



A View from the US: How Broadcasters Are Driving Radio's Future in Automobiles



Android Automotive



**Global coalition of
broadcasters and
auto manufacturers
focused on full radio
functionality**



**Create a document
with reference
designs to verify work**



**Requests accepted
and upcoming
release planned for
late 2024**



**Radio to remain a
protected app
within cars**

**Cross-industry
collaboration**



Radio's Important Role in the US

- Bill introduced AM in Every Vehicle Act in US Congress 2023
- US National Public Warning System (NPWS)
- Primary Entry Point (PEP) Stations
- The FEMA NPWS serves as the primary source of initial broadcast for a national alert in the US
- Update on legislation



2024 Dashboard Scoreboard

A snapshot of how common each feature is in the dashboard of the top 100 best-selling new vehicles in the U.S.

We will update the scoreboard annually to track radio's standing and progress.



Dashboard feature	% of vehicles
FM Radio	100%
AM Radio	98%
HD Radio	70%
SiriusXM	92%
Android Auto	98%
Apple CarPlay	98%
Built-in streaming apps	20%
Text display for radio	100%
Image display for radio	60%
Radio button	36%

Six Key Findings

1

AM/FM radio is ubiquitous in new vehicles.

2

AM/FM radio no longer has a dashboard monopoly.

3

A growing number of vehicles offer built-in streaming apps.

4

Two out of three new vehicles have HD Radio installed.

5

GM vehicles are an exception to the widespread adoption of HD Radio.

6

All new vehicles have in-dash text. Most can display logos and other images.

Fred's Takeaways

A Programmer's POV

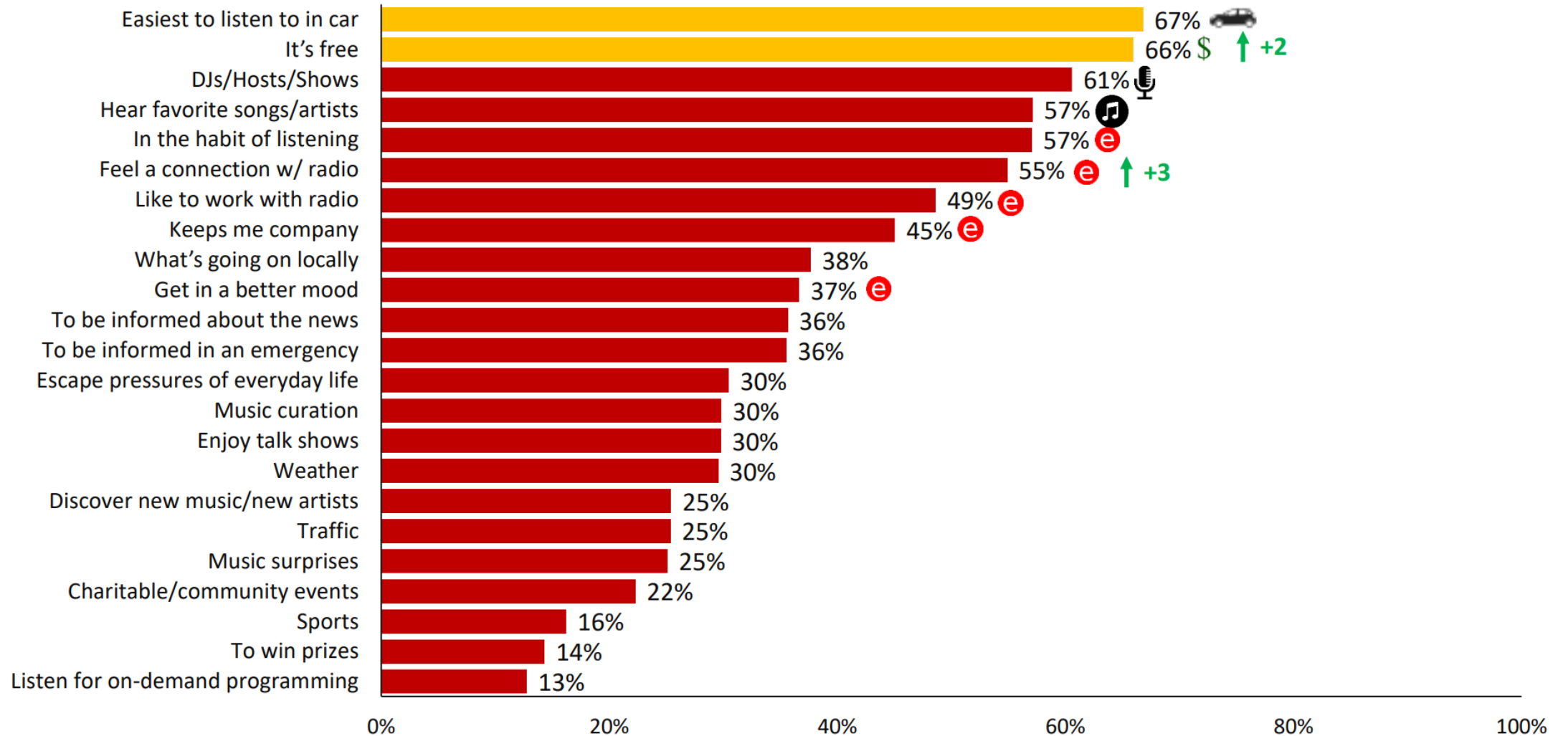
- It's fundamental, but given how "connected" these cars are, radio organizations must have an in-vehicle strategy.
- Apple CarPlay and Android Auto are ubiquitous in vehicles. Radio needs mobile apps to ensure visibility and accessibility.
- The average vehicle offers 6+ audio options, and many don't have a "radio" button. To stand out, broadcasters must determine a unique difference.
- Metadata like images, graphics, and text offers a prime opportunity for radio broadcasters to connect with listeners on the road.
- A strategy for metadata must be developed to determine policies on what to show and when to show it, allowing for whatever is current and top-of-mind.



