



Afrovibes Radio Houston...

A Division of Afrovibes Media Group

*Serving diverse and eclectic African music, heritage, and news online*

# Our Vision



At Afrovibes Radio, we envision a world of opportunities that forms great relationships with partners and listeners in our Houston, Texas community and from all around the world. AVR will expand the reach and quality of its entertainment, news, and music programming focus to reflect it's mission to provide a mix of eclectic African music, culture, news, entertainment, and community affairs. We imagine a global community radio infrastructure made up of a diverse and inclusive radio programming team. AVR is dedicated to fulfill it's mission of community/public service through fund raising affairs to give back to our loyal listeners locally and globally. We would like to be the reliable resource base to adequately meet the current and future demands of our radio station that our listeners can rely on.

# Who Are We?

- Afrovibes Radio is a subsidiary of Afrovibes Media Group, LLC.
- Founded in 2016 in Houston, Texas
- We Engage, Educate, Entertain, and Inspire our listeners
- We serve as an online music, news, entertainment, and talk radio media platform to thousands of our listeners



# Why Advertise with AVR?

AVR is a progressive online radio station that aims to entertain, inspire, and enrich listeners through eclectic mix of African music, culture, news, entertainment, and community affairs. Our station acts as a forum for people and issues that enable listeners to share ideas, opinions, music, and drama. And, importantly, AVR seeks to build relationships with partners, talk show and podcast hosts to serve as a communication platform for millions of our listeners.

Our goals at Afrovibes Radio are to:

- Facilitate the sharing of information
- Enhance the Afro community dialogue
- Encourage individual and artistic expression
- Provide a vehicle for collaboration problem-solving
- Promote community involvement
- Create an awareness of Afro local and global interests, views, and cultures

**Engage**

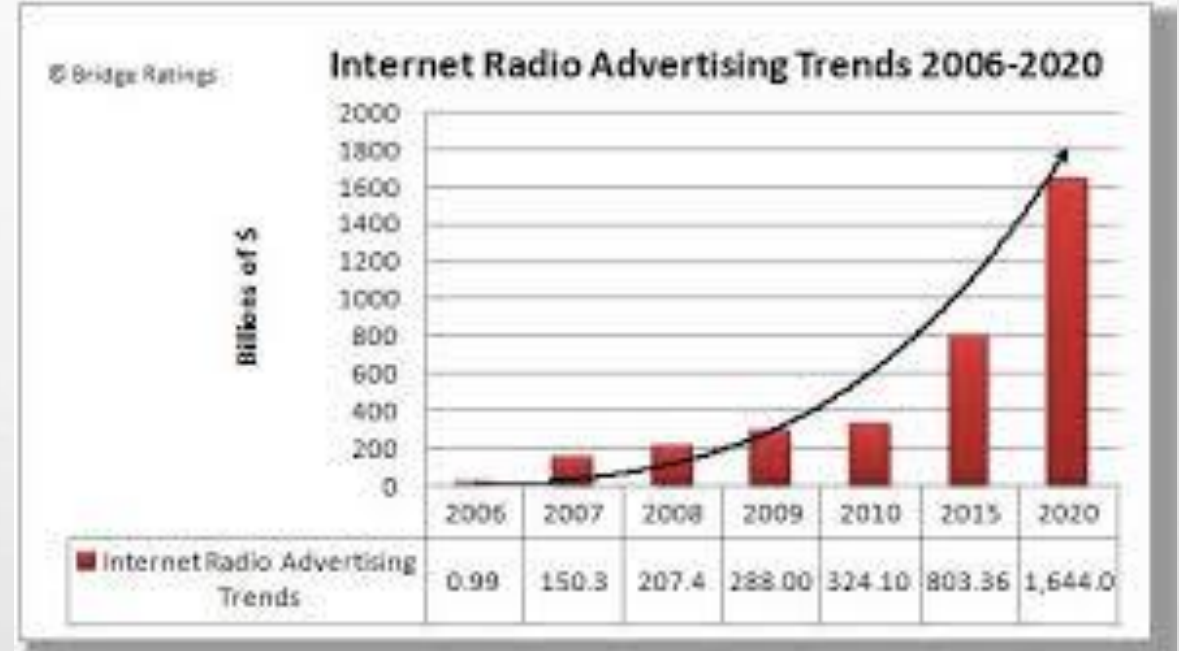
**Inspire**

**Educate**

**Entertain**

## Global Platform

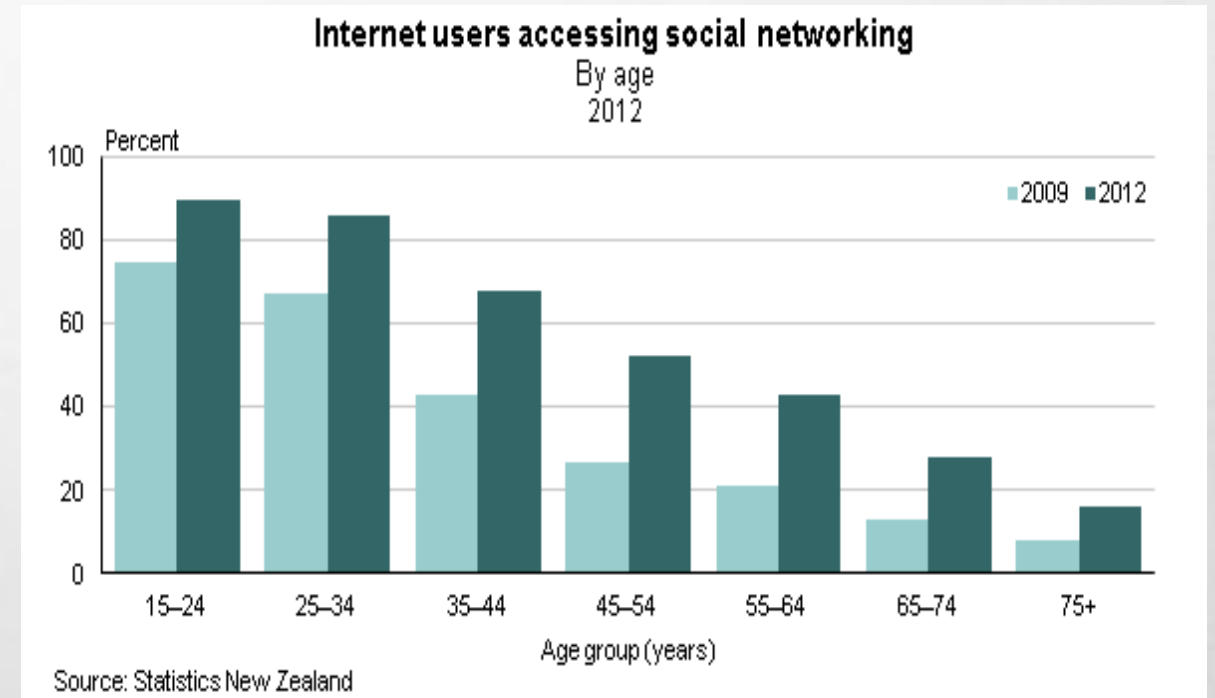
AVR is being aired in over 170 countries online and is constantly growing. With the rate and growing number of online listeners, AVR has the potential to be the ubiquitous form of Afrocentric media, ever!



