A photograph of two young women with long brown hair, wearing white long-sleeved shirts, sitting on a bed. They are both smiling and looking towards a small, white, rectangular portable radio with a telescopic antenna. The woman on the right is leaning over the radio, and the woman on the left is looking at it with a smile. The background is a simple, light-colored wall.

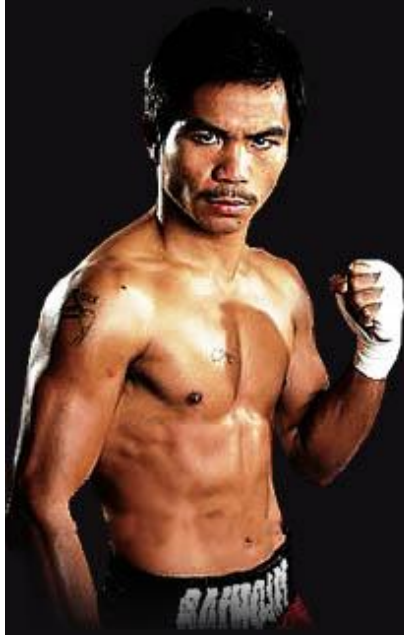
TERACOM

**Radio
puls
2011**

**Anders Lithner
TNS SIFO**

Spotify vs. Radio

KAMPEN OM LYSSNARNA



| | | |
|-----------|------------------|---------|
| 5' 6 1/2" | HEIGHT | 5'9" |
| 67" | REACH | 74" |
| 16" | NECK | 16 1/2" |
| 38" | CHEST (NORMAL) | 39" |
| 40 1/2" | CHEST (EXPANDED) | 42" |
| 13" | BICEP | 14" |
| 12" | FOREARM | 11 1/2" |
| 8" | WRIST | 6 1/4" |
| 10" | FIST | 11 1/2" |
| 28" | WAIST | 31" |
| 20" | THIGH | 22" |
| 15" | CALF | 13 1/4" |
| 30" | AGE | 38 |



SPOTIFY LIVE ON PAY PER VIEW **RADION**
VS



**SAMPSON
BOXING**



KAMPEN OM ANNONSPENGARNA

CAMPEONATO DEL MUNDO HISPANO C.M.B. 



GINNASIO DE MEXICALI 8:00 P.M.

VIERNES

29

de OCTUBRE

EL IDOLO
CESAR

RADION VAZQUEZ

CAMPEON W.B. FECONOMEX 20-0-12 KO
CLASIFICADO C.M.B.



