



National Quantitative Study Summary July 2014

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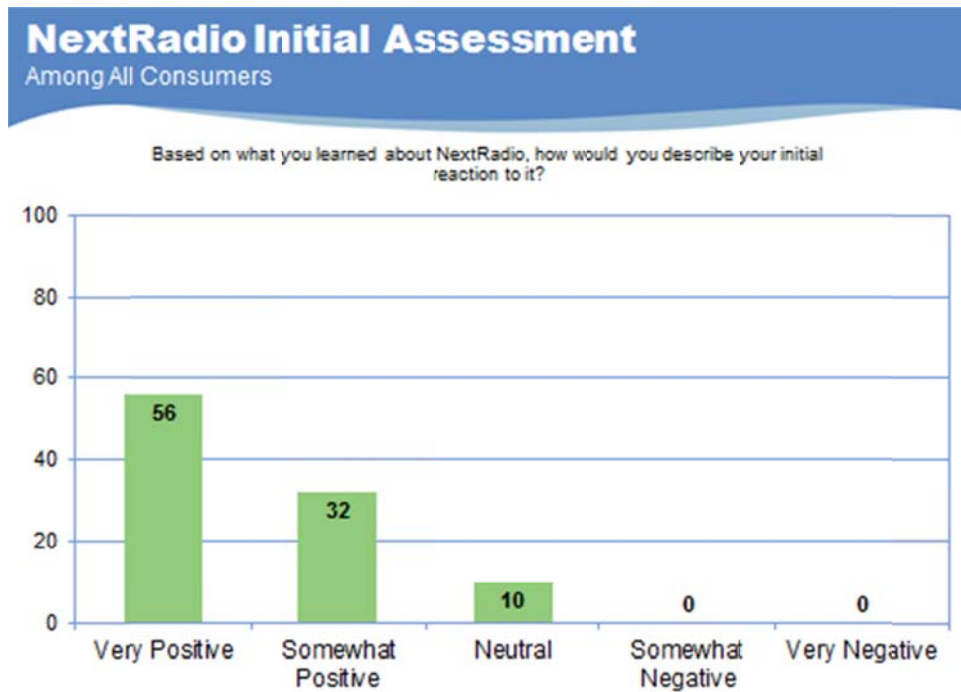
INTRODUCTION

With support from the National Association of Broadcasters (NAB), Coleman Insights and its knowDigital division completed online interviews with 801 18- to 49-year-old U.S. smartphone owners in June. The study employed quotas to ensure that the sample reflected the national population in terms of age, gender, ethnicity and geography. In addition, we intentionally completed the interviews with a roughly equal split between smartphone owners with unlimited data plans and those with metered or pre-paid data plans.

The research was designed as an internal tool for the NAB, its members and the large coalition of radio ownership groups supporting NextRadio's launch that would guide the positioning and marketing of the app. Presented here are some highlights from the research, however, based on the reactions consumers had to the 90-second introductory video about NextRadio that was included as part of the survey, that are appropriate for external release. (The video is viewable on YouTube at <http://youtu.be/TG0OBvIZaU>.)

