

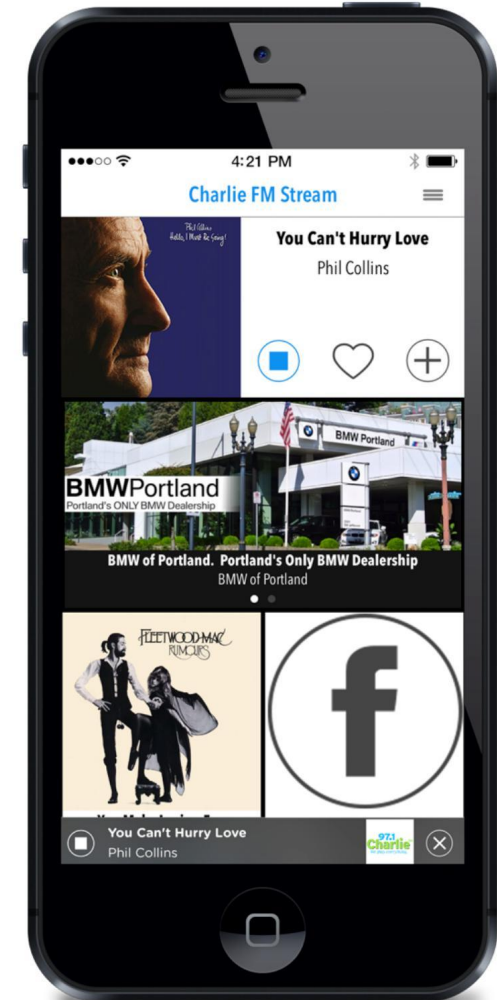
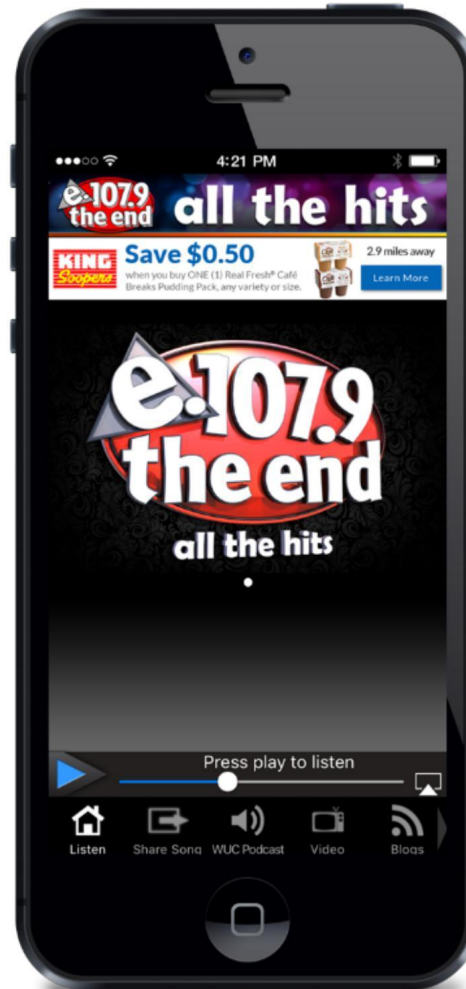


***The Top 10 Reasons Your
New Apps and Web Players
Are Better Than Your Old Ones***

First, some background...

