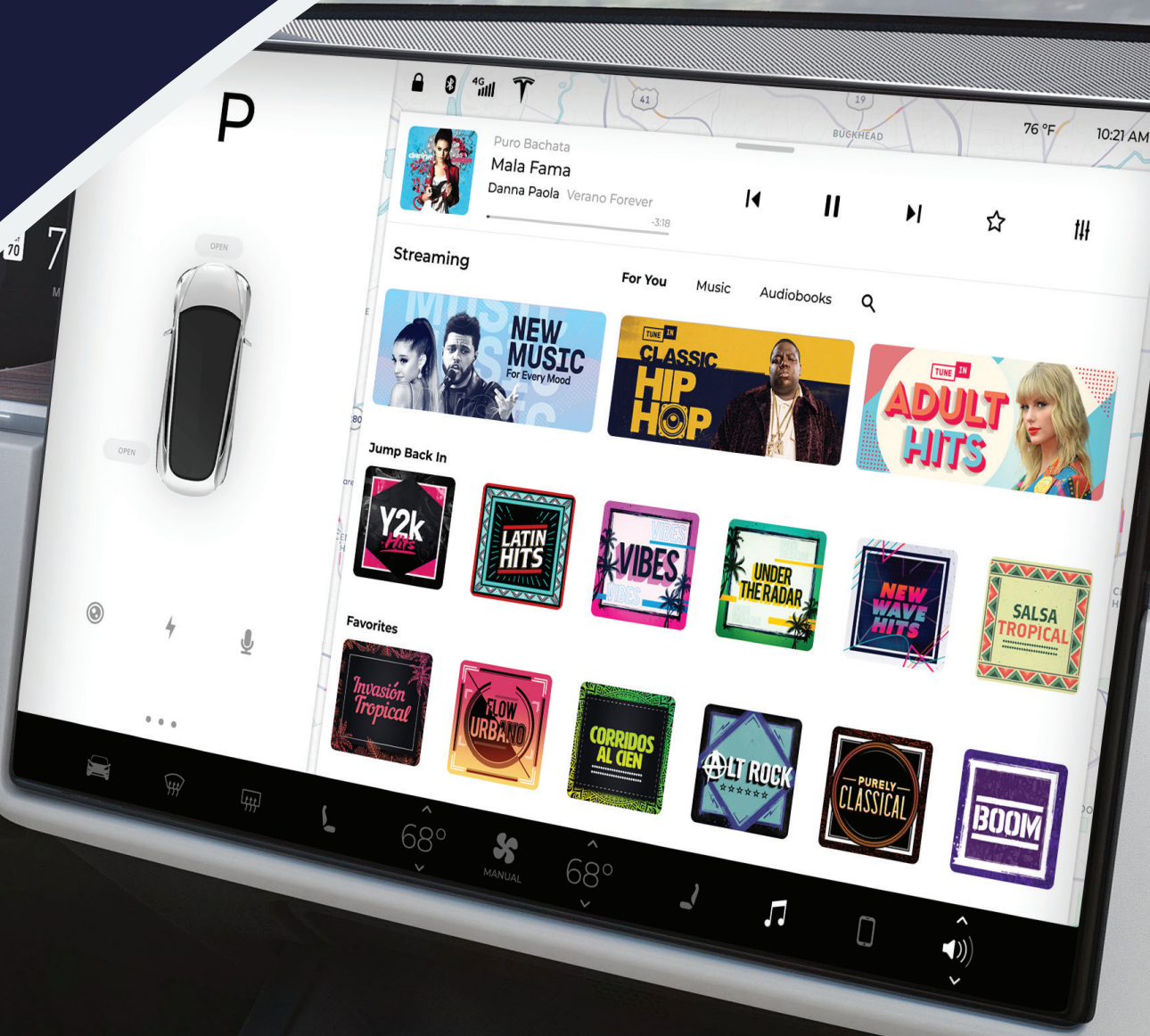


**TUNE** **IN**

# FOR BUSINESS AUTOMOTIVE

All-in-one audio. Flexible automotive-smart technology. The live radio, news, sports, and music drivers love.



A modern radio experience for automotive

# TuneIn's compelling radio UX provides automakers with opportunities to increase brand loyalty and future-proof their vehicles.



In the age of on-demand content, live radio remains important to a broad base of listeners, supplying them with a continuous stream of interesting ideas, critical facts, and thought-provoking opinions. **It is particularly important to a vast majority of car buyers (90%) who overwhelmingly expect built-in radio access.**

The problem is radio has remained stagnant for decades and today's buyers crave a much more modern in-car audio experience.



