



# World's Largest Marketplace For Digital Audio Advertising

## What is AdWave?



### Audio Marketplace

Real-time auction for spot inventory



### Global Footprint

Largest single source of buyers for audio



### Premium

Premium brands and advertisers buying audio

## Benefits for Publishers

1

### New Revenue Streams

Increase fill rates and monetize all available inventory

2

### Premium Brands

Premium advertisers buying in one place

3

### Channel Harmony

Does not compete with direct sales channels

78M

monthly unique listeners

6.5B

monthly impression opportunities

55%

listen on a mobile device

\*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.