

Audio and Human Connection



America's Most Listened to Audio Provider
Heard by 9 Out of 10 Americans Every Month

Radio + Podcasts + Streaming + Influencers + Live Events
Guaranteed Human

Key Findings

- Human connection is one of the most powerful drivers of well-being. 95% say it feels good to know someone cares, 92% have deep, meaningful relationships, and 83% say they feel more alive when they are with other people.
- The moments that make people feel most alive are rooted in shared experiences. Conversations with people they know, listening to music, and participating in live experiences rank among the top situations where consumers feel most alive.
- Human connection creates emotional impact. Consumers describe these moments as energizing, motivating, inspiring, present, focused, and emotionally connecting.
- As technology and automation increase, people are placing even greater value on authentic human interaction. Consumers overwhelmingly agree that human voices, creativity, and shared experiences matter more than ever.
- This creates a powerful opportunity for brands. Brands that show up through trusted voices, authentic storytelling, and real-world experiences can tap into the very moments that make consumers feel most engaged, connected, and alive



When we **connect with other humans**, it eases our anxiety and makes **life feel better**.

95%

say it feels
good to **know**
someone
cares.

83%

feel **more**
alive when
with people.

92%

have deep,
meaningful
relationships.



Consumers describe
these moments as:

*"Community sharing
good and bad times."*

*"Feeling less lonely and
more understood."*

*"Loved ones who
support, inspire,
and bring joy."*



Event Goers Are More Interested in Live Moments And Almost All Have Positive Perceptions Of Brands Who Sponsor Live Events

Over 3 in 5

of live event goers are more interested in live moments or experiences compared to a year ago

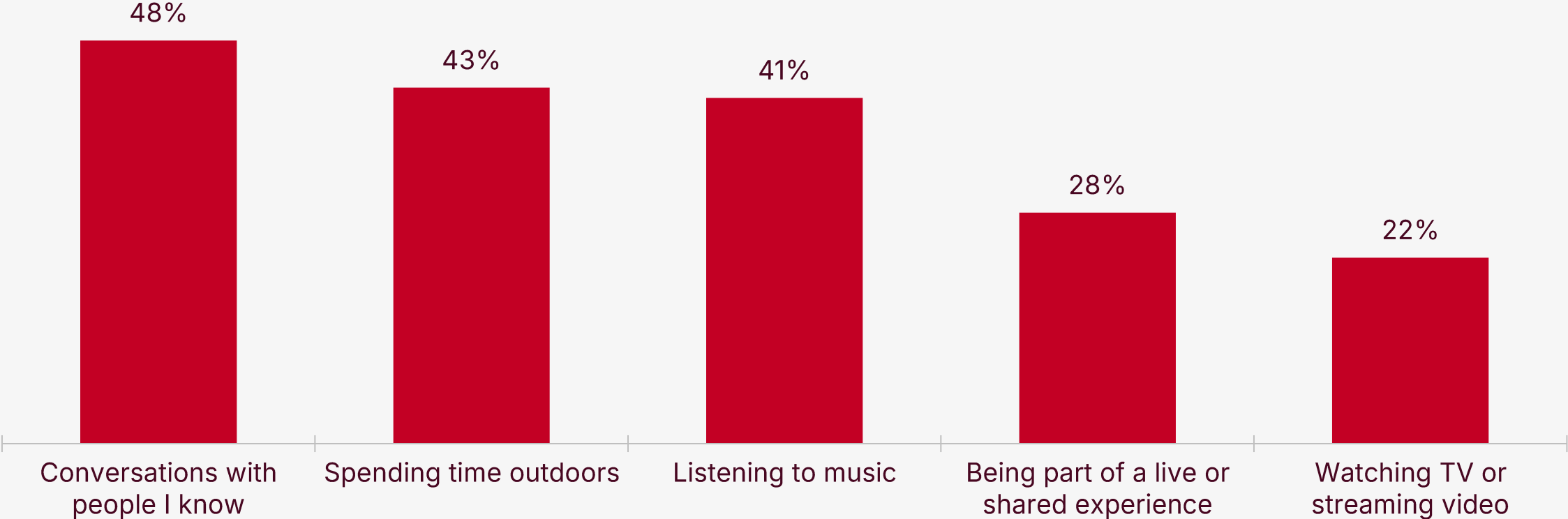
96%

of live event goers agree that when a brand sponsors or supports a meaningful live moment, it makes them feel more positive about the brand



Human Connection And Live Experiences Rank Among Top Situations In Which People Say They Feel Alive

Situations In Which You Feel Alive
(Top Situations)



