

Radio News Websites – February '09

Data from www.COMPETE.com indicates unique visitors to the top-10 radio news sites are up 47% over February year ago as radio management teams increasingly get their news from the web. Radio business audiences visit the top-10 news sites 3.8 times monthly, spend approximately 3.2 minutes online during each visit and view 4-pages. This is a strong web audience and valuable advertising arena.

Radio news websites are an important and growing part of the radio station business day. The top-10 sites have 253,009 unique visitors making almost 759,000 monthly visits, viewing 4.2-million pages, and spending 50-seconds/page view. Radio business readers show significant and growing attention to the online radio news sites for important and timely business information.

Radio-Info and R&R represent 70% of online interest. New format changes and multi-media tools at *RBR* increased unique visitors 91% over last year. *Radio Ink* grew over 42% over last year and drew the largest month-to-month gain of 11,117 new unique monthly visitors to their newly redesigned website.

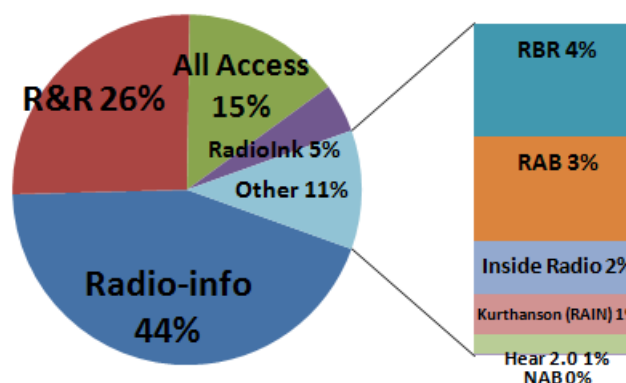
Unique Visitors <small>(www.compete.com)</small>	Last Year Feb'08	Last Month Jan'09	Latest Feb'09	Change Vs.		
				Last Month	Change Vs. Last Year	% Change Vs. Last Year
<i>Radio-info</i>	43,162	92,665	78,209	(14,456)	35,047	81%
<i>Radio & Records</i>	50,953	76,211	62,264	(13,947)	11,311	22%
<i>All Access</i>	22,628	36,862	31,001	(5,861)	8,373	37%
<i>Radio Business Report</i>	13,650	18,367	26,099	7,732	12,449	91%
<i>Radio Ink</i>	16,401	12,189	23,306	11,117	6,905	42%
<i>RAB</i>	8,082	10,741	12,406	1,665	4,324	54%
<i>Hear 2.0</i>	4,471	4,300	6,282	1,982	1,811	41%
<i>Kurthanson (RAIN)</i>	3,305	8,867	6,180	(2,687)	2,875	87%
<i>Inside Radio</i>	5,293	9,234	4,266	(4,968)	(1,027)	-19%
<i>NAB</i>	3,947	4,161	2,996	(1,165)	(951)	-24%
Total	171,892	273,596	253,009	(20,587)	81,117	47%
				-8%	47%	

The top two news-sites represent 70% of the radio business time spent online. *Radio-Info* has the largest audience and the strongest year ago performance. *R&R* has positive trends and holds the second largest radio business audience.

These top two sites are engaging, deeply traveled, and frequently visited during the month.

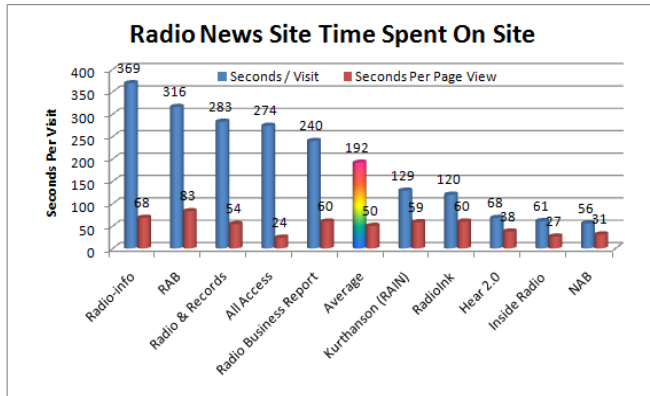
Monthly trends are available in the Appendix.

Share of Time Online



Radio News Websites – February '09

Key Measures of Audience Participation show the largest websites are engaging places for online radio news.

