

AUDIO DAYS

LONDON



Thank You & Welcome!

OLLIE CHADWICK

Regional Director, UK and Ireland
AdsWizz

Introduction

The Digital Audio Difference

Audio Days London '24 recap

Digital audio in '25



AdsWizz: A full stack built for Digital Audio

Supply Solutions

Suite for Publishers Since 2014

- Ad Insertion Suite
- AudioServe
- AudioMax SSP
- Simplecast CMS

Demand Solutions

Brand-safe buy-side solutions for advertisers

- AudioMatic
- AudioMax for Buyers

Premium Inventory



The Digital Audio Difference



Audio is a daily companion

Audio is there during real-life moments - when people are working, driving, cooking, decompressing.



Morning news



Brand safe & contextual targeting



Personalize ads for the morning jog



Dynamic creative versioning



Morning commute



Motion-activated ad responses



Streaming music at work



Second screen retargeting



Podcast on the evening commute



Automated host-read ads



Online shopping in the evening



Attribution tools

The nation's love for digital audio continues to grow



70% of people in the UK listen to digital audio every week



43% increase in digital audio reach since 2018

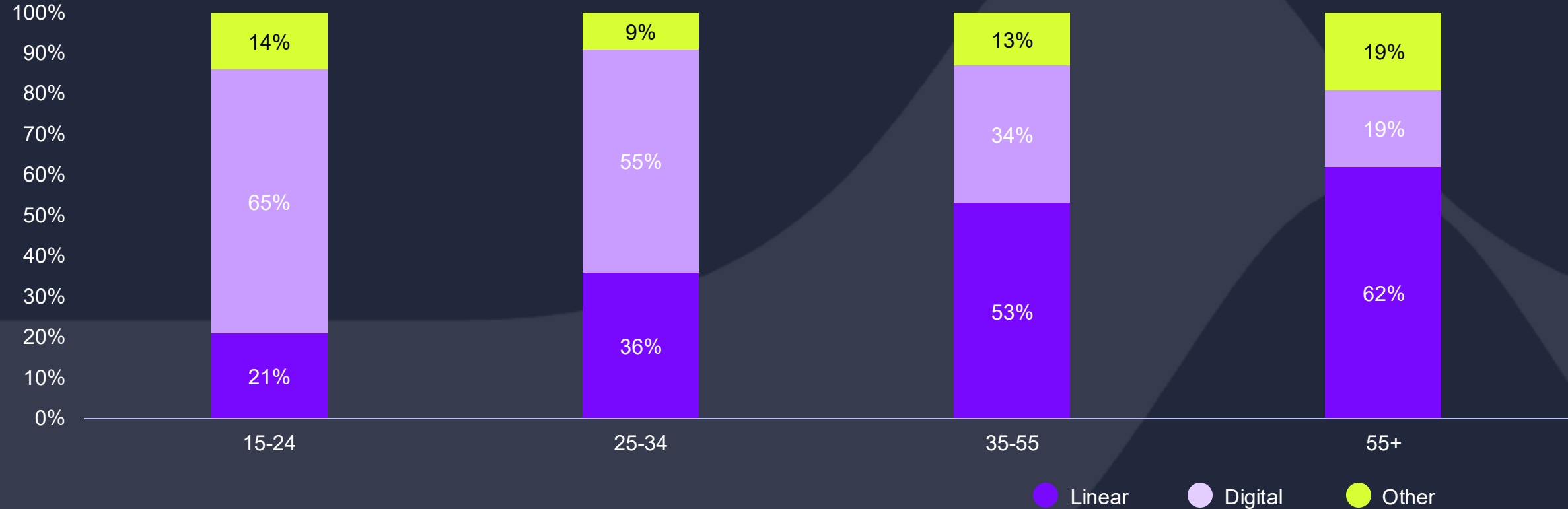


2hrs, 34 minute =
time spent listening to any form of digital audio per day

Source: MIDAS Winter 2024

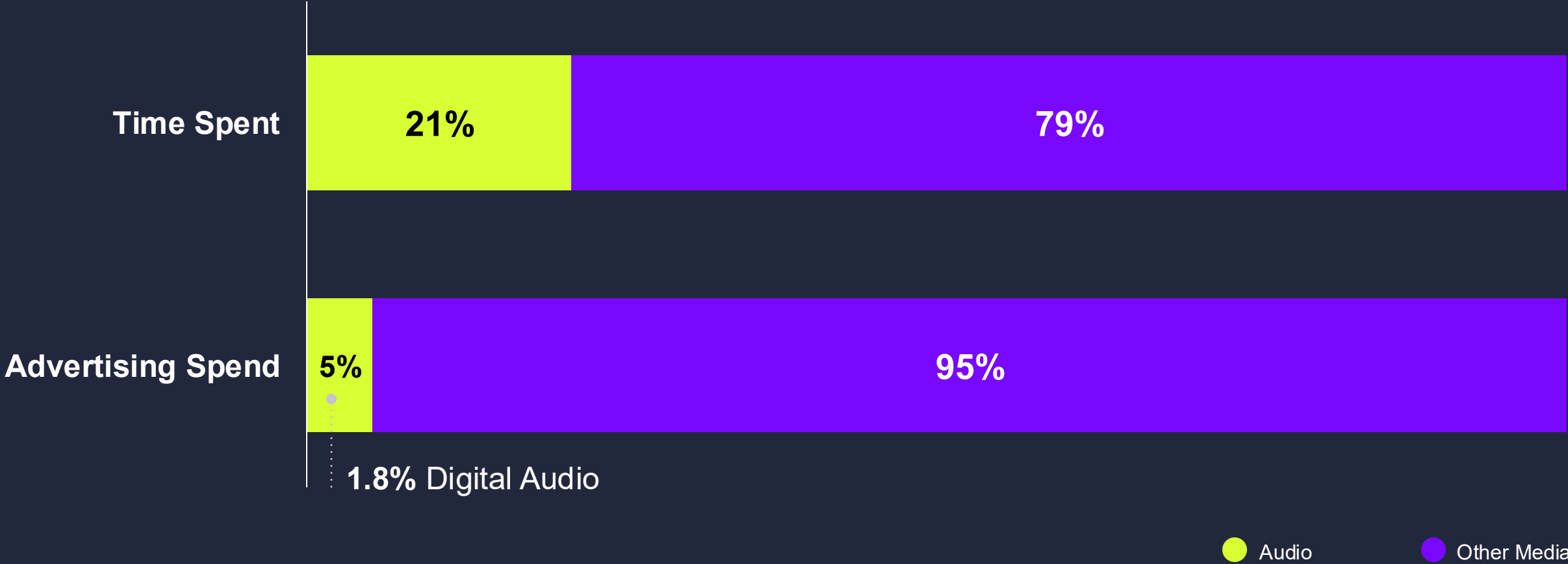
Younger Audiences Prefer Digital Audio Over Linear

Type of Audio Consumption by Age



Source: MIDAS RAJAR

Audio is growing, but ad spend still trails time spent



Source: Edison Share of Ear; EMarketer Forecast, July 2025

Podcast ad investment growth slowed to 8% in 2024 with increasing competition from video podcast



