



## The Benefits of Programmatic Audio

# 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

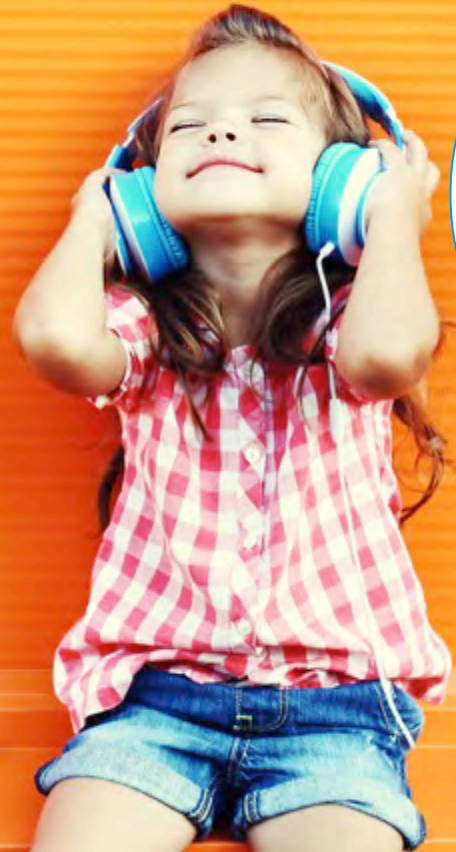


# Audio Has the Power to Serve Many Roles in Consumers Lives

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



# Audio Has the Power to Make You Feel Something

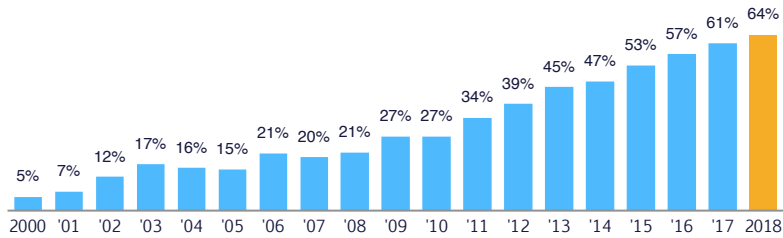


“Because we take music with us wherever we go and because it is the soundtrack to memorable life experiences, digital audio has a unique power to forge lasting emotional connections with consumers.”

“...ad recall is significantly higher among audio (74%) than TV (65%) in a contextually relevant environment.”

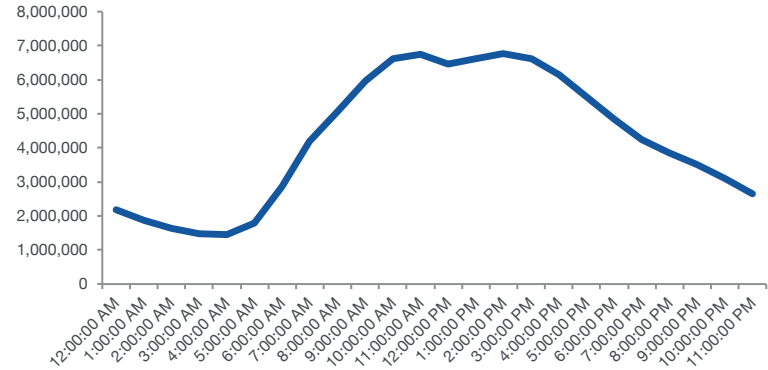
# Digital Audio Listening Behaviors

An Estimated 64% of Americans (180M) Listen to Digital Audio Monthly



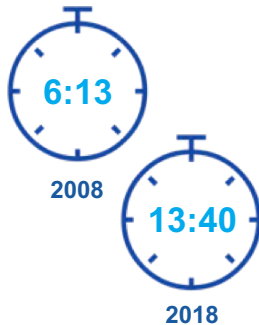
Source: Edison Research, Infinite Dial 2018, % listening to online audio in the last month, Total Population 12+

Digital Audio Reaches Out Of Home Audiences



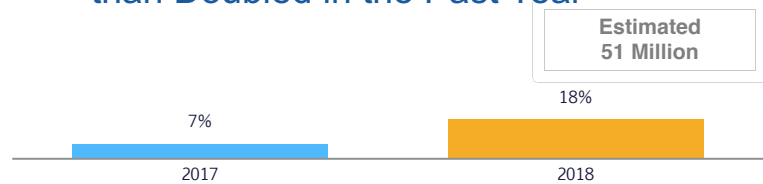
Source: Webcast Metrics, Q4 2017 Average Active Sessions, M-F Midnight to Midnight

