



WONDERY
Feel the story.

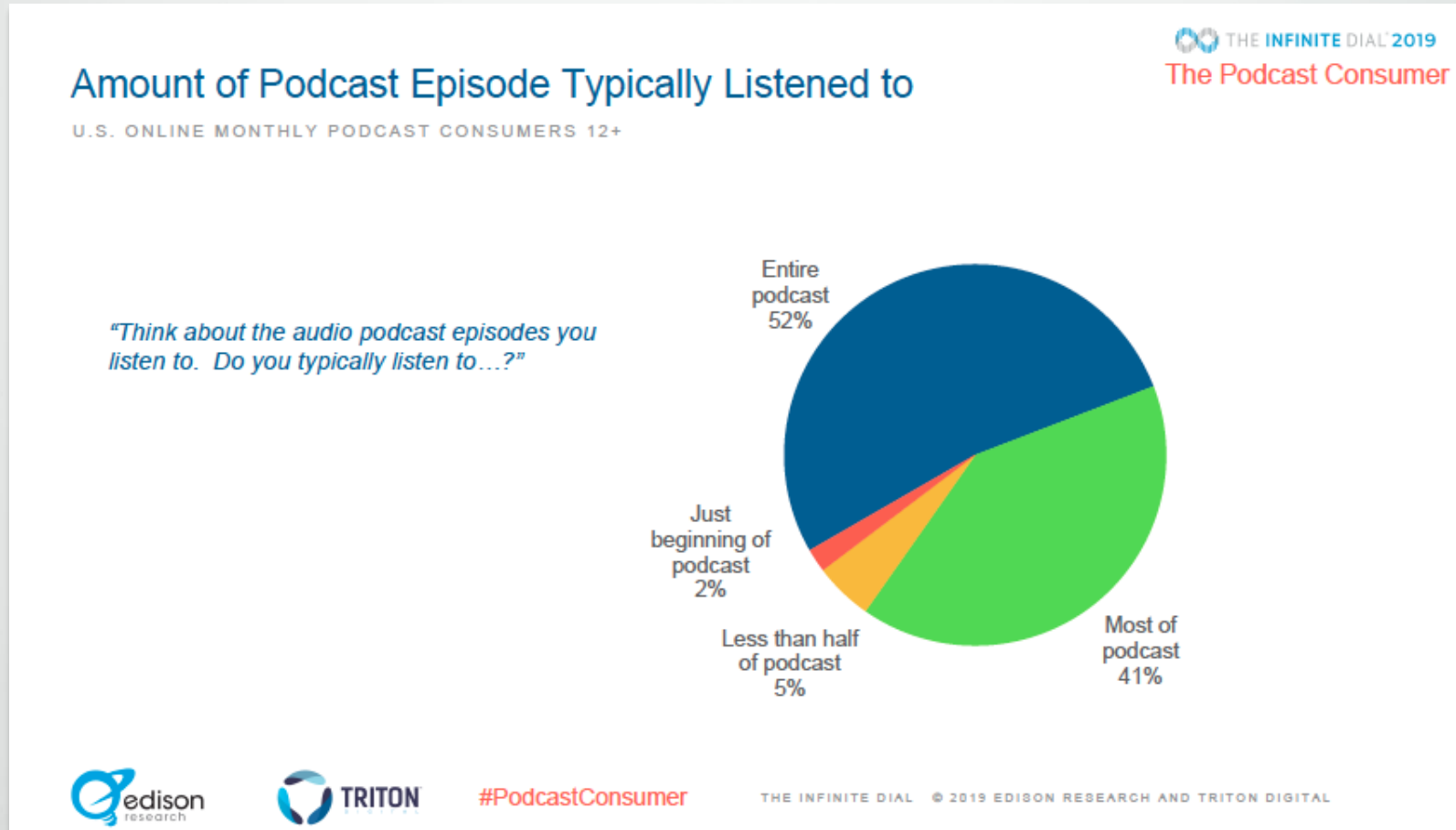


WONDERY is the fastest-growing and largest independent podcast publisher in the world; connecting top-tier brands with highly-engaged audiences through world-class storytelling.

Why podcasting?



Podcasts Keep Listeners Engaged – From Start to Finish



93% of people who start a podcast listen to most of the episode.



Podcast listeners report positive ad experiences, especially with host read ads.

69% of listeners agreed that podcast ads made them aware of new products or services

Podcasting “share of ear” doubled from 2014 to 2018

Weekly Podcast listeners spend an average of 6 hours and 37 minutes listening to podcasts every week



Why Wonder?





