

# AUDIO DAYS

## MILAN

APRIL 23, 2026

Adswizz Audio Days Milan 2026 brought together brands, agencies, publishers, and media professionals to dive into the rapid growth of digital audio in Italy and across Europe. Attendees discussed how audio has evolved into a powerful media channel driven by premium content and advances in data and programmatic technology.

### DIGITAL AUDIO TRENDS ACROSS EUROPE

Digital audio continues to gain momentum across Europe, with Italy standing out as a driver of innovation. In the opening session, regional demand leaders highlighted how Italian audience behavior connects with larger European trends.

**Speakers:** Janny-Claire Beberian, Senior Director of Demand Business at Adswizz | Alexandre Obino, Business Development Director at Adswizz



Italy leads major European markets in listener growth (+2.6% year over year) and podcast adoption (approaching 50 percent).



Western Europeans average 6 hours and 28 minutes streaming music and 1 hour and 57 minutes listening to podcasts per week.



AI personalization and first-party data are reshaping targeting and measurement.

# AUDIO AS A LIFE COMPANION

Italy's digital audio market is evolving as listening becomes more embedded in everyday life, reshaping how audiences connect with content.

**Speakers:** Antonio Filoni, Business Development Director, Audience Measurement at Ipsos Doxa



Cross-platform measurement is now essential to capture the full value of audio audiences.



Attention and listener mindset are drivers of effective.



Privacy-first strategies are changing targeting and monetization.

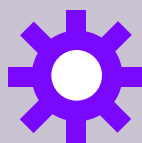
# PLATFORM PERSPECTIVE: AUDIO IN THE PROGRAMMATIC STACK

Audio is showing up stronger in omnichannel planning, and platforms are enabling advertisers to activate audio alongside other digital channels.

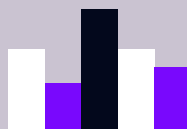
**Speakers:** Sabina Marchetti, Team Lead, Account Management at Adform



Audio inventory is more standardized and easier to activate within broader programmatic workflows.



Automation improves audio campaigns across environments and devices.



Measurement is shifting toward unified frameworks that compare audio performance directly with other digital channels.

# PRECISION AND PROXIMITY

Targeted data is enabling more personalized audio experiences and allowing brands to engage their audiences in timely moments while maintaining high quality.

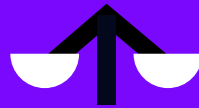
**Speakers:** Riccardo Tacchetto, Digital Project & Campaign Manager at Officina.Tech



Precision identifies the moments where messaging can influence behavior.



Proximity connects digital signals with real world context, which makes audio feel immediate and situationally aware.

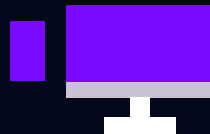


Strong outcomes come from balancing granularity with scale to ensure campaigns remain both effective and privacy conscious.

# INNOVATIVE AUDIO FORMATS

Brands are experimenting with new creative formats and interactive experiences across devices as new technology becomes available.

**Speakers:** Fabio Rastelli, Head of Sales at Teamradio | Nelsi Xhemalaj, Digital Media Planner at Tangoo Media | Alexandre Obino, Business Development Director at AdsWizz



Second-screen activation drives deeper engagement by extending audio experiences into interactive and companion environments.



Dynamic creative and contextual triggers enable adaptive and relevant messaging.



Best practices highlight the importance of combining creativity, data signals, and timing.