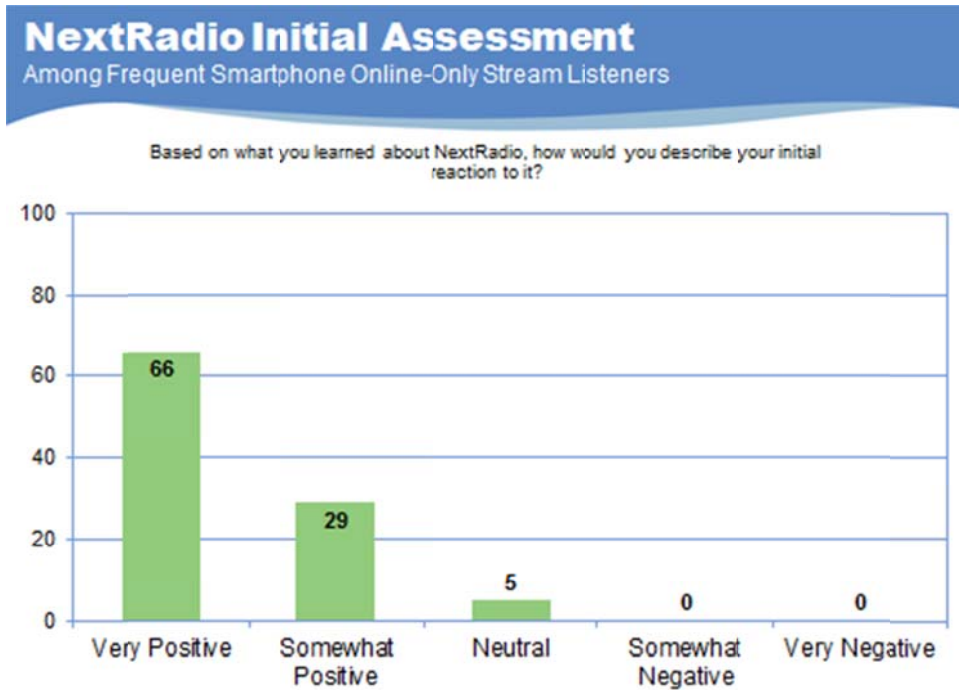
POSITIVE INITIAL REACTION

Initial response to the video was overwhelmingly positive. More than half (56%) of the respondents described their initial reaction as “very positive,” while another 32% had a “somewhat positive” initial reaction to NextRadio.



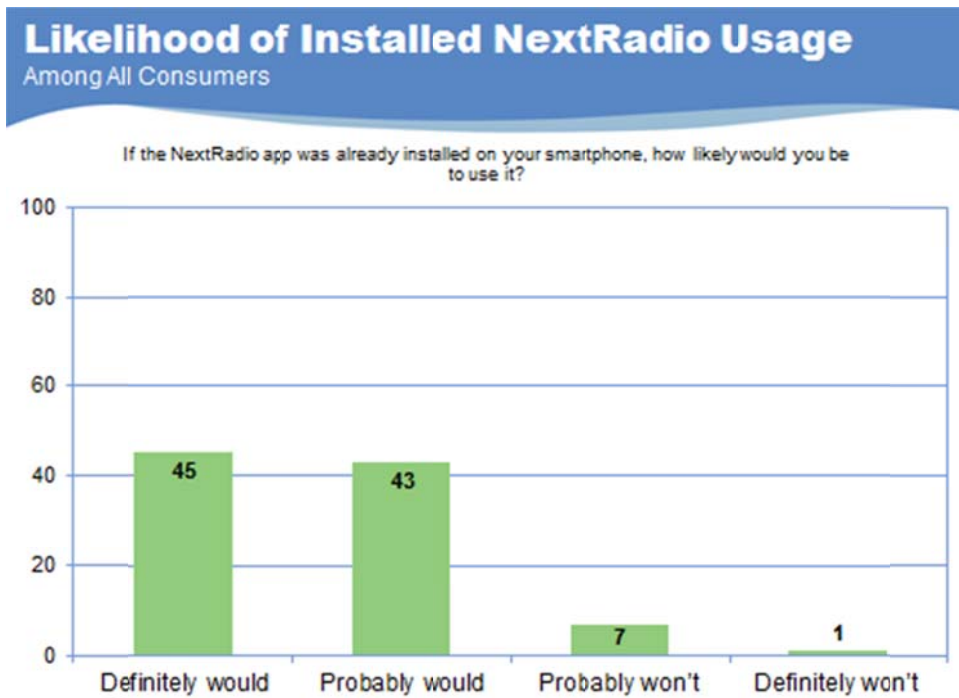
NextRadio National Quantitative Study – Summary
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Among the 55% of smartphone owners who said they “frequently” listen to online-only audio streams from sources like Pandora, Spotify, etc. on their smartphones, reaction to NextRadio was even more positive. Nearly two-thirds (66%) of these consumers had a “very positive” reaction to NextRadio.

