



NEWS

MUSIC AND ARTS LIFE

NPR ONE

Personalized, On-Demand Audio



BUZZ FOR NPR ONE

Not Just a Lot of Talk: NPR One Sounds Smarter

Selected as one of TIME's "50 Best Apps of the Year"

"Unless you drive often, you probably don't have easy access to an AM/FM radio. Which means it's hard to find public radio, a great source of news, knowledge and new music. NPR's new NPR One app can help — it's basically a customizable public radio station that learns what shows you like and what topics you're interested in, building a more personal feed over time."

-*TIME*, October 2016

"What is the public radio of the future? Here's one vision: NPR One gives listeners a highly personalized stream on their phone, that pulls in stories from national shows, local newscasts, podcasts outside the NPR world. That stream is built to consistently delight, based on data from both active and passive listener behaviors."

- *NiemanLab*, January 2016



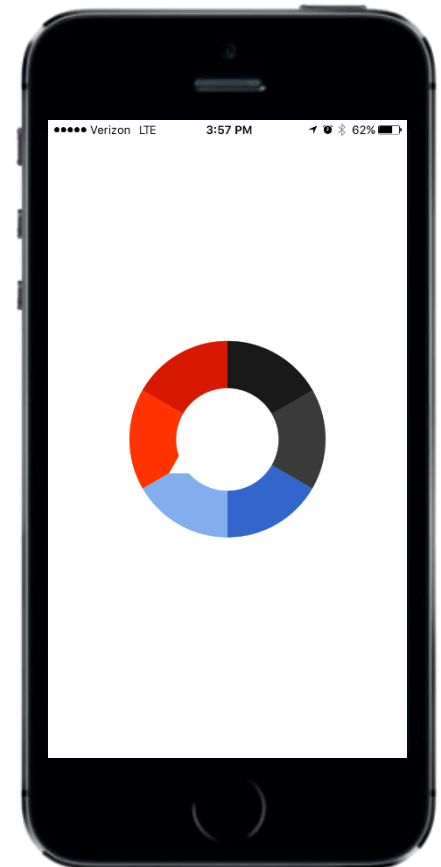


NPR ONE

Personalized, On-Demand Audio

- [NPR One](#) learns from each users' listening habits to deliver a personalized, on-demand mix of national and local audio content across platforms
- With storytelling as a focal point, NPR One utilizes unprecedented content curation, combining a sophisticated algorithm that learns from user behavior and a dedicated editorial team that handpicks the best content from NPR News, member stations, and podcasts
- NPR One has 623k monthly unique users who spend nearly 36 minutes per average session

Named One of [2016's Best Apps](#) by *The New York Times*



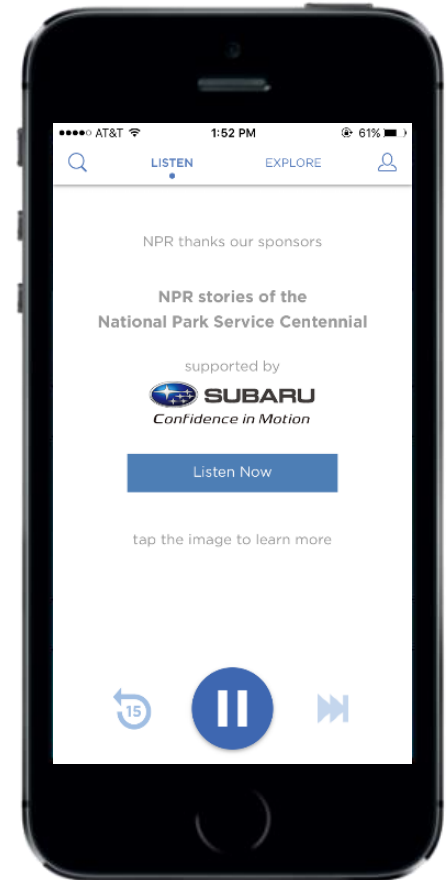


NPR ONE SPONSORSHIP

NPR One allows your brand to tell its story through custom audio and curated content to reach listeners wherever they are

Sponsorship Opportunities in NPR One

- **Brand Soundscapes:** National Public Media will send a producer to capture audio on location and expertly craft your brand's distinctive audio sound and story. Custom audio promos in NPR One invites users to hear Brand Soundscape. Once selected, the Soundscape plays with branded visuals and opportunity to tap through to sponsor site.
[Experience a demo](#)
- **Custom Channels:** NPR will curate a selection of audio content hand-picked by NPR staff, featuring stories that reflect the idea of your campaign. Custom audio promos and a 600x500 clickable unit will be created to invite the user to engage with a brand.
[Experience a demo](#)
- **Podcast Halos:** Podcast Halo placements include a custom audio promo paired with co-branded 300x600 banner inviting users to listen to the podcast.
[Experience a demo](#)
- **Audio Interstitials:** NPR One supports interstitials with :15 audio credit and clickable 600x500 placement (scales to 300x250 on mobile) with an average CTR of 0.2%





NPR ONE REACH & HALO EFFECT

“NPR One is now a one-stop shop for all sorts of fascinating audio.”
- The New York Times

