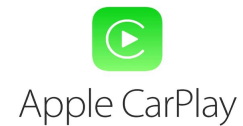


# Audio streams vs. Portals: A common cause of confusion

Portals are a gateway to Audio Streams & Podcasts.  
*Audiology's supply is available on ALL the Portals*



SONOS



**audiology**  
BY KATZ

# Three audio-centric Portals cause the most confusion



Owns 850 of 1700+ station streams on their portal.  
Others are owned by:

- Alpha
- Beasley
- Cox
- Cumulus
- Entravision
- Emmis
- Salem
- and more



Owns 234 of its 500+ station streams on their portal.  
Others are owned by:

- Bonneville
- Cox
- Alpha
- Salem
- and more



Owns Tune In branded stations.  
Our supply on this app are:

- Emmis
- Radio One
- Cumulus
- Beasley
- ESPN
- and more

## → WHAT DO THESE PLATFORMS SELL?

- Their O&O Streams & Podcasts
- Pre-Roll Video & Display

If a listener clicks on a *non*-owned station stream, the portal no longer sells impressions against that listener. That is now Audiology's impression to sell. Audiology also represents the portal's O&O audio inventory.