

AUDIO ADVERTISING IN EUROPE

IAB Europe has compiled key stats on the state of audio advertising in Europe from our annual 2021 AdEx Benchmark report.



01

Audio advertising reached

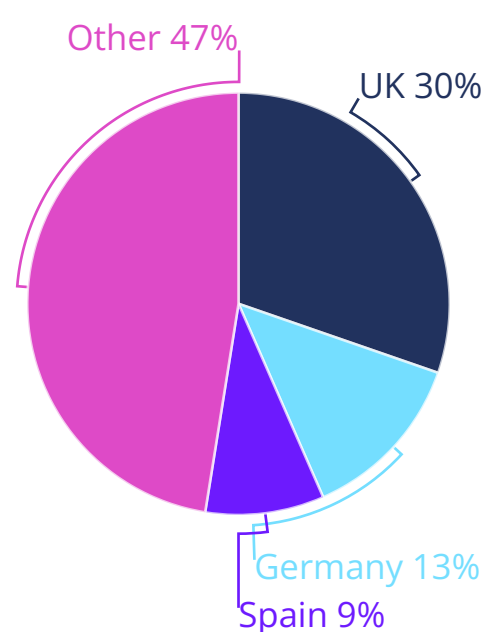
€744M

in 2021



02

Top 3 countries share of
Audio market



03

Audio advertising grew by

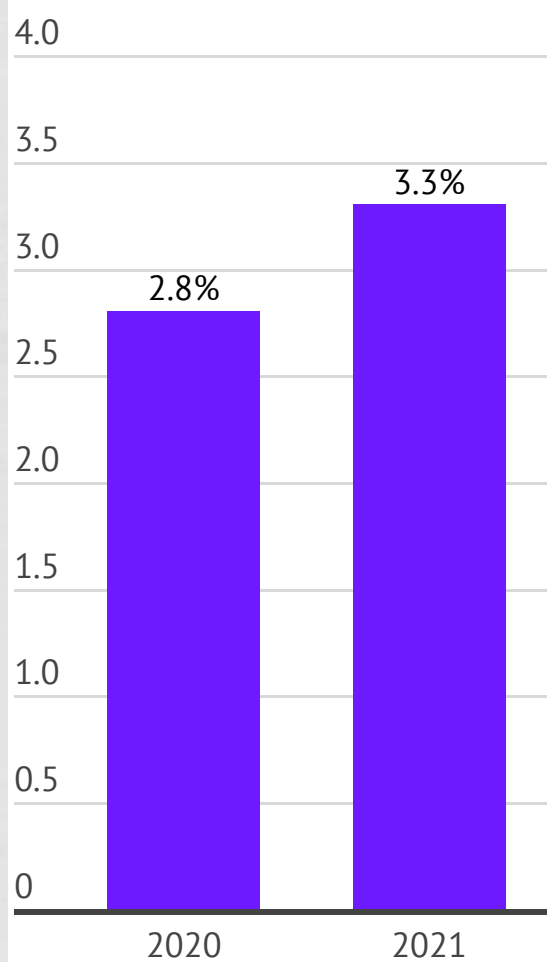
51%

in 2021



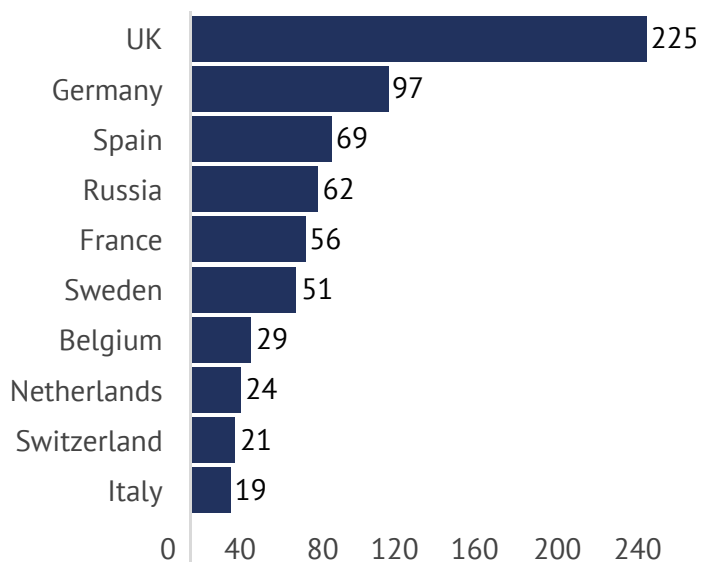
04

Audio share of display
(excl. social) advertising



05

Top 10 Audio markets in Europe (€m)



Get more insight!

Download our [2021 AdEx Benchmark Report](#) for more insight into the state of the digital advertising market in Europe