



jango

Media Kit

What is Jango?

The screenshot shows the Jango website interface. At the top, there's a music player for 'Black Jesus + Amen' by Lady Gaga. Below the player, there are sections for 'Your Stations' (listing various radio stations like 'Adele Radio', 'Coldplay Radio', etc.), 'Genre Stations' (listing 'Top Stations' like 'Alternative', 'Blues', etc.), and 'Friends Radio'. There are also promotional banners for 'Oodwalla' and 'Norton 2012'.

Fast-growing, engaging music discovery site

Leading streaming music service

- Fun, social way to create & share custom radio stations playing the music you want - legally & free
- Immersive, engaging and highly interactive

Over 3MM monthly uniques (U.S.)

- 10+ million registered users since launch in Nov. 2007
- 54% Female 46% Male
- 35% 18-34
- 30MM page views monthly



"I'm in love with Jango"



"Extremely social streaming radio"



"we love you so much Jango"



"Superior... more than solid"



"Straight-forward and easy to navigate"



"refreshingly simple online radio"



"Pandora on steroids"

The Jango logo is displayed in a large, white, stylized font against a blue background with a faint image of a person.

Jango's strengths over other music players/services



The Music

- A better platform for exploring independent, avant-garde music & artists

User Experience

- We do not interrupt the listening experience with ads as much as other services do

ROI For Advertisers

- We serve ads only when we know the user is focused on the site: only upon user interaction (skipping songs, changing stations, navigate)
- Fewer ads per user per day - your message doesn't get lost among lots of other ads

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Active eyeballs, not just passive listeners

Content-rich & social with engaged, interactive audience

Just enter an artist to start a station you can share with others

The screenshot displays the Jango website interface. At the top, there's a 'New Station' section with a search bar labeled 'Type in an artist'. Below it, a list of 'Your Stations' includes 'Coldplay Radio', 'Top 100 by Jango', 'Adele Radio', 'Yael Naim Radio', 'Classical Blend', 'Vast Aire Radio', 'VAST DAYS Radio', 'Love Songs', 'Goby Radio', and 'Nicki Minaj Radio'. The main player area shows 'Clocks' by 'Coldplay' with a play button and a video player. A social media feed below the player shows a tweet from @coldplay and a post about the band's formation. The bottom section features 'Genre Stations' with categories like 'Alternative', 'Blues', 'Christmas & Holidays', 'Country', 'Dance', 'Decades: 70's', 'Decades: 80's', 'Decades: 90's', 'Easy Listening', 'Electronic', 'Events', 'Gospel & Christian', and 'Hip Hop'. There are also 'Top Stations' and 'Friends Radio' sections. The Jango logo is in the top right corner.

See which friends like the music playing, share and introduce friends to this artist

More content and people to interact with

The Jango logo is displayed in a stylized, white font with a blue outline, set against a dark blue background with a faint image of a person.

Why advertise on Jango?

The screenshot displays the Jango website interface. At the top, there is a music player for Adele's song "Rolling In The Deep" with a duration of 3:30. The player includes standard controls like play, pause, and volume. Below the player, there are social media links and a "Watch Video Now" button. The main content area features several promotional banners: "odwalla" with the slogan "Click to shake our tree and see some goodness.", "AT&T High-Speed Internet" with "24,000+ WI-FI HOTSPOTS", and "Friends Radio" with the text "New! A station with your friends' music likes." On the left side, there is a "Your Stations" list including "Adele Radio", "Coldplay Radio", and others. A "Genre Stations" section lists various music genres like "Alternative", "Blues", and "Decades: 70's". A "Love Songs" section lists artists like Mariah Carey and Berlin. A "Great deals on LG phones" banner is also visible.

Active, engaged eyeballs

Powerful targeting capabilities

- Age, gender and location based on registration and Facebook Connect data
- “Music taste” targeting - based on correlation between music taste and brand/product propensity

The Jango logo is displayed in a large, white, stylized font against a blue background with a faint image of a person.