NON-MOBILE

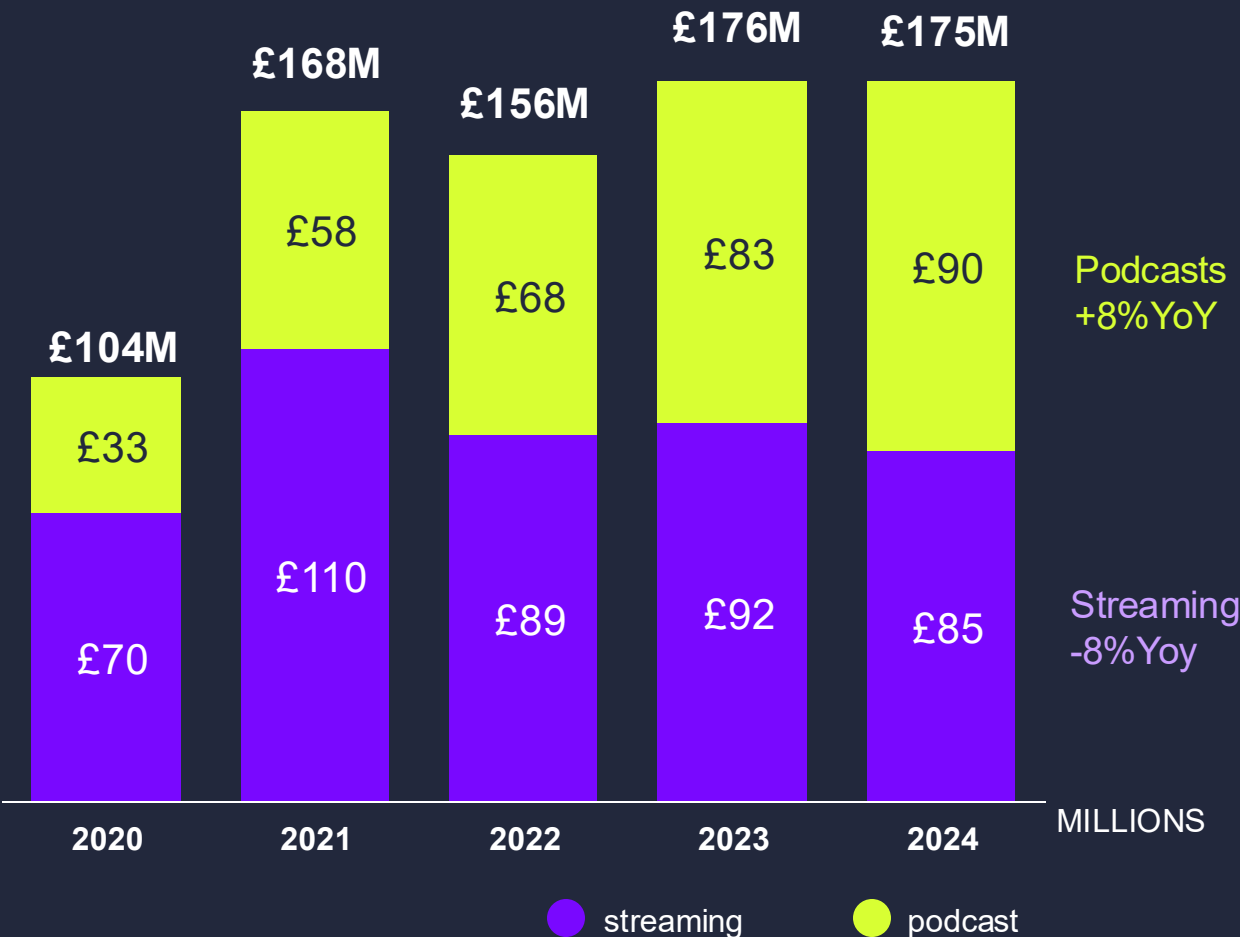
50%

£87m (+2%YoY)

MOBILE

50%

£88m (-3%YoY)



Source: IAB UK / MediaSense Digital Adspend Study 2024

Audio Days London '24 recap



Rewind to Last Year



Driving Innovation & Testing

How to drive growth in testing audio, as well as how to ensure that buyers are familiar and connected with publishers.



Diversification of Podcast spending

The challenges and opportunities of using audio beyond branding and direct response to drive growth, reach niche audiences, and more.



Digital Audio as part of the wider media mix

As an industry, thinking about the complementary nature of audio with other media, and the considerations of buyers when looking at multi-media solutions.

Audio Days London '25: A New Chapter



The Rise of Programmatic

Programmatic audio combines precise targeting, flexible formats, and powerful controls to deliver scalable, efficient campaigns with transparency and accountability.



Audience Targeting

Advanced targeting leverages consumer identifiers, listening habits, emotional resonance, and context to reach audiences more effectively.



The Evolution of Podcasting

Multi-media buying has become a cornerstone this year, as audiences are engaging with content and creators across multiple platforms. Podcasts are leading the way in this new era of interconnected consumption.