# Growing Rate of Music Programming

In 2014, one third of Americans used their phones to stream music young adults (18-24) listened to internet radio more than terrestrial. Two of the top five most popular apps in America (Pandora and YouTube) are used for streaming music. Americans now spend more time on their phones than watching television, there has never been a more opportune time to maximize internet radio experiences.

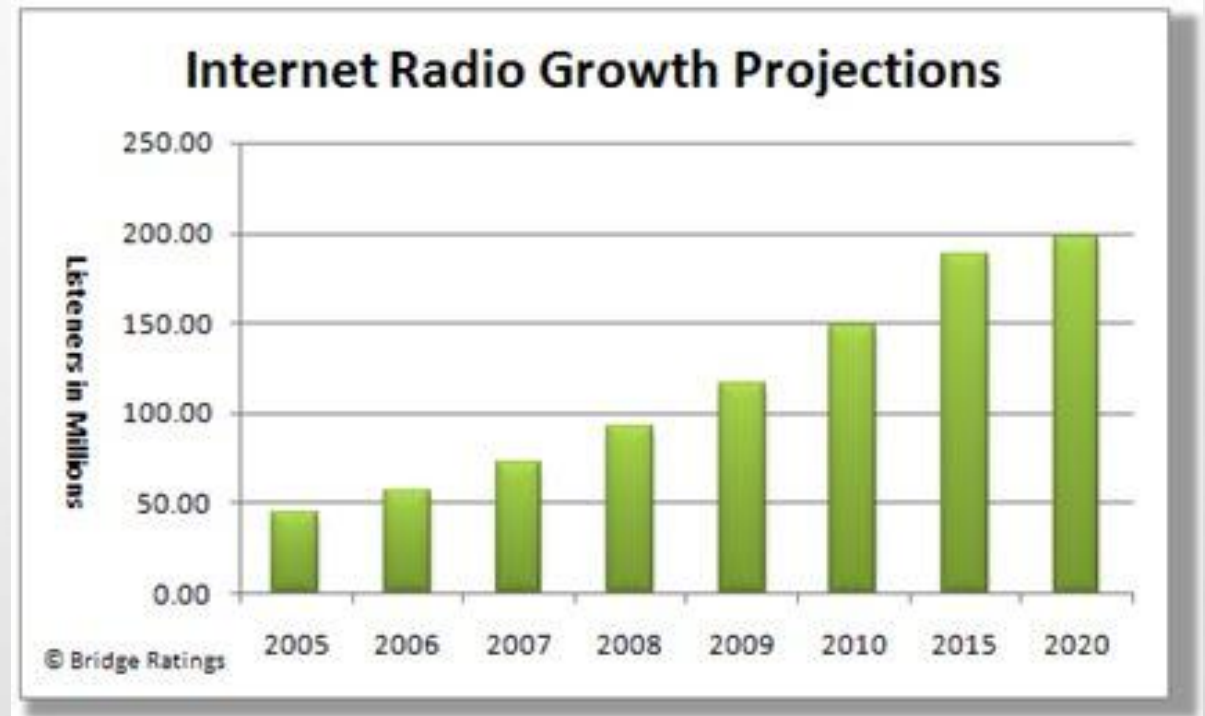
Why Advertise with AVR



# Longer Listening Hours

Let's consider the potential internet radio landscape. The average person sleeps approximately seven hours a day, meaning there are up to seventeen listening hours per day that one could listen to internet radio. Additionally, it is expected that in two years 3.5 billion people will be online, bringing the total of possible listening hours worldwide to 59.5 billion per day. With the average revenue per thousand hours amounting to \$42.77 (Pandora's rate in 2014), there is a possible daily cap of approximately \$2.5 billion in 2017.

