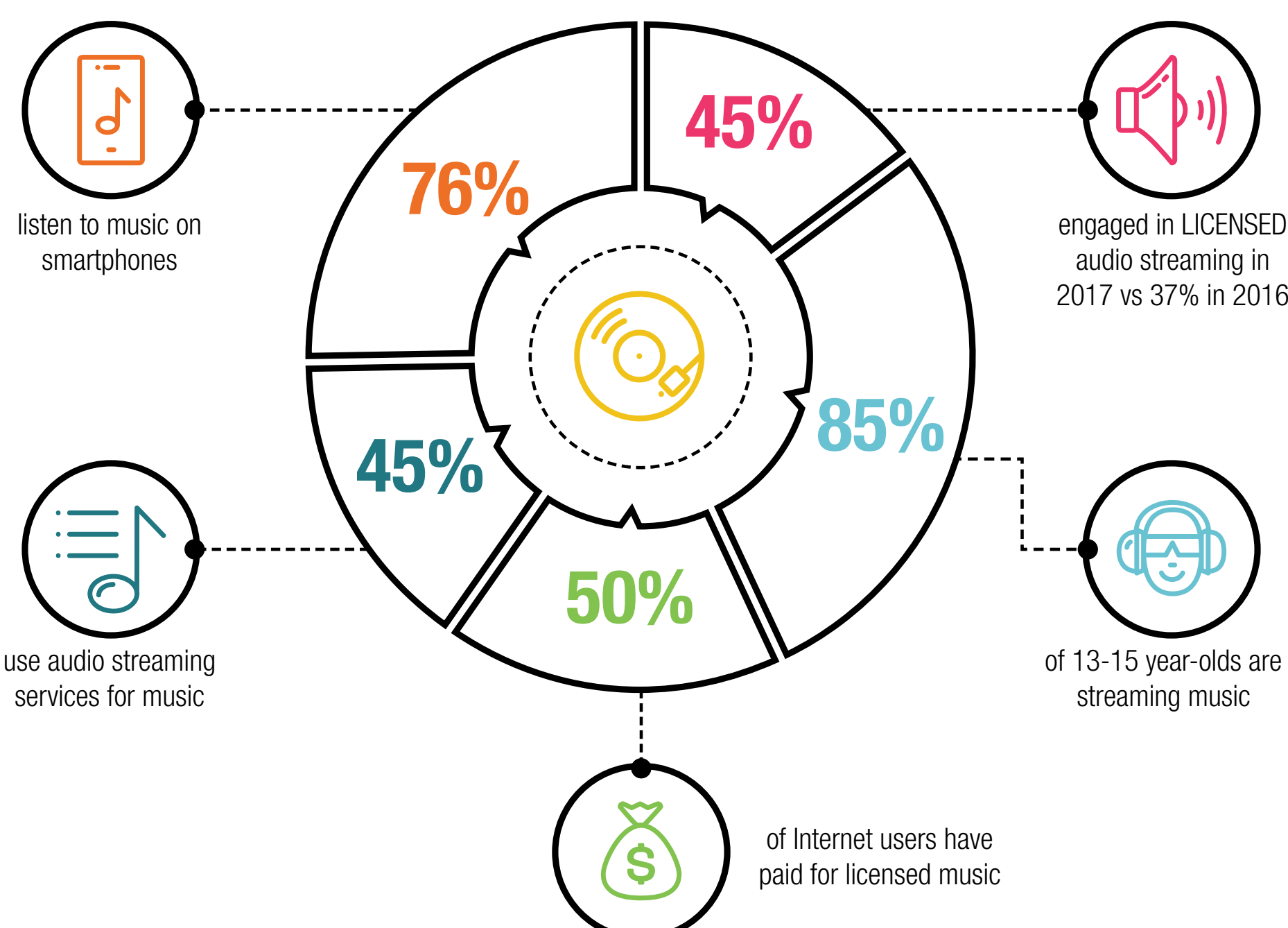