Fred Jacobs

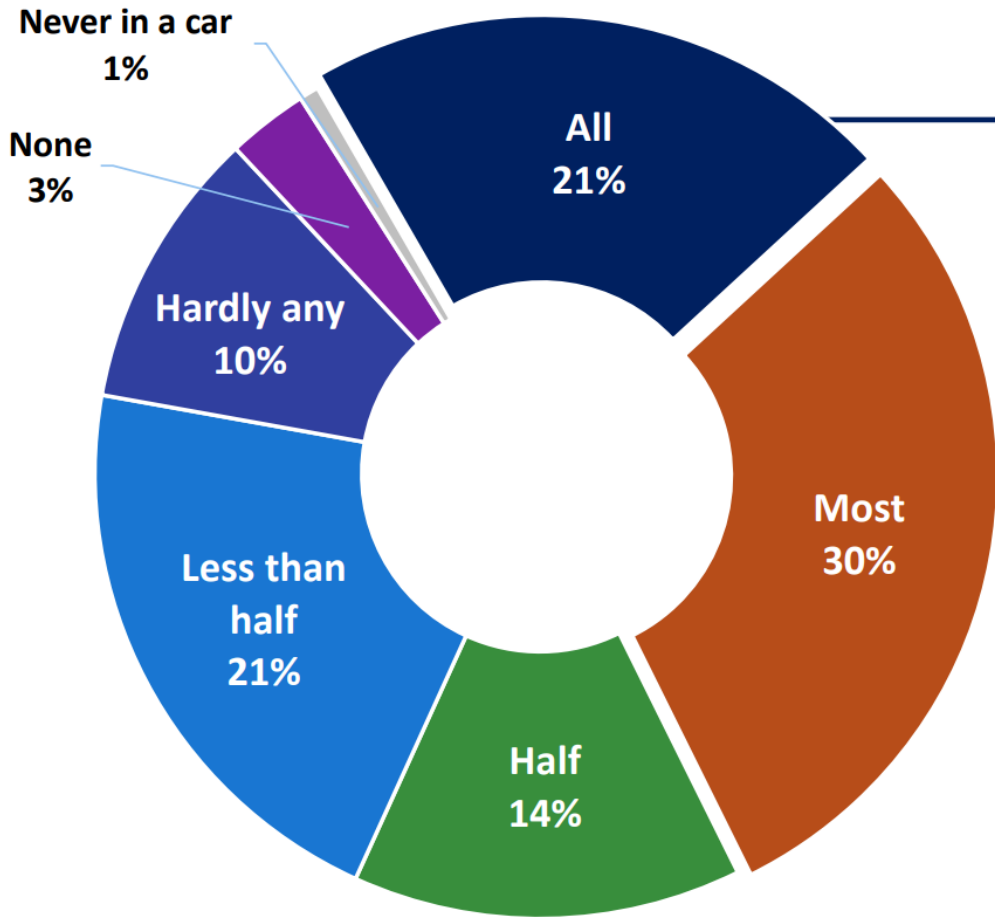
President, Jacobs Media

Why AM/FM Radio? Two-Thirds Say It's Easiest To Listen To In the Car and It's FREE

