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The Media & Entertainment Group



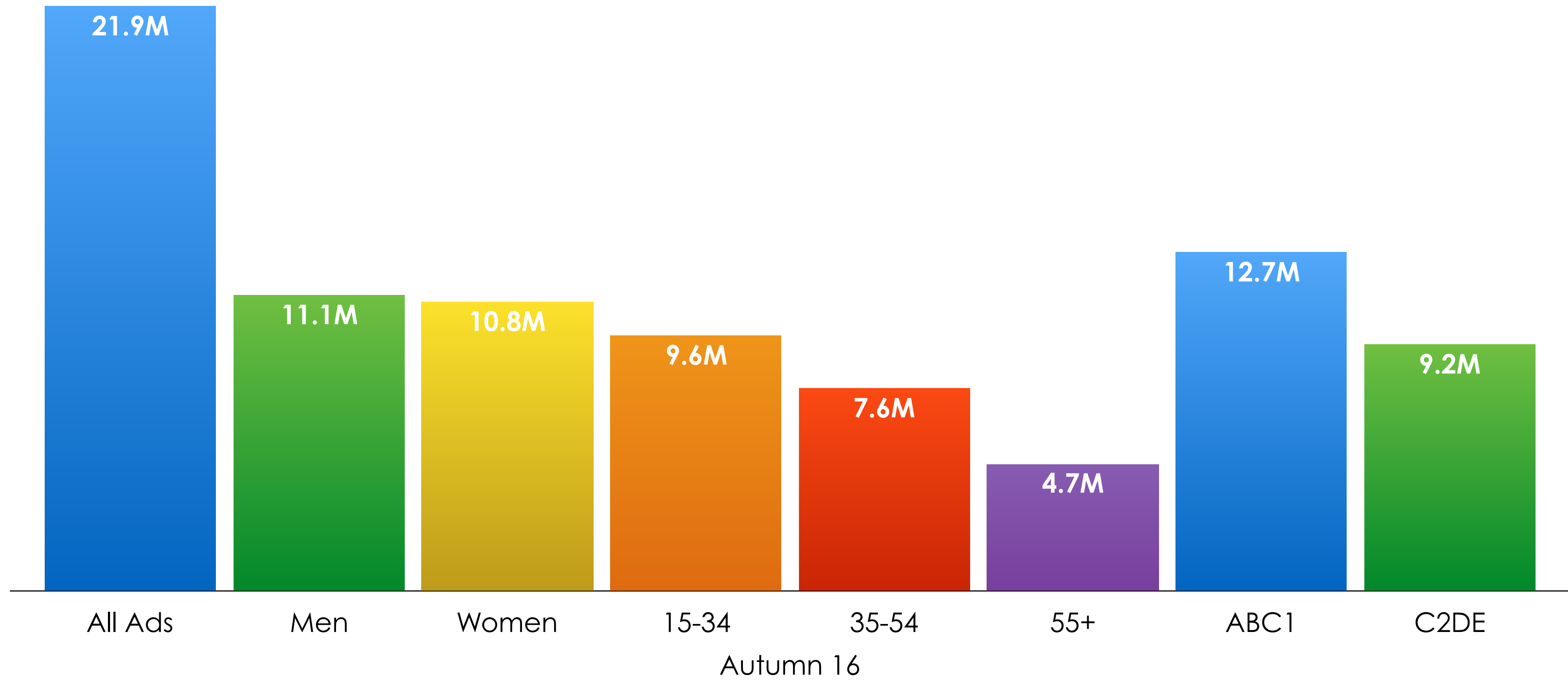
# MIDAS Autumn 16 Headlines

- Connected Audio weekly reach is now **21.9m**. This is an increase of **145k** from Summer 16
- People are spending **231.6m** hours listening to connected audio a week. This works out at an average of **11 hours per week**
- **4.7m 55+** listen to Connected Audio each week - **up 19%** from Summer 16
- The popularity of smartphones as an audio platform continues to rise - **19m** now listen via a **smartphone** each week.
- On demand music streaming continues to grow. Total weekly reach is now **9.4m**, up by over half a million from Summer 16 (**+7%**)



