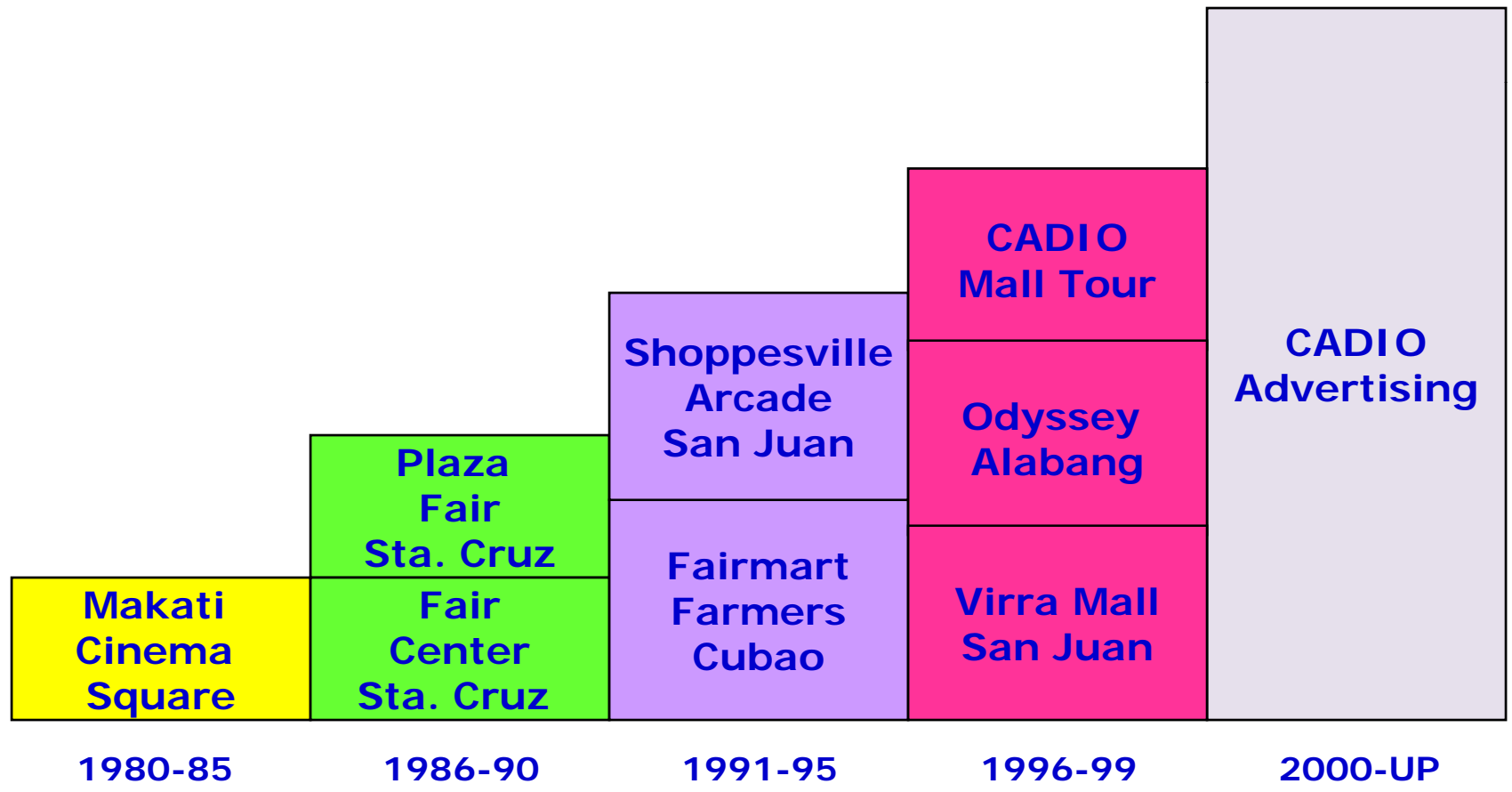


CADIO Market Study 210.1

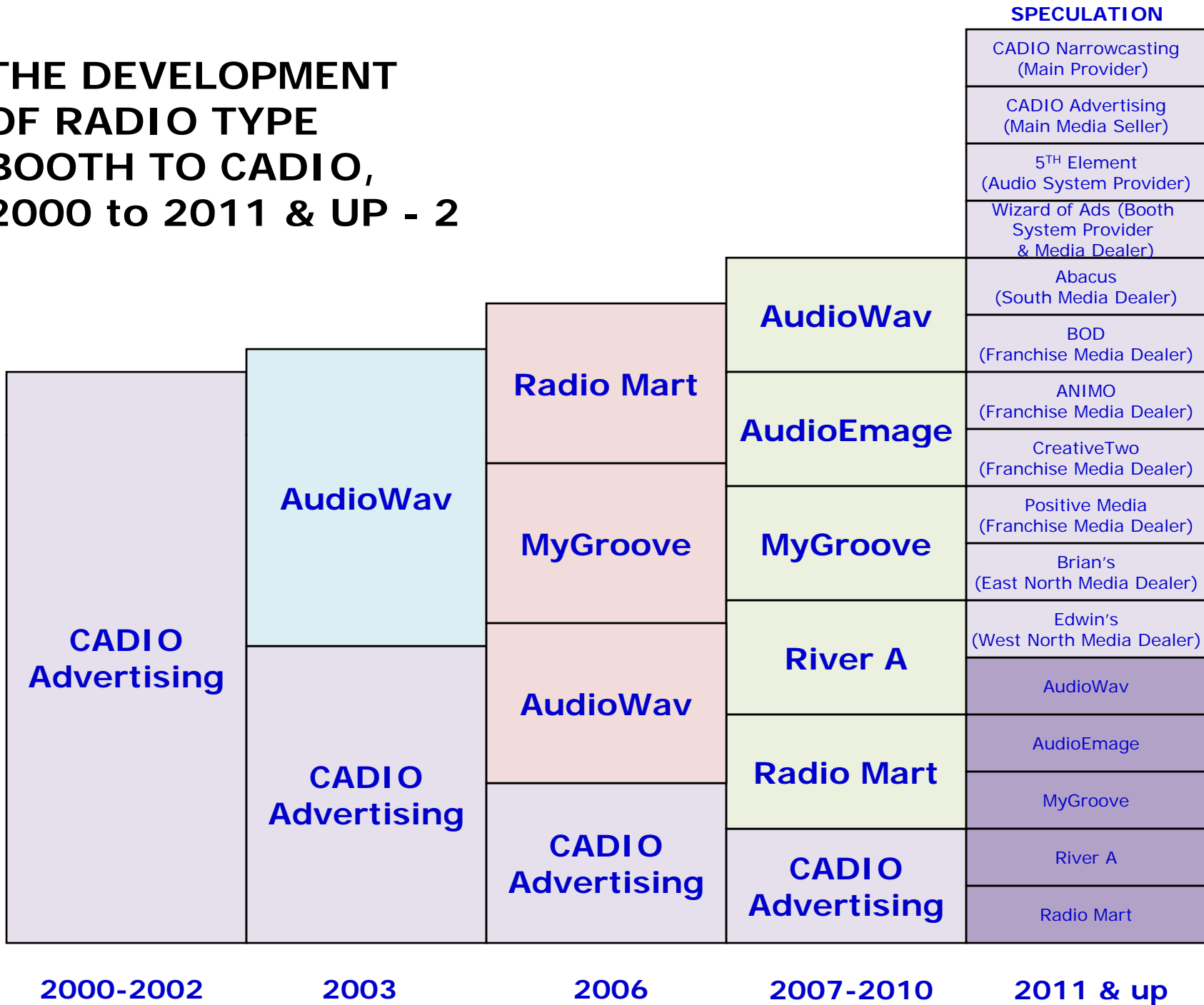
SUBSTITUTE RESEARCH 2010

**Done by Nestor T. Panganiban of CADIO Advertising
(CADIO Advertising to CADIO Narrowcasting);**

**THE DEVELOPMENT
OF RADIO TYPE
BOOTH TO CADIO,
1980 TO 2000 UP - 1**



THE DEVELOPMENT OF RADIO TYPE BOOTH TO CADIO, 2000 to 2011 & UP - 2



Conclusion – 26: Our substitutes like AudioWav, MyGroove, Audioemage, River A, and Radio Mart focuses on providing their clients with music and commercials. They are still using the term radio which is not the right one. If they keep on using that wrong term; and CADIO Narrowcasting has saturated 50% of the market and has built about 9 to 10 companies that will make the innovation CADIO a big one; then they'll going to lose the in-store radio term that they are using. If they start also selling sets of spots; then they'll be left out in the competition. Once Villar's group come in and later Pangilinan's group is part of it; then global marketing will follow and everyone will use the term CADIO.