

Programmatic Audio: The iHeart Advantage

Reach real people across broadcast, streaming, podcasts — all in your DSP.



America's #1 Audio Company

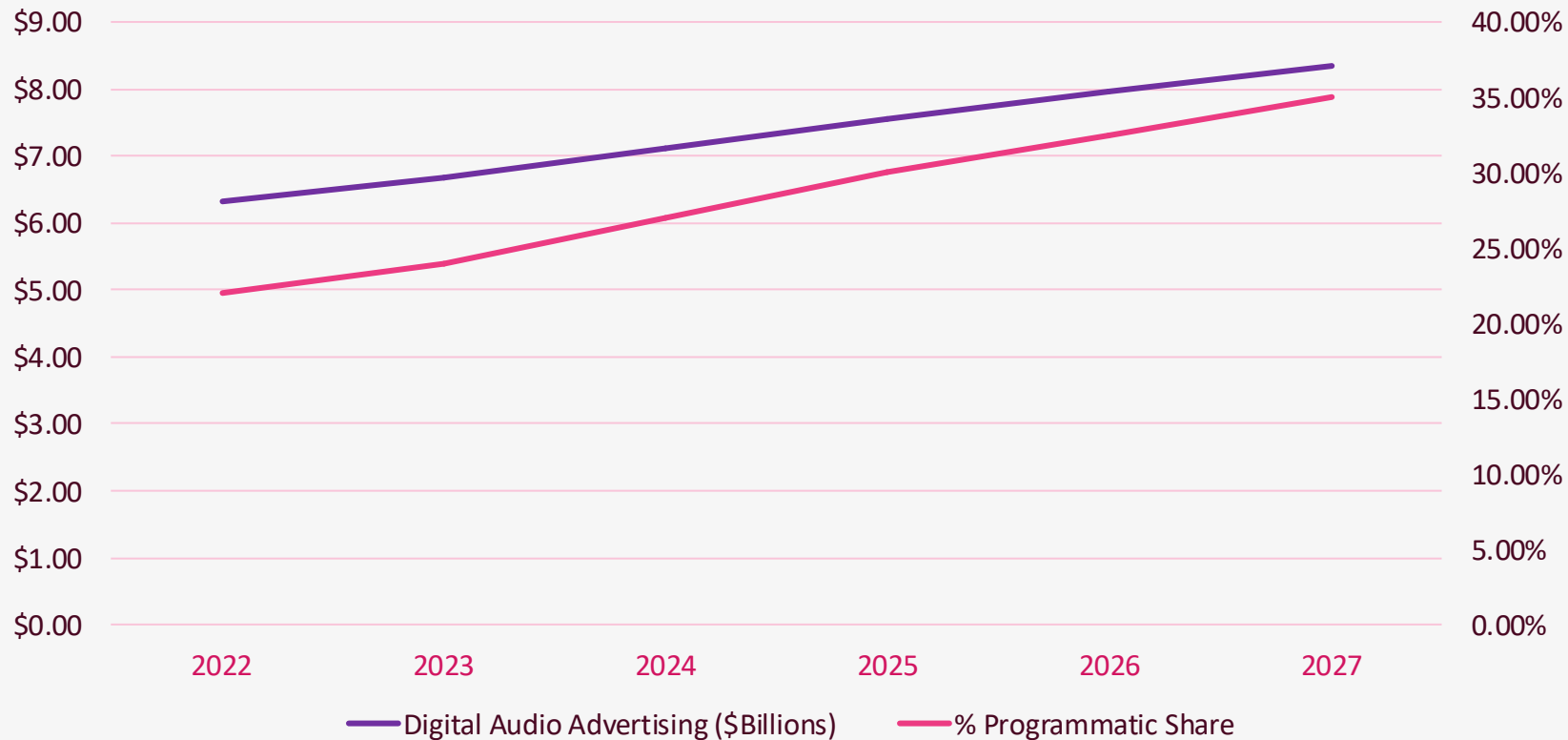
Reaching 9 Out of 10 Americans Every Month

Radio + Podcasts + Streaming + Influencers + Live Events | *Guaranteed Human*

Prepared for
Receiving Client Name
2025

Programmatic audio is growing fast as advertisers shift to automated buying.