75

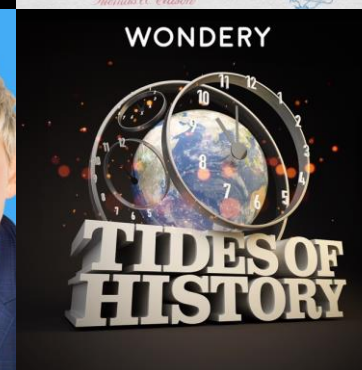
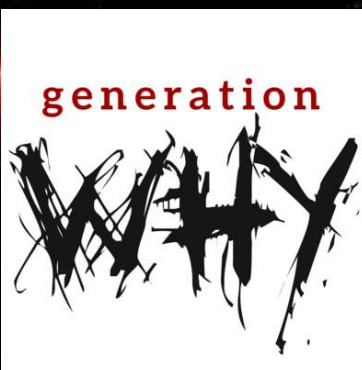
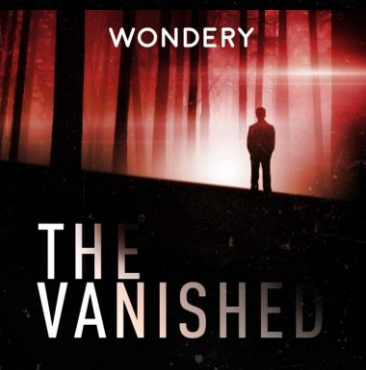
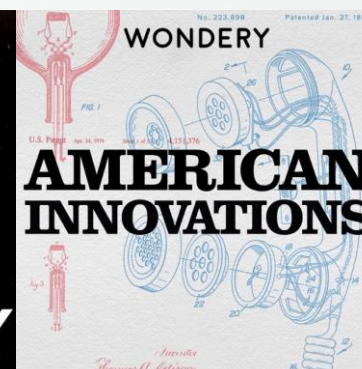
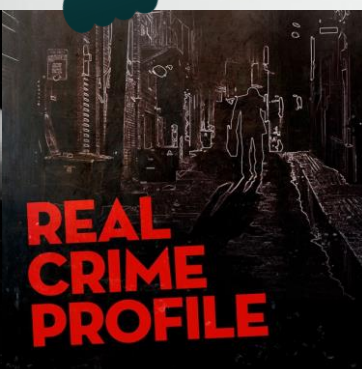
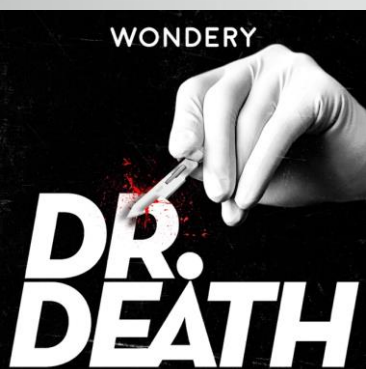
Shows

7.8M

Monthly US
Uniques

40M

Monthly
Downloads



Wondery is a Top 5 Podcast Publisher

PODCAST INDUSTRY RANKING HIGHLIGHTS TOP 10 PODCAST PUBLISHERS US AUDIENCE: JULY 2019

RANK	PODCAST PUBLISHER	US UNIQUE MONTHLY AUDIENCE	GLOBAL DOWNLOADS & STREAMS	ACTIVE SHOWS
1	NPR	✓ 20,775,000	141,376,000	60
2	iHeartRadio	✓ 18,419,000	127,873,000	244
3	PRX	9,369,000	62,045,000	70
4	New York Times	8,352,000	54,298,000	9
5	Wondery	✓ 7,814,000	40,577,000	75
6	Barstool Sports	✓ 6,751,000	31,327,000	32
7	ESPN	✓ 5,774,000	41,715,000	62
8	This American Life/Serial	✓ 5,384,000	19,624,000	2
9	WNYC Studios	✓ 5,267,000	24,785,000	51
10	Daily Wire	3,652,000	22,586,000	5

✓ Designates Podtrac Verified publishers. These publishers have undergone an extensive review of their implementations of the Podtrac Measurement System signifying their commitment to transparency in podcast measurement. Learn more at [Podtrac.com](https://www.podtrac.com)




Wondery Tops the Charts

TOP PODCASTS >

1.  **Business Wars**
Wondery
2. **A Very Fatal Murder**
The Onion
3. **Atlanta Monster**
HowStuffWorks & Tenderfoot TV

TOP PODCASTS >

1.  **American Innovations**
Wondery
2. **In the Dark**
APM Reports
3. **The Daily**
The New York Times

TOP PODCASTS >

1.  **Dr. Death**
Wondery
2. **Up and Vanished**
Tenderfoot TV
3. **The Joe Rogan Experience**
Joe Rogan


TOP PODCASTS >

1.  **Sports Wars**
Wondery
2. **Phil in the Blanks**
Dr. Phil McGraw
3. **The Joe Rogan Experience**
Joe Rogan

TOP PODCASTS >

1.  **Over My Dead Body**
Wondery
2. **Skimm This**
theSkimm, Inc.
3. **The Joe Rogan Experience**
Joe Rogan

TOP SHOWS >

1.  **The Shrink Next Door**
Wondery | Bloomberg
2. **White Lies**
NPR
3. **The Chernobyl Podcast**
HBO

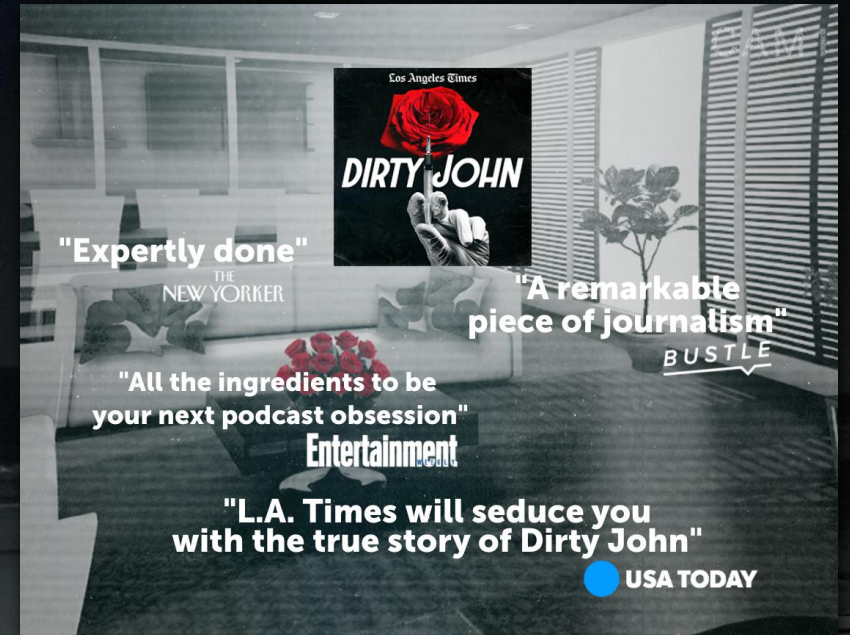
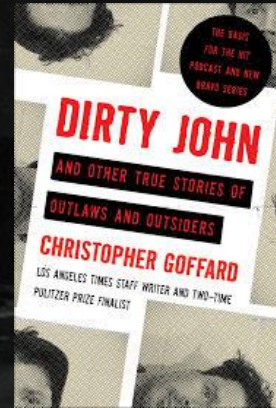
TOP SHOWS >

