

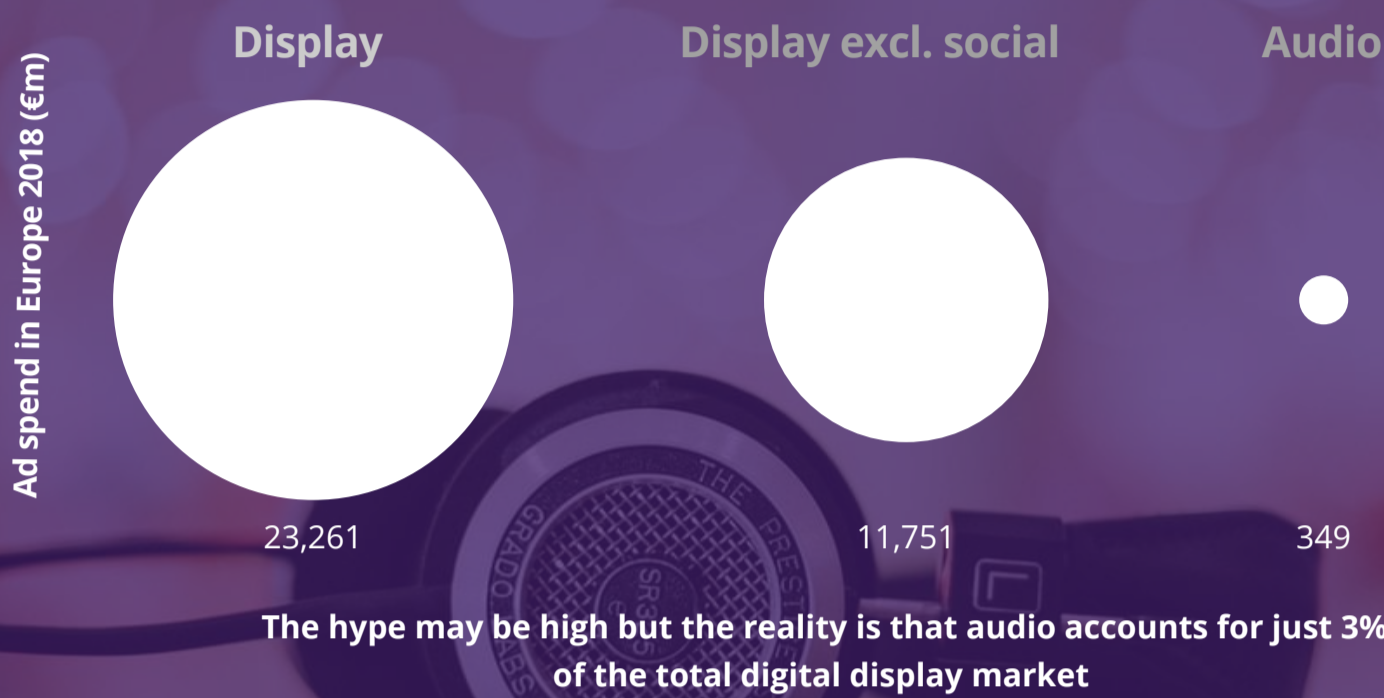
# DIGITAL AUDIO ADVERTISING

## Digital audio advertising to become a €1.5bn market



Sources: historical data modelled based on industry associations & company reports; forecasts - IAB Europe

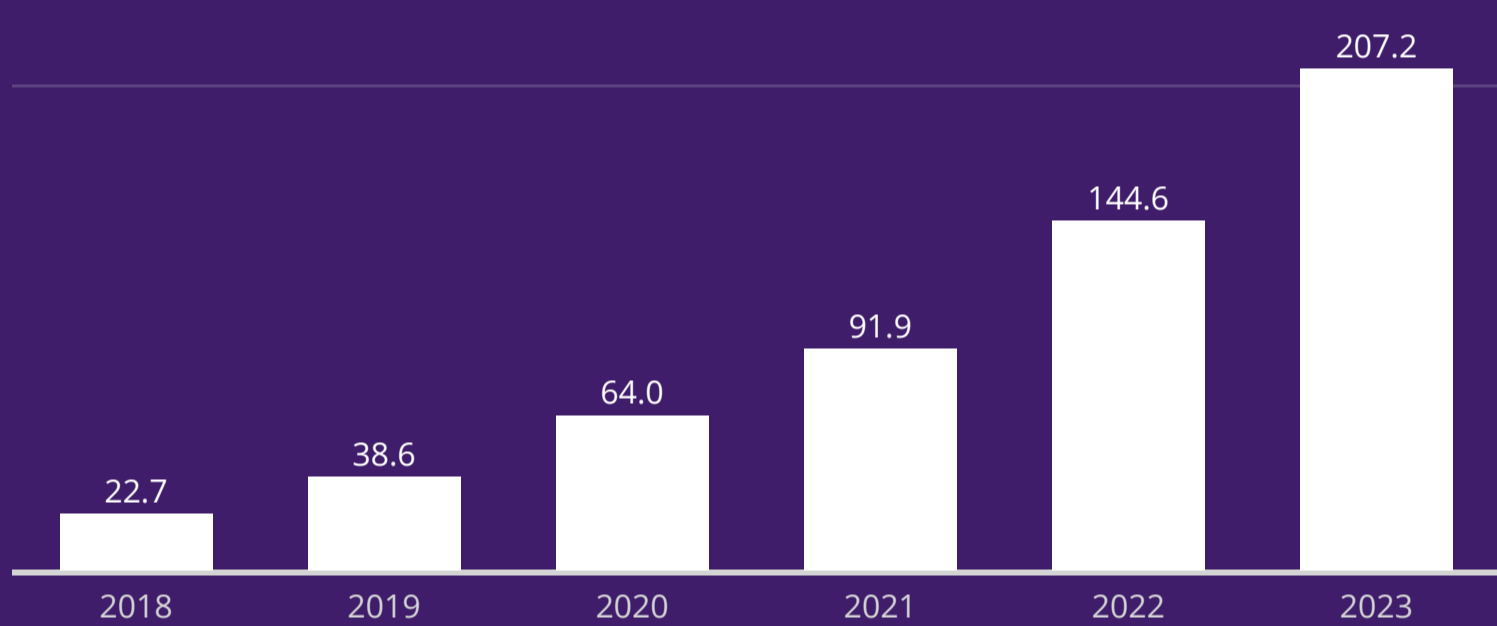
## Hype vs. Reality?



Source: IAB Europe

## Podcast ad spend to grow with CAGR 52%

### Podcast Ad Spend in Europe (€m)



Source: IAB Europe

## Four factors underpin the renaissance of audio

1

### Quality & Trust

Premium environment with low risk of fraud and high degree of transparency

2

### Control

Many premium sellers operate only via private market places

3

### Share of Voice

Most audio environment (particularly on mobile devices) offer brands 100% share of voice

4

### Data-Driven Creative

Streaming audio subscriber data paired with emerging dynamic creative solutions allow data-driven storytelling.

## What about voice?

There are over

**80,000**

Alexa skills worldwide

Skill growth YoY

UK - 233%

Germany - 157%

USA - 120%

However, skill discoverability is a hurdle

Source: voicebot.ai

Find out more about the Digital Audio Advertising market in our Economic Trends Forum recording [here](#)

