

Radio Still Number One Music Source Over MP3 Players, CDs

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Survey Reveals US Consumers Still Primarily Tune Into FM Radio Stations for Audio Entertainment

SAN DIEGO, CA--(MARKET WIRE)--May 19, 2008 -- Despite the wide popularity of portable music sources, consumers prefer to listen to some form of radio more than MP3 players and CDs, according to a new survey.

A total of 560 respondents spend 16,814 hours per week listening to audio entertainment. Thirty-nine percent of that time is spent on FM radio, followed by 23 percent on MP3 players / iPods and 18 percent on CDs, to round out the top three audio sources. In an age of portable media devices like the iPod, individuals still satisfy their audio cravings with the longest-standing format, radio.

The findings were a result of a survey commissioned by sonoro audio, manufacturer of distinctive, high-quality audio products.

Collectively, 57 percent of the time is spent listening to some form of radio, AM, FM or Internet. Internet radio alone is becoming a premier audio medium for US consumers. According to Arbitron and Edison Media Research, 33 million Americans 12 and older listen to Internet radio stations during the week, up from 29 million in 2006.

"Even with the advent of MP3 players, consumers are still largely turning to radio for their music needs as it is easily accessible and free," said Marcell Faller, founder and CEO of sonoro audio. "However, consumers' expanding, elaborate music libraries have created a demand for all-in-one audio systems that let them integrate the functionality of MP3 players, CDs and radio in a single compact device."

Spreading audio libraries across several formats reassures users that their carefully-compiled collections are not lost, if a laptop full of digital content is stolen or CDs are damaged.

For consumers who store music in several different formats, sonoro offers a comprehensive solution that includes a radio and CD player, which also enables access to MP3 files. The company's cubo product line of chic CD / MP3 clock radios comes in a curved-corner design that blends easily with the modern home or office. sonoro will soon launch new versions of cubo, cubo elements and fusion, that include Internet radio and iPod docking.

For more information regarding sonoro audio and its cubo line of products, visit www.sonoro-audio.com. To subscribe to an RSS feed of all sonoro audio announcements, visit <http://www.lewiswire.com/us/lewiswire/sonoro-audio/c/260>.

About sonoro:

sonoro audio GmbH & Co. KG is a manufacturer of distinctive, high-quality audio systems. The company originated the cubo family of products that are distributed exclusively through specialist interior design and home furnishing outlets and audio / video dealerships. sonoro is currently serving Australia, Austria, Belgium, Canada, Croatia, Denmark, Finland, France, Greece, Germany, Iceland, Ireland, Italy, Luxemburg, The Netherlands, Norway, Poland, Portugal, Serbia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, United Kingdom, and the United States, with more countries to be added soon. The company headquarters are located in Cologne, Germany.