Why Advertise with AVR



## Programming Intelligence

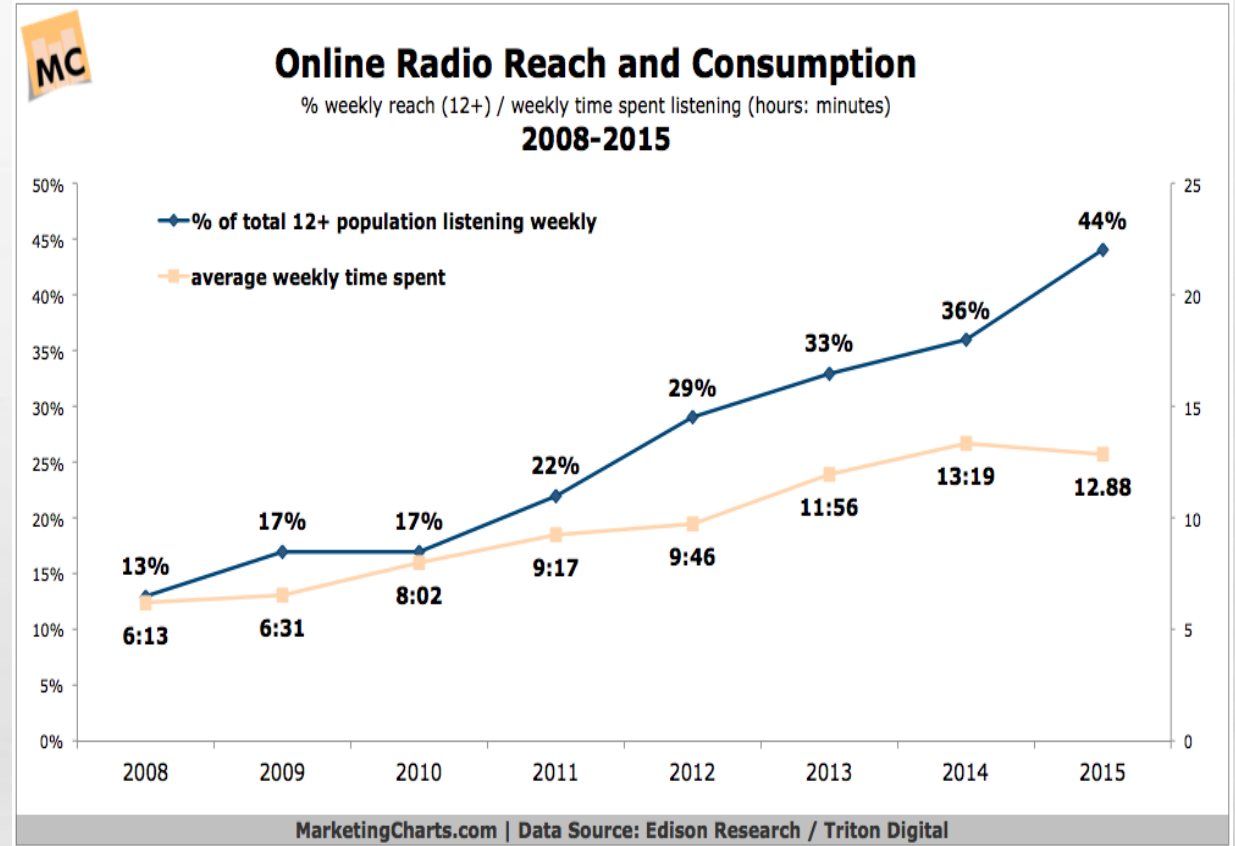
AVR music programming relies on crowdsourced curation, similar to twitter and can surface contextual programming related to mood, genre and geographical location. Our musical algorithm and our fan favored programming will merge because the crowd deems that the context provided meets their expectations.





## Brand Recognition

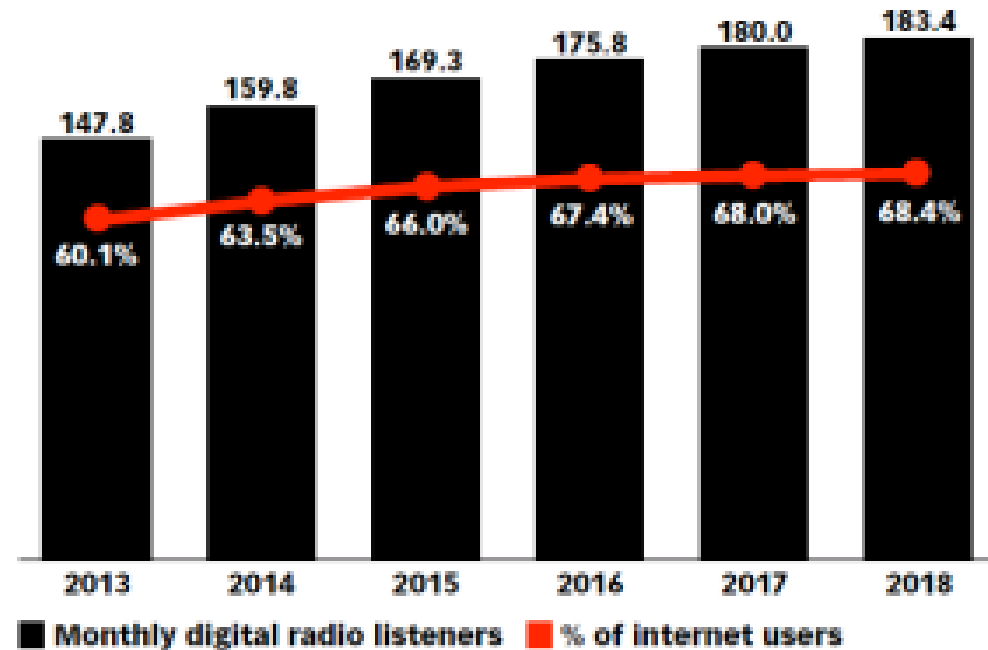
AVR offers companies an unparalleled opportunity to connect with the right listeners at the perfect moment. Research shows that online listeners are more receptive to online advertising and are more likely to buy products online and have more disposable income.



## Visibility

Digital radio listeners had grown to 160 million. That is over 50% of all US citizens and 63% of Internet users. The audience is expected to grow to 183 million by 2018. The conclusion is simple, internet radio now reaches a large audience and can be an important channel for reaching consumers, Unlike terrestrial radio, your brand and image is not restricted to a local geographical region, but on an emerging global platform. For less money paid on terrestrial radio, you get over 50% more in visibility.

