

## Jelli Reinvents the Radio Spot

*Jelli launches the first social advertising platform for terrestrial radio*

SAN MATEO, CA – May 3, 2012 – Jelli (<http://www.jelli.com>) announced today the release of a revolutionary new advertising platform that combines the reach of terrestrial radio with the engagement and measurement of the social web.

“We are reimagining the radio spot, making it more engaging and interactive,” said Mike Dougherty, Jelli’s CEO.

Terrestrial radio is listened to by 241.2 million people weekly in the United States (source: Arbitron), supporting a \$17.4 billion advertising market (source: Radio Advertising Bureau).

Jelli transforms radio advertising by incorporating the user engagement from Jelli’s social platform with terrestrial radio spots served on the air from Jelli’s platform. Jelli’s advertising platform includes two key elements:

- **Jelli Response<sup>(TM)</sup>**, an advertising unit that enables a terrestrial radio ad spot, served from Jelli’s platform, to receive the same real-time social feedback from the audience that a song receives on a Jelli broadcast.
- **Jelli Insights<sup>(TM)</sup>**, a powerful analytics platform which provides agencies and radio buyers insights as to how the audience reacts to each campaign, by demographic and region.

This platform is available immediately for national and network radio advertisers. Jelli’s first campaigns using this new platform will begin to run next week in markets across the United States. The company’s initial clients for this platform include some of the largest radio buyers and brands in the world.

“The advertising industry is eager for innovation from radio, to move a radio campaign from the world of ‘did it run?’ to ‘did it resonate?’” said Dougherty. “Pre-launch support from the largest agencies and their clients has exceeded our expectations.”

### **How does it work?**

Jelli is a social music experience that allows listeners to control what plays on a terrestrial radio station from the web, iPhone and Android devices. Jelli users vote for the artists and songs they want to hear, creating dynamic playlists that determine in real-time what plays. Jelli’s community interacts with each other in live chat rooms and can easily connect their accounts to Facebook to share what they’re listening to with their friends. Jelli’s cloud-based platform takes this engagement and serves programming in real-time on actual FM radio broadcasts.

With Jelli Response<sup>(TM)</sup> ads, Jelli’s platform serves the radio spot on-air, simultaneously presenting the ad to users who can interact in real-time with it as it plays, via Jelli for iPhone, Jelli for Android and the station’s website. A Jelli Insights<sup>(TM)</sup> report is created, summarizing the engagement data from the radio campaign, including by demographic and region.

### **About Jelli**

Jelli is a social music service that combines group listening with game mechanics to make radio more social and fun. Listeners control radio playlists through real-time voting and game elements, via free iPhone and Android apps and web experience (<http://www.jelli.com>). The user controlled experience broadcasts online 24/7 and on FM radio stations across the United States. Based in San Mateo, CA, Jelli

is privately held with funding from Intel Capital, Battery Ventures, First Round Capital and several well-known individuals.

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CONTACT FOR JELLI:  
press@jelli.com