

# Engage With Passionate Listeners

Scott Parker, VP Marketing

 **tunein**



# Through the Power of Audio

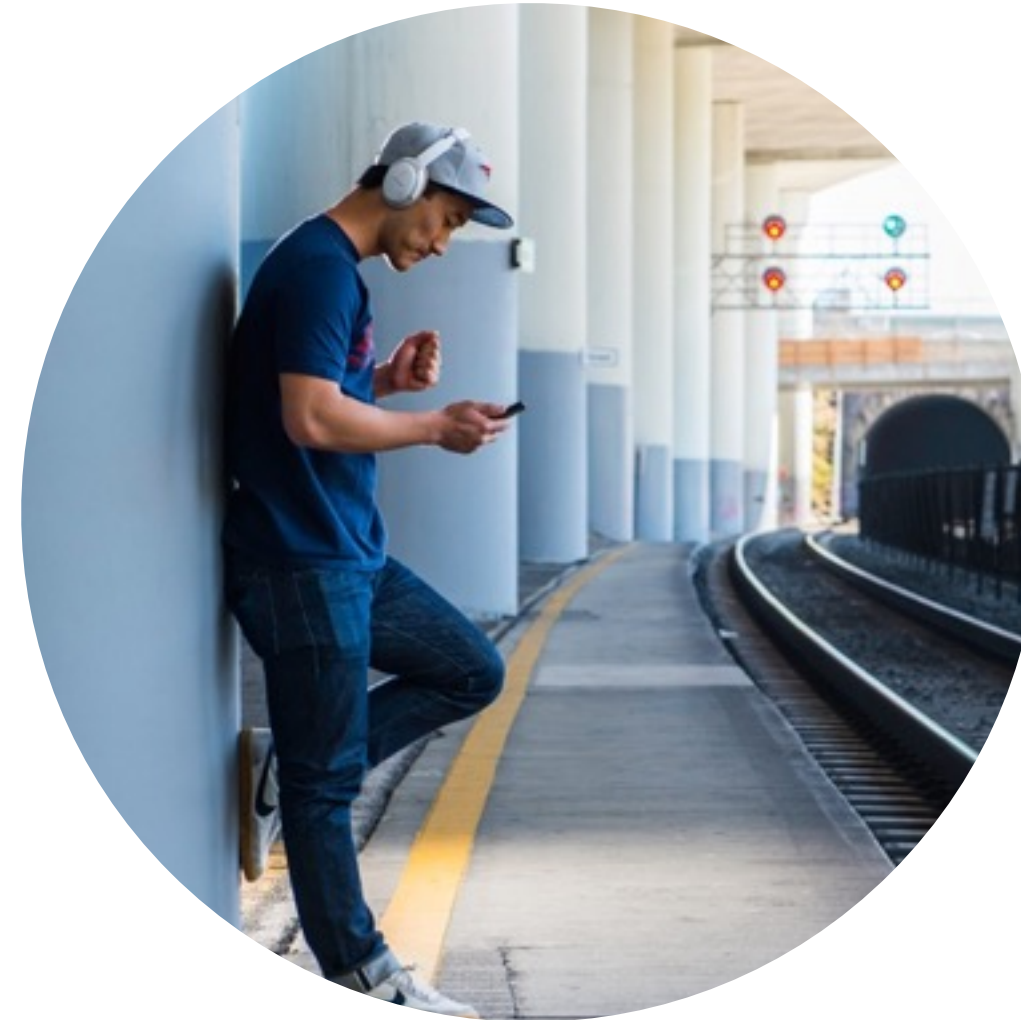




# The Digital Audience



**DISPLACED**



**ON-THE-GO**



**TECH SAVVY**



**CONNECTED**

**Listening happens sun-up to sun-down.**

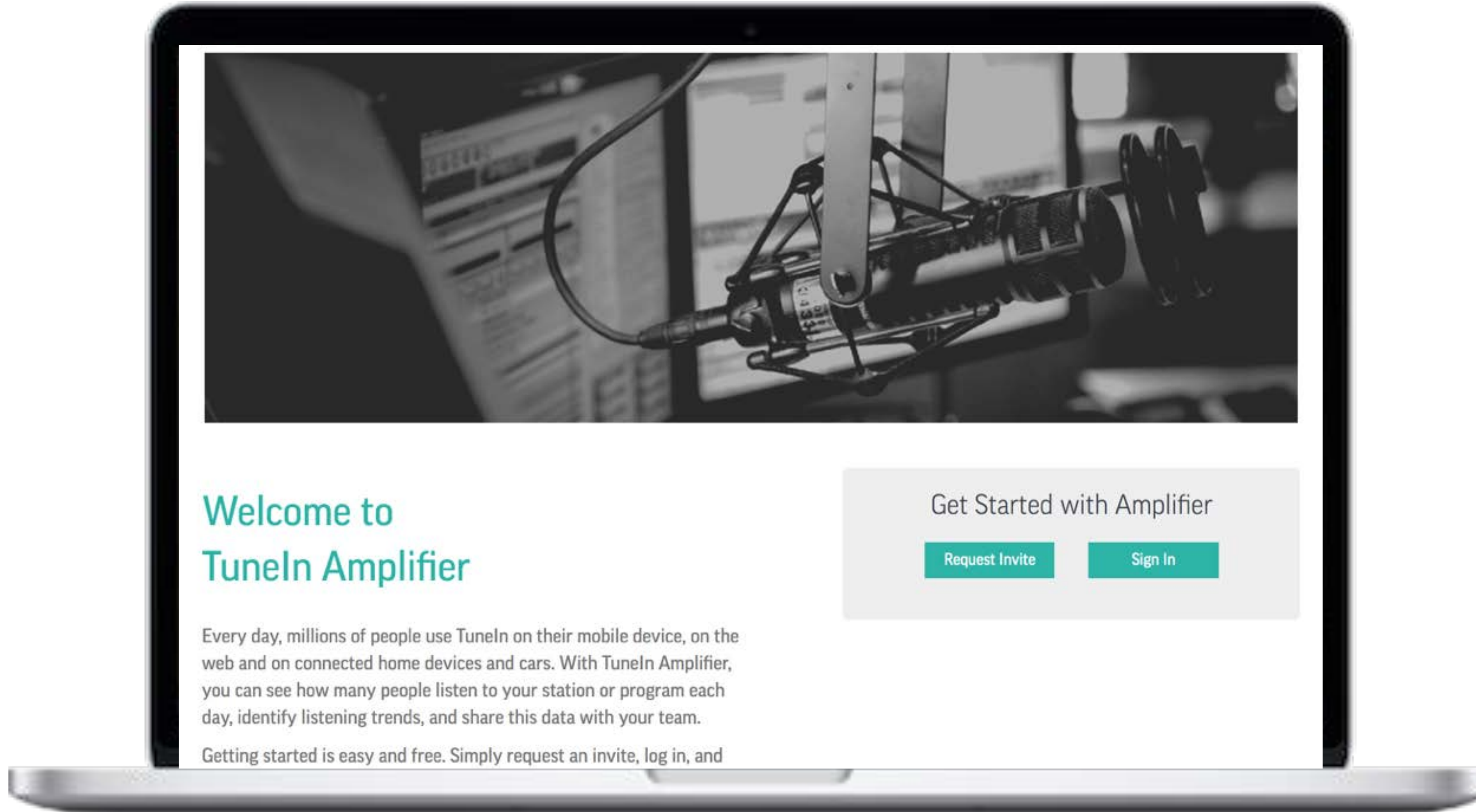


# Digital Audio is Everywhere





# Digital is Grounded in Data



Digital provides metrics & data to gain insight into listeners, listening behavior and trends