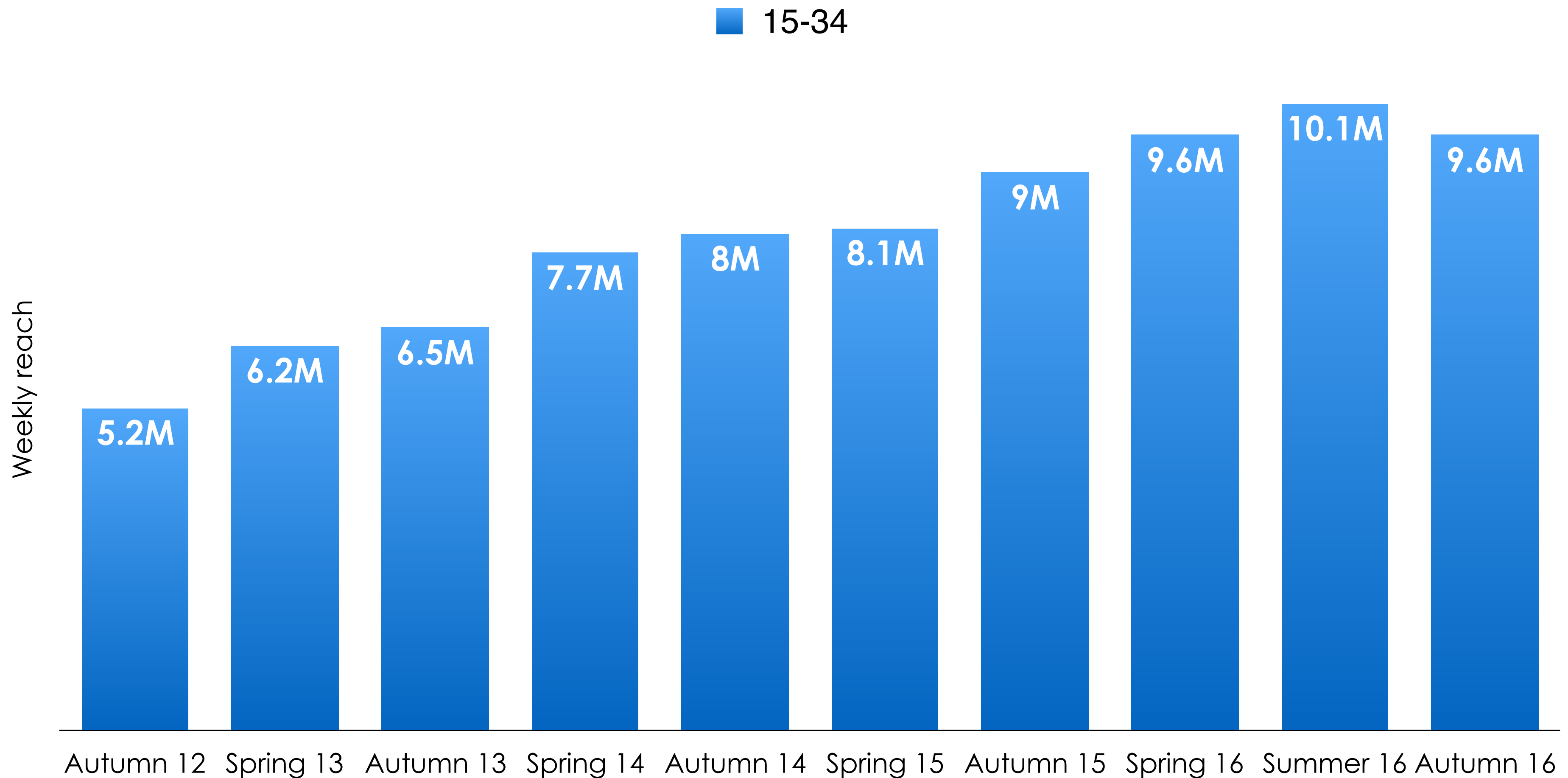
# Connected Audio Reach

Weekly Reach



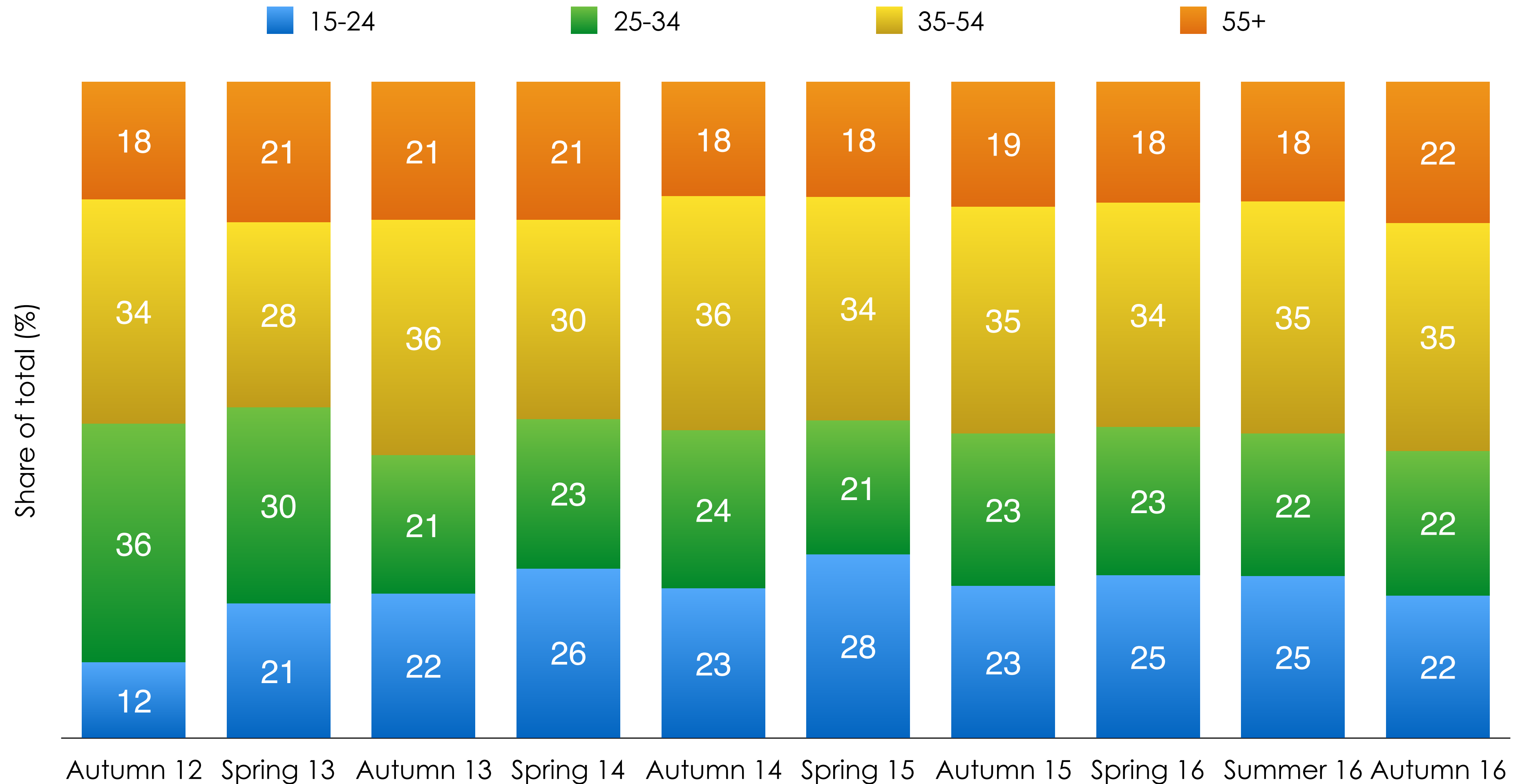
Source: MIDAS Autumn 2016

# Connected Audio Reach



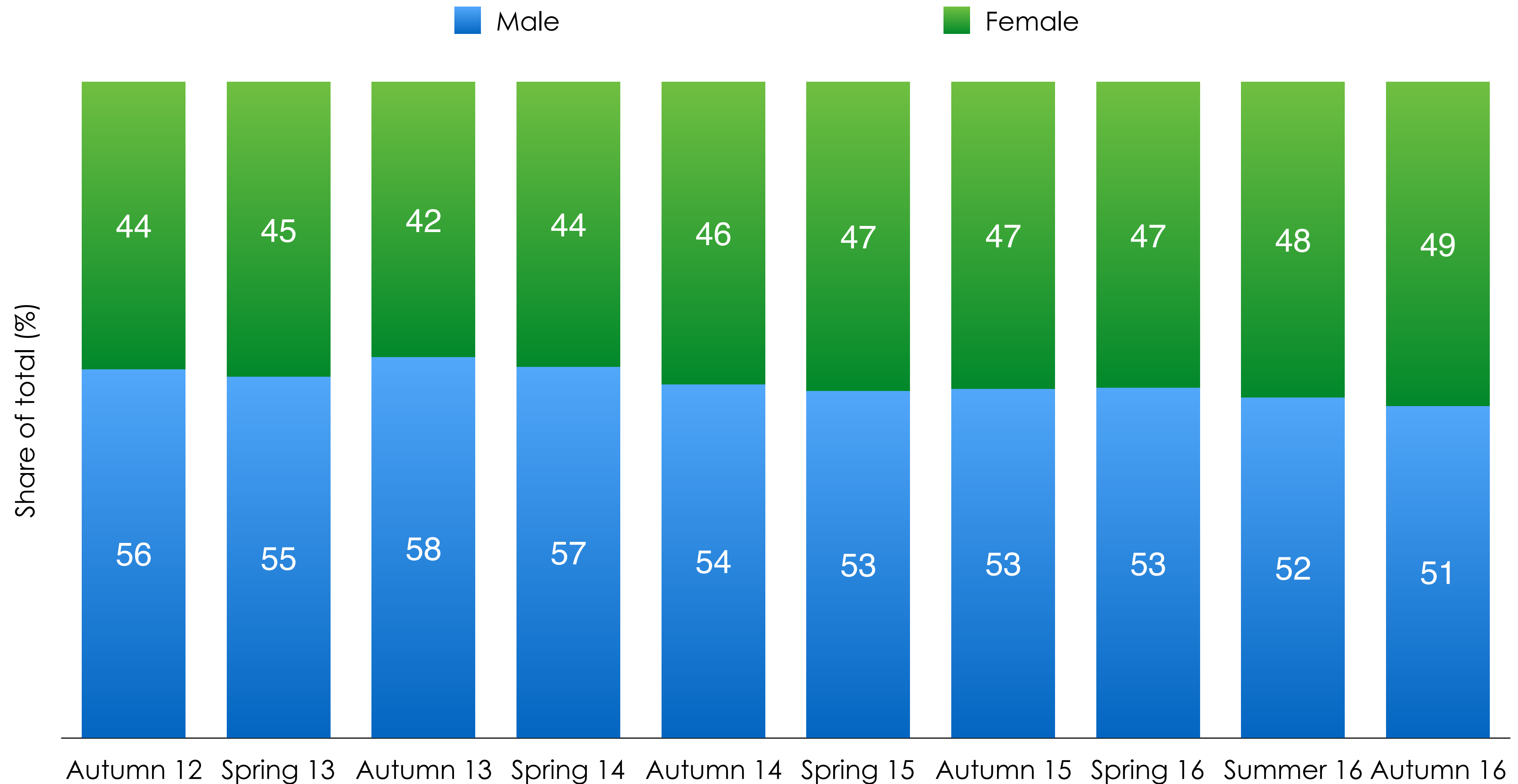
Source: MIDAS Autumn 2016

