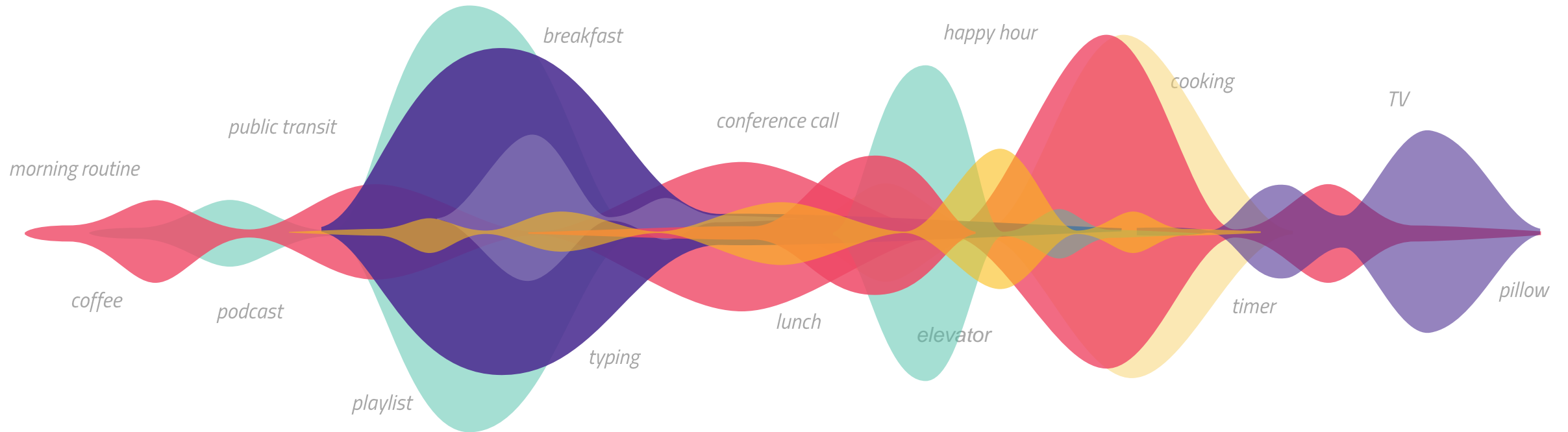


WHY RADIO IN 2021?





150+ RADIO/AUDIO & TV/VIDEO PUBLISHERS
43 MARKETS



MONITORING



PROMOTION



EU AFFAIRS



BENCHMARKING

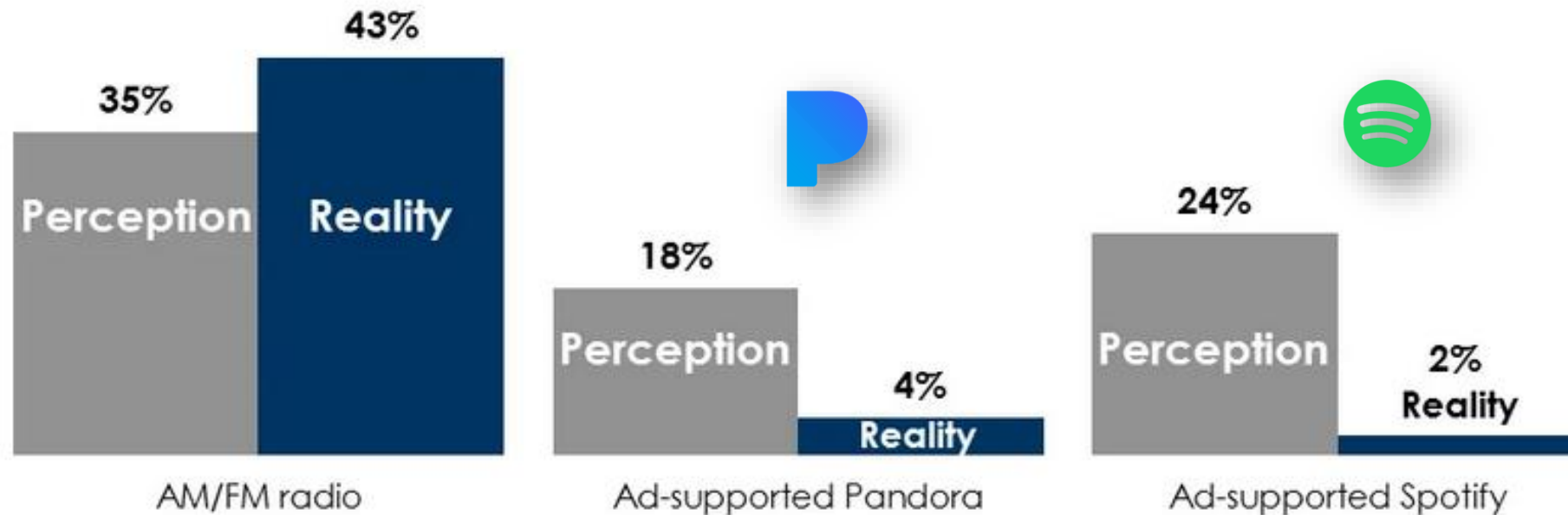


NETWORKING

AUDIO MARKETING IN 2020

The audience share of AM/FM radio is 22X larger than Spotify and 11X larger than Pandora