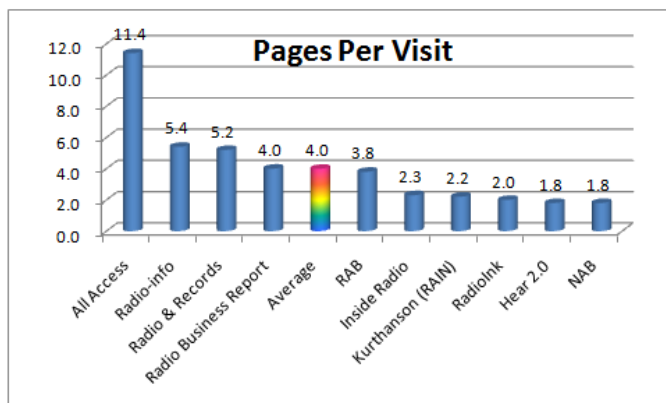
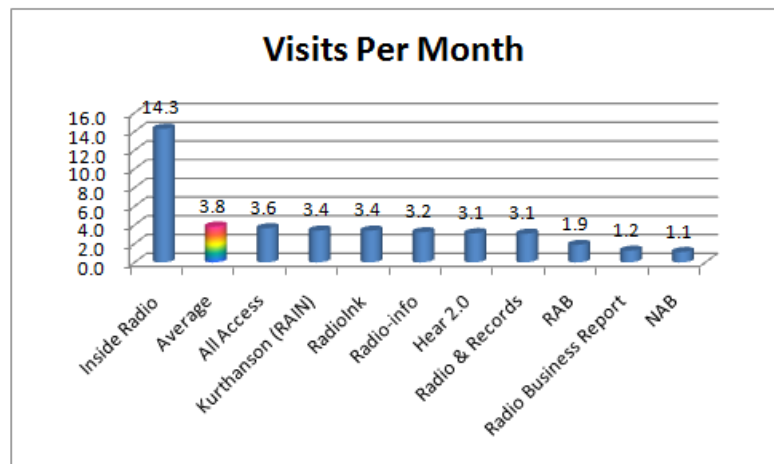


Radio-Info visitors stay 369 seconds per visit and 68 seconds per page indicating an engaged, active, involved visitor.

Also noteworthy, it the RAB visitors 83-seconds per page view. While a smaller audience their content appears to be very interested and involved.

The radio business visitors check radio news sites 3.8 times per month or just about once-a-week. Inside Radio stands apart with more than 14.3 visits per unique monthly person. (Could IR be the default home page for Clear Channel office computer browsers? Or, is the paid IR newsletter web delivered?)

Inside Radio and All Access have both morning and afternoon email publications but Inside Radio captures the most visits per month.



The average publication draws 4-page views per visit. All Access, Radio-Info, R&R, and RAB have above average visitor engagement.

Generally, these sites have more dynamic content and more engaging web tools. All Access has more charting and research information.

Radio News Websites – February '09

Radio-info commands the largest audience of unique visitors, the largest number of website visits at 32%, and 44% of total time online (up from 40% last month)

R&R has the second largest audience and represents 24% of all visits to the top ten sites.

All Access is a strong 3rd position with the largest number of page views per visit at 11.4 pages per visit. Interestingly, high pages/visit did not translate into more time onsite.

RBR visitors spend time and view pages online but interestingly only visit the site an average of 1.2 times / month suggesting their daily newsletter is not generating a recurring audience.

Radio Ink has the 5th largest audience of unique visitors and strong return visitor support but short time online at 1:31 suggesting an interested but shallow visit.

RAB has about average time onsite but otherwise draws a small audience.

Hear 2.0 Mark Ramsey's web blog returned in February with a strong audience. The audience measurements are consistent with the daily one-page one-topic blog style site.

Kurthanson (RAIN) This "Radio and Internet" site has a steady audience with strong growth and good repeat visits.

Inside Radio has the largest repeat visitors per month at 14.3 returning visitors per month. However, the short stay and 2.3 pages per web visit indicate a less engaged website audience. Inside Radio website measures might be understating the audience value. IR has a paid newsletter while most other news sites offer free daily newsletters.

NAB is the smallest of the top-ten news sites with very low visitor involvement.