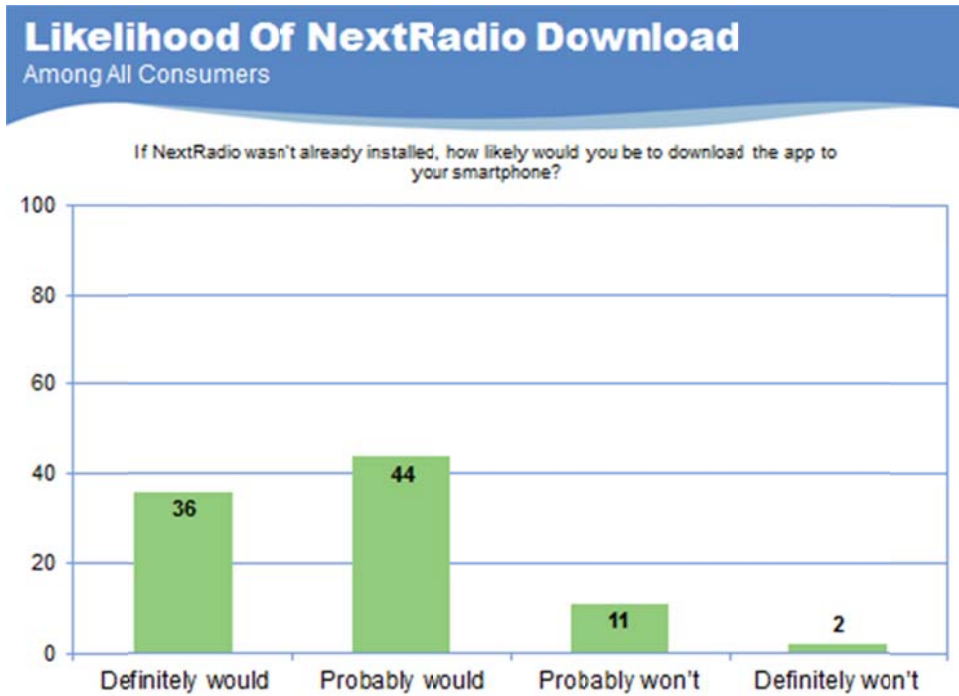


HIGH ANTICIPATED USAGE

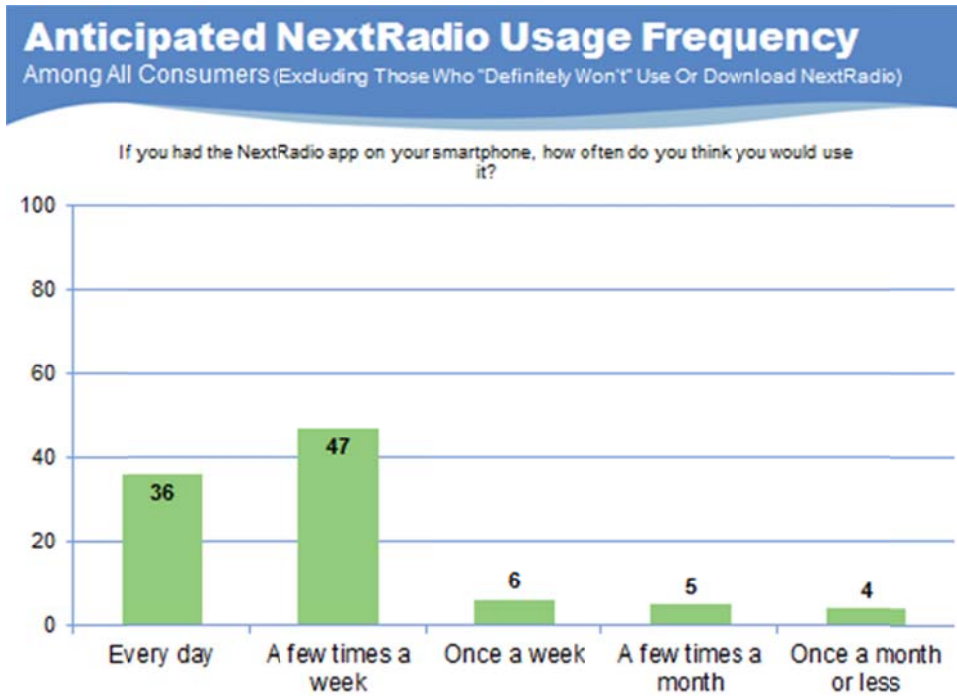
Consumers expressed a high likelihood of using NextRadio. Forty-five percent (45%) said they “definitely would” use NextRadio if the app was already installed on their smartphones; only 8% said they “probably won’t” or “definitely won’t” use the app.



