

AUDIO PMP GUIDE

Access to top audio streaming platforms

THE AUDIO PMP OPPORTUNITY



SPOTIFY

SCALE: Reach one of the largest audiences with 217 MM listeners. Includes age targeting, Latin genre, and Canadian packages.



PANDORA

CONNECTION: Pandora provides a highly-personalized listening experience to approximately 70 MM users each month



TRITON

ACCESS: Connect with audiences on Roku, Amazon Echo and Sonos. Includes podcasts, sports, and Spanish language packages.



AUDIOLOGY

CURATED PORTFOLIO. Audiology has access to the top audio streaming services, podcasts and radio stations.



TARGET SPOT

EXCLUSIVE: Target demographics not available on other platforms. Includes podcasts, sports, and Spanish language packages



iHEART RADIO

SIZABLE. iHeart Radio has access to content from stations across the country.



TUNEIN

INTERNATIONAL: Capture a global audience with 200+ countries. Includes Amazon Echo, Google Home, and Sonos.



200+ million US consumers listen to digital audio at least once a month



Audio ads drive a **24%** **higher** recall rate than display ads



79% of audio is consumed while people are unreachable by visual media