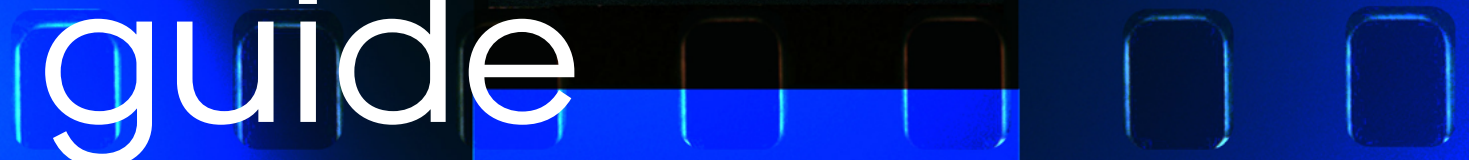


Entertainment guide

Driving tune-in and
moviegoers with Audio



Whether it's the grandeur of the big screen or the intimacy of streaming platforms, for movie studios, the ultimate goal beckons like a red carpet: ignite anticipation and attract the most viewers. And the ticket to success starts with capturing attention and excitement so audiences feel compelled to see the new release.

At Audacy, we understand the minds and hearts of the movie-loving audience. Our custom approach shines a spotlight on the immersive power of Audio to reignite both the nostalgia of experiencing theatrical releases on opening weekends and the pure fun of catching the hot hits at home.

So how can you captivate audiences and leave a lasting impression that drives them to tune in? We're here to help. It's time to take a seat and grab your popcorn — the show's about to begin.

Big screen to your stream: winning Audio plans for theatrical and streaming shows

Audacy's entertainment strategy balances precision and scale with holistic, multiplatform Audio campaigns. By curating compelling podcast titles, sparking buzz and awareness through Radio, reaching targeted audiences with streaming Audio, and driving engagement with exciting promotions, we forge intimate connections with diverse demographics. Whether it's female history buffs delving into Glennon Doyle or millennial nostalgia-seekers turning to hip-hop throwbacks, we orchestrate experiences that resonate deeply.

Radio

For buzz & awareness



Podcasts and streaming

For contextual & targeted audiences



Promotions

To drive engagement



Theatrical movie releases

Reviving the magic with Audio

While television and digital platforms require inflated investment from movie studios, the untapped potential of Audio – including Radio, podcasts, and streaming – stands as a beacon of opportunity in driving movie attendance.

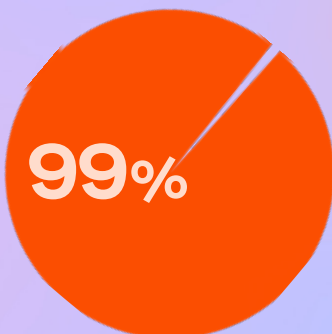
From enlisting charismatic radio hosts to orchestrating thrilling promotions and sweepstakes, Audio is the perfect platform for mass engagement as well as for increasing awareness and buzz for releases.

Indeed, ad-supported Audio boasts the largest reach among avid moviegoers.

AUDIO LISTENERS GO OUT TO THE MOVIE THEATER MORE

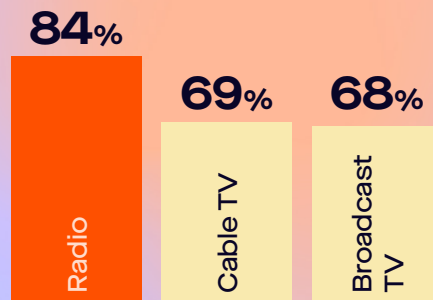
OPENING WEEKEND IS A BIG DRAW

Audio reaches 99% of opening weekend moviegoers



RADIO'S REACH OUTPERFORMS TV

Radio reaches 84% of moviegoers, surpassing cable and broadcast TV audiences



PODCAST LISTENERS ARE HEAVY MOVIEGOERS

Audience matters – and podcasts have the highest concentration of moviegoers



Streaming sensation

Activating key audiences

For streaming releases, the goal is all about driving tune-in. With key audiences scattered across the media landscapes, digital Audio joins the scene as a goldmine for ensuring tune-in with deep engagement and unwavering loyalty.

Subscribe to success: A staggering 95% of Audio listeners subscribe to streaming video services, with 70% poised to add another within the next three months. Amazon Prime Video, Hulu, Peacock, Apple TV – we have the highest indexes for subscriptions to these platforms.

