

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.



- 870** Owned Radio Stations
- 8,200+** Affiliated Stations
- 148M** Monthly Podcast Downloads
- 1160** Trusted On-Air Personalities

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



We will get your message to more people...

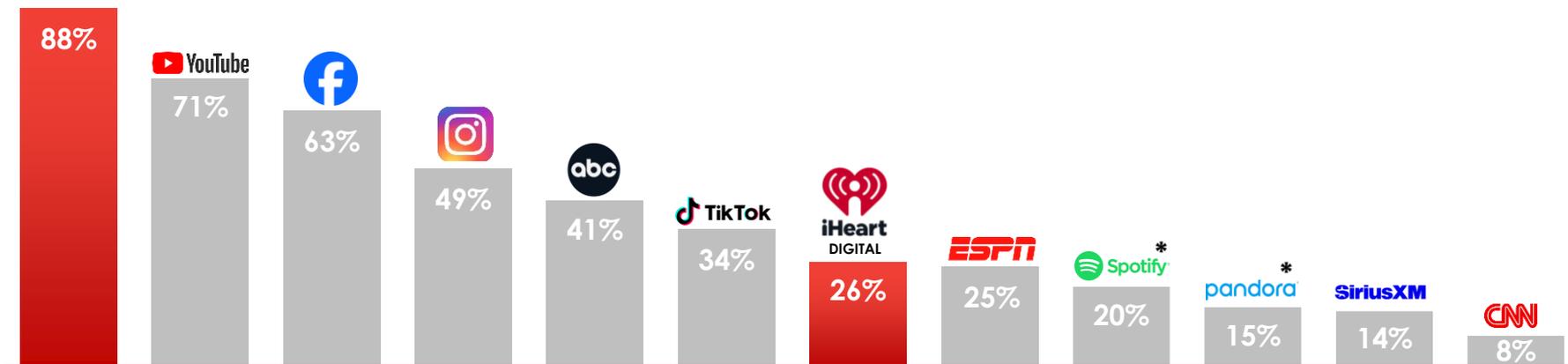
9 out of 10 Americans listen to iHeart every month.

According to Nielsen + Comscore

Ad-enabled monthly reach in the U.S.



iHeart
BROADCAST
RADIO



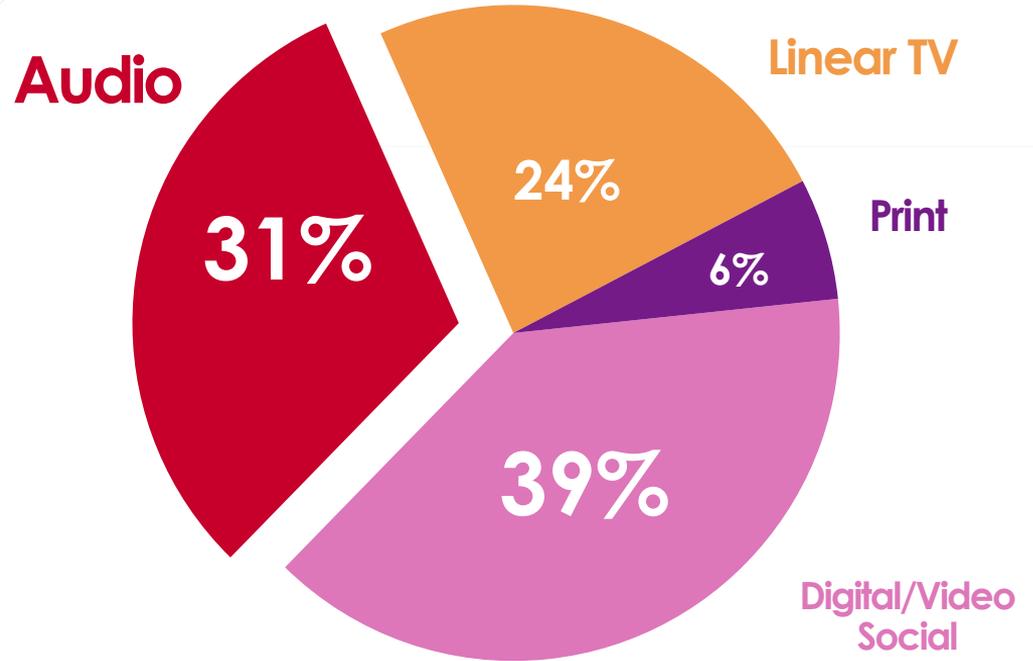
* = Ad Enabled Users



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

 **iHeart**PODCASTS

 FOX NEWS

 DAILY WIRE

 WALT DISNEY

 VOX MEDIA

 podcastone

 PRX

 Paramount

 BARSTOOL SPORTS

 Blaze media

148,145,000

33,727,000

31,234,000

23,109,000

17,183,000

15,994,000

14,289,000

13,361,000

12,979,000

11,461,000



More U.S monthly downloads than the **next two publishers combined**

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

iHeartPodcasts are available everywhere.

