

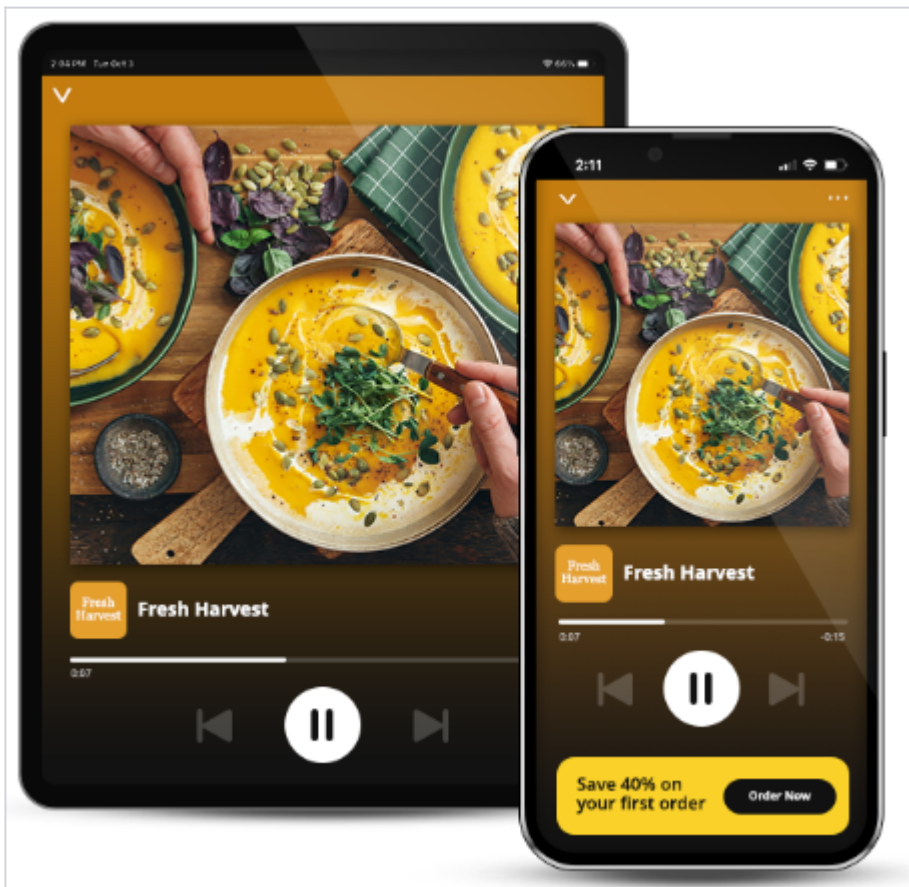


## Streaming Audio

Streaming audio allows you to target a streaming audience listening to audio content in a relevant location.

Campaigns are based on a cost per thousand impressions (CPM) model.

Streaming Audio ads are not skippable.



## Targeting Capabilities

- **Addressable Streaming Audio:** Build a more complex audience with tools built right into the platform. Target a custom or curated list of addresses.
- **Geography:** Ads are served to a custom geography with zip code-level targeting.

## Devices

- Desktop
- Mobile
- Tablet

- Mobile
- Tablet

## Placements

Streaming audio ads are served in placements like the following:

| Placement examples       |                        |
|--------------------------|------------------------|
| • iHeartRadio            | • RadioAlice           |
| • Spotify                | • Sonos.Radio          |
| • Radio.com (audacy.com) | • CBSLocal.com         |
| • FoxNews Radio          | • Local AM/FM stations |

## Creative Specifications

- Length: 15 or 30 seconds
- File format: .mp3, .mp4A, .wav, .ogg
- Suggested bitrate: 160 kbps or more

We can support, but do not report on, companion banner ads of 300 x 250 and 320 x 50.

## Reporting

Campaign performance is accessible 24/7 with our live Analytics dashboard. For definitions of the metrics used in analytics, see Metrics.

## Impressions

*Total ads served to users*

An ad view, or the number of times an ad is served, regardless of whether the user has actually seen or interacted with the ad in any way. Impressions delivered are reported as outlined in the initial proposal or contract.

## Completions

Completions tell us how many users listened to 100% of the ad. The completion

rate is the percent of audio ads that are played through their entire duration to completion.

## Creative

Impressions and Completions are provided for each audio ad.

## Devices

*Desktop, mobile, and tablet*

Clicks and impression performance is provided for each device.

## Placements

A complete list of websites and apps is provided with individual performance metrics for each placement.

## Geography

The interactive map shows impressions delivered to each zip code. A complete breakdown of geographic performance by city is shown in the chart.

## Website Attribution

Tracks how many people heard your ad and then visited your website later (within 30 days). This provides an additional campaign attribution metric by tracking cross-device website traffic associated with households that received an ad impression. To track this, the advertiser will need to add the tracking tag to their website. See Tracking Tags for more information.

Website Attribution can be tracked if the device the impression was served on is connected to the same IP address as the device used to visit the website (such as a home computer or a phone using the household wireless).

These metrics are available:

- As a total in your Overview quick stats
- Broken out by device
- Broken out by geographic location

**Note:** A pixel must be placed on the website in order to track website attribution.