**US Monthly Digital Radio Listeners, 2013-2018**  
millions and % of internet users



*Note: internet users of any age who have listened to digital broadcasts of terrestrial radio stations, digital-only radio stations or audio podcasts via any device at least once per month*  
*Source: eMarketer, Feb 2014*

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[www.eMarketer.com](http://www.eMarketer.com)

# Internet Radio Trends

## Growth

- User Growth: from today at 160 million to 183 million in 2018
- Time Spent Listening Growth: displacing tradition audio
- Revenue Growth: from both subscriptions and advertising

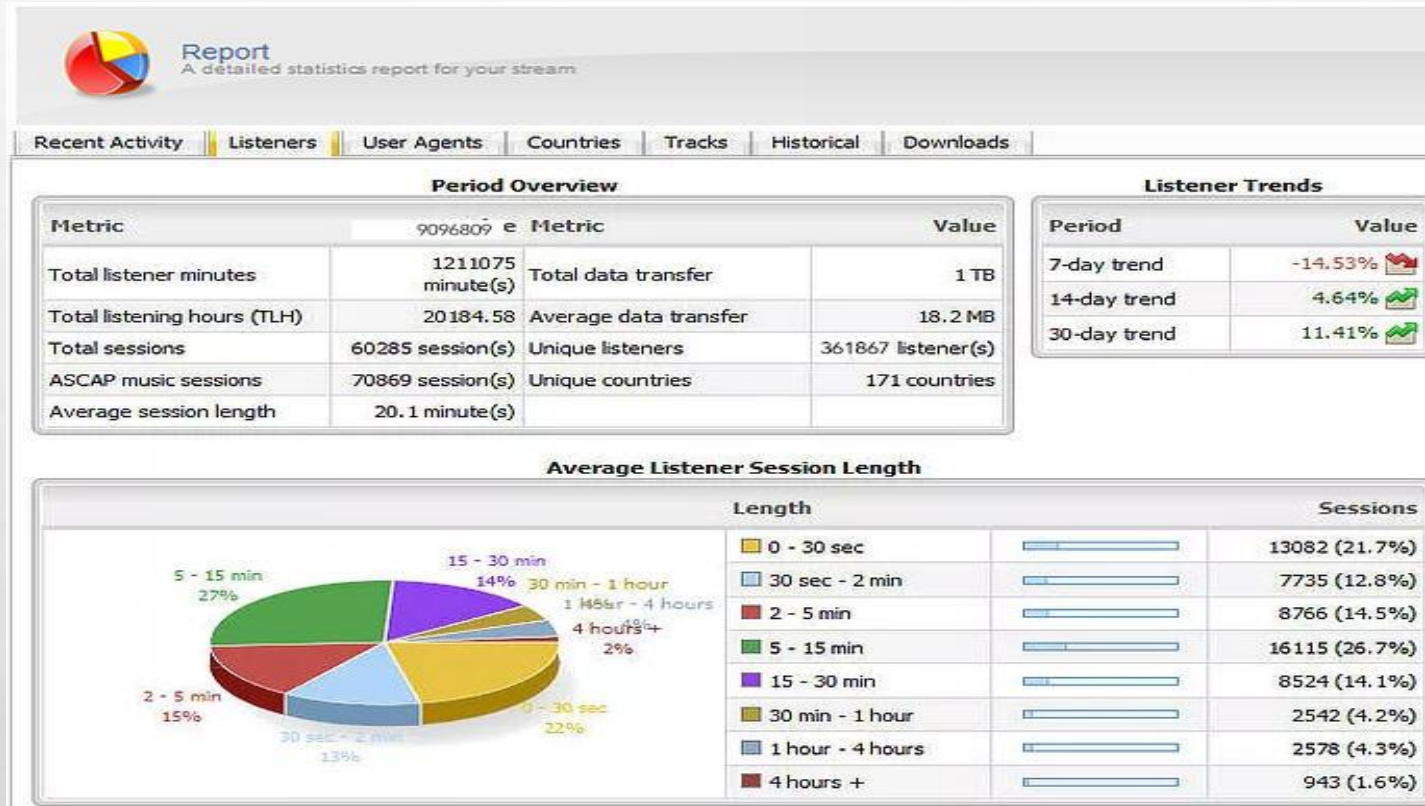
## Consumer Behaviors

- A Favorable Demographic: Internet radio hits all demographics but skew to tomorrow's audience of Millennials and younger
- Shift to Mobile Listening: mobile is the driver of growth and future of listening
- Reaching Consumers on Mobile: 95% of listening is now on mobile devices
- Listening While Otherwise Occupied: 79% of music listening is done while multi-tasking

