

why digital audio?



Size & Scale:

Digital Audio commands 70%+ all Adult reach in Europe confirming it as a premier media channel.

In Ireland over 78% of all Adults listen (3M+ people) listen to digital audio each week.

Significantly Under-Invested

- A mainstream channel yet brands are under-utilising audio. With 31% of media time spent with audio, there is huge potential for brands as audio only accounts for 9% of media budgets.

Source: WARC, The Investment Guide.



Undistracted Mindset:

- 79% of digital audio consumption takes place when visual media is not available.
- This means that many listeners are totally engaged with your content when they hear it.

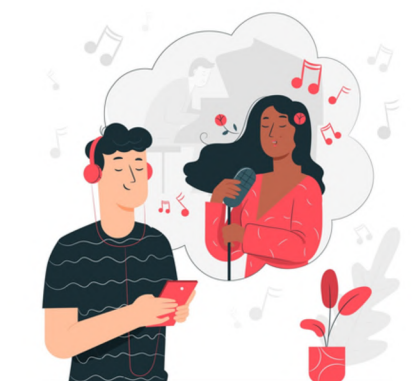
Source: IAB, Digital Audio Buyers Guide



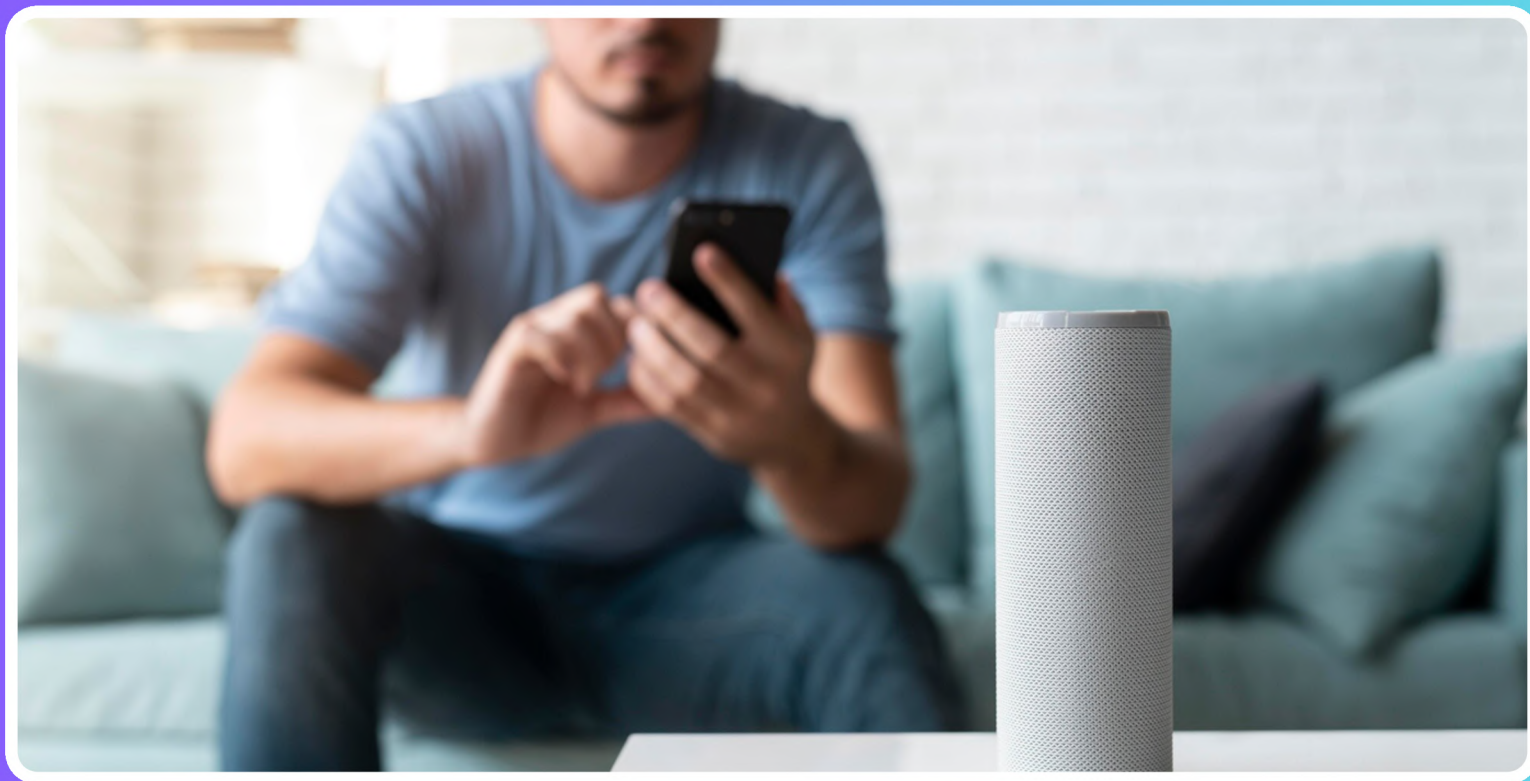
Personal:

- Digital Audio is a truly personal and authentic medium.
- A recent 2023 study confirmed that digital audio is 4X more authentic than linear FM, an attribute most prized online by younger generations.

