



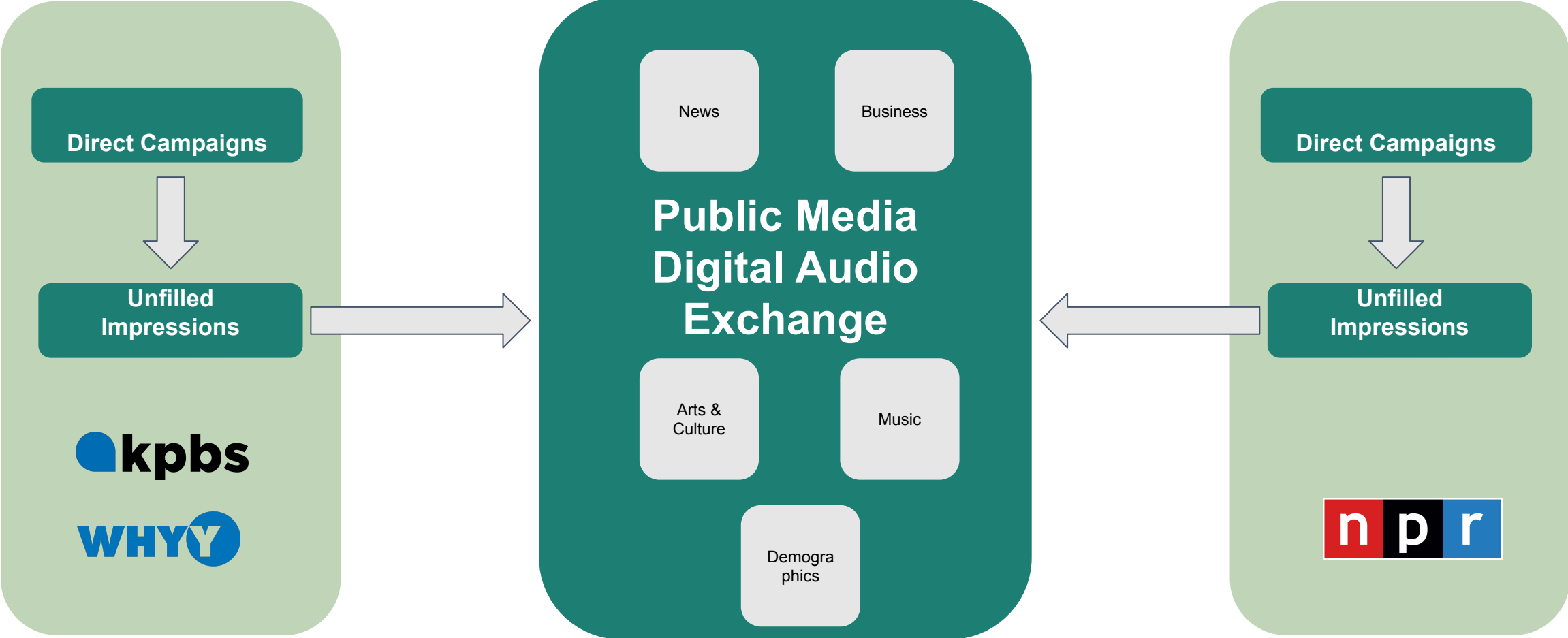
Public Media Digital Audio Exchange

Maximize the value of your podcast & audio streaming content

Public Media Digital Audio Exchange Goals

- 1. Maximize Revenue for Public Media Digital Audio --** All publishers have excess inventory; PMDAE helps leverage that for the system
- 2. Preserve Direct Sales Opportunity --** The PMDAE avoids sales channel conflict, protects direct sales, and protects against antitrust with fair business rules
- 3. Create a Local Sales Opportunity --** In late 2022, we plan to trial local-market sales by participant stations
- 4. Keep Public Media Podcasts Premium**

