

# New Nielsen Study Shows Radio is the Best Way to Reach Light TV Viewers

## AM/FM RADIO REACHES AMERICA'S MASSIVE POPULATION OF LIGHT TV VIEWERS<sup>1</sup>

**Who:**  
Significant Audience

According to a new Nielsen study

**44%**

Of Americans are light TV Viewers

**Challenge:**  
Difficult to Reach

Light TV Viewers represent only

**9%**

Of total TV time spent

**Solution:**  
AM/FM Radio

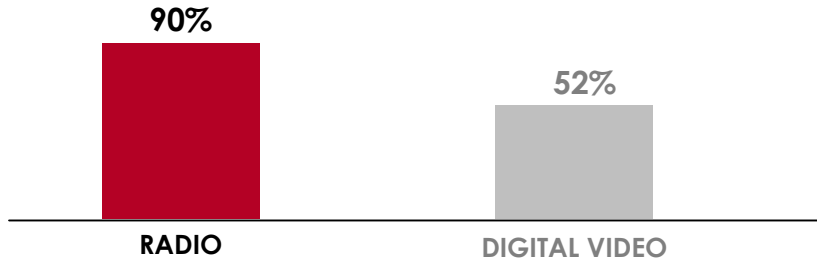
AM/FM Radio reaches

**90%**

Of light TV Viewers

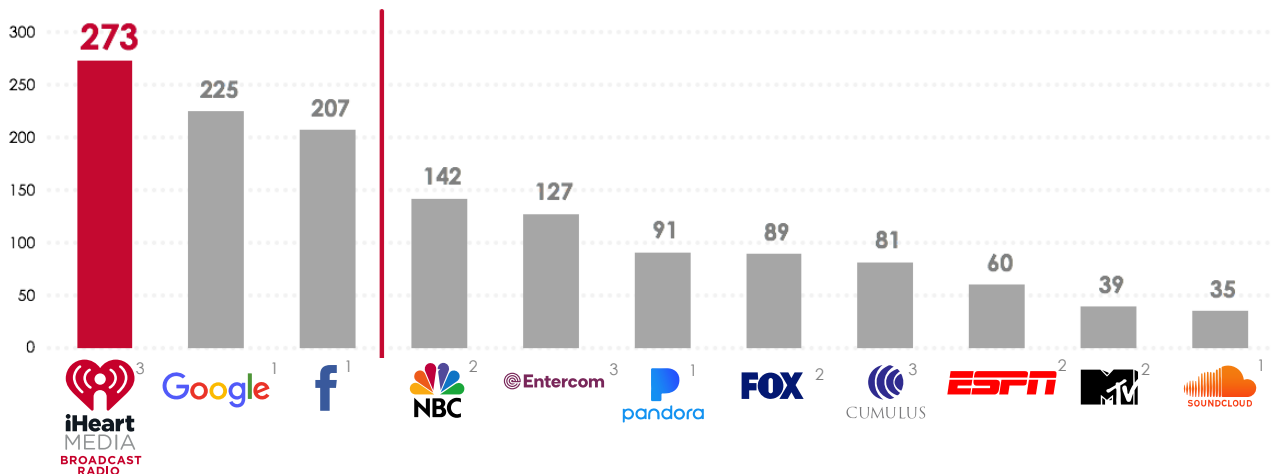
## AM/FM RADIO REACHES 2X MORE LIGHT TV VIEWERS THAN DIGITAL VIDEO<sup>2</sup>

% Reach Among Light TV Viewers – P18+



## IHEARTMEDIA IS THE #1 MEDIA COMPANY IN THE U.S.<sup>3</sup>

Monthly Reach People 6+ (Millions)



<sup>1</sup> Sources: 1. Nielsen PPM March/April 2018, P18-49. 2. Scarborough USA+ 2017.2, Total Radio M-S 6am-mid cumc, Ways used internet/apps in past 30 days on any device: Video Clips, TV Quintile – National (4th quintile – light) 3. 04162018; (1) Unique Visitors, comScore Media Metrix, MAR 2018, multi-platform universe, P6+. (2) Nielsen NPower, March 2018 reach, P6+ 6-minute qualifier, L+3D, M5u 6a-6a. (3) Fall 2017 Nielsen Audio Nationwide – Mon-Su 12m-12m – Monthly Reach – P6+.