

Test & Expand

Your Players are Here



AMERICA'S #1 AUDIO COMPANY

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO • PODCASTS • DIGITAL • SOCIAL • INFLUENCERS • DATA • EVENTS



Test & Expand Gaming Campaigns Delivering Your KPIs at Scale

BRANDING

Begin to **build your brand as a household name**. We increase UA and re-engage dormant players.

Installs, Registrations, Purchases and First Time Deposits

Measure Audio's impact on **driving new users to your game(s)**

Ability to Scale

After determining the strategy that works best for your brand, **scale up and go all-in** on a national strategy.



That reach is everywhere in America.
Coast to Coast... and everywhere in between.

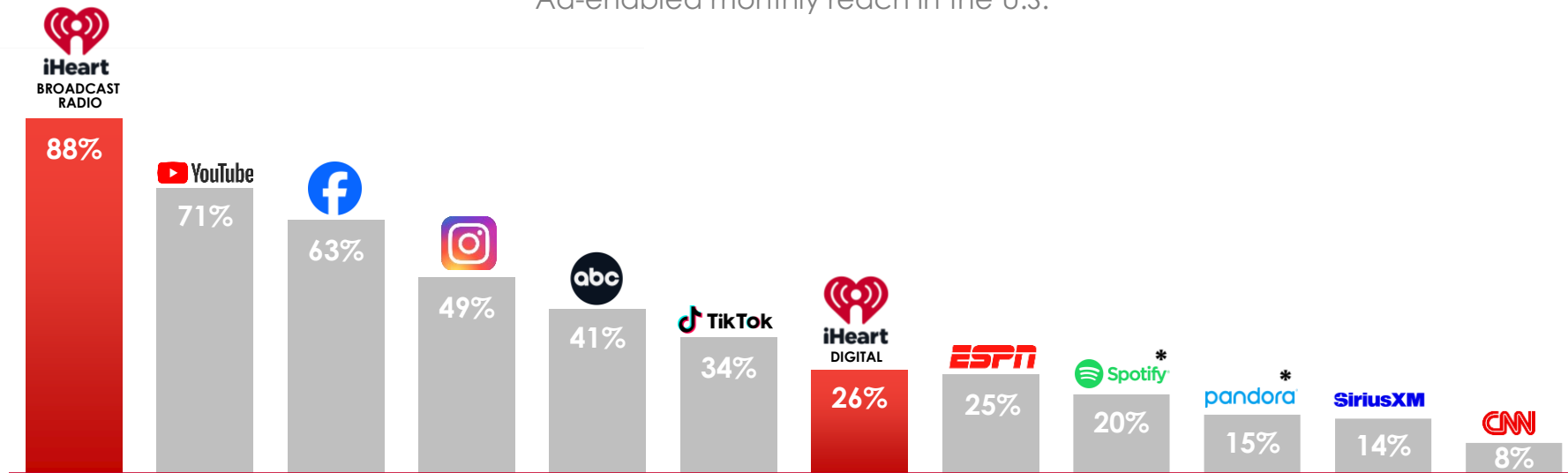


We will get your message to more people...

9 out of 10 Americans listen to iHeart every month.

According to Nielsen + Comscore

Ad-enabled monthly reach in the U.S.



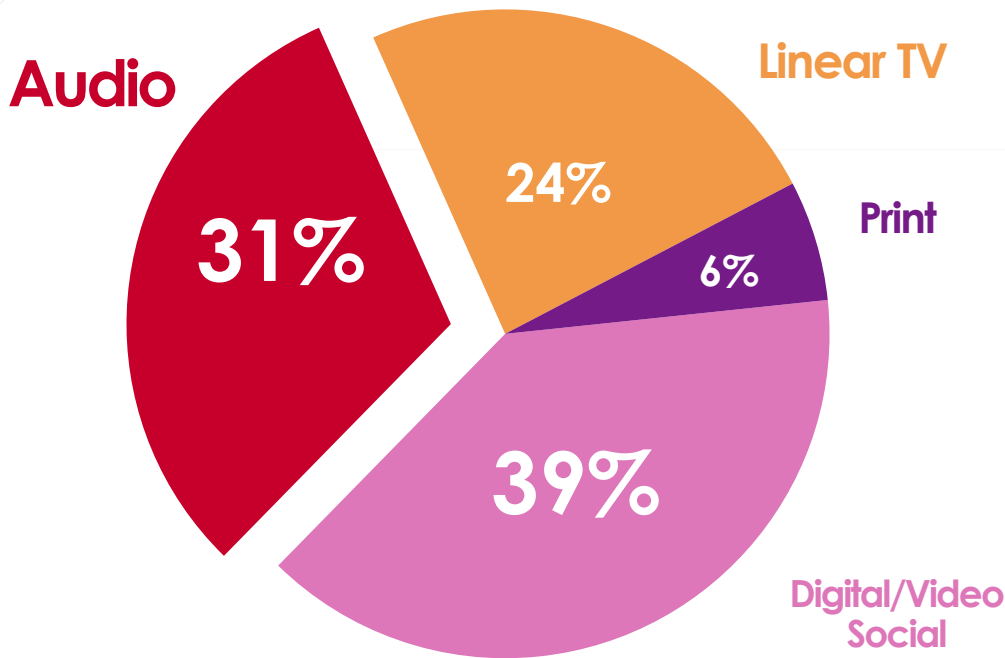
* = Ad Enabled Users



In the United States, Audio, on average, makes up 31% of Americans media consumption each day.
You are missing a HUGE opportunity if you do not have an Audio strategy.

