

TUNE IN FOR BRANDS

TuneIn is passionate about reinventing radio for a connected world, powering and distributing **100,000+ LIVE stations** across Music, Sports, News, Talk, and Entertainment.

Connect with millions of listeners with the right context and data.

Let us help tell your brand story in an authentic and meaningful way with a differentiated audience.

An Engaged Audience



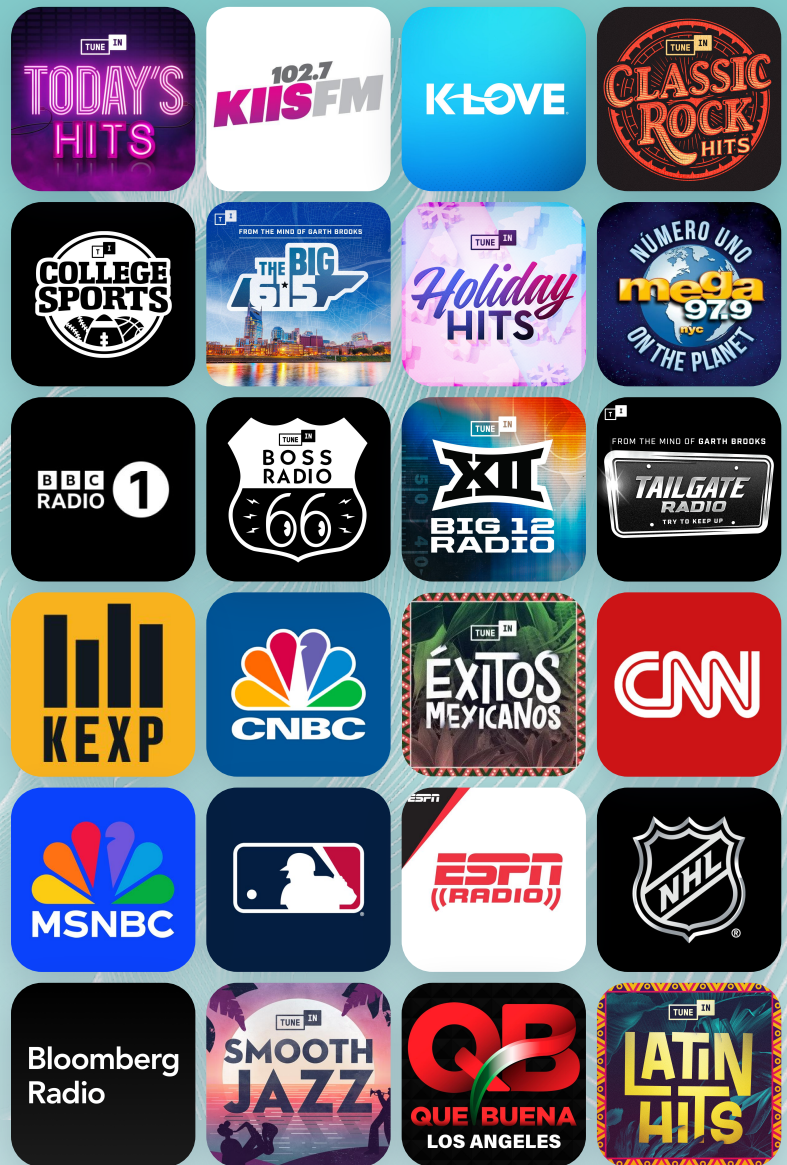
630MM

Total listening
hours per month



30MM

U.S. monthly
active listeners



CONTENT

At TuneIn, we know that streaming audio is not just music. With over 115K stations across hundreds of genres, our platform caters to the audio listener looking to consume a wide variety of content.



DISTRIBUTION

TuneIn is everywhere - mobile, desktop, home, office, in car, smart speaker etc. With over 200 integrations, TuneIn will allow your brand to be in the environments that matter.



UNDUPLICATED

TuneIn listeners don't use other streaming services as they can find all of their content on platform. As a result, an activation with TuneIn will lead to reaching net new users.