U.S. Digital Audio Ad Spend and the Rise of Programmatic



Advertisers are shifting to automated buying for scale, efficiency, and smarter audience targeting — and audio is becoming a core part of that shift.

- Programmatic digital audio is projected to reach **\$2.6B by 2026**.
- By 2026, **one-third of all digital audio spend** will be programmatic.



iHeart reaches more listeners across more formats than any other audio company.

278MM

Broadcast listeners monthly — largest audio audience in the U.S.

~50%

Of all podcast listeners reached — bigger than the next 3 networks combined.

167MM

Monthly podcast downloads — #1 podcast publisher.

75MM

Digital listeners — one of audio's most unduplicated audiences.

90% not on Amazon Music, 84% not on Pandora, 71% not on Spotify.



We bring every major audio format together in one automated marketplace.

- **All Audio in One Buy:** Broadcast, streaming, podcasts, and iHeart Audience Network — all through one programmatic deal.
- **Premium, Brand-Safe Supply:** Trusted, regulated environments with exclusive iHeart content.
- **Simpler Planning and Buying:** Unified access reduces fragmentation and speeds up activation.
- **Scale With Precision:** One marketplace delivers massive reach with high-signal targeting power.



How we're modernizing programmatic audio for today.

Cleaner, More Efficient Supply Path

iHeart + Triton reduces intermediaries, preserves identity signals, and improves delivery efficiency.

Stronger Addressability

Identity partners like UID2, ID5, Publink, and ConnectID improve match rates and targeting accuracy.

Privacy-Safe Data Matching

Clean room integrations (Habu, Amazon) enable secure, privacy-safe audience matching.

Predictable, Scalable Activation

Programmatic Guaranteed now live across major DSPs for consistent, controlled performance.



Our identity resolution helps brands reach real people — not just devices.



Unified Listener Signals

150M+ signals connected across broadcast, streaming, and podcasts.



Person- and Household-Level Matching

TransUnion matching strengthens accuracy across devices and platforms.



Privacy-Safe Listener Profiles

Secure, enriched IDs improve targeting and attribution — without sacrificing privacy.



Better Identity = Better Performance

Higher match rates and cleaner delivery drive stronger campaign results.



Digital-level accountability across the audio ecosystem



Full-Funnel Measurability

Awareness, web lift, conversions, and sales across streaming, podcasts, and iHeart Audience Network.



Retail Media Network Integration

SKU-level, closed-loop attribution through leading RMN partners like Amazon, Walmart, Instacart, Kroger, CVS, and Roundel.



Flexible Third-Party Partners

Works with your preferred digital measurement vendors for brand lift, web lift, and sales outcomes.



Sophisticated Audience Targeting

Identity resolution ties impressions to actions across devices.



Buy iHeart programmatically in the DSPs you already use.

- **Flexible Buying Paths**
 - PG, PMPs, and Preferred Deals — whatever fits your workflow.
- **Available in Every Major DSP**
 - DV360, Yahoo, TTD, StackAdapt, Amazon DSP, Basis, DeepIntent, Walmart DSP, and more.
- **Broadcast Now Activates Programmatically**
 - Select DSPs support programmatic access to iHeart's broadcast radio inventory.
- **Fast, Easy Setup**
 - Integrated workflows reduce friction for programmatic teams.





How to Get Started With iHeartMedia's Programmatic Audio

1. Work with your preferred DSP

Activate iHeart the same way you buy any other digital channel.

2. Choose your buying path

Programmatic Guaranteed, Preferred Deal, or PMP.

3. Define your audience

Use iHeart identity, first-party data, or your DSP's audience tools.

4. Launch across all formats

Streaming, podcasts, iHeart Audience Network, and select broadcast inventory.