Perception of advertisers and agencies vs. actual share of audio time spent among persons 18+



Source: Advertisers Perceptions, Q3 2020, 300 advertisers and agencies, Edison Research, Share of Ear

8 REASONS TO ADVERTISE ON RADIO

1. Reach and time spent listening are as strong as ever
2. Two distinct modes of consumption: radio is on when screens are off, but is still be effective as a background medium
3. A unique campaign multiplier effect
4. Brands that advertise on radio in times of crisis – win

8 REASONS TO ADVERTISE ON RADIO

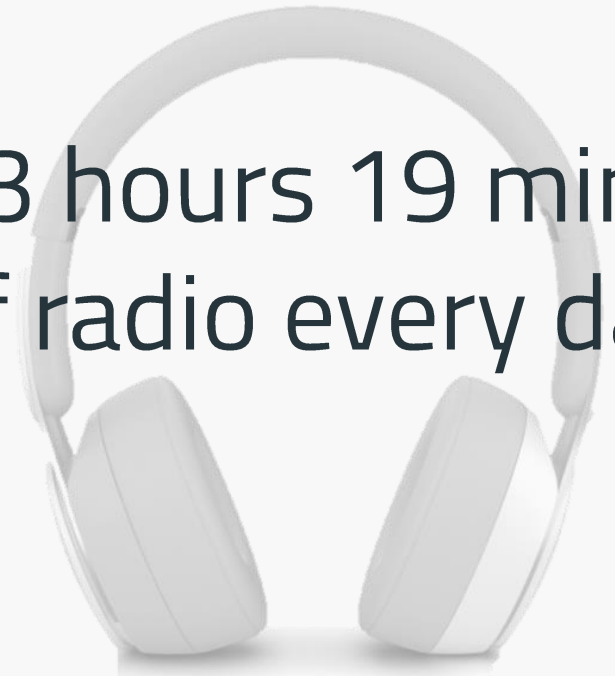
5. The most cost-effective mass medium
6. Drives traffic to the web
7. Audio creative – high quality, not an expensive production, fast and flexible
8. A trusted source of information in times of crisis - premium content, ad fraud and bots-free environment