ANTONIO

SPOTIFY

MEZA

24-8-16 KO

THE BIGGEST HEAVYWEIGHT BATTLE IN HISTORY!
KAMPEN OM UTTRYCKET

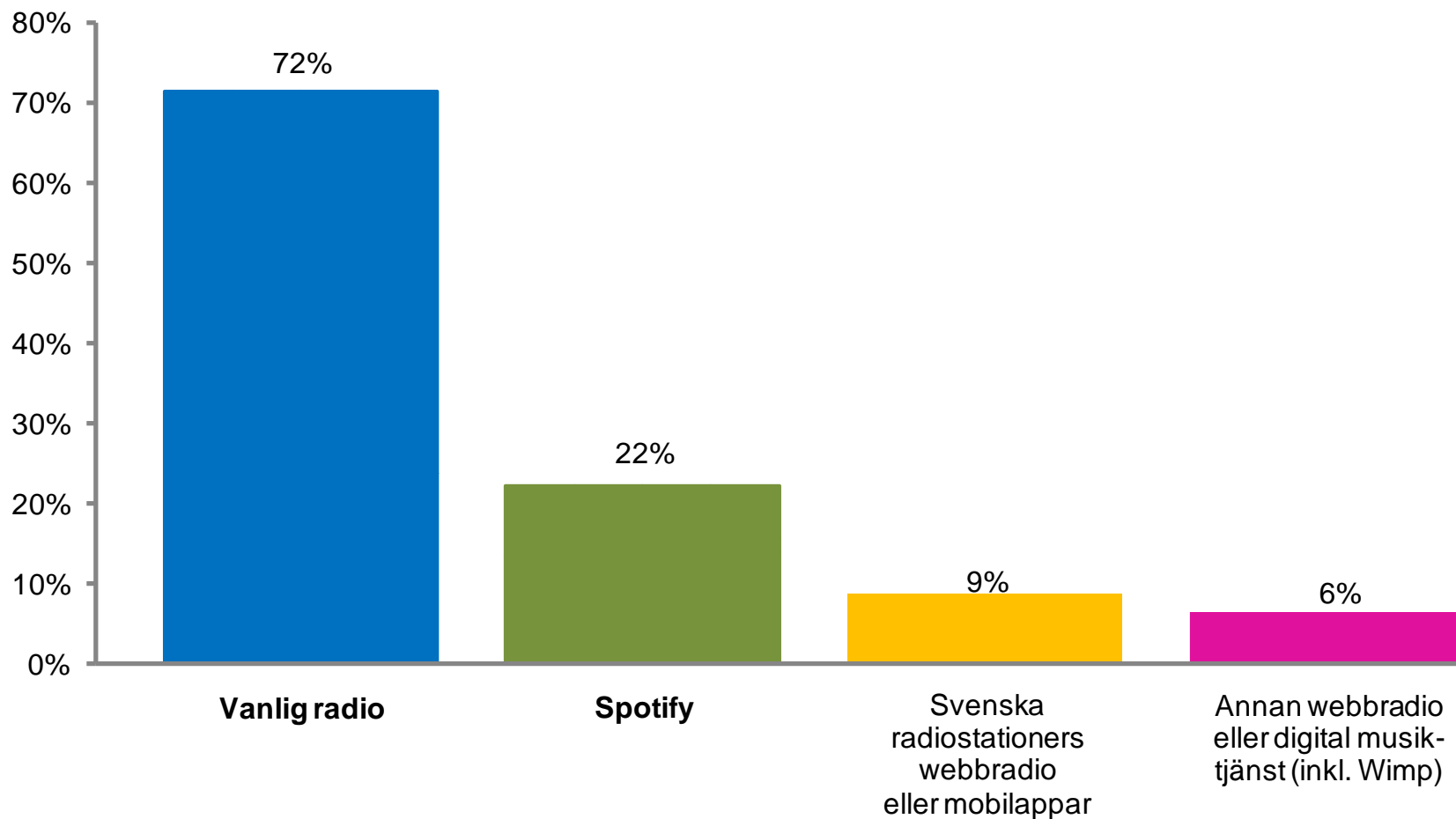


LJUDET

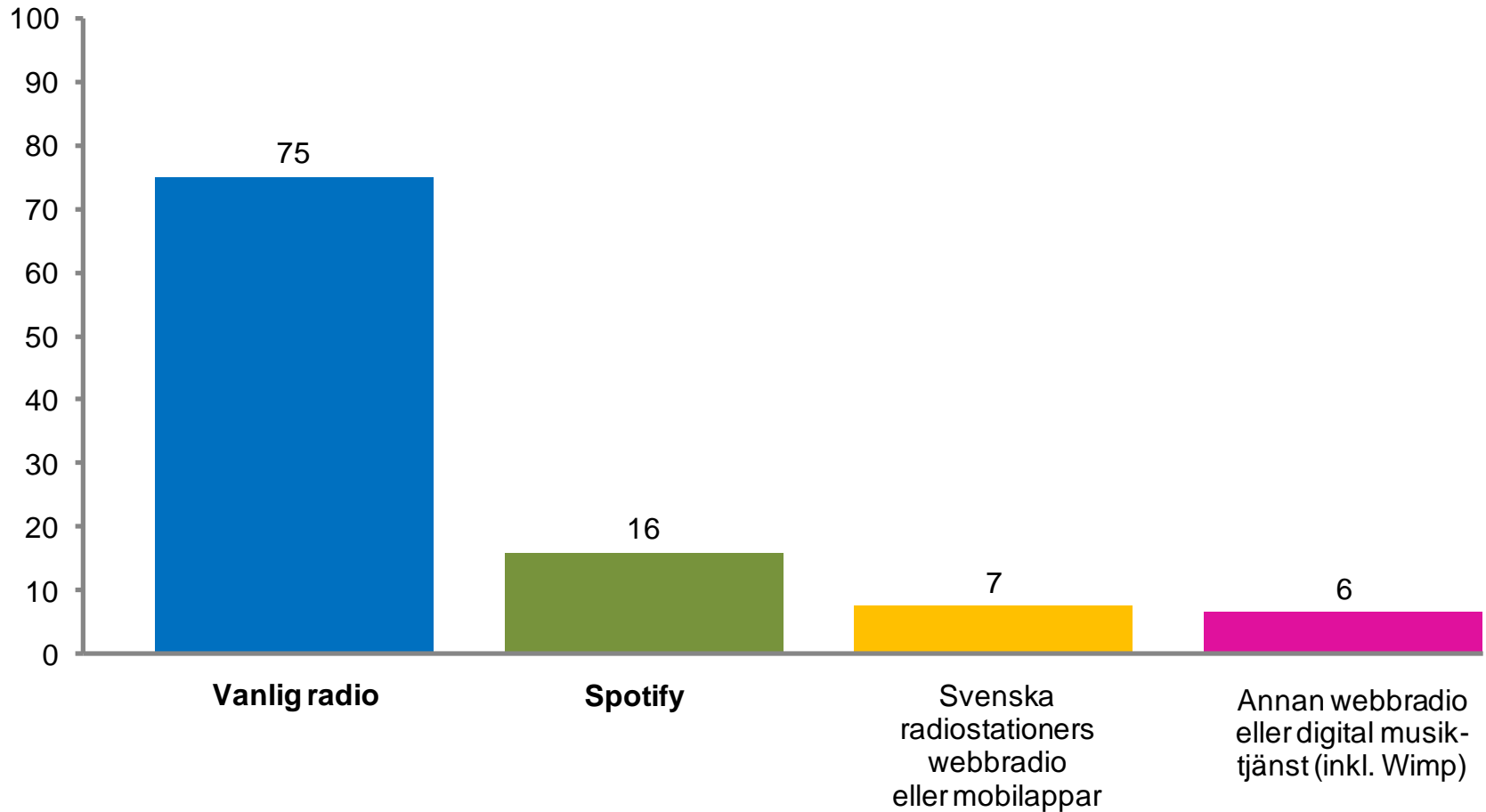
VS

TEXT & BILD

