



THE MOBILE CHECKLIST

ASTRAL RADIO'S MOBILE APPS DELIVER...

- ✓ INCREASED TUNING AND FREQUENCY
- ✓ YOUNG, AFFLUENT AND TECH-SAVVY USERS
- ✓ TOP MOBILE RADIO BRANDS, INCLUDING:
VIRGIN RADIO, NRJ AND HOT 103

ASTRAL RADIO's level of engagement with its audiences is growing, with access to station listeners on the web, through email and now on the mobile platform.

Our ability to follow our consumers and deliver client messages in their active lives, helps to bring our clients closer to the listener at the point of sale to influence their buying decision.

The mobile internet user profile demonstrates the opportunity to capture new younger consumers who are comfortable with new technology and are active online shoppers.

ASTRAL RADIO's iPhone applications are among the top on iTunes' "Free Music" category, providing music lovers with the ultimate mobile experience on the iPhone, iPad or iPod Touch devices.

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



MOBILE IN CANADA

Over **20 Million Canadians** use cell phones, 44% of which consume Mobile Media - this includes the use of mobile web browsers/applications, live streams and music downloads.¹

Overall, Smartphone penetration in Canada is 33% but users tend to be younger - Smartphone adoption among the 18-24 year-olds is 55%.²

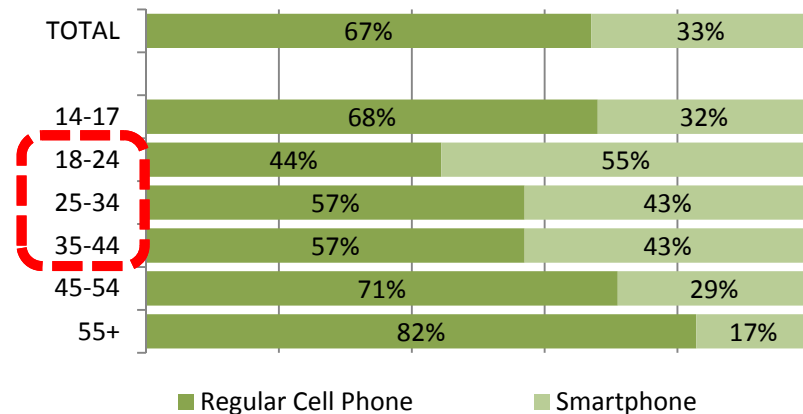
Indexed to the general Population 12+

Mobile Internet Users are *more likely* to: have a higher Household Income, shop online and be early adopters of new technologies.³

Shopped online 1+ times per week (**Index 161**)
 Amount spent online/past year \$500+ (**Index 143**)
 HHI \$150,000+ (**Index 135**)
 Subscribe to VOD service (**Index 140**)
 Purchased PVR (**Index 134**)

79% listened to RADIO yesterday

Smartphone Adoption by Age Group



Source: Quorus Consulting Group

1. comScore MobiLens, March 2011
2. "2011 Cell Phone Consumer Attitudes Study" by the Quorus Consulting Group
3. BBM RTS Canada Spring'11, Age 12+ > 'Past Week' Accessed internet on mobile device



MOBILE + RADIO

28% of Canadians who accessed a RADIO Station Website in the past 30 days, also accessed the internet on their Mobile device.

MOBILE INTERNET USERS ARE HEAVY ONLINE RADIO USERS

Access internet on mobile device/past 7 days By Activities on WWW/past 30 days

- Download a radio broadcast for use on an MP3 player – **Index 200**
- Listen to a radio broadcast via streaming audio – **Index 150**
- Access a radio station's website – **Index 134**
- Entered online contests– **Index 123**

Activities associated with RADIO websites are closely linked with mobile usage; Canadians who accessed the internet on their mobile device are twice as likely to download a radio broadcast, are 50% more likely to listen to a radio broadcast via streaming audio and 34% more likely to visit a radio station's website.

MOBILE INTERNET USAGE BY P1 TUNING

Access internet on mobile device/past 7 days By Radio – P1 (Format Tuned Most)

- Top 40/CHR – **Index 138**
- Hot AC – **Index 132**
- Classic Rock – **Index 127**
- AOR/Mainstream Rock – **Index 112**

Looking at P1 Tuning (Format Tuned Most), **TOP 40/CHR** format listeners are 38% more likely to access the internet on a mobile device, followed by **HOT AC** listeners (32% more likely) and **Classic Rock** format listeners (27% more likely).

ASTRAL RADIO IPHONE APPS

As of the end of August 2011, Astral Media's applications have generated over **260,000 Downloads** from iTunes and the applications maintain a weekly audience of **50,000 Unique Users**.

Astral Media's most popular mobile brands include **VIRGIN RADIO** and **NRJ**, which over the course of August 2011 generated over 320,000 and 135,000 Visits, respectively.

The **IPHONE** accounts for almost 60% of the application's Visits, **IPOD TOUCH** accounts for 38% and the **IPAD** 4%.



Application	Launch Date	Downloads Since Launch
Virgin	26-May-11	170,647
Hot	14-Jun-11	9,972
NRJ	28-Jun-11	58,895
BEAR	7-Jul-11	8,121
CHOM	11-Jul-11	7,326
CJAY	15-Jul-11	4,887
BOOM FR	22-Aug-11	329
BOOM EN	22-Aug-11	588
RougeFM	<i>*Coming Soon*</i>	
ASTRAL TALK	<i>*Coming Soon*</i>	
ASTRAL MUSIC	<i>*Coming Soon*</i>	

TOTAL DOWNLOADS (as of AUGUST 28, 2011)

260,765