

Digital Stats Cheat Sheets



ONLINE ADVERTISING

2.23
Billion

Canadian Online Advertising Revenues reached \$2.23 billion in 2010, a 22% increase over the previous year. IAB projects Online Advertising to reach \$2.6 billion for 2011.¹

31%

Display represented 31% of the 2010 total (or 688 million) with Search commanding 41% of the Total Online Advertising Volumes.¹

600
Billion

Over 600 Billion ad impressions were delivered to Canadians in 2011. Top Advertisers included P&G (7.5 Billion), GM (6.4 Billion) and Netflix (6.3 Billion).²

WEB

25.7
Million

25.7 Million Canadians accessed the Internet in February 2012 and on average, 24.6 Million did so daily.³

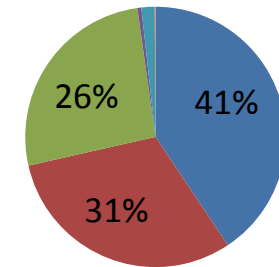
1.4%

Online audience growth in 2011 averaged 0.06% monthly, translating to a 1.4% year-over-year increase in the Online Universe - the fastest growing online segment are Persons 55+.⁴

#1

Canadians continue to lead in online engagement – posting the highest numbers globally for Hours per Visitor (45.6), Pages Per Visitor (4,014) and Visits per Visitor (101.7), on a monthly basis.²

Net Advertising Volumes -
\$Millions
% Share of 2010 Total



- Search
- Display
- Classifieds/Directories
- Email
- Video
- Video Gaming



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Sources:

- (1) IAB Canada, Revenue Survey 2010 + Projections
- (2) Canada Digital Future in Focus 2012 - comScore Canada
- (3) comScore, Media Metrix, CA, Home & Work, Persons: 2+, Feb 2012
- (4) comScore, Media Metrix, CA, Home & Work, Persons: 2+, Jan11 – Dec 11



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VIDEO

6.4
Billion

In February 2012, 23.3 Million Canadians watched a total of 6.4 Billion Videos online.¹

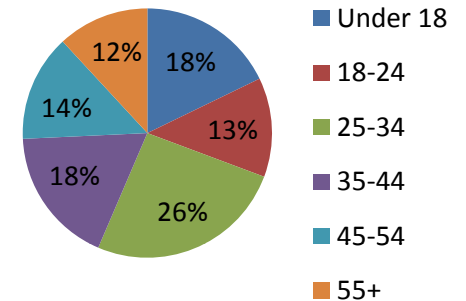
276

Each online Viewer watched an average of 276 videos with an average video length of 5min 54 seconds.¹

57%

Persons under 35 are responsible for 57% of all videos viewed online.²

% Composition Videos²



MOBILE

9.1
Million

In December 2011, Smartphone penetration in Canada reached 45% of the total 'mobile' population (or 9.1 Million Canadians)². In Canada, RIM controls 32.6% of the Smartphone market, IOS 31.2% and ANDROID 27.8%.³

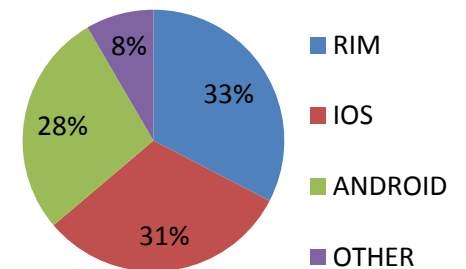
2.5
Hours

On average, Canadian Smartphone owners spend 2.5 hours on their mobile device each day.⁴

10.3%

10.3% of mobile owners also own a Tablet² - 11% of online Canadians intend to purchase a tablet over the next 6 months, 24% over the next 12 months.⁴

Canada Smartphone Market Share by OS³



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Sources:

- (1) comScore, Video Metrix, CA, Home & Work, Persons: 2+, February 2012
- (2) Canada Digital Future in Focus 2012 - comScore Canada
- (3) 2012 Mobile Future In Focus - comScore Canada
- (4) The Ipsos Canadian inter@ctive Reid Report
- (5) comScore, Inc., Video Metrix, CA, Home & Work, Persons: 2+, 3 Mo. Avg. Q4 2011



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ASTRAL RADIO

Start integrating digital and mobile tuning into your on-air discussions and promotions!

Contact us to learn more about ASTRAL RADIO'S digital properties and audiences.



84

ASTRAL RADIO operates 84 licensed radio stations, including Canada's top online brands.



#1

comScore's 'Entertainment-Radio' category reaches 28% of the online population – ASTRAL RADIO leads this category attracting an average of 1.2 Million Unique Visitors monthly.¹



17.8 Million

Astral Radio website visitors generate an average of 17.8 Million Page Views each month.² Contests have a proven track record of significantly boosting engagement – visitors to online showcases can generate upwards of 30 Page Views per Visit.



8.8 Million

Astral Radio website visitors listen to over 8.8 Million hours of streaming content each month, with an average session length of 65 minutes.³



600K

Since Launch in May 2011, ASTRAL RADIO'S IPHONE applications generated over 600,000 downloads.⁴



500K+

ASTRAL RADIO became the first and only broadcaster in North America to offer an ON-DEMAND streaming MUSIC and VIDEO service featuring content from Canada's biggest record labels – this includes a library of more than 500,000 music tracks and over 7,000 music videos.⁵

Sources:

- (1) comScore, Media Metrix, CA, Home & Work, Persons: 2+ (Jan 2011– Jan 2012)
- (2) Adobe's SiteCatalyst (Omniure) – 12 month Average (Jan 2011 to Jan 2012)
- (3) Akamai Streaming Database – 12 month Average (Jan 2011 to Jan 2012)
- (4) iTunes Connect - Weekly Downloads (May 2011 to March 25 2012)
- (5) Total Entries in Music Database (includes content from EMI, Sony, UMG and Warner)



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