

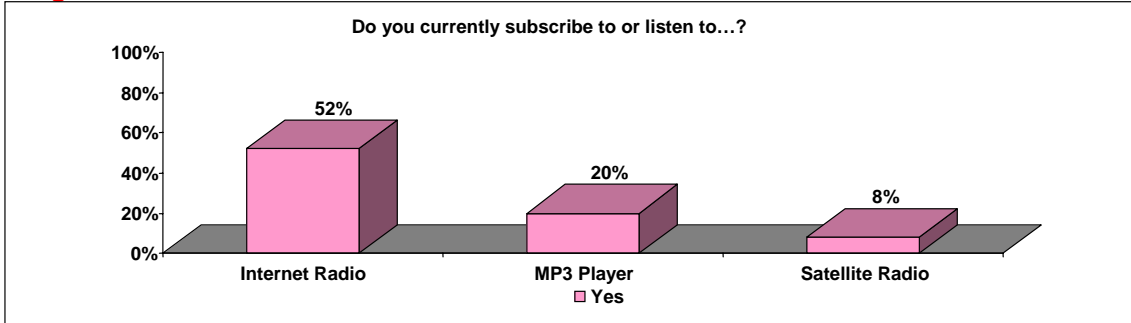


August 2005

Radio Still Strong Despite New Media's Growth Part 2: New Media's Effect on Broadcast Radio Listening

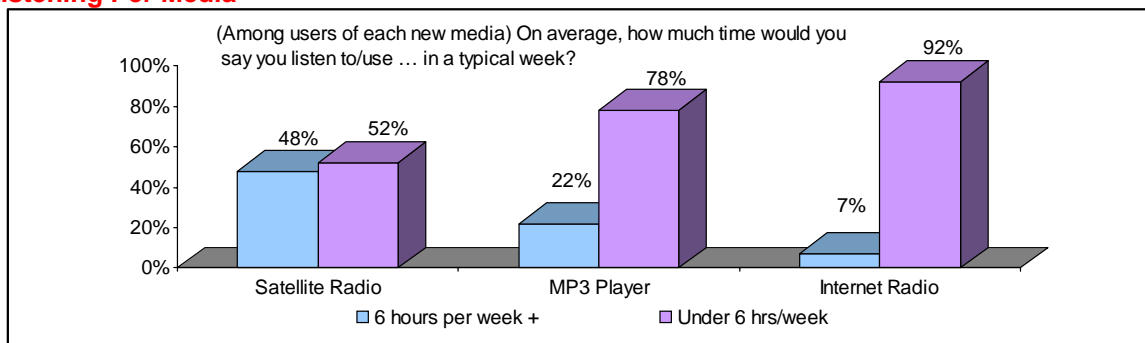
Paragon Media Strategies recently collected 400 respondents between the ages of 15 and 64 to complete a study about new media usage and its effect on broadcast radio listening. For purposes of this study, we focused on broadcast radio and the following new media: satellite radio, internet radio, MP3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

New Media Usage



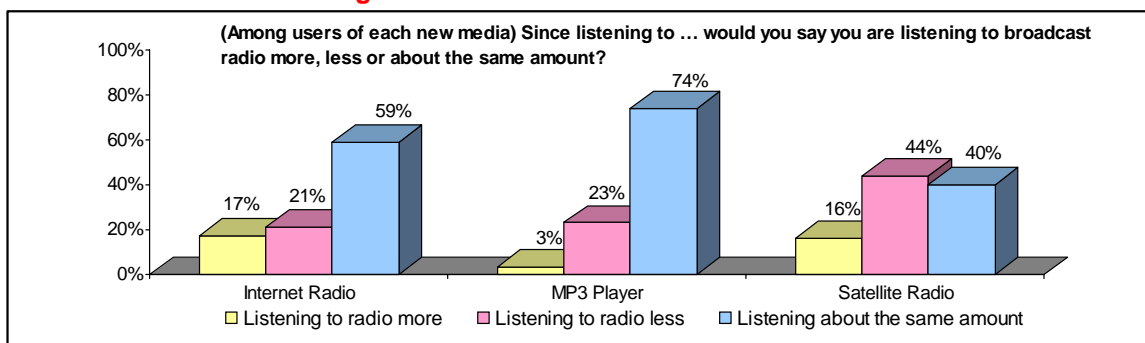
- ❖ A majority of Americans have listened to an internet radio station.
- ❖ One in five Americans own an MP3 player.
- ❖ Less than 1 in 10 subscribe to a satellite radio service.

Hours Listening Per Media



- ❖ Half of satellite radio listeners listen to satellite radio more than 6 hours a week.
- ❖ Three-fourths of MP3 player owners listen under 6 hours per week.
- ❖ Almost all internet radio listeners listen to internet radio less than 6 hours a week.

Impact on Broadcast Radio Listening



- ❖ A majority of internet radio station listeners are listening to broadcast radio about the same amount.
- ❖ Three-fourths of MP3 player owners are listening to broadcast radio about the same amount.
- ❖ 44% of satellite radio subscribers are listening to broadcast radio less, while 40% are listening about the same.

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.

www.paragonmediastrategies.com