



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 preestablished sociodemographic 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**?

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.

Shoutcast is the streaming and platform technology

read them ?

What are the genre & categories, how to

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**.

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

What are the regions/countries listed?

biggest countries, stil WIP).

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

Global Demographic Breakdown:

Teens > **24%** 18-34 > **38%**

35-54 > **33%** +55 > **5%**

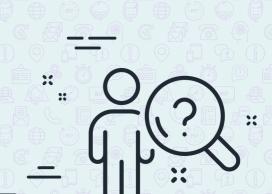
How to get in touch with us?

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.



www.all.radio