



AVERAGE LISTENER DATA Q4 | 10/1/2022 - 12/31/2022



3,481
Total streaming sessions started

*Source: Triton



2,333
Total hours streamed

*Source: Triton



1,182
Unique devices streamed

*Source: Triton

55

Email subscribers reached every month



*Source: Drip

TOP 5 POTENTIAL TO BUY INTERESTS

Gifts & Occasions/Holiday Items & Decorations

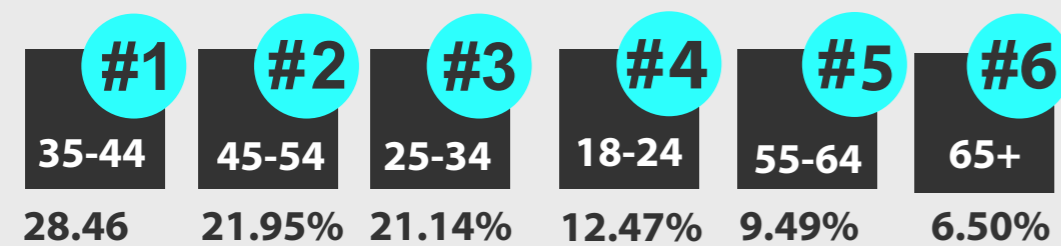
Home & Garden/Home Decor

Event Tickets/Concert & Music Festival Tickets

Apparel & Accessories

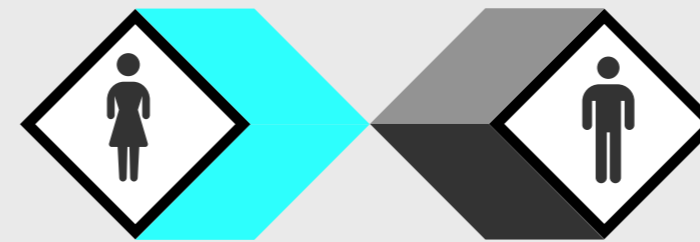
Apparel & Accessories/Women's Apparel

AGES REACHED



*Source: Google Analytics

36%
of avg. listeners are women



*Source: Google Analytics

64%
of avg. listeners are men

TOP 5 AFFINITY CATEGORIES

Media & Entertainment/Movie Lovers

Media & Entertainment/Music Lovers

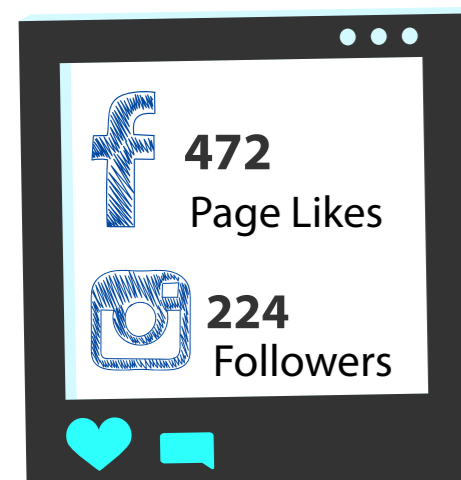
Media & Entertainment/TV Lovers

News & Politics/Avid News Readers

Shoppers/Value Shoppers

SOCIAL MEDIA AUDIENCE

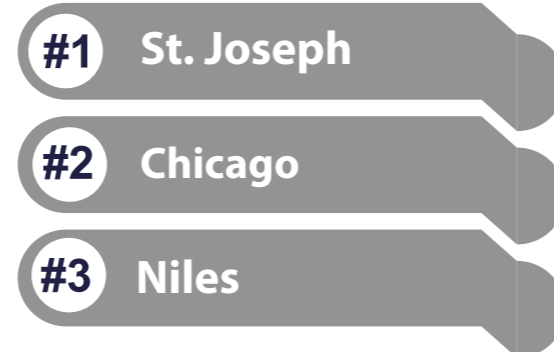
*Sources: Facebook, Instagram



1,737
Facebook Post Engagements

*Source: Facebook

AUDIENCE LOCATIONS



*Source: Facebook

3,346
Webpage Views

*Source: Google Analytics

