

Digital Audio Advertising in “The New Normal”

Trends and Opportunities in a World with
Remote Working and Social Distancing

adswizz

April, 2020

Summary

- **AdsWizz Unique Perspective**
- **Audio in The New Normal**
- **Changes in Listening Behavior**
- **Podcast Listening**
- **Winners and Losers**
- **Opportunities Today**
- **Planning for the Future**



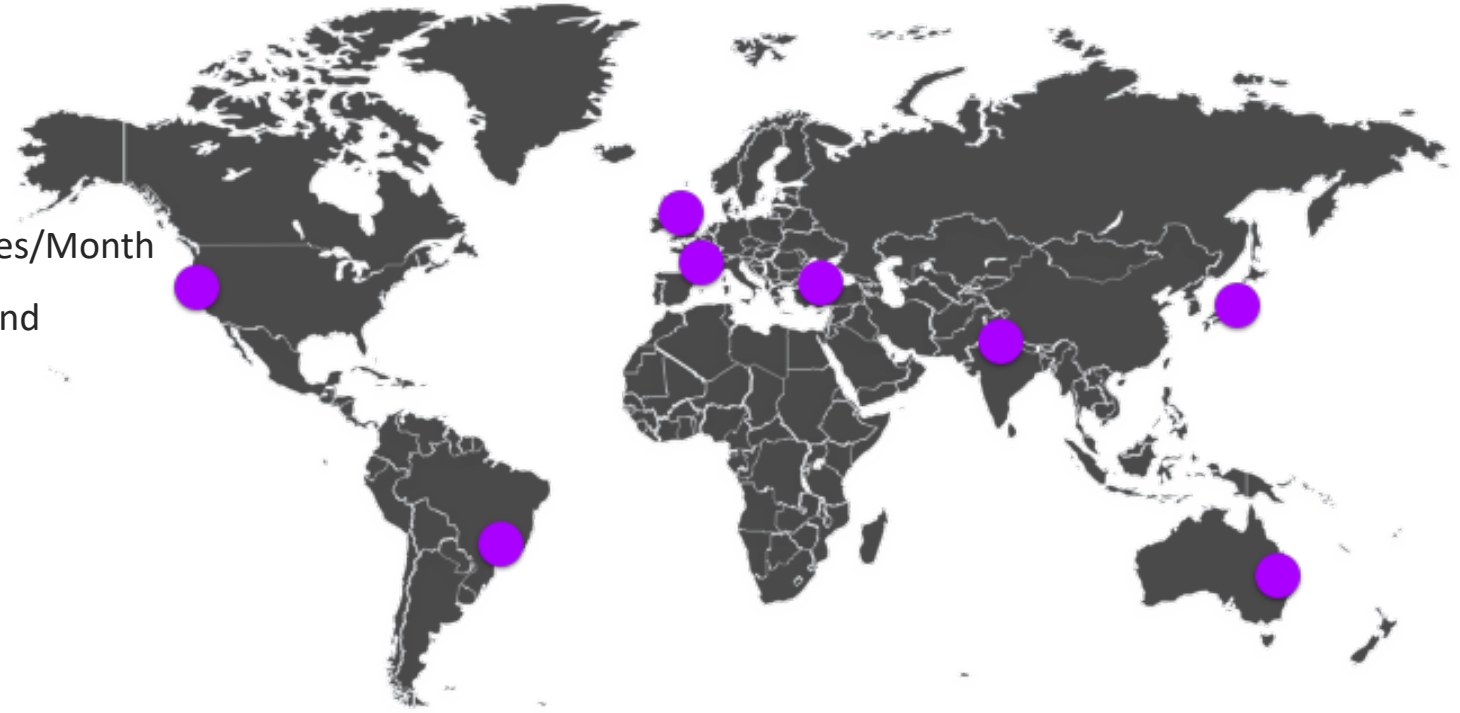
Adswizz Unique Perspective

Award Winning Audio AdTech Solution Reaching 200M Uniques/Month

Powering Digital Audio Economy With Both Supply And Demand

Unique Perspective to See Trends Across All Audio Types

- North America, Europe, Asia, and LATAM
- Music, news, sports, and podcasts
- Leading publishers and advertisers in each market



Best Technology Platform for Programmatic Trading (EU 2018, 2019; US 2019)



Best Publisher Side Technology (April, 2019)



Best Monetization Platform for Publishers (October, 2019)



Most Effective Programmatic Media Partnership (w/ Spark Foundry) (October, 2019)



...and many more

Audio is a Big Part of the New Normal We Live in Today

83%

Of consumers say they are listening to as much or more radio as before the pandemic.

