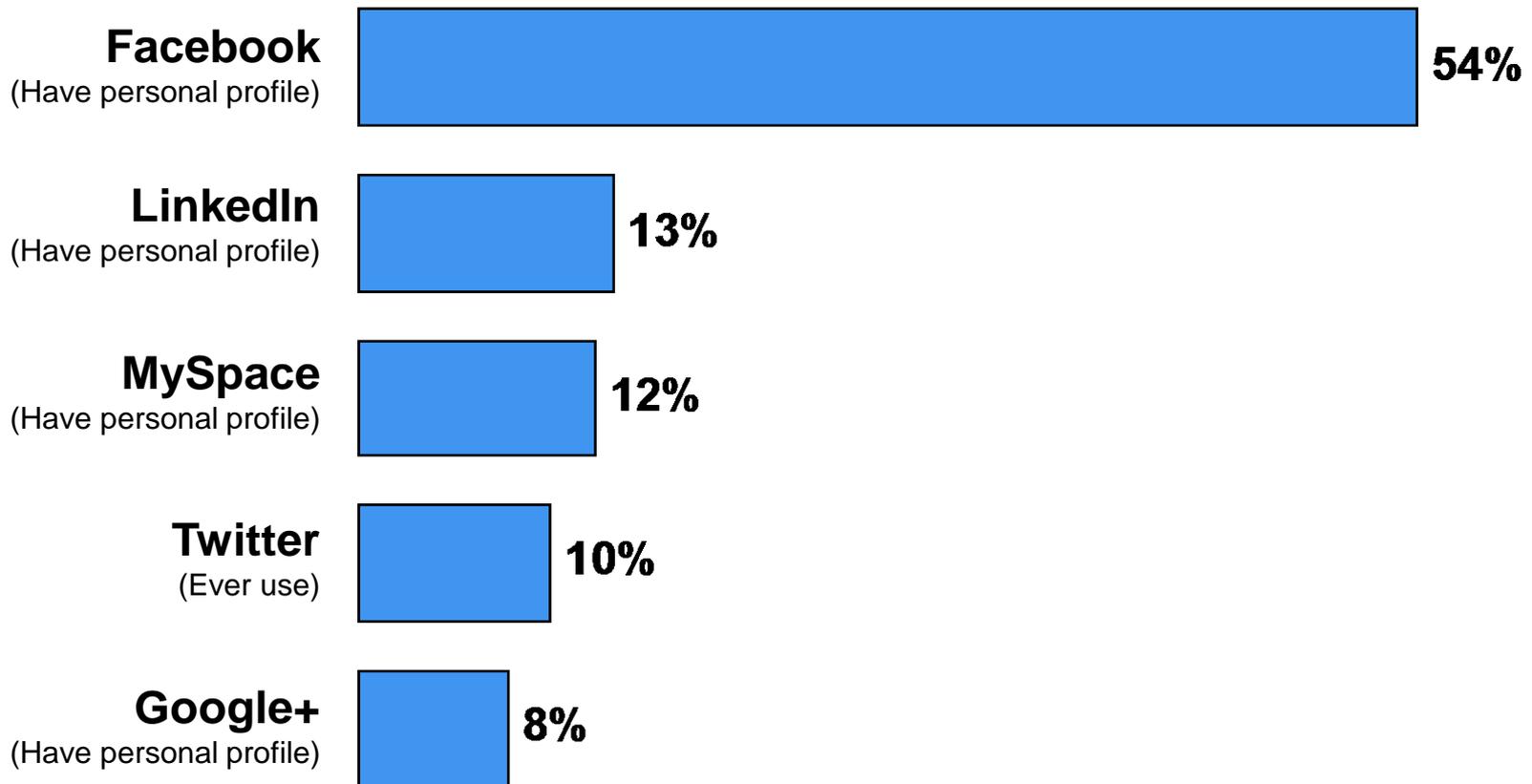
Over Half of Americans Have a Profile on a Social Networking Site

% Who Currently Have a Personal Profile Page on Facebook, MySpace®, LinkedIn, or Any Other Social Networking Website



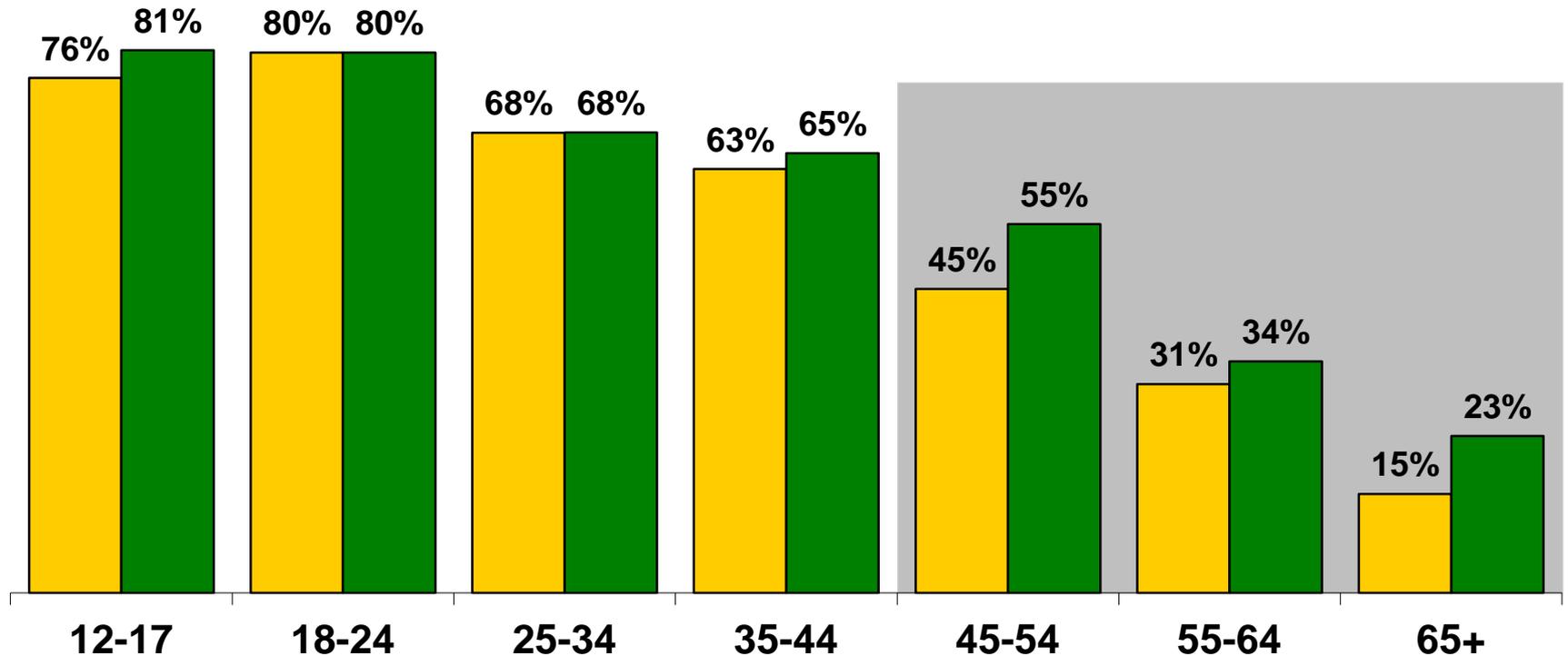
Facebook Is the Dominant Player in Social Networking