1. RADIO'S REACH AND TIME SPENT LISTENING ARE AS STRONG AS EVER

More than 70% daily reach
in Europe



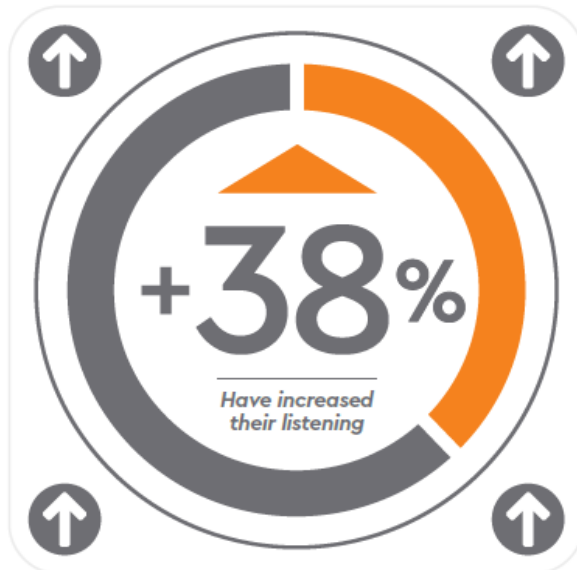
3 hours 19 min
of radio every day



LISTENING SURGED DURING THE PANDEMIC

ON RADIO

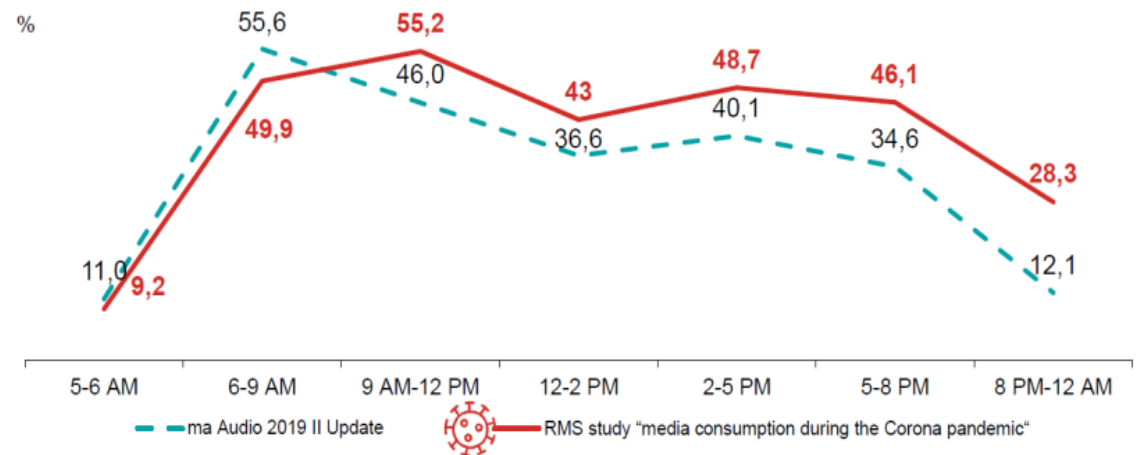
Commercial radio listeners are listening to more radio than before lockdown



UK – RADIO LISTENING

ONLINE

The intensity of audio usage increased remarkably



GERMANY- ONLINE LISTENING



2. RADIO HAS TWO DISTINCT MODES OF CONSUMPTION

AUDIO IS **ON** WHEN
SCREENS ARE **OFF**

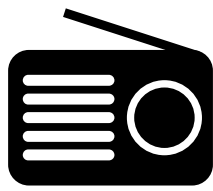
- HANDS-FREE, EYES-FREE MEDIUM
- UNIQUE MOMENTS
- CONCENTRATION AND FOCUS
- 1:1 PREMIUM MOBILE ENVIRONMENT
- **79%** OF AUDIO CONSUMPTION TAKES PLACE WHERE VISUAL MEDIA CANNOT REACH THEM*
- THEATRE OF THE MIND

*Spotify's internal data, Aug 2016

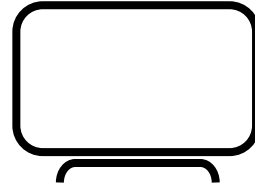
AUDIO IS **ON** WHEN SCREENS ARE **ON**

- AUDIO ATTRACTS ATTENTION EVEN WHEN IN BACKGROUND MODE
- AMPLIFIES MOOD
- BOOSTS PRODUCTIVITY
- **35%** LISTENERS MORE RECEPTIVE TO ADVERTISING WHEN RELAXED AND FOCUSED*

3. RADIO IS A UNIQUE CAMPAIGN MULTIPLIER



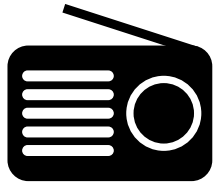
+



=

38%
Campaign
efficiency

TV



+



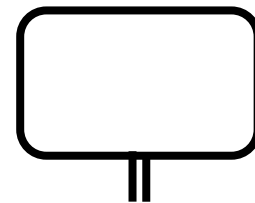
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40%
Higher ad-recall

Online Audio



+



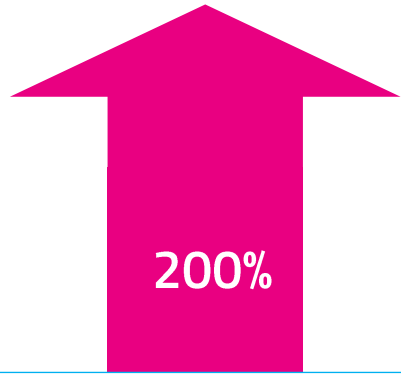
=

33%
Boost in ad-recall

Out-of-home

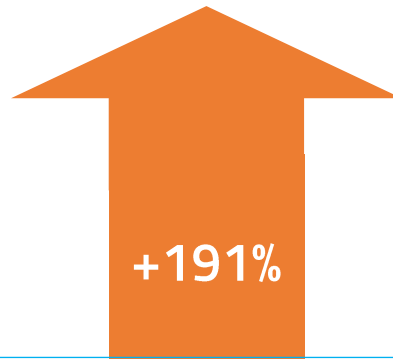
4. BRANDS THAT ADVERTISE ON RADIO IN CRISIS – WIN

