



Media kit Digital Audio

DACH Region



Content

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01

We Do Digital Audio

Our Mission



Our technologies and **digital audio catalog** of **premium publishers** connect brands to their audiences



Pioneer in digital audio since 2007



Owned by Azerion since December 2022



OUR MISSION

Targetspot offers independent, innovative, all-in-one Ad Tech solutions to unlock the full potential of digital audio advertising; enabling publishers to deliver their content to listeners and monetize it; and **brands to reach their target audiences.**



6.5 billion monthly allocations*

150+ premium publishers

Offices in 27 countries

We Do **Digital Audio**

Audio is the ultimate companion medium. Audio is unique.

Consumers can listen to content and do virtually anything else – simultaneously. We connect your brand with consumers across different audio touchpoints & contexts, increasing **your message's effectiveness and reach.**



The advantages of digital audio advertising

General Audio Industry Benefits

	Audio is Personal	Immersive & intimate experience leading to stronger engagement
	Brand Safe	Full control and full transparency on traffic and insertion destination
	Audio is always on	People listen anywhere, anytime , on many devices, away from screens
	Diverse Genres	Targeting by content genre across all digital audio dimensions
	No Ad-Blocking	Audio supply is an ad-block free zone

Targetspot Specific Benefits

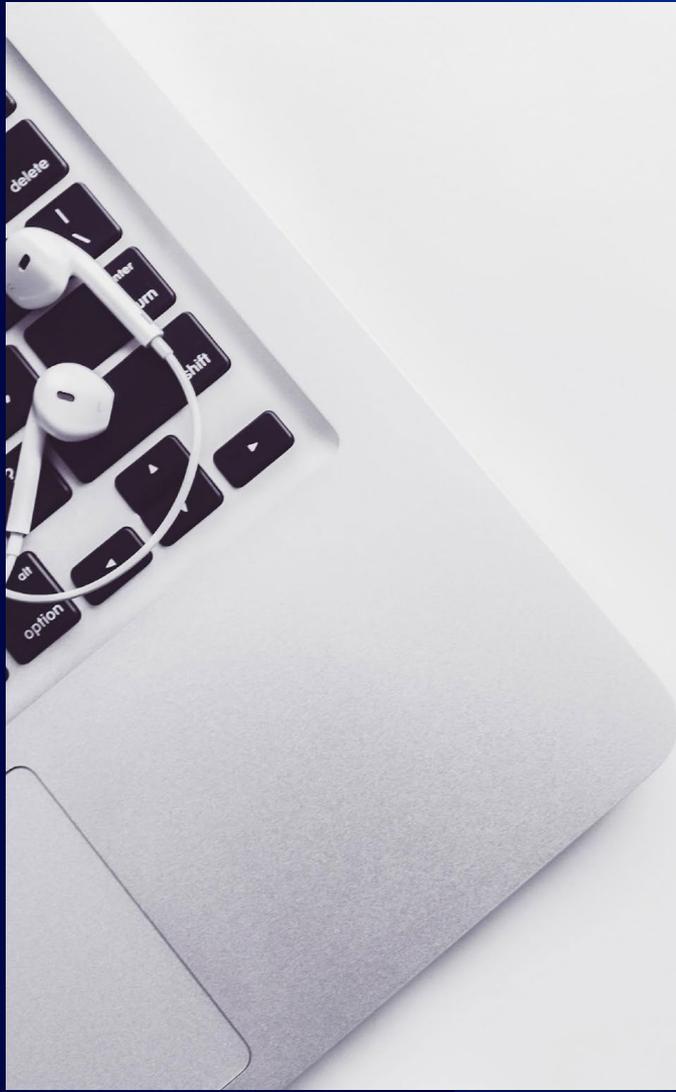
	Publisher Variety	Uniquely varied publisher portfolio – from podcasting to gaming, radio to video, music streamers to speaker manufacturers
	Targeting	User & publisher data helps you target the right people at the right time. Target by age, gender, location and much more...
	Inventory Accessibility	Our audio inventory is easily accessible in direct and programmatic sales
	Measurable	Benefit from real time campaign reporting unique to digital channels and available via your own trading technology