Unsold Inventory turns into Premium



PMDAE Requirements

- 1. Publisher must have compatible ad server (AdsWizz, Triton, or VAST-supported)**
 - a. If using StreamGuys to access AdsWizz for podcasts, podcasts must be hosted on StreamGuys and station must be using SGRecast**
 - b. If using Audioserve from StreamGuys for station live streams, no additional technology is required.**
- 2. Publisher must have existing sales relationship with NPM**
- 3. Publishers should have 100,000 monthly downloads/streams across portfolio**
- 4. Individual podcasts/streams should have a minimum of 25,000 monthly downloads**

Public Media Digital Audio Exchange Model

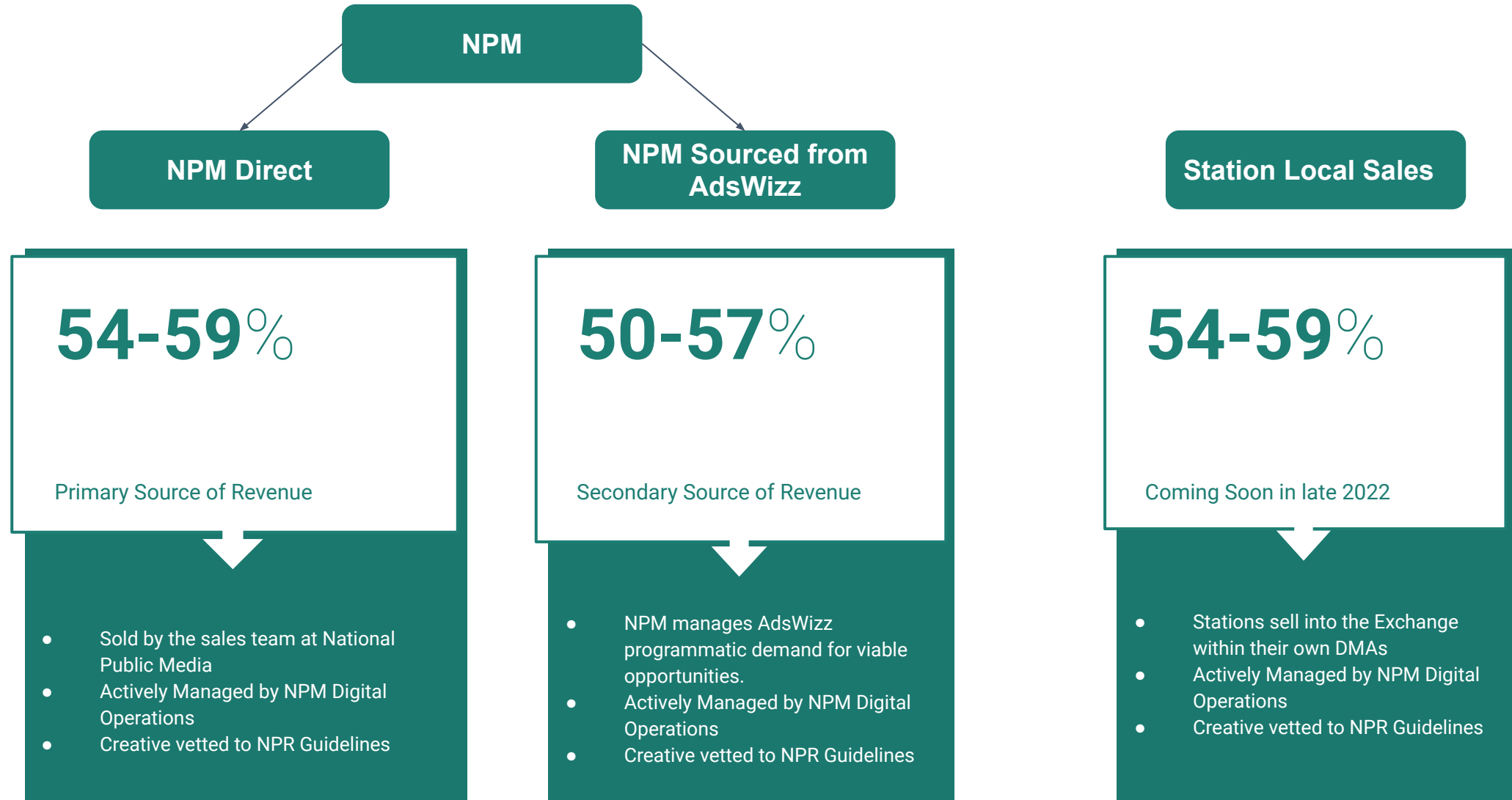
- 1. Publisher signs non-exclusive participation agreement**
- 2. Publishers connect podcasts and streams to PMDAE. Ad units include :15s/:30s**
- 3. Podcasts/Streams are grouped into topic**
 - a. Every topic must have at least 5 podcasts/streams from 2 publishers**
- 4. Publishers set private CPM floors for each podcast/stream**
- 5. Unsold inventory flows according to Publishers' rules**
- 6. Publishers approve campaigns**
 - a. Creative is pre-vetted according to NPR digital underwriting guidelines**
- 7. Publishers receive a ~54% revenue share payout on impressions run (net revenue of Gross Media Value)**