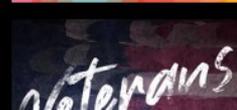
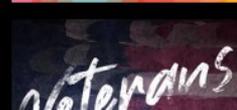
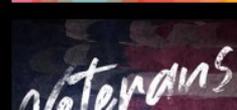
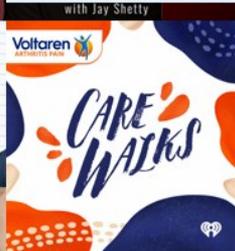
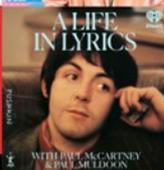
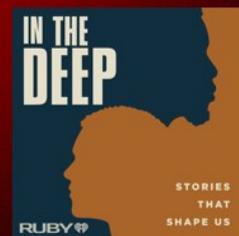
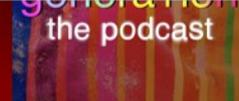
We are platform agnostic

Brand ads travel
with iHeart content

1/3 of Spotify
podcast listening is
from iHeartPodcasts



**WE PRODUCE MORE
PODCASTS, in MORE
GENRES, and MORE
#1 RANKED TITLES
THAN ANYONE ELSE
IN THE WORLD.**



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.



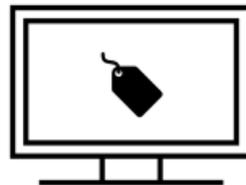
70% of our listeners consider our **hosts their friend.**



**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.**

Product Grid

- 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



| 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 | <p>30+ curated, premium publishers including*:</p> | <p>Amazon-owned publishers and 3p Amazon Publisher Direct partners like*:</p> | <p>BUNDLE</p> <p>NETFLIX Only</p> | <p>50+ premium 3P CTV publishers including*:</p> | <p>Cost efficient inventory placed on a mix of 50+ CTV publishers including Free Ad-Supported (FASTs), Ad-Supported VOD, Subscription VOD and Live providers.</p> |