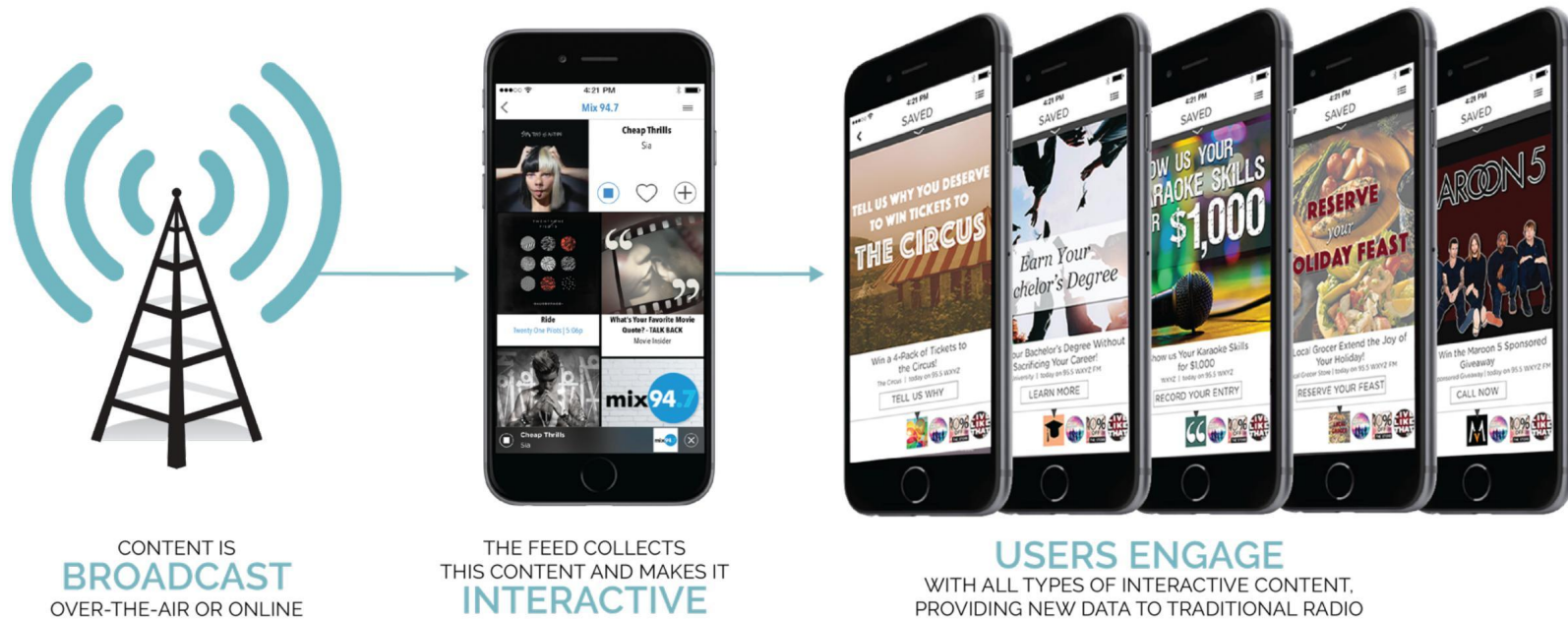
- Most radio station apps are static and boring.
- They offer limited content curation opportunities for stations, and no way for listeners to engage.

We are changing that!



Everything the listener hears should be interactive!

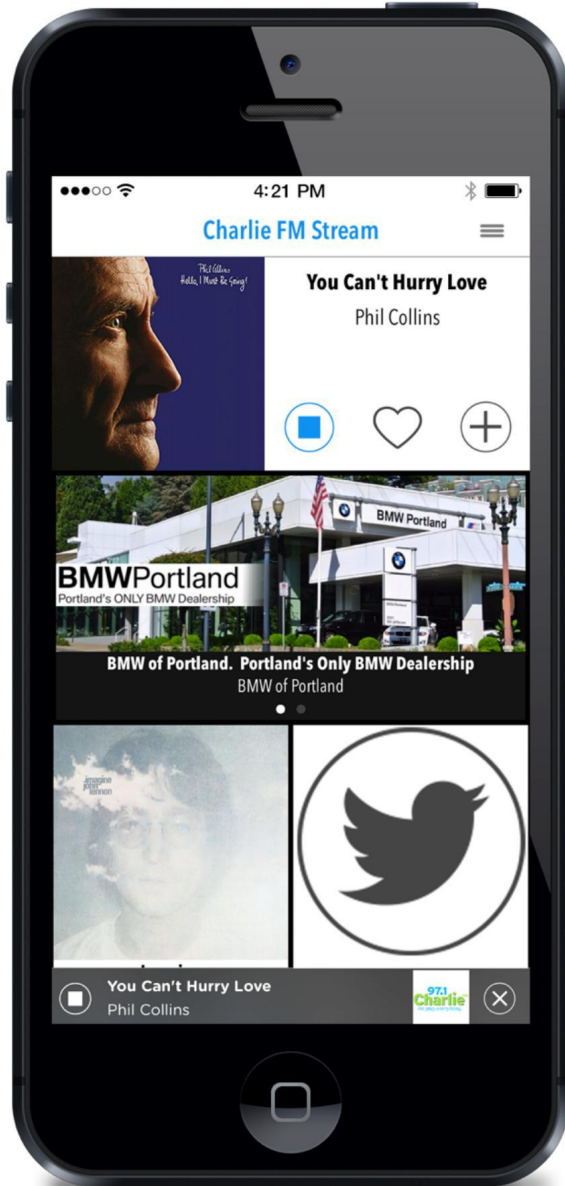
We automatically create an interactive “feed” of all audio content, for every station.



