Key Benefits
1. Real-time tracking, measuring and optimisation is possible across a diverse range of formats, including podcast, streaming, broadcast, text-to-speech, gaming, and audio DOOH.
2. There are significant targeting possibilities: traditional targeting, i.e. demographic, geographic, and behaviour that can be combined with contextual targeting via the shows' or stations' genre. This 1:1 opportunity can bring audio lower into the marketing funnel, whereas traditional AM/FM radio may offer a one to many opportunity often beneficial for top-of-the-funnel initiatives.
3. There are also many interaction possibilities thanks to new formats and devices (smart speakers, in-game ads, metaverse, etc.), and as the format tends to be "unskippable," it helps to deliver the full ad message.

Current Challenges
1. There is a need for more standardised metrics and tools to measure the effectiveness of campaigns accurately.
2. There also needs to be a perception change. Many buyers still see audio as a branding resource and don't take advantage of the narrower targeting it can offer.
3. Audio can also be seen as a complementary channel, a supporting medium for a campaign, rather than the main character.

Types of Audio Ads:
1. **Host Read:**
   - **How?** Read by the host of a podcast or audio show.
   - **When?** At any time during the podcast or show.

2. **Sponsored Ads:**
   - **How?** Dynamically inserted Ads, pre-recorded and injected via ad server as an audio file, this can be facilitated via direct buys with the publisher or via programmatic deals or marketplaces.
   - **When?**
     - **Pre-roll:** Ads inserted before the content starts.
     - **Mid-roll:** Ads are inserted during an ad-break.
     - **Post-roll:** Ads are delivered at the end of the show. This is a placement that is used in podcasts only.

3. **In-Game Ads:**
   - **How?** Ads are delivered during gameplay with no interruption (very similar to the overlay ads)
   - **Reward ads:** Gamer is rewarded for listening to an ad with a life or a perk from the game.

4. **Ads with Companion Banners:**
   - **How?** In the same way as sponsored ads, but when the player allows, visual banners are shown at the same time as the audio ad.
   - **When?** Any time

Growing Market Value
**ADEX 2022** shows audio to be the fastest-growing format in 2022 by 22.1% to €0.7 Billion

Digital audio ad spend in Europe is projected to reach €1.575.00m by 2027. For the past 7 years, the penetration of digital audio listeners has been growing non-stop and it doesn't show signs of slowing down. 55% of Europeans listen to digital audio and 46% of them listen to podcasts. So far in 2023, podcast listeners have grown by 7%.

For more information about Digital Audio, check out IAB Europe's Buyers Guide to Digital Audio.