TUNE IN
Live Sports. Music.
News. Podcasts.

TuneIn & RadioDNS

General Assembly - 02.10.21

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TUNE IN
Live Sports. Music.
News. Podcasts.

TuneIn Platform Overview

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Our Mission:
Reinventing radio for a connected world.

Live Radio. Sports. Music. News. Podcasts.

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REACHING THE WORLD

630MM
Total listening hours per month

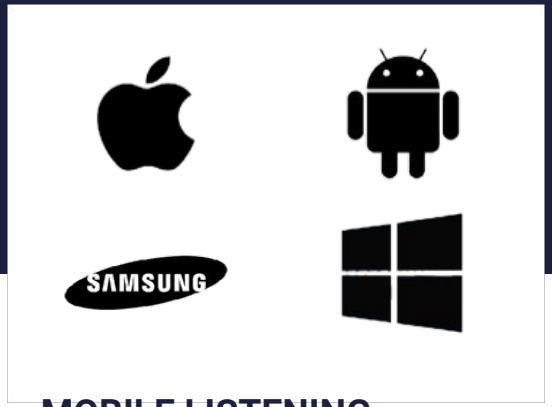
70MM
Global monthly active listeners

*24MM US Only

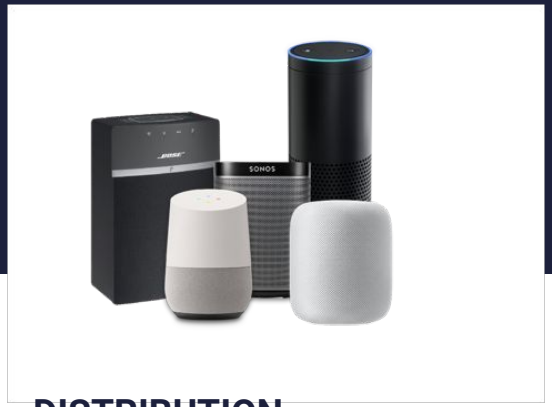
100K
stations across all genres

197
Countries and territories

Everywhere
Listening Happens

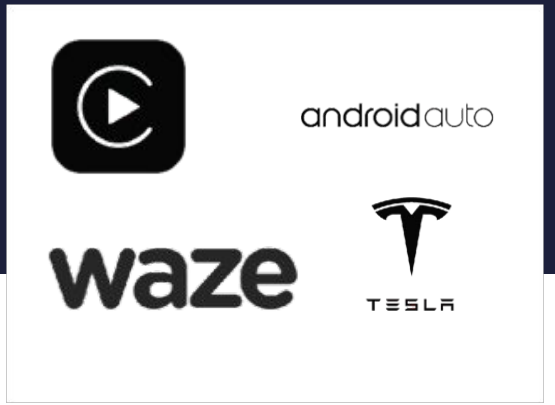


MOBILE LISTENING
150K Daily Mobile Downloads



DISTRIBUTION
250+ Connected Devices

TuneIn-enabled on Alexa, Google Home, Sonos, Bose SoundTouch, and Apple HomePod & Siri



IN-CAR AUDIO
50+ In-Car Audio Platforms Including Apple CarPlay, Android Auto, Tesla, and Waze

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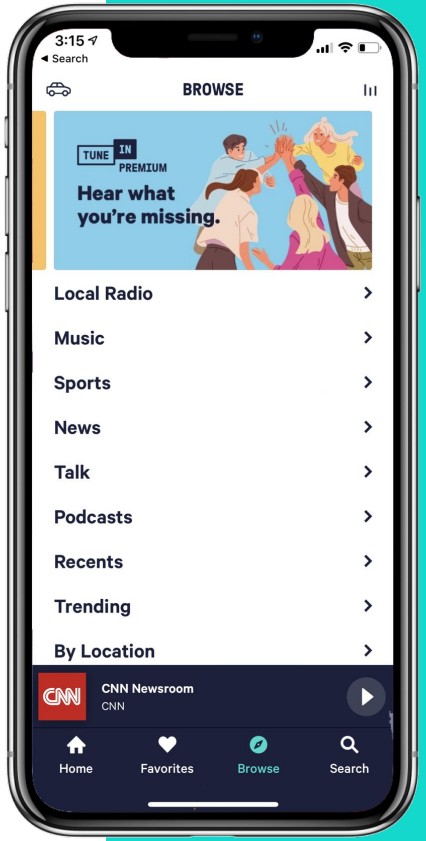
WHAT DOES A TUNEIN PARTNERSHIP MEAN?