**It's Intensely Personal**

*Your genres*

*Your stations*

*Your artists*

*Your passions*





# The Dial Is Infinite

Branded Stations

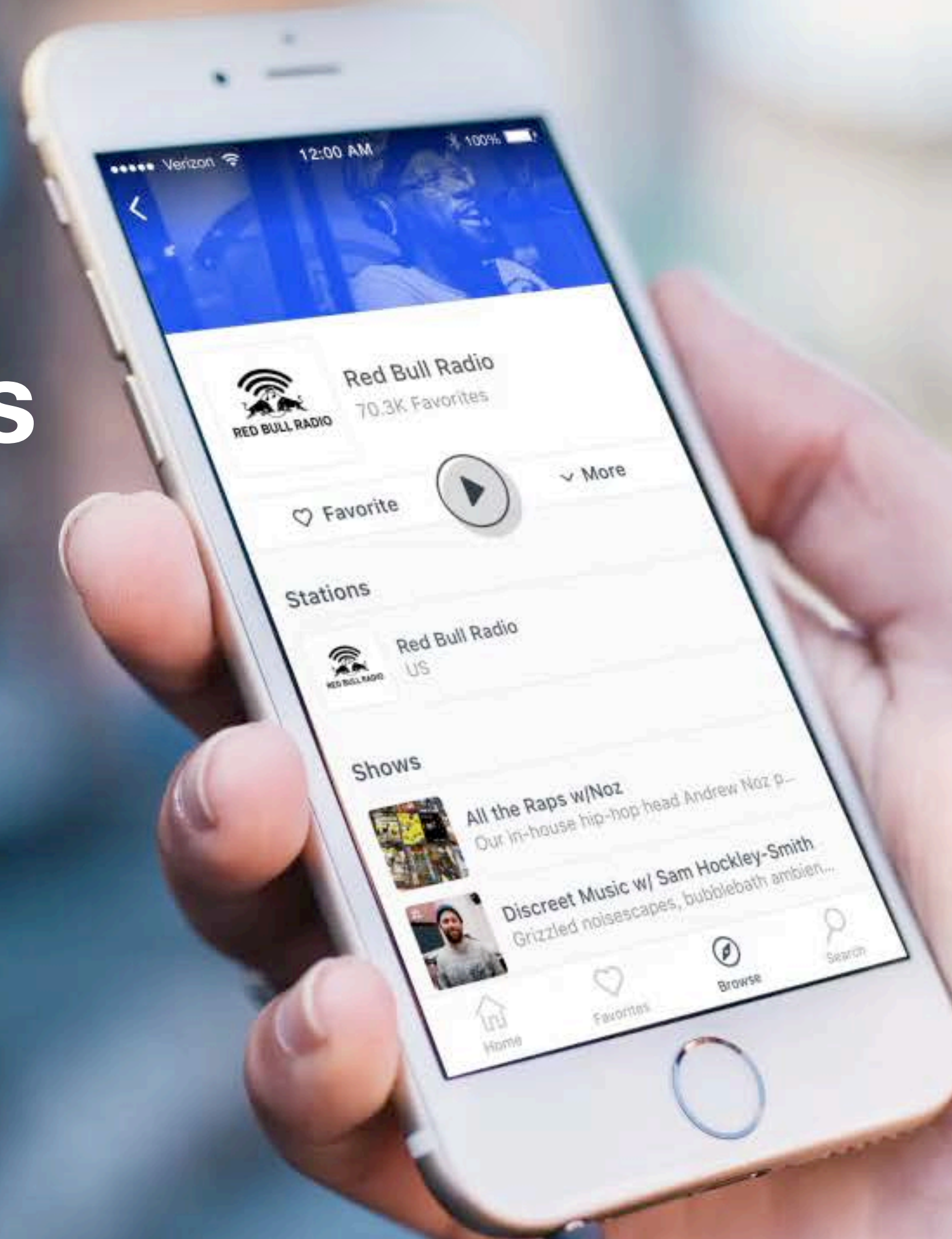
Editorial Partner Stations

Artist Curated Stations

In-Studio Sessions

Festival Live Streams

Stations for Every Format





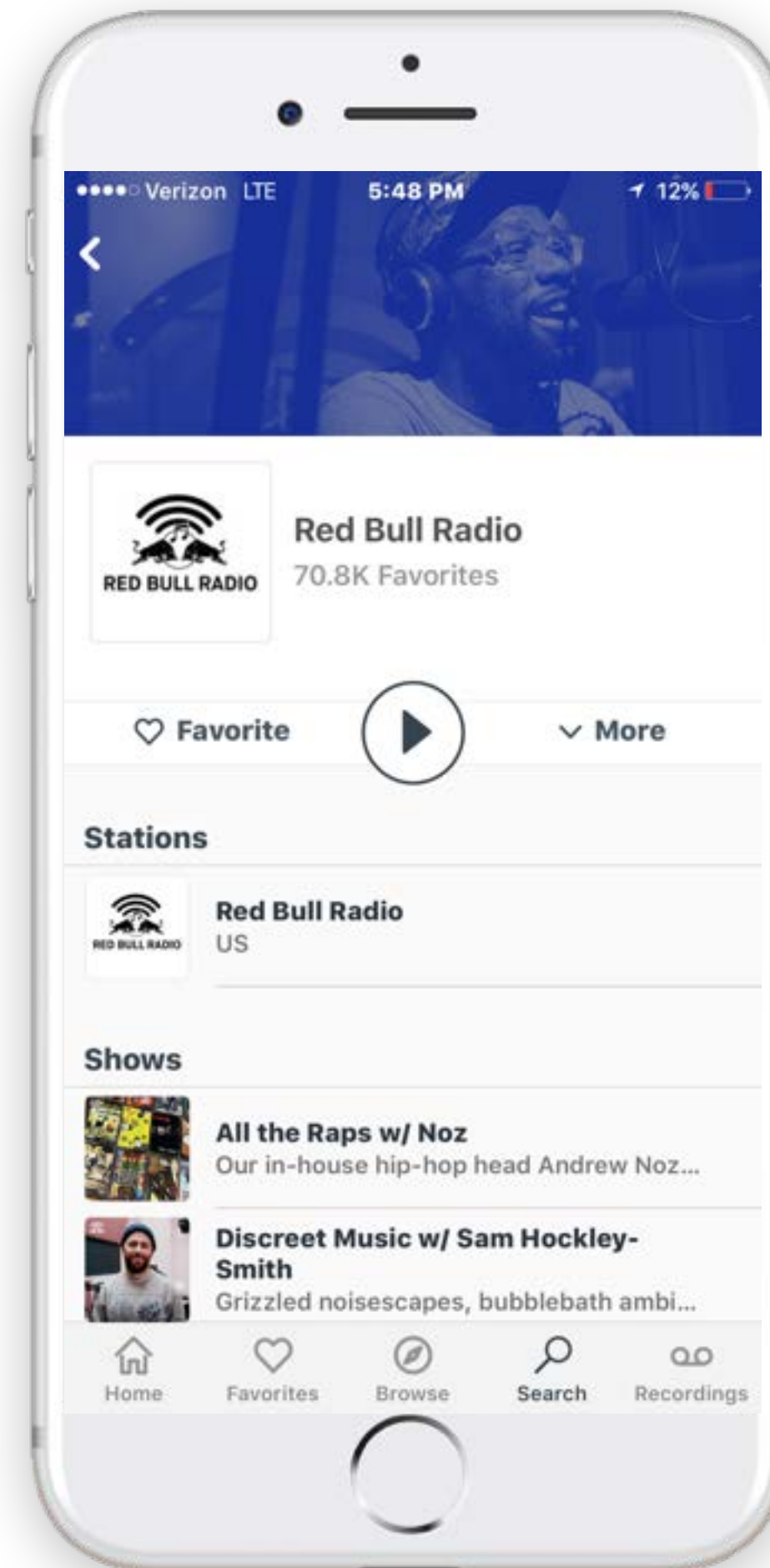
# Brand & Strategic Partnerships

- \* Amplification
- \* Custom Content
- \* Unique Access



# Amplification

Leverage digital distribution to drive incremental listening and reach millions of passionate listeners.