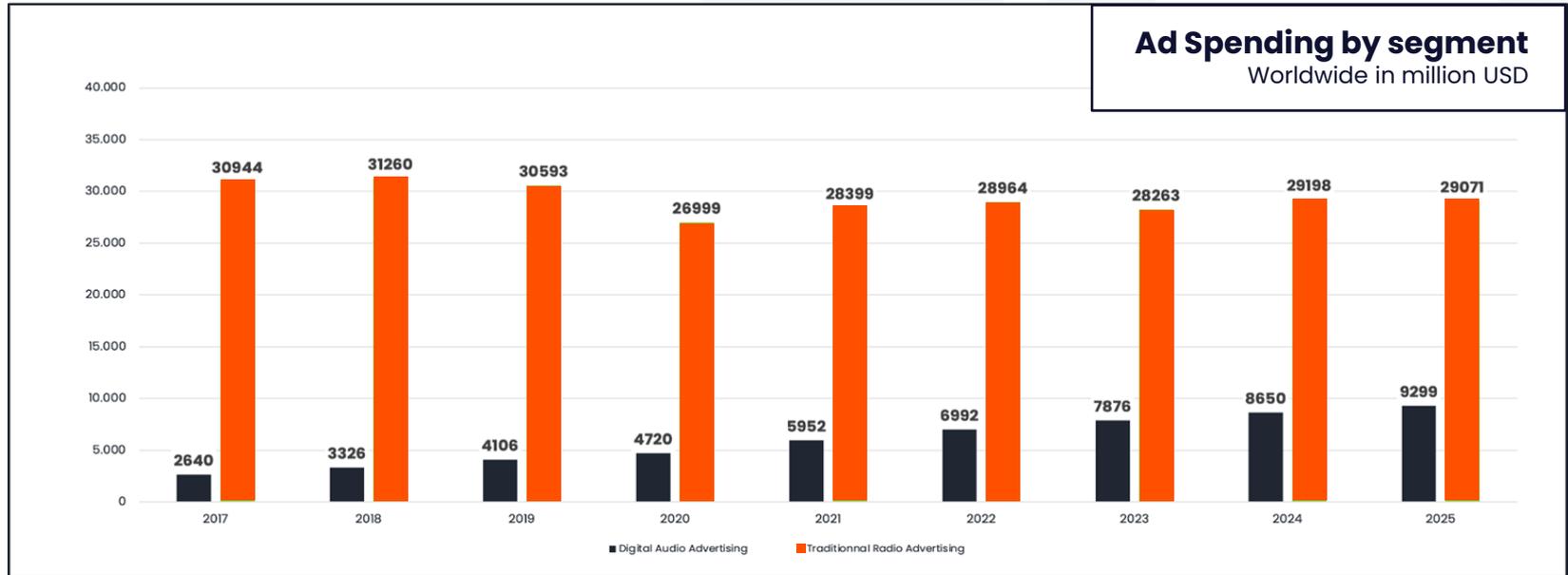
02

The State of Digital Audio Advertising in 2023

A changing sound landscape



Consumers are increasingly turning to new digital audio formats

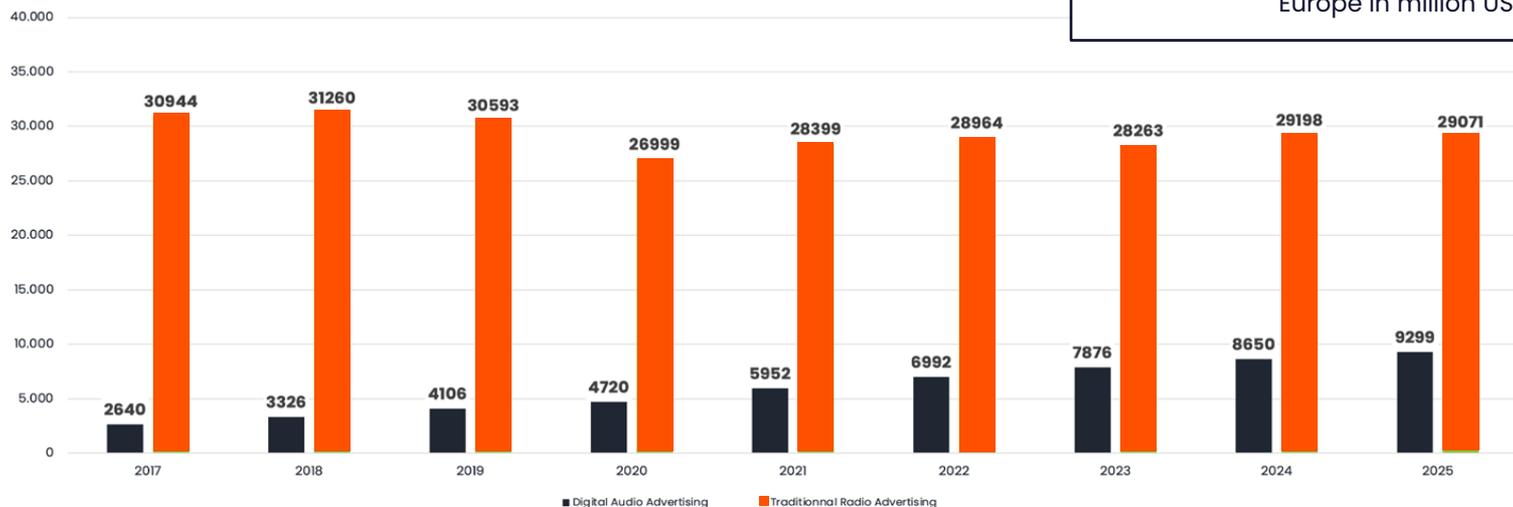


Source: Audio Advertising – Worldwide, Accessed: November 03, 