

Exhibit A

A.1



ON THE VERGE



On The Verge: Aloe Blacc

Listen to the new song, 'The Man'

SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

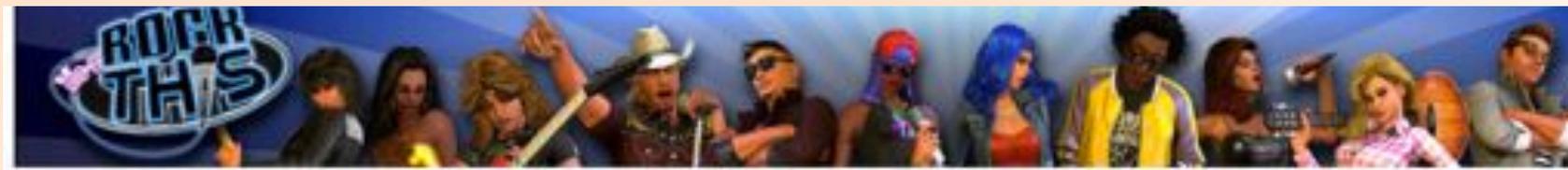
- Peaked at **#8** on the MediaBase Top 40 radio chart
- Total audience **increased 141%**, going from 17.2MM listeners to **42MM** listeners
- Rose above Avicii's single "Hey Brother" on the MediaBase Top 40 radio chart despite hitting the chart one month later
- Jumped **26 spots** on the MediaBase Top 40 Radio Chart
- Sold **over 1MM units** throughout the program
- Social media fans per week **increased 140%**, gaining **160,000 new fans** throughout the program
- Total spins **increased 201%**, going from 1,000 per week to **8,500** per week
- Featured performer at the iHeartRadio On The Verge Showcase at 4A's

All 101 Stations in CCM+E's Top 40 Network Participated

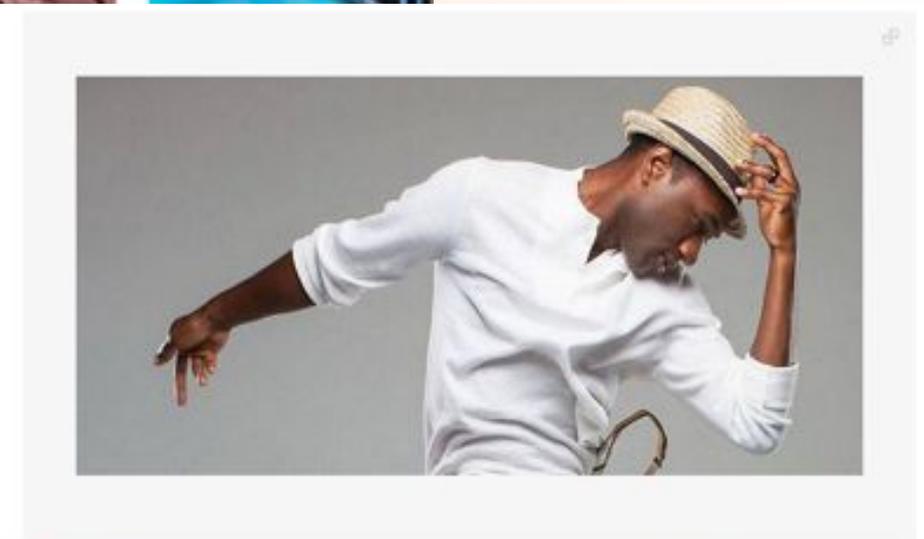
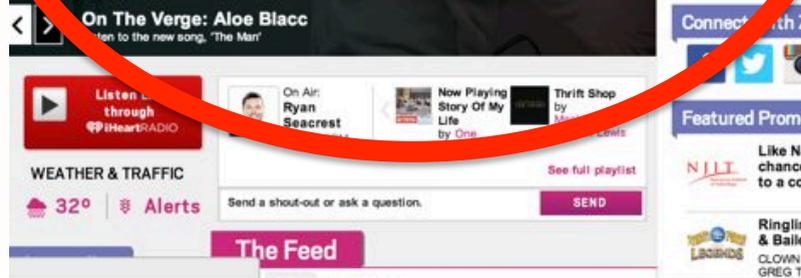
WHTZ-FM	New York	WRVW-FM	Nashville	WJXX-FM	Roanoke-Lynchburg
KIIS-FM	Los Angeles	WMKS-FM	Greensboro-Winston-Salem-High Point	KSME-FM	Ft. Collins-Greeley, CO
KVVS-FM	Los Angeles	WLDI-FM	West Palm Beach-Boca Raton	WERZ-FM	Portsmouth-Dover-Rochester
WKSC-FM	Chicago	KJYO-FM	Oklahoma City	WRGV-FM	Pensacola
KHKS-FM	Dallas-Ft. Worth	WNWW-FM	Jacksonville	KMXF-FM	Fayetteville (North West Arkansas)
WIHT-FM	Washington, DC	KWNW-FM	Memphis	WAKZ-FM	Youngstown-Warren
WIOQ-FM	Philadelphia	WKSS-FM	Hartford-New Britain-Middletown	WKZP-FM	Salisbury-Ocean City
WWPW-FM	Atlanta	WNRW-FM	Louisville	KKMY-FM	Beaumont-Port Arthur, TX
WXKS-FM	Boston	WRVQ-FM	Richmond	KUUL-FM	Davenport, IA
WHYI-FM	Miami-Ft. Lauderdale-Hollywood	WKGS-FM	Rochester, NY	WAEV-FM	Savannah
WKQI-FM	Detroit	WQEN-FM	Birmingham	WQNQ-FM	Asheville
KBKS-FM	Seattle-Tacoma	WZJZ-FM	Ft. Myers-Naples-Marco Island	WGMV-FM	Tallahassee
KZZP-FM	Phoenix	KRQQ-FM	Tucson	WKEE-FM	Huntington-Ashland
KDWB-FM	Minneapolis-St. Paul	WCHD-FM	Dayton	WPKF-FM	Poughkeepsie, NY
KHTS-FM	San Diego	WKKF-FM	Albany-Schenectady-Troy	KGOT-FM	Anchorage
WFLZ-FM	Tampa-St. Petersburg-Clearwater	KTBT-FM	Tulsa	WBNW-FM	Binghamton
WZFT-FM	Baltimore	KLQT-FM	Albuquerque	KVJM-FM	Bryan-College Station, TX
KSLZ-FM	St. Louis	WAEB-FM	Allentown-Bethlehem	KWTX-FM	Waco, TX
KKRZ-FM	Portland, OR	KKDM-FM	Des Moines	WKSI-FM	Winchester, VA
WHQC-FM	Charlotte-Gastonia-Rock Hill	KISO-FM	Omaha-Council Bluffs	WZBQ-FM	Tuscaloosa, AL
WKST-FM	Pittsburgh, PA	WKDD-FM	Akron	WNSL-FM	Laurel-Hattiesburg, MS
KXXM-FM	San Antonio	WFMF-FM	Baton Rouge	WBKS-FM	Lima, OH
KZHT-FM	Salt Lake City-Ogden-Provo	WHKF-FM	Harrisburg-Lebanon-Carlisle	WBIZ-FM	Eau Claire, WI
WKFS-FM	Cincinnati	WNOK-FM	Columbia, SC	WGEX-FM	Albany, GA
WAKS-FM	Cleveland	WWHT-FM	Syracuse	WRVB-FM	Parkersburg-Marietta, WV-OH
KPLV-FM	Las Vegas	WVKS-FM	Toledo	WVKF-FM	Wheeling
WXXL-FM	Orlando	WZEE-FM	Madison	WAZR-FM	Harrisonburg, VA
KHFI-FM	Austin	KZCH-FM	Wichita	WVRT-FM	Williamsport, PA
WNCI-FM	Columbus, OH	WLKT-FM	Lexington-Fayette	WVRZ-FM	Williamsport, PA
WRNW-FM	Milwaukee-Racine	WFKS-FM	Melbourne-Titusville-Cocoa	KSFT-FM	Sioux City, IA
WDCG-FM	Raleigh-Durham	W293AH	Huntsville	KYYY-FM	Bismarck, ND
WNOH-FM	Norfolk-Virginia Beach-Newport News	WKXJ-FM	Chattanooga	KKXL-FM	Grand Forks, ND-MN
		WLAN-FM	Lancaster	KAZX-FM	Farmington, NM
		WJJS-FM	Roanoke-Lynchburg	KIZZ-FM	Minot, ND

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured across all Top 40 station sites for duration of program
- Social push to all participation station Facebook pages



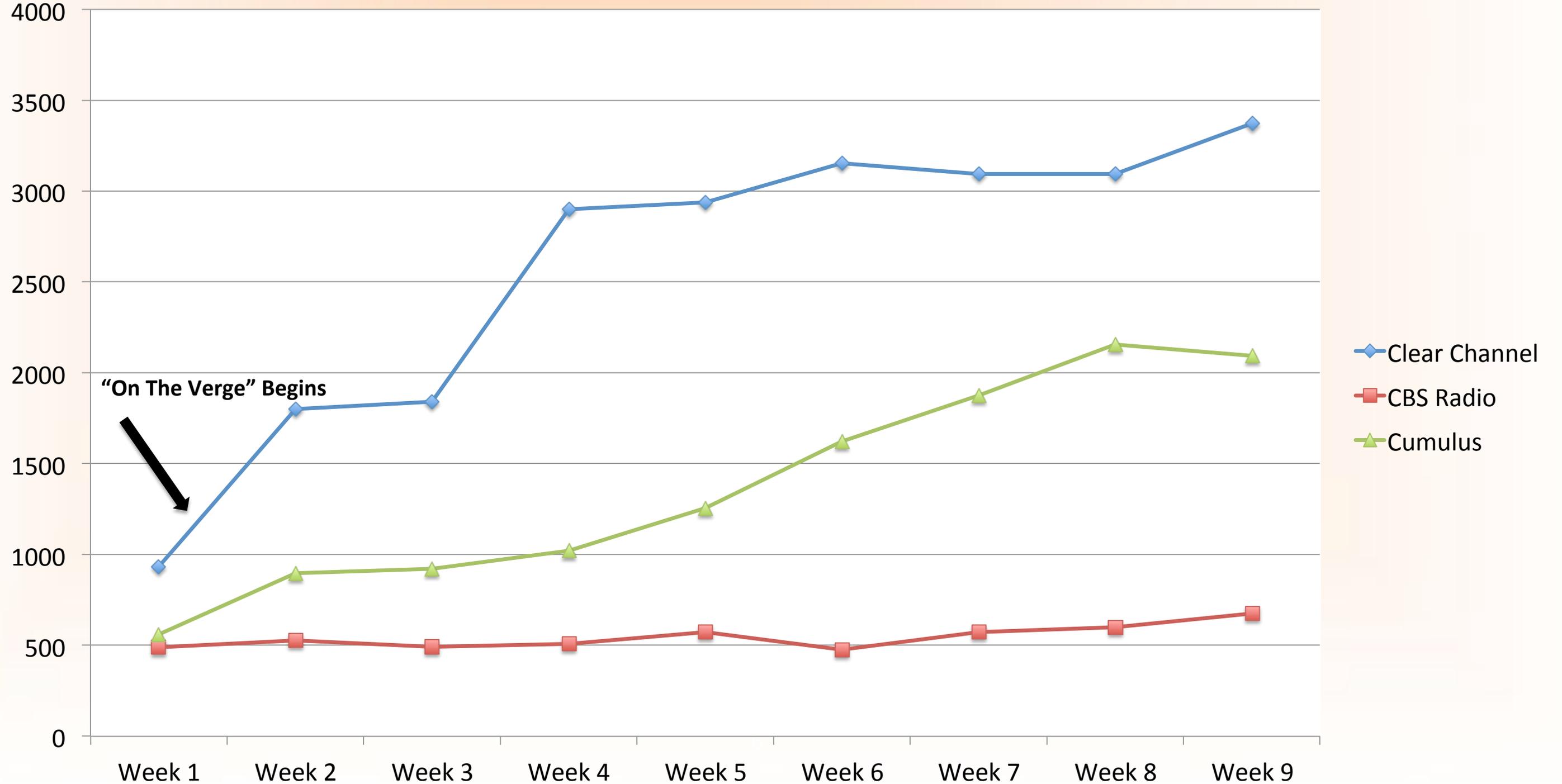
Get the Latest on the Winter Storm Warning



Album: Timeline Photos
Shared with: Public
Open Photo Viewer
Download
Daron Perkins, Cinthya Medina, Guadalupe Galvan and 542 others like this.

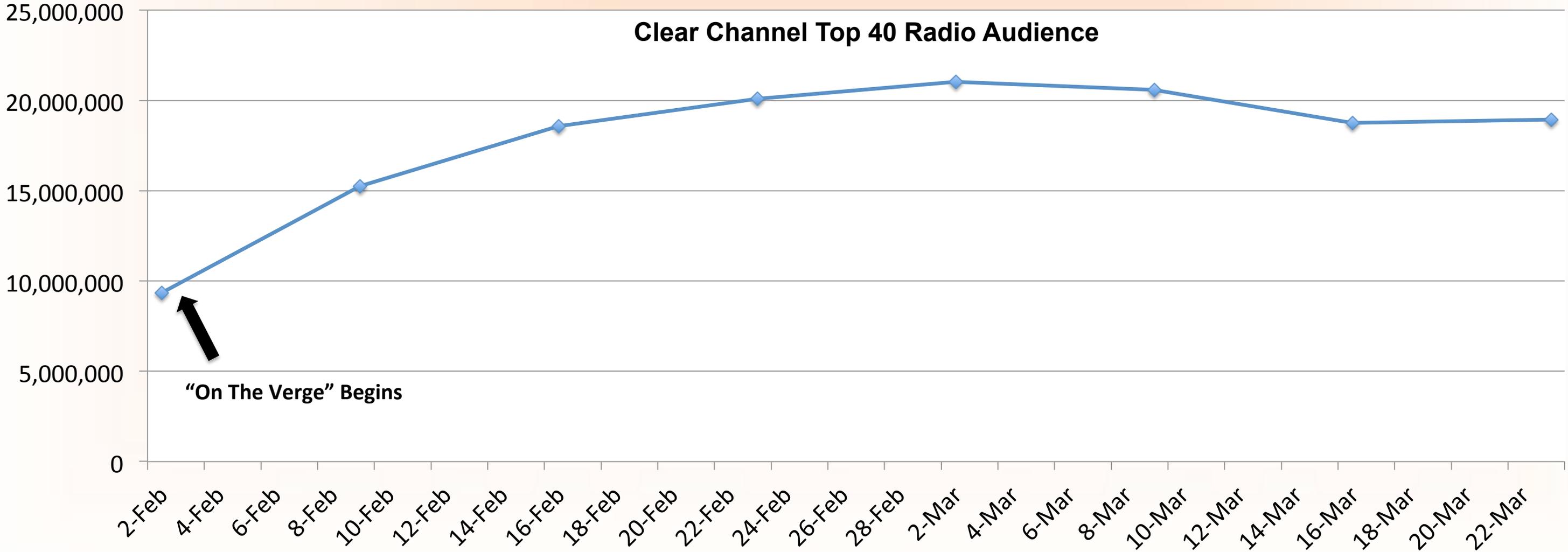
Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



Clear Channel Leading the Charge in Airplay

- Total Clear Channel Spins: **27,350**
- Average Spin Growth Per Week: **784 plays**
- Average Audience Growth Per Week: **2.88 million**



CCM+E Driving Sales in Key Markets

- Single sales in the first two weeks of the program increased **6%** (from 125,410 units to 132,856 units)
- In the last two weeks of the program, single sales increased **28%** (up 18,000 units)!

TOP 10 CLEAR CHANNEL SALES MARKETS

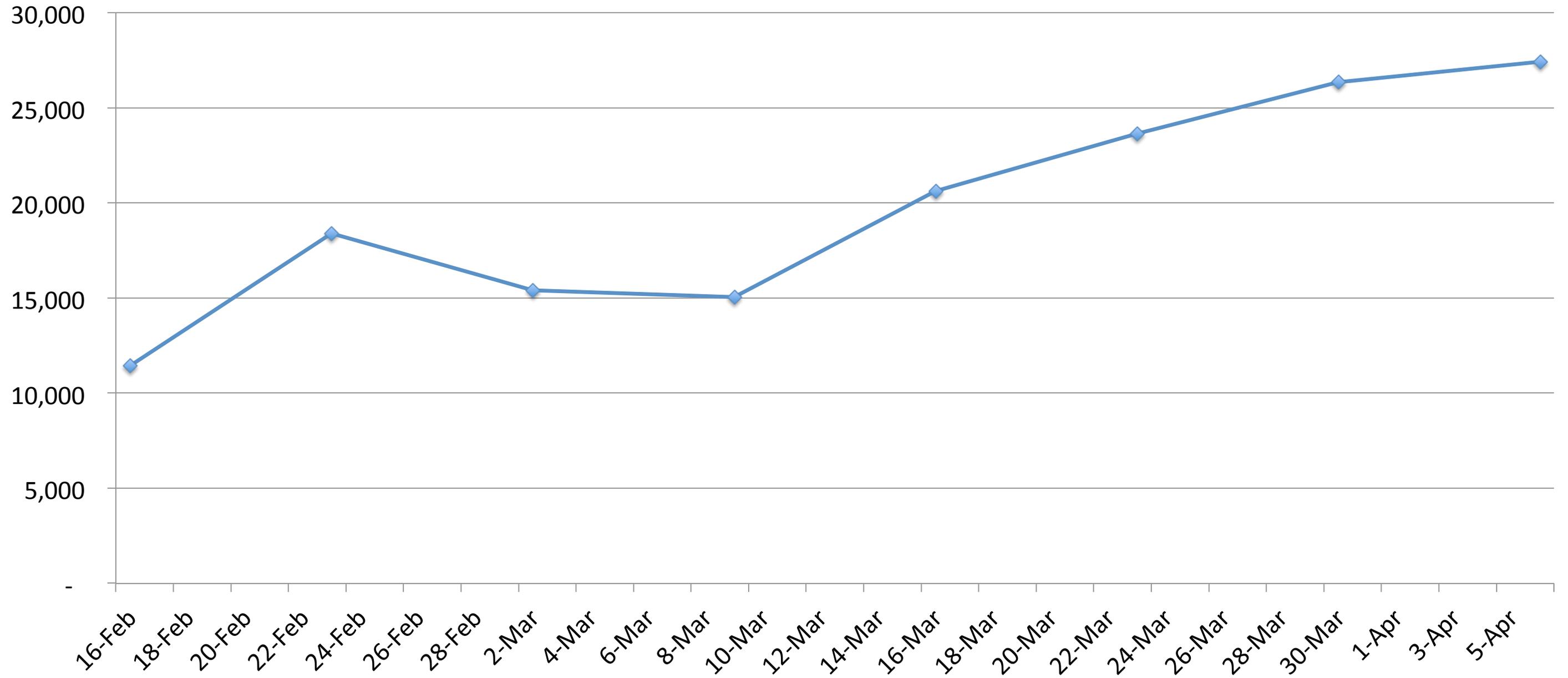
DMA	Total Units Sold
New York, NY	83,956
Boston, MA	46,909
Philadelphia, PA	39,543
Los Angeles, CA	38,609
Chicago, IL	32,819
Washington, DC	32,760
Dallas-Ft. Worth, TX	28,315
Atlanta, GA	25,755
Minneapolis-St. Paul, MN	24,767
Houston, TX	23,871

On The Verge Drives Social Media Growth

- New Social Media fans per week increased **151%**
- Gained on average **2,283 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - Seattle, WA
 - Los Angeles, CA
 - Boston, MA
 - Austin, TX

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **42%** in the first two weeks of the program

<u>Date</u>	<u>Shazam Ranking</u>
9-Feb	12
17-Feb	9
24-Feb	7
3-Mar	7
10-Mar	9
17-Mar	10

A.2



SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total audience **increased 96%**, going from 4.1MM listeners to **8MM** listeners
- Jumped **13 spots** on the MediaBase Alternative Radio Chart, going from #17 right before the program to **#4**
- Sold **over 88K units** throughout the program
- Social media fans per week **increased 2,243%**, gaining **over 28,000 new fans** throughout the program
- Total spins **increased 135%**, going from 951 per week to **2,237** per week
- Shazam ranking **increased 46%** going from #210 to #114

All 29 Stations in CCM+E's Alternative Network Participated

KSRY-FM	Los Angeles	WEND-FM	Charlotte-Gastonia-Rock Hill	WRXL-FM	Richmond
KYSR-FM	Los Angeles	WXDX-FM	Pittsburgh, PA	KUCD-FM	Honolulu
KDGE-FM	Dallas-Ft. Worth	K256AE	Salt Lake City-Ogden-Provo	WXEG-FM	Dayton
KTBZ-FM	Houston-Galveston	W264BW / W292CO	Cincinnati	KTEG-FM	Albuquerque
WWDC-FM	Washington, DC	W256BT	Cleveland	KDXA-FM	Des Moines
WRFF-FM	Philadelphia	K276EL	Austin	KRAB-FM	Bakersfield
WRDA-FM	Atlanta	WCGX-FM	Columbus, OH	W244AV / W245BG	Roanoke-Lynchburg
WRDG-FM	Atlanta	WRZX-FM	Indianapolis	K235BT	Ft. Collins-Greeley, CO
KTCL-FM	Denver-Boulder	W237BA / W237BZ	Raleigh-Durham	KKED-FM	Fairbanks, AK
K272EL	Portland, OR	WVBZ-FM	Greensboro-Winston-Salem-High Point		

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Alternative Rock station sites for duration of program
- Social push to all participation station Facebook pages



Radio 104.5
April 7 · qt

#MusicMonday iHeartRadio On The Verge Artist, Jack Antonoff of Bleachers, tells us why he chose the name for his project in an inspiring way: "you freeze in a moment where you feel like a piece of trash who needs to prove something and be better, not in a moment where everyone thinks you're a blast. It's where the name Bleachers comes from"



[LISTEN] Bleachers "I Wanna Get Better"
Let us know if you like it!



iHeartRADIO

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Home > On-Air > iHeartRadio On The Verge Artist > Bleachers: iHeartRadio On The Verge Artist



iHeartRadio On The Verge Artist

Bleachers: iHeartRadio On The Verge Artist

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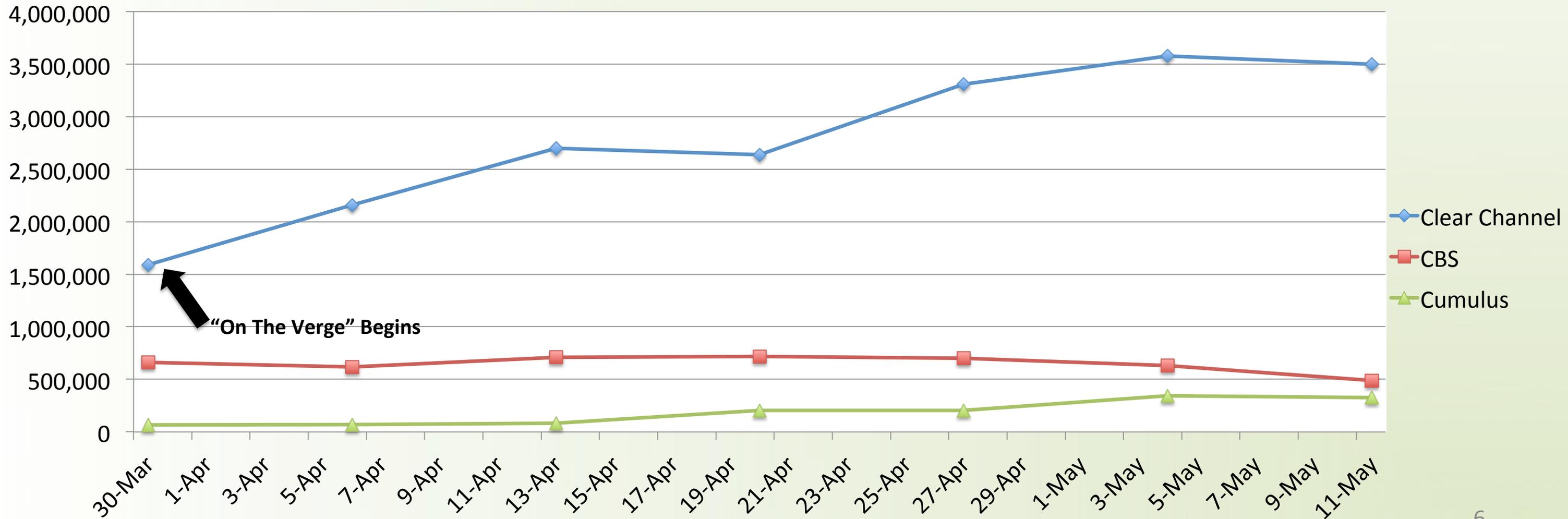
Posted Thursday, April 3rd 2014 @ 5am



Clear Channel Leading the Charge in Airplay

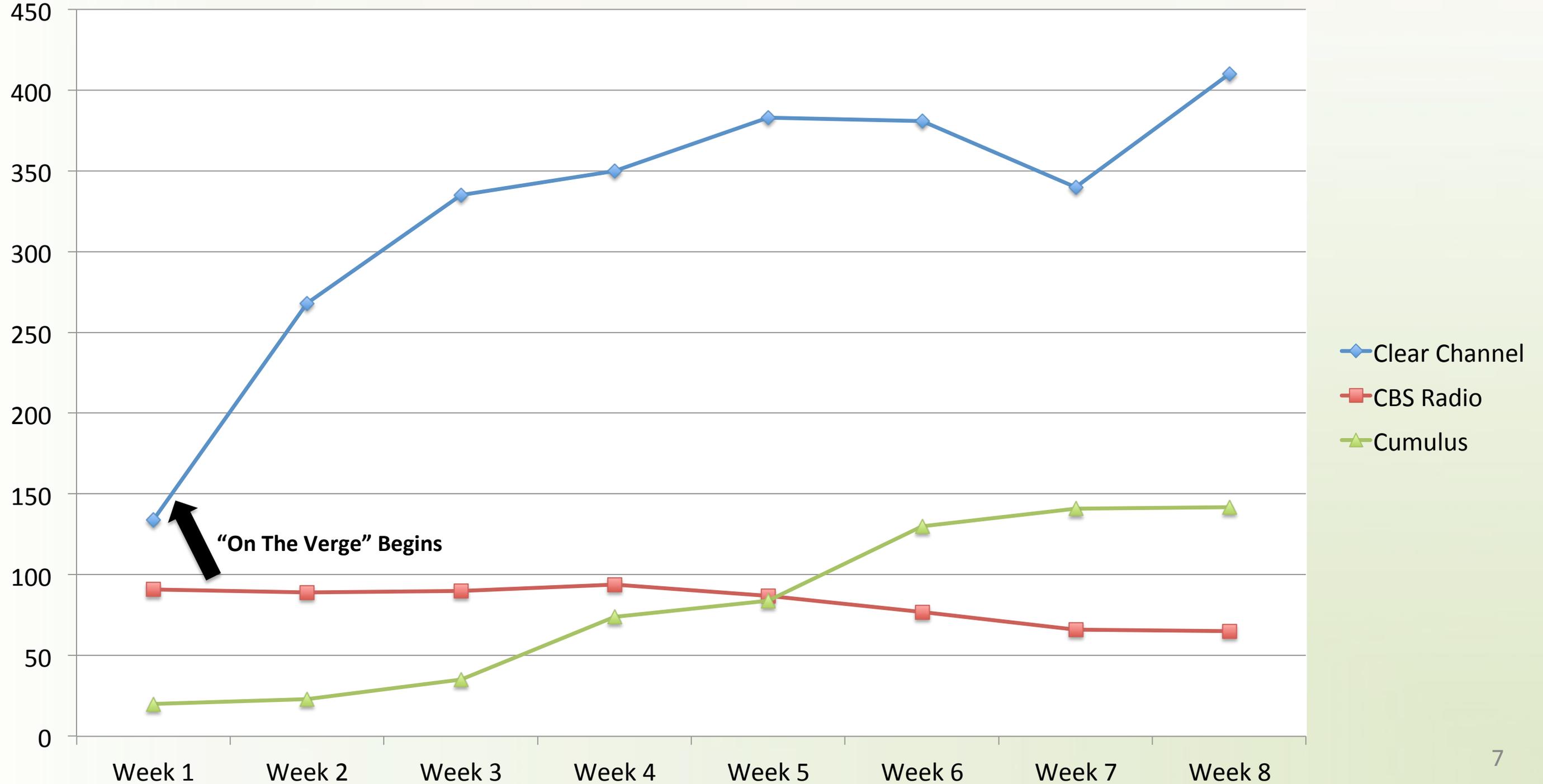
- Total Clear Channel Audience: **37,710,000**
- Average Spin Growth Per Week: **126 plays**
- CCM&E's Airplay During OTV Time Period: **23%**

MediaBase Alternative Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

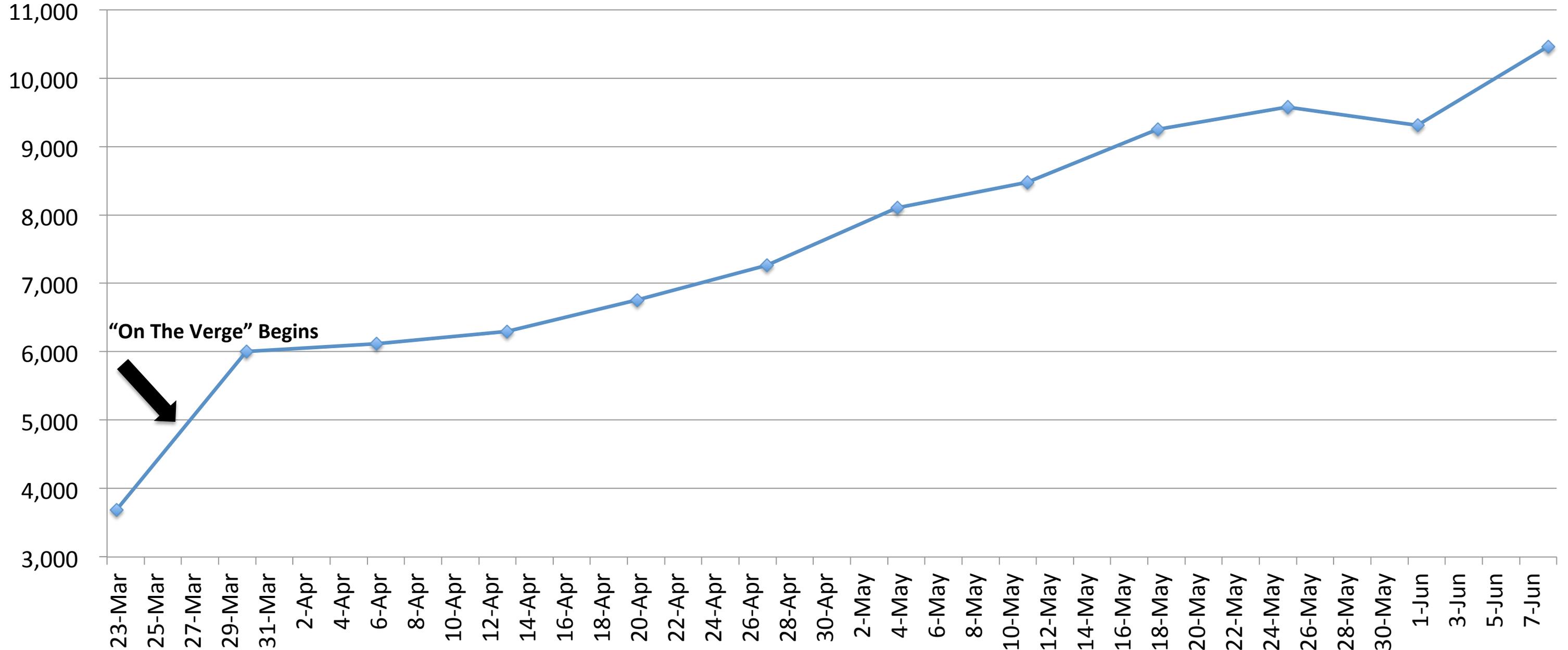
- Single sales increased **184%** (from 3,686 units to 20,460 units)
- Average sales growth per week: **11%** (average growth of **616 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	% Increase
Chicago, IL	125%
Philadelphia, PA	65%
Denver, CO	328%
Washington, DC	251%
Boston, MA	389%
Seattle-Tacoma, WA	92%
SF-Oakland-San Jose	129%
Houston, TX	930%
Detroit, MI	533%

CCM+E Driving Sales

DIGITAL TRACK SALES DURING "ON THE VERGE" TIME PERIOD

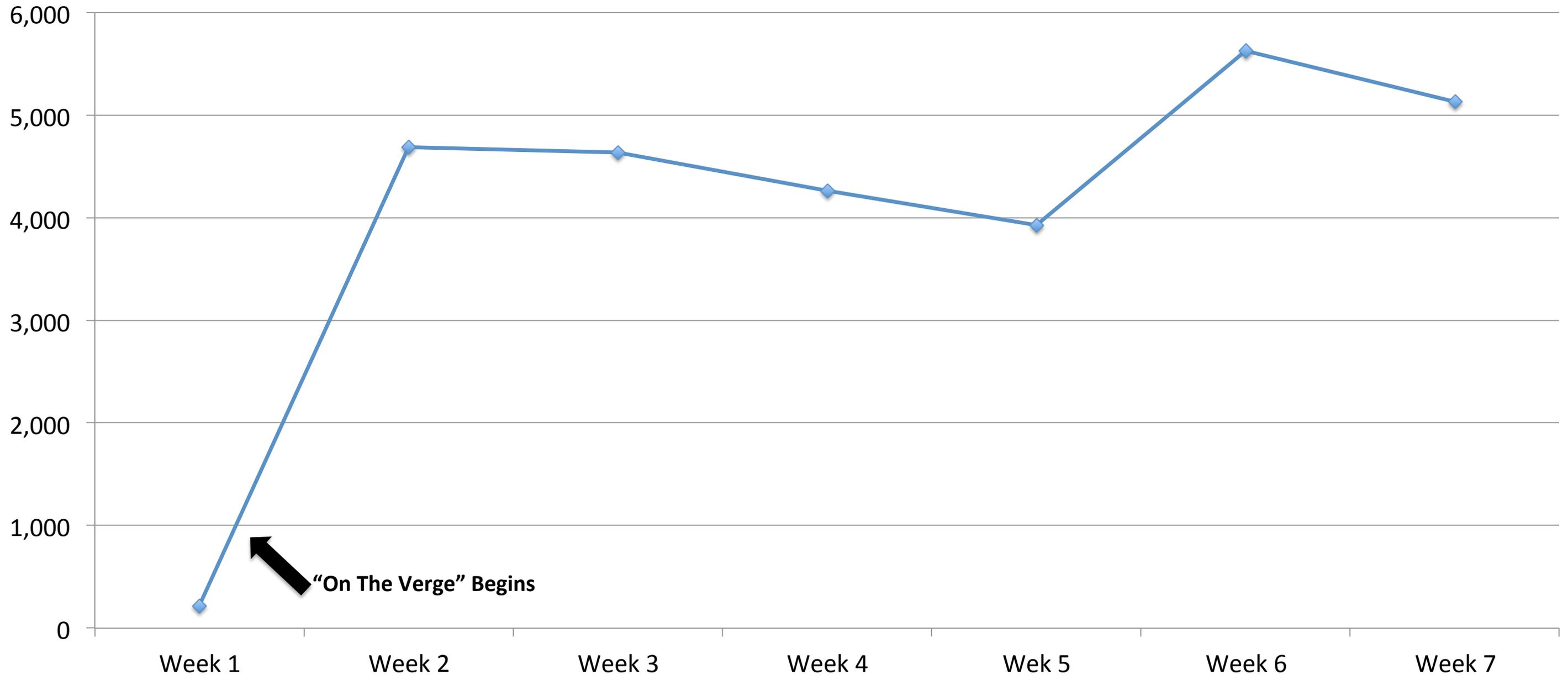


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **2,243%** (from 219 the first week, to 5,132 new fans)
- Gained on average **819 new fans per week** throughout the program
- Gained **over 28,000 new fans** throughout the program
- **Top Clear Channel Social Markets:**
 - Boston, MA

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **46%**
- Jumped 96 spots!