Examples of brands investing in radio during the 2020 pandemic



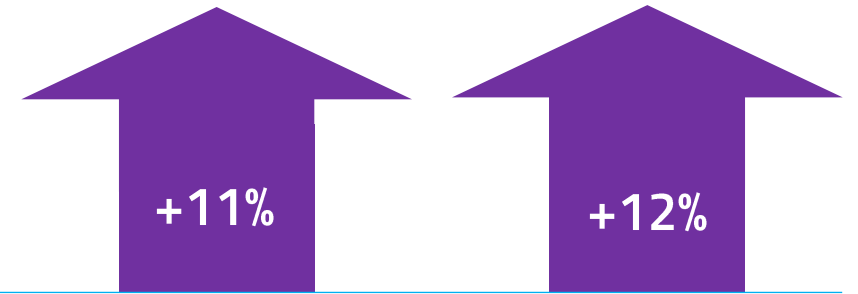
YoY SALES INCREASE

For an outdoor brand trying radio for the 1st time



ONLINE TRAFFIC

For a camper van promotion



BRAND AWARENESS PURCHASE INTENT

For motor oil brand adding radio to their online & TV campaign



5. RADIO IS THE MOST COST-EFFECTIVE MASS MEDIUM

- On average Radio's CPM is **3x lower** than TV
- Including radio in the media mix can **improve the cost effectiveness** of brand campaigns **by 20%**



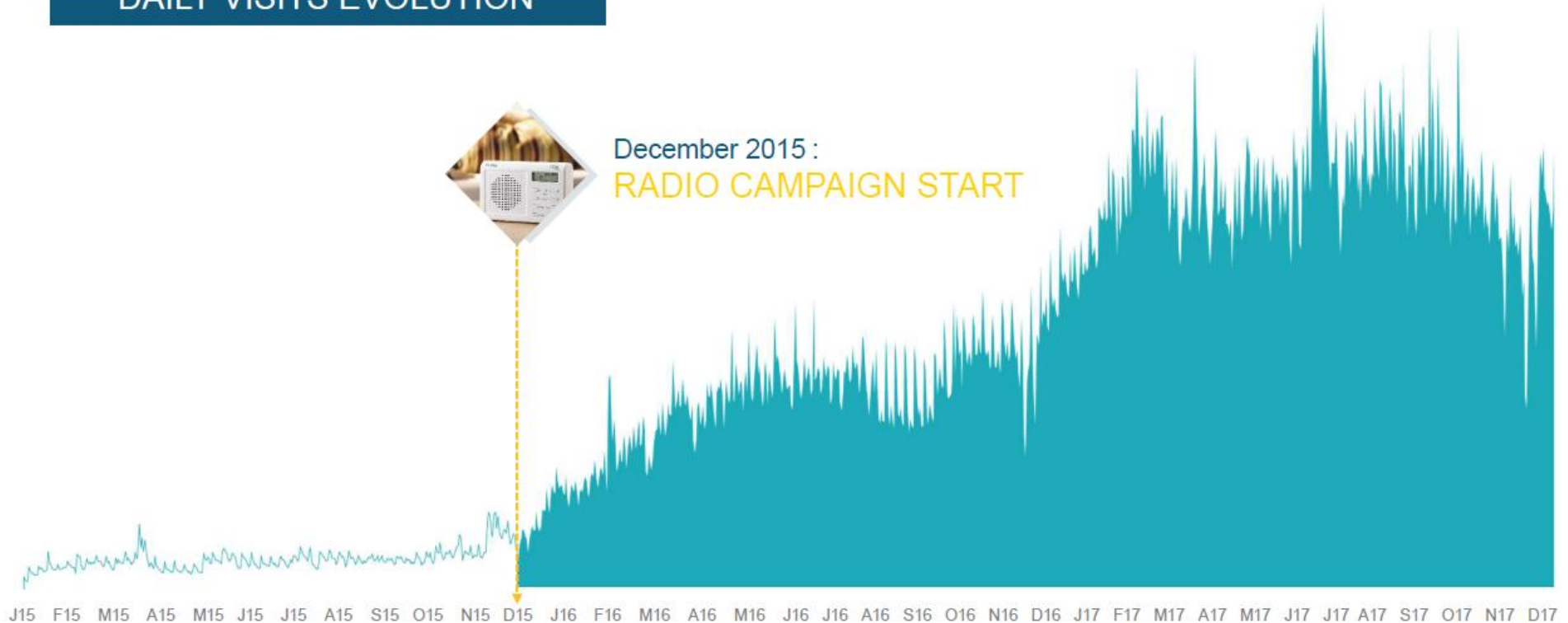
6. RADIO DRIVES TRAFFIC TO THE WEB



RADIO BOOSTS ONLINE TRAFIC!