2021 – Sum US, Latin America and European Union available

Consumers are increasingly turning to new digital audio formats



Ad Spending by segment
Europe in million USD



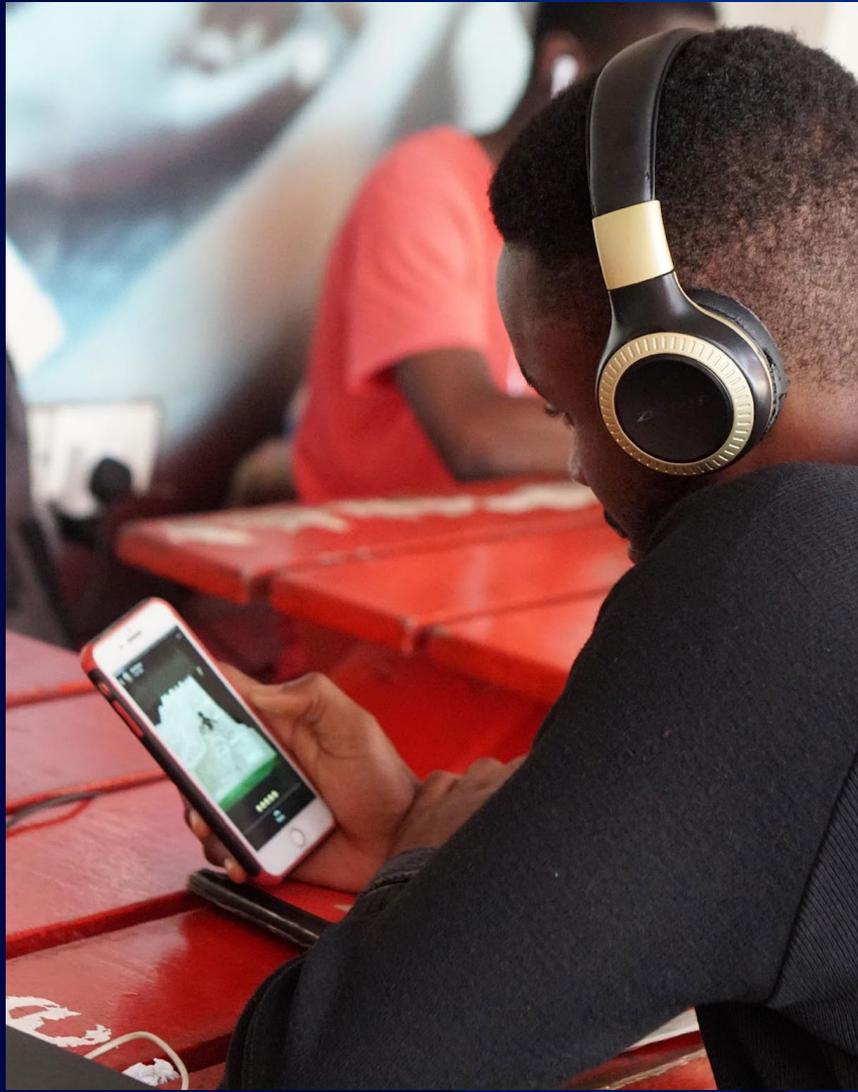
Source: Statista – Audio Advertising – EU-27. Accessed: February 01, 2022.