Business Model

| NPM as Seller | | | | | | | | | |
|--|----------------------------------|-----|--------------------|-----|------------------------|-----|-----------------------|--|--|
| | | | A | | B | | C | | |
| | Fee denominator | | StreamGuys Clients | | AdsWizz Direct Clients | | 3rd Party SSP Clients | | |
| | Gross Media Value | | \$ 1,000.00 | | \$ 1,000.00 | | \$ 1,000.00 | | |
| NPM (Seller Commission) incl. tech fee | of Gross CPM | 20% | \$ 200.00 | 25% | \$ 250.00 | 25% | \$ 250.00 | | |
| NPM (Production Fee) | of Gross CPM | 5% | \$ 50.00 | 5% | \$ 50.00 | 5% | \$ 50.00 | | |
| AdsWizz (Market Operator Fee) | of Gross CPM | 5% | \$ 50.00 | 5% | \$ 50.00 | 10% | \$ 100.00 | | |
| StreamGuys Service Fee (Platform Operator Fee) | of Gross CPM | 10% | \$ 100.00 | 0% | \$ - | 0% | \$ - | | |
| AdsWizz SSP Fee | Net CPM after NPM & PMPE MO fees | 10% | \$ 60.00 | 10% | \$ 65.00 | 0% | \$ - | | |
| 3rd Party SSP Fee (Non-SG/AW)* | Net CPM after NPM & PMPE MO fees | 0% | \$ - | 0% | \$ - | 10% | \$ 60.00 | | |
| Station Publisher | Net Revenue of Gross Media Value | 54% | \$ 540.00 | 59% | \$ 585.00 | 54% | \$ 540.00 | | |
| Total | | | \$ 1,000.00 | | \$ 1,000.00 | | \$ 1,000.00 | | |