% Using Each Social Networking Site/Service



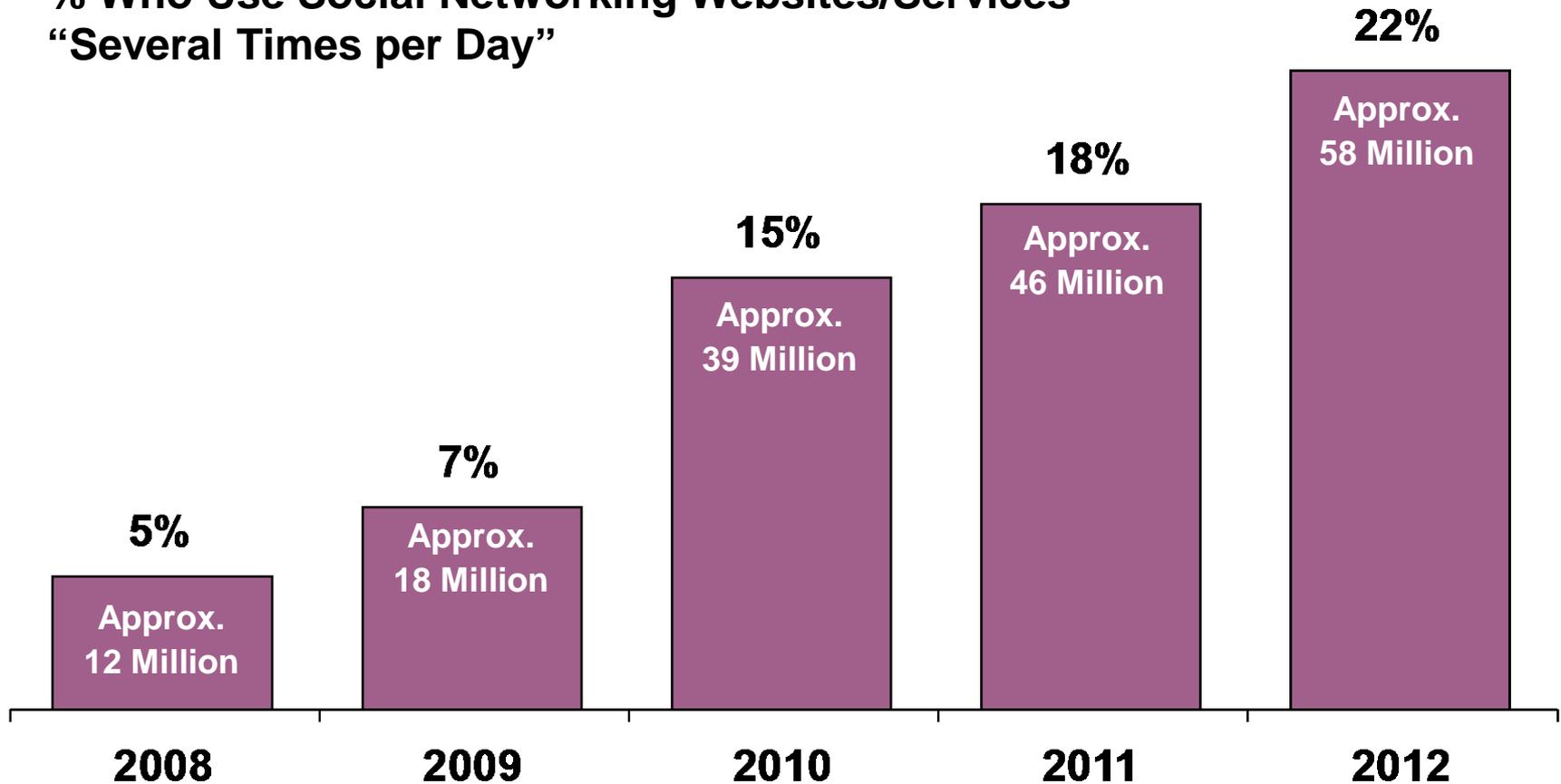
Year-Over-Year Growth in Social Networking Greatest Among People Age 45 and Older

% by Age Group Who Currently Have a Personal Profile Page on Facebook, MySpace, LinkedIn, Google+, or Any Other Social Networking Website