Flexible Standard and Custom Ad Units

The screenshot displays the Jango music player interface with several ad units overlaid. At the top, a 'New Station' section shows 'Somewhere Only V -3:42' by Keane. Below this, there's a 'Your Stations' sidebar with 'Coldplay Radio' selected. The main content area features a song player for 'Somewhere Only We Know' by Keane, with lyrics and a 'Watch Video Now' button. A 'New! Friends' button is also visible. Below the player, there's an 'octwalla' ad with the text 'Click to shake our tree and see some goodness.' and 'Find your flavor at Odwalla.com'. Further down, a 'Welcome, Gid' section includes a 'Target' ad for 'all the stuff you need for college stuff.' and a 'How Jango Works' section. The bottom part of the interface shows a 'New Station' for 'Porcelain' by Moby, with lyrics and a 'Watch Video Now' button. A 'Not the song you wanted to hear? Enjoy the next one.' message is displayed over the bottom part of the player. A large 'DASANI' ad is prominently featured in the foreground, with the text 'Designed to Make a Difference', 'Up to 90% made from plants', and 'Stop by our new page. Refresh as often as you like.' The Jango logo is visible in the bottom right corner of the interface.

Standard IAB units

(expandable rich media is an option)

- 728x90
- 300x250
- 160x600
- 300x600
- Roadblock combos (including 1280x800 wallpaper/skin)

Standard video formats

- served with a value add 300x250 companion

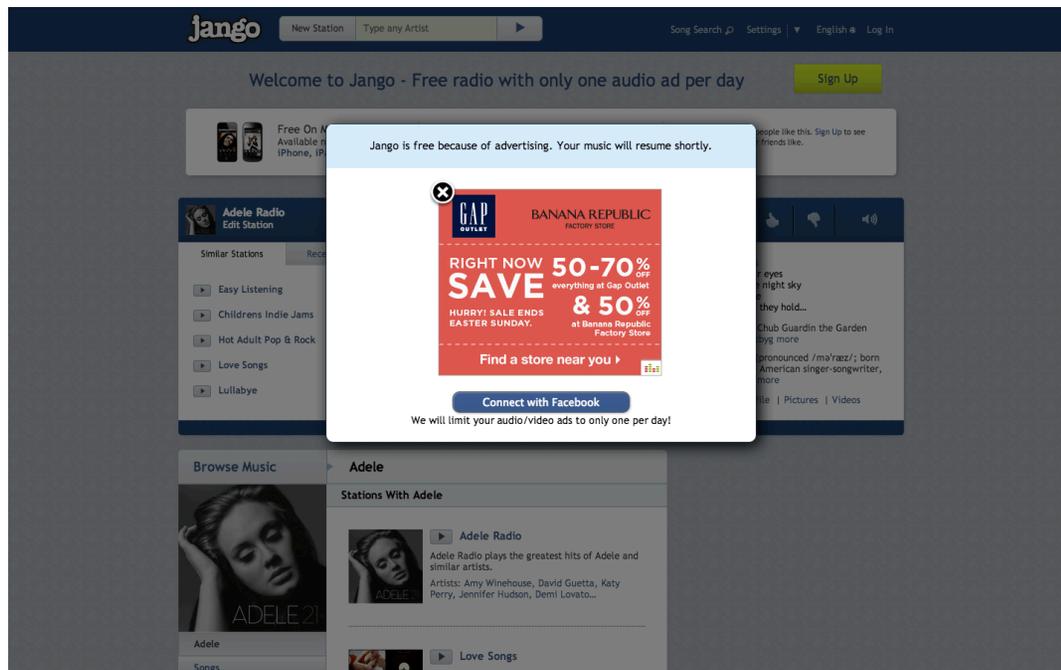
High impact units

- 600x400 interstitial
- homepage takeovers

Branded Stations and Advertiser Sponsorships on Jango

The Jango logo is displayed in a stylized, white, rounded font with a blue outline, set against a background of a collage of various images, including a person's face and abstract patterns.