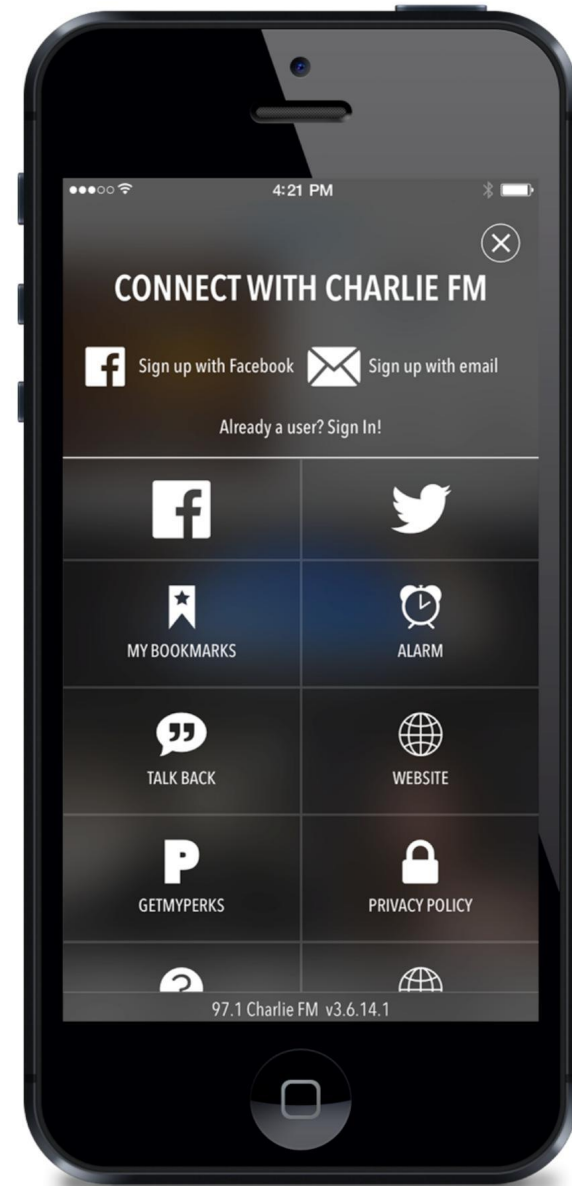
Non-audio content can be added to the feed, too, like Facebook posts, Tweets, news items, blog posts, podcasts, and more.