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

333M

SOCIAL MEDIA FANS

Across All Platforms

20K+

LIVE EVENTS

Across Markets & Formats

250+

LISTENING PLATFORMS

Connected Devices

112

SYNDICATED PROPERTIES



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



A Shortlist of Gaming Partners who Trust Us to Deliver Results

CHUMBA[™]
CASINO



 **APPLOVIN**

WOW
V E G A S




FANDUEL
SPORTSBOOK

LEGENDZ



 **modo.us**

**SUP
ERC
ELL**

pulsz.com

Hard Rock
BET

King

 **HIGH 5**
CASINO


UNDERDOG
SPORTSBOOK




ROVIO


DRAFT
KINGS



 **PAPAYA**

ACTIVISION

bet365

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



SWEESTAKES 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

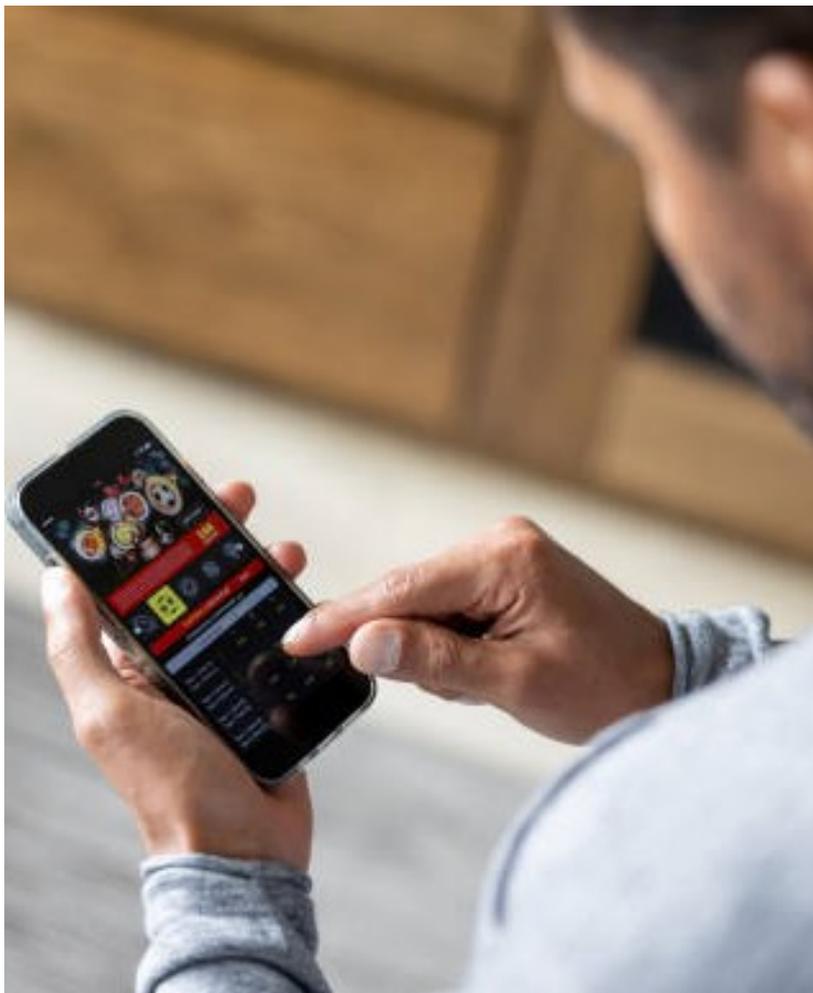
First-Time Deposits

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

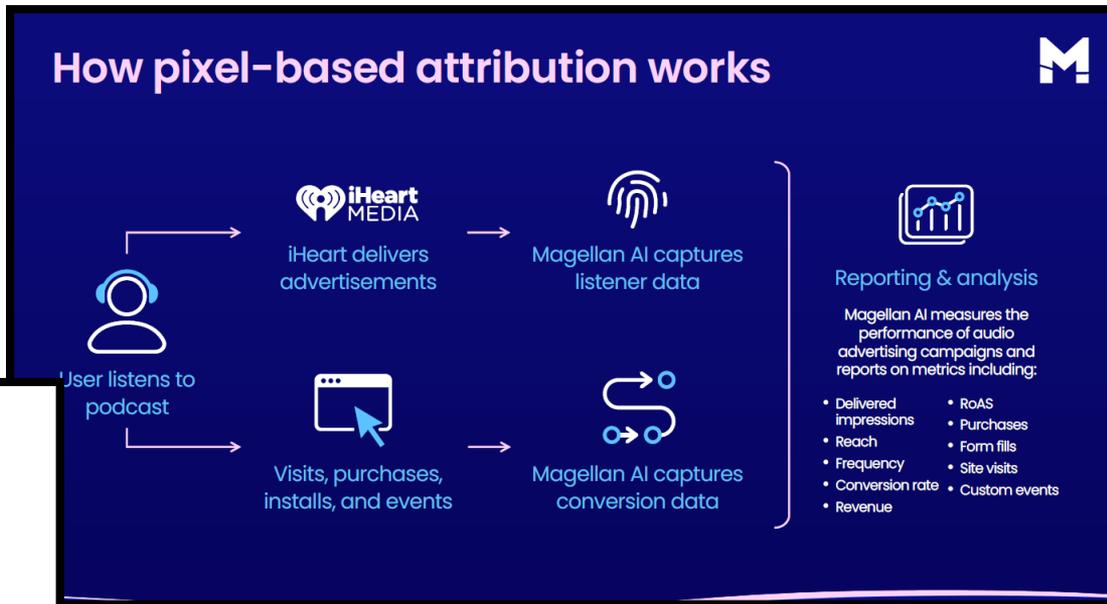
If You Can Measure it in Digital, You Can Measure it in Podcasting

