

centro
WEBINAR

TUNED IN TO AUDIO ADS





Ryan Manchee
vp, media innovations + technology
centro.



AGENDA

Listen Up!

- 💡 A Look at the Audio Landscape
- 💡 The What and the Why of Audio Ads
- 💡 Opportunities with Digital Audio Ads

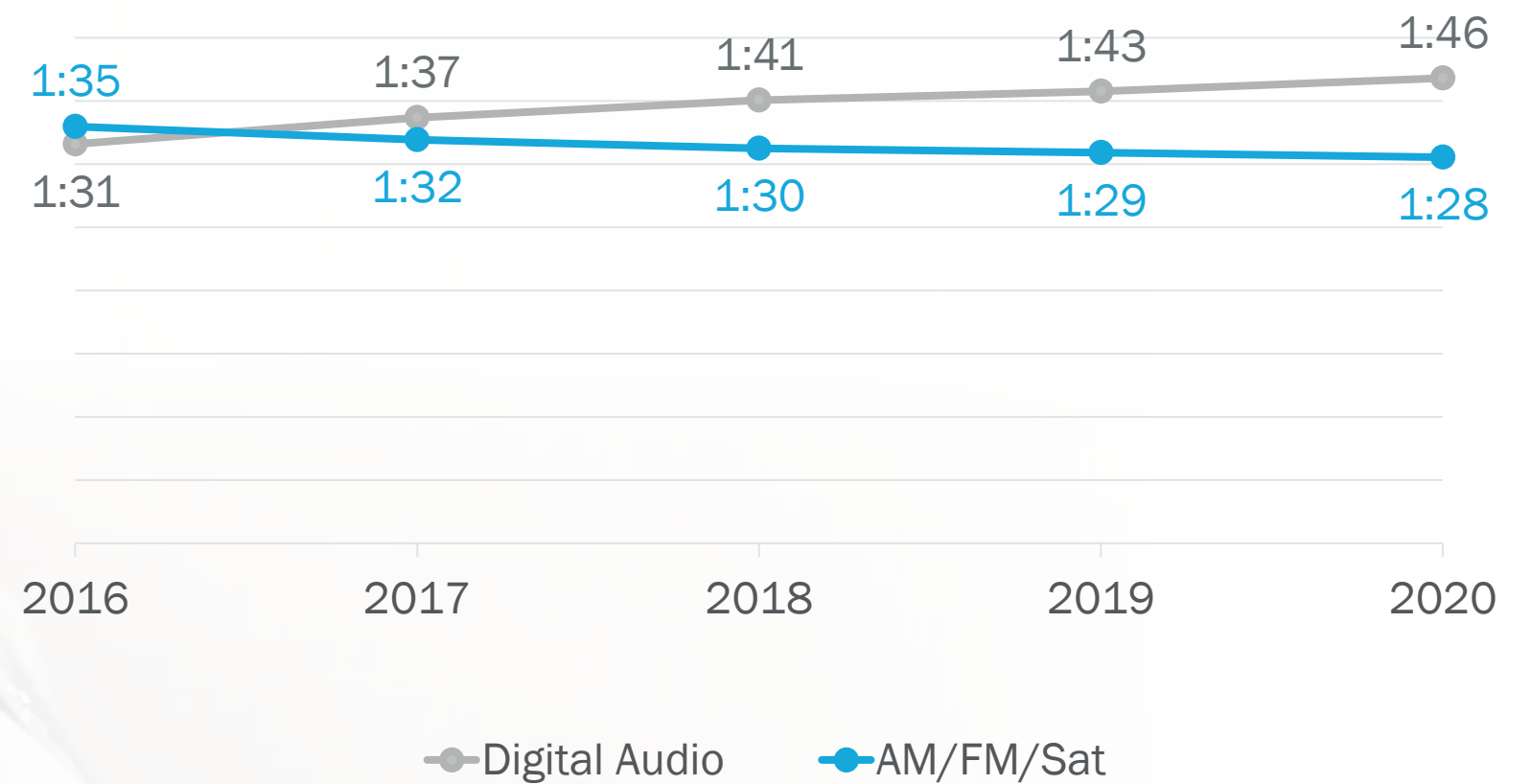
AUDIO IS PERSONAL





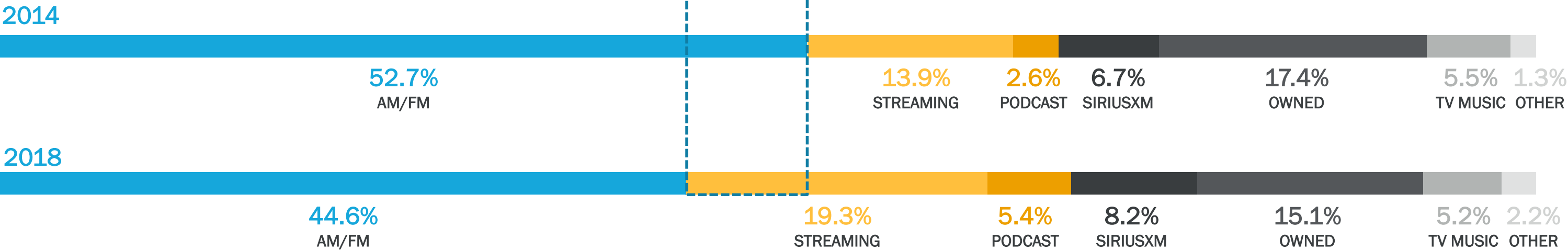
WE LIKE TO LISTEN TO AUDIO

AVERAGE TIME SPENT EACH DAY



DIGITAL AUDIO HAS SURPASSED AM/FM

AM/FM'S LOSS IS DIGITAL RADIO'S GAIN
A18-54 DAILY SHARE OF LISTENING¹

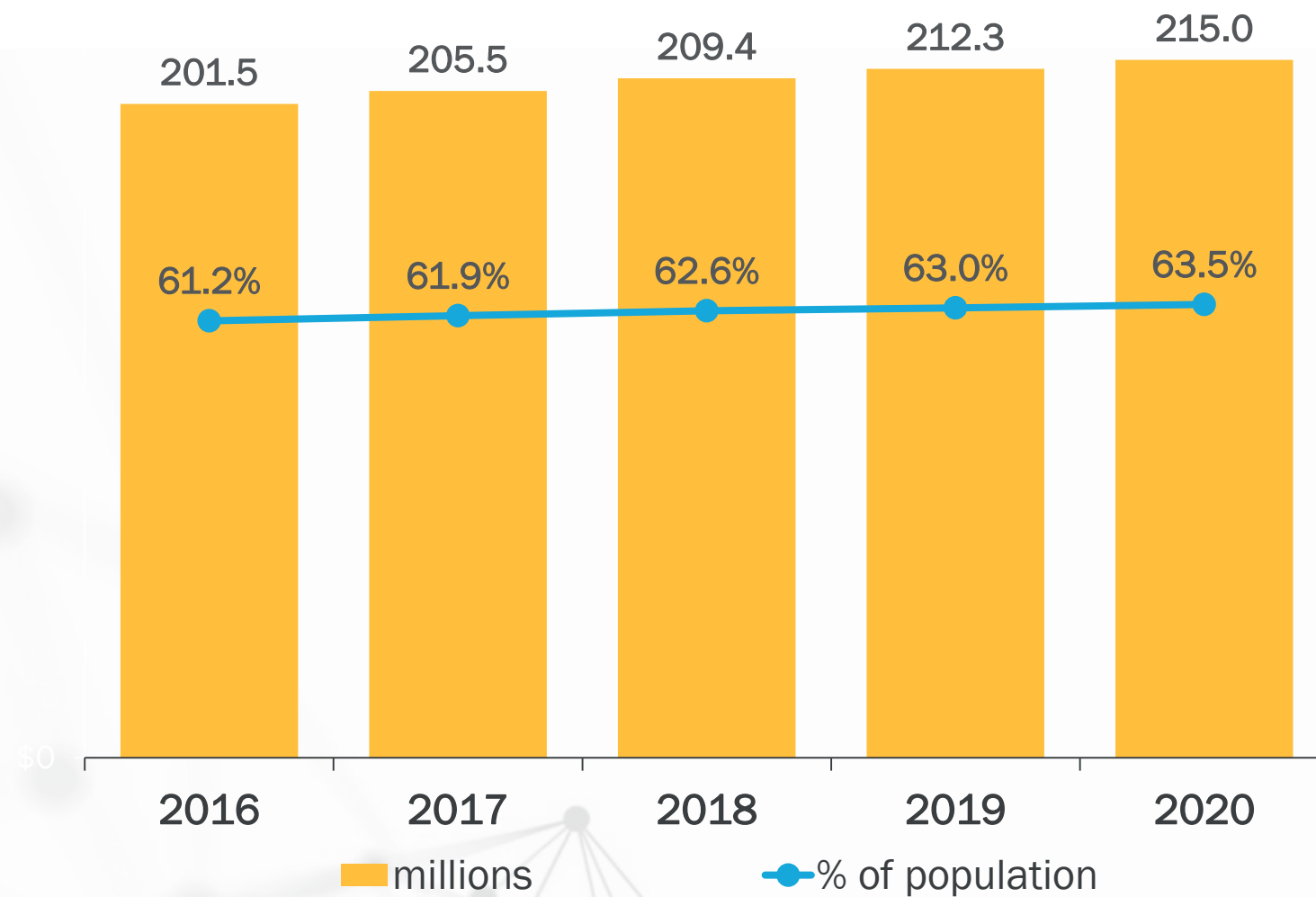


¹ Edison Research Shore of Ear Study

EVOLVING LANDSCAPE

DIGITAL AUDIO LISTENERS

US, 2018–2022



~2/3 of US Population listens to Digital Audio

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

AUDIO IS A PRIMARY DIGITAL ACTIVITY

WE SPEND MORE TIME LISTENING TO DIGITAL AUDIO THAN ON SOCIAL NETWORKS

AVERAGE TIME SPENT PER DAY ON SELECT DIGITAL ACTIVITIES

By US Adult Users of Each Medium, 2016–2020

	2016	2017	2018	2019	2020
Digital Video	1:44	1:53	2:01	2:07	2:13
Digital Audio	1:31	1:37	1:41	1:43	1:46
Social Networks	1:08	1:15	1:17	1:19	1:21
>> Facebook	0:40	0:41	0:40	0:40	0:40
>> Instagram	0:22	0:25	0:26	0:27	0:28

Note: ages 18+ who use each medium mentioned at least once per month; average time spent with each medium includes all time spent with that medium regardless of multitasking or device; *excludes time spent with video via social networks. Source: eMarketer, October 2018.

