



# Content, Conversation and Connection

How Radio and Emmis Indy Deliver For Advertisers



# Times change. Radio does, too.

This is the story of local radio's evolution, how the industry thrives, and why Emmis continues to place people at the core of all that we do.

Connection is King.



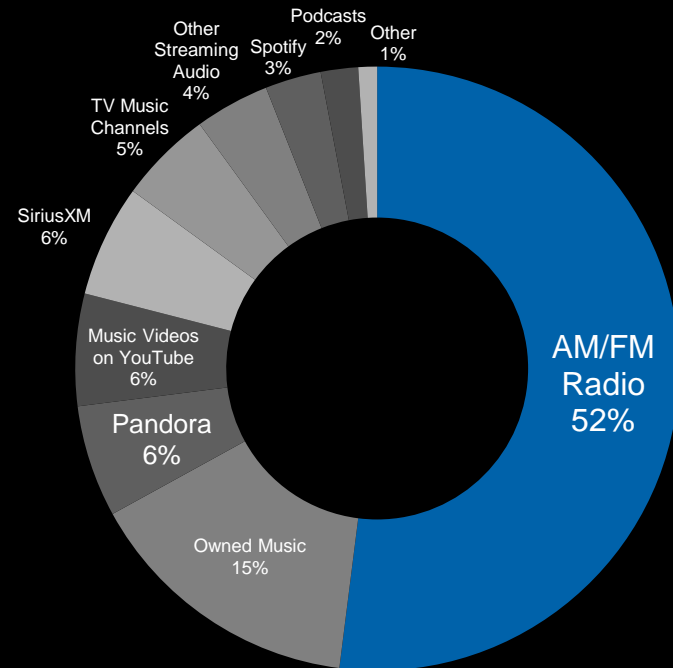
*Sean Copeland*



# Radio's Place in the Audio Evolution

## AM/FM Beats All Other Options...COMBINED!

SHARE OF AUDIO TIME SPENT

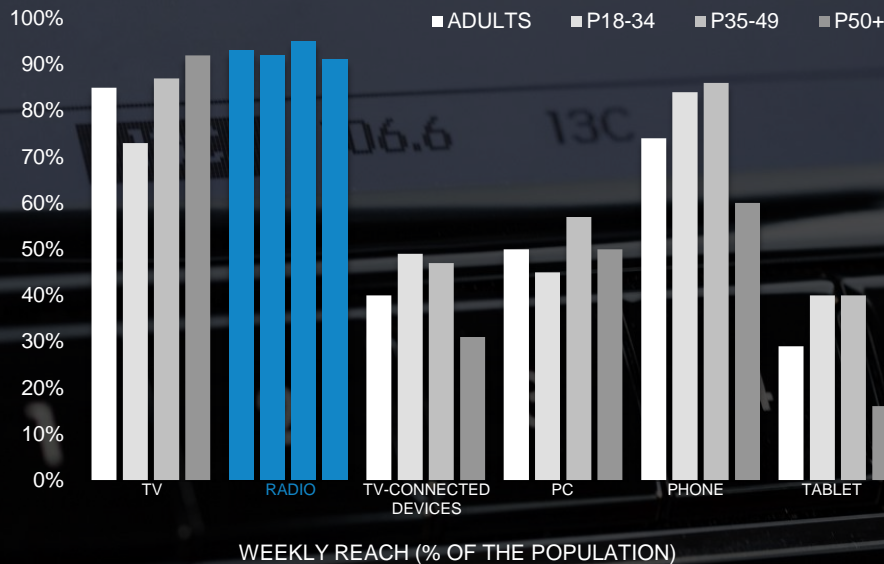


# The Truth About Radio

The weekly reach for radio in 1970 was 92%\*, an incredibly consistent number that has remained stable for nearly half a century!

## Radio Remains #1 Reach Medium

Source: Nielsen Comparable Metrics Report Q3 2015. Based on Adults 18+







# The New Dialogue

Radio stations are community conversation hubs.



# The Power to Influence

## RELATIONSHIP

People come to view favorite radio stations as part of their identity.

## RELEVANCE

Each station is a unique reflection of its surrounding community.

## REAL-TIME

There is an unparalleled sense of importance when something is live.