#### WHO WE ARE.

## THE LEADER IN LIVE AUDIO

TuneIn is the largest global platform for live audio. We provide listeners with local content from around the world through a state-of-the-art broadcast experience, offering listeners **better discovery, better availability, and better personalization.** It's a superior radio experience that moves seamlessly between the consumer's mobile devices, smart homes, vehicles, and more.

Equally important, it's a flexible platform that allows automakers to future-proof their cars.

#### WHAT WE DO.

## A PREMIUM IN-CAR AUDIO EXPERIENCE

We work with automakers looking for innovative infotainment solutions. We help them provide their customers with an **exceptional audio experience** as a **seamless, pre-integrated infotainment option** that flexibly adapts to each automaker's unique process and requirements.

#### HOW WE WORK.

## FLEXIBLE AND OEM-CENTRIC

**Automakers have varied needs. TuneIn partners with each to implement the best solution for their project or platform:**

**Standardized.** For automakers building on the Android Automotive OS, we have a pre-tested APK that can be hosted in an app store or pre-installed on the infotainment system.

**Integrated.** For automakers looking to blend a vehicle's brand personality with their infotainment HMI, our platform can be adapted to multiple configurations, styles, and palettes.

**Custom.** For automakers developing a custom user experience, we provide a powerful API with rich metadata, allowing OEMs to build their own unique TuneIn experience on multiple platforms.

**Whatever the approach, TuneIn provides automakers with the necessary tools to build an amazing UX that exceeds consumer expectations.**

HOW WE'RE DIFFERENT.

# NOT JUST ANOTHER AUDIO STREAMING SERVICE



## Global. Local. Live.

We are the digital platform that offers **the largest depth and breadth of global live content**, with local culture, flavor, and experiences from around the world in 80+ languages.



## Most complete alternative.

We provide a **feature-rich platform** that is constantly updated and a complete, cost-competitive alternative to in-vehicle embedded radio receivers with dedicated AM/FM antennas.



## Unique business model.

We have a **unique business model** that is both sustainable and accommodates a variety of automotive production strategies.



HOW EVERYONE BENEFITS.

# SERVICES CONSUMERS WANT

Consumers who already listen to TuneIn on other devices appreciate having built-in access in their vehicles that seamlessly blends with the automotive UX. Listeners discovering TuneIn for the first time in their vehicles are equally delighted by having access to radio stations and podcasts from around the world.

TuneIn helps automakers build brand loyalty with audiophiles, sports fans, news junkies, travellers, music fans, and podcast aficionados. We also help automakers maximize their investment across different makes and models with our single consistent global platform.

**Any way you look at it, automakers win.**

WHAT WE'RE PASSIONATE ABOUT.

## A QUALITY AUDIO EXPERIENCE

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We're passionate about replacing an antiquated radio UX with a **modern, intuitive audio experience.**

WHY NOW?

## TUNEIN REENERGIZED

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**TuneIn is thriving under new management** and reenergizing a twenty-year-old brand with new innovative ideas, strong strategic direction, and more investment. Today we are building new automotive audio solutions with automakers and their suppliers in numerous countries around the world.

## REINVENT IN-CAR RADIO WITH US!

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Vehicles are evolving. So have consumers' expectations of the infotainment experience. Let's work together to reinvent in-car radio. **Get in touch.**

WHAT WE BELIEVE.

## RADIO IS MOVING TO DIGITAL AUDIO

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With listeners moving away from physical media ownership and toward virtual consumption, digital radio is a perfect fit and **TuneIn is the ideal choice for digital audio consumers** seeking news, talk shows, music, sports and podcasts.



# ABOUT TUNEIN

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TuneIn, the leading live streaming and on-demand audio service, brings together live sports, news, music, podcasts and radio from around the globe. With **75M** monthly active users, TuneIn is one of the most widely used streaming audio platforms in the world. TuneIn broadcasts over **100,000** owned and operated and partner radio stations, and boasts more than **5.7M** podcasts. With premiere distribution across **200** platforms and connected devices, TuneIn empowers listeners to 'hear' what they love wherever 'here' might be. TuneIn Premium subscribers also unlock exclusive access to commercial-free news from top networks as well as commercial-free music channels for every mood and activity. For more information, visit [www.tunein.com](http://www.tunein.com).