Audio is an Important Part of Consumers' Lives

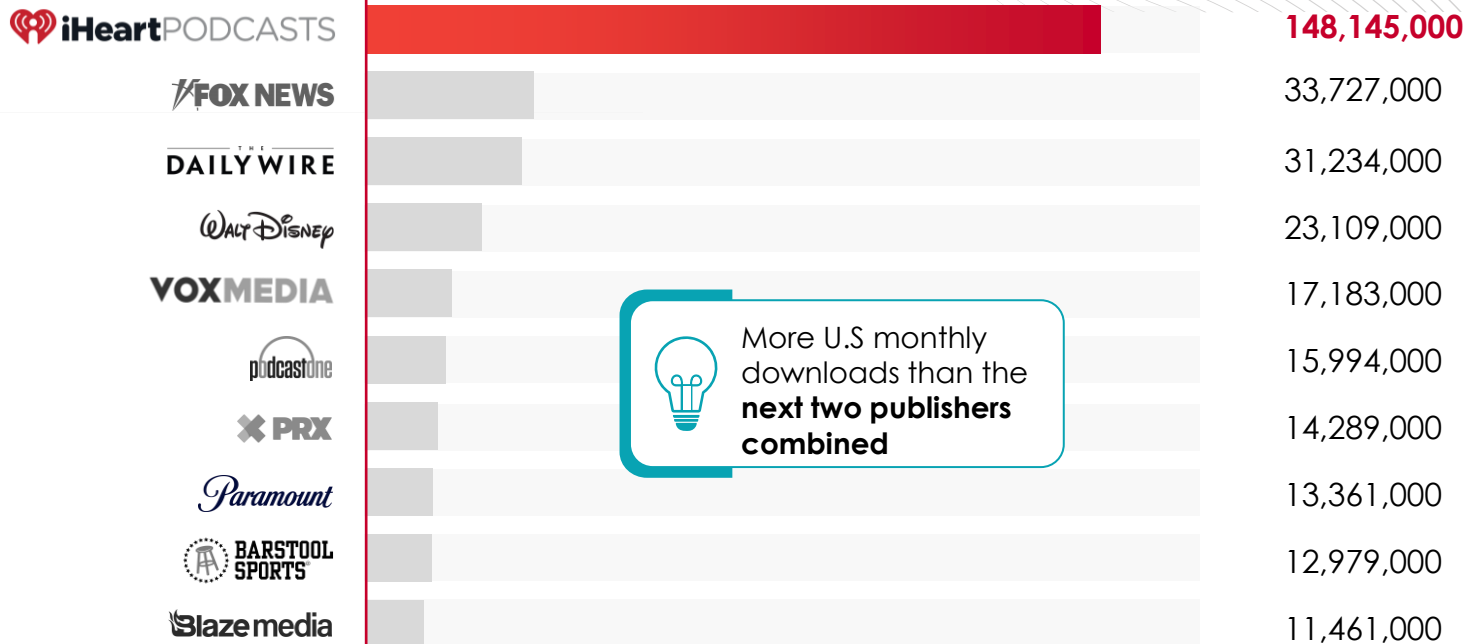
Is 31% of your User Acquisition strategy allocated to Audio!?



We get you more audience with podcasts too - iHeart is the **#1 podcast publisher.**

According to Podtrac

U.S. Monthly Downloads



Podcasts are the fastest growing media in the United States. Nearly 60% of Americans across every demographic tune in.

iHeartPodcasts are available everywhere.

We are platform agnostic

Brand ads travel
with iHeart content

1/3 of Spotify
podcast listening is
from iHeartPodcasts



IN THE DEEP

RUBY

STORIES THAT SHAPE US



**THE
RESTLESS
ONES**

RUBY 

SEARCH PARTY



HUMANS GROWING STUFF

THE HUMAN PERFORMANCE PODCAST

**THE ONLY WAY
IS THROUGH.**

THE HUMAN PERFORMANCE PODCAST



HBOMax
MOVIE CLUB
PODCAST

max ORIGINAL
STATION
FIFTEEN

THE LAB
HAPPINESS
PUSHKIN

2
THE TIPPING POINT
MALCOLM GLADWELL

LANCE BASS
PRESENTS:
FROSTED TIPS

The logo for the show "COUNTDOWN WITH KEITH OLBERMANN" is displayed in the top left corner. It features the word "COUNTDOWN" in large, bold, yellow capital letters. Below it, in smaller white capital letters, is "WITH KEITH OLBERMANN". To the right of the text is a stylized, cartoonish illustration of Keith Olbermann's face, wearing glasses and a suit.

