

## Digital Audio Advertising Company Profiles

# Company Name

## Company Description

- XXX is a digital audio ad sales company, focused on developing an exclusive premium advertising platform
- Since its inception in 20XX, it has made exclusive audio ad sales partnerships with many successful streaming audio services such as XXX, XXX, XXX and XXX,. The company also recently announced a content distribution and sales partnership with the XXX
- It entered the digital audio advertising marketplace in 20XX and is headquartered in XXX, XXX

## Services

- The company is focused on developing a premium and exclusive advertising platform that connects advertisers with digital audio advertising inventory and integration opportunities across a targeted line-up of publisher partners
- Partners with premium audio content providers across online entertainment, sports, and business marketplaces to deliver advertising products via high-impact, data-rich, and targeted aggregation
- Offers demographically targeted and content-pure "micro networks" that allow advertisers to reach their consumer in a smart and efficient way

## Management

- **XXX, CEO**
  - Starting as a producer for a local radio show, he transitioned into sales management at XXX, and has held digital positions at XXX and XXX
- **XXX, Chief Revenue Officer**
  - ~18 years of experience in sales, and formerly served as VP of Sales for XXXX
- **XXX, VP, Sales & Operations**
  - Formerly served as a Digital Sales Manager at for XXX, before co-founding XXX

## Recent News

- Month Day, Year: Announced exclusive US partnership with XXX
- Month Day, Year: XXX has promoted XXX to Senior Vice President of Sales & Operations
- Month Day, Year: Announced exclusive partnership with XXX, the world's largest audio network
- Month Day, Year: Partnered with AccuRadio's online radio platform, XXX, XXX, and XXX

# Company Name

Partnerships

[Company Logo]

Clients

[Client Logo]

# Company Name

## Company Description

- XXX, a part of the XXX, is an advanced digital audio advertising platform, connecting top national brands, and regional or local advertisers to highly engaged internet and mobile audiences
- Advertisers work with XXX to deliver high-impact audio, display and pre-roll video advertising, and can target consumers by demographics, listening preferences, psychographic segmentation, and geography down to postcode level, and get real-time reporting and analytics
- The company's network includes online music, Internet radio, and audio content providers.
- It reaches ~XXX million monthly unique listeners (~XX% of the US Internet population), via a network of ~XXX of the leading online music, radio and audio content providers, which collectively provide ~XXX audio content destinations connecting listeners on multiple platforms
- Founded in 20XX, headquartered in XXX, XXX

## Targeting Features

- **Demographic:** Helps enable segmentation of audience to ensure connection with consumers according to gender, profession, culture, age, and interests
- **Geography:** Geo-targeted campaigns that reach listeners in specified locations, even down to the consumer's zip code
- **Time:** Targeted campaigns that change by the hour
- **Behavioral:** Data-driven ad serving for highly targeted messaging based on real-time insights from their online/offline behaviors. It uses anonymized 1st and 3rd party data to segment audiences across categories such as purchase intent, family composition, income, and many other online and offline parameters relevant to their marketing objectives
- **Contextual:** Connects with consumers on their phones, in-car, on PCs or tablets, and also while the consumers are engaged in other activities like listening to music or reading the news, etc.

## Publishing Platform

- XXX is a leading digital audio programmatic publisher platform with advanced targeting, and the platform used by XXX clients
- Allows publishers to access their US and EU inventory with full DAAST compliancy through a single integrated software, and supports digital audio in the US, UK, Germany, France, Spain, Switzerland, and Belgium with more countries being added
- It is a precise and user-friendly reporting tool that provides allocated and paid impressions, revenue and CPM analysis, geographical targeting and reports by state/country, historical reporting by day/hour, data visualization and export capabilities

# Company Name

## Management

- **XXX, CEO**
  - He is the CEO of XXX
  - Previously worked at XXX, XXX, XXX
- **XXX, COO**
  - More than 13 years of experience
  - Formerly worked at XXX, helping in its acquisition by XXX
- **XXX, CTO**
  - Nearly 30 years of experience in IT and services
  - Formerly worked as CTO of XXX and XXX