# Connected Audio Reach



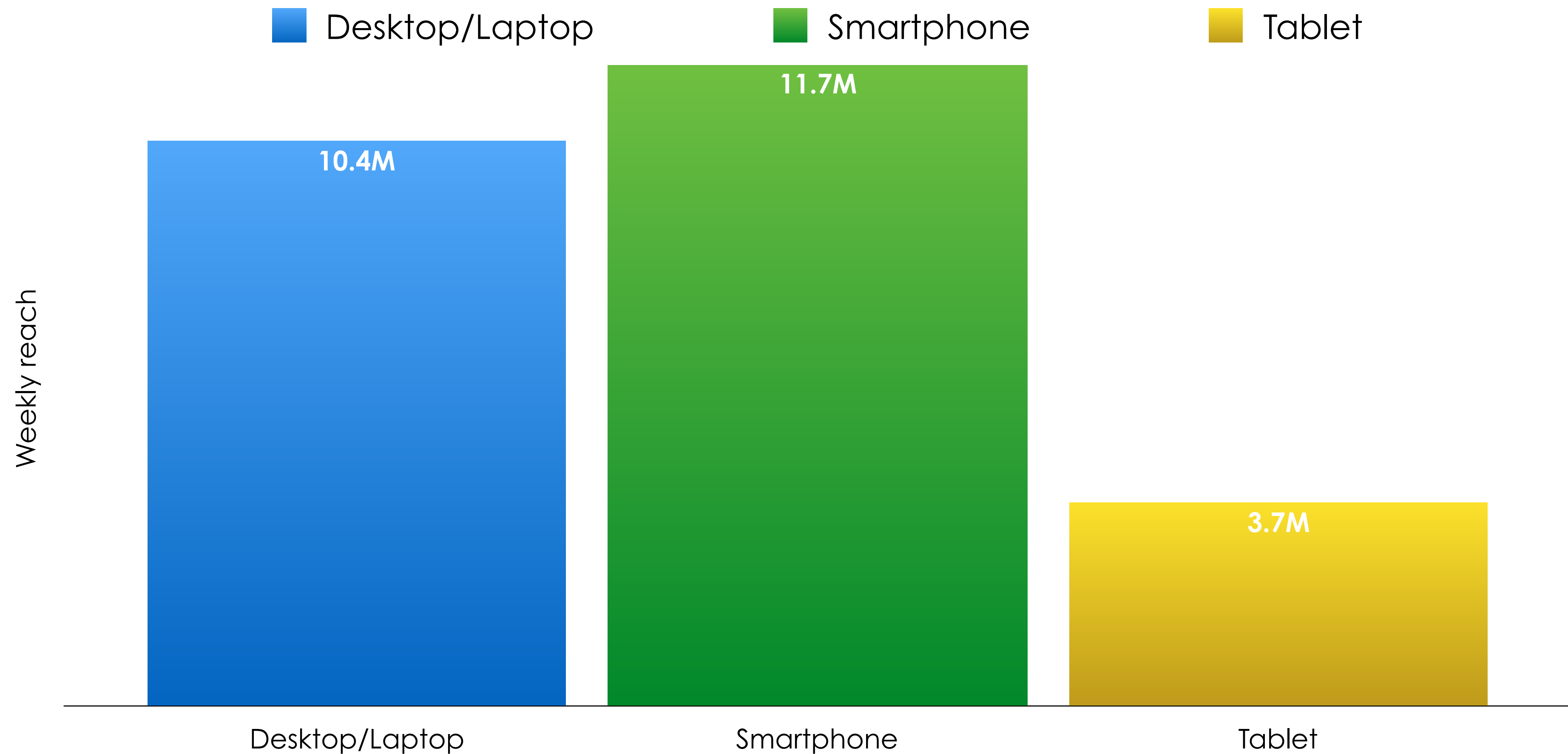
Source: MIDAS Autumn 2016

# Connected Audio Reach



Source: MIDAS Autumn 2016

# Connected Audio Reach

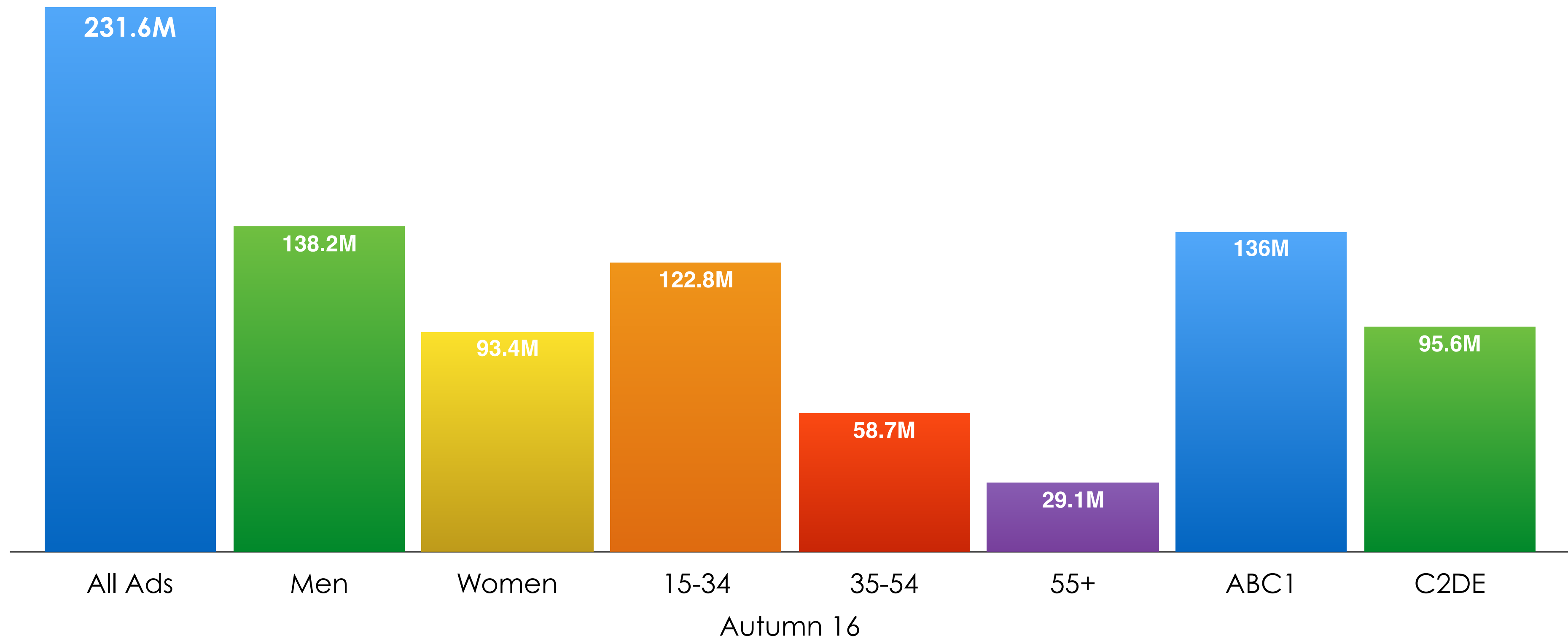


Autumn 16

Source: MIDAS Autumn 2016

