

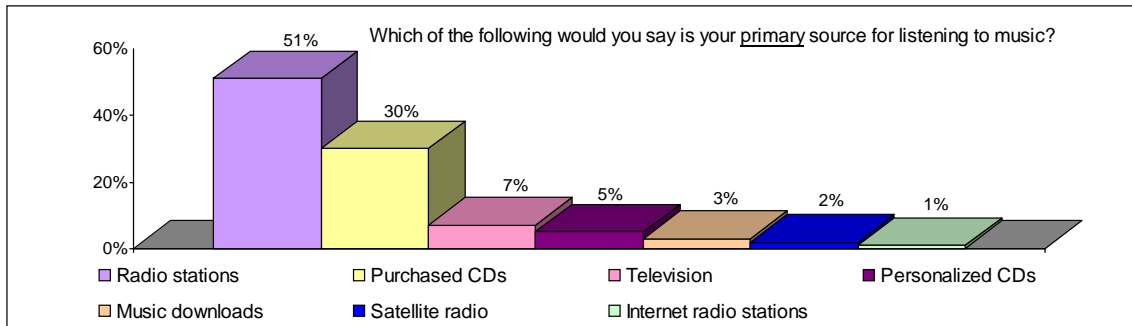


August 2005

## Radio Still Strong Despite New Media's Growth Part 3: Music and Information Sources

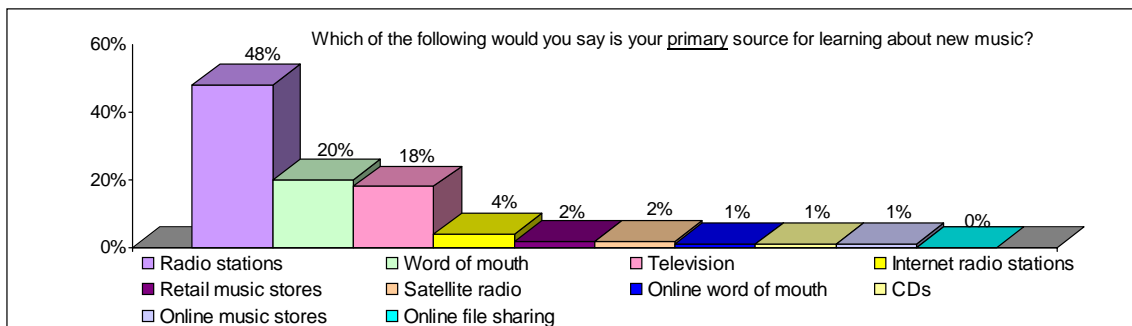
Paragon Media Strategies recently collected 400 respondents between the ages of 15 and 64 to complete a study about new media usage and its effect on broadcast radio listening. For purposes of this study, we focused on broadcast radio and the following new media: satellite radio, internet radio, MP3 players, podcasting, and personalized CDs. The final segment in our three-part series, presented below, details where Americans turn to hear music and learn about new music, news and information.

### Sources of Listening to Music



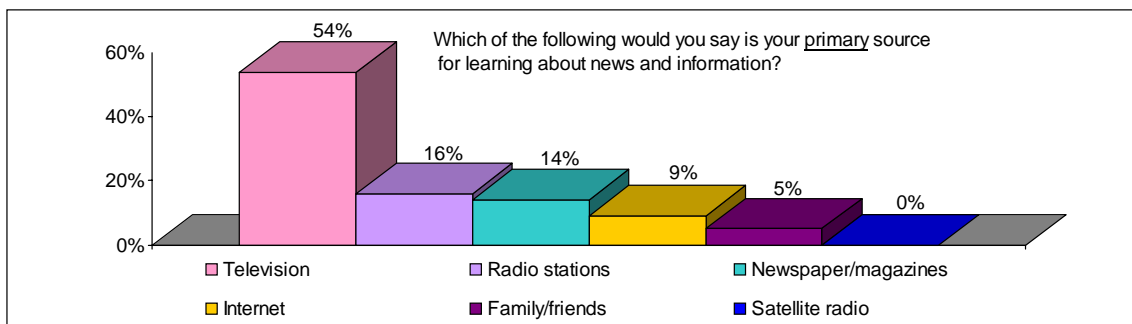
- ❖ Radio stations are the #1 primary source for listening to music, above purchased CDs, television, personalized CDs, music downloads, satellite radio and internet radio stations.

### Sources of Learning About New Music



- ❖ Radio stations are the #1 primary source for learning about new music, beating out word of mouth, television, internet radio stations, retail music stores, satellite radio, online word of mouth, purchased CDs, online music stores and online file sharing.

### Sources of Learning About News and Information



- ❖ Radio stations are the #2 primary source for learning about news and information, beaten only by television. Radio stations score higher than newspaper and magazines, internet, friends and family and satellite radio.

Charts provided represent top-line data for a portion of this study.

**COMPLETE RESULTS OF THESE TABLES AND OTHER QUESTIONS ARE NOW AVAILABLE ON OUR WEBSITE!**

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