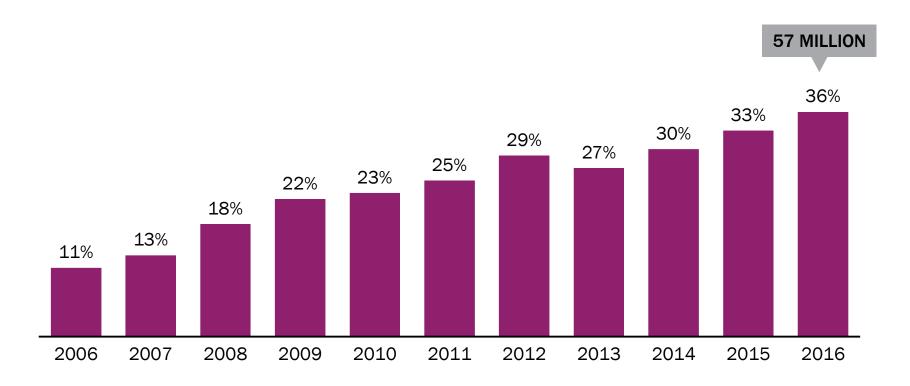
### **National Public Media & PodWave**

**Dynamic Sponsorship Opportunities** 



#### **PODCAST LISTENING**

With the increased convenience of on-demand content, podcasts have grown significantly over the past 10 years. In 2016, approximately 57 million people listened to a podcast in the past month.



% listened to a podcast in the past month Base: Total Population 12+



# **2017 – THE BEST IS YET TO COME!**

### "Podcasting will continue to evolve from niche to mainstream in 2017" – Inside Radio

"If you've been sitting on the sidelines watching the decade-long growth of podcasting, prepare to be blown away in 2017." – Ad Age

"There is still plenty of room for podcast audiences to grow in 2017." – Podcast expert Ramona Rice

"2017 will be a breakout year for podcasting" – Bridge Ratings CEO Dave Van Dyke



# **REACHING A DYNAMIC AUDIENCE**

Podcast consumers are:



**Affluent** The median HHI of podcast consumers in \$63,000



**Educated** 29% have an advanced degree or have gone to grad school



**Younger** 49% of podcast consumers are under age 35

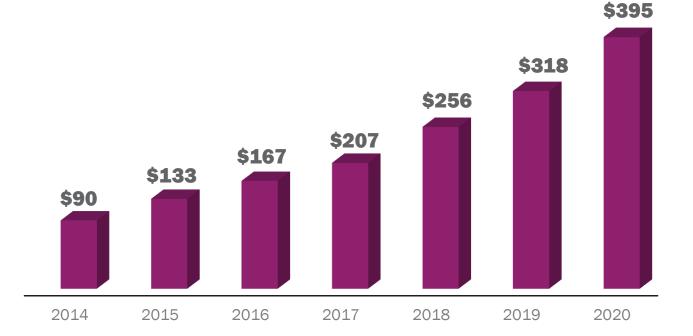


**Social** 60% use social networking sites multiple times a day



## **U.S. PODCAST AD SPENDING**

Increasingly a mainstream platform among listeners, podcasting is becoming a more relevant platform for advertisers, with ad spending projected to more than double by 2020.



#### **Podcast Ad Spending in Millions**



## **INTRODUCING PODWAVE**

A first of its kind aggregated podcast network!

- Over 850 programs across virtually every category
- 150,000,000 monthly downloads\*
- A share of voice unmatched by any other platform
- Nearly HALF of inventory consumed on mobile device
- Behavioral Targeting Capabilities
- Geo-Targeting Capabilities
- Device Targeting Capabilities
- Retargeting Capabilities
- Frequency Capping
- Detailed back-end attribution metrics
- One call, one piece of copy, one invoice, one point of contact



# **PODWAVE: THE PODCASTING MARKETPLACE**

In partnership with National Public Media (NPM), PodWave offers advertisers a simple way to buy inventory across a vast podcast network.

