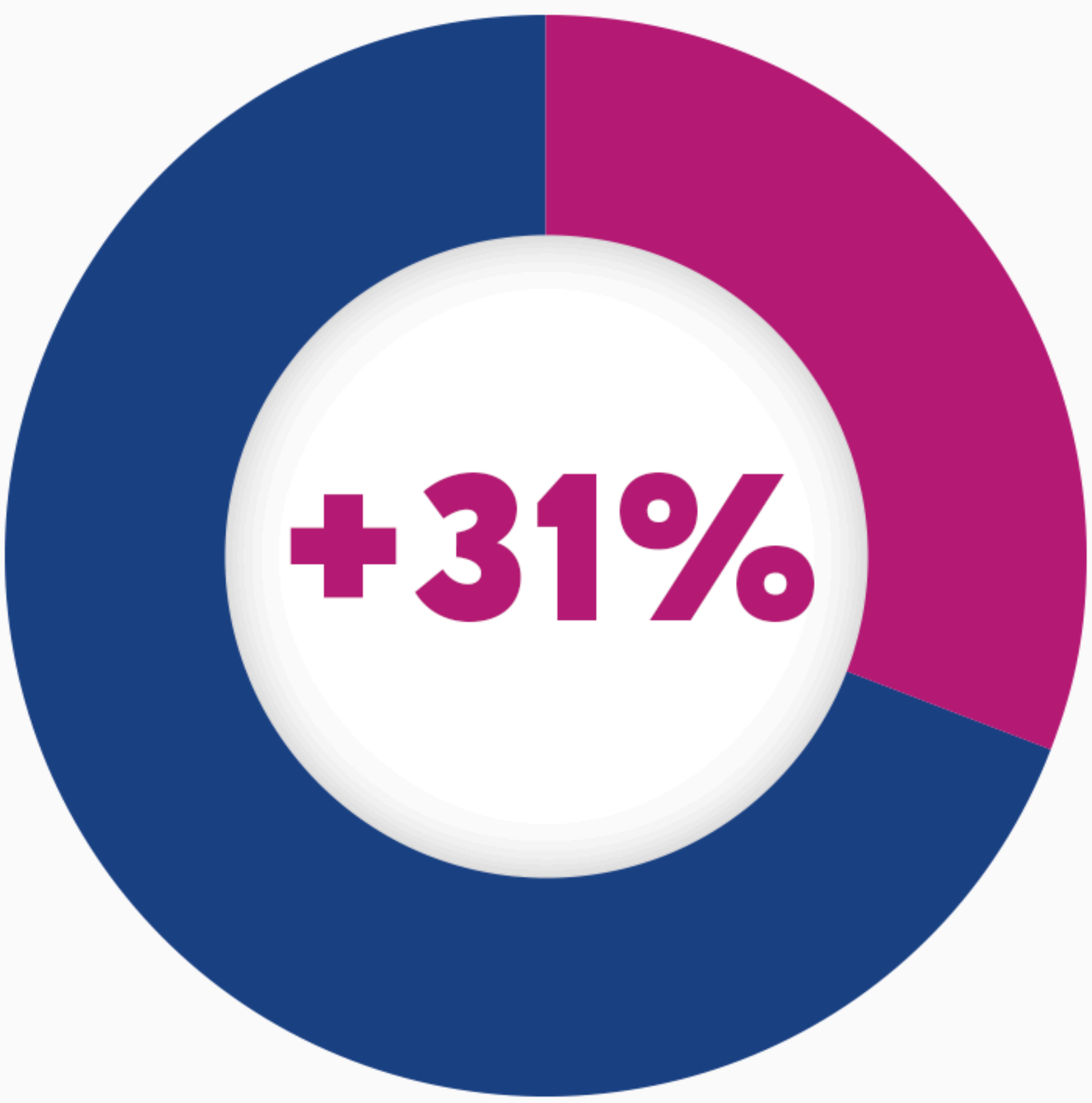
DIGITAL AD EXCHANGE

AUDIO LISTENING

via connected devices during the Coronavirus pandemic

Listening growth since Covid-19
(Feb 2020 v March 2020)