1.  **Man In The Window**
LA Times | Wondery
2. **The Shrink Next Door**
Wondery | Bloomberg
3. **Crime Junkie**
audiochuck | Ashley Flowers

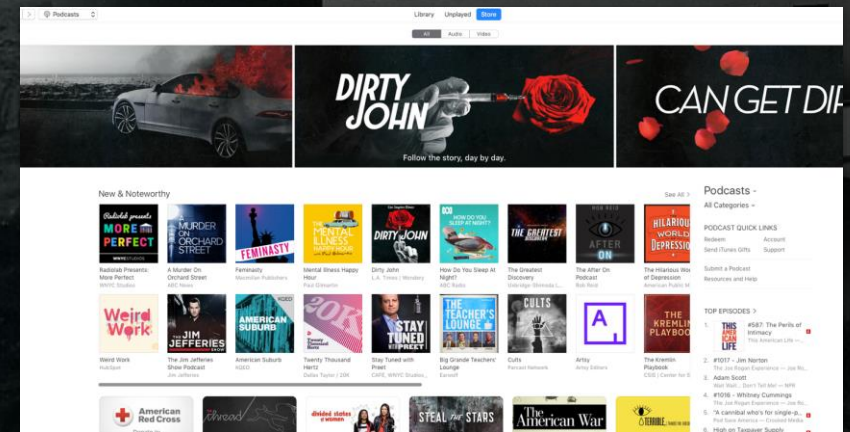
Wondery has had more Originals at #1 than any other network— holding the #1 spot for 72 days in 2018 and 64 days through July 2019!

Top Ranking Content Becomes Thrilling TV

DIRTY JOHN



#1 on iTunes chart 31 days in a row
6.5M downloads in first 2 weeks
Over 53M overall downloads
7 minute televised CNN interview
1 hour Dateline NBC episode
Now a Bravo TV Show



Critically Acclaimed Podcasts, Unprecedented Partnerships... and the Beyoncé Treatment from Apple

DR. DEATH

Featured on numerous sites,
including:

VICE Esquire

REFINERY29



"You'll be obsessed with Dr.
Death"

POPSUGAR

"A masterpiece in investigative
journalism"

A.V. CLUB

#1 podcast in four countries
#1 on Apple 16 days in a row
Over 39M overall downloads
Highest rated miniseries
TV series in the works



Dr. Death Is *Nip/Tuck* Meets *Mindhunter*

KAITLIN BEILLY
OCTOBER 3, 2018, 2:15 PM



Another podcast is getting a possible television treatment, and it might just make for one of the most unsettling shows you'll ever see.

In September, [Wondery](#) released *Dr. Death*, a multi-part podcast about Dallas-based neurosurgeon Dr. Christopher Duntsch, whose



Critical Acclaim



DIRTY JOHN

GLADIATOR

Dr. Death Is the Scariest Podcast of the Year"

GQ

"Dr Death Is Nip/Tuck Meets Mindhunter And You Will Be Hooked"

REFINERY29

"The true story of Dr. Death will shake you to your very core"

COSMOPOLITAN

"Expertly Done"

THE
NEW YORKER

"A remarkable piece of journalism"

BUSTLE

"All the ingredients to be your next podcast obsession"

Entertainment
WEEKLY

"Dirty John drip-feeds the horror, drawing you deeper into the mystery".

theguardian

"Wondery and the Boston Globe. have produced a powerful work of investigative storytelling with strong emotional resonance that reflects the culture that we live in."

Forbes

"Gladiator is definitely going there"


VULTURE

"The podcast is gripping, well-made and a great example of how investigative journalism can benefit from podcasts."

piqd


Number One Around The World

TOP PODCASTS >

-  **Over My Dead Body**
Wondery
- Throughline
NPR
- The Ron Burgundy Podcast
iHeartRadio & Ron Burgundy
- The Dropout
ABC News
- Conviction
Gimlet
- The Joe Rogan Experience
Joe Rogan
- Cold
KSL Podcasts | Wondery
- Mobituaries with Mo Rocca
CBS News, Inc.
- Dr. Death
Wondery
- Serial
This American Life


US

TOP PODCASTS >

-  **Over My Dead Body**
Wondery
- Wonder Women
Carrie Hope Fletcher and Celinde Sc...
- David Tennant Does a Podcast ...
Somethin' Else & No Mystery
- Sh**ged Married Annoyed
Chris & Rosie Ramsey
- The Joe Rogan Experience
Joe Rogan
- The Intelligence
The Economist
- Happy Place
Fearne Cotton
- Desert Island Discs
BBC Radio 4
- The Dropout
ABC News
- [George Ezra & Friends](#)
[George Ezra & Friends](#)


