**What is AdWave?**

- **Audio Marketplace**
  - Ad inventory available on a spot basis

- **Premium Publishers**
  - Top audio publishers aggregated in one place

- **Global Footprint**
  - Operates across APAC, EMEA, North America

**Benefits for Advertisers**

1. **Simplicity**
   - One deal, one price, multiple publishers

2. **Reach and Frequency**
   - Scale your audience and manage frequency across publishers

3. **Quality Inventory**
   - Reputable publishers, desirable audiences

41M monthly unique listeners

2.5B monthly impression opportunities

55% listen on a mobile device

60% household income of $100k and over

**Targeting Capabilities**

- **Technology**
  - IP, Device, Smart Speakers, Listener Context, Wifi/Bluetooth enabled

- **Behaviors & Intents**
  - Tech Enthusiasts, Jet Setters, Business Decision Makers, 1000+ Options

- **Genre & Playlist**
  - News and talk, sports and business, Top 40 Hits-Pop, over 20 options.

- **Language**
  - Over 35 options

- **Time**
  - Time of Day, Day Part, Format

- **Weather**
  - Rain, Snow, Sun, Wind

- **Demographics**
  - Age, Gender, HHI, Children, Income, Education, Occupation

- **Geo & Point of Interest**
  - State, DMA, City, Radius, Long/Lat, IP Address

Transact via Direct Orders, PMPs, or Programmatic Reserved.
Delivery is across all types of inventory including streaming, simulcast, and podcast.