



NPR MUSIC

A Destination for Music Discovery





“A growing branch of NPR whose taste-making powers always seem to be on the rise.” *-The Washington Post*



“Whether on the air, on the road or online, NPR has become the newest center of gravity for breaking music.”

-Billboard



“Some of the world's top musical acts have dropped by to record at NPR's Tiny Desk mini concert series. The performances are intimate, but the online following is huge.”

-CBS This Morning



“NPR’s official showcase at Stubb’s has come to be regarded as one of the best shows of SXSW.”

-Vulture



“They’re at the top of the list... We know that’s where the audience is.”
– R.E.M. Manager Bertis Downs said of NPR Music



4.4M

unique monthly visitors

8.2M

monthly pageviews

28

median age for NPR
Music fans



DYNAMIC SOCIAL ENGAGEMENT



I literally listen to [@mitskileaks](#) [#NPRsxsw](#) set multiple times a day. Weird maybe but it gives me fiery strength



[@allsongs](#) has shown me some of my faves: Alabama Shakes, Kishi Bashi, Sylvan Esso. Bob & Robin are my musical oracles [#allsongsconsidered](#)



This is a must listen. If you're not a fan, you will be.
[@AltLatino](#)



[@TankandDaBangas](#)' [@NPRMusic](#) 'Tiny Desk Concert' will leave you wanting more [#TinyDesk](#)



A POWERFUL PARTNER ACROSS PLATFORMS

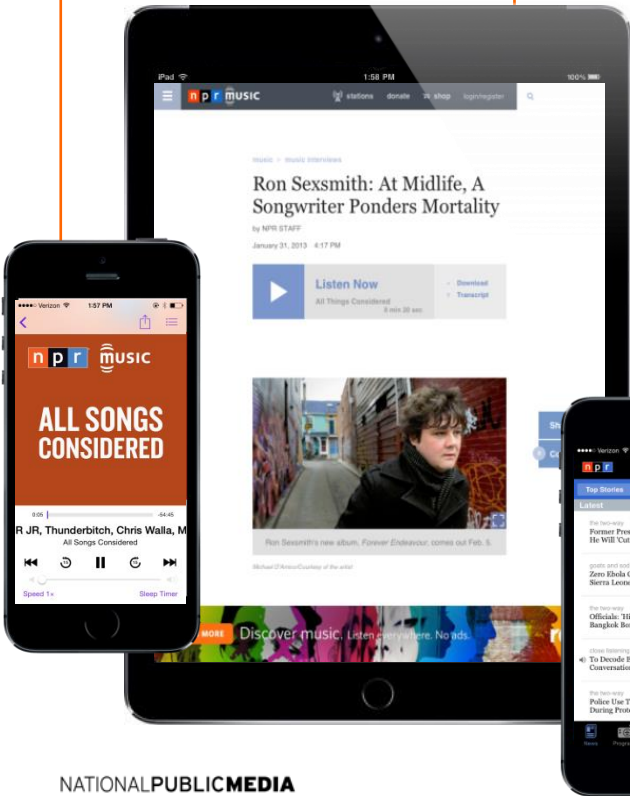
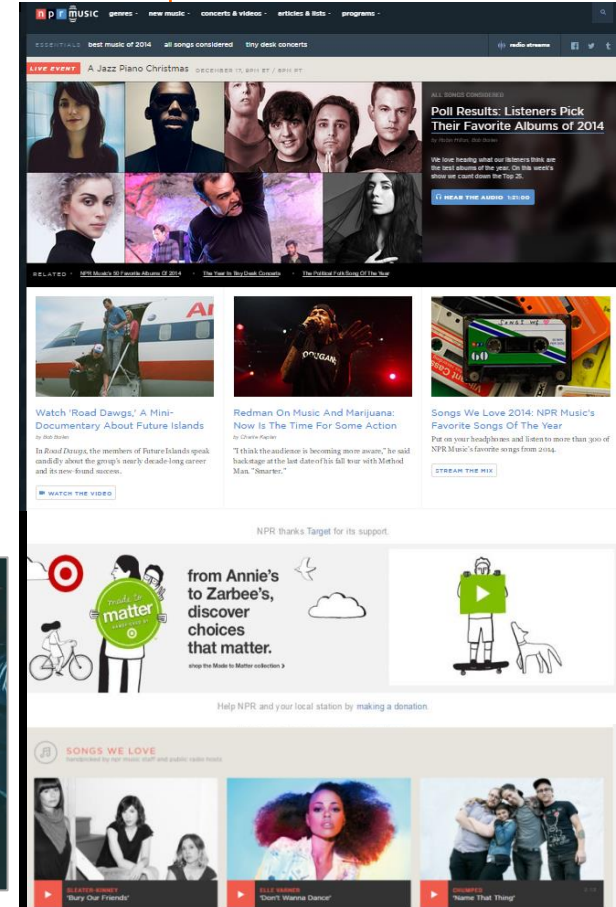
Sponsorship announcements in NPR Music podcasts, including Emmy Award-winning program *All Songs Considered*