Source: Audacy Hear Me Now Survey, Ask Suzy, N = 15,000, June, 2023

AUDACY LISTENERS SUBSCRIBE TO: (index values)

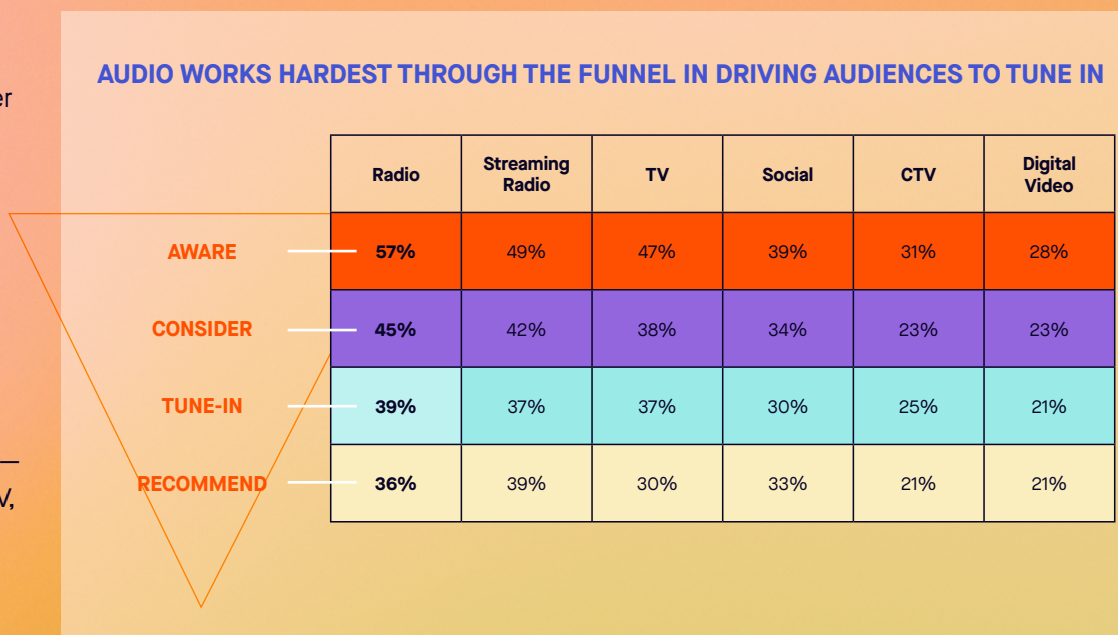
-  Apple TV+: 261
-  Hulu: 132
-  Peacock: 132
-  Amazon Prime Video: 130
-  Disney+: 126
-  Paramount Plus: 123

TO DRIVE ACTION AND TUNE-IN, AUDIO REIGNS SUPREME

So many media channels, so little time — and so much difficulty capturing consumer attention. But Radio and streaming platforms wield unmatched influence in compelling listeners to act.

And at every stage of the funnel, from awareness through the holy grail of audience tune-in, Audio channels don't simply excel — they consistently outpace TV, digital, and social media.

AUDIO WORKS HARDEST THROUGH THE FUNNEL IN DRIVING AUDIENCES TO TUNE IN



Your formula for success

Four must-know tips for marketing movies and tune-in

1 | Invite the right audience

Audio is the best at driving action – but you need to pick the right audiences. You want the best, and you’ll find them here at Audacy.

Entertain the idea of entertainment

Audacy listeners are avid consumers of entertainment including audiobooks, books, concert tickets, cultural event tickets, ebooks, movie tickets, sporting event tickets, and video games.

AUDACY LISTENERS OVER-INDEX FOR MOVIEGOING & TUNE-IN:

(index values)

Attend movies opening weekend: 159

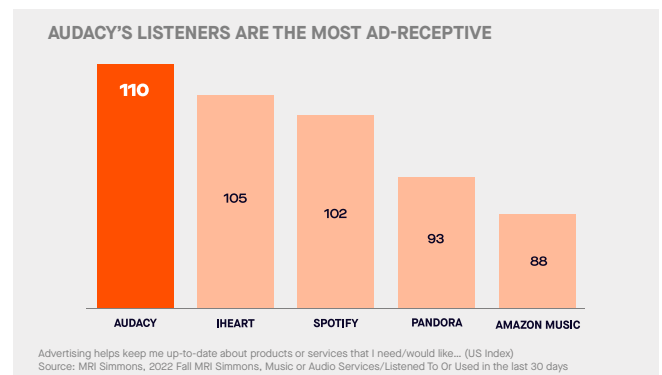
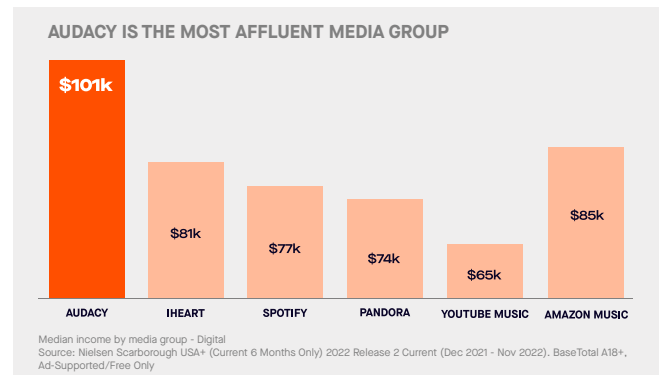
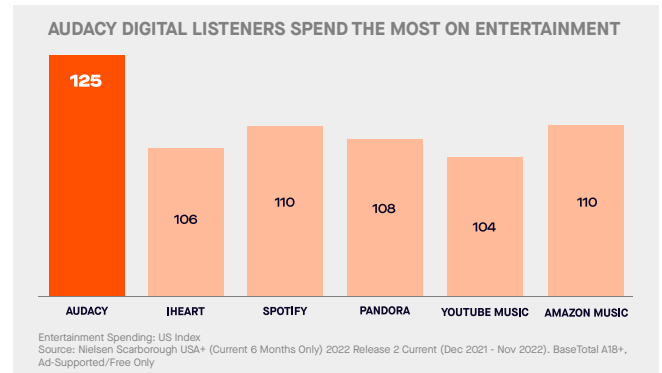
Attend 1+ movies per month: 135

