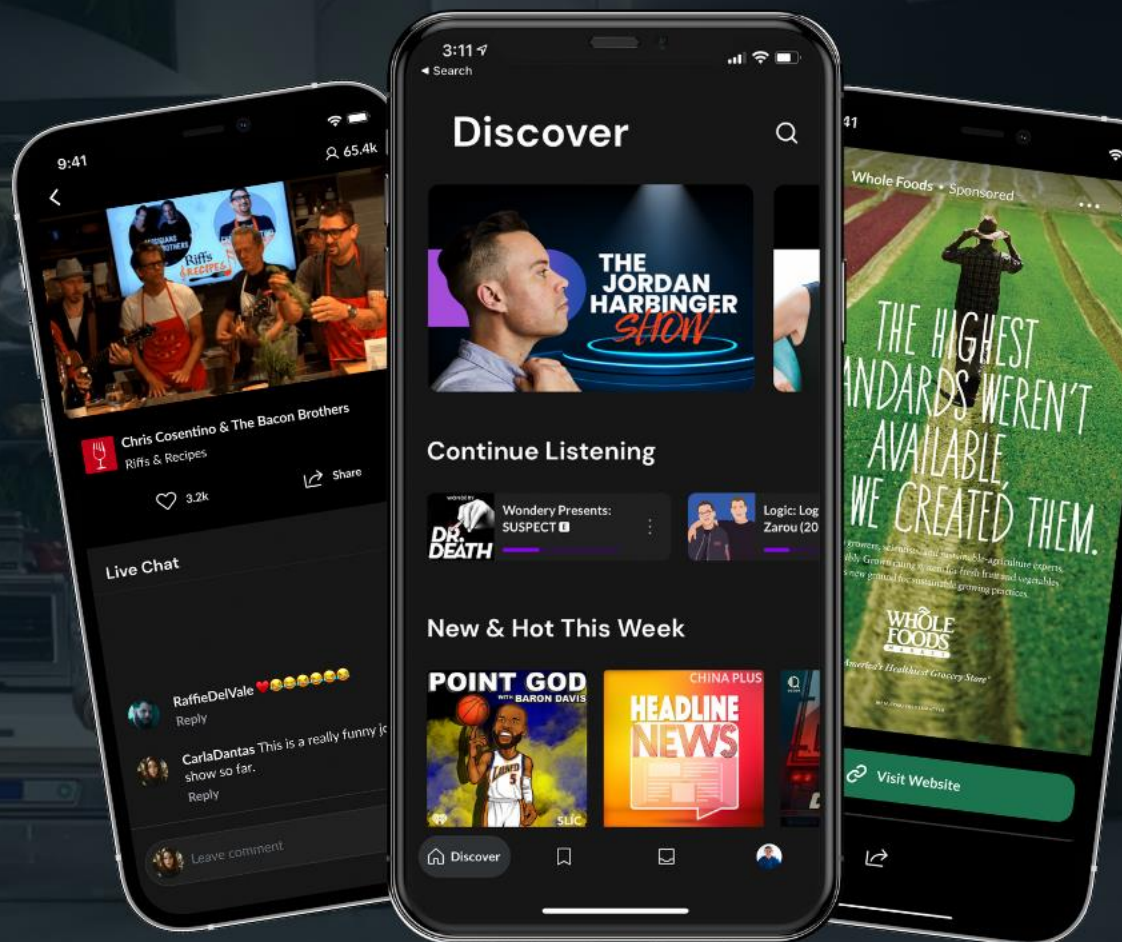


WELCOME!

To A New World of **INTERACTIVE** Podcasting + Video Streaming

Where top podcast hosts, brands, celebrities, and super fans connect to bring **content to life** across mobile, web, social media, events, live streaming, VIP experiences and experiential storefront





Podopolo is the world's first **social podcast network** and **marketplace** bringing content to life. We're now adding a **new live experiential dimension to brand engagement** in partnership with **FEAST IT FORWARD** in Napa, California



Offering **YOUR BRAND** a lucrative opportunity to **engage influential, desirable and targeted audiences** across Podopolo's interactive podcasting platform, with 5 million podcasts, live-streamed brand interviews, experiential marketing with event product placement, unique in-person VIP experiences and more for massive impact.





