

AUDIO DAYS

PARIS



AGENDA

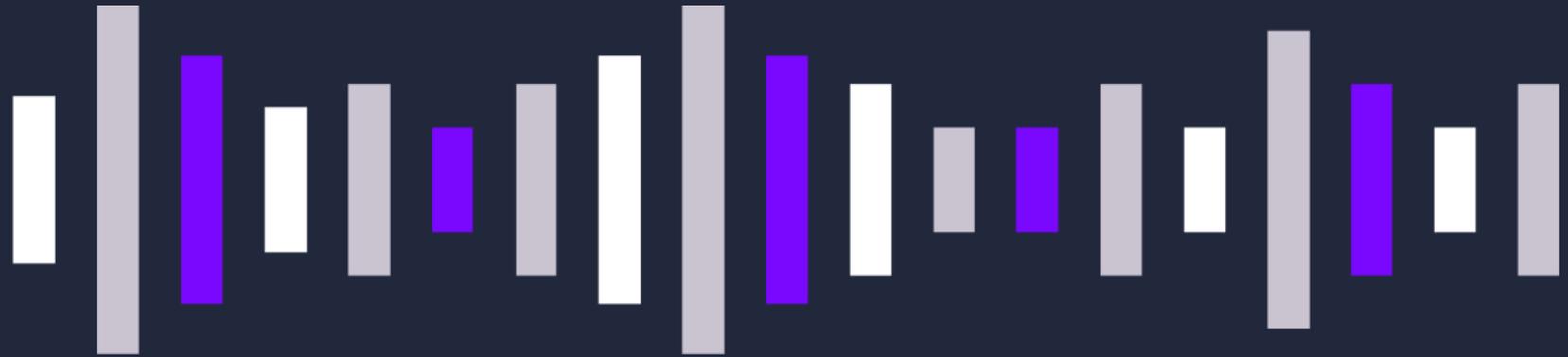
9:00 – 9:25	Check-In and Registration
9:30 – 9:40	Major trends in digital audio worldwide
9:45 – 10:05	Measuring Incrementality: A Veritonic Case Study and New AI-Related Applications
10:10 – 10:20	The host-read format: An immersive audio experience
10:25 – 10:40	Complementary formats for increased efficiency
10:45 – 11:00	NETWORKING BREAK
11:05 – 11:20	Panel: Unified ID and first-party data: the new levers of audio monetization
11:25 – 11:35	How the agency and publisher are redefining the audio landscape
11:40 – 11:55	FC26 by AudioM: A new podcast experience with RCM-BFM Ads
12:00 – 12:15	Improve advertising effectiveness with native cross-media data
12:20 – 12:30	Closing Remarks
12:30 – 13:30	NETWORKING LUNCH

Major Trends in International Digital Audio

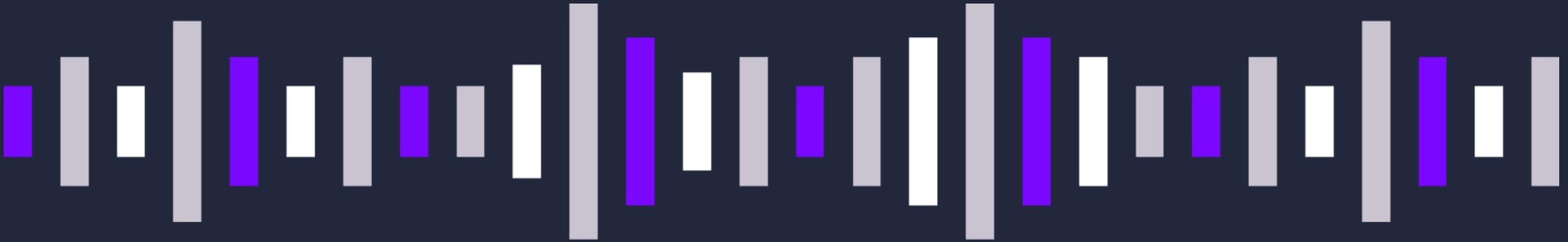


**JANNY-CLAIRE
BEBERIAN**

Regional Director, FRA, ITA,
ESP, BE, *AdsWizz*



Digital audio: A Unique Medium by Nature



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

Digital audio is constantly growing in France and preferred to radio by younger audiences



61% of people in France listen to digital audio (podcast or streaming)



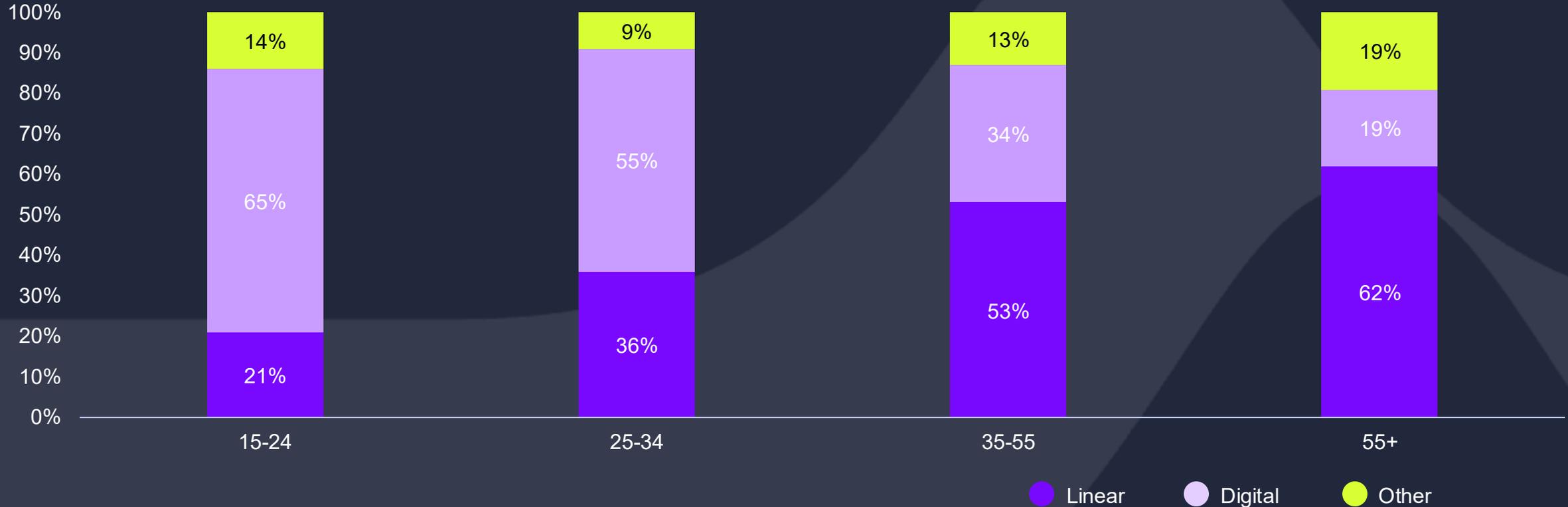
28% increase in digital audio reach since 2020



Podcasts account for **2/3** of listening time

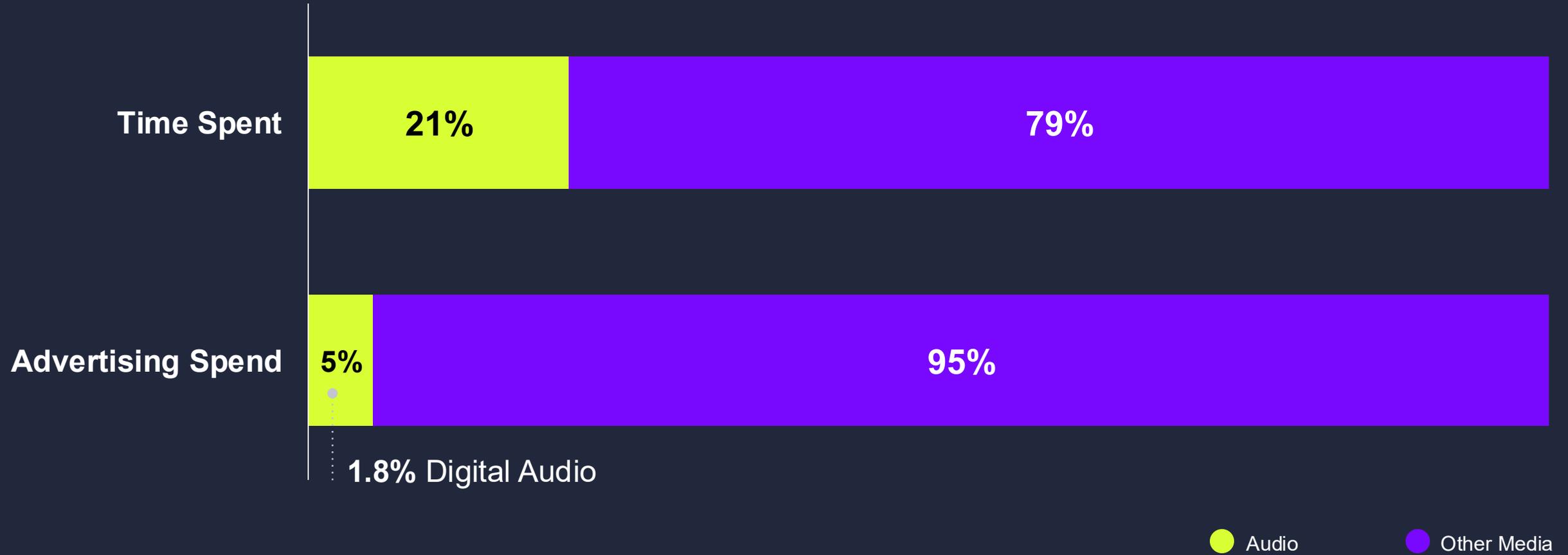
Demographic Distribution in Relation to Traditional Radio

Type of Audio Consumption by Age



Source: MIDAS Summer 2022

Audio is growing, but ad spend still trails time spent



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

2026 Trends and Predictions



Growth of podcasts in France and the emergence of video

In France, the growing popularity of podcasts can be explained by the fact that listeners are increasingly turning to specialized content in line with their interests and cultural identities, leading to increased demand for a more diverse and personalized offering.