Source: Pandora Soundboard 2023



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Strengths Vs Other Media

Digital Audio is more convenient and accessible than TV and more targeted and memorable than Radio.

Digital Audio is also more portable than CTV and more authentic and trustworthy than social media.



Fact Based Media:

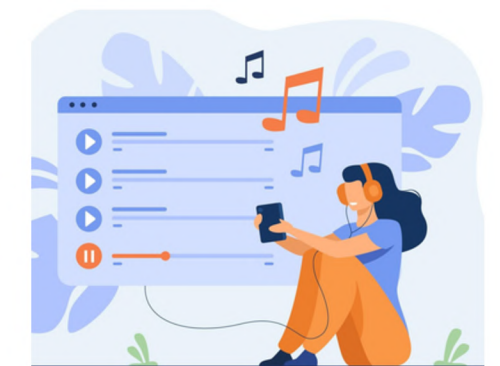
- Digital audio provides advertisers with data which confirms actual listening and enables precise audience targeting with far less wastage.
- This is more accurate than the reported listening and approximate targeting that is often associated with traditional advertising methods.



Enhanced Targeting Capabilities:

- Advertisers can go beyond simple demographics and target based on genre, device, context, mood, data, weather, precise location and many other variables.
- 60% of listeners say they enjoy hearing ads that are relevant to what they're listening to.

Source: Pandora Radio



Quality Ad Experience:

- The power of digital technology combined with the storytelling power of audio creates relevant and effective advertising.
- Podcasts garner 3x more attention to ads than mass media and Listeners are 2x as likely to actively listen to a podcast ad compared to social media ads.

Source: Podsurvey Podcast User Study, 2023



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Undivided Attention

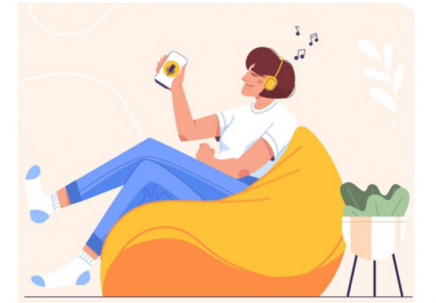
Digital Audio listeners are actively engaged in the content they listen to.

This leaned-in experience is ideal for advertisers who want to harness attention.

Intimate Environment:

- The combination of mobile and earpods represents the primary consumption mode for digital audio. This creates an unequalled and intimate environment.
- Digital audio ads have a 49% stronger impact on memory than linear FM ads.

Source: Pandora, NeuroInsights



Lower Ad Loads:

- With 70% fewer ads on Digital Audio compared to linear FM, it is more likely that digital audio ads will be recalled and acted upon as there are fewer ads to compete with.
- Traditional radio tends to contain 50% more commercially sponsored time than streaming audio.

Source: SiriusXM



Flexibility:

- Listeners engage with digital audio wherever they are, at home, work, in the car, on the go and across any device.
- 75% report increased listening year on year because they can take it anywhere, something you don't get with TV, display, social, search.



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Authenticity & Trust

People tune in to podcasts to connect with their favourite hosts and be a part of the conversation.

Podcast ads let advertisers harness this connection, delivering messages through the voices listeners trust.



Storytelling:

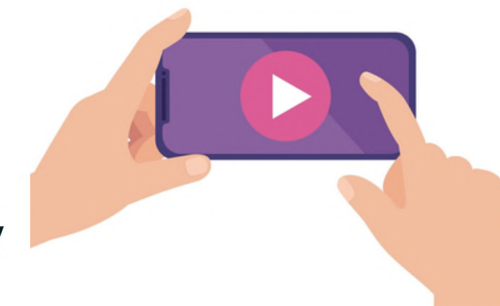
- Storytelling in digital audio ads can improve their effectiveness by creating a more engaging and memorable experience for listeners.
- The longer form, conversational nature of podcasts gives brands space and licence to tell compelling stories about their products to a receptive audience.



Podcasts attract TV audiences:

- With 65% of podcast listeners now saying podcasts are replacing time with television.
- Podcasters are starting to produce video feeds of their podcasts.
- This visual component gives brands a native opportunity to associate their brand with their favourite hosts.

Source: SXM Media, GroupM, and Edison



Dynamic Advertising Options:

- **Traditional Media Ads** - Offer advertisers few options for placement, media type, and targeting. This is where streaming audio pulls ahead of the pack.
- **Dynamic Audio Ads** - Use hyper-personalized ads via dynamic audio, which uses location, weather, and genre to create hundreds of ad variations for each delivery.
- **Display Ads** - Video / display ads, interactive carousels, and ads that appear in place of album artwork.