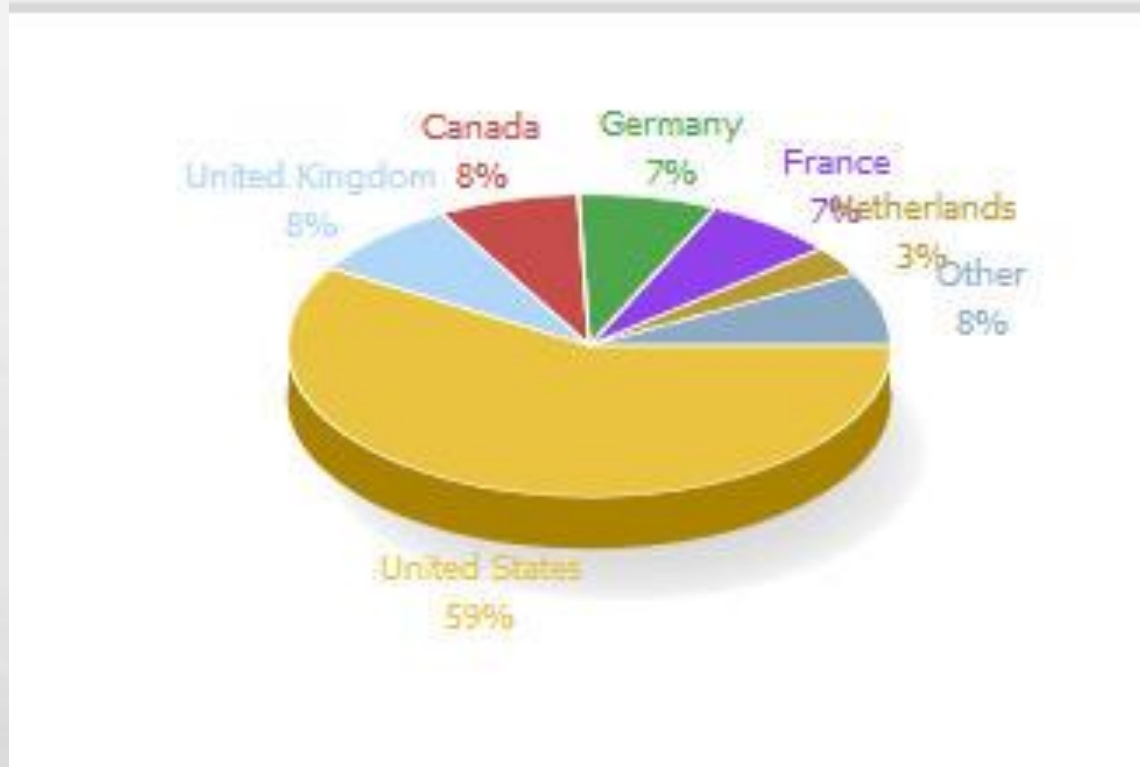
## Radio

- What about Broadcasters: traditional advertising is falling while digital revenue grows

# AVR Analysis: Listeners



# AVR Analysis: Countries



# AVR Analysis: Specific Countries

Top Countries by Listener Minutes

Country	Minutes
1. United States	697017
2. France	125840
3. Canada	64533
4. Germany	52441
5. Australia	29508
6. United Kingdom	24648
7. Netherlands	16202
8. Japan	11614
9. Kenya	10516
10. Israel	9058
11. Switzerland	8111
12. Italy	7225
13. Belgium	3645
14. Nigeria	3600
15. Brazil	3389
16. Mexico	3100
17. Norway	2972
18. Romania	2697
19. Singapore	2570
20. Cameroon	2474
21. Colombia	2426
22. Saudi Arabia	2254
23. Spain	1902
24. Sweden	1721
25. United Arab Emirates	1696
26. South Africa	1690
27. Luxembourg	1674
28. Russian Federation	1613
29. Tanzania, United Republic Of	1319
30. Denmark	1109
31. Korea, Republic Of	1099
32. Reunion	1079
33. Czech Republic	1011
34. Sudan	879
35. Poland	737
36. Ghana	728
37. Namibia	723
38. Dominica	564

39. Ukraine	495
40. Egypt	438
41. Portugal	411
42. Indonesia	411
43. Finland	399
44. Ireland	373
45. Turkey	365
46. Austria	313
47. India	301
48. Malaysia	268
49. Dominican Republic	267
50. Angola	258
51. Suriname	255
52. Martinique	253
53. Peru	238
54. Costa Rica	235
55. Guadeloupe	233
56. Serbia	222
57. Senegal	209
58. Latvia	166
59. Croatia	154
60. Slovakia	143
61. Chile	142
62. Albania	140
63. Argentina	131
64. Botswana	130
65. Taiwan, Province Of China	118
66. Mozambique	117
67. Gambia	115
68. Morocco	115
69. Haiti	111
70. Jordan	106
71. Barbados	92
72. Viet Nam	89
73. Unknown	83 FX
74. Panama	79
75. Congo, The Democratic Republic Of The	74
76. Fiji	74
77. Bulgaria	73
78. Greece	62
79. Bahamas	55



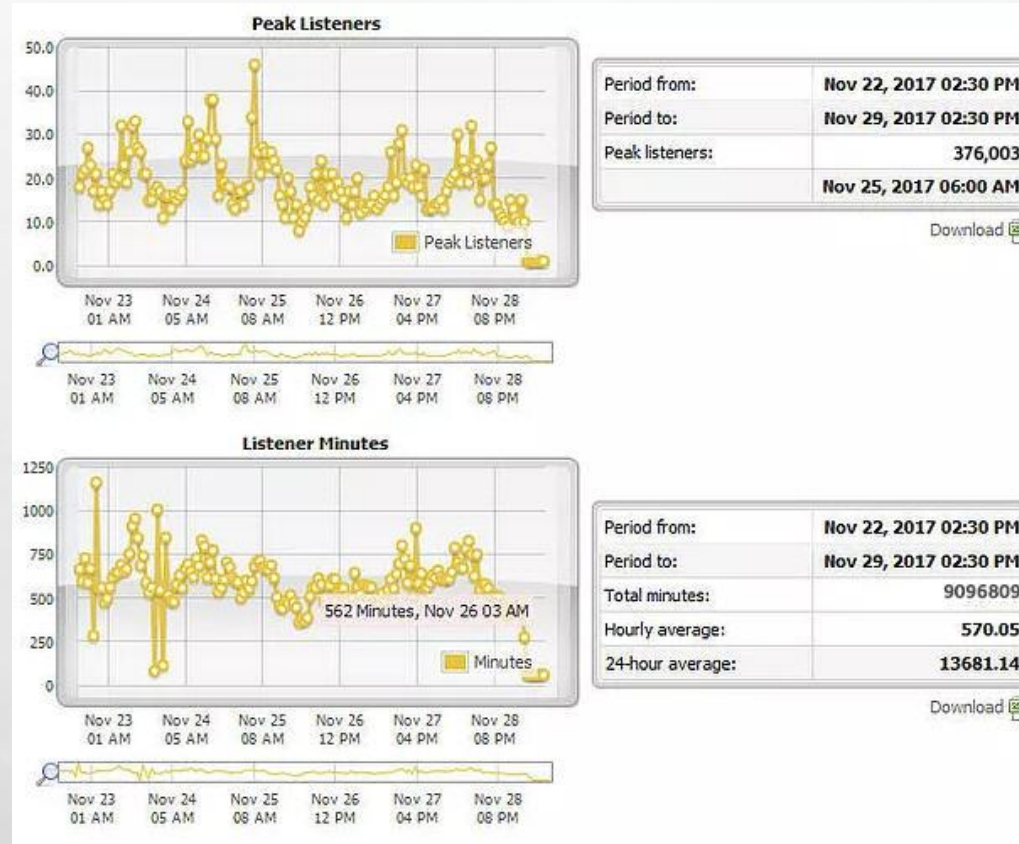
80. New Zealand	55
81. Lithuania	50
82. Zimbabwe	50
83. Uganda	48
84. Philippines	40
85. Unknown	38
86. Pakistan	38
87. Jamaica	36
88. Hungary	36
89. Mali	34
90. Oman	30
91. Ecuador	30
92. Algeria	30
93. Venezuela	26
94. Estonia	22
95. Iraq	22
96. Kuwait	20
97. Thailand	20
98. Syrian Arab Republic	19
99. Cape Verde	18
100. Tunisia	17
101. China	16
102. Unknown	16
103. Mauritius	16
104. El Salvador	16
105. Hong Kong	15
106. Puerto Rico	13
107. Cote D'Ivoire	13
108. Virgin Islands (British)	12
109. Lebanon	11
110. Mayotte	11
111. Gabon	11
112. Slovenia	11
113. Belarus	10
114. Rwanda	10
115. Malta	10
116. Iceland	10
117. Mauritania	9
118. Moldova, Republic Of	9
119. Myanmar	8
120. Saint Kitts And Nevis	7
121. Zambia	7