UK

TOP PODCASTS >

-  **Over My Dead Body**
Wondery
- Throughline
NPR
- The Ron Burgundy Podcast
iHeartRadio & Ron Burgundy
- The Dropout
ABC News
- Conviction
Gimlet
- The Joe Rogan Experience
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- Cold
KSL Podcasts | Wondery
- Mobituaries with Mo Rocca
CBS News, Inc.
- Dr. Death
Wondery
- Serial
This American Life

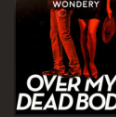
Canada

TOP PODCASTS >

-  **Over My Dead Body**
Wondery
- TED Talks Daily
TED
- Oprah's SuperSoul Conversations
Oprah
- The Daily Show With Trevor Noa...
Comedy Central
- Making SMEs Matter
Marnus Broodryk
- The Joe Rogan Experience
Joe Rogan
- Stuff You Should Know
iHeartRadio & HowStuffWorks
- Today in Focus
The Guardian
- Transformation Church
Transformation Church
- Bodcast
Candice Bodington

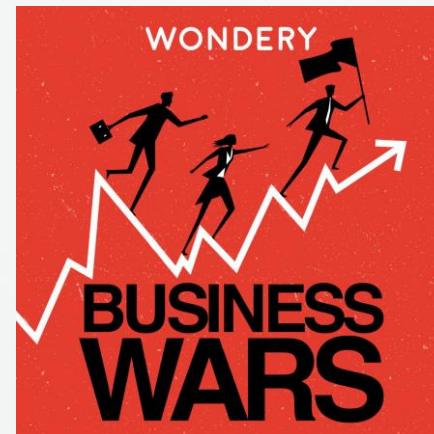
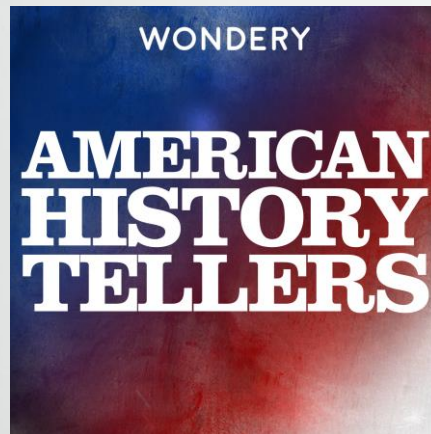
South Africa

TOP PODCASTS >

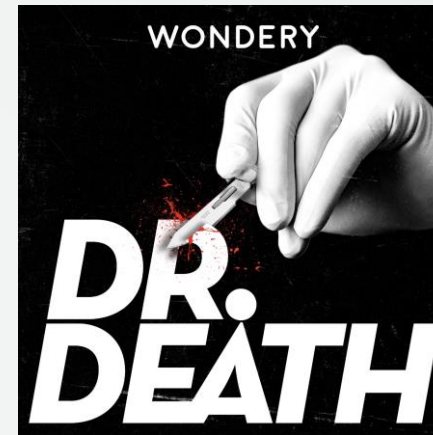
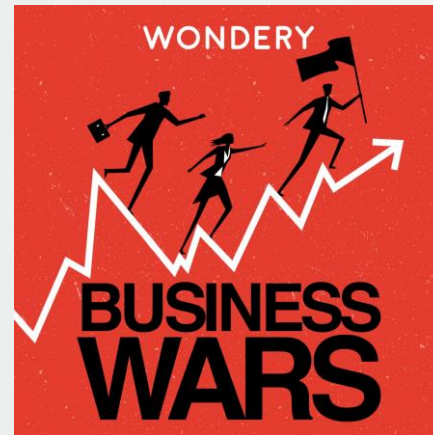
-  **Over My Dead Body**
Wondery
- TED Talks Daily
TED
- Oprah's SuperSoul Conversations
Oprah
- The Daily Show With Trevor Noa...
Comedy Central
- Making SMEs Matter
Marnus Broodryk
- The Joe Rogan Experience
Joe Rogan
- Stuff You Should Know
iHeartRadio & HowStuffWorks
- Today in Focus
The Guardian
- Transformation Church
Transformation Church
- Bodcast
Candice Bodington

Australia

Engage in the newest sound of Wondery
...immersive, compelling and highly produced
storytelling in a *unique serialized format.*



Top podcasts and Influencers



Wondery is a network for strong women by strong women with shows like these...



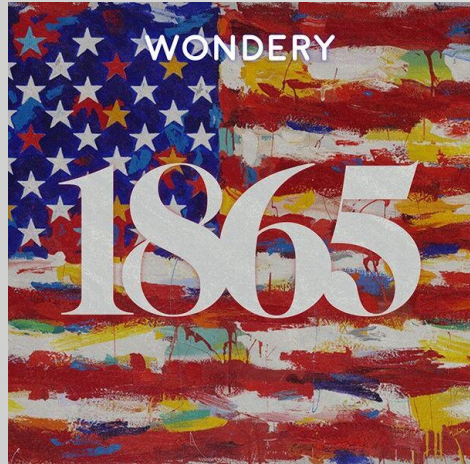
Almost 50% of Wondery's podcasts are hosted by females • Over 60% of Wondery's listeners are female