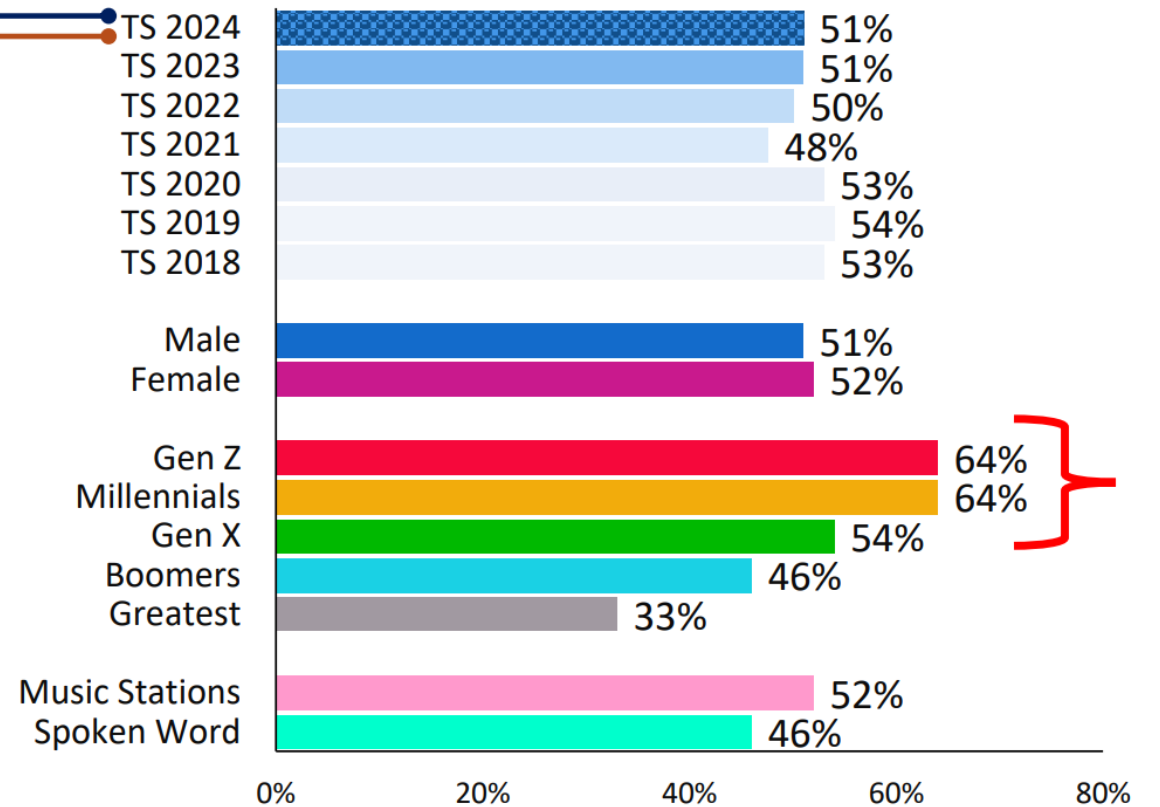


Among those who listen to AM/FM radio, % who say this is a main reason they listen

Millennials and Gen Z Are Most Likely to Be Exposed to Radio Only or Mostly When in a Vehicle

