

Digital Audio Ads are delivered through IP-based devices streaming live or on demand channels and podcasts. These ads can be targeted to specific audiences based on their location, device, and listening habits, and they can also be interactive, allowing the user to engage with the ad.

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.

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%.

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:

- 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.

3. 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

