**Nielsen: Consumption of TV, Radio on the Rise**

Daily media consumption has increased by 10 percent since 2015, with consumers spending one more hour on average consuming media, per Nielsen's first-quarter 2016 Total Audience Report. The study shows that TV and radio are not being replaced by other media but, instead, that use is increasing, with Q1 media consumption at an average of 10 hours and 39 minutes, compared with last year's 9 hours and 39 minutes.

***Inside Radio 6/24/16***

<http://www.insideradio.com/radio-s-latest-numbers-ruling-reach-higher-tsl/article_a2a773ec-39d9-11e6-a778-c73c99634dac.html>