# Connected Audio Hours

Weekly Hours

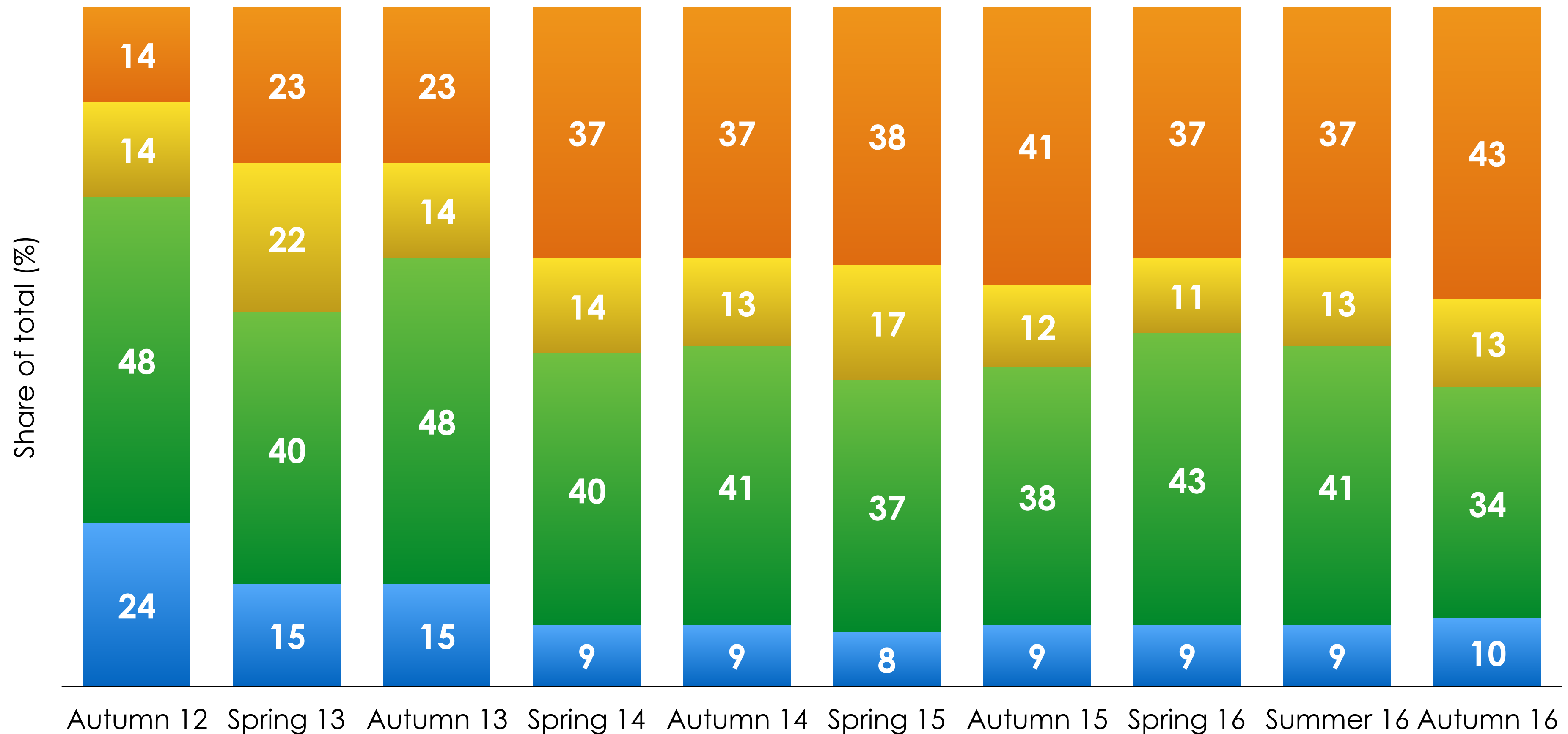


Source: MIDAS Autumn 2016



# Connected Audio Hours

■ Listen Again/Catch Up   ■ Live Radio via IP   ■ Podcasts   ■ ODMS

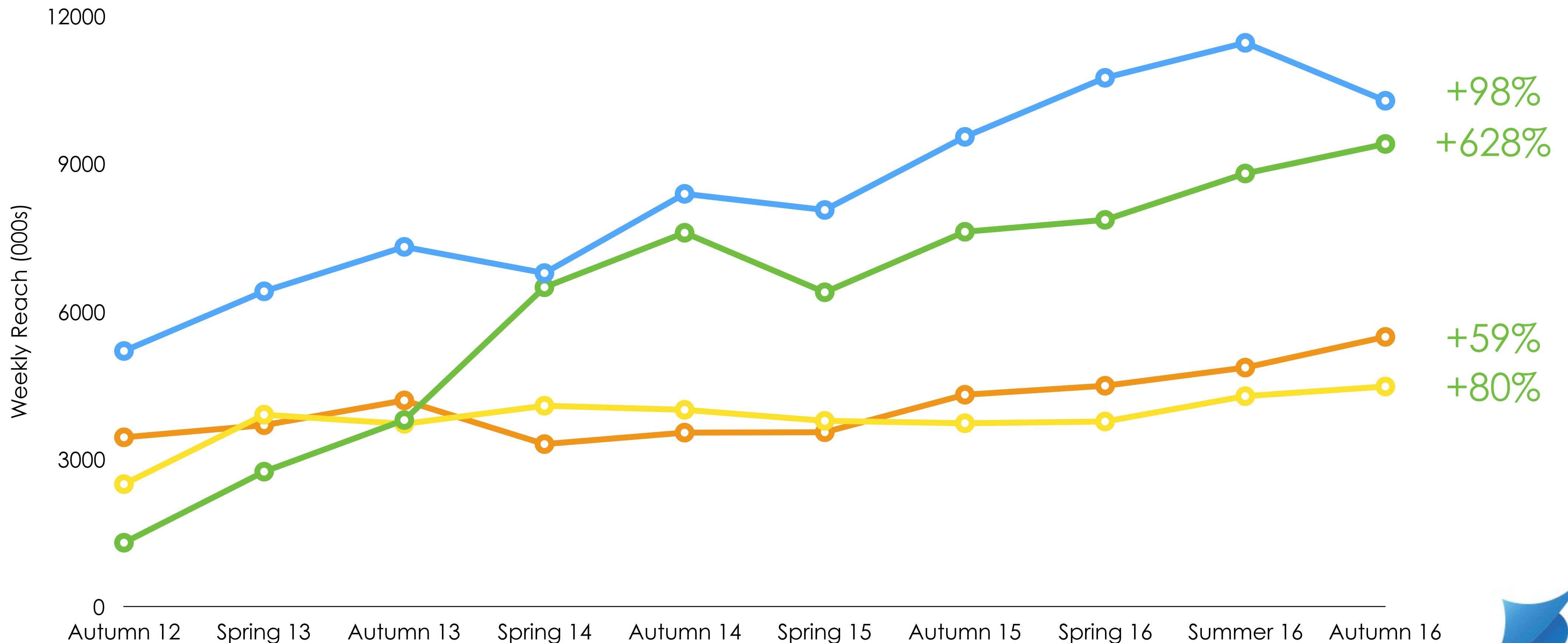