<u>Date</u>	<u>Shazam Ranking</u>
March 23	210
March 30	169
April 6	154
April 13	139
April 20	134
April 27	123
May 4	124
May 11	129
May 18	122
May 25	119
June 1	114

A.3



SUCCESS STORY: Clean Bandit "Rather Be"



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
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- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
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SUCCESS AT A GLANCE

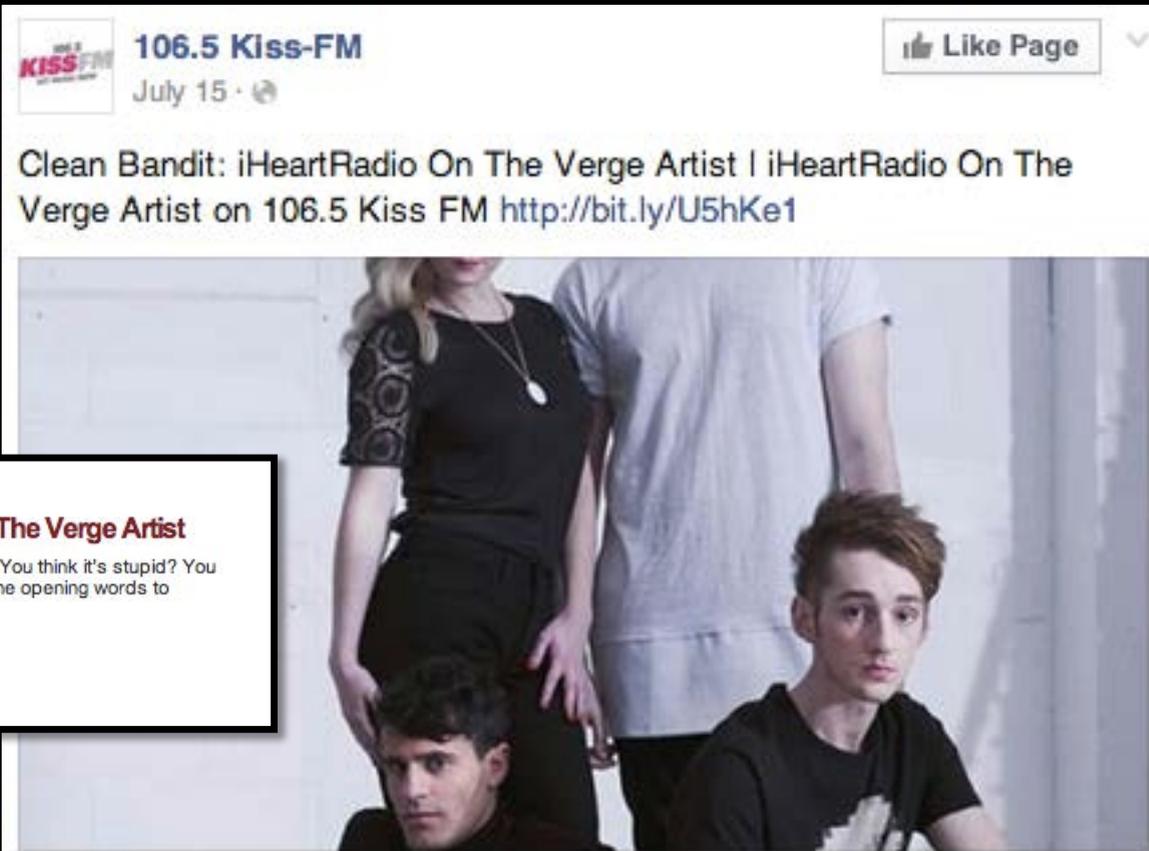
- Total CCM&E audience **increased 1,561%**, going from 1.7MM listeners to over **28MM** listeners
- Jumped **31 spots** on the MediaBase Top 40 Radio Chart, going from #41 right before the program to **#10**
- Sold **over 526,000 units** throughout the program
- Gained **over 247,000 new social media fans** throughout the program
- Total CCM&E spins **increased 1,811%**, going from 170 spins per week to **over 3,200** per week
- **Reached #1** on the US Shazam chart in just **FIVE weeks**, jumping 24 spots from #25 to #1

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all CHR station sites for duration of program
- Social push to all participation station Facebook pages



June 23, 2014, 10:30 am
Clean Bandit: iHeartRadio On The Verge Artist
"So you think electronic music is boring? You think it's stupid? You think it's repetitive? Well it is repetitive." The opening words to Mozart's House, Clean Bandi...
[Read More »](#)

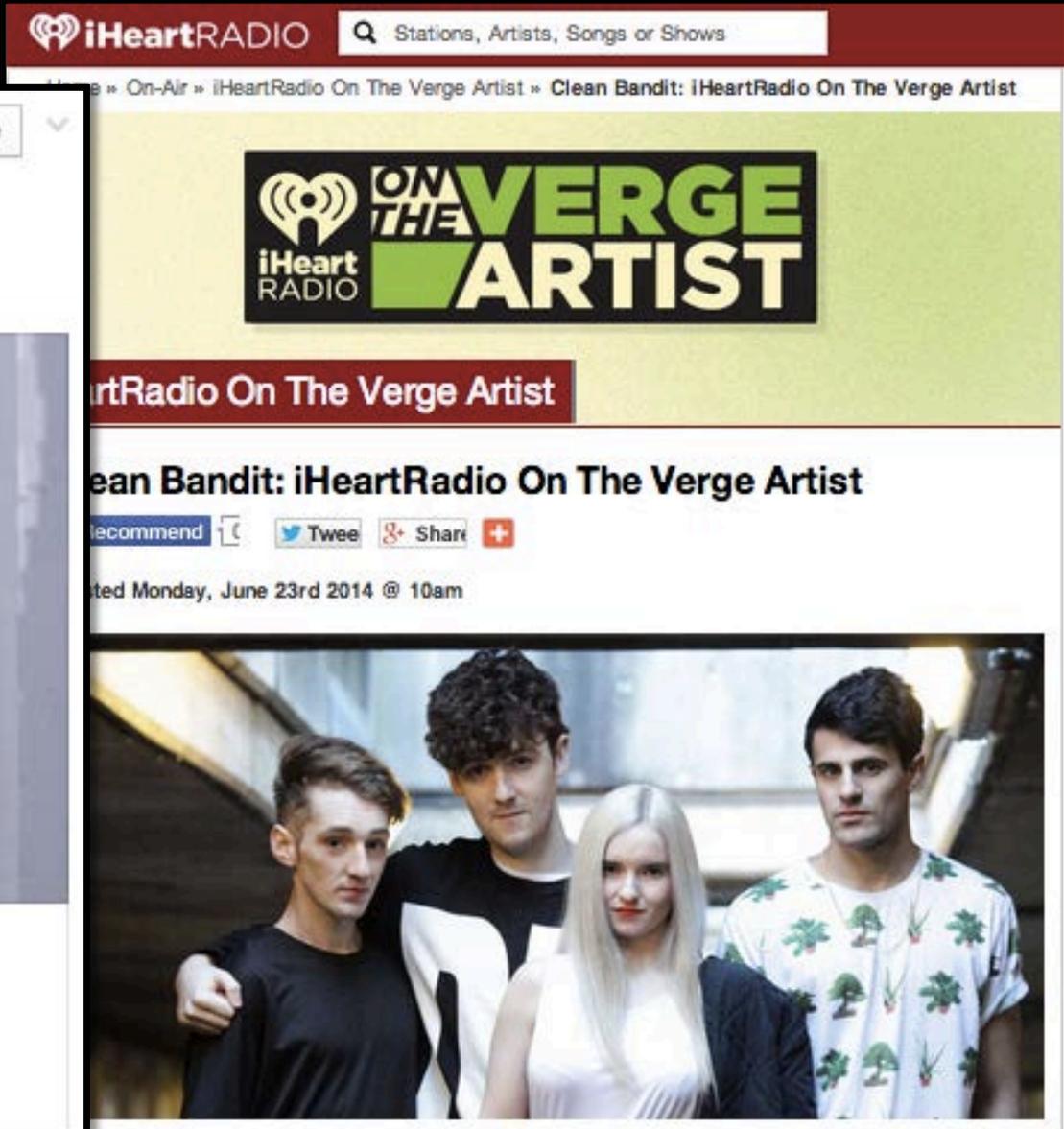


106.5 Kiss-FM
July 15 · 🌐 Like Page

Clean Bandit: iHeartRadio On The Verge Artist | iHeartRadio On The Verge Artist on 106.5 Kiss FM <http://bit.ly/U5hKe1>



Clean Bandit: iHeartRadio On The Verge Artist |
iHeartRadio On The Verge Artist on 106.5 Kiss FM
"So you think electronic music is boring? You think it's stupid? You think it&rs
WWW.1065KISSFM.COM



iHeartRADIO Stations, Artists, Songs or Shows

On-Air » iHeartRadio On The Verge Artist » Clean Bandit: iHeartRadio On The Verge Artist



artRadio On The Verge Artist

Clean Bandit: iHeartRadio On The Verge Artist

Recommend Tweet Share +

sted Monday, June 23rd 2014 @ 10am



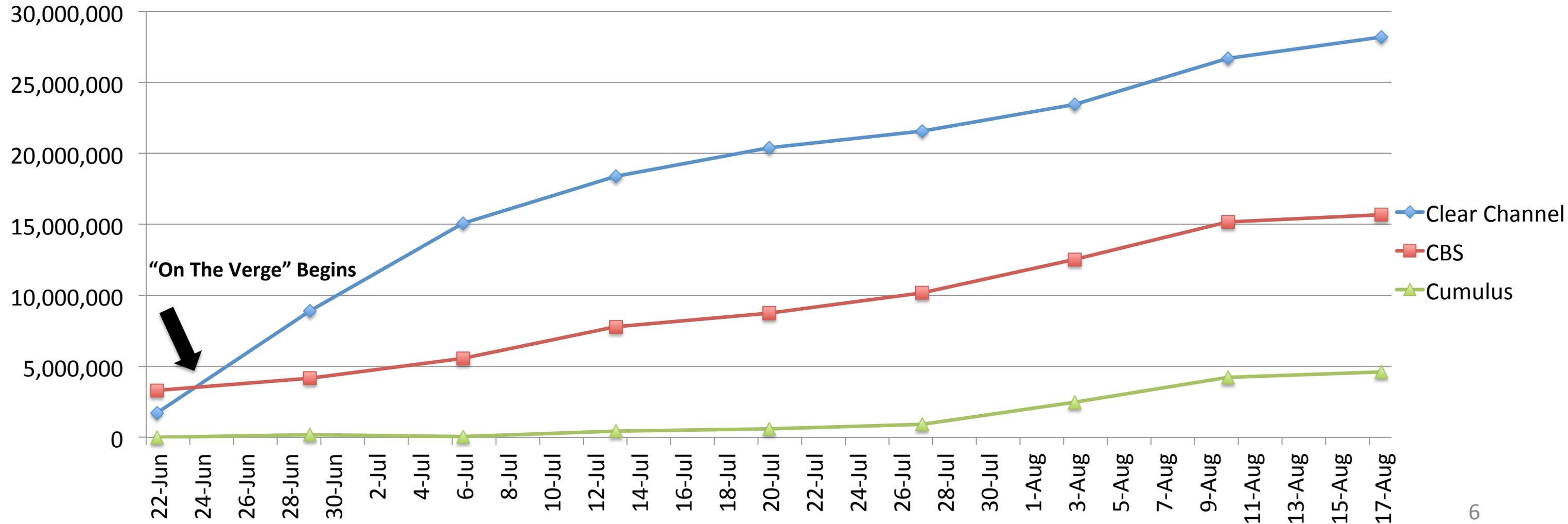
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WKSC-FM	Chicago	KJYO-FM	Oklahoma City	WRGV-FM	Pensacola
KHKS-FM	Dallas-Ft. Worth	WNWW-FM	Jacksonville	KMXF-FM	Fayetteville (North West Arkansas)
WIHT-FM	Washington, DC	KWNW-FM	Memphis	WAKZ-FM	Youngstown-Warren
WIOQ-FM	Philadelphia	WKSS-FM	Hartford-New Britain-Middletown	WKZP-FM	Salisbury-Ocean City
WWPW-FM	Atlanta	WNRW-FM	Louisville	KKMY-FM	Beaumont-Port Arthur, TX
WXKS-FM	Boston	WRVQ-FM	Richmond	KUUL-FM	Davenport, IA
WHYI-FM	Miami-Ft. Lauderdale-Hollywood	WKGS-FM	Rochester, NY	WAEV-FM	Savannah
WKQI-FM	Detroit	WQEN-FM	Birmingham	WQNQ-FM	Asheville
KBKS-FM	Seattle-Tacoma	WZJZ-FM	Ft. Myers-Naples-Marco Island	WGMY-FM	Tallahassee
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KDWB-FM	Minneapolis-St. Paul	WCHD-FM	Dayton	WPKF-FM	Poughkeepsie, NY
KHTS-FM	San Diego	WKKF-FM	Albany-Schenectady-Troy	KGOT-FM	Anchorage
WFLZ-FM	Tampa-St. Petersburg-Clearwater	KTBT-FM	Tulsa	WBNW-FM	Binghamton
WZFT-FM	Baltimore	KLQT-FM	Albuquerque	KVJM-FM	Bryan-College Station, TX
KSLZ-FM	St. Louis	WAEB-FM	Allentown-Bethlehem	KWTX-FM	Waco, TX
KKRZ-FM	Portland, OR	KKDM-FM	Des Moines	WKSI-FM	Winchester, VA
WHQC-FM	Charlotte-Gastonia-Rock Hill	KISO-FM	Omaha-Council Bluffs	WZBQ-FM	Tuscaloosa, AL
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KXXM-FM	San Antonio	WFMF-FM	Baton Rouge	WBKS-FM	Lima, OH
KZHT-FM	Salt Lake City-Ogden-Provo	WHKF-FM	Harrisburg-Lebanon-Carlisle	WBIZ-FM	Eau Claire, WI
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KPLV-FM	Las Vegas	WVKS-FM	Toledo	WVKF-FM	Wheeling
WXXL-FM	Orlando	WZEE-FM	Madison	WAZR-FM	Harrisonburg, VA
KHFI-FM	Austin	KZCH-FM	Wichita	WVRT-FM	Williamsport, PA
WNCI-FM	Columbus, OH	WLKT-FM	Lexington-Fayette	WVRZ-FM	Williamsport, PA
WRNW-FM	Milwaukee-Racine	WFKS-FM	Melbourne-Titusville-Cocoa	KSFT-FM	Sioux City, IA
WDCG-FM	Raleigh-Durham	W293AH	Huntsville	KYYY-FM	Bismarck, ND
WNOH-FM	Norfolk-Virginia Beach-Newport News	WKXJ-FM	Chattanooga	KKXL-FM	Grand Forks, ND-MN
		WLAN-FM	Lancaster	KAZX-FM	Farmington, NM
		WJJS-FM	Roanoke-Lynchburg	KIZZ-FM	Minot, ND

Clear Channel Leading the Charge in Airplay

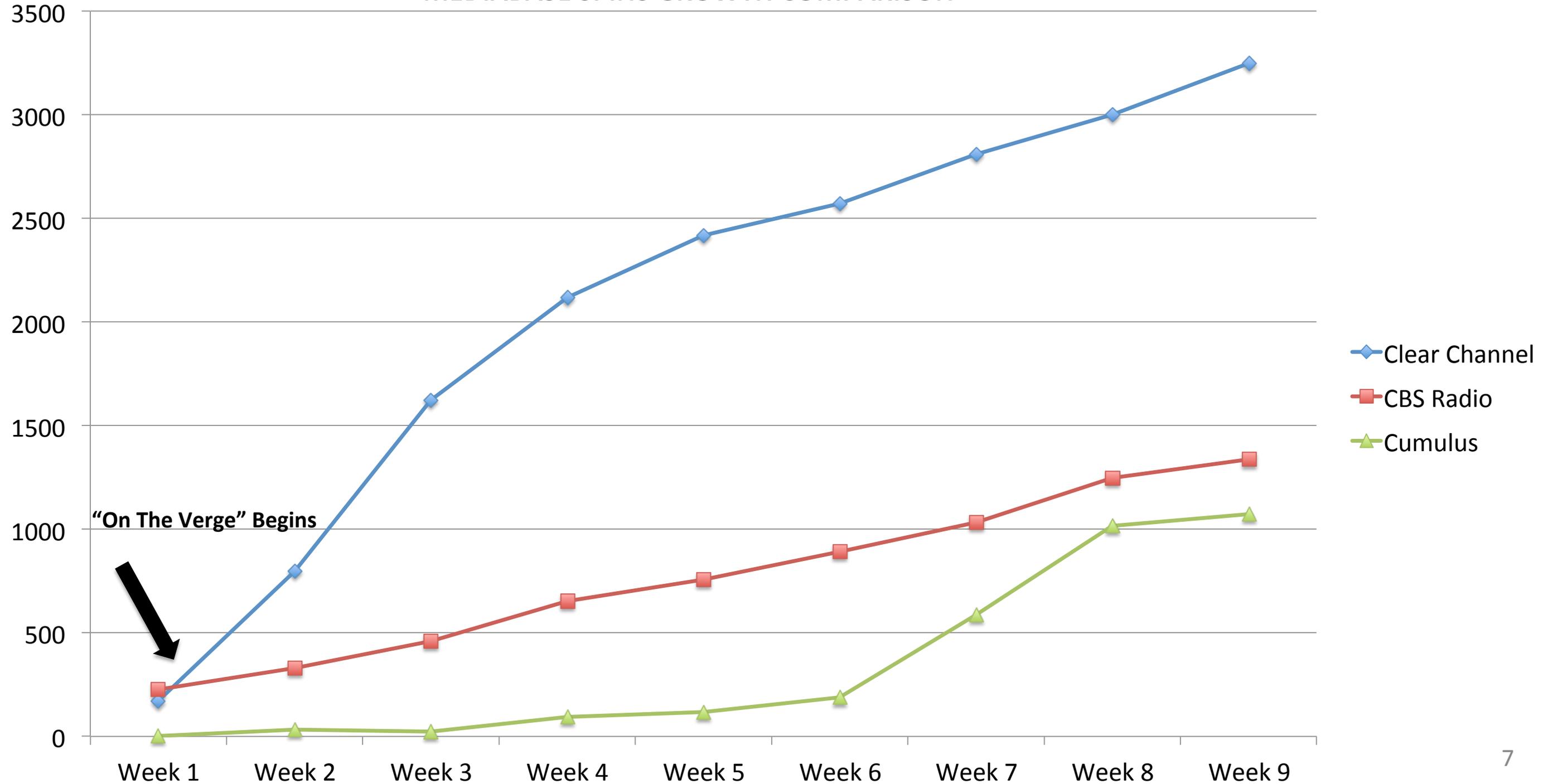
- Total CCM&E Audience: **164,330,000**
- Average CCM&E Spin Growth Per Week: **385 plays**
- CCM&E's Airplay During OTV Time Period: **40%**

MediaBase Top 40 Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

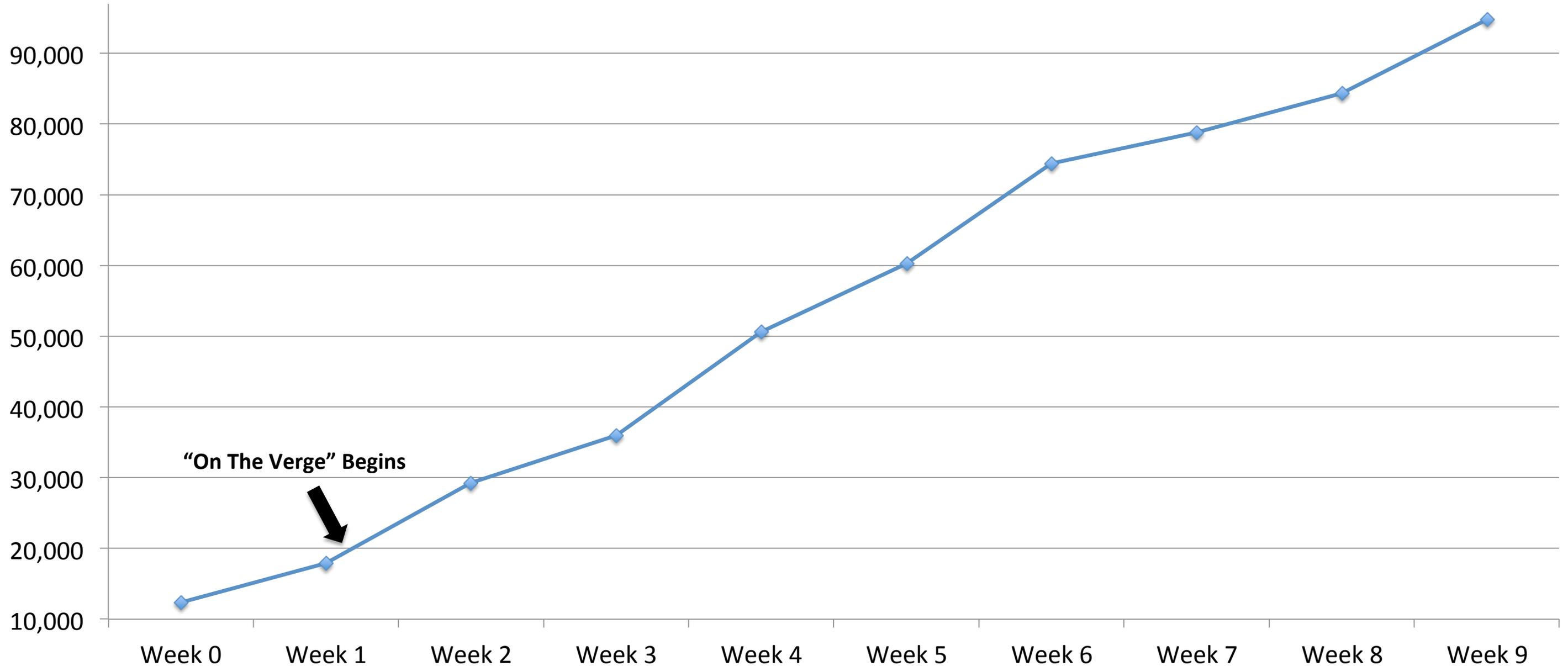
- Single sales increased **430%** (from 17,877 units to **94,721** units)
- Average sales growth per week: **24%** (average growth of **9,606 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
New York, NY	8033	172%
Los Angeles, CA	4022	470%
Boston, MA	3267	317%
Philadelphia, PA	3309	504%
Chicago, IL	2588	423%
SF-Okland-San Jose	2185	218%
Washington, DC	2120	465%
Miami, FL	1618	449%
Minneapolis-St. Paul, MN	1557	636%
Dallas-Ft. Worth, TX	1636	615%

CCM+E Driving Sales

Single Sales (Per Week)



On The Verge Drives Social Media Growth

- Gained **over 247,078** new social media fans
- Gained on average **28,177 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - New York, NY
 - Los Angeles, CA
 - Miami, FL
 - Milwaukee, WI

On The Verge Drives Shazam Rankings

- Shazam ranking increased **96%**
- Jumped 24 spots!

<u>Date</u>	<u>Shazam Ranking</u>
June 22	25
June 29	11
July 6	5
July 13	14
July 20	18
July 27	1
August 3	1
August 10	1

A.4

 **ON THE VERGE**
ARTIST



SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total audience **increased 347%**, going from 5.5MM listeners to **24.5MM** listeners
- Jumped **31 spots** on the MediaBase Country Radio Chart, going from #48 right before the program to **#17**
- Sold **over 190K units** throughout the program
- Social media fans per week **increased 66%**, gaining **over 90,000 new fans** throughout the program
- Total spins **increased 306%**, going from 844 per week to **3,500** per week
- Shazam ranking **increased 72%** going from #227 to #63

All 131 Stations in CCM+E's Country Network Participated

WMZQ-FM	Washington, DC	WSSL-FM	Greenville-Spartanburg	WKSJ-FM	Mobile	WBBI-FM	Binghamton	WZOM-FM	Defiance, OH
WUBL-FM	Atlanta	WDXB-FM	Birmingham	WAVW-FM	Ft. Pierce-Stuart-Vero Beach	WFRE-FM	Frederick, MD	KCAD-FM	Dickinson, ND
KNIX-FM	Phoenix	WCKT-FM	Ft. Myers-Naples-Marco Island	WMAD-FM	Madison	KAGG-FM	Bryan-College Station, TX	KLTC-AM	Dickinson, ND
KEEY-FM	Minneapolis-St. Paul	WIKX-FM	Ft. Myers-Naples-Marco Island	KZSN-FM	Wichita	WACO-FM	Waco, TX	KIAK-FM	Fairbanks, AK
WFUS-FM	Tampa-St. Petersburg-Clearwater	WKII-AM	Ft. Myers-Naples-Marco Island	WBUL-FM	Lexington-Fayette	KKSJ-FM	Cedar Rapids	KTRA-FM	Farmington, NM
WPOC-FM	Baltimore	KYWD-FM	Tucson	WDRM-FM	Huntsville	KMJM-AM	Cedar Rapids	KFXR-FM	Gallup, NM
KSD-FM	St. Louis	WIZE-AM	Dayton	WUSY-FM	Chattanooga	WUSQ-FM	Winchester, VA	KGLX-FM	Gallup, NM
WKKT-FM	Charlotte-Gastonia-Rock Hill	WYDB-FM	Dayton	WSCG-FM	Augusta, GA	WTXT-FM	Tuscaloosa, AL	WMRN-FM	Marion, OH
KBEB-FM	Sacramento	KTGX-FM	Tulsa	KRYS-FM	Corpus Christi	KMFX-FM	Rochester, MN	KYYX-FM	Minot, ND
KAJA-FM	San Antonio	KHGE-FM	Fresno	WYYD-FM	Roanoke-Lynchburg	WIMT-FM	Lima, OH	KMCX-FM	Ogallala, NE
KRPT-FM	San Antonio	KBQI-FM	Albuquerque	KIIX-AM	Ft. Collins-Greeley, CO	WPAP-FM	Panama City, FL	WSEK-FM	Somerset, KY
K256AE	Salt Lake City-Ogden-Provo	K251AU	Albuquerque	KXBG-FM	Ft. Collins-Greeley, CO	WMUS-FM	Muskegon, MI		
WGAR-FM	Cleveland	WBCT-FM	Grand Rapids	WMYF-AM	Portsmouth-Dover-Rochester	WATQ-FM	Eau Claire, WI		
KWNR-FM	Las Vegas	KHEY-FM	El Paso	WMSI-FM	Jackson, MS	WQRB-FM	Eau Claire, WI		
KASE-FM	Austin	KFFF-FM	Omaha-Council Bluffs	KKIX-FM	Fayetteville (North West Arkansas)	WOBB-FM	Albany, GA		
KVET-FM	Austin	KXKT-FM	Omaha-Council Bluffs	WPCH-FM	Macon	WHNK-AM	Parkersburg-Marietta, WV-OH		
WCOL-FM	Columbus, OH	WCTQ-FM	Sarasota-Bradenton	KSWF-FM	Springfield, MO	WNUS-FM	Parkersburg-Marietta, WV-OH		
WMIL-FM	Milwaukee-Racine	WDSD-FM	Wilmington, DE	WWFG-FM	Salisbury-Ocean City	WOVK-FM	Wheeling		
WKSL-FM	Raleigh-Durham	WEZL-FM	Charleston, SC	KYKR-FM	Beaumont-Port Arthur, TX	WKCY-FM	Harrisonburg, VA		
WSIX-FM	Nashville	WYNK-FM	Baton Rouge	WKNN-FM	Biloxi-Gulfport-Pascagoula	WKDW-AM	Harrisonburg, VA		
WTQR-FM	Greensboro-Winston-Salem-High Point	WRBT-FM	Harrisburg-Lebanon-Carlisle	WLLR-FM	Davenport, IA	WBLJ-FM	Williamsport, PA		
WNOE-FM	New Orleans	KTOM-FM	Monterey-Salinas-Santa Cruz	WKSF-FM	Asheville	WBYL-FM	Williamsport, PA		
KTST-FM	Oklahoma City	KMJX-FM	Little Rock	KMAG-FM	Ft. Smith, AR	KBMR-AM	Bismarck, ND		
KXXY-FM	Oklahoma City	KSSN-FM	Little Rock	WTNT-FM	Tallahassee	KQDY-FM	Bismarck, ND		
WQIK-FM	Jacksonville	WCOS-FM	Columbia, SC	WTCR-FM	Huntington-Ashland	KSNR-FM	Grand Forks, ND-MN		
WWYZ-FM	Hartford-New Britain-Middletown	WBBS-FM	Syracuse	WHUC-AM	Poughkeepsie, NY	KOLZ-FM	Cheyenne, WY		
WAMZ-FM	Louisville	KCCY-FM	Colorado Springs	WRWB-FM	Poughkeepsie, NY	WNCO-FM	Ashland, OH		
KTEX-FM	McAllen-Brownsville-Harlingen	WRNX-FM	Springfield, MA	WRWD-FM	Poughkeepsie, NY	WCHO-FM	Chillicothe, OH		
WESC-FM	Greenville-Spartanburg	KIIX-FM	Spokane	KASH-FM	Anchorage	WKKJ-FM	Chillicothe, OH		
		WCKY-FM	Toledo	WSTH-FM	Columbus, GA	WSRW-AM	Chillicothe, OH		

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Country station sites for duration of program
- Social push to all participation station Facebook pages

B92.5 B92.5
May 16 ·  Like Page

Dustin Lynch is our iHeartRadio On The Verge Artist right now. Check out the interview with Dustin about how he got his start in the music business and listen to his track, 'Where It's At'.



Dustin Lynch: iHeartRadio On The Verge Artist
It all goes back to the Bluebird Cafe for Dustin Lynch, a native of Tullahoma, Tennessee. Influenc
B925COUNTRY.COM



iHeartRadio On The Verge 

 Listen Now

 Info  Share

iHeartRADIO  Stations, Artists, Songs or Shows

Home > On Air > iHeartRadio On The Verge Artist > Dustin Lynch: iHeartRadio On The Verge Artist



iHeartRadio On The Verge Artist

Dustin Lynch: iHeartRadio On The Verge Artist

 Recommendation   Tweet  Share 

Posted Monday, April 14th 2014 @ 12pm

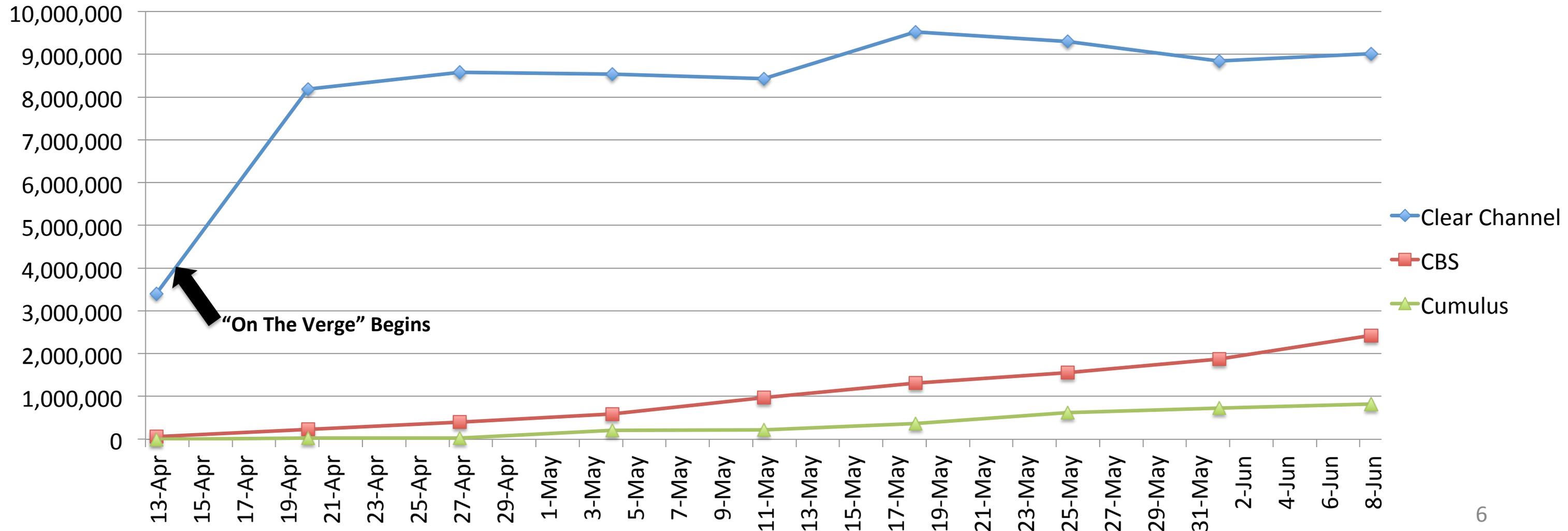


It all goes back to the Bluebird Cafe for Dustin Lynch, a native of Tullahoma, Tennessee. Influenced in his youth by such stalwart country singers as Alan Jackson, Garth Brooks and Clint Black, Lynch knew the importance of the Bluebird. He even chose his college in part because it was less than two miles from the club, which proved immensely important in his development.

Clear Channel Leading the Charge in Airplay

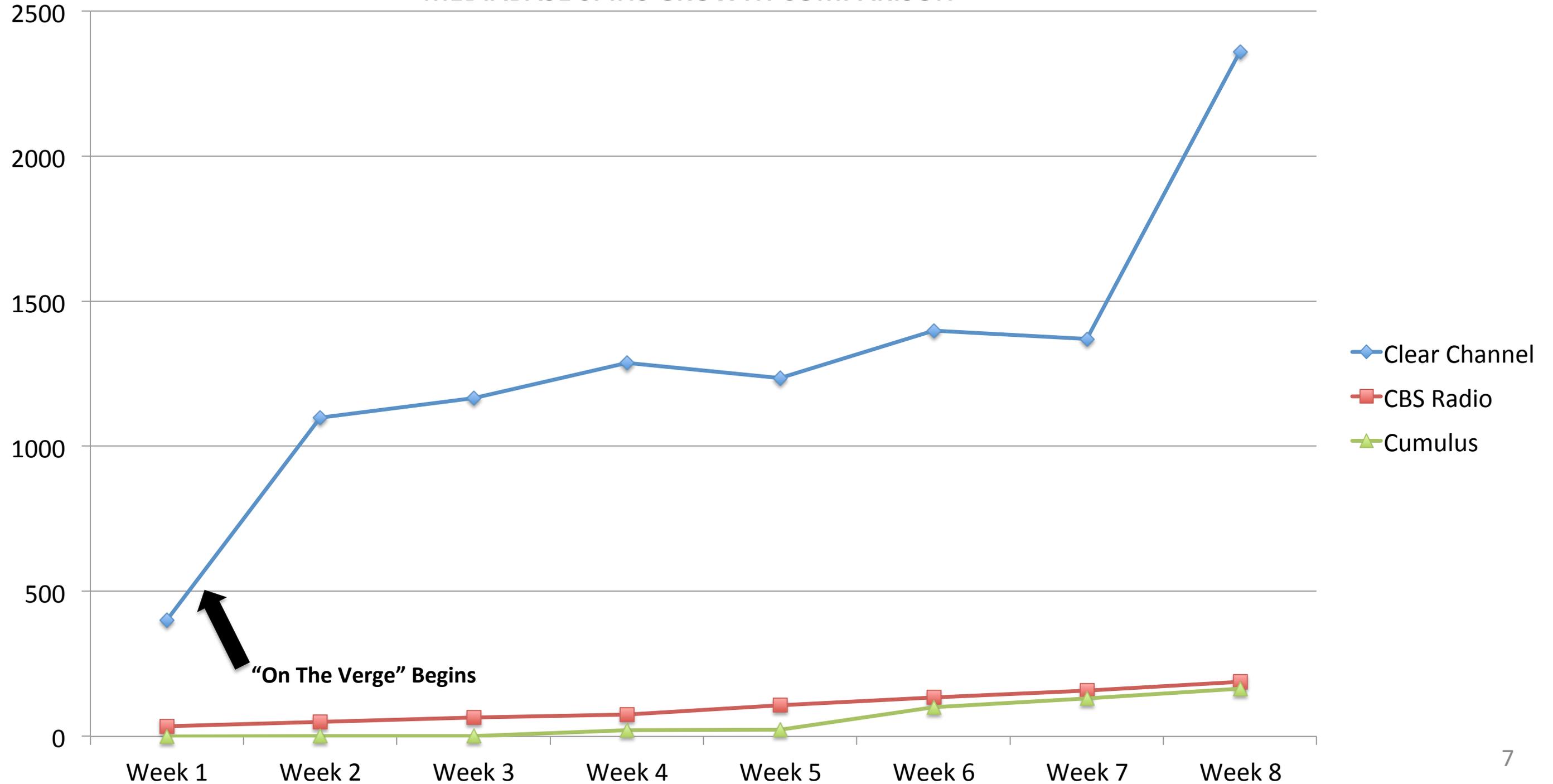
- Total Clear Channel Audience: **73,830,000**
- Average Spin Growth Per Week: **322 plays**
- CCM&E's Airplay During OTV Time Period: **54%**

MediaBase Country Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON

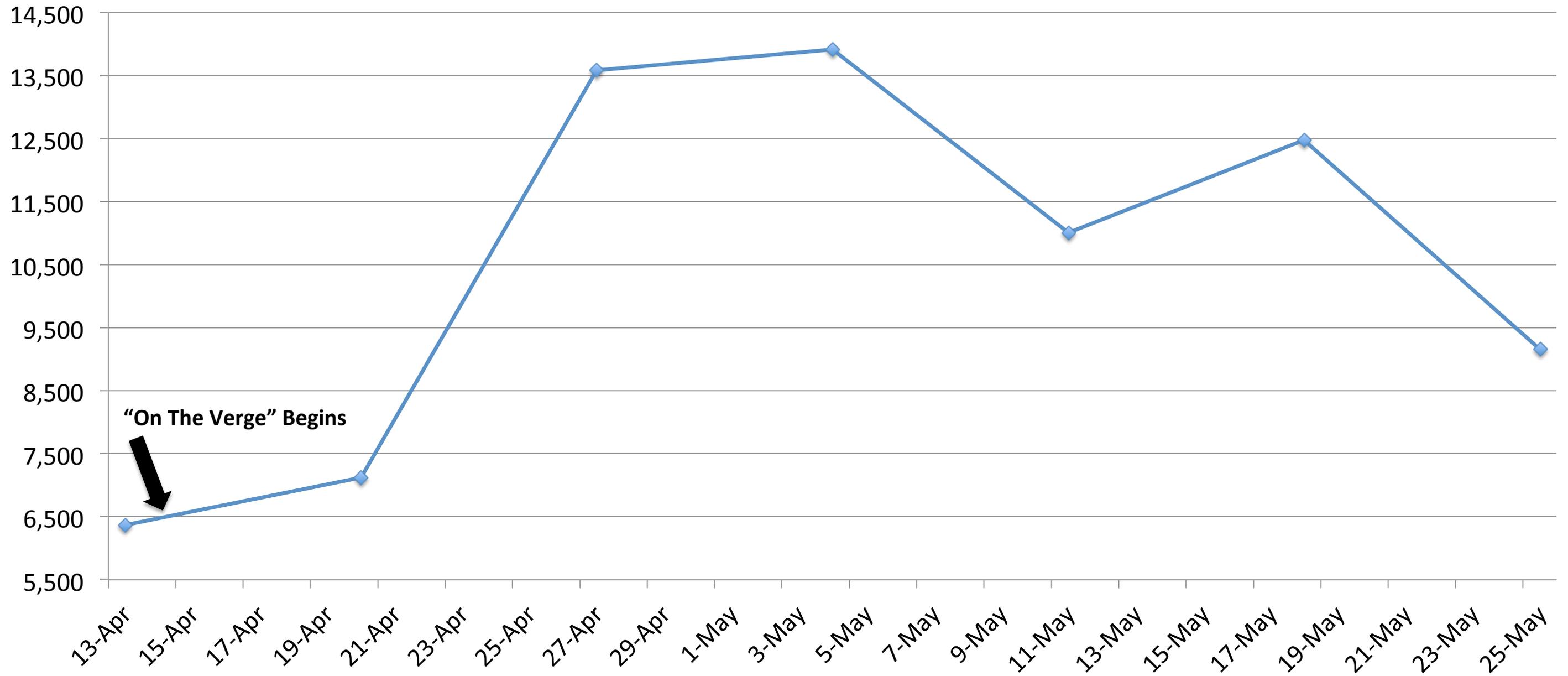


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **66%** (from 6,361 the first week, to 70,538 new fans)
- Gained on average **522 new fans per week** throughout the program
- Gained **over 91,000 new fans** throughout the program
- **Top Clear Channel Social Markets:**
 - Las Vegas, NV
 - Sacramento, CA
 - Nashville, TN

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **72%**
- Jumped 164 spots!

<u>Date</u>	<u>Shazam Ranking</u>
April 13	227
April 20	111
April 27	99
May 4	85
May 11	78
May 18	70
May 25	66
June 1	63

A.5



SUCCESS STORY: Echosmith "Cool Kids"



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total CCM&E audience **increased 450%**, going from 3.1MM listeners to over **17.16MM** listeners
- Jumped **54 spots** on the MediaBase Hot AC Radio Chart, going from #69 right before the program to **#15**
- Sold **over 313,000 units** throughout the program
- Social media fans per week **increased 186%**, gaining **over 110,000 new fans** throughout the program
- Total CCM&E spins **increased 547%**, going from 347 spins per week to **over 2,200** per week
- Shazam ranking **increased 83%** going from #109 to **#19** (jumped 90 spots!)