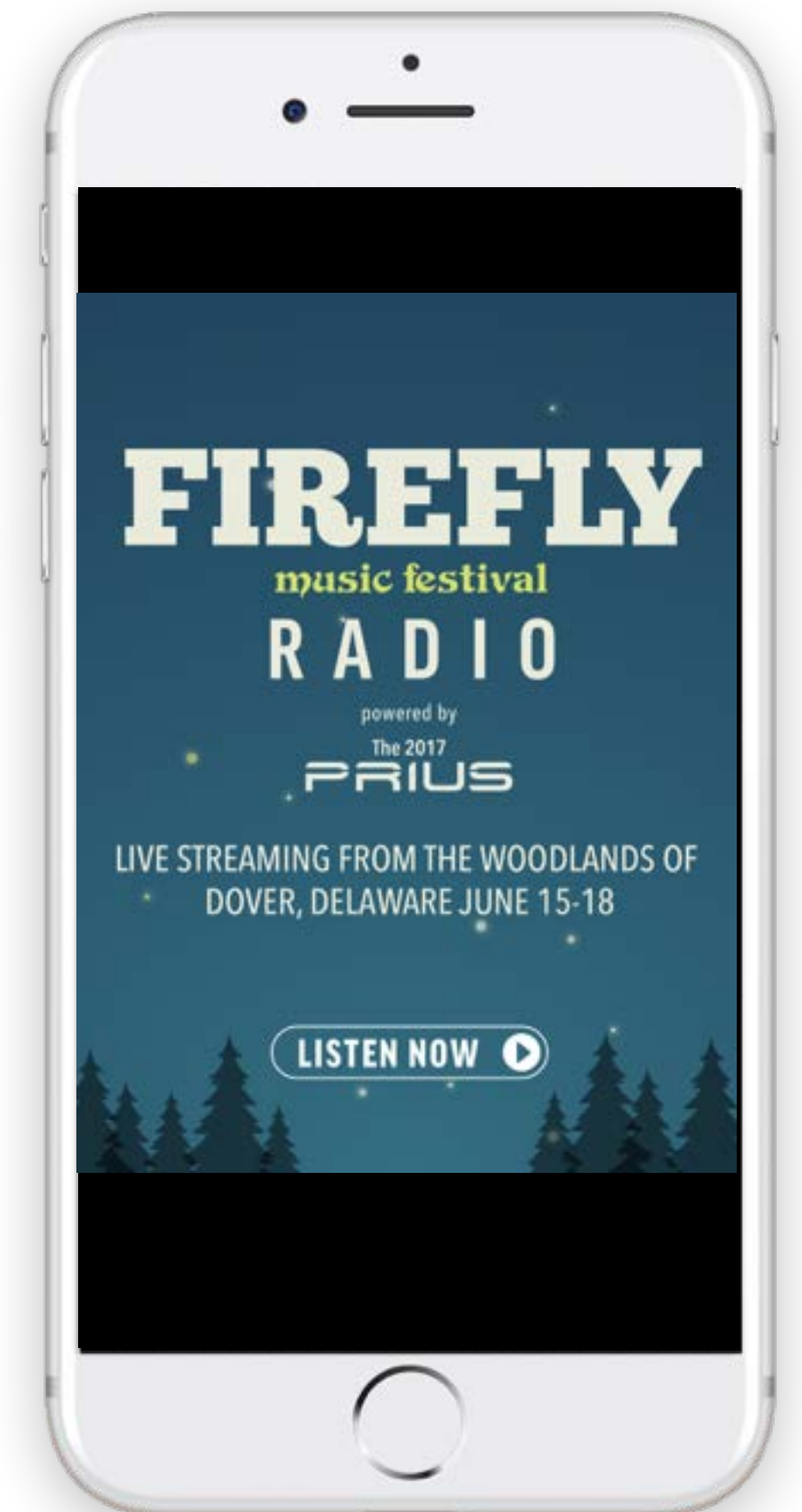
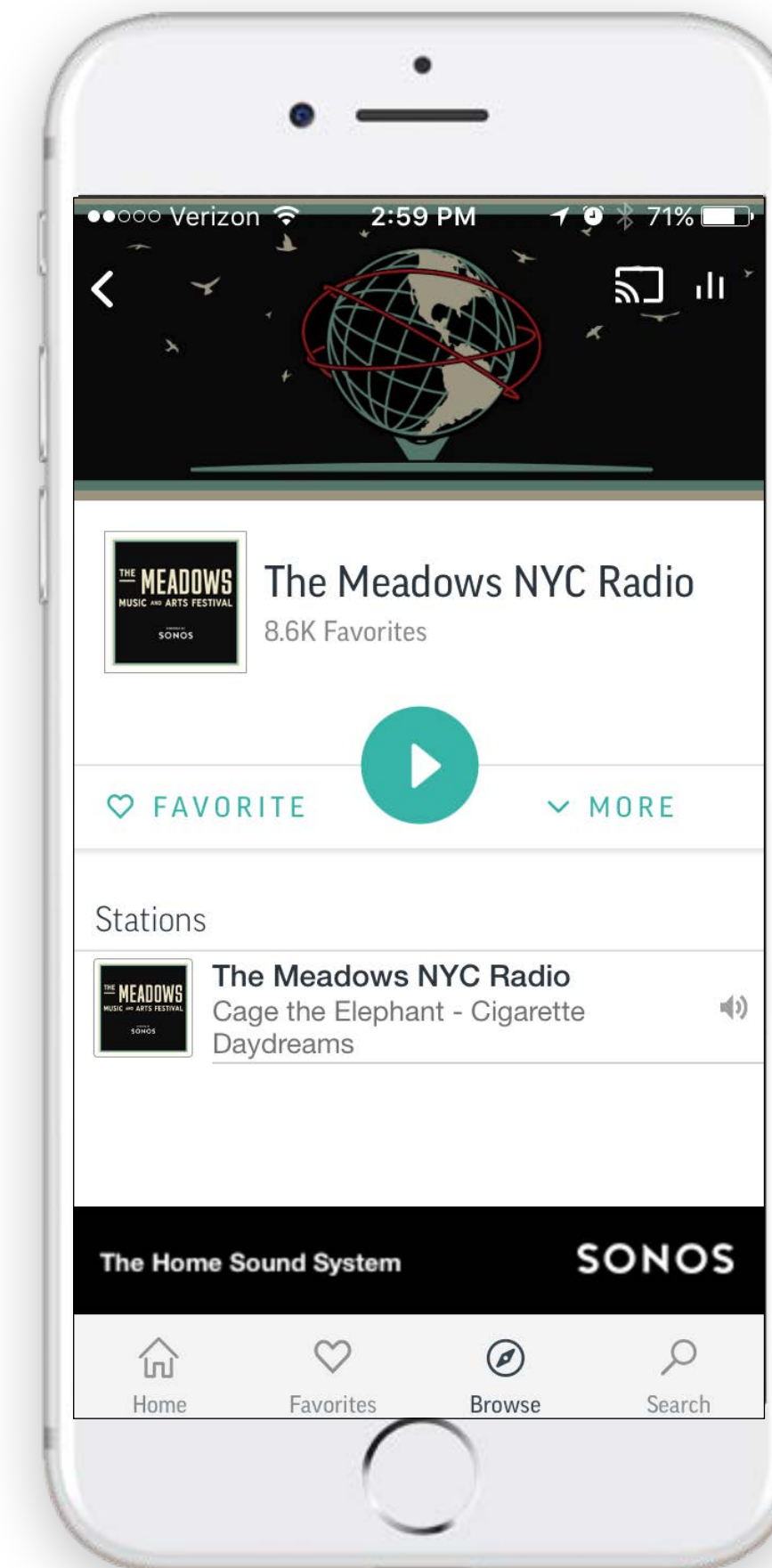
