



## **TuneIn Celebrates Listener-Supported Radio With Donation Initiative KQED Donation Pilot Successful**

PALO ALTO, CA--(Marketwire - Nov 21, 2011) - TuneIn, a free service that lets people listen to music, sports and news from around the world, today announced the launch of TuneIn Donate, which enables listeners to contribute to their favorite listener-supported stations. KQED, an NPR member station, is the first to pilot the new feature, currently available on the iPhone, iPod Touch, iPad and Android smartphones. Based on the success of this test, TuneIn plans to offer TuneIn Donate to listener-supported and non-profit radio stations from around the world by the end of the year.

"TuneIn lets people listen to the widest variety of audio imaginable, from music and news to festivals and sporting events," said John Donham, CEO of TuneIn. "Listener-supported stations like KQED and thousands of others are an important part of this rich, quality programming. Community-supported radio makes our lives better and TuneIn wants to mobilize listeners to show their support. This is just part of our effort to serve broadcasters by helping them connect with a growing digital audience."

Since the implementation of TuneIn Donate KQED has seen a meaningful increase in traffic to its website donation page. TuneIn does not profit from these contributions, with 100 percent of the donations going to the intended stations.

"Our commitment to providing Northern Californians with engaging programming and a community-supported environment is at the heart of what drives KQED," said Tim Olson, VP of Digital Media and Education, KQED. "TuneIn Donate is a new and easy way to help people connect with and support the programs that matter to them. KQED donors are some of the earliest adopters of new technologies. We are excited to be part of this ground-breaking initiative and are encouraged with the initial results."

Non-profit or listener-supported stations that are interested in using TuneIn Donate should contact [broadcasters@tunein.com](mailto:broadcasters@tunein.com) to get more information on how to opt-in to the program. Listeners are encouraged to ask their favorite non-profit stations to participate.

### **About TuneIn**

**TuneIn** is a free service that lets people listen to [music](#), [sports](#), [talk](#) and [news](#) from around the world. TuneIn offers over 50,000 AM, FM, HD and [Internet radio](#) stations and more than one million on-demand shows and programs streaming from every continent. The company's [mobile applications](#) are highly ranked in all app stores, worldwide. TuneIn is available in 9 languages across all major smartphones and tablets, connected home stereos, smart TVs, connected automobiles and online at [tunein.com](http://tunein.com). The company raised venture funding from Sequoia Capital in January 2011 and is hard at work in an old plumbing supply building in Palo Alto, California.



### **About KQED**

**KQED** ([kqed.org](http://kqed.org)) has served Northern California for more than 50 years and is affiliated with NPR and PBS. KQED owns and operates public television stations KQED 9 (San Francisco/Bay Area), KQED Plus (San Jose/Bay Area), and KQET 25 (Watsonville/Monterey); KQED Public Radio (88.5FM San Francisco and 89.3FM Sacramento); the interactive platforms [kqed.org](http://kqed.org) and [KQEDnews.org](http://KQEDnews.org); and KQED Education. KQED Public Television, one of the nation's most-watched public television stations, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *This Week in Northern California*; *Truly CA*; and *Essential Pépin*. KQED's digital television channels include 9HD, KQED Life, KQED World, KQED Kids, and KQED V-me, and are available 24/7 on Comcast. KQED Public Radio, home of *Forum* with Michael Krasny and *The California Report*, is one of the most-listened-to public radio stations in the nation with an award-winning news and public affairs program service delivering more than eighteen local newscasts daily. KQED Interactive provides KQED's cross-platform news service, [KQEDnews.org](http://KQEDnews.org), as well as offers several popular local blogs, video and audio podcasts, and a live radio stream at [kqed.org](http://kqed.org). KQED Education brings the impact of KQED to thousands of teachers, students, parents, and the general public through workshops, community screenings, and multimedia resources.