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**MR. MASTER'S ON DEMAND ADDS 50+ SHOWS SINCE Q4 LAUNCH, ADDING TO RADIO'S
LARGEST INDEPENDENT SYNDICATION PLATFORM**

*New hires added to support growth – delivery platform has seen an influx of top shows and
content brands*

LOS ANGELES, August 5, 2025 – With the addition of 50+ shows, Mr. Master has grown its new ON DEMAND tool into radio's largest independent syndication platform, furthering Mr. Master's position as the industry's leading compliance and content distribution software provider. ON DEMAND is a cloud-based software solution that enables syndicated shows to deliver content to affiliates in near real-time, complete with custom imaging, and without the need or expense of satellites. This allows any station to become an affiliate, regardless of satellite capability. Content is received in near real-time within one minute, enabling content providers to update show segments with breaking news when needed.

ON DEMAND has seen the growth of across all formats with a heavy concentration of affiliates in the top 75 markets, across all dayparts. Content leaders such as "DeDe In The Morning," "AP News," "HardDrive XL," "Murphy, Sam & Jodi," "Woody & Wilcox," and "Alice's Attic with Alice Cooper" have already made the move.

"ON DEMAND is more than a new tool. It is the next evolution of Mr. Master and the creation of a true end-to-end syndication ecosystem for the radio industry," said Stu Jacobs, President of Mr. Master. "We've long optimized how stations receive network content with our flagship AIM software. Now, we are giving networks and self-syndicated content providers the same speed, control, cost savings, and flexibility on the send side."

To support the growth of ON DEMAND and further enhance its platform capabilities, Mr. Master has expanded its development team with three new hires. These additions reflect the company's continued investment in innovation and will help accelerate development across its full suite of syndication and compliance solutions.

ON DEMAND works seamlessly with Mr. Master's AIM Basic and AIM Premium platforms. Once content is uploaded to Mr. Master's cloud via ON DEMAND, the content is automatically downloaded by affiliates via AIM to a designated location on an affiliate's local network. When used with AIM Premium, the content is also automatically placed into a station's automation system for airing. AIM Basic is free to stations, while AIM Premium is available for barter or cash. With more than 8,500 stations already using AIM Basic and AIM Premium combined, ON DEMAND gives content providers instant access to a robust affiliate network for seamless syndication.

"Superadio's been a client and power user of Mr. Master's systems for over 20 years, and when we launched 'Alice's Attic with Alice Cooper,' we needed a solution that could match the scale and legacy of the brand," said Eric Fasion, President of Superadio. "Mr. Master's ON DEMAND gives us full confidence that our affiliates are receiving content reliably, efficiently, and in near real-time. ON DEMAND is more than a distribution tool for us, in an environment where precision and speed are non-negotiable, ON DEMAND gives us an edge."

Mr. Master continues to innovate in support of radio's evolving needs, helping networks and stations operate with greater speed, efficiency, and transparency. From content delivery to compliance, the company's software solutions simplify complex workflows across the entire network and syndicated broadcast workflow. With tools like AIM, ON DEMAND, Traffic Control, and The Tracker, Mr. Master is redefining how content is delivered, processed, tracked, and aired across the radio industry.

About Mr. Master

Mr. Master is the industry's leading compliance and content distribution software provider for radio, offering an end-to-end ecosystem that delivers better ad environments for networks, stations, self-syndicators, and advertisers. In 2024, Mr. Master delivered 90 percent of all network radio spots in the United States, processing more than 86 million spots last year and over 1.6 million per week. Its flagship software, AIM Premium, helps stations automate network spot delivery, compliance, and affidavits, while AIM Basic is widely accepted as the industry standard for unattended content and ad delivery. Together, the AIM products serve over 8,500 radio stations nationwide. Mr. Master's product suite also includes Traffic Control for one-touch network spot conflict resolution, The Tracker for verification inventory is running as scheduled, and ON DEMAND for near real-time syndicated content distribution. With these solutions, Mr. Master powers both the send and receive sides of syndication and network content, helping radio stay competitive in a multi-platform media landscape. Learn more at www.mrmaster.com or follow Mr. Master on [LinkedIn](#).

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