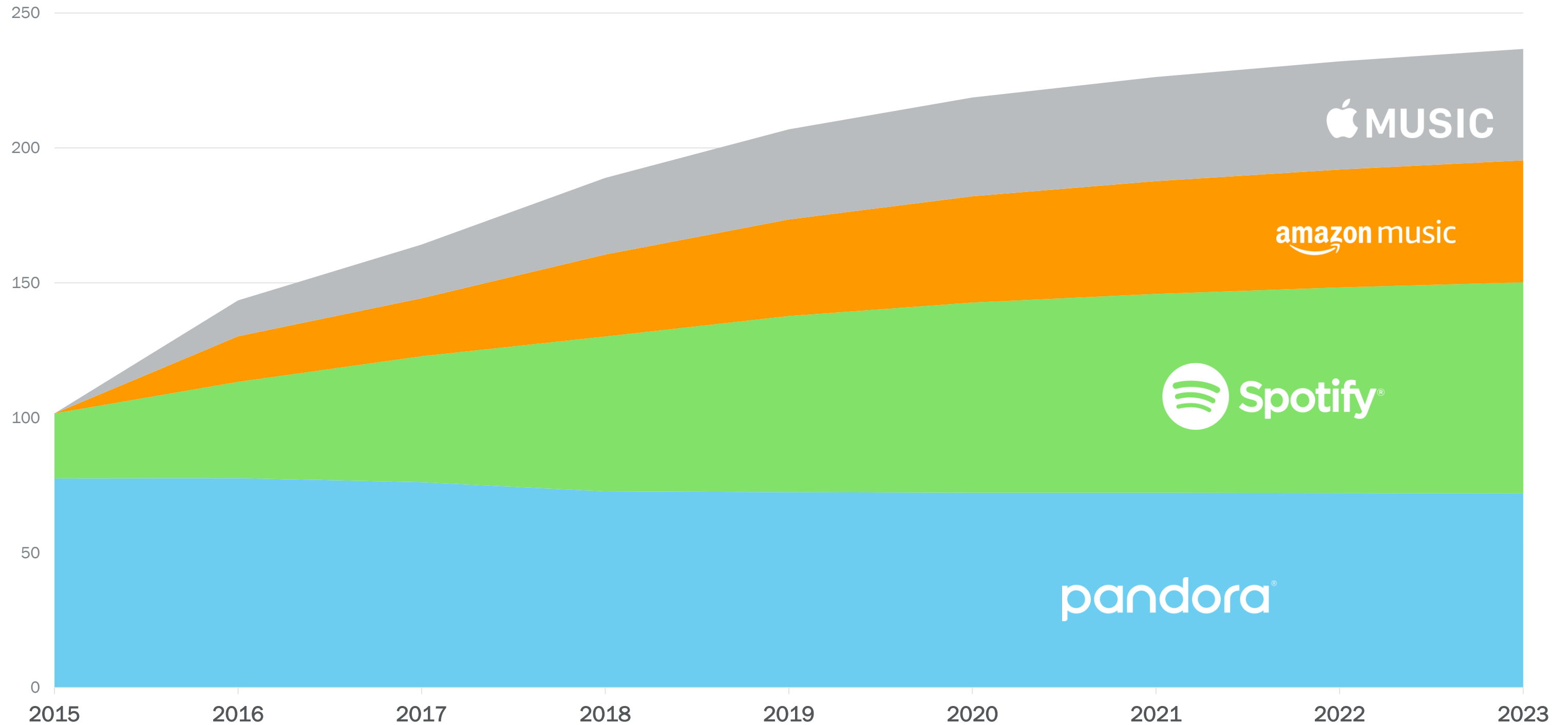
TOP OF THE DIGITAL AUDIO DIAL

TOP US DIGITAL RADIO COMPANIES

Ranked by Average Active Sessions, March 2018

	AVG ACTIVE SESSIONS (thousands)	SESSION STARTS (millions)	AVG TIME SPENT LISTENING (hours)
Pandora	2,581.8	1,407.1	0.56
Spotify	2,488.5	1,930.4	0.39
iHeartRadio	368.1	202.0	0.55
NPR	79.7	27.2	0.87