*Using 10% as an example connection fee for a non-StreamGuys/Non-AdsWizz SSP

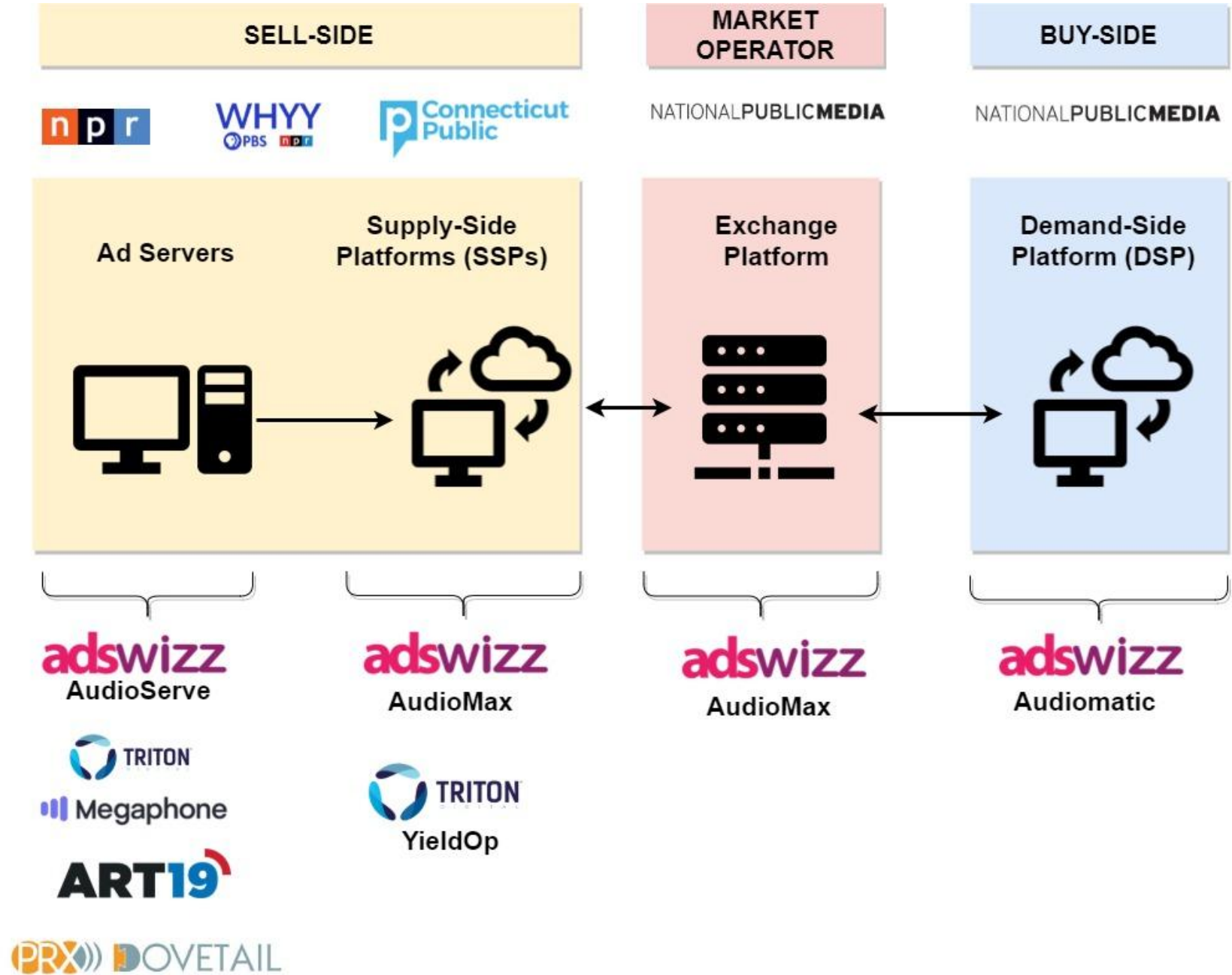
Revenue from 3 Sources



Timeline



One-time setup



Workflow

1

Sponsorship order is placed

2

Ad copy is vetted and approved via NPR Creative Guidelines

3

Approved audio ad is recorded

4

Order is trafficked via AdsWizz

5

Digital Ad Ops monitors and optimizes delivery

6

Delivery report and invoice is sent to Sponsor

Getting started



Sign a non-exclusive representation agreement with National Public Media



Participate in a one-time setup to connect publisher's ad server and AudioMax, the sell-side platform (SSP) used by the exchange.



Access the AudioMax platform to review creative and run reports.

- Publishers using AudioServe from StreamGuys to access AdsWizz will be placed in a shared, centralized AudioMax platform operated by StreamGuys

Questions?

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