



AVERAGE LISTENER DATA Q2 | 4/1/2023 - 6/30/2023



2,765
Total streaming sessions started

*Source: Triton



2,592
Total hours streamed

*Source: Triton



1,042
Unique devices streamed

*Source: Triton

69

Email subscribers reached every month



*Source: Drip

TOP 5 POTENTIAL TO BUY INTERESTS

Gifts & Occasions/Holiday Items & Decorations

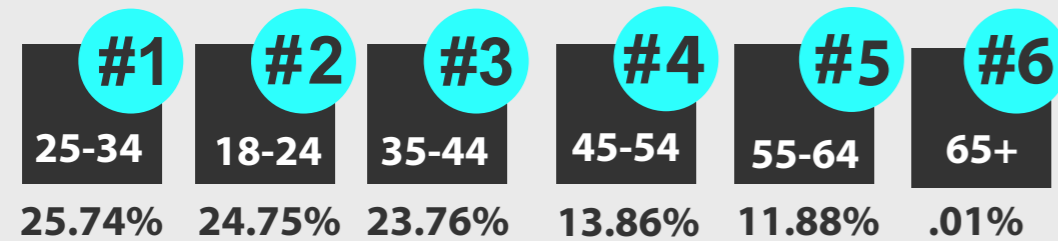
Gifts & Occasions/Gift Baskets

Home & Garden/Home Decor

Travel/Hotels & Accommodations

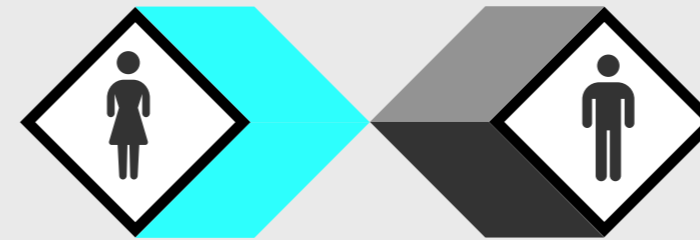
Event Tickets/Concert & Music Festival Tickets

AGES REACHED



*Source: Google Analytics

44.1%
of avg. listeners are women



*Source: Google Analytics

55.9%
of avg. listeners are men

TOP 5 AFFINITY CATEGORIES

Media & Entertainment/Movie Lovers

Media & Entertainment/Music Lovers/Rock Music Fans

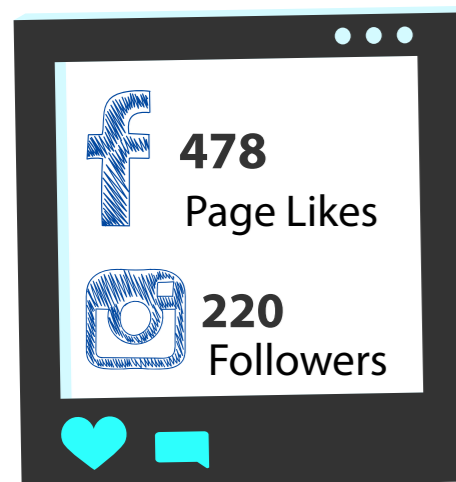
Shoppers/Value Shoppers

Lifestyles & Hobbies/Pet Lovers

Media & Entertainment/Comics & Animation Fans

SOCIAL MEDIA AUDIENCE

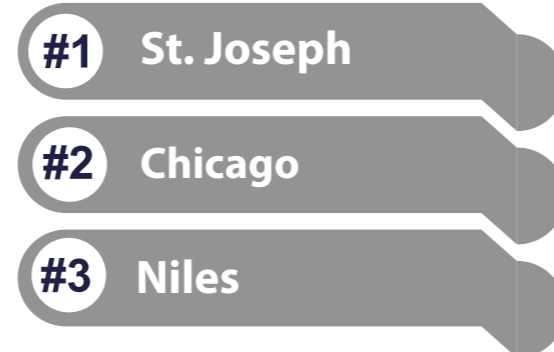
*Sources: Facebook, Instagram



2,619
Facebook Post Reach

*Source: Facebook

AUDIENCE LOCATIONS



*Source: Facebook

1,905
Webpage Views

*Source: Google Analytics