The new curation model in Europe

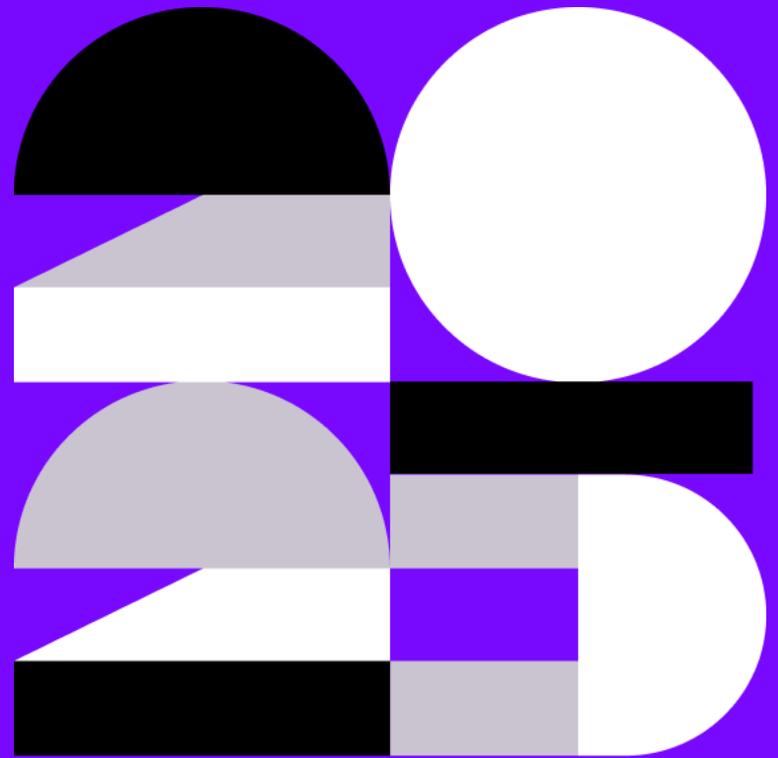
The UK, Germany, Spain, Italy, and France are seeing the emergence of a new programmatic buying channel. Agencies are now positioning themselves and offering curated audio inventory.



The rise of AI in the US

In the United States, digital formats are supplanting traditional radio, thanks in particular to on-demand content better suited to a more connected lifestyle. AI is having a positive influence on content creation and distribution. Listeners are increasingly using smart devices for a personalized and immersive audio experience.

**AUDIO
DAYS** 
PARIS



How to Evaluate the Effectiveness of Audio Campaigns



DAMIAN SCRAGG

General Manger, Commercial
and International,
Veritonic





Brand Lift (and other measurement) for Audio & CTV

Damian Scragg

November 13th, 2025



Why should you care about measurement?

- Pre-flight creative measurement helps to ensure that your creative is optimised BEFORE launch
- Advertisers want proof their media is moving the needle. Not just impressions... but impact.
- Brand lift helps quantify how campaigns change the way people think and feel about a brand and how that mindset shift leads to long term revenue.

Creative Testing

A Data-Driven Approach

Get quantifiable intelligence on what makes your audio creative most effective

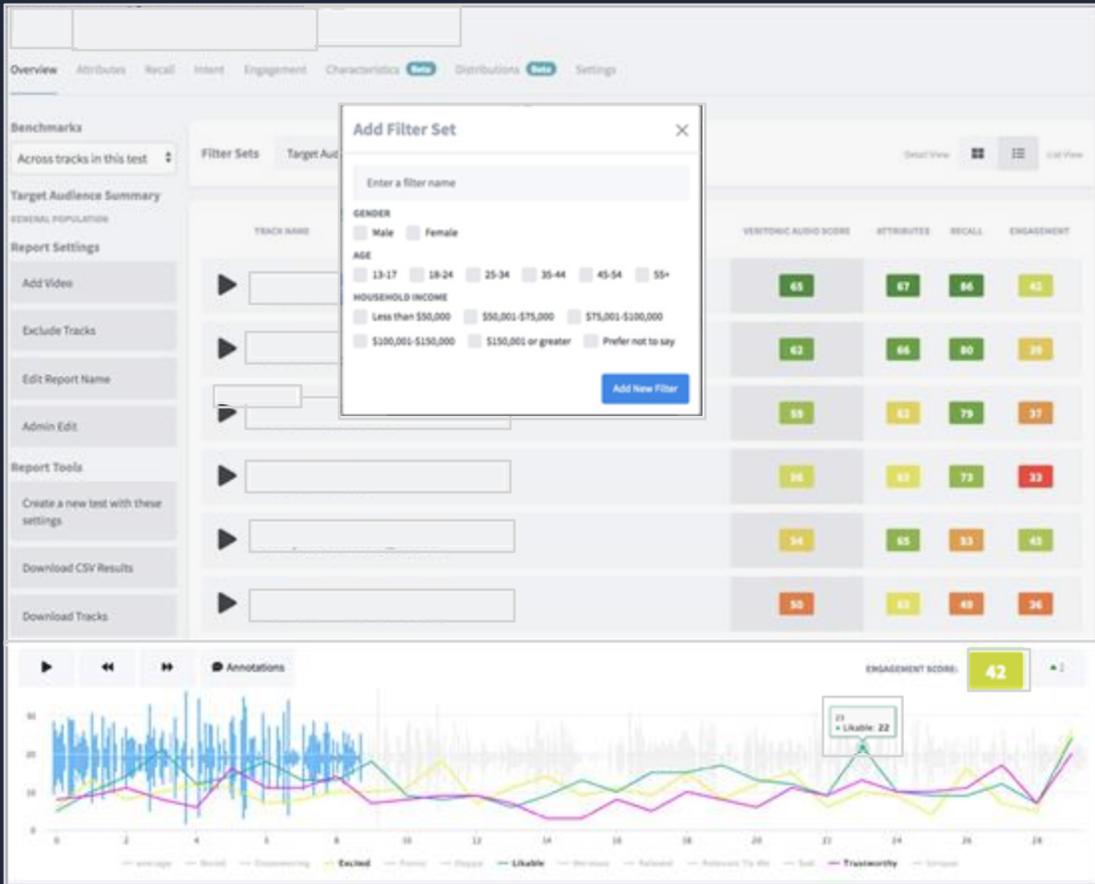
Pre-flight optimisation of your creative asset

- Attributes
- Intent
- Memorability
- Engagement

Predictive & Panel Based Testing

- Global coverage

Benchmark against similar categories



Creative Testing case-study – Vistaprint

Pre-launch testing process and outcome

VISTAPRINT FR 25s sans offre – mix radio –9dBTP – 20250901



ASSET TRANSCRIPTION

[Copy Transcription](#)

et Ludo, on la voit partout ta boîte, ça cartonne. Ah qu'est-ce que tu veux, j'ai la vista. Oui enfin je crois surtout que tu as vista print non? Comment tu sais? Bah des affiches avec ton logo en géant, des mugs imprimés à ton nom, des flyers impeccables. Il y en a qu'un pour imprimer comme ça, c'est vista print pour tout bien imprimer, ayez la vista, ayez vista print, carte de visite, autocollants, t-shirts, sacs, gourdes et même livre photo de vos dernières vacances. Tout s'imprime sur vistaprint.fr



rapide/energie

seulement des voix

la voix c'est calme

— bored — empowering — energetic — likable — relaxed — relevant-to-me — trustworthy — unique

IDENTIFIED SPEAKERS

Male, Female

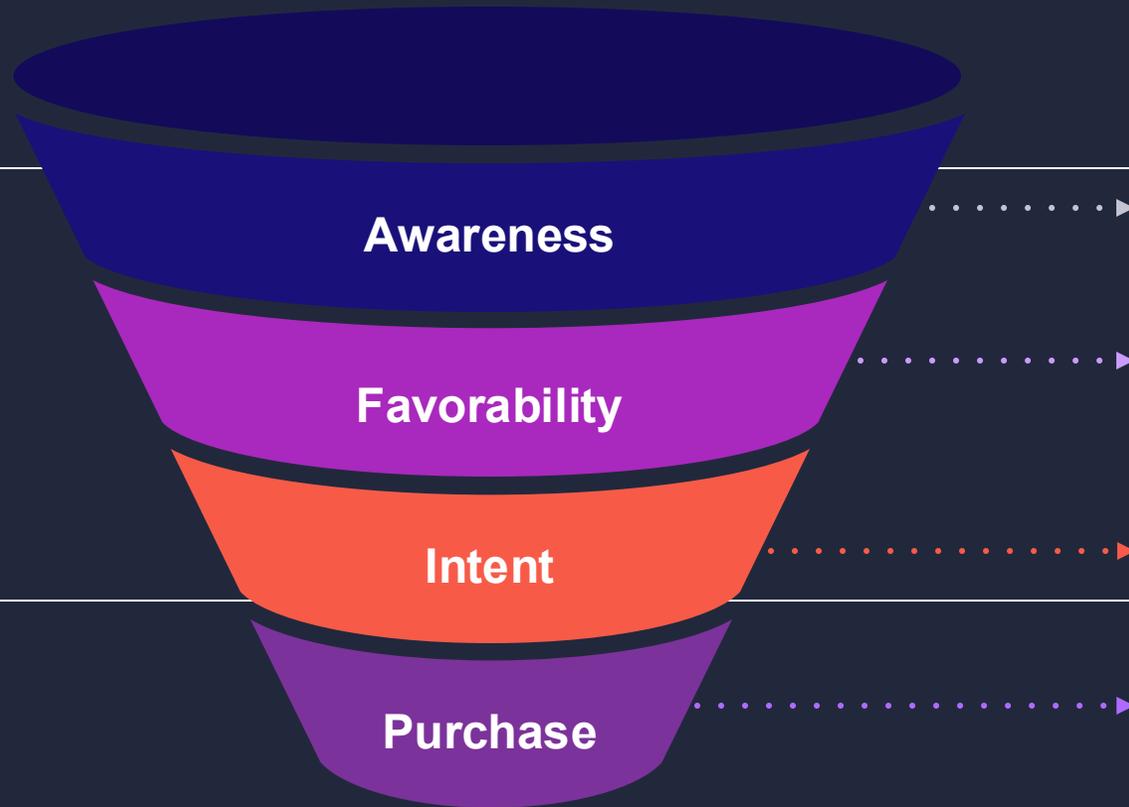
SPEED

3.6

words/second

Brand Lift within the Purchase Funnel

The difference layers of the Attribution funnel



**Brand Lift =
Brand Impact**

**Attribution =
Business Impact**

If Attribution tells you what happened... Brand Lift tells you *why*.