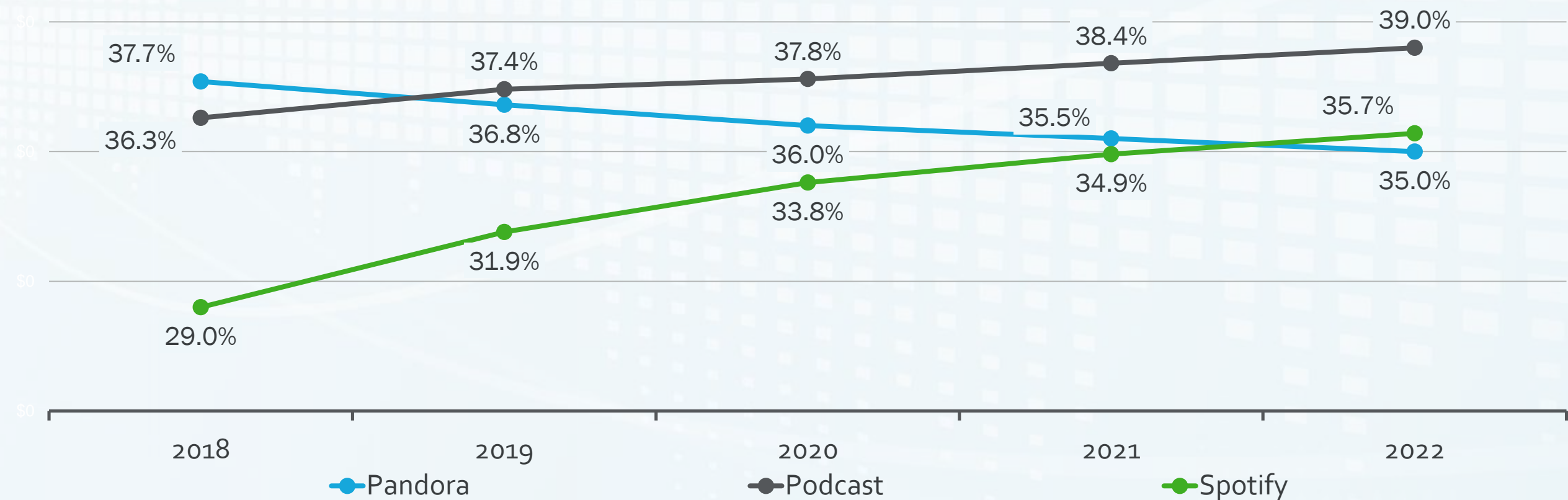
MORE PROVIDERS AND LISTENERSHIP



DIGITAL AUDIO PLATFORMS

US DIGITAL AUDIO LISTENER PENETRATION

By Platform, 2018–2022 (% of digital audio listeners)



ARE WE IN A GOLDEN AGE OF PODCASTS?

2004

Podcast format
introduced

2014

Apple includes
Podcast app on every
iPhone

Serial released (Oct)

2019

23.1% of the US
population will
listen to a podcast

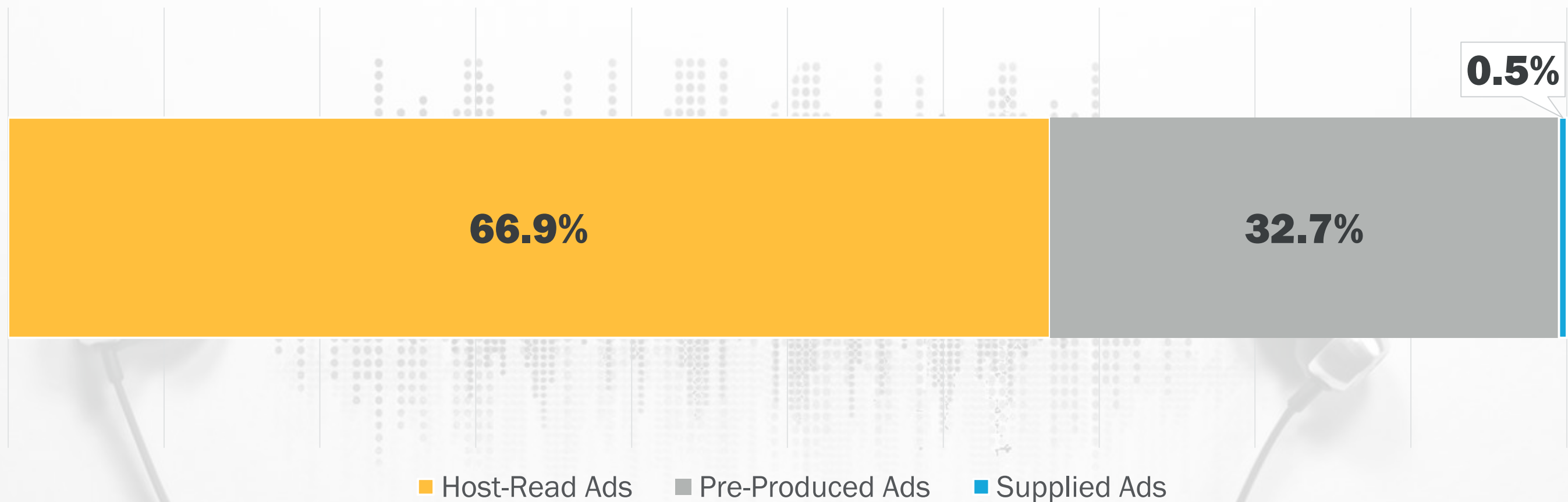
**US PODCASTS LISTENERS ARE EXPECTED
TO INCREASE 2X BETWEEN 2014 AND 2020**

WHAT IS AN AUDIO AD?