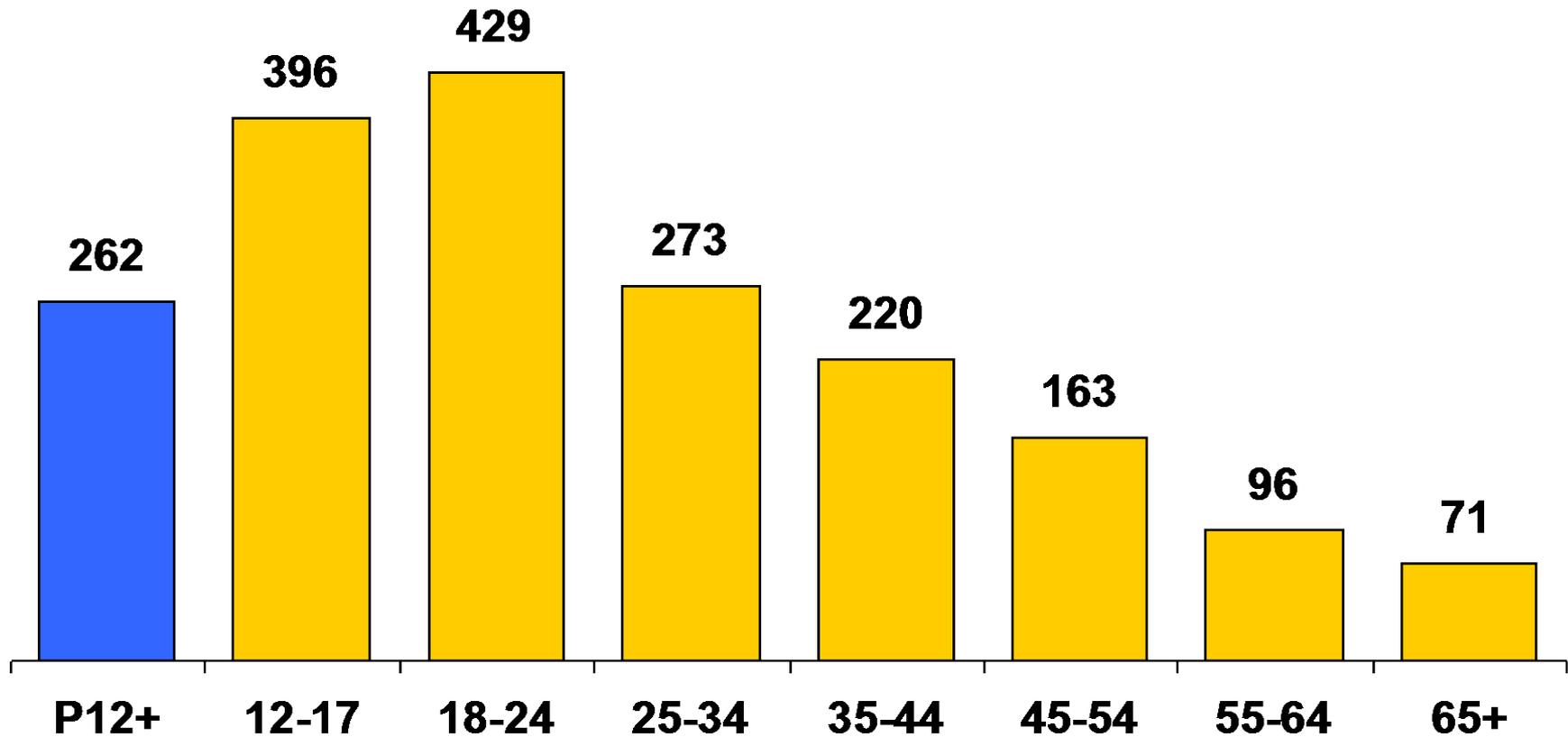
More Than One in Five Americans Check Their Social Network Several Times per Day

**% Who Use Social Networking Websites/Services
“Several Times per Day”**



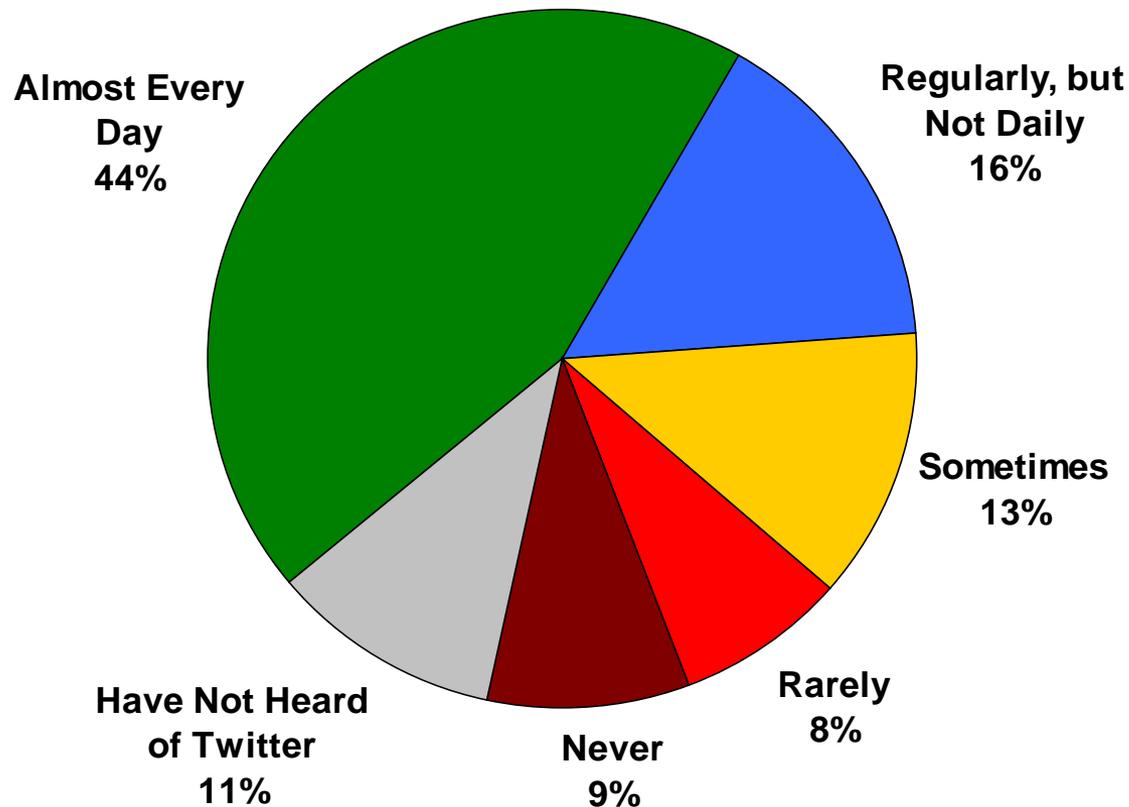
Young Facebook Users Have Lots of “Friends”