Precision Targeting

Let our A.I. connect you to your perfect pre-qualified customers on-air, on-app, and beyond.

Engaged Audiences

Turn content into conversation, connecting consumers and brands around 5mm+ podcasts and live streams.

Interactive Opportunities

Build ongoing relationships with desirable audiences with multiple 'long tail' touch-points.



Experiential Marketing

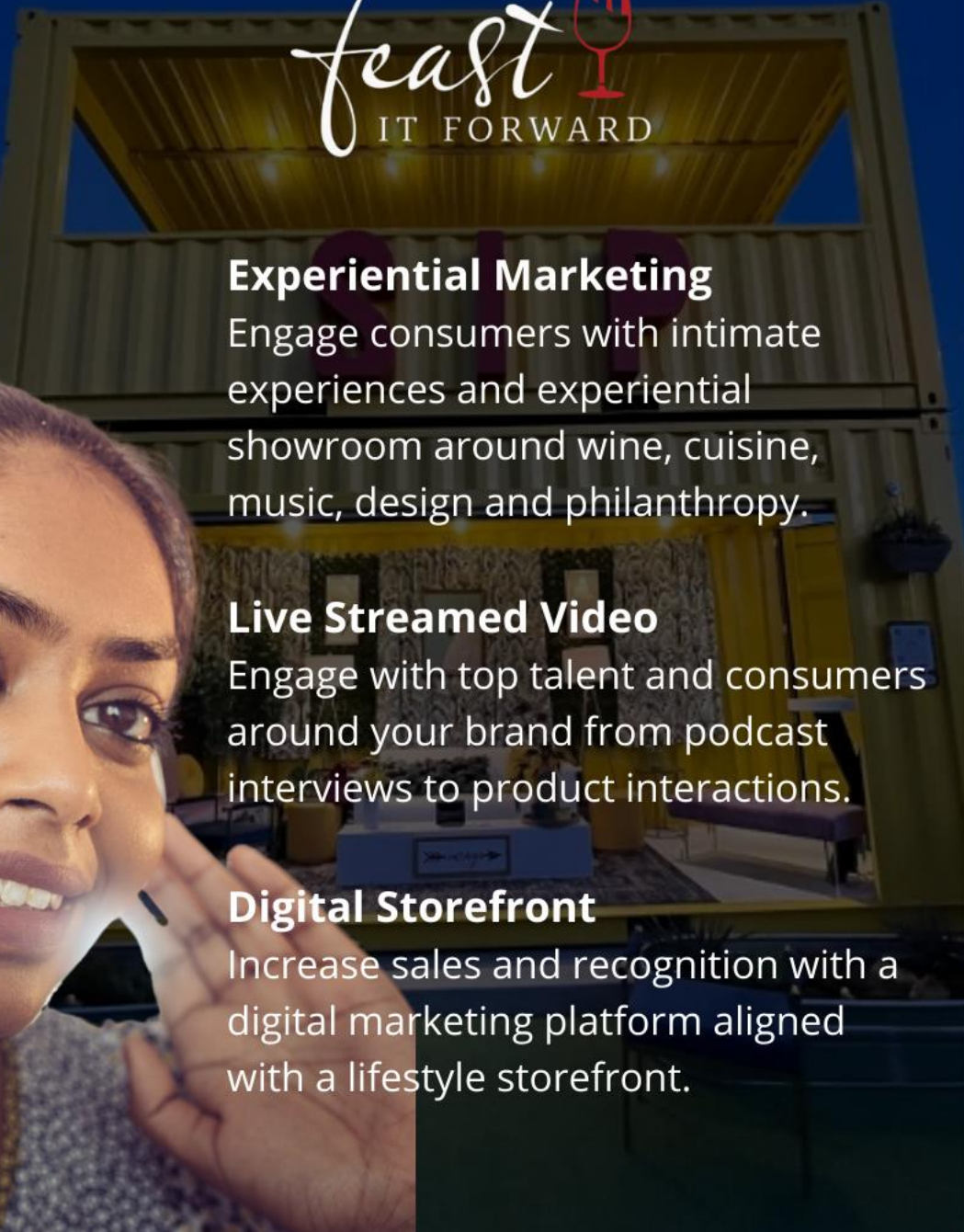
Engage consumers with intimate experiences and experiential showroom around wine, cuisine, music, design and philanthropy.

