



Digitally Imported
addictive electronic music

MEDIA INFORMATION KIT

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The Brand. The Music. The Lifestyle.

- ▶ Digitally Imported is the #1 online radio network for electronic music in the world. We were one of the first online radio networks to go live in 1999, and have grown into a destination and lifestyle for over **3 million unique listeners** every month.
- ▶ Digitally Imported's audience is young, affluent, connected and extremely active in the electronic music scene. With **over 70 stations**, Digitally Imported has a home for every electronic music fan.
- ▶ On web, social media, mobile apps, and at live events, Digitally Imported is entrenched in electronic music culture...it's not just music, it's a lifestyle.

Why Advertise on Internet Radio?

1 Growing Audience

Approximately 120 million, or 45% of Americans listen to online radio each month. Weekly listeners have **increased by 61%** to 86 million since 2011. Time spent listening grew 22% from 2012 to almost **12 hours** per week. (Edison Research 2013)

2 Targeted Medium

Internet radio plays **65% fewer** commercials per hour. This low spot load equals **high attention levels** which increases the chances of an ad to get the full attention it requires.

3 Captive and Responsive

Listeners are online and have browser windows open, making them only **one click away** from an advertiser's website. This leads to higher click-through rates on accompanying banner ads.

4 Clear Results

Web radio listeners are a **highly active group** of consumers with above average levels of purchase intentions. They are also **early adopters** of other new media options and technology. (BIGresearch)



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Online & Mobile Listening

International Dance Music Awards:

- 2010 “Best Global Radio”
- 2012 “Best Music App”
- 2013 Nominated for “Best Music App” and “Best Global Radio”

4.5 Star Rated Apps



Over 6 Million total installs!

- iPhone
- Android
- Windows Phone
- Blackberry



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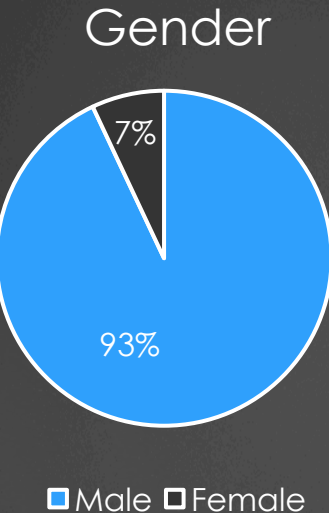
Our Audience

Reach a young, educated, and engaged audience through Digitally Imported

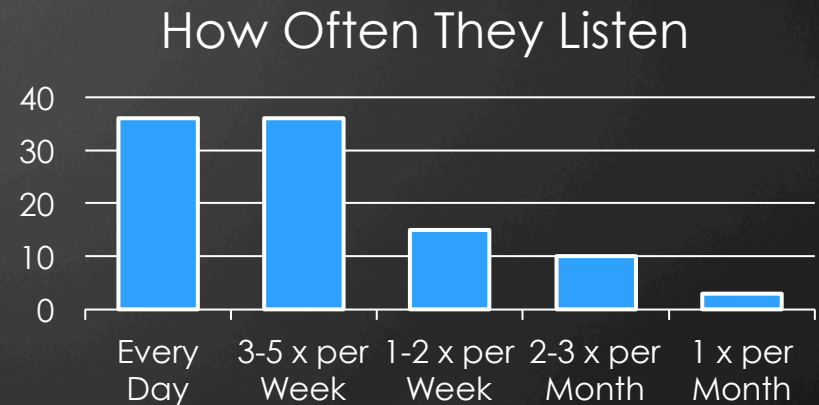
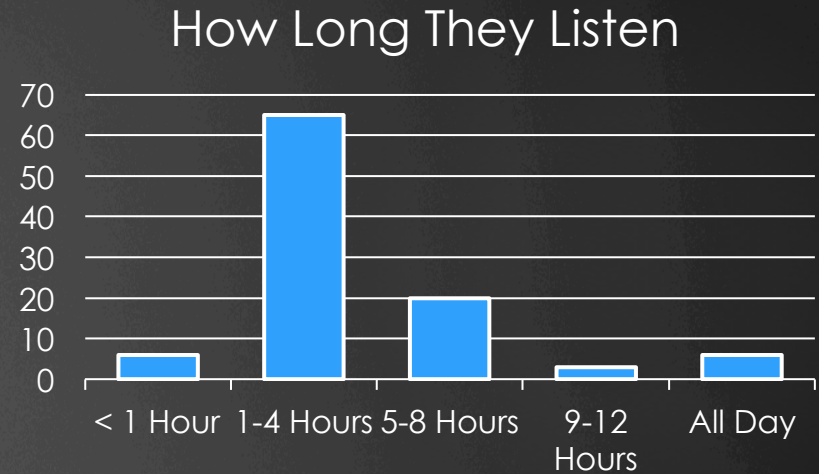
75%
are Ages 18-39