70%



81%

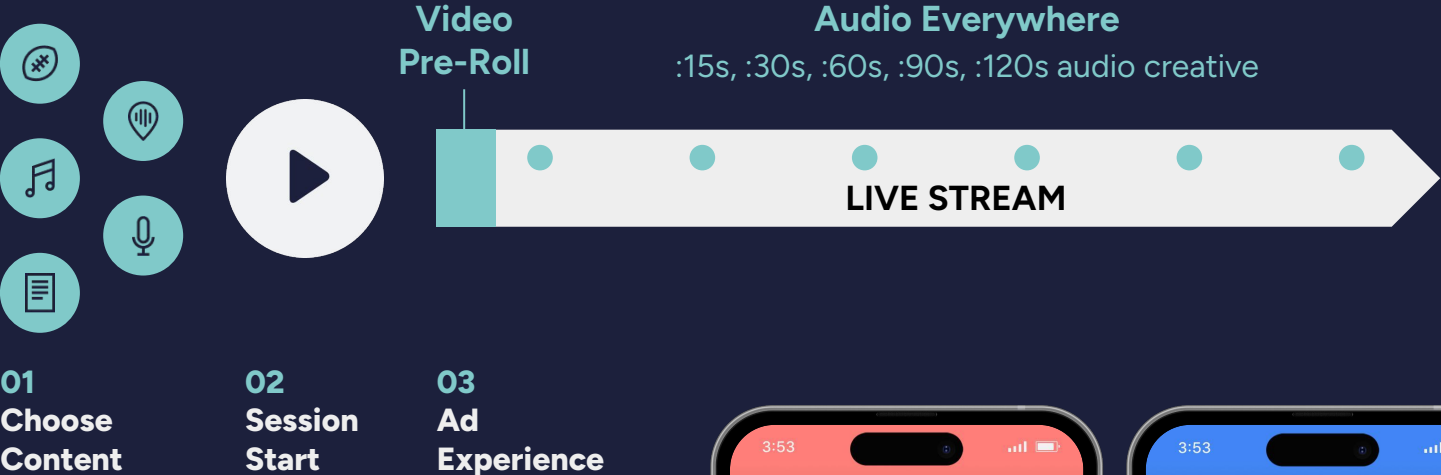


66%



% of TuneIn users not using these other streaming services
**Source ComScore Media Metrix Q4 2025 (3 month avg)

Sample User Flow



How We Work Together

SPONSORSHIP

Deliver the end user an enhanced listening experience, while weaving your brand into the fabric of TuneIn. We offer a variety of custom sponsorship solutions, with the full support of TuneIn Marketing.

HIGH IMPACT TAKEOVERS

We know how important a first impression can be, and we have a number of high impact takeover solutions to allow your brand to own key dates.

TACTICAL MEDIA

Deliver on key campaign KPIs and objectives through a variety of ad products - strategically targeted to your high value audience

PROGRAMMATIC

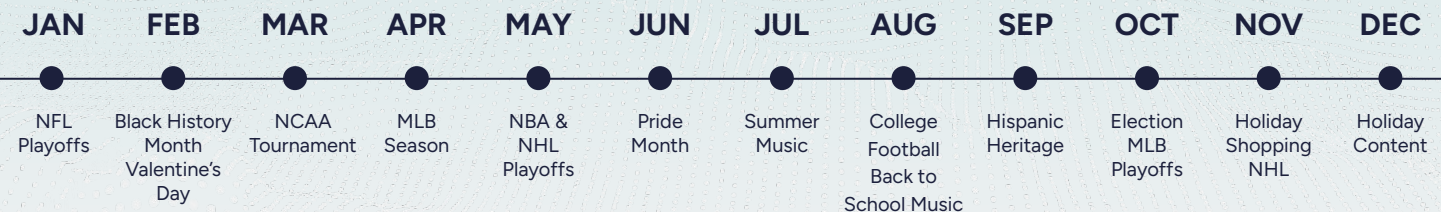
Allows you to keep your marketing budgets fluid, while still having access to TuneIn direct inventory and support



ADDED VALUE MEASUREMENT

All campaigns of \$50k or more can take advantage of Brand Lift or Attribution studies from our partners as Added Value.

TUNEIN CONTENT CALENDAR



AUDIO OVERVIEW

POSITION

- › Pre-Stream
- › In-Stream

SSP

- › Adswizz
- › Magnite

DEVICES

- › Mobile In-App
- › Desktop
- › Tablet
- › CE (Amazon Echo, Google Home, Sonos, etc)

