



I. Executive Summary

IranianRadio provides high quality popular music to an entertainment-hungry niche market: Iranians around the world and, most specifically, Iranian-Americans. As the world’s largest provider of Persian internet radio, IranianRadio has grown a strong, captive listener base of over 200,000 *unique* listeners a month, while the closest competitor produces less than one-third of this amount. This market share dominance and audience loyalty provides excellent advertising potential.

A summary of IranianRadio’s current statistics includes:

- **700,000+** tune-ins per month
- **205,000+** *unique* listeners per month
- Largest broadcaster of Persian internet radio in the world
- Stream at both 128 kbps (for broadband users) and 24 kbps (for dialup users)
- Niche stream diversity to capture demographic spectrum
 - Persian Pop
 - Persian Mix
 - Persian Dance
 - Persian Traditional
 - Kurdish Pop
- Persian content provider for **Apple’s iTunes** Music Service
- Exclusive Persian music provider for **Microsoft’s Windows Media Radio Service**
- Exclusive Persian content provider for **UpSnap’s Mobile Broadcast Network** (bringing our streams to wireless devices such as cell phones and PDAs)
- Persian content provider for **Sydus’ Truly Mobile Radio**, taking our streams to *worldwide* wireless users (Sydus is the company that produces Virgin Radio’s wireless offering).
- Internet’s first ever CD-quality Persian streams

II. Brief Audience Description

IranianRadio delivers a dedicated audience with a very targeted demographic to advertisers in a variety of industries. The IranianRadio listener is a male in the hard-to-reach 25 to 44 year old range. He tunes-in everyday, for one to five hours a day, from home while working. He is highly educated, a high-income earner, and identifies himself as an Iranian-American.

III. Sample Listenership by Histogram

Gender:

| | | |
|--------|--|--------------|
| Male | | 67.4% |
| Female | | 32.6% |

Age Distribution:

| | | |
|----------------|--|--------------|
| 13 - 17 | | 4.3% |
| 18 - 24 | | 19.7% |
| 25 - 34 | | 32.7% |
| 35 - 44 | | 22.2% |
| 45 - 54 | | 14.5% |
| 55 - 64 | | 4.6% |
| 65+ | | 2% |

Listening Frequency:

| | | |
|------------------------|--|--------------|
| Everyday | | 32.3% |
| 5 days a week | | 17.1% |
| 3 days a week | | 27.3% |
| Once a week | | 14.1% |
| Once every 2 weeks | | 3.5% |
| Once a month | | 2.3% |
| Less than once a month | | 3.3% |

Listening Duration:

| | | |
|---------------------------|--|--------------|
| More than 8 hours a day | | 6.4% |
| 5 to 8 hours a day | | 12.3% |
| 3 to 5 hours a day | | 23.8% |
| 1 to 3 hours a day | | 39.7% |
| 30 min to 1 hour a day | | 14% |
| Less than 30 min a day | | 3.7% |

IranianRadio offers an effective means by which to reach an otherwise media-sheltered niche market of consumers with highly available disposable income. Find out how IranianRadio can help your business reach—or increase frequency within—this greatly sought after demographic for a fraction of the cost of other media outlets.