Wondery is an industry leader in the True Crime genre



... and more

Upcoming 2019 Launches



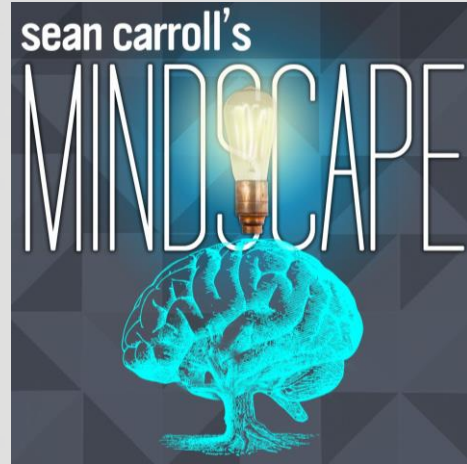
1865

Audio Drama

1865 recreates the turmoil and chaos caused by the assassination of President Abraham Lincoln and the frenzy that followed. From Lindsay Graham, host of the hit podcast American History Tellers.

Launches June 18

Expected Downloads Per Episode:
400,000



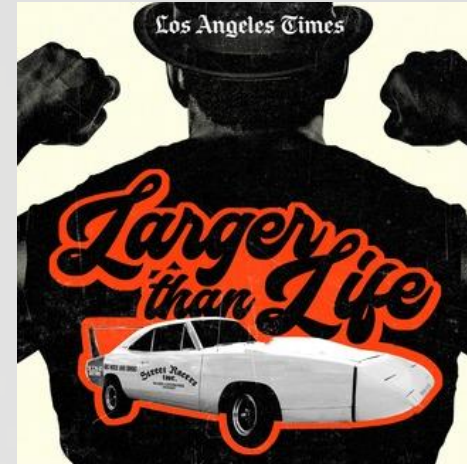
Sean Carroll's Mindscape

Science & Medicine

Sean Carroll, theoretical physicist at the California Institute of Technology, hosts conversations with the world's most interesting thinkers about science, society, philosophy, culture, arts, and ideas.

Launches July 8

Expected Downloads Per Episode:
80,000



Larger Than Life

Society & Culture

LARGER THAN LIFE is a docu-series about Big Willie Robinson, the 6-foot-6, 300-pound former street racer who eased racial tensions by preaching peace through drag racing. But what caused such an enormous force for good in Los Angeles to fall into obscurity?

Launches July 9

Expected Downloads Per Episode:
150,000



The Moment

Personal Growth

The Moment is a show about love and marriage, where people share what it was like in those crazy moments early in a relationship and beyond. Our host will explore the romance and absurdity of our life's most important moments.

Launches July 10

Expected Downloads Per Episode:
150,000

Upcoming 2019 Launches



Room 20 Society & Culture

This series seeks to determine what it is that makes us human and why, in the darkest of times, we continue searching for powerful human connections in places where they might not always be there.

Launches July 30

Expected Downloads Per Episode:
250,000



Over My Dead Body Season 2 True Crime

The second season of the #1 podcast Over My Dead Body explores another story of people pushed to their limits over an intractable conflict. Joe Exotic ran a strange roadside zoo with dozens of big cats in steel cages, drawing the ire of animal rights advocates like Carole Baskin, a controversial figure in her own right. The conflict between Joe and Carole would escalate from smear campaigns and law suits, to allegations of arson and murder for hire. Reported & hosted by Rob Moor.

Launches August 27

Expected Downloads Per Episode:
250,000



The Lead Sports

Wondery is partnering with The Athletic to create the first ever in-depth daily sports news podcast. Each Monday through Friday morning, our host will analyze one big story with the Athletic's all-star team of local and national sports reporters, bringing a refreshing, investigative, story-driven approach to the biggest sports news of the day.

Launches September 9

Expected Downloads Per Episode:
150,000



Entertainment

The first and only official podcast for The Bachelor is here and it's sure to steal your hearts (and ears!) Hosted by two former contestants who know the inside scoop, the show will feature same day episode recaps, exclusive guests, all the exciting happenings in the Bachelor universe, and breaking news before anyone else.

Launches July 30

Expected Downloads Per Episode:
250,000



Upcoming 2019 Launches



The Next Big Idea Personal Growth

Think bigger. Create better. Live smarter. Ideas are coming at you everyday from all directions. Where do you even start? Well, here, with the Next Big Idea Club. Thought-leaders Adam Grant, Malcolm Gladwell, Susan Cain, and Dan Pink are now your personal curators. Along with your host Rufus Griscom, they'll bring you the most groundbreaking ideas that will change the way you live, work, and think.

Launches September 24

Expected Downloads Per Episode:
150,000



Bad Batch Investigative Journalism/Medicine

From Laura Beil, host and reporter of Dr Death, comes a new series looking into the world of the stem cell industry. This new series will take listeners inside a growing and under-regulated industry where greed and patient desperation collide.

Launches October 23

Expected Downloads Per Episode:
2,500,000



The City Season 2 Society & Culture

The City, USA Today's critically acclaimed investigative podcast hosted by Robin Amer, is back with Season 2 and shines a spotlight on Reno. This famously licentious city best known for gambling and quickie divorces has spent generations trying to prove it's not a second-rate Las Vegas. Now it's fighting to reinvent itself as an offshoot of Silicon Valley. City boosters want to kick Reno's strip clubs out of downtown, but the strip clubs refuse to go. Who decides what kind of city Reno becomes?

Launches October 28

Expected Downloads Per Episode:
100,000



Los Angeles Times

Duel True Crime

A new podcast from Christopher Goffard, the host of "Dirty John." Duel is the story of Anaheim homicide detective Julissa Trapp, the only woman on an all-male homicide squad, and her fight to bring a serial killer to justice.