All 40 Stations in CCM+E's Hot AC Network Participated

KBIG-FM	Los Angeles	KHKZ-FM	McAllen-Brownsville-Harlingen	WKCI-FM	New Haven
WLIT-FM	Chicago	WDVI-FM	Rochester, NY	KTOZ-FM	Springfield, MO
KIOI-FM	San Francisco	WMYI-FM	Greenville-Spartanburg	WCTW-FM	Poughkeepsie, NY
KDMX-FM	Dallas-Ft. Worth	WBCG-FM	Ft. Myers-Naples-Marco Island	KKYS-FM	Bryan-College Station, TX
WISX-FM	Philadelphia	KMIY-FM	Tucson	W239BV	Winchester, VA
WMIA-FM	Miami-Ft. Lauderdale-Hollywood	WMMX-FM	Dayton	WHCY-FM	Sussex, NJ
KYNW-FM	Seattle-Tacoma	WRVE-FM	Albany-Schenectady-Troy	WQLX-FM	Chillicothe, OH
KMXP-FM	Phoenix	KPEK-FM	Albuquerque	WDFM-FM	Defiance, OH
KTCZ-FM	Minneapolis-St. Paul	KCYZ-FM	Des Moines	KAKQ-FM	Fairbanks, AK
KMYI-FM	San Diego	WRDX-FM	Wilmington, DE	WYHT-FM	Mansfield, OH
WMTX-FM	Tampa-St. Petersburg-Clearwater	KVUU-FM	Colorado Springs	WYNT-FM	Marion, OH
KJMY-FM	Salt Lake City-Ogden-Provo	WHYN-FM	Springfield, MA	WLLK-FM	Somerset, KY
WSNE-FM	Providence-Warwick-Pawtucket	KCDA-FM	Spokane		
KVDU-FM	New Orleans	KOSO-FM	Modesto		

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Hot AC station sites for duration of program
- Social push to all participation station Facebook pages



June 26, 2014, 2:30 am
Echosmith: iHeartRadio On The Verge Artist
Even before Echosmith released its debut album Talking Dreams last fall, the Los Angeles alt-pop band has been ascending by leaps and bounds. The Southern California-born quartet, who grew up in ...
[Read More »](#)

Star 101.3
August 2 at 12:35pm · 🌐

iHeartRadio On The Verge Artist: Echosmith <http://owl.li/zGqFt>



Echosmith: iHeartRadio On The Verge Artist |
iHeartRadio On The Verge...
Even before Echosmith ,released its debut album Talking Dreams last fall, the...
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artRadio On The Verge Artist

Echosmith: iHeartRadio On The Verge Artist

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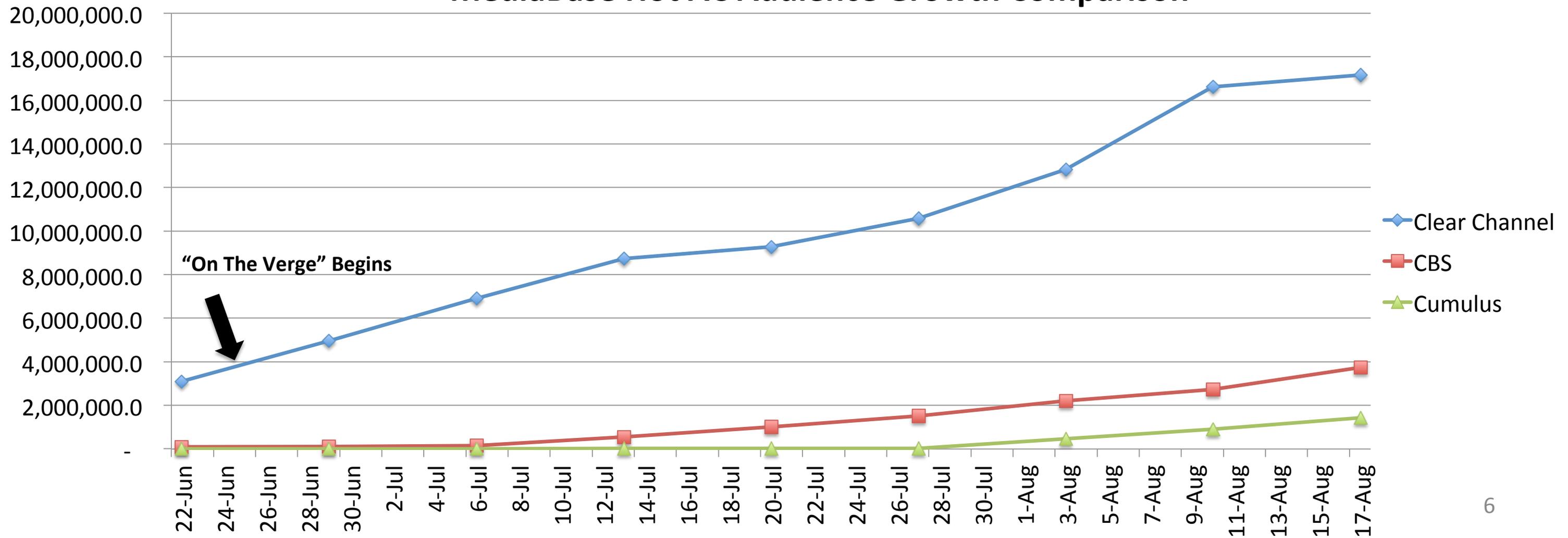
Posted Thursday, June 26th 2014 @ 2am



Clear Channel Leading the Charge in Airplay

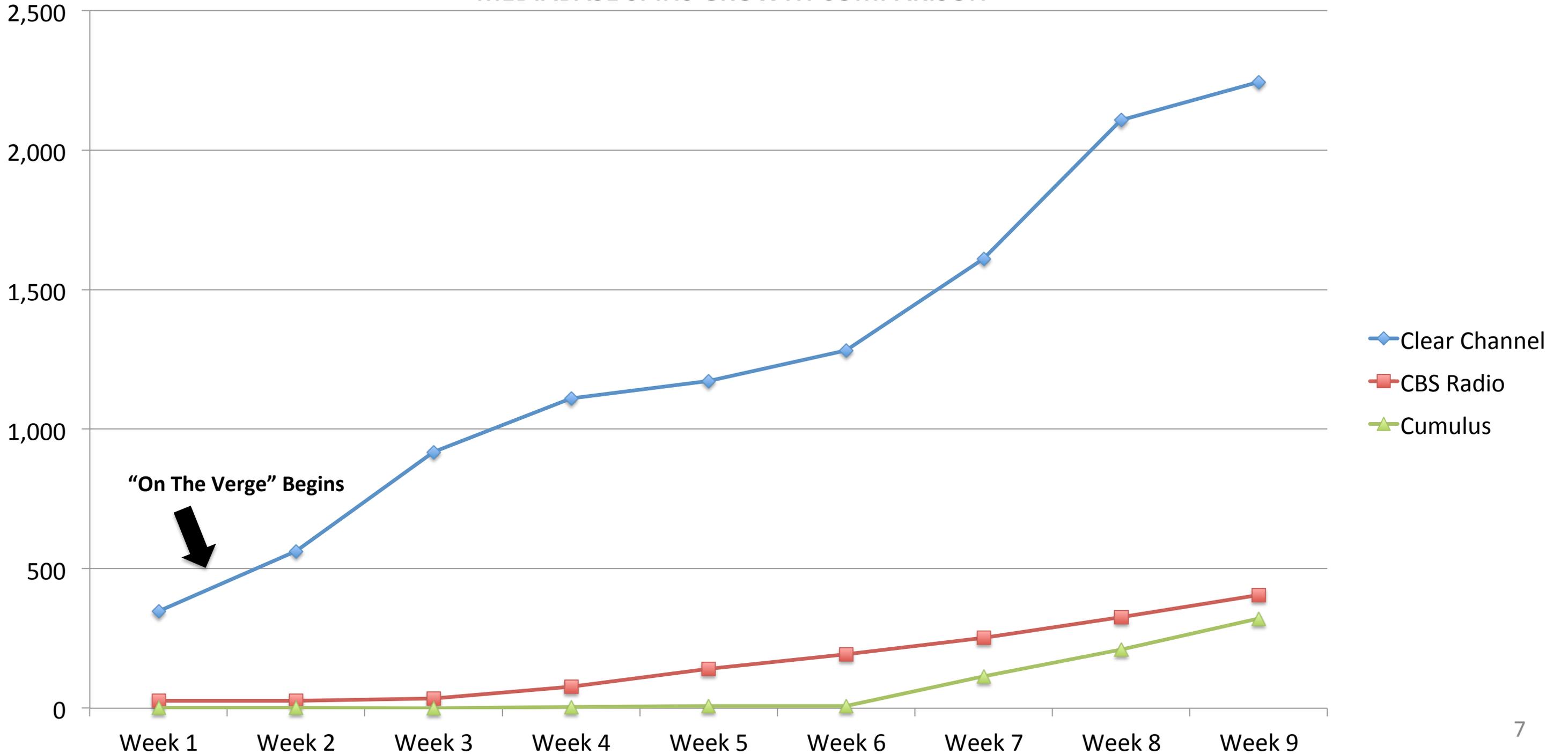
- Total CCM&E Audience: **90,200,000**
- Average CCM&E Spin Growth Per Week: **237 plays**
- CCM&E's Airplay During OTV Time Period: **41%**

MediaBase Hot AC Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

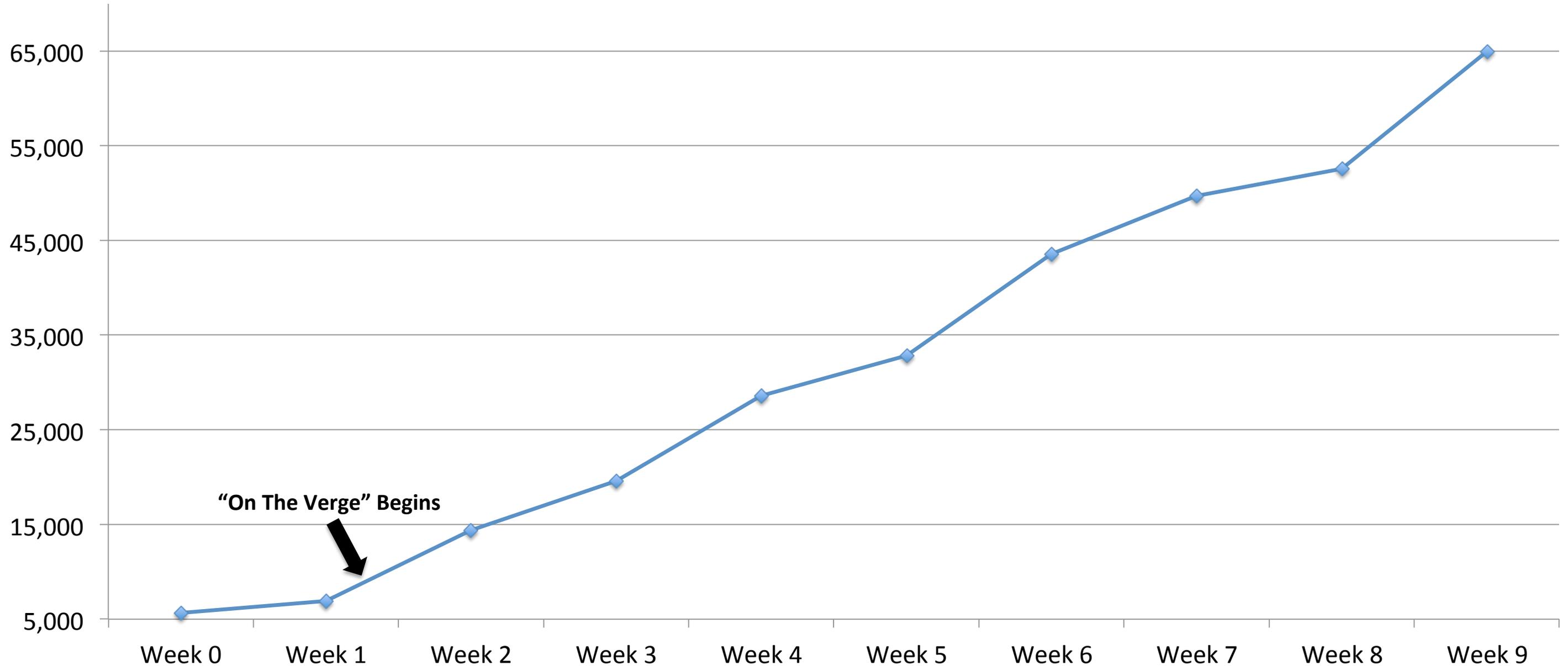
- Single sales increased **842%** (from 6,894 units to **64,941** units)
- Average sales growth per week: **35%** (average growth of **7,256 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
Dallas-Ft. Worth, TX	1821	180%
New York, NY	4560	1510%
Los Angeles, CA	2184	438%
Philadelphia, PA	1841	1344%
Washington, DC	1729	1192%
Chicago, IL	1478	924%
SF-Okland-San Jose	1325	1183%
Boston, MA	1450	1179%
Minneapolis-St. Paul, MN	1349	1587%
Phoenix, AZ	1075	1034%

CCM+E Driving Sales

Single Sales (Per Week)

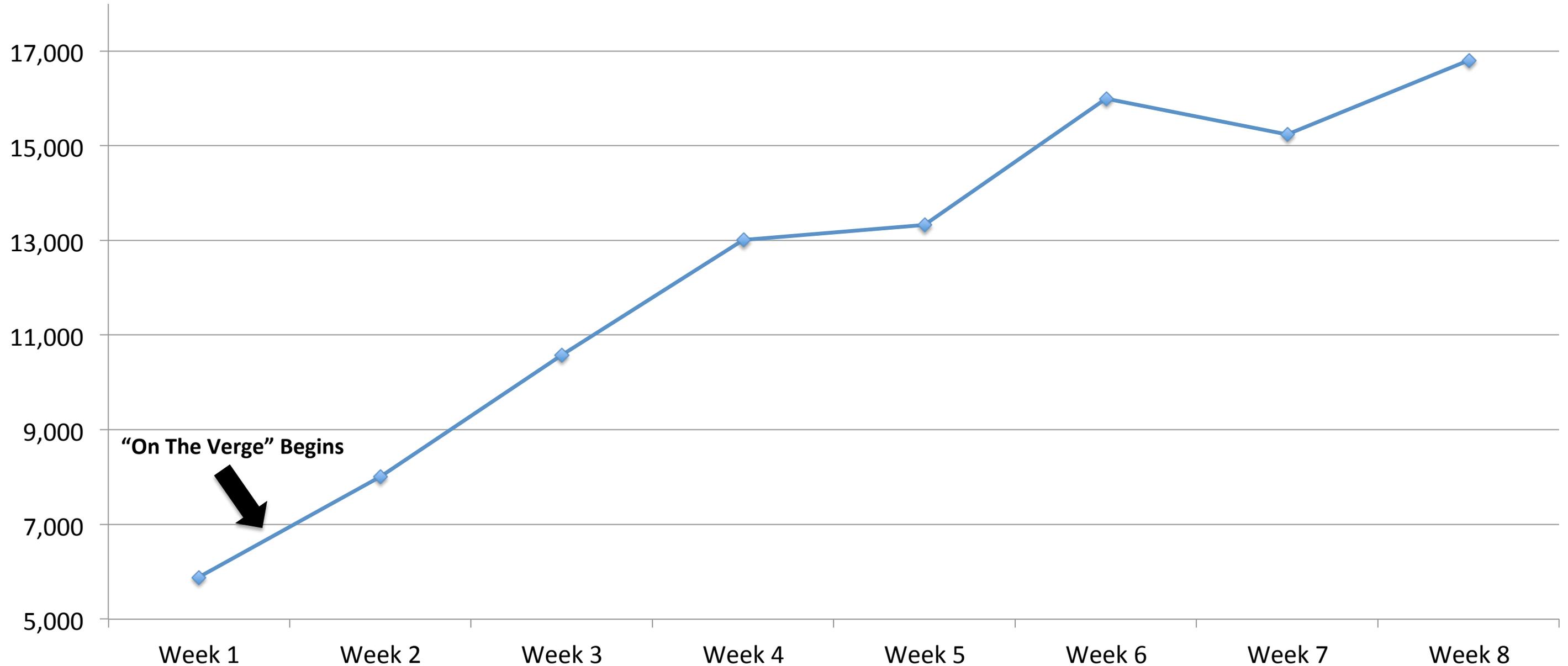


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **186%** (from 5,884 the first week, to 16,802 new fans)
- Gained on average **12,356 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - San Diego, CA
 - Milwaukee, WI
 - Los Angeles, CA

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **83%**
- Jumped 90 spot!

<u>Date</u>	<u>Shazam Ranking</u>
June 22	109
June 29	75
July 6	51
July 13	34
July 20	32
July 27	31
August 3	27
August 10	19
August 17	19

A.6



**ON THE VERGE
THE ARTIST**



SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Peaked at **#1** on the MediaBase Rhythmic radio chart
- Total audience **increased 1,072%**, going from 10.6MM listeners to **124MM** listeners
- Jumped **32 spots** on the MediaBase Rhythmic Radio Chart, going from #33 to #1
- Sold **over 1.3MM units** throughout the program
- Social media fans per week **increased 750%**, gaining **over 1.5MM new fans** throughout the program
- Total spins **increased 1,449%**, going from 1,260 per week to **over 19,500** per week
- Shazam ranking **increased 97%** going from #34 to #1 in just six weeks
- Featured performer at the iHeartRadio Ultimate Pool Party

All 17 Stations in CCM+E's Rhythmic Network Participated

WK TU-FM	New York	KB FM-FM	McAllen-Brownsville-Harlingen
KY LD-FM	San Francisco	WB TT-FM	Ft. Myers-Naples-Marco Island
WJ MN-FM	Boston	KB OS-FM	Fresno
KU BE-FM	Seattle-Tacoma	WS NX-FM	Grand Rapids
KP TT-FM	Denver-Boulder	KP RR-FM	El Paso
KB WX-FM	St. Louis	KD ON-FM	Monterey-Salinas-Santa Cruz
KX JM-FM	Portland, OR	KI BT-FM	Colorado Springs
KG GI-FM	Riverside-San Bernardino	KX TC-FM	Gallup, NM
KP EZ-FM	Austin		

DIGITAL – “ON THE VERGE” PROMOTION

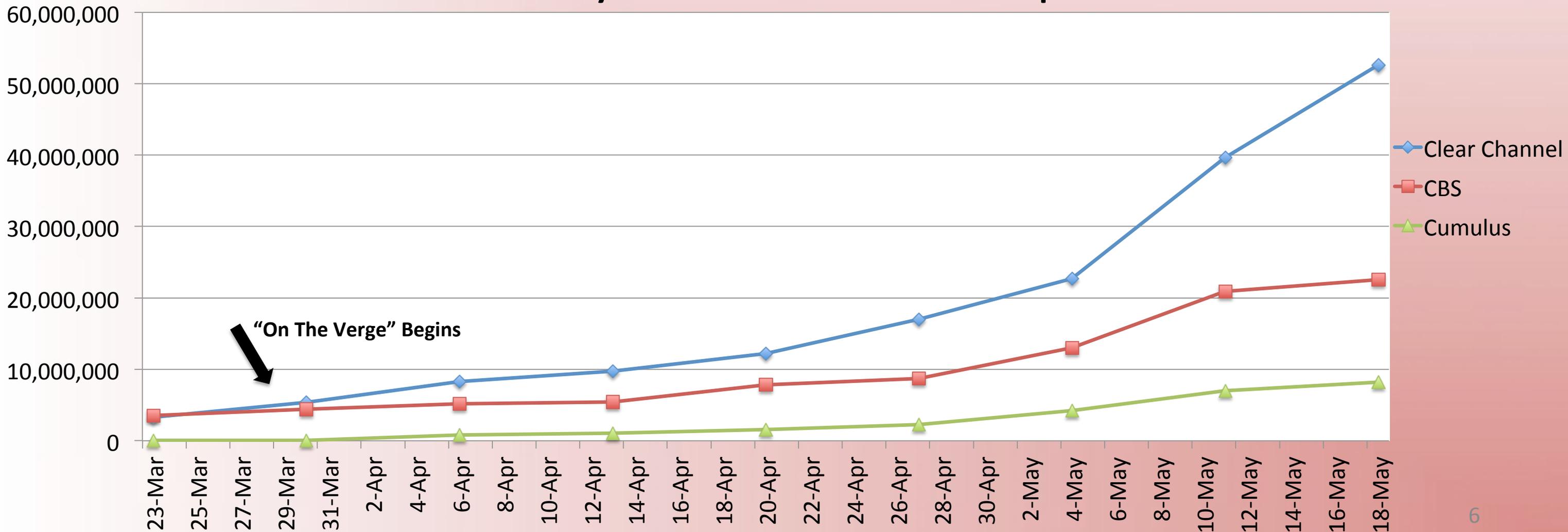
- Prominently featured in DL spots across all Rhythmic station sites for duration of program
- Social push to all participation station Facebook pages



Clear Channel Leading the Charge in Airplay

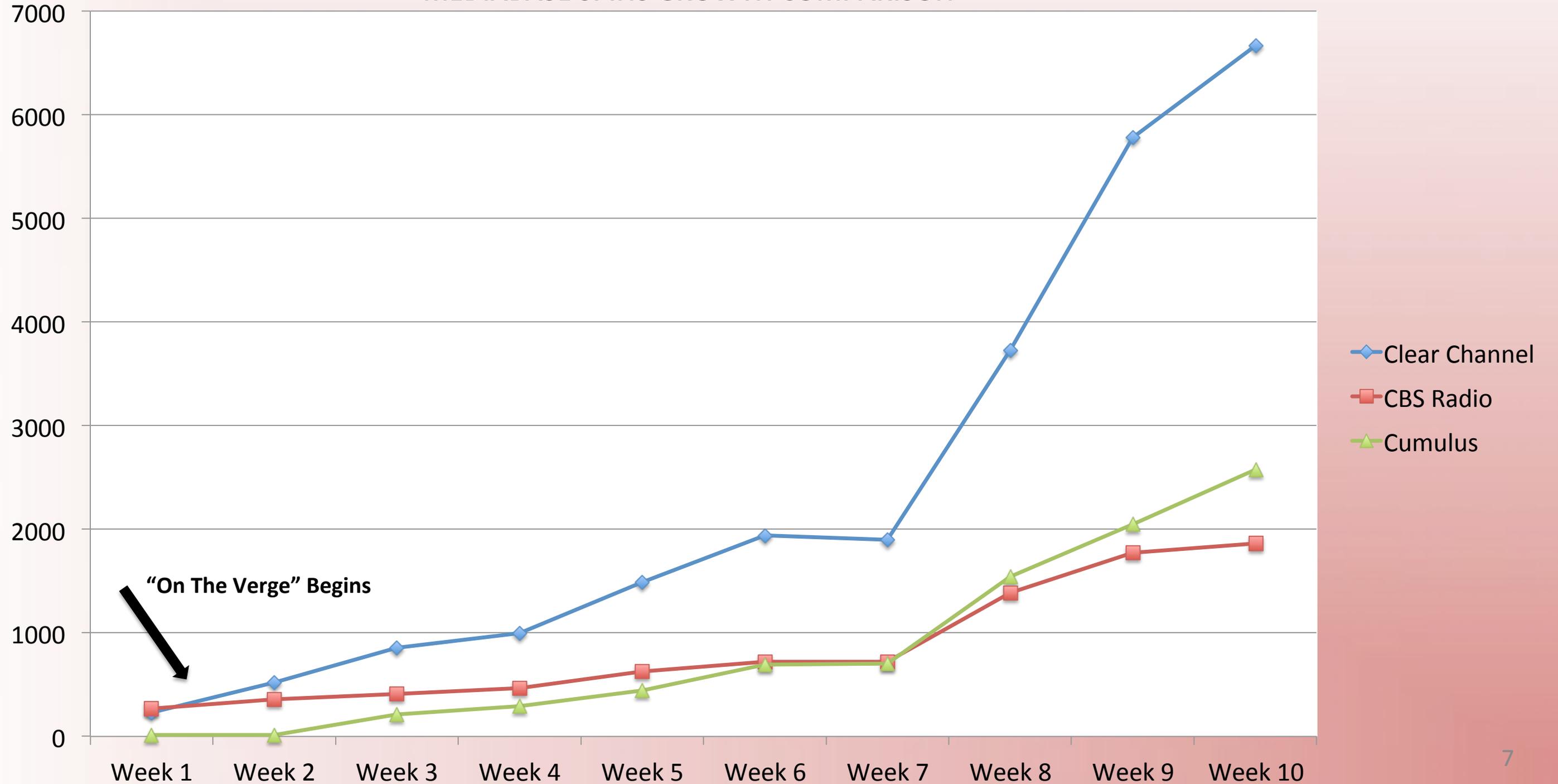
- Total Clear Channel Audience: **87,100,000**
- Average Spin Growth Per Week: **2,083 plays**
- Average Audience Growth Per Week: **13 million**

MediaBase Rhythmic Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

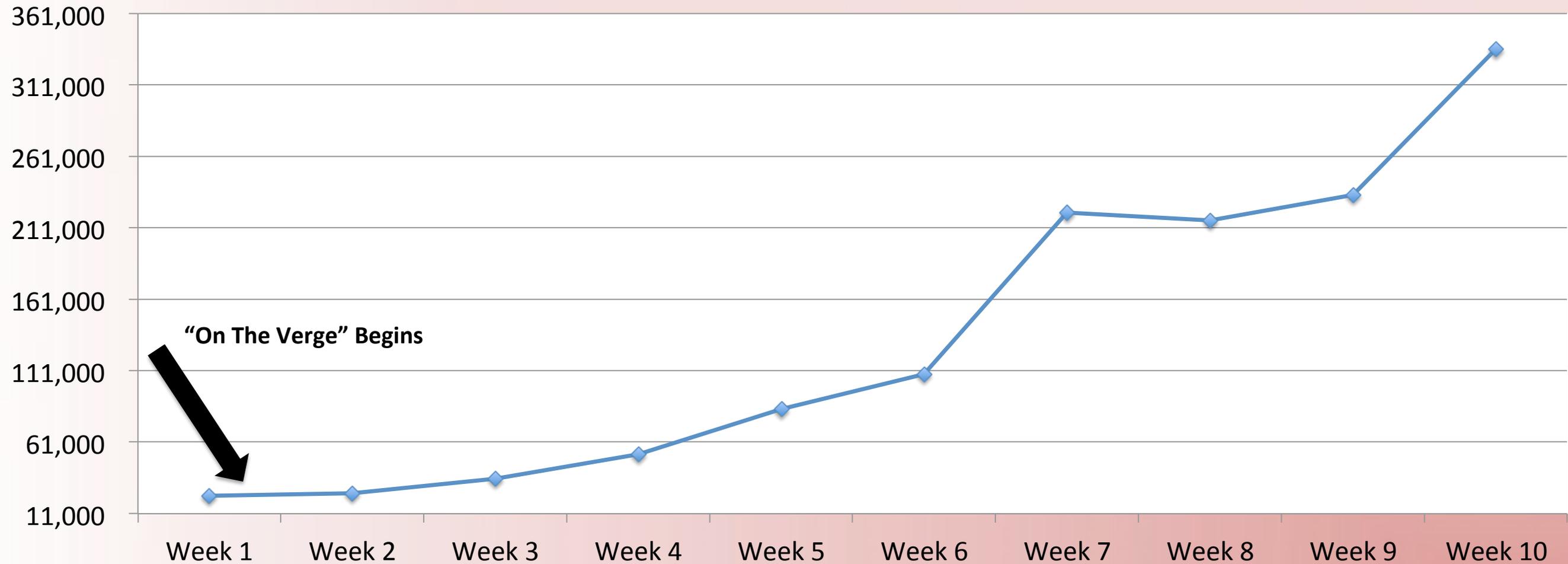
- Single sales increased **1,337%** (from 23,380 units to 335,923 units)
- Average sales growth per week: **35%** (average growth of **34,727 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
New York, NY	22663	1069%
Los Angeles, CA	10267	297%
Boston, MA	10078	1489%
Philadelphia, PA	9041	1578%
Chicago, IL	9832	1607%
SF-Okland-San Jose	6262	677%
Dallas-Ft. Worth, TX	9538	2021%
Washington, DC	8284	1340%
Atlanta, GA	7884	1904%
Houston, TX	7332	1885%

CCM+E Driving Sales

Digital Single Sales (per week)

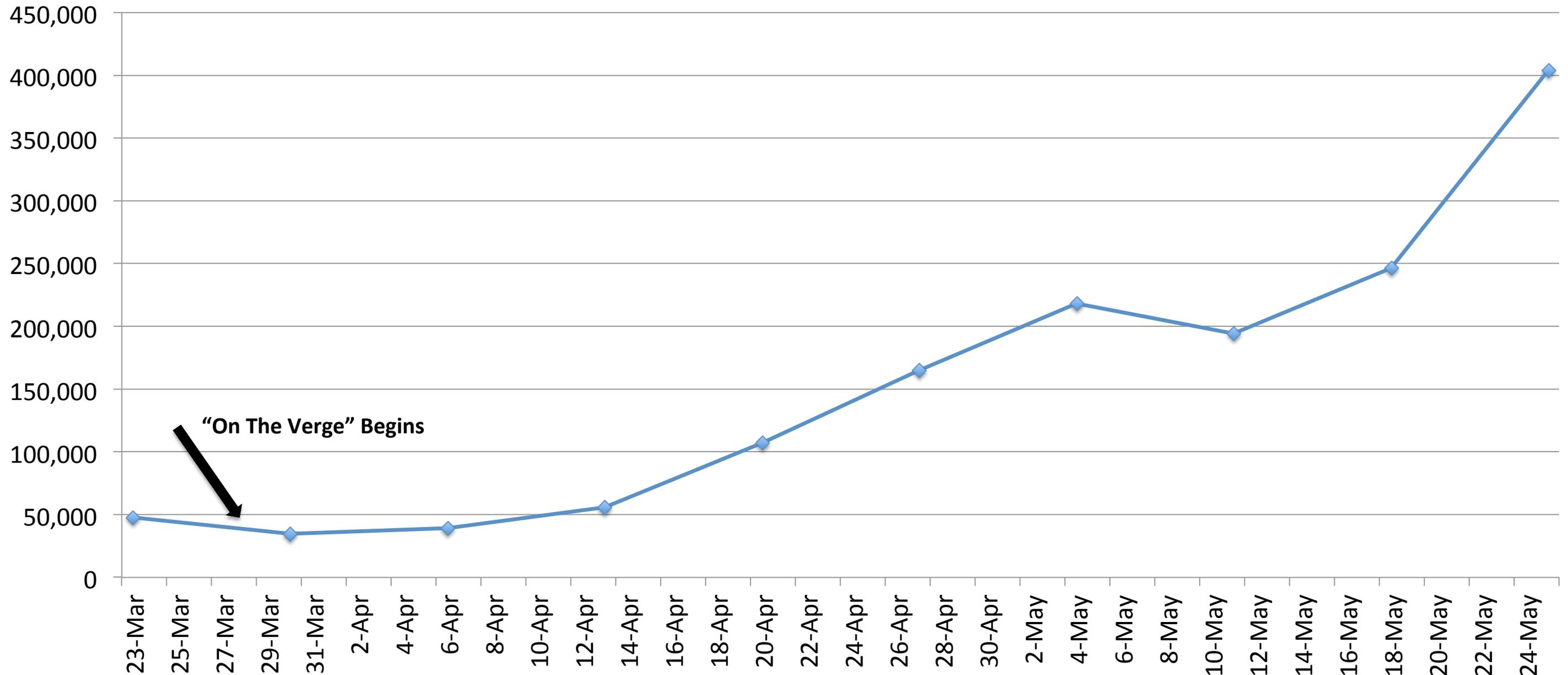


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **750%** (from 47,515 the first week, to 403,652 new fans)
- Gained on average **35,246 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - Phoenix, AZ
 - Sacramento, CA
 - Los Angeles, CA
 - Seattle, WA

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **97%**
- Jumped 33 spots!

<u>Date</u>	<u>Shazam Ranking</u>
March 23	34
March 30	21
April 6	9
April 13	5
April 20	3
April 27	2
May 4	1
May 11	1
May 18	1
May 25	1

A.7



ON THE VERGE



On The Verge: Jhene Aiko

Listen to the song, 'The Worst'

SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

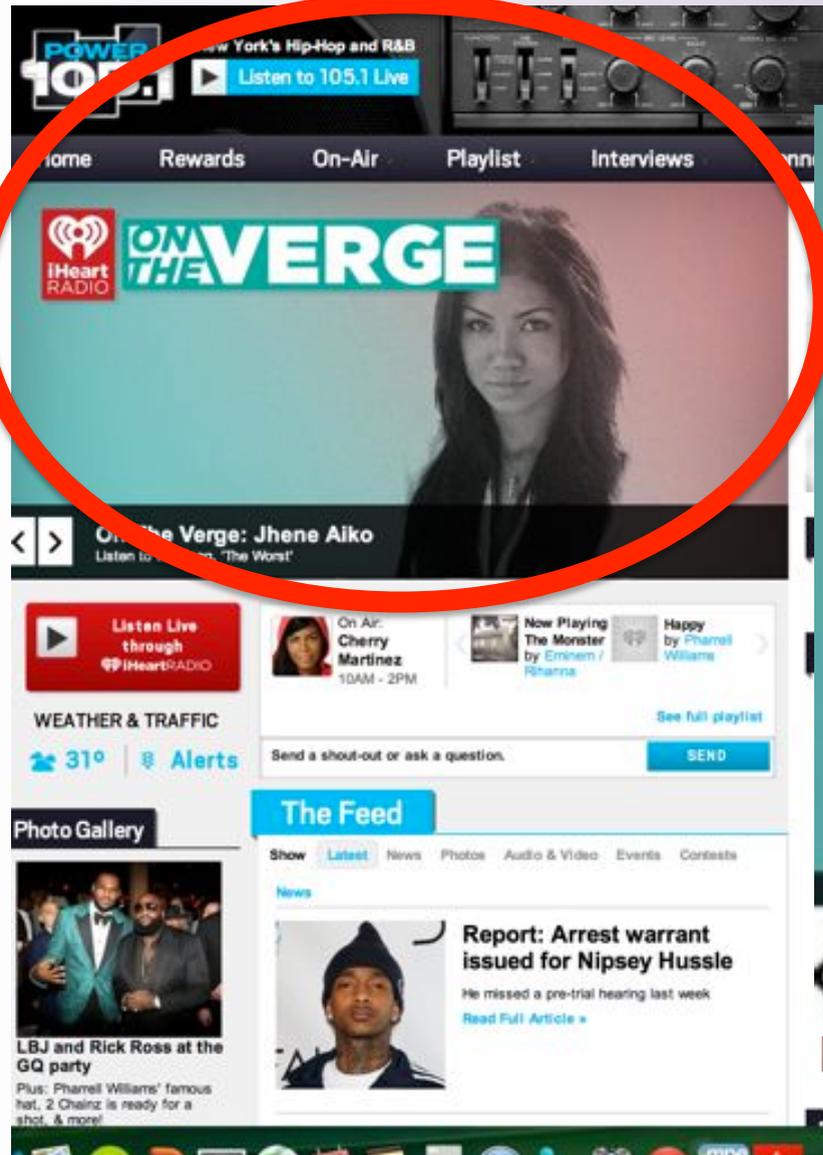
- Reached **#3** on the MediaBase Urban radio chart, **rising 15 spots** throughout the program
- Total audience **increased 181%**, going from 8.9MM listeners to **25MM listeners**
- Gained **33,813 new social media fans** in the last week of the program alone
- Single sales **increased 31%** throughout the program, selling **over 140,000 units!**
- Jumped **16 spots** on the Shazam chart
- Social media fans per week **increased 33%**, gaining **over 230,000 new fans** throughout the program
- Total spins **increased 182%**, going from 1,000 per week to almost **3,500 per week**

All 27 Stations in CCM+E's Urban Network Participated

WWPR-FM	New York	WOWI-FM	Norfolk-Virginia Beach-Newport News	WPRW-FM	Augusta, GA
WGCI-FM	Chicago	WUBT-FM	Nashville	WIBB-FM	Macon
KMEL-FM	San Francisco	WQUE-FM	New Orleans	KIIZ-FM	Killeen-Temple, TX
KQBT-FM	Houston-Galveston	WJBT-FM	Jacksonville	WQBT-FM	Savannah
WUSL-FM	Philadelphia	WHRK-FM	Memphis	WZHT-FM	Montgomery
WMIB-FM	Miami-Ft. Lauderdale-Hollywood	WBTJ-FM	Richmond	WBFA-FM	Columbus, GA
WJLB-FM	Detroit	W281AB	Birmingham	WZLD-FM	Laurel-Hattiesburg, MS
WBTP-FM	Tampa-St. Petersburg-Clearwater	KOHT-FM	Tucson	WEBZ-FM	Panama City, FL
WKKV-FM	Milwaukee-Racine	W280DO	Lexington-Fayette	WJIZ-FM	Albany, GA

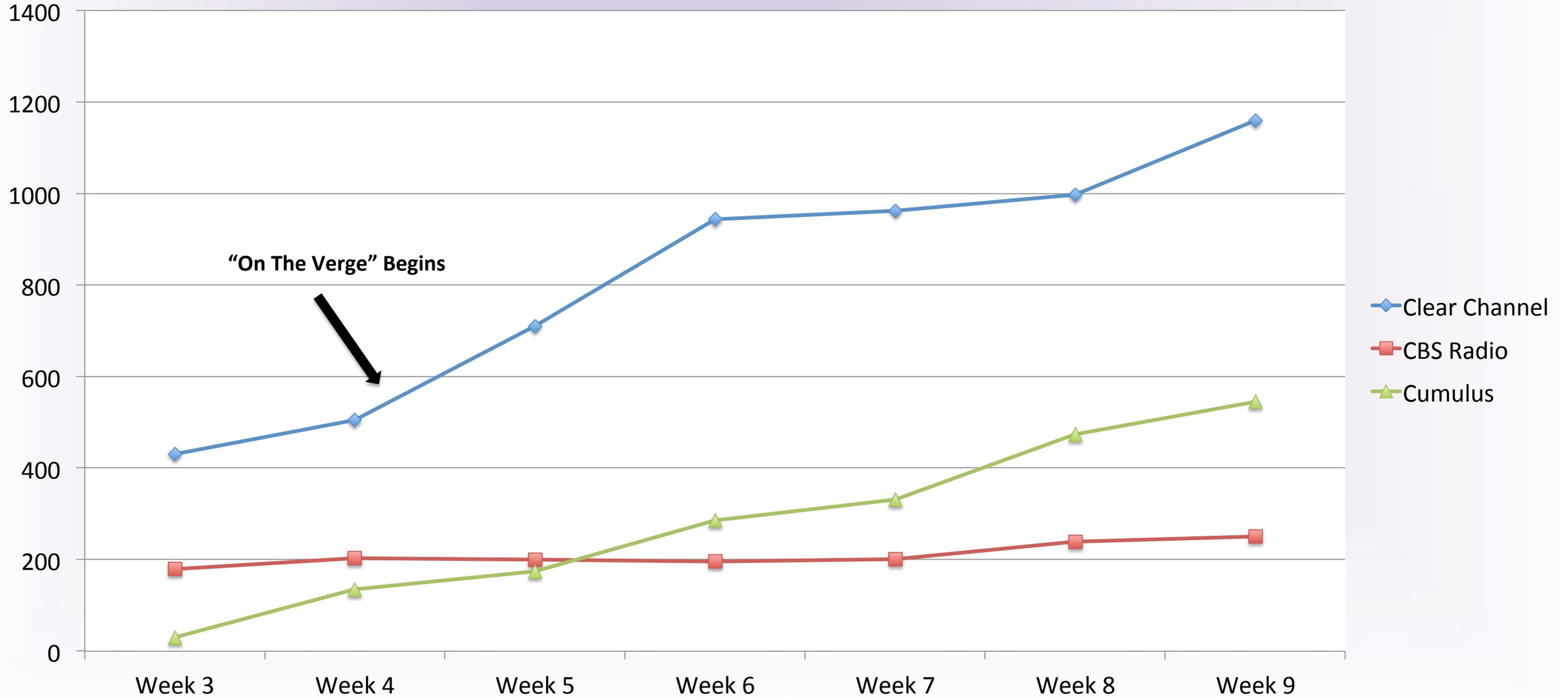
DIGITAL – “ON THE VERGE” PROMOTION

- Prominently feature across all urban station sites for duration of program
- Social push to all participation station Facebook pages



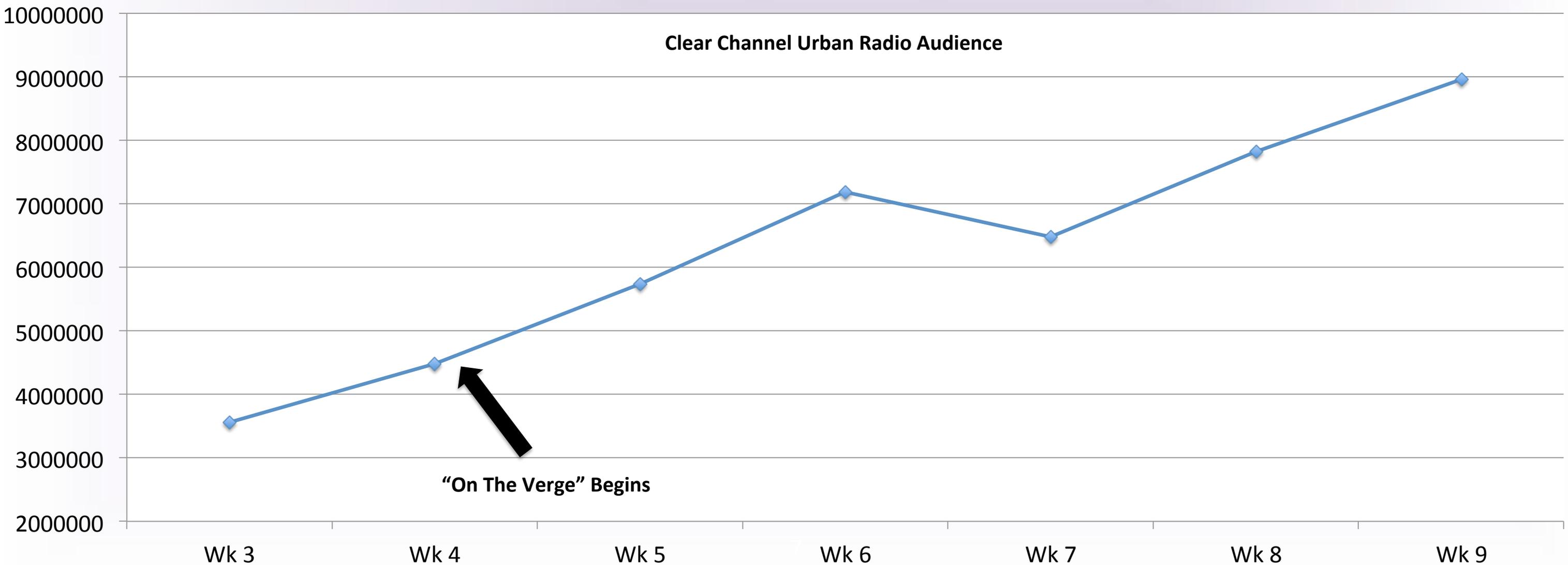
Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



Clear Channel Leading the Charge in Airplay

- Total Clear Channel Spins: **7,804 (22% of total airplay)**
- Average Spin Growth Per Week: **267 plays**
- Average Audience Growth Per Week: **2.01 million**



CCM+E Driving Sales in Key Markets

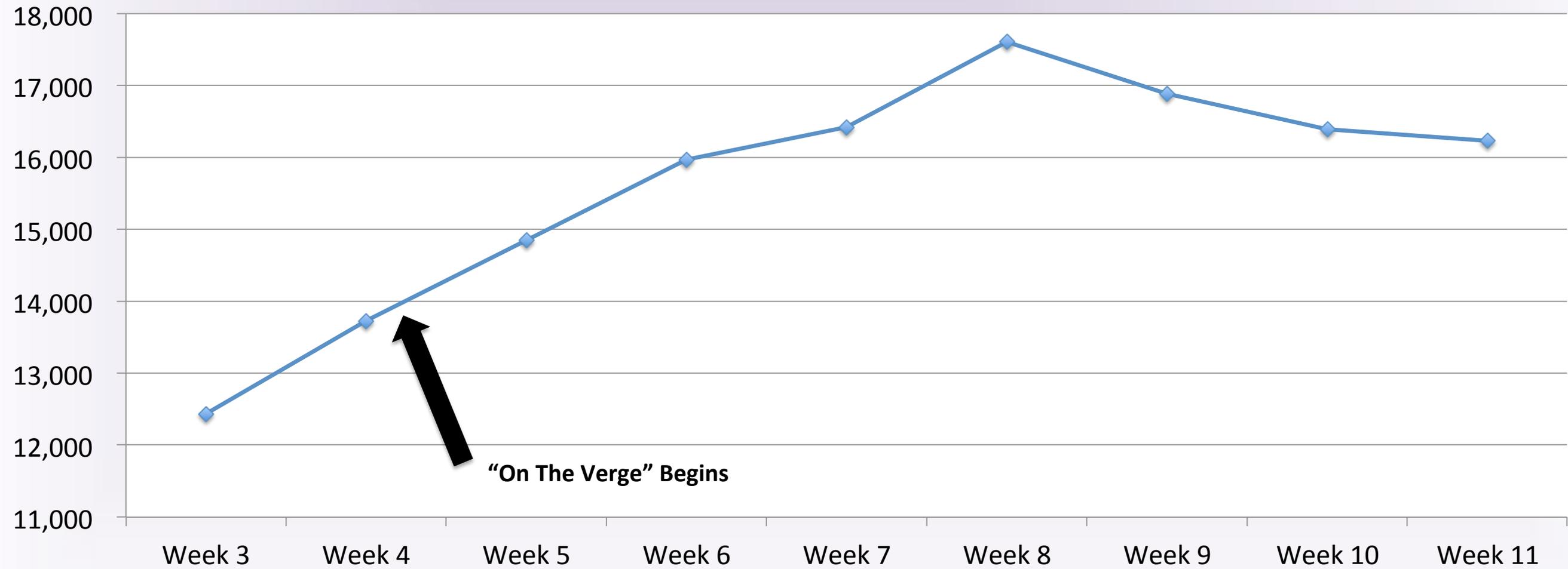
- **31% overall increase** and still growing (over 140,000 units)!
- Average Sales Growth Per Week: **4%**

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
New York, NY	51	3%
Los Angeles, CA	68	9%
Philadelphia, PA	311	60%
Chicago, IL	368	96%
Atlanta, GA	44	7%
Houston, TX	35	9%
Dallas-Ft. Worth, TX	402	170%
Boston, MA	5	2%
Sacramento, CA	186	130%
Raleigh-Durham, NC	80	62%

CCM+E Driving Sales

Digital Single Sales (per week)

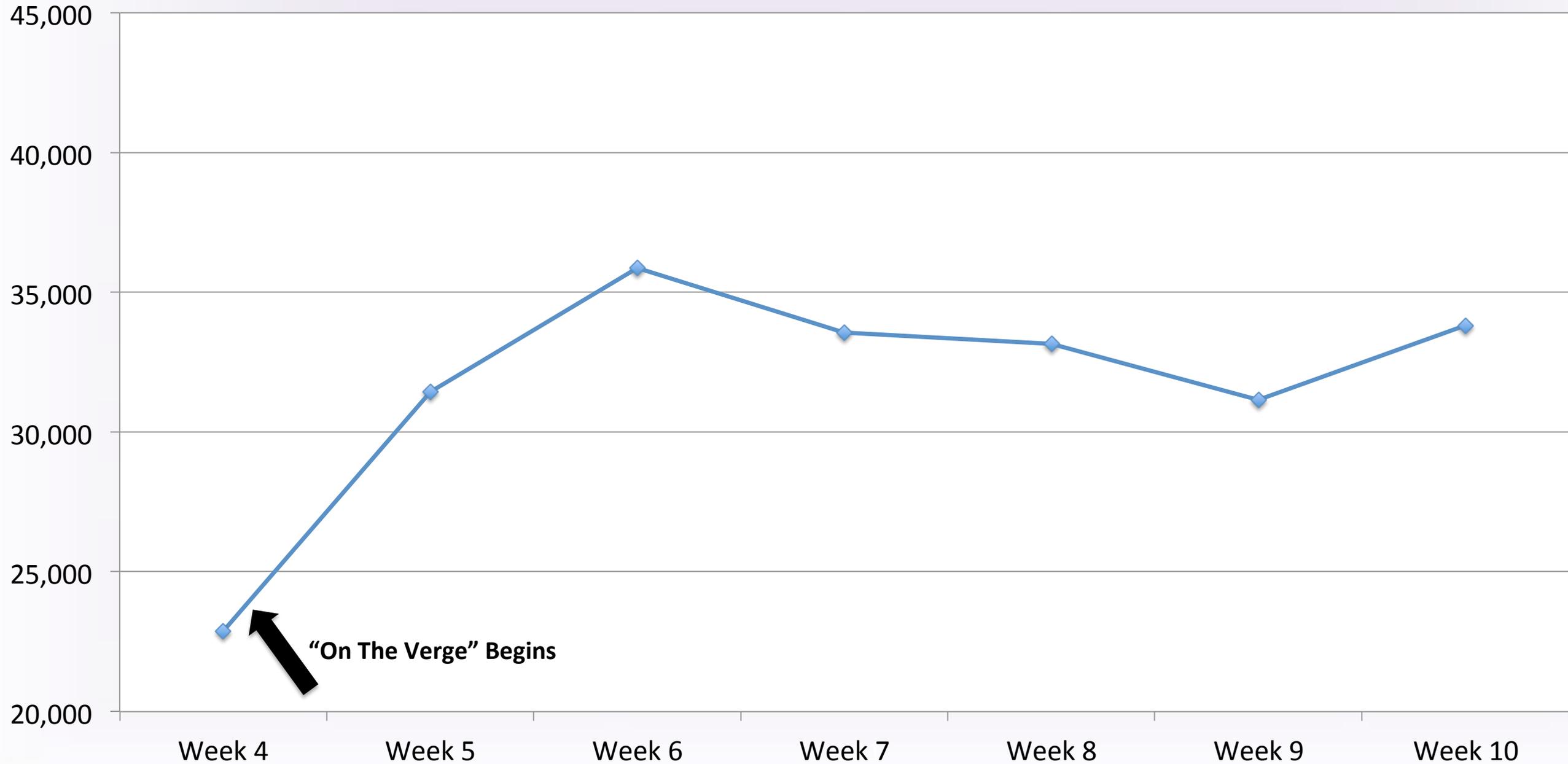


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **33%** (over 230,000 total)!
- Gained on average **1,087 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - Sacramento, CA
 - Cleveland, OH
 - Las Vegas, NV
 - Los Angeles, CA
 - Syracuse, NY

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam Ranking increased 48%

<u>Date</u>	<u>Shazam Ranking</u>
9-Feb	33
17-Feb	23
24-Feb	18
3-Mar	17
10-Mar	17
17-Mar	12

A.8



SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- After CCM&E programmed the track, total audience **increased 2,655%**, going from 400,000 listeners to **11MM** listeners. Airplay the week prior was zero
- Jumped **140 spots** on the MediaBase Top 40 Radio Chart, going from #164 right before the program to **#25**
- Sold **over 170K units** throughout the program
- Social media fans per week **increased 6,000%**, gaining **27,000 new fans** throughout the program
- After CCM&E programmed the track, total spins **increased 8,557%**, going from 28 per week to **2,500** per week
- Shazam ranking **increased 65%** going from #139 to #48 in just six weeks

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all CHR station sites for duration of program
- Social push to all participation station Facebook pages



A screenshot of a Facebook post from Z100 Portland, dated April 7. The post features a close-up photograph of Katy Tiz's face, with her hand near her ear and the word "KATY" written vertically on her palm. The text of the post reads: "iHeartRadio On The Verge Artist, Katy Tiz is making a big splash with her song, 'The Big Bang'." Below this, it says "Check it out here >> <http://bit.ly/PTQspj> #MusicMonday". At the bottom of the post, there is a link to "Katy Tiz: iHeartRadio On The Verge Artist" and a snippet of text: "When I was first introduced to 'The Big Bang,'" explains Katy Tiz, "it hit a nerve. In". The Z100PORTLAND.COM logo is visible in the bottom left corner.



