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

What is Jango?

“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”

“USA TODAY” “WIRED” “TechCrunch”” “PCWorld” “THE WALL STREET JOURNAL” “cnet” “PC MAGAZINE”
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
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

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

More content and people to interact with
Why advertise on Jango?

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
Flexible Standard and Custom Ad Units

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
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%
Homepage Takeover

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

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)
...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/cedar_lounge_tunein
http://www.jango.com/your_shape
http://www.jango.com/zune_hd_lounge
http://www.jango.com/hyundai_lounge_tunein
The PushDown unit

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

Over 300,000 Unique visitors per day and growing
Supports Android & iOS 320x50, 300x250 and interstitials
For more information please contact:

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