5. Measure what matters

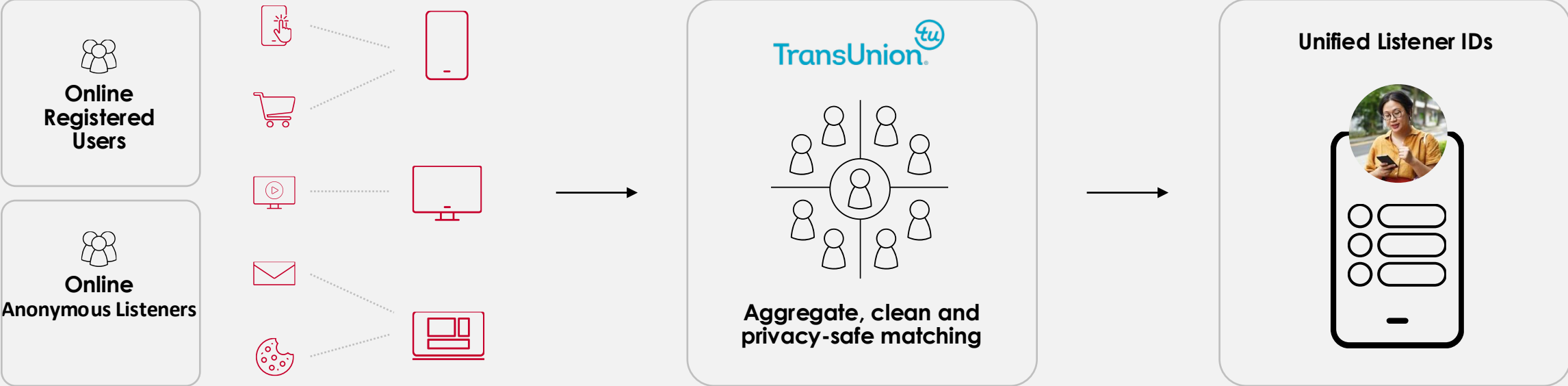
Full-funnel measurement with digital-level accountability.



Appendix



How iHeart Resolves and Matches Audience Identity



1. Listener signals

Data from registered and anonymous users across broadcast, streaming, and podcasts.

2. TransUnion Matching

Secure matching to household- and person-level IDs.

3. Enriched Insights

Attributes added to build a fuller, privacy-safe profile.

4. Unified Listener ID

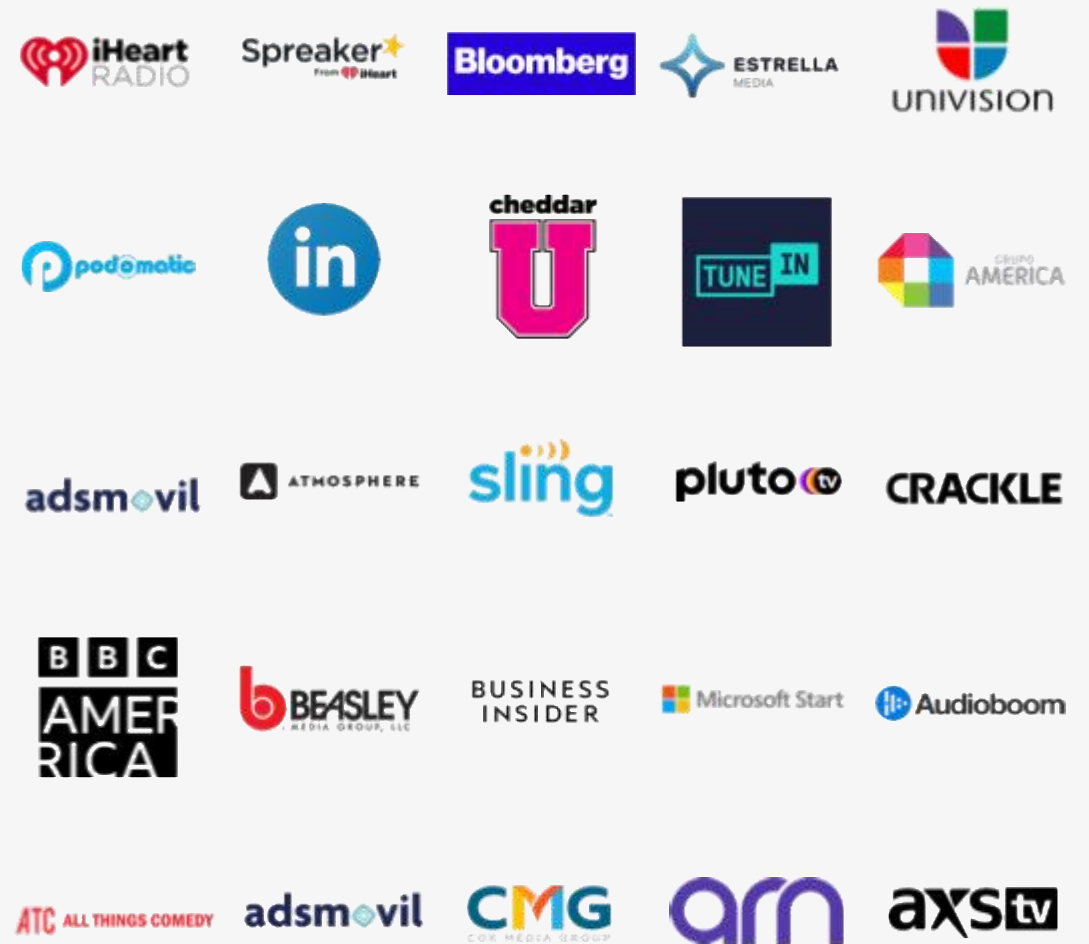
One ID that improves targeting, measurement, and match rates.