February, 2009 Compete Panel Data (www.compete.com)	Unique Visitors	Panel Estimated Monthly Visits	Share of Visits %	calculated Monthly Visits / Unique	Average Stay	Pages Per Visit
Radio-info	78,209	250,836	32%	3.2	6:09	5.4
Radio & Records	62,264	190,326	24%	3.1	4:43	5.2
All Access	31,001	113,085	14%	3.6	4:34	11.4
Radio Business Report	26,099	32,478	4%	1.2	4:48	4.0
Radiolnk	23,306	78,911	10%	3.4	1:31	2.0
RAB	12,406	23,142	3%	1.9	5:16	3.8
Hear 2.0	6,282	19,538	2%	3.1	1:08	1.8
Kurthanson (RAIN)	6,180	20,985	3%	3.4	2:09	2.2
Inside Radio	4,266	60,955	8%	14.3	1:01	2.3
NAB	2,996	3,311	0%	1.1	:56	1.8
Total / Average	253,009	793,567	100%	3.8	3:12	4.0

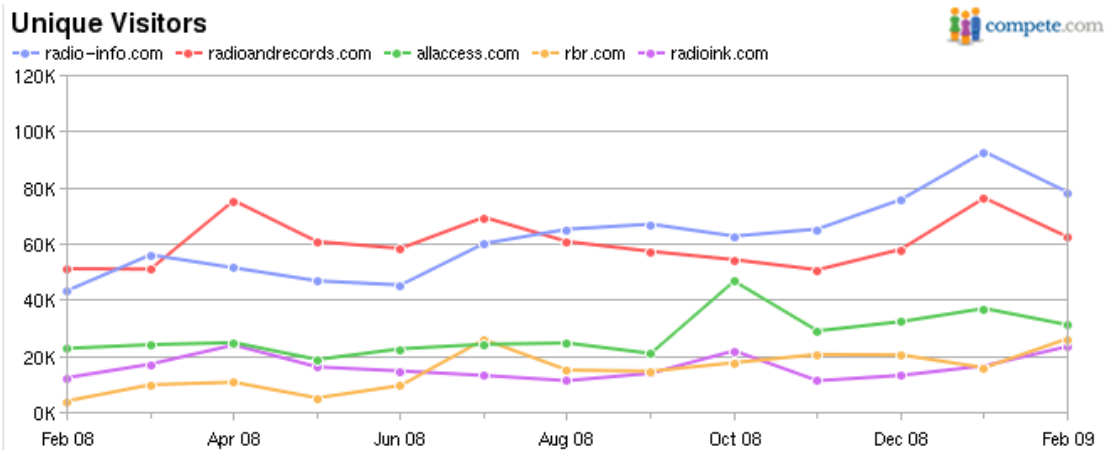
february, 2009 Compete Panel Data (www.compete.com)	Calculated visitors / Business- day	Calculated Monthly Page Views	Share of Pages	Seconds Per Page View	Hrs/Month Online	Share of Time Online
Radio-info	12,542	1,354,514	32%	68	25,711	44%
Radio & Records	9,516	989,695	23%	54	14,962	26%
All Access	5,654	1,289,169	30%	24	8,607	15%
Radio Business Report	1,624	129,912	3%	60	2,165	4%
Radiolnk	3,946	157,822	4%	60	2,630	5%
RAB	1,157	87,940	2%	83	2,031	3%
Hear 2.0	977	35,168	1%	38	369	1%
Kurthanson (RAIN)	1,049	46,167	1%	59	752	1%
Inside Radio	3,048	140,197	3%	27	1,033	2%
NAB	166	5,960	0%	31	52	0%
Total / Average	39,678	4,236,544	100%	50	58,312	100%

Notes: Compete Panel information generally undercounts business radio website statistics.