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

Magellan Ai Attribution Technology integrates into more than 50 MMP partners



Magellan Ai – Industry Leader in Identity Graph Pixel Based Technology



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

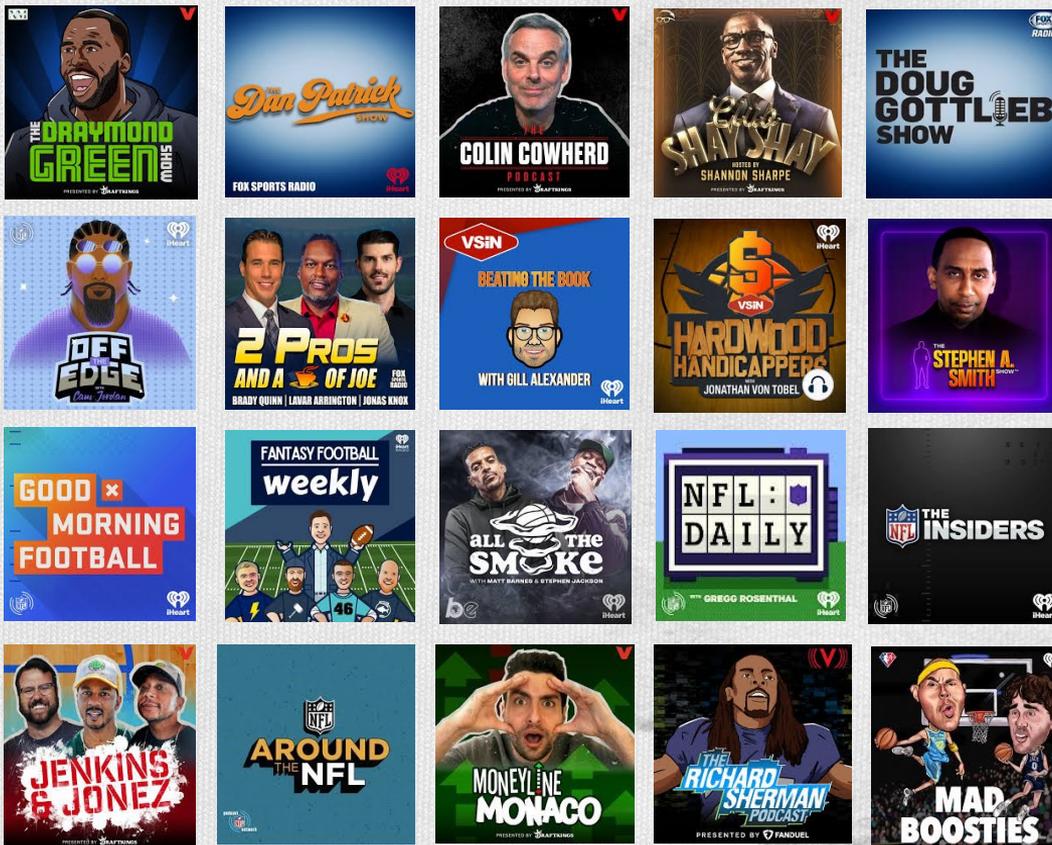
For more info, contact us at measurement@magellan.ai

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%

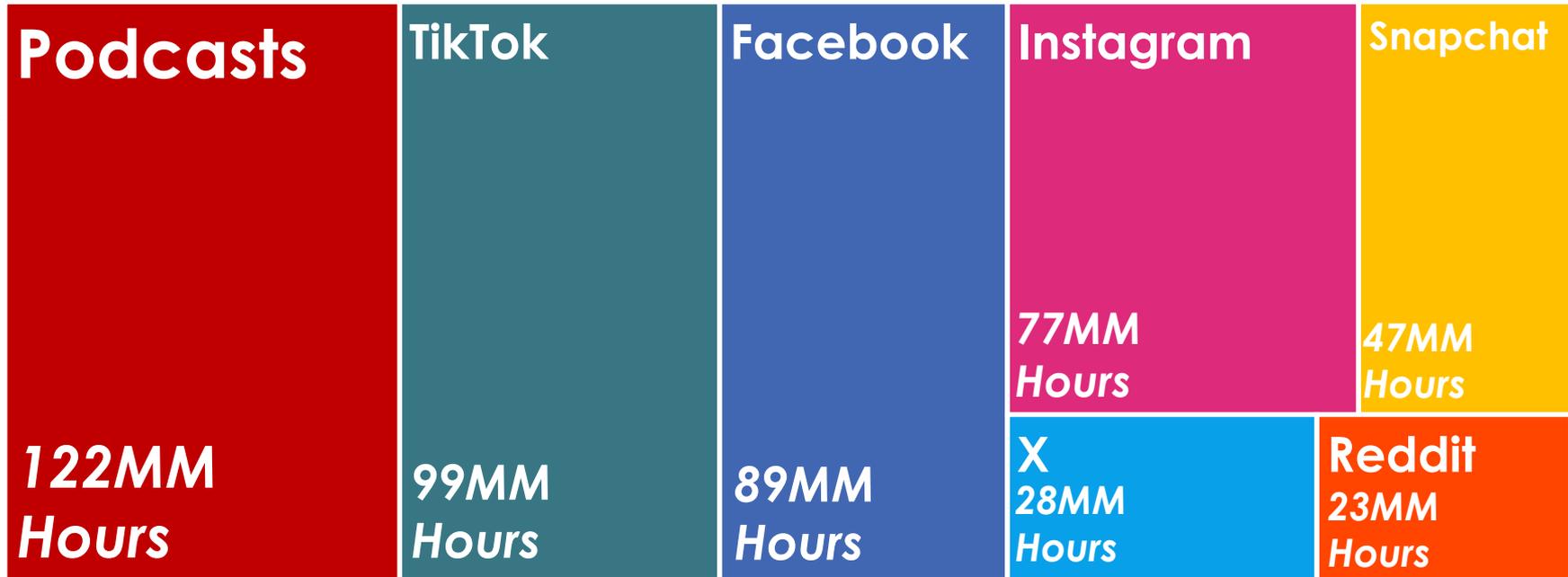
Say they pay attention to podcast ads more than any other medium