All NPR Music blog and story pages provide an optimized experience on desktop, tablet and mobile platforms and support IAB Rising Star units

NPR Music produces high-quality live events offering brands dynamic sponsorship opportunities to reach engaged audiences

300x250 or 300x600 creative, or Music Center Stage roadblock, with only one sponsor per page, and pre-roll for video and audio

New NPR Player features a custom, responsive display companion that animates in sync with audio creative





NPR MUSIC ROADBLOCK

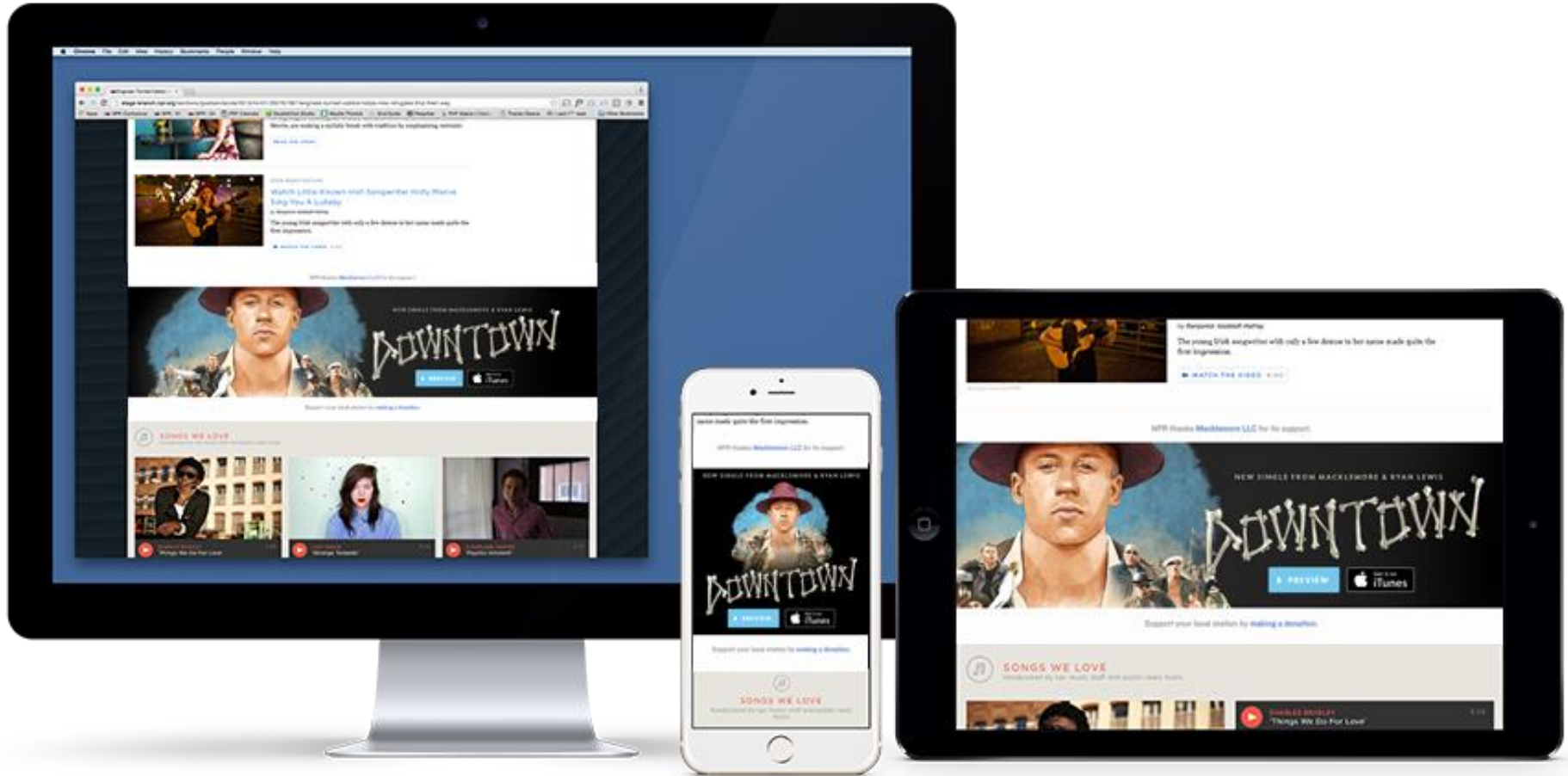
Music Center Stage Custom Creative

- Music Center Stage enables a sponsor to prominently feature highly interactive branded content on the NPR Music site across desktop, tablet and mobile platforms
- The unit is fully responsive and offers sponsors the opportunity to incorporate a variety of interactive elements, such as:
 - Quality, long-form click-to-play video content
 - Gallery of photos or other images
 - Dynamic data, such as searchable event dates
 - Interactive timeline or slideshow
- NPR will build the custom unit in partnership with a sponsor utilizing sponsor brand assets

The screenshot displays the NPR Music website interface. At the top, there's a navigation bar with 'npr music' and various menu items like 'genres', 'new music', 'concerts & videos', 'articles & lists', and 'programs'. Below this, a 'LIVE EVENT' banner for 'A Jazz Piano Christmas' is visible. The main content area features a grid of articles and images, including 'Poll Results: Listeners Pick Their Favorite Albums of 2014', 'Lang Lang in Concert At The Met Museum', and 'In HBO's 'Bessie,' Queen Latifah Stars As Empress Of The Blues'. A custom creative unit for Miller High Life is prominently displayed, featuring a video player, a gallery of photos, and the text 'Paparazzi #iamrich'. Below the creative unit, there's a section titled 'SONGS WE LOVE' with three featured songs: 'Yellow Eyes' by Rayland Baxter, 'Mad Rush' by Bruce Straker, and 'Listening to Singing' by Iris Dement.



MUSIC CENTER STAGE ACROSS PLATFORMS





SPECIAL SERIES & EVENTS

Dynamic Sponsorship Opportunities with NPR Music



TINY DESK CONCERTS

Small Performances with Big Buzz

