



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, not AM or FM
- Chinamerica Radio is available nationally and globally in all markets
- There are 15,445 AM & FM radio stations in the United States
- Less than 8 of them are listed as Chinese, NONE of them subscribe to Nielsen
- The total U.S. Population (2020) was 308,745,538
- The Chinese-American population increased from 3,794,673 in 2010 to 5,205,461 in 2020
- The Chinese-American population is only 1.68% of the population
- A numerical comparison to White, African-American, or Hispanic radio audiences would be 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