51%
Have a College Degree

68%
Employed Full-Time



87%
Listen Each Week



Monthly Listener Stats

Online

- ▶ 748,000 Unique Visitors
- ▶ 6 Million Pageviews

Mobile

- ▶ 400,000 Avg. Active Users
- ▶ 8 Million Sessions

Listener Locations

- ▶ United States
- ▶ Russia
- ▶ Germany
- ▶ Ukraine
- ▶ Canada

Audio Stats

- ▶ 9.6 Million Total Listening Hours
- ▶ 59 Minutes Avg. Time Spent Listening

Why Choose Digitally Imported?

Digitally Imported provides the scale & reach for your campaign to reach the eyes and ears of *YOUR* target market.



Uncluttered Space

Maximum of 6 minutes of ads per hour means users are less likely to channel flip



Targetability

Reach your core customer via DMA, Channel, Daypart, or Demographic



Cost-Efficient

Minimize waste with customized campaigns that put your message where you want it

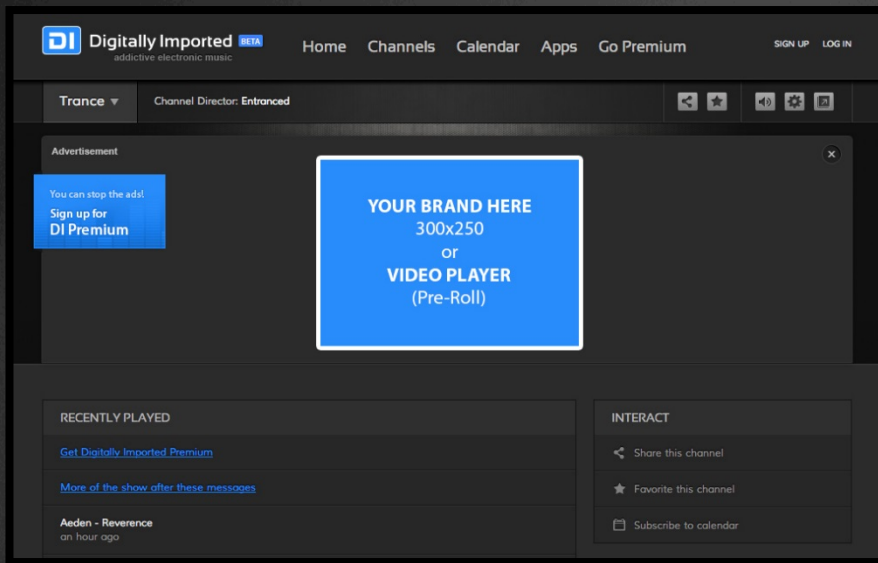


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Advertising Options

Display Ads

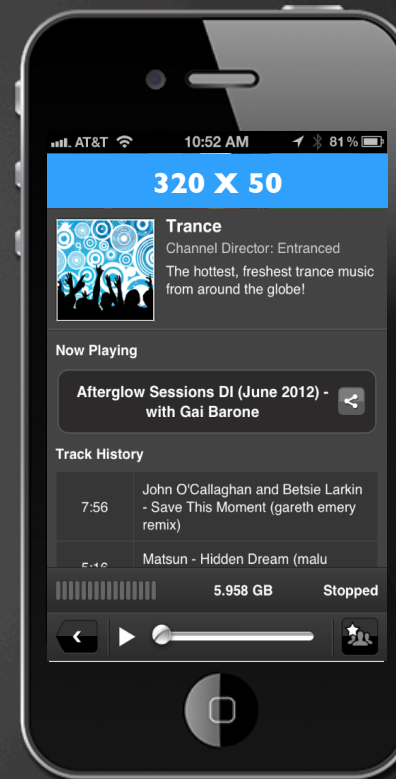
Online Companion Banner



Audio Ads

:10, :15, or :30 commercials
:05 Billboard ID

Mobile Banner



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Thank You!

Thanks for Your Interest in Digitally Imported

For Advertising Information
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