Show me the money

With a median household income of \$100,000, Audacy listeners are more affluent than listeners who choose iHeart, Spotify, or YouTube. Audacy listeners tend to be concentrated in major markets, more established, and flush with disposable income. And they’re more than happy to exercise their purchasing power to be among the first to catch the latest potential blockbuster on opening weekend.

Stop, look, and listen

Audacy’s audiences are notably receptive to ads, particularly those that keep them in the know about things near and dear to their hearts.



2 | Unleash the power of hosts and creators

Hosts and creators connect with audiences not only through what they say, but also through how they say it. As a result, host-read ads or endorsements can carry immense influence, driving a staggering 53% of listeners to recommend the content to their family and friends. An impressive 60% delve deeper into the content after hearing host endorsements, a testament to the persuasive power of authentic voices.

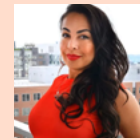
(Source: Ask Suzy Survey)

So when your trailer begins to make the rounds, kickstart the frenzy by enlisting local DJs to amplify anticipation. Pump it up with promotions such as sweepstakes and contests that infuse campaigns with a sense of urgency and anticipation. When the release launches, have those same DJs deliver live reads to promote the release, and then elevate the experience by having Radio personalities attend local premieres to see – and talk about – the show. And voilà – mere advertising transcends into cultural phenomena.

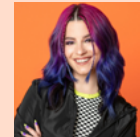


NETFLIX | The power of radio influencers:

Proving that Mother always knows best, we teamed up with *The Mother*, a Netflix thriller starring Jennifer Lopez, to drive excitement. Five of our female radio hosts representing stations and genres from across the country traveled to New York City for a live in-person interview with Jennifer Lopez, then went back to tell their listeners all about it – on air, online, and on their social media. Leading publications including *People* magazine picked up the story, and enthusiastic audiences tuned in for all the action during the premiere.



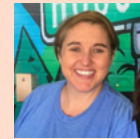
Corinna Delgado
Hot AC & Classic Hits
Baltimore & Washington, D.C.



Julia Lepidi
Top 40/CHR
Philadelphia, Phoenix
and Sacramento



Shelley Wade
Classic Hip Hop
New York



Sarah Pepper
Hot AC
Houston



Poet
Urban Contemporary
Washington, D.C.

2.3M Social Impressions





HULU | Podcasts power tune-in for Kardashians season 4:

This is the fourth season that this popular series has partnered with Audacy. We utilized a combination of host reads, producer reads, and a targeted addressable campaign across our entertainment network to drive tune-in.



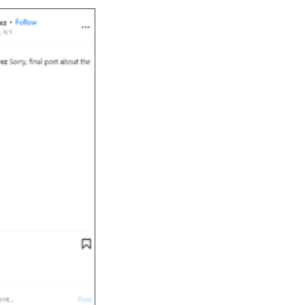
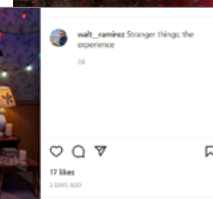
3 | Stranger but true: activate promotions and sweepstakes

To celebrate the release of Season 4 of *Stranger Things*, Audacy and Netflix partnered on a national contest that brought one lucky winner and a guest to New York to attend the premiere and visit the Stranger Things Experience. Our Alternative on-air host Kevan Kenney supported the contest with Radio spots and social media for his nearly 75,000 Instagram followers.



Kevan Kenney
Alternative On-Air Host
National

**74.1k
followers**



4 | Captivate with your creative

Theater of the mind is powerful, and with compelling music, strong sound design, attention-grabbing effects, and just the right voices, Audio campaigns do a tremendous job of boosting recall and driving interest. Ads with sonic branding are heard as more trustworthy and empowering, while music boosts ad energy and increases likability. Case in point: [the compelling voice and the Eurythmics' haunting "Sweet Dreams"](#) soundtrack in the trailer for the film *House of Gucci* drew in audiences eager to hear more.



Usher in the win with audio

As the curtains rise and screens flicker to life, make sure audiences flock to your newest releases by teaming up with the spellbinding **soundtrack of Audio**.

Let's talk

