



# jango

Media Kit

# What is Jango?

## Fast-growing, engaging music discovery site

### Leading streaming music service

- Fun, social way to create & share custom radio stations playing the music you want - legally & free
- Immersive, engaging and highly interactive

### Over 3MM monthly uniques (U.S.)

- 10+ million registered users since launch in Nov. 2007
- 54% Female 46% Male
- 35% 18-34
- 30MM page views monthly

The screenshot displays the Jango website's user interface. At the top, a music player is active, showing the song 'Black Jesus + Amen' by Lady Gaga. Below the player, there are sections for 'Your Stations' with a list of radio stations like 'Adele Radio' and 'Coldplay Radio'. A central area features a video player for 'BORN THIS WAY' by Lady Gaga, with lyrics and a 'Watch Video Now' button. The bottom section includes a 'Genre Stations' list, a 'Follow' section for 'CHRISTIE'S JOURNEY', and a 'Friends Radio' section. Various promotional banners for Norton 2012 and citi are also visible.



"I'm in love with Jango"



"Extremely social streaming radio"



"we love you so much Jango"



"Superior... more than solid"



"Straight-forward and easy to navigate"



"refreshingly simple online radio"



"Pandora on steroids"

The Jango logo is displayed in a large, white, stylized font against a blue background with a faint image of a person.

# Jango's strengths over other music players/services



## The Music

- A better platform for exploring independent, avant-garde music & artists

## User Experience

- We do not interrupt the listening experience with ads as much as other services do

## ROI For Advertisers

- We serve ads only when we know the user is focused on the site: only upon user interaction (skipping songs, changing stations, navigate)
- Fewer ads per user per day - your message doesn't get lost among lots of other ads

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# Active eyeballs, not just passive listeners

Content-rich & social with engaged, interactive audience

Just enter an artist to start a station you can share with others

The screenshot displays the Jango website interface. At the top, there's a 'New Station' search bar with a dropdown menu showing 'Coldplay Radio' selected. Below this is a 'Your Stations' list. The main player area shows 'Clocks' by Coldplay with a play button and a video player. To the right, there's a social media feed with a tweet from @coldplay and a video player. Below the player, there's an 'odwalla' banner and a 'Find your flavor at Odwalla.com' link. The bottom section features a 'Welcome, Gid' message, a 'How Jango Works' section with an eBay ad, and a 'Genre Stations' section with various music categories like 'Top 100 by Jango', 'Hot Hip Hop / R&B', 'Hot Country', and 'Love Songs'. There's also a 'Friends Radio' section with a 'NEW' badge.

See which friends like the music playing, share and introduce friends to this artist

More content and people to interact with

The Jango logo is displayed in a stylized, white, rounded font against a blue background with a faint image of a person.

# Why advertise on Jango?

The screenshot displays the Jango website interface. At the top, a music player is active, showing the song "Rolling In The Deep" by Adele, with a progress bar at -3:30. The Jango logo and "English | Log Out" are in the top right. Below the player, there's a "Your Stations" sidebar with "Adele Radio" selected. The main content area features a "Click for Full Lyrics" section for "Rolling In The Deep" and a "Watch Video Now" button. Below this, there are several promotional banners: "odwalla Click to shake our tree and see some goodness.", "Find your flavor at Odwalla.com", "Welcome, Gid", "How Jango Works", "Genre Stations" (listing Top Stations like Alternative, Blues, etc.), "Love Songs" (listing artists like Mariah Carey, Berlin, etc.), "AT&T High-Speed Internet" (with a "24,000+ WI-FI HOTSPOTS" badge), and "Friends Radio" (with a "NEW" badge).

Active, engaged eyeballs

Powerful targeting capabilities

- Age, gender and location based on registration and Facebook Connect data
- “Music taste” targeting - based on correlation between music taste and brand/product propensity

The Jango logo is displayed in a large, white, stylized font against a blue background with a faint image of a person.