60%

Of consumers that hold radio in high regard and trust it to deliver timely information regarding the COVID outbreak.

42%

Of consumers say that radio has helped them deal with the current crisis.

SOURCE: Nielsen: 'Radio is Comfort Food in Times of Crisis' (March 16, 2020). Data is for US market.

<https://www.nielsen.com/us/en/insights/article/2020/radio-is-comfort-food-as-media-consumption-rises-amid-covid-19-pandemic/>

adswizz

Listening Behavior is Changing



What

- Increase in podcast, news, business
- People feel “less alone” when they hear trusted voice



Where

- Increase in audio listening from home IP's
- Less listening via mobile, with decrease in commute time



When

- No longer listening during commute hours
- No longer drops in weekends. ‘Every day is a week day.’



How

- Increase in listening via smart speakers
- Large spikes in smart speaker use in morning, during what was ‘commute’

Digital Audio Unique Listeners are up 11%, since social distancing and shelter in place has taken hold.

Podcast Listening is Increasing



Up by 5% - 30% during pandemic**

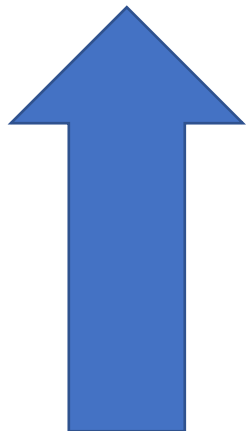
People seeking trusted voices

Business, COVID news most popular

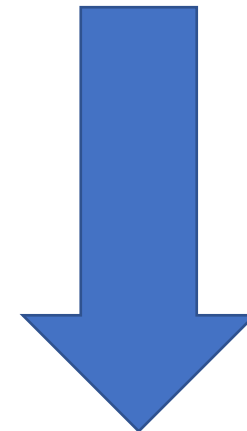
Listening for longer periods of time

** Increase varies by publisher, and by type of content.

During this Time, Some Advertisers are Spending More... And Some Less



Health Care
Home Services
Financial
Education



Sports
Autos
Event Promotion
Travel

There Continue to Be Advertising Opportunities in a Number of Sectors

- Health Products and Services
- Pharmacies
- Online Retail
- Financial services
- Insurance
- Food Store Chains and Delivery
- Staffing and Hiring
- Government
- Education and Online Learning
- Online Entertainment
- Online Services (Zoom, Webex, etc)
- Training applications

Unique Ad Opportunities for Digital Audio

With listeners at home, there are unique ways that advertisers can leverage our technology to intelligently engage listeners with precise targeting.



**Build Trust with
Your Brand**



**Target Devices and
Experiences in the Home**



**Tap into Podcast with
Contextual Targeting**



**Tell a Story with
Intelligent Sequencing**

Build Trust with Your Brand



63%

Of advertisers have already changed their messages in-market, moving to mission-based and caused-based marketing

SOURCE: IAB: Corona Virus Ad Spend Impact: Buy Side (March 27, 2020)

<https://www.iab.com/insights/coronavirus-ad-spend-impact-buy-side/>

adswizz

Target Devices and Experiences in the Home



400%

Lift in engagement when companion banners intelligently served with audio on same IP in the home with AdsWizz **Second Screen** solution

Target Devices and Experiences in the Home



100%+

Increase in smart speaker listening in the home during the pandemic, primarily in the morning to access news

Tap Into Podcast Listening with Brand Safe, Contextual Targeting



1,000

Numbers of shows on AdsWizz network that can be accessed with **PodScribe** capability, in partnership with **Comscore**.

Able to target podcasts programmatically, and target away from content about corona virus.

Tell a Story



4+ hours

Average number of hours someone listens to audio daily. With longer listening times, 'Ad Sequencing' uniquely takes advantage of audio platform to deliver different ads sequentially to tell a fuller story.