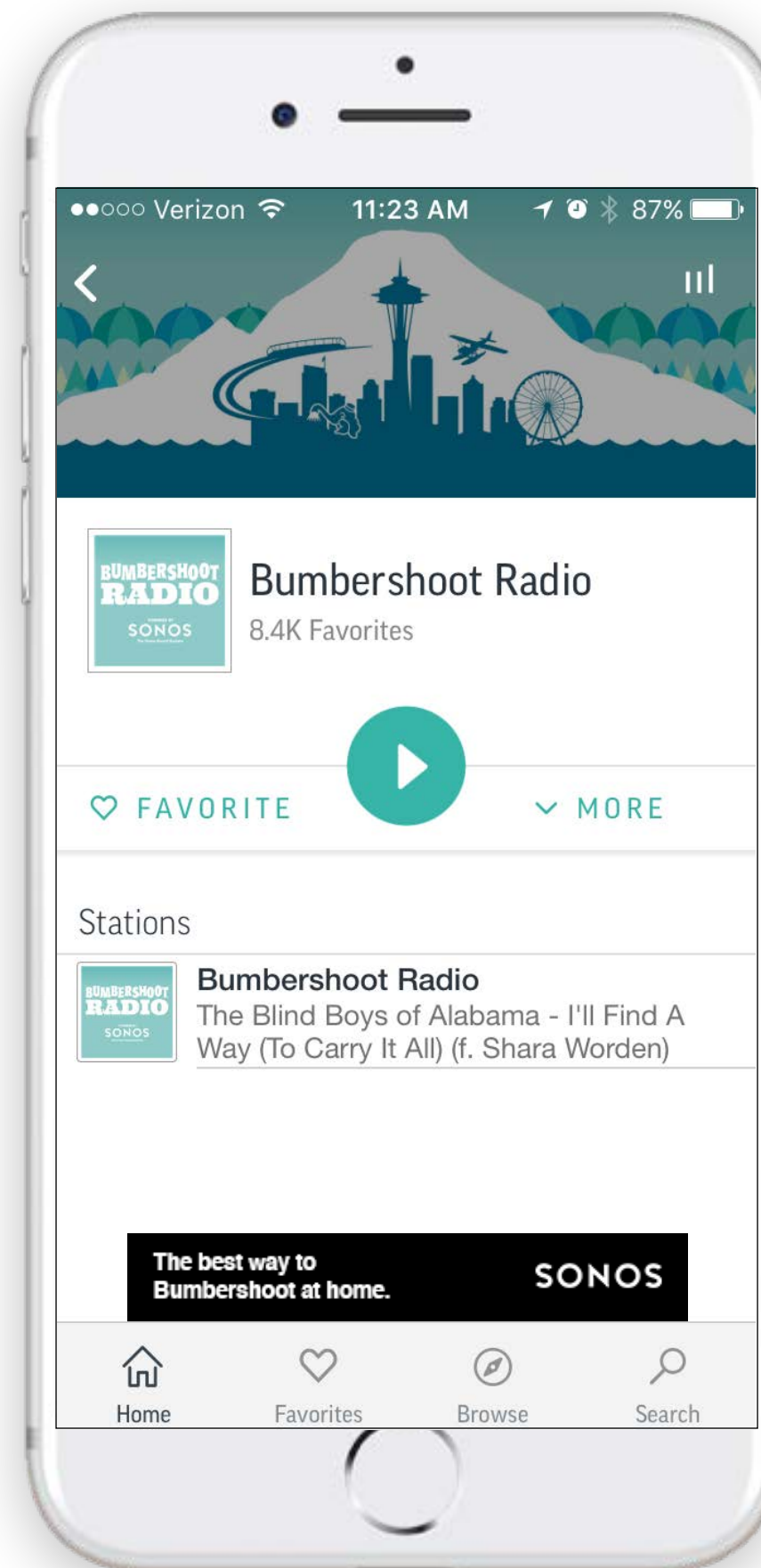