Parenting
IS A
Joke
WITH
Ophira Eisenberg

BETRAYAL
SEASON 2

GLASS

 CBS




Amazing Wildlife:
A San Diego Zoo Podcast

A graphic with a dark blue background. The words "FORCE" and "MULTIPLIER" are repeated in a lighter blue, semi-transparent font. Overlaid on this is the text "FORCE MULTIPLIER" in large, bold, orange and white letters. To the right of "FORCE" is a small orange box with the text "ACTION MEETS IMPACT" in white. At the bottom left is the Salesforce logo and "salesforce.org". At the bottom right is the "RUBY" logo with a heart icon.

UNFILTERED
THE JBL
PODCAST

The image is a promotional graphic for the 'Game of Thrones: House of the Dragon Podcast'. It features a dark, textured background with a large, golden dragon head in the upper right corner. The text is arranged vertically: 'HBO' is at the top left, followed by 'THE OFFICIAL' in small letters, then 'GAME OF THRONES' in large, stylized gold letters, 'PODCAST' in smaller white letters, and 'HOUSE OF THE DRAGON' at the bottom in large, stylized gold letters.

A poster for Trojan condoms. The background is a vibrant, abstract pattern of overlapping circles in shades of orange, red, and yellow. In the top left corner, the word "TROJAN" is written in white capital letters next to a small Trojan horse logo. In the top right corner, there is a white icon of a condom. The main text, "THE PLEASURE IS OURS", is centered in a bold, sans-serif font. "THE" is in small white letters, "PLEASURE" is in large blue letters, and "IS OURS" is in smaller white letters.



veterans

CHASING
SLEEP

MATTRESS FIRM

RUBY 軒



the podcast



THE
RESTLESS

SEARCH PARTY



Unmatched Relationships With The Biggest Creators

More **#1** Ranked Titles than Anyone in the World.



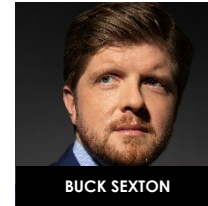
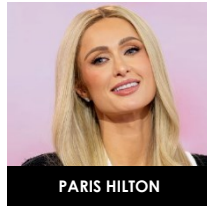
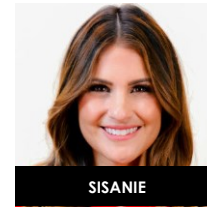
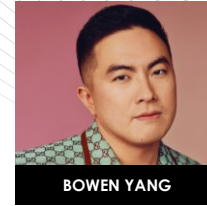
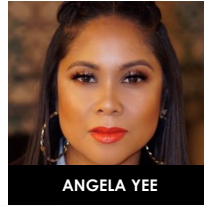
Time Spent Listening Doubled In The Past 5-Years

Average Daily Time Spent Listening to Podcasts Among Podcast Listeners (minutes)

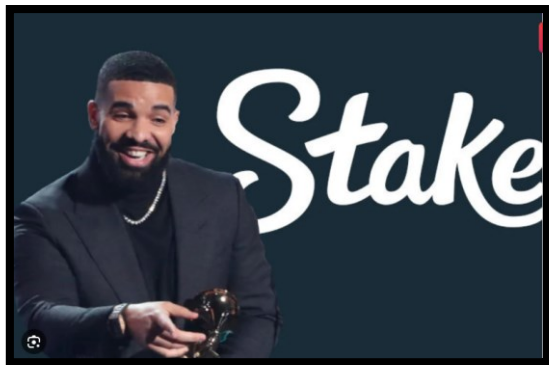


Increase response through **trust, authenticity, & companionship**

iHeart covers all consumer segments with the most trusted & influential personalities.



70% of our listeners consider our **hosts their friend.**

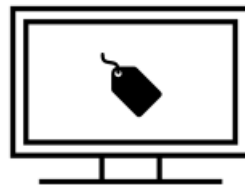
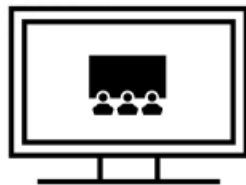


**88% of Americans watch Connected TV and iHeartMedia buys more Connected TV than ANY other media company in the USA with direct relationships with all publishers.
Your Players Are Here.**

- Full Omni-Channel approach with capabilities to serve podcast & streaming audio, video pre-roll, display to the same CTV households
- We've helped a few of our partners access Amazon CTV – which has proved to be difficult for many gaming platforms



Product Grid



NAME	MARKETPLACE CTV	AMAZON CTV	SELECT CTV (Bundle, Prime Video or Netflix)	LOCATION CTV	VALUE CTV
TARGETING	Geo + 3P Audience Data, TV Genres & Psychographic Networks	Geo + 1P Amazon Shopper & 3P Audience Data	Geo + 1P & 3P Audience Data	Geo + 1P Mobile Visitation Audience Data	Geo Only
PLACEMENT	30+ curated, premium publishers including*: 	Amazon-owned publishers and 3p Amazon Publisher Direct partners like*: 	BUNDLE prime video Only NETFLIX Only	50+ premium 3P CTV publishers including*: 	Cost efficient inventory placed on a mix of 50+ CTV publishers including Free Ad-Supported (FASTs), Ad-Supported VOD, Subscription VOD and Live providers.