Average Number of Facebook Friends by Age Group



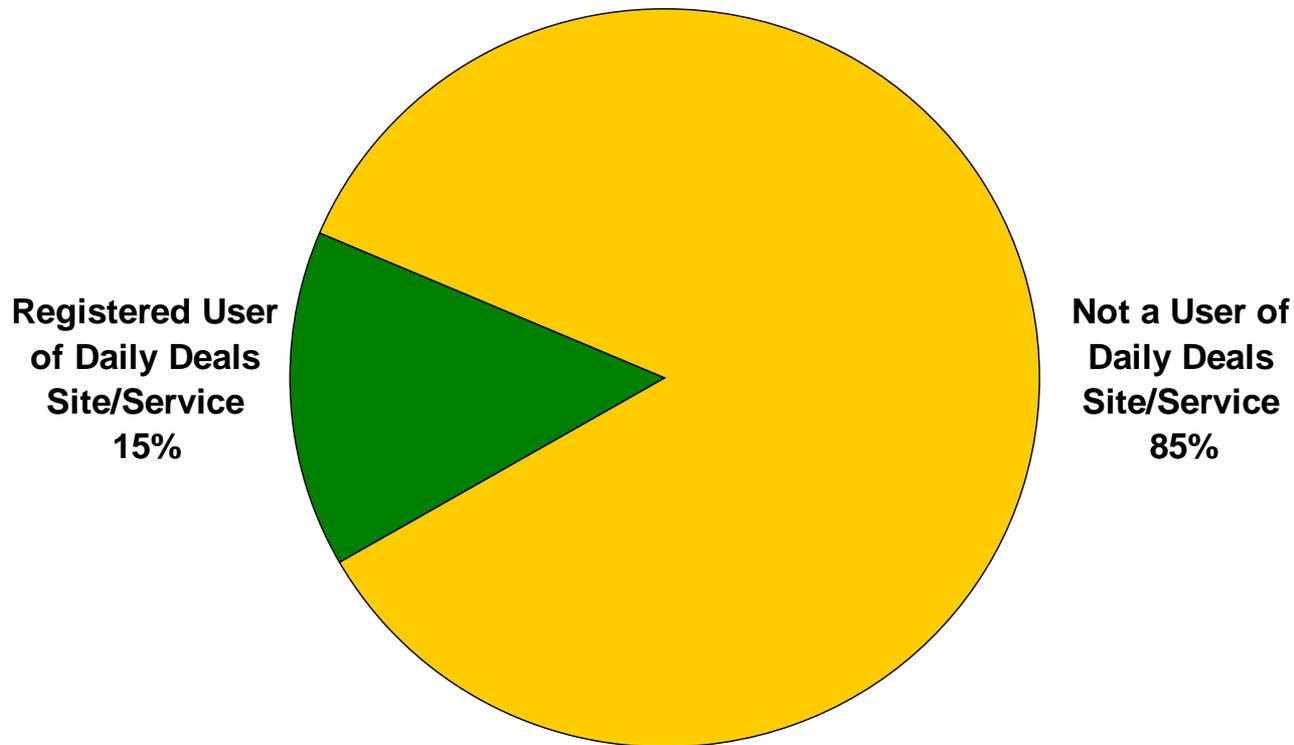
More Than Four in Ten Americans Hear or Read About Tweets Almost Every Day in the Media

“How often do you hear about Twitter feeds, commonly called tweets, through media such as TV, radio, newspapers, or websites other than Twitter?”



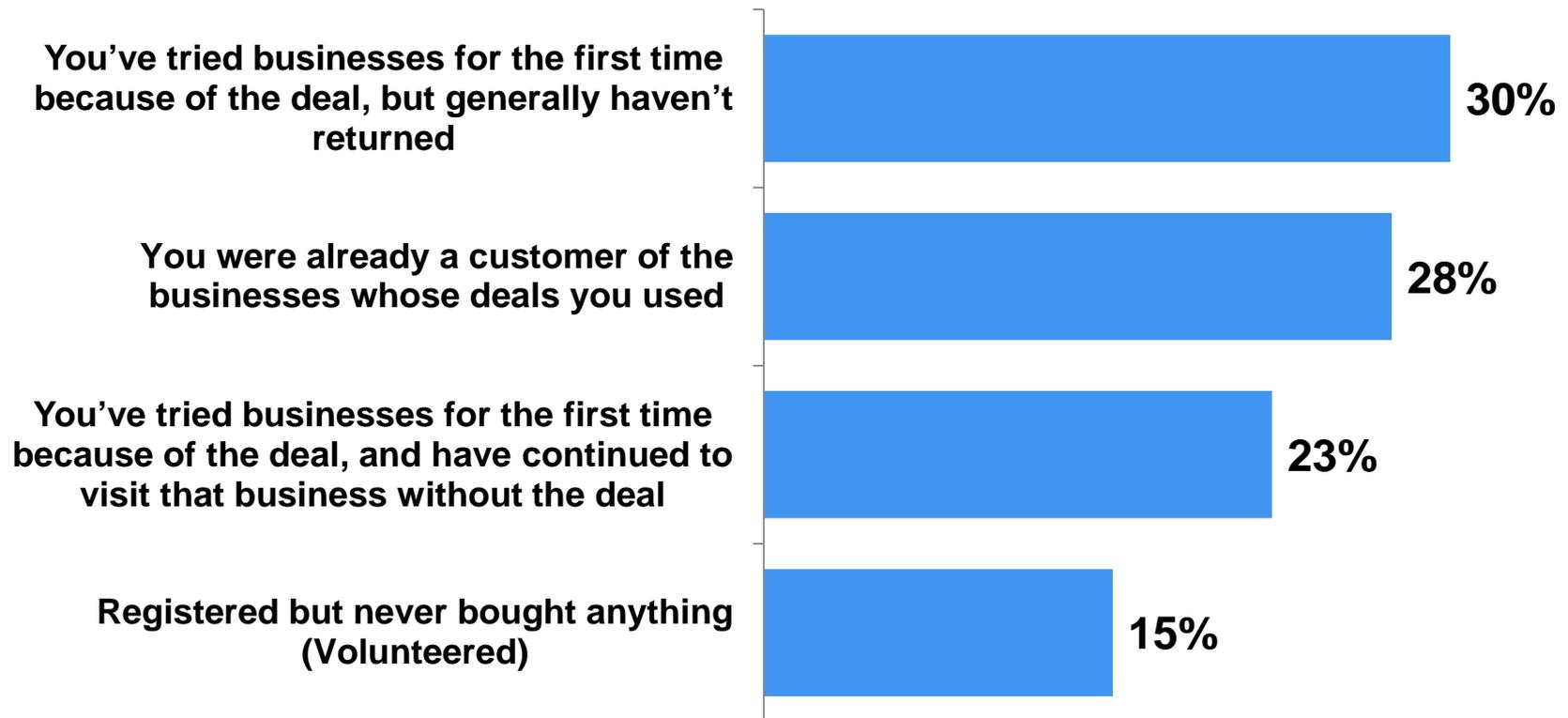
Over One in Seven Are Daily Deals Users

“Are you a registered user of any ‘daily deals’ sites or services such as Groupon or LivingSocial?”