Brand Lift methodology

A multi-tiers approach for a fully custom-made application

Veritonic Brand Lift identifies audiences exposed to your campaign on streaming radio or on a downloaded podcast.



Methodologies

- Pixel-based - great for larger campaigns (6-8MM impressions minimum)
- Forced Exposure - suitable for cookie-less and no-signal supports
- Modelled Exposure - great for linear



Tiers

- Pulse - self-serve, less flexibility but still with customisation
- Standard - greater degree of flexibility
- Custom - fully customisable, managed service



Emily



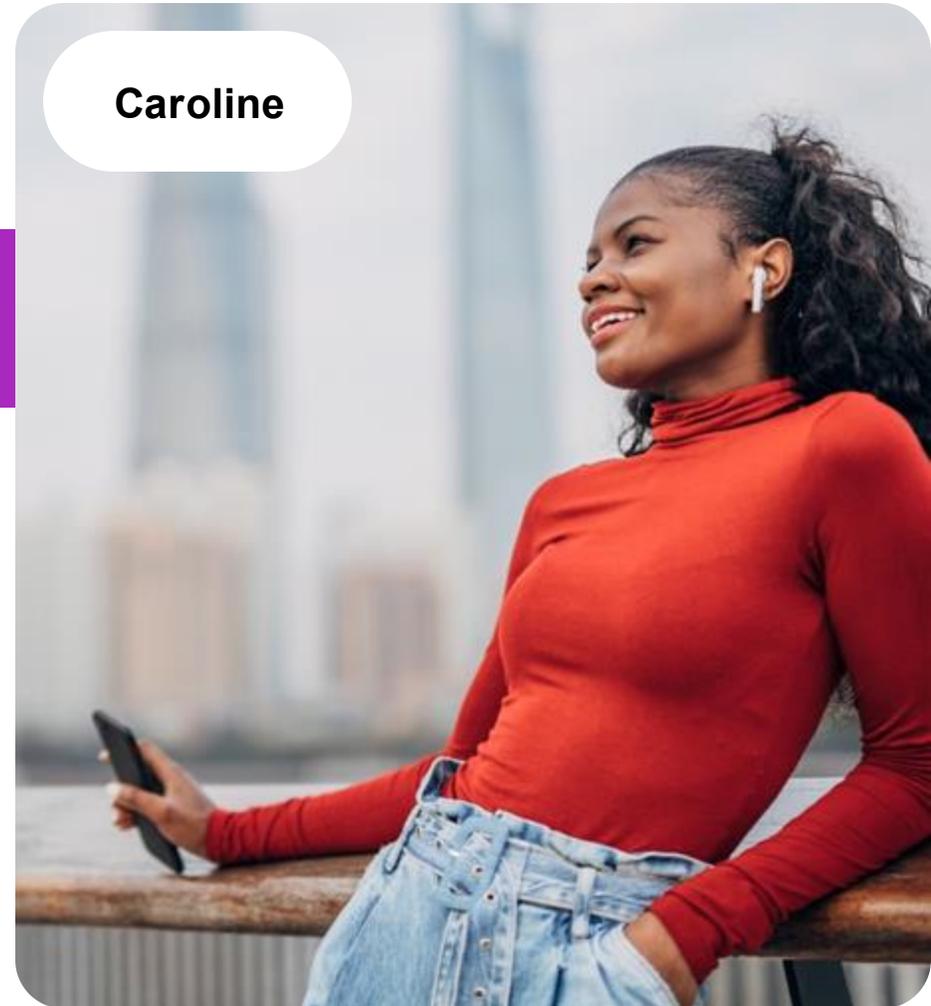
Exposed

People that heard /
saw the ad.

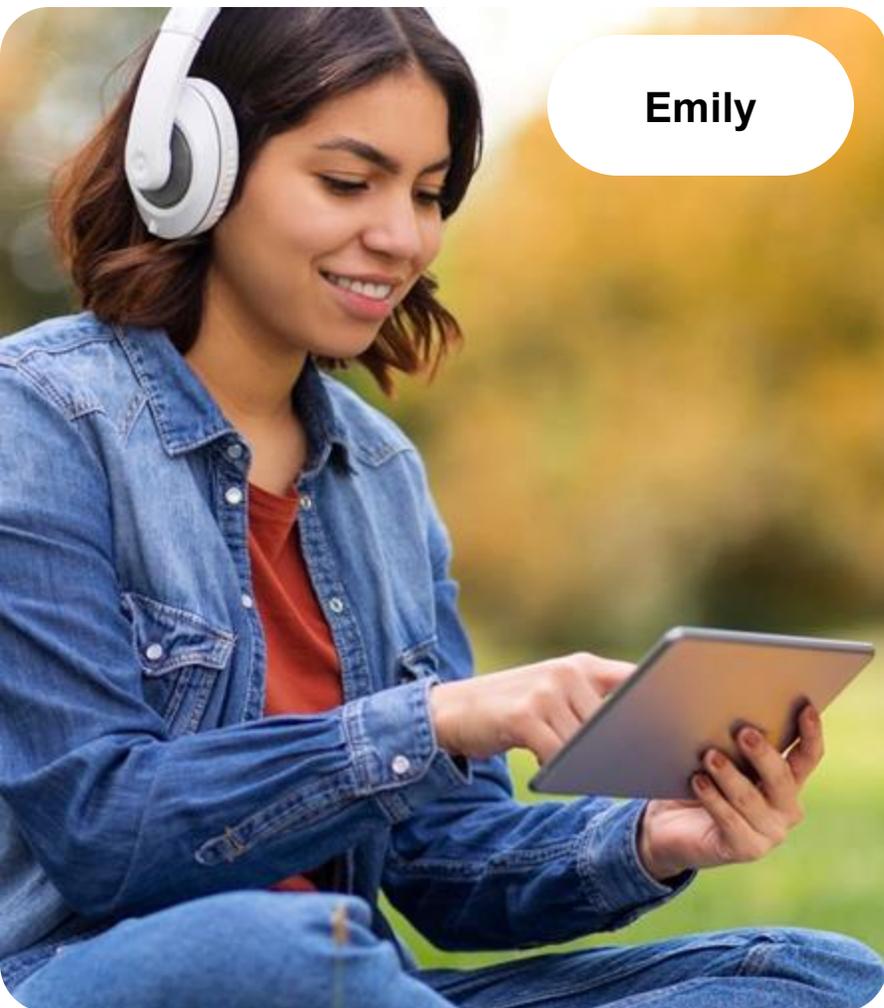


Control

A matched group
who didn't.



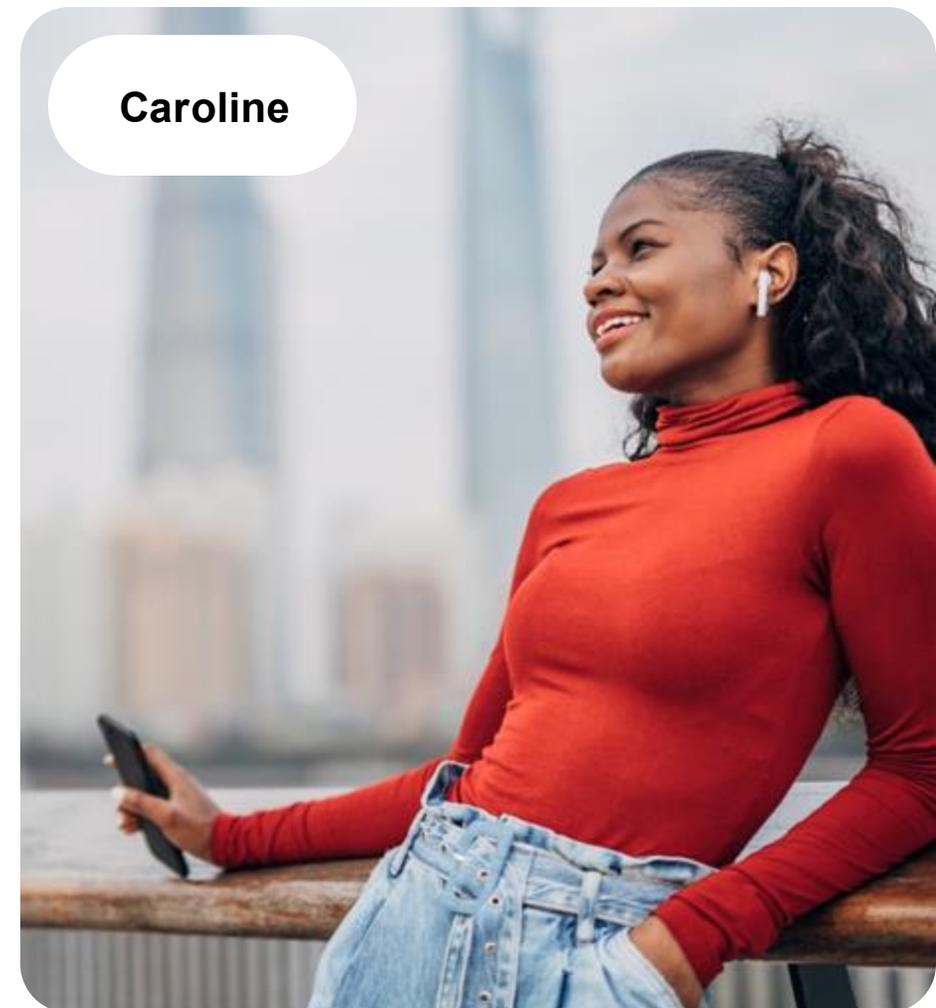
Caroline



Emily

When surveyed, any meaningful difference in metrics between these two groups is the lift... the true measure of campaign impact.

