**TEXT CHANGES :**

**Front Cover Outside :**

**Monetize your online audience with Exaget’s ActiveRadio technology.**

*Instead of*

~~Monetize your online audience with our clever new ad insertion technology.~~

*Additional message on the Front cover:*

**The power and intimacy of Radio**

**and**

**The engagement, targeting and accountability of Digital**

**Back Cover Outside :**

**Flexible options to adopt ActiveRadio**

**Power up your App with our Ad insertion technology**

Include Exaget’s ActiveRadio technology into your own application to get all the commercial benefits.

* Your App with your features and preferences
* Full Engagement, Targeting and Measurement capability
* Simple API with documentation and sample code
* No need to change your streaming provider

**Your own personalized App**

If you want a new App or improve your current one without entirely developing on your own, use Exaget’s White Label application and personalize it for your station.

* Personalize the App with your brand colours, logos and graphics
* Comes with integrated social networks, information services and various means to contact the station
* Single or multiple stations as needed.

**Broadcast through the UTuneMe App**

UTuneMe is an Exaget App allowing users to listen to internet radio. No station side integration. Self-service publication.

* Joint marketing with UTuneMe
* Increase your listener base
* Monetise your global audience

*Change contact email to*

shankar.meembat@exaget.com

**Front Cover (Inside) :**

*Replace the graphic with the attached front-inside-cover.ppt*

*Explanatory text at top changes to :*

Exaget’s ActiveRadio technology allows an advertiser to have instant **two-way** conversations with their target audience. Deliver an Audio message and get a Digital response.

**Back Cover (Inside):**

Know your digital audience

* Listening hours, weekly/daily/hourly patterns
* Listeners by demographics, location
* Loyalty of your listeners

We’ve made Ad insertion easy

* On the fly in-stream content placement
* Integrate ActiveRadio technology into your App
* “Ready to go” white label solution
* Self-managed campaign planning and reporting

Exactly on Target!

* Geo-location – current listener location
* Demographic – age, gender, preferences
* Mobile - Device model, Mobile operator