

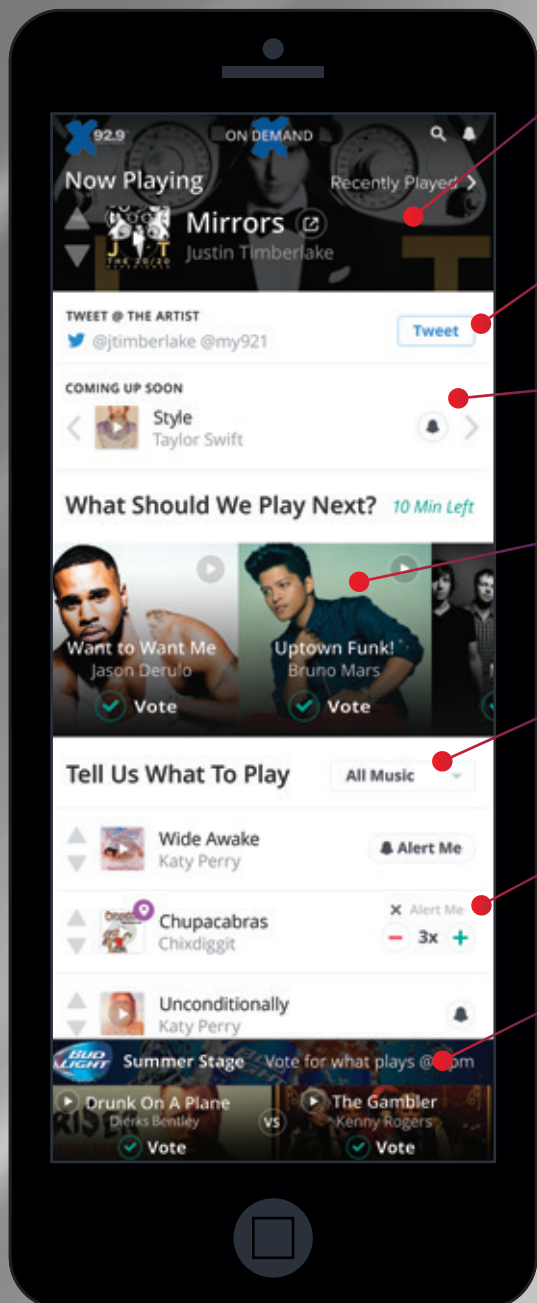
LDR1

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# LDR1 Increases Ratings, Revenue, and Digital Engagement in Real Time



**The LDR1 Real Time Playlist Window embeds right into your station's website and mobile app.**

Listeners create social conversations around your brand and playlist. LDR1 makes it easy to engage with your station and artists on social media.

**Keep listeners longer, teasing upcoming songs.**

Increase TSL by engaging listeners in real time voting sessions, choosing which song will play next on the air. The PD sets up voting sessions, listeners choose the song, and the winner automatically plays.

**Listeners explore your playlist, discovering and rating songs chosen by the PD.**

Drive Tune-In Occasions, TSL, and TLH with Instant Alerts™. Listeners get e-mail, text, and tweet alerts when their favorite songs are about to play.

Drive new digital revenue with elegant sponsorship integration and Futuri Sales Support.



## Drive Ratings Growth:

- LDR1 increases cume through social media
- LDR1 increases TSL and TLH with Instant Alerts™ and Live Voting Sessions



## Drive Revenue Growth:

- Customized Sales Support: monetizing unique sales assets
- Sales One-Sheets and Presentations

**Put LDR1 to work for you now!**

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877-221-7979