Source: MIDAS Autumn 2016

# Digital listening - Reach

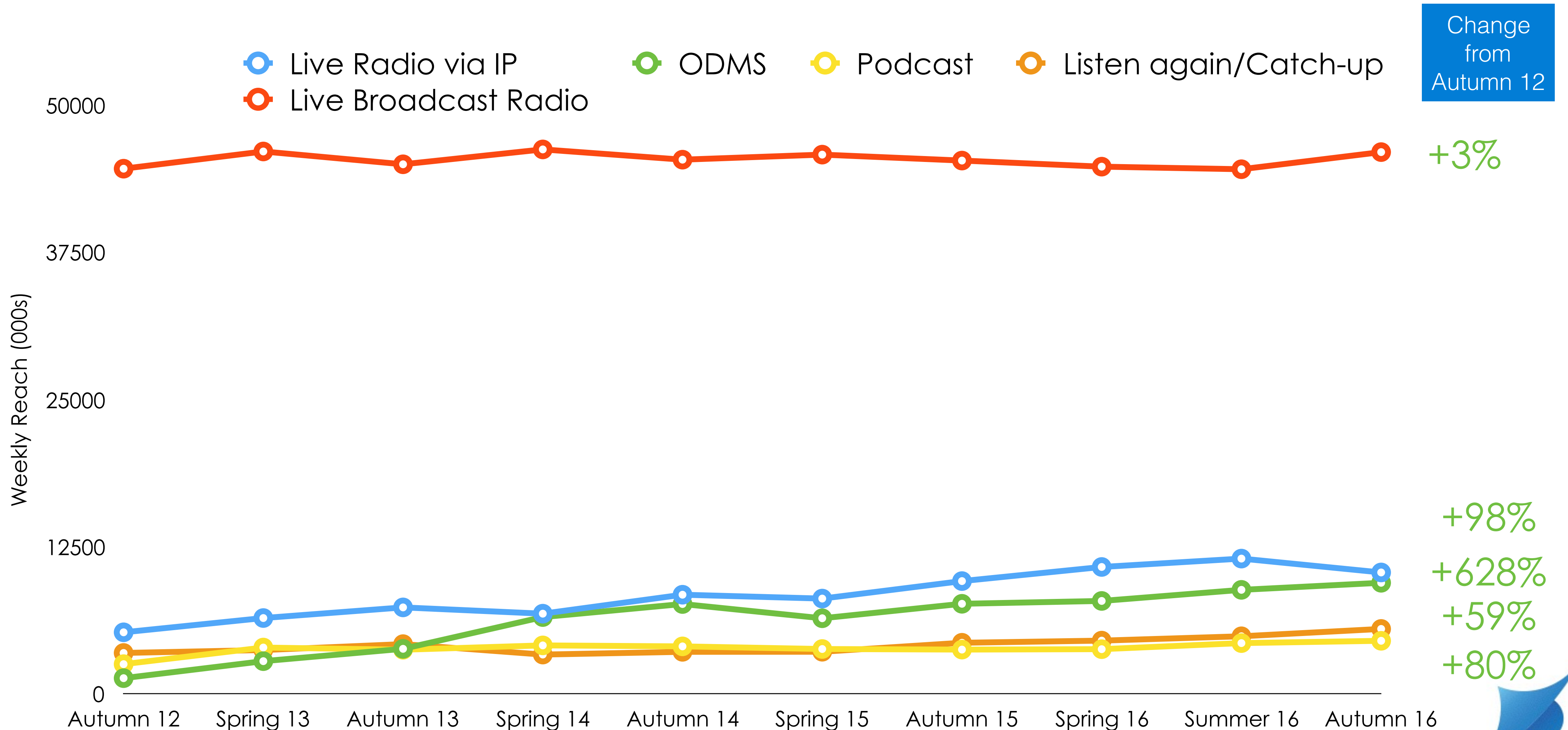
Change from Autumn 12

○ Live Radio via IP   
 ○ ODMS   
 ○ Podcast   
 ○ Listen again/Catch-up



Source: MIDAS Autumn 2016

