AUDIO LISTENING
via connected devices during the Coronavirus pandemic

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

+31%

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 info@thisisdax.com
0207 054 8762
Podcasts +14% listening growth

Growth verticals

- News
- Comedy
- Family

+ 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.
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.

50% surge in creators uploading tracks

+30,000 #COVID-19 tracks uploaded since January

Source: SoundCloud Data
Radio Streaming

+15% growth in hours on Global stations

+40% growth in listening hours

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

+51% listening growth

+36%

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.