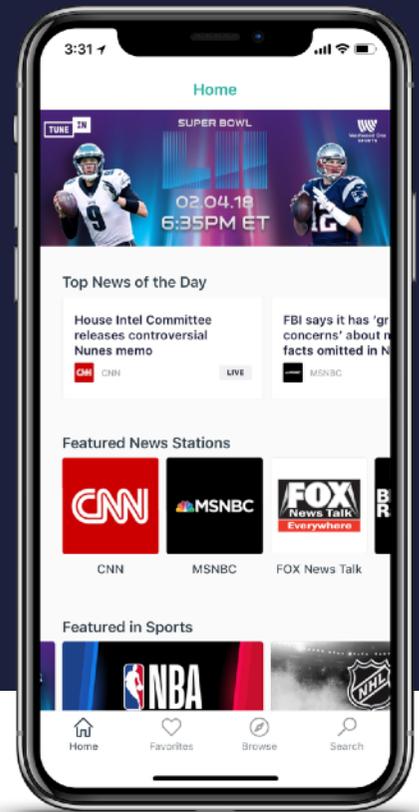


# Find What You Love Discover Something New

TuneIn brings together a wide collection of sports, music, news and podcasts into one app. With original, live and on-demand content, you can always find the things you love or discover something new.

Streaming across multiple devices around the world to millions of monthly users, TuneIn is dedicated to changing the way people listen.



## TuneIn Is..

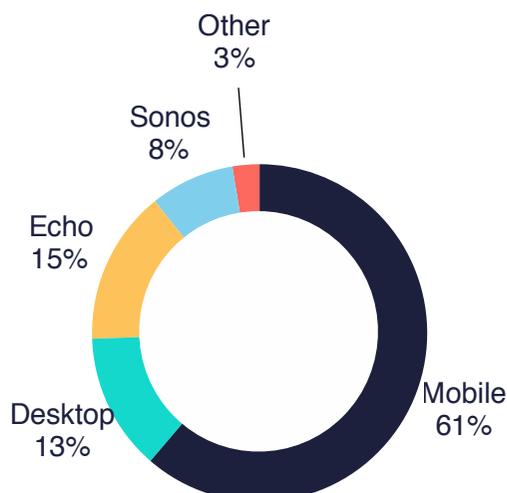
- Everything Audio**
- Live**
- Human Hosted**
- Expertly Curated**
- Local, National, & Global**
- A Shared Listening Experience**
- An Official Partner of NFL, MLB, NBA, NHL**
- The Only Global, Pre-Installed Amazon Echo, Google Home, & Sonos Partner**

## TuneIn Reaches the World



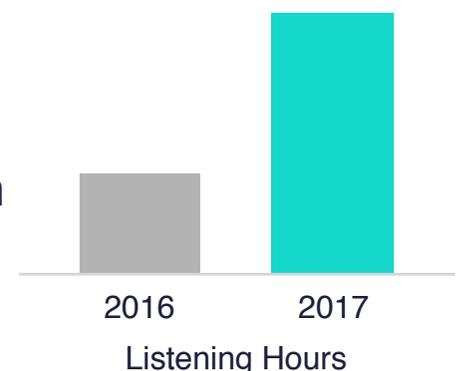
## Listening Statistics

### Device Breakout



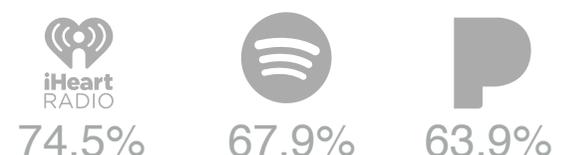
### Listening Behaviors

14.65% YoY Growth



% of users not on:

**Unduplicated Reach**



# Original, Live and On-Demand Content Anywhere You Go

## Radio

100K+ local & national brands



Marquee stations from top radio networks from around the world that cover every format (sports, music, news and talk).