Daily Deals Services Spark Trial Usage by a Majority of Registered Users

“Which of the following best describes your experience with ‘daily deals’ services?”

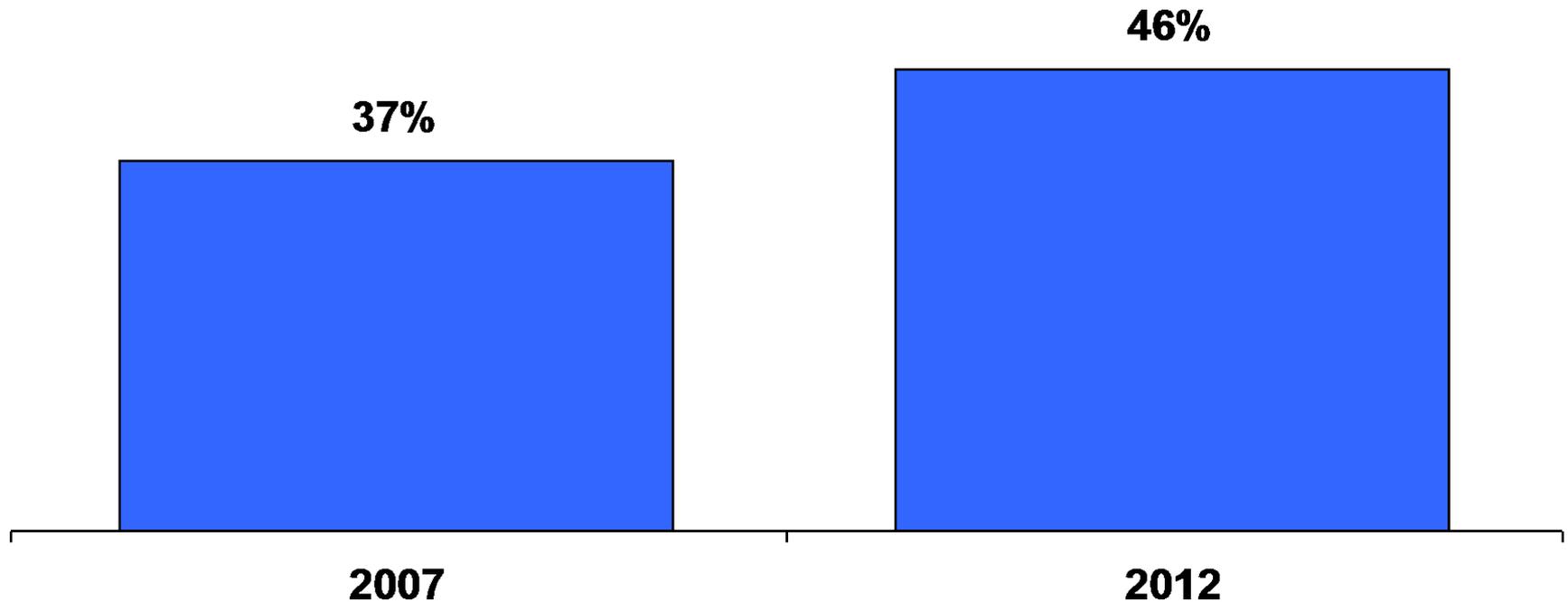


Podcasting



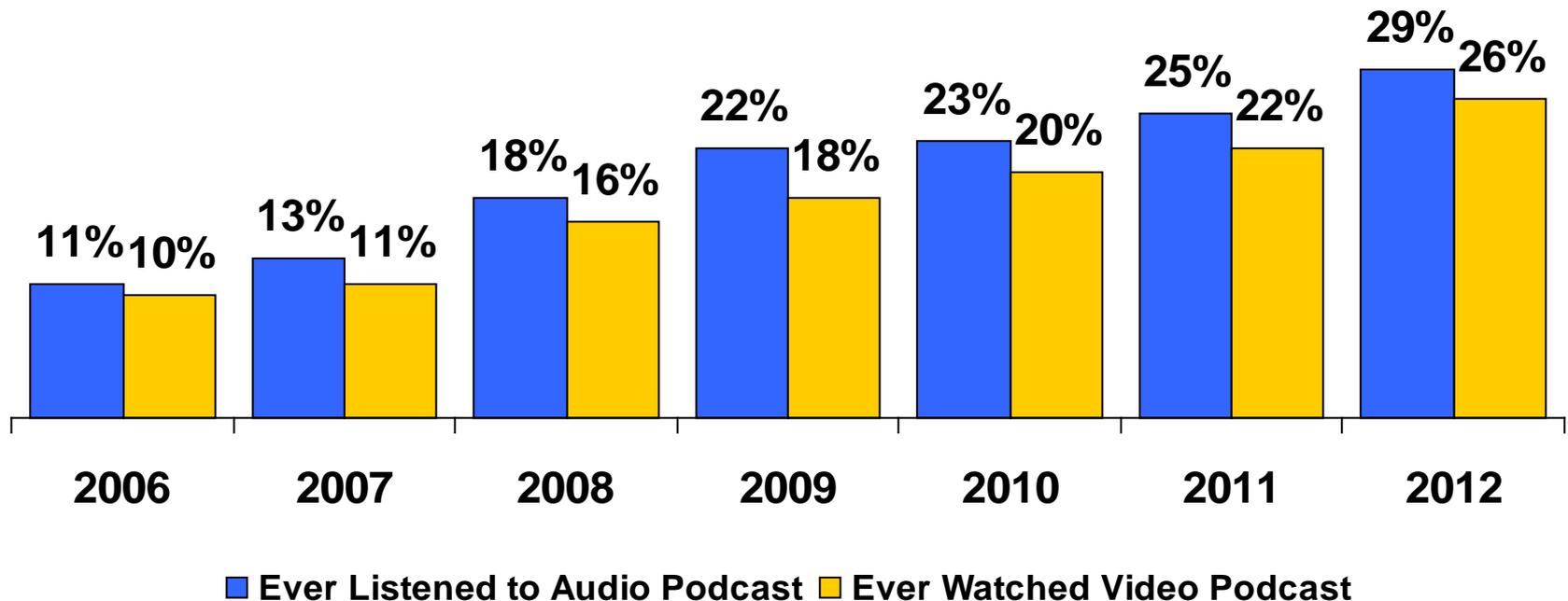
Nearly Half Are Familiar With the Term “Podcasting”