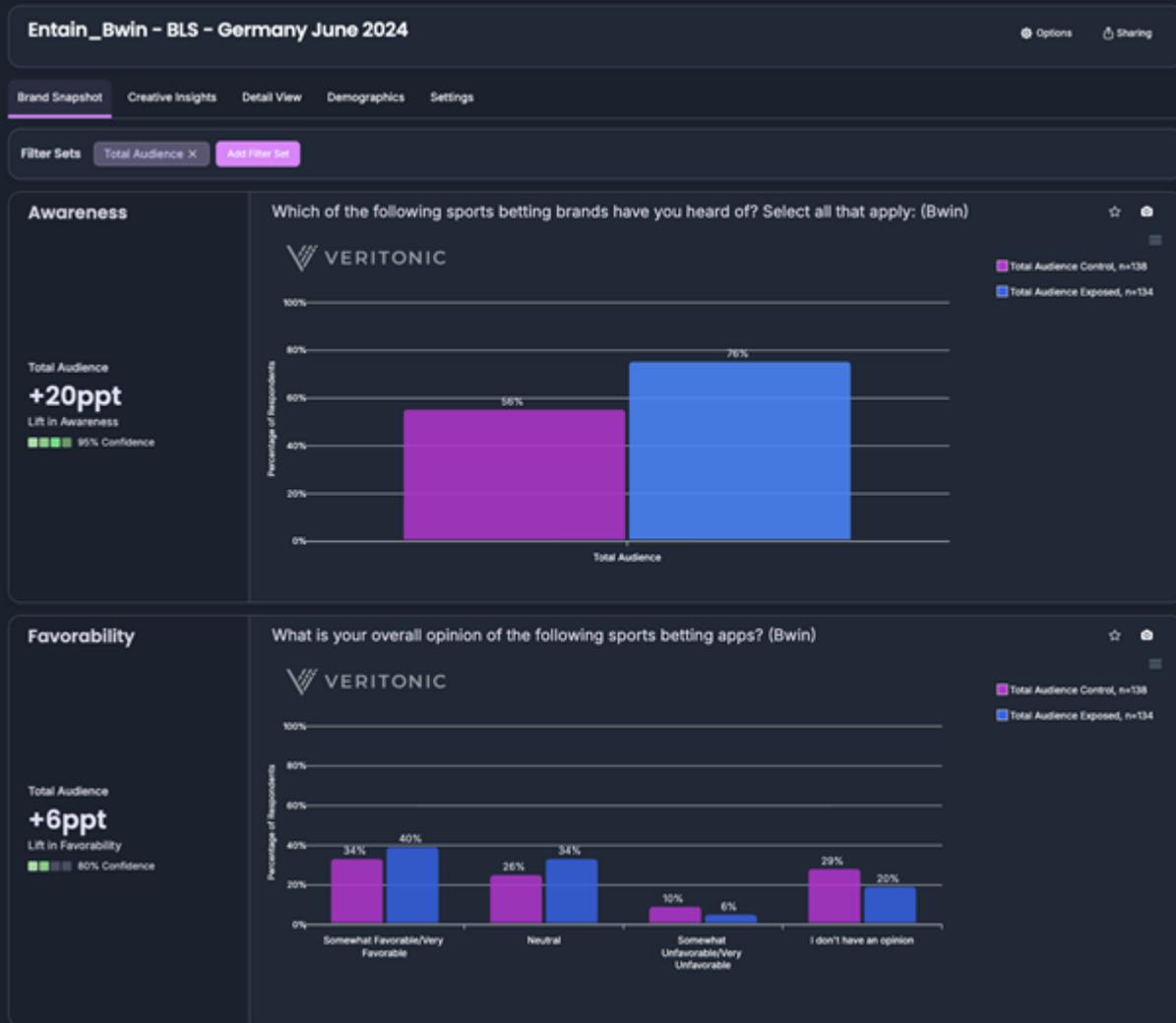
This methodology isolates the effect of your AdsWizz campaign... not just correlation.



Caroline

Brand Lift case study

Standard Brand Lift metrics chosen by Bwin



Awareness

- Which of the following brands have you heard of?
- Bwin, Bet365, Tipico, Betano

Favorability

- What is your overall opinion of Bwin?
- Somewhat/Very Favorable, Neutral,
- Somewhat/Very Unfavorable, No Opinion

Purchase Intent

- Likelihood to sign up with the following sports betting apps?
- Likely/Extremely Likely, Neutral, Not Likely

Veritonic results not only show the associated lifts but also benchmark the lifts against what a similar brand can expect

Brand Lift case study

Custom Questions suggested to Bwin

Veritonic helps you adjust your audience to select only relevant groups and maximise your messaging impact

Behavioural Profiling

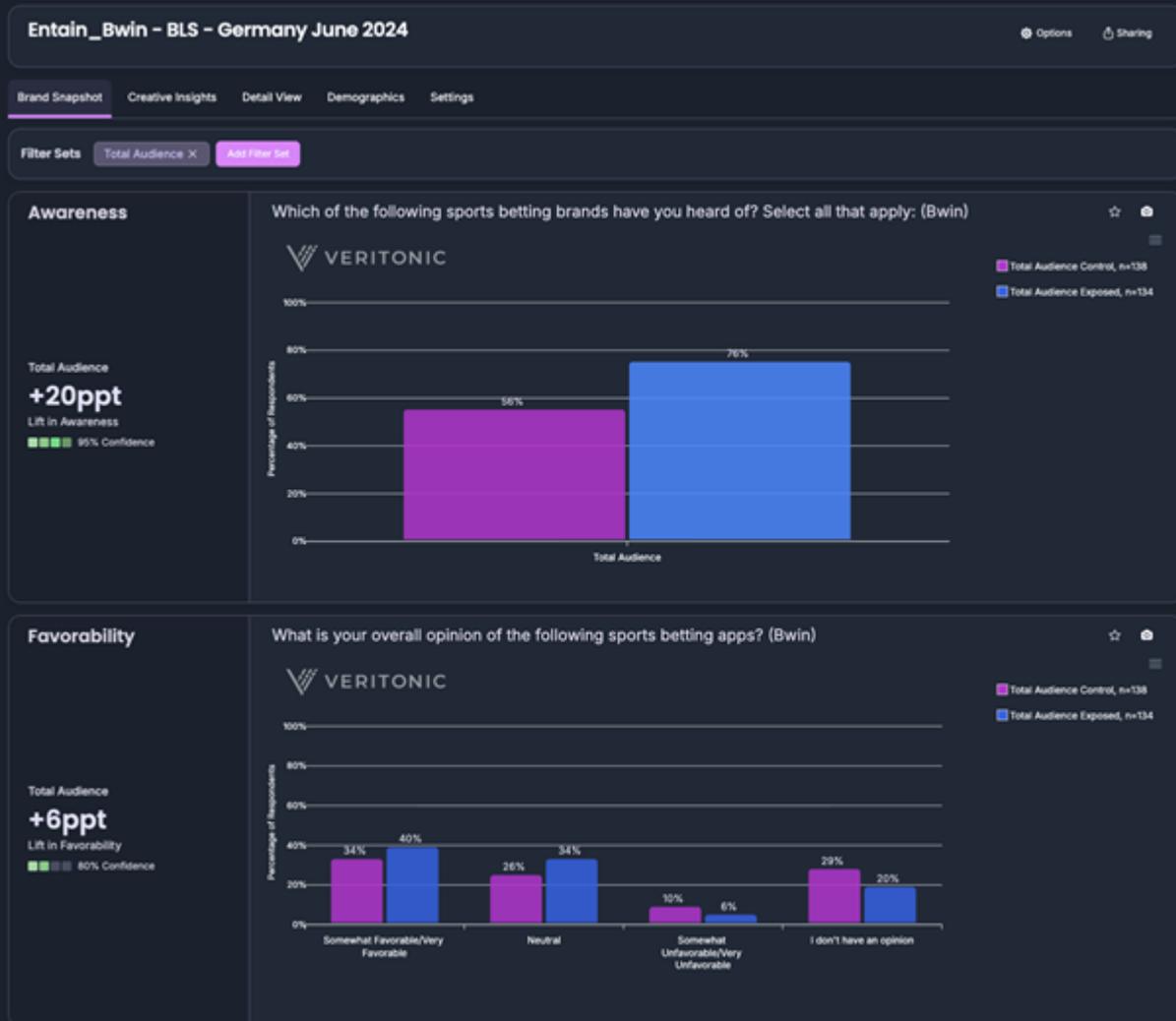
- Which of the following best applies to you?
- I have children under 18 in my HH
- I seek out the latest technology
- I enjoy living a healthy lifestyle

Use/Frequency

- How often do you use a sports betting app?
- Daily, Monthly, Weekly, Never

Attributes & Message Recall

- What attributes do you associate with Bwin?
- What do you remember about the Bwin message?



Brand Lift: Case Study



The Ask

Entain wanted to evaluate the effectiveness of podcast ads with clear messaging, relevant themes, and sounds effects in achieving campaign goals for their brand Bwin, a leading sports betting brand in key European markets like Germany, Belgium, France, Italy, and Spain.

The Action

AdsWizz targeted podcast listeners in Germany across various genres and conducted a brand lift study in collaboration with Veritonic to assess the campaign's impact. Ads were tailored to engage frequent podcast listeners with creative content in German, focusing on sports themes.

The Results

The campaign showed that repeated brand mentions, upbeat music, and sports related content were highly effective in driving brand recognition and engagement.



+20ppt lift among
the total exposed
audience

+15ppt lift among
people who attend
sporting events

**With Veritonic Brand Lift,
you can prove that
AdsWizz campaigns don't
just reach audiences- they
move them.**

Damian Scragg
General Manager - International & Commercial

dscragg@veritonic.com



Fireside Chat: AI – The Power to Amplify the Impact of Campaigns



DAMIAN SCRAGG

General Manger, Commercial
and International,
Veritonic



MORGANE PERON

Director, Audience Data
Operations,
Adswizz



The host-read format: An Immersive Audio Experience



VIVIANE ROUVIER

Directrice des activités Brand
Content & Cross media,
Lagardere Publicité News



MARC GRUNFELD

Directeur de la
production audio,
Lagardere Publicité News



Lagardère **STORY**

ADVERTISING NEWS

NETFLIX

X re-mind |

PHd

X

FUSE

X

Europe1

PODCASTS

A very high-growth market

46%

French people listen to podcasts every month

or

24 million

French people every month

An intimate medium

Communicating via podcast, guarantees that you will reach a **100% captive** and **attentive** audience in an **intimate setting**.

