



AUDIO

Digital audio advertising on premier digital radio and podcast inventory



As content consumption shifts rapidly to mobile and connected devices, users are increasingly listening to, rather than viewing their content. Digital audio presents an unmatched opportunity for advertisers today due to strong engagement, high completion rates, and premium inventory virtually devoid of fraudulent traffic or low quality publishers.

THE DEMAND LOCAL DIFFERENCE



EFFECTIVENESS

True 1 to 1 engagement to the user; ads are on even when screens are not



MAXIMIZE MESSAGING

Repurpose your current traditional radio messaging for consistent message delivery across multiple media platforms



AUDIENCE REACH

10,000+ digital audio players (live, podcast, simulcast, on demand) on mobile, desktop, and connected devices



PREMIUM AUDIENCES

Target by subscription, behavior, geography, demographic, category, device and more



CUSTOM REPORTING

Audio specific reporting KPIs including uniques, listen through rate (LTR), exposure time and companion banner impressions

DIGITAL AUDIO GROWTH

61%

OF AMERICANS 12+ LISTEN TO ONLINE RADIO



48%+

OF LISTENING ON MOBILE IS STREAMING RADIO



PREMIUM CHANNELS



Source: Edison Research, "The Infinite Dial 2017," Mar. 2017.