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## **Out Your League Radio Campaign Info**

**Bottom Line Up Front:** No Gimmicks No Games, these are real radio hits and a real proven campaign for artists and labels. It won't make you famous over night, it will take some work on your part as well but we will definitely get you started on the right track. Below you'll find info that people pay for but we're providing it to you for free in order to earn your business. Below is an introduction to the service we can provide via Internet and FM Radio through our partner company Hale Promotion.

### **Some Facts you should know up front about Out Your League Radio:**

- 95K Listeners Quarterly
- 700+ DJ Network Worldwide
- 8 Resident DJ's in Atlanta, AZ, TX, CA, Japan, Germany, South Korea and Abu Dhabi with guaranteed club spins.
- We personally take sponsored tracks to clubs we're working and spin them during Out Your League ENT events.
- Tracks are played via our website [www.outyourleagueent.com](http://www.outyourleagueent.com) TuneIn App, Android and Apple Devices apps.

## **INTERNET RADIO**

### **NEW ERA OF PROMOTION!!**

#### ***Internet Radio Campaigns***

Internet Radio is another way for Independent Artists to compete side by side with Major Label and top charting artists. Internet Radio offers a great way to test a new track and the reaction without all of the red tape and budget needed at FM Radio. **Residuals are paid quarterly for every spin through Sound Exchange**, as long as the artists are registered with them.

Sound Exchange paid out 770 Million in online residuals in 2014 with 150 Million going to Independent Artists. It is projected Sound Exchange will pay out **over \$1 Billion in online residuals in 2015.**

### **DIGITAL ROYALTIES PAY!!!! FROM ON-LINE RADIO STATIONS!!**

#### **CLICK BELOW:**

<http://digitalradioreport.soundexchange.com/2015q2/#fullReport>

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### Out Your League Radio/Hale Promotions Internet Radio Campaigns

Song Submission to thousands of DRT monitored Internet Radio Stations worldwide, the number continually growing. Internet campaigns are 8 weeks minimum. Each Monday, client will receive a DRT Report so they can see where and how often their song was played.

**These campaigns are producing results in digital sales, digital residuals and increase your social media presence!!!**

**Send out any & all drop, interview and show requests to [outyourleaguemusic@gmail.com](mailto:outyourleaguemusic@gmail.com)  
WE NEED ALL SOCIAL LINKS, Facebook, Twitter, YouTube etc.**

### DIGITAL RADIO TRACKER (DRT)

Digital Radio Tracker is the Mediabase and BDS of Internet Radio. This new technology is currently monitoring over 12,000 internet radio stations globally, including Sirius XM, and growing weekly. Digital Radio Tracker also offers a reporting system as accurate and up to minute as Mediabase and BDS.

**Cool America "Make Sum Shake #1 Indie Song on DRT CHART & MEDIABASE!**

INTERNET RADIO IS BIGGER THAN FACEBOOK. LOOK AT THE DATA.

[Posted by Bret Kinsella Aug 6, 2015](#)

Share via:

[in Share5](#)

When many people think about marketing to mobile consumers, Facebook comes to mind. However, eMarketer data show that Internet radio is even more fertile ground. The analyst estimates that 12% of time spent with digital media will go to [Internet radio](#) this year while only 6% will be with [Facebook](#). This indicates higher intensity of usage on Internet radio and more time available for advertisers to connect with consumers.

