GET ON THEIR FREQUENCY.

Leverage digital audio advertising in the 'new normal'.

adswizz

AUDIO IS A BIG
PART OF THE WAY
WE LIVE IN THE
NEW NORMAL

83% of consumers say they are listening to as much or more radio than before the pandemic.

60% of consumers hold radio in high regard & trust it to deliver timely information regarding COVID-19.

42% of consumers say that radio has helped them deal with the current crisis.

AUDIO LISTENING BEHAVIORS HAVE CHANGED

TONE

Increase in podcast listening – news and business content

People feel "less alone" when they hear a trusted voice

LOCATION

Increase in listening within the home

No longer listening on morning and evening commutes

TIME

Peak listening hours starting later in the day

No longer drops in weekends. 'Every day is a weekday.'

DEVICES

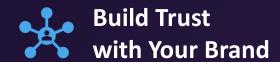
Increase in listening via smart speakers

Large spikes in smart speaker use in morning

Digital audio unique listeners were **up 11%** at the start of shelter-in-place and are trending towards continued increases

UNIQUE OPPORTUNITIES FOR DIGITAL AUDIO ADVERTISING

By leveraging AdsWizz technologies you can optimize your targeting, creative and messaging to effectively reach and connect with consumers.





Enhance In-home Ad Experiences





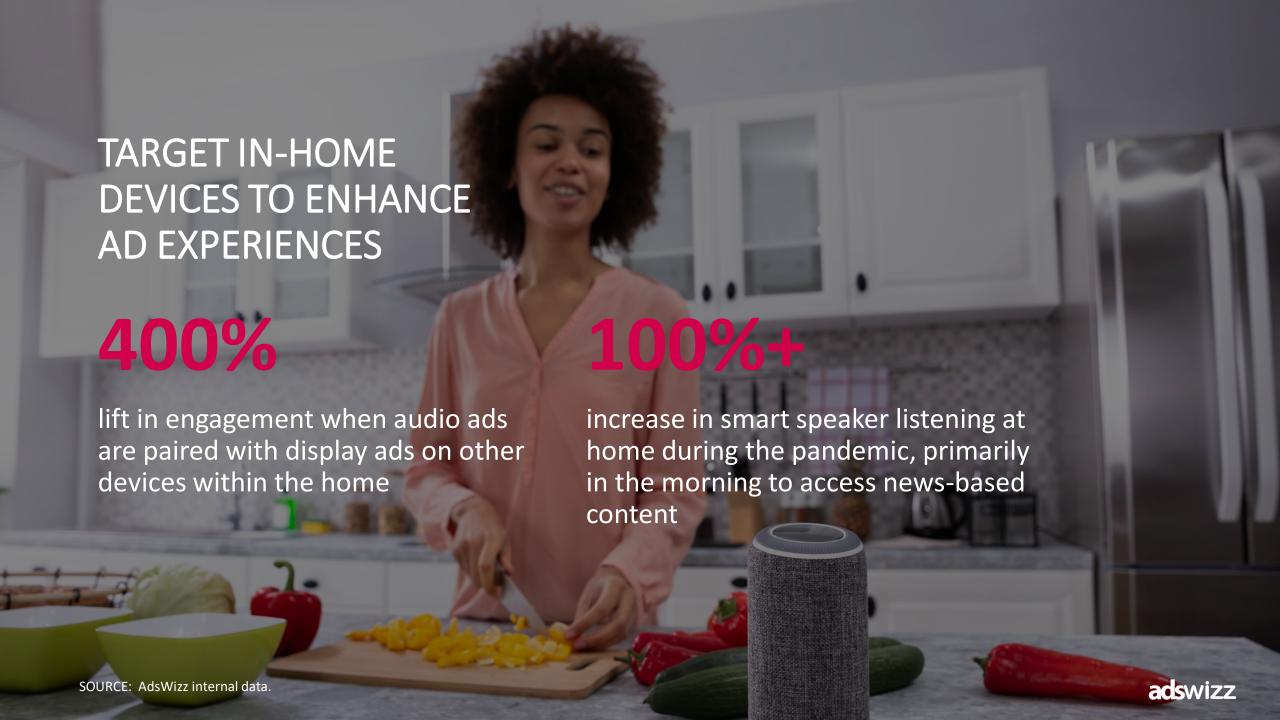
Tell a Story with Intelligent Sequencing