A screenshot of the iHeartRadio website's "On The Verge Artist" page for Katy Tiz. The page has a red header with the iHeartRadio logo and a search bar. Below the header is a green banner with the "ON THE VERGE ARTIST" logo. A red bar below the banner reads "iHeartRadio On The Verge Artist". The main content area features the title "Katy Tiz: iHeartRadio On The Verge Artist" and social media sharing options for Facebook, Twitter, and a share button. A small thumbnail image of Katy Tiz is shown on the left, and the text "Posted Thursday, April 3rd 2014 @ 5am" is on the right.

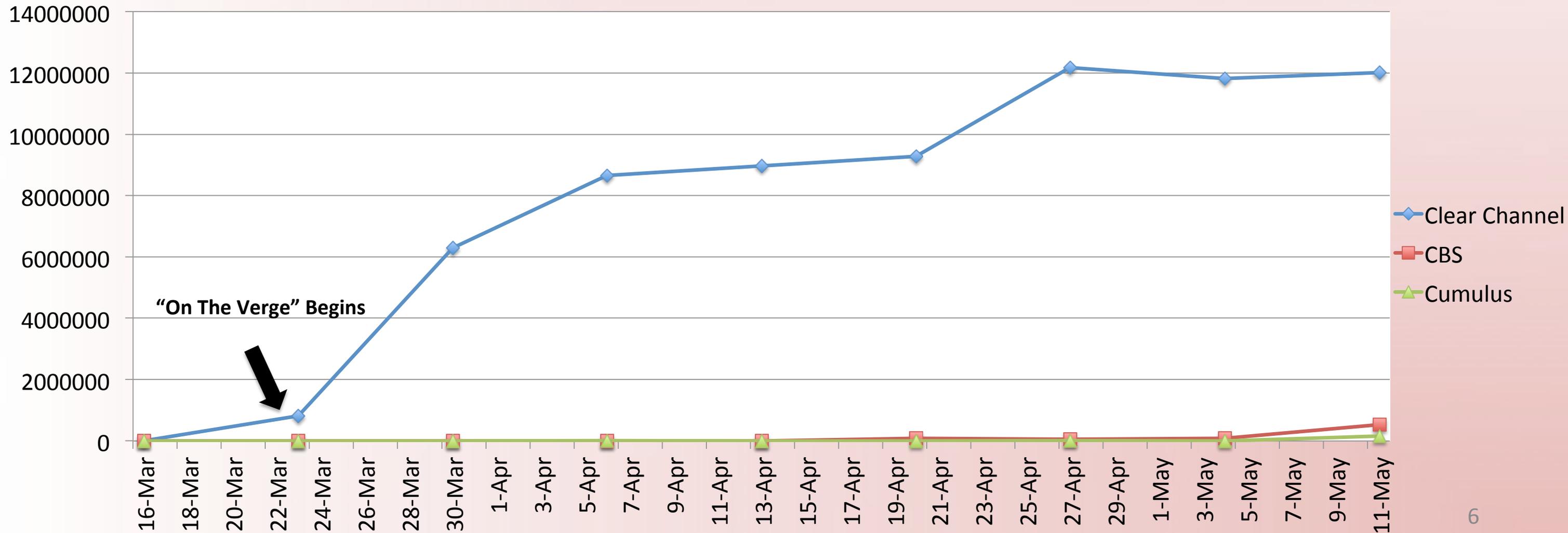
All 101 Stations in CCM+E's Top 40 Network Participated

WHTZ-FM	New York	WRVW-FM	Nashville	WJXX-FM	Roanoke-Lynchburg
KIIS-FM	Los Angeles	WMKS-FM	Greensboro-Winston-Salem-High Point	KSME-FM	Ft. Collins-Greeley, CO
KVVS-FM	Los Angeles	WLDI-FM	West Palm Beach-Boca Raton	WERZ-FM	Portsmouth-Dover-Rochester
WKSC-FM	Chicago	KJYO-FM	Oklahoma City	WRGV-FM	Pensacola
KHKS-FM	Dallas-Ft. Worth	WNWW-FM	Jacksonville	KMXF-FM	Fayetteville (North West Arkansas)
WIHT-FM	Washington, DC	KWNW-FM	Memphis	WAKZ-FM	Youngstown-Warren
WIOQ-FM	Philadelphia	WKSS-FM	Hartford-New Britain-Middletown	WKZP-FM	Salisbury-Ocean City
WWPW-FM	Atlanta	WNRW-FM	Louisville	KKMY-FM	Beaumont-Port Arthur, TX
WXKS-FM	Boston	WRVQ-FM	Richmond	KUUL-FM	Davenport, IA
WHYI-FM	Miami-Ft. Lauderdale-Hollywood	WKGS-FM	Rochester, NY	WAEV-FM	Savannah
WKQI-FM	Detroit	WQEN-FM	Birmingham	WQNQ-FM	Asheville
KBKS-FM	Seattle-Tacoma	WZJZ-FM	Ft. Myers-Naples-Marco Island	WGMV-FM	Tallahassee
KZZP-FM	Phoenix	KRQQ-FM	Tucson	WKEE-FM	Huntington-Ashland
KDWB-FM	Minneapolis-St. Paul	WCHD-FM	Dayton	WPKF-FM	Poughkeepsie, NY
KHTS-FM	San Diego	WKKF-FM	Albany-Schenectady-Troy	KGOT-FM	Anchorage
WFLZ-FM	Tampa-St. Petersburg-Clearwater	KTBT-FM	Tulsa	WBNW-FM	Binghamton
WZFT-FM	Baltimore	KLQT-FM	Albuquerque	KVJM-FM	Bryan-College Station, TX
KSLZ-FM	St. Louis	WAEB-FM	Allentown-Bethlehem	KWTX-FM	Waco, TX
KKRZ-FM	Portland, OR	KKDM-FM	Des Moines	WKSI-FM	Winchester, VA
WHQC-FM	Charlotte-Gastonia-Rock Hill	KISO-FM	Omaha-Council Bluffs	WZBQ-FM	Tuscaloosa, AL
WKST-FM	Pittsburgh, PA	WKDD-FM	Akron	WNSL-FM	Laurel-Hattiesburg, MS
KXXM-FM	San Antonio	WFMF-FM	Baton Rouge	WBKS-FM	Lima, OH
KZHT-FM	Salt Lake City-Ogden-Provo	WHKF-FM	Harrisburg-Lebanon-Carlisle	WBIZ-FM	Eau Claire, WI
WKFS-FM	Cincinnati	WNOK-FM	Columbia, SC	WGEX-FM	Albany, GA
WAKS-FM	Cleveland	WWHT-FM	Syracuse	WRVB-FM	Parkersburg-Marietta, WV-OH
KPLV-FM	Las Vegas	WVKS-FM	Toledo	WVKF-FM	Wheeling
WXXL-FM	Orlando	WZEE-FM	Madison	WAZR-FM	Harrisonburg, VA
KHFI-FM	Austin	KZCH-FM	Wichita	WVRT-FM	Williamsport, PA
WNCI-FM	Columbus, OH	WLKT-FM	Lexington-Fayette	WVRZ-FM	Williamsport, PA
WRNW-FM	Milwaukee-Racine	WFKS-FM	Melbourne-Titusville-Cocoa	KSFT-FM	Sioux City, IA
WDCG-FM	Raleigh-Durham	W293AH	Huntsville	KYYY-FM	Bismarck, ND
WNOH-FM	Norfolk-Virginia Beach-Newport News	WKXJ-FM	Chattanooga	KKXL-FM	Grand Forks, ND-MN
		WLAN-FM	Lancaster	KAZX-FM	Farmington, NM
		WJJS-FM	Roanoke-Lynchburg	KIZZ-FM	Minot, ND

Clear Channel Leading the Charge in Airplay

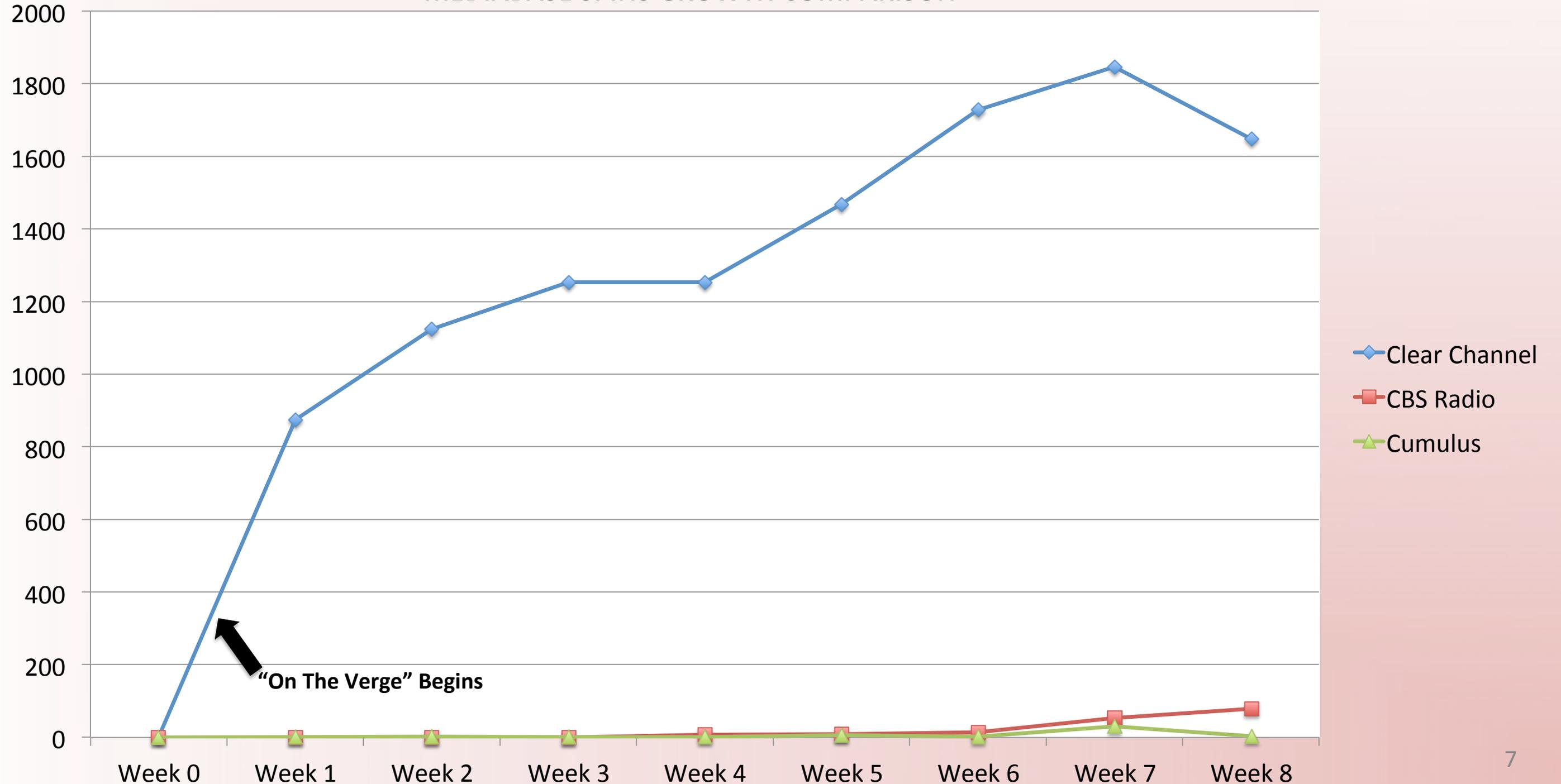
- Total Clear Channel Audience: **95,900,000**
- Average Spin Growth Per Week: **304 plays**
- CCM&E's Airplay During OTV Time Period: **75%**

MediaBase Top 40 Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

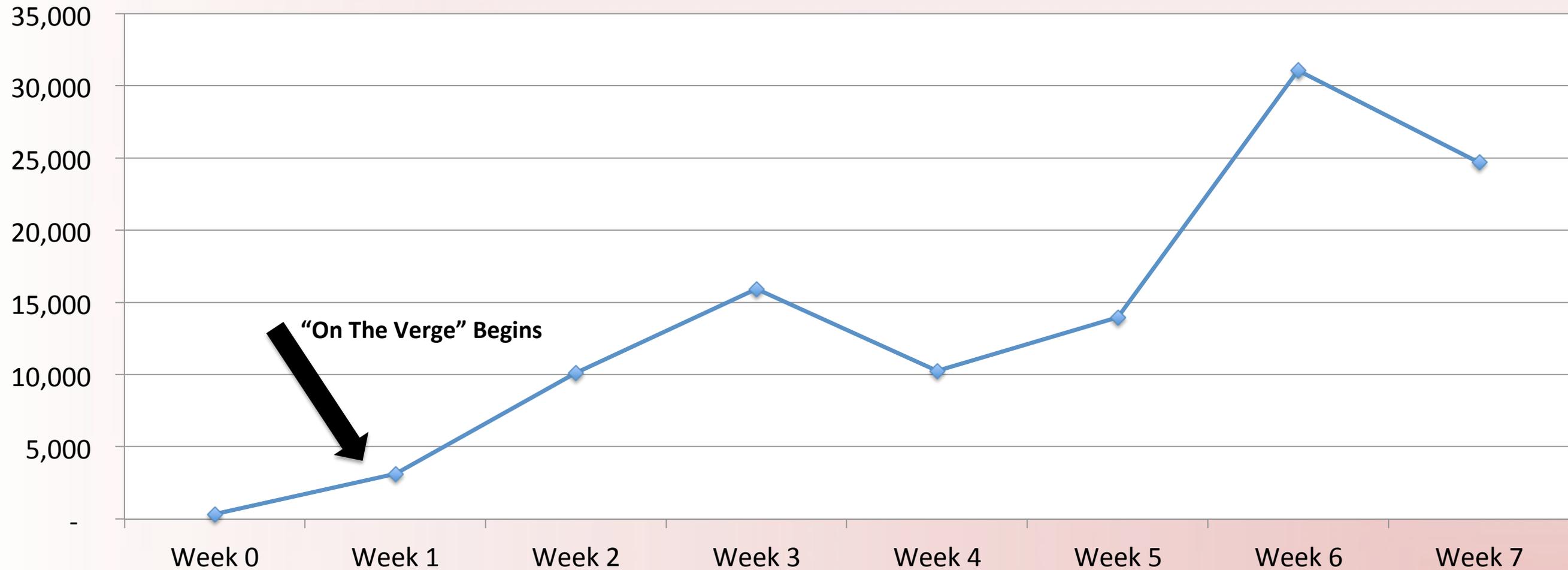
- Single sales increased **8,289%** (from 337 units to 28,272 units)
- Average sales growth per week: **163%** (average growth of **3,480 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
New York, NY	654	219%
Los Angeles, CA	478	301%
Washington, DC	247	83%
Philadelphia, PA	365	716%
Cincinnati, OH	472	1180%
Boston, MA	443	534%
Baltimore, MD	558	764%
Chicago, IL	456	800%
Charlotte, NC	239	460%
Raleigh-Durham, NC	389	864%

CCM+E Driving Sales

Digital Single Sales (per week)

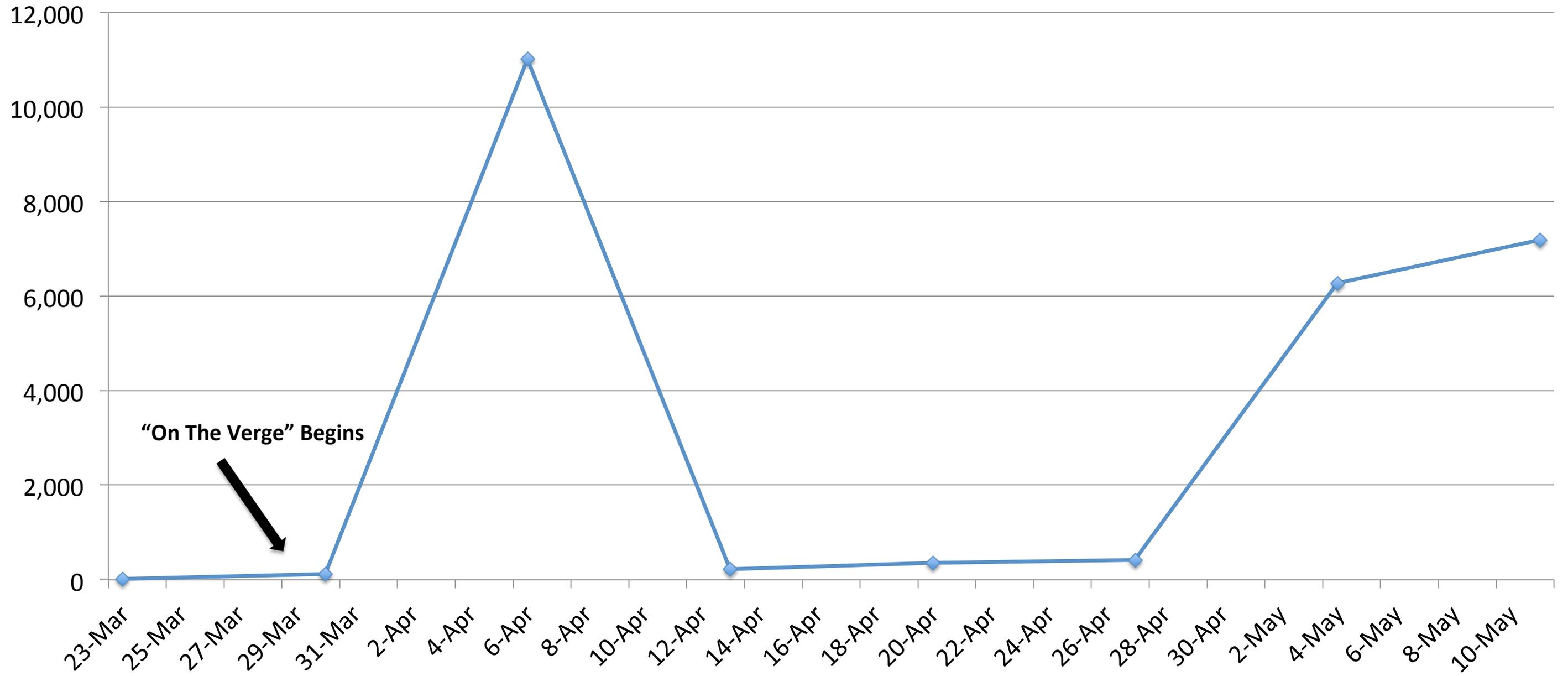


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **6,000%** (from 118 the first week, to 7,198 new fans)
- Gained on average **1,180 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - Chicago, IL
 - Tampa, FL

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **65%**
- Jumped 91 spots!

<u>Date</u>	<u>Shazam Ranking</u>
March 30	139
April 6	64
April 13	63
April 20	58
April 27	50
May 4	45
May 11	48

A.9



ON THE VERGE



On The Verge: KONGOS

Listen to the song, 'Come With Me Now'

SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

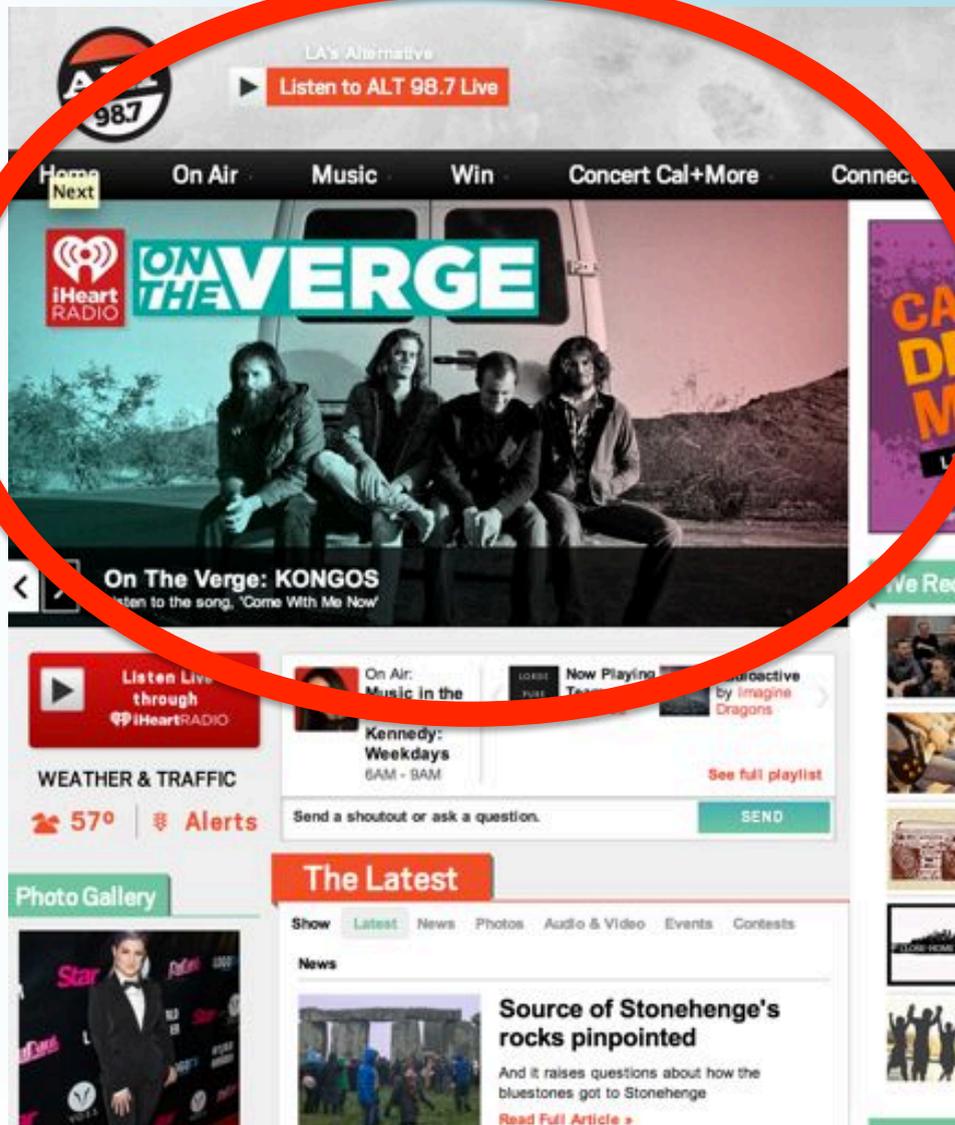
- Fastest emerging artist to reach **#1 on the MediaBase Alternative chart**
- Signed multi-million 8 month campaign with Dodge Ram towards the end of the program
- Total audience **increased 123%**, going from 5.2MM listeners to **12MM listeners**
- Single sales **increased 261%** throughout the program, selling **over 120,000 units!**
- Jumped **67 spots** on the Shazam chart
- Social media fans per week **increased 151%**, gaining **over 30,000 new fans** throughout the program
- Total spins **increased 153%**, going from 900 per week to almost **3,000 per week**

All 29 Stations in CCM+E's Alternative Network Participated

KSRY-FM	Los Angeles	WEND-FM	Charlotte-Gastonia-Rock Hill	WRXL-FM	Richmond
KYSR-FM	Los Angeles	WXDX-FM	Pittsburgh, PA	KUCD-FM	Honolulu
KDGE-FM	Dallas-Ft. Worth	K256AE	Salt Lake City-Ogden-Provo	WXEG-FM	Dayton
KTBZ-FM	Houston-Galveston	W264BW / W292CO	Cincinnati	KTEG-FM	Albuquerque
WWDC-FM	Washington, DC	W256BT	Cleveland	KDXA-FM	Des Moines
WRFF-FM	Philadelphia	K276EL	Austin	KRAB-FM	Bakersfield
WRDA-FM	Atlanta	WCGX-FM	Columbus, OH	W244AV / W245BG	Roanoke-Lynchburg
WRDG-FM	Atlanta	WRZX-FM	Indianapolis	K235BT	Ft. Collins-Greeley, CO
KTCL-FM	Denver-Boulder	W237BA / W237BZ	Raleigh-Durham	KKED-FM	Fairbanks, AK
K272EL	Portland, OR	WVBZ-FM	Greensboro-Winston-Salem-High Point		

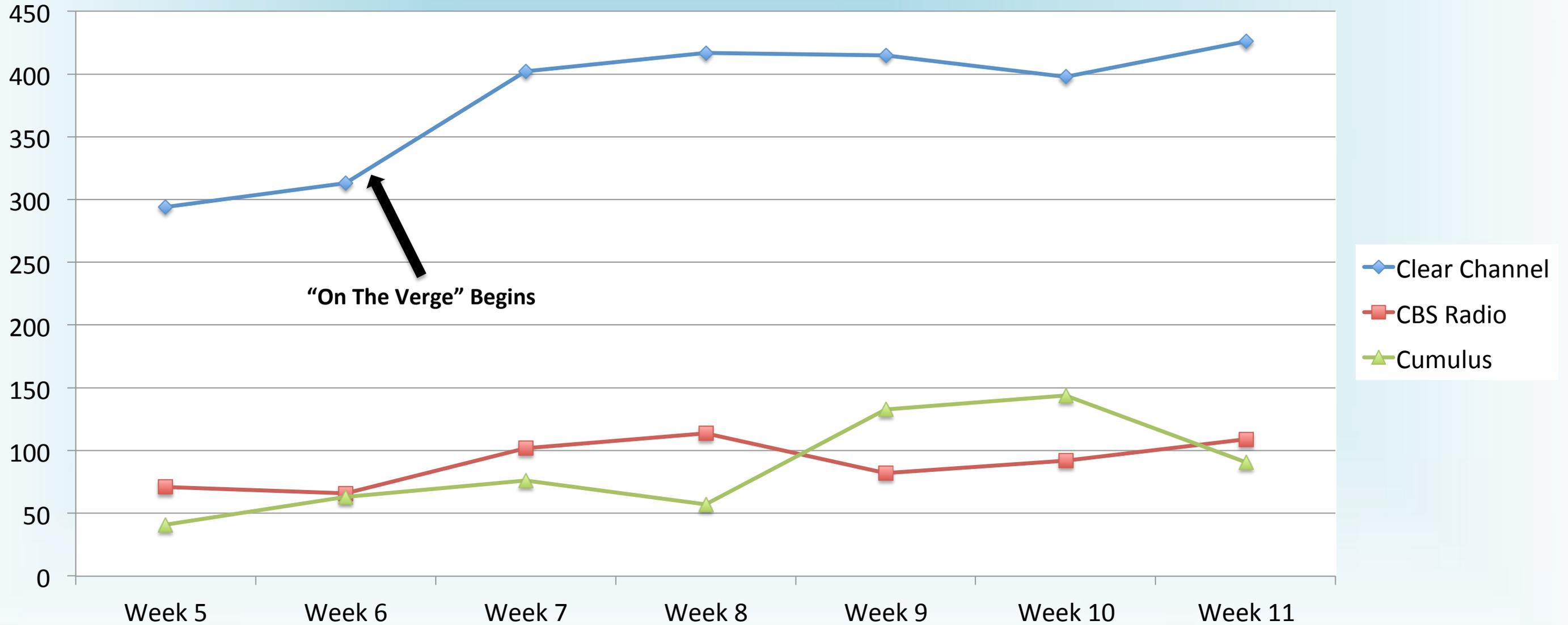
DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured across all alternative station sites for duration of program
- Social push to all participation station Facebook pages



Clear Channel Leading the Charge in Airplay

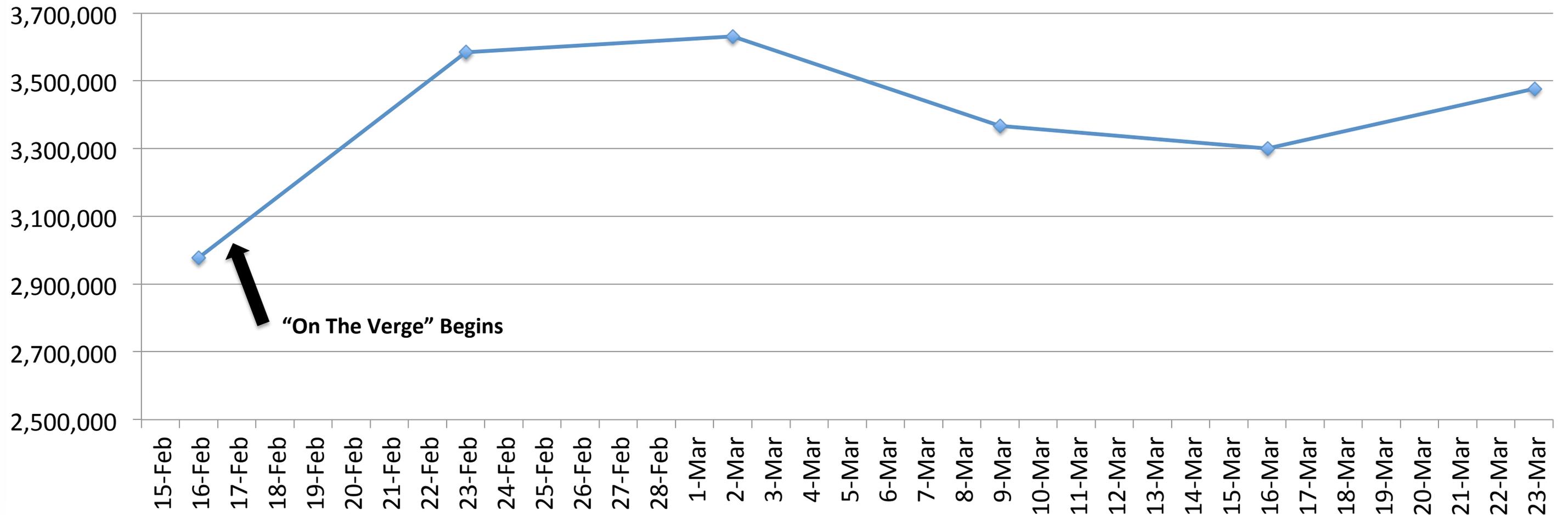
MEDIABASE SPINS GROWTH COMPARISON



Clear Channel Leading the Charge in Airplay

- Total Clear Channel Spins: **3,656 (22% of total airplay)**
- Average Spin Growth Per Week: **172 plays**
- Average Audience Growth Per Week: **815,000 listeners**

Clear Channel Alternative Radio Audience



CCM+E Driving Sales in Key Markets

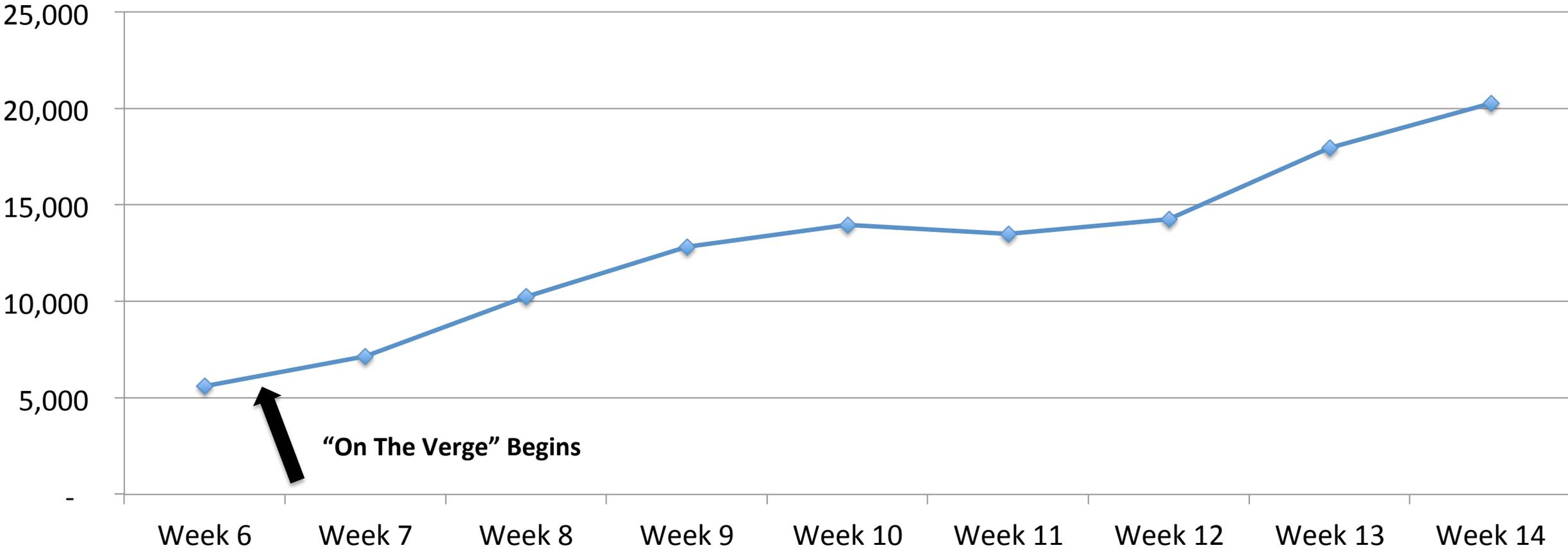
- **261% overall increase** and still growing (over 120,000 units)!
- Average Sales Growth Per Week: **18%**

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
Los Angeles, CA	346	34%
Chicago, IL	635	112%
Philadelphia, PA	43	7%
Dallas-Ft. Worth, TX	817	475%
Washington, DC	179	58%
Salt Lake City, UT	218	72%
New York, NY	451	282%
Seattle-Tacoma, WA	245	213%
Portland, OR	183	138%
Atlanta, GA	192	141%

CCM+E Driving Sales

DIGITAL TRACK SALES DURING "ON THE VERGE" TIME PERIOD

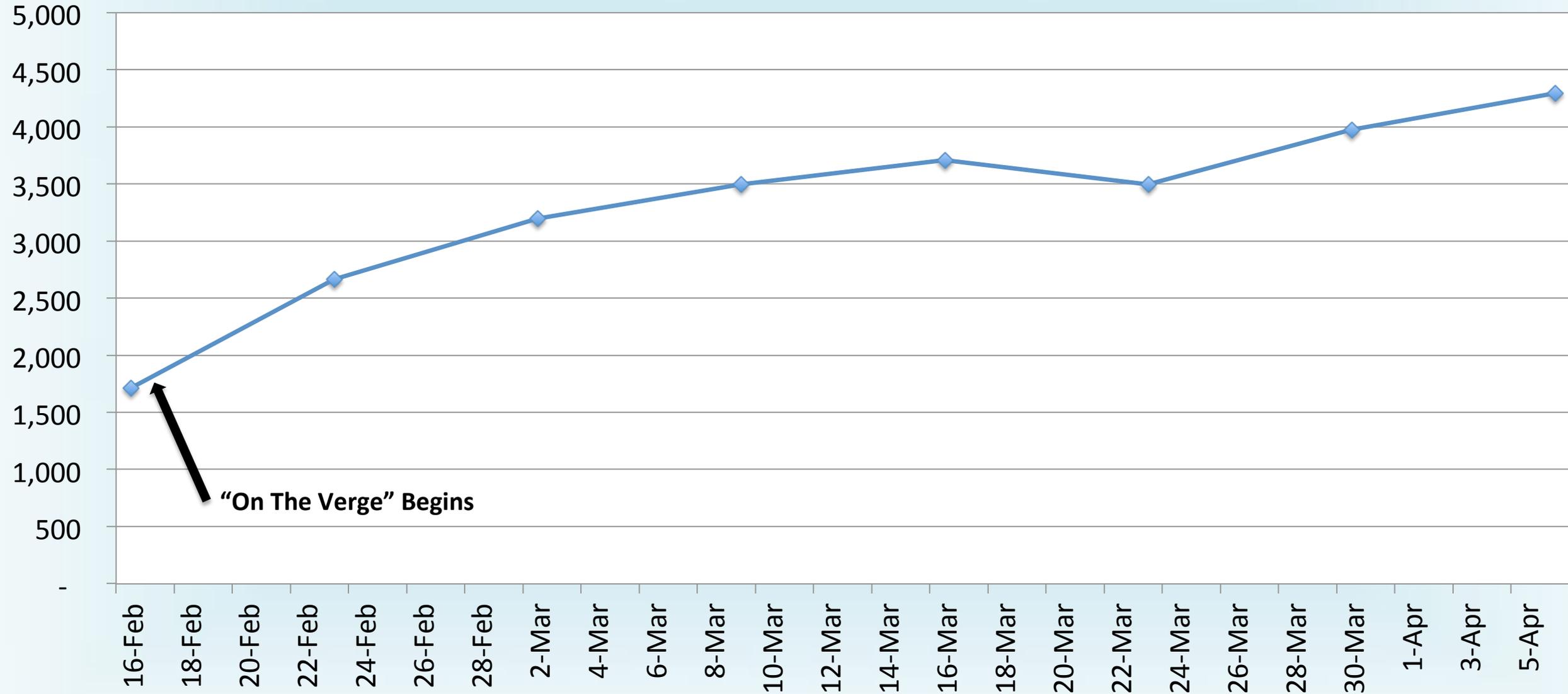


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **140%**
- Gained **953 new fans** the first week of the program
- **Top Clear Channel Social Markets:**
 - Sacramento, CA
 - Los Angeles, CA
 - Salt Lake City, UT
 - Denver, CO

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **66%**!

