



odeeo

PlayOn!

**3.1 billion
global gamers
are listening**



THE TEAM

We get gamers



Elad Stern

COO

Ex IronSource and a former professional tennis player with 10+ years of experience in the adtech space. Visioned, established and led a \$20M turnover business unit from scratch.



Amit Monheit

CEO

Ex Matomy, IronSource and AudioBurst with 15 years of digital leadership experience. Built and led teams achieving exponential revenue growth on both supply and demand sides.



Andrey Shmigelsky

CTO

Ex AppNexus with 10+ years of experience in designing and building high-load Real-Time Bidding solutions, ad servers, data management systems and analytics platforms.



THE OPPORTUNITY

Merge of two exploding markets

Cutting through the noise

Digital audio is forecasted to be the fastest-growing segment of digital media within the next few years.



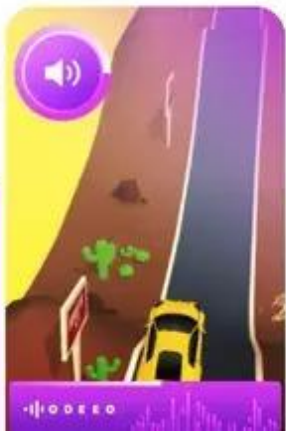
THE PROBLEM

Gamers are **frustrated**



THE SOLUTION

We let them PlayOn.



THE OPPORTUNITY

Sound sells

Player-first approach

Audio ads present the potential to lift monetization and engagement without interrupting gameplay, by simply running in the background.



72%

**are playing with
Sound ON**

THE SOLUTIONS

Audible solutions



**Game
monetization**



**Audio
data analytics**



**Audio
advertising**

OUR FORMATS

Formats for your ears



Standard

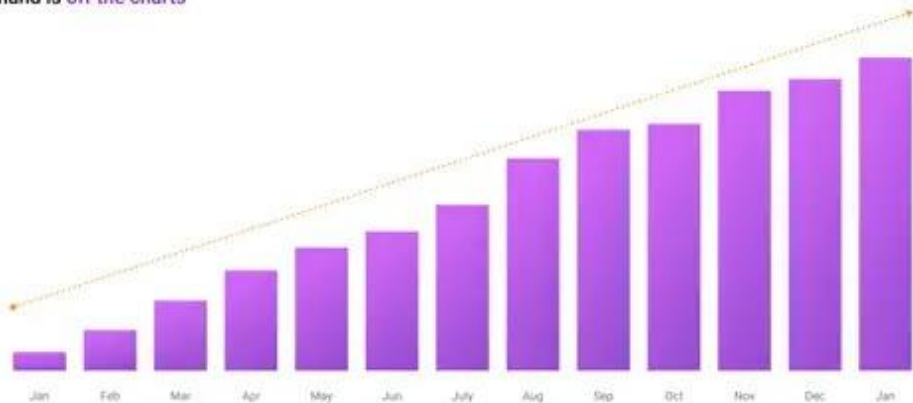


Rewarded

TRACTION

Audible impressions

Demand is off the charts



TRACTION GAMES

Audified games

MoM growth with 0% churn