## Clients

[Client Logo]

## Investors

The current investors of XXXX include the following:

- XXX
- XXX
- XXX
- XXX

The above funds have collectively completed the following investments in XXX:

- \$XXXmm, Series B funding, Month Day, Year
- \$XXXmm, Series C funding , Month Day, Year

## Recent News

- Month Day, Year : Released a programmatic monetization platform XXX to enable digital audio publishers to create revenue from audiences
- Month Day, Year: Partnered with Nielsen's to apply its consumer segmentation technology in its platform
- Month Day, Year: Expanded partnership with Spanish Broadcasting System to increase Hispanic footprints
- Month Day, Year: Partnered with German audio ad network RMS, adding ~XXX stations across Europe

# Company Name

## Company Description

- XXX provides digital services to radio markets and connected audio supply to advertisers, providing the technical backbone for the digital audio marketplace
- Its innovative technology enables both live and on-demand publishers to build audience and revenue globally, and has been available for the first time, maximizing audience buying efficiency for advertisers across the world
- XXX, a technology-focused private equity firm, acquired XXX in Month 20XX
- It was founded in 20XX and headquartered in XXX, XXX

## Advertising Services

- **XXX:** XXX® is an audio ad exchange that allows automated, exchange driven method of buying and selling ad impressions rapidly and precisely, mitigating waste and resulting high efficiency for advertisers
- **XXX:** Enables brands to reach audiences through video pre-roll, gateways, synched banners, and display advertising, across terrestrial-based streams or internet pure play streams via mobile or web-based delivery
- **XXX:** Combines audio inventory from publishers into one network that can be bought easily by advertisers
- **XXX:** Enables direct interaction with loyal database members to create relevant and engaged relationships through rich content and promotions, reaching ~XXX million confirmed database members across XXX media brands, yielding ~XXX million monthly display impressions

## Publishing Platform Features

- **Streaming Platform:** Built to optimize the media experience via a multi-platform responsive media player, with capabilities to create curated, niche side channels online
- **Digital Audio Measurement:** XXX® platform is the accredited industry standard for audience measurement, which allows advertisers to carry out census measurement, real-time reporting, and audience data at the local level
- **Audio Advertising Platform:** A customizable ad platform that helps broadcasters and internet-radio services with solutions for live and on-demand streaming, by connecting with the audio exchange and network and third-party platforms
- **Audience Management Platform:** A suite of enterprise management tools enabling higher engagement with online audience, it helps create, schedule, and manage on-air, online, and off-site promotions, and seamlessly coordinates all promotions efforts into one integrated solution combining rewards and contesting data, email management, research, and CMS

# Company Name

## Management

- **XXX, CEO & Founder**
  - ~22 years of experience as an operating executive
  - Previously served as Managing Partner and CEO of XXX, and founding President of XXX
- **XXX, CFO**
  - ~24 years of business and corporate finance experience
  - Formerly served as CFO at XXX, and held senior positions at XXX, XXX, XXX, and XXX, and served as a consultant to XXX
- **XXX, CTO**
  - Has previously worked at XXX, XXX (Formerly XXX), XXX, and XXX.

## Clients

[Client Logo]

## Recent News

- Month Day, Year: Partnered with XXX to bring the XXX online audio advertising exchange to Australia
- Month Day, Year: Announced the integration of Nielsen's software into its suite of streaming audio players
- Month Day, Year: Announced agreement with XXX for exclusively deliver streaming audio advertisements within the XXX Gameday Audio desktop product and XXX application
- Month Day, Year: XXX announced the acquisition of XXX
- Month Day, Year: Partnered with XXX to implement XXX's online audio advertising solution
- Month Day, Year: Partnered with XXX to deliver a podcast audience measurement solution
- Month Day, Year: Partnered with XXX to deploy XXX