



**A Public Benefit Corporation**

**43 Montgomery Street  
Jersey City, NJ 07302**

## **Audience Engine and Spinitron to Merge.**

**February 3, 2016**

**Jersey City, NJ and Boston, MA** – Congera Public Benefit Corporation and [Spinitron](#) LLC announced today that they have entered into an agreement to merge their operations into a public benefit corporation conceived to help independent, public and not-for-profit media to succeed in the digital age.

Congera PBC is the owner and developer of [Audience Engine](#), a new suite of free, open source digital tools that combine meaningful audience engagement with comprehensive fundraising strategies to create a dynamic new model for media sustainability. Congera is owned and operated by Auricle Communications, the New York not-for-profit corporation that owns and operates acclaimed radio station [WFMU](#) and the [Free Music Archive](#). Spinitron is a Boston-based company that provides online music logging, reporting and publishing services to over 150 public and community radio stations in the US and Canada.

As part of the merger, Spinitron co-founders Eva Papp and Tom Worster will join the Audience Engine team. The merger gives Spinitron clients a smooth path to add Audience Engine's innovative strategies for audience engagement and fundraising to their online presence, without affecting ongoing Spinitron service.

"Spinitron's music tracking software is an amazing service for music programs, music fanatics, artists and record labels. Add what they've accomplished to our work on audience engagement and modernized online fundraising, and you create a powerful combination," said Ken Freedman, Audience Engine's President.

Audience Engine recently unveiled Mynte, an open source engagement and fundraising platform which builds audience engagement and provides unique crowd-funding technologies intended for use by media institutions and content makers. Audience Engine enables independent and public media organizations to build communities of listeners, readers and

viewers, and provides them with built-in digital fundraising strategies to become sustainable. Mynte comes loaded with inventory and mailing software for pledge drive fulfillment as well as donor management (CRM) software designed for web and mobile interfaces in addition to legacy donor management.

“Spinitron and Audience Engine together give stations far more value than we ever could separately” said Eva Papp, Spinitron’s Director of Business Development. “One of my top priorities has always been maintaining Spinitron’s reputation for quality service and I think we’ll be in a better position to do that while we grow the business as part of this new organization.”

Spinitron provides multiple services to the music radio industry. Its hallmark service consists of station schedule creation and real-time music playlist software for web and mobile platforms. It also provides real-time chat tools so that radio audiences can engage with one another and with the DJ during radio programs. Its customer stations also rely on Spinitron for SoundExchange and other copyright-compliance reporting.

“I enjoy how Spinitron can help stations relate to their listeners,” said Tom Worster, Spinitron’s Chief Software Architect. “That’s Audience Engine’s whole focus. So I’m psyched about what we’ll be able to offer together.”

Spinitron’s next build will provide support for traffic services including underwriting, public service, and promotional announcements as well as interfacing with a station’s automation system (in addition to live DJs). Audience Engine is extending its services from the radio industry to podcasters, independent and not-for-profit journalists, and other content industries.

## **Contact:**

Eva Papp: 617-233-3115 | [eva@audienceengine.net](mailto:eva@audienceengine.net)

Ken Freedman: 201-575-5608 | [ken@audienceengine.net](mailto:ken@audienceengine.net)

Ham Fish: 212-729-3762 | [hf@hamiltonfish.com](mailto:hfish@hamiltonfish.com)