Räckvidden: Spotify är stort, men radion är större



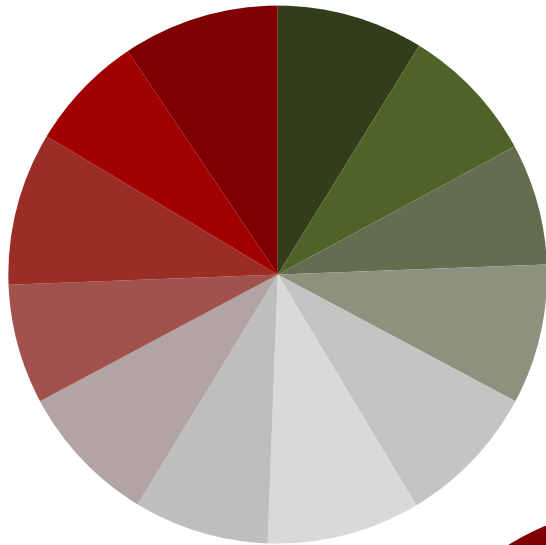
Tiden: Spotify ägnas en femtedel av radions lyssnartid



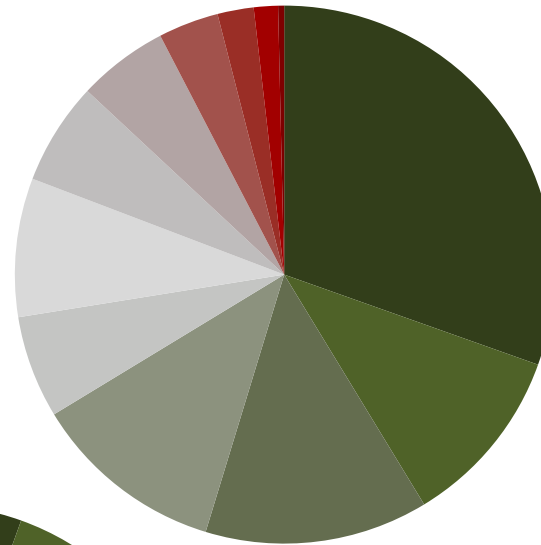
Målgruppen:

Radion har en äldre publik, Spotify en yngre

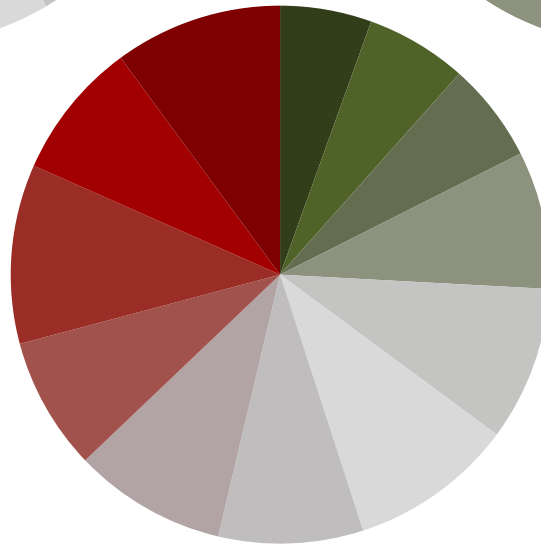
SVERIGES BEFOLKNING



SPOTIFY

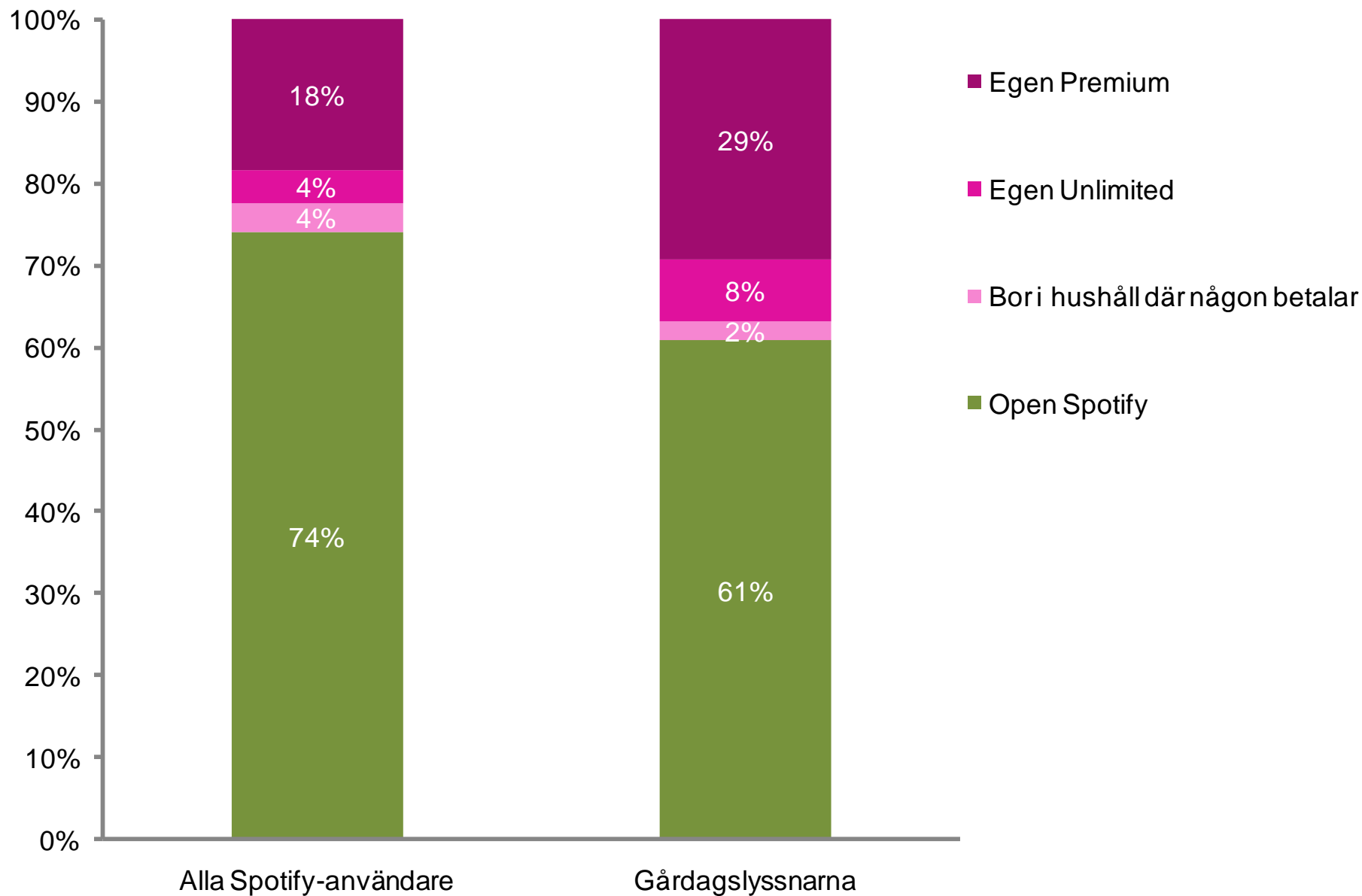


VANLIG
RADIO

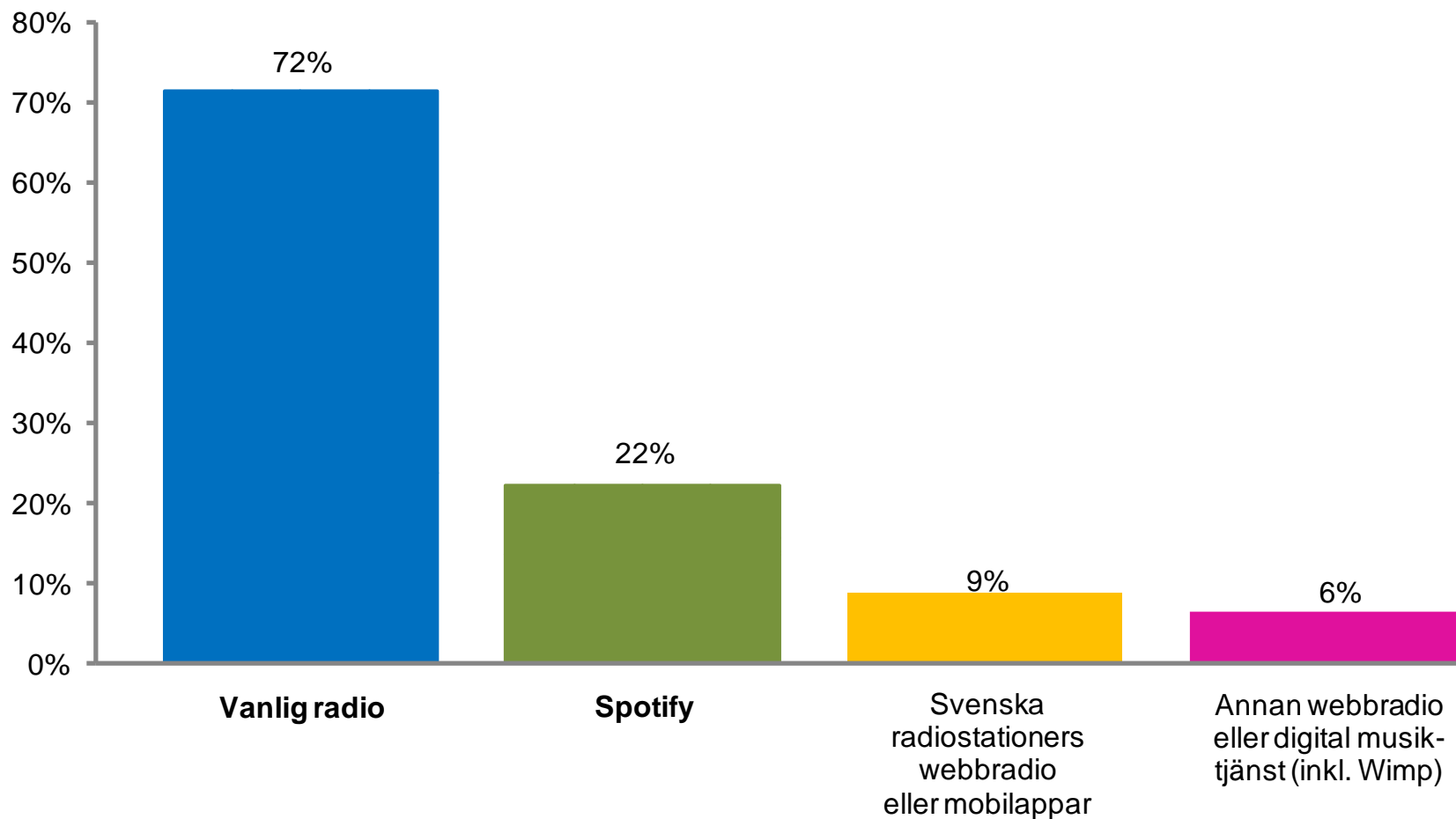


- 15 - 19
- 20 - 24
- 25 - 29
- 30 - 34
- 35 - 39
- 40 - 44
- 45 - 49
- 50 - 54
- 55 - 59
- 60 - 64
- 65 - 69
- 70 - 79