<u>Date</u>	<u>Shazam Ranking</u>
9-Feb	102
17-Feb	68
24-Feb	52
3-Mar	53
10-Mar	57
17-Mar	53
24-Mar	46
30-Mar	40
6-Apr	35

A.10



SUCCESS STORY: Milky Chance “Stolen Dance”



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total CCM&E audience **increased 364%**, going from 860K listeners to over **3.97MM** listeners
- Jumped **18 spots** on the MediaBase Alternative Radio Chart, going from #20 right before the program to **#2**
- Sold **over 200,100 units** throughout the program
- Gained **219,764 new fans** throughout the program
- Total CCM&E spins **increased 429%**, going from 116 per week to **over 614** per week
- Shazam ranking **jumped 31 spots** going from #48 to #17

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Alternative station sites for duration of program
- Social push to all participation station Facebook pages

The image displays a collage of digital promotional assets for the "On The Verge Artist" promotion. It includes:

- A screenshot of the ALT 98.7 website showing the "Listen Live" button, "Now Playing on ALT 98.7" section, and a search bar.
- An iHeartRadio page for the "On The Verge Artist" promotion, featuring the iHeartRadio logo and the text "ON THE VERGE ARTIST".
- A social media post from iHeartRadio, dated Monday, July 7th 2014 @ 2am, featuring a photo of two men on a rooftop. The post includes the text "Discover the Power of 5" and "Scratchers".
- A banner for "THE MAYAN CALENDAR DATES BACK TO 5 BC AND ENDS IN 2012" with a "CLICK TO DISCOVER THE POWER OF 5" button.
- A "DISCOVER THE POWER OF 5" banner with a "LEARN MORE" button and "SCRATCHERS" logo.
- A "Connect with ALT 98.7" button.

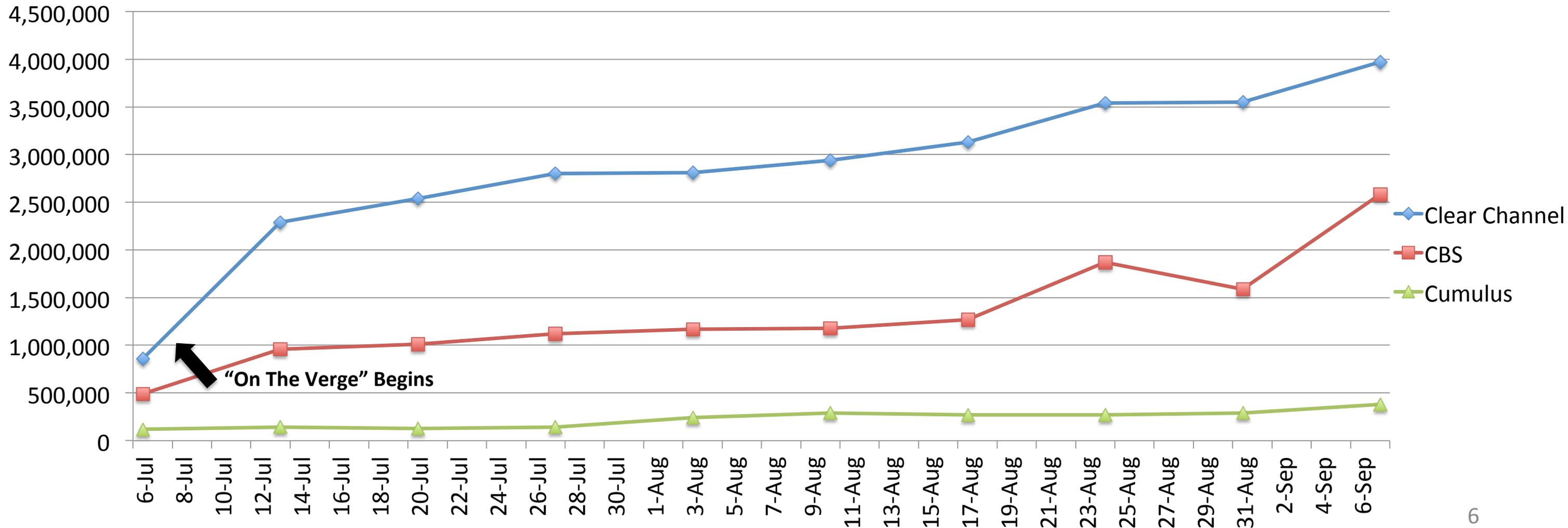
All 29 Stations in CCM+E's Alternative Network Participated

KSRY-FM	Los Angeles	WEND-FM	Charlotte-Gastonia-Rock Hill	WRXL-FM	Richmond
KYSR-FM	Los Angeles	WXDX-FM	Pittsburgh, PA	KUCD-FM	Honolulu
KDGE-FM	Dallas-Ft. Worth	K256AE	Salt Lake City-Ogden-Provo	WXEG-FM	Dayton
KTBZ-FM	Houston-Galveston	W264BW / W292CO	Cincinnati	KTEG-FM	Albuquerque
WWDC-FM	Washington, DC	W256BT	Cleveland	KDXA-FM	Des Moines
WRFF-FM	Philadelphia	K276EL	Austin	KRAB-FM	Bakersfield
WRDA-FM	Atlanta	WCGX-FM	Columbus, OH	W244AV / W245BG	Roanoke-Lynchburg
WRDG-FM	Atlanta	WRZX-FM	Indianapolis	K235BT	Ft. Collins-Greeley, CO
KTCL-FM	Denver-Boulder	W237BA / W237BZ	Raleigh-Durham	KKED-FM	Fairbanks, AK
K272EL	Portland, OR	WVBZ-FM	Greensboro-Winston-Salem-High Point		

Clear Channel Leading the Charge in Airplay

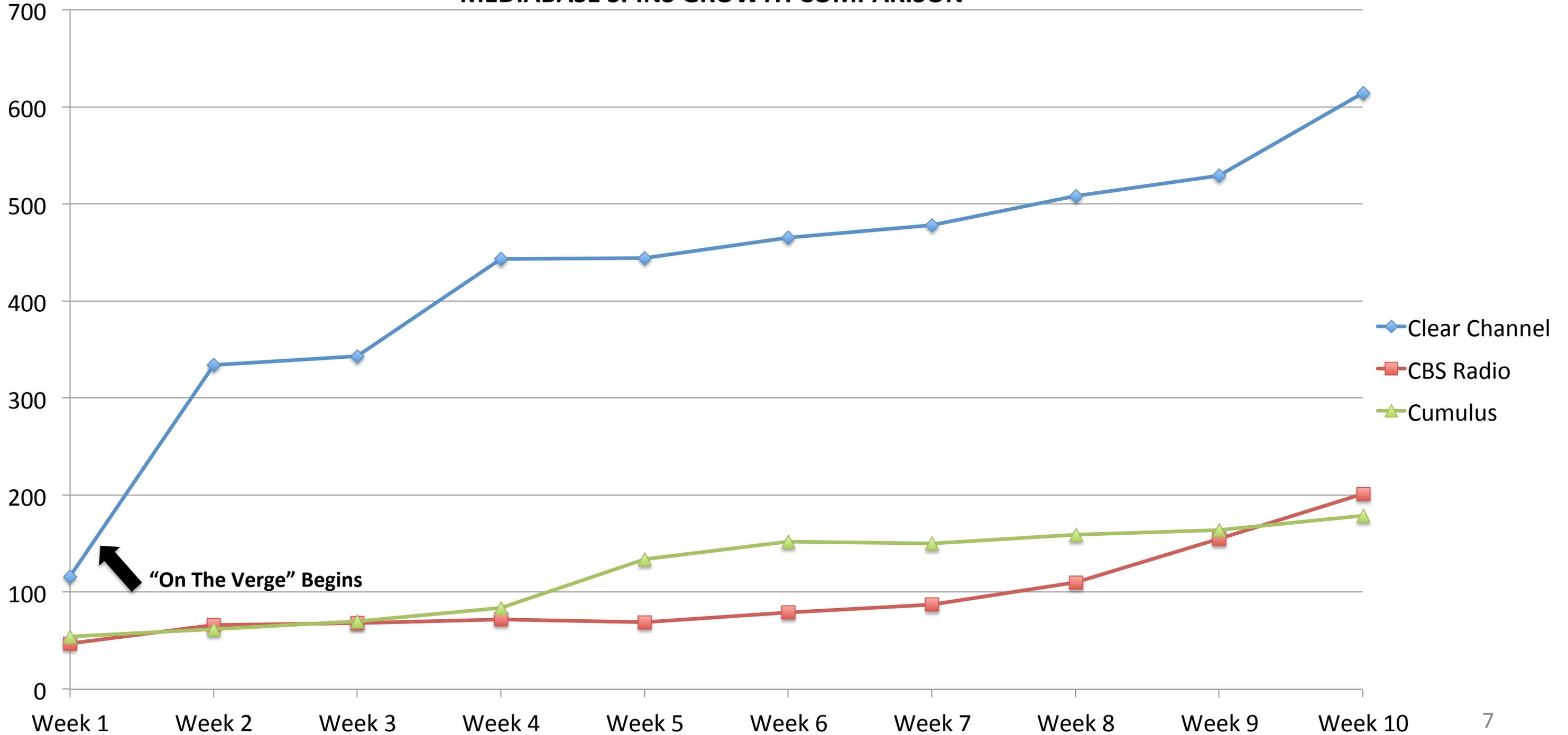
- Total CCM&E Audience: **28,120,000**
- Average CCM&E Spin Growth Per Week: **55 plays**
- CCM&E's Airplay During OTV Time Period: **19%**

MediaBase Alternative Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

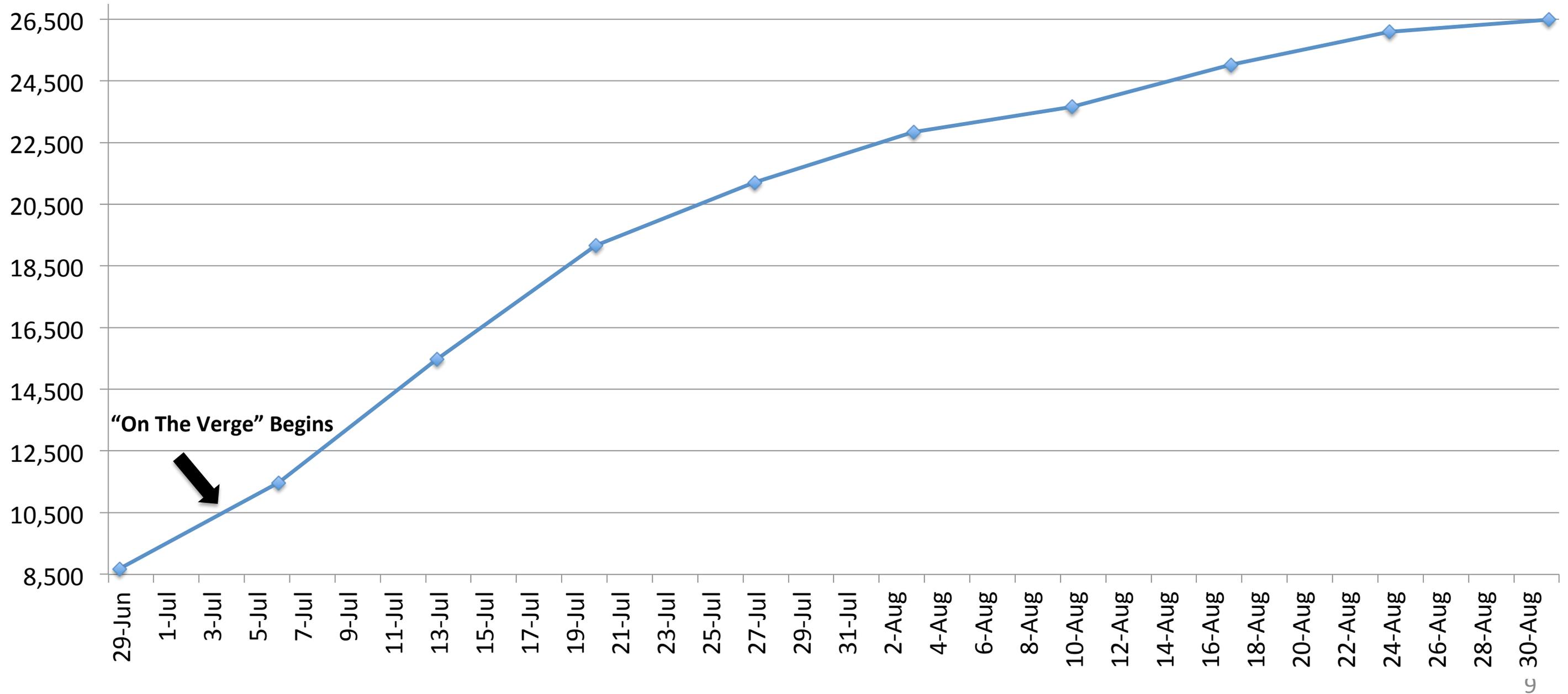
- Single sales increased **205%** (from 8,678 units to **26,478** units)
- Average sales growth per week: **14%** (average growth of **1,978 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
Los Angeles, CA	2064	287%
Chicago, IL	1261	310%
New York, NY	729	103%
Denver, CO	990	483%
Philadelphia, PA	591	176%
SF-Okland-San Jose	345	58%
Dallas-Ft. Worth, TX	619	293%
Boston, MA	687	280%
Seattle-Tacoma, WA	373	157%
Washington, DC	366	117%

CCM+E Driving Sales

Single Sales (Per Week)



On The Verge Drives Social Media Growth

- Gained over **219,764** new fans throughout the program
- Gained on average **24,418** new fans per week throughout the program
- **Top Clear Channel Social Markets:**
 - Los Angeles, CA
 - Dallas, TX
 - Washington, DC
 - Seattle, WA
 - Salt Lake City, UT

On The Verge Drives Shazam Rankings

- Shazam ranking increased **65%**
- Jumped 31 spots!

<u>Date</u>	<u>Shazam Ranking</u>
July 6	48
July 13	26
July 20	25
July 27	24
August 3	23
August 10	22
August 17	22
August 24	21
August 31	21
September 7	17

A.11



ON THE VERGE



On The Verge: New Politics

Listen to the new song, 'Tonight You're Perfect'

SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

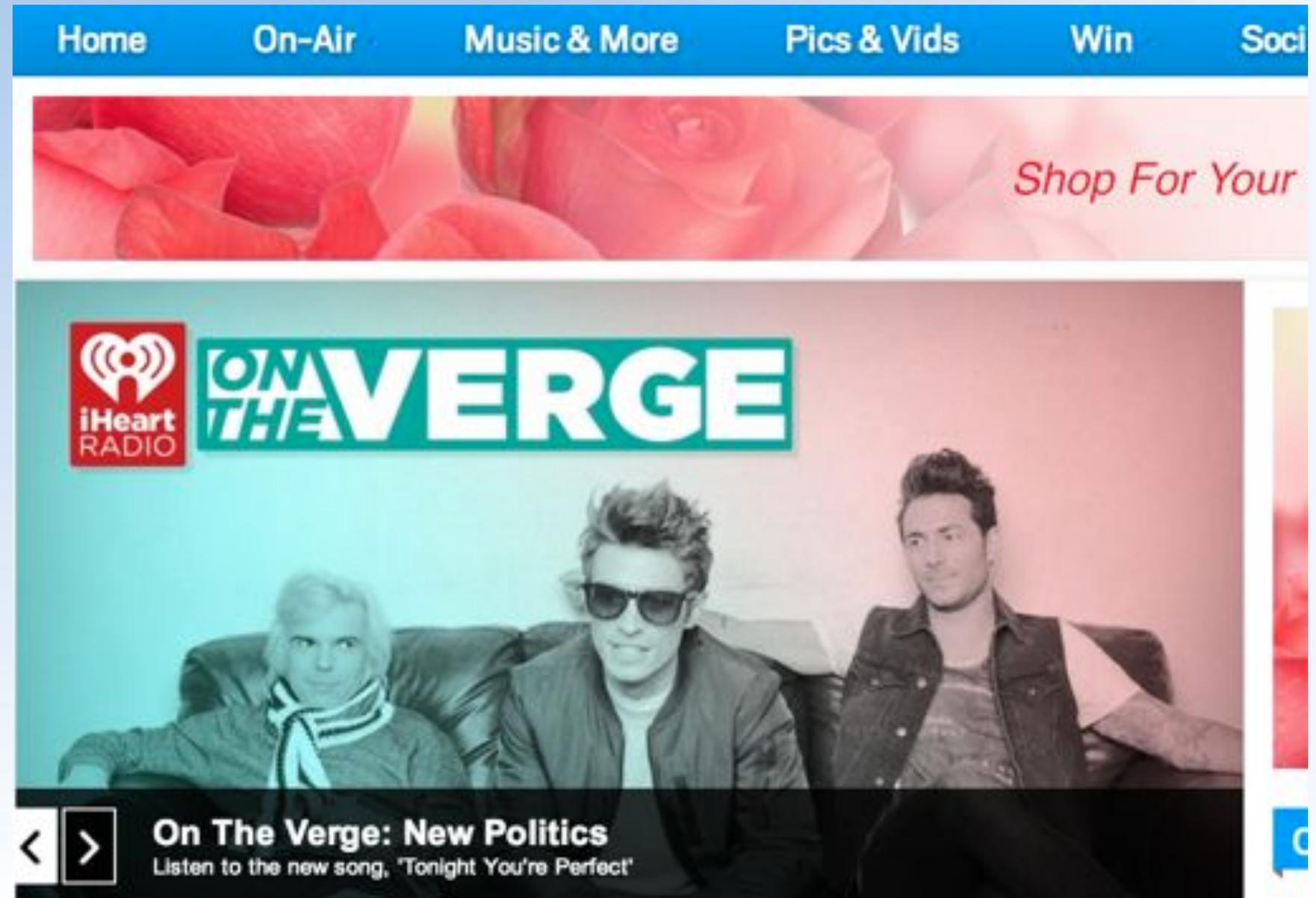
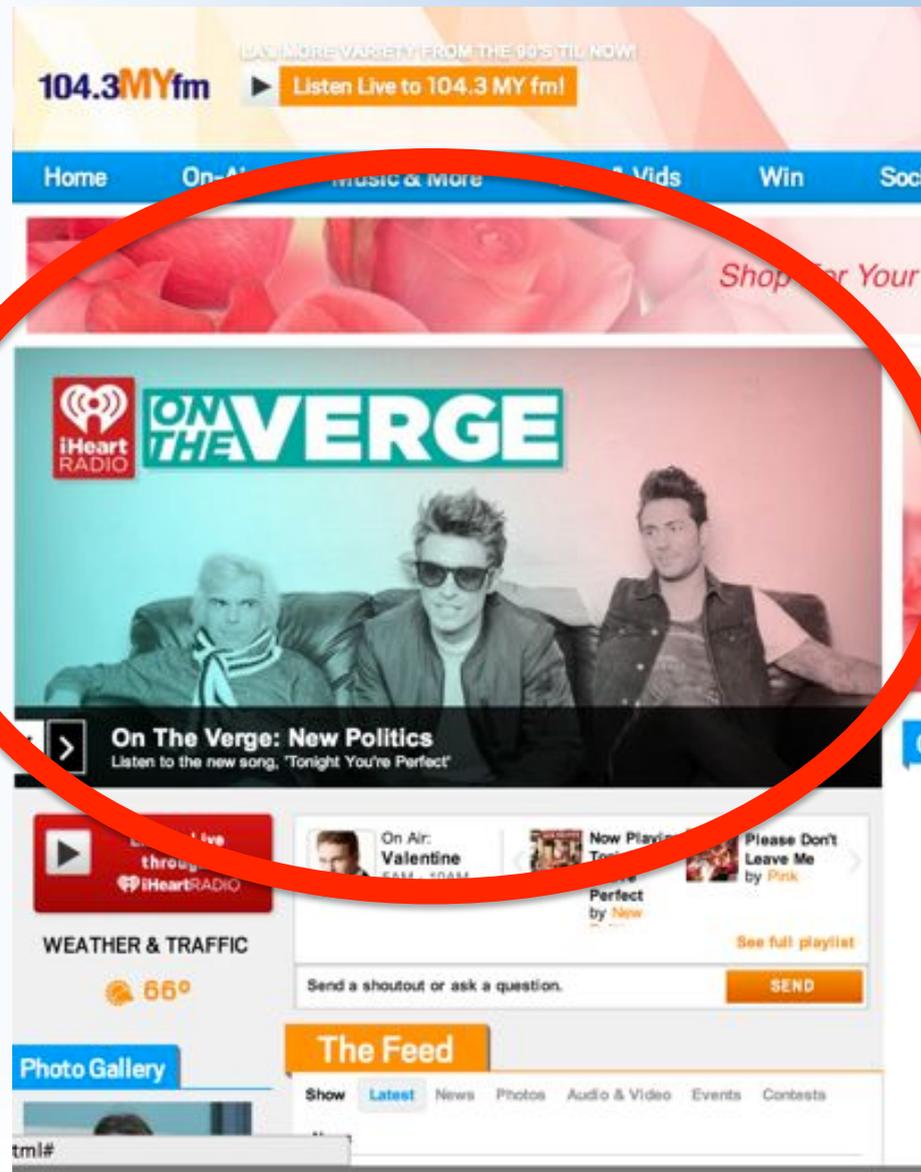
- Single **climbed 29 spots** on the MediaBase Hot AC radio chart throughout the program
- Total audience **increased 438%**, going from 1.3MM listeners to **7MM listeners**
- Single sales **increased 153%** throughout the program, **selling over 35,000 units!**
- Jumped **216 spots** on the Shazam chart
- Social media fans per week **increased 25%**, gaining **over 28,000 new fans** throughout the program
- Total spins **increased 1,040%**, going from 120 per week to almost **1,500 per week**

All 40 Stations in CCM+E's Hot AC Network Participated

KBIG-FM	Los Angeles	KHKZ-FM	McAllen-Brownsville-Harlingen	WKCI-FM	New Haven
WLIT-FM	Chicago	WDVI-FM	Rochester, NY	KTOZ-FM	Springfield, MO
KIOI-FM	San Francisco	WMYI-FM	Greenville-Spartanburg	WCTW-FM	Poughkeepsie, NY
KDMX-FM	Dallas-Ft. Worth	WBCG-FM	Ft. Myers-Naples-Marco Island	KKYS-FM	Bryan-College Station, TX
WISX-FM	Philadelphia	KMIY-FM	Tucson	W239BV	Winchester, VA
WMIA-FM	Miami-Ft. Lauderdale-Hollywood	WMMX-FM	Dayton	WHCY-FM	Sussex, NJ
KYNW-FM	Seattle-Tacoma	WRVE-FM	Albany-Schenectady-Troy	WQLX-FM	Chillicothe, OH
KMXP-FM	Phoenix	KPEK-FM	Albuquerque	WDFM-FM	Defiance, OH
KTCZ-FM	Minneapolis-St. Paul	KCYZ-FM	Des Moines	KAKQ-FM	Fairbanks, AK
KMYI-FM	San Diego	WRDX-FM	Wilmington, DE	WYHT-FM	Mansfield, OH
WMTX-FM	Tampa-St. Petersburg-Clearwater	KVUU-FM	Colorado Springs	WYNT-FM	Marion, OH
KJMY-FM	Salt Lake City-Ogden-Provo	WHYN-FM	Springfield, MA	WLLK-FM	Somerset, KY
WSNE-FM	Providence-Warwick-Pawtucket	KCDA-FM	Spokane		
KVDU-FM	New Orleans	KOSO-FM	Modesto		

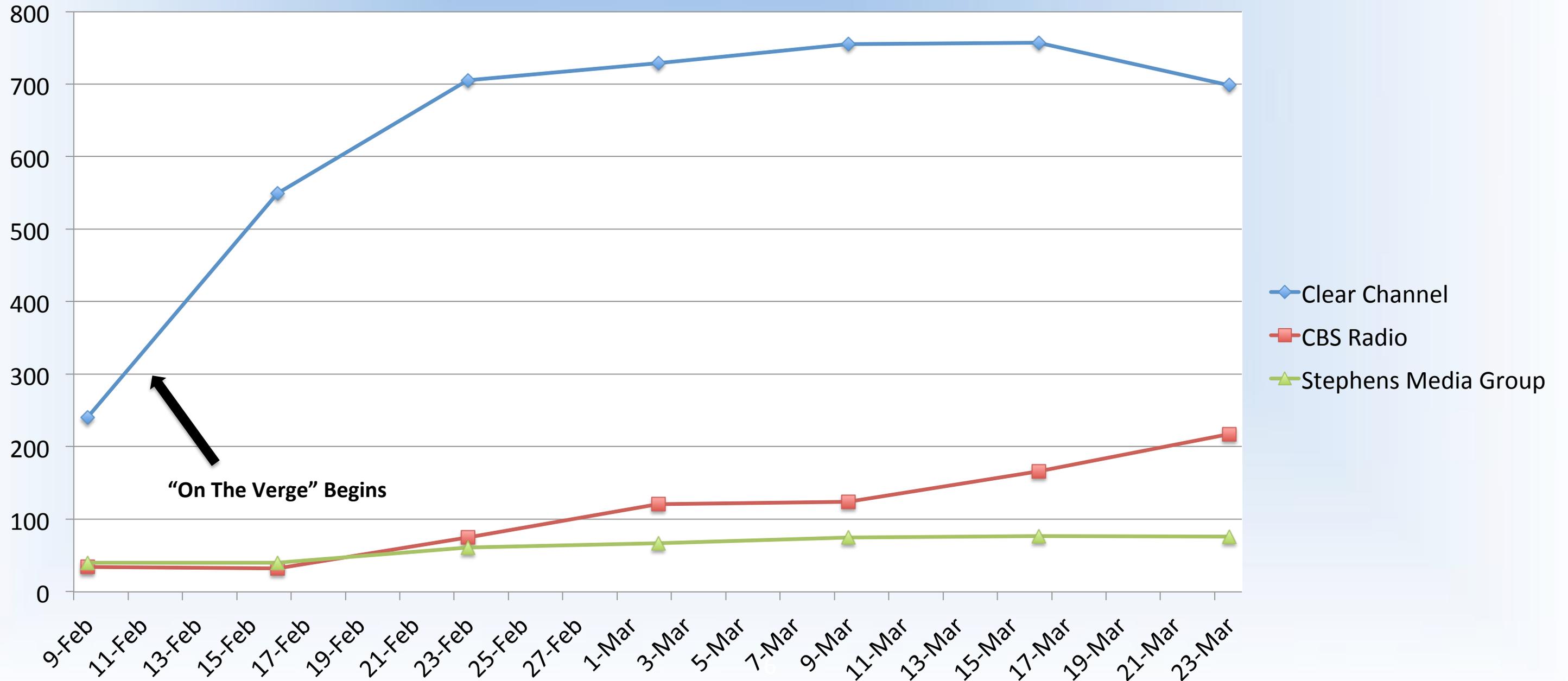
DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured across all Hot AC station sites for duration of program
- Social push to all participation station Facebook pages



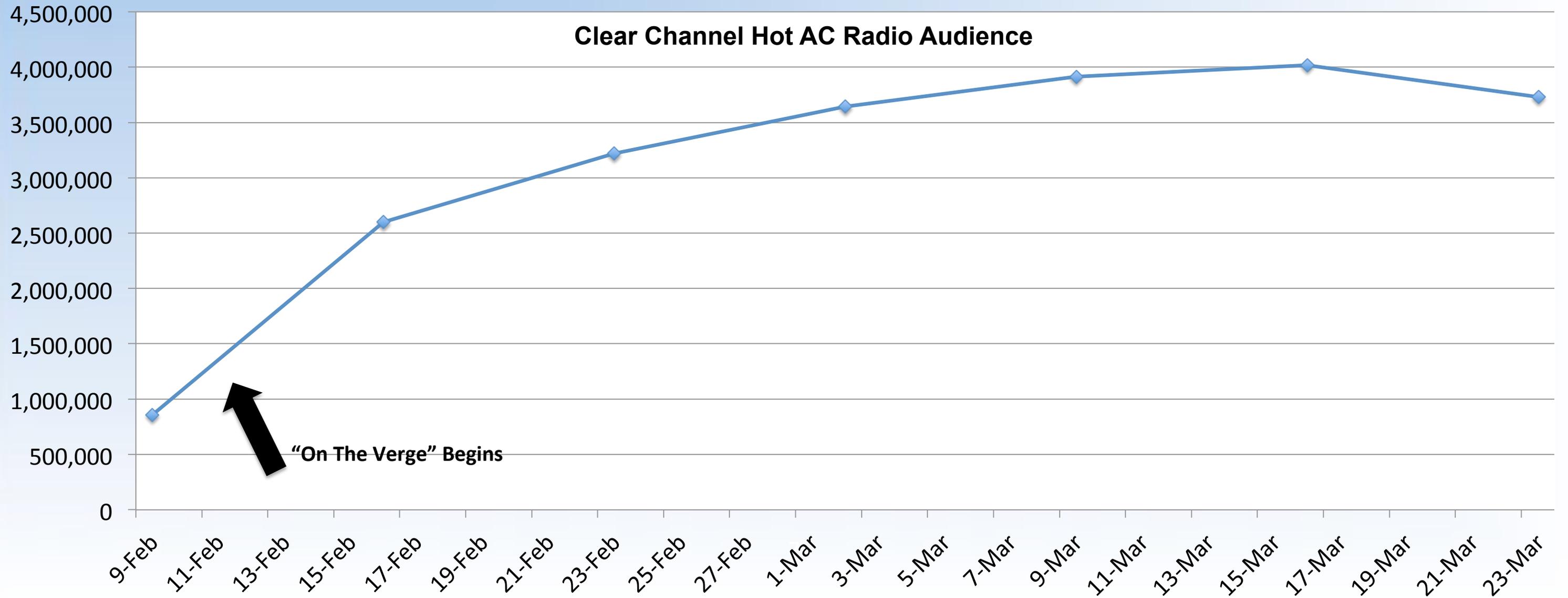
Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



Clear Channel Leading the Charge in Airplay

- Total Clear Channel Spins: **5,320**
- Average Spin Growth Per Week: **166 plays**
- Average Audience Growth Per Week: **1 million listeners**



CCM+E Driving Sales in Key Markets

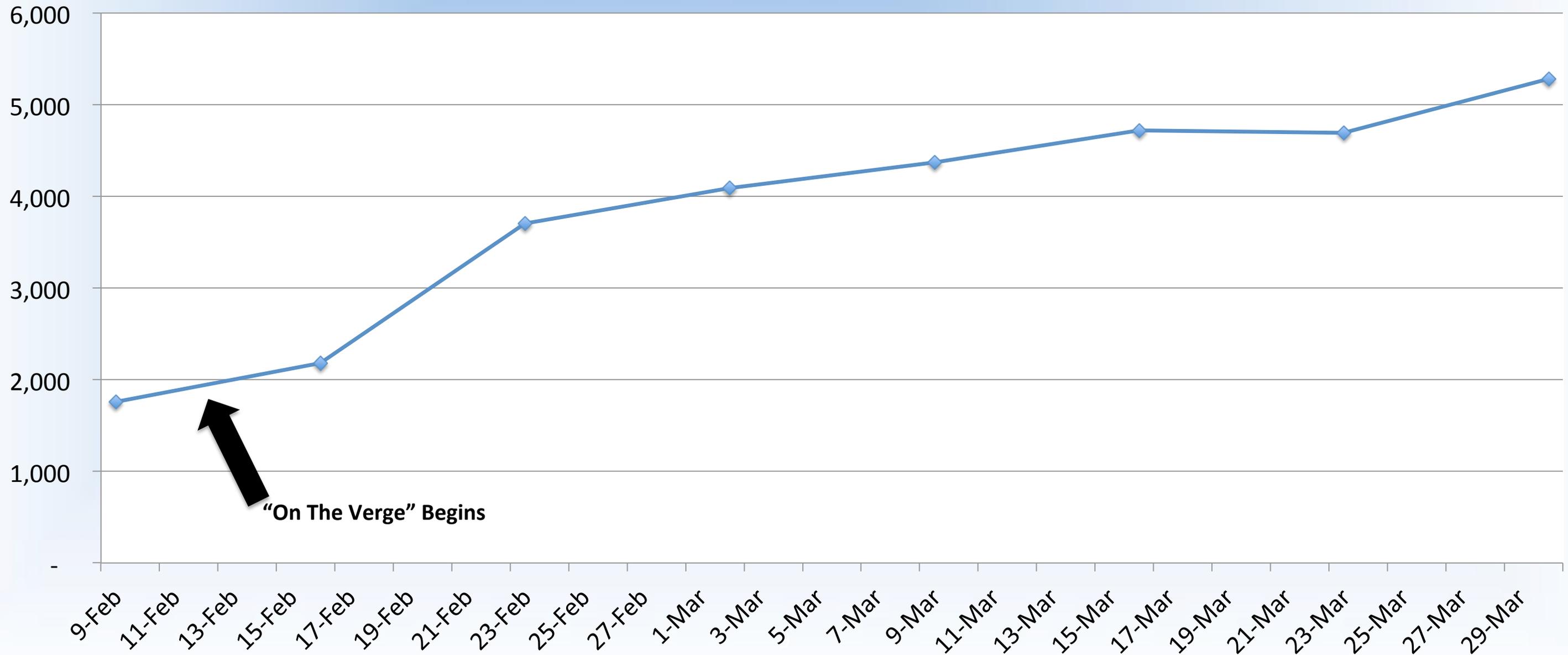
- **153% overall increase** and still growing (over 35,000 units)!
- Average Sales Growth Per Week: **19%**

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
Los Angeles, CA	3524	201%
New York, NY	413	190%
Denver, CO	288	316%
Chicago, IL	49	28%
Philadelphia, PA	239	269%
Dallas-Ft. Worth, TX	82	85%
Washington, DC	98	175%
Boston, MA	64	90%
San Diego, CA	83	244%
Houston, TX	72	164%

CCM+E Driving Sales

DIGITAL SALES TRACK DURING "ON THE VERGE" TIME PERIOD

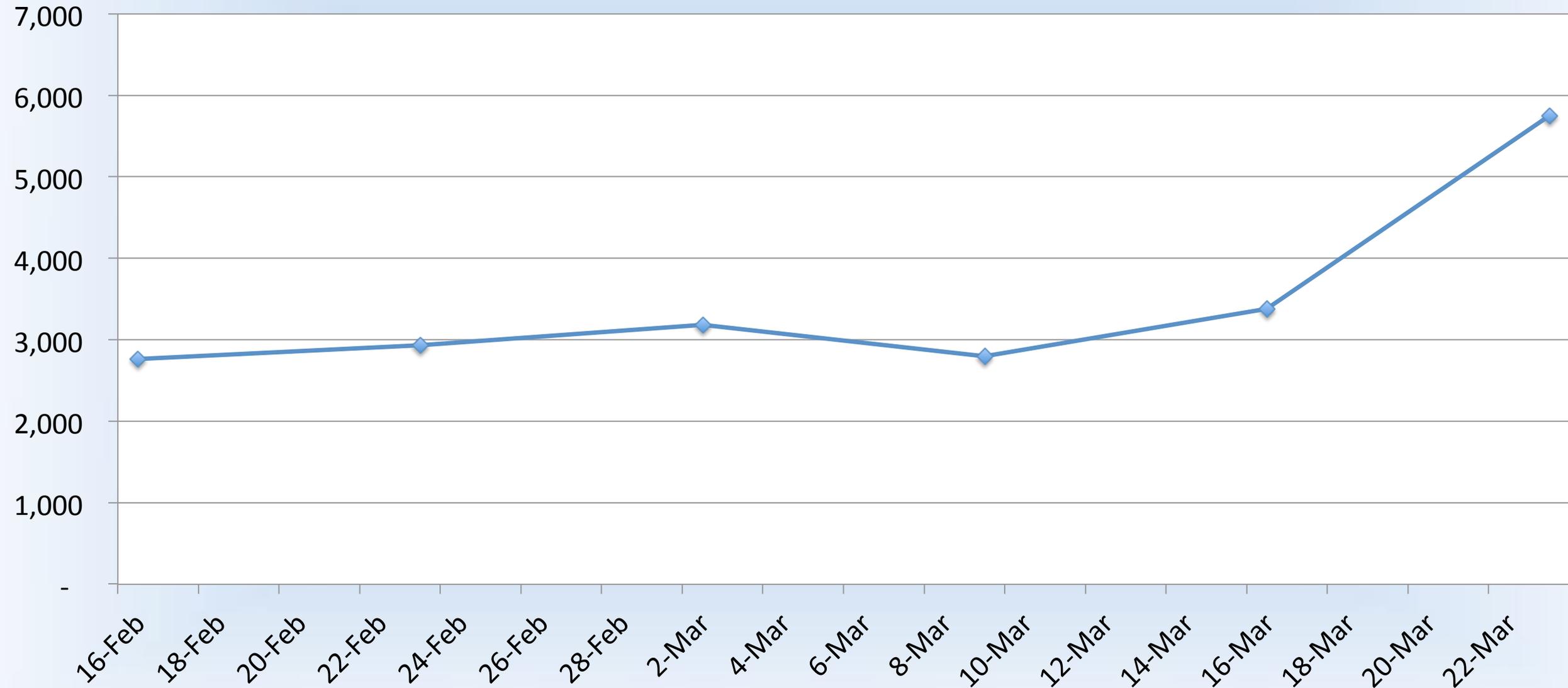


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **25%**
- Gained **1,169 new fans** the first week of the program
- **Top Clear Channel Social Markets:**
 - Los Angeles, CA
 - Salt Lake City, UT
 - Columbia, SC
 - Washington, DC

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **64%**!