Real time, automated updates - No manual work - Built for audience engagement

Reason #1 – Everything your apps do now

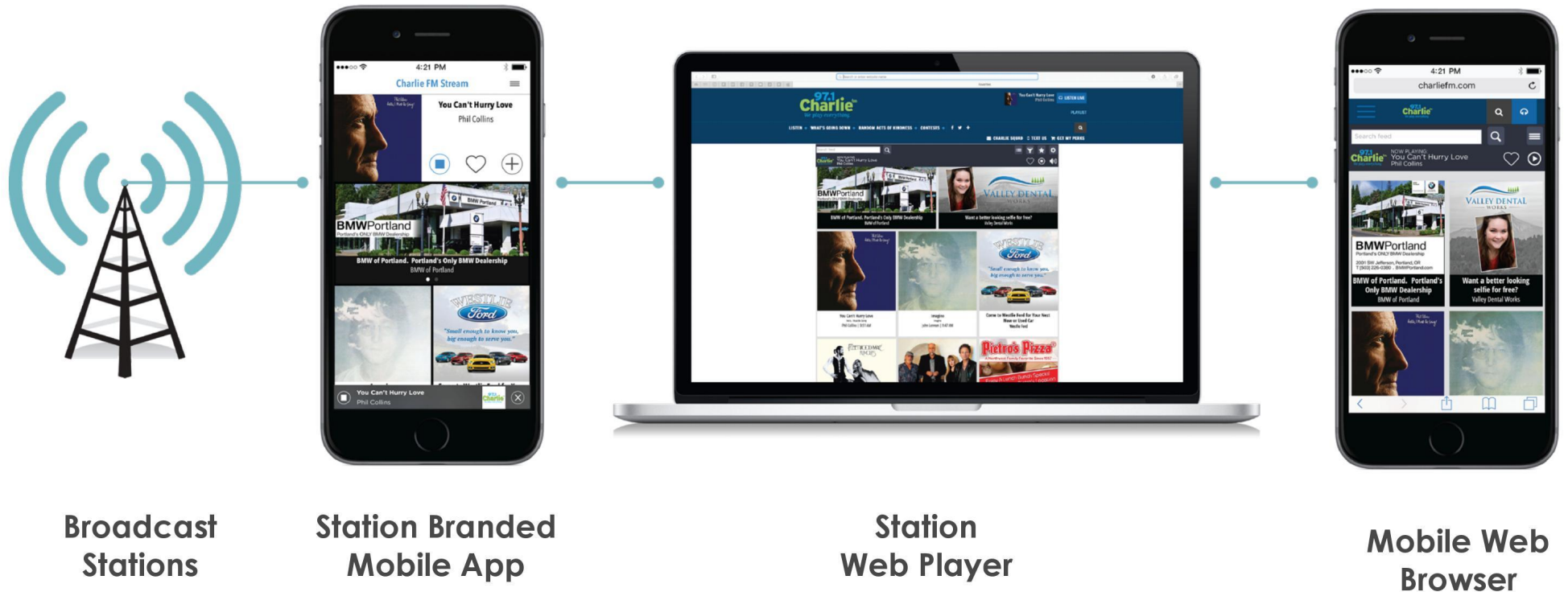


- Stream start/stop
- Now Playing
- Album art
- Artist info / song lyrics
- “Like” songs
- Purchase music
- Share music
- Talk Back
- In-car access
- Alarm clock
- Podcasts
- Navigation menu
- Splash screen
- In-app messaging
- User registration



Reason #2 – The listener's experience is universal

Same content - same experience – everywhere the listener goes.



On air content turns to digital action – *everywhere*.

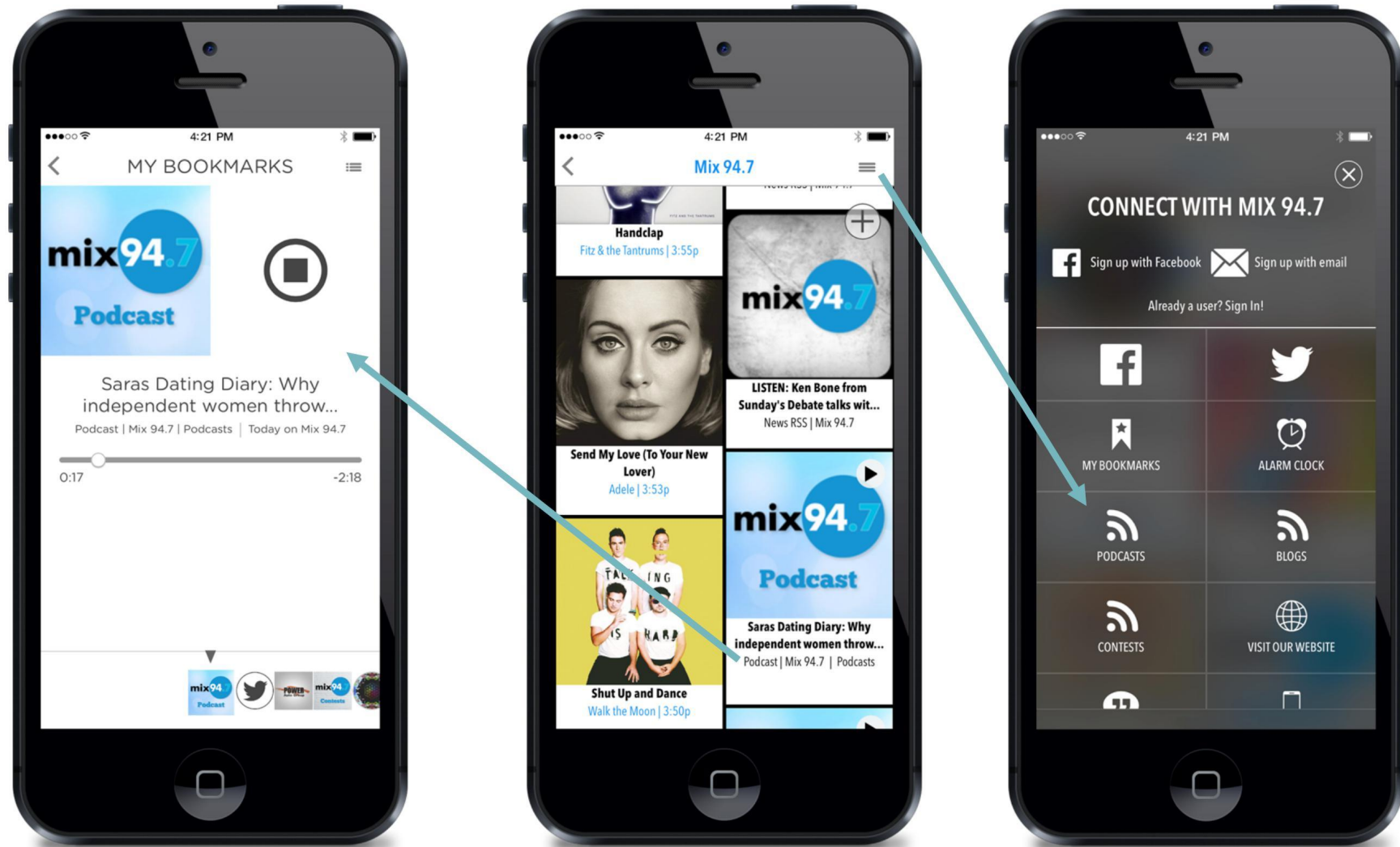
Reason #3 – Content you *already* create flows into the feed