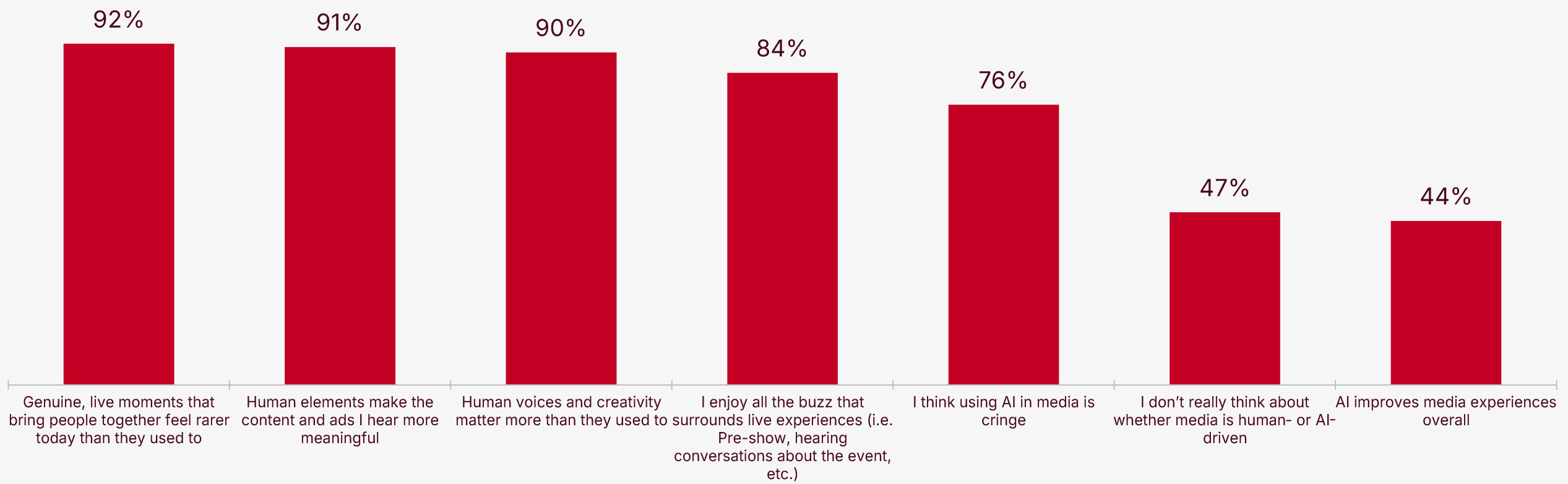
Moments That Make People Feel Alive Align With Live Events, With Being Energized, Present, And Emotionally Connected Ranking In The Top Five

How Feel In Moments That Make You Feel Most Alive
Calm and grounded
Energized or motivated
Present and focused
Inspired or creative
Emotionally connected to others



Audiences Value Human Voices Over AI

AI Perceptions



Audiences Value Human Media And Advertising

97%

Agree that when engaging with media or content, it is important that the experience feels human rather than automated or algorithmic

88%

Agree that they trust messages from brands/ads more if it feels more human and less automated

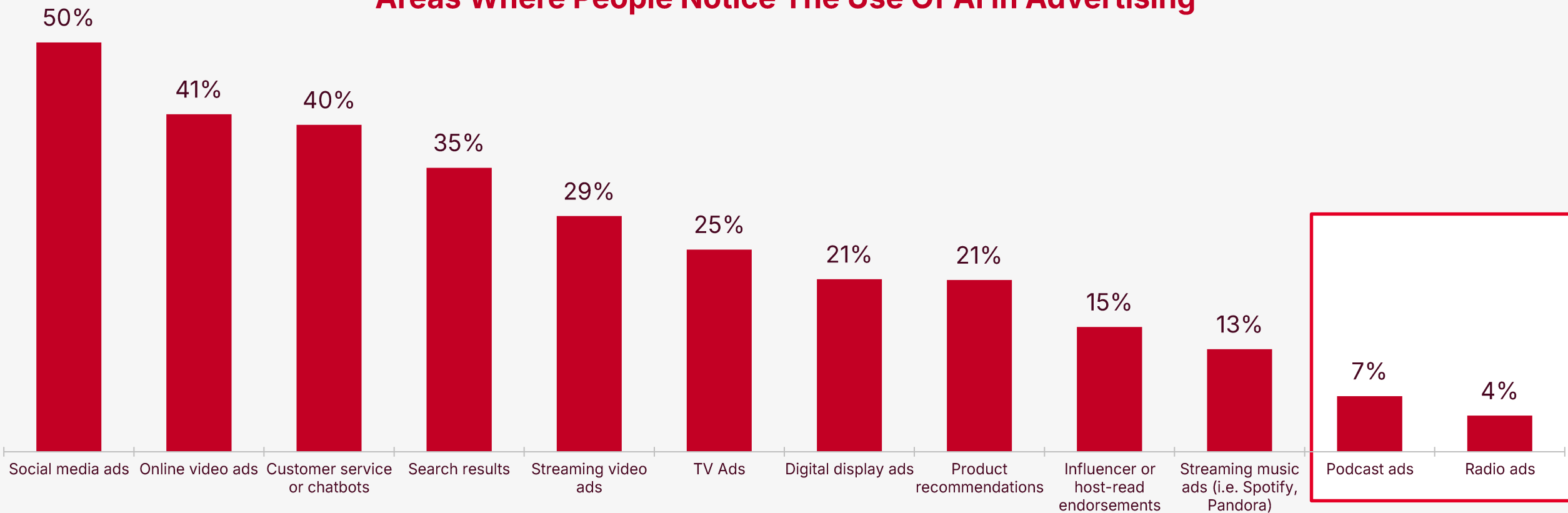
89%

Are more likely to purchase from a brand/ad when the message feels more human and less automated



Audio Content And Influencers Have The Lowest Association With AI Across Media

Areas Where People Notice The Use Of AI In Advertising



Thank you.

