



Millions of users are downloading podcast content daily to listen to what they want when they want. Your brand's message can be integrated into this content, via an exclusive sponsorship position.

- Podcasting is sought out on-demand content that is a "one to one" engagement
- Podcasting allows you to hyper target your message via related content
- 43% of Americans are aware of podcasting (Arb/Edision 2009)
- 22% or 1 in 5 Americans have ever listened to a podcast. (Arb/Edision 2009)
- 27 million Americans have listened to a podcast in the last month (Arb/Edision 2009)
- By 2013 there will be 37.6 million people downloading podcasts on a monthly basis and as a percentage of Internet users, podcast downloaders will grow from 9% in 2008 to 17% in 2013. (eMarketer)

## Podcasts: An Exclusive & Clutter Free Advertising Environment

- Shows on our network generate millions of video and audio downloads every month.
- Advertising opportunities within downloaded and streaming content accessed on portable consumer devices such as an iPod, Zune, iPhone, etc
- Content created by hundreds of professional and independent podcasters.
- Customized sponsorship and media campaign solutions.
- Extend messages with Web 2.0 Marketers
- Dynamic ad insertion technology
- Verifiable third-party reporting



### Categories

- Arts
- Business
- Comedy
- Education
- Games & Hobbies
- Health & Fitness
- Kids & Family
- Music
- News Politics
- Science & Medicine
- Religion & Spirituality
- TV & Film
- Technology

