AT Player
Media Kit 2026

Connect with over 2.5 million monthly active music lovers in a highly engaged, brand-safe environment.

AT Player is a top-rated music and video platform that helps millions of users discover, download, and enjoy content from around the world. Our users are passionate, loyal, and actively looking for new things.

Our Audience: Who You'll Reach

Our user base is a diverse and engaged group of young, tech-savvy music enthusiasts.

- **Monthly Active Users:** 2.5+ Million
- **Daily Active Users:** 150,000
- **Gender Split:** 58% Male / 42% Female
- **Key Age Demo:** 75% of our users are between the ages of 18-34
- **Top Interests:** Media & Entertainment, Shopping, Gaming, Technology, and News

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Global Reach: Where Your Message Will Be Heard

With over 200 million total downloads, we deliver over **25 million ad impressions** each month to a global audience. Our inventory provides a uniquely balanced portfolio, offering advertisers significant volume in Tier-1 markets, engagement in high-growth Tier-2 regions, and scale in Tier-3 markets.

- **Monthly Impression Breakdown by Market Tier**
  This balanced distribution allows advertisers to achieve diverse campaign goals, from high-value conversions to massive brand awareness, all within a single platform.

Tier 1: 34%
Tier 2: 33%
Tier 3: 33%

- **Monthly Impression Breakdown by Region**
  Our inventory is geographically distributed to align with major global advertising regions, providing tactical value for media planning teams.

  APAC: 40%
  EMEA: 25%
  LATAM: 15%
  NA: 15%
  Rest of World: 5%

- **Global Footprint**
  Beyond these core regions, our apps have a significant and engaged user base in dozens of countries, demonstrating our widespread and enduring popularity.

  Our Top 15 Markets by Ad Impression Volume:

  India
  United States
  Argentina
  Indonesia
  Mexico
  Spain
  Brazil
  South Korea
  United Kingdom
  Germany
  France
  Japan
  Malaysia
  Israel
  Saudi Arabia

  (...with an active presence in over 185 countries total.)

Advertising Opportunities: High-Impact Placements

We offer a variety of ad formats designed to integrate seamlessly into the user experience at moments of high engagement.

- **Launch Interstitial:** High-impact, full-screen ad shown immediately upon app launch, capturing 100% user attention.
- **Transition Interstitial:** Full-screen ad shown at key user engagement moments
- **Rewarded Video:** User-initiated video ad in exchange for a premium feature.
- **Native & Banner:** Integrated thoughtfully within our content discovery feeds.

Programmatic Capabilities & Direct Deals

We offer a flexible and powerful ad stack to meet the needs of sophisticated buyers. Our platform is fully equipped for modern programmatic advertising.

- **Direct DSP Integration:** We support direct partnerships via OpenRTB 2.5 through our Google Ad Manager platform.
- **Broad Exchange Access:** Our inventory is available through major exchanges, including Google AdX and AppLovin MAX, connecting you to a wide range of SSPs.
- **Flexible Deal Types:** We can facilitate Programmatic Guaranteed (PG) and Preferred Deals (PD) to ensure you meet your campaign goals.
- **Custom Solutions:** We are open to discussing custom integrations and unique partnership models.

Why Partner with AT Player?

- **Trusted by Millions & Top-Ranked Globally:** We maintain an impressive **4.3-star** average rating from over 1 million verified users, a testament to our quality and stability at scale. This widespread appeal is why AT Player consistently ranks as a **top 100 music app in over 150 countries** worldwide.
- **Brand Safety as a Priority:** We strictly adhere to our DMCA & Copyright Policy, ensuring your brand only appears alongside licensed and appropriate content. Privacy Policy, Terms of Service, DMCA Copyright Policy
- **Trusted by Experts:** Featured by XDA Developers (in their most-viewed Android app video ever), Android Police, and more.

Our Apps:

- **AT Player (Android):** https://play.google.com/store/apps/details?id=com.atpc

- **AT Player (iOS):** https://apps.apple.com/app/id1447312762
- **AT Music (Android):** https://play.google.com/store/apps/details?id=atmusic.app
- **AT Music (iOS):** https://apps.apple.com/app/id1481685496
- **AT Downloader (Android):** https://play.google.com/store/apps/details?id=io.freemusic
- **AT Radio (iOS):** https://apps.apple.com/app/id1451350120

Let's Work Together!

For direct deals, programmatic partnerships, or custom campaigns, please contact us at: **advertising@atplayer.com**