

Radio's Weekly Reach

Even with the explosion of new media, Radio remains relevant. Radio has retained 85 percent of its TSL (time-spent-listening) levels over the past ten years.



Hours Spent Listening

Base: 0 Hours; Top: 23 Hours; Interim Points: 10 Hours / 20 Hours

Year	Hours:Minutes
Spring 1997	22:15
Spring 1998	21:45
Spring 1999	21:15
Spring 2000	20:40
Spring 2001	20:30
Spring 2002	20:15
Spring 2003	20:00
Spring 2004	19:30
Spring 2005	19:30
Spring 2006	19:15
Spring 2007	19:00 (85% of TSL of base year)

Source: Spring 1997-Spring 2007 Arbitron American Radio Trends Time Spent Listening Estimates. Monday-Sunday 6:00am-Midnight, Persons 12+. Based on Arbitron's 94 Continuous Measurement Markets.