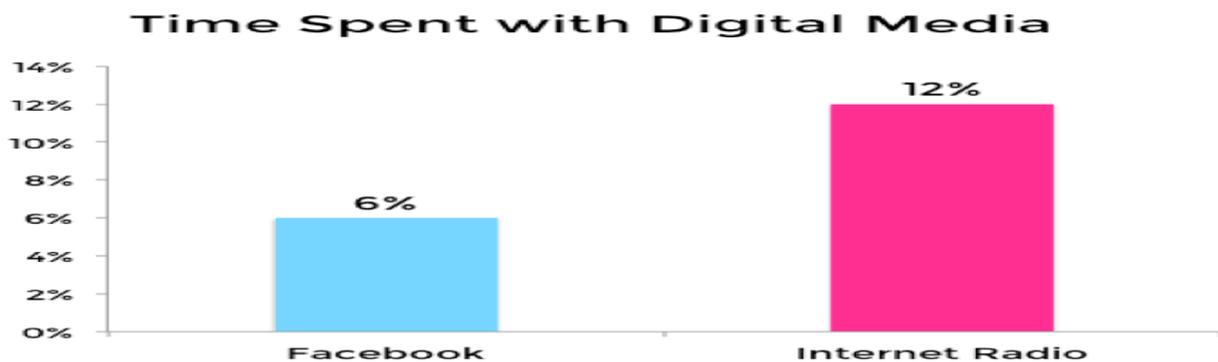


Figure 1 Source: eMarketer September 2014, July 2015

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This is only half the story. There are also more users of Internet radio than Facebook in the United States. Statist [estimates](#) that Facebook had 156.5 million U.S. users as of January 2015 while eMarketer puts the domestic Internet radio listener [audience](#) at 159.6 million at the close of 2014. That reflects 2% greater audience reach for the audio platforms.

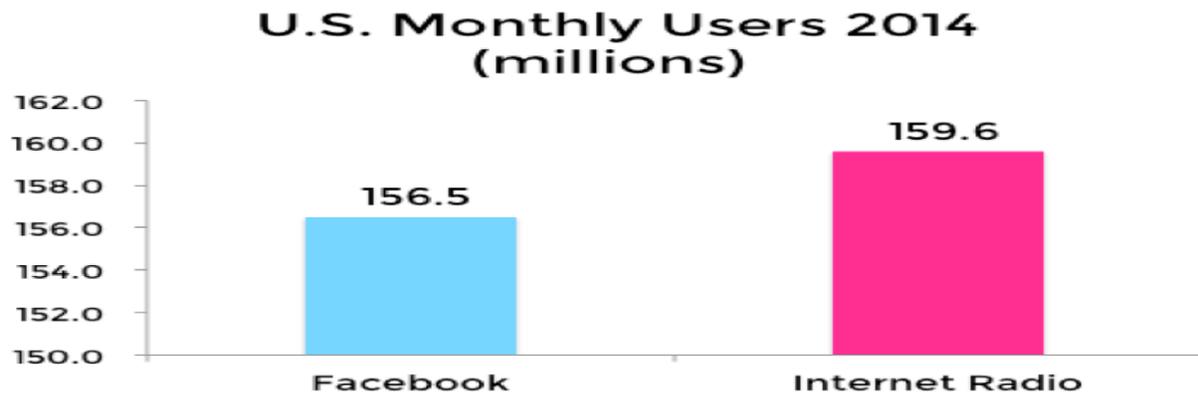


Figure 2 Sources: Statista 2015, eMarketer 2015

### Internet Radio and Facebook are Mobile Audience Aggregators

A key similarity between Internet radio and Facebook is the concentration of mobile users. Facebook reports about 86% of its monthly users access the service on mobile devices. Analysts from Triton and comScore estimate mobile Internet radio usage ranges between [75%](#) and [95%](#), respectively.

Both Facebook and Internet radio started out as desktop platforms with loyal users, but growth and usage accelerated as consumers shifted to mobile. As a result, social media and Internet radio have become synonymous with mobile media.

### Is Internet Radio Part of Your Mobile Advertising Strategy?

The question for advertisers is how Internet radio fits into their mobile advertising strategies. It would be unusual for national advertisers to ignore Facebook in their planning. Internet radio hasn't reached that level of mindshare, but its standing is changing quickly.

Data from the Q2 [Internet Radio Ad Load Report](#) revealed another sharp climb in the number of advertisers identified across five leading Internet radio publishers. The total advertisers in the sample rose 26% to 149 from 118 in the first quarter. This included a near doubling of local advertisers.

One of XAPPmedia's Internet radio predictions for 2015 published in [MediaPost](#) is that the number of advertisers on Internet radio will grow five-fold in 2015. As of Q2 the number in our tracking sample has already more than doubled since Q4 2014. More advertisers are recognizing that mobile audiences are readily available on Internet radio and music streaming services.

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### The Evolution of an Advertising Channel

Facebook is a global behemoth when it comes to audience. The surprise for many marketers is that Internet radio is in the same category in the United States and catching up worldwide. A key difference is that Internet radio actually commands more monthly consumer time than Facebook. And, it has another hidden benefit – Internet radio doesn't require attention to the screen. Advertisers can reach consumers even when they are walking, exercising, driving or working. These are areas where Facebook isn't present.

It took Facebook a few years to figure out an advertising model that matched the content consumption experience to the content interaction experience and drove measurable consumer engagement for brands. Internet radio is still working through this process. Advertising revenue is the key area where Internet radio trails the social media platform. In fact, Facebook's second quarter [revenue](#) in the U.S. nearly matches the forecast for the entire Internet radio industry's ad revenue in 2015. The question for audio publishers is what will they bring to market to improve monetization? Analysis [published in May](#) suggests that Internet radio could generate \$4.7 billion more advertising revenue this year if they approached Facebook's monetization prowess.

