# PUBLISHERS

## POWERING SUPERIOR RADIO MONETIZATION

### RADIOSPOT | JELLI SSP

RadioSpot is the leading programmatic supply-side platform for radio broadcasters to sell and manage advertising inventory. RadioSpot provides a comprehensive end-to-end solution that includes RadioSpot AdServer, RadioSpot Marketplace, and RadioSpot Planner.

### RADIOSPOT ADSERVER

#### Unlock the Full Value of Your Inventory

RadioSpot AdServer transforms audio ad serving and delivery with a collection of cloud-based services. With RadioSpot AdServer, stations are able to streamline ad operations and gain a new level of visibility into ad campaign delivery and performance in real-time.

+ Automated ad serving
+ Traffic and campaign management
+ Real-time reporting with RadioDash®
+ Audience data management
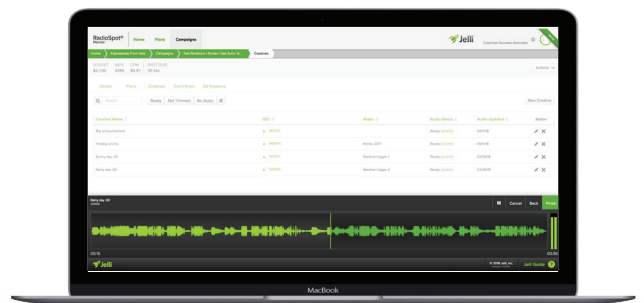
> "In addition to streamlining our affiliate operations, Jelli's platform transforms radio broadcasting into a real-time medium, providing our advertisers increased control, compliance, and campaign analytics on par with the latest digital platforms."
>
> **Phil Brown, CEO, Focus360**

### RADIOSPOT MARKETPLACE

#### Powering the Largest Marketplaces in Audio

RadioSpot Marketplace is the gateway to selling, managing, and optimizing audio advertising. RadioSpot Marketplace supports both public and private marketplaces and various inventory transaction models to meet an advertiser's needs. With the Marketplace, broadcaster's get access to RadioSpot Planner, Jelli's workflow and media planning application, streamlining the process of buying audio ads.

### RADIOSPOT PLANNER

#### Sell Ads Better

RadioSpot Planner algorithmically matches advertisers' goals to inventory to create custom campaign proposals for every buy. Jelli's MINT algorithm searches across all live inventory and rates, computing optimal media plans which deliver the most efficient lineups to buyers, while allowing publishers to manage inventory yield more effectively and develop more sophisticated, dynamic pricing strategies.
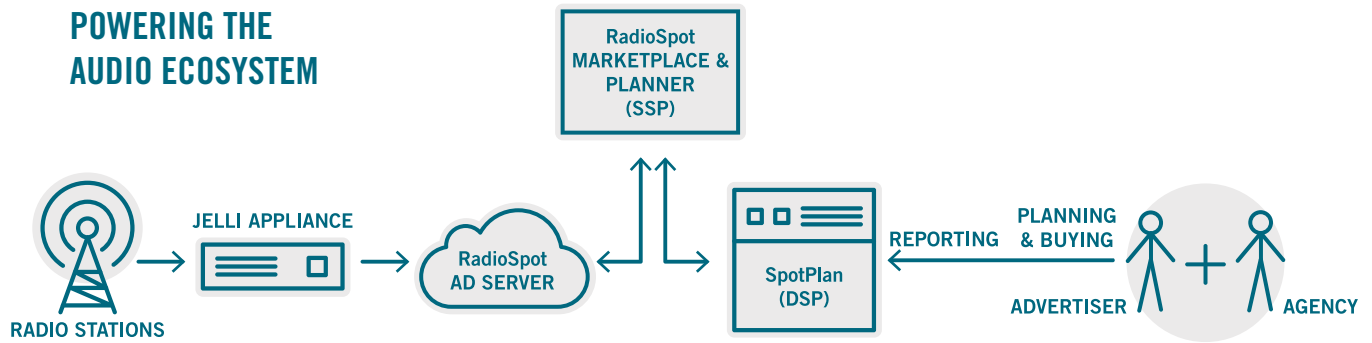
- Inventory management
- Planning and buying workflows
- Advanced targeting
- Compliance monitoring and management
- Forecasting and reporting

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## POWERING THE AUDIO ECOSYSTEM



**RADIO STATIONS** → **JELLI APPLIANCE** → **RadioSpot AD SERVER** → **RadioSpot MARKETPLACE & PLANNER (SSP)** → **SpotPlan (DSP)** → REPORTING / PLANNING & BUYING → **ADVERTISER** + **AGENCY**

## LARGEST PROGRAMMATIC FOOTPRINT IN RADIO, INCLUDING:

iHeartMEDIA    CUMULUS    UNIVISION    Entercom

COXMEDIA GROUP    KATZ MEDIA GROUP    townsquare media group

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*"Programmatic is already an important and expected method of
ad buying in the digital space. Now we can bring broadcast radio into that
world at a scale no digital audio provider can offer."*

**Bob Pittman, Chairman & CEO, iHeartMedia**

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## ABOUT JELLI

Jelli is the only programmatic platform for buying and selling audio advertising. Our suite of cloud-based demand-side and supply-side solutions are used by some of the largest advertisers and broadcasters in audio, reaching over 245 million listeners monthly and serving billions of ad impressions per year.

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