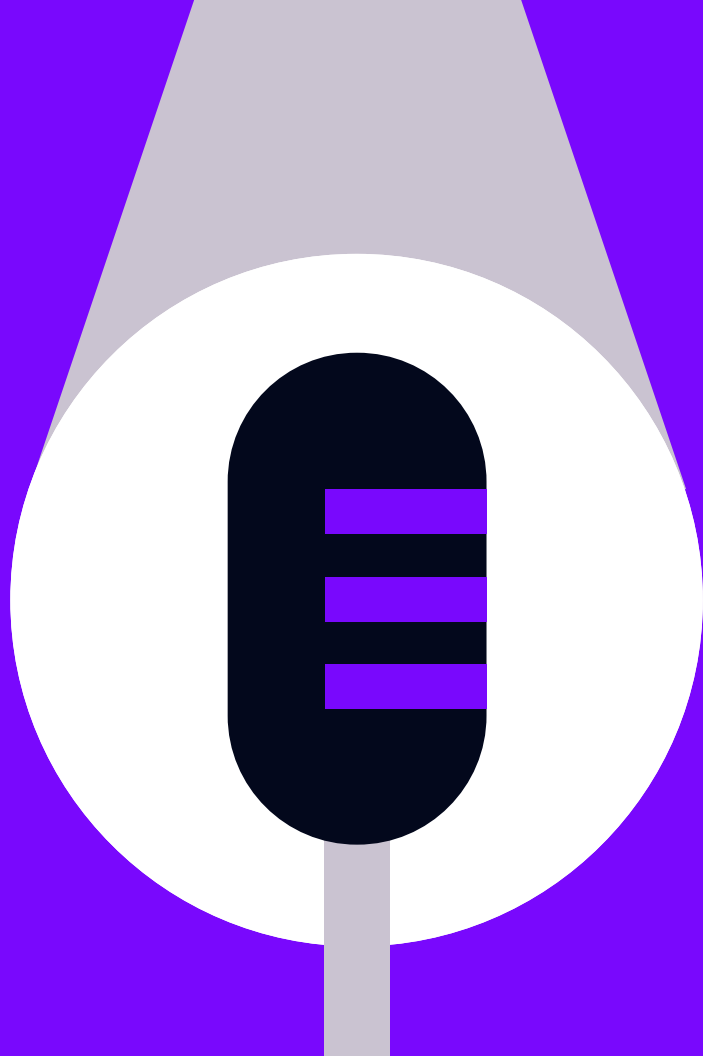
Lenovo's AdsWizz streaming audio campaign boosted awareness and intent, with 70% competitor reach and 50% purchase openness (verified by Veritonic).

# PODCAST SPOTLIGHT: **24ORE PODCAST**

Podcasts attract highly attentive audiences, making them ideal for brand messaging.

Publishers illustrated how they are building stronger ecosystems that combine editorial storytelling with commercial opportunities.

**Speakers:** Manuela Muzza, Director of Publishing Marketing Development at Il Sole 24 Ore Group | Roberta Casa, Head of Marketing at Radio 24



# AGENCY PERSPECTIVE: **AUDIO IN THE MEDIA MIX**

Audio is no longer tested in isolation but integrated into media plans to reach audiences across moments and devices. Agency leaders shared how the channel is being activated across their campaign planning.

**Speakers:** Daniela Della Riva, Chief Strategy Officer at PHD | Pierluigi Cosco, Head of Digital APEX at Publicis Media | Nami Hamidi, Head of Precision at Havas Media | Sergio Amati, General Manager at IAB Italia



Audio works alongside video and display to strengthen campaign impact.



Programmatic activation enables both scale and efficiency.



Agencies seek consistent measurement and attribution to support investment decisions.

EXCLUSIVE  
ADSWIZZ  
PARTNER:  
**SOUNDCLOUD**

AdsWizz and SoundCloud showcased their partnership and how Italian advertisers can tap into the platform's highly receptive and forward-thinking users.

**Speakers:** Patricia Claper, Senior Manager of International Ad Partnerships at SoundCloud



SoundCloud has a 97% addressable audience in Italy.



Italian users spend nearly twice as much time listening to new music compared to the rest of the industry.



SoundCloud ad inventory is available exclusively through AdsWizz.

# AUDIO DAYS MILAN

Audio Days Milan reinforced that audio now sits at the heart of how brands reach and influence audiences. Engagement remains high and innovation is unlocking new opportunities for brands.

Looking to take your audio strategy to the next level? [Reach out here](#) and see how our platforms can enhance your campaigns.