

AUDIO ADVERTISING

Reach engaged consumers while they are working out, running errands, or in their car.

THE AUDIO OPPORTUNITY

DIGITAL AUDIO LISTENERS (millions and % of population)

2020	2021	2022	2023	2024
215.2 MM	218.4 MM	221.3 MM	224.4 MM	227.6 MM
(71.6%)	(72.0%)	(72.4%)	(72.8%)	(73.1%)

-eMarketer, 2020

USERS SPEND 57 MINUTES PER DAY ON AUDIO APS - 10 MINUTES MORE PER DAY THAN ON SOCIAL APS.

-eMarketer, 2019

AUDIO BENEFITS



CAPTIVE AUDIENCE

Users can't listen to anything else while an ad is playing.



HIGHER RECALL

According to Nielsen, audio ads increase ad recall by up to 24% over display.



DECREASE COST & TIME

Reach target audiences at less cost, with fewer resources and production time, compared to other media types.



ENHANCED BRAND SAFETY

Access quality inventory, non-skippable ads, and in-app listening to diminish fraudulent activity.

BASIS PREMIUM AUDIO INVENTORY



pandora



adswizz



PAIR YOUR AUDIO AD WITH A COMPANION AD TO LET USERS FURTHER ENGAGE WITH YOUR BRAND.

Supported Formats: MP3, OGG, M4A, MP4, AAC