- Live from *All Songs Considered* creator Bob Boilen's desk, musicians play intimate sets in the NPR Music office at NPR Headquarters
- The iconic series of intimate sessions are recorded as videos and made available through podcasts, apps, and NPR.org

Opportunities for Sponsors

- **Digital** — Sponsorship recognition through video pre-roll and display placements throughout the series hub
- **Podcast** — Video pre-roll in Tiny Desk Concerts podcast
- **Social Media** — Opportunity to highlight performances via a sponsor's social media platforms
- **Custom Integration** — Final edited video content can be featured by a sponsor throughout social media





FIELD RECORDINGS

Out of the Studio and Off the Beaten Path

- Field Recordings take artists out of the concert venue and off the beaten path for a series of surprising performances in beautiful and unexpected locations
- Edited videos from each session are featured in the series hub on the NPR Music site and accessed through online and mobile platforms

Opportunities for Sponsors

- **Digital** – Sponsorship recognition through video pre-roll and display placements throughout the [series hub](#)
- **Social Media** – Opportunity to announce performances via a sponsor's social media platforms
- **Custom Integration** – Final edited video content can be featured by a sponsor throughout social media





HEAVY ROTATION

10 Songs Public Radio Can't Stop Playing

Heavy Rotation is a cross-platform initiative featuring leading public radio DJs from across the country selecting their favorite tracks of the moment.

Opportunities for Sponsors

Heavy Rotation offers cross-platform extensions for sponsors, including:

- **On-air** — Sponsorship credit in *Morning Edition* from NPR News, the nation's #1 morning drive program, with 14.7 million weekly listeners
- **Digital** — Prominent recognition surrounding the monthly 10-song downloadable sampler on NPR.org featuring the current best tracks now playing on public radio
- **Mobile** — Opportunity to explore creative ways to highlight the special series, along with the monthly downloadable sampler throughout sponsor's social media platforms





NPR MUSIC LIVE IN CONCERT

On-Site Opportunities

Through industry-leading coverage and dynamic live events, NPR Music provides endless opportunities that delight audiences.

