


SMS'ing with the JOCKS

Astral Radio delivers...

 A HIGHLY ENGAGED AUDIENCE

 YOUNG, TECH-SAVVY AND AFFLUENT USERS

 TOP BRANDS, INCLUDING:
VIRGIN RADIO, NRJ, AND HOT 103



The past 5 years have witnessed a tremendous growth in SMS communication. The number of text messages sent by Canadians daily has grown from 14 Million in Sep 2006 to over 225 Million in Sep 2011 - that's an increase of 1,400%!¹

ASTRAL RADIO is taking advantage of this trend by offering its listeners the opportunity to send text messages to, and receive text messages from, their favourite stations' on air announcers. Astral is at the forefront of cultivating the one-on-one relationship opportunities offered through SMS technology through the inclusion of advertiser messages within the immediate thank you SMS message received by the user after texting the station. These efforts have led to significant growth of the channel, with nearly 300,000 text messages received on a monthly basis.²

The **TXT-ER** profile demonstrates the opportunity to capture consumers who are young, affluent, comfortable with new technologies and who crave INTERACTIVITY.

Integrate SMS with your next marketing or advertising campaign!

Sources:

(1) Canadian Wireless Telecommunication Association (CWTA)

(2) Internal SMS Database



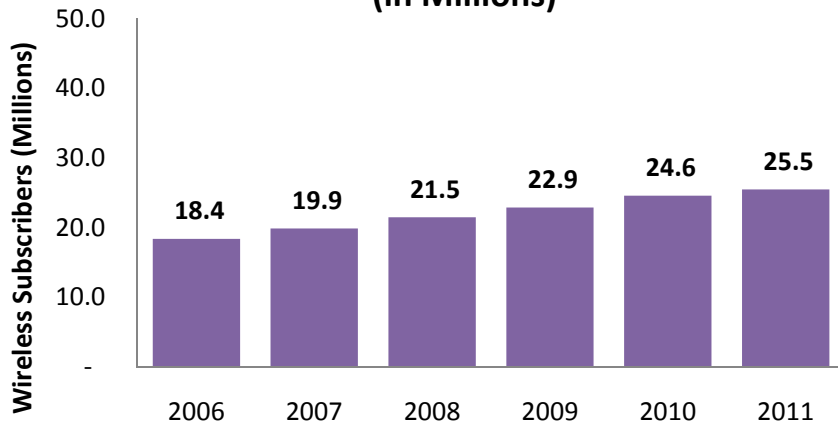
STATE OF TXT-ING IN CANADA

For Canadian TXT-ERS, usage over the past 5 years has increased significantly. Nearly all mobile phones and operator networks support SMS, making this a ubiquitous communication tool.

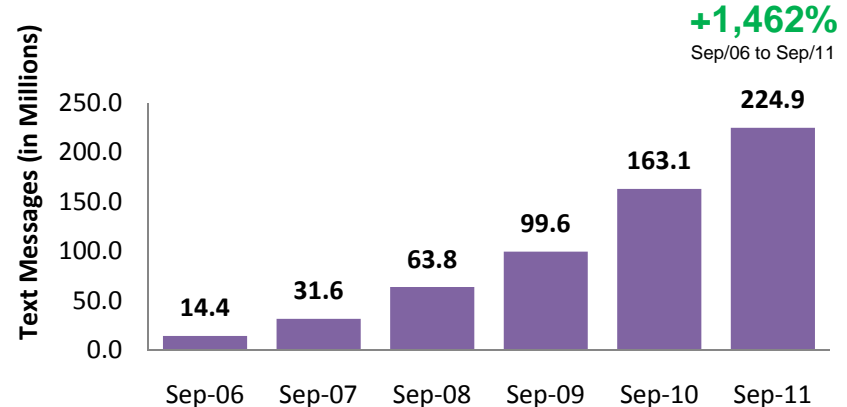
According to the Canadian Wireless Telecommunication Association (CWTA), the number of Wireless Subscribers reached 25.5 Million in Q3 2011, this from 18.4 Million in 2006. However, the rate of growth of SMS communication far exceeds this trend, with a 1,400% increase in the daily volumes of text messages send from 2006 to 2011. Over the past year alone, the daily volume of text messages sent by Canadians increased by 38%, from 163 Million Daily messages to 225 Million.¹



**Canadian Wireless Subscribers¹
(in Millions)**



**Mobile Originated Text Messages in Canada¹
Daily (in Millions)**



Sources:

(1) Canadian Wireless Telecommunication Association (CWTA)

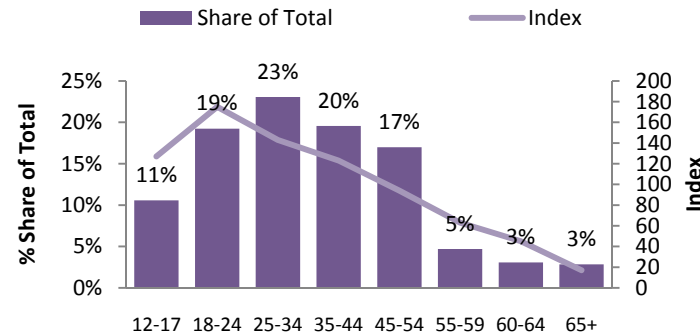


WHO R THE TXT-ERS?

