



Overview for Sermon.net Broadcasters

Mission

AudioNow, based in Washington, D.C., owns and operates the world's largest, most-trusted call-to-listen platform.

Our mission is to extend the reach of broadcasters and help them connect to listeners that may be hard-to-reach, displaced, or who lack access to expensive data plans. The connection we provide takes the form of a simple telephone call from any mobile telephone – including the most basic feature phone. There is no surcharge for the call.

In addition to the U.S., we now provide service in approximately 30 other countries – many of which are home to Christian listeners that rely on their simple mobile phone to stay connected to important information and programming. AudioNow, itself, is not a broadcaster but, rather, “an extension cord” for broadcasters and, as a policy we do not charge religious broadcasters to connect to our service.

In the U.S. alone, half of American adults own a “smartphone” and half a “feature phone;” connecting to AudioNow enables broadcasters to reach both groups, growing mobile audience for your on-line or terrestrial radio or TV broadcasts.

Reach

AudioNow serves more than **2,500 broadcast partners**, including the United Nations, Voice of America, BBC, Radio France International, Radio Free Asia, Deutsche Welle, C-SPAN, Al Jazeera and hundreds of community broadcasters world-wide.

In 2014, there were **102 million calls** into the AudioNow platform, enabling these broadcasters to extend their reach with content in **96 different languages**, and across **130 different nationalities and ethnic groups**. AudioNow delivered an incremental **2.5 billion listening minutes** to its broadcaster partners last year.

How it Works

Our "call-to-listen" platform allows listeners to connect to the broadcaster of their choice through a simple telephone call.

Each broadcaster on the AudioNow platform has a dedicated phone number and callers can listen to live programming for as long as they choose. Many broadcasters also offer delayed, on-demand programming through AudioNow (much like an “audio DVR”).

There is no additional charge for the call and the listener does not even need a



smartphone or data plan. It is just a basic call from any phone, including a standard feature phone, since calling requires only voice minutes.

At a time when data costs continue to soar, our unique call-to-listen platform is the most accessible, affordable way to access radio content on-the-go.

Sample Access Numbers (U.S.)

Christian Satellite Network (English): [712.432.6878](tel:712.432.6878)

Liberty Radio Network (English): [\(213\) 493-0309](tel:213.493.0309)

BBC World (English): [\(712\) 432-5335](tel:712.432.5335)

Radio Poder (Spanish): [213.992.4214](tel:213.992.4214)

Proposal for Sermon.net Broadcasters, Ministries and Churches

AudioNow will assign a unique U.S. phone number for select Sermon.net partners as mutually convened.

To get started, all we need is an MP3 streaming URL that allows us to connect to your content.

We will supply the following, free of charge:

- National call-to-listen number that allows listeners to dial and listen from any phone, without Internet access, streaming apps, or bandwidth costs.
- Daily statistics about your listeners, their location, and preferred listening time, to help you better assess your programming.

In exchange, we ask that you:

- Upload a banner we provide to promote your call-to-listen numbers on your website and through your social media platforms.
- Make hourly on-air mentions of the call-to-listen numbers across your stations.

Both activities will set in motion the powerful word-of-mouth promotion that we have found is most effective in generating call-to-listen traffic and engagement.



Case Study

Broadcasters rely on AudioNow as a tool for fast, inexpensive, scalable, and extended distribution – that allows easy access to the entire United States. Here is a brief case study below of how we helped the BBC.

Challenge: In late 2008, BBC Radio was looking for a way to expand its mobile presence into the North American market. With no formal digital or cable strategy in place, the BBC wanted to conduct an inexpensive pilot that would prove to management the economic and market viability of expanding to the United States.

Solution: AudioNow offered a turnkey, low cost and scalable platform that allowed the BBC to test several of its languages in the United States across all mobile platforms. The BBC launched with three channels: the BBC World Service, BBC Hindi, and BBC Somali. At the start, the BBC wanted to offer local phone numbers (local area codes) for listeners in the largest metropolitan areas. In 2011, the BBC changed course and realized the advantage of a single national access number for unique content.

Results: BBC Radio traffic grew to several million listener minutes a year in 2011 on the AudioNow platform. The BBC also expanded its offerings to include BBC Arabic, BBC Urdu, and BBC Persian. The daily statistics from AudioNow also allowed the BBC to better understand the geographical distribution of its audience.

Please contact Alexandra Moe, Director of Strategic Partnerships, with any questions:
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