## News

Free & premium news channels



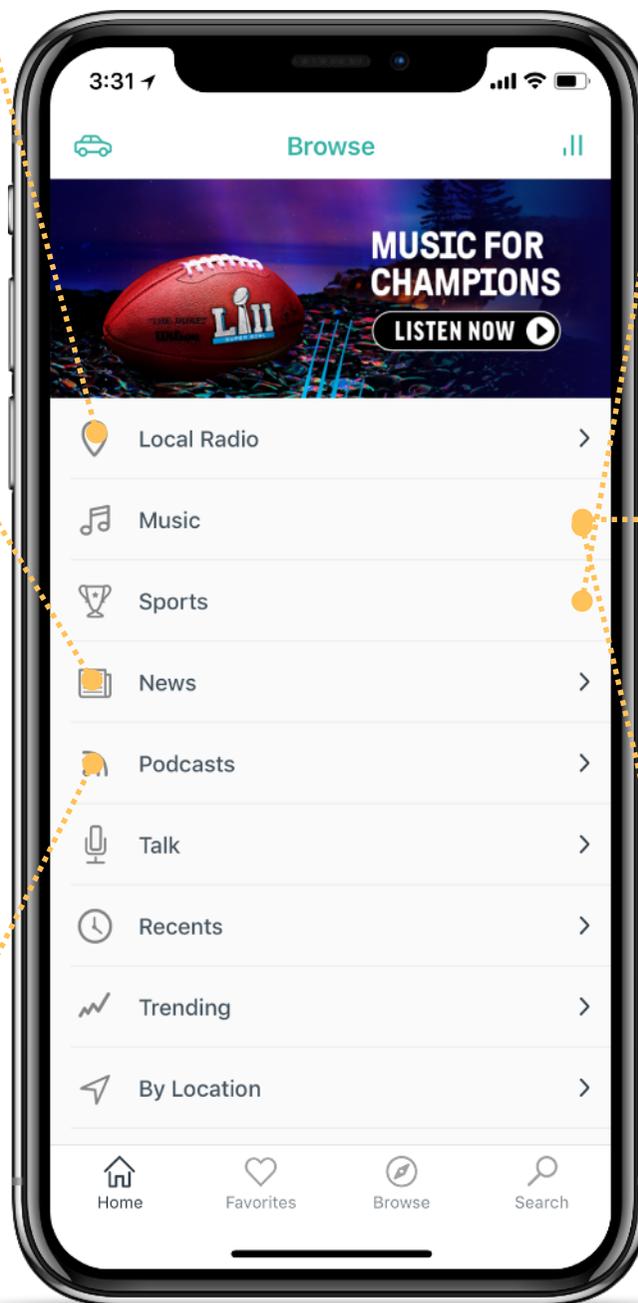
Thousands of news related programs, stations, podcasts and news segments — and the only place to stream CNN and MSNBC for free.

## Podcasts

Shows from the top publishers



Top podcast shows, networks and collections across every genre — totaling over 6m individual episodes. Offering also includes TuneIn franchise platforms like First Play\* and Summer Binge\*\*



## Sports

An official league partner



- ▶ Hear the home call from every NFL, MLB, NBA and NHL game
- ▶ Live college football and basketball for 140+ schools
- ▶ Local + national sports talk
- ▶ Dedicated team channels in every league

## Music

60 owned & operated channels



Human-hosted stations, featuring a wide range of exclusive content across every genre — live sessions, artist interviews, first plays and station takeovers.

## Music Festivals

Live Streams & Original Content

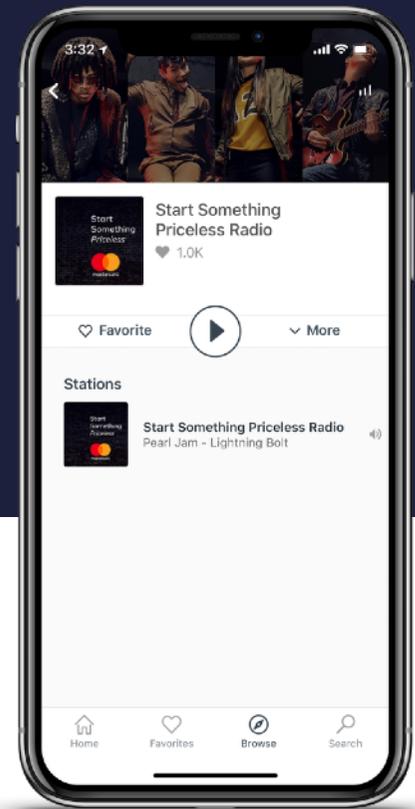


Dedicated TuneIn Festival VIP channel featuring live streams from the country's top festivals and curated streams from artists past and present.