# Flexible Standard and Custom Ad Units

The collage illustrates various ad units on the Jango website, including:

- Music player interface with artist information and video options.
- Octwalla advertisement for a tree-shaking product.
- Genre Stations section with an eBay advertisement.
- New Station interface for Porcelain's 'Moby' with a large interstitial advertisement for Dasani water.
- Friends Radio section with a 'New!' badge.

## Standard IAB units

(expandable rich media is an option)

- 728x90
- 300x250
- 160x600
- 300x600
- Roadblock combos (including 1280x800 wallpaper/skin)

## Standard video formats

- served with a value add 300x250 companion

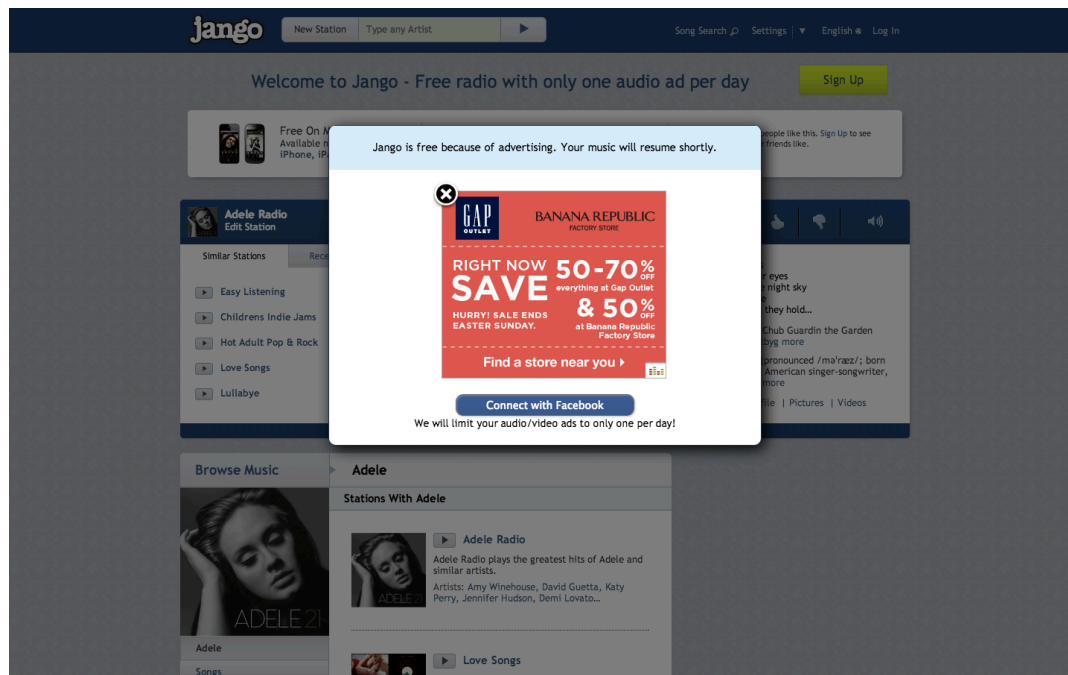
## High impact units

- 600x400 interstitial
- homepage takeovers

## Branded Stations and Advertiser Sponsorships on Jango

The Jango logo is displayed in a stylized, white, rounded font with a blue outline, set against a background of a collage of various images.

