

Meeting listeners where they are

How NPR is innovating on emerging platforms



The mission of NPR is to work in **partnership with Member Stations** to create **a more informed public** — one challenged and invigorated by a **deeper understanding** and appreciation of events, ideas and cultures.



In Partnership With Member Stations



1,000+

stations and associate stations
broadcast NPR programming
and newscasts

95%

of U.S. within listening area
of an NPR Member Station

Our Digital Impact

38.9 million

The number of unique
monthly visitors to
NPR.org

955 million

The number of NPR
podcast downloads in
2017

103 million

NPR's approximate
monthly audience
across broadcast,
podcasts, and NPR.org

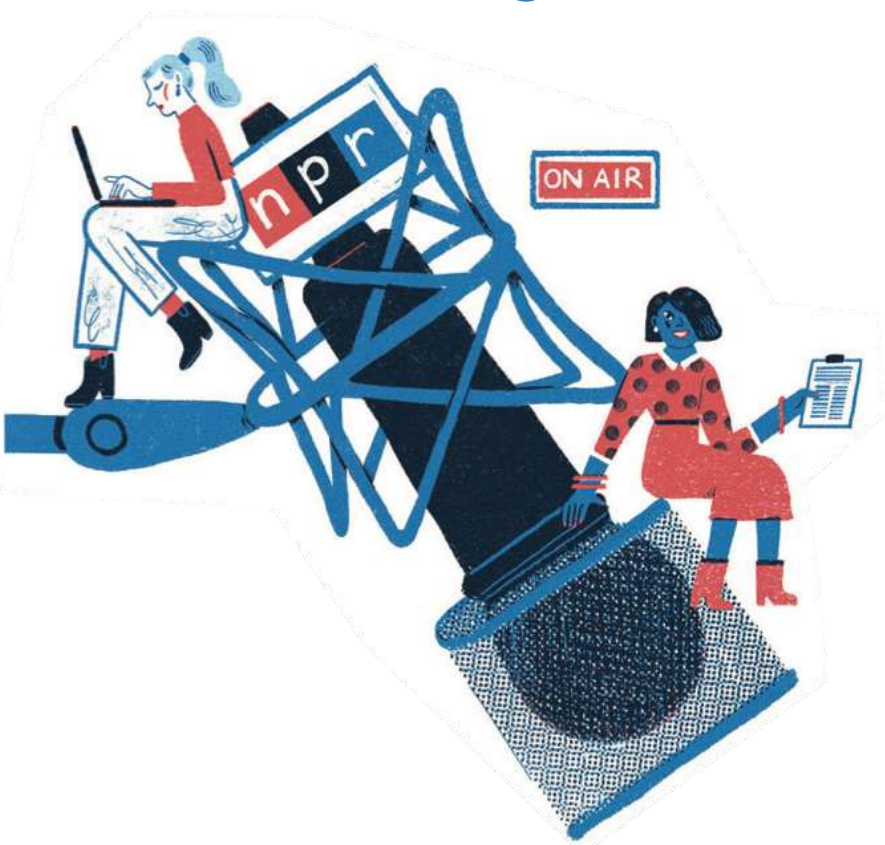
Shifting Listening Landscape

“It **depends upon where I am.** I listen in the car, I listen on my phone, if I am moving around. If I am stationary, I listen on my computer. – Female 50-54

If I'm driving it's WBEZ. If I'm at my computer it's NPR.org. – Male 50-54”



Reinventing Radio



- On-demand audio
- Curated content
- Near-live experiences
- Ubiquitous

NPR everywhere



NPR on large screens & connected TVs



NPR for wearables





Now Playing

**'Breaking Bad' Fans Get
Their Fix In Spanish**

Playing 4:00m - 9:17

5:38 / 6:34



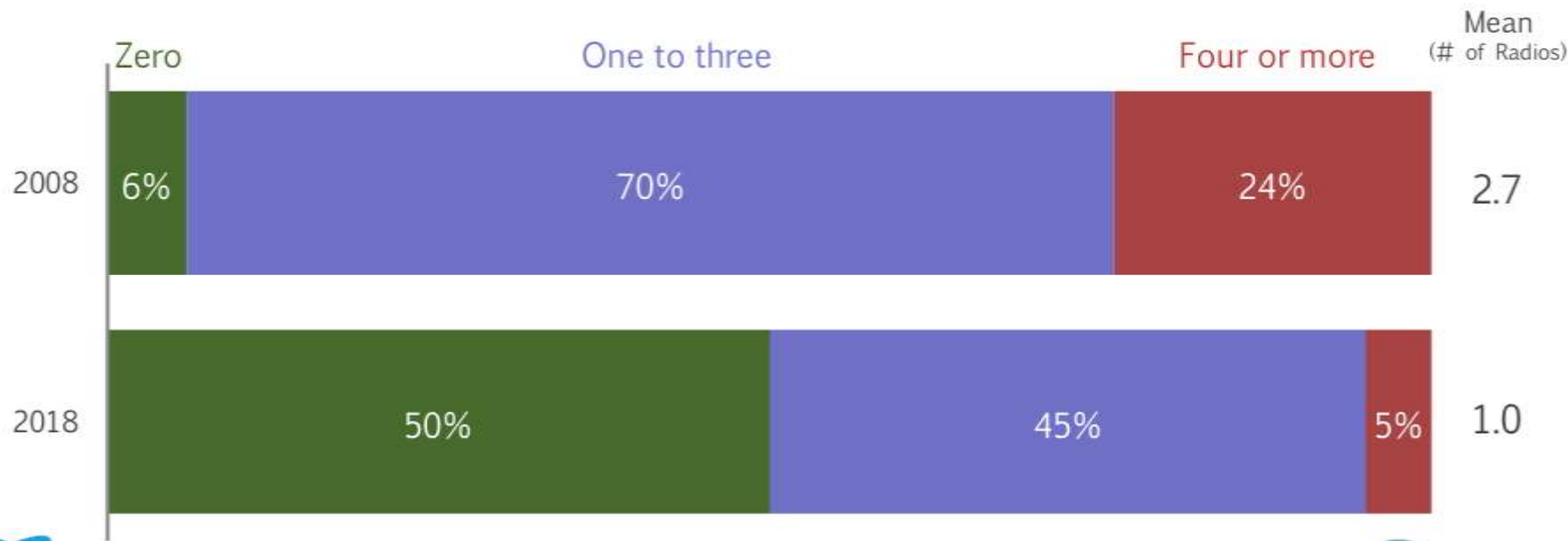
NPR One

Looking Ahead



Number of Radios Owned in Home (Age 18-34)

#InfiniteDial





NPR via voice assistants

Hey Siri, tune to NPR



"Alexa, what's in the news?"



Ok Google, play the latest news from NPR





- Where does NPR **naturally fit** in your day?
- What is **the relationship** between your device and the voice assistant?
- Who can we connect with in a **voice everywhere** future?