\*First Play is a TuneIn program offering users early releases of new episodes from top podcast publishers and networks

\*\*Summer Binge is a new TuneIn program, launching May 2018, that releases entire seasons of top podcast series all at once while other distributors trickle out episode releases

# Brand Partnership Opportunities



## Custom Solutions

- ▶ Tuneln Premium Unlock
- ▶ Branded Podcast Series
- ▶ In-Studio Artist Sessions
- ▶ Branded Stations
- ▶ Experiential Activations
- ▶ Music Festival Live Streams
- ▶ League Sponsorships
- ▶ In-Show Segments + Live Reads
- ▶ Audio Vignettes + Drops

## Premium Ad Units

- ▶ Audio Pre-Stream + Companion Banner
- ▶ Pre-Roll Video
- ▶ In-Stream Audio
- ▶ High Impact Takeovers
- ▶ Category / Genre Takeovers
- ▶ Welcome Interstitial
- ▶ Desktop Display (970x250, 300x250, 300x600, 728x90)
- ▶ Mobile Display (300x250)
- ▶ Tablet Display (728x90)

## Targeting Capabilities

- ▶ Contextual
- ▶ Demo
- ▶ Device
- ▶ Geo / Location
- ▶ Language
- ▶ 3rd Party (Lotame)

## Get Your Message Heard.

### Amplify

Build a larger audience for your existing branded programs by leveraging Tuneln's global distribution platform to reach new listeners.

### Create

Utilize Tuneln's world-class recording studios, talented production teams, and established industry relationships to create truly engaging, first-to-market, custom original content.

### Present

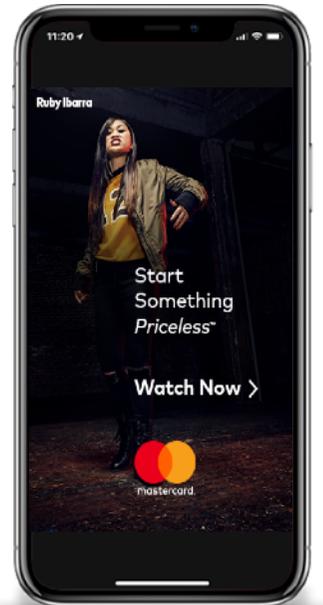
Drive brand affinity by forging unique partnerships—join forces with Tuneln's trusted content partners in Sports, Music, News, Podcasts, and more.

# Here's What We Mean

## Mastercard, Grammy Awards 2018

**THE ASK:** With the 60th Annual Grammy Awards set to return to NYC, Mastercard created an interactive music experience leading up to the awards and needed a partner to help program the content.

**OUR ANSWER:** Our partnership centered around "Start Something *Priceless*™ Radio," a human hosted station filled with past + present Grammy artists, live DJ cut-ins, and native Mastercard messaging. Tuneln also recruited GRAMMY winning Portugal. The Man & show-opener Francis and the Lights to perform private shows at the Mastercard House, all streamed live across the Tuneln app. Link to video sizzle reel — [here](#)



## Red Bull Radio

**THE ASK:** Red Bull asked Tuneln to become the exclusive distribution partner for Red Bull Radio, a live 24/7 world-traveling station of music workshops and festivals accompanied by a coinciding streaming platform entitled Red Bull Music Academy Radio.

**OUR ANSWER:** We took the station's listening to a whole new level, driving millions of new fans to help establish Red Bull as a music and cultural tastemaker. Tuneln developed a global distribution strategy that combined native in-app editorial placements, high impact takeovers, live event streams, social media, co-branded marketing, and efficient tactical media. Red Bull Radio quickly became Tuneln's most listened to branded station in history.



## Gildan + Outside Lands

**THE ASK:** Coming off of a brand positioning reset, Gildan was looking for help building brand recognition and trust amongst their Millennial target by aligning with music content.

**OUR SOLUTION:** Tuneln leveraged our partnership with Outside Lands Music Festival in SF, one of the most popular music fests in the country, to build a custom, human hosted, always on streaming radio station. The station was programmed with music and original content from past & present Outside Lands artists. We also produced 'The Road to Outside Lands' - a 5-episode custom podcast series that centered around two Outside Lands artists and how they stay comfortable when on the road.

