

LET'S TALK...

Internet Content & Commercial Delivery *Streaming done right for listener & advertiser.*

A radio station that is doing its job well isn't just a radio station anymore. A radio station that is meeting the needs of its listeners and its advertisers is, in fact, a *Media Station* – a multi-platform system for the delivery of audience content and the messages of the advertisers that support that content.

The delivery of KTBB's programming via the internet is an example of a Media Station done the right way – with both listener and advertiser in mind.



At KTBB, what goes On the Air is what goes Online.

The online program stream for many radio stations is not identical to what goes on the air. This is particularly true as it pertains to commercials. Those stations want you to pay extra to have your commercial message included online.

At KTBB, *what goes on the air is what goes online*. Your commercial message in KTBB's Internet audio stream is included in your on-air advertising purchase *at no additional cost* and is heard in real time online just as it is heard over the air.

KTBB offers a large and engaged online audience.

Here are some salient excerpts from the server statistics* of SecureNet Systems, the provider used by KTBB for Internet audio streaming.

- **Number of Monthly Listener Streaming Sessions:**113,074
- **Average Weekday Daily Listener Sessions:**.....5,222
- **Streaming Session Sources:**
 - Desktop computer.....29,804 (26.9%)
 - iOS (Apple devices).....17,874 (16.1%)
 - Android devices12,942 (11.7%)
 - TuneIn App (via desktop *or* mobile device).....50,225 (45.3%)

Put very simply, KTBB listeners take their favorite radio station with them wherever they go *and your commercial message goes with them*.

*SOURCE: SecureNet Systems 30-day trailing server statistics as of 03/31/16

Your KTBB Sales Executive can provide you with more details regarding KTBB's online and mobile audience.

