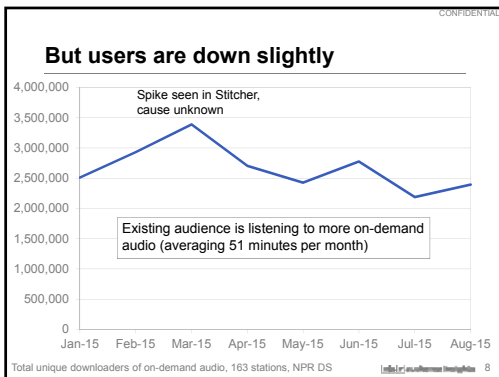
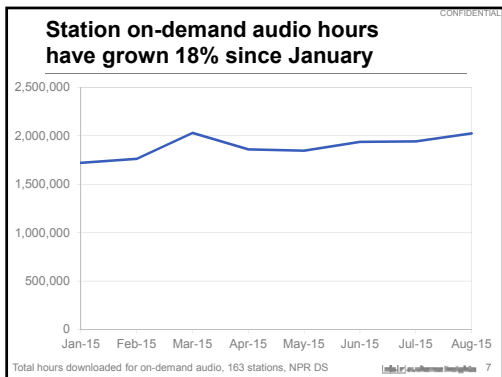


Station on-demand audio listening

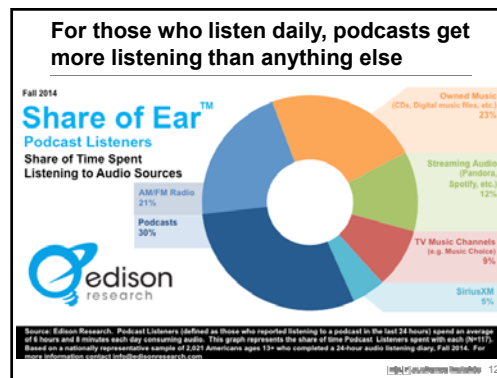
- NPR Digital Services launched a measurement service for station podcasts and audio segments in January
- 163 stations now participating
- But the following data doesn't include most major stations and their big podcasts (WNYC, This American Life, etc.)

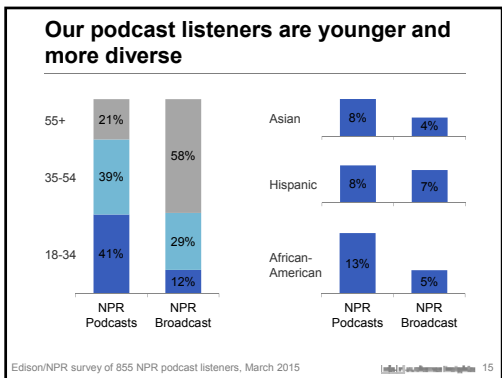
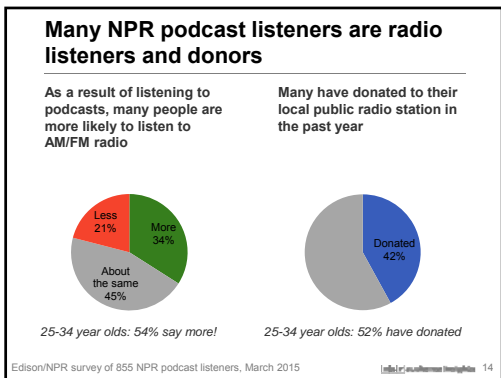
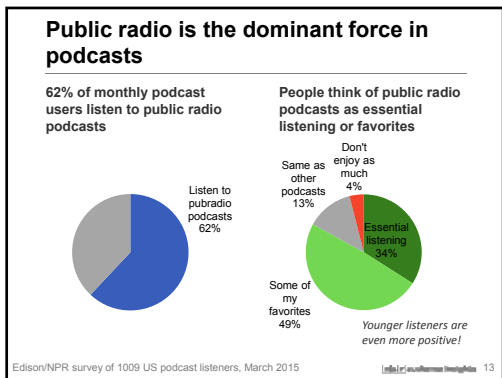


The big takeaway

In public radio, podcasts and on-demand audio are the fastest-growing types of listening

(Granted, it's still small)





The podcast opportunity is tailor made for public radio

- Podcast listeners love us
- They are exactly the type of diverse audience we crave
- Collectively we have a huge head start in this space in terms of mindshare and earshare

Edison/NPR survey of 1009 US podcast listeners, March 2015

APPENDIX

Edison/NPR survey of 1009 US podcast listeners, March 2015

Podcasts are simply shows

Early on... Podcasts were defined by distribution technology and platform

Now... Podcasts are simply a type of content

- They are recurring shows that we decide to label "podcasts"
- They can be listened to in so many ways
- All digital listening to a show should count: apps, web players, desktop players, whatever

Edison/NPR survey of 1009 US podcast listeners, March 2015