iHeart Audience Network — Programmatic Access

Brand-safe access to premium audio, video, and display inventory directly in your DSP.

- **Premium, Vetted Supply**
iHeart content + trusted publishers across audio, video, and display.
- **Brand-Safe Across All Formats**
Inventory reviewed and vetted — not user-generated content.
- **High-Performing Genres**
News, Sports, Music, Comedy, and more.
- **Transparent & Measurable**
Clear publisher lists and reporting.
- **Built for Scale & Precision**
Designed for broad reach and advanced targeting.



iHeart Programmatic Deal Types

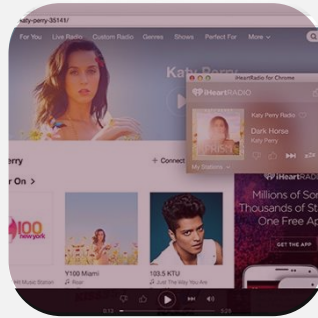
Programmatic Guaranteed (PG) → Preferred Deal (PD) → Private Auction (PA/PMP)



Broadcast



Podcast



Streaming



Video



























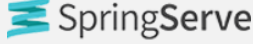







Display

Available Across Desktop, Mobile, Connected TV



iHeartMedia's Programmatic Snapshot

CHANNEL	SSP	DSP	DATA SOURCE*	INVENTORY	PERFORMANCE KPI
Streaming Audio		     	 <small>A TransUnion® Company</small> 	<ul style="list-style-type: none"> • :Cross-Platform :15, :30, :60, or :90 Second Audio with 300x250 Companion Banner 	<p>Brand Awareness</p> <p>Brand Affinity/Consideration</p>
Podcasts		     	 <small>A TransUnion® Company</small> 	<ul style="list-style-type: none"> • Podcast Pre-Mid- and Post-Roll ad spots :10-:60 	<p>Purchase Intent</p> <p>Website Visits</p>
Display & Video	  	 	 <small>A TransUnion® Company</small> 	<ul style="list-style-type: none"> • Desktop & Mobile Web Display • In-App Display • Cross-Platform Pre-Roll Video :15/:30 	<p>Online Transactions</p> <p>Retail Store Traffic</p>
Broadcast (BETA)		   	 <small>A TransUnion® Company</small> 	<ul style="list-style-type: none"> ▶ :30 second spots on iHM O&O radio inventory 	<p>Tune In</p> <p>CPG Brand Sales Lift</p> <p>Retail Sales Lift</p>

*Data segments available upon request, for broadcast DV360 coming soon



iHeartMedia's Programmatic Streaming Targeting Options

Ad Type	Private Auctions (PA)/(PMP)	Preferred Deals (PD)	Programmatic Guaranteed (PG)	Nuances
Dynamic Ad Creative	Yes*	Yes*	Yes	Must hit minimums in investments (12MM imps). CPM increases are the same as Direct IO.
3D Audio	Yes*	Yes*	Yes	\$350k min. spend. +25%
Geo/Demo/Genre/Category	Yes	Yes	Yes	
Psychographic Networks	Yes	Yes	Yes	
Station Sponsorships	No	No	No	Cannot run programmatically, Direct IO only.
Playlist Sponsorships	No	No	No	Cannot run programmatically, Direct IO only.
Streaming Companion Banners	Yes	Yes	Yes	Where available