03

We Do Digital Audio Advertising

Choose from multiple audio dimensions, content categories, and formats.



The multidimensional digital audio advertising platform



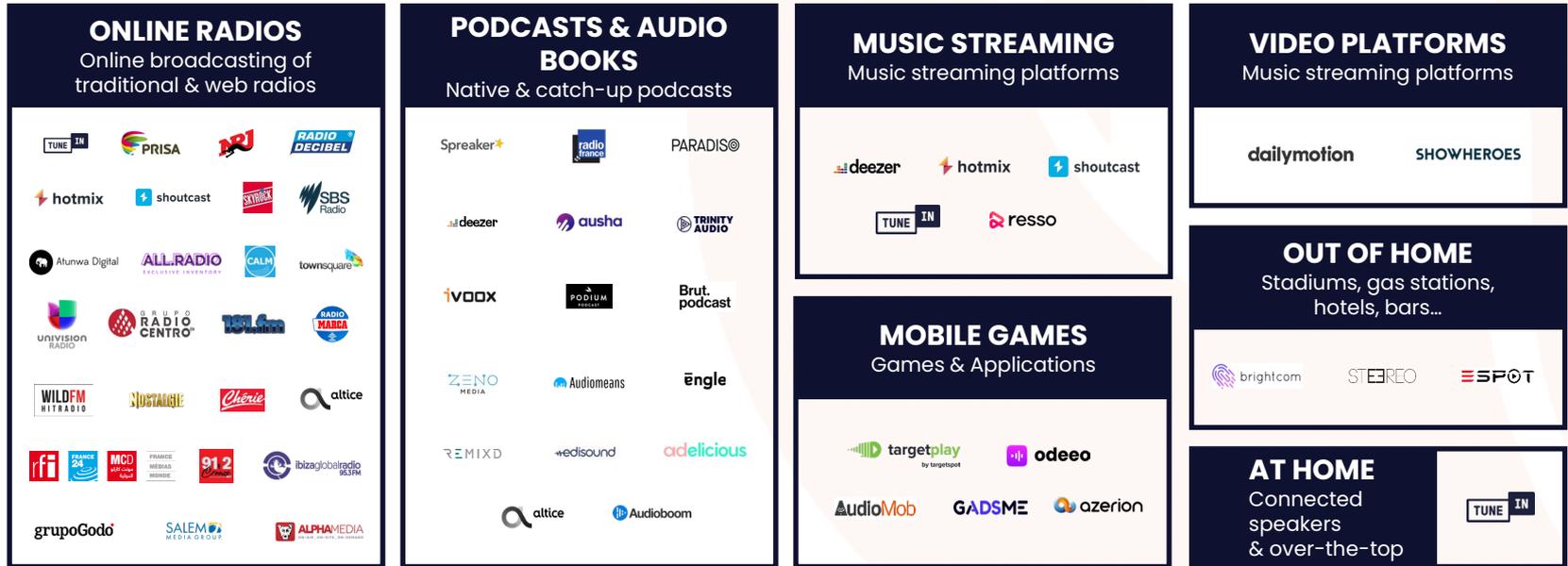
Multidimensional audio

Our multidimensional digital audio platform allows brands to **connect with consumers during the different contexts of their day-to-day activities** where audio is the ultimate