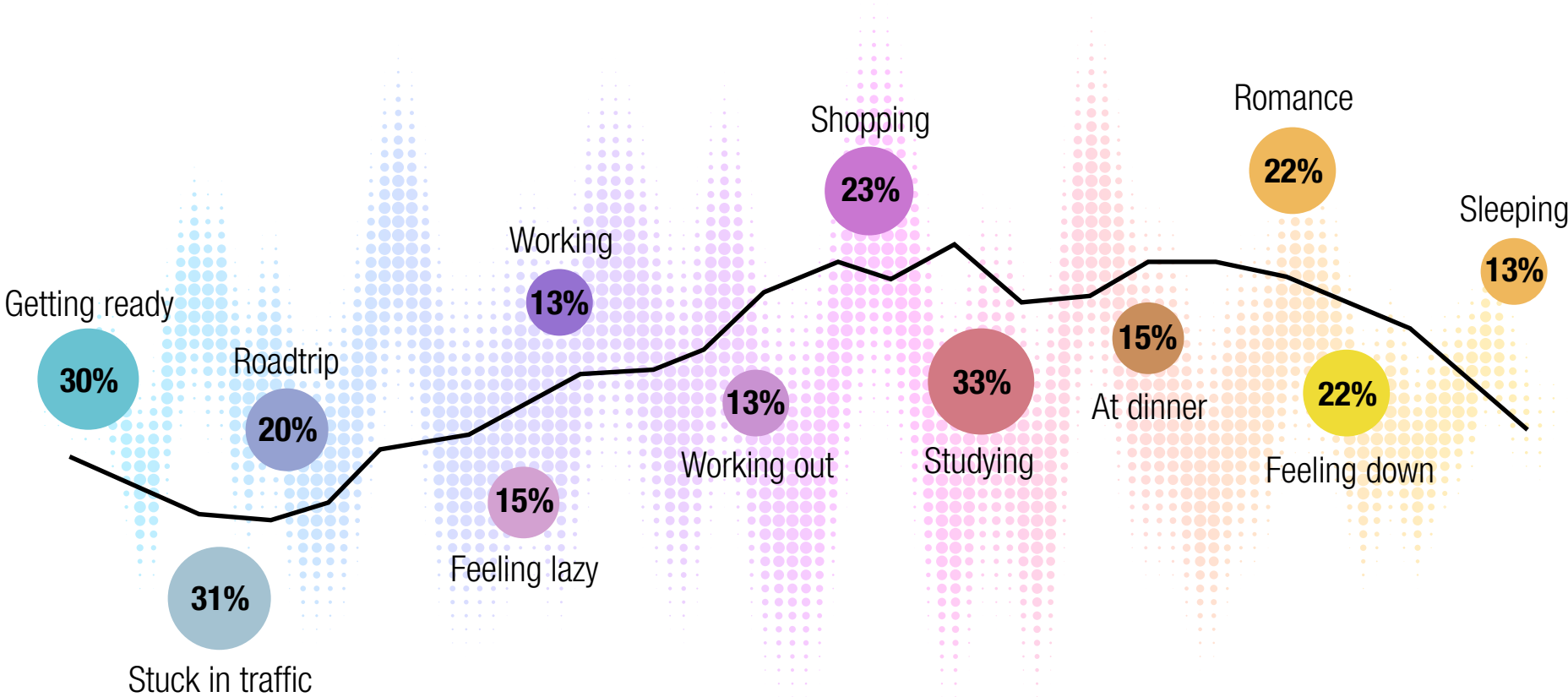


