DD&T — WEEKLY REPORT

Digital, Data & Technology · file no later than Sunday by 4:00 PM ET

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Group: Digital X Data ☐ Technology ☐ Creative Pod ☐

Week ending: November 1st, 2026

1 · This week in one paragraph

Reviewed campaign performance and delivery across the board (ex. Ford CTR well above our needed 0.3). Dealt with Various invoices with late payments and provided backup documentation as needed (waltlabs, soundstack, Wursta, etc). Helped various AEs with campaign proposals (Chevy/Cadillac, 2 PI lawyers in NY, HomeDeport for aire, etc.)
Pursued new sources of programmatic audio and video revenue with ReKlaim.
Call with Azerion for a potential PMP on via SoundStack.
Prepared SoundExchange reports and submitted to Finance and Soundexchange portal.
Simplecast call for Premium Position, Video Podcasts on Apple and additional monetization opportunities.
Waltlabs call about Google incentives and engineering hours available to us.
Calculated and Submitted estimated programmatic revenue generated in October and station distribution. Confirmed traffic entered orders correctly.
Various meetings with team members regarding the various projects we are currently handling.
Call with Magnite to revisit SpringServe and programmatic video PMPs for our live and VOD.
Various meetings with team members about new Jira and project management workflow and requirements as well as individual meetings with Alberto and Joey regarding various in-progress projects.

2 · Open items

- Various unpaid vendors, still an issue even when invoices are all already approved in concur.
- Monetization of Video via tradehouse not acceptable, will need to cancel and replace which means undoing tags on web and mobile as well as redeploying and cleaning ads.txt files etc.

3 · Next week

Plan out the phasing out of tradehouse and replace back with Adx and magnite Vast Tags.
Pursue PMP or direct integration agreement and review new SpringServe pricing.
Advance 24/7 streaming setup on GCP as well as the Yospace adinsertion integration and pursue FAST channel distribution strategy with Dario.

4 · Open issues

- TLR impact on inventory ongoing, adswizz unable to forecast inventory properly causing issues. Will need to rely on soundstack reports until adswizz historical data catches up (3 months). Full impact on digital audio revenue now more apparent, will prepare a report to highlight lost revenue via audacy, Katz and other sales channels after the switch.

5 · Suggestions

Aggressively pursue video monetization from all angles for the remainder of this year (Social Media, FAST channels, Roku homepage promotional opportunities, Tunein FAST channel distro, magnite integration). It will have the biggest impact on the bottom line without material additional expenses.