Publisher Direct Sales	PodWave via NPM
Buying specific podcasts directly offers native host- reads and endorsements, which are very effective.	Allows for bundling of many contextually-relevant podcasts at scale, with one creative and one insertion order.
Premium Direct Rates are very high - \$25 to \$50 CPM or higher for some podcasts, because of that performance and close association.	CPMs are more efficient than host-reads and endorsements are replaced with ads that follow the proven public media standard.
Premium Direct requires time-consuming one-to-one deals with each podcast/publisher.	Provides sophisticated targeting options such as geotargeting, dayparting, device targeting and even demographic targeting*



# **PODCAST INDUSTRY RANKING**

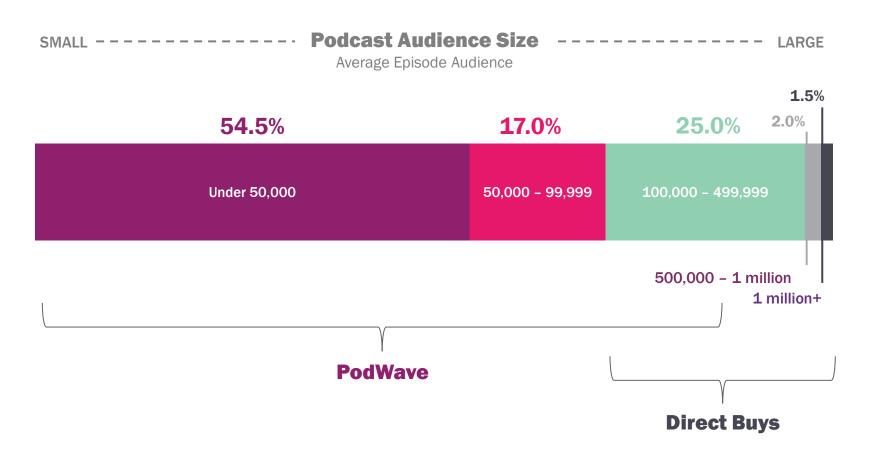
PodWave includes three of the top six publishers in the industry!

	PODCAST INDUSTRY RANKING HIGHLIGHTS TOP 10 PODCAST PUBLISHERS US AUDIENCE: <b>MARCH 2017</b>			
RANK	PODCAST PUBLISHER	US UNIQUE MONTHLY AUDIENCE	GLOBAL UNIQUE STREAMS & DOWNLOADS	ACTI\ SHOV
1	NPR	9,907,000	76,969,000	36
2	This American Life/Serial	6,471,000	31,905,000	3
3	WNYC Studios	6,118,000	34,178,000	44
4	HowStuffWorks	3,190,000	28,802,000	13
5	Radiotopia	3,079,000	16,229,000	17
6	CBS	1,734,000	13,786,000	432
7	New York Times	1,709,000	9,832,000	9
8	American Public Media	1,411,000	6,421,000	38
9	WBUR	1,370,000	6,709,000	14
10	The Moth	1,168,000	4,131,000	1



# **PODWAVE ALSO CAPTURES THE LONG TAIL**

Of the 300,000+ podcasts registered with iTunes, most have an audience of less than 50,000 making listeners difficult to capture with direct buys. PodWave offers access to these audiences.





# **ACCESS A WIDE RANGE OF CONTENT**



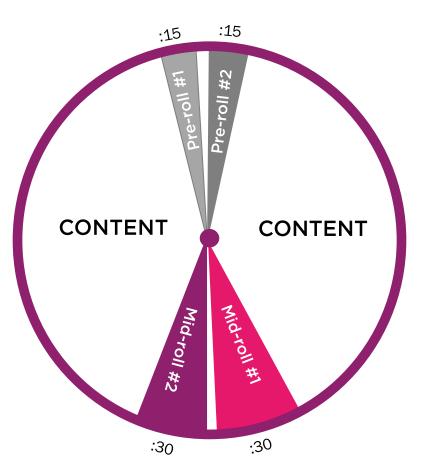
A sampling of podcasts included in the PodWave network