**IT'S AN AUDIBLE AD.
SOUND IS THE
MAIN COMPONENT.**

- + Many Audio Ads also include a Companion Ad
- + These ads are clickable and run with the Audio Ad on the same screen
- + It's the visual component of ad

PODCASTS AD TYPES



WHY WOULD YOU RUN AN AUDIO AD?



CAN YOU HEAR ME?

Advertisers can share their voice with the audience.

It's a deeper level of engagement than other digital advertising.



CAN I HAVE YOUR ATTENTION?

It's not possible to play more audio ad at a time and they're not skippable.

The audience is less distracted and focused on your ad alone.

It's COST-EFFECTIVE

Compared to Video,
Audio ads are cheap to
produce (or reuse)



AUDIO ADDRESSABILITY



DEMO



LOCATION



INTEREST/INTENT



GENRE

HOW DO AUDIO ADS INCREASE ENGAGEMENT?

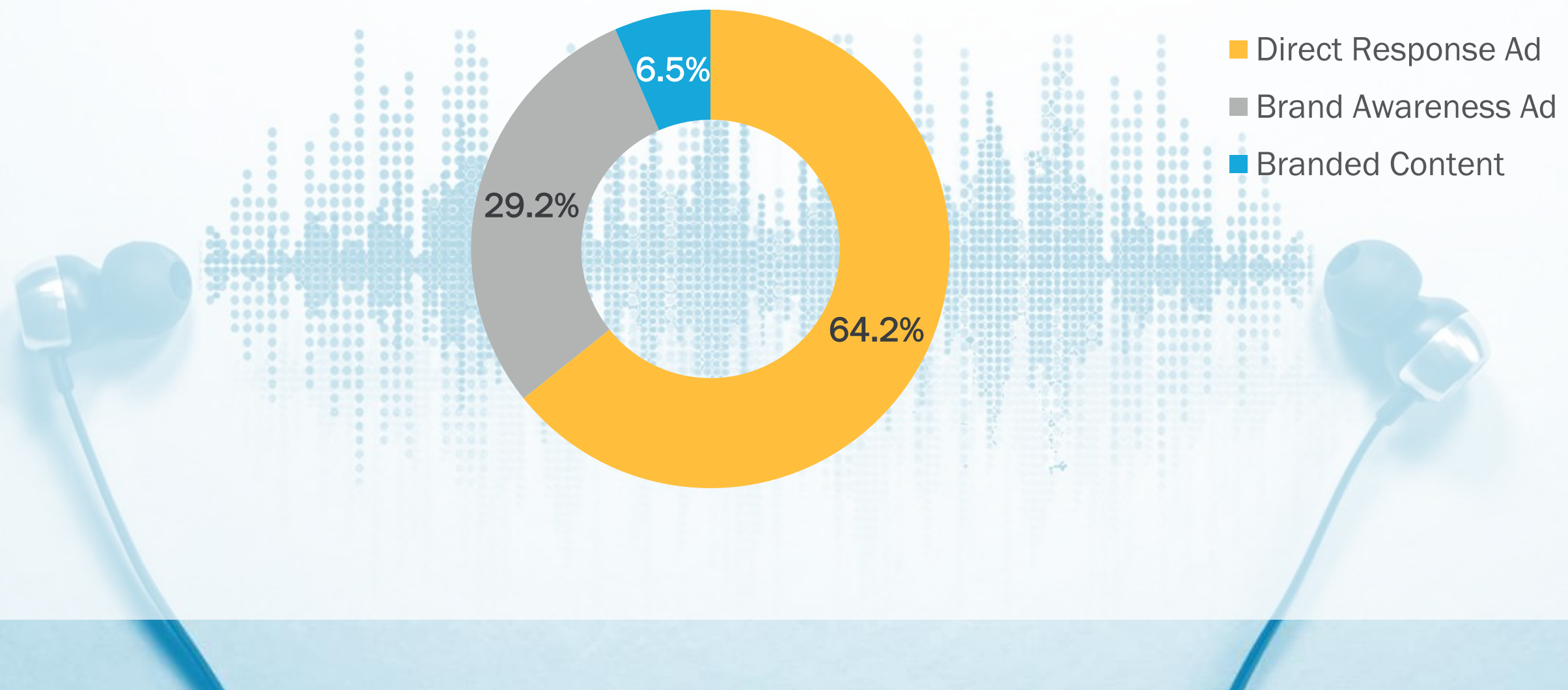
ON AVERAGE, AUDIO ADS DRIVE A **24% HIGHER RECALL** RATE THAN DISPLAY ADVERTISING.