BUILD TRUST WITH YOUR BRAND

63%

of advertisers have already changed their messages in-market, moving to mission-based and caused-based marketing





TAP INTO THRIVING PODCASTS WITH BRAND SAFE, CONTEXTUAL TARGETING

1,000

podcast shows on the AdsWizz network can be accessed with advanced transcription capabilities in partnership with **ComScore**

Target podcasts programmatically and pinpoint the nature of the content – you decide where your ads should run, and where they should not

30%

increase in podcast listeners since shelter-in-place began

SOURCE: IAB: Corona Virus Ad Spend Impact: Buy Side (March 27, 2020)

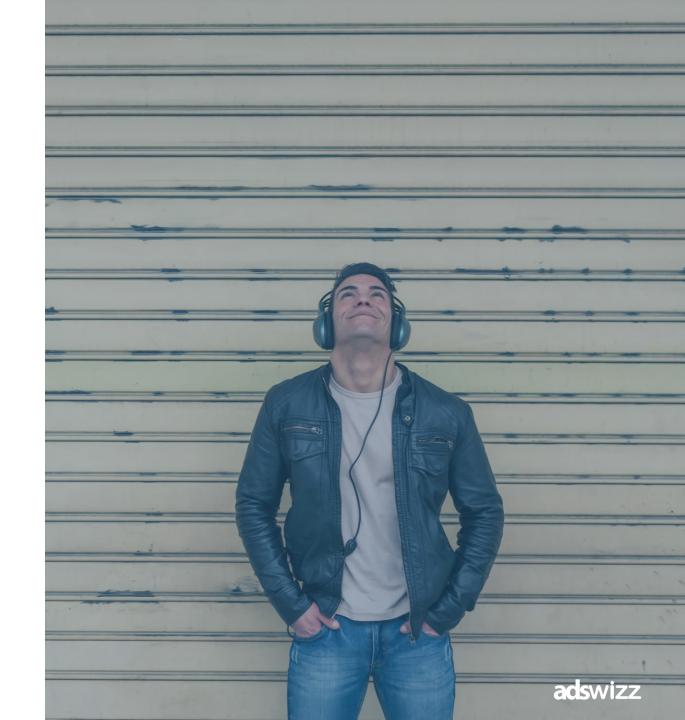
SOURCE: AdsWizz internal data.



HARNESS THE POWER OF STORYTELLING WITH SEQUENTIAL ADVERTISING

4+ hours

of audio listened to daily, on average. With longer listening times, intelligent ad sequencing uniquely positions your brand to deliver a narrative and be heard in a more engaging way.



AUDIO ADVERTISING IS AN EFFICIENT WAY TO INTELLIGENTLY REACH YOUR AUDIENCE DURING THE PANDEMIC

- Digital audio audiences and listening times have increased.
- Consumers are comforted by familiar, trusted voices during times of crisis.
- Contextualized campaigns enhance and personalize the listener's ad experience.
- Advanced podcast transcription keeps your brand safe and connection positive.
- Intelligent ad sequencing takes storytelling to the next level.

GET ON THEIR FREQUENCY.

adswizz

AdsWizz has created the end-to-end technology platform that is powering the digital audio advertising ecosystem. AdsWizz powers well-known music platforms, podcasts and broadcasting groups worldwide. Our comprehensive digital audio software suite connects audio publishers to the advertising community.

AdsWizz is headquartered in San Mateo, California, with a technology hub in Bucharest, Romania, and presence in 39 markets around the world.