121. Zambia	7
122. Paraguay	6
123. French Guiana	6
124. Nicaragua	6
125. Liberia	6
126. Iran (Islamic Republic Of)	6
127. Bosnia And Herzegovina	5
128. Trinidad And Tobago	5
129. Guatemala	5
130. Anguilla	4
131. Swaziland	4
132. Belize	4
133. Montenegro	4
134. Lesotho	3
135. Unknown	3
136. Guinea	3
137. Madagascar	3
138. Ethiopia	3
139. Libyan Arab Jamahiriya	3
140. Cyprus	2
141. Georgia	2
142. Saint Lucia	2
143. Seychelles	2
144. Kazakhstan	2
145. Bermuda	2
146. Honduras	1
147. Guyana	1
148. Bangladesh	1
149. Macao	1
150. Qatar	1
151. Netherlands Antilles	1
152. Antigua And Barbuda	1
153. Lao People's Democratic Republic	1
154. Yemen	1
155. Benin	1
156. Brunei Darussalam	1
157. Congo	1
158. Uruguay	1
159. Guernsey	1 GG
160. Bolivia	1
161. Guinea-Bissau	1

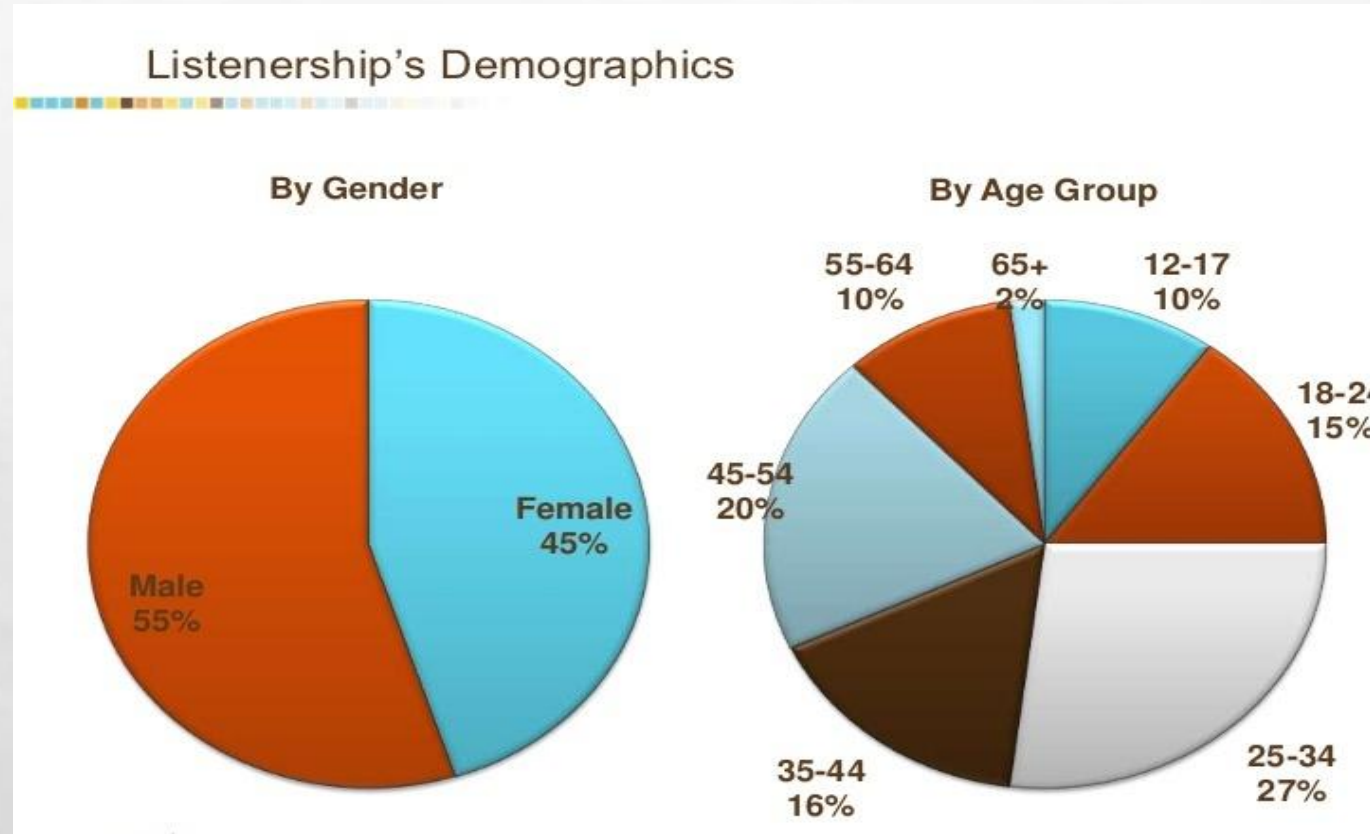
161. Guinea-Bissau	1
162. Macedonia, The Former Yugoslav Republic Of	1
163. Sri Lanka	1
164. New Caledonia	1
165. Guam	1
166. Saint Vincent And The Grenadines	1
167. Armenia	1



