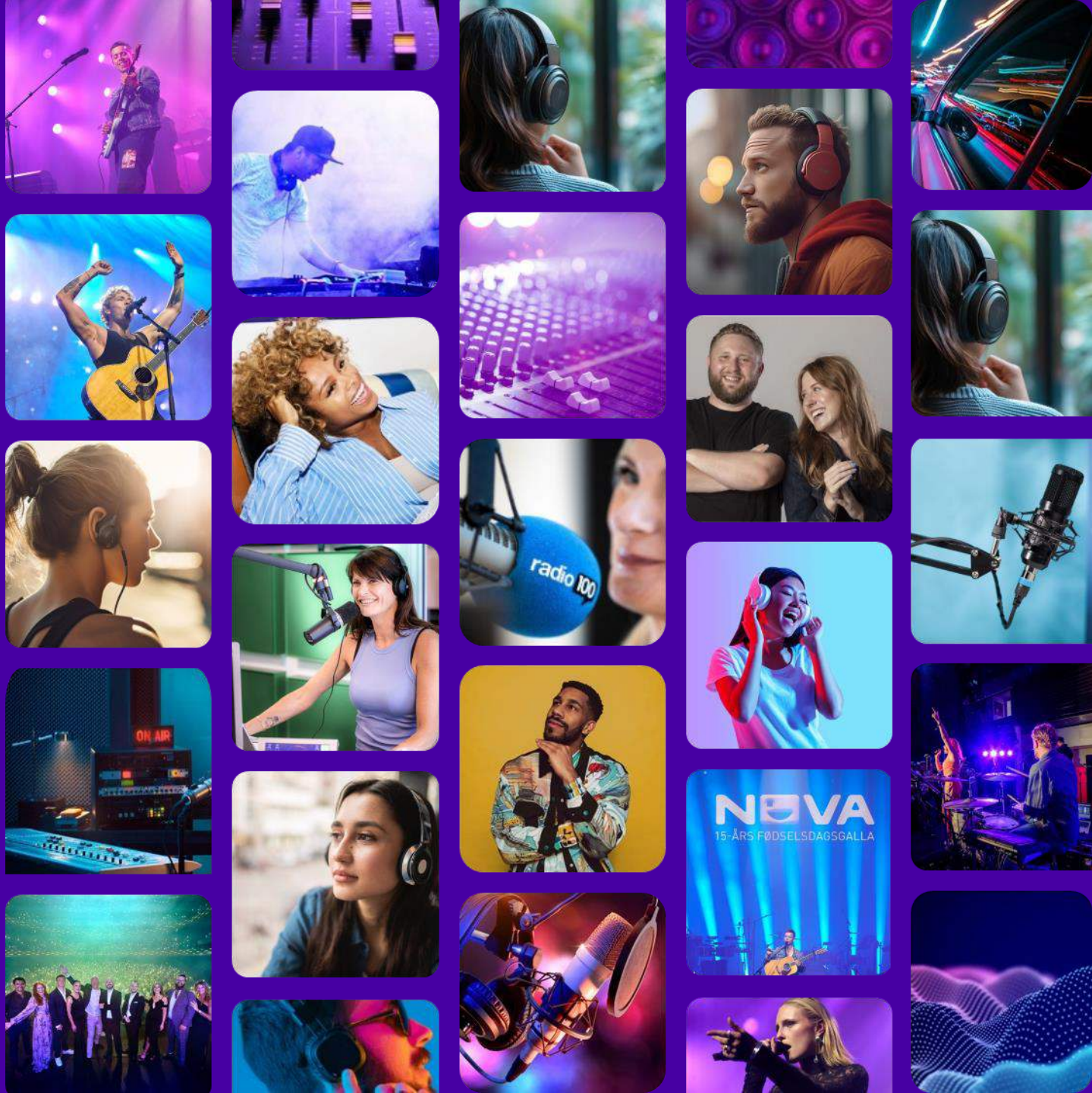


Welcome to the Audioverse



Agenda

Kristoffer Vangen

Tankernes Teater

Charlotte Kiwa Dreyer

Native podcast case Arla

Charlotte Melford

The future of Audio

Claes Braagaard

Mediemarkedet '25 & Total reach Audio



The Future of the Audioverse

Harnessing the
power of sound
& creating audio
impact



Welcome to the Audioverse

The Audioverse is expanding, it's dynamic, with new ways to listen, new technology and bigger audiences than ever

- But why do people build enduring, powerful relationships with audio?
- How is the audioverse evolving? And how are audiences responding?
- And what does this all mean for brands and advertisers?

We have spoken to a series of leading experts and delved into audio trends & technology to better understand...

The enduring Power of Sound



Audio triggers emotional connections and its intimacy builds trust

During the pandemic, 70% of listeners turned to radio for a sense of connection. This speaks to radio's role as a "trusted friend" in times of isolation

Peter Field IPA Radio Study

Radio is considered the most trusted media*



Audio evokes a stronger emotional response than visual*



***Professor Daniel Müllensiefen**, Department of Psychology at Goldsmiths University

"Subliminally, audio feeds into your consciousness—it's not aggressive, but it's impactful."

