

Arkansas Media Mix Evolution

	<u>SS14</u>	<u>SS 18</u>
Television	45.5%	45.9%
Digital	13.7%	40.0%
Magazine	26.7%	9.8%
Broadcast Radio	8.9%	3.7%
Outdoor	0.4%	0.4%
<u>Newspaper</u>	<u>4.8%</u>	<u>0.2%</u>
Total	100.0%	100.0%

Share of Time Spent With Media

	<u>2010</u>	<u>2014</u>	<u>2017</u>	<u>% Change</u>
Digital	29.6%	42.8%	48.2%	63.0%
Television	40.9%	36.7%	33.6%	-17.8%
Broadcast Radio	14.8%	12.4%	11.8%	-20.5%
Newspaper	4.6%	2.6%	1.9%	-59.1%
Magazine	3.1%	1.9%	1.6%	-48.3%
<u>Other (Directories, etc.)</u>	<u>7.0%</u>	<u>3.6%</u>	<u>2.9%</u>	<u>-58.4%</u>
Total	100.0%	100.0%	100.0%	

eMarketer 2017