# AVR Analysis: Peak and Minutes



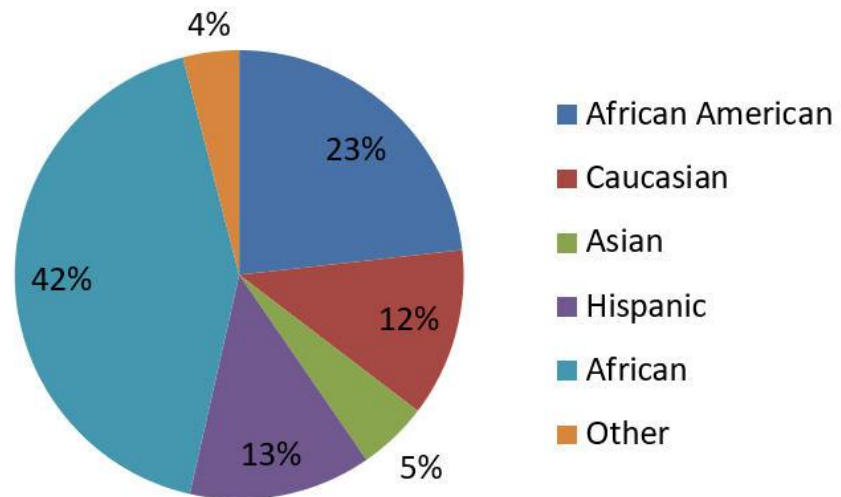
# Radio Analysis: Demographics



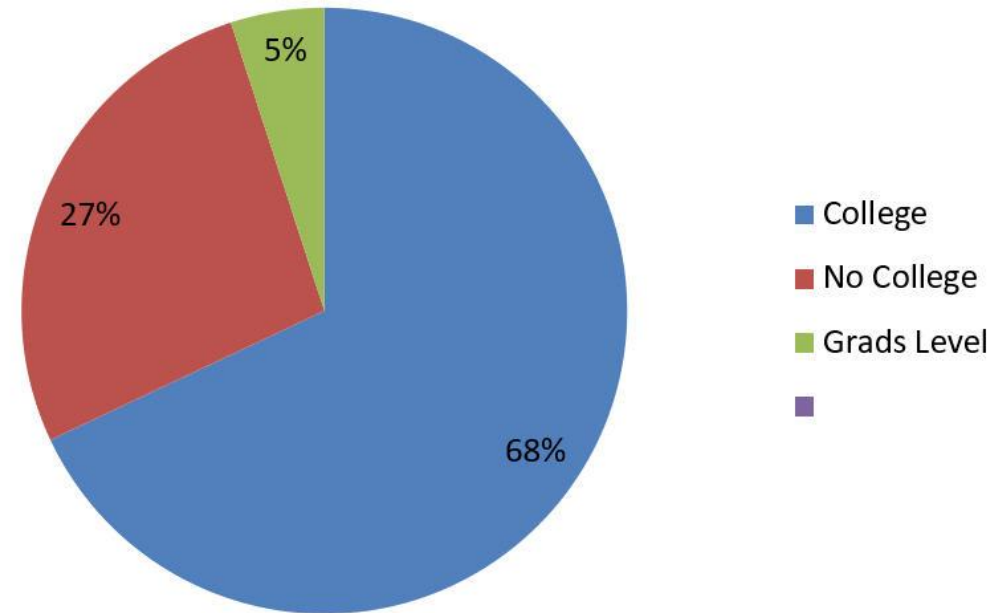


# Audience Demographics

## Ethnicity

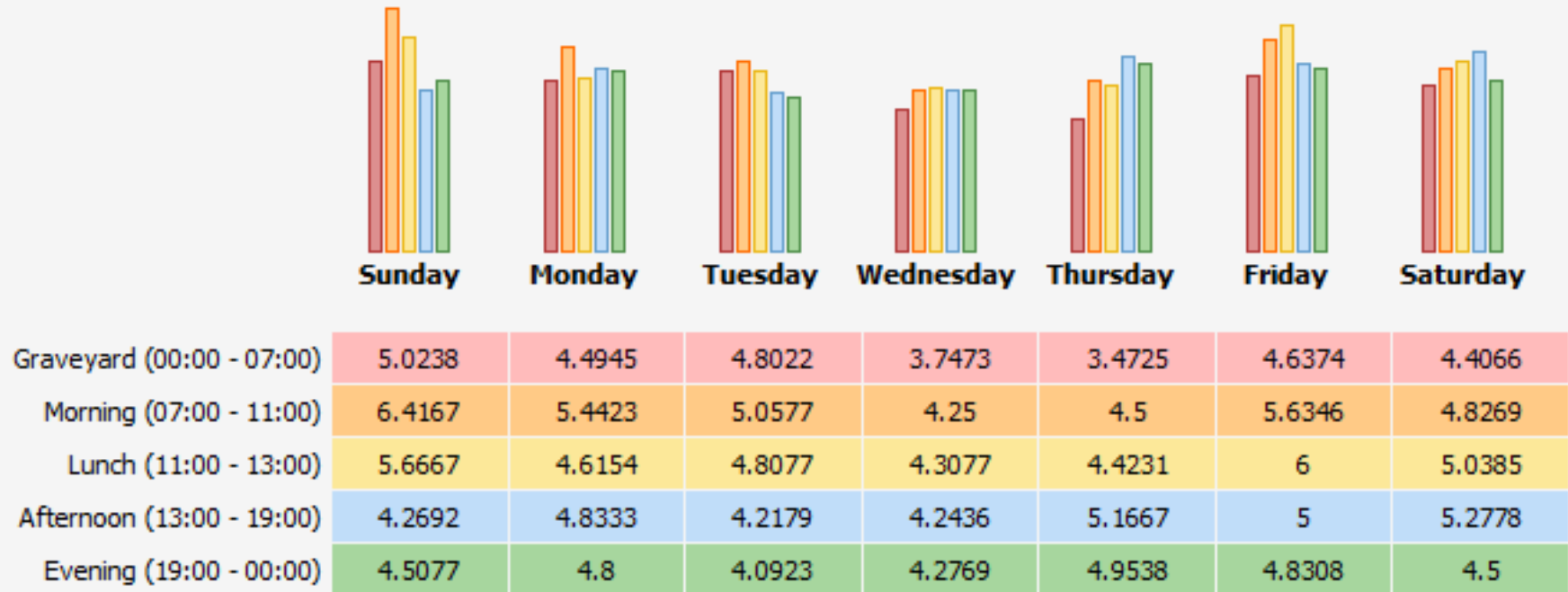


## Education Level



# AVR Analysis: Average Listeners Per Hour

Average Listeners Per Hour



# AVR 2017 RATES:

<i>Day</i>	<i>Daypart</i>	<i>:60</i>	<i>:30</i>
M-F	6a -10a	\$ 28.50	\$ 24.50
M-F	10a-3p	\$ 35.50	\$ 31.50
M-F	3p-7p	\$ 38.50	\$ 31.50
M-F	7p-12m	\$ 18.50	\$ 15.50
Sat	6a-10a	\$ 15.50	\$ 13.50
Sat	10a-3p	\$ 22.50	\$ 19.50
Sat	3p-7p	\$ 22.50	\$ 19.50
Sat	7p-12m	\$ 15.50	\$ 13.50
Sun	6a-10a	\$ 15.50	\$ 13.50
Sun	10a-3p	\$ 18.50	\$ 15.50
Sun	3p-7p	\$ 18.50	\$ 15.50
Sun	7p-12m	\$ 15.50	\$ 13.50
M-Sun	12a-6a	\$ 14.50	\$ 12.50

# Platinum

## Why Sponsor AVR

### **\$5,000**

- One year special advertisement on Afrovibes Radio
- Place your ad in the rotating slideshow that appears prominently on our home page so as people listen throughout the day to our programming, your ad will flash in front of them.
- Branding and inclusion of corporate logo at special events.
- Free custom advertisement
- Fixed Banner Ads @ sides or bottom of our Homepage for 6 months w/link to your website.
- Company commercial drop 8 times a day (peak time and off peak)
- 8 Free pre-recorded Interview on our Radio Station
- Free Logo Placement on Social Media Pages
- One commercial after every show
- One Free Ad during an event coverage
- Periodic "Tweets" Throughout the Day on our Social Media Platform
- Exclusive Community Coupons page.
- Free "Sponsored By" Station IDs at the Top of Each Hour

# Gold

**\$3,500**

- One year special advertisement on Afrovibes Radio
- Place your ad in the rotating slideshow that appears prominently on our home page so as people listen throughout the day to our programming, your ad will flash in front of them.
- Free custom advertisement
- Fixed Banner Ads @ sides or bottom of our Homepage for 6 months w/link to your website.
- Company commercial drop 4 times a day (peak time and off peak)
- 5 Free pre-recorded Interview on our Radio Station
- Free Logo Placement on Social Media Pages
- One commercial after every show
- One Free Ad during an event coverage
- Periodic "Tweets" Throughout the Day on our Social Media Platform
- Exclusive Community Coupons page.
- Free "Sponsored By" Station IDs at the Top of Each Hour

# Silver

**\$2,000**

- One year special advertisement on Afrovibes Radio
- Place your ad in the rotating slideshow that appears prominently on our home page so as people listen throughout the day to our programming, your ad will flash in front of them.
- Company commercial drop 2 times a day (peak time and off peak)
- 3 Free pre-recorded Interview on our Radio Station
- Free Logo Placement on Social Media Pages