Audio has different considerations than visually-driven digital media so simply copying Facebook's strategies is not a viable approach. For example, how do you engage consumers when they are listening, but are not in a position to see or touch the device? [Interactive audio ads](#) and other innovations will help Internet radio through this transition, but one thing the industry doesn't have to worry about is a perception of small. When you are bigger than Facebook, you have a seat at the table.

### TuneIn Radio on Android Auto brings the world's sounds to your car

By [Phil Nickinson](#)

Sunday, Jun 14, 2015 at 11:04 am EDT

· [45 Comments](#)



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[Click for more info](#)

[Tuneln Radio](#) is a longtime player in the [Internet](#) radio game. And while it might seem a little odd to be talking Internet radio in the car when we have access to millions of songs in various traditional music apps (not to mention satellite radio coming standard on just about anything new, and available in most aftermarket units), terrestrial radio isn't going anywhere anytime soon. And Tuneln — with its free version having been installed more than 100 million times from Google Play — brings the online component for that.

The use case is easy enough to figure out. Say you've got a favorite radio station from home, or even from other part of the world. Tuneln can bring it to you. Sports, News, Talk. Music, All there in one handy app. (I've used it locally for years with phones that don't have an FM tuner.) And more recently Tuneln has [integration](#) podcasts into its repertoire. So it's a perfect fit for [Android Auto](#), really.

**“Let's take a quick look”.**

You install Tuneln just like you would any other [Android](#) Auto app. That is, it's on your phone, inside the regular app. No special downloads or anything. And [Tuneln Radio Pro](#) works just fine, too.) (For more, see [our primer on the basics of Android Auto](#).) You'll access Tuneln by pressing and holding on the music icon, then selecting the app.

[If you have to have Internet radio in your car, this is how you do it.](#)

The menu structure is the same as every other Android Auto media app. That's good and bad. It's familiar, and it's easy to drill through. But Tuneln suffers from the same problem we've seen in other [apps](#). It's possible to drill down so far that you run into the safety block — that "For safety reasons, no more items can be displayed" message that you get after too many taps on the screen, as if it's your fault for trying to get to the item in the menu.

Voice commands work just fine, though. But, again, that's assuming you know exactly what you want to listen to. And we had problems with the podcast section not populating, which probably also explains why we couldn't use voice commands to launch the [Android Central Podcast](#). (Tuneln can play it just fine on the [Amazon Echo](#), for what it's worth.)

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There aren't really any controls other than that. No real playlists or track skipping or anything, for the obvious reasons. Just an easy(ish) way to bring Internet radio into your car.

### **Now for the part you've been waiting for!**

#### **PRICES AND INFO:**

1 Day play is \$50.00/1WK 2-3 Spins per day \$200/2WK 2-3 spins per day \$400 beyond add \$100

Campaigns = 8 Week Minimum

**OUR INTERNET RADIO CAMPAIGNS ARE WORTH IT!!**

-- **RESIDUALS FOR EVERY SPIN YOU GET!!**

(Register with [www.soundexchange.com](http://www.soundexchange.com) / it's Free)

They paid out over 750 million for On-line spins in 2014

-- **INTERNET RADIO STATIONS** are growing & now almost all

are connected with social media (Twitter, Facebook, etc) which expands your fan base!

-- **INCREASE DIGITAL SALES on I-TUNES & AMAZON!!**

-- **REPORTS EACH WEEK TO SEE WHEN & WHERE YOUR SONG IS PLAYING**

[www.digitalradiotracker.com](http://www.digitalradiotracker.com) (Like Mediabase & BDS but for INTERNET RADIO...extremely accurate & tracks around the GLOBE!)

--**Out Your League Radio/ HALE PROMO works the song at INTERNET RADIO** for at least 8 weeks minimum & gets many stations to play the track all over the world!!

-- **GREAT WAY TO TEST YOUR SONG!!!!**

-- **DROPS, INTERVIEWS, BIO, ARTWORK...these stations interact with our clients!!!!**

Feel Free to Ask Any Questions

Contact us anytime!

[outyourleagueradio@gmail.com](mailto:outyourleagueradio@gmail.com)

Out Your League Radio

CONTACT: (678) 847-1685

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