CNET Radio 910 – Making Waves with Technology

Broadcast from San Francisco, CNET Radio 910 is a co-production of CNET and AM/FM ClearChannel and is the FIRST and ONLY radio station in the U.S. with an ALL-TECH format. The station’s mission is to inform technology and business influencers of the latest news, finance, product developments, and happenings in the high-tech universe. As a sister media property to CNET.com and CNET Television, CNET Radio produces daily tech-focused news programming, from early morning until late in the evening. CNET Radio makes sense of the day’s technology and business news with more than 13 hours of original programming each weekday. Most importantly, CNET Radio provides marketers with an opportunity to reach a select group of listeners who have spearheaded the widespread adoption of the Internet and technology in virtually every aspect of business and consumer life.

"...(CNET is) doing what is unquestionably groundbreaking radio and they're trying to do it on Internet time. Not only is the all-tech station the prototype for a new format - at a time when tired, rocked-out radio needs one badly - it's a lively package, a pleasant surprise that quickly earns a pre-set on your radio.” - Radio critic, Bill Mann

Radio Audience – An Amazing Story of Growth
The explosive growth of CNET Radio’s audience is driven by technology buffs with an insatiable appetite for technology news. When they’re not logging onto one of CNET Networks’ informative Web sites, they’re tuning into CNET Radio for the latest in tech news from around the globe:

- The men 18 and over average quarter hour (AQH) audience with household incomes of $75,000 and up has risen by 267 percent from summer to fall of 2000
- The 18 and over average quarter hour (AQH) audience with household incomes of $75,000 and up has risen by 160 percent from summer to fall of 2000
35 to 54 year old men are fueling the exponential growth of CNET Radio’s listener base. This demographic consists of well-educated, early-adopting business decision makers who want answers and insights to the ever-changing world. Consider these numbers****:

- AQH share has grown 100 percent
- AQH persons has grown 67 percent
- Cume persons has grown 31 percent
- Time spent listening has grown 45 percent
- AQH persons at work has grown 100 percent
- AQH persons in car has grown 50 percent

**Why Radio?**
More than any other medium, Radio provides advertisers immediacy - the ability to produce and disseminate your message almost instantly. Despite the advent of the Internet and the growth of cable and satellite television, Radio’s popularity has never been higher:
- Radio reaches 77 percent of people over the age of 12 every day***

- On average, people over the age of 12 listen to radio 3.5 hours every day***
Radio reaches more than 95 percent of consumers weekly***

Car radio reaches four of five adults every week***

Radio is also one of the most effective mediums for targeted advertising, especially in relation to Internet users. For advertisers hungry to reach an online audience, radio offers many competitive advantages:

- While online, more people listen to radio than listen to tapes, talk on the telephone, or watch television*
- Almost one-third of total online users say they have visited a Web site as a direct result of a radio advertisement*
- Radio reaches 86 percent of online users each week**
- Core radio listeners offer an almost perfect demographic age match to online users - the closest of all media**
* Arbitron/Edison
** MediaMark Research
*** National Association of Broadcasters
**** Arbitron – male 35-54 from summer to fall 2000