Radio News Websites – February '09

APPENDIX

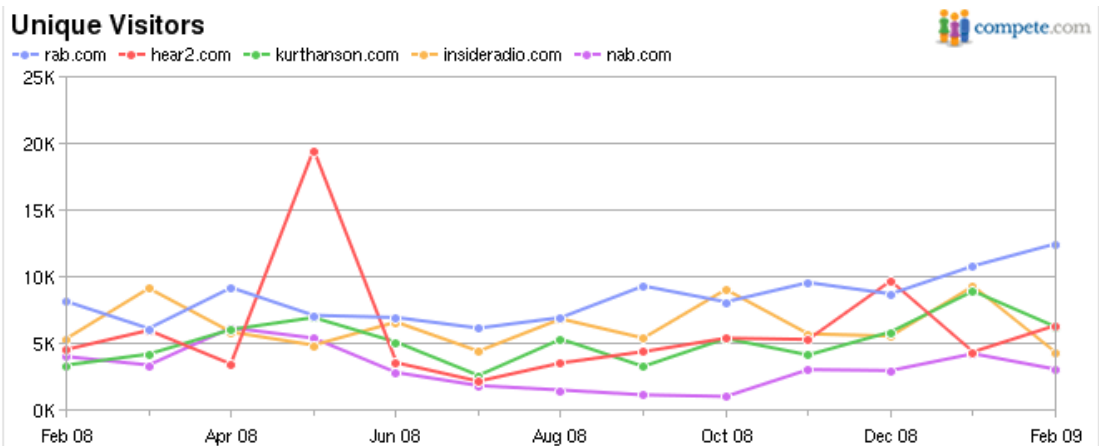
Unique Visitors Trends for By Website



Use This Data: [Embed Graph](#) | [Export CSV](#) | [Show Permalink](#)

Date: 02/2009	People	Month Δ	Year Δ	What is this?
radio-info.com	78,209	-15.6% ↓	81.2% ↑	The number of people visiting a site. See Full Description
radioandrecords.com	62,264	-18.3% ↓	22.2% ↑	
allaccess.com	31,001	-15.9% ↓	37.0% ↑	
rbr.com	26,099	65.8% ↑	569.5% ↑	
radioink.com	23,306	42.1% ↑	91.2% ↑	

Compete triangulates multiple data sources, including ISP, Panel & Toolbar to estimate U.S. traffic. [Learn more.](#)



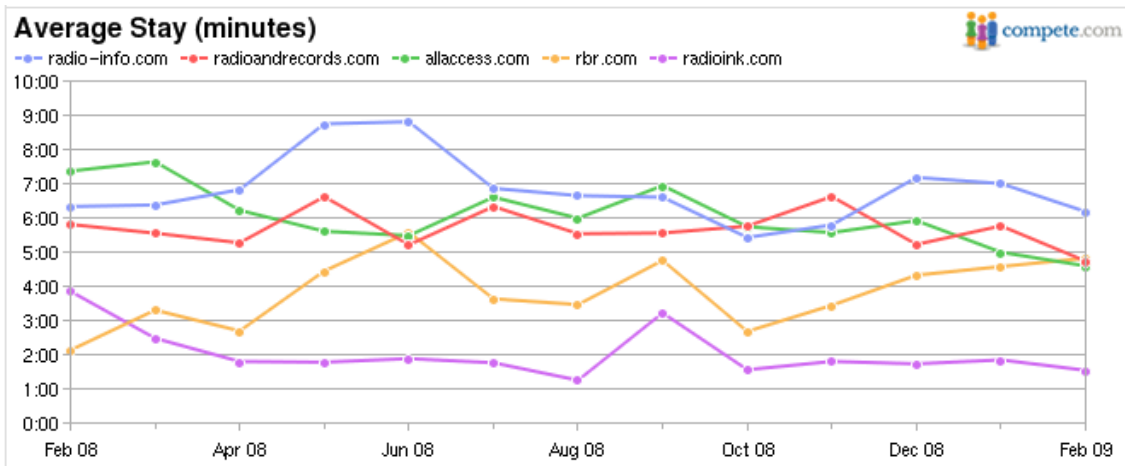
Use This Data: [Embed Graph](#) | [Export CSV](#) | [Show Permalink](#)

Date: 02/2009	People	Month Δ	Year Δ	What is this?
rab.com	12,406	15.5% ↑	53.5% ↑	The number of people visiting a site. See Full Description
hear2.com	6,282	46.1% ↑	40.5% ↑	
kurthanson.com	6,180	-30.3% ↓	87.0% ↑	
insiderradio.com	4,266	-53.8% ↓	-19.4% ↓	
nab.com	2,996	-28.0% ↓	-24.1% ↓	

Compete triangulates multiple data sources, including ISP, Panel & Toolbar to estimate U.S. traffic. [Learn more.](#)

