



iHeart
MEDIA



“The Post Digital Era”



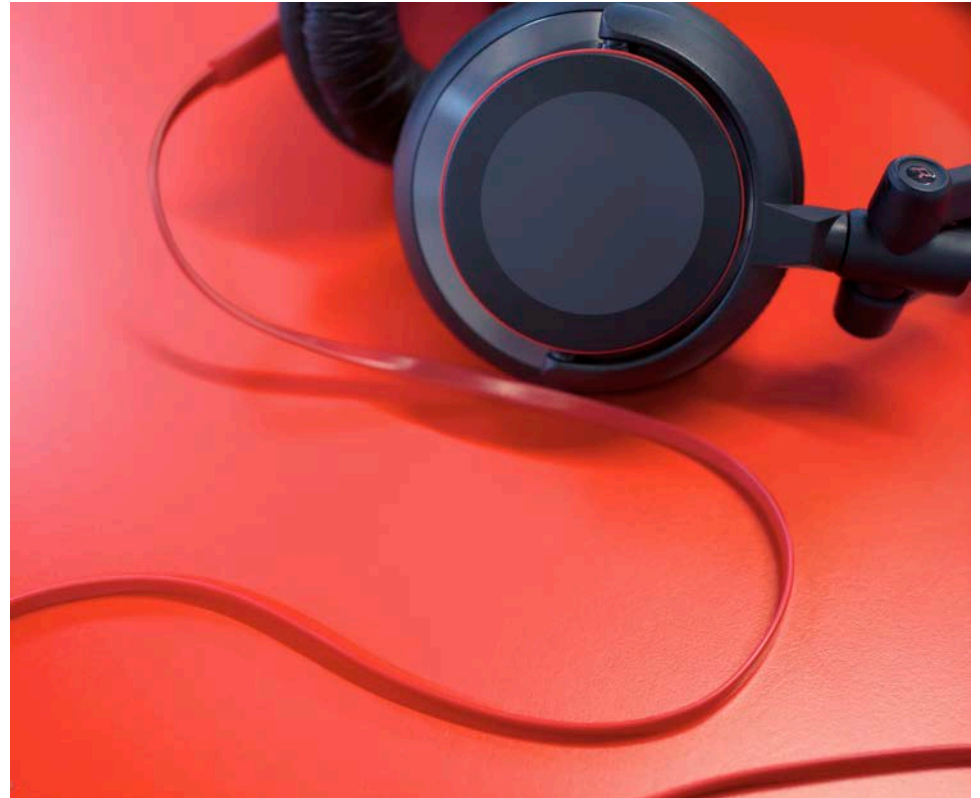
The Third Largest Media Company in America

—
**I Heart Media reaches a quarter billion
consumers every month**

Radio/Digital/Outdoor/Mobile/Social/Events

**Only Google and Facebook
reach more people**

“Business is Great”



The Allure of Digital

- **1 to 1 Relationship with Customers**
- **Analytics**
- **Metrics of Measurement**
- **No Waste**



“The Post Digital Era”

Digital Did Not Result in More Sales

Mark Pritchard – CMO of P & G

“We targeted too much”

“We went too narrow”

“We lost reach and precision”

Business Insider – August 9, 2016

**Marketers made a shift back to
traditional media
to impact intent and consideration**



Radio Is The
Undisputed
Media
Choice For
Adults 25-54
& iHeartMedia
Is At The
Forefront

RADIO IS
#1 REACH MEDIUM
IN AMERICA




116MM

ADULTS 25-54
REACHED MONTHLY
MORE THAN CUMULUS,
CBS RADIO, ENTERCOM

93%

ADULTS 25-54
REACHED
MONTHLY BY
iHEARTMEDIA



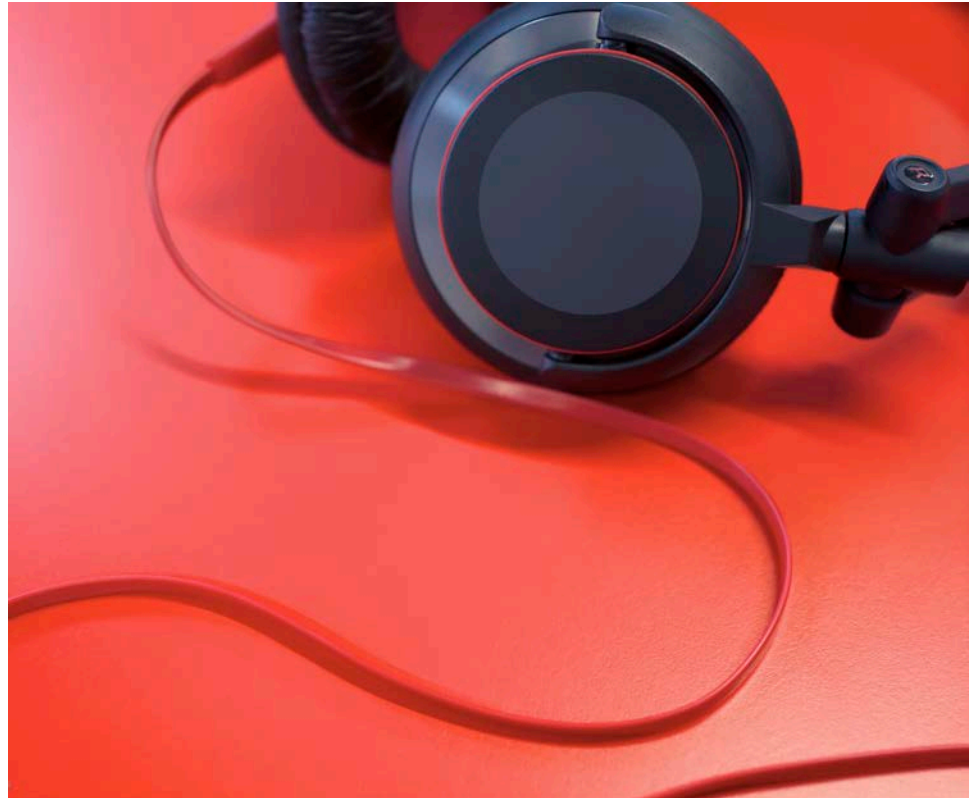
How Do We Cut Through?

—
“The Earbud Generation”

Distracted Economy

8 Second Attention Span

How Do We Cut Through?
Warm Leads – Branded Search
Build Relationships



LET'S TALK



iHeart
MEDIA

Dave Hill

davehill@iheartmedia.com

302-270-7061 (cell)