Represents a small sample of the available publishers for this product. Some publishers will overlap. Full list available.

276M

BROADCAST RADIO

Ad-Supported Monthly Listeners

178M

DIGITAL & MOBILE

Registered Users

148M

PODCASTS

U.S. Monthly Downloads

8,200+

AFFILIATE BROADCAST STATIONS

And 850 O&O Stations



Because
we're #1,
we give you
access to all.

333M

SOCIAL MEDIA FANS

Across All Platforms

20K+

LIVE EVENTS

Across Markets & Formats

250+

LISTENING PLATFORMS

Connected Devices

112

SYNDICATED PROPERTIES



A Shortlist of Gaming Partners who Trust Us to Deliver Results



Case Studies



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ONLINE GAMING BRAND GETS RESULTS WITH TEST & EXPAND CAMPAIGN

Campaign Goal

- New online gaming brand was looking to **increase brand awareness** as they launched in the US
- Brand wanted to **increase registration, app downloads, and first-time deposits**

iHeartMedia Solution

- iHM team created a **Test & Expand** campaign utilizing **Streaming, Psychographic podcast targeting, OTT, and audience-targeted display**
- **Claritas** was used to monitor measurement

Campaign Results

+40,300

WEB VISITS

ATTRIBUTED TO IHM CAMPAIGN

+3,912

APP INSTALLS

Under \$4.50 CPI

ATTRIBUTED TO IHM CAMPAIGN



SWEEPSTAKES CASINO GAMING LEADER CASE STUDY GETS RESULTS WITH TEST & EXPAND AUDIO CAMPAIGN

Campaign Goal

- Established social gaming brand was looking to **increase user acquisition** testing predominately through digital audio. Client exclusively invested in social & Google for UA prior to working with iHM
- Brand wanted to **increase registrations & first-time deposits efficiently**

iHeartMedia Solution

- iHM team created a **Test & Expand** campaign utilizing **national podcast platform & display**
- **Claritas** was used to monitor measurement

Campaign Results

66,729

Registrations

ATTRIBUTED TO IHM CAMPAIGN

18,581

First-Time Deposits

ATTRIBUTED TO IHM CAMPAIGN

\$95.03

Average First Purchase CPA

ATTRIBUTED TO IHM CAMPAIGN



LEADER IN SKILLS BASED APP GAMES GETS GREAT RESULTS FROM GAMING STRATEGY CASE STUDY

Campaign Goal

- Gaming leader with Skills based app games wanted to test Digital audio, CTV, and Display with iHeartMedia's omni-channel gaming strategy.

iHeartMedia Solution

- iHM team created a **Test & Expand** campaign utilizing National & Local Podcast Audio, Marketplace CTV, and Display
- **Magellan** was used to monitor measurement

Campaign Results

143,037

App Installs

Under \$5

Average CPI

ATTRIBUTED TO IHM CAMPAIGN

First 8 Weeks of Campaign

**client was very happy with results. They have renewed strategy and scaled campaign*



NEW SOCIAL GAMING BRAND GETS RESULTS WITH TEST & EXPAND CAMPAIGN

Campaign Goal

- New online social gaming brand was looking to **increase user acquisition and efficiently acquire new players**
- Client wanted to build a brand outside of their social media strategy with audio commercials

iHeartMedia Solution

- iHM team created a **Test & Expand** campaign utilizing **National Podcast Audio, Streaming Audio & Display**
- **Claritas** was used to monitor measurement

Campaign Results

10,760

New Registrations

3,896

First-Time Deposits

\$55.31

First Purchase CPA



BRAND LIFT

Sports Betting App Increases Consideration with iHeartRadio Influencers

iHeartAnalytics Brand Lift Proves Radio's Powerful Influence On Consumer Perception and Actions

IHEARTMEDIA MARKETING INCREASES CONSIDERATION

Men 21+ exposed to targeted radio advertising reported

+83%

increase in consideration during campaign period versus pre-campaign.

IHEARTMEDIA MARKETING INCREASED BRAND FAMILIARITY

Men 21+ exposed to targeted advertising reported

+39%

increase in brand familiarity during campaign period versus pre-campaign.

IHEARTMEDIA MARKETING INCREASED ADVERTISING RECALL

Men 21+ exposed to targeted advertising reported

+38%

greater ad recall compared to iHeartMedia benchmarks, indicating a memorable campaign.

