



# How Digital Audio Stacks up Against the Rest

Presented by AdsWizz at The Future of Audio and Entertainment, 18 April  
2024

# Love for Digital Audio Continues to Grow

**35M**

people in the UK  
listen to digital  
audio every week

**40%**

increase in digital  
audio reach since  
2019

**2.3**

hours spent  
listening to any  
form of digital  
audio per day

Source: RadioCentre, MIDAS Autumn 2023

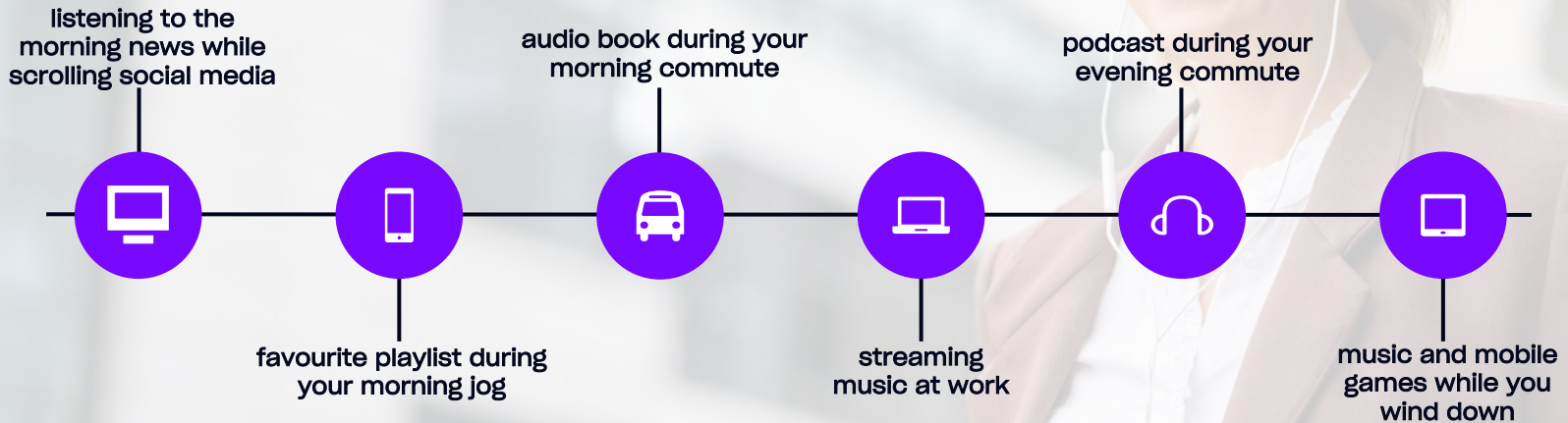
# What Is Digital Audio?

Any device that delivers audio through an internet connection (not DAB).



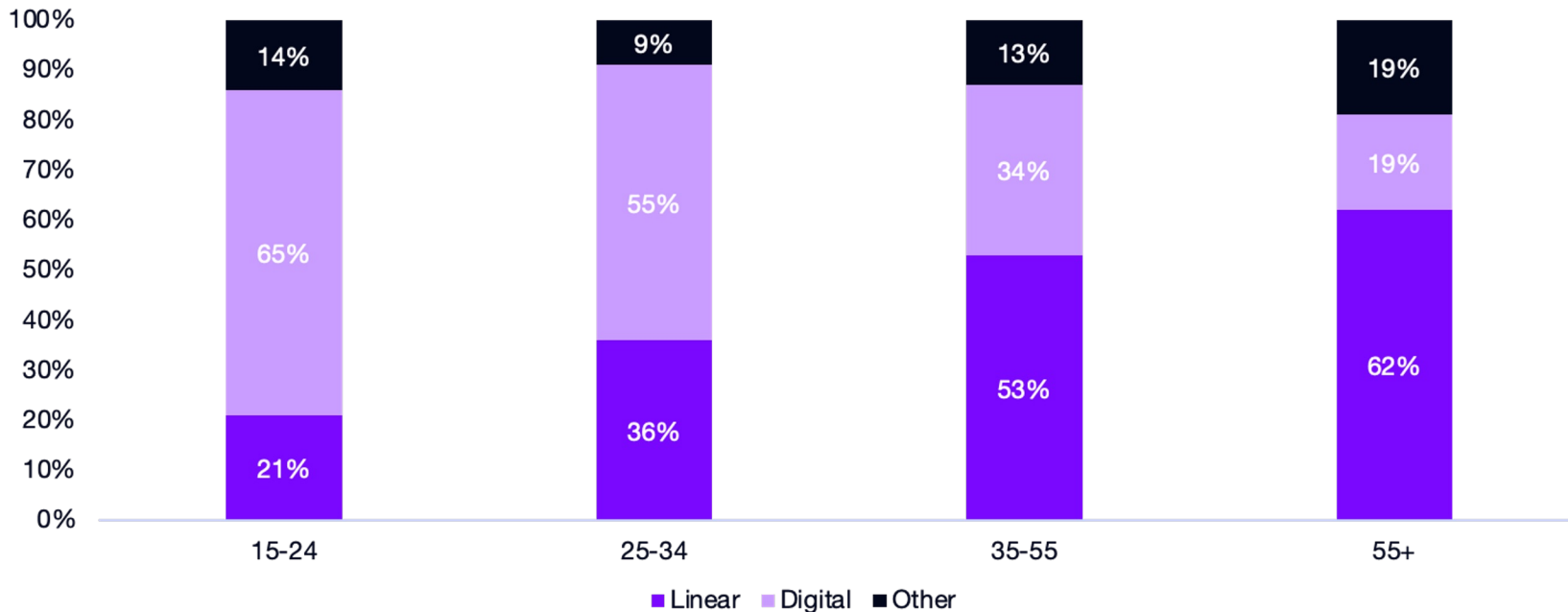
# Digital Audio In All Its Forms is an Integral Part of Our Day