companion. We provide advertisers access to these digital audio touchpoints, **anywhere, anytime and on any device.**



Growing inventory with **new audio environments**

anytime and on any device – 6.5 billion monthly allocations*



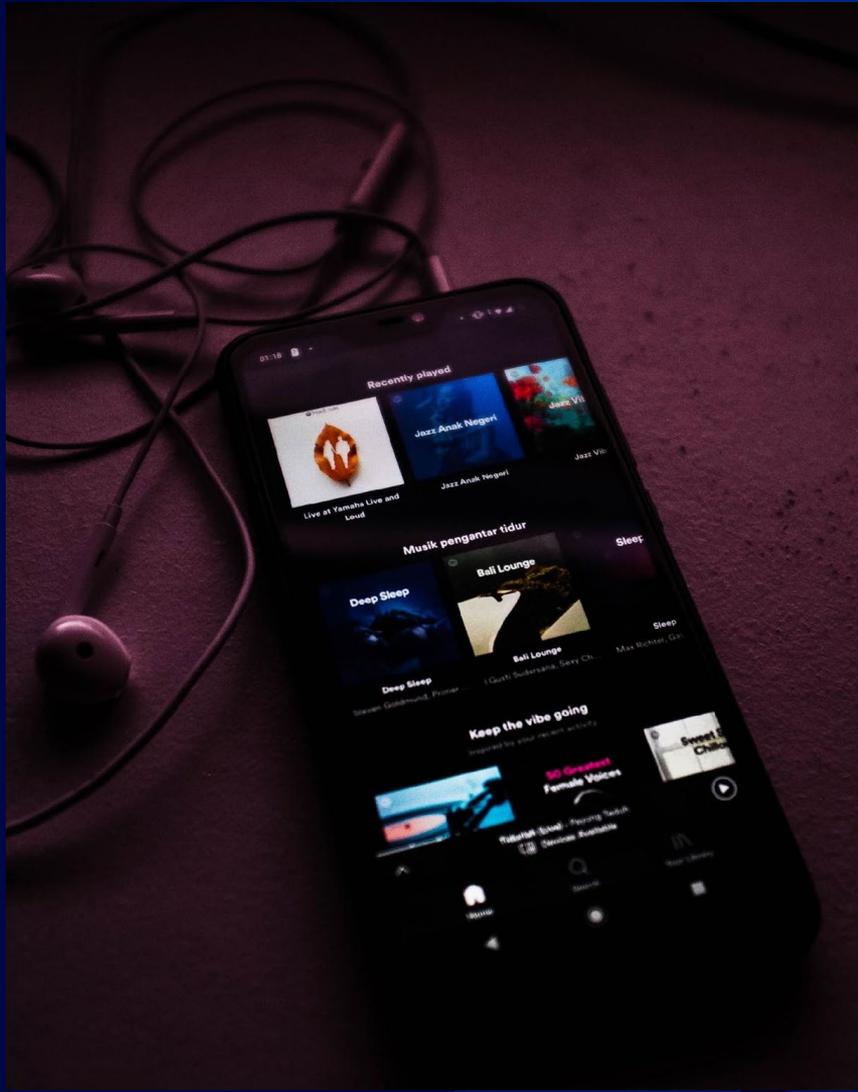


targetspot

04

Proprietary Ad Technology

We provide a complete range of tools to our various advertising partners, agencies, and publishers.