– NIELSEN MEDIA LAB STUDY

With audio ads expect:

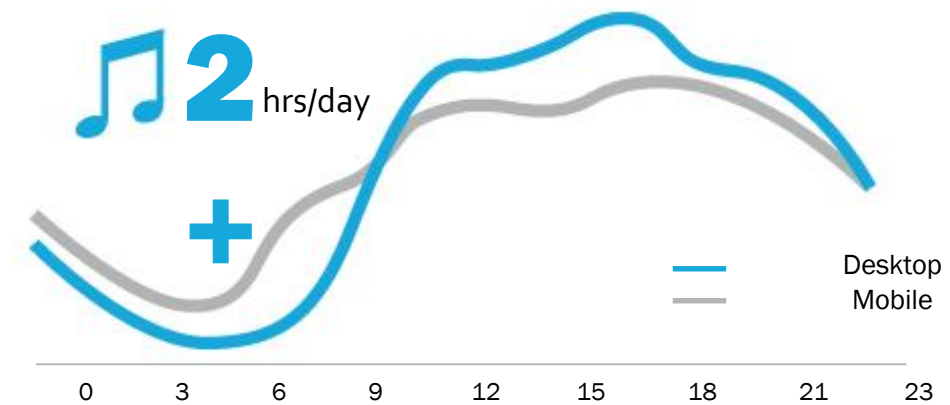
- + Increased brand recognition
- + Focused audience via non-skippable ads

PODCASTS CAN DRIVE RESPONSE



REACH YOUR AUDIENCE

WHEN DO PEOPLE LISTEN?



Always On
Audio audiences stream from morning to night, and the average cross-platform user spends 2+ hours daily

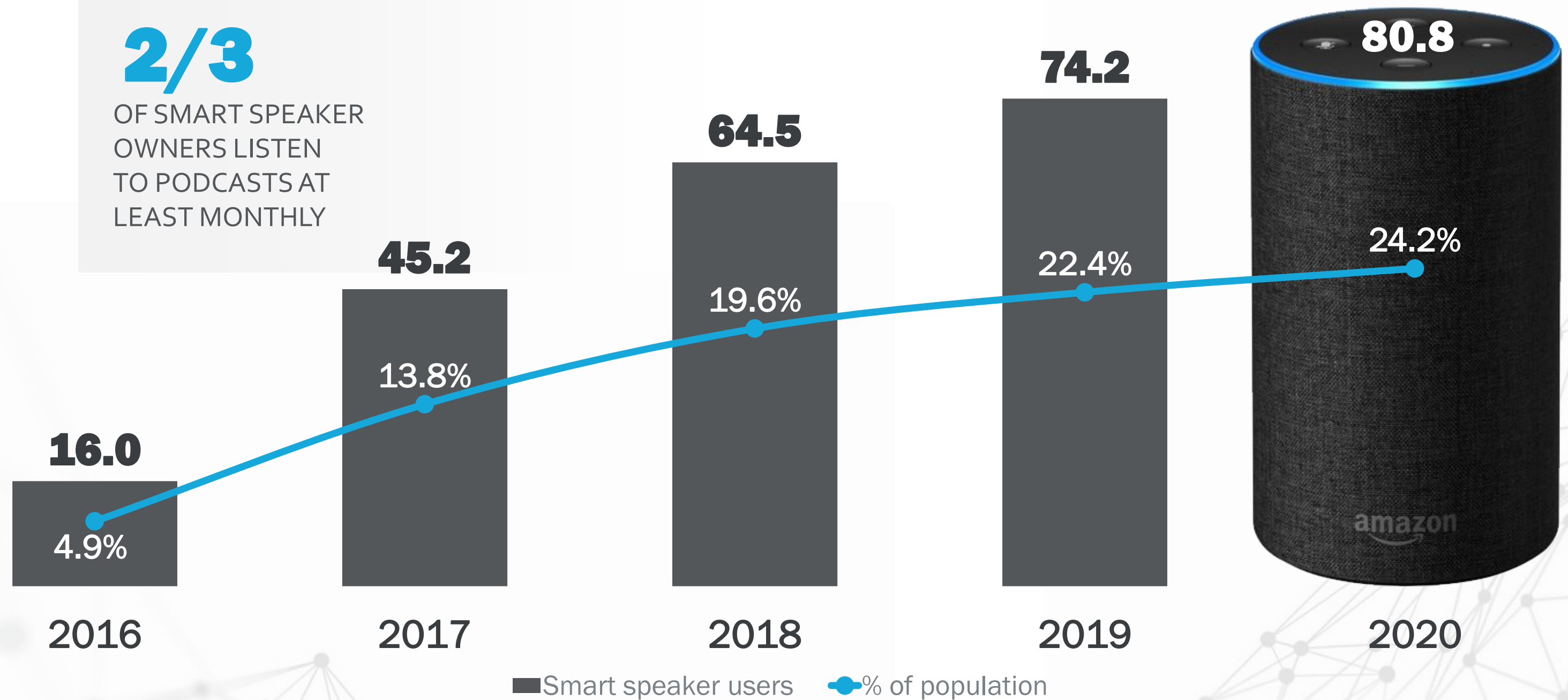
WHERE DO PEOPLE LISTEN?