# Digital Listening Not Impacted Radio Reach



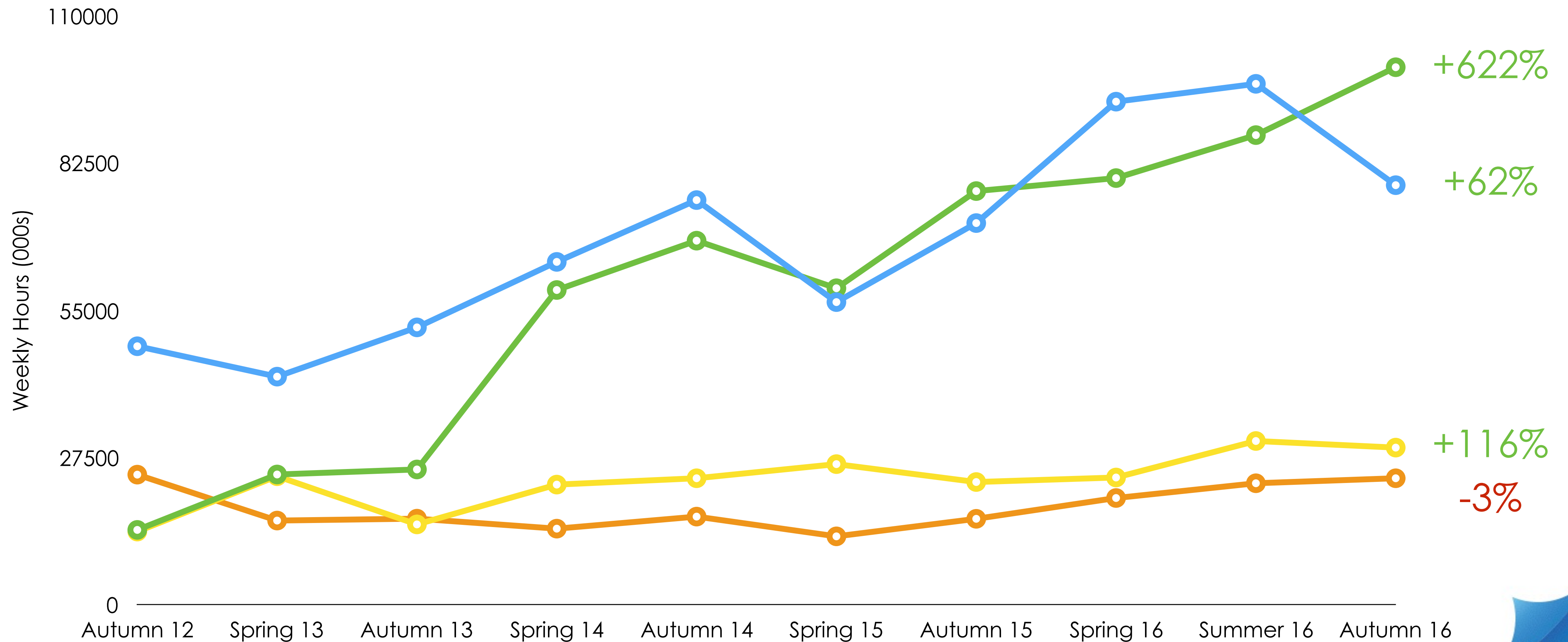
Source: MIDAS Autumn 2016



# Digital listening - Hours

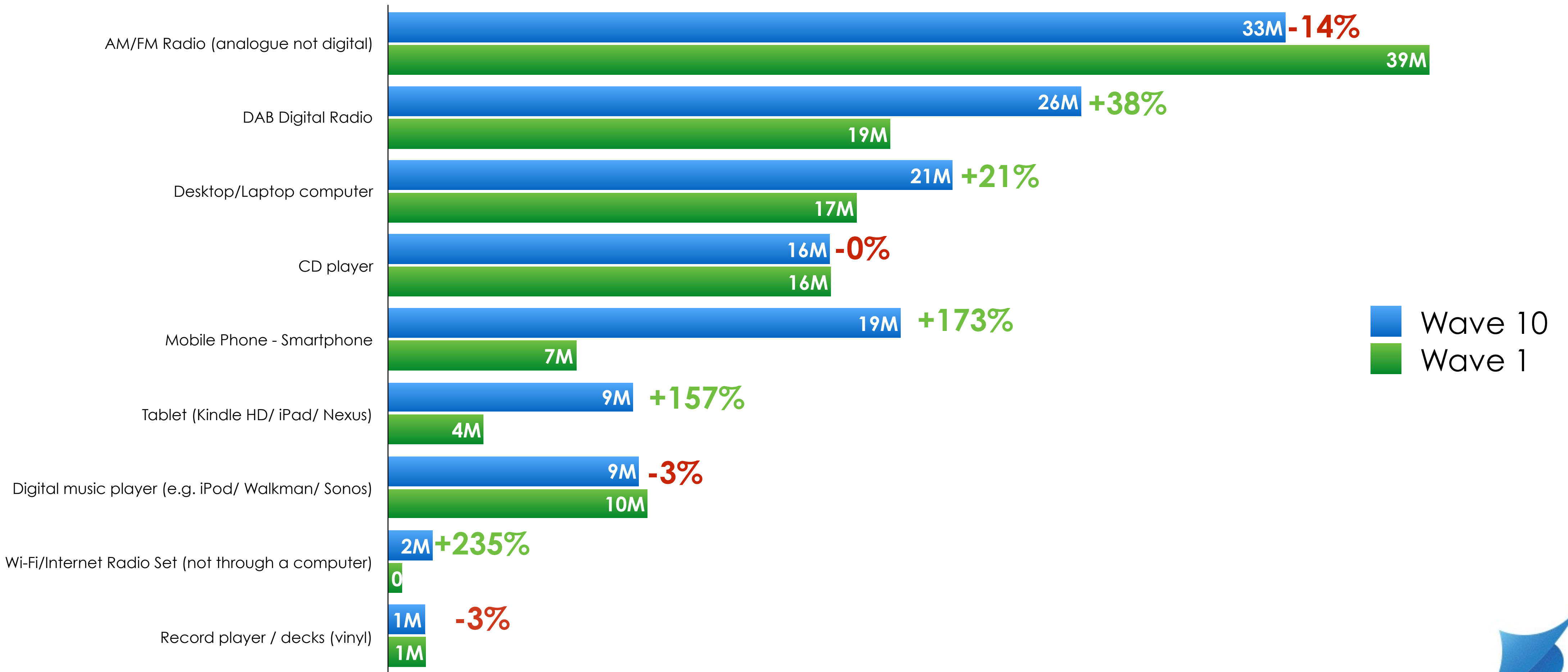
○ Live Radio via IP
○ ODMS
○ Podcast
○ Listen again/Catch-up

