



DISCOVERY TRANSFORMS ITS AUDIO ADVERTISING WITH JELLI

Discovery, a global leader in real life entertainment, serving a passionate audience of super fans around the world with content that inspires, informs, and entertains was looking for a way to improve their radio planning and buying process. With radio advertising being a key channel for the promotion of their television programming, Discovery wanted a solution that would not only help the team save time and operate more efficiently but also one that delivered increased control and improved reporting. Jelli SpotPlan®, the only programmatic platform for radio, delivered on all fronts.

RADIO BUYING MADE EASY

When you hear buyers talk about the radio buying process, most often you'll hear about how lengthy and complicated it is. Traditional radio buying requires a lot of time, focus, and organization. Rather than settling, Discovery decided to find a solution that offered more detailed reporting and buying flexibility. This is where SpotPlan comes in.

“The platform [SpotPlan] is easy to use and requires little introduction to get started. The onboarding process for all new users on the team has been seamless.”

**– Carly Chan
Media Strategy & Analytics
Discovery, Inc.**

CASE STUDY

A SMOOTH JOURNEY TO PROGRAMMATIC RADIO BUYING

With Jelli SpotPlan all of the planning and buying is automated on a single platform, reducing the back-and-forth with stations and providing complete campaign control. For example, copy changes that previously took a few days to implement can now be updated in real-time. Not only does this save time, but also resources. Discovery has found that SpotPlan eliminates three rounds of paperwork for every buy between initial specs, proposals, and authorization to secure.

SPOTPLAN BENEFITS

TRANSPARENCY

"Our team loves the transparency we get from planning radio through SpotPlan and all the different ways we can slice and dice the information. Because the details are at our fingertips, we have the ability to quickly pull up any information that comes up from spots by daypart to impressions by format, etc."

FLEXIBILITY

"We also love the flexibility that the platform has built in to allow us to customize our buys. Some examples include something as simple as the ability to exclude stations, genres, or markets."

REAL-TIME REPORTING

"We have a lot of exposure to media tools and RadioDash has revolutionized how quickly we can turn around post reporting on radio buys. Post reports for radio historically would come approximately three months after the campaign has wrapped. Seeing ad plays in real-time has really allowed us to quickly address missed spots and adjust how we promote a series while it's still in season."

**- Regina Sommese
Senior Media Director
Discovery, Inc.**



About Discovery:

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps and Discovery Kids Play; direct-to-consumer streaming services such as Eurosport Player and Motor Trend OnDemand; and digital-first and social content from Group Nine Media. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Turbo/Velocity, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit corporate.discovery.com and follow @DiscoveryIncTV across social platforms.

About Jelli:

Jelli is the only programmatic platform for buying and selling audio advertising. Our suite of cloud-based demand-side and supply-side solutions are used by some of the largest advertisers and broadcasters in audio, reaching over 245 million listeners monthly and serving billions of ad impressions per year.

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