iHeartMedia's Programmatic Podcast Targeting Options













AD TYPE	PRIVATE AUCTIONS (PA)/(PMP)	PREFERRED DEALS (PD)	PROGRAMMATIC GUARANTEED (PG)	NUANCES
Dynamic Ad Creative	Yes*	Yes*	Yes	Must hit minimums in investments (12MM imps). CPM increases are the same as Direct IO.
3D Audio	Yes*	Yes*	Yes	\$350k min. spend. +25%
Show Level Targeting with Brand Spots	No	Yes	Yes	
Geo/Demo/Genre/Category	Yes	Yes	Yes	
Psychographic Networks	Yes	Yes	Yes	
Host Read Ads	No	No	Yes**	
Slates	No	No	Yes**	
AI-Powered Brand Safety (Sounder)	Yes	Yes	Yes	

*If existing creative, yes

**PG on a case-by-case pre-approved basis













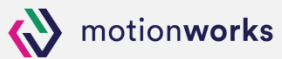


Audio measurement solutions exist for every KPI and channel

Performance KPI	Broadcast	Streaming	Podcasting	Preferred Vendors
Brand Awareness	✓	✓	✓	 Nielsen  dynata™
Brand Affinity/Consideration	✓	✓	✓	 KANTAR  SignalHill Insights  DISQO
Purchase Intent	✓	✓	✓	
Website Visits	✓	✓	✓	 claritas  ArtsAI
Online Transactions	✓	✓	✓	 MAGELLAN
Retail Store Traffic	✓	✓	✓	 FOURSQUARE  motionworks
Tune In	✓	✓	✓	 Nielsen  NCSolutions
CPG Brand Sales Lift	✓	✓	✓	
Retail Sales Lift	✓	✓	✓	 affinity solutions



iHeartMedia Broadcast Measurement Snapshot

KPIs	Web Visits <ul style="list-style-type: none"> Website visits Online transactions App downloads 	Leads/Conversions <ul style="list-style-type: none"> Website visits Online transactions App downloads 	Brand Metrics <ul style="list-style-type: none"> Awareness Affinity/Consideration Purchase Intent Message Recall 	Sales Lift/ROAS <ul style="list-style-type: none"> CPG brand sales Retail sales (Credit/Debit) 	Retail Traffic <ul style="list-style-type: none"> Retail store traffic
Message	Clear CTA aimed at generating immediate response (e.g., "visit xz.com")	Clear CTA aimed at generating immediate response (e.g., "visit xz.com")	Brand/product messaging to drive upper and/or mid-funnel metrics	Brand/product messaging focused on short-term in-store sales, ideally with a CTA for consumers to buy	Retail-oriented messaging focused on driving people into retail store locations
iHM Analytics Study	Web Lift	*Online Leads/Conversion Lift	Brand Lift	Sales Lift	Place Visitation Lift
Preferred Vendors	 	  	  	   	

*Attribution Minimums: 300K impressions per line per month for upper funnel actions (website visits) and 1M per line per month for lower funnel (purchases). Only applicable for direct buys.



iHeartMedia Digital and Podcast Measurement Snapshot

<p>KPIs</p>	<p>Leads/Conversions</p> <ul style="list-style-type: none"> Website visits Online transactions App downloads 	<p>Brand Metrics</p> <ul style="list-style-type: none"> Awareness Affinity/Consideration Purchase Intent Message Recall 	<p>Sales Lift/ROAS</p> <ul style="list-style-type: none"> CPG brand sales Retail sales (Credit/Debit) 	<p>Retail Traffic</p> <ul style="list-style-type: none"> Retail store traffic
<p>Message</p>	<p>Clear CTA aimed at generating immediate response (e.g., "visit xz.com")</p>	<p>Brand/product messaging to drive upper and/or mid-funnel metrics</p>	<p>Brand/product messaging focused on short-term in-store sales, ideally with a CTA for consumers to buy</p>	<p>Retail-oriented messaging focused on driving people into retail store locations</p>
<p>iHM Analytics Study</p>	<p>*Online Leads/ Conversion Lift</p>	<p>Brand Lift</p>	<p>Sales Lift</p>	<p>Place Visitation Lift</p>
<p>Preferred Vendors</p>	