DEAL TYPES

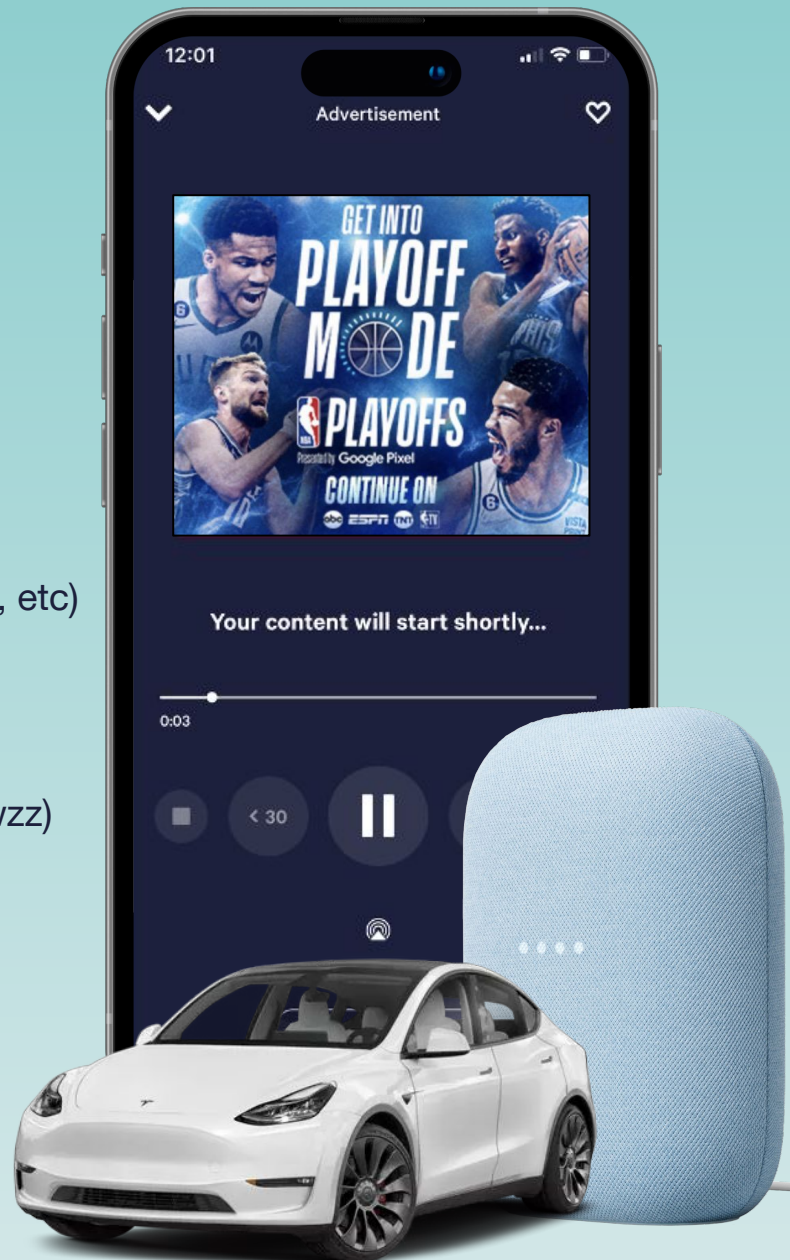
- › PA (Private Auction)
- › PD (Preferred Deal)
- › PG (Programmatic Guaranteed, via Adsiwzz)

DURATION

- › Pre-Stream: :06 - :30 Sec
- › In-Stream: :15/:30/:45/:60/:75/:90 Sec
- › Non-Skippable

TARGETING

- › Behavioral (1P & 3P Data)
- › Contextual (Genre & Sub-Genre)
- › Location & Language



- › Pre-Stream audio runs after a user clicks play and before the stream of content begins
- › In-Stream audio runs when the station goes to a regularly scheduled break
- › Accepted Formats: MP3, VAST, WAV ***Not Accepted: OGG, ACC
- › Companion Banners accepted: 300x250 & 728x90. ***Not guaranteed to run 1:1
- › TuneIn works with all DSP's that are certified with Adswizz (AudioMax)
- › To enable a smooth launch, eliminate brand safety and pre-bid filters