Weekly Time Spent Listening Has More than Doubled in Past 10 Years



Source: Edison Research, Infinite Dial 2018, Weekly Listeners, Ages 12+

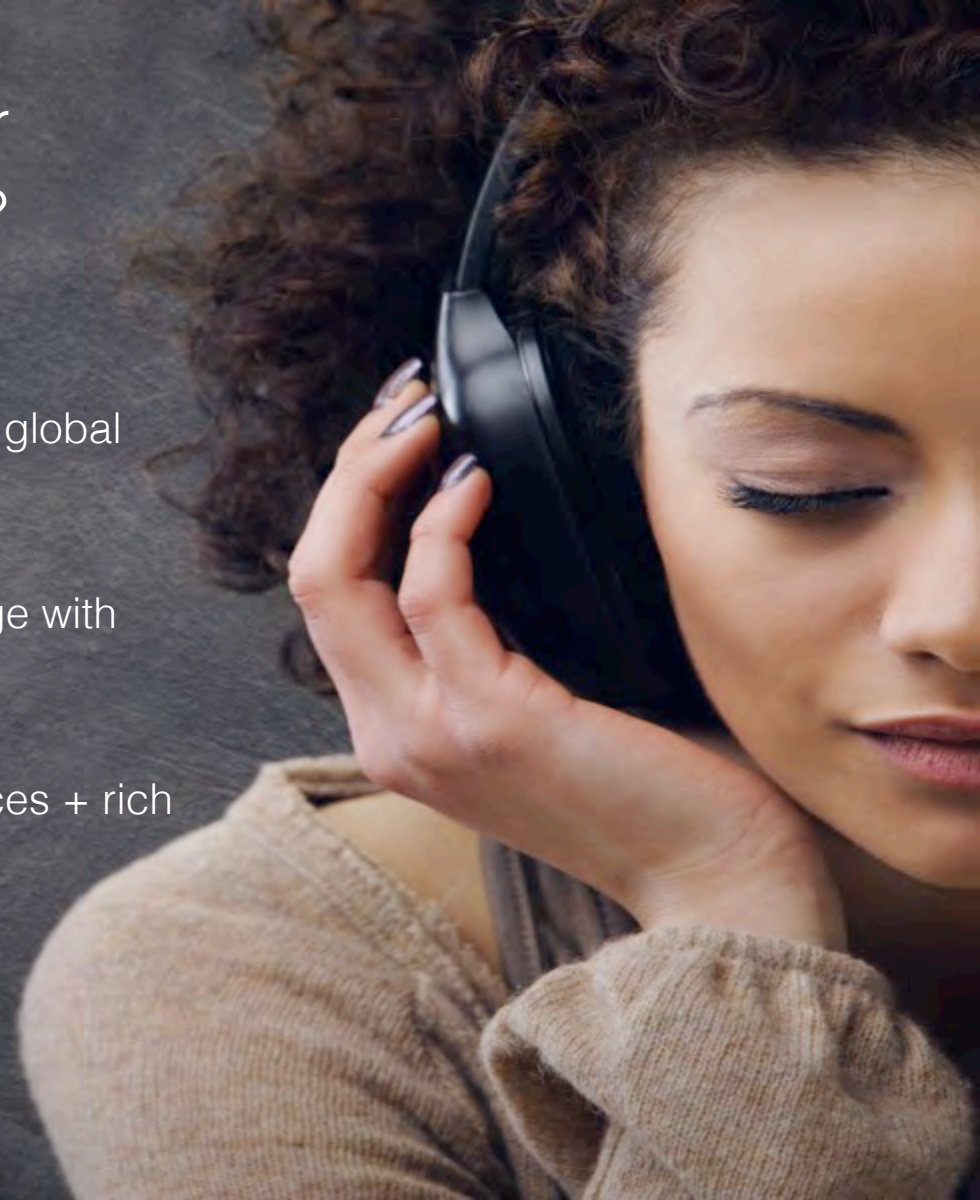
Smart Speaker Ownership has more than Doubled in the Past Year



Source: Edison Research, Infinite Dial 2018, % owning either Alexa or Google Home Devices, 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 their 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