# Amplification

Live music is the heartbeat of music fans and digital can amplify the festival experience.

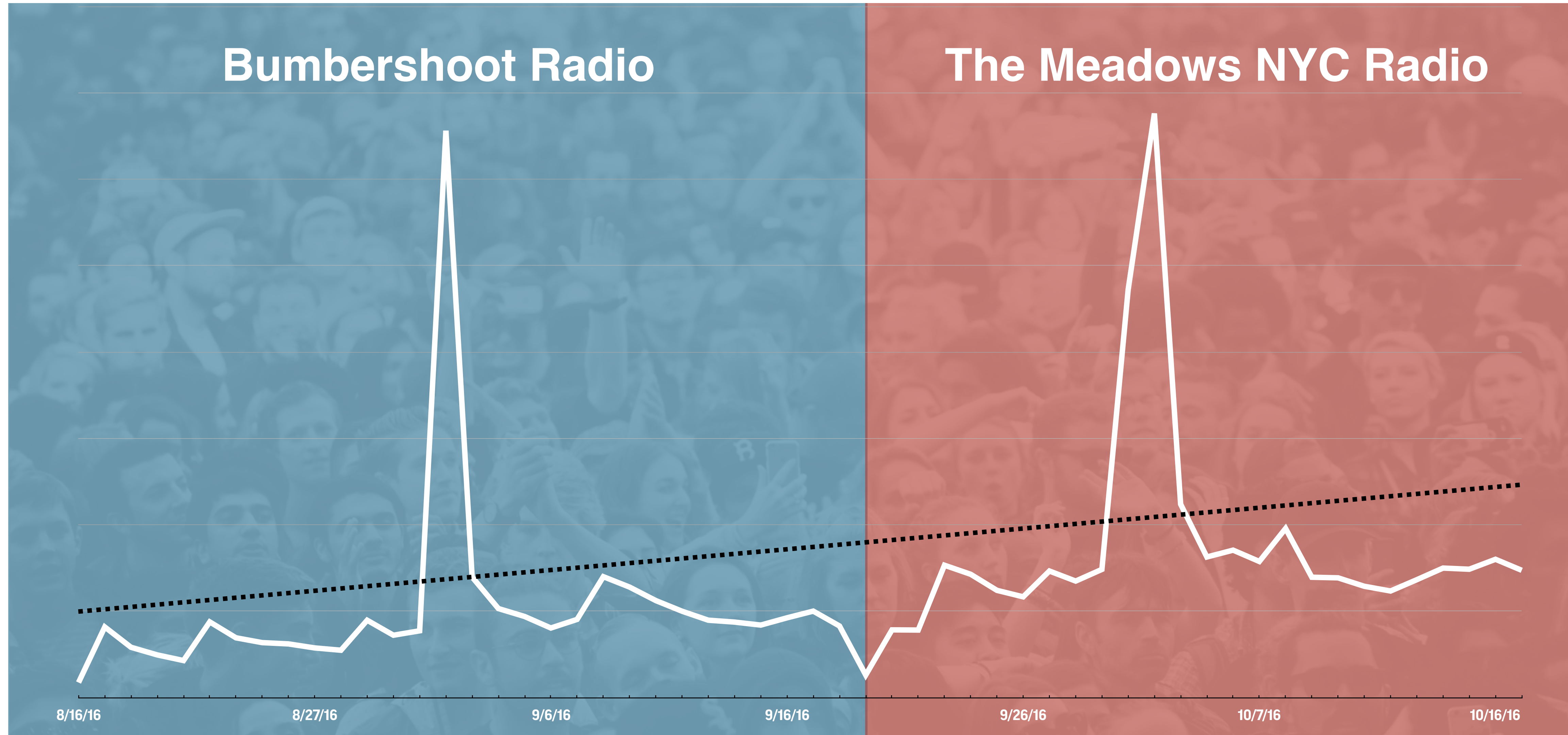
## SONOS

## TOYOTA PRIUS



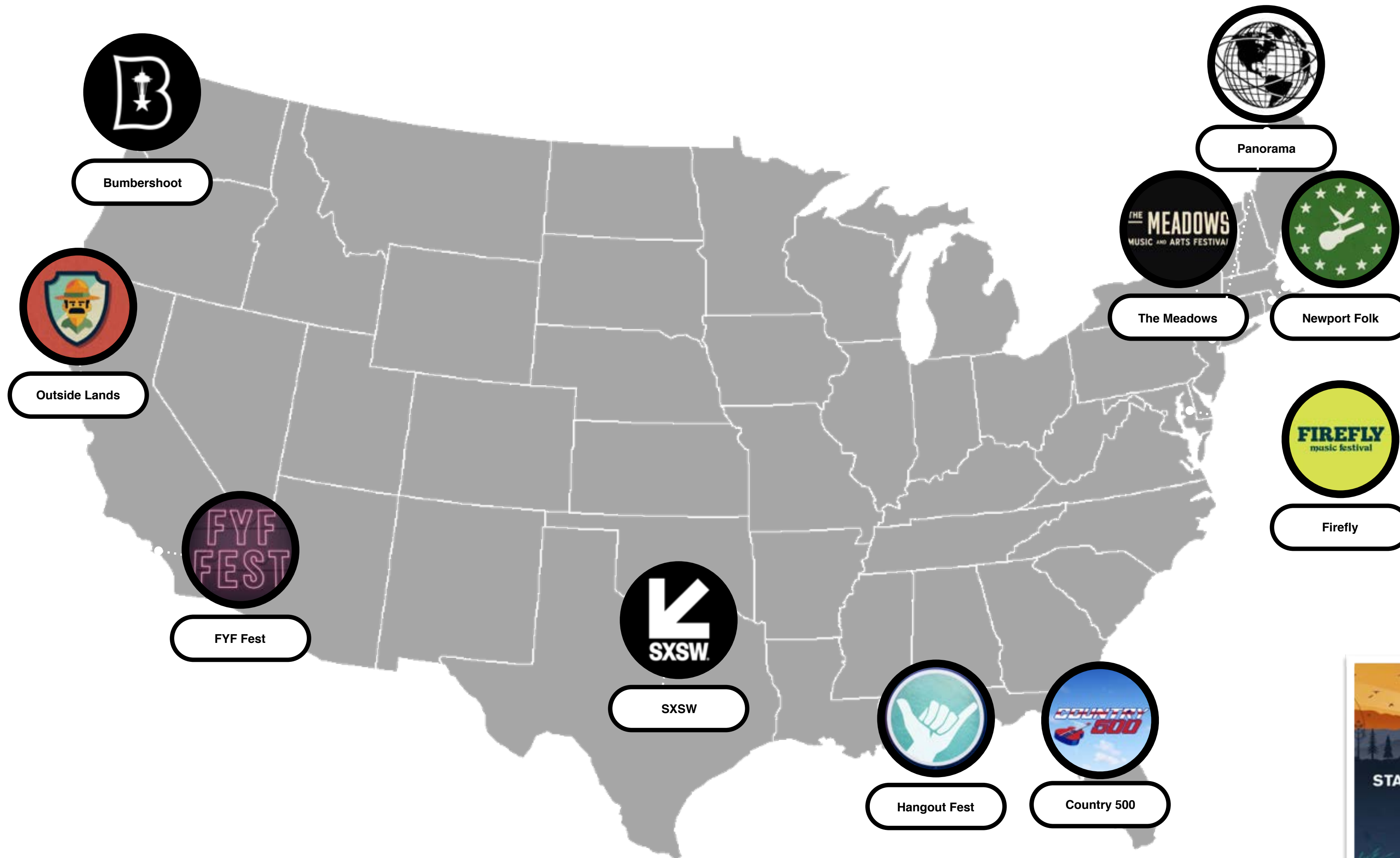


# LIVE drives audience





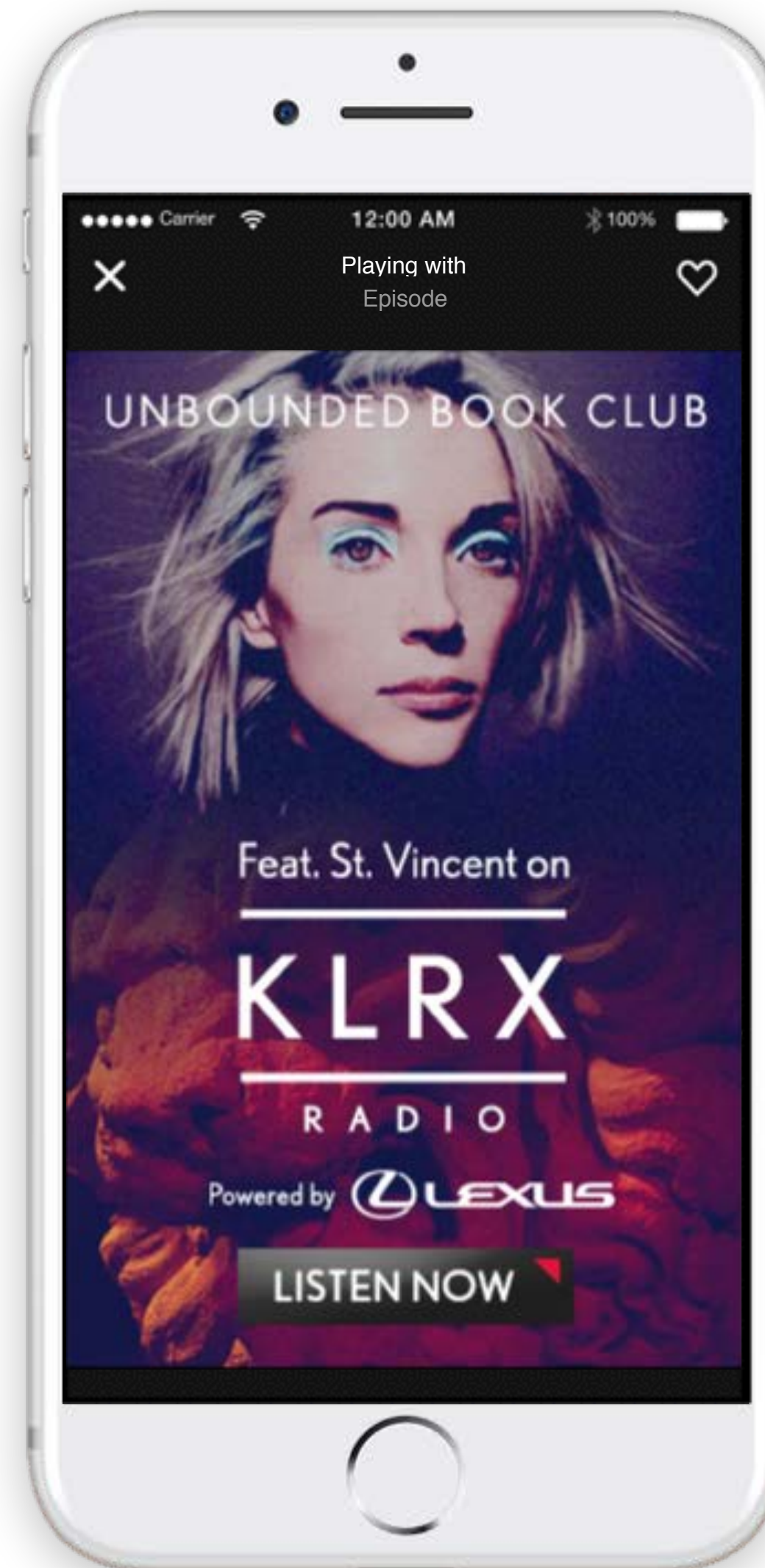
# Digital Can Extend the Experience





# Custom Content

Create truly unique, original content. Brands can be organically integrated and surprise & delight fans.