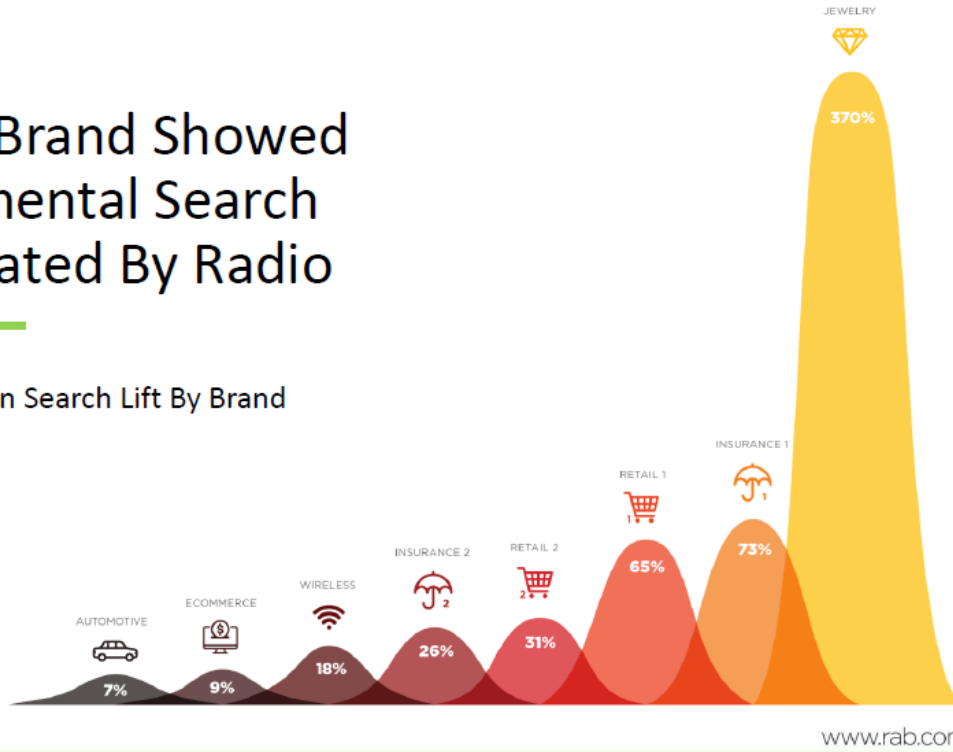


DAILY VISITS EVOLUTION



Every Brand Showed Incremental Search Generated By Radio

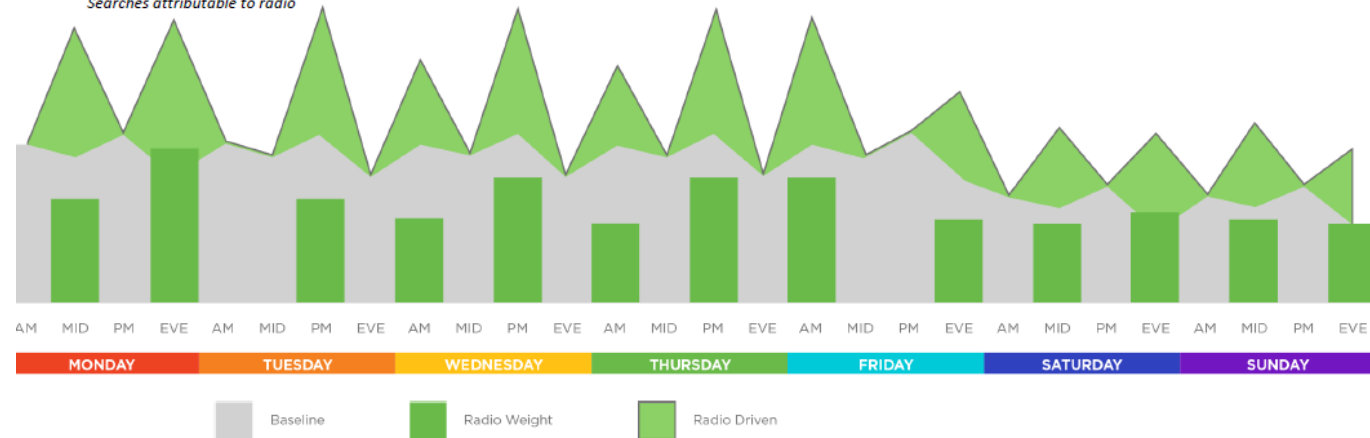
Radio Driven Search Lift By Brand



The Impact Of Radio On Search Was Revealed Through A Model

Radio Driven Search

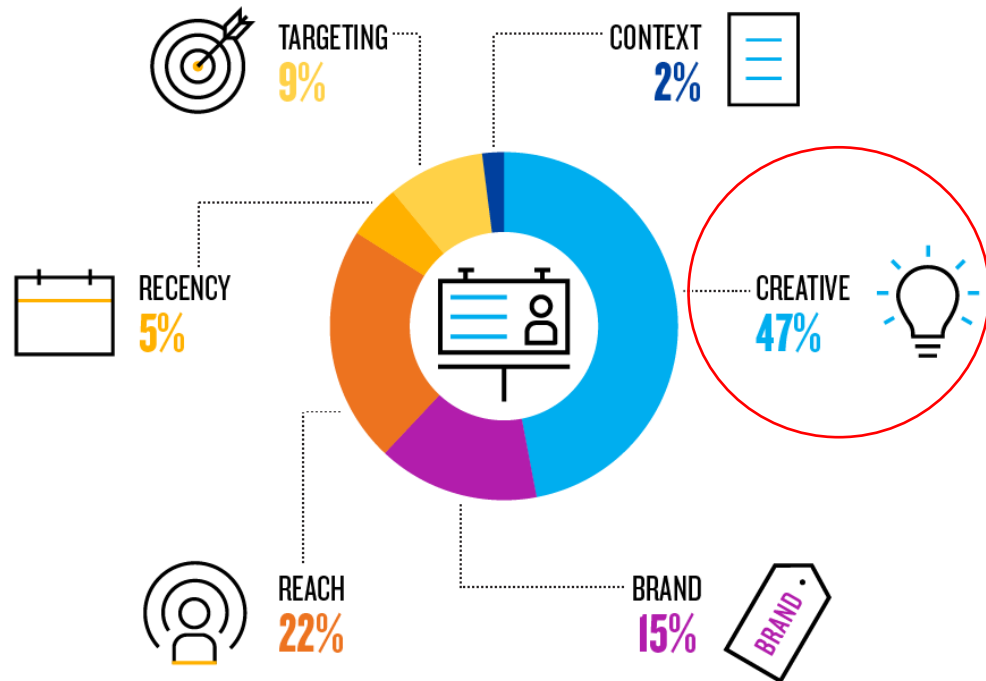