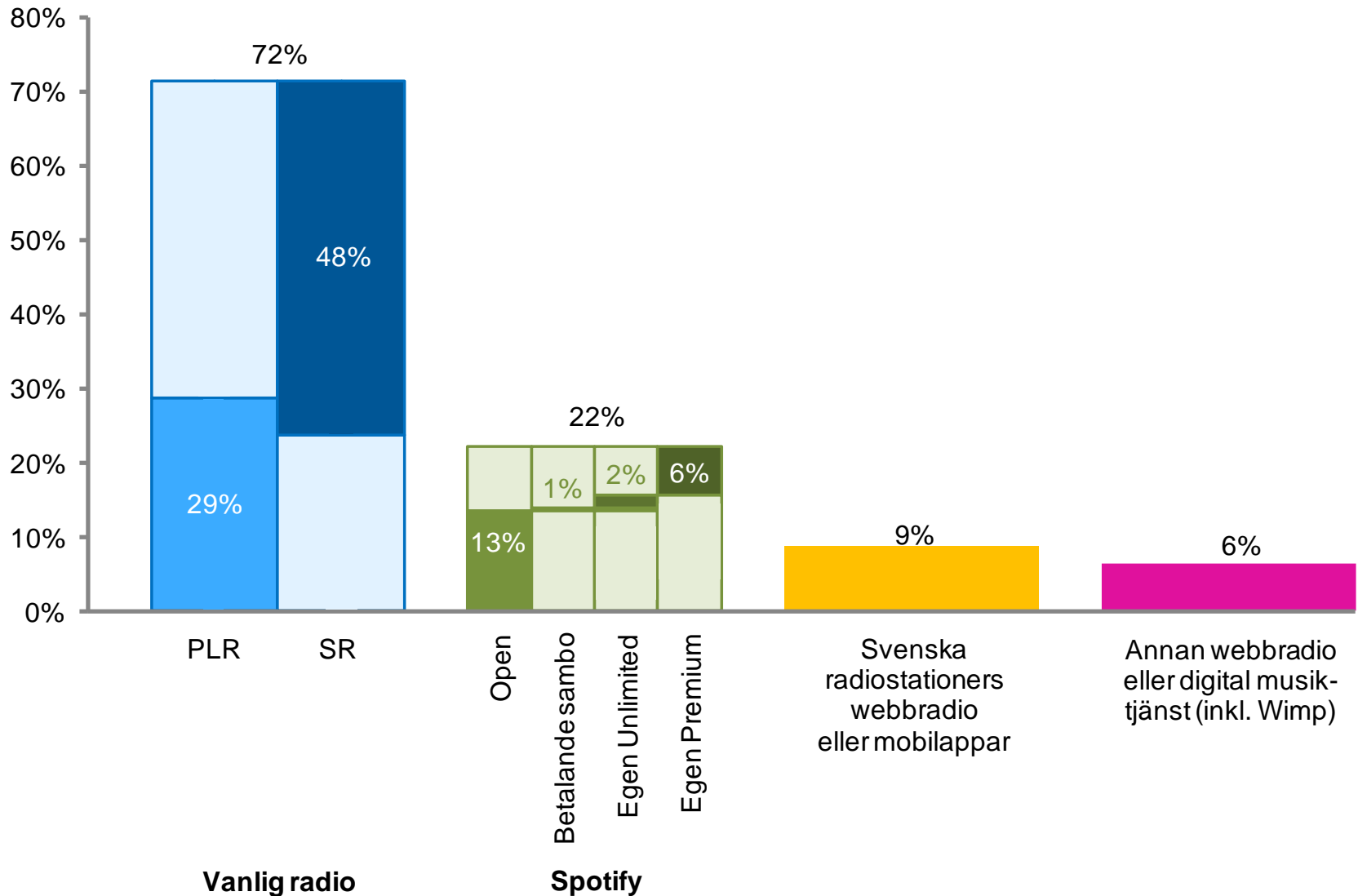
Olika Spotify-konton



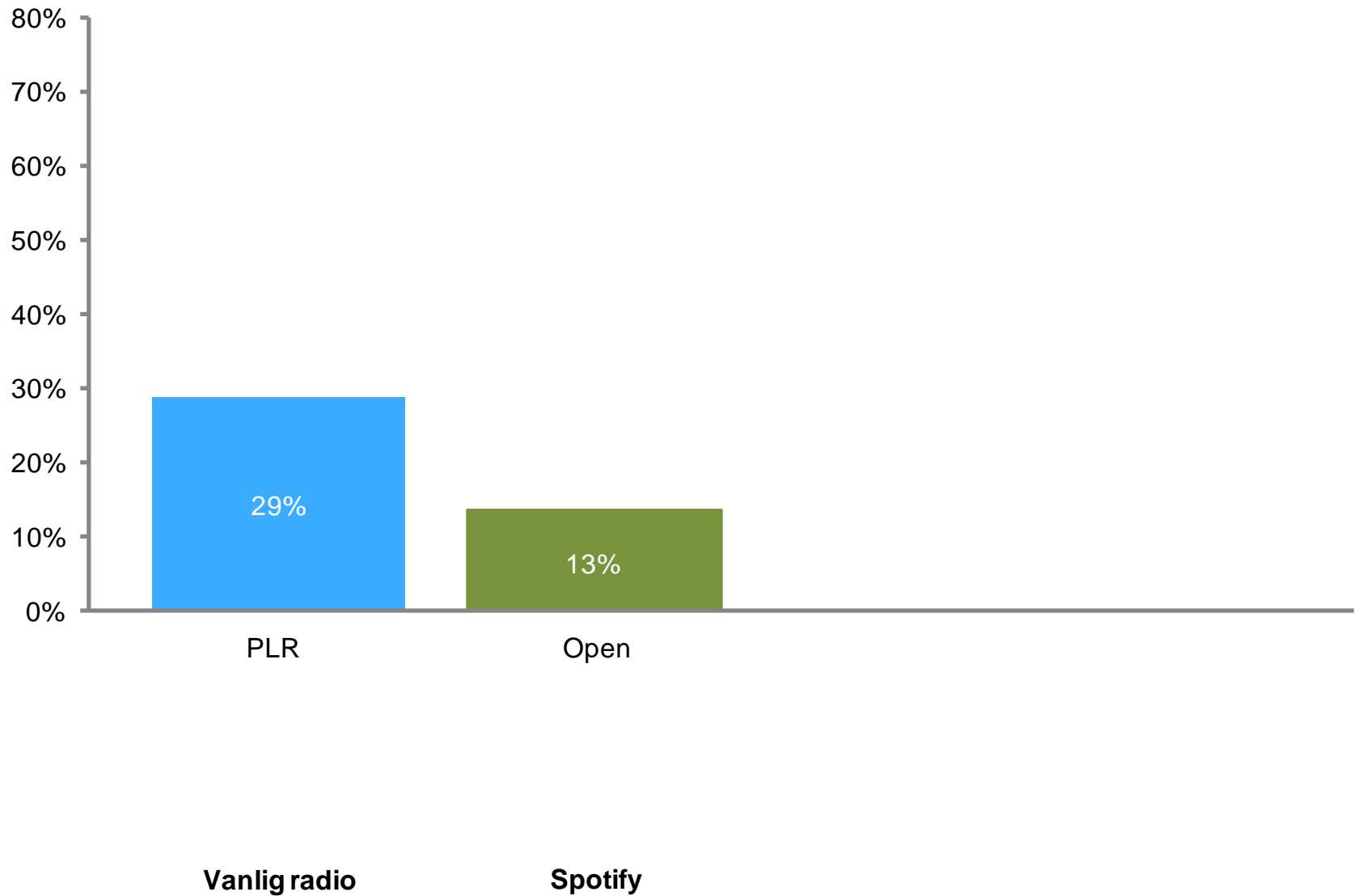
Räckvidden består...



