



July 2005

## Radio Still Strong Despite New Media's Growth Part 1 of 3: Taking a Look at New Media

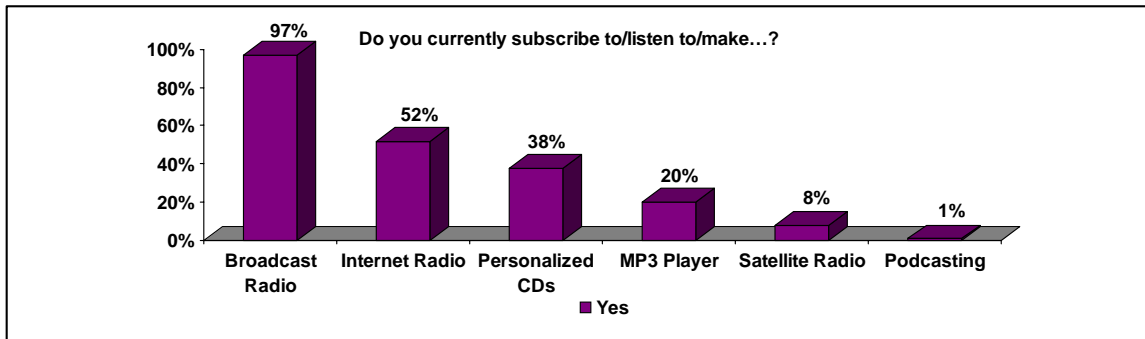
Paragon Media Strategies recently collected 400 respondents between the ages of 15 and 64 to complete a study about new media usage and its effect on broadcast radio listening. For purposes of this study, we focused on broadcast radio and the following new media: satellite radio, internet radio, MP3 players, podcasting, and personalized CDs. The first segment in our three-part series, presented below, details types of new media that could affect broadcast radio listening habits.

### New Media Awareness

Please tell me if you have heard of this or not...	Yes, have heard of...
Satellite Radio	82%
MP3 Players	80%
Internet Radio	76%
Podcasting	36%

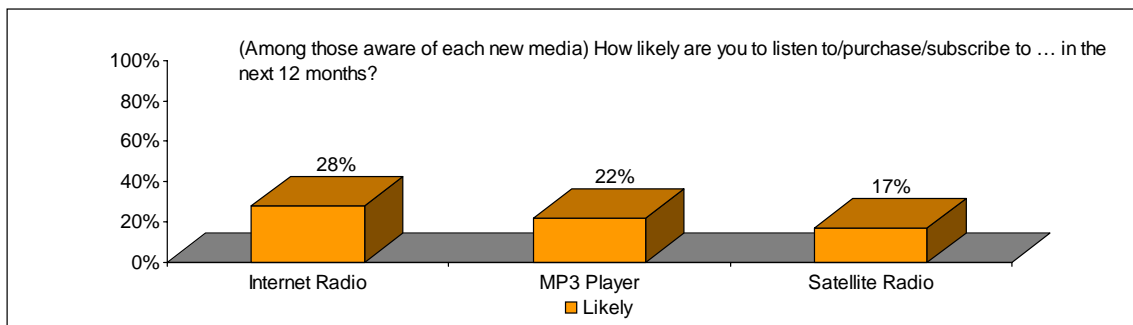
- ❖ Over three-quarters of Americans are aware of satellite radio, MP3 players and internet radio.
- ❖ Only one-third are aware of podcasting.

### Radio & New Media Usage



- ❖ Only 3% of Americans NEVER listen to broadcast radio.
- ❖ A majority of Americans have listened to an internet radio station.
- ❖ One-third have created their own personalized CDs.
- ❖ One in five Americans own an MP3 player.
- ❖ Less than 1 in 10 subscribe to a satellite radio service.
- ❖ Only 1% of Americans currently subscribe to a program that lets them podcast.

### Future Intent to Use New Media



- ❖ Of those who have never listened to internet radio, one in four (28%) are likely to listen to an internet radio station in the next year.
- ❖ 22% of respondents who do not own an MP3 player would consider purchasing one in the next 12 months.
- ❖ 17% of non-subscribers of satellite radio are likely to subscribe in the next year.

Charts provided represent top-line data for a portion of this study. Complete results of these tables and other questions will be available on our website after all three reports have been released.

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