

MEDIA DATA NOVEMBER 2022

Exploradio is an (audio-)guide app with GPS-connection for Android and iOS. Currently almost all content is still available for free online on the different streaming platforms e.g. Spotify, SoundCloud and Apple Podcasts. We also successfully launched a podcast format in August 2021 to build a community and provide even more content for our users.

The data in this paper is giving insights in our statistics since we started to publish content regularly. It reflects only natural growth, mouth-to-mouth spreading and passive user/listener acquisition. We haven't launched a traditional marketing campaign yet.

TARGET GROUP(S)

Exploradio has a very broad target group yet they can be divided into different core groups.

The German-Speaking (Self-Drive) Tourist

The main target group consists of tourists who are currently visiting or planning to visit Namibia and right now the focus is on German tourists or German speaking tourists who are going on self-drive tours. However with Exploradio's broad possibilities for content this is not a necessity. Travelers who are on guided tours will be able to gain broader insight on-demand even before their holiday or enjoy for example African folklore.

The English-Speaking Tourist

We expanded the target group to an English-speaking audience to include as many visitors to Namibia as possible.

The English/German-Speaking Local

Exploradio's content has the potential to also entertain and educate local Namibians who are interested in gaining deeper insights on historic places that they pass on a daily basis or learn about nature, activities, cafés, restaurants, lodges & spas. Local children can enjoy the African Folklore and hear about Namibian animals.

TOPICS

- Monuments, Buildings, Historic Places
- Nature, Flora & Fauna
- Culture (Food, Drinks, Languages...)
- Tipps & Service (Camping, Driving, Safety...)
- African Folklore, Stories, Urban Myths
- Activities (Wellness/Spa, Tours, Restaurants...)
- Charities, NGO's and Causes

STRUCTURE OF TARGET GROUP(S)

Tourist Arrivals (2019)	1,595,973
Tourists from Germany	97,111
Tourists from English-Speaking Countries	714,187
Male	60 %
Female	40 %
Namibian potential users (estimated 20%)	508,181



PODCAST MEDIA DATA NOVEMBER 2022

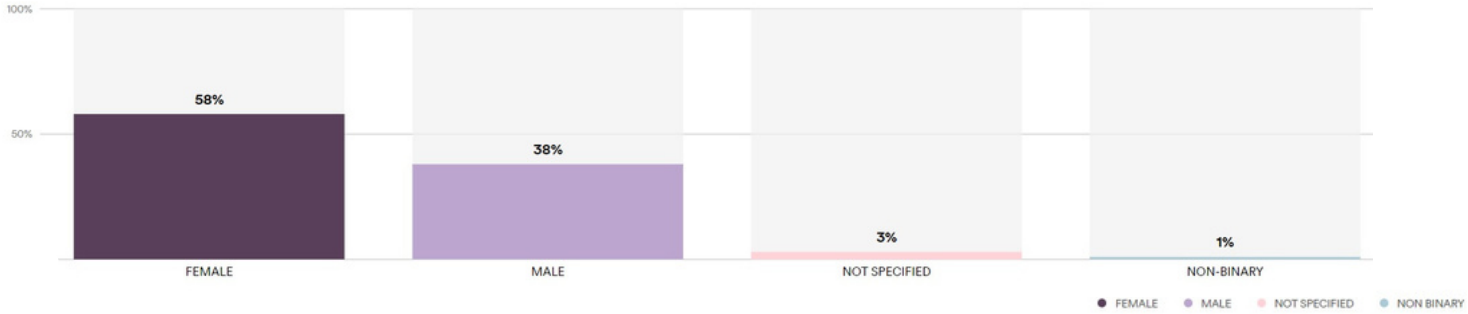


THE PRESENTED DATA IS ONLY A REPRESENTATION OF THE STREAMS ON SOUNDCLOUD, SPOTIFY AND APPLE PODCASTS. WE HAVE MANY STREAMS ON OTHER PLATFORMS TOO AND STARTED TO TRACK THEM ONLY SINCE LAST MONTH VIA PODTRACK TO COMPLETE THE PICTURE.

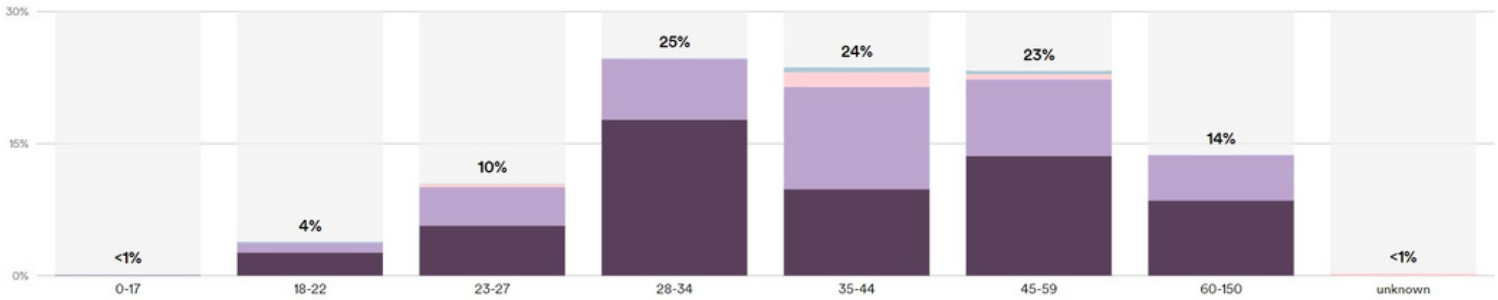
**TOTAL PLAYS
OUTSIDE THE APP
> 22.500**