- Content distribution across connected devices, smart speakers, and connected cars
- Various monetization and sales sponsorship opportunities for stations and podcasts
- Detailed listening analytics with insight into listeners' location and device
- Promotional support to grow your listening and increase your audience reach



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TuneIn's New Leadership Team

Since closing our latest round of funding, TuneIn has brought on a new leadership that will guide the organization into sustainable growth in 2021 and beyond. Bringing on new executive roles such as CDO, CLO, CRO, and CTO aligns with our company goal of driving the digital radio and streaming industry to new heights.

Chief Executive Officer

Rich Stern

Chief Revenue Officer

Rob Deichert

Chief Content Officer

Kevin Straley

Chief Legal Officer

Yasmin Coffey

Chief Data Officer

Salik Syed

Chief Product Officer

Joe King

Chief Technology Officer

Paul Brody

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TuneIn & RadioDNS

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TuneIn & RadioDNS Timeline

TuneIn's integration with RadioDNS is a key project that aligns with our broadcast strategy and company mission: to reinvent radio for a connected world.

Q1 2020

TuneIn joins RadioDNS as a member and begins foundational work to integrate with the RadioDNS Standard to ingest station information from SI feeds.

Q4 2020

Completion of integration by TuneIn's product and engineering teams, including initial testing launching with our first partner.

Q1 2021

Partner with RadioDNS on communication to broadcasters about TuneIn's recent integration so that they can begin to send SI feeds for automated updates to station metadata.

Q2 2021+

Continue to onboard SI feeds for broadcasters and iterate on process for any required tweaks or improvements.

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Championing Our Broadcasters & Radio Partners

Broadcasters use TuneIn every day to make their radio stations available to engaged and diverse audiences around the world. Many broadcasters already use RadioDNS' open standards, and the number is growing.

Our new integration with RadioDNS aims to champion their voices while optimizing listener experiences on devices globally.

TuneIn joined RadioDNS with the belief that through the standardization and automation of station metadata and information via the RadioDNS organization, we can improve the experience for listeners and broadcasters on the TuneIn platform.

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Problem Framing:
The Need for RadioDNS

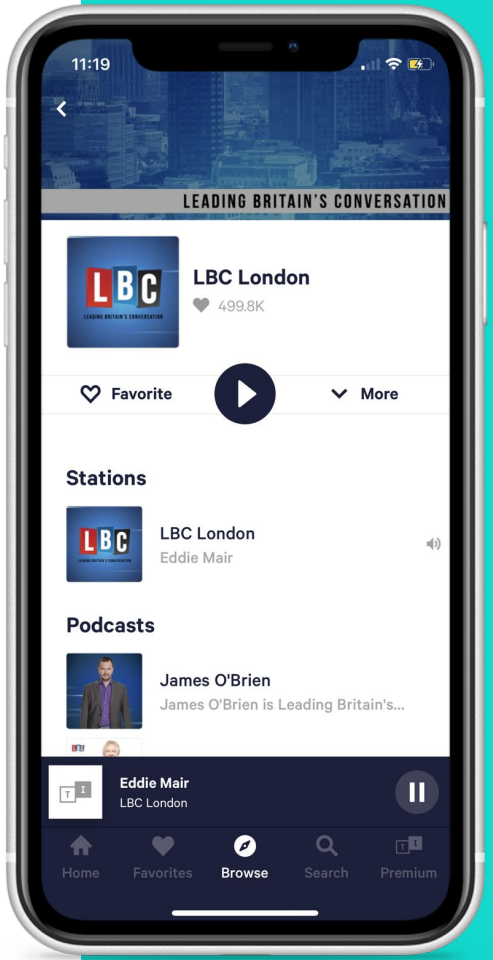
TuneIn's current content update system is highly manual and not streamlined for broadcasters to quickly update information across their dozens or hundreds of stations on the TuneIn platform.

Challenges

- The lack of a automated solution to update station information on TuneIn can result in errors and inconsistencies, including issues with logos, station schedules, and streams
- Broadcasters have to manually request updates to content on TuneIn, which then takes time to organize, process, and enact on
- Some broadcasters have their own API integration, but the lack of consistency across different broadcasters makes it difficult to scale a solution for all broadcasters on TuneIn

Solution

- RadioDNS allows for a standardization in automating station metadata updates directly to the TuneIn platform, which is refreshed every 24 hours
- Broadcasters have the power to make updates on TuneIn within one day without the need for communication to to TuneIn
- TuneIn's platform can integrate with a single standard applied to all DNS members and partners that share their SI feed with TuneIn



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Integration Features

TuneIn's adoption of RadioDNS's standards will provide a solution for streamlining the way partner stations providing metadata to them.