<u>Date</u>	<u>Shazam Ranking</u>
9-Feb	325
17-Feb	160
24-Feb	127
3-Mar	122
10-Mar	104
17-Mar	98

A.12



 **ON THE VERGE**
ARTIST

SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

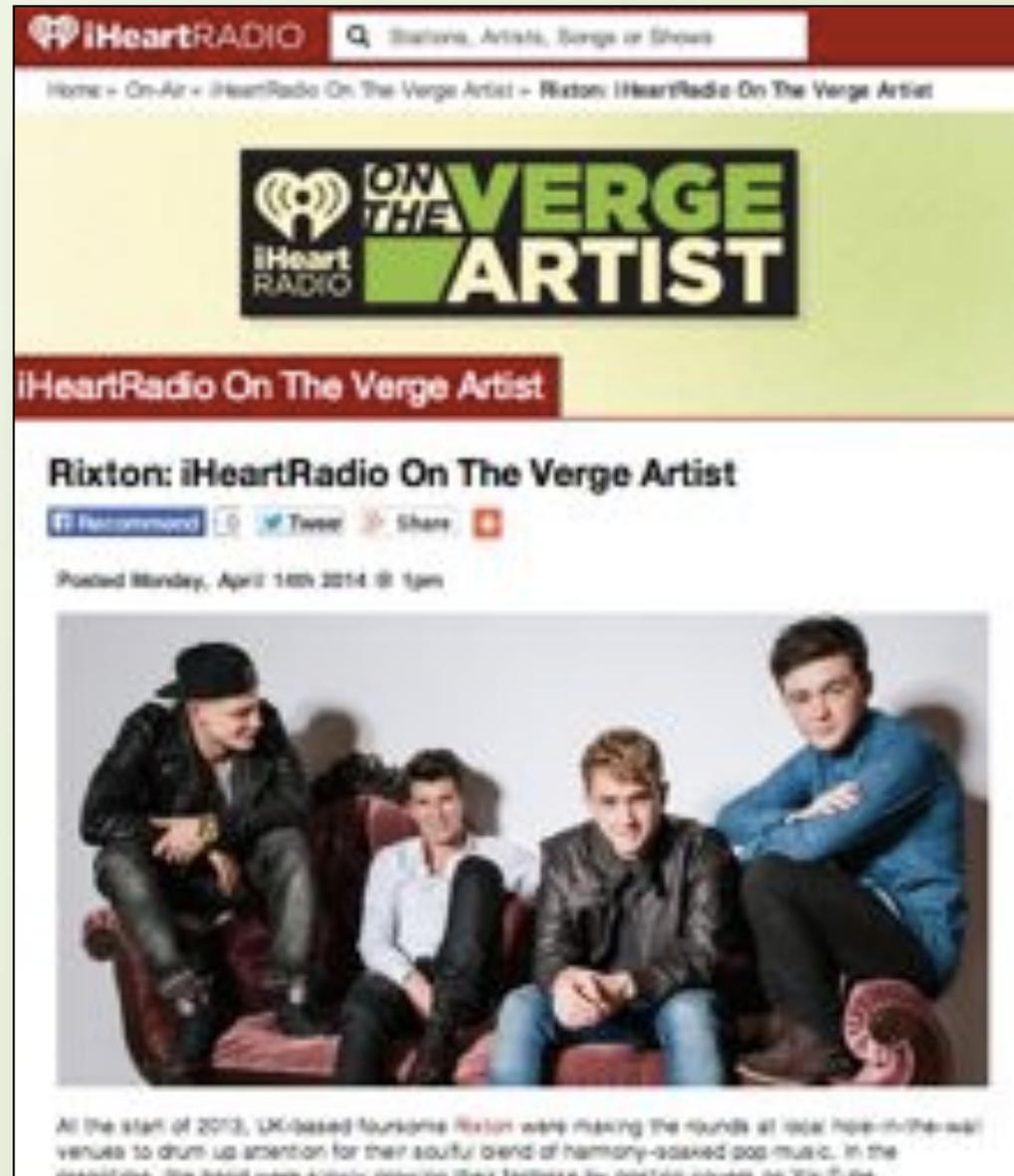
- Total audience **increased 190%**, going from 29MM listeners to **85MM** listeners
- Jumped **36 spots** on the MediaBase Hot AC Radio Chart, going from #46 right before the program to **#10**
- Sold **over 540K units** throughout the program
- Social media fans per week **increased 44%**, gaining **184,000 new fans** throughout the program
- Total spins **increased 191%**, going from 5,200 per week to **15,400** per week
- Shazam ranking **increased 25%** going from #16 to #12 in just six weeks

All 40 Stations in CCM+E's Hot AC Network Participated

KBIG-FM	Los Angeles	KHKZ-FM	McAllen-Brownsville-Harlingen	WKCI-FM	New Haven
WLIT-FM	Chicago	WDVI-FM	Rochester, NY	KTOZ-FM	Springfield, MO
KIOI-FM	San Francisco	WMYI-FM	Greenville-Spartanburg	WCTW-FM	Poughkeepsie, NY
KDMX-FM	Dallas-Ft. Worth	WBCG-FM	Ft. Myers-Naples-Marco Island	KKYS-FM	Bryan-College Station, TX
WISX-FM	Philadelphia	KMIY-FM	Tucson	W239BV	Winchester, VA
WMIA-FM	Miami-Ft. Lauderdale-Hollywood	WMMX-FM	Dayton	WHCY-FM	Sussex, NJ
KYNW-FM	Seattle-Tacoma	WRVE-FM	Albany-Schenectady-Troy	WQLX-FM	Chillicothe, OH
KMXP-FM	Phoenix	KPEK-FM	Albuquerque	WDFM-FM	Defiance, OH
KTCZ-FM	Minneapolis-St. Paul	KCYZ-FM	Des Moines	KAKQ-FM	Fairbanks, AK
KMYI-FM	San Diego	WRDX-FM	Wilmington, DE	WYHT-FM	Mansfield, OH
WMTX-FM	Tampa-St. Petersburg-Clearwater	KVUU-FM	Colorado Springs	WYNT-FM	Marion, OH
KJMY-FM	Salt Lake City-Ogden-Provo	WHYN-FM	Springfield, MA	WLLK-FM	Somerset, KY
WSNE-FM	Providence-Warwick-Pawtucket	KCDA-FM	Spokane		
KVDU-FM	New Orleans	KOSO-FM	Modesto		

DIGITAL – “ON THE VERGE” PROMOTION

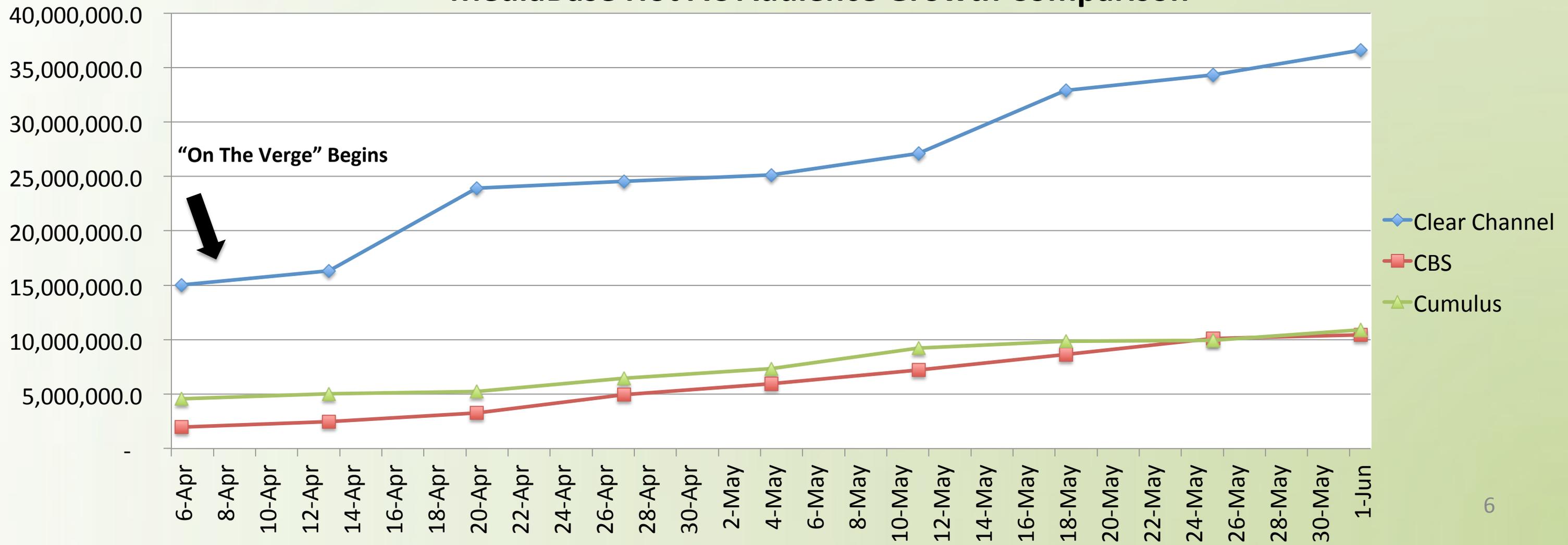
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- Social push to all participation station Facebook pages



Clear Channel Leading the Charge in Airplay

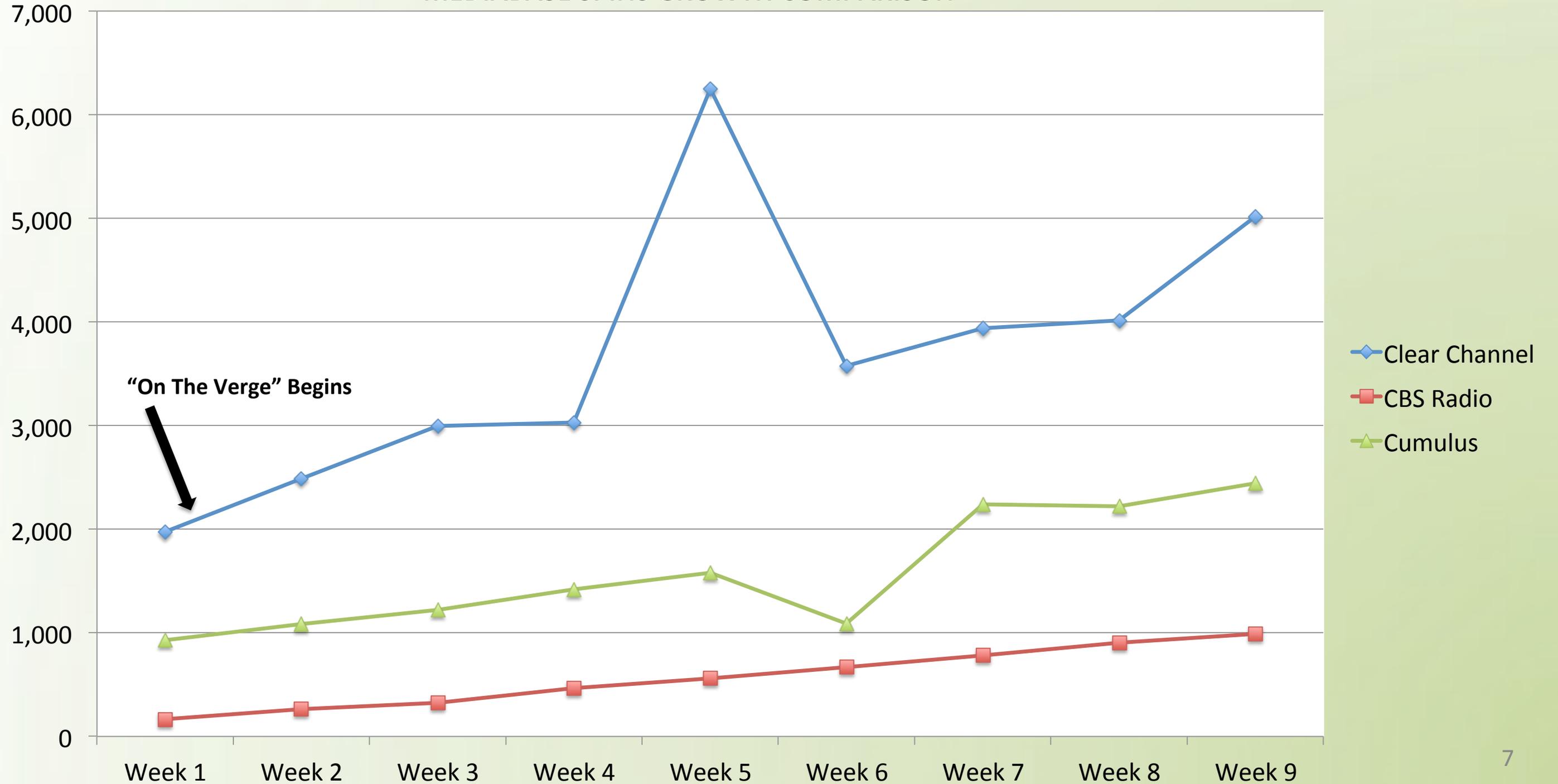
- Total Clear Channel Audience: **235,940,000**
- Average Spin Growth Per Week: **1,264 plays**
- CCM&E's Airplay During OTV Time Period: **35%**

MediaBase Hot AC Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

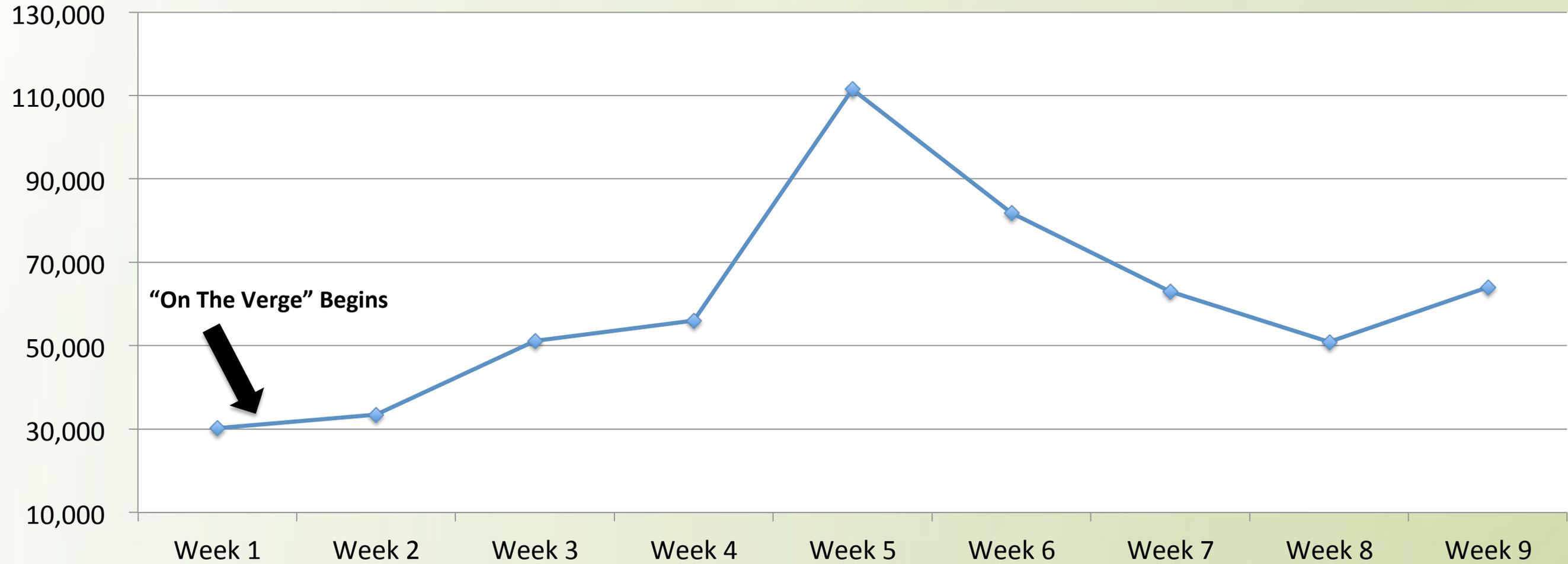
- Single Sales increased **112%** (from 30,150 units to 63,971 units)
- Average sales growth per week: **16%** (average growth of **4,230 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	% Increase
New York, NY	189%
Houston, TX	155%
Philadelphia, PA	92%
Washington, DC	187%
Chicago, IL	55%
Los Angeles, CA	145%
Memphis, TN	29%
Atlanta, GA	103%
Nashville, TN	880%
Baltimore, MD	525%

CCM+E Driving Sales

Digital Single Sales (per week)

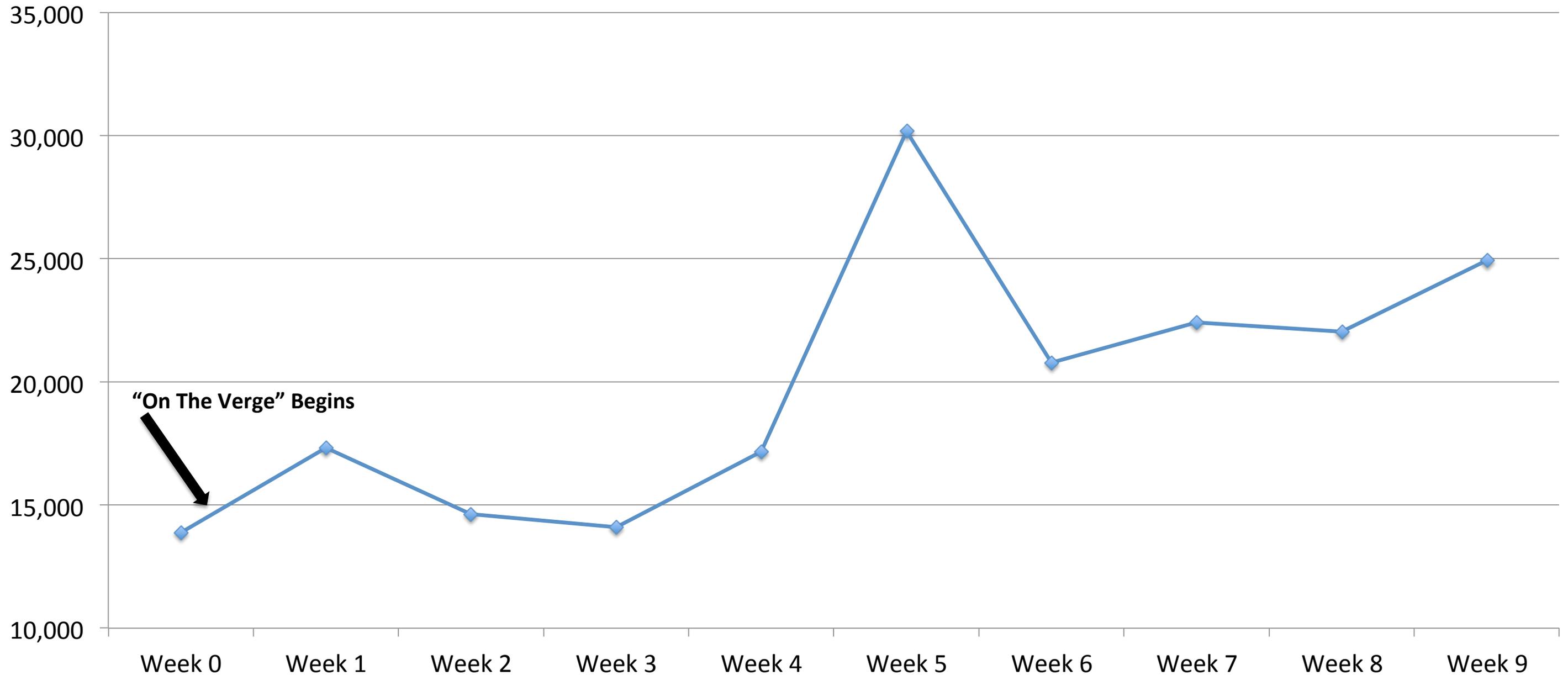


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **80%** (from 13,870 the first week, to 24,934 new fans)
- Gained on average **1,300 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - Dallas, TX
 - Raleigh, NC
 - Atlanta, GA
 - Seattle, WA
 - Phoenix, AZ

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **25%**
- Jumped 10 spots in the first three weeks!

<u>Date</u>	<u>Shazam Ranking</u>
March 30	16
April 6	11
April 13	7
April 20	6
April 27	8
May 4	11
May 11	12

A.13



iHeart
RADIO

ON THE VERGE
ARTIST



SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

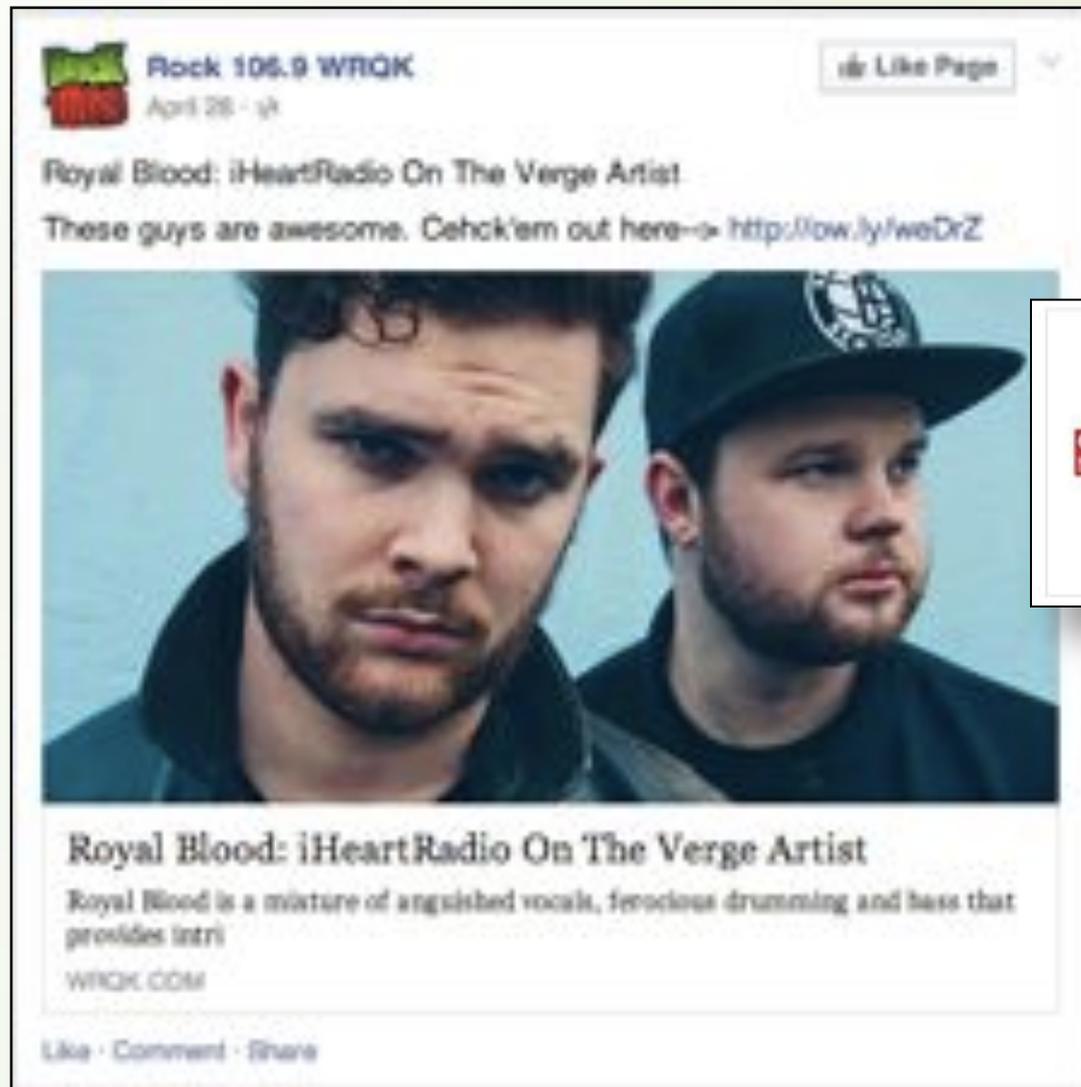
- Total audience **increased 146%**, going from 2.5MM listeners to **6.2MM** listeners
- Jumped **8 spots** on the MediaBase Mainstream Rock Radio Chart, going from #13 right before the program to **#5**
- Sold **over 12,000 units** throughout the program
- Social media fans per week **increased 78%**, gaining **over 48,000 new fans** throughout the program
- Total spins **increased 94%**, going from 1,165 per week to **2,300** per week
- Shazam ranking **increased 23%**, jumping 74 spots

All 40 Stations in CCM+E's Mainstream & Active Rock Networks Participated

KEGL-FM	Dallas-Ft. Worth	W295AZ	Jacksonville	KNCN-FM	Corpus Christi	KBRQ-FM	Waco, TX
KKBW-FM	Seattle-Tacoma	WTFX-FM	Louisville	KMRQ-FM	Modesto	WGIR-FM	Manchester
KIOZ-FM	San Diego	W276BQ	Birmingham	WHEB-FM	Portsmouth-Dover-Rochester	WFFX-FM	Laurel-Hattiesburg, MS
WXTB-FM	Tampa-St. Petersburg-Clearwater	KMOD-FM	Tulsa	WTKX-FM	Pensacola	KSEZ-FM	Sioux City, IA
KBPI-FM	Denver-Boulder	KZRR-FM	Albuquerque	WRQK-FM	Canton	KSSS-FM	Bismarck, ND
KTMQ-FM	Riverside-San Bernardino	WZZO-FM	Allentown-Bethlehem	KLFX-FM	Killeen-Temple, TX	KJKJ-FM	Grand Forks, ND-MN
WEBN-FM	Cincinnati	WTZB-FM	Sarasota-Bradenton	KIOC-FM	Beaumont-Port Arthur, TX	KZRX-FM	Dickinson, ND
WMMS-FM	Cleveland	KDJE-FM	Little Rock	WXSR-FM	Tallahassee	KDAG-FM	Farmington, NM
WJRR-FM	Orlando	WIOT-FM	Toledo	WVRK-FM	Columbus, GA	KFMQ-FM	Gallup, NM
K242CE	New Orleans	WRXR-FM	Chattanooga	WKGB-FM	Binghamton	KZPR-FM	Minot, ND

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Mainstream and Active Rock station sites for duration of program
- Social push to all participation station Facebook pages



Rock 106.9 WRQK
April 28 - 4t

Royal Blood: iHeartRadio On The Verge Artist
These guys are awesome. Check'em out here -> <http://ow.ly/weDrZ>



Royal Blood: iHeartRadio On The Verge Artist
Royal Blood is a mixture of anguished vocals, ferocious drumming and bass that provides intri
WRQK.COM

Like · Comment · Share



iHeartRadio On The Verge

[Listen Now](#)

Info Share



iHeartRADIO Stations, Artists, Songs or Shows

Home > On-Air > iHeartRadio On The Verge Artist > Royal Blood: iHeartRadio On The Verge Artist



iHeartRadio On The Verge Artist

Royal Blood: iHeartRadio On The Verge Artist

Recommended Tweet Share +

Posted Monday, April 21st 2014 @ 3pm

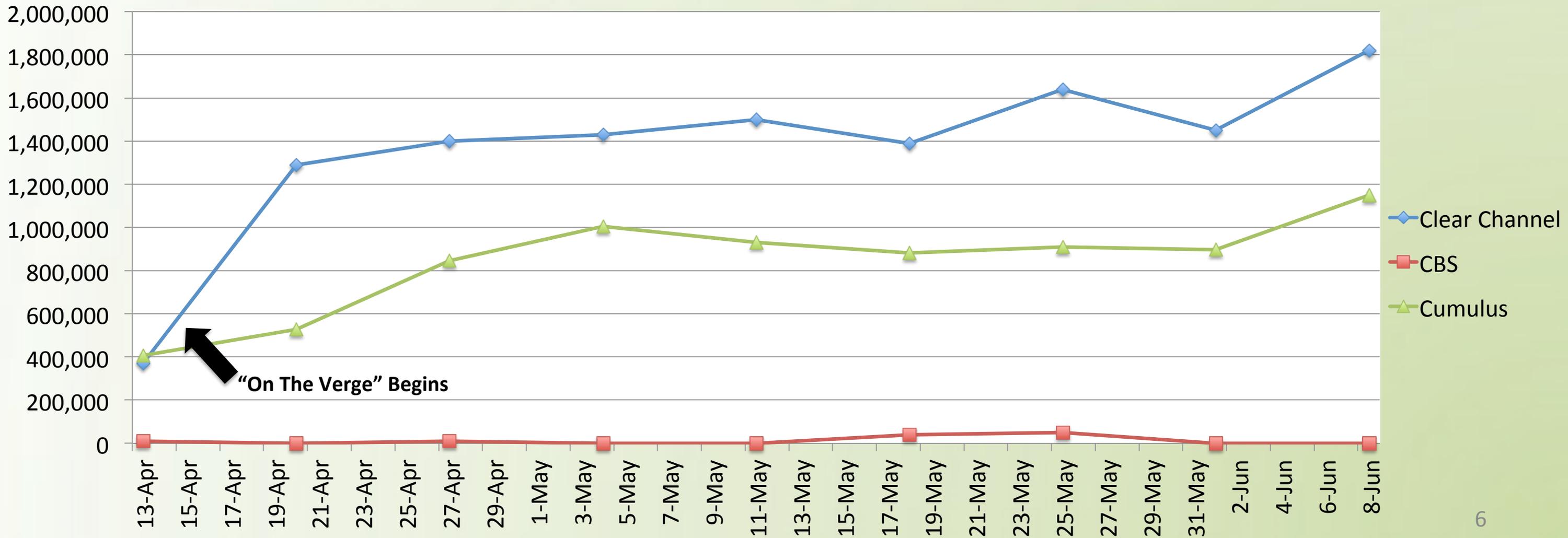


Royal Blood is a mixture of anguished vocals, ferocious drumming and bass that provides intricate detail as well as a number of rhythm. Royal Blood are the result of a lineage that stretches from present day heroes Queens of the Stone Age to the influential Led Zeppelin, and all the way back to early blues pioneers.

Clear Channel Leading the Charge in Airplay

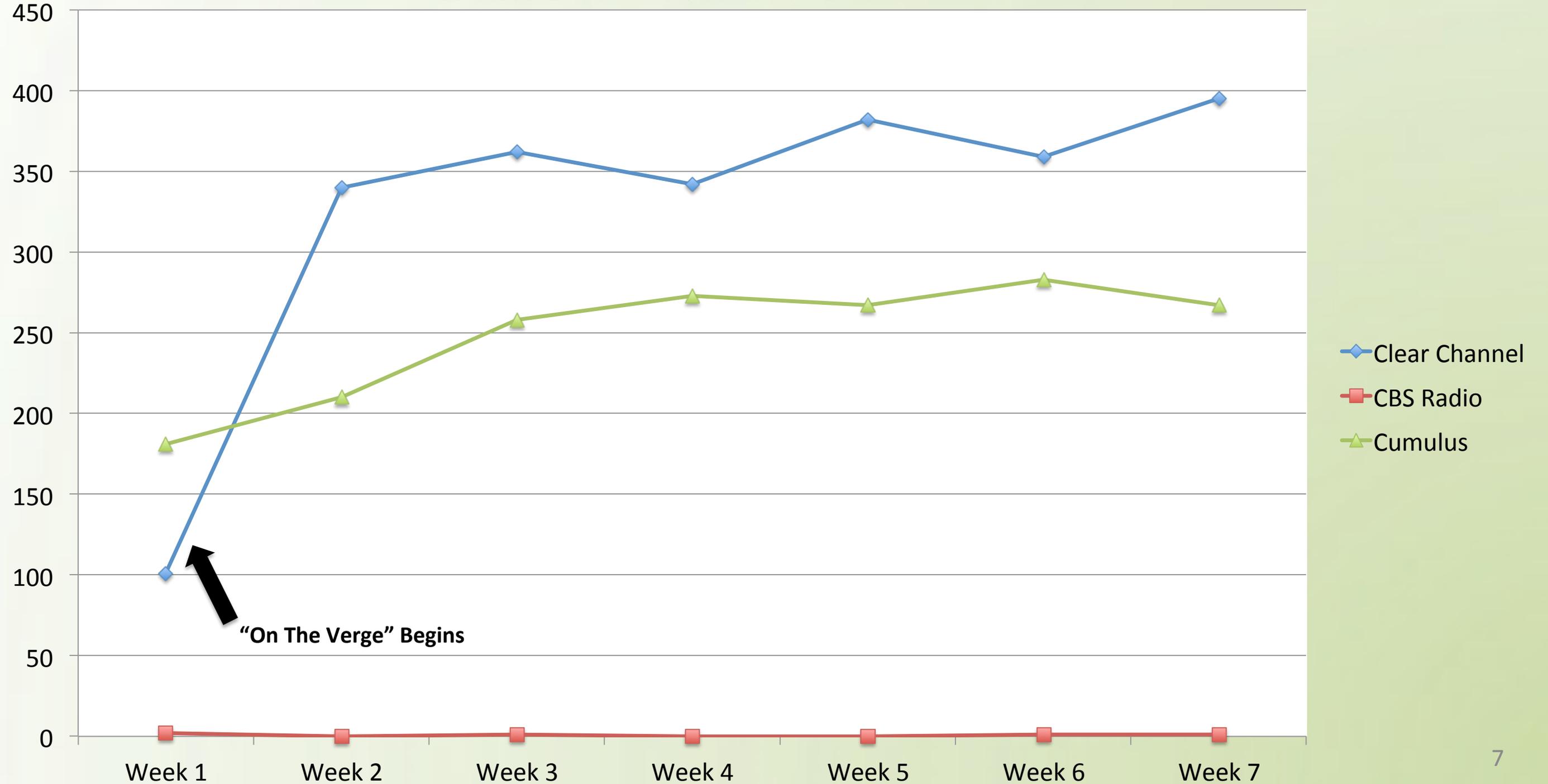
- Total Clear Channel Audience: **12,380,000**
- Average Spin Growth Per Week: **137 plays**
- CCM&E's Airplay During OTV Time Period: **19%**

MediaBase Country Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

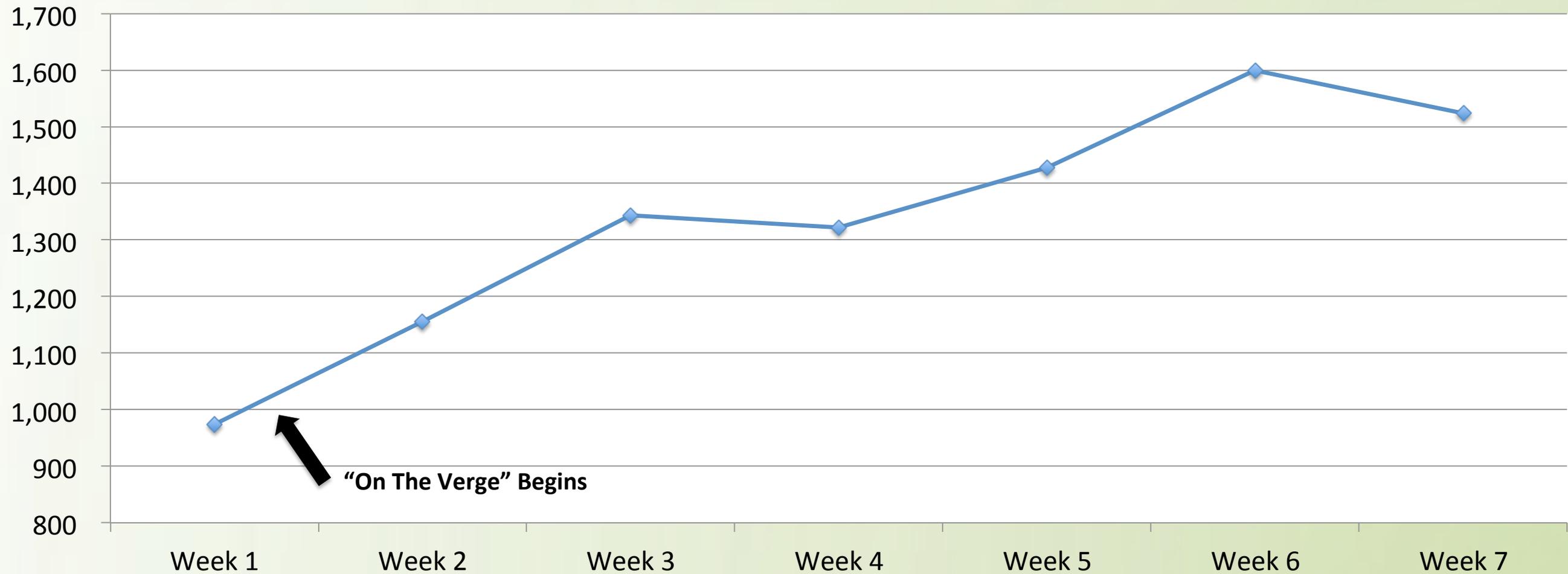
- Single sales increased **56%** (from 974 units to 1,524 units)
- Average sales growth per week: **8%** (average growth of **92** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	% Increase
Seattle-Tacoma, WA	60%
Minneapolis-St. Paul, MN	55%
Washington, DC	86%
Chicago, IL	55%
Los Angeles, CA	26%
New York, NY	19%
Philadelphia, PA	23%
Phoenix, AZ	16%
Denver, CO	150%
Detroit, MI	50%

CCM+E Driving Sales

Digital Single Sales (per week)

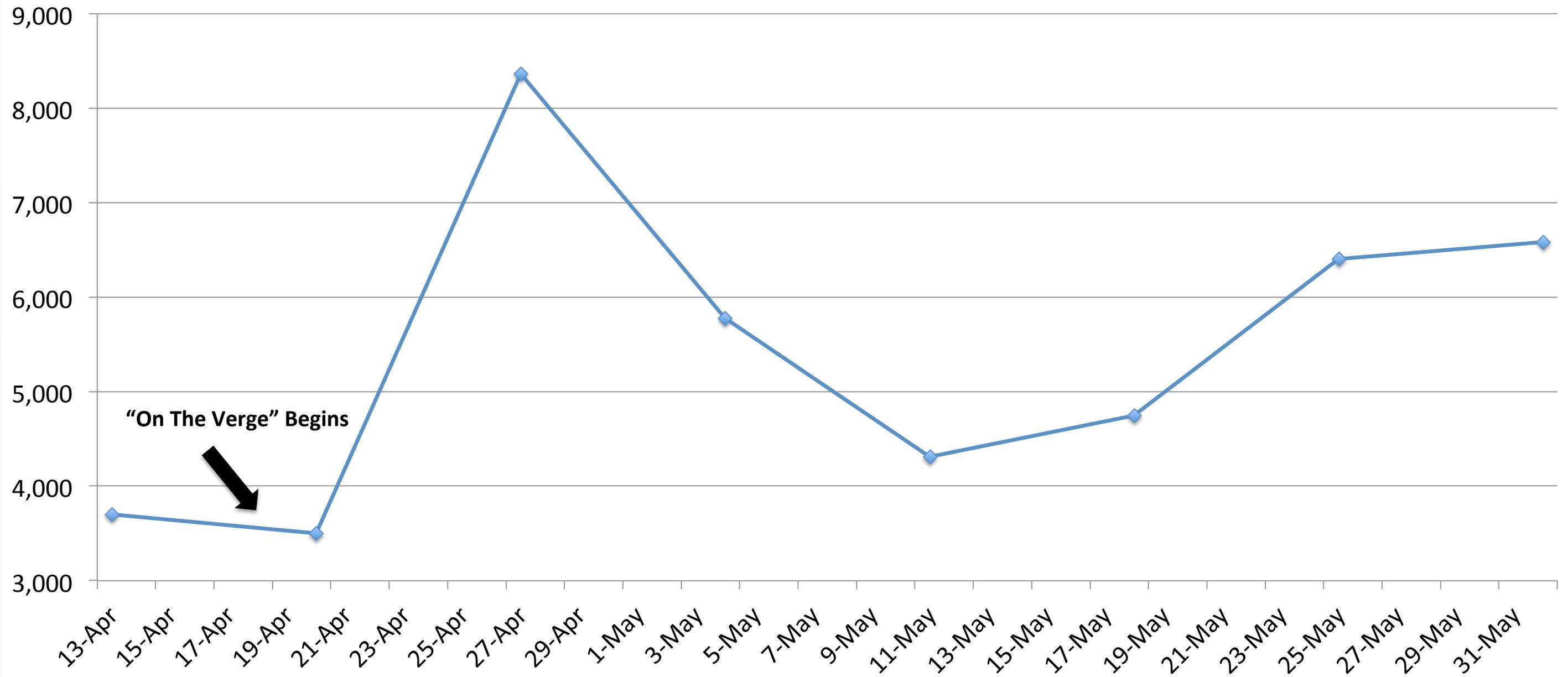


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **78%** (from 3,700 the first week, to 6,581 new fans)
- Gained on average **412 new fans per week** throughout the program
- Gained **over 48,000 new fans** throughout the program

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **23%**
- Jumped 74 spots!