# Audio Ads- In overlay w/ display companion



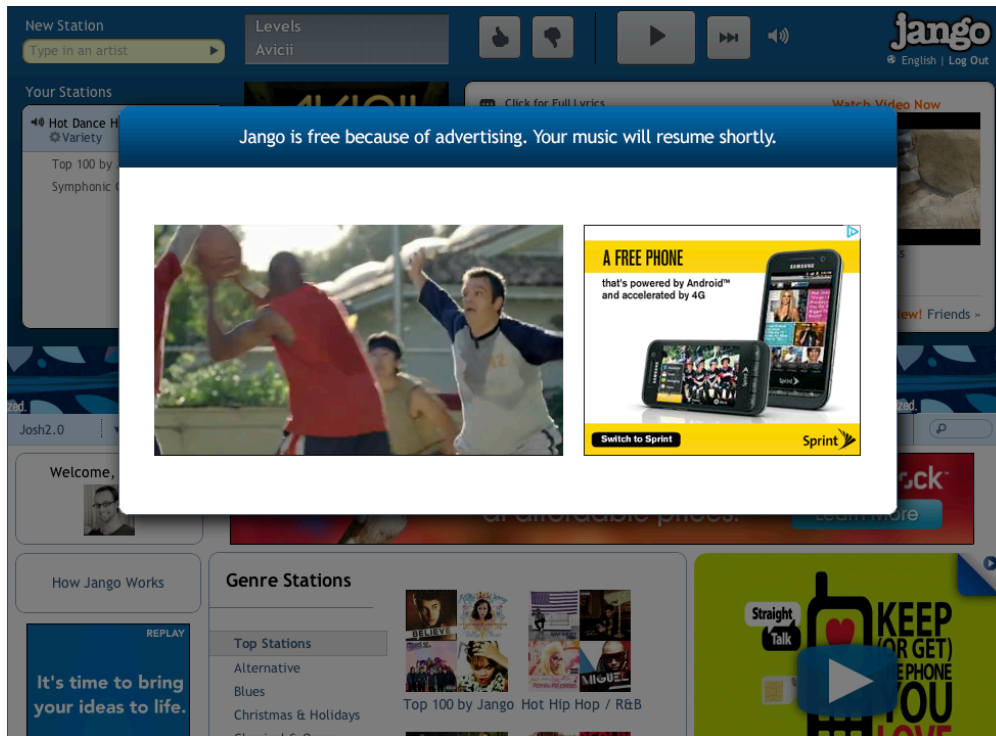
## Eyeball Guarantee

- Served only **ON USER ACTION** (user clicking to play a song, tune into a station, etc.)
- Stops the music, takes over the page for duration of the Ad
- Box unit next to the video, increasing attention and CTR

**High Impact: CTR's typically 1% - 1.5%**



# Video Pre-Rolls - In overlay w/ display companion



## Eyeball Guarantee

- Served only **ON USER ACTION** (user clicking to play a song, tune into a station, etc.)
- Stops the music, takes over the page for duration of the video
- Box unit next to the video, increasing attention and CTR
- Entire overlay can be branded and include more campaign elements
- Supports all video formats including 300x250 and 640x360, plus 300x250 or 300x600 display companion

**High Impact: CTR's typically 1.5% - 2.5%**

The Jango logo, featuring the word "jango" in a stylized, lowercase, white font with a thick black outline, set against a blue background with a faint image of a person.



# Homepage Takeover

The screenshot shows a Jango homepage takeover. At the top, a music player is active, displaying the song "Love The Way You Lie" by Eminem. The player includes a search bar, a list of "Your Stations" (e.g., Hip-Hop Hoorary, Classic Rock), and a "Watch Video Now" button. Below the player is a large advertisement for the 2012 Chevy Sonic, featuring the text "EPA-ESTIMATED 40 MPG HIGHWAY" and "LET'S DO THIS". The main content area is divided into several sections: "Genre Stations" with a list of genres (Alternative, Christian & Gospel, etc.), "Top Stations" with album covers for "Top 100 by Jango" and "Fresh 40 by Jango", and a "Discover Independent Music on Band Central" section. A Facebook widget for "Jango Radio" is also visible, showing 97,494 likes. The takeover is branded with "LetsDoThis.com" and "The all-new Sonic" banners.

Huge, high-impact takeover of Jango Home - the “front page” every user sees first on Jango

For registered users, this is also the personal dashboard/overview area where they spend most of their time

The Jango logo is displayed in a stylized, white, rounded font against a blue background with a faint image of a person.