Advertising & Podcasts

The consumer's preferred digital advertising medium, ahead of influencer content, e-commerce adverts, etc.

The effectiveness of host-read

An advertising format that maximizes efficiency: **63%** appreciation rate / **61%** incentive rate

Europe 1

**HONDELATTE
RACONTE**
CHRISTOPHE HONDELATTE



HONDELATTE RACONTE [HONDELATTE RECOUNTS]

First narrative podcast in France,
7.5 million listeners each month
of which 74% are **between 18 and 45 years** old.

popularity & desirability

For the launch of the 2nd season of
Monsters, following *Dahmer*:
The Lyle and Erik Menendez story.



OUR APPROACH

An immersive audio experience

INTERSECTING BRAND CONTENT & NARRATIVE STORYTELLING

Transforming a simple advertising message
in an innovative **episode of Hondelatte**.

Immersing the audience in the *true crime* universe
even before the launch of the series.



THE APPROACH

Host Read *by* Christophe Hondelatte



Production of an **exclusive host read** enacted by Christophe Hondelatte.



Listen to **Christophe Hondelatte's** Host Read

IMPACT & PERSPECTIVES

Results that live up to ambitions

Audience reached

> massive & with great affinity.

342,465 listens. An exceeded goal.

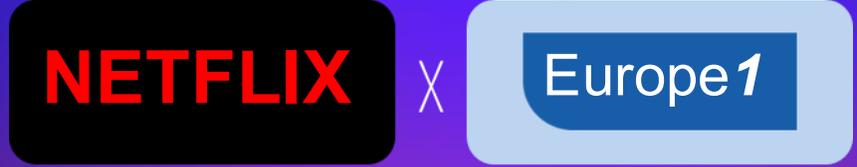
Strong **emergence of the series** in a **credible and premium** environment.

Popularity and curiosity regarding the series reinforced as from the launch.

An innovative and replicable approach

An **innovative** activation that combines *entertainment & auditory storytelling*, with **perfect integration** thanks to the *Host Read* format.

Evidence of **relevance of immersive audio** to increase Netflix popularity



re-mind | PHd FUSE

Lagardère **STORY**
PUBLICITÉ NEWS

BECAUSE YOUR STORY IS QUITE A STORY TO TELL

The Complementary Nature of the Formats for Increased Efficiency



CAMILLE BIEHLER
Key Account Director
Acast



CLEMENT JANNOT
Media Trader Audio & Cinema,
WPP Media



PETITS PRINCES [LITTLE PRINCES]



Acast

WPP Media

Association Petits Princes, WPP MEDIA & Acast,
A podcast campaign to support
the development of the association



THE ASSOCIATION PETITS PRINCES

Founded in 1987 and recognized as a public utility, the Petits Princes Association is committed to **fulfil the dreams of seriously ill children and teenagers.**

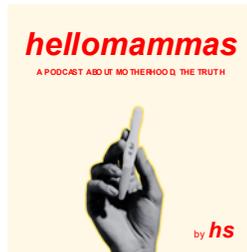
Thanks to the donors, volunteers and the actions carried out by the association Petits Princes, they support the children and give them the courage and optimism necessary to fight against their disease.



The campaign approach

PODCAST

5 CO-BRANDED EPISODES



1 SPONSORING HOST READ

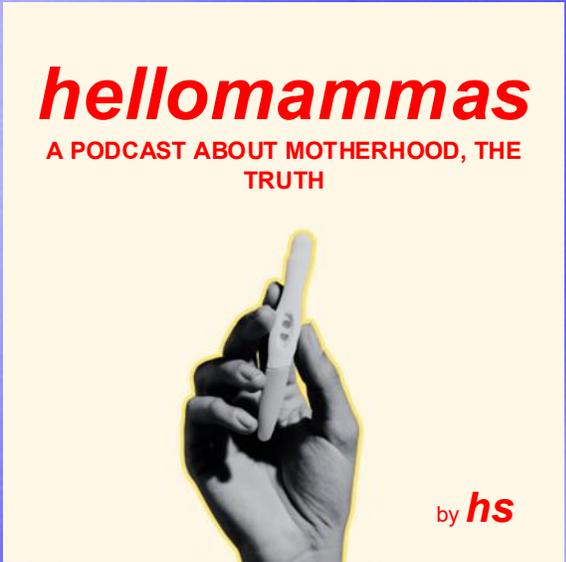


A message brought by Anne Ghesquière, the host of the Metamorphose podcast

Podcasts and participants



Matthieu JEANNINGROS
Communications Director



Dominique BAYLE
Founder



Matthieu JEANNINGROS
Communications Director



Liliane
Volunteer





**THANK
YOU**

Unified ID and first-party data: The New Levers of Audio Monetization



GAEL DEMESSANT

Chief Digital Officer,
First-id



MORGANE PERON

Director, Audience Data
Operations,
Adswizz



DAMIEN ALZONNE

Head of Media,
LiveRamp



Online music platforms

Multimedia consumption, dominated by streaming services

Links between the listening universe ⁽¹⁾ and the diversity of music platforms used ⁽²⁾

People who listen → also listen to ↓	Physical media	Personal digital library	Streaming platforms	Social networks, video games	Radio and podcasts
Physical media	100	56	45	47	48
Personal digital library	54	100	53	57	45
Streaming platforms	73	89	100	90	73
Social networks, video games	50	63	59	100	49
Radio and podcasts	91	89	86	88	100
Television	73	73	66	73	66
Concerts	60	61	54	60	49
Festivals	43	44	37	44	33

+7

methods used on average to listen to music

5.5 methods in France

48%

of those surveyed listen to music via an audio streaming subscription

Over the last 12 months, have you listened to music on any of the following media?
Base: Those who listen to music, some 94% of the sample

(1) IPSOS survey: [Barometre-des-usages-de-la-musique-2023](#)

(2) IFPI report: [Engaging-with-Music-2023](#)

A listening mode in constant renewal

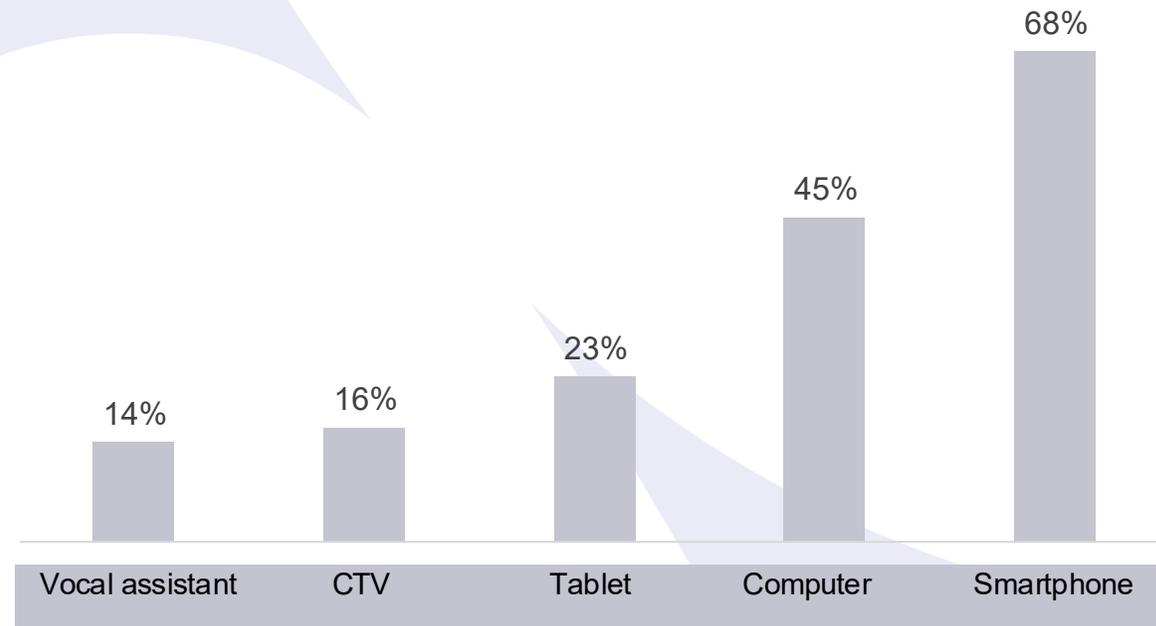
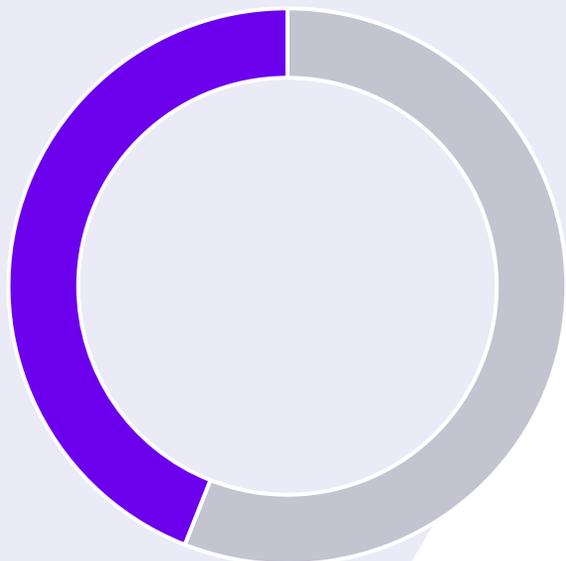
Multimedia consumption, dominated by streaming services

