

PlayNetwork Drives Online Consumer Engagement To The Next Level With Branded Media

Click-to-purchase functionality, Facebook integration among new features designed to help companies drive brand affinity and site dwell time

Redmond, WA (October 15, 2009) - [PlayNetwork](#), a global leader in providing integrated media experiences for businesses, today announced a new version of its online services, PlayNetwork [Web Radio 2.0](#). Already popular among top brands looking to extend their in-store experience to consumers online, Web Radio 2.0 adds key features such as click-to-purchase and the ability to embed web radio on social networking sites such as [Facebook](#). These new applications provide a unique way for consumers to engage with their favorite brands through entertaining content online.

PlayNetwork Web Radio is a powerful way to extend the in-store music and messaging programs online for increased brand affinity and web site stickiness. With PlayNetwork's leading web radio service, companies can host branded music streams on their site and stay connected with consumers. With version 2.0, brand messages can be inserted between playlist tracks, making it possible to drive a consistent experience for in-store and online shoppers.

With the success of many marketing initiatives measured by web site traffic and dwell time, PlayNetwork Web Radio 2.0 helps companies keep their customers online, on their site and connected to their brand longer. Key enhancements for version 2.0 include:

- Click-to-purchase — companies can now provide their consumers with the ability to purchase a song directly from the web radio player, with just a simple click. Tracks can be tagged with a branded message to stay top-of-mind with consumers each time they hit 'play'.
- Messaging — PlayNetwork Web Radio 2.0 enables companies to promote content with their online visitors/shoppers for a consistent and extended brand experience.
- Social networking integration — in addition to the ability to embed the player on a corporate site or online store, 2.0 lets brands extend the same listening experience to their social media presence; a demonstration is available on the PlayNetwork Facebook [page](#).
- User experience — in addition to artist and song display, and play/pause control, the enhanced version provides a sequential playlist and song preview for a more interactive user experience.

"Marketers are being challenged to drive traffic online, but the bigger challenge remains how then to keep site visitors for extended periods," said Heidi Keele, VP, Marketing & Entertainment Media Services for PlayNetwork. "Properly done, web radio has the power to engage your audience and provide an interactive forum for building brand affinity while sharing key messages to a captive audience."

PlayNetwork also provides industry news and commentary via its new [blog](#), where brand managers and marketers can get insight on the latest trends in leveraging music, digital signage and entertainment media to enhance marketing campaigns and establish deeper connections with target consumers.

About PlayNetwork

Successful companies create experiences that bring their brand to life and touch consumers across multiple channels. PlayNetwork, Inc., specializes in the creation and distribution of entertainment media that connects the voice of the brand to the consumer across all touchpoints – in-store, online and on device. Founded in 1996, PlayNetwork is the industry’s leading integrated media provider for branded music, messaging, video, entertainment promotions and event media, systems integration services, and commercial XM Satellite Radio subscriptions. The company creates high-impact media experiences that drive consumer behavior and affinity, in-store and beyond. Working with many of today’s hottest brands in the retail, hospitality, health and fitness, banking, and other business environments, PlayNetwork leads the way in creating media experiences that influence and inspire, making your brand relevant and engaging for the consumer. More information is available at www.playnetwork.com or www.xm4biz.com.

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