

Numbers Made Easy: March 2023

iHeartMedia

- iHeartMedia broadcast radio reaches **90%** of U.S. adults each month
- iHeartMedia is the **#1** media company in the U.S. with a monthly reach of **276M**, more than Google, Facebook, and all TV networks
- iHeartMedia is the **#1** media company by reach, reaching **90%** of Americans each month, more reach than the biggest broadcast TV network (FOX) at 49% and the biggest cable network (ESPN) at 17%, also much larger than Audacy at 36%, ad-enabled Spotify at 18% and ad-enabled Pandora at 17%
- iHeartMedia has more **#1** radio stations than the next two closest radio competitors (Audacy & Cumulus) combined across all markets and the top 50 markets in the U.S.
- iHeartMedia has a **2X** broadcast AQH lead and a **5X** digital listening time spent lead vs the next closest commercial radio competitor (Audacy) in the U.S.
- iHeartMedia broadcast radio generated more time spent per day than Google or Facebook - the highest of all tier-one media outlets in the U.S.

Podcast

- iHeartPodcasts is the **#1** podcast publisher with **354M** global downloads, more than the next largest **2** podcast publishers combined as measured by Podtrac
- iHeartPodcasts produces the most podcasts with **1M+** downloads, **2X** the nearest competitor
- iHeartPodcasts has the most varied content among podcast publishers - the only publisher with top-ranked podcasts across all **19** Podtrac measured podcast genres

Digital

- According to Comscore, iHeartRadio digital reaches **61M** people each month, more than ad-enabled Pandora and ad-enabled Spotify adult audiences in the U.S.
- iHeartRadio's digital streaming service has **167M** registered users and can be accessed across 250+ platforms and thousands of connected devices

iHeartLand

- Among all the games on Roblox, iHeartLand is among the **top 1%** based on daily active players and total daily playtime
- On Fortnite, among our competitive set, iHeartLand is in the **top 1%** of maps based on player counts and playtime
- iHeartLand Monthly Active Users on Roblox are **4X more** than that of Meta's Horizon Worlds
- Our iHeartLand destinations in the metaverse lead the industry in terms of engagement, having passed **10 million visits**, with one of our most recent concerts generating three times the concurrent audience of competing events

Social

- iHeartRadio social media accounts reach **302M** people - **7X** more consumers than the next largest audio service (Spotify)

Events

- iHeartRadio has the highest awareness of its events at **70%** - higher than Coachella (**64%**) or Lollapalooza (**56%**)
- Given the choice, **4 in 10** people would most like to attend an iHeartRadio event over any other music event/festival including Coachella, Lollapalooza, and Burning Man

Audio Industry

- According to Nielsen, AM/FM radio now has a **larger average audience** than television among people 18–49 and 18–34
- **64%** of the U.S. has now listened to a podcast and monthly reach is **42%** and weekly reach is **31%**
- Per Edison, AM/FM radio is the **#1** most listened to ad-supported audio for every age group and in every location in the U.S.
- Time spent listening between broadcast radio and streaming audio services in the U.S. are split **71%** to **29%** respectively
- In the U.S. consumers spend **1.2X** more time with AM/FM radio than they do with all of social media
- AM/FM radio is the most trusted source of media in the U.S. and **2X** more trustworthy than social media
- Radio delivers trusted companionship: **8 in 10** listeners **trust** the information they receive from radio personalities in the U.S.

Top 10 iHeartPodcasts Shows

1. Stuff You Should Know
2. The Breakfast Club
3. Joel Osteen Podcast
4. The Herd with Colin Cowherd
5. The Clay Travis and Buck Sexton Show
6. The Daily Show: Ears Edition
7. Crime Stories with Nancy Grace
8. Stuff You Missed in History Class
9. The Dan Patrick Show
10. The Bobby Bones Show