Innovative formats boosted by video's arrival

The mobile phone, a medium of choice for podcast listeners

56%

of French respondents declare that they have already watched video podcasts ⁽¹⁾

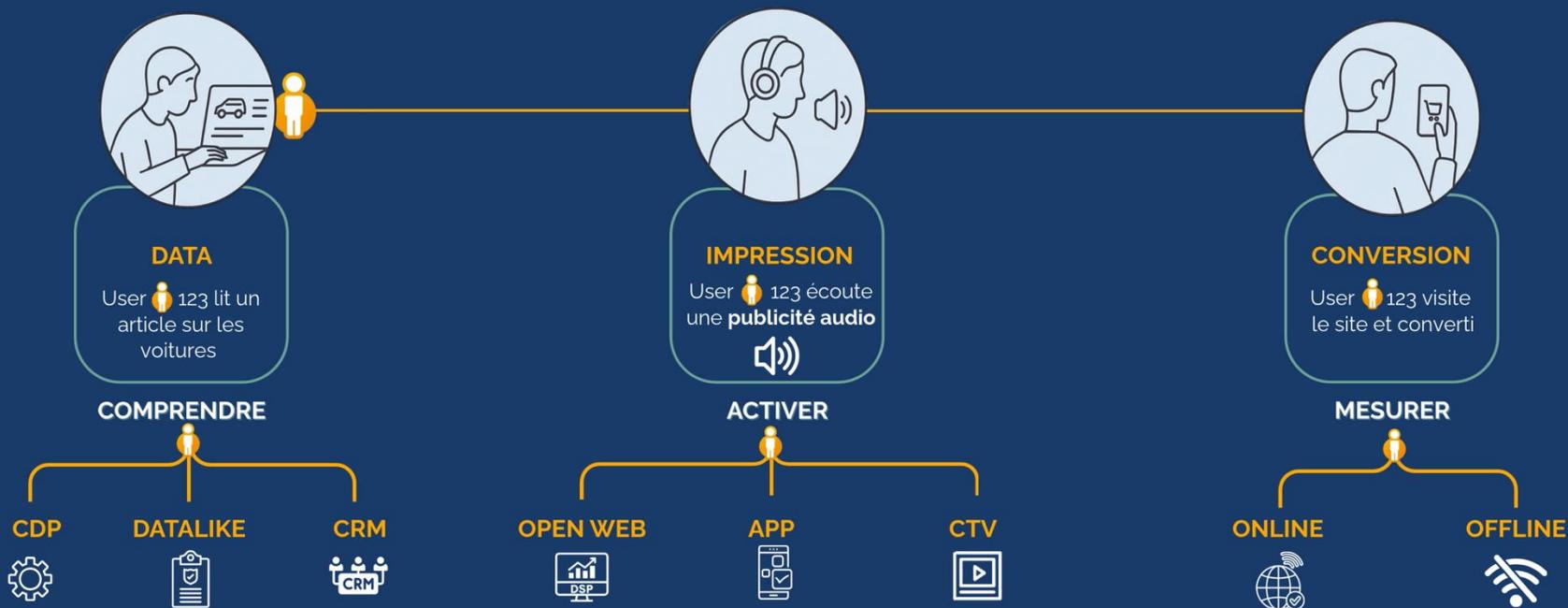


First-ID

How to leverage the power of first-party data

COMMENT first-id PERMET D'ACTIVER L' AUDIO SUR OPEN WEB, APP & CTV

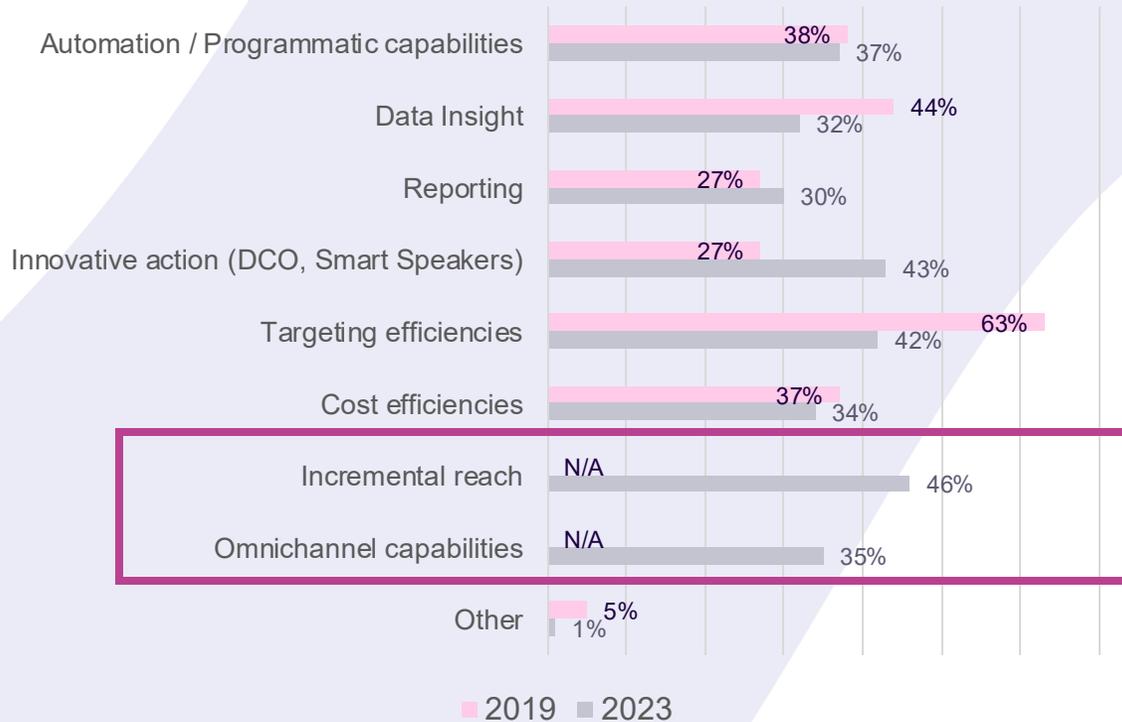
CROSS-DEVICE · CROSS-DOMAIN · CROSS-PRODUCT · PRIVACY FIRST



The growth of digital audio

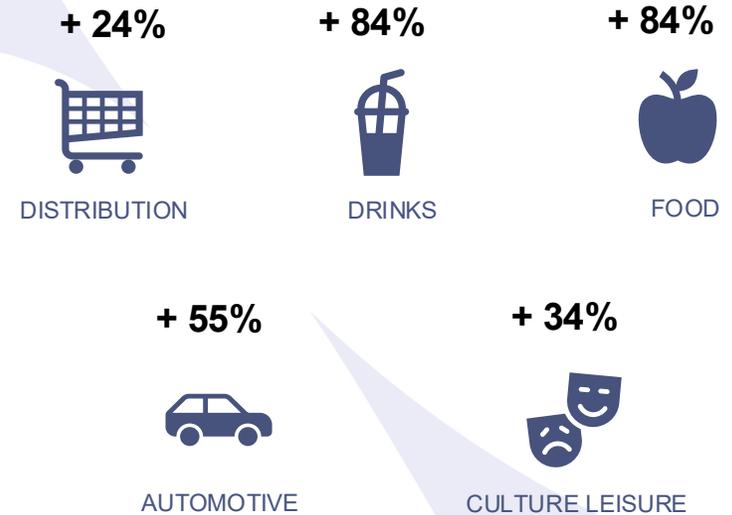
Concentrated sectoral growth and a need to adapt to new expectations

Evolving buyer needs



The key driver sectors of growth

Comparison of the volume of impressions served (Q1 2025 vs 2024) ⁽²⁾



(1) Group M IAB: [Audio Report](#)

(2) Survey [Kantar Audio Digital S1 2025](#)

Danone case study

How LiveRamp supports consumer brands

Objectives

Assess the impact of TV-TikTok activation on Actimel sales, and optimize Danone's media strategy

Approach

A strategic collaboration between TikTok and LiveRamp to develop a powerful solution to link media campaigns to real, online and offline sales

Results:

- successful multi-channel activation

+10.41%

Actimel sales

2.15x

Sales Lift ratio for TikTok + TV

Source: Case Study Danone x LiveRamp



How the Agency and the Publisher are Redefining the Audio Landscape



LINDEN LUTHELO

Directeur Commercial, Audio digital, *M6 Publicité*



QUENTIN SPINEU

Account Director, *Adswizz*



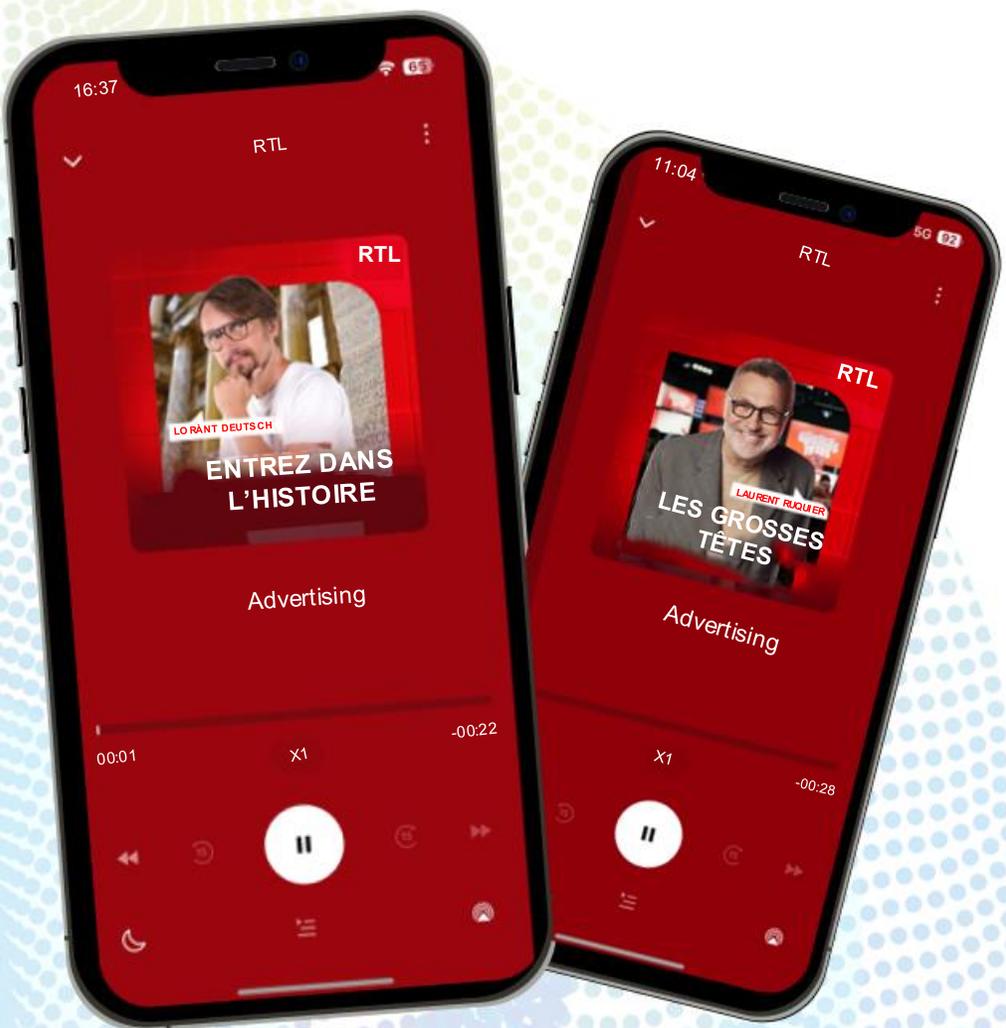
JULIE NATIVEL

Head of Audio, *Heroiks*



HEROIKS ACTIVATES THE FORMAT

HOST-READ **RTL**



WIEUX' L'HEBDO
ÇA VA BEAUCOUP

ATOL

BIEN VOIR. BIEN ÊTRE.



