



# IAB DIGITAL AUDIO ADVERTISING: STATE OF THE NATION

8th February 2017





# VIJAY SOLANKI

CEO

Interactive Advertising Bureau

pandora®

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AUSTRALIA

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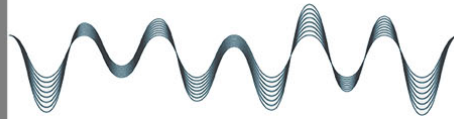
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ENTERTAINMENT

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**STATE OF THE NATION**



THANK YOU  
FOR HOSTING:



**pwc**

**#iabaudio**

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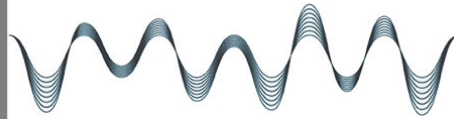
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## PricewaterhouseCoopers IAB Online Advertising Expenditure Report

Quarter ended 30 September 2016  
Report released: 29 November 2016



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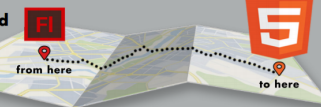
IAB Podcast Ad Metrics Guidelines

Released September 6, 2016

TRANSITIONING FROM  
FLASH TO HTML5

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We have moved



Measurement

Standards

Whitepapers

Events

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VIEWABILITY  
WHITEPAPER

DRAFT FOR PUBLIC COMMENT  
DECEMBER 2016



PROGRAMMATIC  
SUMMIT2017  
2nd March | ICC Sydney



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# CURRENT COUNCILS

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standards and  
guidelines

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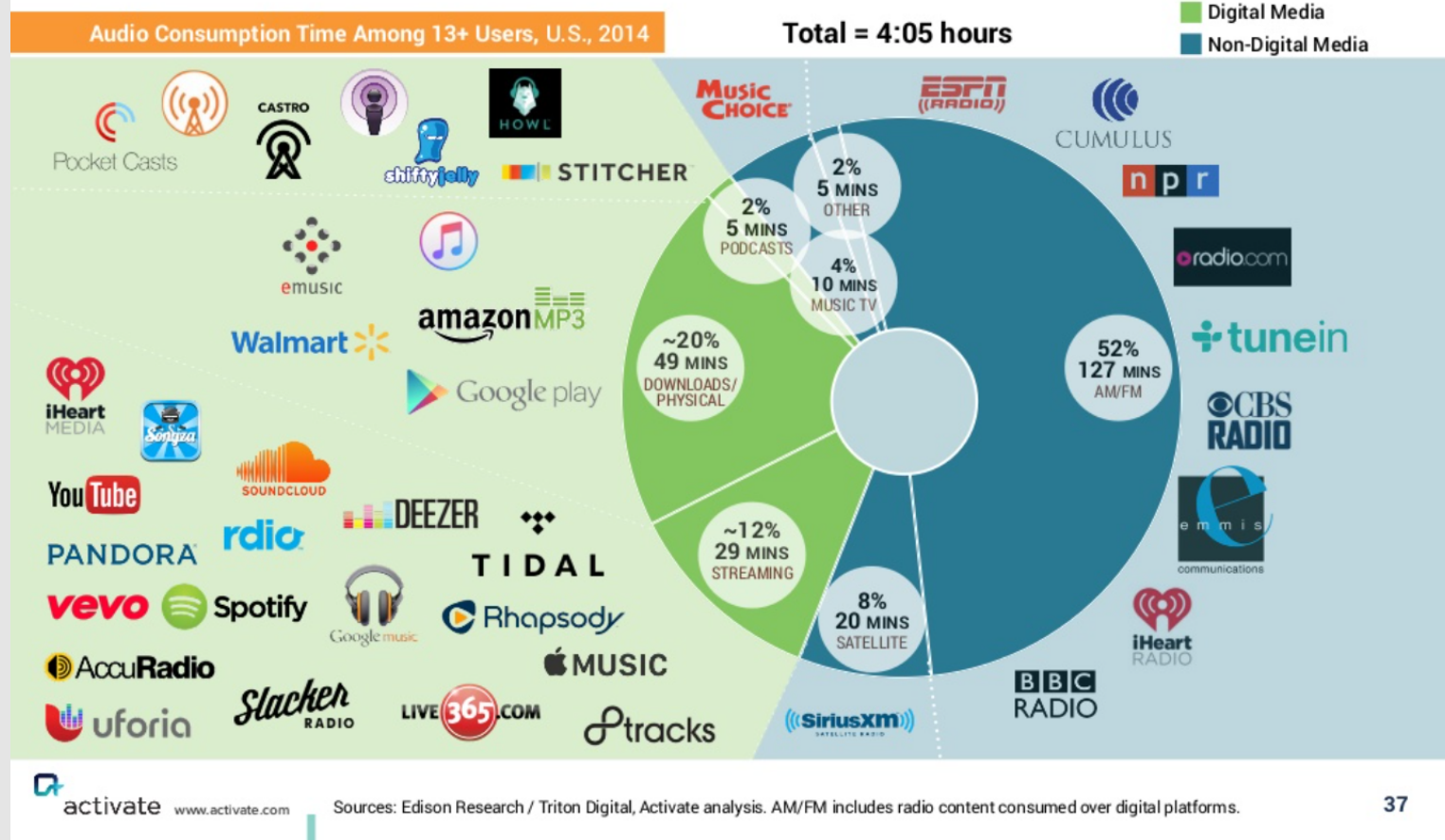
mobile