Through this rollout, our CMS (RadioMill) will enable the delivery of:

- Official naming, descriptions, and logo assets
- Stream updates
- Genre changes
- Schedule changes

This initial rollout will **NOT** include:

- Updates to affiliation/network sets - this will still be done manually by authorized employees of TuneIn
- Updates to geo-restrictions - this will still be done manually by authorized employees of TuneIn

Authorized employees of TuneIn will still retain the ability to make manual changes.

TUNE IN + RadioDNS HYBRID RADIO

Contributing to the RadioDNS Community

As a member of RadioDNS, our reach would allows us to advocate for more broadcasters and device manufacturers worldwide to utilize and improve RadioDNS' standards.

At the same time, collaboration with our co-members would inform and facilitate a key feature of our global strategy: facilitating smooth and seamless broadcaster and user experiences both now, and in the future.

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Next Steps

Broadcasters with existing RadioDNS feeds can share the SI feeds with TuneIn for us to set up the ingestion and automated station metadata updates.

TuneIn will also be sending outreach to its existing broadcast partners to let them know of our recent RadioDNS integration. We will share information on how to implement the RadioDNS standard and its benefits if they are not already set up.

Please reach out to contentpartners@tunein.com to get set up or if you have any questions.

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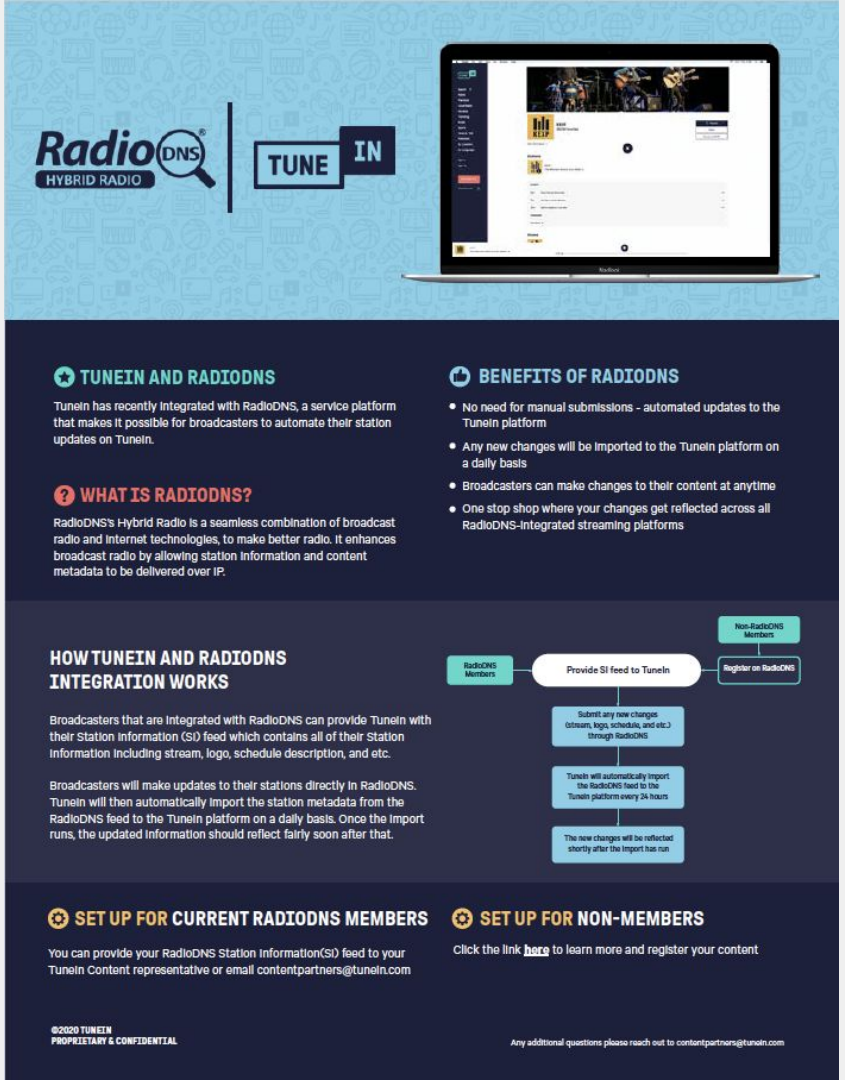

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THANK YOU

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