Source: DAX Ad Inventory Volumes

DAX Inventory volume is the total number of ad requests which are driven by more people listening or people listening for longer.

thisisdax.com

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DIGITAL AD EXCHANGE

Podcasts

+14%

listening growth

Growth verticals

News

Comedy

Family

+ many more

+ many more

+ many more

Source: DAX Ad Inventory Volumes (Feb '20 v Mar '20)

DAX Inventory volume is the total number of ad requests which are driven by more people listening or people listening for longer.

dax
DIGITAL AD EXCHANGE

Music Streaming

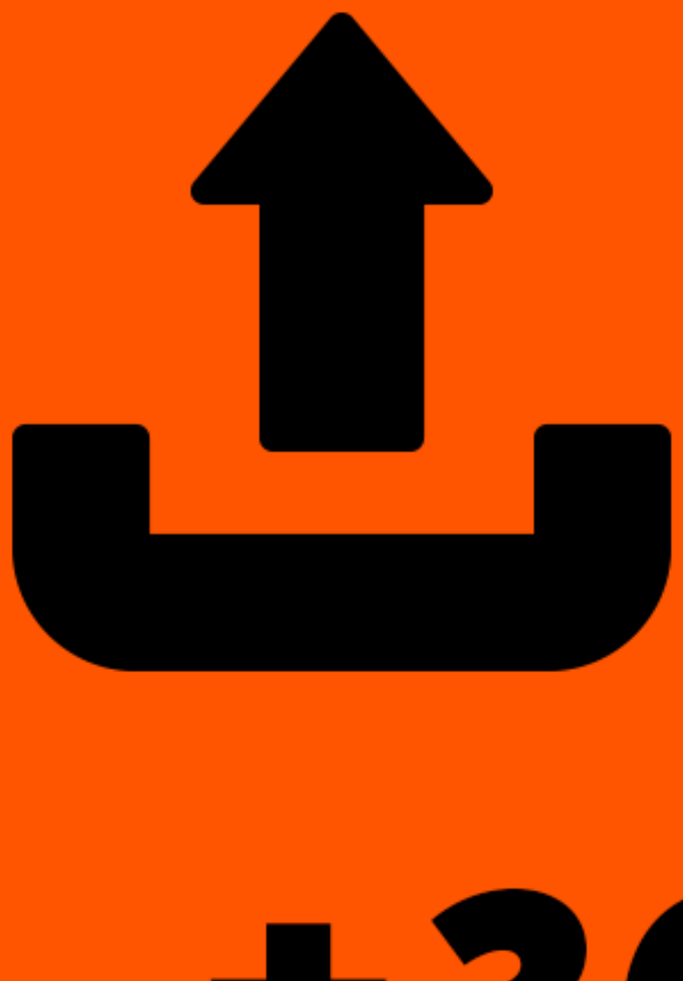
+11%

listening growth

Source: DAX Ad Inventory Volumes (Feb ‘20 v Mar ’20)

DAX Inventory volume is the total number of ad requests which are driven by more people listening or people listening for longer.

SOUNDCLOUD



50%

surge in creators uploading tracks

+30,000

#COVID-19 tracks uploaded since January

Source: SoundCloud Data

DIGITAL AD EXCHANGE

Radio Streaming

global

+15% growth in hours on Global stations

LBC

+40% growth in listening hours

We've also seen growth from other stations catering to a wide range of audiences including:

+51% **+36%**

listening growth

Sources: Audience One (9 Mar - 29 Mar vs. Pre-crisis 1 Jan – 8 Mar 2020)
DAX Ad Inventory Volumes (Feb '20 v Mar '20)

DAX Inventory volume is the total number of ad requests which are driven by more people listening or people listening for longer.