Audio Ads- In overlay w/ display companion



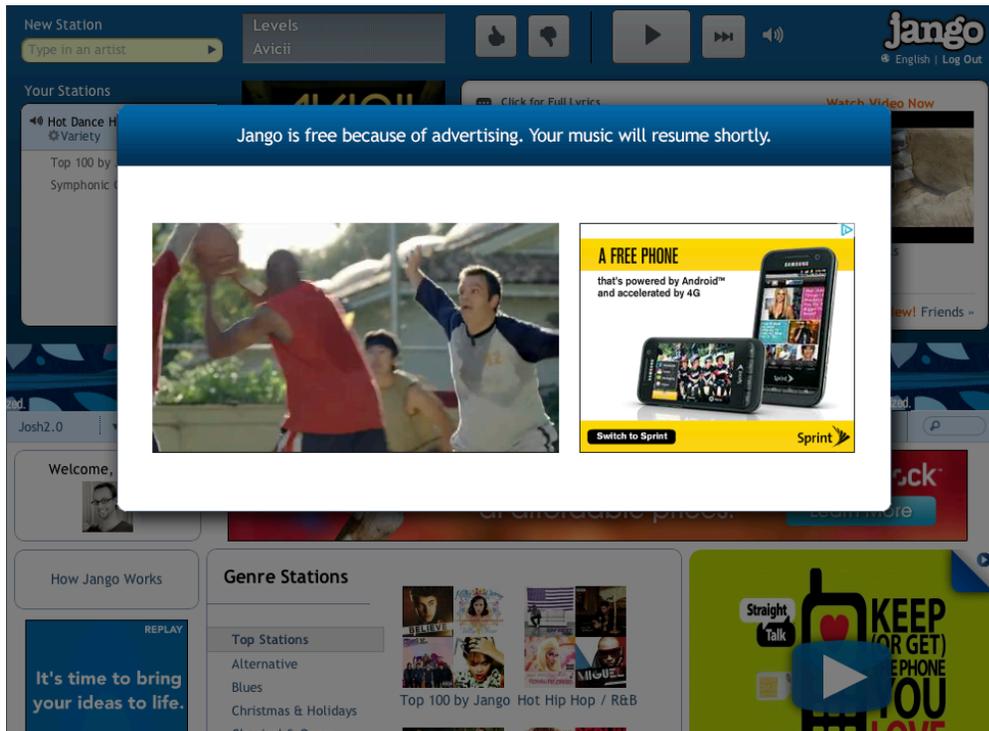
Eyeball Guarantee

- Served only **ON USER ACTION** (user clicking to play a song, tune into a station, etc.)
- Stops the music, takes over the page for duration of the Ad
- Box unit next to the video, increasing attention and CTR

High Impact: CTR's typically 1% - 1.5%



Video Pre-Rolls - In overlay w/ display companion



Eyeball Guarantee

- Served only **ON USER ACTION** (user clicking to play a song, tune into a station, etc.)
- Stops the music, takes over the page for duration of the video
- Box unit next to the video, increasing attention and CTR
- Entire overlay can be branded and include more campaign elements
- Supports all video formats including 300x250 and 640x360, plus 300x250 or 300x600 display companion

High Impact: CTR's typically 1.5% - 2.5%

The Jango logo, featuring the word "jango" in a stylized, lowercase, white font with a thick black outline, set against a blue background with a faint image of a person.

Homepage Takeover

The screenshot shows a Jango homepage takeover. At the top, there's a navigation bar with the Jango logo and user options. Below it, a music player is active, showing a track by Eminem titled "Love The Way You Lie". To the left, there's a "Your Stations" sidebar with a "Hip-Hop Hoorary" station selected. The main content area features a large advertisement for the 2012 Chevy Sonic, highlighting its "EPA-ESTIMATED 40 MPG HIGHWAY" and "0 TO 60 MPH IN 8.2 TURBOCHARGED SECONDS". Below the ad, there's a "Genre Stations" section with a list of genres and corresponding album covers for "Top Stations", "Top 100 by Jango", and "Fresh 40 by Jango". The genres listed include Alternative, Christian & Gospel, Classical & Opera, Dance, Country, Decades (70's, 80's, 90's), Electronic, Hip Hop, Independent, Indie, Jazz & Blues, Latino, Pop, Rock, and R&B / Soul. A social media widget for "Jango Radio on Facebook" is also visible, showing 97,494 likes. The takeover is branded with "LetsDoThis.com" and "The all-new Sonic" banners.

