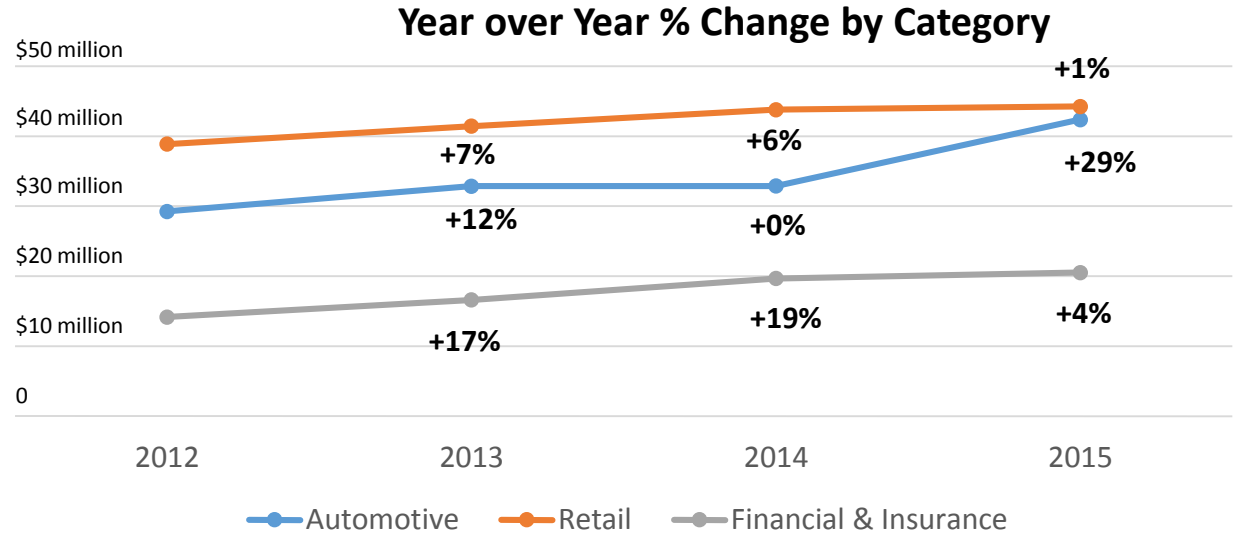


# RadioGAUGE



CBS launched RadioGAUGE Canada in Fall 2011. Since the introduction of RadioGAUGE Canada we have had participation from 25 clients.

**Radio's top sales categories - Financial, Automotive and Retail - have shown considerable growth since RadioGAUGE research began.**



Category	Retail	Automotive	Financial
% change 2012-2015	+ 14%	+45%	+45%

RadioGAUGE has conducted more than 800 radio studies worldwide since 2007 for clients as diverse as McDonald's, Coca-Cola, Ford, Volkswagen and Fosters.

## Canadian Clients