There are approximately 900 podcasts in the PodWave network

PodWave Genres	Inventory for Pre-rolls for March	Inventory for Mid-rolls for March
Sports & Recreation	4,908,535	36,114,320
News & Politics	1,570,855	1,351,151
Religion & Spirituality	1,192,907	765,541
Science & Medicine	522,736	262,781
Education	2,295,877	2,665,843
Business	945,344	2,731,633
Arts	565,788	610,759
Comedy	2,064,137	4,108,621
Health	492,738	294,927
TV & Film	237,056	283,833
Games & Hobbies	162,390	177,918
Society & Culture	2,684,216	4,146,697
Technology	48,161	45,425



#### **PODWAVE PROVIDES UNMATCHED SHARE OF VOICE**



Based on the majority of programs within PodWave network consisting of 2x :15 second pre-roll sponsorship messages and 2x :30 second mid-roll sponsorship



# TARGET SPECIFIC LISTENERS AT SCALE

#### Sonar provides 100% demographic (age and gender) targeting

 Sonar provides information on consumers who have shown shopping/in-market behaviors associated within various categories such as:

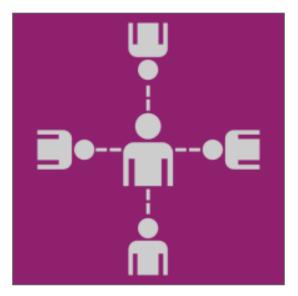
Business Travelers	Car Buyers	Car Owners	Employed	Hispanic
Home Owners	Households with Children	Households with High Income	Interest in Fitness	Interest in Health & Medicine
Interest in Home Improvement	Interest in Movies	Interest in Music	Interest in Shopping	Interest in Back to School
Interest in Sports	Interest in Tech	Interest in Video Games	Interest in Travel	Married
Single	Small Business Owners	TV Viewers	Interest in Literature	Fiction Readers



## **SONAR: ENHANCED AUDIENCE TARGETING**

#### Define Your Audience and Reach Them at Scale.

- PodWave is using Sonar, which is powered by Lotame and LIVERAMP, a third-party data exchange that provides information on more than 20,000 data attributes of consumers.
- Sonar gathers information around the web and aggregates purchases (non-personal and non-individually identifiable) from companies that consumers do business with.
- Updated daily with data from over 200 data providers and with profiles on over 700 million consumers from across the world.





## **HOW SONAR WORKS**

#### Send the Right Message to the Right Listener.

Janet is shopping online for air travel between New York and Miami.

As Janet visits different travel websites that partner with Sonar, an anonymous cookie is stored on her browser. Because of this browsing activity, Sonar associates Janet's computer and matches the IP address to that of her mobile devices as being interested in travel to Miami. As Janet listens to podcasts that belong to the PodWave network, she will now hear targeted ads that are relevant to Miami travel (for a limited period of time)

Define your audience and reach them at scale Reach the customers you are looking for <u>Deliver targeted messaging based on more comprehensive customer behavior data</u>