Huge, high-impact takeover of Jango Home - the “front page” every user sees first on Jango

For registered users, this is also the personal dashboard/overview area where they spend most of their time

The Jango logo is displayed in a stylized, white, rounded font against a dark blue background. The logo is positioned in the bottom right corner of the slide.

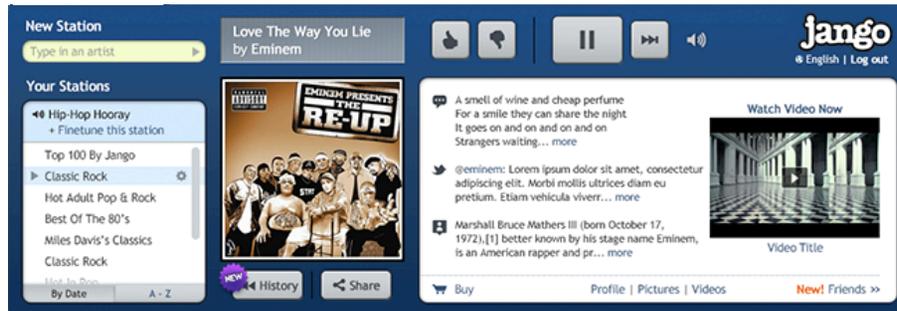
Branded Stations and Traffic Drivers *that lead to...*

The screenshot shows the Jango website interface. At the top, there's a music player for 'Love The Way You Lie by Eminem'. Below it, a sidebar on the left lists 'Your Stations' including 'Hip-Hop Hooray', 'Classic Rock', and 'Hot Adult Pop & Rock'. The main content area features a 'GiftCards' advertisement and a 'Genre Stations' section. A red box highlights a 'Chevy Sonic' station card, which is described as 'plays a mix of indie music presented by Chevy.' and lists artists like Wilco, Santigold, and Passion Pit. A red arrow points from the text on the right towards this highlighted station card.

- Branded Advertiser station or stations**
 - Curated in a campaign relevant theme
- Heavily promoted across the site**
 - Integrated, editorial modules throughout the site drive users to tune-in and visit the mini-portal (shown on next page)

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...the Advertiser's "Mini-Portal" on Jango



Additional Branding

Advertiser shows up as station host in the player and stays as long as the station plays

Traffic Driver to Mini-Portal

When tuning into the station, users are taken to Advertiser's "Mini-Portal"

Advertiser's "Mini-Portal"

Special content section where users can engage even deeper with Advertiser's brand - campaign content, sales offers, video - driving traffic to Advertiser's site

More examples from previous campaigns:

http://www.jango.com/heart_beat_lounge

http://www.jango.com/cedar_lounge_tunein

http://www.jango.com/your_shape

http://www.jango.com/zune_hd_lounge

http://www.jango.com/hyundai_lounge_tunein

The Jango logo is displayed in a stylized, white, lowercase font with a blue outline, set against a dark blue background with a faint world map.

The PushDown unit

960x66 expanding to 960x418 pushing the content down and allowing a half-page takeover

The screenshot shows the Jango website interface. At the top, there's a navigation bar with "New Station" and "Somewhere Only V -3:42 Keane". Below this is a music player with a play button and volume control. The main content area features a "Your Stations" sidebar on the left, a central music player for Keane's "Somewhere Only We Know", and a "Watch Video Now" button. Below the music player, there's an advertisement for Oodwalla with the text "Click to shake our tree and see some goodness." and "Find your flavor at Oodwalla.com". The bottom section of the page includes a "Welcome, Gid" message, a "Genre Stations" sidebar, and a "Friends Radio" section.