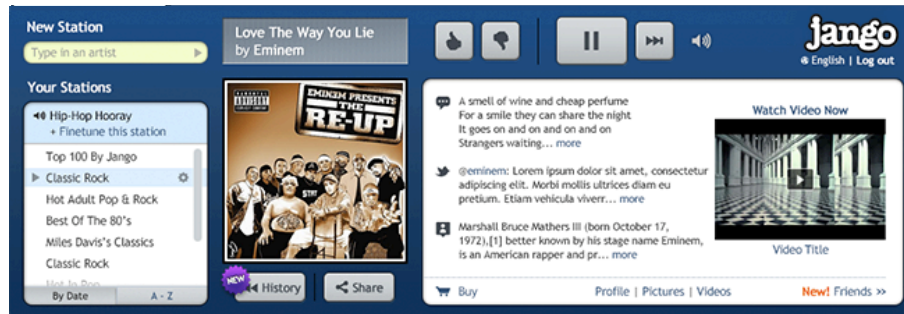
# Branded Stations and Traffic Drivers *that lead to...*

The screenshot shows the Jango website interface. At the top, there's a music player for 'Love The Way You Lie by Eminem'. Below it, the 'Your Stations' sidebar lists various music genres like Hip-Hop, Classic Rock, and Hot Adult Pop & Rock. The main content area features a 'GiftCards' advertisement and a 'Genre Stations' section. A red box highlights a 'Chevy Sonic' station card, which is described as playing a mix of indie music. A red arrow points from the text on the right towards this highlighted station.

- Branded Advertiser station or stations**
  - Curated in a campaign relevant theme
- Heavily promoted across the site**
  - Integrated, editorial modules throughout the site drive users to tune-in and visit the mini-portal (shown on next page)

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# ...the Advertiser's "Mini-Portal" on Jango



## Additional Branding

Advertiser shows up as station host in the player and stays as long as the station plays

## Traffic Driver to Mini-Portal

When tuning into the station, users are taken to Advertiser's "Mini-Portal"

## Advertiser's "Mini-Portal"

Special content section where users can engage even deeper with Advertiser's brand - campaign content, sales offers, video - driving traffic to Advertiser's site

More examples from previous campaigns:

[http://www.jango.com/heart\\_beat\\_lounge](http://www.jango.com/heart_beat_lounge)

[http://www.jango.com/cedar\\_lounge\\_tunein](http://www.jango.com/cedar_lounge_tunein)

[http://www.jango.com/your\\_shape](http://www.jango.com/your_shape)

[http://www.jango.com/zune\\_hd\\_lounge](http://www.jango.com/zune_hd_lounge)

[http://www.jango.com/hyundai\\_lounge\\_tunein](http://www.jango.com/hyundai_lounge_tunein)

The Jango logo is displayed in a stylized, white, lowercase font with a blue outline, set against a dark blue background with a faint world map.

# The PushDown unit

960x66 expanding to 960x418 pushing the content down and allowing a half-page takeover

The screenshot shows the Jango website interface. At the top, there's a music player for Keane's "Somewhere Only We Know" (-3:42). Below the player is a "Your Stations" sidebar with options like "Coldplay Radio", "Adele Radio", and "Yael Naim Radio". The main content area features a "Click for Full Lyrics" section for Keane's song, a "Watch Video Now" button, and a "Buy" button. Below the music player is an Oodwalla advertisement with the text "Click to shake our tree and see some goodness." and "Find your flavor at Oodwalla.com". The bottom section includes a "Welcome, Gid" message, a Target advertisement for college supplies, and a "Genre Stations" sidebar with categories like "Alternative", "Blues", and "Christmas & Holidays".

