



300
Million
IMP. PER MONTH

The most competitive and exclusive radio inventory for all market targets (teens, 18-34,...). More than 65k stations, gathering millions of daily listeners enjoying over 25 music genres, published on 200 directories & APIs worldwide. Throughout more than 300 million monthly impressions, **ALL.RADIO inventory**, powered by Shoutcast technology is a large worldwide radio inventory. Our inventory allows advertisers to communicate on the entire All. Radio offering. This new offer is the perfect solution for advertisers wishing to strengthen their digital exposure.

Our three pillars

ALL.RADIO helps advertisers engage our web radios audience and offers new communication opportunities to brands and announcers: **targeted, contextual and interactive**

GEOLOC

Allowing communication on predefined geographical areas: region(s) or city(s). This offer is appropriate for advertisers wishing to boost certain territories, cover sales networks, etc.

AFFINITY

Allowing advertisers to communicate with pre-established socio-demographic targets (e.g., sex, age, CSP...). This offer does intend for advertisers wishing to focus their communication on their core target.

CUSTOM

Allowing advertisers to create a circle in order to broadcast a specific communication (e.g., a precise selection of digital media, a crossing of affinity packs, etc.).

All. radio audio offers are available for direct or programmatic purchase.

FAQ

Question about audience, numbers and radios being displayed

All radios being displayed are the stations showing the biggest number of impressions during the month of July 2022 for the **Shoutcast** providers. The purpose here is not to share the radios with the biggest audience (total listening hours figures) but to show the radio we can already monetise pretty well.

While presenting, you can start by highlighting the number of total impressions generated on the entire **Shoutcast** radio inventory.

The top 5 radios on the home page are the biggest radio. Their impression figures being listed are worldwide, not localised. Impressions showed on the country pages are only showing figures geo-localised. There is an exception for the South-American page, where impressions are not yet displayed, but TLH are... due to the fact that the continent is not yet ready to be fully monetised by Targetspot, but it is work in progress (feel free to contact Eric or Victoria if you have any additional questions).

Distributed directly through independent apps or website as well as through aggregated distribution platforms like Tunein, Radiotime and others

What's the difference with Shoutcast ?

Shoutcast is the streaming and platform technology behind this inventory, where all those radios are coming from. Here you can brand the **Shoutcast** inventory as **ALL.RADIO**, not the technology behind it.

What are the genre & categories, how to read them ?

We listed different radio types throughout the website, the purpose here is to show the various types of radio we can offer in our inventory. There is not only musical radios, but also thematic and very specific stations. The genres listed are the same you can find in the **Shoutcast** inventory and in the **Shoutcast app**.

What are the regions/countries listed ?

European focus markets are listed (FR-BE, UK, DE, SPAIN) but also North-America (USA, Canada, Mexico) and **South-America** (top 6 biggest countries, stil WIP).

Global Demographic Breakdown:

- Teens > **24%**
- 18-34 > **38%**
- 35-54 > **33%**
- +55 > **5%**

How to get in touch with us ?

Via the website contact form that is directly linked to the **Targetspot** CRM account and will be monitored afterwards.

How do we do monitor the quality of the stations?

We are internally running weekly monitoring in the quality of the stations and the ad-deliverability on the different radios.

