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AdCel Deploys Audio & Voice Advertising & Integrates Voice Leader Instreamatic

Highlights

- Preliminary engagement shows between 13-22% interactive engagement rates
- Pilot CPM's (cost per thousand impressions) averaged \$45+ USD, nearly 4 times the Company's mobile video average CPM's
- The Company integrates new programmatic audio & voice ad company, Instreamatic.

engage:BDR ("engage:BDR or Company") (ASX:EN1 and EN10) is pleased to announce positive results from AdCel's audio ad campaigns and a new audio-focused programmatic integration.

Audio Ad Trends

With the growing popularity of smart speaker systems and Echo devices, like Alexa and Google Assistant, more consumer companies are exploring audio advertisements, a means to reach their target audiences.

A typical target consumer is likely to use an Echo system at home, then listen to music, podcasts or e-books on their morning commute and perhaps even continue listening on their desktop or smartphone throughout the workday. On average, an individual will consume anywhere from 1 to 6 hours of audio content per day, giving advertisers plenty of opportunity to reach their targets.



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The Interactive Advertising Bureau (IAB) reported that, “total digital audio advertising, including mobile and desktop, generated \$603 million in HY 2017, a 42% increase over HY 2016’s revenue of \$425 million.”

The Company, and its AdCel division, have a substantial hand in the audio advertising ecosystem, which has shown very positive results over the past few quarters.

Adcel Audio & Voice Ads

Recent AdCel numbers show high levels, between 13% and 22%, of interactive engagement with users and the audio ads. In addition, AdCel’s format is new and unique, attracting a large pool of premium brands with high fill, or demand. AdCel audio and voice ads support over 40 languages and have a current average CPM of \$45.

Instreamatic Integration

Instreamatic is a San Francisco-based digital audio advertising platform that simplifies the process of running cross-platform digital audio and voice-activated ad campaigns.

Instreamatic.ai provides audio publishers with tools to monetize their ad inventory with voice-activated ads in which the audio stream asks listeners if they are interested in a particular product or service and then reacts to their response.

Digital audio and voice ads create entirely new ad space without competing with other formats, thereby growing audience size and ad revenue. In addition, digital audio ads work simultaneously with other ad formats and do not require shared screen space. Instreamatic’s ads are delivered one at a time, 2-3 times per hour, to each viewer.

The platform delivers audio and voice ads across all types of publishers and platforms, reaching over 20 million people worldwide. Instreamatic works with many top tier brands, including; Land Rover, McDonalds, Jaguar, Axe, Sony, Starbucks, KFC, Ford and BMW.

This year, Instreamatic.ai was chosen as one of 50 interactive technology companies from 10 categories, awarded an Accelerator Award by SXSW in the Entertainment and Content Technology category. The company was named a finalist for the Accelerator Pitch award 2018 at South by Southwest.

Stas Tushinskiy, CEO

Stas Tushinskiy is CEO and Founder at Instreamatic.AI. Prior to Instreamatic, Stas pioneered the digital audio ads market in Russian-speaking countries and built Unisound – a leading digital audio ads sales house.

In addition, Tushinskiy headed the business development branch of a leading mobile music streaming service in Eastern Europe. He also has a background in eCommerce and gaming. Stas earned a bachelor’s and master’s degrees from the Higher School of Economics at the

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National Research University in Moscow.

Instreamatic Key Benefits

One of Instreamatic's largest advantages is the ability to scale its technology and the platform's capacity to make ads shorter and more engaging.

Tuchinskiy gives the following example of how Instreamatic's technology can be used:

Imagine you are driving down the street or jogging, listening to a radio stream or a podcast and you hear a short audio ad that goes like... "Do you want to know where the best coffee shop in town is located?" You can respond to our voice-activated ad by saying "Yes, tell me more." We'll provide all the details with a second audio piece and then build a route on Google Maps. Or you can say "I'm not interested" and we'll send you right back to content.

He also notes that, "voice-activation makes audio content suitable for all sorts of performance-focused ad campaigns as it provides direct measurement capabilities for advertisers...not only is audio consumption massive, but the opportunity to serve low production cost, custom-tailored messages to each user to drive engagement is huge."

Audio advertising is just getting its start in the digital marketing ecosystem and as it becomes more native and personalized, the Company believes that it will be a strong competitor against other ad formats.



On behalf of the Board
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