THE WORLD OF  
AUDIO IS  
CHANGING

# There's a proliferation of new digital players, but many crowded categories only represent a small fraction of overall listening



# Consumers will spend more time on digital audio, driven by multi-tasking opportunities

TYPICAL U.S. DAILY BEHAVIOR, AGES 13+ 2014

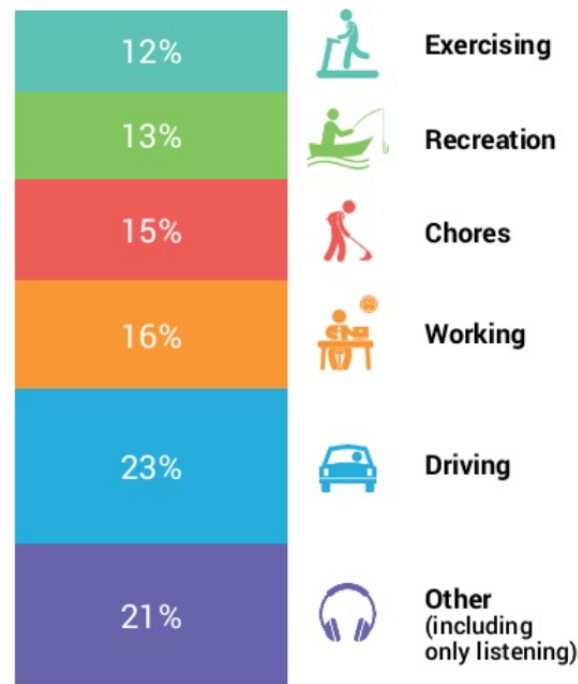


SHARE OF MOBILE APP TIME SPENT, June 2015



Total mobile app time: 3:25 hours/day

WHILE LISTENING TO MUSIC, AMERICANS (13+) ARE ALSO:

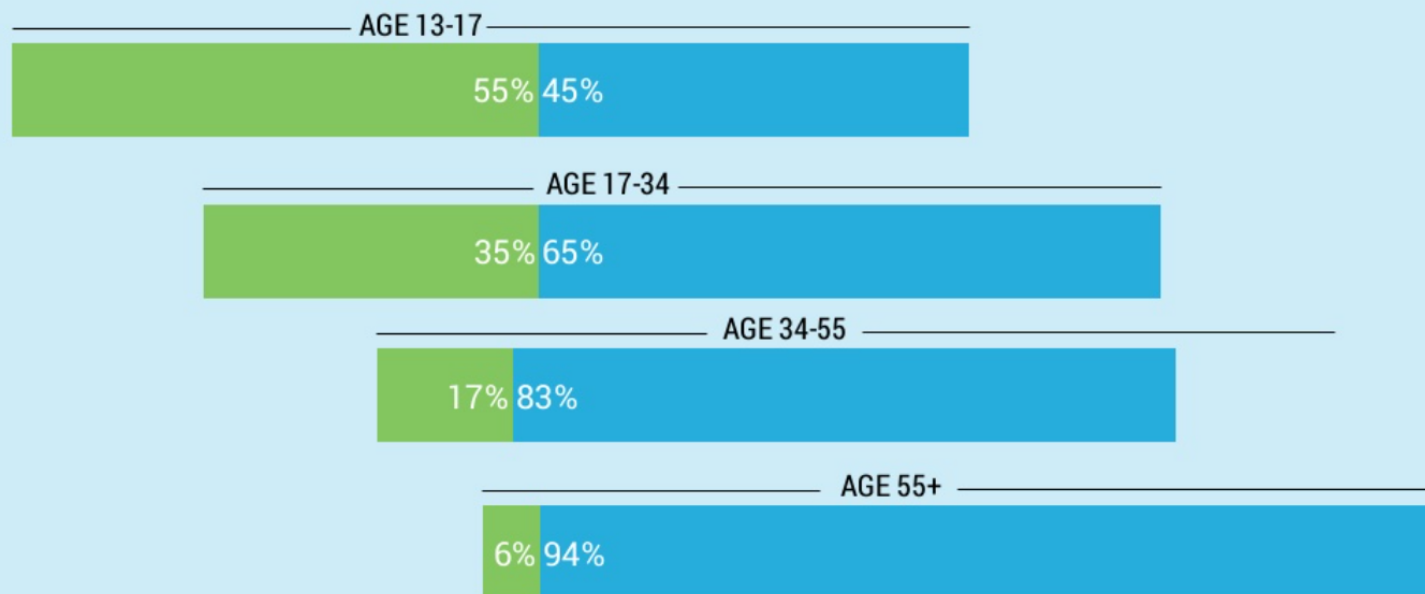


# Today, young listeners spend more time listening through streaming, but AM/FM radio remains the largest overall

Daily Listening to Streaming Services vs. AM/FM by Age Group, U.S. 2014

■ Streaming Services  
■ AM/FM

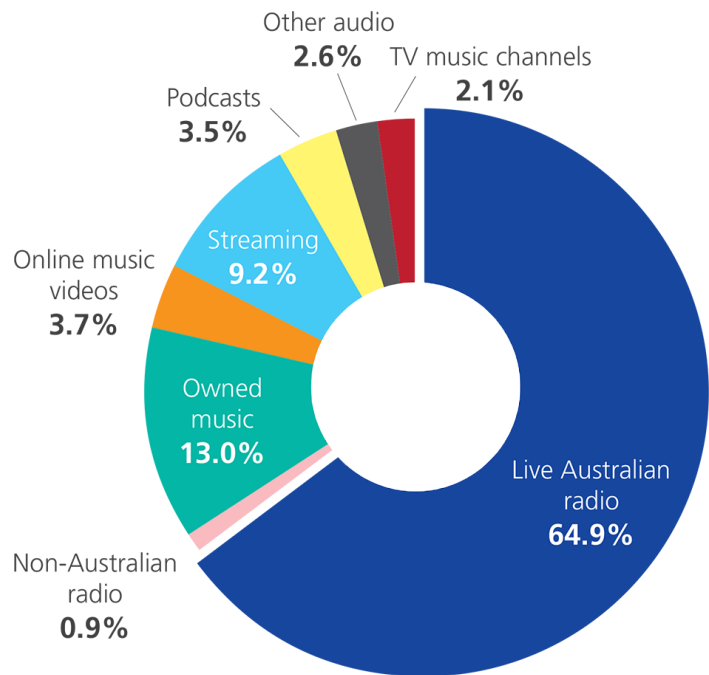
## PERCENTAGE OF DAILY LISTENING TIME



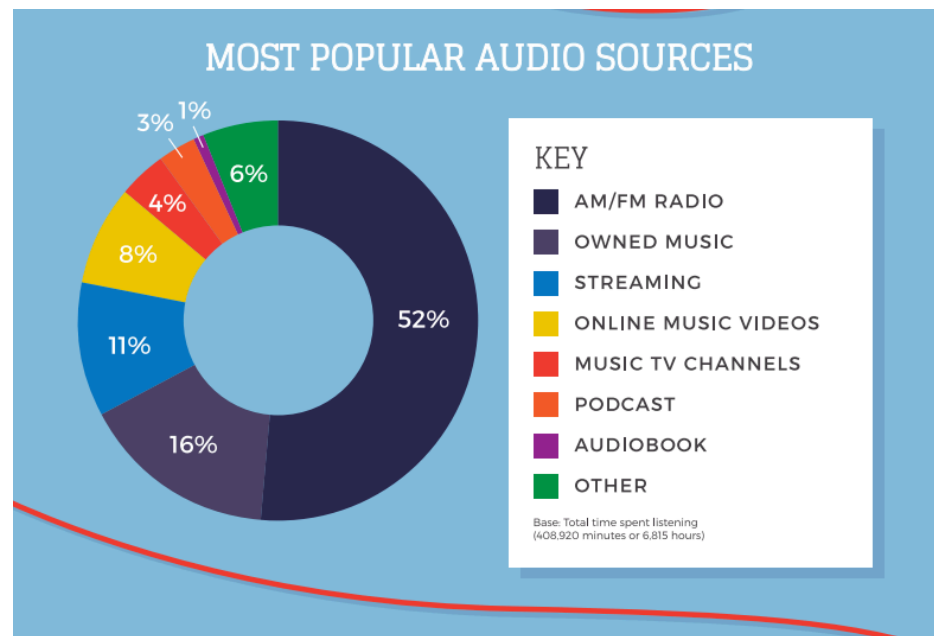


# DIGITAL AUDIO IN AUSTRALIA

# LOCAL STUDIES CONFIRM DIVERSITY OF AUDIO CONSUMPTION



Source: CRA / Gfk - Australian Share of Audio Study Sept 2016



Source: Pandora / Vision critical - Share of listening Australia Study Jan 2017

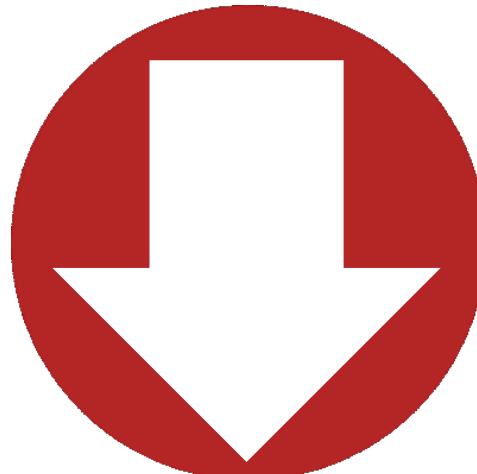
# AUSTRALIA IS CHANGING



12 Million use  
streaming  
services



20% Increase of  
time spent  
streaming digital  
music

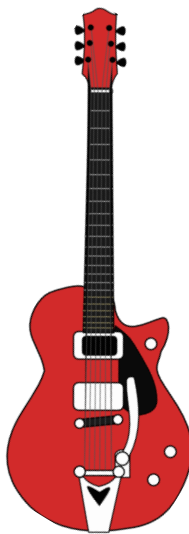


1 Million Podcasts  
per month



Daily ratings:  
coming later this  
year

# DIGITAL TECHNOLOGY ENABLES UNIQUE BENEFITS FOR DIGITAL AUDIO







# AGENDA

**09:00am**

**Welcome and Introduction**

Vijay Solanki, CEO, IAB

**09:15am**

**Results of Audio Advertising - State of the Nation research study**

Gai Le Roy, Director of Research, IAB

**09:40am**

**Creative Opportunities for Brands within Digital Audio**

Ralph van Dijk, Founder, Eardrum

**10:05am**

**Opportunities and challenges for the digital audio advertising sector in 2017**

Chris Freel, Commercial Director ANZ, Pandora

Steve Brown, Head of Digital Sales, SCA

Geraint Davies, Chief Operating Officer, iHeartRadio – Australia

Andrea Ingham, Director of Sales ANZ, Spotify

Ashley Earnshaw, Chief Investment Officer, Carat Australia



Thanks for getting involved.  
Our research is available to  
download at  
[www.iabaustralia.com.a](http://www.iabaustralia.com.au)  
u

Viewability Whitepaper | Podcasting Guidelines | Digital  
Audio Buyers Guide

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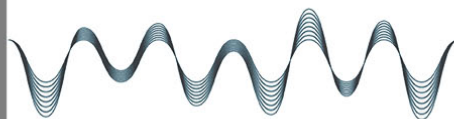
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