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UNBOUNDED  
BOOK  
CLUB

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Ben Gibbard

of Death Cab for Cutie



# Custom Content

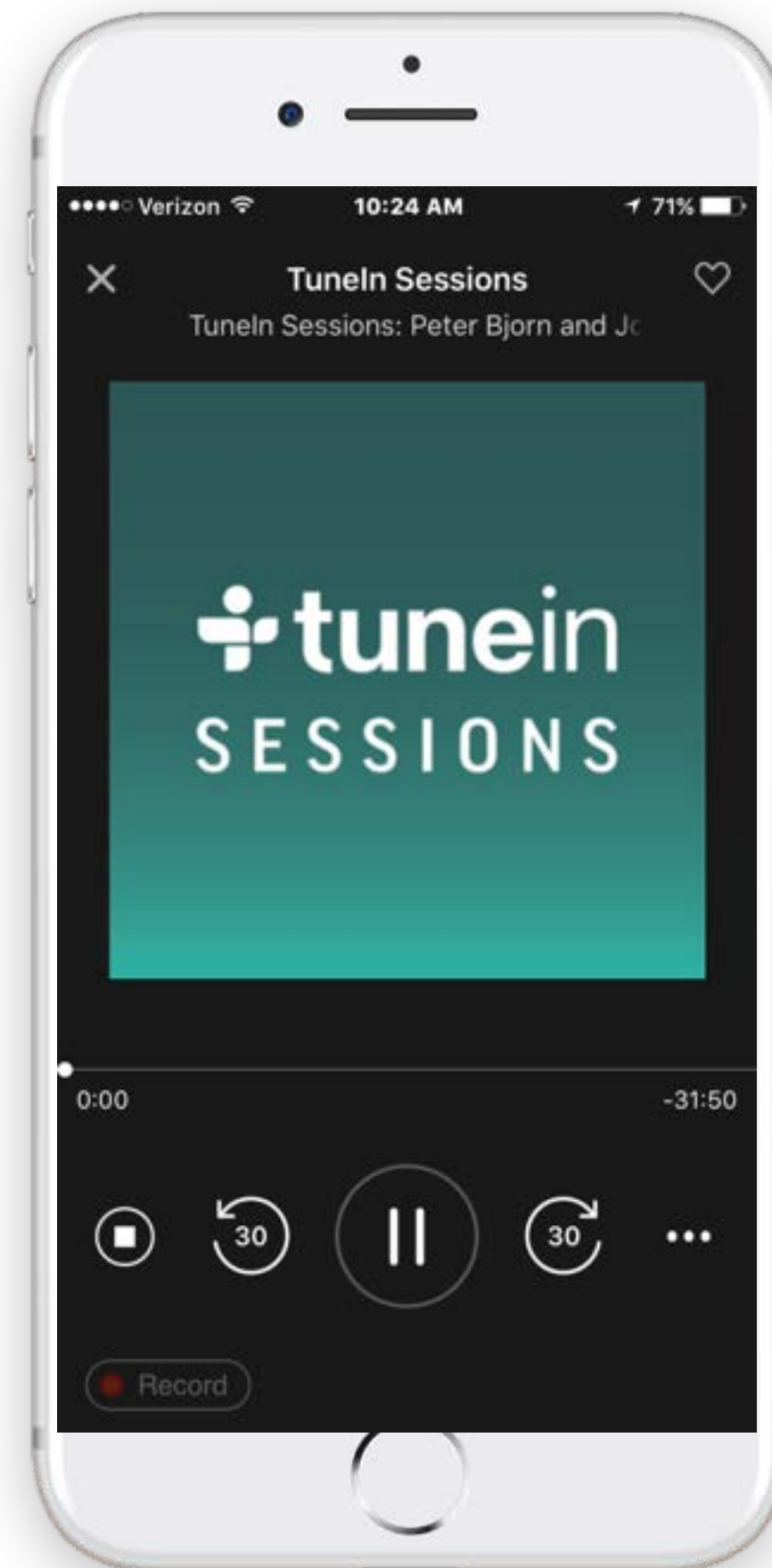
Connor Franta enters music streaming with the first 24/7 digital radio station powered social tastemakers and their communities.





# Unique Access

Create unique, exclusive connections with artists. Leverage social media to add new content touchpoints.