Change from Autumn 12

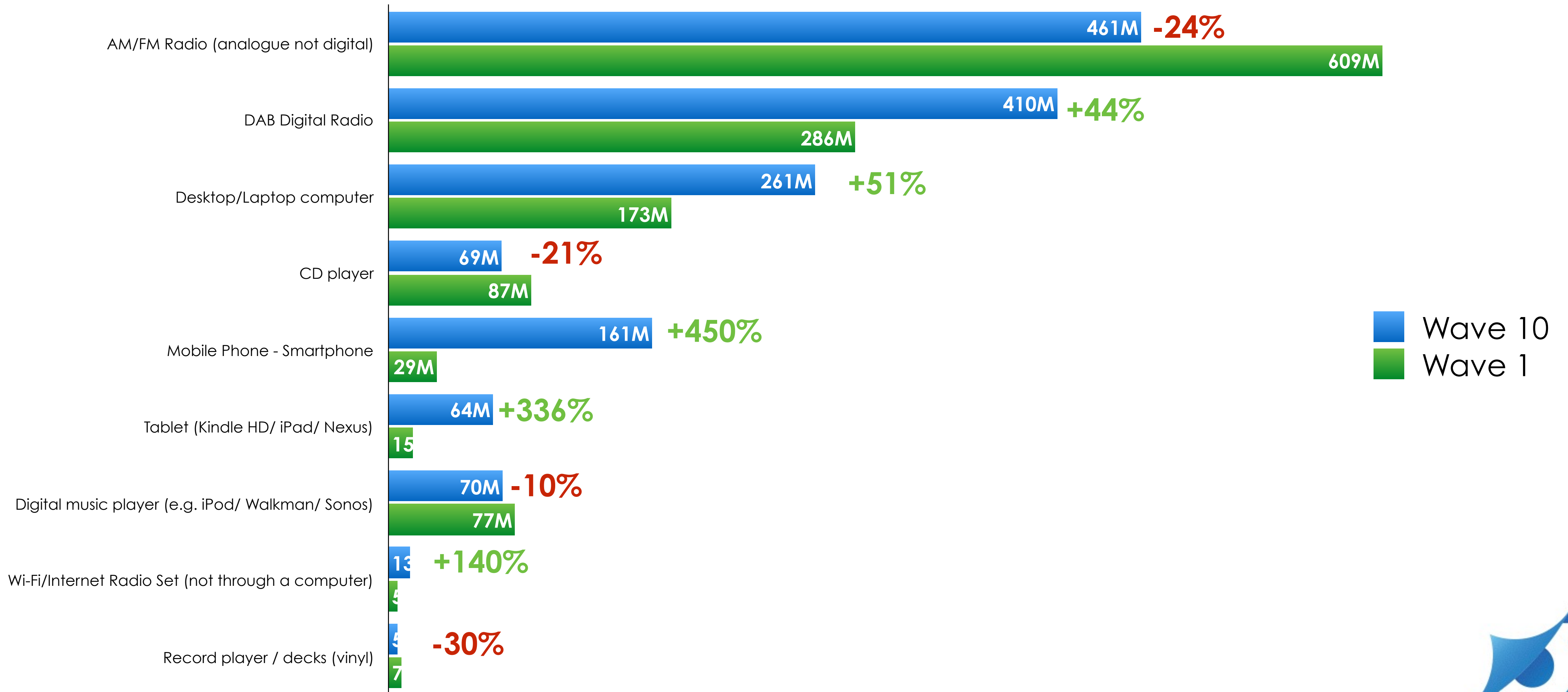


Source: MIDAS Autumn 2016

# Device Reach



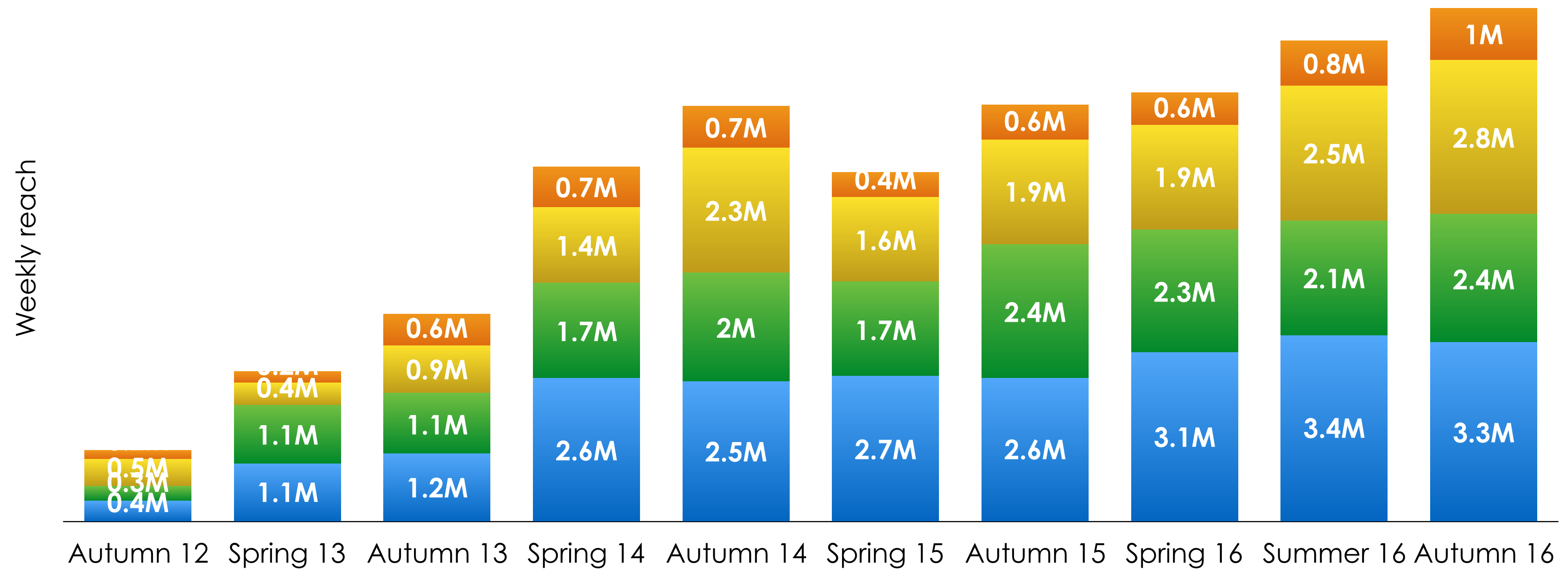
# Device Hours





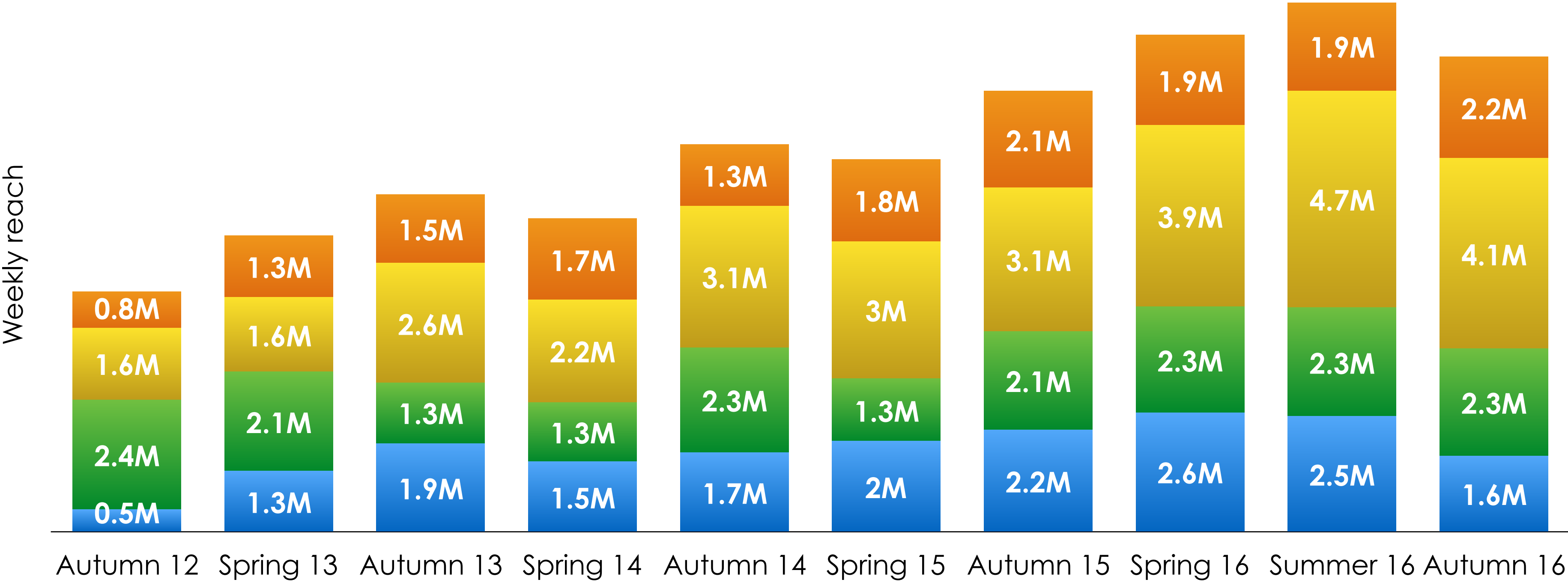
# ODMS Reach by Age

■ 15-24      ■ 25-34      ■ 35-54      ■ 55+

