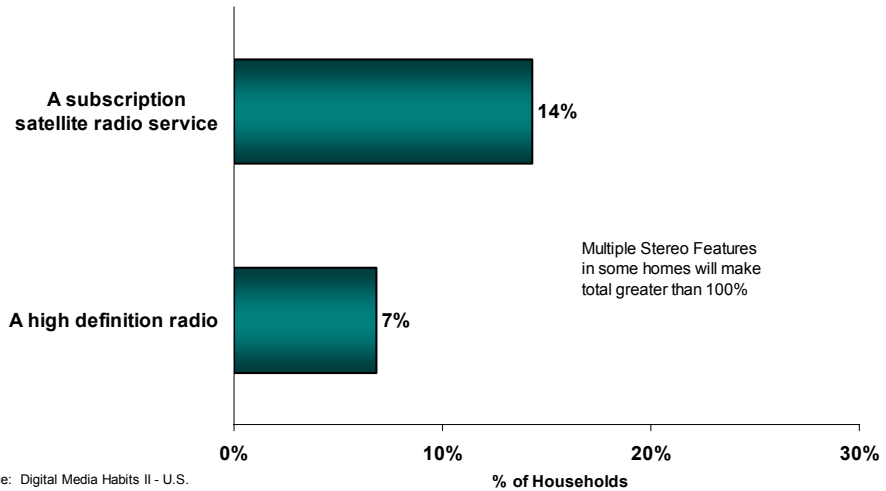


**Synopsis** **Next Generation Radio Adoption**

*Music to Consumers' Ears: Next Generation Radio* examines the technologies and services that will shape listening habits.

**Stereo - Features (Q3/07)**

Which of the following do you have for either a home or in-car stereo?  
(Among Broadband Internet HHs Surveyed, n=1650, ±2.4%)



**Publish Date:** Dec 07

"The way consumers listen to music is experiencing significant changes," said Chris Roden, Research Analyst, Parks Associates. "The XM and SIRIUS play, the emergence of HD radio, and online offerings will present new listening experiences for consumers and business models to broadcasters."

**Contents**

*The Bottom Line* is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

**The Bottom Line**

**1.0 Notes on Methodology**

- 1.1 Consumer Data
- 1.2 Definitions

**2.0 "The Times They Are A-Changin'"**

**3.0 The Changing Radio Landscape**

- 3.1 Satellite Radio
- 3.2 HD Radio
- 3.3 Internet Radio

**4.0 The New Radio Consumer**

- 4.1 Demographics
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- 4.3 CE Product Adoption

**5.0 Implications & Recommendations**

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**The Resource Book**

**Section I: U.S. Consumer Listening Habits**

**Section II: The Changing Radio Landscape**

Music and Television

Music and the Computer  
Next Generation Radio

**Section III: Company Profiles**

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Audiovox  
Delphi  
Directed Electronics  
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XM  
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Mobaho  
Yahoo! Music  
Pandora

**Figures**

**The Bottom Line**

U.S. Satellite Radio Subscribers  
XM/Sirius Merger Arguments  
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HD Radio Industry Summary  
Radio Revenues and Royalties  
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Demographic Trends by Next-Generation Radio Owners  
Satellite Radio Listening Locations  
Product Adoption  
U.S. Satellite Radio Subscriber Forecast  
HD Radio Unit Forecast

**The Resource Book**

Home Activities  
Home Activities – Use of Computer  
Home Activities – Use of Computer Comparison  
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Computer Activities  
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Computer – Stereo Connection.  
Computer – Stereo Connection – Usage  
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Directed Electronics HD and Satellite Products  
Number of HD Clear Channel Stations by State  
Sirius Satellite Subscribers  
XM Satellite Subscriber  
Worldspace Satellite Radio Subscribers

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Dallas, Texas 75230

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