With the voice of
Flavie Flament



GROSSES TÊTES
LES

SCHMIDT



With the voice of
Elie Semoun (Sociétaire
des Grosses têtes)



DANS L'HISTOIRE
ENTREZ



With the voice of
Lorant Deutsch

FC26 by AudioM : A New Podcast Experience with RMC-BFM ads



MICKAEL GASP

Deputy Sales Director, *RMC-BFM*



SEBASTIEN RUIZ

Head of Audio & Cinema,
WPP Media



WPP Media



**AUDIO
DAYS** 
PARIS



SCRIPT YOUR AUDIO CAMPAIGNS

Your message opens the episode and returns in the middle of listening: a double exposure which captures attention and strengthens memory.



Available on RMC and BFM Business

Same advertiser between pre-roll and mid-roll

PRE-ROLL
UNIQUE

Podcast: ON

MID-ROLL

Podcast: REPEAT

Placed during a commercial break or after an editorial break in a native podcast

TARGETING CAPABILITIES IN THE FC26 SERVICE

- 1 Ability to choose which mid-roll position we want to target
- 2 Target Zones 1 of the pre-roll and mid-roll
- 3 We link the pre-roll to the mid-roll to have the effect of narrative sequencing
- 4 Need to have user consent

CUSTOMIZATION OF THE FC26 CAMPAIGN



MID-ROLL SPECIFIC TO EACH AFTER PODCAST WITH A CLUB PLAYER'S CARD announced by an RMC voice, known to listeners, for better integration



PRE-ROLL
GENERIC



Zlatan Ibrahimovic

Désiré
Doué

Benjamin
Pavard

Rayan
Cherki

Kylian
Mbappé

Kevin
De Bruyne

Jamal
Musiala



PERFORMANCE OF THE FC26 CAMPAIGN

666K

impressions delivered in the campaign

of which

125K

on club podcasts and championships

100% excluded from sales price

Between 97% and 99% of listeners exposed to the 2 ad formats (pre&mid-roll)

LTR 100% on all ad formats

Improve Advertising Strategy Using Native Cross-Media Data



**ANNE-MARIE
KALINKA**

Managing Director,
Amnet France



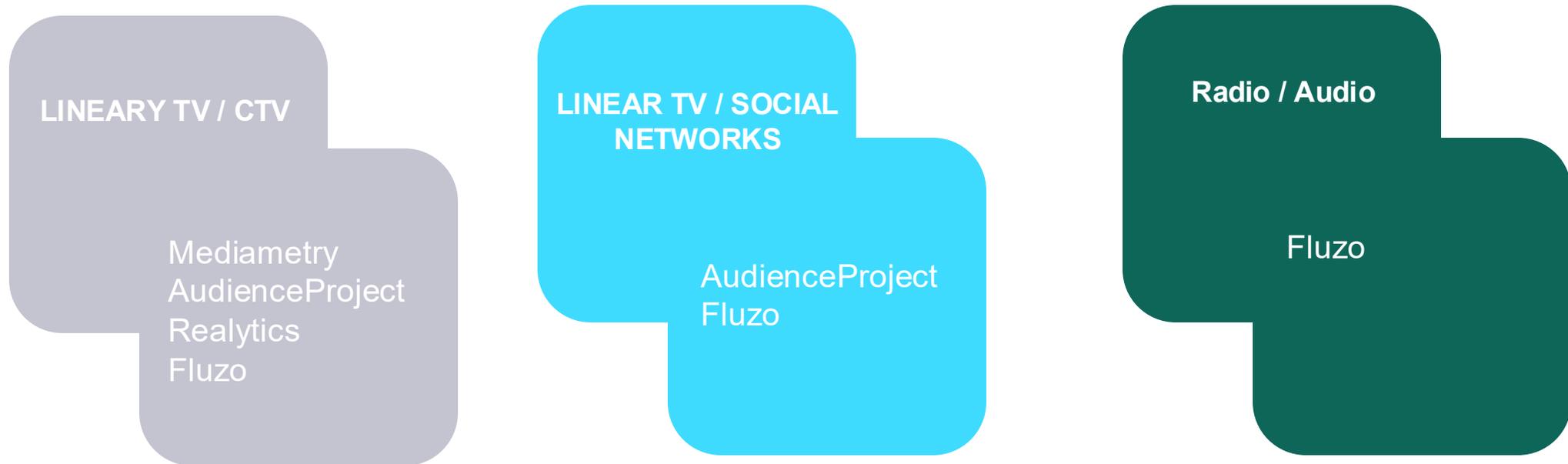
**VLADIMIR
DE GOITI**

Sales Executive,
Fluzo



Improve advertising strategy with native cross-media data

An ecosystem of solutions in France but not all are adapted for cross-audio measurement

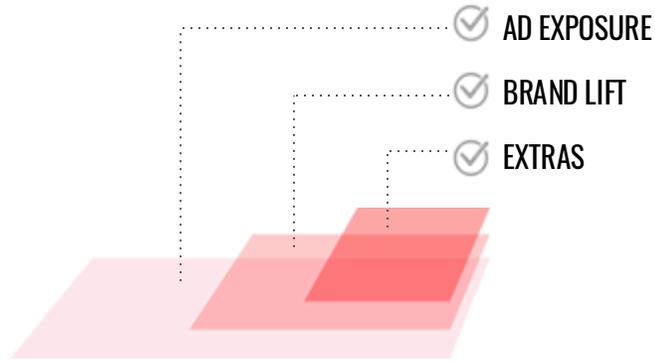


FLUZO METHODOLOGY



100% measurement cross-media

FLUZO produces a **unified measure** that assesses and identifies the total and exclusive reach across all media channels (linear TV, CTV, radio, online video and online audio), building on its proprietary ACR technology.



Single-source panel (MISGROUP)

The technology deployed operates on the smartphones of a fixed group of panelists (**single-source**), ensuring secure data generation and in-depth audience insight.

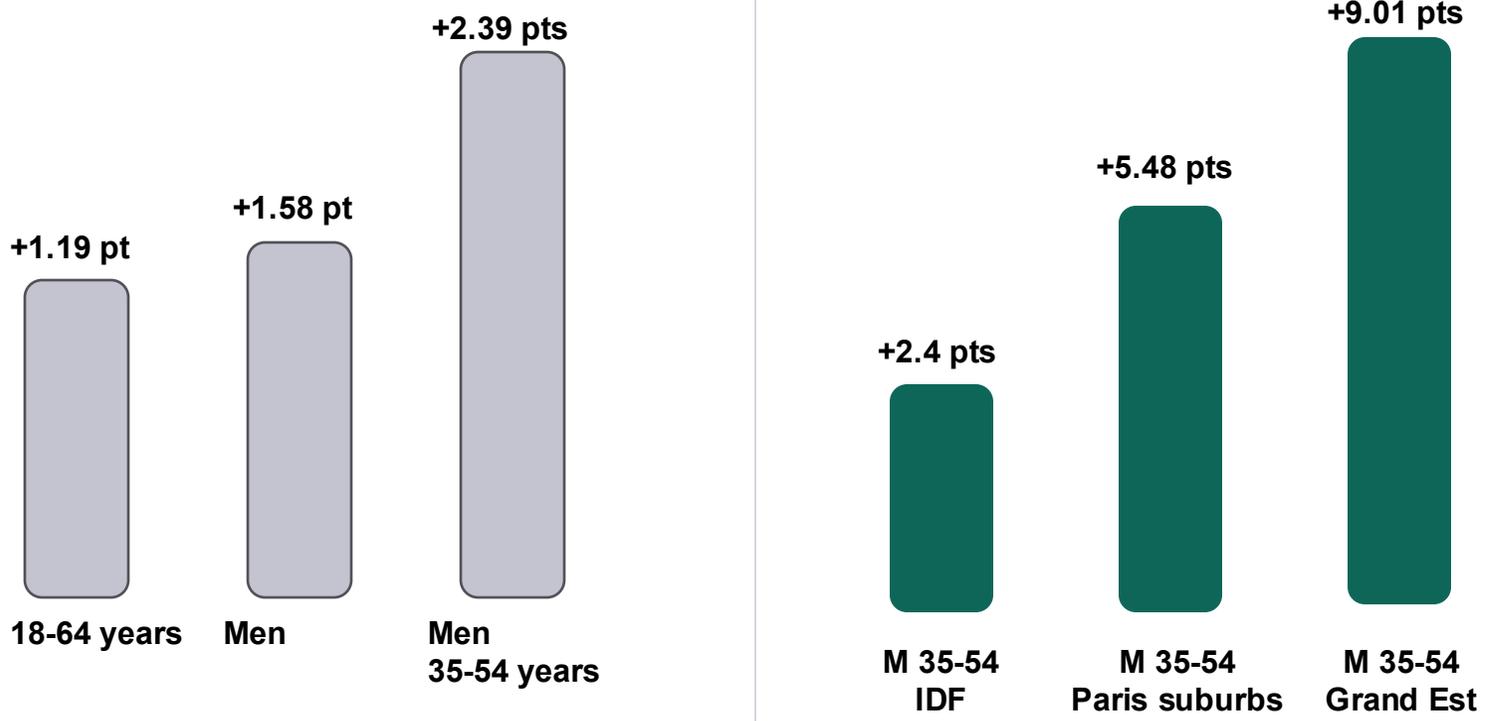


Adapted to today's advertising consumption

Continuous and observational measurement, at home and out of home, 24/7, without restriction on the number of devices or the type of consumption.