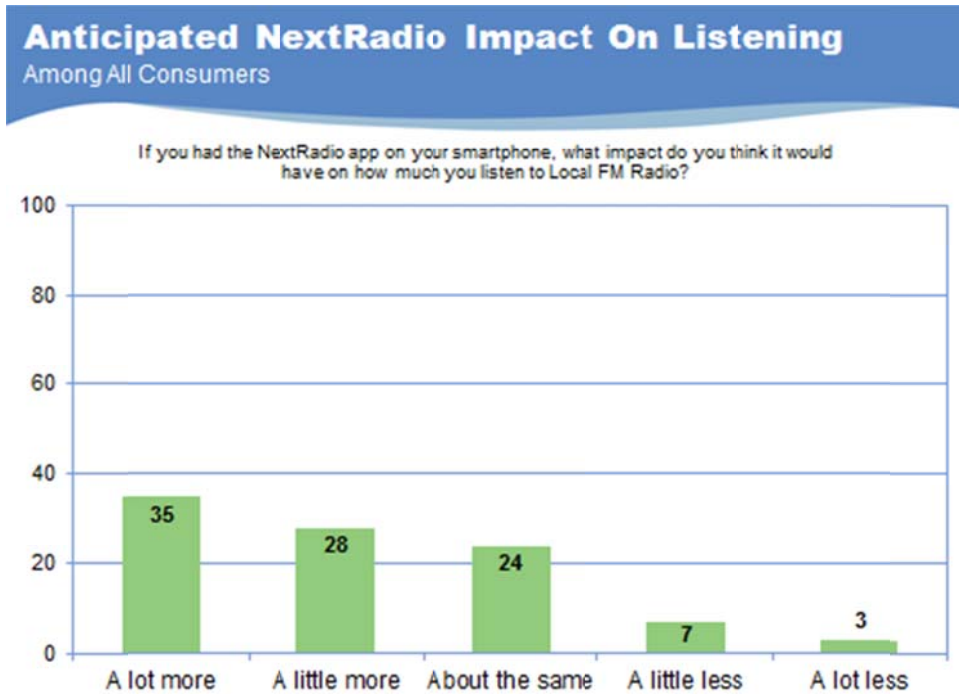
Even if the NextRadio app was not already installed on their smartphones, most consumers indicated they would download it. More than a third (36%) of smartphone owners said they “definitely would” download the NextRadio app, while another 44% said they “probably would” do so.



Those who indicated some proclivity for using and/or downloading NextRadio anticipated using it very often. An overwhelming 83% said they would use it at least “a few times a week,” including the 36% who said they would do so “every day.”