ABOUT THE PARTNERSHIP

Sports betting had recently been legalized in several states, and a new sports betting app wanted to make a strong entrance amid significant competition in the space. The sports betting app reached out to iHeartMedia for guidance in building an audio campaign targeted to male sports fans in a Northeast market. The brand asked iHeartMedia for recommendations on how to measure campaign success, and track progression of brand metrics such as awareness, consideration and reported usage throughout the campaign period, including an opportunity for mid-campaign optimization.

IHEARTMEDIA SOLUTION

iHeartMedia executed a high reach and frequency audio campaign targeting male sports fans 21+ in a single market. The audio campaign aligned with sports radio stations to reach the team's greatest fans in their most enthusiastic moments. iHeartMedia leveraged broadcast radio play-by-play during professional sports games, and complemented those short-form commercials with longer branded messages throughout the football season. Broadcast radio was supported by streaming audio and digital video and display. iHeartMedia Analytics Brand Lift was used to support campaign measurement in three waves throughout the campaign period and ensure mid-campaign optimization was possible.



Listeners' Best Friends Drive Downloads Of BEST FIENDS

GOAL

Drive downloads of Best Fiends and stand out in a sea of mobile gaming options.

THE IHEARTMEDIA ANSWER

Using **national and local influencer voices** through broadcast radio, coupled with **strategic dayparting** and strong **reach and frequency**, we created a seamless, highly impactful campaign **to drive downloads**.

RESULTS

380K+ 

APP DOWNLOADS

(Averaged approx.
4.2K downloads per day
over 13 week campaign)

Appendix

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IHEARTMEDIA HAS YOU COVERED

Create consistency of message across critical touch points within the *Consumer Decision Journey*.



**Broadcast
Radio, TTWN**



**On-Air
Endorsements**



Streaming



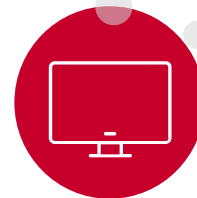
**Social
Influencers**



Mobile Geofencing



Targeted Email



Websites



Targeted Display



Paid Social



Local Lock



**Video, OTT,
Connected TV**



**Local
Events,
Contesting**






Audience Extension



Podcast

If You Can Measure it in Digital, You Can Measure it in Podcasting

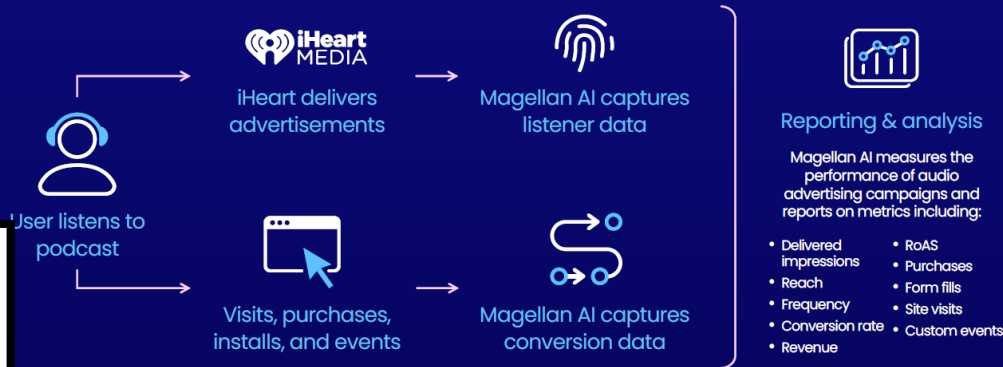
PERFORMANCE KPI	STREAMING	PODCASTING	PREFERRED VENDORS
Brand Awareness	✓	✓	nielsen
Brand Affinity/Consideration	✓	✓	KANTAR 
Purchase Intent	✓	✓	
Website Visits	✓	✓	 artsai 
Online Transactions	✓	✓	
Retail Store Traffic	✓	✓	FOURSQUARE
Tune In	✓	✓	nielsen CATALINA
CPG Brand Sales Lift	✓	✓	Nielsen Catalina solutions 
Retail Sales Lift	✓	✓	