VIDEO PREROLL

POSITION

- › Pre-Roll

SSP

- › AdX / Google Ad Manager (GAM)
- › Magnite

DEVICES

- › Mobile In-App
- › Desktop

DEAL TYPES

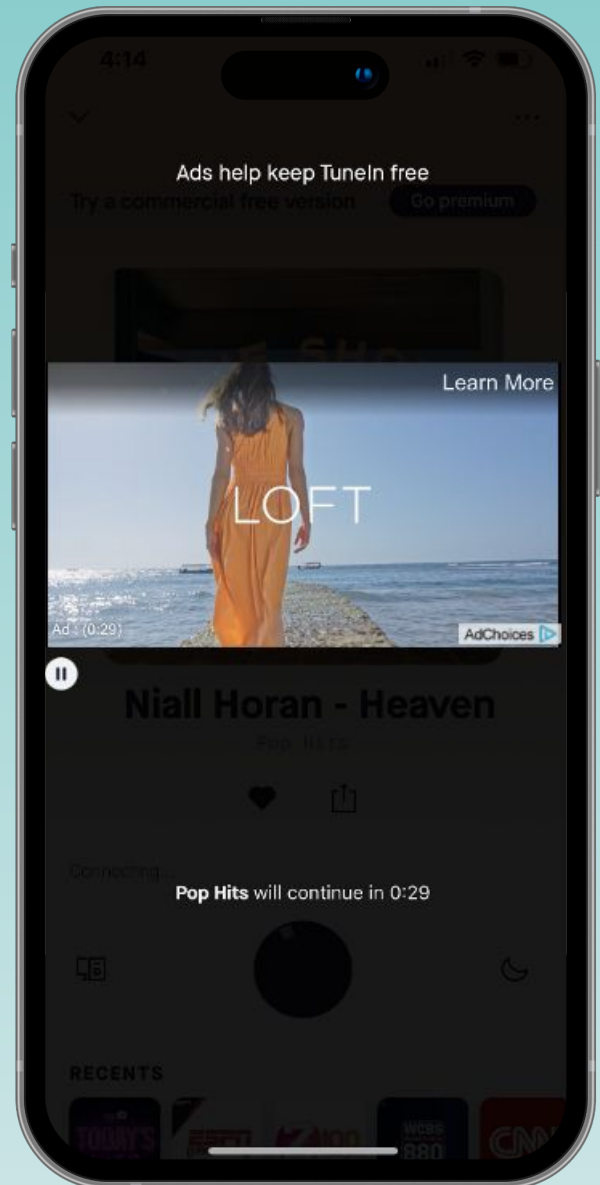
- › PA (Private Auction)
- › PD (Preferred Deal)
- › PG (Programmatic Guaranteed, via GAM)

DURATION

- › :06 - :30
- › Non-Skippable (Skippable if desired)
- › Sound Auto-On

TARGETING

- › Behavioral (1P & 3P Data)
- › Contextual (Genre & Sub-Genre)
- › Location & Language



- › Video will run in the pre-roll position; after a user clicks play and before the stream of content begins
- › Video is autoplay and will start automatically when the user receives the ad
- › Accepted Formats: VAST (*preferred*), MOV, MP4
- › ***Not Accepted: VPAID

CTV VIDEO

POSITION

- › Fullscreen Video During Listening Session

SSP

- › Magnite
- › Springserve
- › Pubmatic

DEVICES

- › ROKU, Vizio, Samsung, LG & TCL

DEAL TYPES

- › PA (Private Auction)
- › PD (Preferred Deal)
- › PG (Programmatic Guaranteed)

DURATION

- › :06 - :60
- › Non-Skippable
- › Sound Auto-On

TARGETING

- › Contextual (Genre)
- › Geo
- › Behavioral (3P Data)



OUTSTREAM VIDEO

POSITION

- › Outstream

SSP

- › AdX / Google Ad Manager (GAM)
- › Magnite

DEVICES

- › Mobile In-App
- › Desktop

DEAL TYPES

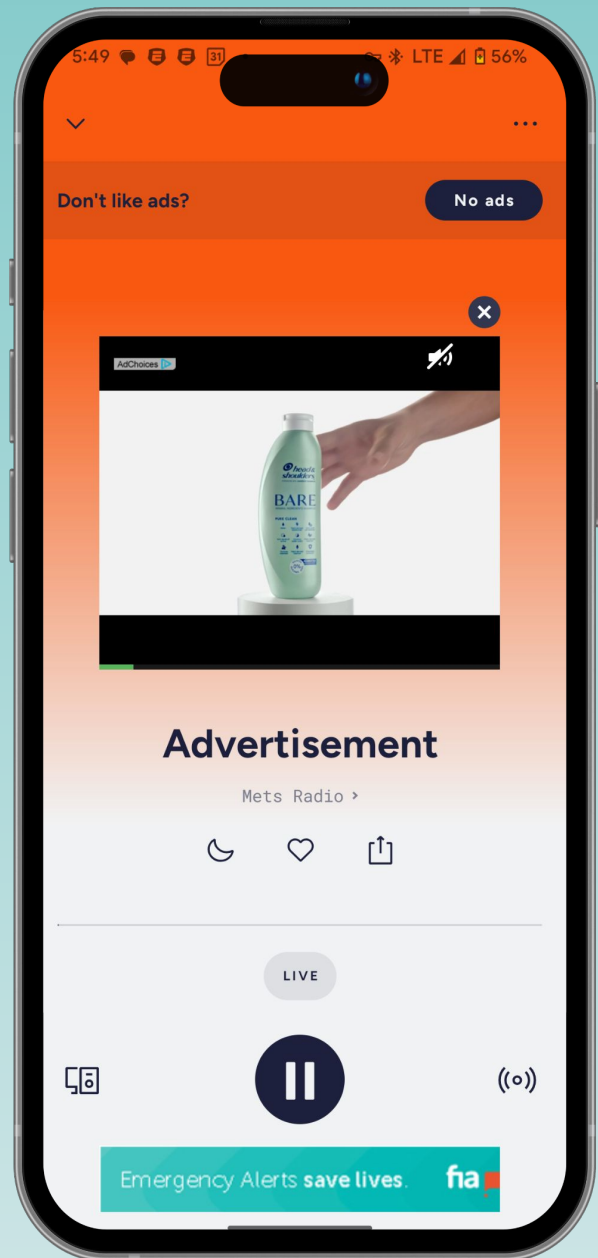
- › PA (Private Auction)
- › PD (Preferred Deal)
- › PG (Programmatic Guaranteed, via GAM)

