

TUNE IN FOR BRANDS

TuneIn is reinventing radio for a connected world and millions of users are listening — sports, music, news, podcasts and radio. We're empowering brands with the context, the data, and the distribution to engage a high-value audience across all the devices they use. Let us help your brand tell its story in a way that's authentic and meaningful.

REACH AN ENGAGED AUDIENCE

30M

US Monthly Active Users
*70M Globally

450MM

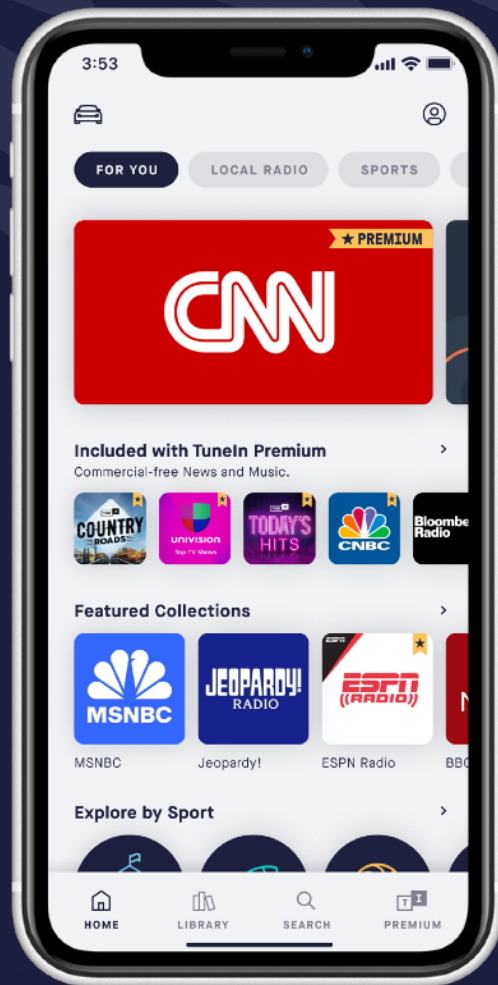
US Monthly Session Starts
*1.6B Globally

30K

US Monthly Stations Streamed
*115K Globally

60MM

US Monthly CE Session Starts
*300M Globally



01 CONTENT

TuneIn was built on the idea that streaming audio is not just music. With over 115K stations across hundreds genres, our platform caters to the audio listener looking to consume various types of audio content.



02 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.



03 UNDUPLICATED

TuneIn listeners often 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%
iHeart
RADIO

75%
Spotify

68%
Pandora

% of TuneIn users not using these other streaming services

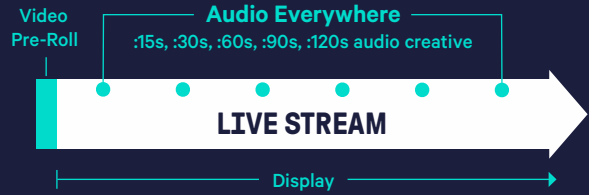
CONTENT TENTPOLES



**TUNE IN
FOR BRANDS**



**SAMPLE USER
+ AD FLOW**



**01
CHOOSE
CONTENT**

**02
SESSION
START**

**03
AD
EXPERIENCE**

**HOW WE WORK
TOGETHER**

**MANAGED
SERVICE**

Some ideas are too big for a DealID, and there are a number of ways to weave a brand into the TuneIn experience. Send us a brief, and we'll get to work.

**PROGRAMMATIC
GUARANTEED**

Audio, Video, and Display are all available to be transacted on a guaranteed basis through GAM, Audiomax and Magnite.

**1:1 PMP
PREFERRED**

We offer preferred deals to buyers looking for the flexibility of a PMP but with more certainty in inventory availability.

**1:1 PMP
AUCTION**

TuneIn works with a variety of SSP:DSP configurations so that any buyer can access our inventory via private marketplace.

**TARGETING
SOLUTIONS**

**01
CONTEXT**

Reach users across TuneIn's extensive collection of genres/ sub-genres (ie) music, sports, news



**02
AUDIENCE**

Reach your audience via 1P/ 3P data. This includes behavioral/demographic segments and also 1P behavioral sets which can only be found on TuneIn

**03
ENVIRONMENT**

Reach your audience by finding users on specific distribution channels. TuneIn is integrated in over 200 devices, we can target users by the devices they are listening on. (ie) In-car, Amazon Echo