Date	Shazam Ranking
April 13	N/A
April 20	320
April 27	299
May 4	259
May 11	262
May 18	265
May 25	269
June 1	246

A.14



SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total CCM&E audience **increased 2,159%**, going from 390,000 listeners to over **8,810,000** listeners
- Jumped **57 spots** on the MediaBase Country Radio Chart, going from #78 right before the program to **#21**
- Sold **over 240K units** throughout the program
- Social media fans per week **increased 204%**, gaining **over 53,500 new fans** throughout the program
- Total spins **increased 2,285%**, going from 59 per week to **1,407** per week
- Shazam ranking **increased 66%** going from #86 to #29 (**jumped 57 spots!**)

All 131 Stations in CCM+E's Country Network Participated

WMZQ-FM	Washington, DC	WSSL-FM	Greenville-Spartanburg	WKSJ-FM	Mobile	WBBI-FM	Binghamton	WZOM-FM	Defiance, OH
WUBL-FM	Atlanta	WDXB-FM	Birmingham	WAVW-FM	Ft. Pierce-Stuart-Vero Beach	WFRE-FM	Frederick, MD	KCAD-FM	Dickinson, ND
KNIX-FM	Phoenix	WCKT-FM	Ft. Myers-Naples-Marco Island	WMAD-FM	Madison	KAGG-FM	Bryan-College Station, TX	KLTC-AM	Dickinson, ND
KEEY-FM	Minneapolis-St. Paul	WIKX-FM	Ft. Myers-Naples-Marco Island	KZSN-FM	Wichita	WACO-FM	Waco, TX	KIAK-FM	Fairbanks, AK
WFUS-FM	Tampa-St. Petersburg-Clearwater	WKII-AM	Ft. Myers-Naples-Marco Island	WBUL-FM	Lexington-Fayette	KKSJ-FM	Cedar Rapids	KTRA-FM	Farmington, NM
WPOC-FM	Baltimore	KYWD-FM	Tucson	WDRM-FM	Huntsville	KMJM-AM	Cedar Rapids	KFXR-FM	Gallup, NM
KSD-FM	St. Louis	WIZE-AM	Dayton	WUSY-FM	Chattanooga	WUSQ-FM	Winchester, VA	KGLX-FM	Gallup, NM
WKKT-FM	Charlotte-Gastonia-Rock Hill	WYDB-FM	Dayton	WSCG-FM	Augusta, GA	WTXT-FM	Tuscaloosa, AL	WMRN-FM	Marion, OH
KBEB-FM	Sacramento	KTGX-FM	Tulsa	KRYS-FM	Corpus Christi	KMFX-FM	Rochester, MN	KYYX-FM	Minot, ND
KAJA-FM	San Antonio	KHGE-FM	Fresno	WYYD-FM	Roanoke-Lynchburg	WIMT-FM	Lima, OH	KMCX-FM	Ogallala, NE
KRPT-FM	San Antonio	KBQI-FM	Albuquerque	KIIX-AM	Ft. Collins-Greeley, CO	WPAP-FM	Panama City, FL	WSEK-FM	Somerset, KY
K256AE	Salt Lake City-Ogden-Provo	K251AU	Albuquerque	KXBG-FM	Ft. Collins-Greeley, CO	WMUS-FM	Muskegon, MI		
WGAR-FM	Cleveland	WBCT-FM	Grand Rapids	WMYF-AM	Portsmouth-Dover-Rochester	WATQ-FM	Eau Claire, WI		
KWNR-FM	Las Vegas	KHEY-FM	El Paso	WMSI-FM	Jackson, MS	WQRB-FM	Eau Claire, WI		
KASE-FM	Austin	KFFF-FM	Omaha-Council Bluffs	KKIX-FM	Fayetteville (North West Arkansas)	WOBB-FM	Albany, GA		
KVET-FM	Austin	KXKT-FM	Omaha-Council Bluffs	WPCH-FM	Macon	WHNK-AM	Parkersburg-Marietta, WV-OH		
WCOL-FM	Columbus, OH	WCTQ-FM	Sarasota-Bradenton	KSWF-FM	Springfield, MO	WNUS-FM	Parkersburg-Marietta, WV-OH		
WMIL-FM	Milwaukee-Racine	WDSD-FM	Wilmington, DE	WWFG-FM	Salisbury-Ocean City	WOVK-FM	Wheeling		
WKSL-FM	Raleigh-Durham	WEZL-FM	Charleston, SC	KYKR-FM	Beaumont-Port Arthur, TX	WKCY-FM	Harrisonburg, VA		
WSIX-FM	Nashville	WYNK-FM	Baton Rouge	WKNN-FM	Biloxi-Gulfport-Pascagoula	WKDW-AM	Harrisonburg, VA		
WTQR-FM	Greensboro-Winston-Salem-High Point	WRBT-FM	Harrisburg-Lebanon-Carlisle	WLLR-FM	Davenport, IA	WBLJ-FM	Williamsport, PA		
WNOE-FM	New Orleans	KTOM-FM	Monterey-Salinas-Santa Cruz	WKSF-FM	Asheville	WBYL-FM	Williamsport, PA		
KTST-FM	Oklahoma City	KMJX-FM	Little Rock	KMAG-FM	Ft. Smith, AR	KBMR-AM	Bismarck, ND		
KXXY-FM	Oklahoma City	KSSN-FM	Little Rock	WTNT-FM	Tallahassee	KQDY-FM	Bismarck, ND		
WQIK-FM	Jacksonville	WCOS-FM	Columbia, SC	WTCR-FM	Huntington-Ashland	KSNR-FM	Grand Forks, ND-MN		
WWYZ-FM	Hartford-New Britain-Middletown	WBBS-FM	Syracuse	WHUC-AM	Poughkeepsie, NY	KOLZ-FM	Cheyenne, WY		
WAMZ-FM	Louisville	KCCY-FM	Colorado Springs	WRWB-FM	Poughkeepsie, NY	WNCO-FM	Ashland, OH		
KTEX-FM	McAllen-Brownsville-Harlingen	WRNX-FM	Springfield, MA	WRWD-FM	Poughkeepsie, NY	WCHO-FM	Chillicothe, OH		
WESC-FM	Greenville-Spartanburg	KIIX-FM	Spokane	KASH-FM	Anchorage	WKKJ-FM	Chillicothe, OH		
		WCKY-FM	Toledo	WSTH-FM	Columbus, GA	WSRW-AM	Chillicothe, OH		

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Country station sites for duration of program
- Social push to all participation station Facebook pages



June 16, 2014, 4:23 am
Sam Hunt: iHeartRadio On The Verge Artist
Hailing from rural Cedartown, Georgia, Sam Hunt is quickly establishing a name for himself and becoming one of Nashville's most talked about young talents. Hunt has been writing songs and ...
[Read More »](#)



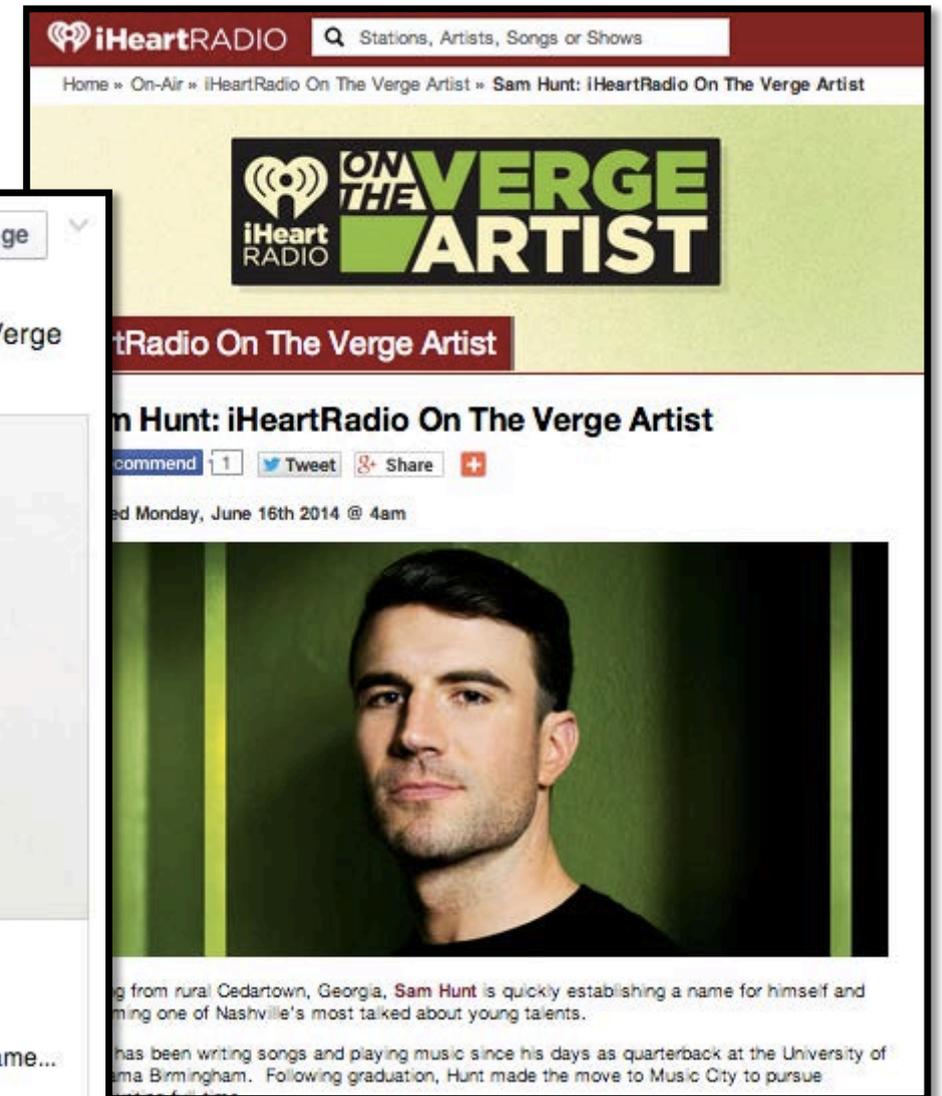
New Country 96.5
July 3 · 🌐 Like Page

Sam Hunt: iHeartRadio On The Verge Artist | iHeartRadio On The Verge Artist on New Country 96.5 <http://ow.ly/yKj2C>



Sam Hunt: iHeartRadio On The Verge Artist | iHeartRadio On The Verge...
Hailing from rural Cedartown, Georgia, Sam Hunt is quickly establishing a name...
NEWCOUNTRY965.COM

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iHeartRADIO Stations, Artists, Songs or Shows

Home » On-Air » iHeartRadio On The Verge Artist » Sam Hunt: iHeartRadio On The Verge Artist



iHeartRadio On The Verge Artist

Sam Hunt: iHeartRadio On The Verge Artist

Comment 1 Tweet Share +

Monday, June 16th 2014 @ 4am

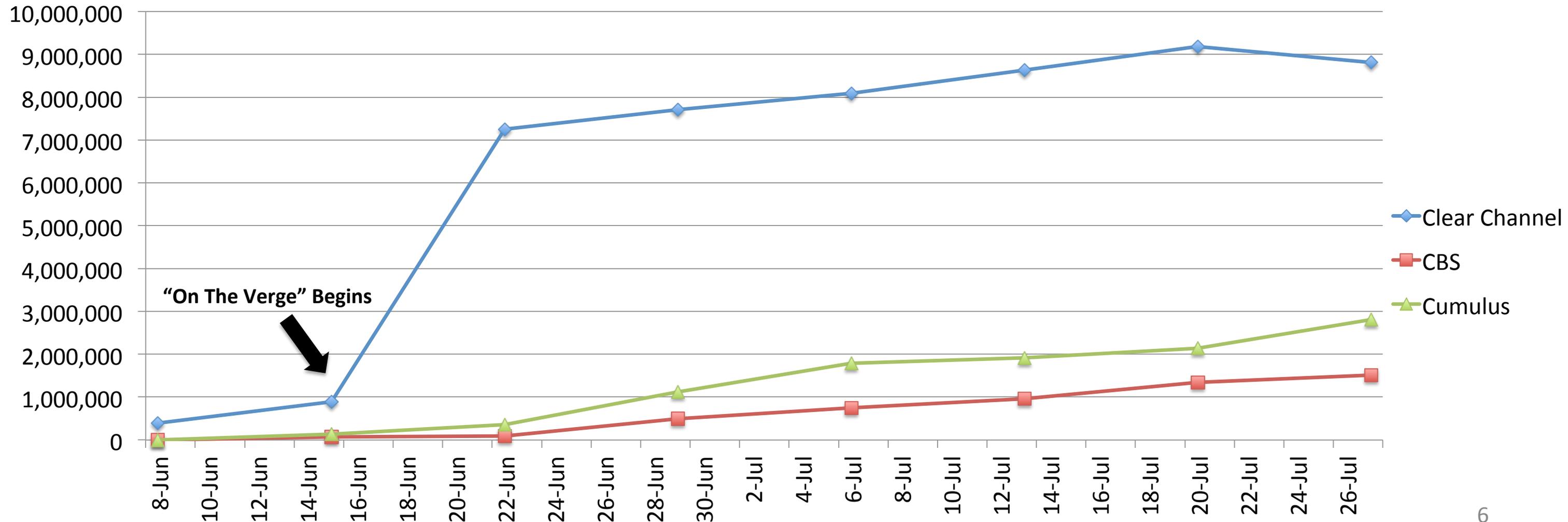


Hailing from rural Cedartown, Georgia, Sam Hunt is quickly establishing a name for himself and becoming one of Nashville's most talked about young talents.
Hunt has been writing songs and playing music since his days as quarterback at the University of Alabama Birmingham. Following graduation, Hunt made the move to Music City to pursue

Clear Channel Leading the Charge in Airplay

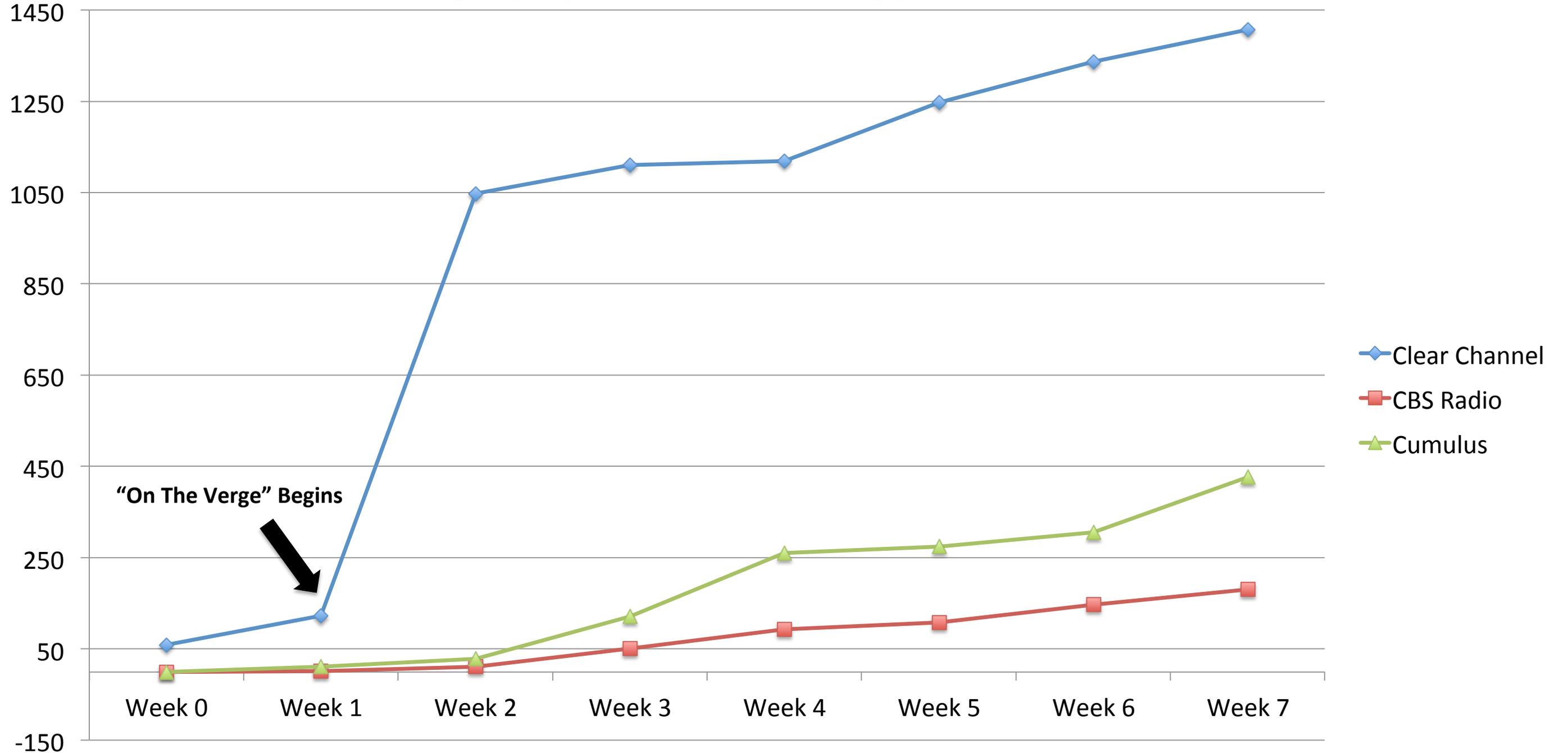
- Total Clear Channel Audience: **59,530,000**
- Average Spin Growth Per Week: **193 plays**
- CCM&E's Airplay During OTV Time Period: **57%**

MediaBase Country Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

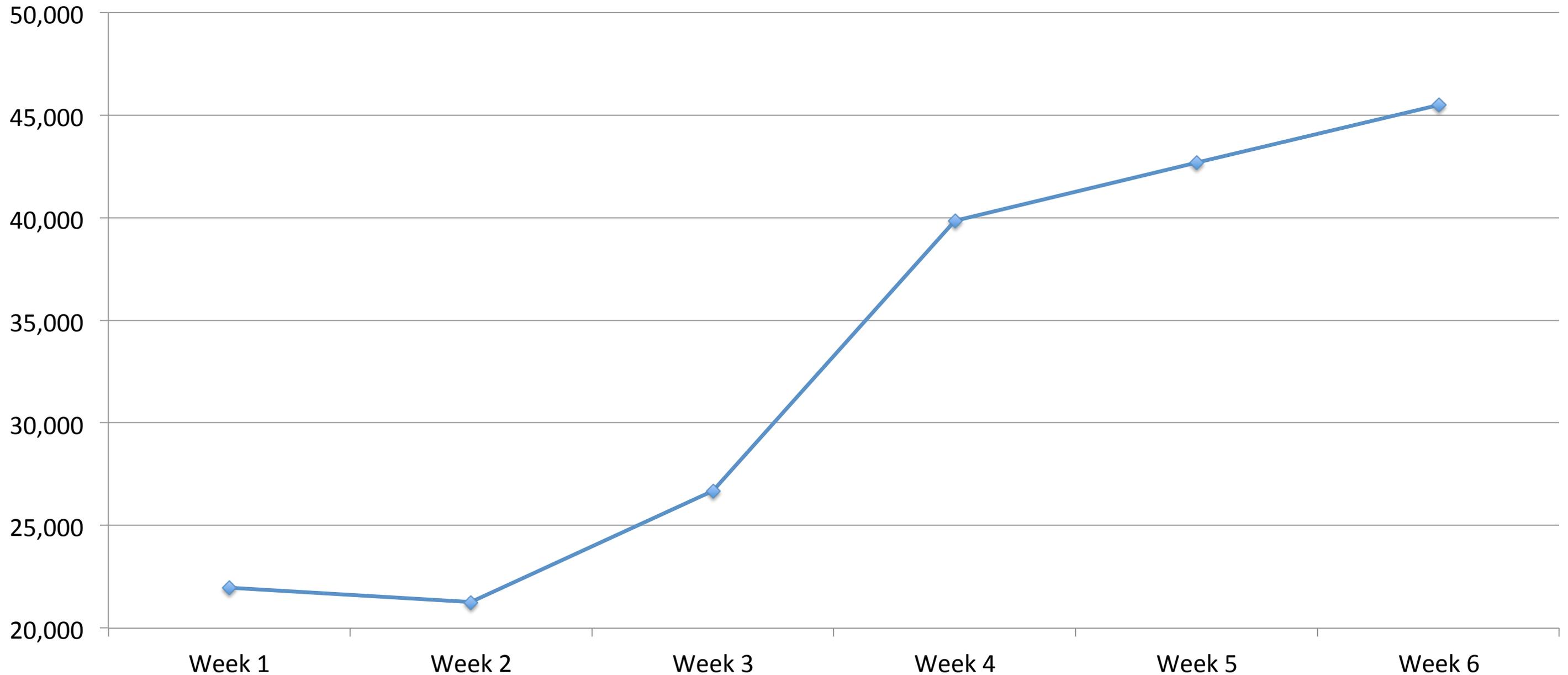
- Single sales increased **107%** (from 21,956 units to **45,505** units)
- Average sales growth per week: **17%** (average growth of **4,700 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
Boston, MA	824	121%
New York, NY	740	87%
Washington, DC	718	108%
Chicago, IL	716	124%
Minneapolis-St. Paul, MN	716	122%
Los Angeles, CA	632	158%
St. Louis, MO	357	79%
Cleveland, OH	422	103%
Philadelphia, PA	474	119%
Baltimore, MD	397	111%

CCM+E Driving Sales

Single Sales (Per Week)



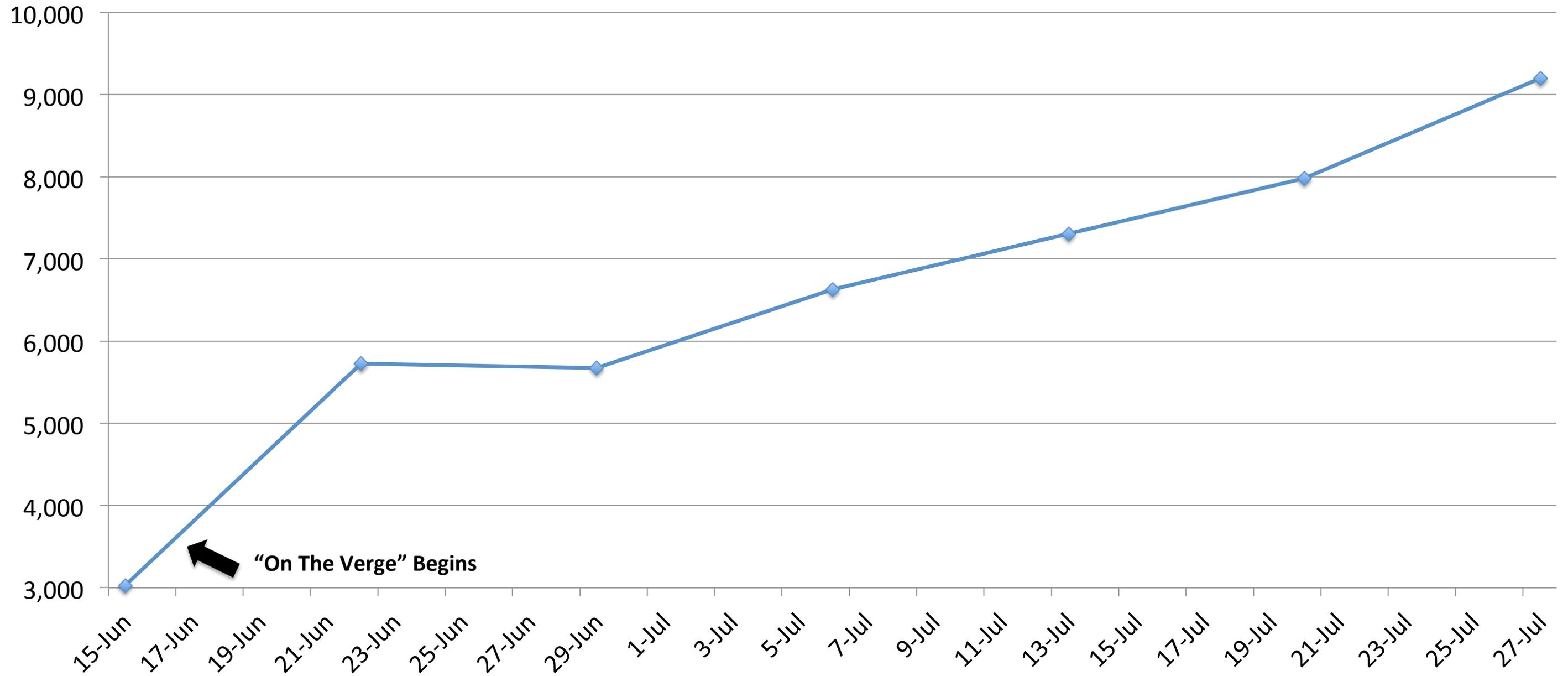
On The Verge Drives Social Media Growth

- New Social Media fans per week increased **204%** (from 3,025 the first week, to 9,195 new fans)
- Gained on average **1,028 new fans per week** throughout the program
- Gained **over 53,520 new fans** throughout the program

- **Top Clear Channel Social Markets:**
 - Seattle, WA
 - Mobile, AL
 - Chicago, IL
 - Hartford, CT
 - Boston, MA

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **66%**
- Jumped 57 spots!

<u>Date</u>	<u>Shazam Ranking</u>
June 15	N/A
June 22	86
June 29	54
July 6	43
July 13	30
July 20	29
July 27	29

A.15



SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total CCM&E audience **increased 1,920%**, going from 2.63MM listeners to over **53MM** listeners
- Jumped **54 spots** on the MediaBase Top 40 Radio Chart, going from #61 right before the program to **#7**
- Sold **over 1 Million units** throughout the program
- Social media fans per week **increased 289%**, gaining **882,505 new fans** throughout the program
- Total CCM&E spins **increased 1,326%**, going from 388 per week to **over 5,500** per week
- Shazam ranking **increased 85%** going from #26 to #4 in just five weeks (jumped 22 spots!)
- Performed at the iHeartRadio Live Series in New York City which streamed live on iHeartRadio.com
- IHeartRadio Artist Integration Program ran for two weeks further promoting “In The Lonely Hour”

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all CHR station sites for duration of program
- Social push to all participation station Facebook pages



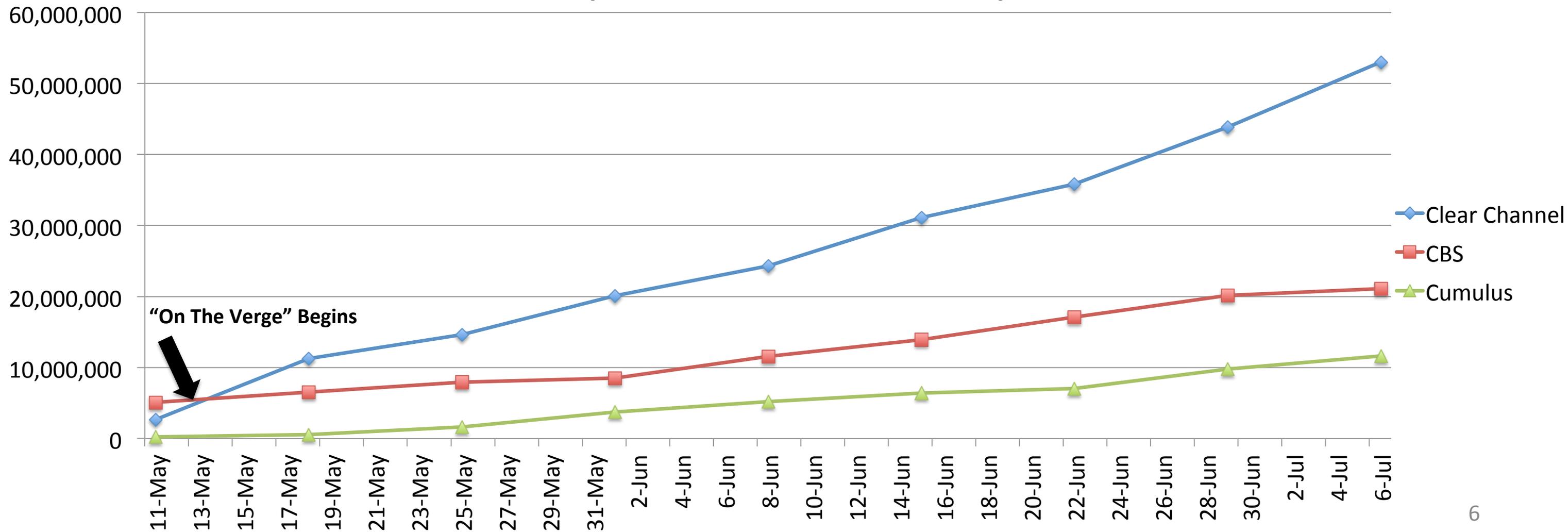
All 101 Stations in CCM+E's Top 40 Network Participated

WHTZ-FM	New York	WRVW-FM	Nashville	WJXX-FM	Roanoke-Lynchburg
KIIS-FM	Los Angeles	WMKS-FM	Greensboro-Winston-Salem-High Point	KSME-FM	Ft. Collins-Greeley, CO
KVVS-FM	Los Angeles	WLDI-FM	West Palm Beach-Boca Raton	WERZ-FM	Portsmouth-Dover-Rochester
WKSC-FM	Chicago	KJYO-FM	Oklahoma City	WRGV-FM	Pensacola
KHKS-FM	Dallas-Ft. Worth	WNWW-FM	Jacksonville	KMXF-FM	Fayetteville (North West Arkansas)
WIHT-FM	Washington, DC	KWNW-FM	Memphis	WAKZ-FM	Youngstown-Warren
WIOQ-FM	Philadelphia	WKSS-FM	Hartford-New Britain-Middletown	WKZP-FM	Salisbury-Ocean City
WWPW-FM	Atlanta	WNRW-FM	Louisville	KKMY-FM	Beaumont-Port Arthur, TX
WXKS-FM	Boston	WRVQ-FM	Richmond	KUUL-FM	Davenport, IA
WHYI-FM	Miami-Ft. Lauderdale-Hollywood	WKGS-FM	Rochester, NY	WAEV-FM	Savannah
WKQI-FM	Detroit	WQEN-FM	Birmingham	WQNQ-FM	Asheville
KBKS-FM	Seattle-Tacoma	WZJZ-FM	Ft. Myers-Naples-Marco Island	WGMV-FM	Tallahassee
KZZP-FM	Phoenix	KRQQ-FM	Tucson	WKEE-FM	Huntington-Ashland
KDWB-FM	Minneapolis-St. Paul	WCHD-FM	Dayton	WPKF-FM	Poughkeepsie, NY
KHTS-FM	San Diego	WKKF-FM	Albany-Schenectady-Troy	KGOT-FM	Anchorage
WFLZ-FM	Tampa-St. Petersburg-Clearwater	KTBT-FM	Tulsa	WBNW-FM	Binghamton
WZFT-FM	Baltimore	KLQT-FM	Albuquerque	KVJM-FM	Bryan-College Station, TX
KSLZ-FM	St. Louis	WAEB-FM	Allentown-Bethlehem	KWTX-FM	Waco, TX
KKRZ-FM	Portland, OR	KKDM-FM	Des Moines	WKSI-FM	Winchester, VA
WHQC-FM	Charlotte-Gastonia-Rock Hill	KISO-FM	Omaha-Council Bluffs	WZBQ-FM	Tuscaloosa, AL
WKST-FM	Pittsburgh, PA	WKDD-FM	Akron	WNSL-FM	Laurel-Hattiesburg, MS
KXXM-FM	San Antonio	WFMF-FM	Baton Rouge	WBKS-FM	Lima, OH
KZHT-FM	Salt Lake City-Ogden-Provo	WHKF-FM	Harrisburg-Lebanon-Carlisle	WBIZ-FM	Eau Claire, WI
WKFS-FM	Cincinnati	WNOK-FM	Columbia, SC	WGEX-FM	Albany, GA
WAKS-FM	Cleveland	WWHT-FM	Syracuse	WRVB-FM	Parkersburg-Marietta, WV-OH
KPLV-FM	Las Vegas	WVKS-FM	Toledo	WVKF-FM	Wheeling
WXXL-FM	Orlando	WZEE-FM	Madison	WAZR-FM	Harrisonburg, VA
KHFI-FM	Austin	KZCH-FM	Wichita	WVRT-FM	Williamsport, PA
WNCI-FM	Columbus, OH	WLKT-FM	Lexington-Fayette	WVRZ-FM	Williamsport, PA
WRNW-FM	Milwaukee-Racine	WFKS-FM	Melbourne-Titusville-Cocoa	KSFT-FM	Sioux City, IA
WDCG-FM	Raleigh-Durham	W293AH	Huntsville	KYYY-FM	Bismarck, ND
WNOH-FM	Norfolk-Virginia Beach-Newport News	WKXJ-FM	Chattanooga	KKXL-FM	Grand Forks, ND-MN
		WLAN-FM	Lancaster	KAZX-FM	Farmington, NM
		WJJS-FM	Roanoke-Lynchburg	KIZZ-FM	Minot, ND

Clear Channel Leading the Charge in Airplay

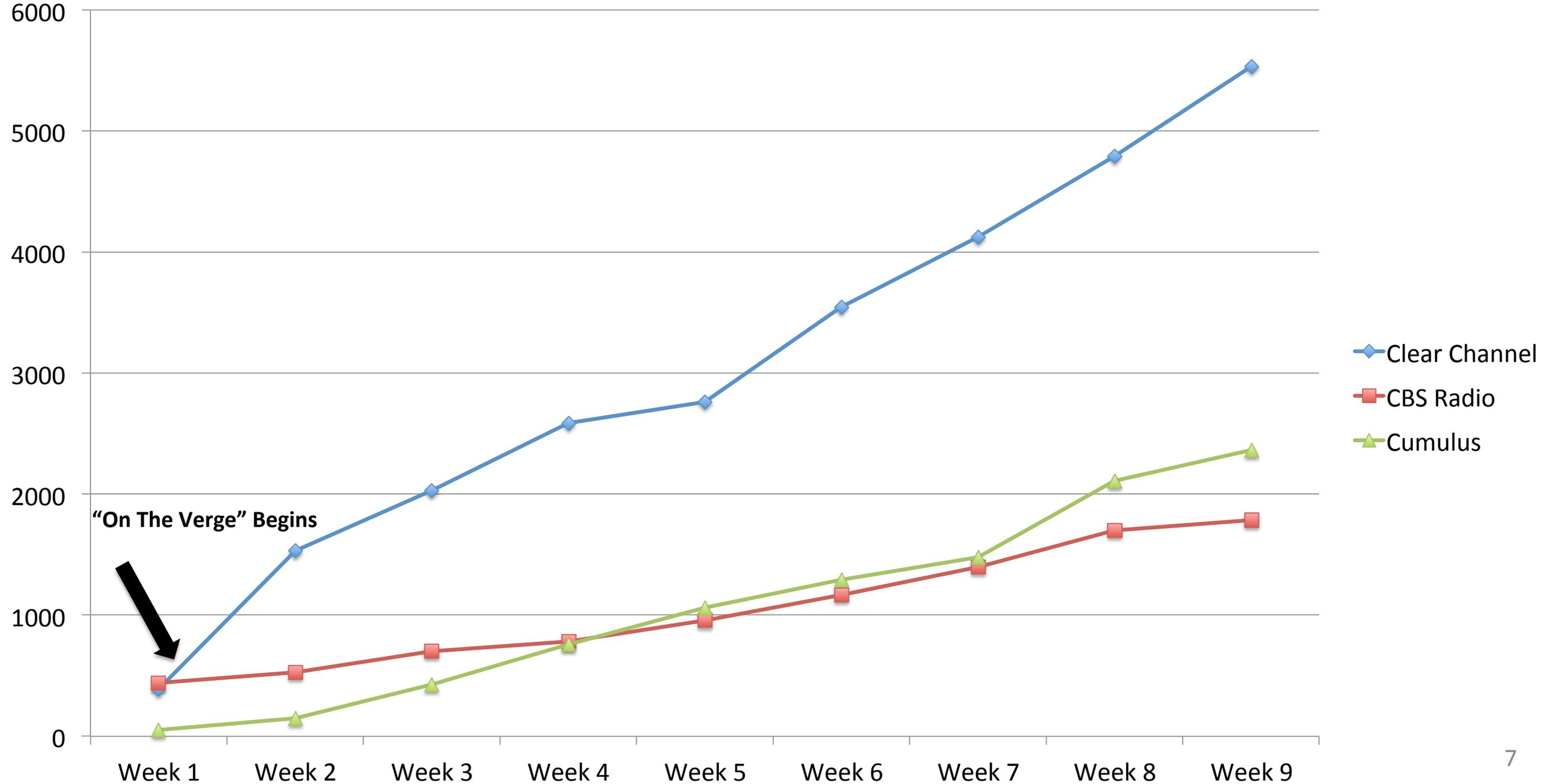
- Total CCM&E Audience: **236,690,000**
- Average CCM&E Spin Growth Per Week: **643 plays**
- CCM&E's Airplay During OTV Time Period: **30%**

MediaBase Top 40 Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

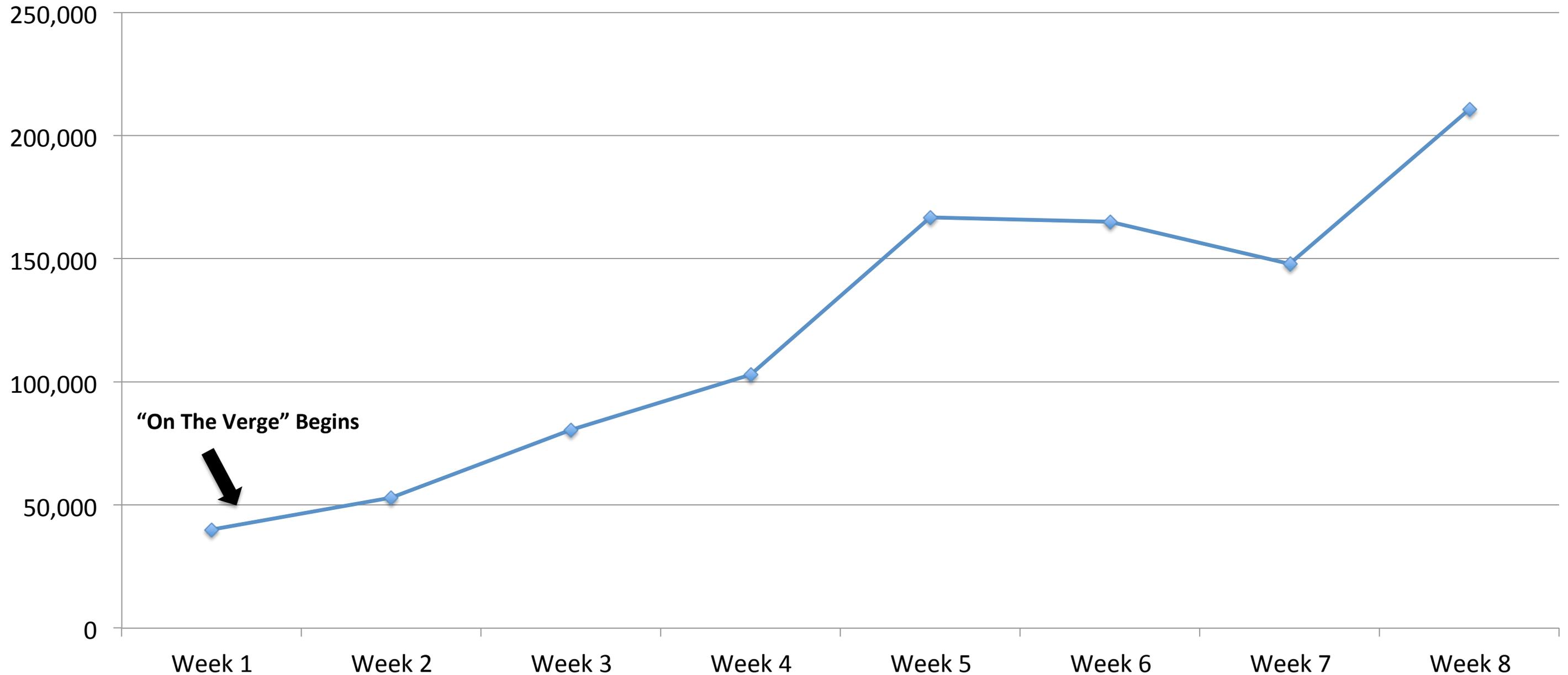
- Single sales increased **428%** (from 39,928 units to **210,731** units)
- Average sales growth per week: **30%** (average growth of **24,400 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
New York, NY	15441	448%
Los Angeles, CA	7647	287%
Chicago, IL	5686	345%
Boston, MA	5449	324%
Philadelphia, PA	5571	412%
Washington, DC	4333	314%
SF-Oklnd-San Jose	3063	174%
Minneapolis-St. Paul, MN	2081	163%
Dallas-Ft. Worth, TX	4348	582%
Houston, TX	2364	178%
Atlanta, GA	3323	440%

CCM+E Driving Sales

Single Sales (Per Week)

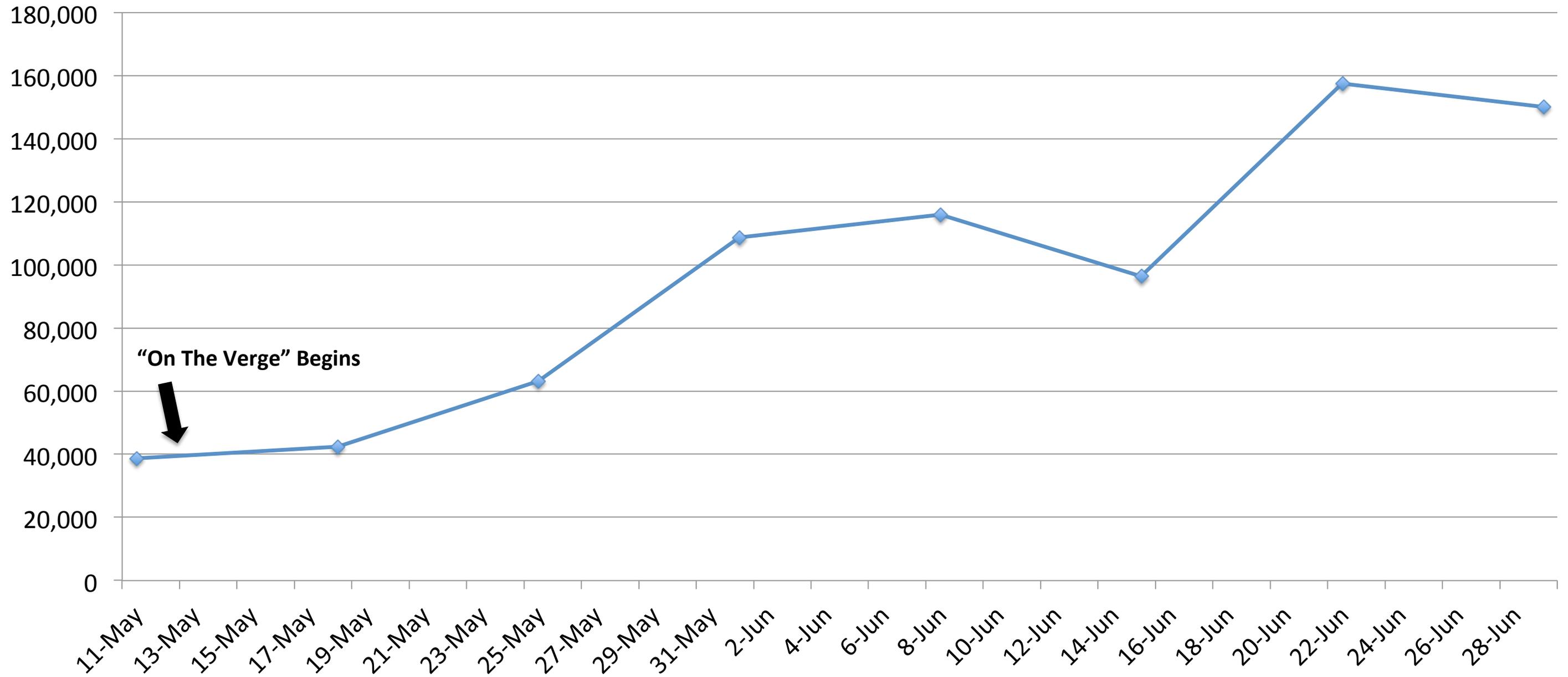


On The Verge Drives Social Media Growth

- New Social Media fans per week increased **289%** (from 38,647 the first week, to 150,154 new fans)
- Gained on average **19,827 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - Los Angeles, CA
 - New York, NY
 - Seattle, WA
 - Boston, MA
 - Chicago, IL

On The Verge Drives Social Media Growth

New Fans & Followers Weekly



On The Verge Drives Shazam Rankings

- Shazam ranking increased **85%**
- Jumped 22 spots!