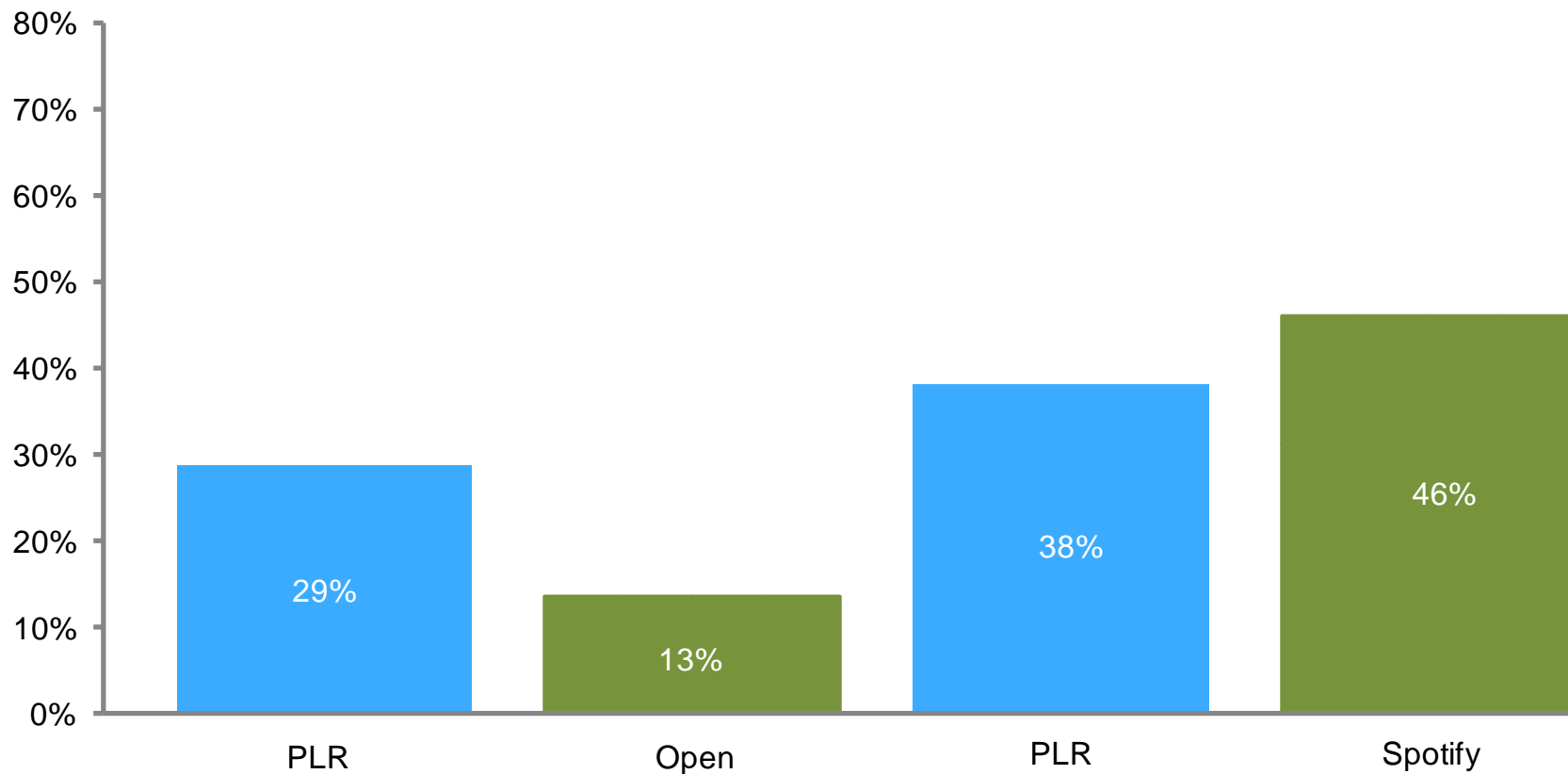
... både av reklamburet och reklamfritt



Kampen om annonspengarna



Bland de yngre är Spotify större än den privata lokalradion

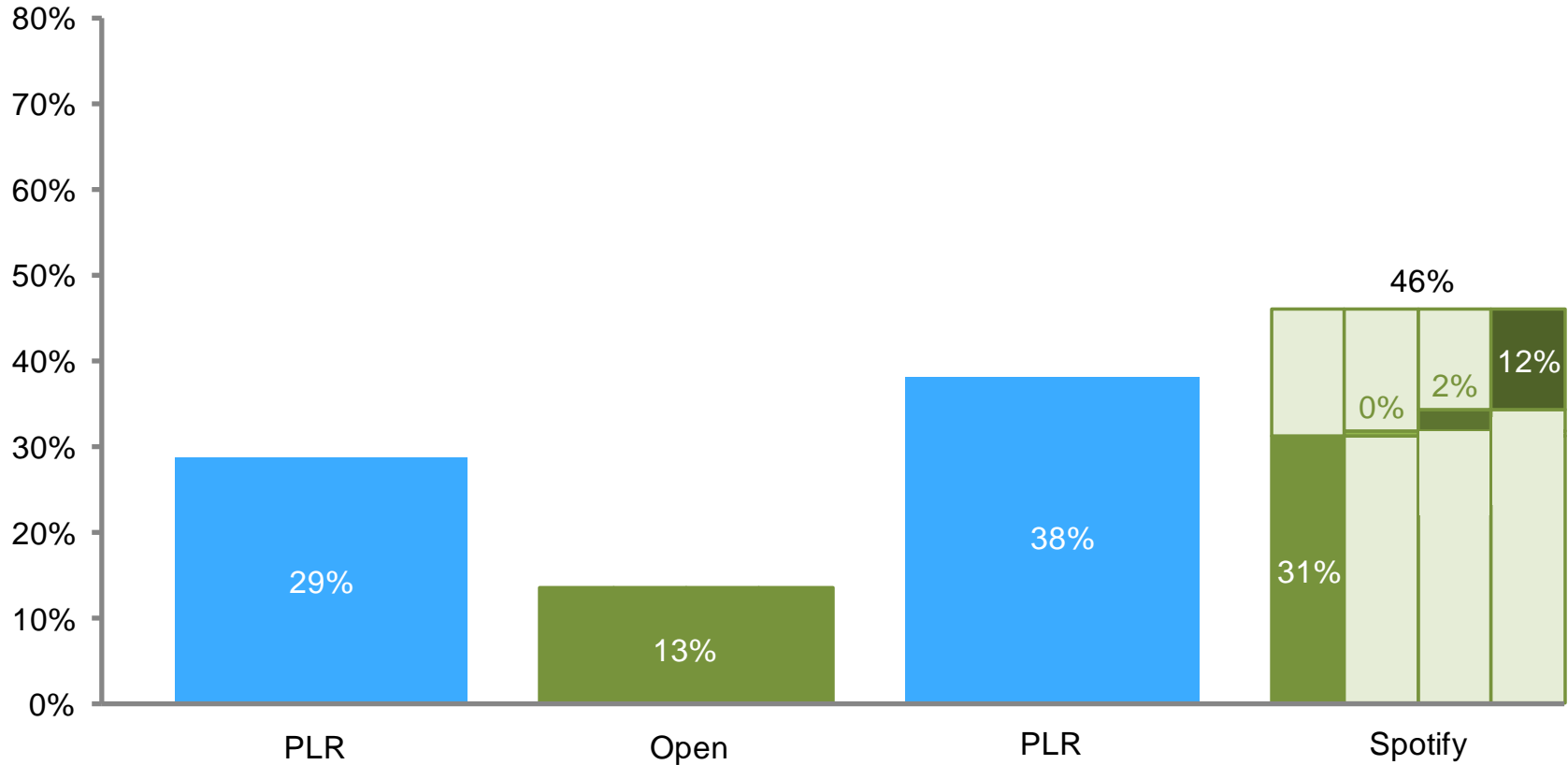


