

radio.net is not a radio station,
but thousands in one platform.
The whole world of radio in one
service and native everywhere.
More than **32 Mio.*** app downloads.

*since mobile app launch 2009.

Media Kit radio.net

radio.net is the main online radio platform. At the touch of your fingertip you can find, in our app and on our website, more than **30,000 stations** and 600.000 podcasts from all over the world. With over **85 mio. stream starts** per month, radio.net is the market leader in the German speaking countries and one of the most important radio aggregators worldwide. Thanks to a wide reach and efficient advertising possibilities in a **brand safe high quality environment** radio.net assures sustainable success for your brand.



Anytime. Anything. Anywhere.

- All stations - always up-to-date
- Usage on all audio devices
- More than 32 mio. app downloads
- Easy-to-use
- Available in 14 languages
- National experts for every main market

Address your audience in a broad target group

- 7.8 mio. users per month
- Consistently high usage throughout the day
- 66% of users between 20 and 49 years
- Diverse fields of interest - multifaceted targeting
- Visual ads in a radio environment
- 90% VTR (View-Through-Rate)

Total reach of radio.net

7.8 mio. unique users per month

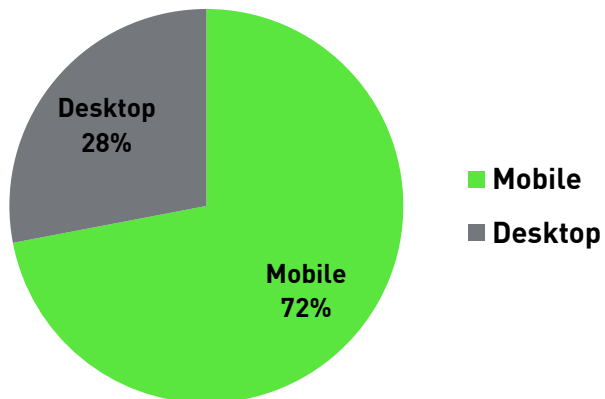
33 mio. visits per month

85 mio. stream starts per month

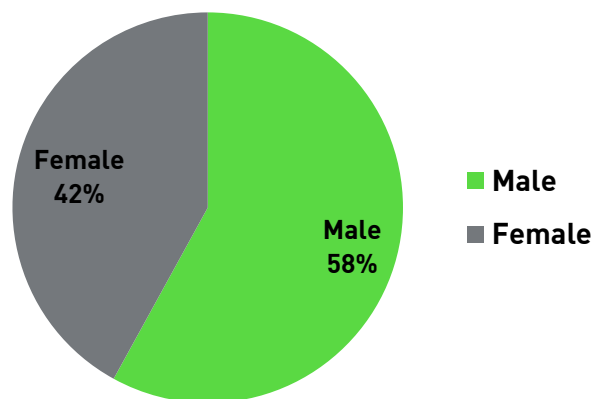
7.8 mio. people use radio.net every month; many of them listen to their favourite stations daily. Two thirds of our users are aged between 20 and 49 years.