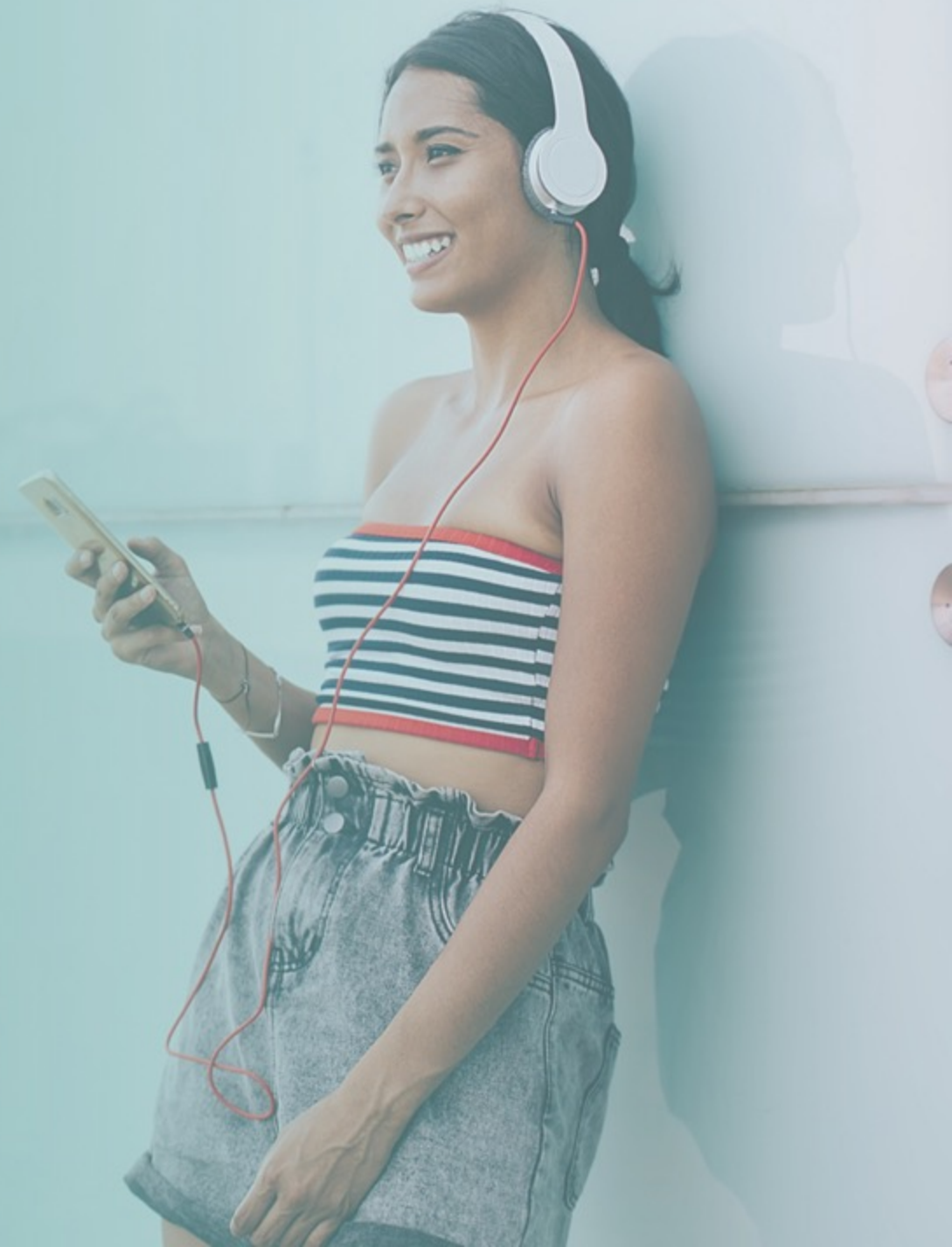
Audio Advertising is an Efficient Way to Continue to Intelligently Reach Your Customers During the Pandemic

- Digital audio listeners have increased.
- People are comforted by familiar, trusted voices during this crisis.
- It's important to continue to strengthen your brand and connect with your audience.
- AdsWizz ability to intelligently target at home makes ad spending effective and efficient.
- There are a number of sectors that are spending in audio today.



THANK YOU

adswizz



Additional Information

Nielsen: 'Radio is Comfort Food in Times of Crisis' (March 16, 2020)

<https://www.nielsen.com/us/en/insights/article/2020/radio-is-comfort-food-as-media-consumption-rises-amid-covid-19-pandemic/>

IAB: Corona Virus Ad Spend Impact: Buy Side (March 27, 2020)

<https://www.iab.com/insights/coronavirus-ad-spend-impact-buy-side/>

Voxnest: 10% increase in podcast listening – across Italy and Spain

<https://blog.voxnest.com/coronavirus-impact-on-podcast-listening/>

How COVID Has Changed Media Habits in Each Generation

<https://www.weforum.org/agenda/2020/04/covid19-media-consumption-generation-pandemic-entertainment>