

What to know about the next generation of connected country listeners?

- **Audience is omnichannel**
They don't think in terms of "radio" and "TV." Capture the opportunities that arise now that they think in terms of "audio" and "video."
- **They still want you.**
Your audience wants your content, but you have to make it accessible on their terms — in their connected cars.
- **They're tech-savvy.**
The pandemic has led country listeners to embrace technology to feel more connected. Let go of the notion that they're not tech-savvy.
- **Distribute everywhere.**
Take an omnichannel approach to creating, distributing, and monetizing content.
- **Go snackable.**
Recycle your brand by creating snackable content on the multiple platforms your listeners access as they go through their day.
- **They trust you.**
Your audience's trust in your brand is remarkably high. Do everything you can to maintain and grow trust.
- **Values > decisions.**
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- **They want joy.**
Your listeners want cheerful content. Treat all points of contact with them as equally important for setting the mood.
- **Smart speakers = still growing.**
They haven't plateaued. Ensure a quality experience, and make sure you keep your foot on the gas when growing that audience.
- **Video is essential. Don't overthink it.**
They haven't plateaued. Ensure a quality experience, and make sure you keep your foot on the gas when growing that audience.
- **Small towns are the next big thing.**
Be encouraged! Many of our small and medium markets are attracting new community members. It's an opportunity to grow the cume!

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