



Overview

Jelli is community powered, 100% user-controlled radioSM. Jelli is the first to bring crowd sourcing to radio and reinvents traditional broadcasting by empowering listeners to interact in a dynamic, real-time web experience.

Great for users

Jelli allows users to take over the radio using their web browsers, and choose *in real-time* what should play – not just over an Internet stream, but on the actual airwaves. Key elements of the Jelli experience include:

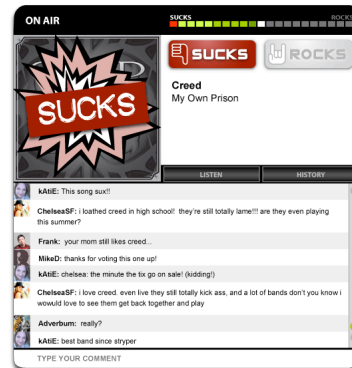
- **Real-time voting and power ups.** Jelli’s playlist is completely dynamic and user-controlled. Users decide what should play by voting, and the songs with the highest scores make it on the air.

The next song is chosen just seconds before it goes on the air, so what will play next is always up for grabs. As users participate on Jelli, they earn power-ups, which give them even more control over what plays. Users can Rocket a song to launch it to the top of the list, or Bomb a song to temporarily destroy its score.



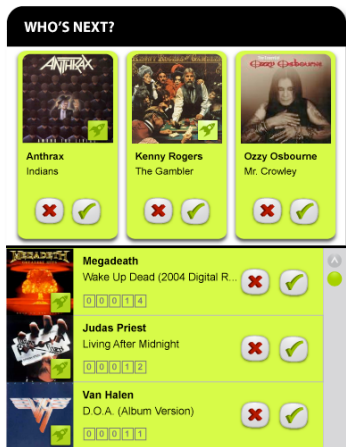
Power-ups give users more control

- **Control over what’s On Air.** Jelli listeners voice their opinion about what’s currently playing by hitting the Rocks or Sucks buttons. If enough people listening vote that they don’t like a song, Jelli will pull it off the air – real-time!



Users discuss the playlist and band together to pull a song off the air

- **Radio active community.** Jelli is a social music experience, so users collaborate with each other through features such as group chat and private messaging to shape the playlist, lobby for votes, and even band together to pull songs off the air.



The mob rules with a “metal block”

Because the playlist is 100% community powered, Jelli is an ever-changing, topical and fun social jukebox. Impromptu themed playlists are often created as one user inspires another and the community takes the playlist in whatever direction they want to in the moment – an 80s block, metal hour, or even songs inspired by current events such as swine flu!

- **On Air attribution.** When songs they've selected make it on the air, Jelli users get credit by having their user names read out in dynamic text-to-speech, for all to hear. Active Jelli users earn the ability to further customize their user name and show off their elite status with a personalized audio signature – like an audio avatar.
- **Community catalog.** All the songs that could play on the station are available and exposed to users. Users can search the catalog, or easily browse all the artists and tracks and vote for or apply power-ups to their favorites. There are a variety of genres, and regular additions are made to the Jelli catalog, based on user requests. On Jelli, not only does the community decide what will play on the radio, they take part in determining what gets added to the catalog by suggesting new additions in Jelli's catalog request forum.
- **Multiple stations.** There are multiple stations on Jelli – each with its own unique stream and playlist – enabling the community to organize around formats and themes, or tune into stations currently broadcasting Jelli on FM.

Users “choose their Jelli” from the Jelli tuner, where they can see what's playing, how active a station currently is, and tune in to the station that best fits their mood. A user's current station is also listed on their Jelli profile, so friends can find each other and organize on a particular station.



Great for partners

Jelli provides targeted programming and enables “social automation” for traditional and Internet radio broadcasters seeking to keep radio relevant and engage their audiences in an interactive way.

Listeners interact with the station via Jelli's end-user web interface, and Jelli's station server integrates with existing broadcast infrastructure, delivering a DMCA and FCC-compliant playlist directly to the radio station. Jelli's automated platform handles all catalog and content management, the Jelli gaming system, and the audio playstream system. With real-time audio mixing, smart transitions, dynamic audio content and announcement of game activity via text-to-speech technology – all governed by a configurable rules engine – Jelli's state-of-the-art audio application and interface provide a great listener experience. Jelli web and audio elements can be skinned to incorporate station branding and bring user-controlled radio to almost any format, enabling broadcasters to integrate on-air and online experiences, convert active listeners, and drive ratings, revenue and relevancy / measurement.

Jelli's first broadcast partner is CBS Radio's LIVE 105 (105.3 FM KITS) in the San Francisco Bay Area.

Executives:

Michael Dougherty, Co-founder and CEO

Jateen Parekh, Co-founder, Chief Operating Officer/Chief Technology Officer

Launched:

Jelli launched in 2009 and is based in San Mateo, California

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