



How to Make Money With Digital Audio
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Why Talk Audio?

- Audio Leads Video
- More content available
- Minimal bandwidth requirements
- Minimal device requirements





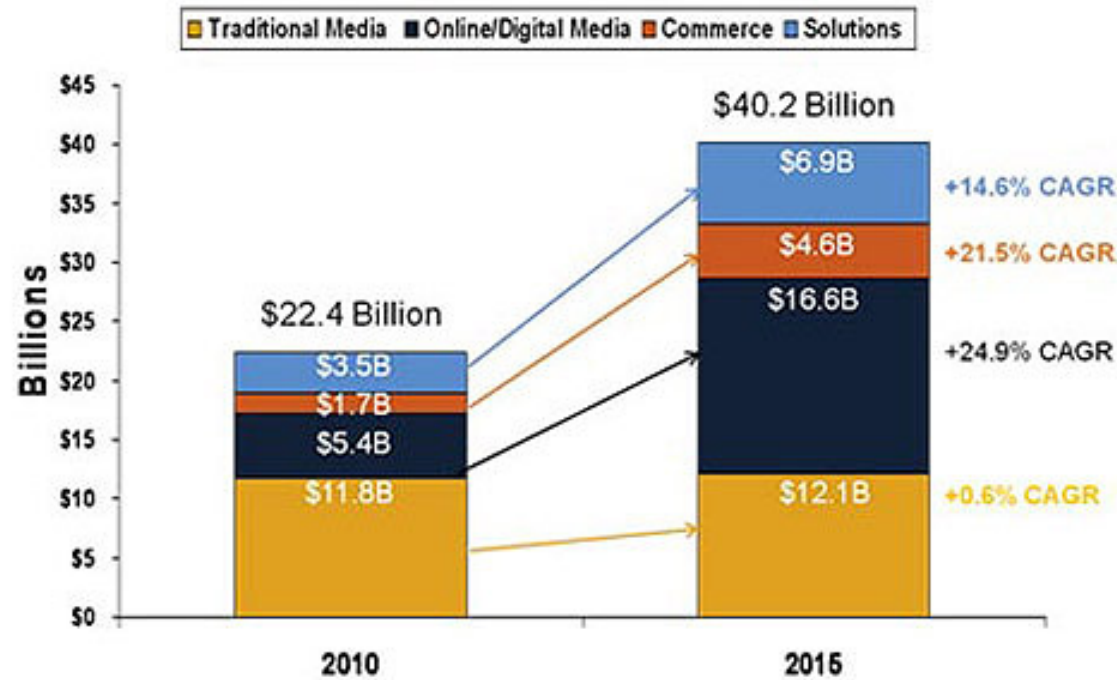
What is Abacast's Story?

- Founded in 2000
- Started as a CDN, P2P
- As the market evolved, we've evolved



Digital Advertising Growing

Advertising & Marketing Spending By U.S. SMBs



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Challenges With Audio Monetization

- Digital still bundled with terrestrial
- Local sales force confused how to sell digital
- CDN metrics not in the same language as ad agency metrics

Evolution of The Monetization Ecosystem

- Live digital radio solutions
 - Streaming
 - Ad Insertion
 - Ad Management
 - Royalty Reporting
 - Audience Metrics



Evolution of The Monetization Ecosystem

- Ad insertion and trafficking integrated with broadcast automation systems
- Syndicated content scheduled through the Ad Insertion System



Evolution of The Monetization Ecosystem

- Local ad sales necessary
- Ad networks
- Agencies



Evolution of The Monetization Ecosystem

- Enable additional revenue models
- Barter as a method of payment



Evolution of The Monetization Ecosystem

- Audience measurement
- Licensing Organizations



Monetization Ecosystem

- Grown out of audio – will be applied to video
- All parts play a different but vital role
- Complete ecosystem required



Digital Sales Blueprint

- It provides reach, frequency, and results for advertisers
- It's an efficient sales method
- Creates scarcity
- It uses all components of the ecosystem



Proof the Ecosystem Works

- Federated Media
 - Annual 83% gross profit margin in one month
 - “one-day” sale
 - Profit inc. all costs



Real-World Proof

- Neuhoff Media
 - Annual 50% gross profit margin in one month
 - Training is critical to success





Thank You

- For more information
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- Download our case studies here
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