Live Streamed Video

Engage with top talent and consumers around your brand from podcast interviews to product interactions.

Digital Storefront

Increase sales and recognition with a digital marketing platform aligned with a lifestyle storefront.



Inviting You to this Unique Opportunity to...

Tell Your Brand Story



Targeted audiences
across 5mm+ podcasts



Interactive podcast
video, audio and display



Experiential showroom
signage and digital store



Six stages + studios to
showcase your brand



Global footprint for live
video streaming

Reach Influential & Highly Engaged Consumers

Together, Podopolo and Feast It Forward offer brands *deeper relationships with influential communities - targeted for higher conversions* - at the intersection of the fastest growing media of all time (podcasting), live video streaming, social media, deep AI-driven audience insights, e-commerce, 'gamified' contests to reward target consumers, and unique in-person events and VIP experiences with celebrities, top podcasters, and thought leaders.

Event specific or ongoing in 3-month, 6-month, and 1 or 2 year engagements

Your Brand Featured With:

- ➔ **INTERVIEWS** with top podcasters on stage + live streamed on Podopolo and Feast
- ➔ **CREATIVE ADS** on video live streams
- ➔ **ADS + SPONSOR CREDITS** on Podopolo - audio, video, display, search, clips, playlists
- ➔ **PRODUCT PLACEMENT** on video live streams

All targeted to your **IDEAL** customers



Bring Your Brand to Life on Podcasts

Leverage Podopolo's **AI-Targeting** to Find Your Ideal Audiences for Predictable and Higher Conversion Rates



VIDEO on Discover, Genre Collections, Themed Playlists, Podcast Player, Live Streams



