



0

50 Miles

WMKL 54 dBu F(50,10) coverage



91.9 FM WMKL  Radio[®]

HD Radio-Equipped Cars – Miami DMA

- **Miami DMA HD Radio-Equipped Cars** (listening includes adjacent market spill-in)
 - This DMA has 32 HD Radio stations, broadcasting 46 separate HD Radio channels
 - Adults 12+ in Miami DMA listening to radio stations broadcasting using HD Radio Technology in a given week (Cume rating): 99.0%
 - Percentage of all new cars sold in the Miami DMA during 2016 that came with factory-installed HD Radio receivers: 45.8%
 - Average Weekly TSL to all radio stations in Miami DMA: 11:23 (HH:mm)
 - Average Weekly TSL to all HD Radio stations in Miami DMA: 10:30 (HH:mm)
 - Average In-Car Weekly TSL to Miami DMA HD Radio stations: 4:12 (HH:mm)
 - **The 832,000 HD Radio-equipped cars mean over 3.2 million hours per week of in-car listening to stations using HD Radio Technology in the Miami DMA!**
 - **Percent of HD Radio-equipped cars in the Miami DMA: 24.1%**

* Data current through December 2016



Analysis © 2017 Research Director, Inc. Note: All references to passenger vehicles include light trucks & vans. Source: DTS, Inc., The Nielsen Corp, IHS and NADA. Listening data based upon Spring 2016 Nielsen Nationwide data. Auto data assumes 40% of all radio listening occurs in-car. HDEC count total includes auto aftermarket HD Radio receivers.

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Publicly Announced Vehicles with HD Radio Technology



ILX
MDX
RDX
RLX*
TLX



4C Spider*



A3*
A4
A4 Allroad
A5
A6*
A7*
A8*
Q5
Q7*
TT*



Flying Spur*
GT*
Mulsanne*



2 Series*
3 Series*
4 Series*
5 Series*
6 Series*
7 Series*
X1*
X3*
X4*
X5*
X6*
Z4*
i3*
i8*



ATS
CTS*
ELR*
Escalade*
SRX*
XTS*



Silverado
Silverado HD
Suburban*
Tahoe*



200
300



Challenger
Charger
Durango
Viper*



500X



C-MAX
E-Series
Edge
Escape
Expedition
Explorer
F-150 Regular
F-150
Supercrew
Fiesta
Flex
Focus
Fusion
Mustang
Super Duty
Taurus
Transit
Transit Connect



Sierra
Sierra HD
Yukon*
Yukon XL*



Accord
Civic
CR-V
Fit
HR-V
Odyssey
Pilot



Azera*
Elantra
Equus*
Genesis*
Genesis Coupe
Santa Fe Sport*
Santa Fe*
Sonata*
Tucson
Veloster



Q50*



F-Type
XE*
XF*
XJ*
XK*



Cherokee
Grand Cherokee
Renegade



Cadenza*
Forte
K900*
Optima
Rio
Sedona
Sorento
Soul
Sportage



Huracán



Discovery Sport*
Evoque
LR2
LR4
Range Rover Sport*
Range Rover*



CT
ES*
GS*
GX*
IS*
LS*
LX*
NX*
RC*
RX*



MKC
MKS
MKT
MKX
MKZ
Navigator*



CX-5
CX-9*
Mazda3
Mazda6*
MX-5 Miata



C-Class*
CLA-Class*
CLS-Class*
E-Class*
G-Class*
GL-Class*
GLA-Class*
GLE-Class*
GLK-Class*
M-Class*
S-Class*
SL-Class*
SLK-Class*



Clubman*
Cooper*
Countryman*
Paceman*
Roadster*



Lancer
Lancer Evo
Outlander
Outlander Sport



LEAF
Maxima*
Murano



911
918*
Boxster
Cayenne
Cayman
Macan
Panamera*



1500
2500/3500



Ghost*
Phantom*
Phantom DHC*
Wraith*



FR-S*
iA*
iM*
tC*
xB*



BRZ*
Forester*
Impreza*
Legacy*
Outback*
WRX*
XV*
Crosstrek*



Model S*
Model X*



4 Runner*
Avalon*
Camry
Corolla
Highlander
Land Cruiser*
Prius
Prius c
Prius v
RAV4
Sequoia
Sienna
Tacoma
Tundra
Venza*
Yaris*



Beetle
CC
Eos
Golf*
Jetta
Passat
Tigua
Touareg



S60*
S80*
V60*
XC60*
XC70*
XC90*

* HD Radio Standard

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HD Radio-Equipped Cars – Data Protocols

- **How the data are derived – The methodology:**
 - IHS auto registration data is by calendar year, so all auto statistics are presented that way.
 - Uses actual registered data, so does not count unsold cars still in-transit from OEM or on dealer's lot
 - What was used for the analysis:
 - Number of cars registered nationwide by model and by brand (from IHS);
 - Number of cars registered by DMA by model and by brand (from IHS);
 - Number of cars on the road by DMA (from National Automobile Dealers Association);
 - OEM number of HDEC produced by brand, by quarter, nationwide (from OEMs);
 - The amount and percentage of radio listening that occurs in-car [40%] (from Nielsen Audio);
- **Generating the HD Radio receiver “take rate” by model – The process:**
 - Determine the percent each DMA contributes to the sale of a particular car brand –
 - *i.e.*, 1% of all Toyota Corollas bought nationwide were sold in the Baltimore DMA;
 - Those Corollas which did not ship with factory-installed HD Radio Technology were eliminated.
 - Apply that percentage to the nationwide OEM sales number – This gives you the number of HD Radio-equipped cars by brand and DMA.
 - Add up all the brands for each DMA – This gives you the number of HD Radio-equipped cars in each DMA.