Radio News Websites – February '09

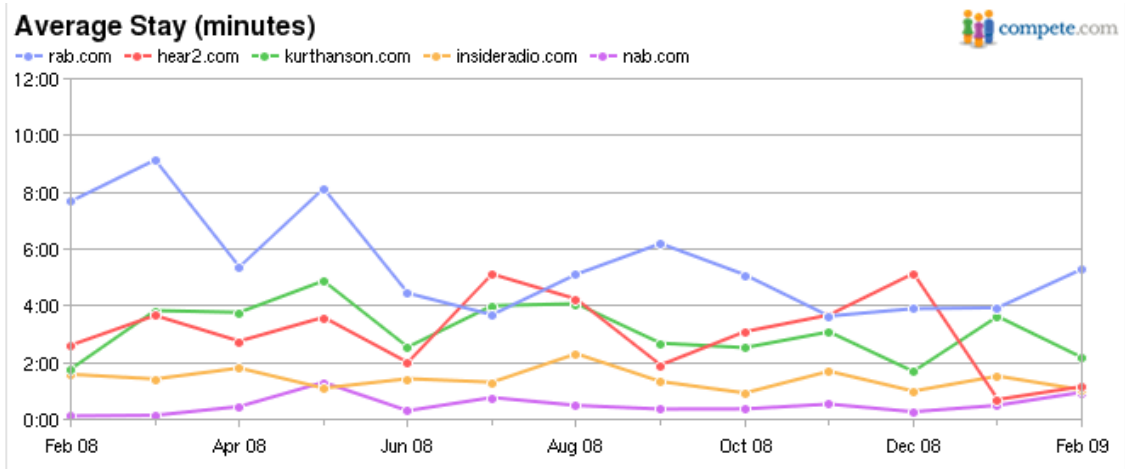
Average Time Spent Online indicate Audience Engagement.



Use This Data: [Embed Graph](#) | [Export CSV](#) | [Show Permalink](#)

Date: 02/2009	Avg. Stay	Month Δ	Year Δ	What is this?
radio-info.com	06:09	-11.8% ↓	-2.4% ↓	The number of minutes an average visitor spends on a site during each visit. See Full Description
radioandrecords.com	04:43	-17.9% ↓	-18.5% ↓	
allaccess.com	04:34	-8.0% ↓	-37.8% ↓	
rbr.com	04:48	5.4% ↑	127.7% ↑	
radioink.com	01:31	-16.7% ↓	-60.4% ↓	

Compete triangulates multiple data sources, including ISP, Panel & Toolbar to estimate U.S. traffic. [Learn more.](#)



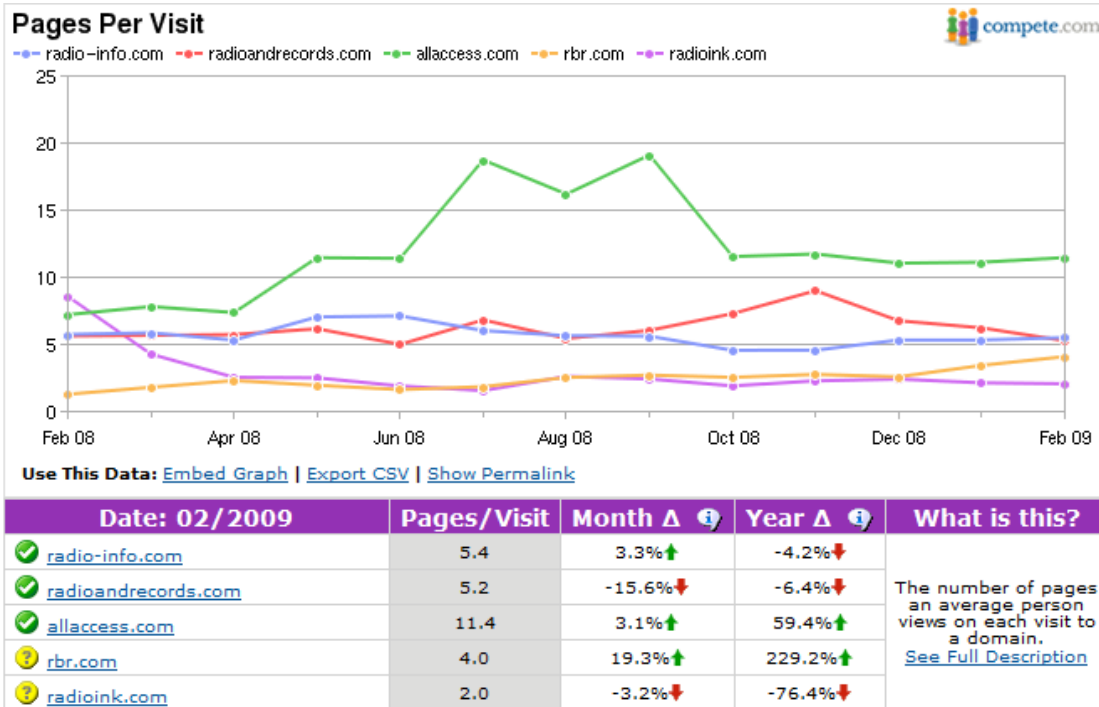
Use This Data: [Embed Graph](#) | [Export CSV](#) | [Show Permalink](#)