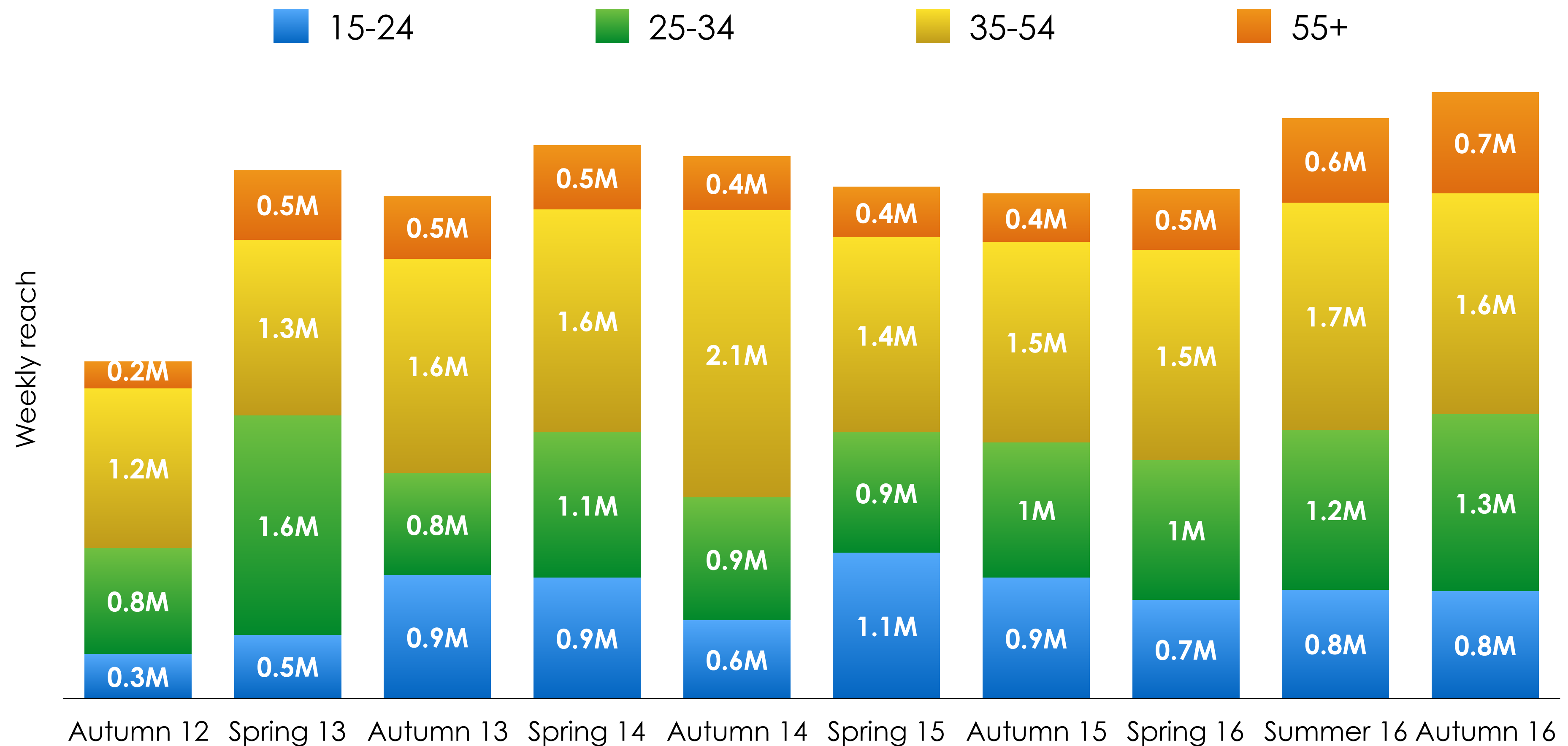


# Live Radio via IP Reach by Age

■ 15-24      ■ 25-34      ■ 35-54      ■ 55+



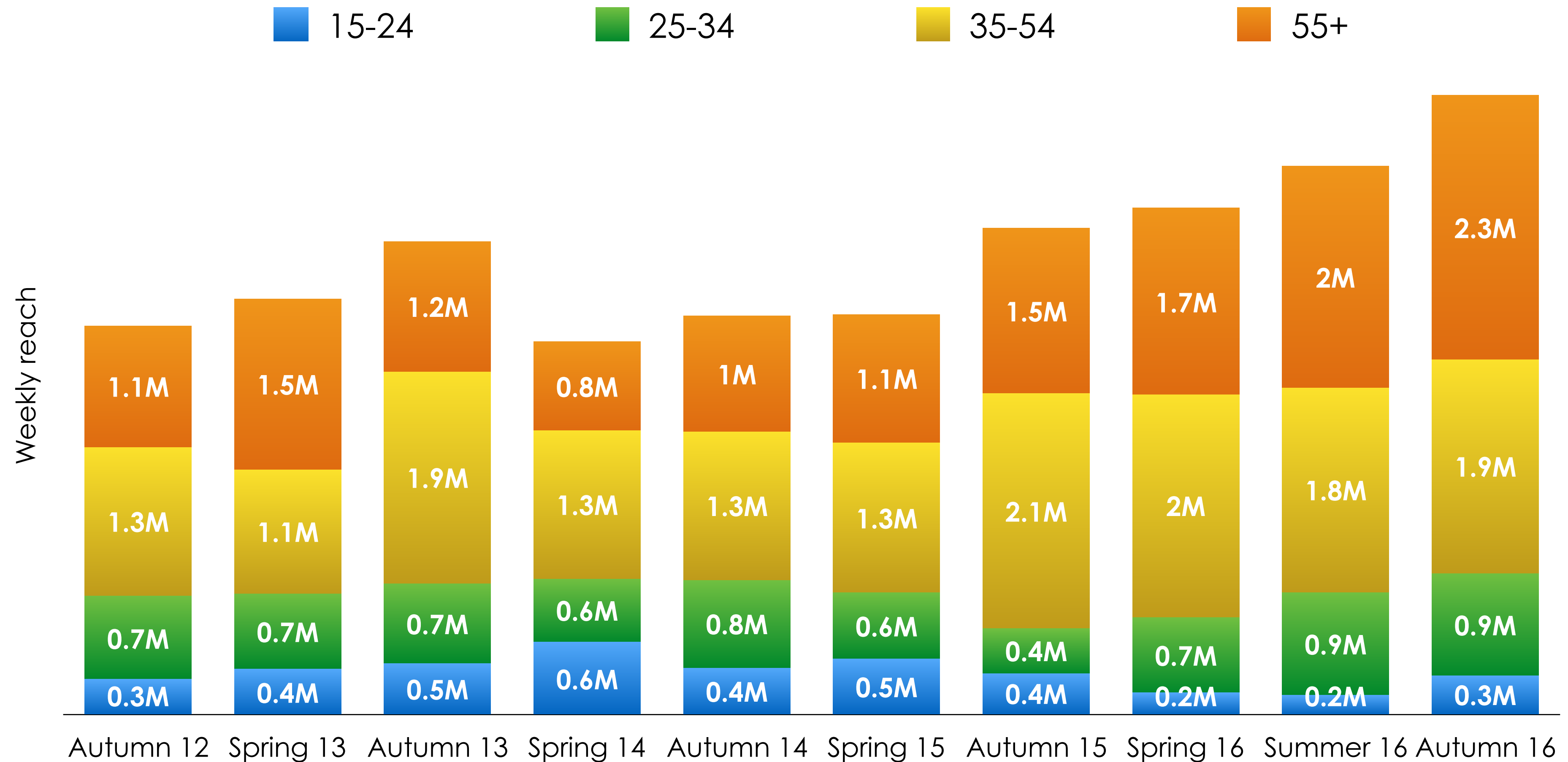
# Podcast Reach by Age



Source: MIDAS Autumn 2016



# Listen Again Reach by Age



Source: MIDAS Autumn 2016