Magellan Ai Attribution Technology integrates into more than 50 MMP partners

Magellan Ai – Industry Leader in Identity Graph Pixel Based Technology



How pixel-based attribution works



About Experian Graph¹

250mm+
Individuals

126mm+
Households

1 trillion
Device signals

490mm
Mobile ad IDs

Why it matters

Higher match rates
Expanded reach with deterministic data

Deeper audience insights
Know who is engaging and taking action

Improved attribution
Greater confidence in ad performance accuracy

Privacy-first approach
Compliance with industry standard and regulations

¹ Reach metrics provided by Experian

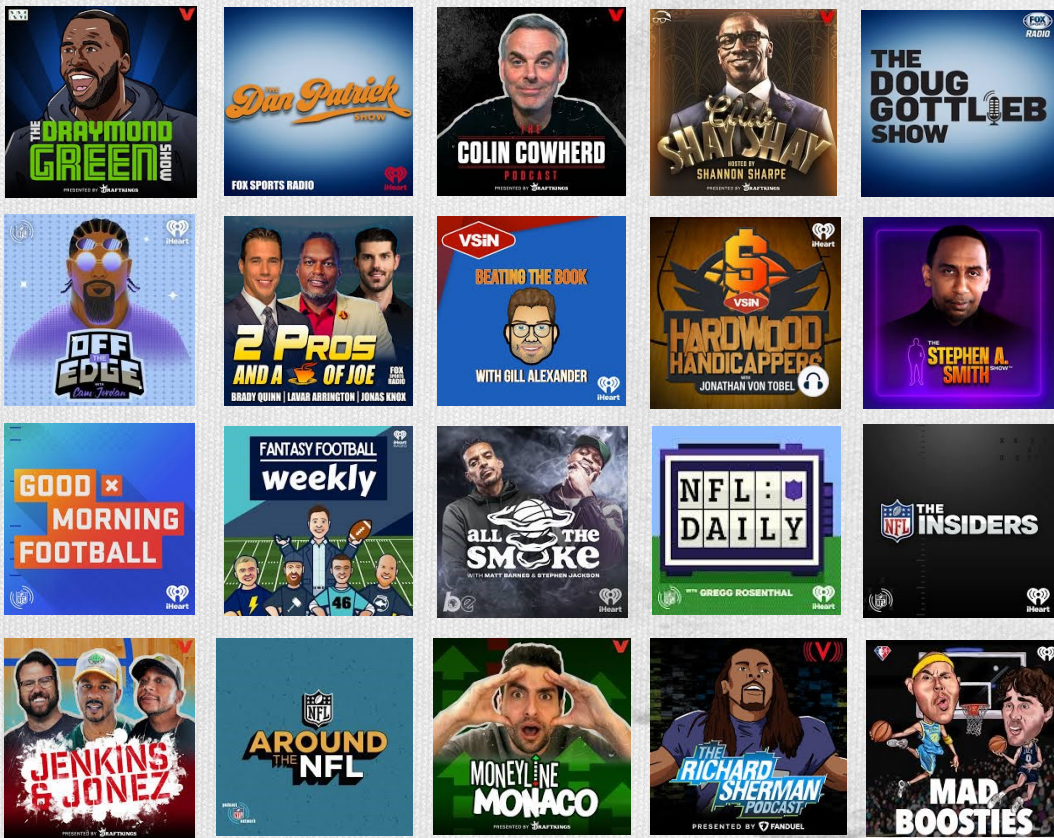
For more info, contact us at measurement@magellan.ai

MAGELLAN AI

Just a Few Examples of Our World Class National Sports Podcast Content



Exclusive Provider
of NFL & NBA



The Power of Influence

GROWTH

Influencer marketing is projected to **grow to \$26 Billion** in 2024

60% of marketers will increase influencer budgets in 2024

SCALE

Only 36% of marketers are satisfied with the reach of their social media campaigns

iHeart reaches **9 in 10 Americans** on broadcast with **300M podcast downloads** per month

TRUST

80% of listeners trust radio & podcast influencers

FRIEND

70% of consumers perceive a deep **connection**—like a “friend”—with our influencers



