

FOR ADVERTISERS



# World's Largest Marketplace For Digital Audio Advertising

## 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

78M

monthly unique listeners

6.5B

monthly impression opportunities

55%

listen on a mobile device

60%

household income of \$100k and over

\*US Market

## Targeting Capabilities

### Technology

IP, Device, Smart Speakers, Listener Context, Wifi/Bluetooth enabled

### Genre & Playlist

News and talk, sports and business, Top 40 Hits-Pop, over 20 options.

### Time

Time of Day, Day Part, Format

### Demographics

Age, Gender, HHI, Children, Income, Education, Occupation

### Behaviors & Intents

Tech Enthusiasts, Jet Setters, Business Decision Makers, 1000+ Options

### Language

Over 35 options

### Weather

Rain, Snow, Sun, Wind

### 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.