Searches attributable to radio



7. AUDIO CREATIVE – HIGH QUALITY, EASY AND NOT AN EXPENSIVE PRODUCTION, FAST AND FLEXIBLE

PERCENT SALES CONTRIBUTION BY ADVERTISING ELEMENT

n



FLEXIBILITY:

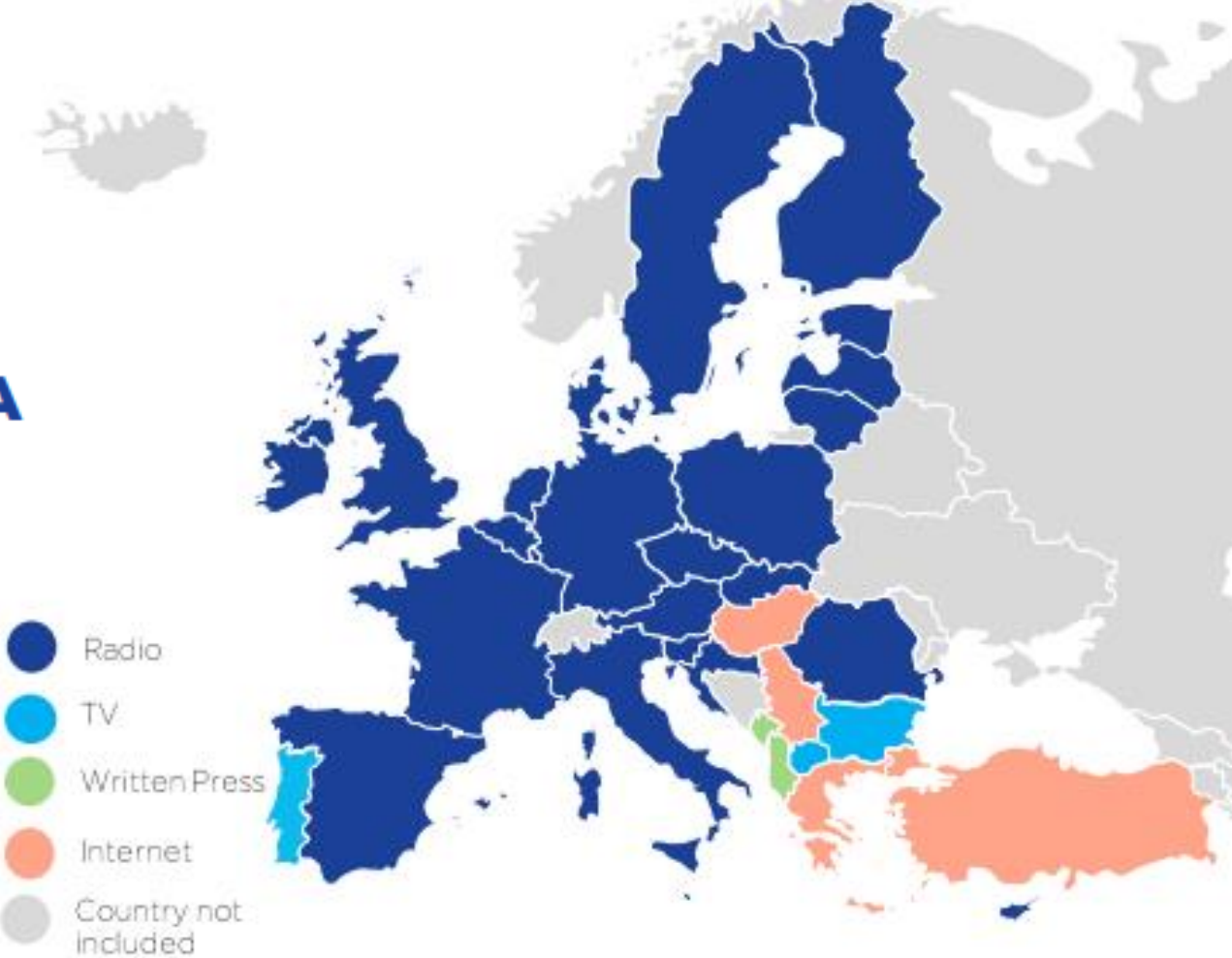
Offering free 5s tag-on to radio spots to add mention about home delivery, web shop etc. to retail in lockdown