Podcast Advertising **Drives Results**

60%

Have bought something from a podcast ad

77%

Say podcast ads exposed them to new products or services

81%

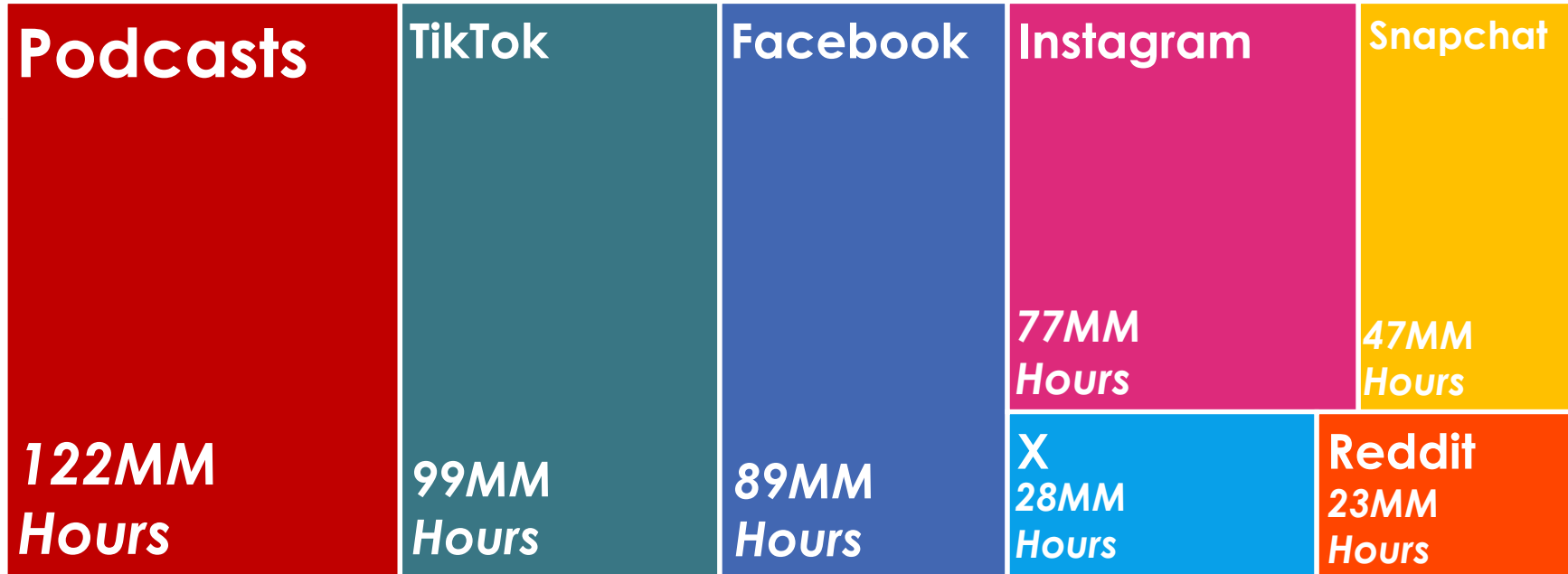
Say they pay attention to podcast ads more than any other medium

99%

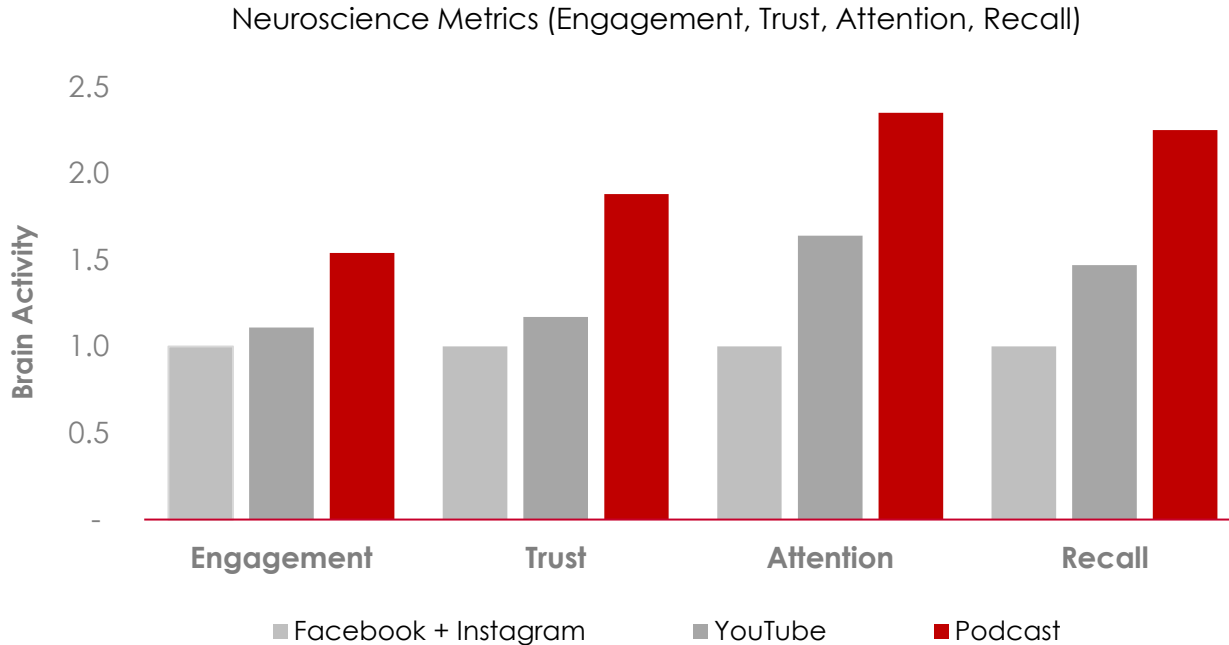
Of US marketers think podcast ads are effective

Podcast Listening Wins On Time Spent

More Time Is Spent With Podcasts Than Any Other Social Media Platform,
Per Day Among U.S. A18+



Podcast Advertising And Your Brain: More Attention, Engagement, Trust, Recall



Social Gaming Campaigns Deliver Registrations, Purchases and First Purchases

Top 10 Partners 2024

534,700 New User Registrations/Installs

167,739 First Time Deposits

31% Convert from Registration to FTD

6.7M Total Purchases

iHeart Audience Network Streaming

**Reach High Value Audiences
in Premium Inventory at Scale**

Brand-Safe Premium Inventory

Sourced from iHR + premium publishers across the digital audio universe including ESPN, TuneIn, Minute Media, etc.