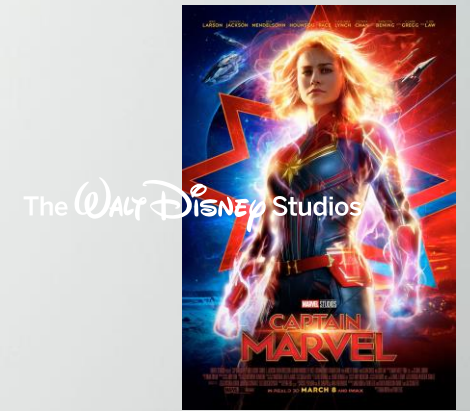
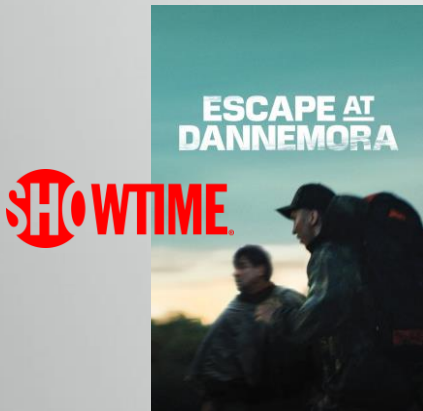
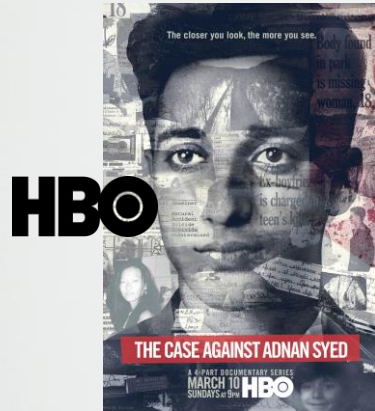
Launches November 19

Expected Downloads Per Episode:
2,500,000



Host-Read
Immersive Ads
Experiential Endorsements
Creative Segments
Takeover Episodes
Custom Podcasts

Wondery offers the right content for Entertainment



Exclusive Entertainment Tune-In Ad Unit Opportunities

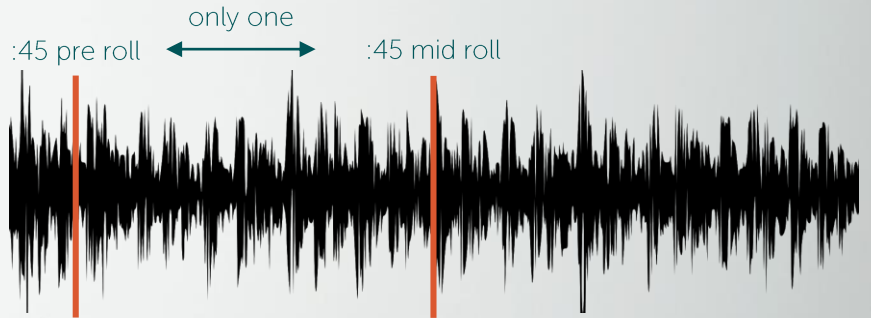
Preroll and Postroll Host-Read & Pre-Recorded

:30 preroll host-read + :15 matching number of postroll pre-produced – dynamic ad insertion (not paired)



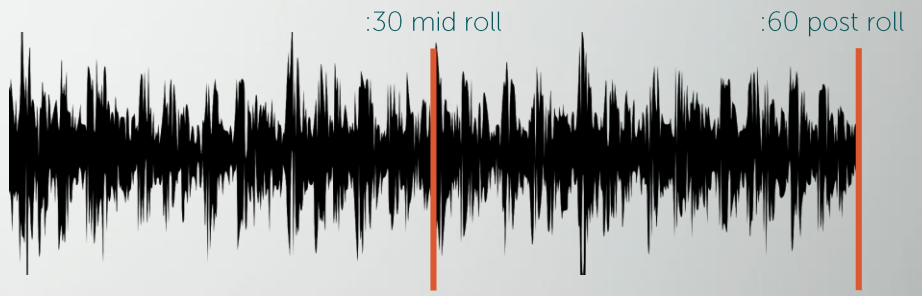
Extended Preroll/Midroll Rotator with Inserted Pre-Recorded

:15 host read + :15 pre-recorded audio trailer + :15 host read – dynamic ad insertion



Paired Midroll and Postroll Host Read with Teaser + Trailer

:30 midroll host-read with teaser to stay tuned to end of episode and a :60 postroll pre-produced trailer – baked in (no pre-approval, spots can be pulled on end-date)



Wondery offers versatile ad capabilities.

Dynamic ad insertion:

- Host Read - Endorsements or Scripted
- Geographic targeting
- Control over timing
- Pre-approved messaging
- De-duplicated measuring across all shows
- Weekly impressions pacing reports
- Scalable

Embedded ads:

- Host Read Endorsements
- Global delivery
- Episode-specific
- Longer delivery tail
- Pre-approval generally not available
- Delivery based on listening patterns for specific episode





Wondery adheres to the new v 2.0 IAB podcast measurement guidelines

- Goal: more accurate measurement of downloads
- Key change: 24-hour filtering window

Wondery Attribution

Wondery has partnered with PodSights to offer brands a data intelligence platform like no other in the podcast ecosystem. Including Attribution in a Wondery campaign empowers marketers with access to real-time, cross-device consumer data that accurately tracks advertising effectiveness.