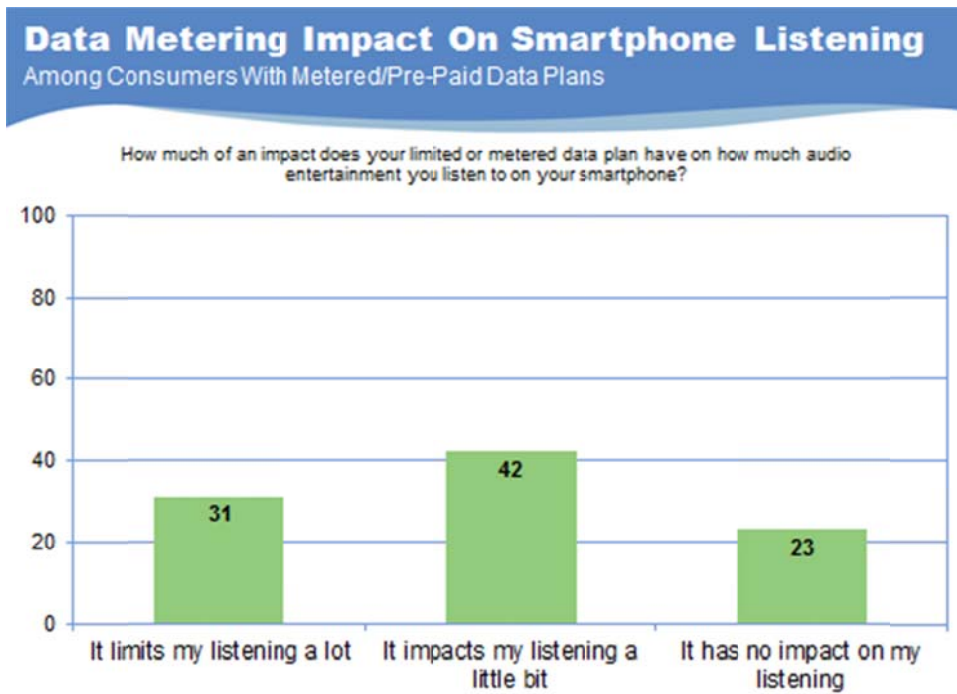


It is therefore not surprising that consumers expect that having NextRadio would cause them to listen to local FM radio more than they do today. In fact, 35% said they would listen to local FM radio “a lot more,” and another 28% would do so “a little more” if they had NextRadio on their smartphones.



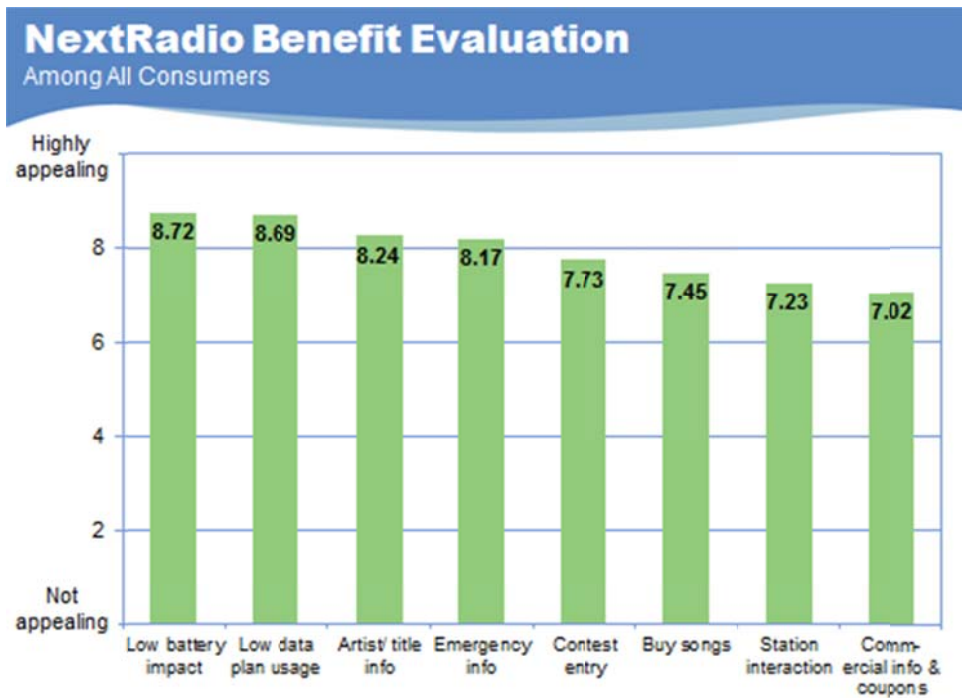
DATA METERING LIMITING AUDIO CONSUMPTION

There is clear evidence that many consumers curtail their listening to audio streaming on their smartphones if they do not have an unlimited data plan. Among those with metered or pre-paid data plans, 73% acknowledged that having such plans causes them to listen to audio entertainment less than they would otherwise. Nearly a third (31%) said that their data plan limits their listening “a lot.”



LOW BATTERY, DATA PLAN USAGE LEAD LIST OF COMPELLING BENEFITS

Consumers rated all of the benefits of NextRadio highly, with each of them scoring at least a 7.02 on a one-to-ten scale, with “1” indicating “not appealing” and “10” indicating “highly appealing.” Of these benefits, the facts that listening via NextRadio has low impact on a smartphone’s battery and does not use up a smartphone owner’s data plan scored highest.



NEXTRADIO IS “COOL”

Nearly all consumers agreed with the statement, “The NextRadio app is really cool.” Impressively, nearly half (48%) responded “strongly agree” to this statement.