Technology allows you to meet audiences wherever they are.



# Younger Audiences Prefer Digital Audio over Linear

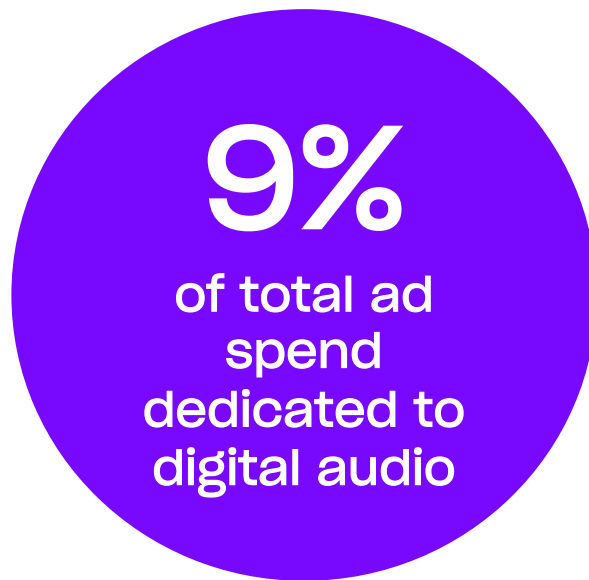
## Type of Audio Consumption by Age



Source: MIDAS Summer 2022

# Time Spent with Audio vs. Digital Audio Advertising Investment

Low advertising on audio promises untapped consumers and excess SOV.



Source: 'The Global Podcast Opportunity', Acast Sept. – Oct. 2023; WARC The Investment Gap: Understanding the value of audio, 2021.

# Why the Investment Gap?



## Challenges we Hear: Perceptions of Audio

- Taking a traditional medium, adding in targeting to ensure you are reaching your audience at the right time and right place
- Digital audio is able to reach users anywhere because it doesn't require visual attention
- Audio ads create a memorable experience and are more successful at getting customers to take action than other mediums



# Challenges we Hear: Measurement

- With the right tools you can effectively measure and interpret the impact of audio ads
- AudioPixel tracks conversions across multiple digital devices on music streaming inventory, allowing clients to report on and receive insights from multiple data signals, including demographics, behavioural audience segments, time of listen, listener context, delivery, and more
- Best thing about this is it doesn't require a cookie!





## Challenges we Hear: Cookies

- With third-party cookie deprecation fast approaching, it is critical for advertisers to be able to reach relevant audiences without relying on traditional identifiers
- Podcast contextual targeting uses speech-to-text transcription technology to target listeners based on their context.

# In Summary

## Digital audio is...

- **Convenient and accessible** it's always with you
- **Increasing time and SOV** especially amongst a younger audience
- **Measurable** beyond just Listen Through Rate
- **Authentic and trustworthy**

Source: [SiriusXM Media Audio Report 2023](#)





# Thank you

[Contact Us](#)