% Aware (aided) of the Term Podcasting



Nearly One in Three Americans Have Ever Listened to an Audio Podcast

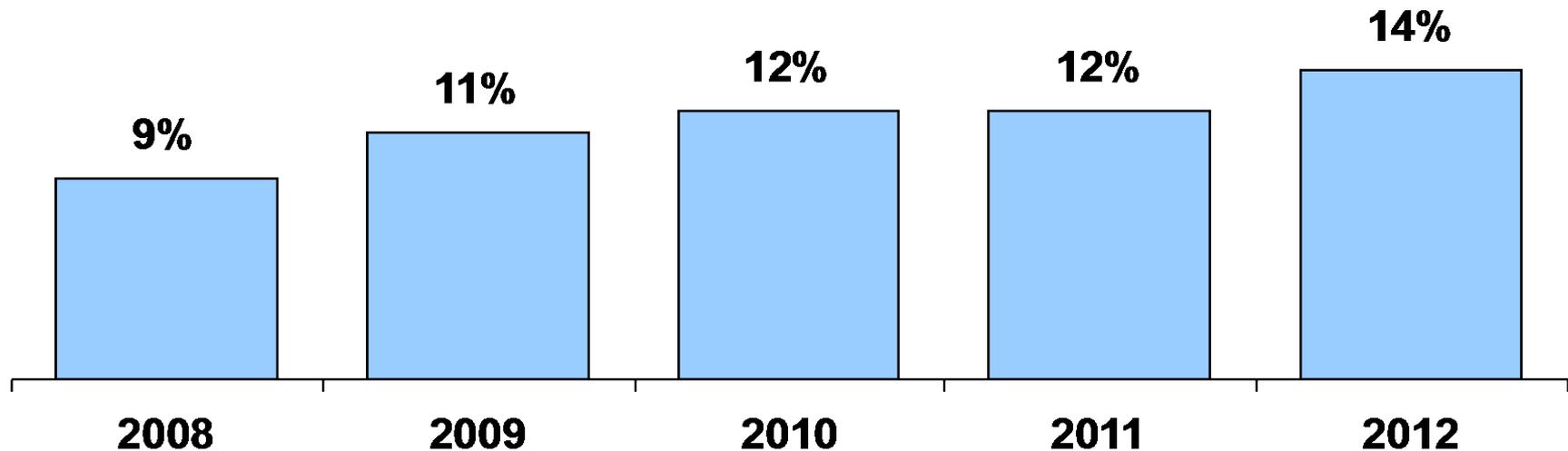
% Who Have Ever Listened to an Audio Podcast
% Who Have Ever Watched a Video Podcast



An Estimated 36 Million Americans Have Listened to a Podcast in the Past Month

% Who Have Listened to an Audio Podcast in the Past Month

Approximately
36 Million



Heavy Users of Radio, TV, and Internet



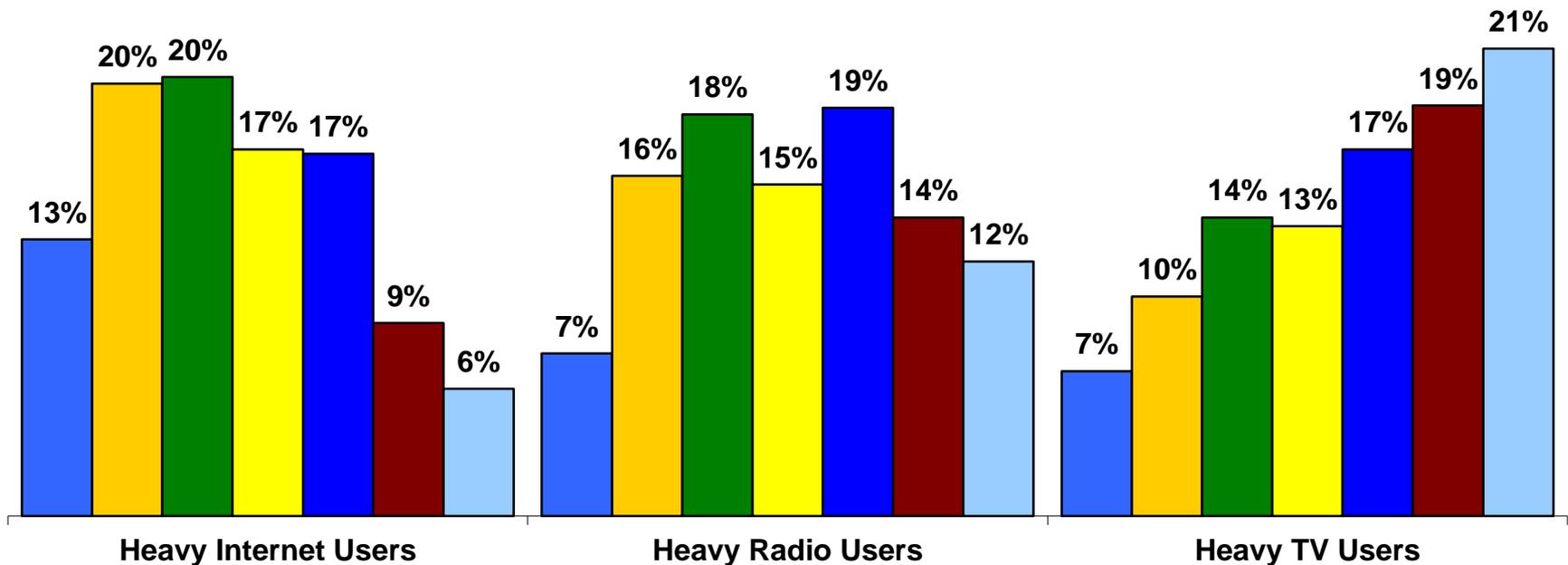
Ages of Heavy Radio Users Closest to Population; Heavy Internet Users Skew Younger, Heavy TV Users Lean Older

Age Composition of...

