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Targetspot and Sonos forge international partnership for the exclusive monetisation of radio streaming service launched by Sonos

AudioValley, an international specialist in BtoB digital audio solutions (ISIN Code: BE0974334667/Ticker: ALAVY), is pleased to announce the official launch of a partnership between Targetspot and Sonos involving the monetisation of the latter's radio streaming service.

Sonos launched a radio streaming service exclusively available to its customers on 21 April this year. The free service is financed by in-app audio advertising and gives advertisers unprecedented access to the listeners they wish to target.

Sonos radio is an opportunity to reach clients in the home, amid constantly increasing levels of home listening. Sonos Radio has a range of over 60,000 streamed radio stations along with original Sonos programming and partner brand content. The stations are now available to listeners in the US, UK, Ireland, Canada and Australia and further countries are to be added shortly.

Sonos customers currently own more than 29 million of its audio hardware products and account for around 10 million households worldwide. They therefore represent a unique opportunity for all brands and advertisers wishing to target such users. Targetspot will leverage its international salesforce and access to programmatic marketplaces to monetise this audience.

Alexandre Saboundjian, CEO and founder of AudioValley, says: *"This is a very important partnership for the Group as it further vindicates Targetspot's technological value proposition and business development model worldwide. Our monetisation solution enables discerning advertisers to target the right audience at the right time, all within a secure environment. In addition to this technological expertise, our international presence is a genuine advantage in this market. This partnership is a major milestone in the success of our business which, combined with the talks underway with new partners in the sector, cements my confidence in our ongoing expansion."*

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