- + Desktop
- + Mobile device
- + Car
- + Smart speaker
- + Other connected devices

ADOPTION OF SMART SPEAKERS

2/3

OF SMART SPEAKER
OWNERS LISTEN
TO PODCASTS AT
LEAST MONTHLY



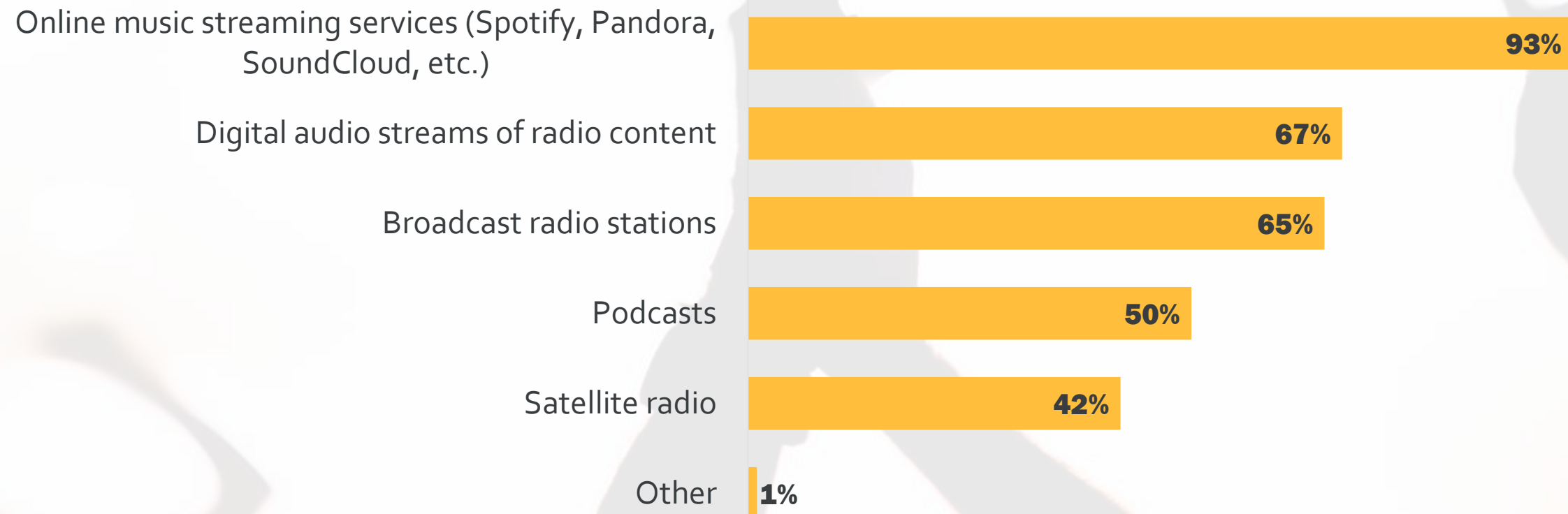


PROGRAMMATIC AUDIO

WHAT IS PROGRAMMATIC AUDIO?

The use of automation in the buying, selling or fulfillment of either terrestrial or satellite radio ads, as well as multiple forms of digitally streamed audio ads that appear across digital radio stations, digital music service providers like Spotify and Pandora, as well as podcasts and other digital audio content that contains advertising.

TYPES OF AUDIO ADS THAT BUYERS ARE INTERESTED IN PURCHASING PROGRAMMATICALLY



AUDIO IN BASIS



AUDIO + COMPANION REQUIREMENTS



AUDIO AD

File size:

Maximum file size of 100MB and maximum duration of :60 seconds (:15, :30, and :60 accepted)

Supported File Types:

MP3
OGG
VAST Audio



COMPANION AD

File size:

Maximum 200kb
(640x640, 300x250)

Supported File Types:

JPG
GIF
PNG



TIP

Always try to include a companion banner with audio ads

BASIS AUDIO INVENTORY



PODCAST PARTNERS

 **Megaphone**[®]

Gimlet

 **MIDROLL**

 **PODCASTONE**

 **WONDERY**



AUDIO IN BASIS

Look for the *Audio* format section when building out the DSP line item

The screenshot shows the Basis DSP interface for a campaign named 'Rev. 1.1' by Coffee House, Inc. The campaign is in 'LIVE' status. The 'DSP' section is expanded, showing a line item 'A18-34; Geo-Target to Chicago'. A dropdown menu for 'formats' is open, highlighting 'Audio' as the selected option. The interface includes a table with columns for DATES, UNITS, RATES, and COSTS. The 'Audio' format is selected, and the 'Ad Serving' type is set to 'Ad Serving'.

