



30%

## Arbitron/Edison: Wireless Dashboard Crucial to Online Radio Success

Internet radio has been available in cars for some time now. A study conducted by Arbitron and Edison Research claims the U.S. audience for online radio has jumped more than 30 percent to 76 million people in the last year. The study claims that smartphone growth has been one of the key factors in the rise of online radio, noting that 44 percent of Americans now own a smartphone, and that 17 percent of all mobile owners have listened to online radio streamed in their cars via their phones - up from 11 percent this time last year.