- Periodic "Tweets" Throughout the Day on our Social Media Platform
- Fixed Banner in our website front page

# Titanium

**\$750**

- One year special advertisement on Afrovibes Radio
- Place your ad in the rotating slideshow that appears prominently on our home page so as people listen throughout the day to our programming, your ad will flash in front of them.
- Company commercial drop 2 times a day (peak time and off peak)
- 3 Free pre-recorded Interview on our Radio Station
- Free Logo Placement on Social Media Pages

Why Sponsor  
AVR

## Bronze

**\$500**

- One month special advertisement on Afrovibes Radio
- Place your ad in the rotating slideshow that appears prominently on our home page so as people listen throughout the day to our programming, your ad will flash in front of them.
- Company commercial drop 2 times a day (peak time and off peak)
- 3 Free pre-recorded Interview on our Radio Station

## Let's Vibe

**\$250**

- One month special advertisement on Afrovibes Radio
- Place your ad in the rotating slideshow that appears prominently on our home page so as people listen throughout the day to our programming, your ad will flash in front of them.
- Company commercial drop 2 times a day (peak time and off peak)

# Why Advertise on Internet Radio?

- Internet radio plays far fewer commercials per hour, which results in higher listener attention levels, increasing the ads, intended effect.
- Listeners are only one click away from an advertiser's web site. They are online and have browser windows open. This makes it very easy to get the listener to visit the advertiser's web site.
- Web radio listeners are a highly active group of consumers with an above average level of purchase intention according to an analysis by BIG Research.



# Afrovibes Radio: **Programming**

Afrovibes Radio offers 24/7 online radio live streaming serving our listeners in over 170 countries across the diaspora of African music and culture. AVR is currently available via desktop and mobile radio apps. You can also download the android app in the Google Play store, Apple App store and TuneIn App. For more information on where you can tune in please check us out at [www.afrovibesradio.com](http://www.afrovibesradio.com).



# Web Directory

Web-radio programmers helps us keep our listeners in tune regardless of their mobility around the world.



Afrovibes Radio brings a wide range of news, cultural, and music programs to educated, affluent, and culturally active audiences across the globe. Compared to commercial radio, our audience experiences clutter-free listening and engagement. Your message on Afrovides Radio is clear, concise & read by distinctive voices. No other station in the market can boast that exclusive environment.



## Contact Us

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