Demographics: Device, Gender and Age

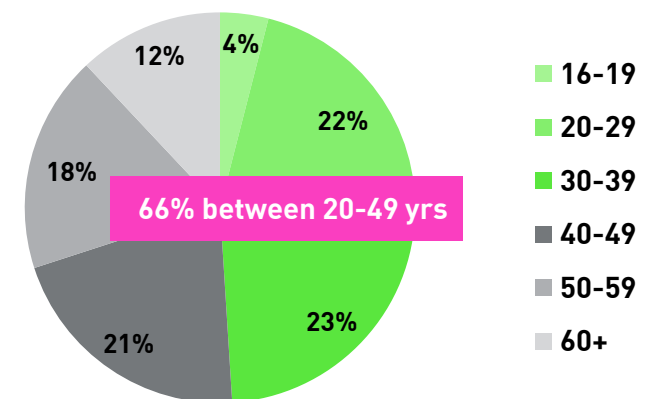
Device



Gender



Age



Source: AGOF Digital Facts, radio.de

Interests

Entertainment / Media / Music

Consumer Electronics / Technology

Travel / Accommodation / Hotels

Food / Cooking

Shopping

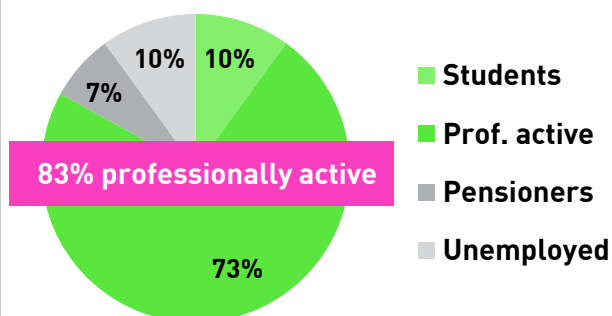
Jobs / Education

Source: Google Analytics 2020

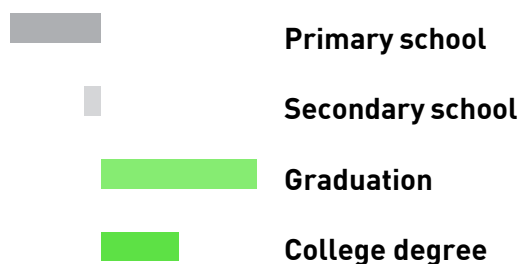
They are career oriented, well educated and eager consumers, with diverse interests. Your brand message can be placed perfectly thanks to our reliable targeting.

Demographics: Employment, Education and Income

Employment



Education (Index)



Household Net Income (Index)



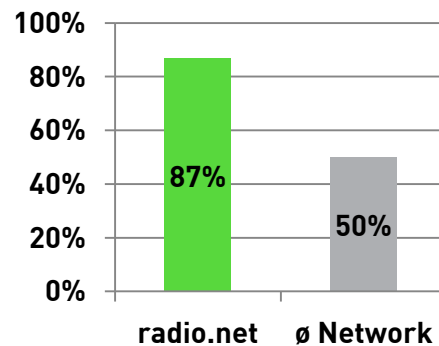
Source: AGOF Digital Facts, radio.de

Preroll Desktop



- VAST 4 & VPAID
- max 30 sec

VTR

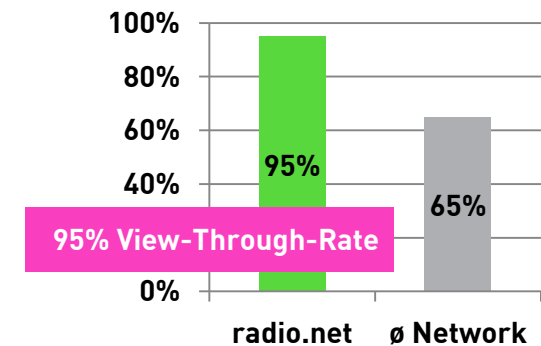


Preroll App



- VAST 4
- max 30 sec

VTR

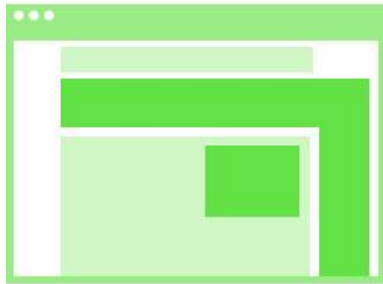


25 mio. video ad impressions per month are the basis for high-reach campaigns. Outstanding KPIs such as the **VTR of more than 85% for desktop and 95% for in-app campaigns** generate excellent performance values for video campaigns on radio.net.

1st Party Targetings: Geo, Genre/Topic of station, Device Category, Carrier, Operating System, Bandwidth, User Language.

Quelle: Google DFP 2020

Desktop



- Wallpaper
- Billboard (800x250, 970x250)
- 728x90, 160x600, 300x250
- HPA (300x600)



78% Viewability

In App



- 728x90
- 300x250
- 320x50



72% Viewability

103 mio. display ad impressions per month provide the necessary reach for scaling campaigns. The average **viewability of 73%** guarantees that your ads are really seen.

1st Party Targetings: Geo, Genre/Topic of station, Device Category, Carrier, Operating System, Bandwidth, User Language.

Quelle: Google DFP 2020

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