<35 år

Vanlig radio

Spotify

Men reklamradion är större än reklam-Spotify

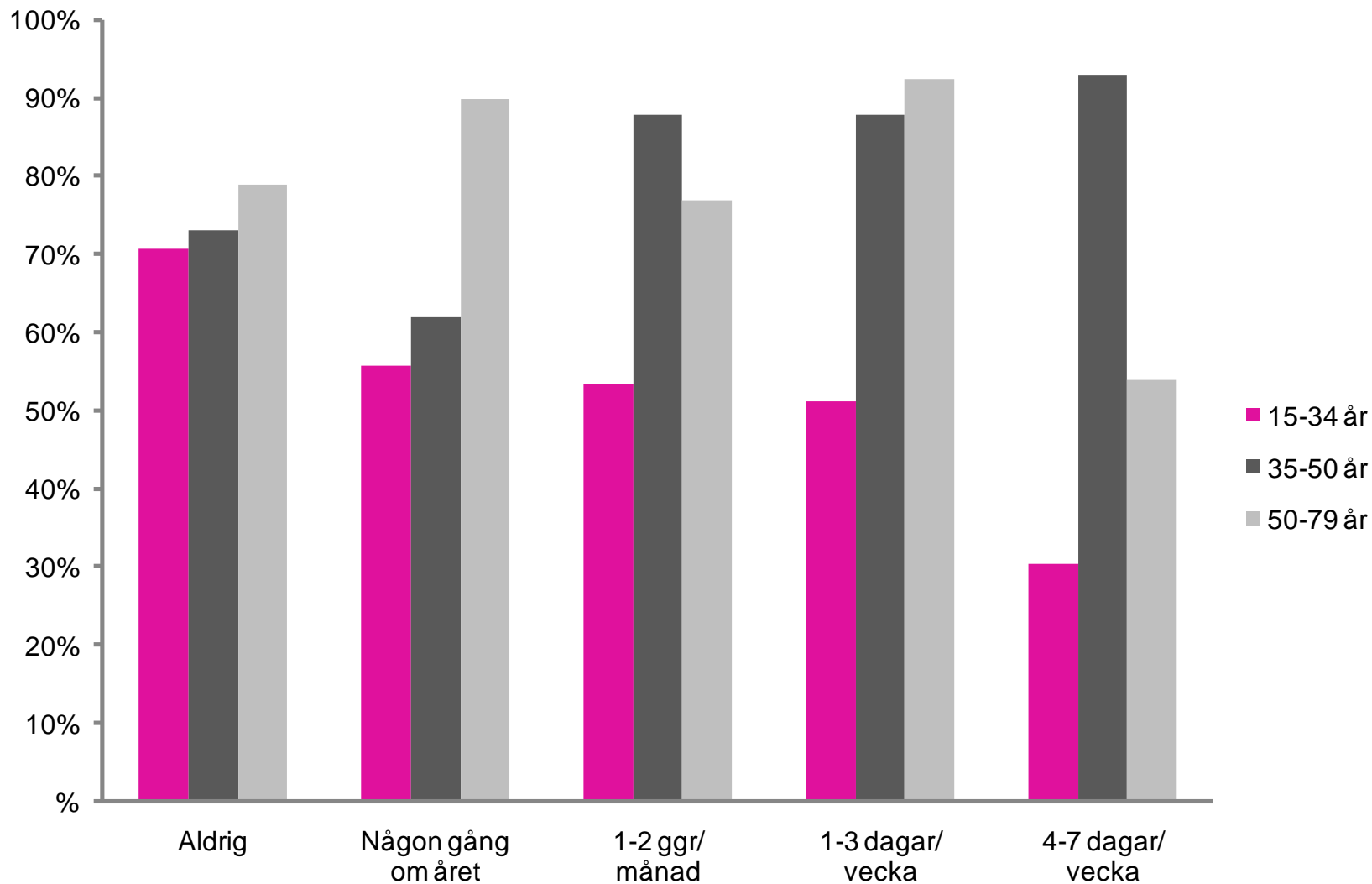


<35 år

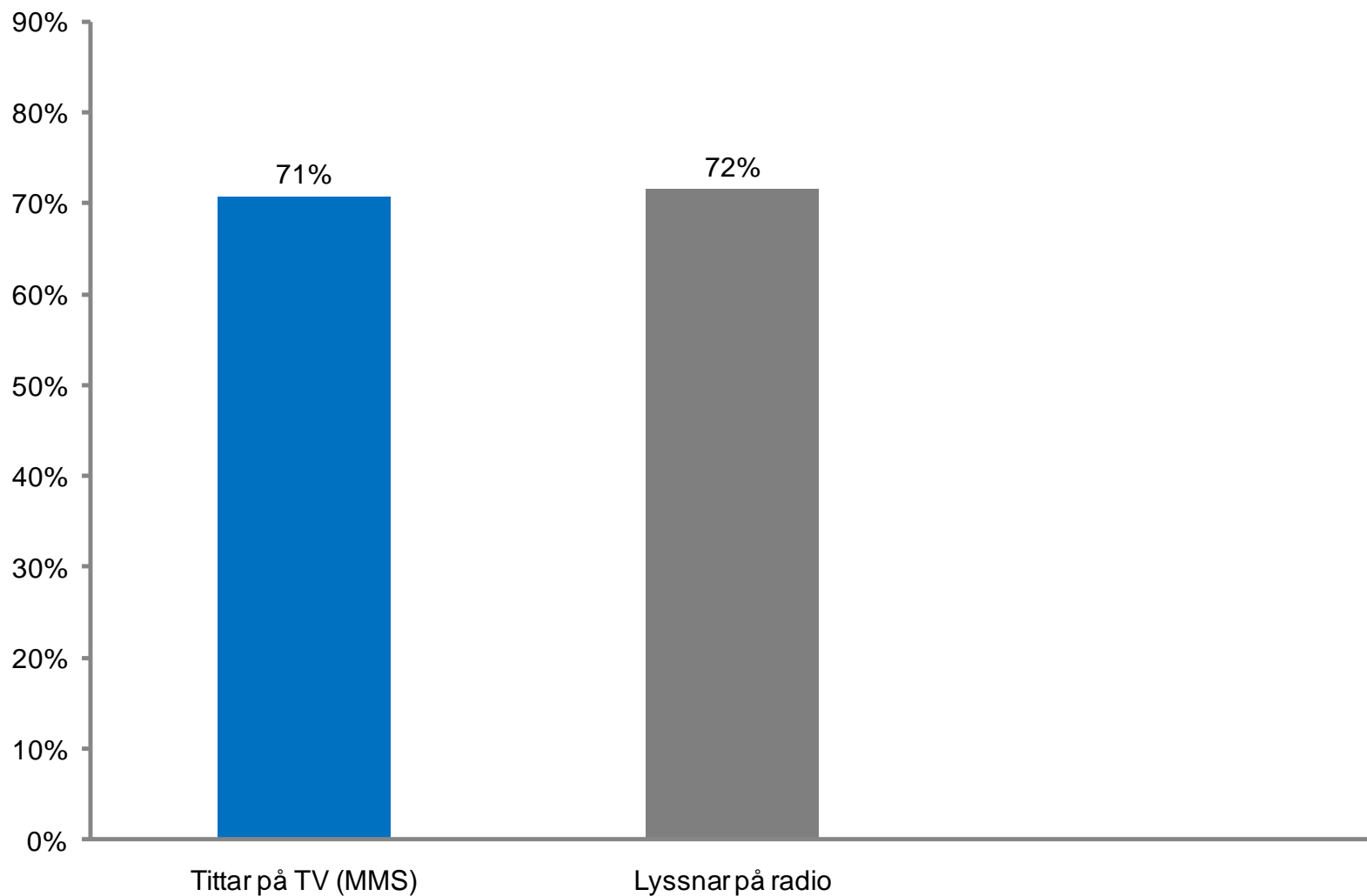
Vanlig radio

Spotify

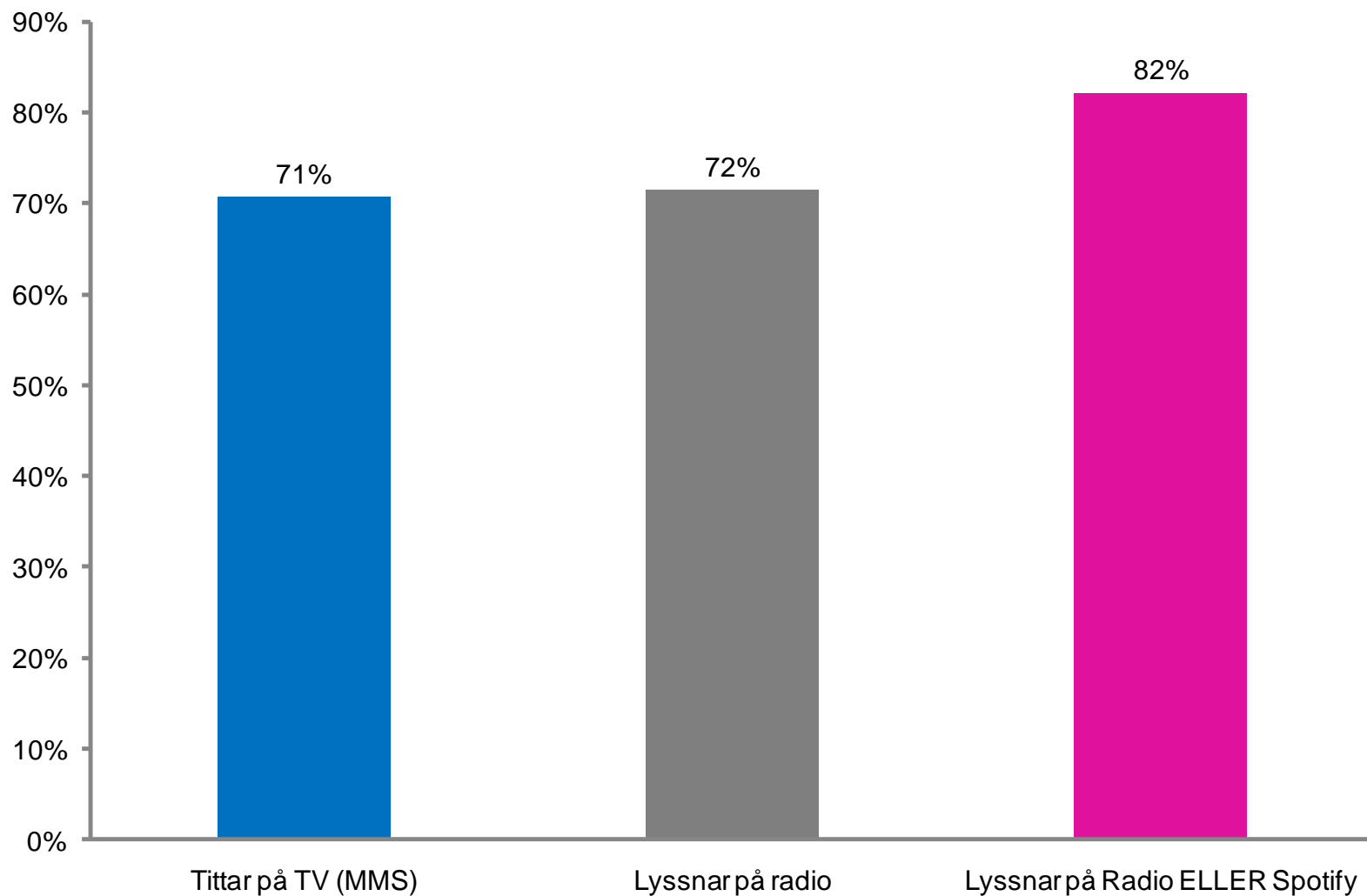
Konkurrent eller medspelare



Kampen om uttrycket



Kampen om uttrycket



"You can take all the novels in the world, and not one of them will make you feel as good, as fast, as: "I've got sunshine..."