Date: 02/2009	Avg. Stay	Month Δ	Year Δ	What is this?
rab.com	05:16	34.8% ↑	-31.3% ↓	The number of minutes an average visitor spends on a site during each visit. See Full Description
hear2.com	01:08	68.3% ↑	-56.3% ↓	
kurthanson.com	02:09	-40.2% ↓	23.5% ↑	
insiderradio.com	01:01	-32.3% ↓	-35.0% ↓	
nab.com	00:56	98.6% ↑	892.1% ↑	

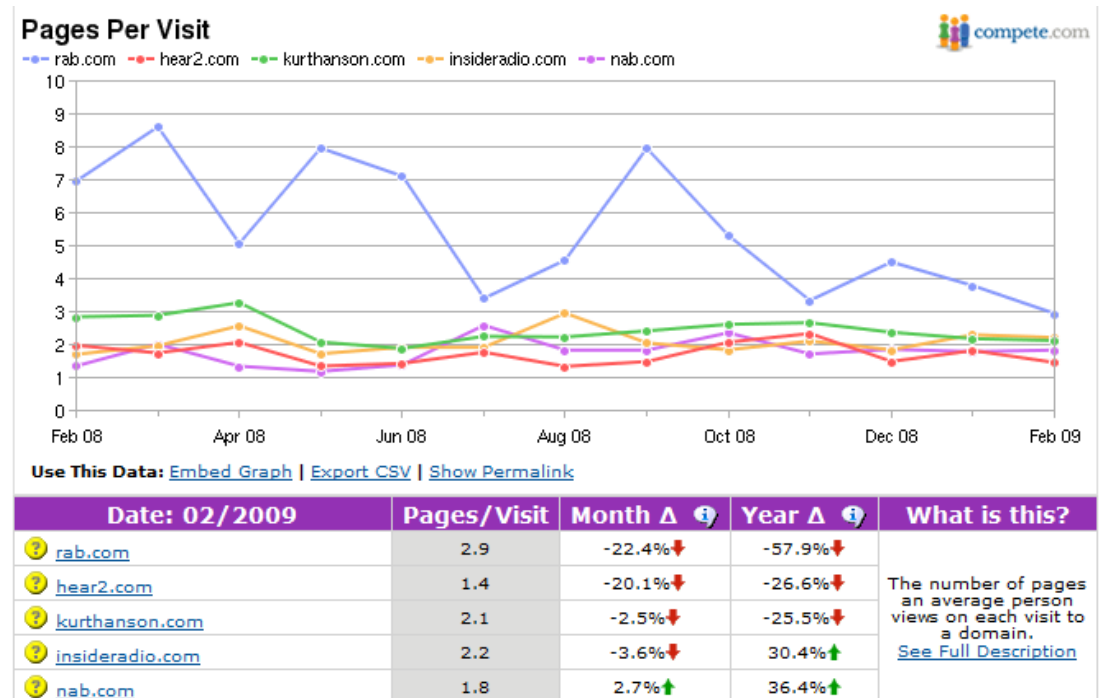
Compete triangulates multiple data sources, including ISP, Panel & Toolbar to estimate U.S. traffic. [Learn more.](#)

Radio News Websites – February '09

Pages Per Visit indicate the Depth of Audience Involvement



Compete triangulates multiple data sources, including ISP, Panel & Toolbar to estimate U.S. traffic. [Learn more.](#)



Compete triangulates multiple data sources, including ISP, Panel & Toolbar to estimate U.S. traffic. [Learn more.](#)