



MEDIA



**FREMTIDENS DIGITALE
AUDIOLANDSKAB**

Udvikling og internationale trends digital audio

Charlie Brooks, Chief Revenue Officer, Digital Audio, Bauer Media UK

INTERNATIONAL DEVELOPMENTS IN DIGITAL AUDIO

CHARLIE BROOKES

CRO DIGITAL AUDIO UK

WHAT WE'LL BE COVERING TODAY

- 1 **WHY BE EXCITED BY IP AUDIO**
- 2 **WHY IT'S ADDITIVE TO MEDIA MIX**
- 3 **HOW ITS DEVELOPING IN UK**
- 4 **EMERGING TRENDS**

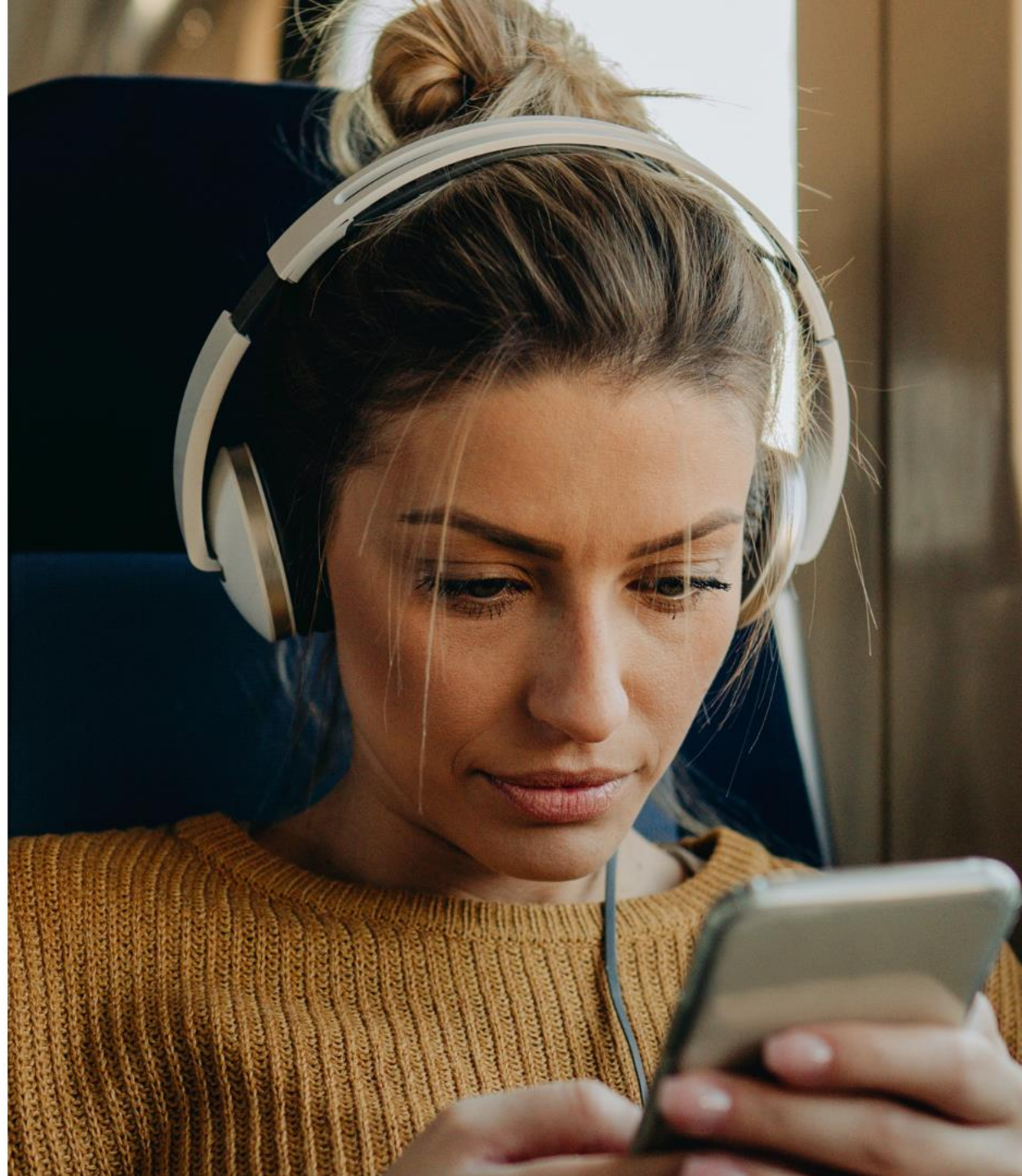
CONSUMER BEHAVIOUR

**UNDER 25'S – 70% OF LISTENING
IS ON CONNECTED DEVICE**

2019 – 26%

2020 – 32%

2022 – 40%



THE MEDIUM

A black and white photograph of Marshall McLuhan. He is seated at a desk, looking directly at the camera with a thoughtful expression. He holds a pencil in his right hand, raised towards his ear. On the wall behind him are several rotary telephones. In front of him are two open books. The book on the left is a standard text book, while the book on the right features a large, intricate diagram or map on its page. The lighting is dramatic, highlighting his face and the objects on the desk.