We **activate audiences** via programmatic platforms & managed service



Quick and easy integrations for maximum connectivity

Owned and operated Meta SSP/Ad Server

bluebox

passp•rt

 shoutcast

Integrated SSPs

 improve digital
by azerion

Magnite
The Former Rubicon

 TRITON

WIDEORBIT

adswizz

 xandr

Maximum DSP connectivity

AMOBEE

 theTradeDesk

 adelphic

adform

 Display &
Video 360

 HAWK

 MediaMath

dataxu

 Adobe Marketing Cloud

Basis
Technologies

Data attribution & analytics

 artsai

TruAudience

 LiveRamp

 cuebiq

digiseg

Cookie free audience data for Europe & Canada

digiseg

« Ready to use » audience segments for your campaigns

Offline Data

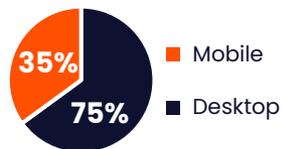
We use data from **national statistic** offices and other public sources that deliver **neighborhood characteristics**.

No individuals are recognizable in the audience data. The data is categorized and mapped to neighborhoods ranging in size **from 100 to 500 households**.

Linking Households Characteristics to Online Data

We combine multiple geo-location methods and network infrastructure knowledge to link digital events to neighborhood characteristics.

Desktop vs. Mobile



Deterministic vs. Probabilistic



Key Verticals

The composite audiences are based on the experiences and positive feedback regarding all the custom audiences Digiseg has built for advertisers and agencies over the years.



B2B



Automotive



Real Estate



Finance & Insurance



FMCG

Data! TruAudience partnership

TruAudience®

The Household Graph is comprised of **80M+ homes representing nearly 98% of the US OTT audience.**

This audience is then matched to the best data providers in the marketplace to create an unparalleled audience graph – privacy forward and scalable.

By connecting streaming devices to the right anonymized household, this process relies on deterministic matching, rather than modeling or surveys

Addressable on all of Targetspot's Publishers, including podcasts, mobile gaming and more!

TruAudience Data Marketplace (formerly Tru Optik) household graph across all publisher, DSP and SSP integrations



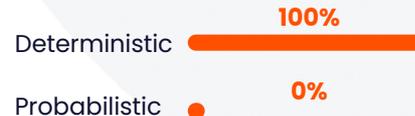
Segments from top data providers



Key Verticals



Deterministic vs. Probabilistic





05

Global Reach with Local Capabilities

Reach out to millions – one person at the time – wherever they are



More than **6.5 billion monthly** digital audio allocations

Monthly allocations*

Europe

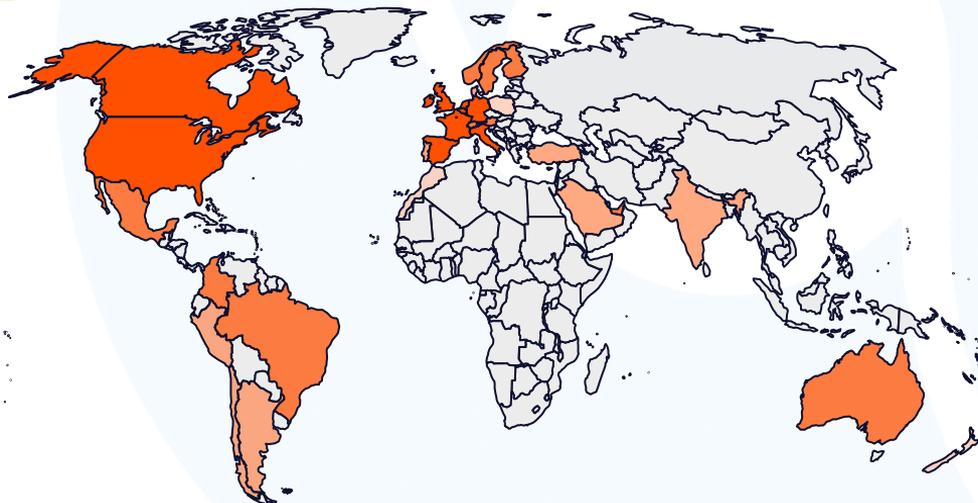
France	1.2B
Spain	500M
Germany	230M
UK	250M
Netherlands	40M
Belgium	50M
Nordics	30M