Songs
Promotions
Ads
Social posts
Frequency content like:
Blogs and
Podcasts...

...it's all in your feed.

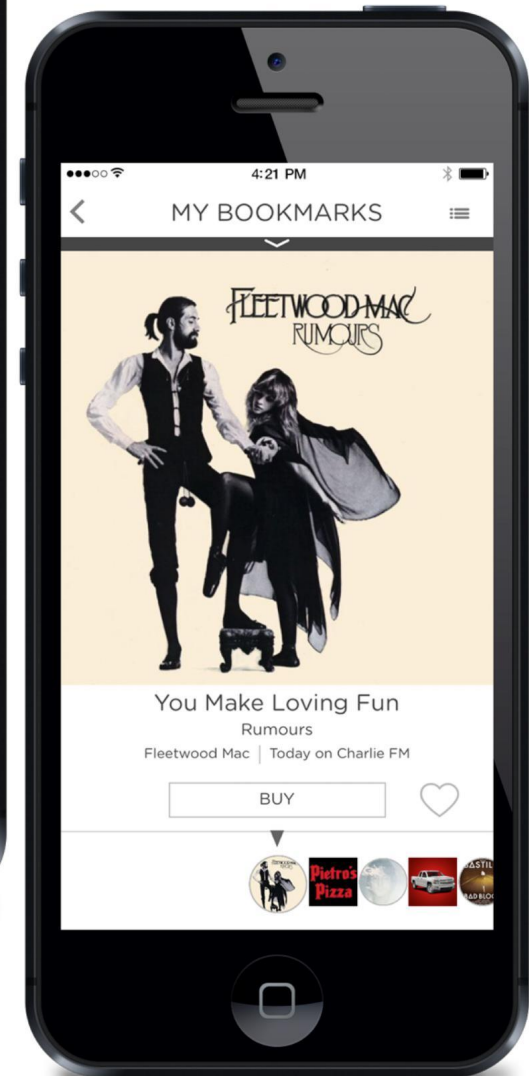
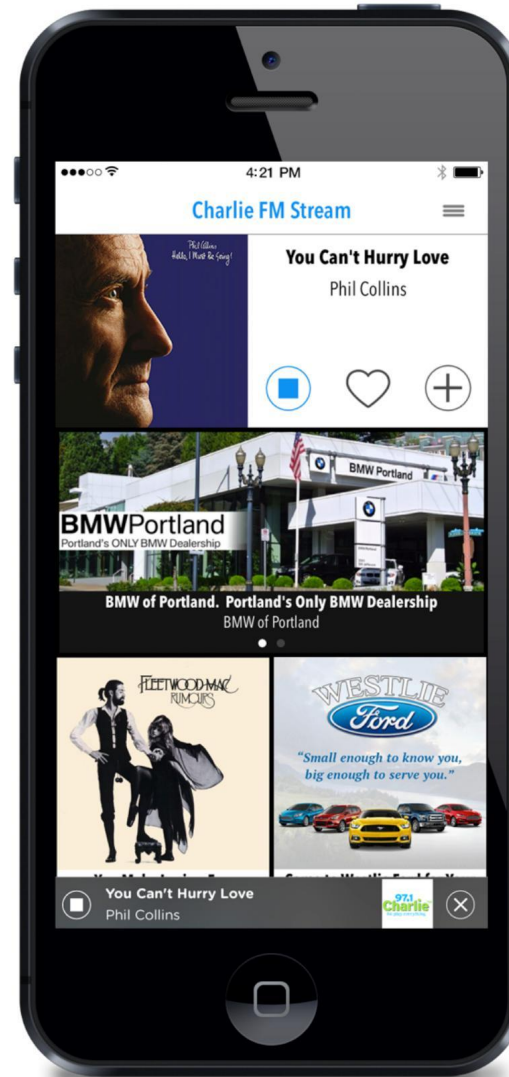


