

FOR IMMEDIATE RELEASE

**MR. MASTER DELIVERS 90% OF ALL NETWORK RADIO SPOTS IN 2024**

*Mr. Master processes a record-breaking 86+ million network radio spots in 2024;*

*more than 1.6 million network radio spots processed per week.*

**LOS ANGELES, June 10, 2025** – Mr. Master, the company behind the industry’s leading compliance and content distribution software suite, announces a landmark achievement in creating better ad environments for network radio. In 2024, Mr. Master’s software was responsible for delivering 90% of all network radio spots, an unprecedented figure that led to more than 86 million network spots processed last year and an average of more than 1.6 million spots each week. This accomplishment underscores Mr. Master’s pivotal role in driving efficiency, reliability, and accountability in network radio and for national advertisers. Nine of the top ten top-billing radio groups use Mr. Master to process its spots. Used by Premiere Networks, Westwood One, Compass Media Networks, and Skyview Networks, Mr. Master is the leading traffic solution for the industry’s top radio networks.

This landmark success comes on the heels of the company announcing three new powerful products that gives radio unprecedented control of ad environments and near real-time delivery of syndicated programming: Traffic Control, The Tracker, and On Demand.

“Radio holds an unmatched capacity to deliver audiences, and we’re committed to helping our partners fully leverage that potential,” said Stu Jacobs, President of Mr. Master. “Our partners recognize our end-to-end solutions as a key component to successfully running network ad campaigns. If a network spot is running anywhere in the US, there’s a good chance that our AIM software has processed it. With our unique insights, our goal is to continue to innovate so that radio outperforms other media.”

Jacobs continued, “Mr. Master brings digital-like data and speed to radio by automatically delivering content within one minute, processing network spots, posting affidavits within 24 hours, and more. This efficiency and automation not only fosters a better advertising environment for advertisers, but it also increases radio advertising compliance and boosts the industry’s overall revenue.”

“Agencies today require transparent, quantifiable accountability for every campaign,” said Julie Talbott, President of Premiere Networks. “With Mr. Master, we can get affidavits within 24 hours and provide the clear reporting that meets — and often exceeds — agency expectations for compliance. Mr. Master is transforming the way Premiere Networks and the industry at large achieves network ad accountability.”

Hiram Lazar, CFO of Compass Media Networks shared, “With Mr. Master, Compass Media Networks has gained an invaluable partner in spot delivery and compliance. There is nothing else like their software on the market. Their technology not only saves us time and resources, but it also delivers the accountability and transparency our advertisers depend on, day in and day out. Mr. Master is a must-have tool.”

Mr. Master’s flagship software solution is AIM Premium. AIM Premium helps networks, radio groups, and radio stations increase their revenue, productivity, and compliance by automatically delivering and processing network spots, makegoods, and shows into automation systems. It also provides affidavits within 24 hours and offers near real-time compliance data. More than 5,000 stations nationwide rely on AIM Premium to streamline and optimize their daily workflows.

**About Mr. Master**

Mr. Master supplies radio stations with the leading compliance and content distribution software in the industry. Its AIM product suite is used by the biggest radio groups in the country to optimize their traffic and production workflow. AIM Premium is a work-from-anywhere software solution that optimizes a station’s workflow by automating network commercial inventory and compliance data processing, as well as delivering on-air programming content to stations in under one minute. AIM Premium is used by more than 5000 stations nationwide and processes more than 1.6 million spots per week. AIM Basic focuses exclusively on delivering on-air content and ads to stations. It is widely accepted as the industry standard for unattended audio delivery by content providers and stations. Together, the AIM products service more than 8500 radio stations. Additionally, Traffic Control, The Tracker, and On Demand expand Mr. Master’s offerings by enabling one-touch spot conflict resolution, verification that inventory is running as scheduled, and near real-time syndicated content delivery, respectively. Learn more at [www.mrmaster.com](http://www.mrmaster.com) or follow us on [LinkedIn](https://www.linkedin.com/company/mr-master-radio/).

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**Media Contacts:**

Omar Thompson

214-546-4718

omart@1ninemedia.com

Jennifer Quiroz

jenniferq@1ninemedia.com