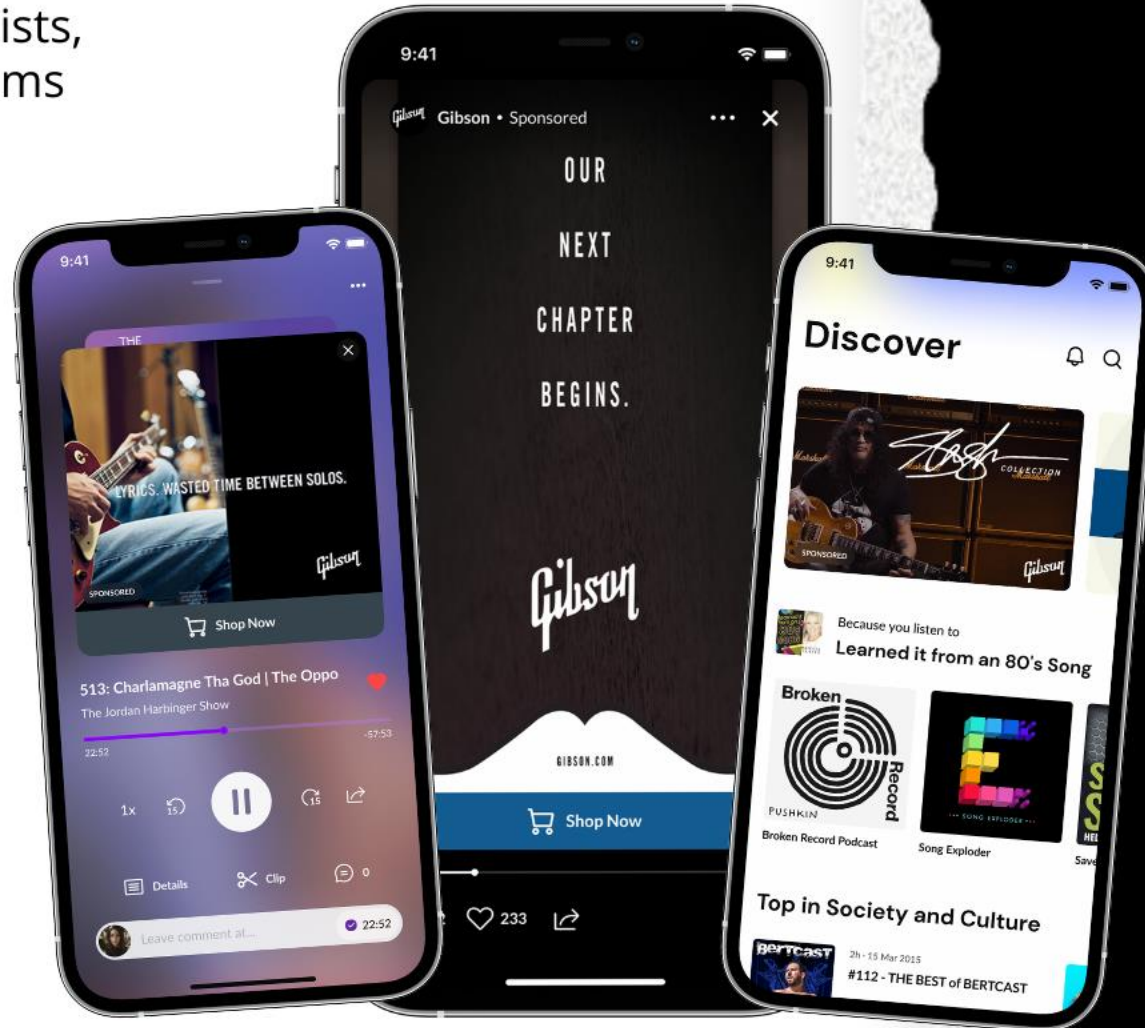
AUDIO 'On-Air' Podcast spots with clickable player display and CTA



DISPLAY creative along the user journey with interactive opportunities



SPONSOR credits on podcasts, playlists, clips, search and discovery



Target an **individual podcast** or a specific audience - by interests, location, demographics, behavior and more - across a **collection of podcasts** or a **genre**.

On-Air

- Host reads
- Dynamic insertion

On-App

- Video
- Clickable Display
- Live Streaming
- Search
- Podcast Player
- Discover 'Home'

**More Americans
listen to podcasts
than have Netflix
accounts**

150

million Americans
listen for 6 hours or
more a week

65%

Listen to a whole
episode

Podcast ads are the most recalled
86% of listeners and viewers say they
remember seeing or hearing a podcast ad.

76% of podcast listeners say they've **taken action**
after hearing a podcast ad...

60% say they **bought something from a podcast**
ad...

Only **12%** skip ads...

33% say they "**never or rarely**" skip ads; **38%** say
"**only sometimes**"

Super Listeners 2021 survey by Edison Research



Podopolo's **PERSONALIZED** listening and social engagement means **DEEP CONNECTION** with **PRE-QUALIFIED** and **HIGHLY-ENGAGED** consumers

Podopolo is powered by **deep audience intelligence** to assure personalized recommendations for listeners and viewers.

That same AI-powered system allows your brand to **target specific audiences** for higher, more predictable conversion rates within podcasts, on the app, and beyond. Target by:

- Demographics
- Interests
- Location
- Behavior
- Psychographics



Podcasts are intimate and personal—and so are podcast ads.

It's easy to create compelling podcast ads that authentically tell your brand's story and make your target listeners want to learn more ... and buy.



Speak Your **BRAND STORY** to Engaged Listeners with **AUDIO PODCAST ADS**

Reach highly engaged Podopolo listeners everywhere — across *all* podcasting platforms and apps, *any* and *all* devices from mobile apps headphones ... to the car ... to the smart speaker, in any environment, during all moments of the day or night.