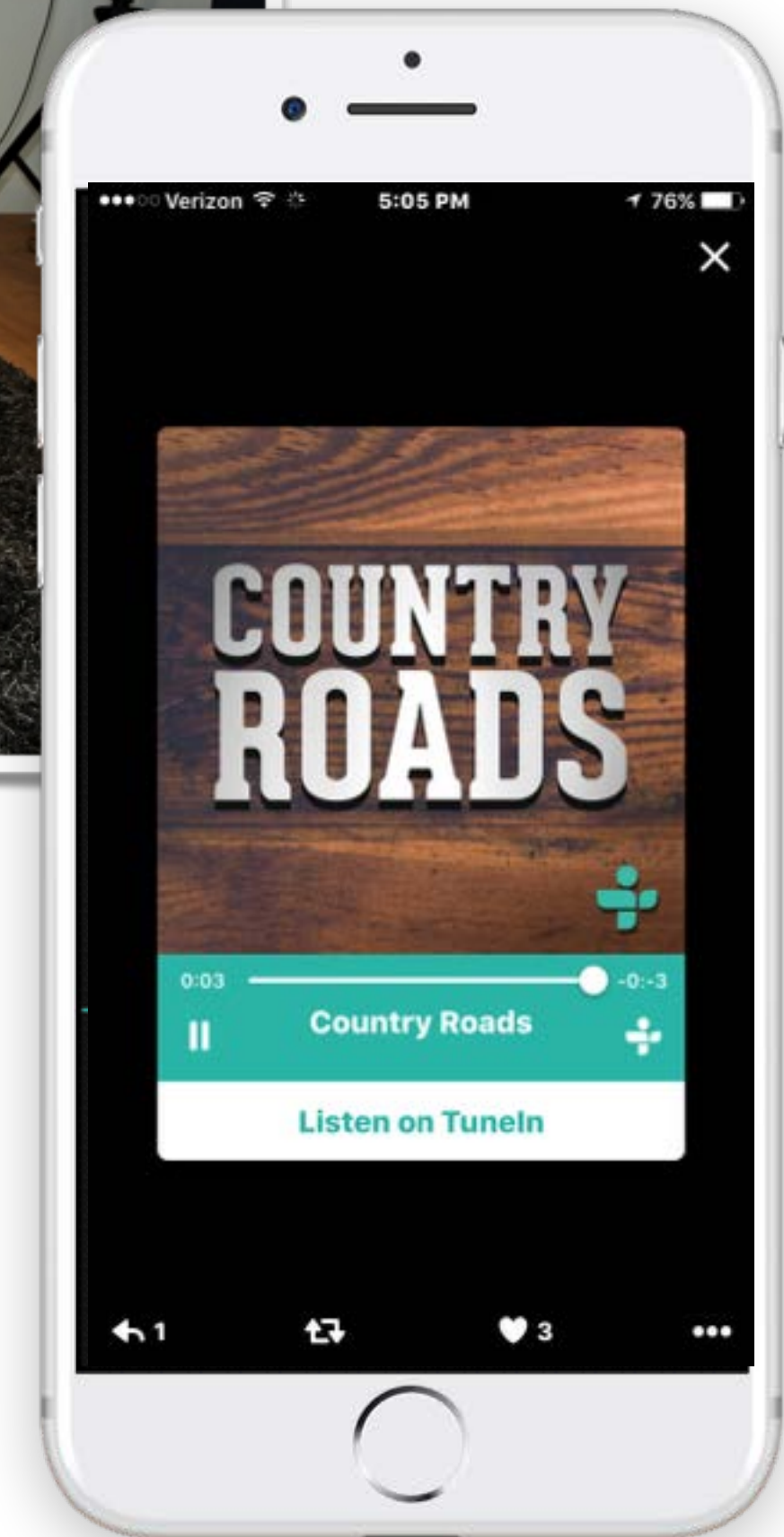
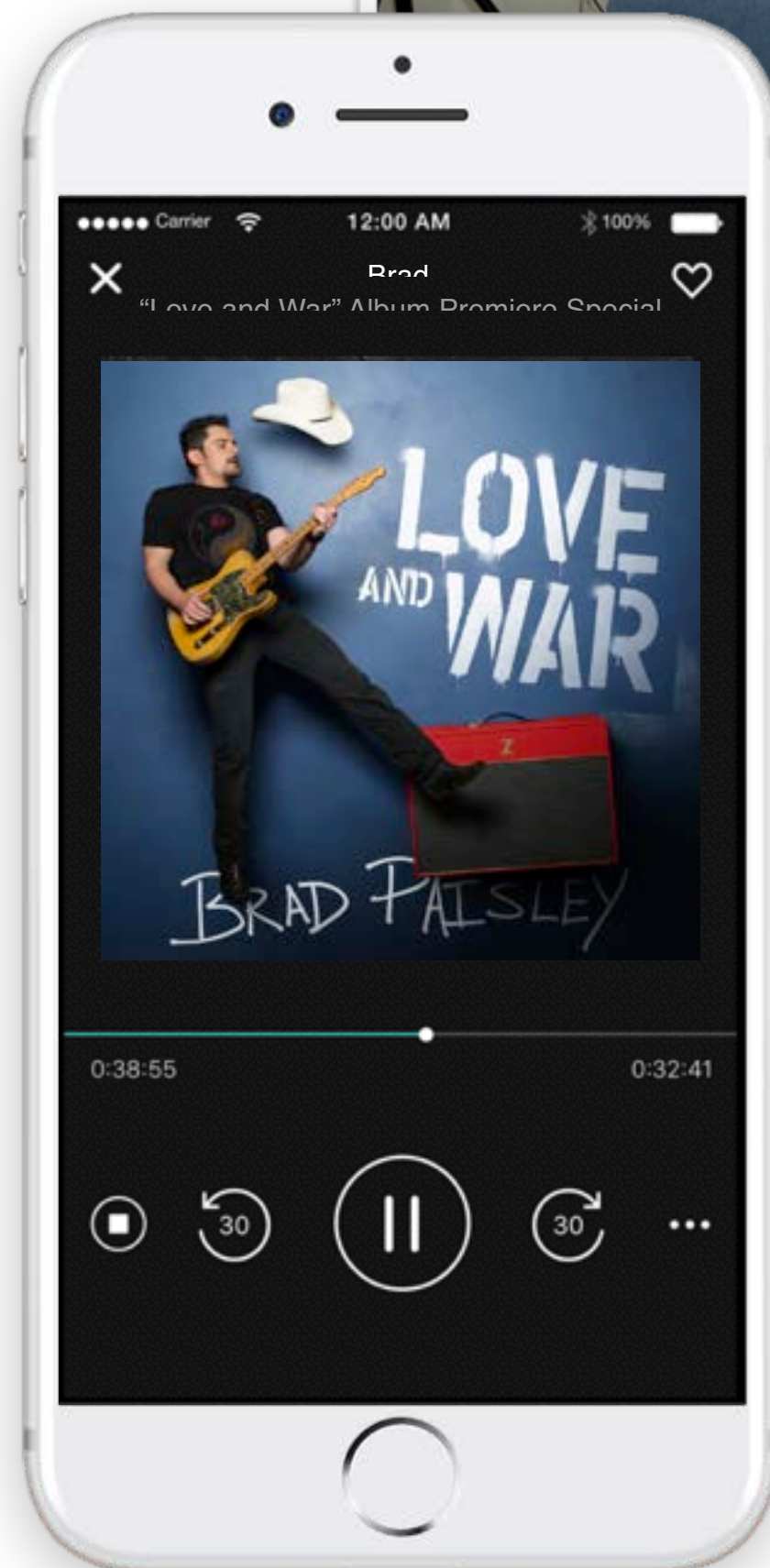




# Unique Access

Sony Music Nashville partnered to create a Brad Paisley's "Love and War" Album Premiere Special.

New social media tools were used to promote and leverage the exclusive event.





