

AudioVelocity is CBS's platform to serve targeted ads across digital radio streams and podcasts through pre-roll/in-stream listening via connected devices.

AudioVelocity reflects the combination of evolving consumer behaviour, maturing technological capability, strong advertiser demand, and a deep commitment by Canada's leading audio operators to deliver accountability and innovation. It is a timely and powerful complement to the reach and impact of linear radio.



AudioVelocity delivers....

ACCOUNTABILITY



Real-Time Ad Serving



Fully Trackable



Simple Execution



95% Completion Rates



Comprehensive Post Analysis

IMPACT



Massive Scale



Trusted Environment



Audio Resonance



Highly Engaged

QUALIFICATION



Premium Listener



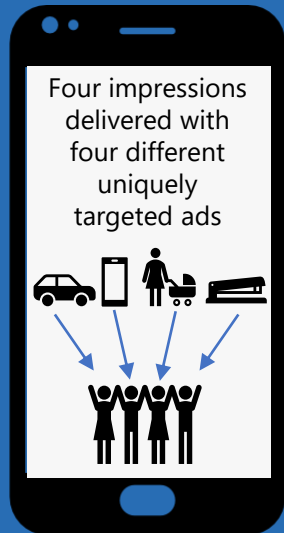
Precision Targeting

**Easily trackable
format delivers the
right message to
the right consumer,
at the right time.**

Digital audio platform allows advertisers to deliver ads through connected devices



Digital Devices



How **Commercials** work over each platform

Over The Air Radio



Four impressions delivered with one radio ad



AudioVelocity offers advertisers:

- Unprecedented digital audio scale.
- Advanced targeting capability.
- Local-to-national coverage options.
- Ease and consistency of execution.
- Seamless integration into local, engaging, brand safe content.

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