AUDIENCE STRUCTURE OF GERMAN SPEAKING AUDIENCE (SPOTIFY ANALYTICS)

GENDER



AGE



OUR GERMAN SPEAKING AUDIENCE COMES FROM:

- Germany
- Switzerland
- Austria
- Namibia
- South Africa
- Poland
- Greece
- Belgium
- UNKNOWN
- United States

CLICK ON THE MIC TO READ MORE ABOUT PODCAST STATISTICS AND WHAT THEY MEAN



AUDIENCE SIZE

>1476

JUN 1 SEP 1 DEC 14 APR 3 JUL 17 NOV 3 FEB 21 JUN 15 NOV 6

INSTAGRAM FOLLOWERS

890

INSTAGRAM FOLLOWERS WITH EXPLORADIO & BLOGGING ACCOUNTS (JANA & SIJ)

>7000

ORGANIC REACH WITHIN 90 DAYS OF NON-FOLLOWERS

>36K

STREAMS WITHIN THE FIRST 7 DAYS OF UPLOADING ON SPOTIFY, SOUNDCLOUD & APPLE PODCASTS*

~200

*WHICH PUTS EXPLORADIO ALREADY INTO THE TOP 25% OF PODCASTS WORLDWIDE

FACEBOOK PAGE LIKES / FOLLOWS

412



Exploradio

Tourism revival special:
Be one of the first featured
on the app and get a 25%
discount!

CUSTOMIZED AUDIO-CLIPS & PODCAST EPISODES

See our different options below. Take note of the attractive package deals!

DEAL 1: TWO CLIPS ON THE APP, BILINGUAL  &  **3250N\$**

A clip has a maximum length of 3:00 minutes and will be connected with a GPS-location on the map. The text field has the option for a writtendescription with contact details, specials and anything that makes your business interesting.

DEAL 2: ONE PODCAST EPISODE*, MONOLINGUAL  **OR**  **1800N\$**

DEAL 3: TWO PODCAST EPISODES*, BILINGUAL  &  **2350N\$**

**Podcast episodes are not to appear on the app and will only be displayed on the online streaming plattformen (e.g. Spotify, SoundCloud, iTunes etc...)*

DEAL 4: TWO CLIPS, BILINGUAL & ONE PODCAST EPISODE, MONOLINGUAL  &/ **OR**  **3750N\$**

DEAL 5: TWO CLIPS, BILINGUALS & TWO PODCAST EPISODES, BILINGUAL  &  **4850N\$**

Customized clips are the big deal for you. They will be written entirely on your service / shop / lodge / activity / business and appear as an audioclip on the app as branded content.

On top of the 25% discount if you book within our launch period until 30th November 2022 your business will also receive a lifetime access on the app for free without renewing a subscription yearly to be featured with your customized audioclip. You and your business will become part of the app forever - no renewal fee, unless changes to the clip, are required e.g. a special, new location, new website, new text description etc.

Podcast episodes are a nice add-on because the clients can get a much longer and more personal impression through our hosts of what you offer. In this format you have time to explain a lot and personally invite the customers to your venue. We are producing our episodes in the elaborate style of a narrative podcast such as the multi-million-dollar podcast company Gimlet Media.



Scan the codes or click on the pictures below to listen to a clip we produced for **TBG Café in Windhoek.**





OTHER ADVERTISING POSSIBILITIES

Format:	Length:	Price:
Pre-Roll & Post-Roll Ad on the podcast:	max. 30 sec	1000 N\$
Mid-Roll Ad on the podcast:	10 sec	1250 N\$
Post-Roll Ad on the podcast:	max. sec	550 N\$
Recommendation in a general audio-clip on the app:	Custom	starts at 850 N\$
Sponsoring of existing clip on the app or streaming service:	10 Sec	500 N\$
Youtube-Lifestyle-Video on Sij's channel with 2630 subscribers, 2200 Facebook Followers and a total of <140K views (~5000 views monthly and about +100 new subscribers each month)	Custom	starts at 1500 N\$

ADDITIONAL INFORMATION:

All the ads will be running for 12 months and can then be renewed every 6 months. Ads which are renewed will receive a 10% discount for the first renewal and thereafter a 15% discount for each additional 6 months. This applies if no changes to the advert need to be made.

Recommendations are very short sponsored content related to a topic. e.g. In an audio clip about Biltong, Exploradio will add a recommendation worked into the clip which suggests to the users / listeners to go and get their Biltong at your shop. The clip can also be connected via GPS location to your shop. Exploradio can also talk about why a product or shop is recommended and highlight certain aspects or even work with a short interview sequence from your company. It depends on your budget. Talk to us if you are interested in this option of personalized advertisement.

Sponsored Content is an option to get your name out there by sponsoring an already existing clip which deals with a topic that you want to connect your business with. It includes a spoken gratitude note at the end of the clip and a link to your business in the description e.g. *"This audio-clip was proudly brought to you by XYZ BUSINESS. We thank you for your support."*



Contact:

Jana@audioguidenamibia.com
 Sij@audioguidenamibia.com
 Tel: +264 813825712