Digital Audio in '25



2025 to date: Reflections and Discussion

**The Growth
of Podcast**

AI

**The Curation
Conversation**

**Growing Digital Audio's
Share
of Advertising £'s**

**The Infinite Dial
UK 2025**



2025: Key Themes



The Growth of Podcast

- What is a podcast today?
- How is it monetised?
- Targeting and measurement
- Greater accessibility



2025: Key Themes



AI

- Where do we see it most in digital audio?
- Where is it beneficial/additive?
- How should AI generated content be valued for advertising?
- How legitimate is it?



2025: Key Themes



The Curation Conversation

- What is Curation (note: It's not new!)
- How is it used in Digital Audio?
- Transparency & driving investment into Digital Audio
- A sign of maturing Digital Audio in all forms



2025: Key Themes



Growing Share of Advertising £'s

- Digital Audio ad spend < Digital Audio time spent
- Collaboration, promotion, and education
- Increased efficiency in automation
- The LHF opportunity



2025: Key Themes



The Infinite Dial UK 2025

- Edison Research and AdsWizz survey measuring media consumption
- The three key areas specific to Digital Audio: Technology, Podcast, In-Car

Infinite Dial UK 2025



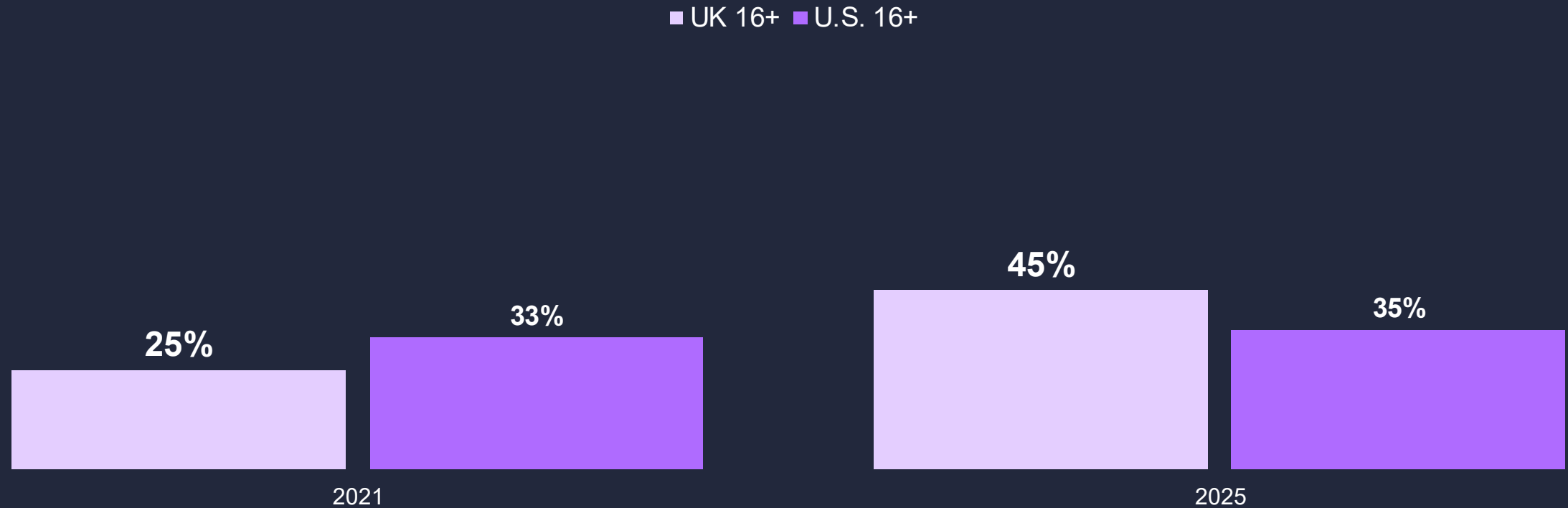
Smart speaker ownership

Total UK Population 16+, % owning a smart speaker



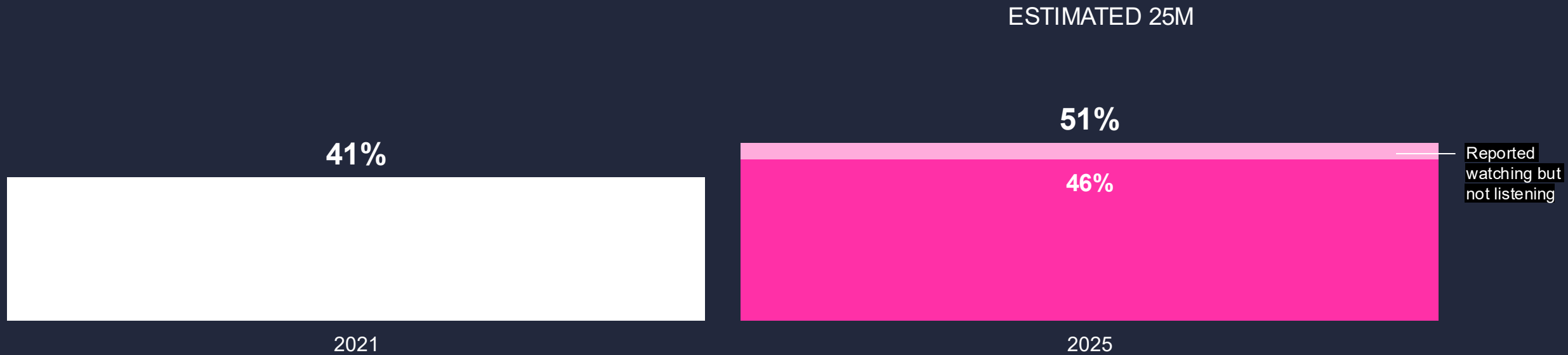
Smart speaker ownership

Total Population 16+, % owning a smart speaker



Monthly podcast consumption

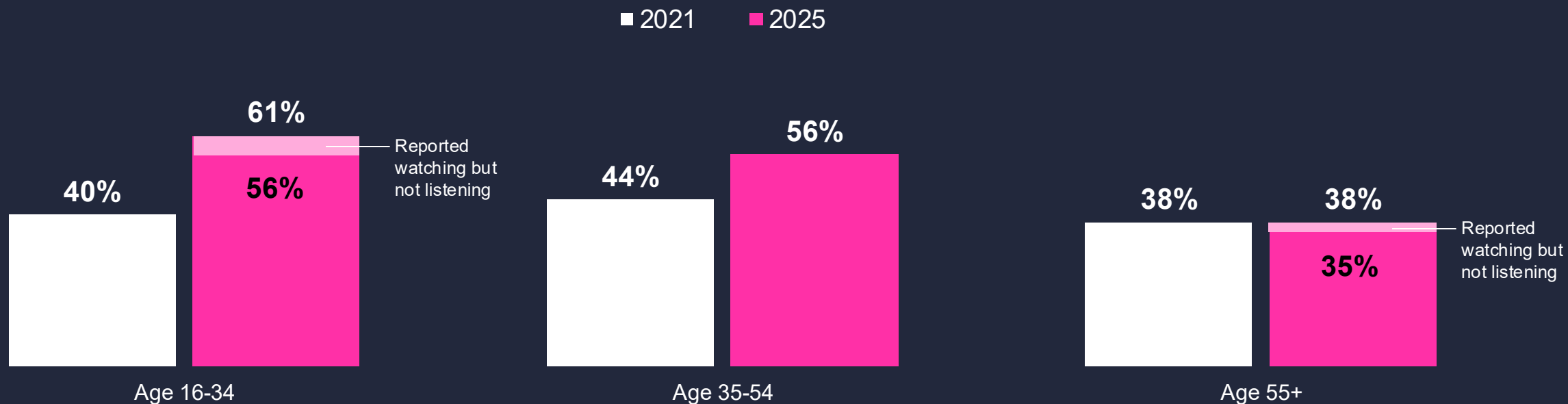
Total UK Population 16+, % listened to or watched a podcast in last month