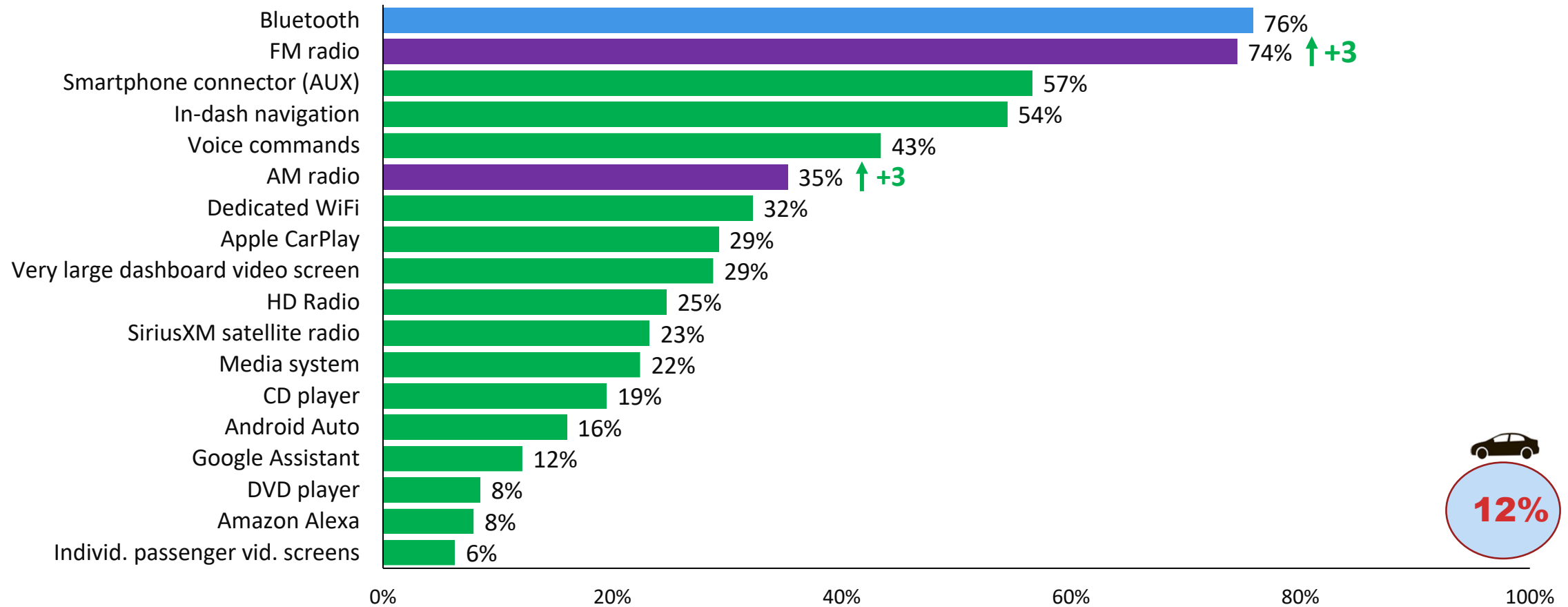


% Saying "All" or "Most" AM/FM Radio Listening Is In-Car



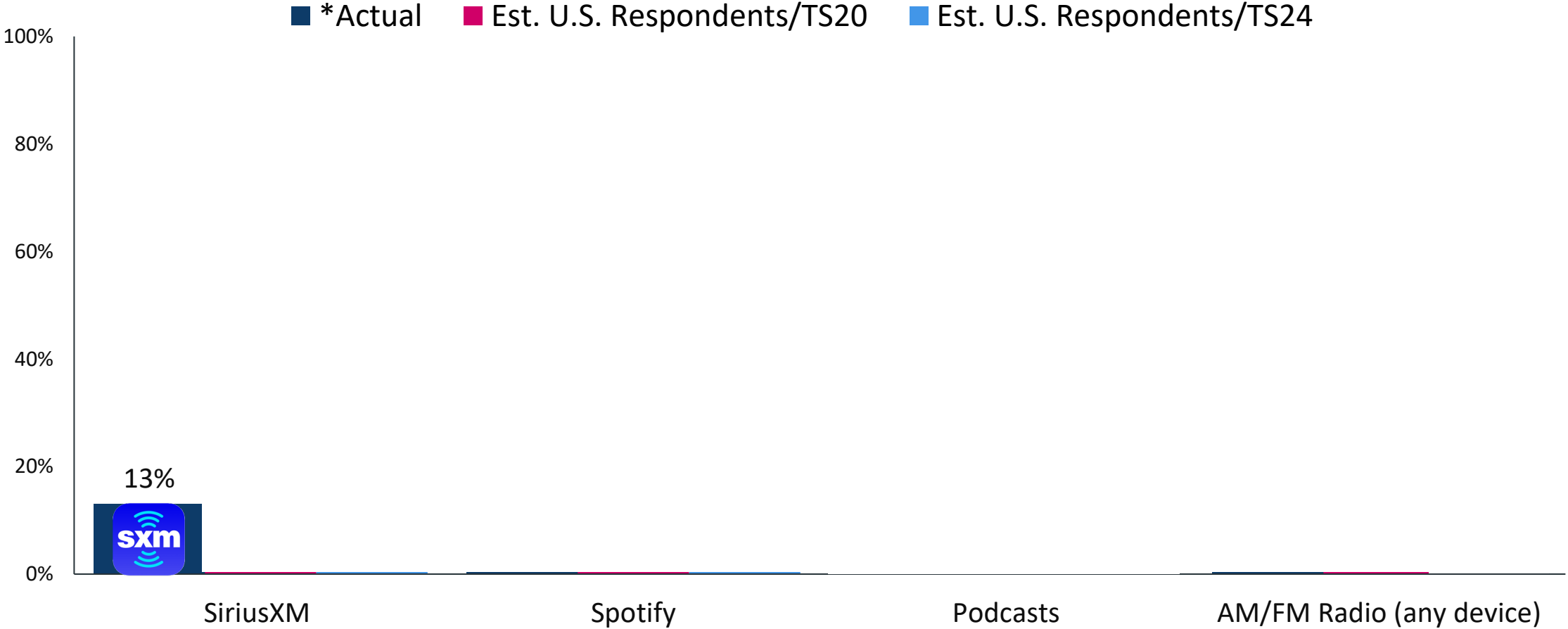
"During an average weekday, about how much of your total AM/FM radio listening time takes place in a car?"