Amnet feedback: measurement of a Radio + Audio campaign targeting the general public

Digital Audio Increment Points on Total Reach Radio + Audio



Adaptation of purchasing strategies

Age

Gender

Location

The impact of audio on a Renault cross-media campaign

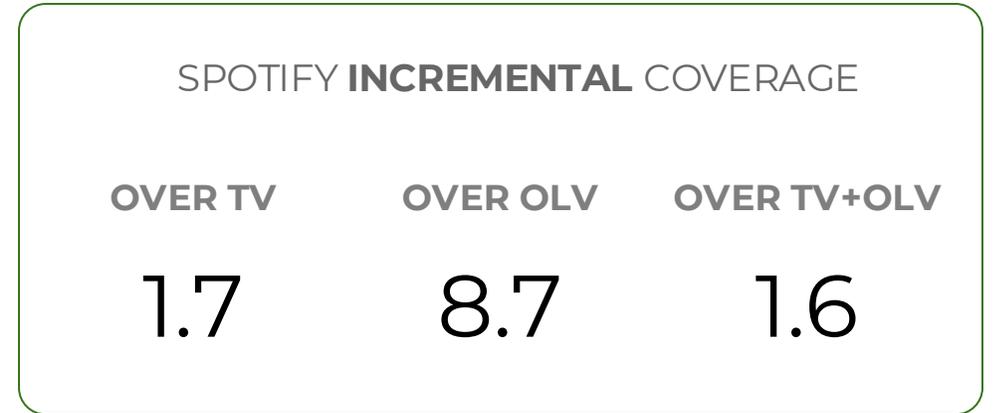
BACKGROUND

- Renault wants to promote the Renault Austral.
- A multi-channel campaign integrating television, online video and Spotify.
- The objective of using FLUZO: to measure the increment generated by each lever and in particular audio.

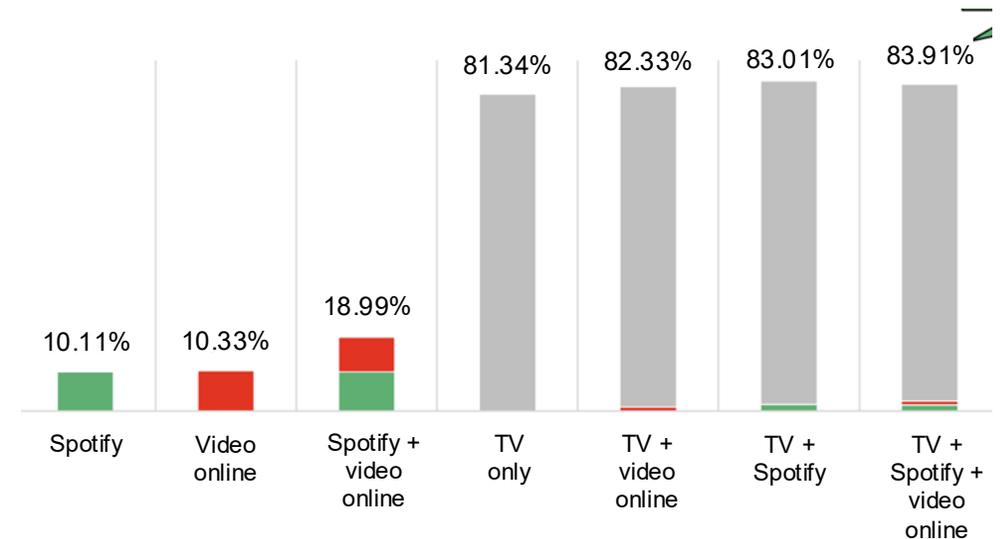
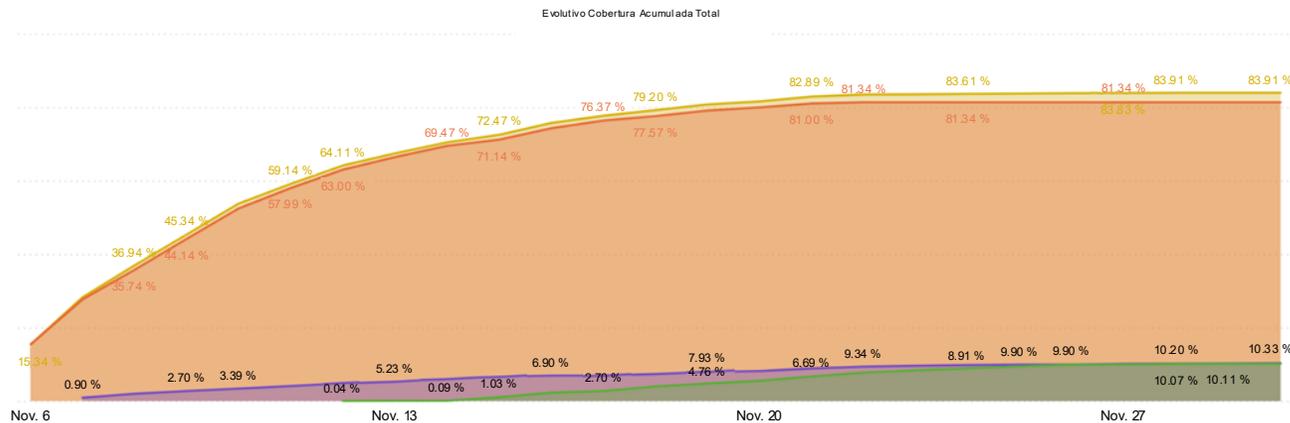


Audio boosts reaches and provides incremental coverage

- The entire campaign reached **84%** of the Spanish population.
- TV was the main media of the approach.
- Online video reached 10.3% of the population, while audio **reached 10.1%.**
- Audio streaming has proven particularly effective at reaching **audiences not exposed to television, while also showing little overlap with online video.**



TOTAL: 83.91 %
 TV: 81.34 %
 VOL: 10.33 %
 SPOTIFY: 10.11 %



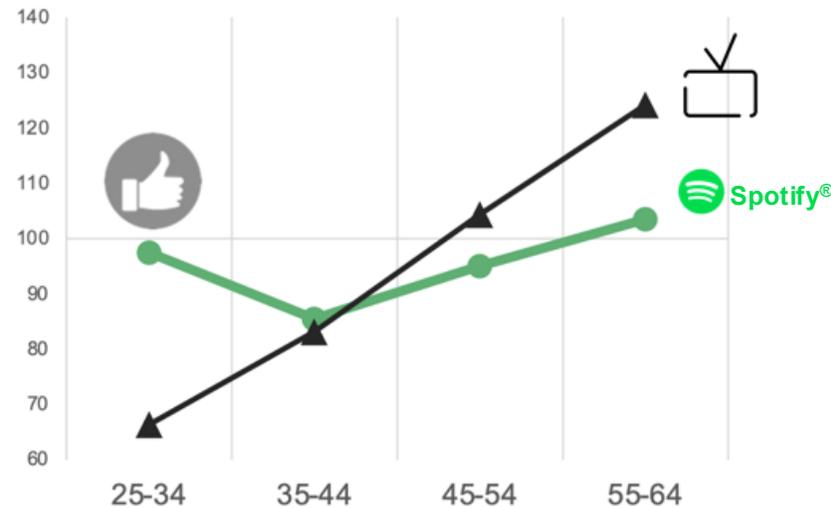
Digital audio strengthens the frequency of contact with younger generations, less exposed to television campaigns

Among **25-34 year olds**, contact frequency decreases significantly on television, but remains steady on **audio streaming**, which offers more consistent exposure.



Foto by Samuel+Regan Asante in Unsplash

Frequency* by age through each channel
(indexes against the average frequency of each channel = 100)



(*) Frequency = number of impacts per user

OVERALL FREQUENCY			
TOTAL	TV	VOL	SPOTIFY
10.20	10.05	1.73	2.00
25-34 YEARS FREQUENCY			
TOTAL	TV	VOL	SPOTIFY
6.78	6.67	1.88	1.95

What does it change for brands?

Audio is no longer a “complementary” channel, but a **central lever for brand building**.

Measurement becomes **the point of convergence between branding and performance**.

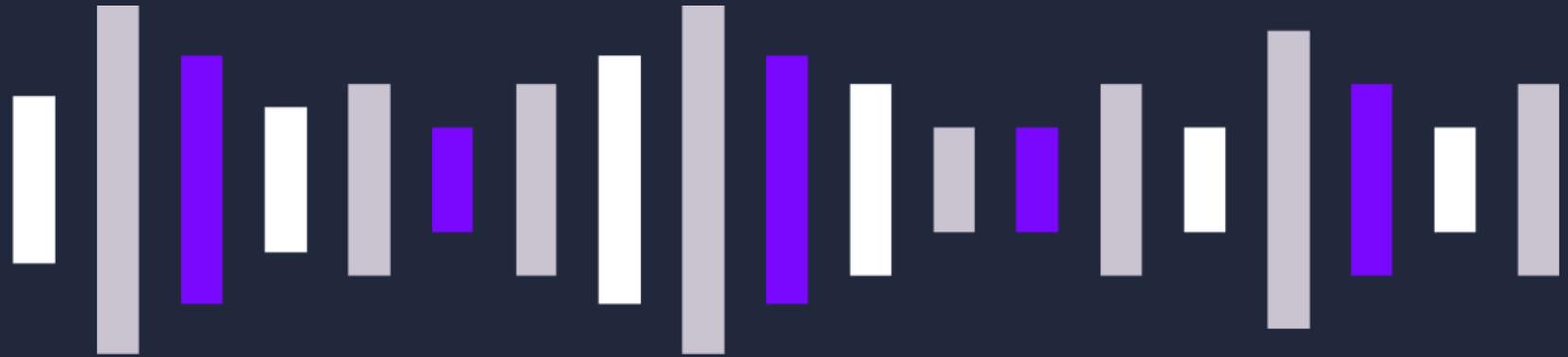
And most importantly, data transparency and comparability are **the key to lend credibility to audio in media plans**.

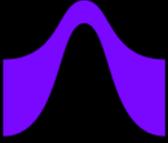
Closing Remarks



QUENTIN SPINEU

Account Director,
Adswizz



AUDIO DAYS 
PARIS
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