All radios in Belgium and Netherlands came together with the offer

Creative drives nearly 50% of ROI

8. RADIO IS A TRUSTED SOURCE OF INFORMATION IN TIMES OF CRISIS: PREMIUM CONTENT, AD FRAUD AND BOTS-FREE ENVIRONMENT

MOST TRUSTED MEDIA (Net Trust Index 2019)



Source: EBU

A pair of large, metallic, 3D-rendered headphones with a blue background. The headphones are positioned on either side of the central text, with the earcups facing outwards. The background is a solid, bright blue color. The text is centered and reads "HOW TO MAKE THE MOST OF RADIO OFFERS".

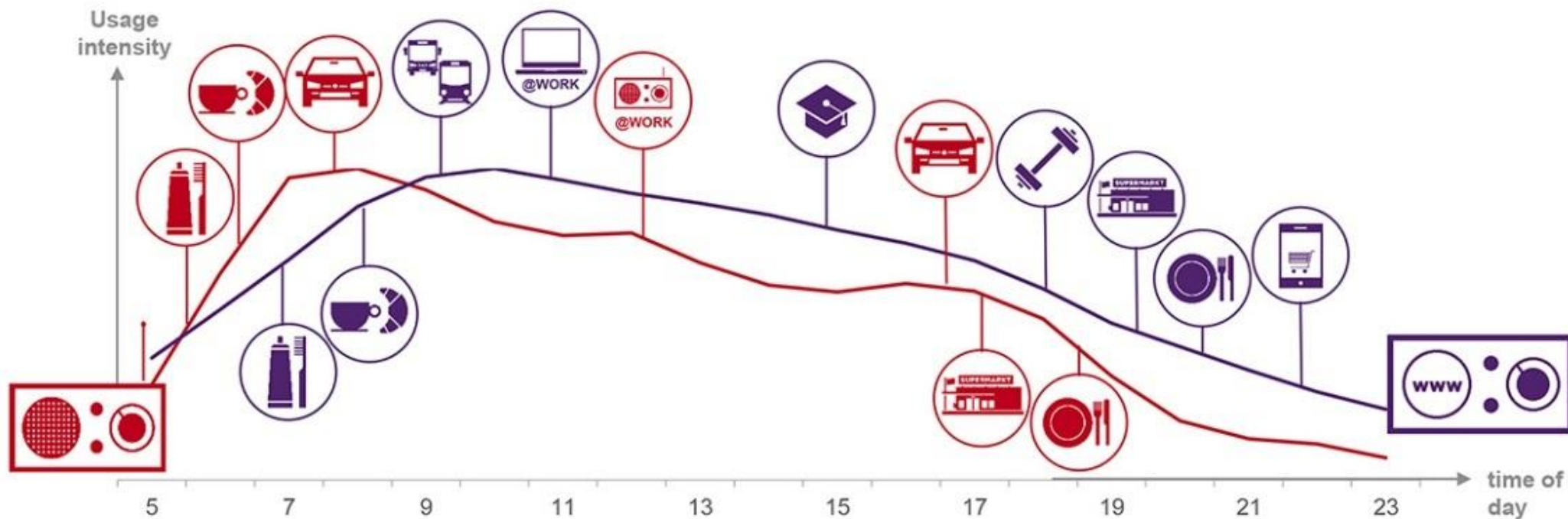
HOW TO MAKE THE MOST OF RADIO OFFERS

RADIO + ONLINE AUDIO = A PERFECT MATCH

Additional touchpoints due to web radio



FM & web radio during the course of the day



All data index value.