For Buyers, Bluetooth Holds Its Lead, But Both AM & FM Radio Desire Increased Year-Over-Year



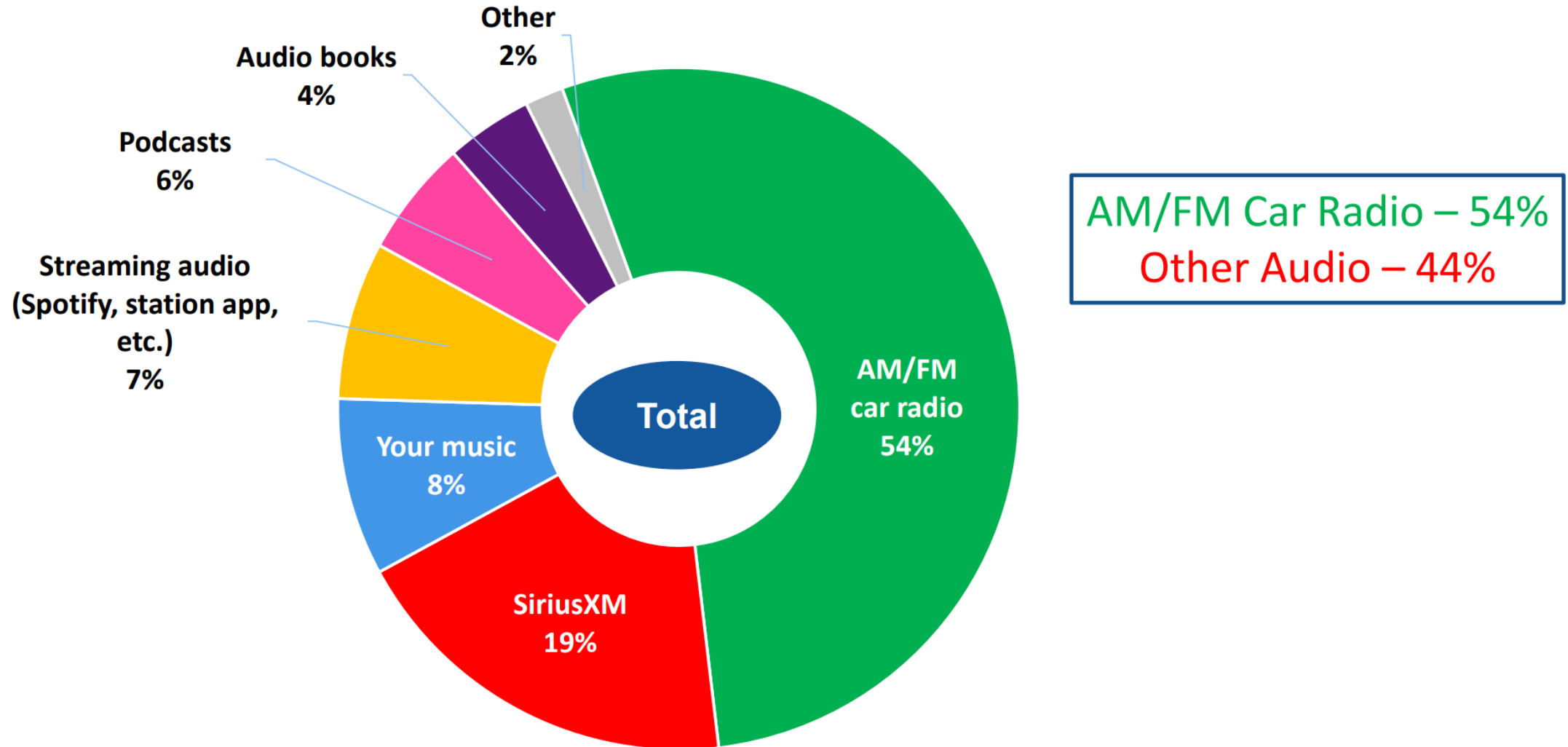
“Very Important” features among the 12% of those planning on buying/leasing (or already bought) a new vehicle in 2024

