PLUGGED IN: AUDIO ADS

Globally, whether working or sleeping, audiences are always tuned in.

Teenagers are spending +4 hours plugged in.

What does this mean for advertisers?

Audio ads are:

- 49% more memorable than broadcast radio ads
- 36% more memorable than TV ads
- 9% more memorable than mobile videos

Out of all users listening to audio ads vs other types of ads,

- 59% more likely to remember the slogan of a campaign
- 10% more likely to recall the advertisement
- 9% higher brand awareness

Let's talk money:

- $1.6 billion: Audio ads generated $1.6 billion in the US in 2017 – or 39% more than in 2016
- $115 million: Spotify generated $115 million in ad sales in Q1 2018 representing a 38% increase YOY

- 77%: MENA marketers allocated budget to audio ads from the digital budget
- 69%: MENA marketers will increase investment in digital audio by 6%-16%

- 150%: Long-term 150% growth in audio ads in the last 2 years

Sources:

- Ipsos Connect Music Consumer Insight Report 2017
- “The Power of Audio” presentation at Dubai Lynx 2018 by Rami Zeidan, vice-president of partnerships, Anghami
- Interactive Advertising Bureau (IAB)