99%

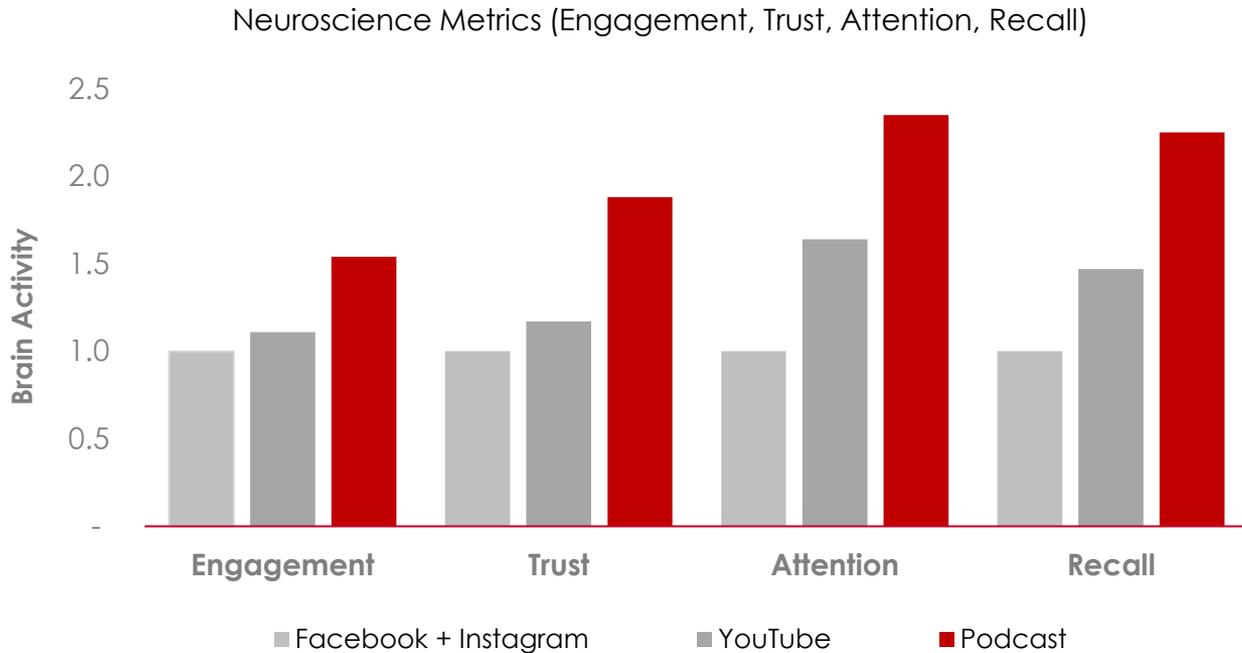
Of US marketers think podcast ads are effective

