Jio for Brands

JIOSAAVN MEDIA KIT 2021

Grow Brand Love By Connecting With Millions Of Listeners In A Passionate Environment

Jio for Brands

The Digital Audio Revolution In India

3 Pillars: Music, Podcasts & Voice

200MM+

Digital Audio Streamers

3rd

Largest Podcast Streaming Market

19.1

Hours/Week are spent listening to music

17.6 Cr.

Podcast Streamers by 2023

Sources: (1) KPMG: India's Media & Entertainment Report 2020 (2) PWC: Global Entertainment & Media Outlook 2018–2022

Jio for Brands

JioSaavn

Multi-Platform Audio Streaming

One Service, All Touchpoints, 100MM+ Listeners Strong

Confidential

Jio for Brands

Moving Together With India

Scaleable Presence Across All Demographics & Regions

70%
Males

30%
Females

~90%
Are Gen. Z & Millennials

TOP STATES

Jio for Brands

Influencing A Lifestyle

JioSaavn Originals are exclusive podcasts produced in-house and hosted by Award winning personalities

Artist Originals is an in-house original music program on a mission to empower groundbreaking South Asian artists.

Jio for Brands

Integral Part Of World's Best Tech Ecosystem

Building A Digital Society For India

#NayeIndiaKaNayaJosh

#RelianceAR

#NayeIndiaKaNayaJosh

GLOBALLY VALIDATED VALUE CREATION

Jio's Total Solutions Approach, inclusive business models and world-class digital capabilities have been validated by investments from leading global partners.

This would place Jio Platforms Limited among the Top 5 listed companies in India by market capitalisation within just three and half years of launch of commercial services.*

Facebook	43,574
Silver Lake	5,656
Vista	11,367
General Atlantic	6,598
KKR	11,367
Mubadala	9,094

Silver Lake and Co-investors	4,547
Abu Dhabi Investment Authority	5,684
TPG	4,547
L Catterton	1,895
PIF	11,367
TOTAL	1,15,694

*Events after the reporting period

Figures in ₹ crore

#RelianceAR

Jio for Brands

JioSaavn Amplifies Everyday Moments. Grow Brand Love By Connecting with Millions Of Listeners In A Passionate Environment

- Be A Companion
- Build Connections
- Inspire Action

Jio for Brands

A Platform That's Loved

From Content To Ads, Listeners Are Passionate About JioSaavn

Jio for Brands

Your Platform Of Choice

Your Audience = Our Listeners

- Loved by 100MM+ Monthly Active Users
- High Reach: Metros through Tier 3
- Rich Content Library
- Highly Attentive & Engaged Audience
- Premium UI & UX
- Positive & Brand Safe Environment

Jio for Brands

Tap Into Ultra-Mobile Moments

Strike A Chord During Moments Of True Attention

79% of audio consumption takes place while people are engaged in activities where visual media can't reach them.

WORKOUT

AT WORK

DRIVING

SPORTS

COMMUTE

DAILY CHORES

Source: Nielsen

Jio for Brands

Multi-Format Ad Experiences

Amplify Performance Through One Or More Personalized Solutions

Display

- MAXIMUS
- SHOWCASE
- IN-FEED
- OVERLAY

Audio

- STANDARD AUDIO
- STANDARD AUDIO w/ COMPANION BANNER
- NATIVE AUDIO SPOT

Video

- STANDARD VIDEO
- VIDEO SHOWCASE

Content

- SPONSORED PLAYLIST
- SPONSORED PODCAST
- SPONSORED ORIGINAL MUSIC
- BRAND CHANNEL
- BRAND VOICE

Jio for Brands

A Megaphone For Your Objective

Complement Your Media-Mix Through JioSaavn

- Reach Your Audience At Scale
- Grow Awareness
- Build a Community
- Enrich Saliency
- Drive Traffic

Confidential

Jio for Brands

Inspire Action Catered to Your Objective

Choose The Right Call To Action To Amplify Your Campaign

MAKE CALL

SEND TEXT

SEND EMAIL

ADD TO CART

LISTEN TO JINGLE

ADD CAL. INVITE

POST ON SOCIAL

BOOK A TEST DRIVE

LOOK UP ON MAPS

GO TO WEBSITE

WATCH VIDEO

CHOOSE A COURSE

Jio for Brands

Data-Informed Targeting Capabilities

Amplify Performance Via Contextual Communication

WHO ARE THE USERS

- GENDER
- AGE
- GEO
- PSYCHOGRAPHICS

WHAT DO THEY STREAM

- LANGUAGE
- PLAYLIST
- PODCAST
- GENRE
- MOOD
- RADIO & CHANNELS

HOW & WHEN DO THEY STREAM

- DEVICE
- ACTIVITY
- DAY
- TIME

Jio for Brands

Data: Central Intelligence

Leverage User, Content, & Consumption Insights To Inspire Action

USER INSIGHTS

CONTENT INSIGHTS

CONSUMPTION INSIGHTS

Jio for Brands

A Platform That Performs

Validated By Third Parties

nielsen

9%
Average ↑ in
Brand Awareness

8%
Average ↑ in
Consideration

90%
Average Audio Ad
Completion Rate

1 in 2
Correct Ad Recall
Post Brand Exposure

PARTNER SUCCESS STORIES *(Click On The Logo To Access)*

prime video | HDFC BANK | HDFC Life | bumble | Polybion

Jio for Brands

Our Audience Wants To Hear Your Brand

Whether New Or Existing, Our Listeners Are Looking Forward To Your Story

- Discovered New Brands
- Learned More About Existing Brands

Source: Basis Audience Insight Study Conducted In September 2020 Among 2127 Listeners

Jio for Brands

Your Time To Make A Symphony

Craft Your Audio Narratives & Make Listeners Experience The Theatre Of The Mind

Click on the image, turn up the volume, and listen in on how audio can amplify your brand's narrative.

Use Headphones For An Optimal Experience

Jio for Brands

Programmatic On JioSaavn

Completely Transparent, Measurable, & Scalable

Display & Video 360

ADOBE ADVERTISING CLOUD

AppNexus
A Xandr Company

PubMatic

rubicon PROJECT

theTradeDesk

adswizz

INDEX EXCHANGE®

Jio for Brands

Partners In Measurement & Brand Safety

Your Campaign Is In Trusted Hands

Reach & Relevance

Verify if your audio or display ads have successfully been delivered to your audience via measurable tags.

DV

IAS Integral Ad Science

MOAT by ORACLE DATA CLOUD

Results

Successfully measure how your campaign generated impact on key brand metrics such as awareness, consideration, and brand imagery.

KANTAR

nielsen

Jio for Brands

Shoutout To Our Partners

SAMSUNG
Canon
Nikon
hp
HYUNDAI
bumble
BMW
DATSUN
DELL
H&M
vivo
prime video
Godrej
BOSE
oppo
MARUTI SUZUKI
Pizza Hut
NEXA
ONEPLUS
HDFC BANK
citi
SYSKA
Mondelēz International
PUMA
PHILIPS
Nestlé
BRITANNIA
adda52.com
ICICI Bank
amazon
Google
Disney+ hotstar
Coca-Cola
NYKAA
PEPSICO
NETFLIX
Flipkart
paytm
Johnson & Johnson
KFC
P&G
Mercedes-Benz
realme
Hindustan Unilever Limited
UBER
Ford
SWIGGY
Emirates
DIAGEO
AMFI
UltraTech CEMENT
Budweiser
upGrad