America

US	2.5B
Canada	500M
LATAM	1.5B

Rest

Asia	500M
Australia	100M
UAE	10M



+150 diversified global and local publishers

USA

CMG
PRISA
townsquare
Spreaker+
ALPHA MEDIA
reVOLVER
AudioMob
PODIUM
ESTRELLA
GSME PODCAST NETWORK

univision
ZENO MEDIA
CALM CALMRADIO
Audioboom
brightcom
EMPIRE STREAMING
shoutcast
TRINITY AUDIO
WGN RADIO
TREBEL
STEEREO
MIM
UNANIMO
deezer

dailymotion
SBS
dailymotion

France

HOTMIX
shoutcast
engle
TUNE IN
SKYRÖCK
BFM BUSINESS
+edisound
radiofrance
dailymotion
AUDIOMEANS

DACH

ODEO
Spreaker+
HOTMIX
dailymotion
PODIUM
EMPIRE STREAMING
SHOWHEROES GROUP
TUNE IN
plexus

Netherlands

shoutcast
deezer
EMPIRE STREAMING
blogtalkradio
ZENO MEDIA
SHOWHEROES GROUP
Virgin
TUNE IN

UK

ODEO
AudioMob
SONOS Radio
Spreaker+
dailymotion
Audioboom
ZHU
audiomack
PODCAST RADIO

Belgium

radiofrance
TUNE IN
BFM BUSINESS
NOSTALGIE
HOTMIX
shoutcast
SONOS Radio
deezer

Spain

PRISA
PODIUM
Los 40
deezer
RADIO MARCA
ivoox
ODEO
dailymotion
Spreaker+
TUNE IN

Canada

PODIUM
Spreaker+
Audioboom
AudioMob
deezer
shoutcast
QUEBECOR
audiomack

Targetspot in the **Top 3 digital audio players** in the market



Germany: 230M alloc*/Mo



Targetspot represents the #1 local podcast platform (Julep), and is uniquely positioned on radio streaming audiences, in-the-home smart speakers, audio in video and gaming



Italy: 150M alloc*/Mo



Targetspot is the #1 platform for international publishers in the Italian market



Netherlands: 40M alloc*/Mo



Targetspot is the the main publisher platform for international publishers in the NL market