Opportunities for Sponsors

To highlight a sponsor's support, NPR Music can provide extensions for a sponsor at a live music showcase, which may include:

- **On-Site Extensions:**
 - VIP access for sponsor executives or customers
 - Additional tickets made available to special guests
 - Co-branded event collateral
- **Online & Mobile** — Dynamic presence through live broadcasts on the NPR Music site and suite of NPR mobile apps
- **Social Media** — Video content featured across NPR Music digital platforms, with the opportunity to highlight series content throughout a sponsor's various social media platforms





NPR MUSIC AUDIENCE PROFILE

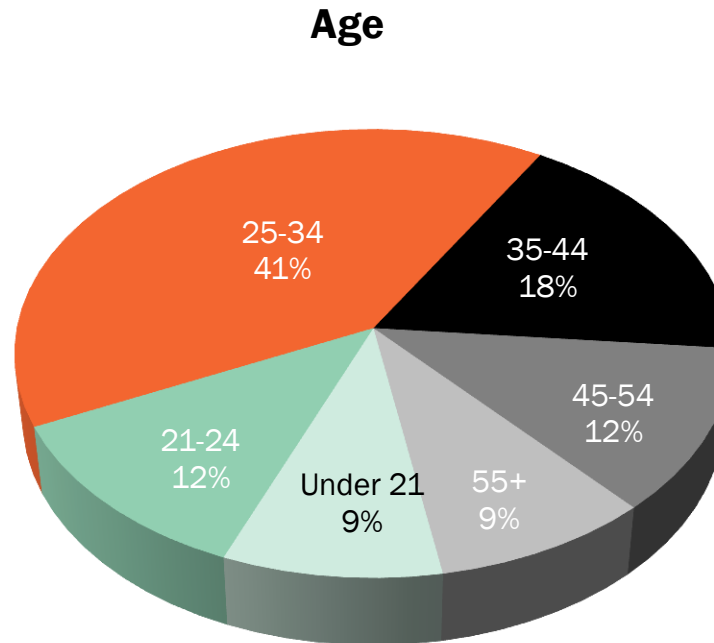
Attracting an Audience of Tastemakers



CORE NPR MUSIC FANS

Attracting a Younger Audience Online

- The median age of the core NPR Music site visitor is 31
- 91% of core NPR Music site visitors are 21 or older
- 50% of *All Songs Considered* podcast listeners are under age 35*



Base: 339 Core NPR Music Fans on NPR.org/Music. "Core fans" are NPR Music fans/users who selected "indie" as one of their favorite types of music.

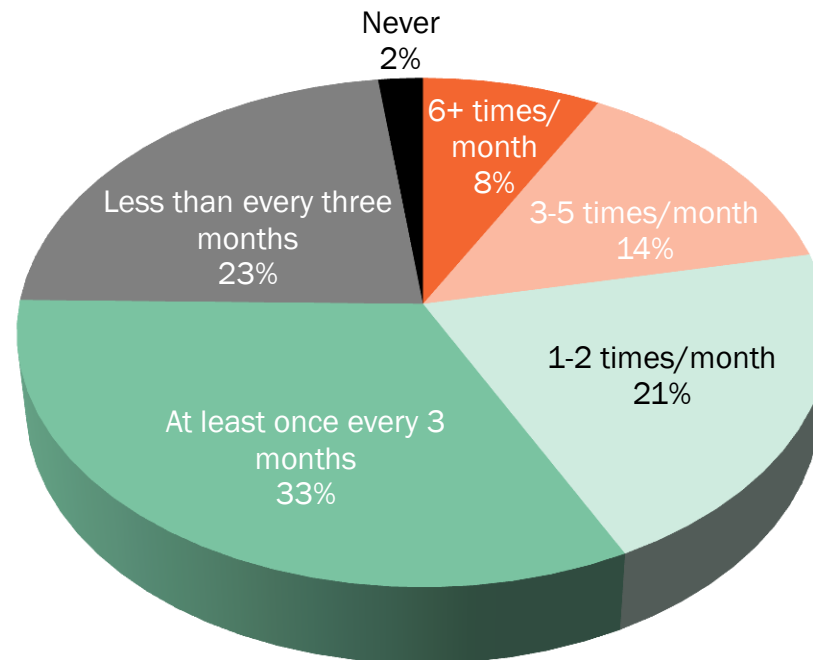
*Source: NPR Podcast User Survey, September 2013



REACHING ACTIVE MUSIC FANS

43% of core NPR Music Fans see live music at least once a month

Frequency of Live Music Attendance





NPR

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