



The Metrics

- The Nielsen Company does NOT measure Internet Radio
- AM & FM Radio is only measured by Nielsen market by market
- Chinamerica Radio is an Internet streaming station
- Chinamerica Radio is available nationally and internationally in all markets, simultaneously
- There are 10,967 AM & FM radio stations in the United States
- Less than 10 of them are listed as Chinese, NONE subscribe to Nielsen
- The total U.S. Population (2010) was 308,745,538
- The Chinese-American population was 4,760,800
- The Chinese-American population is only 1.54% of the population
- Any numerical comparison to White, African-American, or Hispanic radio listening audiences would be almost insignificantly small
- Yet... The Chinese-American community is a highly sought after, economic powerhouse, and attractive consumer base
- The following pages demonstrate what we do know about our audience by the respected data acquisition of Quantcast and Google Analytics