**'...THE PERSONAL AND SOCIAL CONSEQUENCES OF ANY MEDIUM
...RESULT FROM THE NEW SCALE THAT IS INTRODUCED INTO OUR
AFFAIRS BY EACH EXTENSION OF OURSELVES, OR BY ANY NEW
TECHNOLOGY.'**

MARSHALL MCLUHAN

MEDIUM/TECHNOLOGY

INTERACTIVITY

PROGRAMMATIC ACCESS

DYNAMIC CREATIVITY

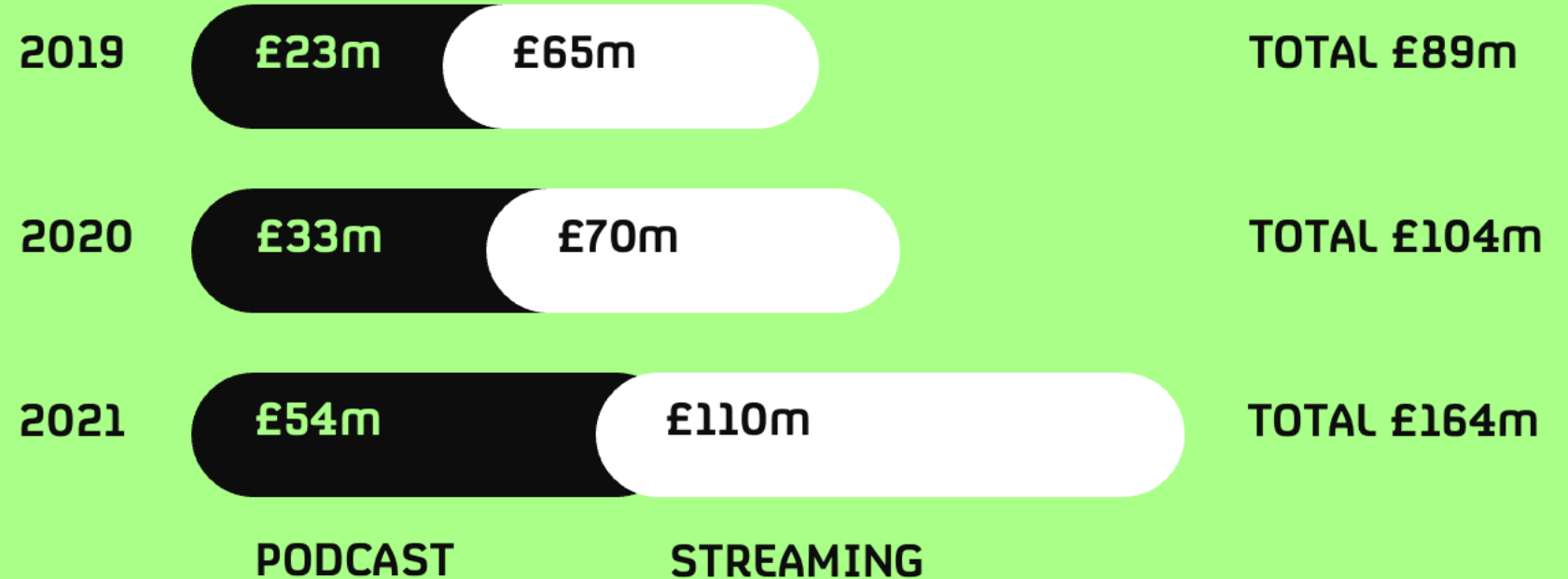
DATA DRIVEN

MEASUREMENT



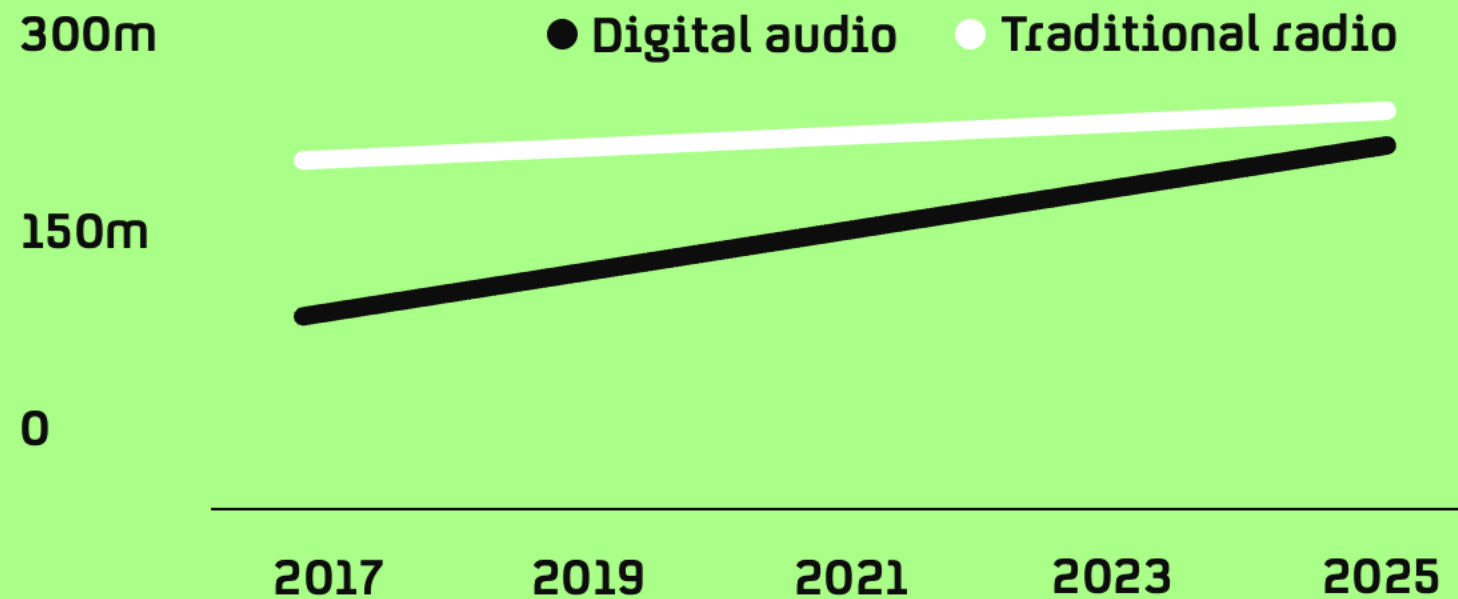
THE ADVERTISERS

AD SPEND IS
FOLLOWING THE
CONSUMER



THE ADVERTISERS

**DIGITAL AUDIO IS
COMPLEMENTARY
TO BROADCAST**



DIGITAL AUDIO IS ADDITIVE



ALL THE BENEFITS OF BROADCAST ADVERTISING

TRUSTED BRANDS
RESPONSE DRIVER
BRAND BUILDER
BRAND SAFE
LOW AD AVOIDANCE
TRANSPARENT
ENGAGED AUDIENCES



ALL THE ADVANTAGES OF DIGITAL TARGETING

PERSONALISED MESSAGING
SCALE
CUT-THROUGH
INCREMENTAL REACH
PRECISE TARGETING

DIGITAL AUDIO DRIVES PERFORMANCE



BRAND AWARENESS

89%