Audio ads on Podopolo are *targeted to pre-qualified consumers* via our *AI-powered audience intelligence* which assesses behavior, interests, location, demographics and more.

Ads are served *within podcasts* while there are no distractions, and your audience is focused on what *you* have to say.

Audio ads include **pre-roll**, **mid-roll** and **end-roll**. Lengths include: 15, 30, 45 and 60 seconds. They can be "host reads" or custom creative with compelling storytelling.

Complement your audio ad with a *display image with clickable link on the player* so listeners can easily tap to visit your site, app, or online destination.

Boost Brand Engagement with **ON-APP** Advertising + Sponsorship



Reach targeted consumers as they listen, watch and engage socially on the Podopolo app - with clickable calls to action.

Display | **Audio** | **Video** | **Search**

Discover Home

- Main Banner
- Mid Banner
- Sponsored Content

Podcast Player

- Display with CTA timed to audio ad
- Video ads

Choose individual or selected podcasts, genre collections, clips, themed episode playlists, sponsored search or run of network.

Search / Browse

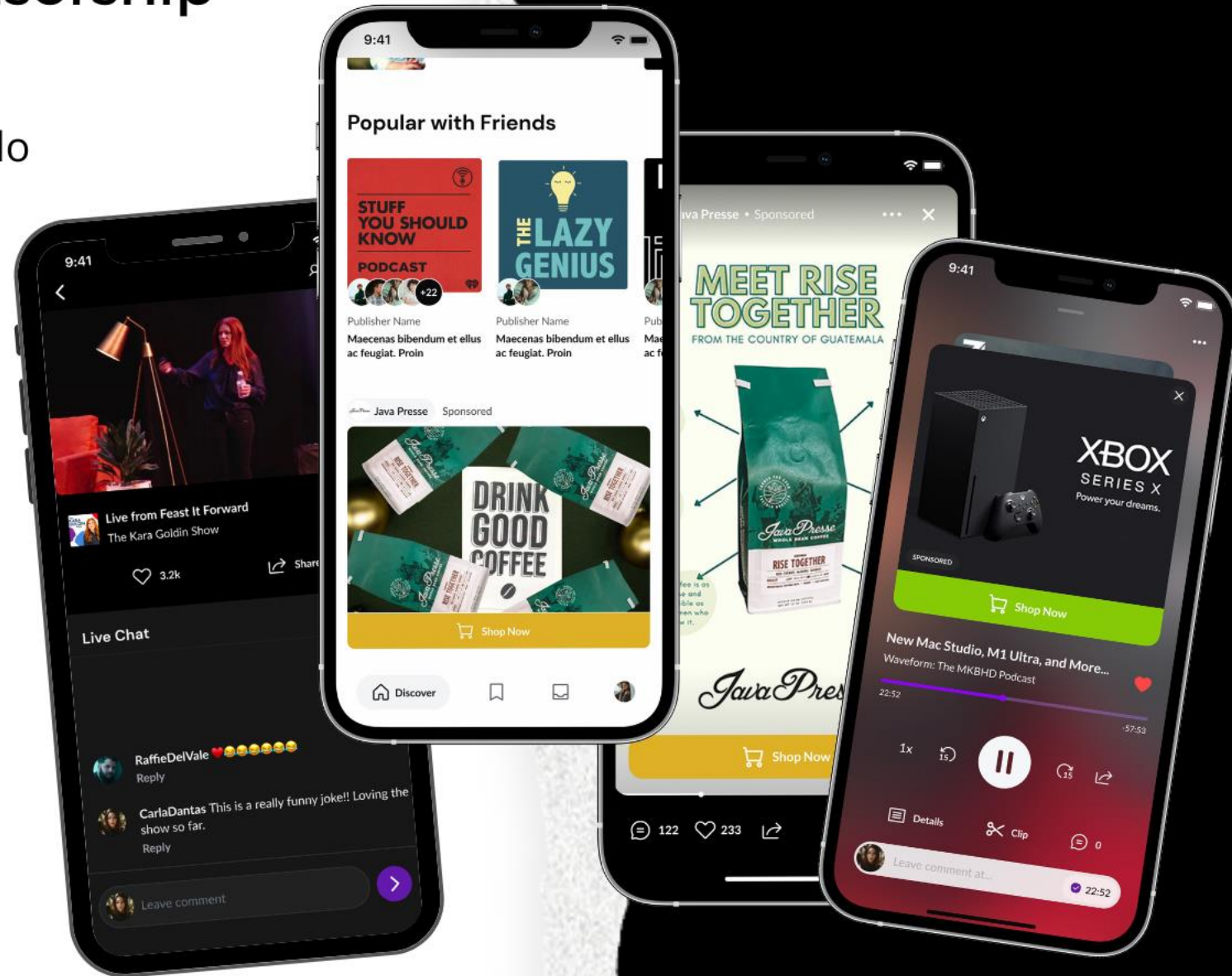
- Sponsored Search

Live Streams

- Preroll
- Overlay video
- Adjacencies

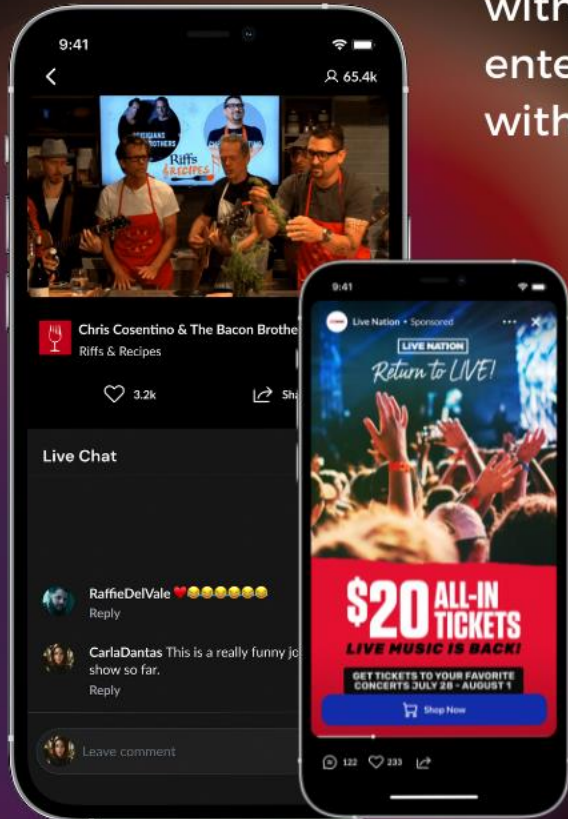
Promoted Clips

- Sponsor credit



A Unique *Live Streaming* Opportunity

No other platform has created a living and breathing space where global brands, podcasters, and influencers band together - in person and beyond to the world - with mobile and web interactive video streaming - all with a mission to “inspire, experience, educate and entertain” while increasing brand awareness aligned with strategic revenue opportunities.