Example – Podcasts in the feed, and in your app menu



Reason #4 – Every song is in the feed, and interactive

- Lyrics
- “Like”
- Purchase
- Share
- Play 30 second sample
- Triggered content



Reason #5 - Artist Feeds



All of this interactive capability drives ***MORE*** listening!

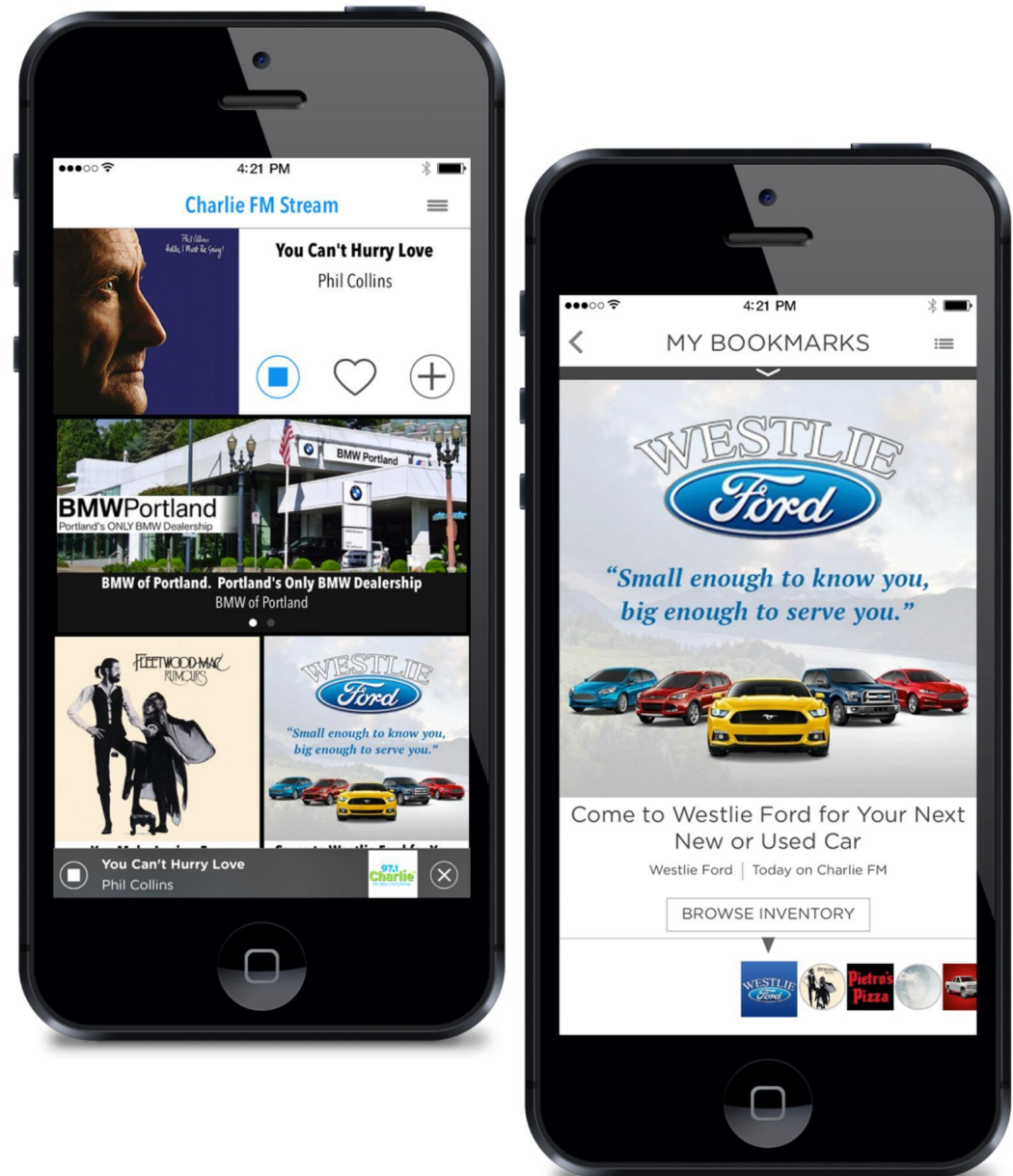
Reason #6 – We are in the car, today and tomorrow