WONDERY

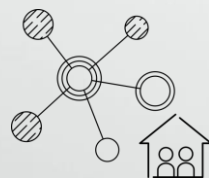
Wondery supplies ad impression data from each episode.



Conversion data to improve the flight of the campaign.

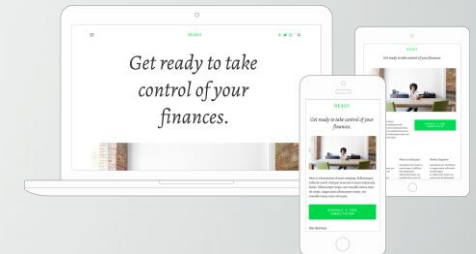


PodSights performs household level attribution utilizing IP matching, cross-device graphs, custom URLs, and discount codes.



Third Party Cross-Device Graph for Household / Consumer / Device Associations

Brand



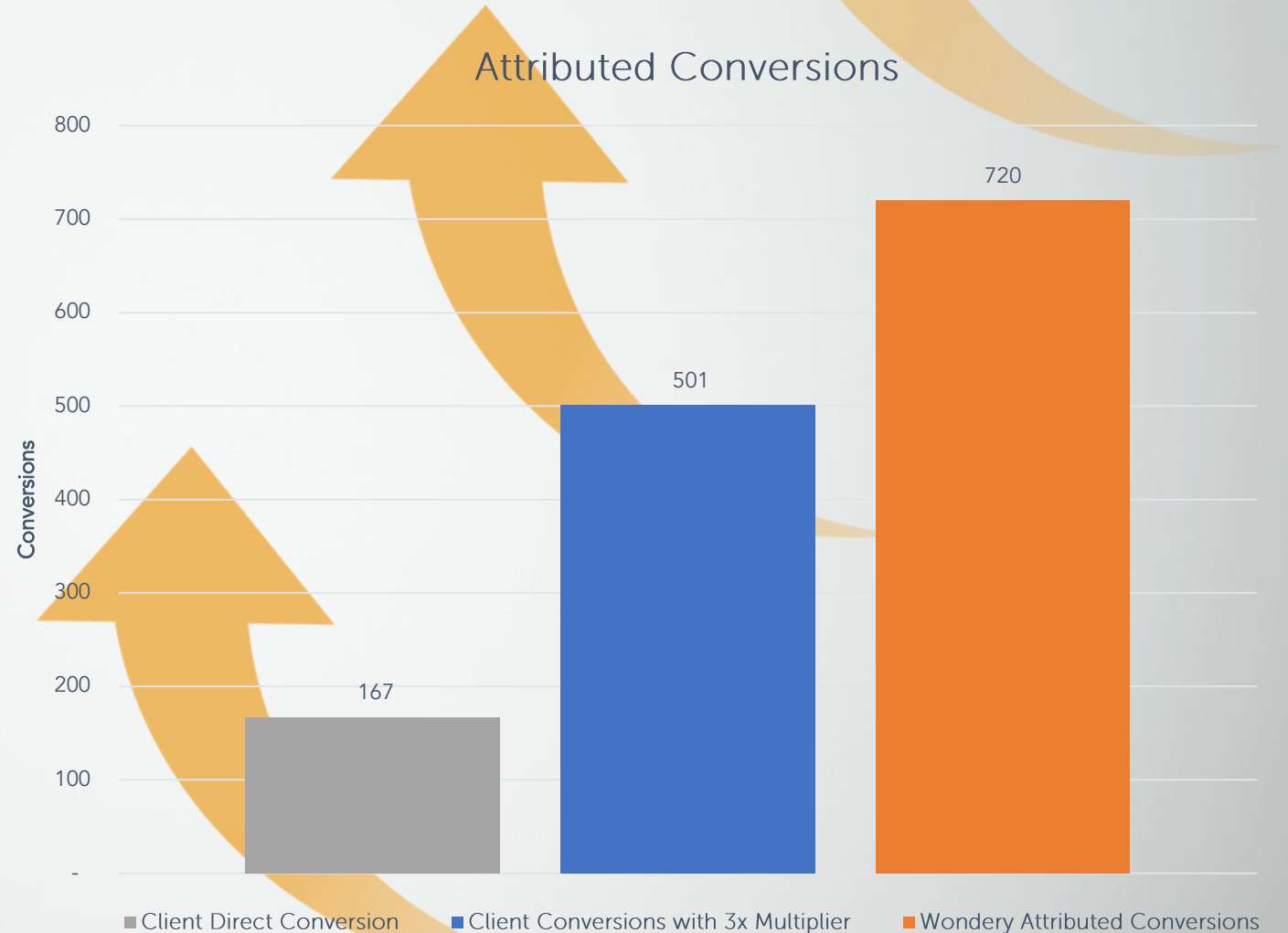
Brand installs pixel to capture on-site events.



Dashboard for the brand to view their campaign, delivery, aircheck, and attributed visitors in real-time.

Impactful Results

- A direct response podcast advertiser historically has used a promo-code based attribution methodology, but believes its methodology is undervaluing Podcast advertising and has experienced difficulty due to promo-code leaks and new consumer products that exploit them
- In a 3-week test, Wondery worked with the advertiser to measure the difference between its promo-code based methodology and our data partner's pixel and attribution window
- Using a 14-day attribution Window, our data partner cross-device pixel registered **44%** more conversions than was previously being attributed from promo code redemptions.