# PLUGGED IN: AUDIO ADS

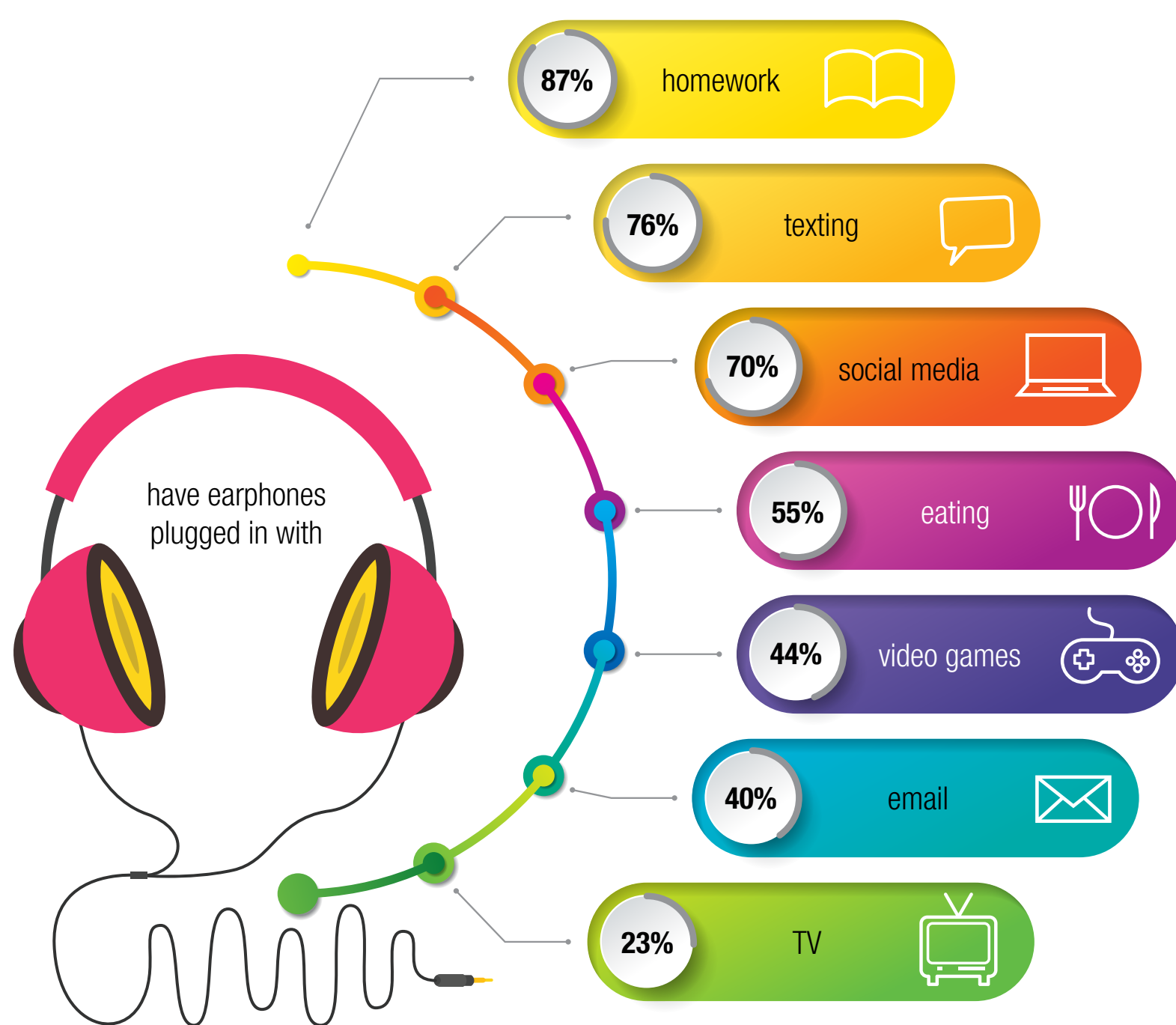
## Globally,



## Whether **working** or **sleeping**, audiences are always tuned in

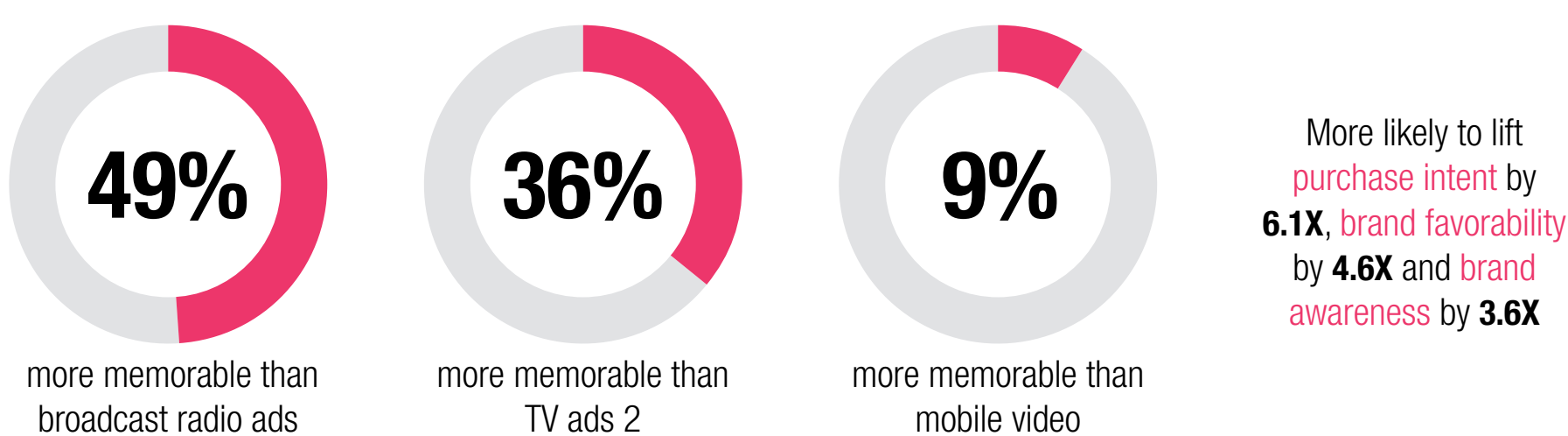


## Teenagers are spending **+4 hours** plugged in

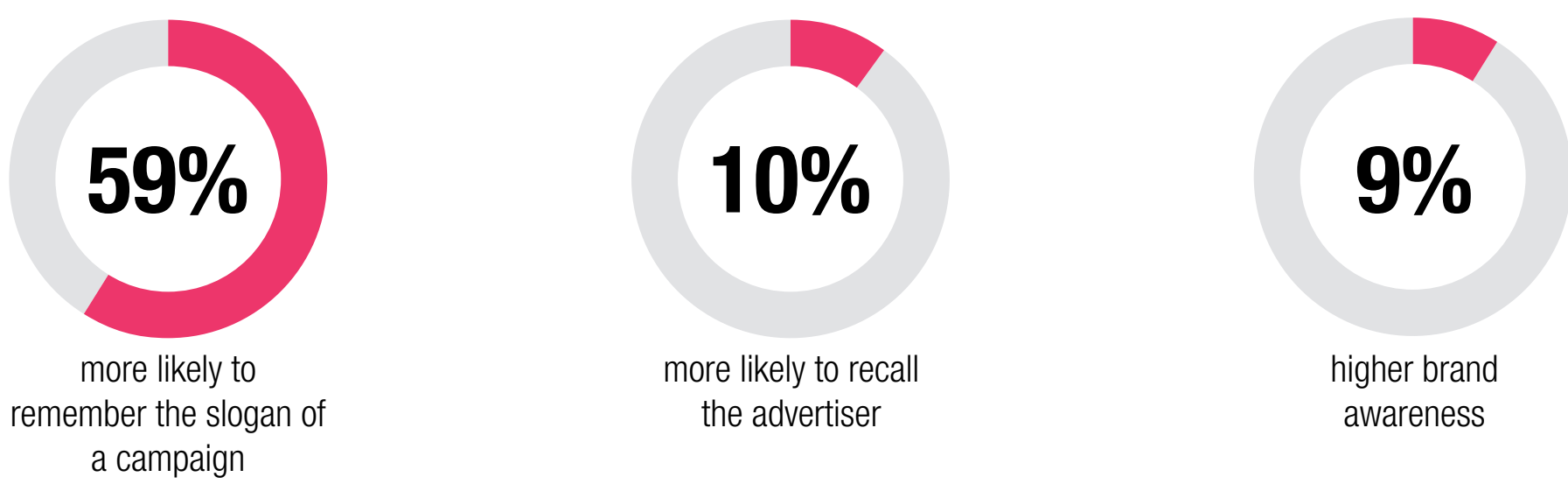


## What does this mean for advertisers?

### Audio ads are



### Out of all users listening to audio ads vs other types of ads,



## Let's talk money

**\$1.6 billion**

Audio ads generated \$1.6 billion in the US in 2017 – up **39%** from 2016

**\$115 million**

Spotify generated \$115 million in ad sales in Q1 2018 representing a **38%** increase YOY

**77%**

77% MENA marketers allocated budget for audio ads from the digital budget

**69%**

69% MENA marketers will increase investment in digital audio by **5-15%**

**150%**

Anghami has seen 150% growth in audio ads in the last 2 years

Sources: Ipsos Connect Music Consumer Insight Report 2017 "The Power of Audio" presentation at Dubai Lynx 2018 by Rami Zeidan, vice-president of partnerships, Anghami Interactive Advertising Bureau (IAB)