Source: fm = ma 2016 Radio II (Day after recall, Mo-Su), web radio = AdServer RMS

Attention: No comparison of reach, but comparison of usage intensity

HOW TO GENERATE DEMAND FOR RADIO

Make radio advertising accessible and understandable to small business owners



**MEKAN İÇİ
MÜZİK YAYINI**

Müşterilerini mekanına özel
hazırlanan müzik listeleriyle
karşılama isteyenlere
Karnaval'dan bir ilk!

**KARNAVAL
İŞ ORTAĞIM**

Deneyimli Karnaval müzik direktörlerinin mekanınızın konseptine uygun hazırlayacağı ve sadece markanızın reklamlarını duyacağınız özel müzik listelerine tek tıkla ulaşın!

1-5 Mağaza: 500 TL+KDV
5-10 Mağaza: 750 TL+KDV
10-20 Mağaza: 1.000 TL+KDV

AVM'ler, etkinlik mekanları, restoranlar, kafeler ve spor salonları gibi müzik yayını yapılabilecek tüm mekanlarda geçerlidir.

SÜPER FM • METRO FM • JOYTURK • JOY FM • VIRGIN RADIO

Karnaval as a Business partner (Turkey)

- Turned 2 200 listeners into the new advertisers
- Affordable advertising packages to listeners who own SMEs = Familiar and loyal audience
- Discounts, easy to understand media plans
- Low cost of acquisition
- Complimentary copywriting and production services
- Radio advertising = easy, fast and accessible
- CRM and retention system

KARNAVAL
İŞ ORTAĞIM



HOW TO GENERATE DEMAND FOR RADIO

Make radio advertising accessible and understandable to small business owners



Kagiso Media - Radio Gives Back (ZA)

- A free advertising airtime initiative
- Help struggling businesses
- Applications on radio website
- Added more than 2 500 businesses to CRM database
- Helping community, positive PR, prospection for post-COVID

KEEP RADIO FRESH AND INTERESTING

Data-driven advertising for FM radio - using Google trends, weather data and other data sources to trigger radio campaigns thanks to automation

SWISS RADIOWORLD



- -14% of search for competitors
- +17% for Mercedes V-Class

BE EVERYWHERE



barba radio – radio show, podcast, online radio, music streaming and Alexa skills

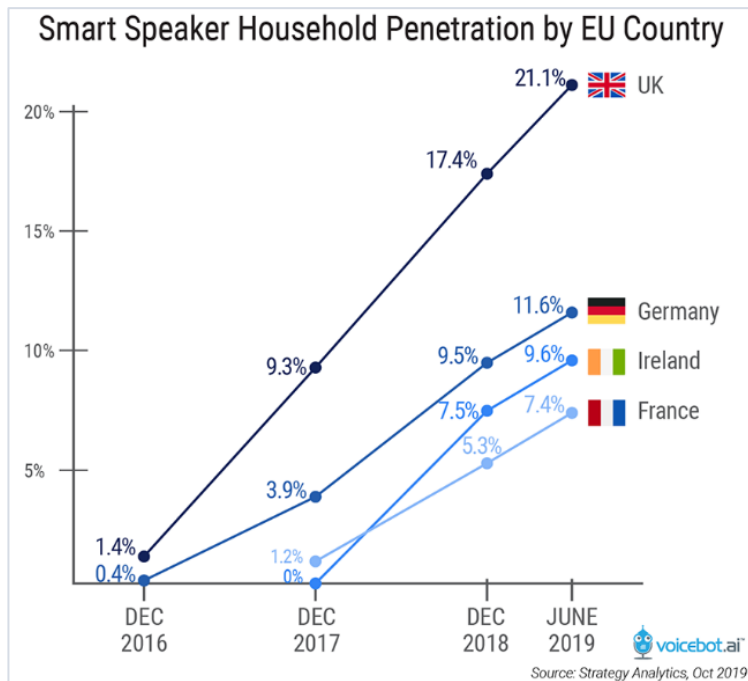


AUDIO INNOVATIONS = PERFECT MARKETING TOOL

- **Dynamic audio creative:**
*125% lift in purchase intent**
- **Voice activated audio advertising**
*14.4% mobile engagement***
- **3D audio:**
*2.9 times higher brand consideration****



INVEST IN THE FUTURE



Bob Pittman Says Podcasts Remain iHeart's Fastest-Growing Business.

Nov 12, 2020



STEP OUT OF A RADIO AD SPOT BOX

1. Look beyond just radio spot sales
2. Connect as radio/audio marketing experts
3. Discuss new opportunities as sales houses, agencies and advertisers. There are many!
4. Consider new businesses and sectors
5. Compete for and discuss projects that are at least 4x bigger than traditional radio budgets