Dr Michael Bloomfield, Anthropologist



The Audioverse is evolving at pace

From audio waves to digital streams....

Get ready for an exciting future as we move towards **100% digital listening** in the next five years, making radio more **personalized, interactive, and immersive** than ever before. The next wave of innovation in **digital listening, smart listening tech, spatial audio and cutting-edge AI usage** will transform how we consume, experience and interact with radio content.

“Evidence shows underinvestment in radio. Shiny new things have pulled budgets away, but it's worth remembering that radio is incredibly effective at reaching people you can't get any other way

Grace Kite, Behavioural Economist



The dawn of digital Audio Era means

In Denmark, smart home penetration is expected to reach 72.4% in 2024 and 94.1% by 2029*

- ▶ **From purely passive consumption to opportunity for interactive experiences**
- ▶ **A rise in on-demand content**
- ▶ **Voice-activated interactivity and dialogue**
- ▶ **Dynamic AI driven advertising**
- ▶ **Data-targeted opportunities**

Think of a piano—modern audio gives listeners more keys to play, creating new tunes while keeping the classics alive Dennis Christensen Head of insight Danske Medier



Audio's Expanding Universe

**innovation in listening
tech unlocks access to
new audiences**



Wearables

Advanced
headphone tech



Hearables

Smart in-ear
devices



Driveables

Integration with
smart car tech



Commutables

Tapping into constant
connectivity

**Ray Ban Meta Glasses
just surpassed the 1 mill
sales mark – the first
real AI wearables
success story'**

Wired 2024

**"People are bombarded
with visual ads, but there's
a lot less going on for their
ears. That's a real
opportunity for brands."**

Grace Kite, Behavioural
Economist



A snapshot of the future of audio advertising: Smart touchpoints + immersive experiences



The arrival of smart conversations



audio ads on smart speakers result in a 2.3 x increase in brand engagement compared to traditional audio ads

Power of Audio Study 2023, Octave

In 2025 all the Big Tech will launch step change AI driven voice assistants:

- Google Astra
- Siri Intelligence
- Meta AI
- Alexa next gen
- Apple AI

Voice assistants are becoming more integrated into daily life

...so audio ads are evolving to become **more actionable.**

Improvements in natural language processing and context-awareness delivers a **more intuitive and responsive experience.**

.. Offering new opportunities **to engage and interact with audiences**

"we expect to just talk to the room and have it talk back. Devices fade into the background as voice becomes the invisible interface that powers our lives." Charlie Cadbury, Say It Now



**Access all audiences –
the rise of context driven
& needs state listening**



Context driven

“We will be engaging with audio more often, for longer – as digital drive access and AI drive automation”

Rune Born Schwartz MD Munck

People are increasingly listening to audio on their phones, which makes call-to-action advertising more effective. They can hear something and buy it on the spot”

Grace Kite Behavioural Economist

Need state listening

Dynamic ad insertion opens a huge opportunity if done right”

Dennis Christensen Head of insight Danske Medier

Radio dominates 6 out of 7 core need states*

identified by audiences making it a highly valued media

* Radio Centre / Differentology
Generation Audio report 2023



New consumption behaviours – it's getting personal

“Audio content you engage with can become a badge of identity to reflect personal values. This creates an opportunity for brand-building by associating with something people deeply identify with”

Grace Kite, Behavioural Economist

65% of Gen Z use
YouTube to access audio



“Younger people are getting more into audio younger”

Charlie Cadbury, Say It Now

47% of Gen Z are regular podcast listeners,
with **28%** tuning in nearly every day. Loopex digital



“This generation isn’t just consuming audio—they’re curating it”

Rune Born Schwartz, MD Munck Studios, Copenhagen



Turn up the Mood boost


68% of Gen Z & Millennials say audio helps them manage stress or lift their mood*

Audiences consider audio content to be **4x** more likely 'a good place' than other media*

"I wouldn't be surprised if we see audio is prescribed by doctors for mental health. It works—research shows it reduces stress."

Dr Michael Bloomfield, Anthropologist

Mood boosting audio snacks :

- Audio Learning apps e.g. Duolingo
- Wellness Podcasts
- ASMR trend 
- Flow playlists



* source Kantar 2023 Wellness report

An Audio advertising revolution is coming

“it’s not about the big TV ad anymore. Instead, is a series little tiny connections that will add up - Brands have to learn to live in a world with a million different touchpoints”

Rune Born Schwartz MD Munck Studios, Copenhagen

- ▶ **A blended human / AI future**
- ▶ **A rise in Sonic Branding**
- ▶ **Thriving in an Ad-avoidant world**
- ▶ **Creativity freedom in a safe space**
- ▶ **Audio as a key touchpoint**

AI will radically improve efficiency so we can channel our creativity into the places that will give you the most value.”

Richard Denis-Jones – CCO RadioWorks



The new Audioverse promises a Sonic Future

Are you ready?





Bauer
Media
Group



Together we create impact