# Brad Paisley Album Release - Region and Device Breakdown

## Top 10 Regions

#1 New York City

#2 Chicago

#3 Dallas-Fort Worth

#4 Washington

#5 Houston-Galveston

#6 Los Angeles

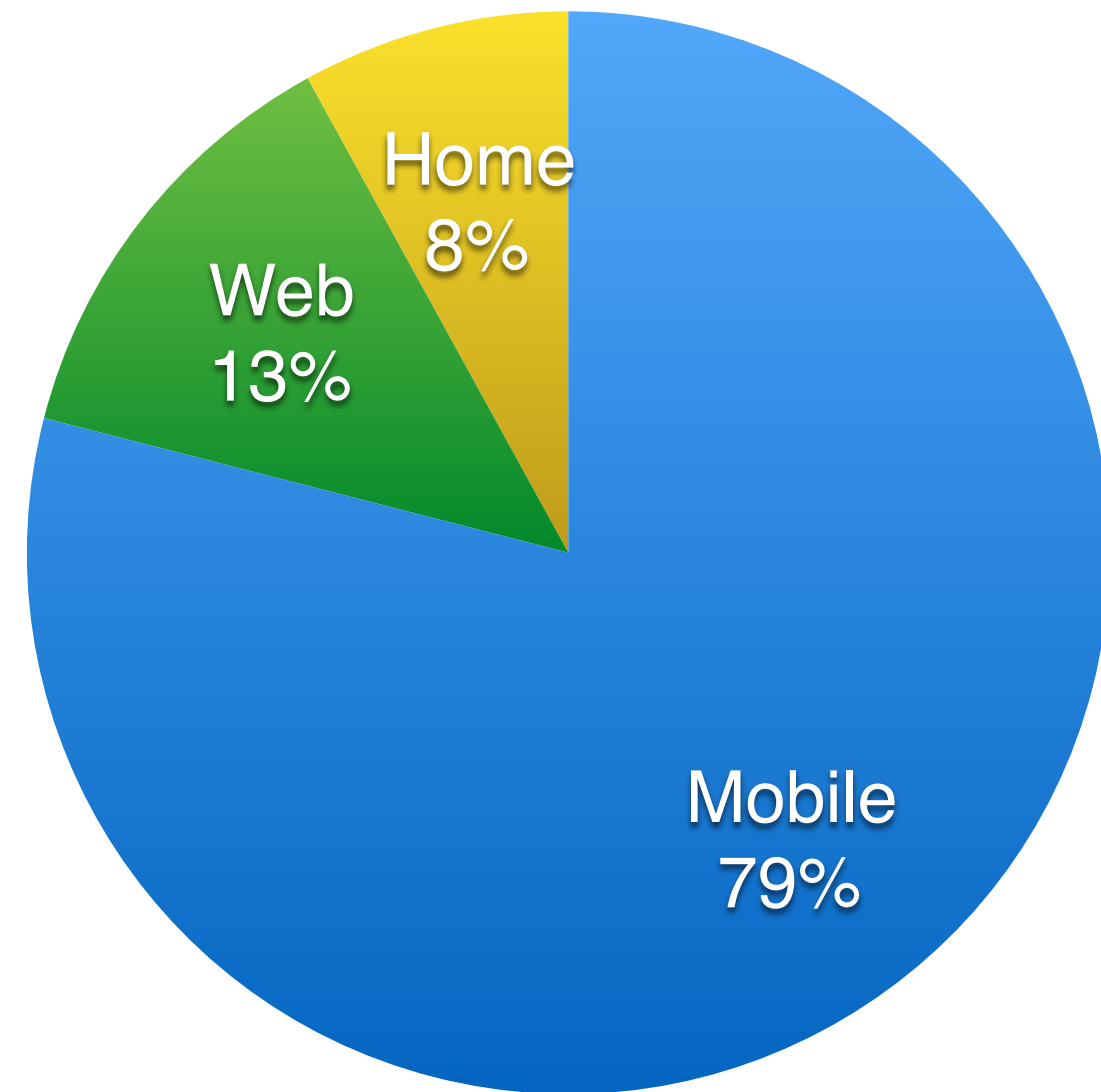
#7 Texas

#8 Atlanta

#9 Michigan

#10 Phoenix

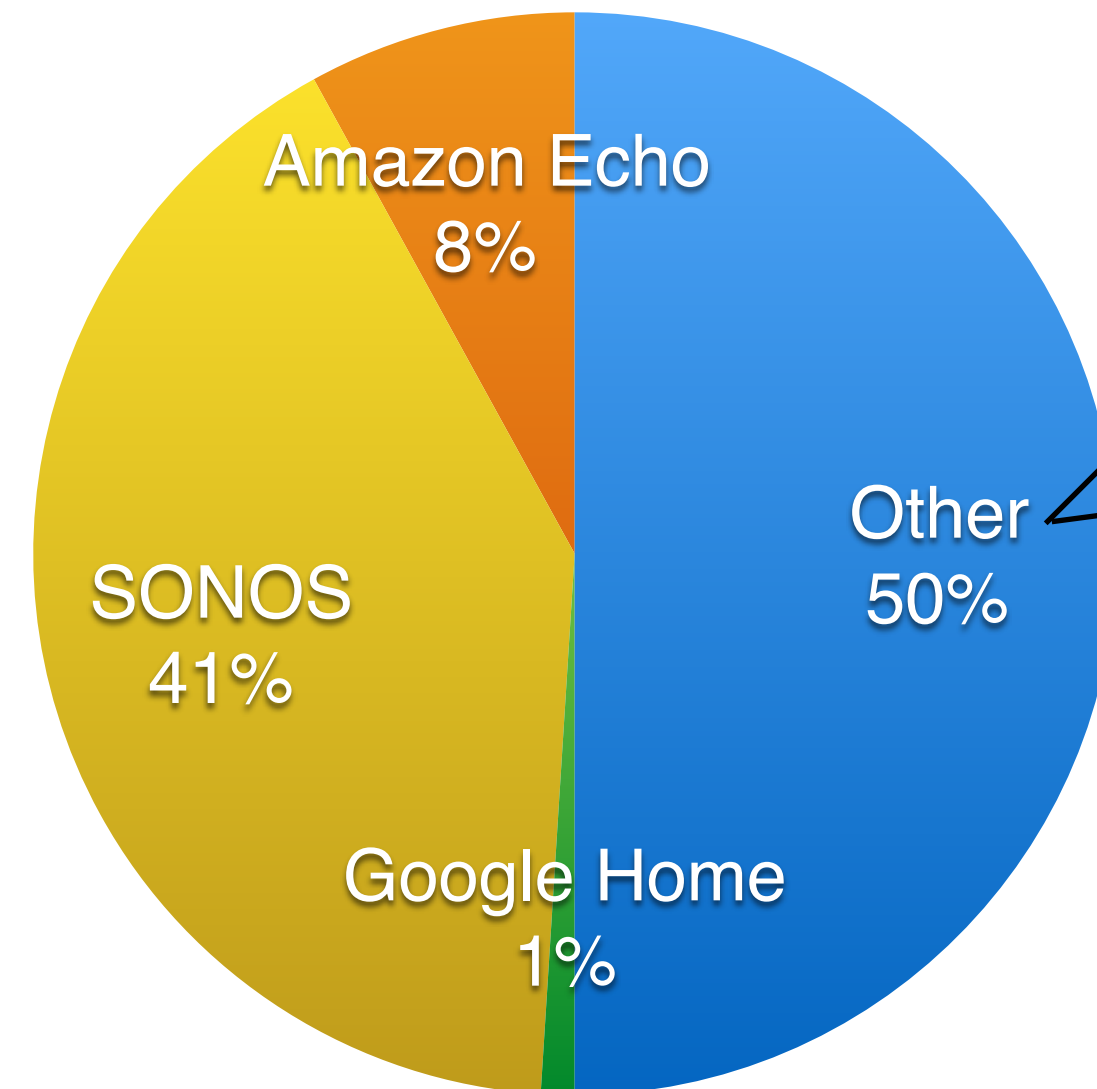
### All Listenership by Device



### Other Home Devices



### Home and Auto Listenership by Device



### Automotive Integrations





A man and a woman are laughing and clapping in a kitchen. In the foreground, a white smart speaker sits on a countertop. The background shows a kitchen sink and a window.

# Thank You.

 **tunein**

Music. Sports. News. Podcasts. Audiobooks.