



17 September 2015

**Audioboom Group plc**  
(the "Company" or "Audioboom")

### **Quarterly key performance indicators**

Audioboom (AIM: BOOM), the leading spoken-word audio on-demand mobile platform, provides an update on its key performance indicators (KPIs) for the Company's third financial quarter from June to end-August:

**Content partners** – 766 new content channels were added during the quarter, resulting in a total of over 6,000 content channels at the period end. In addition to the major partnership with Cumulus Media, the second largest radio group in the US (as announced on 2 July 2015) – which has to date provided approximately 200 active channels with more than a 1,000 channels to follow in the coming quarter as our roll out progresses - other recent notable new content partners from around the globe include Associated Press, NBA Podcasts, US Open Tennis, Yahoo! Sports, News International (The Sun and The Times), Virgin EMI, Eros International, Cricket Australia, the Netball World Cup, Newcastle United and West Ham United football clubs. There were approximately 2,500 active content partners<sup>1</sup> during the period.

<sup>1</sup>Active content partners are those who have posted content during the quarterly period. A content partner may have a number of content channels.

**Registered users** – over 4.3 million at the end of August, with approximately 300,000 new registered users signing up in the quarter. Encouragingly, many of these registered users were added organically, as the Company reduced its marketing spend heavily during the quieter summer months and is also focusing resources on the B2B platform expansion.

**App downloads** – over 870,000 total mobile app installs during the quarter (Android and iOS), again driven through organic growth due to reduced direct marketing.

As stated previously, the number of "listens" (that is, the number of times users consume Audioboom content through the website, the iOS and Android apps, and via the embeddable content players) is an important metric for AudioBoom, as it is the sole driver of advertising revenue. Although this is not currently a formal, reported KPI, the Company would expect to introduce it as such for the next financial year. Total listens for the quarter exceeded 85 million (a new record), taking the total lifetime listens for Audioboom content comfortably past the 600 million mark.

Audioboom CEO, Rob Proctor, commented: *"At this stage in the Company's life and with the growing focus on revenue generation, one of the key metrics is the addition of quality content partners to the platform, as this directly drives our listens and advertising inventory. Therefore I am obviously delighted with the numbers for new content channels and listens during the quarter and I am excited about our projected growth as the impact of more Cumulus radio stations joining the platform is realised."*

*"The team here at Audioboom are doing a tremendous job of executing our strategy and I believe that we are well on the way to becoming the pre-eminent digital audio platform."*

#### **Audioboom Group plc**

Rob Proctor, Chief Executive Officer

Tel: 020 7403 6688

#### **Arden Partners plc – NOMAD and Broker**

Chris Hardie/Ciaran Walsh, Corporate Finance

Tel: 020 7614 5900

**Walbrook PR**  
Sam Allen / Paul McManus

Tel: 020 7933 8780 or [audioboom@walbrookpr.com](mailto:audioboom@walbrookpr.com)  
Mob: 07884 664 686 / Mob: 07980 541 893

**About Audioboom ([www.audioboom.com](http://www.audioboom.com))**

Audioboom is the leading mobile, web and connected device platform for the very best spoken-word content in news, current affairs, business, entertainment and sports.

It operates a digital, on-demand, streaming audio platform enabling the creation, broadcast and consumption of audio across multiple global media outlets. Audioboom works with some of the biggest names in broadcasting across sport, entertainment and current affairs to bring their content to millions of listeners worldwide via Facebook, Twitter and other media platforms.

The technology allows partners to embed playlists onto their sites and apps, use our mobile apps and functionality as listen again players and re-syndicate their content around the web.

Audioboom also allows the monetisation of audio via the dynamic insertion of pre and post roll advertising into content as a user is listening, allowing contemporary advertising selection, depending on content genre and geographic location of the user.

Audioboom has over 2,500 active content partners and over 6,000 content channels, including the *BBC*, *Telegraph*, *Guardian*, *Cumulus*, *Sky Sports*, *Premier League*, *Southern Cross Austereo*, *Reuters*, *CNBC*, *Universal* and *Fox*.

Audioboom is using this platform to create the world's first aggregated audio content syndication and advertising network.