DETAILS	DATES	UNITS	RATES	COSTS
LI A18-34; Geo-Target to Chicago	starts 10/01/18 ends 11/30/18	Dynamic CPM rate type 4,320,988 est imps	\$8.0000 est media 30.0000% est margin \$11.5714 est gross	\$34,567.90 media \$15,000.00 est gain \$50,000.00 gross
Ad Serving		CPM rate type 4,320,988 est imps	\$0.1000 ad serv	\$432.0988 ad serv
			4,320,988 est imps \$11.57 est eCPM (gross)	\$50,000.00 gross

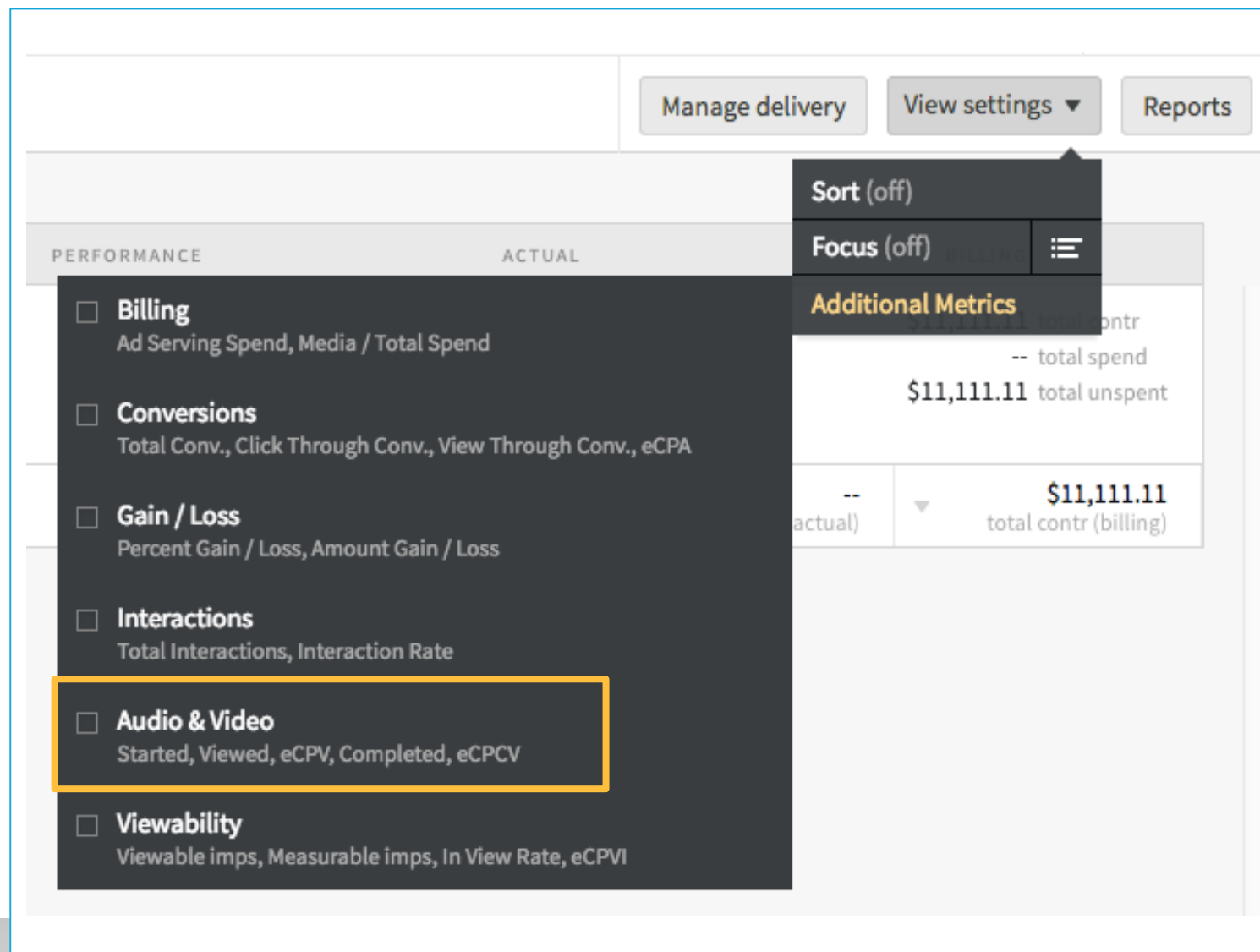
AUDIO IN BASIS

Want to see where Audio metrics live on the Analytics Screen?

Go to:

- View Settings
- Additional Metrics
- Audio & Video

... to populate audio metrics in the Analytics Screen





OPTIMIZATIONS & AUDIO ADS

REMEMBER, BEFORE OPTIMIZING PROGRAMMATIC AUDIO ADS:

They're new: Audio is new to the programmatic space so inventory can be limited.

They're different: Unlike open market buys, you will not be able to opt out of sizes or different exchanges.

They perform: From a performance and engagement perspective, audio ads will have better results because they're not skippable.



THE AUDIO AD OPPORTUNITY

- + Audio is a personal experience
- + Audio is only growing bigger
- + Programmatic opportunities will increase
- + Works for awareness or response-oriented campaigns

THE HIP-HOP FLOW CHART:
A RANKING OF RAPPERS
BY SIZE OF VOCABULARY

[NUMBER OF UNIQUE WORDS USED WITHIN AN ARTIST'S FIRST 55,000 WORDS]

QUESTIONS?
THANK YOU!

