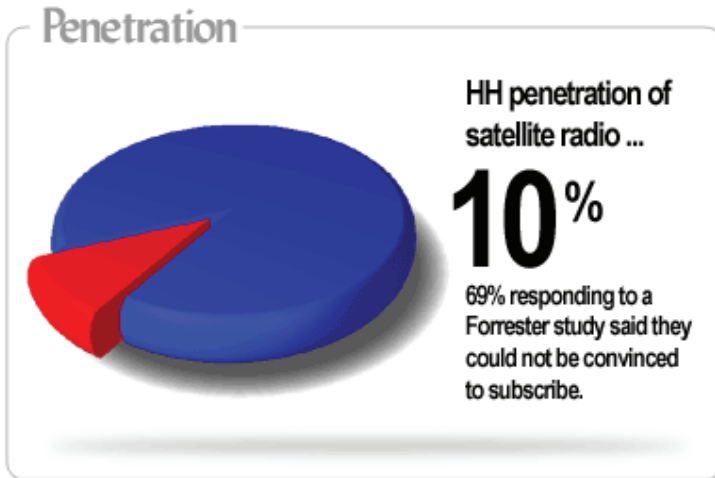




## media comparisons

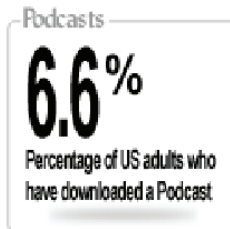
# New Media



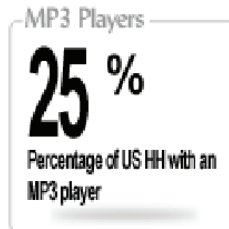
Consumer Electronics Association (CEA), 2006



Nielsen, 2006



Nielsen, 2006



Nielsen, 2006



Paragon Media, 2006

### QUICK FACTS

Household penetration of satellite Radio reached 10% in early 2006. (*Consumer Electronics Association, 2006*)

But 69% of consumers have indicated they are not interested in ever subscribing. (*Forrester Research, 2006*)

The household penetration rate of personal video recorders (PVRs) reached 11% in early 2006. (*In-Stat, 2006*)

87% of consumers who own DVRs fast-forward through commercials. (*BusinessWeek, 2006*)

54% of teens own at least one portable MP3 player. (*Ipsos Insight, 2006*)

### ADVANTAGES

**APPEALING:** New technology appeals to younger demographics because it is new, fast and sexy.

**PORTABLE:** Most of the new technology is portable and at the beck and call of the consumer who can access what they want, when they want it.

### DISADVANTAGES

**NO ACCOUNTABILITY:** Currently the new technology has no accountability in terms of measurement.

**DON'T ACCEPT ADVERTISING:** Many of these vehicles do not accept advertising, and for those that do, the industry is unable to capture their advertising revenue.

**REDUCES OVERALL ATTENTION:** Most of these vehicles allow for multi-tasking, and multi-tasking reduces overall attention levels.



## media comparisons

# New Media

### PLUS RADIO

**STRONG:** Radio is still strong despite the competition. A study conducted by Paragon Media found that a majority of Internet Radio station listeners are listening to broadcast Radio about the same amount. Three-quarters of MP3 player owners are listening to broadcast Radio about the same amount, and 40% of satellite Radio subscribers are listening at about the same level. The Radio industry is also competing with new media through its innovative new Radio technology -- the HD Radio.

Source: Radio Advertising Bureau [www.rab.com](http://www.rab.com)