

# CLASSICAL MUSIC RISING

## Classical Music Public Radio – Facts & Figures

*Music plays a larger role in public radio than many realize, and classical music has a surprisingly broad reach into the American public. Full-time music stations – classical, jazz, and singer/songwriter – account for 27% of all listening to public radio and stations offering both music and news account for another 21% of listening.*

### Classical Music Public Radio Overview

- 70 public media organizations offer an “all classical” broadcast service – operating over 150 stations and 75+ Internet streams<sup>1</sup>
- 65 organizations offer a news and classical mix – operating 155 stations
- Nearly 11 million Americans listen to classical music on public radio each week (6.3 million to “all classical” stations and 4.2 million to mixed format stations)<sup>2</sup>
- At any time throughout the day, an average of over 200,000 listeners are tuned to an “all classical” station
- In the top 50 radio markets in the US, the average share of all radio listening claimed by classical stations is 1.7 percent
- The “all classical” listening audience has been very stable over the past four years, with neither significant growth nor loss<sup>3</sup>
- Leading producers and distributors of classical music content include American Public Media (APM), National Public Radio (NPR), Public Radio Exchange (PRX), Public Radio International (PRI), and the WFMT Radio Network

### Broadcast & Online Radio Stats<sup>4</sup>

- Broadcast radio is the major source for music delivery, the most used of all audio platforms
- Share of radio and radio-like services: Broadcast Radio = 75.3%. Internet Radio = 13.6% (of which Pandora = 9.2%; Other = 4.4%), and SiriusXM Satellite Radio = 11.1%
- Share of time spent listening to all audio sources: Broadcast Radio = 52.1%. Owned music (CDs, digital music files, etc.) = 20.3%. Internet Radio Music (Pandora, Spotify, etc.) = 11.5%. Sirius/XM = 7.7%. TV Music Channels (e.g. Music Choice) = 5.2%. Podcasts = 1.7%. Other = 1.5%
- Half of Americans listen to online radio weekly, a rise from 44% last year, and the time spent listening to online radio continues to grow
- Mobile online radio listening on smartphones has expanded from 34% of the population (2011) to 57% (2016)
- Share of time persons ages 35-54 listen to AM/FM radio is 55%; streaming audio is 11%

<sup>1</sup> “All classical” is defined as 70% or more of a station’s programming

<sup>2</sup> Fall 2015 National AudiGraphics, Nielsen Audio

<sup>3</sup> Walrus Research – National AudiGraphics Spring 2015, Nielsen Audio

<sup>4</sup> Edison Research – Infinite Dial’s “Share of Ear” 2016

## About Classical Music Rising

- *Classical Music Rising* is a collaborative project of leading classical stations to shape the future of classical music radio as the field confronts evolution in delivery across multiple broadcast and digital platforms, demographic and cultural change, and significant disruption throughout the music industry. The initiative was organized by the Station Resource Group, and centers on strategy, innovative tactics, and collective action - all informed by ongoing research and analysis. [www.srg.org/classical](http://www.srg.org/classical)
- While focused around the audio listening experience, *Classical Music Rising* also looks to the role of the station as a cultural institution that supports the overall music ecology in its community of service
- *Classical Music Rising* Steering Committee (founding stations)
  - Brenda Barnes, President of USC Radio, Los Angeles
  - Jennifer Ridewood, General Manager, KING, Seattle
  - Matt Abramovitz, Program Director, WQXR, New York
  - Nick Kereakos, Vice President, Chief Technology Officer & Head of Music Services, American Public Media/Minnesota Public Radio
- *Classical Music Rising* is funded by a major grant from The Andrew W. Mellon Foundation, with support from the 23 classical station project partners

## Classical Music Rising Partner Stations *(to date)*

Capital Public Radio, Sacramento	Nashville Public Radio (WFCL)
Colorado Public Radio	New York Public Radio (WQXR)
Hawaii Public Radio	Vermont Public Radio
Illinois Public Media (WILL)	WCRB, Boston
KDFC, San Francisco	WDAV, Charlotte
KING, Seattle	Discover Classical, Dayton (WDPR)
KBAQ, Phoenix	WETA, Washington, DC
KCME, Colorado Springs	WFMT, Chicago
KMFA, Austin	WQED, Pittsburgh
KUSC, Los Angeles	WRTI, Philadelphia
Louisville Public Media (WUOL)	WXXI, Rochester
Minnesota Public Radio	

## Contacts

- Wende Persons, Managing Director, *Classical Music Rising*:  
[wende@classicalmusicrising.org](mailto:wende@classicalmusicrising.org) (917) 691-1282
- Tom Thomas & Terry Clifford, co-CEOs, Station Resource Group:  
[tthomas@srg.org](mailto:tthomas@srg.org) [tclifford@srg.org](mailto:tclifford@srg.org) (301) 540-9100