



TIMEONE - MOBILE ENTERS PROGRAMMATIC AUDIO MARKET WITH TRISONIC AS ITS EXCLUSIVE CREATIVE PARTNER

21 November 2018, London: TimeOne - Mobile, an innovative Mobile Marketing Services Company and part of the TimeOne Group, has entered the programmatic audio market for the first time, partnering with newly established audio agency, Trisonic, to deliver the creative.

Driven by the online consumption habits of today's consumer and the rise of streaming services, the partnership means that brands and advertisers can build their audio signature and connect with their audience via a full-service digital audio offering, which sees TimeOne - Mobile delivering the programmatic campaign and Trisonic the creative solution.

According to the latest RAJAR* Midas survey, 45% of the UK population (25 million people) are listening to audio on connected devices every week. Programmatic audio advertising allows brands to target and segment their audience to deliver their message far more effectively, whilst the immersive format of digital audio ensures that the consumer is already engaged and listening; lending itself to a highly targeted and – with the right creative – effective advertising campaign.

Victor Roux, Managing Director at TimeOne - Mobile, said: "In a saturated media environment where brands have literally seconds to grab consumers' attention, TimeOne – Mobile and Trisonic have joined forces to create a full-service solution that delivers standout audio, sophisticated distribution and a listen-through attribution model for our clients to measure audio branding impact.

"As experts in mobile marketing strategy, this collaboration enables us to create highly powerful and targeted campaigns for clients who wish to advertise on music streaming services such as Spotify, whose content is mostly consumed on smartphones. We are delighted to be able to embark on this adventure with Trisonic, whose founders have over 25 years' experience in radio, with multiple industry awards for content creation."

Matt Hopper, co-founder of Trisonic, said: "With 25 million people listening to connected audio every single week – a sustained year-on-year increase – Trisonic's partnership with TimeOne - Mobile could not be timelier.

“Trisonic’s strength lies in our knowledge and experience of the audio industry, together with our ability to develop interesting and engaging ads. The combination of our creative skills, and TimeOne - Mobile’s expertise in programmatic digital advertising, provides advertisers with a highly effective ‘package’ which makes reaching consumers through platforms such as Spotify a much simpler process.”

To find out more, visit <https://mobile.timeonegroup.com/programmatic-audio/>

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Notes to Editors

*RAJAR/Midas Survey Autumn 2018

About Trisonic

Trisonic is a new specialist audio media buying and creative agency founded by Howard Bareham and Matt Hopper. It offers clients a range of services including media planning and buying, creative production, and proactive service and consultation within the radio and audio media market.

trisonic.co.uk

About TimeOne - Mobile

TimeOne - Mobile is an innovative Mobile Marketing Services company. Created in 2013 with performance at its core, TimeOne - Mobile offers a full range of tailored mobile solutions for brands. Through our proprietary technological stack, we create value by connecting brands with their audiences at each stage of the customer journey.

TimeOne - Mobile is part of TimeOne Group. Our Group’s activities are structured around three priorities: Content – Data – Technologies. By combining expertise in content creation, machine learning, prescriptive marketing, performance and real-time activation, TimeOne is adding new value to media.

TimeOne Group embraces all digital channels: Performance, Mobile, Lead Management, Native, Social, Programmatic and Publishing. We have offices in the United Kingdom, France, Spain, Italy, South Africa, and South America.

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