#### NATIONALPUBLICMEDIA



## **PODWAVE ACROSS DIGITAL PLATFORMS**





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		end the movies you can watch right away at home as they sift throug					
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* 余 ☆ (7) o Film DE Roy TalkRadio.com. All Rights roted. AN CS Site	NAME     2016 - The Best     2016 - The Best     Magnose abo     "Rogue One: A 5     Let's Put on a 5M     "Jacket (ON), 'T     Turkey on Para     "fartastic Bests     Med Gibsons 'H     "Inferno' Flames     Does: The Acco     Were at the Har     Were at the Har	and some of the workt) Movies of a Very Strange Year ut Silence, "plos "fences," "Hölden Figures" and "Patterson," ar Wars Story: Did we mention "Star Wars" Yee, "Star Wars" tout - Tu ta Land" plus "Lion, "Hölden Figures" and meret le bigs of My Mother, "Don't Breatha" and "Pete's Dragon" fer "- Nobana," Bad Sarina 2," Valled; A Helor High Water" "lifeed for This, "Nanchetter by the Sea" and so much moret diskaw Ridge, "Arriva", and Tally Ursar Loog Halfme Wale Out Plus Toving, "Bad Mons," My Dead Boyfriend" and moret Intati" adu pJ Plus Thoonight, "Midter Church" and moret intati" adu pJ Plus Thoonight, "Midter Church" and moret intos International Film Festival – Part 1	TIME 47 min 32 min 42 min 43 min 40 min 26 min 34 min 36 min 27 min 37 min 39 min 35 min	RELEASED Jan 4, 2017 Dec 21, 2016 Dec 14, 2016 Dec 8, 2016 Nov 30, 2016 Nov 23, 2016 Nov 7, 2016 Nov 9, 2016 Oct 27, 2016 Oct 18, 2016 Oct 12, 2016	DESCRIPTION Neel Rocen, Bill McCuddy and Bill Bregoli lock at the Neel Rocen, Bill McCuddy and Bill Bregoli review 'Tale Neel Rocen, Bill McCuddy and Bill Bregoli review 'Tale Neel Rocen, Bill McCuddy, Bill Bregoli and Just Rafer. Neel Rocen, Bill McCuddy, Bill Bregoli and Just Rafer. Neel Rocen, Bill McCuddy and Bill Bregoli and Just Rafer. Neel Rocen, Bill McCuddy and Bill Bregoli and Sust Rafer. Neel Rocen, Bill McCuddy and Bill Bregoli talk about 'L. Neil Rocen, Bill McCuddy and Bill Bregoli talk about 'L. Neil Rocen, Bill McCuddy and Bill Bregoli talk about 'L. Neil Rocen, Bill McCuddy and Bill Bregoli talk about 'L. Neil Rocen, Bill McCuddy and Bill Bregoli talk about 'L.	4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000	Get     v
	NAME     2016 - The Best     Maing noise abo     Turkeys on Para     Turkeys on Para     Turkeys on Para     Meirono "Rames     Does "The Acco     We're at the Har     We're at the Har     Here Comes Cor     Merc Comes Cor     Merc Comes Cor     Merc Amesone Har     Merc Comes Cor     Merc Market Har     Merc Comes Cor     Maing Amesone Har	and some of the worst) Movies of a Very Strange Vear- ut Slänce: "plus "Fences." "Helden Figures" and "Patterson." tar Wars Story" Did we mention "Star Wars" Yee, "star Wars" bet "- Ta La Land" plus "Lios." "Helden Figures" and "Patters Dragon" ter "- Molana." "Bad Sarria 2." "Alled," & "Held or High Water" "Biele for This: "Anchester by the Sarria and so much more! taks: "Advorgs." "And "Billy Lymrs Long Haltime Walk" "Out Plus Toring." "Bad Monty." "Ny Dead Boyfreind" and more! traits" add up Plus Monoligit." "Mether Church and more! traits" add up Plus Monoligit." "Mether Church and more! traits" add up Plus Monoligit." Alleter Church and more! traits" add up Plus Monoligit." "Mether Church and more! traits" add up Plus Monoligit." Alleter Church and more! traits" add up Plus Monoligit." Alleter Church and more! traits" add up Plus Plus Fasturia - Part 1 