2025: Listened to and/or watched podcasts

Monthly podcast consumption

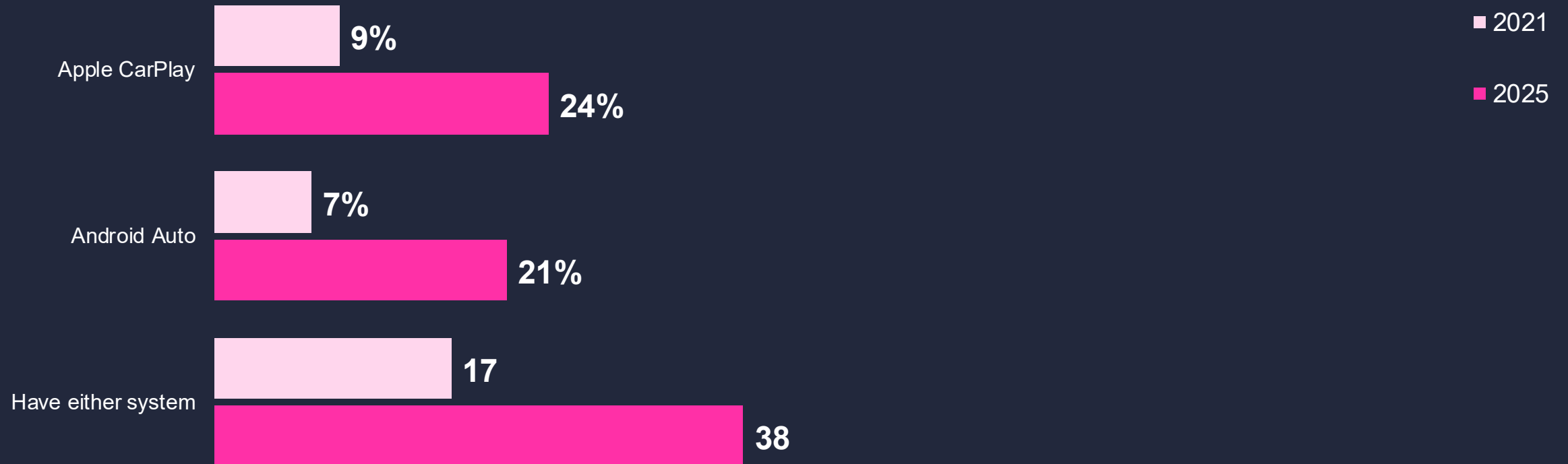
Total UK Population 16+, % listened to or watched a podcast in the last month



2025: Listened to and/or watched podcasts

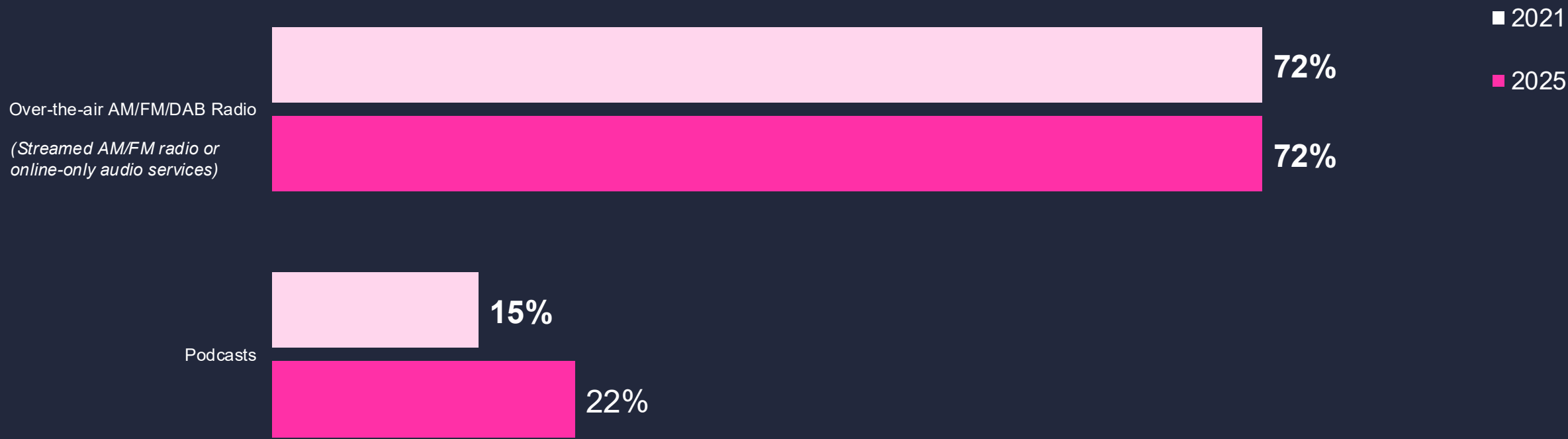
Have automotive phone integration systems in primary vehicle