<u>Date</u>	<u>Shazam Ranking</u>
May 11	26
May 18	N/A
May 25	7
June 1	5
June 8	5
June 15	4
June 22	4
June 29	4
July 6	4

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SUCCESS STORY: Steve Aoki “Delirious”



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total CCM&E audience **increased 660%**, going from 700K listeners to over **5.3MM** listeners
- Jumped **37 spots** on the MediaBase Rhythmic Radio Chart, going from #57 right before the program to **#20**
- Sold **over 117,000 units** throughout the program
- Social media fans per week **increased 68%**, gaining **over 596,000 new fans** throughout the program
- Total CCM&E spins **increased 999%**, going from 68 spins per week to **over 740** per week
- Shazam ranking **increased 86%** going from #312 to **#43** (jumped 269 spots!)
- **Featured performer** at the upcoming iHeartRadio Music Festival

All 19 Stations in CCM+E's Rhythmic Network Participated

WK TU-FM	New York	WBTT-FM	Ft. Myers-Naples-Marco Island
KYLD-FM	San Francisco	KBOS-FM	Fresno
WJMN-FM	Boston	WSNX-FM	Grand Rapids
KUBE-FM	Seattle-Tacoma	KPRR-FM	El Paso
KPTT-FM	Denver-Boulder	KDON-FM	Monterey-Salinas-Santa Cruz
KBWX-FM	St. Louis	KIBT-FM	Colorado Springs
KXJM-FM	Portland, OR	KKMY-FM	Beaumont-Port Arthur, TX
KGGI-FM	Riverside-San Bernardino	KVJM-FM	Bryan-College Station, TX
KPEZ-FM	Austin	KXTC-FM	Gallup, NM
KBFM-FM	McAllen-Brownsville-Harlingen		

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Rhythmic station sites for duration of program
- Social push to all participation station Facebook pages

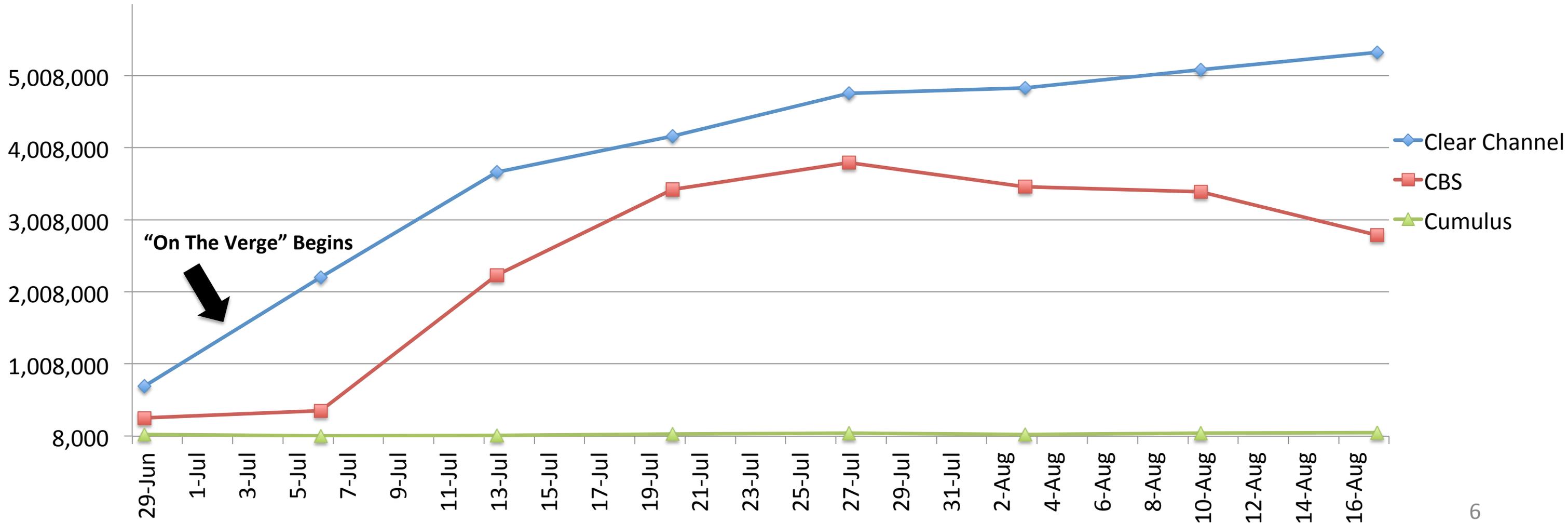
The collage consists of several overlapping elements:

- Facebook Post:** A post from 999 XTC! The Hit Music Station dated July 14, saying "Happy #MusicMonday!" and linking to an iHeartRadio On The Verge artist profile for Steve Aoki. The text mentions a prediction of a "colorful future" where people are more interconnected via music.
- Tweet:** A tweet from Steve Aoki dated July 3, 2014, at 3:10 am, titled "Steve Aoki: iHeartRadio On The Verge Artist". The text describes him as a producer who has raised the international profile of Los Angeles in underground electronic music circles.
- Portrait:** A large, close-up portrait of Steve Aoki with long hair and a goatee.
- Website Screenshot:** A screenshot of the iHeartRadio website showing the "ON THE VERGE ARTIST" logo and a video of Steve Aoki. The video shows him wearing a black t-shirt and holding a stack of cash.

Clear Channel Leading the Charge in Airplay

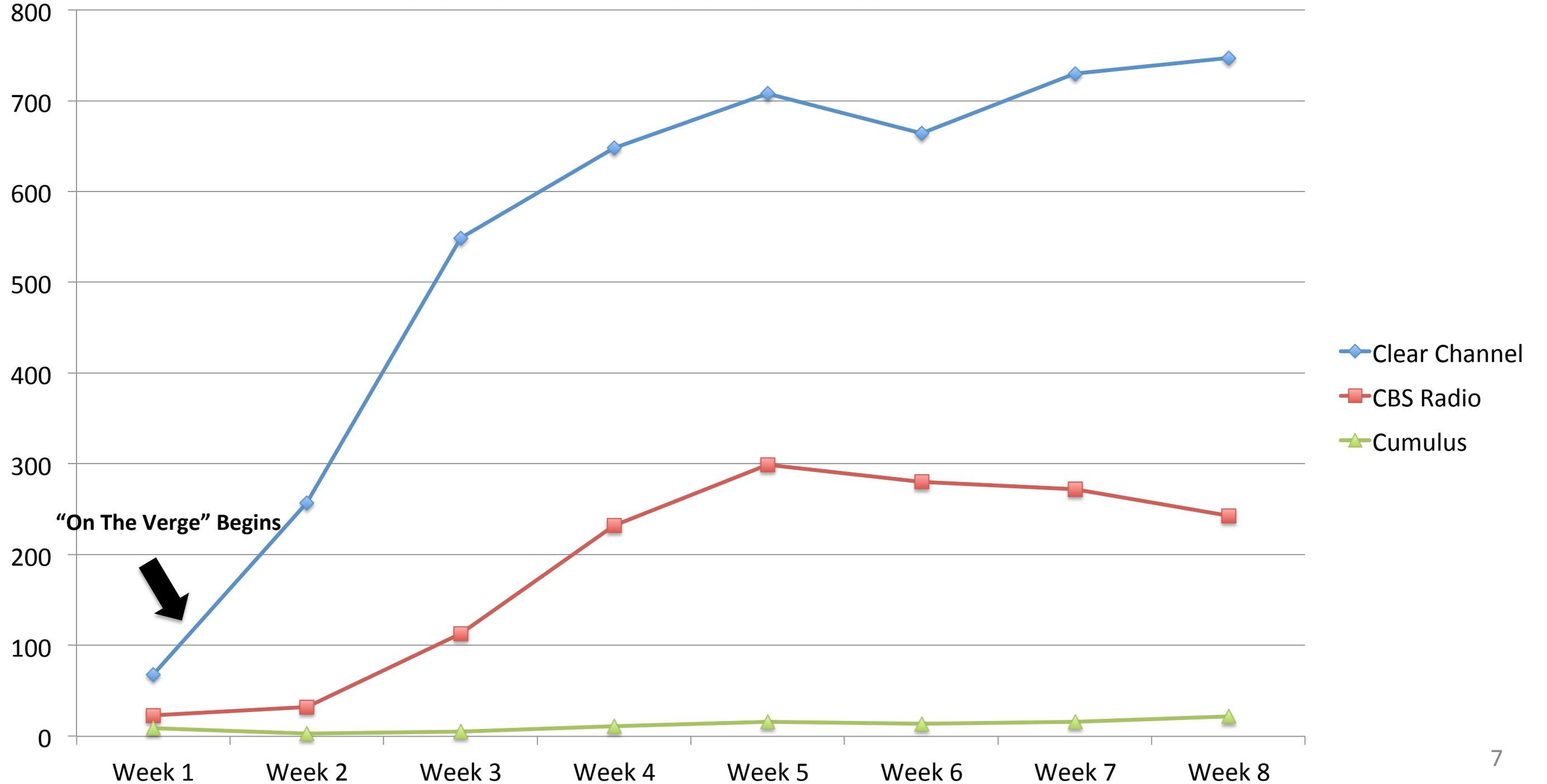
- Total CCM&E Audience: **30,770,000**
- Average CCM&E Spin Growth Per Week: **97 plays**
- CCM&E's Airplay During OTV Time Period: **37%**

MediaBase Rhythmic Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

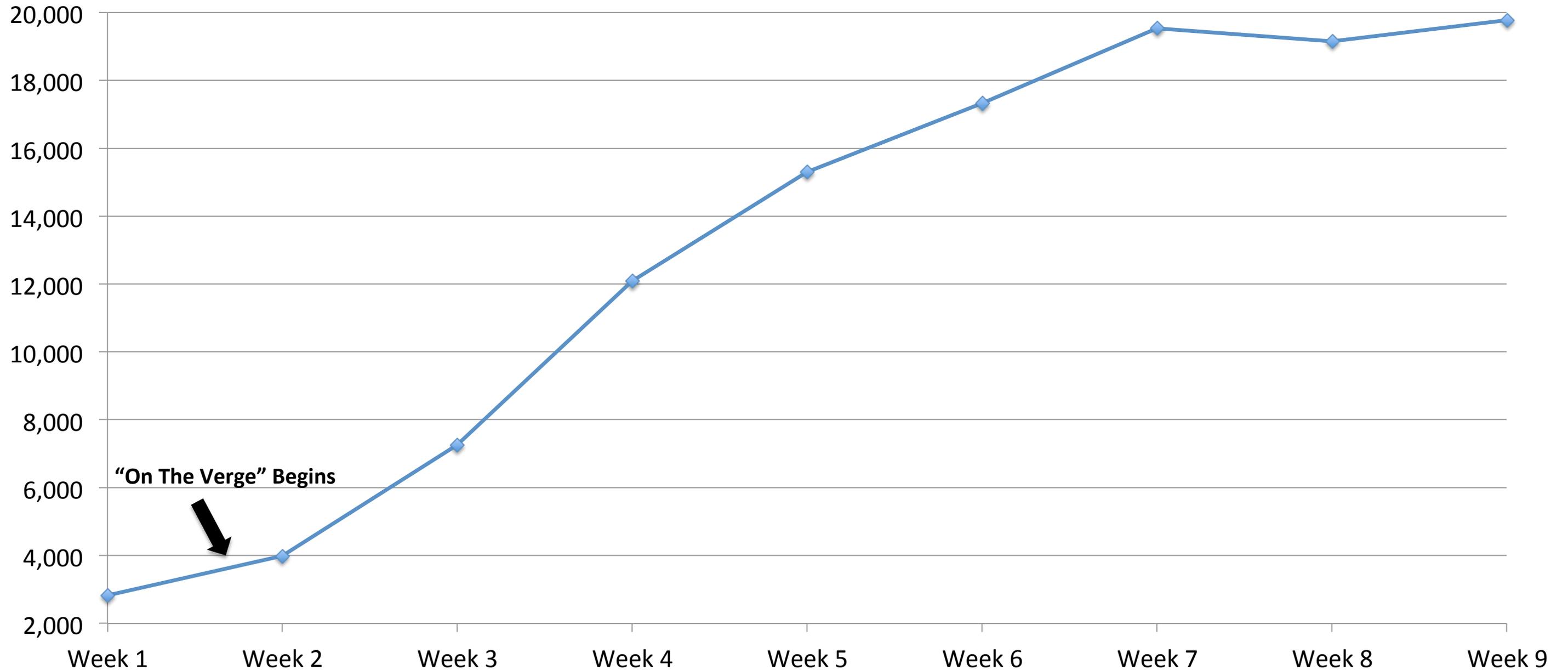
- Single sales increased **601%** (from 2,819 units to **19,770 units**)
- Average sales growth per week: **30%** (average growth of **2,119 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
New York, NY	2597	725%
Los Angeles, CA	1230	492%
SF-Okland-San Jose	612	296%
Boston, MA	618	896%
Detroit, MI	685	1803%
Philadelphia, PA	664	885%
Denver, CO	497	1274%
Chicago, IL	481	476%
Miami, FL	206	118%
San Diego, CA	392	754%

CCM+E Driving Sales

Single Sales (Per Week)



On The Verge Drives Social Media Growth

- New Social Media fans per week increased **68%** (from 58,891 the first week, to **98,821 new fans**)
- Gained on average **74,556 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - New York, NY
 - San Diego, CA
 - Denver, CO
 - Chicago, IL
 - Miami, FL

On The Verge Drives Shazam Rankings

- Shazam ranking increased **86%**
- Jumped 269 spots!

<u>Date</u>	<u>Shazam Ranking</u>
July 6	N/A
July 13	312
July 20	79
July 27	41
August 3	35
August 10	39
August 17	43

A.17



SUCCESS STORY: Tinashe “2 On” ft. SchoolBoy Q



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total CCM&E audience **increased 118%**, going from 11.1MM listeners to over **24.2MM** listeners
- Jumped **9 spots** on the MediaBase Urban Radio Chart, going from #13 right before the program **to #4**
- Sold **over 234,600 units** throughout the program
- Gained **over 369,000 new social media fans** throughout the program
- Total CCM&E spins **increased 114%**, going from 1,336 spins per week to **over 2,850** per week

All 28 Stations in CCM+E's Urban Network Participated

WJIZ-FM	New York	WIBB-FM	Milwaukee-Racine	WEBZ-FM	Lexington-Fayette
WPRW-FM	Chicago	WHRK-FM	Norfolk-Virginia Beach-Newport News	WUSL-FM	Augusta, GA
WGCI-FM	San Francisco	WMIB-FM	Nashville	WBTJ-FM	Macon
WBFA-FM	Houston-Galveston	WKKV-FM	New Orleans	KMEL-FM	Killeen-Temple, TX
WJLB-FM	Philadelphia	WZHT-FM	Jacksonville	WQBT-FM	Savannah
KQBT-FM	Miami-Ft. Lauderdale-Hollywood	WUBT-FM	Memphis	WBTP-FM	Montgomery
WJBT-FM	Detroit	WQUE-FM	Richmond	KOHT-FM	Columbus, GA
KIIZ-FM	Tampa-St. Petersburg-Clearwater	WWPR-FM	Birmingham	W281AB	Laurel-Hattiesburg, MS
WZLD-FM	Orlando	WOWI-FM	Tucson	W280DO	Panama City, FL
				W249BS	Albany, GA

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Urban station sites for duration of program
- Social push to all participation station Facebook pages

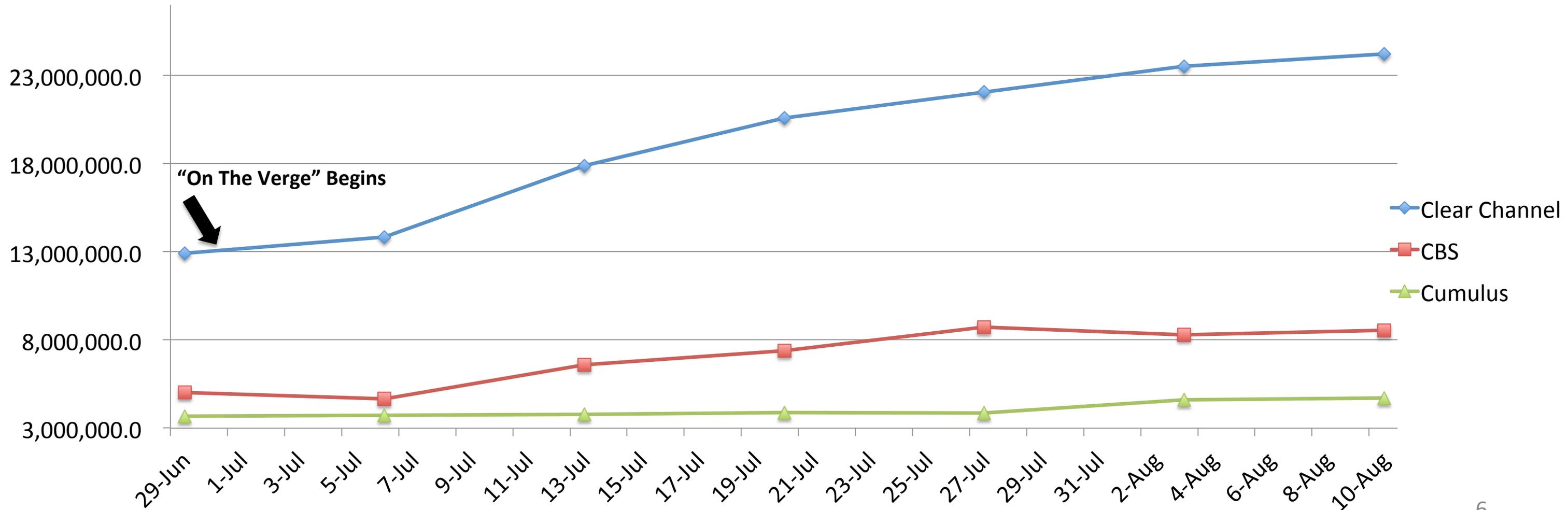
The collage features several promotional elements:

- Facebook Post:** A post by user 'Djfrosty Sdm' from July 3, mentioning 'Tinashe: iHeartRadio On The Verge Artist' and including a link to 'http://ow.ly/yJzZJ'. The post includes a 'Follow' button and a photo of Tinashe.
- Social Media Share Card:** Dated 'June 30, 2014, 3:40 am', it features a small image of Tinashe and the text: 'Tinashe: iHeartRadio On The Verge Artist. Tinashe does everything on her own terms. The stunning 21-year-old singer, songwriter, and performer arrives with a distinct and dynamic vision of R&B punctuated by hip-hop attitude, pop flav... Read More »'.
- iHeartRadio Website Banner:** Shows the 'iHeartRADIO' logo and the 'ON THE VERGE ARTIST' graphic. The page title is 'iHeartRadio On The Verge Artist'.
- Social Media Post Snippet:** Shows a close-up photo of Tinashe and the text: 'Tinashe: iHeartRadio On The Verge Artist | iHeartRadio On The Verge... Tinashe does everything on her own terms. The stunning 21-year-old singer,.... WIBB.COM'. It includes 'Like · Comment · Share' options.

Clear Channel Leading the Charge in Airplay

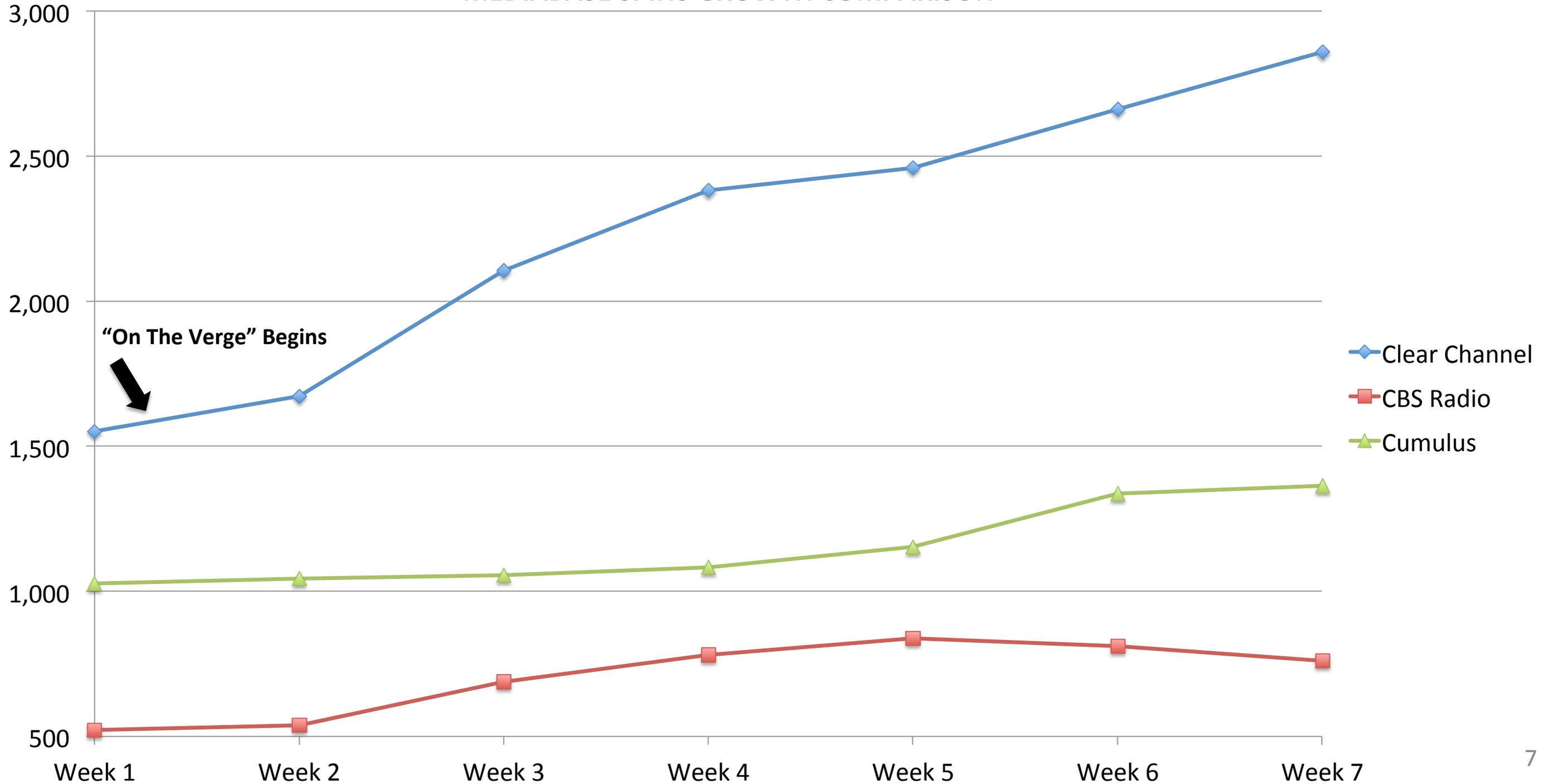
- Total CCM&E Spins (OTV Time Period): **17,026 plays**
- Average CCM&E Audience Growth Per Week: **1,870,000 listeners**
- CCM&E's Airplay During (OTV Time Period): **23%**

MediaBase Urban Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

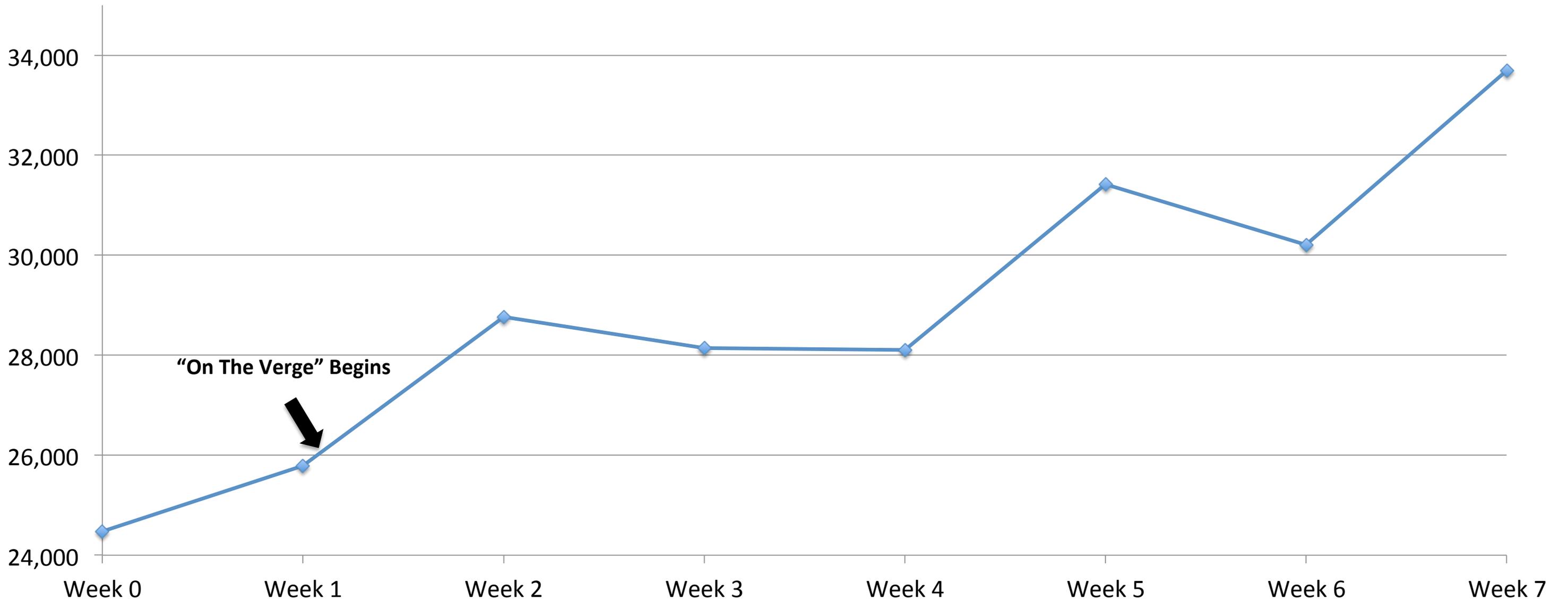
- Single Sales increased **38%** (from 24,468 units to **33,693 units**)
- Average sales growth per week: **1,318 units**

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
New York, NY	906	32%
Los Angeles, CA	613	28%
Philadelphia, PA	150	14%
SF-Oakland-San Jose	99	10%
Boston, MA	163	17%
Washington, DC	220	34%
Detroit, MI	104	16%
Houston, TX	338	81%
Phoenix, AZ	288	66%
Atlanta, GA	168	36%
Chicago, IL	247	55%
San Diego, CA	192	56%

CCM+E Driving Sales

Digital Single Sales (per week)



On The Verge Drives Social Media Growth

- New Social Media fans per week increased **88%** (from 23,823 the first week, to **44,699 new fans**)
- Gained on average **39,996 new fans per week** throughout the program
- **Top Clear Channel Social Markets:**
 - New York, NY
 - San Diego, CA
 - San Francisco, CA
 - Los Angeles, CA
 - Phoenix, AZ

A.18



SUCCESS STORY



OVERVIEW

- In Clear Channel's continued efforts to break new artists, one artist in each format is selected every few months to be an On The Verge Artist
- The "Clear Channel Music Meeting" weekly survey helps measure early passion of four to six tracks so we can identify songs and artists that our programmers are collectively excited about
- Once programmers agree on a song, each station in the format commits to playing it 150 times
- Significant digital and social support is provided across iHeartRadio and format websites
- Song is identified as the "On The Verge" artist at the beginning and end of each play to help put a face to the music, and a reminder to "buy now"!



SUCCESS AT A GLANCE

- Total CCM&E audience **increased 606%**, going from 460K listeners to over **3.25MM** listeners
- Jumped **27 spots** on the MediaBase Alternative Radio Chart, going from #33 right before the program to **#6**
- Sold **over 137,000 units** throughout the program
- Gained **80,000 new fans** throughout the program
- Total CCM&E spins **increased 928%**, going from 43 per week to **over 442** per week
- Shazam ranking **jumped 71 spots** going from #108 to #37

DIGITAL – “ON THE VERGE” PROMOTION

- Prominently featured in DL spots across all Alternative station sites for duration of program
- Social push to all participation station Facebook pages



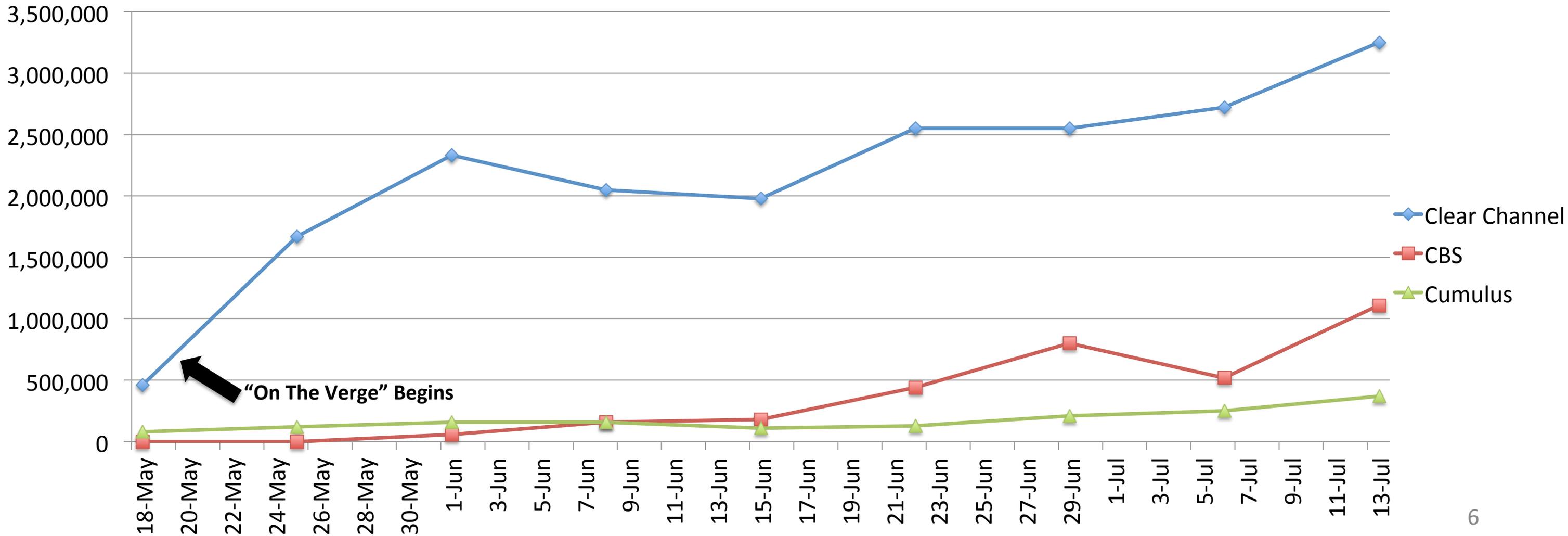
All 29 Stations in CCM+E's Alternative Network Participated

KSRY-FM	Los Angeles	WEND-FM	Charlotte-Gastonia-Rock Hill	WRXL-FM	Richmond
KYSR-FM	Los Angeles	WXDX-FM	Pittsburgh, PA	KUCD-FM	Honolulu
KDGE-FM	Dallas-Ft. Worth	K256AE	Salt Lake City-Ogden-Provo	WXEG-FM	Dayton
KTBZ-FM	Houston-Galveston	W264BW / W292CO	Cincinnati	KTEG-FM	Albuquerque
WWDC-FM	Washington, DC	W256BT	Cleveland	KDXA-FM	Des Moines
WRFF-FM	Philadelphia	K276EL	Austin	KRAB-FM	Bakersfield
WRDA-FM	Atlanta	WCGX-FM	Columbus, OH	W244AV / W245BG	Roanoke-Lynchburg
WRDG-FM	Atlanta	WRZX-FM	Indianapolis	K235BT	Ft. Collins-Greeley, CO
KTCL-FM	Denver-Boulder	W237BA / W237BZ	Raleigh-Durham	KKED-FM	Fairbanks, AK
K272EL	Portland, OR	WVBZ-FM	Greensboro-Winston-Salem-High Point		

Clear Channel Leading the Charge in Airplay

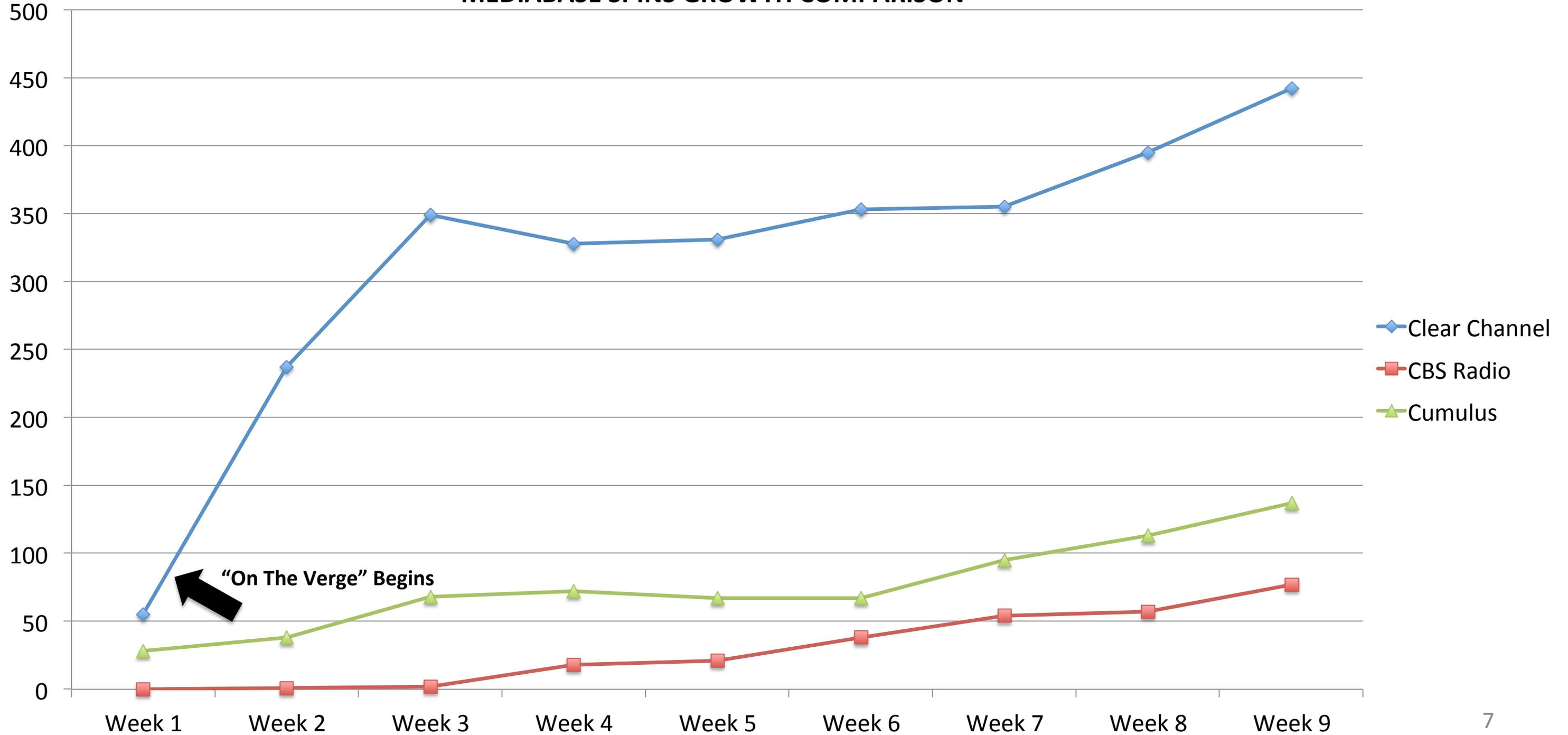
- Total CCM&E Audience: **19,560,000**
- Average CCM&E Spin Growth Per Week: **50 plays**
- CCM&E's Airplay During OTV Time Period: **20%**

MediaBase Alternative Audience Growth Comparison



Clear Channel Leading the Charge in Airplay

MEDIABASE SPINS GROWTH COMPARISON



CCM+E Driving Sales in Key Markets

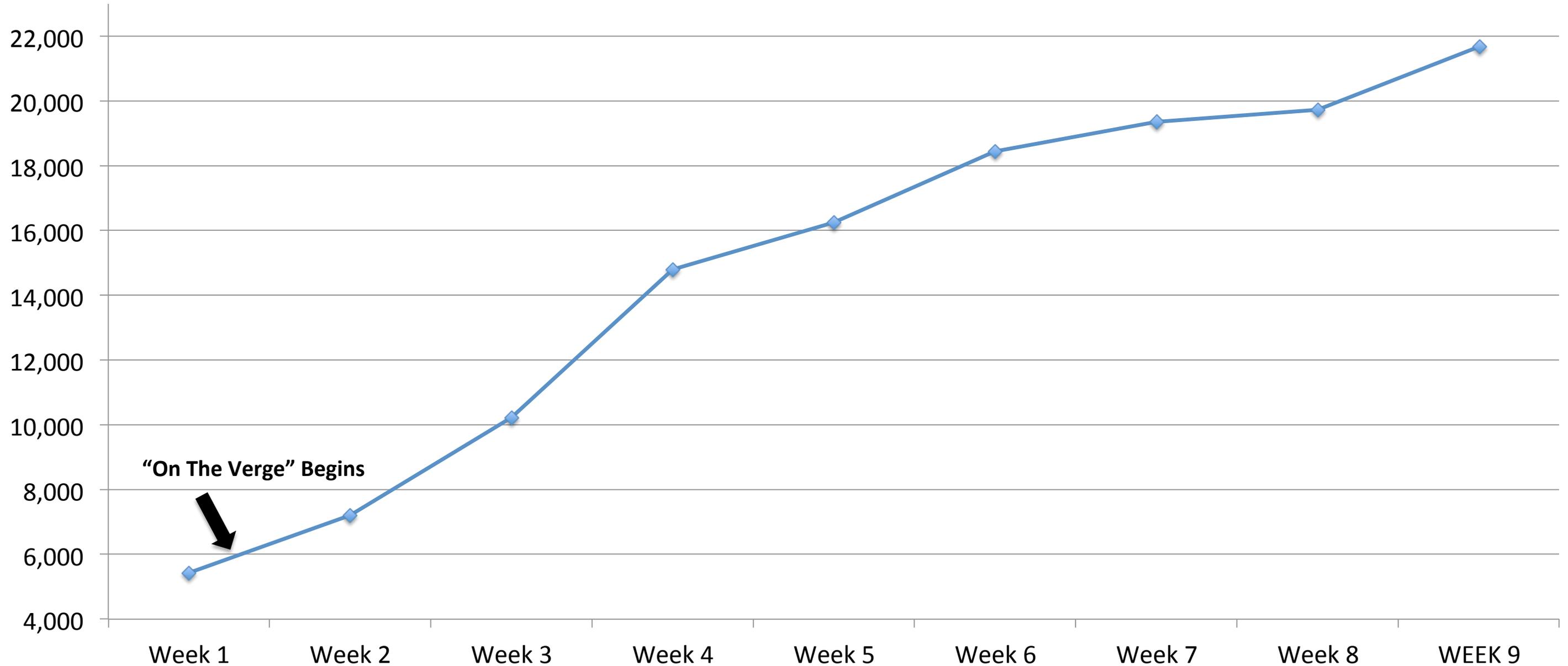
- Single sales increased **349%** (from 4,830 units to **21,668** units)
- Average sales growth per week: **20%** (average growth of **1,900 units** per week)

TOP 10 CLEAR CHANNEL SALES MARKETS

DMA	Unit Increase	% Increase
Los Angeles, CA	1690	416%
New York, NY	813	231%
Denver, CO	946	288%
Chicago, IL	1095	711%
Philadelphia, PA	787	703%
SF-Oakland-San Jose	636	353%
Seattle-Tacoma, WA	275	99%
Boston, MA	485	354%
San Diego, CA	477	691%
Washington, DC	406	338%

CCM+E Driving Sales

Single Sales (Per Week)



On The Verge Drives Social Media Growth

- Gained over **80,000 new fans** throughout the program
- **Top Clear Channel Social Markets:**
 - San Francisco, CA
 - St. Louis, MO
 - Chicago, IL
 - New York, NY

On The Verge Drives Shazam Rankings

- Shazam ranking increased **66%**
- Jumped 71 spots!

<u>Date</u>	<u>Shazam Ranking</u>
May 25	108
June 1	72
June 8	70
June 15	70
June 22	55
June 29	45
July 6	46
July 13	37