plus bitemational Film Fasturia - Part 1	TIME 47 min 32 min 42 min 43 min 40 min 26 min 34 min 36 min 37 min 39 min 35 min 35 min 34 min	RELEASED Jan 4, 2017 Dec 21, 2016 Dec 14, 2016 Dec 8, 2016 Nov 30, 2016 Nov 23, 2016 Nov 9, 2016 Nov 9, 2016 Nov 3, 2016 Oct 27, 2016 Oct 12, 2016 Oct 12, 2016 Oct 6, 2016	DESCRIPTION Neil Rocen, BII McCuddy and BII Bregoli lock at the Neil Rocen, BII McCuddy and BII Bregoli review 'Ske, Neil Rocen, BII McCuddy and BII Bregoli review 'Ske, Neil Rocen, BII McCuddy, BII Bregoli and Bac Roi Do, Neil Rocen, BII McCuddy, BII Bregoli and Jack Roi Do, Neil Rocen, BII McCuddy, BII Bregoli and Jack Roi Do, Neil Rocen, BII McCuddy, BII Bregoli and Mile Sarge, Neil Rocen, BII McCuddy, BII Bregoli and Mile Sarge, Neil Rocen, BII McCuddy, BII Bregoli and Mile Sarge. Neil Rocen, BII McCuddy, BII Bregoli and Mile Sarge. Neil Rocen, BII McCuddy and BII Bregoli talk about T. Neil Rocen, BII McCuddy and BII Bregoli talk bolt T. Neil Rocen, BII McCuddy and BII Bregoli talk to BII'm.	t         1000	Get     v       Get     v
KS     KS     KS     KS     KS	NAME     2016 - The Best     Maing noise abo     Nogue One: A 5     Hogue One: A 5     Hogue One: A 5     Hogue One: A 5     Hode One: A 5     Hode One: A 5     Hode One: A 5     Hode One: A 5     Med Globons TH     Thereon     Does: The Account     Were at the Har     Were at the Har     Here Comes Co     Get your "Goat"	and some of the worst) Movies of a Very Strange Year ut Silence," plus "Fences," "Heiden Figures" and "Patterson." ar Wars Story" Did we meetion "Sair Wars" Yee, "Star Wars" tol. "La La Lond" plus "Lion, "Heiden Figures" and "Patter Storyon" ke? - "Adama," "Ead Sairta 2," "Allied," & 'Heil or High Water" "Bleed for This," "Manchester by the Sei" and so much morel classe High, "Charris", and "Billy years Long Heitine Walk Colle Flus Toxing," "Blad Mores," My Dead Boyfrield" and more! intart" add up? Plus "Moonlight," "Moter Charch" and more! optos International Film Festural – Part 1 plus Bettermational Film Festural – Part 1 plus Bettermational Film Festural – Part 1 plus Networks, "Dave Need Wedding Dates," Miss Steven" & more on, "Melk & Doaw Need Wedding Dates," Miss Steven" & more	TIME 47 min 32 min 42 min 43 min 40 min 26 min 34 min 37 min 39 min 35 min 31 min	RELEASED Jan 4, 2017 Dec 21, 2016 Dec 14, 2016 Dec 8, 2016 Nov 30, 2016 Nov 30, 2016 Nov 9, 2016 Nov 9, 2016 Nov 9, 2016 Oct 12, 2016 Oct 12, 2016 Oct 12, 2016 Sep 28, 2016	DESCRIPTION Neil Rocen, Bill McCuddy and Bill Bregoli lock at the Neil Rocen, Bill McCuddy and Bill Bregoli review 'Tale., Neil Rocen, Bill McCuddy and Bill Bregoli review 'Tale., Neil Rocen, Bill McCuddy, Bill Bregoli and Act Rico Io., Neil Rocen, Bill McCuddy, Bill Bregoli and Jack Rico Io., Neil Rocen, Bill McCuddy, Bill Bregoli and Jack Rico Io., Neil Rocen, Bill McCuddy, Bill Bregoli and Jack Rico Io., Neil Rocen, Bill McCuddy, Bill Bregoli and Jack Rico Io., Neil Rocen, Bill McCuddy, Bill Bregoli Bregoli Bregoli Neil Rocen, Bill McCuddy and Bill Bregoli Stak abort 1., Neil Rocen, Bill McCuddy and Bill Bregoli Stak abort 1., Neil Rocen, Bill McCuddy and Bill Bregoli Stak atortard a., Neil Rocen, Bill McCuddy and Bill Bregoli Start condra., Neil Rocen, Bill McCuddy and Bill Rocendy Start condra., Neil Rocen, Bill McCuddy and Bill Rocendy Start condra., Neil Rocen, Bill McCuddy and Bill	4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000           4         1000	Get     v       Get     v