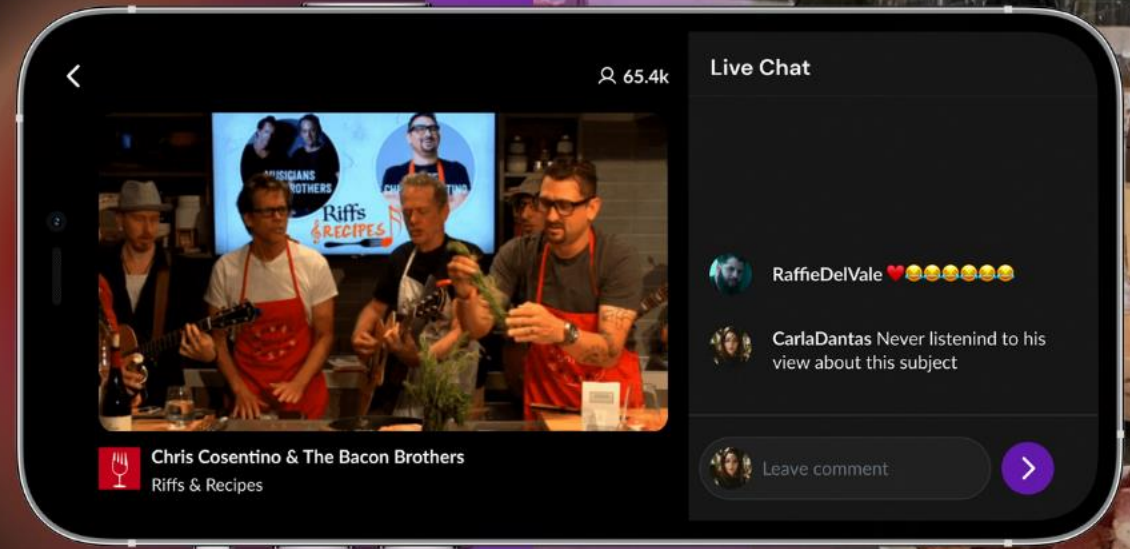


VIDEO PREROLL on
livestreams + recordings

BRAND INTERVIEWS on
select podcast livestreams

OVERLAY ADS within live +
recorded videos

INTERACTIVE VIDEO plus
adjacencies and more



Live streaming attracts more audiences as most people prefer to watch live video over reading a blog or social posts

232

million Americans watched streaming or downloaded video

Statista

67%

buy a ticket or product after watching a live video stream

Influencer Marketing Hub

The **Global Live Streaming** market is forecast to reach **\$534.37 Billion** by 2030, growing continually at a **29.3% CAGR**

People watch **videos on mobile** for an average of **16 minutes a day**

Statista

67% of consumers stream live video content

IAB

52% prefer free, ad-supported live streaming over subscription-based and à la carte services

IAB

54% want to see **more video content from businesses and brands** they support

HubSpot

Feast's Brand Components



RETAIL LIFESTYLE PRODUCTS

[SHOP NOW](#)

Alongside network programming, Feast's line of wine country inspired "Products with Purpose" include gourmet spices, home goods and Stolze wine and cocktail glassware. Additional items to expand into include additional cookware items, tableware, furniture, and bath/home items. Feast donates 5% of proceeds to support the Feast It Forward Foundation.

FEAST.NETWORK

[WATCH SHOWS](#)

Join Feast's robust digital marketplace, as it entertains, educates and inspires alongside master chefs, actors, tastemakers, influencers, podcasters, and musicians. Along the way we will RAISE a glass, awareness and funds for charitable causes. And now with a wider global footprint on Podopolo!



[OUR SPONSORS](#)

Feast's flagship brick and mortar in downtown Napa, CA brings Feast It Forward Network to life as viewers personally experience all things food, wine and philanthropy with a taste of music, spiked with design. From floor to ceiling, Feast's property reflects its brand with intentional thought from the ground up. This estate features a 16-winery tasting collective, full demonstration film studio kitchen, live stages for interviews and talks, plus an experiential design showroom representing all network sponsors.



Experiential Marketing



The Studio by Feast It Forward is the first national concept of its kind. **Live studios and an experiential showroom** brings together like-minded brands with influential consumers. It rethinks the traditional showroom model for a progressive approach to food, wine, design, art, music, lifestyle, and philanthropy under one roof.

Everything you see, feel, touch and experience is a sponsor. It's a "Pinterest House Brought to Life" sandbox for national brands to promote and engage consumers as part of a living and breathing lifestyle and food network. Located in downtown Napa, Feast offers fans and consumers an opportunity to experience and "SHOP THE LOOK" with paying on camera sponsors.

[TAKE VIRTUAL TOUR & SHOP THE LOOK](#)

"Our activation with Feast it Forward in their kitchen film studio gives us a new approach and exposure to the Monogram brand. We love the creative platform and the audiences have engaged with us during this relationship."

Randall Fong - Sr. Director GE Appliances