- Your station apps are fully functional in most cars on the road today.
- Already working to integrate with emerging dashboard technologies like Android Auto and Apple Car Play.



Reason #7 – Promos and ads can be interactive, too

- Broadcast and stream promotions and commercials can have a digital component in the feed
- Fully interactive
- Several campaign types available



Reason #8 - You Are In Control!

Most content is automatically placed in the feed, but you can control what makes it in there... social posts, news feed items, promotions, audio triggered items, time triggered items, and more.

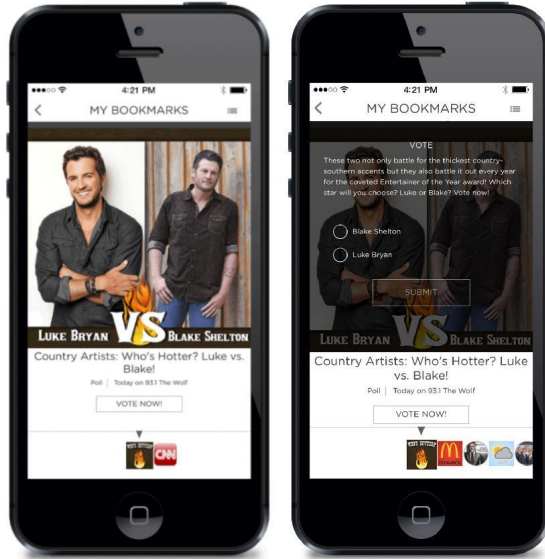


Reason #9 – Cool campaigns like scratch and reveal



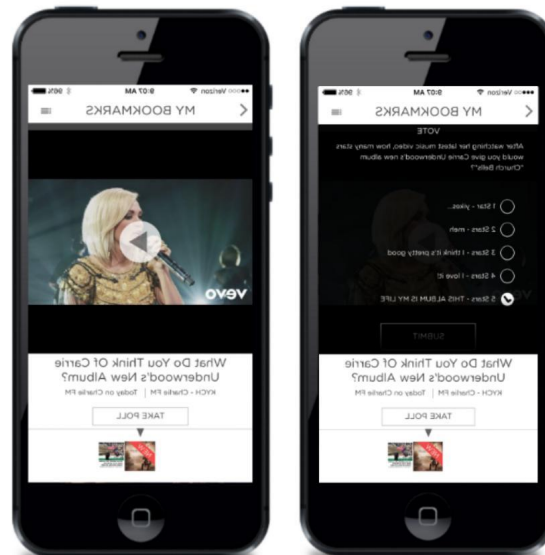
More cool campaigns...

Interactive polls



- Talk Back
- In-app games
- User Generated Content
- Secret Word
- Sponsored Music
- Audio Segmentation
- Location triggered content and actions
- Everything is sharable – and actionable

Videos



Reason #10 – The future...

At it's core, Clip is a technology company that looks to innovate and **solve future problems** and **create new possibilities**.

Roadmap, with an emphasis on features for radio station operators:

DVR for radio

News Talk Sports vision

Multi-station aggregation

Music service for radio

Off-platform audience extension

Shazam-like audio identification

Consumer device integration

Android Auto / Apple Car Play

Intelligent/targeted in-app messaging

Voice control

Location/beacon triggered content delivery

Searchable radio



clip interactive

Thank You