Base: UK 18+ who has driven/ridden in car last month; 91% (% have system in primary vehicle)

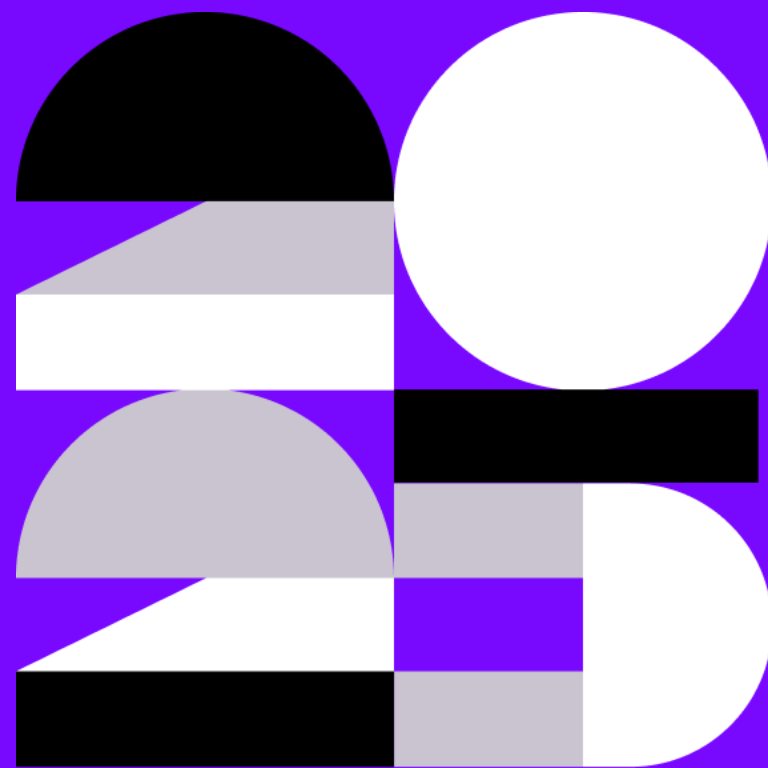


Audio sources currently used in car (radio vs podcasts)

Base: UK 18+ who has driven/ridden in car last month



AUDIO DAYS LONDON



Programmatic Audio: The Rise, the Reality, and What's Next

ROWAN HAMILL, moderator

Director, Business Development, AdsWizz

MARTYN SEARLES

AV Business Director, Hearts & Science

LIBBY WATLING

Senior Account Director, Walk-in Media

DAVE AJUMOBI

Programmatic Lead, Two Circles

NADIA HOLMES

Head of Business Development, audioXi

Fireside Chat

THEMA ARCHER, moderator

Senior Account Executive, European Marketplace
Partnerships, AdsWizz

RENAY RICHARDSON

Podcast Executive

How Brands Can Find their Voice, and Niche Audiences, with Digital Audio Targeting

LINDSAY LYNCH, moderator

Director, Business Development, AdsWizz

RACHEL HOLSGROVE

Director of Digital Operations, Octave

KATRIONA CONNELLY

Global Media Lead, Publicis Media

MIKE MURRAY

Head of Programmatic, OMD EMEA

DAVID AYRE

Managing Partner, Programmatic, Dentsu

The New Rules of Podcasting

GUY TAYLOR, moderator

Senior Manager, Business Development, AdsWizz

TYLER CLARKE-RICHARDS

Programmatic Account Manager, MG OMD

PIA DE GIORGIS

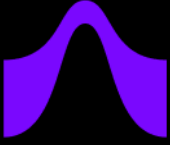
Associate Director, Connected Performance, OMD

KATE COOPER

Activation Director, AV, the7stars

DIMANA ZAHARIEVA

Programmatic AdTech Solutions Manager, Acast

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THANK YOU