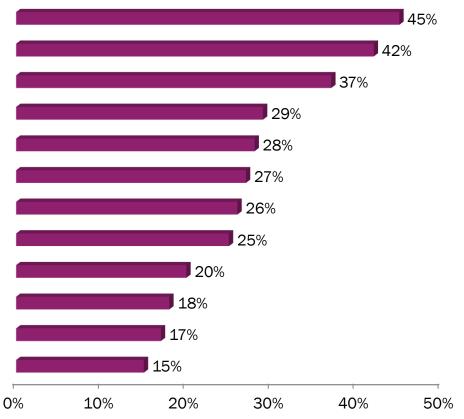






## **PODCAST SPONSORSHIP DRIVES ACTION**

In response to something they heard on podcasts, listeners:



Visited a sponsor's web site Considered a new product or service Gathered more information about a company Read a book Used a promotional discount code Watched a television program Saw a movie Purchased a product or service Visited a store or location Purchased or downloaded music Recommended a product or service to others Attended a performance, cultural event or exhibit



### **AN EFFECTIVE PLATFORM FOR SPONSORS**

**Among Podcast Users:** 

# 65% 63% 60%

Are more willing to consider products and services after they learn about them on podcasts

Have a more positive opinion of a company when they hear it mentioned on podcasts they listen to Prefer to buy products from companies that advertise on the podcasts they listen to



# **SAMPLE SPONSORSHIP INVOICE**

#### PodWave provides detailed backend attribution metrics

Placement	Behavioral Target	Geotargeting	Creative Assets	Ordered Impressions	Delivered Impressions	Delivery Indicator
PodWave - Run of Network (demotargeted to individuals interested in Travel)	People interested in Home Improvement	New York, Los Angeles, Philadelphia, Washington DC, San Francisco, Chicago, Boston, Seattle-Tacoma, Atlanta, Minneapolis-St Paul, Dallas, Austin, Miami	:15 and :30 audio, pre/mid-roll	3,370,000	3,376,468	100.19%

Source: AdsWizz Client Delivery Report 2017



### **SAMPLE SPONSORSHIP INVOICE (continued)**

#### PodWave summary breakdown

Ad ID - name	Impressions
:15 Audio	2,408,921
:30 Audio	967,546
Total	3,376,467

Date	Impressions
1/1/2017	45,950
1/2/2017	47,389
1/3/2017	39,789
1/4/2017	51,002
1/5/2017	43,202
1/6/2017	46,844
1/7/2017	50,082

Designated Market Area	Share	Impressions
New York, NY	18.33 %	618,900
Los Angeles, CA	14.99 %	506,033
Philadelphia, PA	13.47 %	454,940
Washington, DC	12.51%	422,345
San Francisco, CA	11.18 %	377,604
Chicago, IL	6.28 %	212,004
Boston, MA	6.22 %	210,009
Seattle-Tacoma, WA	5.29 %	178,590
Atlanta, GA	5.06 %	170,822
Minneapolis-St Paul, MN	3.02 %	102,020
Dallas, TX	1.96 %	66,303
Austin, TX	1.14 %	38,592
Miami, FL	0.54 %	18,305

Device type	Share	Impressions
Mobiles & Tablets	44 %	1,485,645
Desktops & Laptops	36 %	1,215,528
Digital Appliances	19 %	641,529
Unknown	1%	33,765

Source: AdsWizz Client Delivery Report 2017



## **PODWAVE SPONSORSHIP GUIDELINES**

PodWave promotional messages follow the same guidelines as promotional messages in NPR podcasts. NPR podcast messaging guidelines are influenced by extensive audience research with the goal of creating the best sponsorship experience for listeners and sponsors.

- All podcast promotional messages will clearly thank sponsors for the support that makes podcasts possible and indicate that the message comes from the sponsor.
- Podcast promotional messages will be read by audio talent sourced by National Public Media.

#### For best results with your podcast sponsorship:

- Be clear: State your message, purpose and how listeners can learn more.
- Highlight special features: Use language that emphasizes product features. Podcast sponsorship messages offer some flexibility in describing features in qualitative terms, with product descriptions like "designed to be simple and easy to use."
- **Bring on the freebies:** Where available, be sure to highlight the availability of discounts, free trials or special offers, like free shipping for podcast listeners, in your podcast messages.

#### Sponsorship messaging may not include:

- Personal endorsements or testimonials
- Overly promotional qualitative language, "best" or "better" claims, or qualitative descriptions that are untrue or misleading
- Price and value information
- Express comparisons to or denigrations of a sponsor's competitor
- Explicit calls to purchase
- Inducement language (e.g., rewards programs, warranties)
- Language that expresses a view about a matter of public interest
- Health claims

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#### CONTACT

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