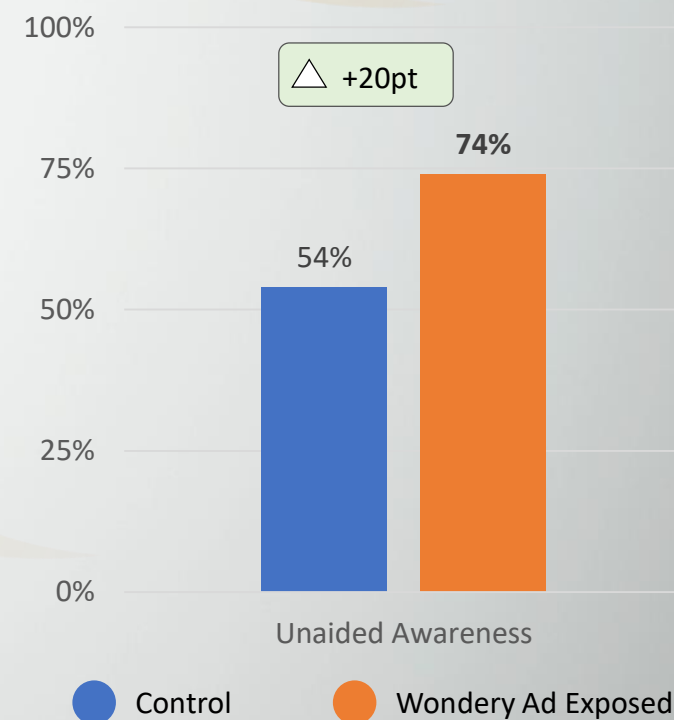


Brand Lift Studies

Wondery and Nielsen conducted a Brand Lift Study for a major streaming service in 2019.

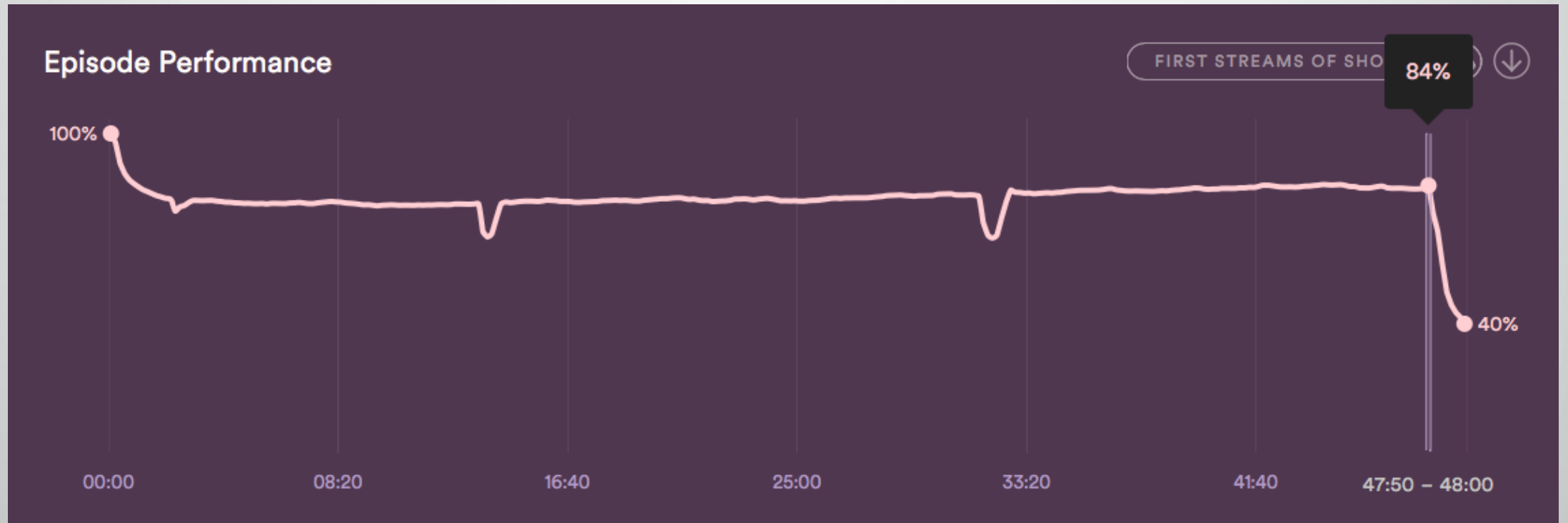
Results: Wondery Podcast Ads positively impacted key brand metrics

- Exposure to the branded clips yielded significantly higher Intent to Seek Info scores compared to the Control group
- 7-in-10 respondents exposed to branded clips correctly recalled the brand
- Unaided awareness levels were stronger among the exposed group
- The podcast ads helped solidify alignment with brand attributes
- 78% of the exposed group felt the ads fit well with the podcast content

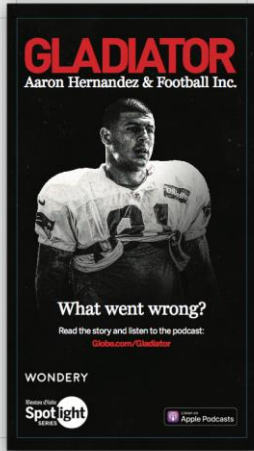


Minute-By-Minute Listening

Dirty John



Multiple Distribution Points



In Good Company

NETFLIX



tunein



OXYGEN



HBO

SHUDDER

bravo



FOX



hulu

USA



SHOWTIME

FX



Found Everywhere You Listen To Podcasts



Podcasts



npr oneSM