The screenshot shows the Jango website interface with a music player for Nicki Minaj's "Starships" (-2:07). Below the player is a "Your Stations" sidebar with options like "Top 100 by Jango" and "Coldplay Radio". The main content area features a "Click for Full Lyrics" section for Nicki Minaj's song, a "Watch Video Now" button, and a "Buy" button. Below the music player is a large Oodwalla advertisement for "Shake well. Live well. Get good." with the text "Shake the tree to unleash our goodness." and "SAVE up to 90% on Name Brand Products". The bottom section includes a "Welcome, Gid" message, a "How Jango Works" section, and a "Genre Stations" sidebar.

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# Jango Radio Mobile App

Over 300,000 Unique visitors per day and growing  
Supports Android & iOS 320x50, 300x250 and  
interstitials

**Jango Radio**  
Jango.com - February 24, 2014  
Music & Audio

Installed

This app is compatible with all of your devices.

★★★★☆ (64,883) 8+ 23618 Recommend this on Google

**Description**

Jango Radio is a free, personalized radio service that plays the best music by artists you love. Just start with the name of one of your favorite artists, and Jango will create a custom station that plays similar music. Or you can tune in to hundreds of expertly programmed genre stations like Top 100, Hot in Hip-Hop, Indie Dance Hits & more... All with just one ad per day and unlimited free listening.

Already a Jango listener? Great! Just log in to access your existing stations, and create new ones right from your mobile device.

"I'm in love with Jango" - USA Today  
"Straightforward and easy to navigate" - Wall Street Journal  
"Refreshingly simple online radio" - C-Net  
"Makes it fun to discover new music" - PC World

## Jango Radio Mobile

[View More by This Developer](#)

By Jango

Open iTunes to buy and download apps.



[View in iTunes](#)

### Description

Jango Radio Mobile is a free, personalized radio service that plays the best music by artists you love. Just start with the name of one of your favorite artists, and Jango will create a custom station that

[Jango Web Site](#) • [Jango Radio Mobile Support](#) • [...More](#)

### What's New in Version 4.0.4

This addresses a bug in a 3rd party library which causes the app to crash on open for some users. Ironically this library is intended to help us understand crashes and errors.

### Free

Category: Music  
Updated: Feb 13, 2014  
Version: 4.0.4  
Size: 12.7 MB  
Language: English  
Seller: DKCM Inc.

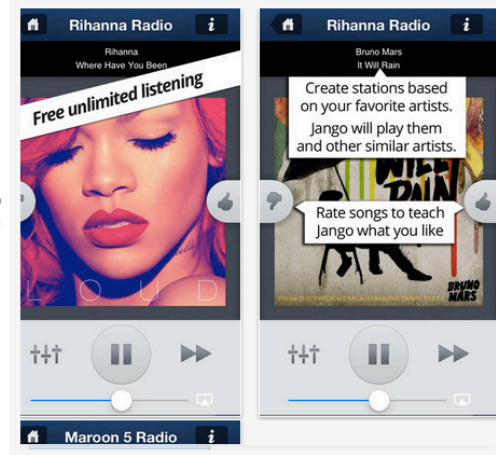
© 2013 Jango  
Rated 12+ for the following:  
Infrequent/Mild Alcohol, Tobacco, or Drug Use or References  
Infrequent/Mild Profanity or Crude Humor  
Infrequent/Mild Sexual Content and Nudity  
Infrequent/Mild Mature/Suggestive Themes

Compatibility: Requires iOS 5.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.

### Customer Ratings

Current Version:  
★★★★☆ 97 Ratings  
All Versions:  
★★★★☆ 8340 Ratings

### iPhone Screenshots



### Customer Reviews

Yesss \*\*\*\*\*  
by Kgomonkey

I love Jango it is so much better than pandora it has unlimited skips and just has better music also I had a small problem with me when I close the app it would stop playing music but I emailed the helpline and it was like really helpful and so thank you so much for having such a great helpline and all

Better than any other online radio \*\*\*\*\*  
by Confused perzon

I love the unlimited skips, the independent artists, the simplicity, the popular stations. This application is a must have for music. However, I would like a "liked" list to view what I've liked. Or at least a bookmark list. But all in all, the BEST online radio service to date.

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