Heavy Internet Users
Median Age = 36

Heavy Radio Users
Median Age = 42

Heavy TV Users
Median Age = 47

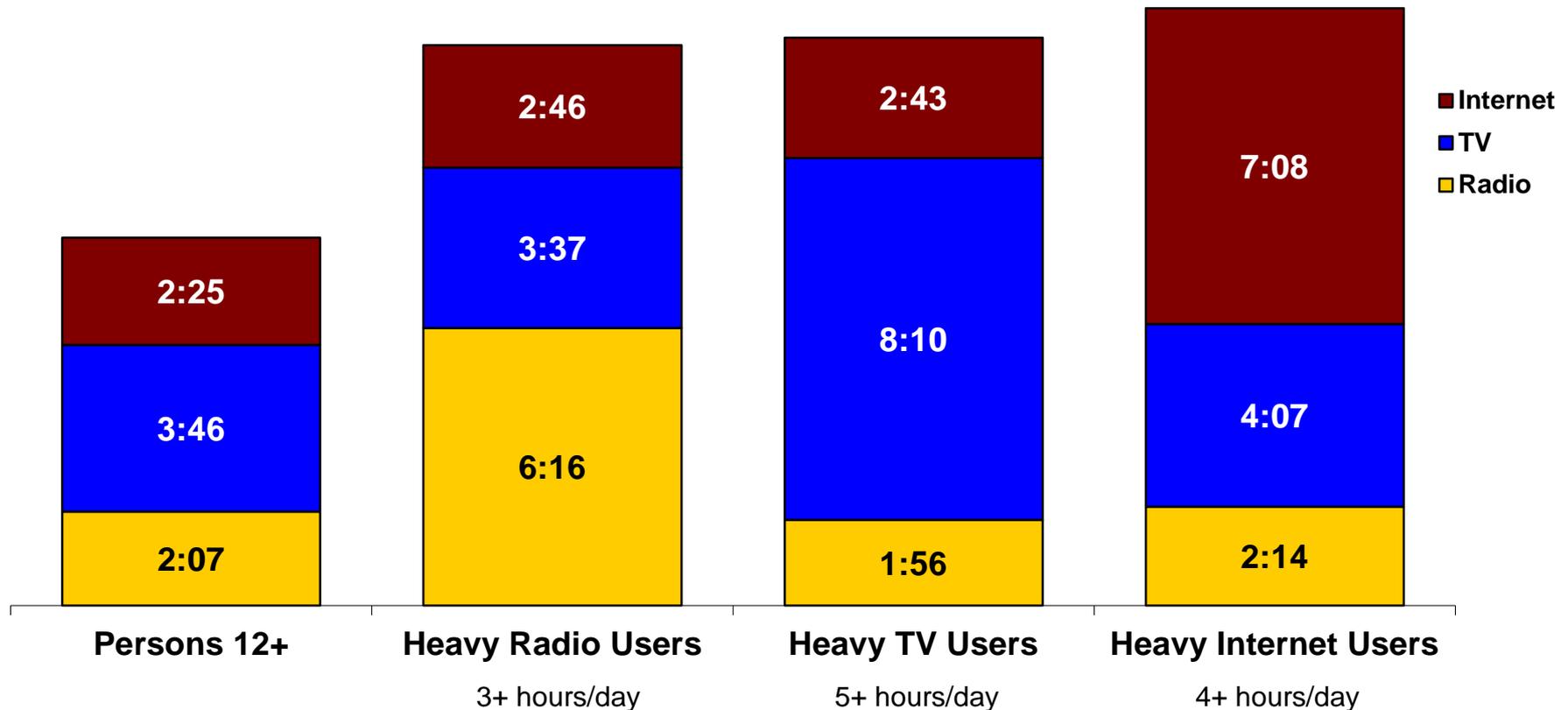


■ 12-17
 ■ 18-24
 ■ 25-34
 ■ 35-44
 ■ 45-54
 ■ 55-64
 ■ 65+



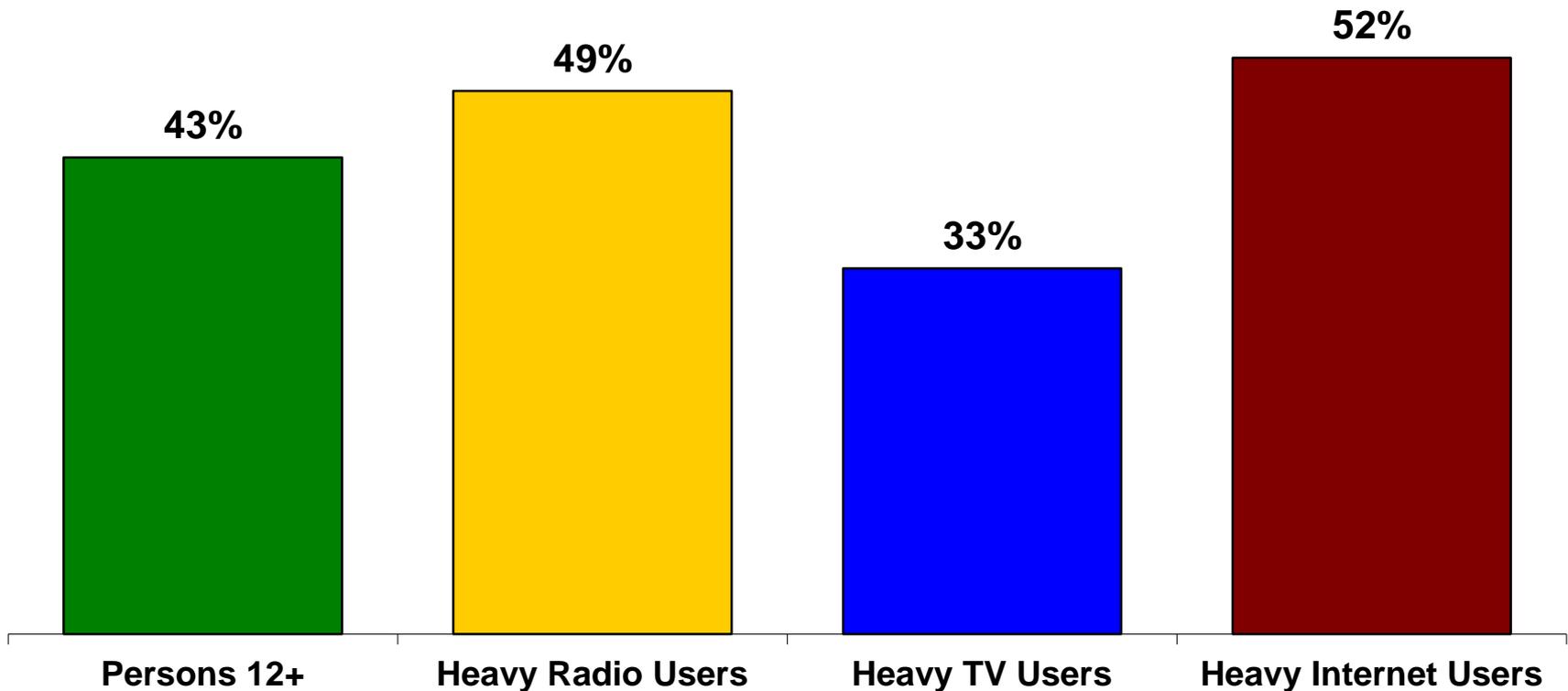
Heavy Usage of One Medium Is NOT Necessarily Associated With Less Time With Other Media