Core Radio Listeners Grossly Underestimate AM/FM Radio Listening (and Overestimate Spotify, SiriusXM, and Podcasts)

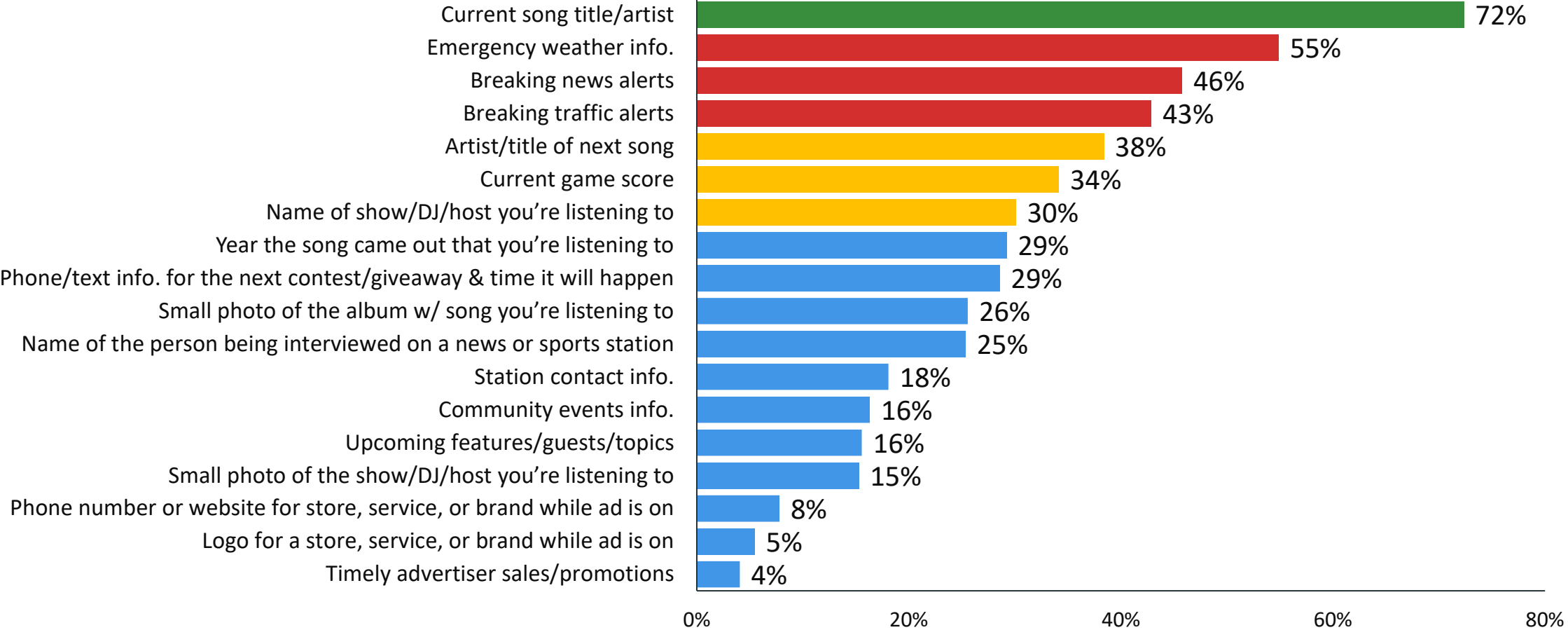


*Among U.S. respondents, Jacobs data is estimated weekly 18+ U.S. population; actual Spotify/Podcasts are age 18+, courtesy of 2024 Infinite Dial from Edison Research; SiriusXM data among subscribers as of 4/24; Nielsen 18+ adults