89% of people who heard the ManiLife advert, recalled the brand

AA

BRAND PERCEPTION

+13%

Use of digital audio saw a +13% increase in those liking the AA



BRAND CONSIDERATION

55%

55% Considered switching to Tesco Mobile after hearing the ad



ACTION & PURCHASE

+13%

Purchase intent increased by +13%

VOICE ACTIVATION

 octave | sayitn^ow



THE SCIENCE

32%

UPLIFT IN APPROACH

26%

INCREASE IN GENERAL ATTENTION

17%

RISE IN EMOTIONAL RESPONSE

11%

INCREASE IN MEMORY-BASED RESPONSE

3%

HIGHER ENGAGEMENT LEVELS



PRODUCT DEVELOPMENT



**CONTEXTUAL
TARGETING**



**PODCAST
GENRES**



**CLEAN ROOMS
DATA MATCHING**



**AUDIO DMP/
SMART SPEAKER**

IN SUMMARY

- 1 **CONSUMER ADOPTION IS INEVITABLE**
- 2 **TECHNOLOGY IS A MASSIVE ENABLER**
- 3 **3 MEDIUMS IN 1 WITH UNIQUE OPPORTUNITIES**
- 4 **AUDIO IS POISED AT ITS INFLECTION POINT**

THANK YOU

CHARLIE BROOKES

CRO DIGITAL AUDIO