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

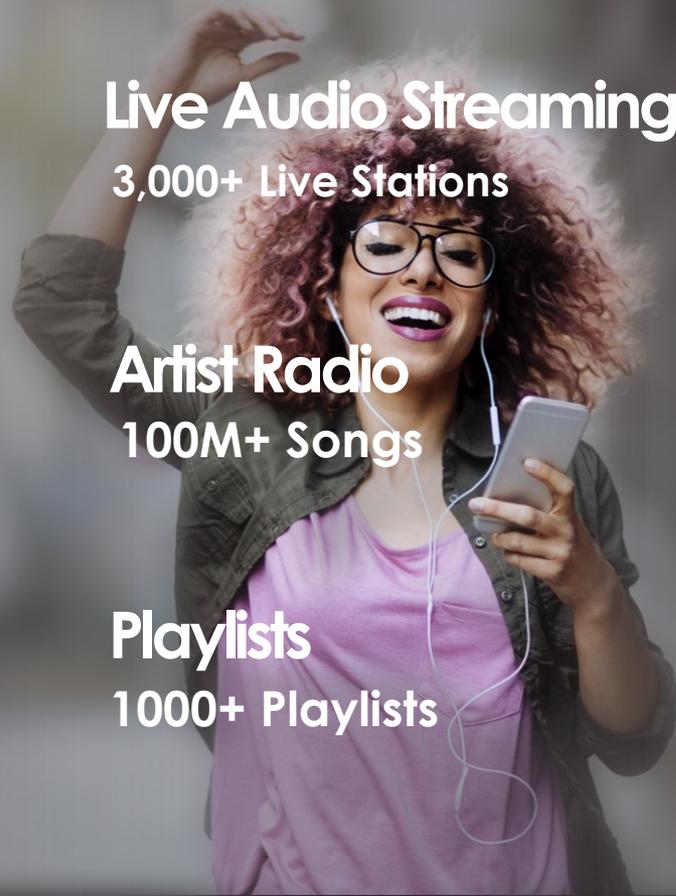
3,000+ Live Stations

Artist Radio

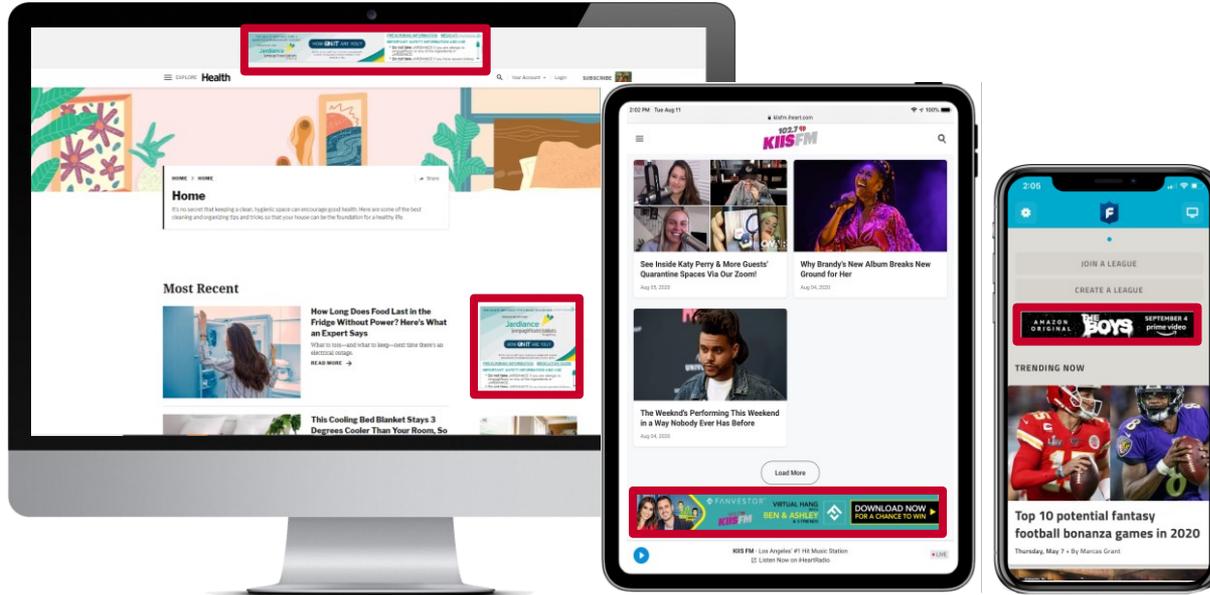
100M+ Songs

Playlists

1000+ Playlists



Hyper-Targeted In-App Display



Creative Sizes:

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

Maximize Conversions with iHeart In-App Display