35.3

Minutes spent in NPR One
(average session)

623K

NPR One unique
monthly users

24.4M

Stories and podcasts consumed
monthly in NPR One

75%

of NPR One users hold a more
positive opinion of a company
when they find out it supports NPR

63%

of NPR One prefer to buy
products from businesses
that support NPR



SMART SPEAKERS & NPR ONE

NPR is the default news experience in Amazon Echo and Google Home smart speaker systems

- NPR [joins the smart home assistant revolution](#) as the default news experience in Google Home and Amazon's Alexa-enabled smart speaker systems
- Directly out of the box, both items deliver the [NPR Hourly News Summary](#), which **hundreds of thousands of users listen to each week**
- Also, NPR and Amazon partnered to create the [NPR One skill](#), giving listeners access to their favorite NPR programs on smart speaker systems
- When users request, "Alexa, play NPR One," or "Ok Google, play NPR One," listeners hear curated NPR content while preparing for work, cooking dinner, and more at home



[LEARN MORE](#)

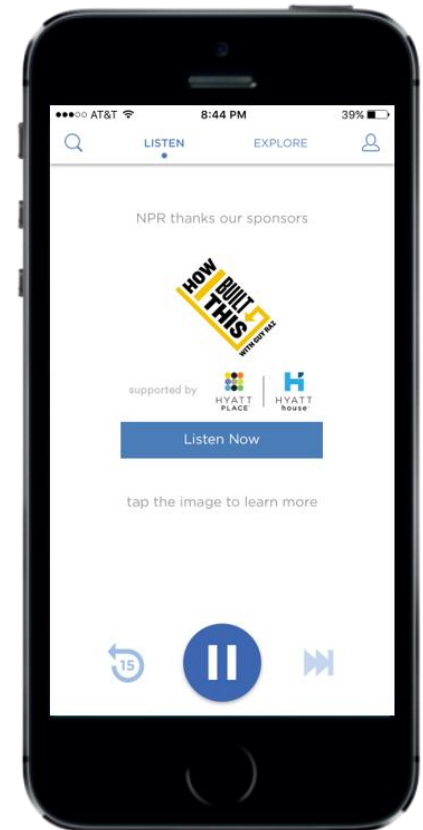


NPR PODCASTS IN NPR ONE

NPR One: Your brand's next best podcast destination

- NPR One enhanced its podcast capabilities in 2016, so users can now easily tune into a broad lineup of podcasts from NPR and beyond
- Podcast listens in NPR One account for more than half of all content played in the app, with 2 million monthly podcast listens
- Podcast Halos in NPR One have an average tap-through rate of 1.91%
- Nearly half of NPR One users rely on the app to listen to their favorite podcasts and 40% access the app to discover new podcasts

Most listened to NPR Podcasts in NPR One



PODCAST HALO DEMO



REACH AND HALO EFFECT

NPR ONE

623K

Unique monthly users

75%

of NPR One users hold a more positive opinion of a company when they find out it supports NPR

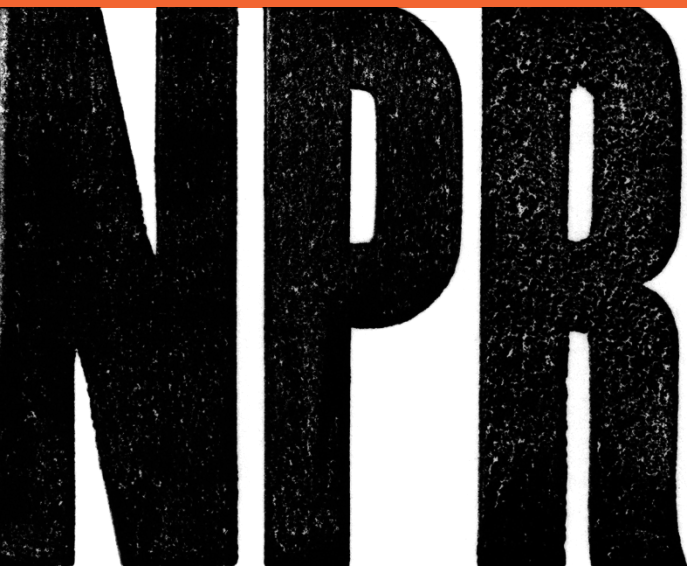
NPR PODCASTS

8.8M

Unique monthly podcast users

76%

of NPR podcast listeners have taken action in response to a sponsorship announcement in an NPR podcast



CONTACT

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APPENDIX



UNMATCHED ENGAGEMENT

A Content Experience That Resonates With The NPR One Audience

- Our average NPR One Custom Channel engagement metrics show that users are excited by the content we select.
- Co-branded promo card tap-through rate: 1.52%
 - 1.52% of NPR One users who receive the promo tap to enter the channel
- 600x500 interstitial TTR: 1.31%
 - 1.31% of NPR One custom channel listeners tap on the fully-branded 600x500 interstitial
- Average high positive rating on custom channel content: 7
 - Figure based on NPR One analytics. Anything above a 2 is considered strongly positive.
 - Examples of a positive rating include marking a story as “Interesting,” listening through to the end of a story, or sharing a story on social media.