Self-Reported Average Time Spent per Day With Each Medium
(Hours:Minutes)



Heavy Users of Radio and Internet More Likely to Be Employed Full Time

% Employed Full Time

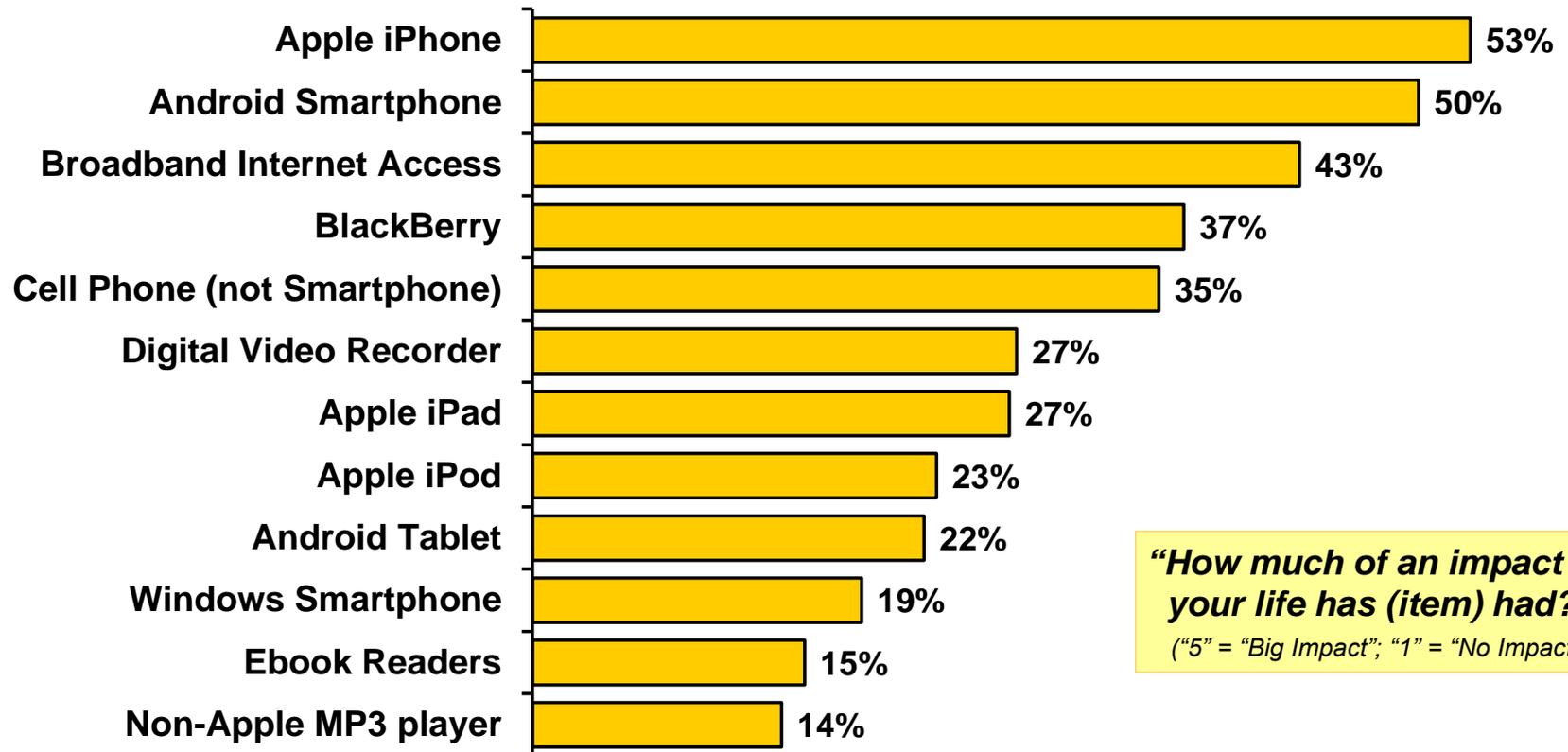


Impact of Digital Platforms/Devices



Smartphones Are the Digital Device/Platform With the Biggest Impact on People's Lives

% of Users Who Said Platform/Device Has a Big Impact On Their Life



“How much of an impact on your life has (item) had?”

(“5” = “Big Impact”; “1” = “No Impact”)

Observations



Observation # 1

Digital platforms have made cross-platform strategies crucial to satisfy today's connected consumer.

Observation # 2

**Digital platforms enable
all forms of media to be
consumed at any place
at any time.**

Observation # 3

**Smartphones are having
a profound impact on media
and entertainment.**

Observation # 4

Social media is now used by the majority of Americans, changing how people and brands interact.

Observation # 5

Facebook in particular has changed the way Americans filter information.

Observation # 6

Daily deals sites are about trial usage, not loyalty.

Observation # 7

Online radio continues its upward trajectory.

Observation # 8

Radio remains at the core of consumers' media consumption and digital continues to be an expansion opportunity for radio.

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www.arbitron.com

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