The screenshot shows the Jango website interface with a different layout. At the top, there's a navigation bar with "New Station" and "Starships Nicki Minaj -2:07". Below this is a music player with a play button and volume control. The main content area features a "Your Stations" sidebar on the left, a central music player for Nicki Minaj's "Starships", and a "Watch Video Now" button. Below the music player, there's a large advertisement for Oodwalla with the text "Shake well. Live well. Get good." and "Shake the tree to unleash our goodness." The bottom section of the page includes a "Welcome, Gid" message, a "Genre Stations" sidebar, and a "Friends Radio" section.

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Jango Radio Mobile App

Over 300,000 Unique visitors per day and growing
Supports Android & iOS 320x50, 300x250 and
interstitials

Jango Radio
Jango.com - February 24, 2014
Music & Audio

Installed

This app is compatible with all of your devices.

★★★★☆ (1,564,883) 8+ | +23618 Recommend this on Google

Description

Jango Radio is a free, personalized radio service that plays the best music by artists you love. Just start with the name of one of your favorite artists, and Jango will create a custom station that plays similar music. Or you can tune in to hundreds of expertly programmed genre stations like Top 100, Hot in Hip-Hop, Indie Dance Hits & more... All with just one ad per day and unlimited free listening.

Already a Jango listener? Great! Just log in to access your existing stations, and create new ones right from your mobile device.

"I'm in love with Jango" - USA Today
"Straightforward and easy to navigate" - Wall Street Journal
"Refreshingly simple online radio" - C-Net
"Makes it fun to discover new music" - PC World

Jango Radio Mobile

[View More by This Developer](#)

By Jango

Open iTunes to buy and download apps.



[View in iTunes](#)

Description

Jango Radio Mobile is a free, personalized radio service that plays the best music by artists you love. Just start with the name of one of your favorite artists, and Jango will create a custom station that

[Jango Web Site](#) • [Jango Radio Mobile Support](#) • [...More](#)

What's New in Version 4.0.4

This addresses a bug in a 3rd party library which causes the app to crash on open for some users. Ironically this library is intended to help us understand crashes and errors.

Free

Category: Music
Updated: Feb 13, 2014
Version: 4.0.4
Size: 12.7 MB
Language: English
Seller: DKCM Inc.

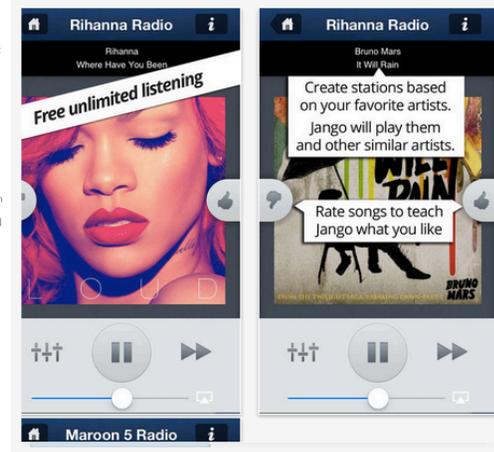
© 2013 Jango
Rated 12+ for the following:
Infrequent/Mild Alcohol, Tobacco, or Drug Use or References
Infrequent/Mild Profanity or Crude Humor
Infrequent/Mild Sexual Content and Nudity
Infrequent/Mild Mature/Suggestive Themes

Compatibility: Requires iOS 5.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.

Customer Ratings

Current Version:
★★★★☆ 97 Ratings
All Versions:
★★★★☆ 8340 Ratings

iPhone Screenshots



Customer Reviews

Yessss ★★★★★
by Kgomonkey

I love Jango it is so much better than pandora it has unlimited skips and just has better music also I had a small problem with me when I close the app it would stop playing music but I emailed the helpline and it was like really helpful and so thank you so much for having such a great helpline and all

Better than any other online radio ★★★★★
by Confused perzon

I love the unlimited skips, the independent artists, the simplicity, the popular stations. This application is a must have for music. However, I would like a "liked" list to view what I've liked. Or at least a bookmark list. But all in all, the BEST online radio service to date.



For more information please contact:

Gideon Lin

P: 646-2574186

E: gideon@jango.com



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