DURATION

- › :06 - :30
- › Non-Skippable
- › Sound Auto-Off

TARGETING

- › Behavioral (1P & 3P Data)
- › Contextual (Genre & Sub-Genre)
- › Location & Language



- › 100% Viewable
- › Video will run in the mid-roll position; once the user has begun their station stream
- › Video is autoplay and will start automatically when the user receives the ad
- › User has the option to unmute

DISPLAY OVERVIEW

SSP

- › GAM/Adx
- › Magnite

DEVICES

- › Mobile In-App
- › Desktop
- › Tablet

DEAL TYPES

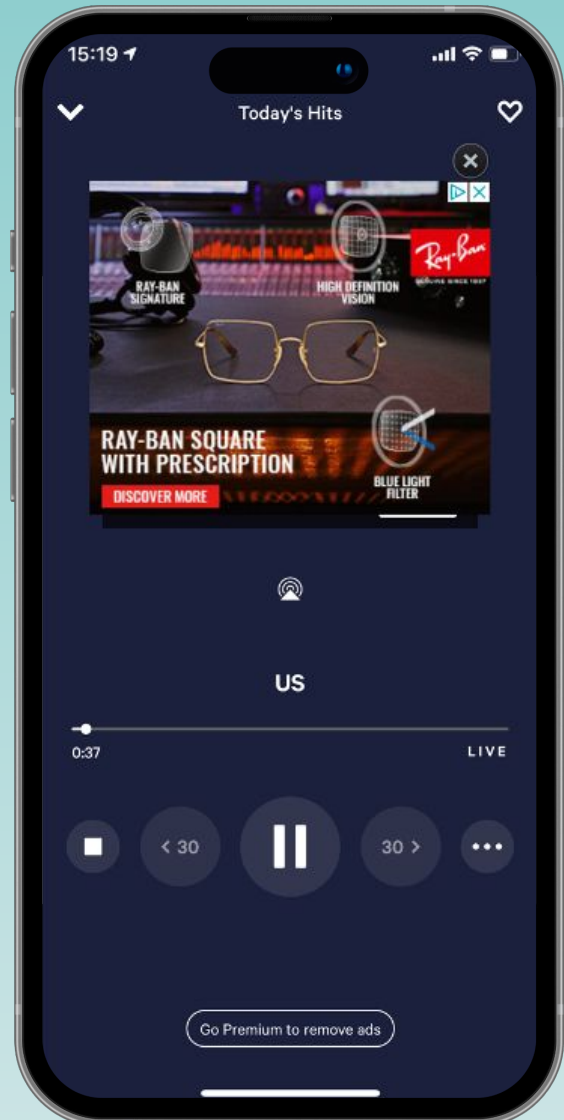
- › PA (Private Auction)
- › PD (Preferred Deal)
- › PG (Programmatic Guaranteed, via GAM)

AD SIZES AVAILABLE

- › 300x250 (All Screens)
- › 320x50 (Mobile In-App)
- › 728x90 (Desktop + Tablet)
- › 300x600 (Desktop)
- › 970x250 (Desktop)

TARGETING

- › Behavioral (1P & 3P Data)
- › Contextual (Genre & Sub-Genre)
- › Location & Language



- › 100% Viewable
- › Display ads are served when the device is on and typically serve in the now playing screen
- › We are able to work with DSP's that are certified with any of our SSP partners (GAM/Adx or Magnite)