



# The Benefits of Programmatic Audio

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# Audio is a Powerful Channel That Fully Immerses Listeners In Your Brand

- **Mobile First Medium**
- **1:1 Brand to Listener Experience**
- **Largely Non-Skippable**
- **Minimal Ad Blocking**

# Audio Has the Power to Serve Many Roles in Consumers Lives

- **Bring Back Memories**
- **Entertain**
- **Community**
- **Educate**
- **Soundtrack to the Day**

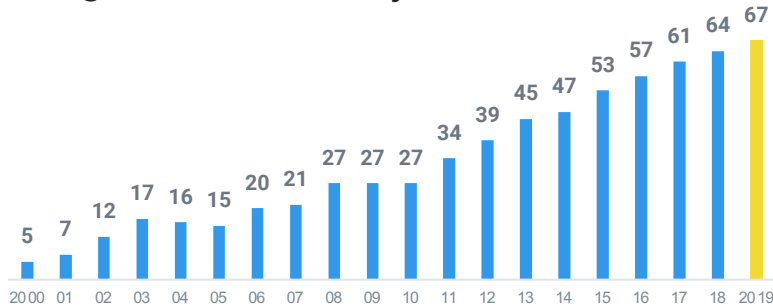
# Audio Has the Power to Make You Feel Something

“Because we take music with us wherever we go and because it is the **soundtrack to memorable life experiences**, digital audio has a unique power to forge lasting emotional connections with consumers.”

“...Ad recall is significantly higher among **AUDIO 74%** than **TV 65%** in a contextually relevant environment”

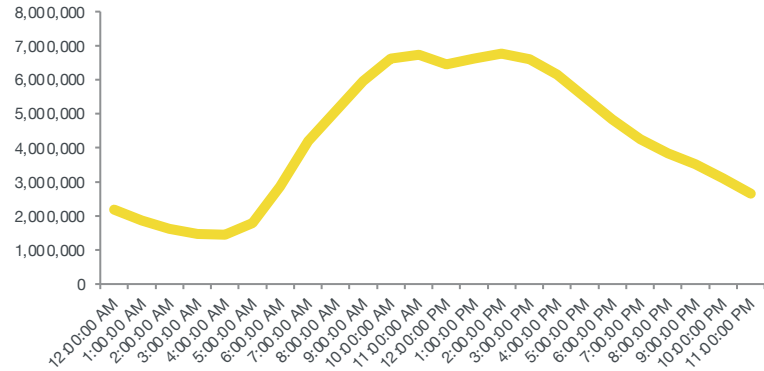
# Digital Audio Listening Behaviors

## An Estimated 67% of Americans (189M) Listen to Digital Audio Monthly



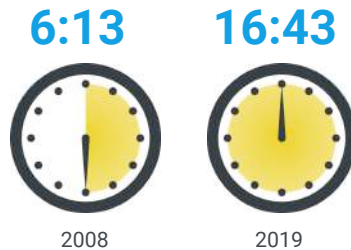
Source: Edison Research, Infinite Dial 2019, % listening to online audio in the last month, Total Population 12+

## Digital Audio Reaches Out Of Home Audiences



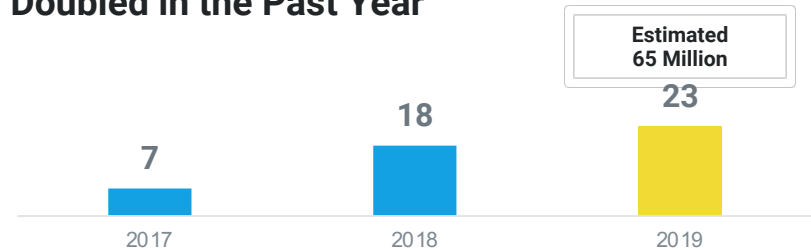
Source: Webcast Metrics, Q4 2017 Average Active Sessions, M-F Midnight to Midnight

## Weekly Time Spent Listening has more than Doubled in Past 10 Years



Source: Edison Research, Infinite Dial 2019, Weekly Listeners, Ages 12+

## Smart Speaker Ownership has more than Doubled in the Past Year



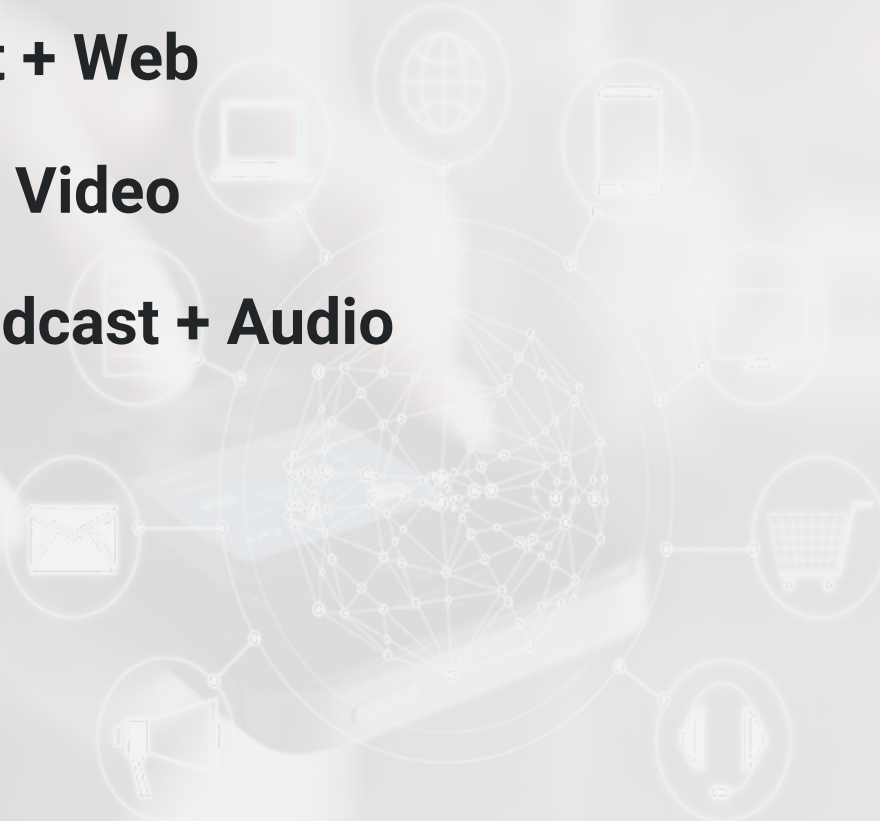
Source: Edison Research, Infinite Dial 2019, % owning a smart speaker, Total Population 12+

# What Does This Mean For Marketers and Agencies?

- **Mobility creates a personal connection on a global scale**
- **Apps 'exist' with their consumers and engage with them throughout the day**
- **Powerful connections with engaged audiences + rich data for targeting: A marketer's dream.**

# A Complimentary Channel

- **Print + Web**
- **TV + Video**
- **Broadcast + Audio**





# Reasons to Add Programmatic Audio to Your Marketing Mix

- **A powerful compliment to other programmatic channels**
- **Doesn't fight for attention – native to mobile**
- **Highly engaged audience – strong ad recall**
- **Brand safe publishers**
- **Listener level targeting – data rich channel**