Advanced Targeting

Reach core target through genre, demo, geo, behaviors/intent, device type/tech, and language

Unlock Service Access

iAN campaigns receive access to creative services, targeting, measurement and a reporting dashboard

Live Audio Streaming

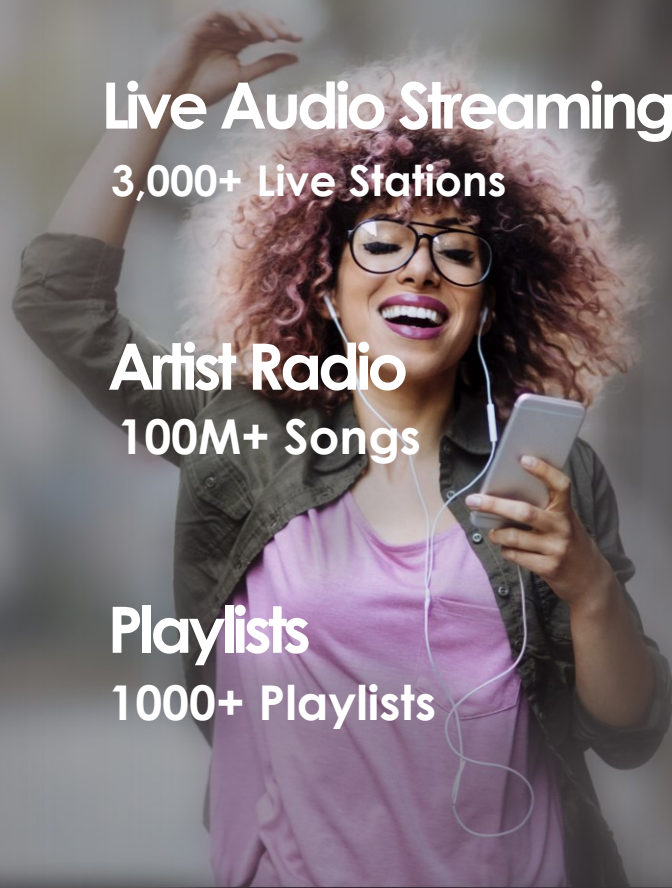
3,000+ Live Stations

Artist Radio

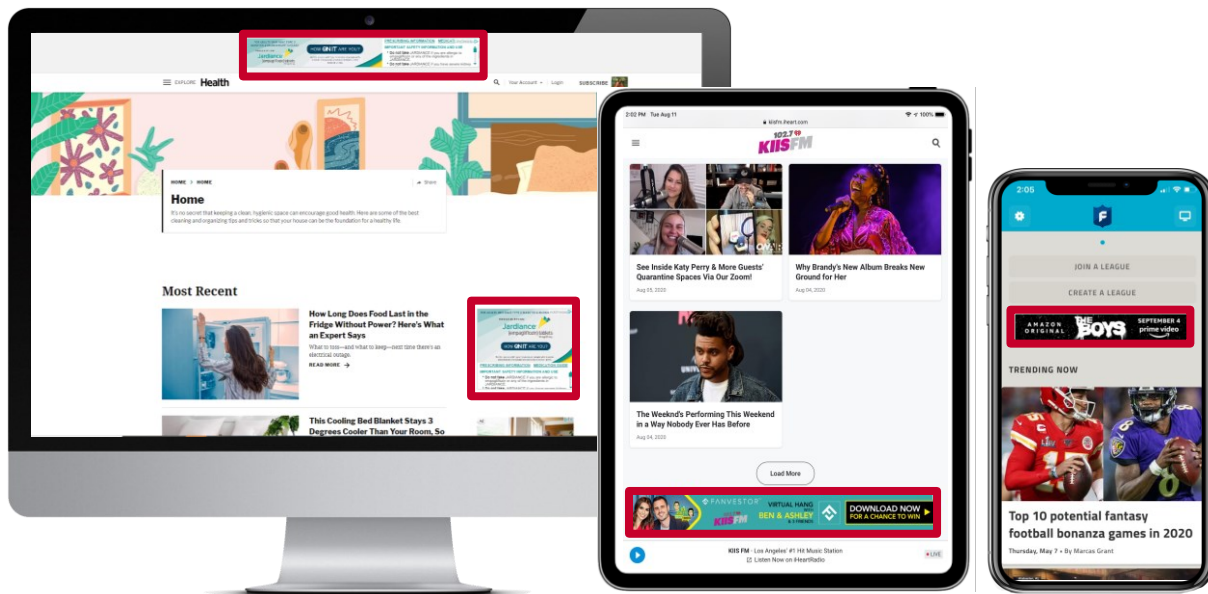
100M+ Songs

Playlists

1000+ Playlists



Hyper-Targeted In-App Display



Creative Sizes:

- **Display:** 300x250, 300x600, 300x1050, 728x90, 320x50

Maximize Conversions with iHeart In-App Display