Next to taking pictures, sending and receiving text messages is cited as the most popular activity undertaken on mobile phones, done so by 68% of Canadian mobile phone users. In addition, 20% of mobile users have also used SHORTCODE texting in the past.¹ TXT-ERS are gender balanced, and tend to be younger and more affluent than the general population.



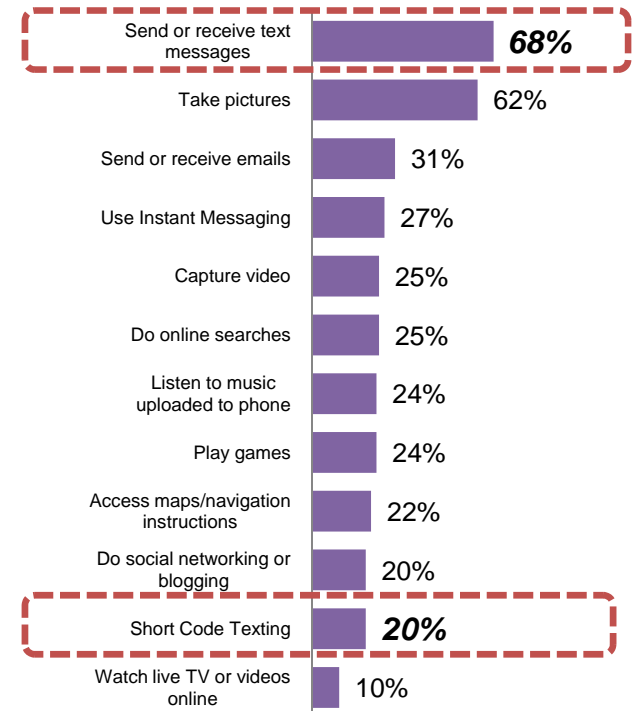
SEND/RECEIVE TEXT PAST 7 DAYS² CANADIANS 12+



HHI \$150,000+
Index 127

MOBILE PHONE ACTIVITIES¹

Which of the following activities do you do on your cell phone?
n=2,003



Sources:

- (1) 2011 Cell Phone Consumer Attitudes Study, Quorus Consulting Group
- (2) BBM RTS Fall 2011, Total Canada, 12+ > Send/Receive Text Past 7 days



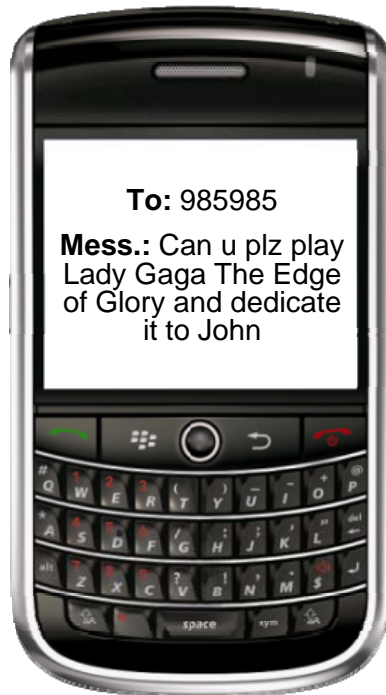
PUTTING YOUR FINGERS TO GOOD USE

CHAT with on air announcers & ENTER STATION CONTESTS by SMS

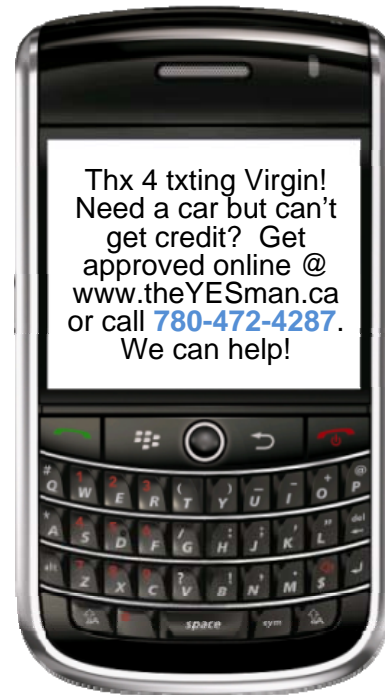
**ASTRAL'S
DIGITAL
MONITOR**

January 2012

User's
Participation



Message back



ASTRAL RADIO listeners LOVE interactivity, and SMS technology provides INSTANT access to on-air announcers and great prizes. A recent contest on Calgary's Virgin Radio station prompted users to text every time a song by a specific artist played on-air. Each text was an entry into a draw for a chance to win 2 tickets to Mexico. In a single week, the contest generated over **25,000 text submissions**.¹

Sources:

(1) Internal SMS Database