UK and NI: 250M alloc*/Mo



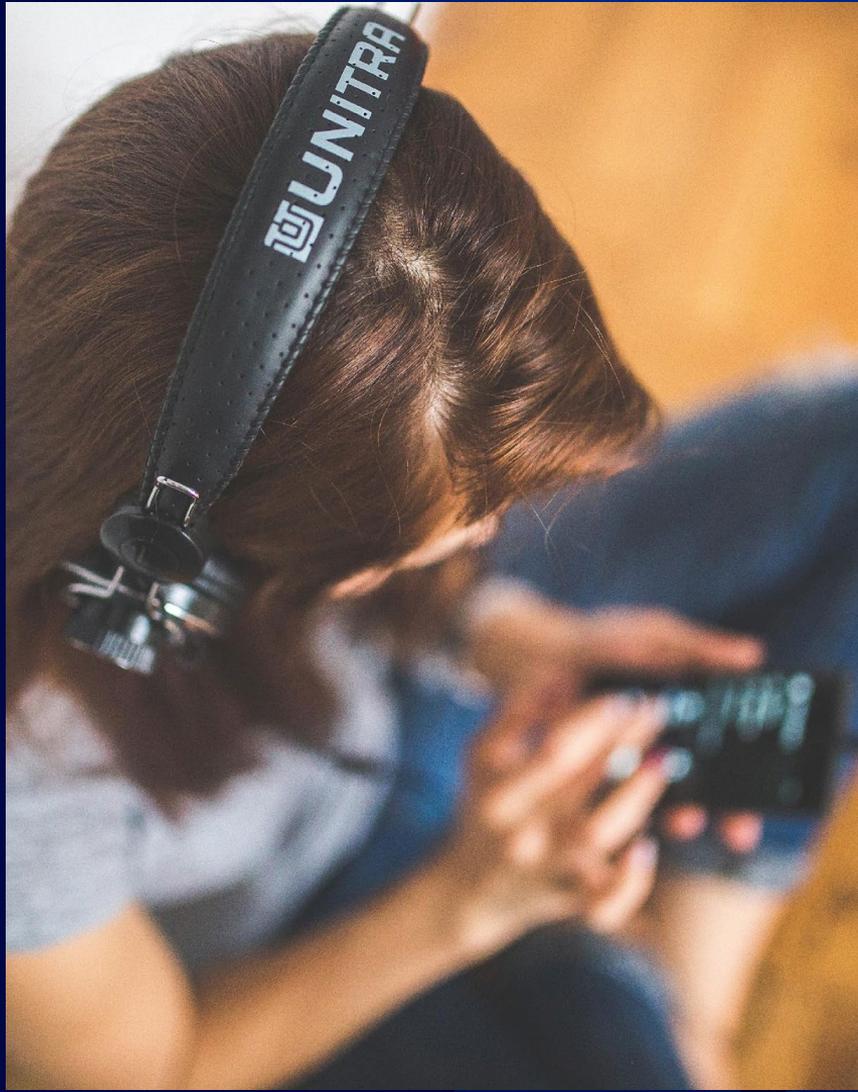
Targetspot is the main publisher platform for international publishers in the UK market



06

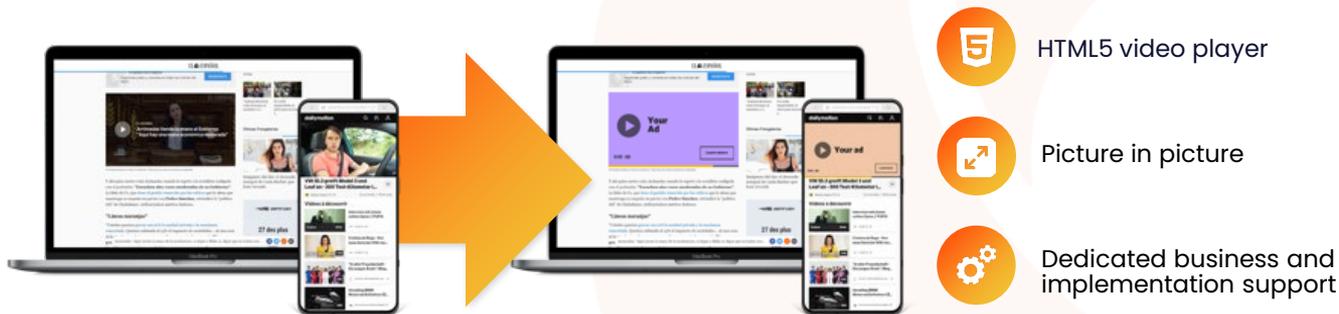
Your Ad in New & Exclusive Audio Environments

Premium publishers across all audio dimensions



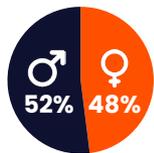
Your ad in the **best publisher's** environments

The player is always on-screen to achieve high-end media performance



Audio streaming index high among our audience

Lexus audio campaign example



62%

25-54 yo*

48%

Avid consumers of business, banking & business travel content*

49%

Highest level of education vs. 39% average**

70%

Full time workers

40%

Highest HH income vs. 33% average**

36%

Unduplicated vs. YouTube

*Google Analytics, November 2020 | **KANTAR TGI 2020



Thank You!

We would be glad to make you an individual offer.

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