AM/FM Car Radio Still Makes Up the Majority of In-Car Audio Usage

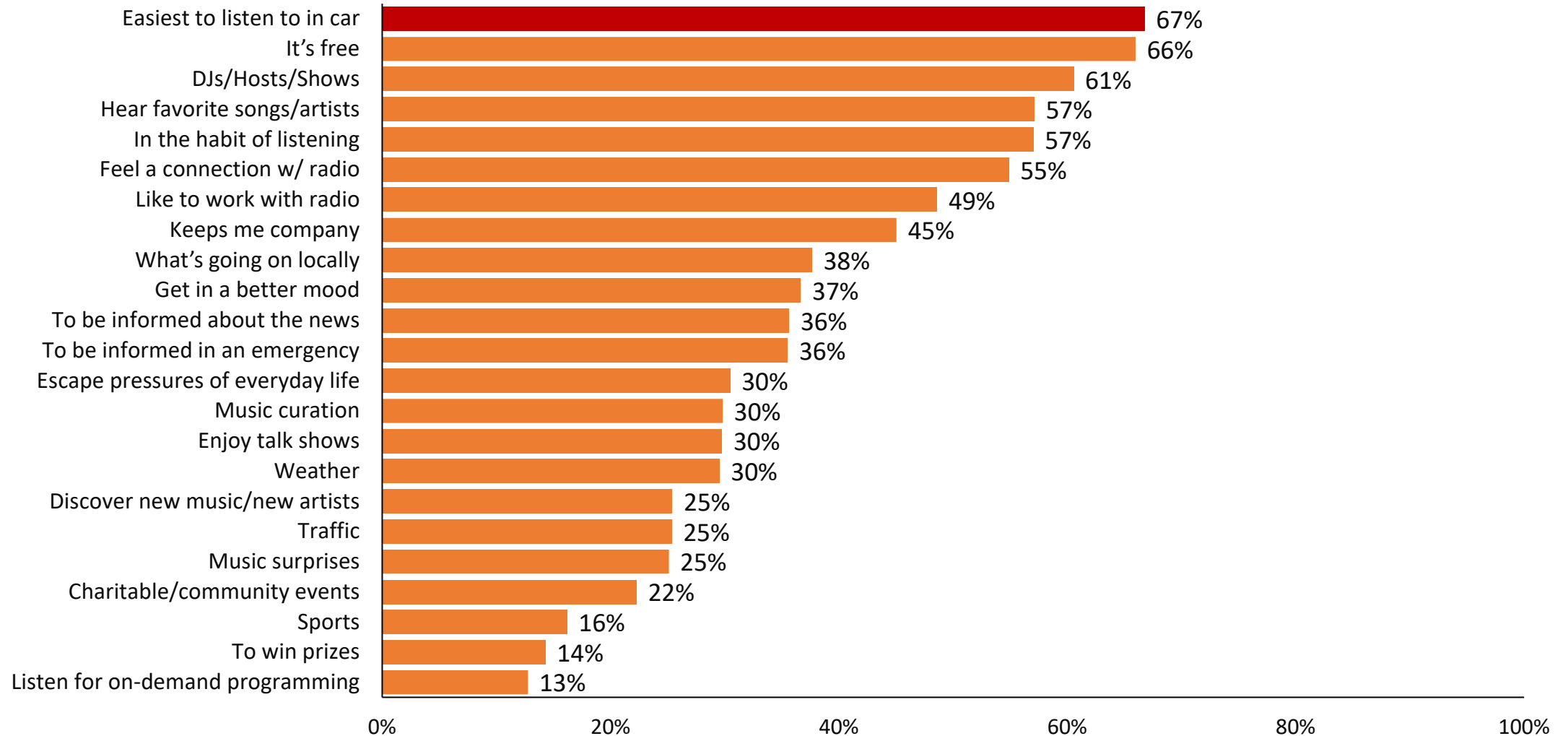


While Artist/Title is Table Stakes, Emergency and Real Time Alerts Are of Primary Interest in Car Dashboard Displays



Among those with car dashboard having the ability to display artist/title info., % "very interested" in each element

Of the Myriad Reasons People Say They Listen To Radio, the Idea It's Easiest To Listen To In Cars is Always At/Near the Top



Among those who listen to AM/FM radio, % who say this is a main reason they listen



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