

iab. AUSTRALIAN AUDIO LANDSCAPE REPORT

AGENCY TEAM STRUCTURE ACROSS BROADCAST & STREAMING

Planned by same team but bought by different



Planned and bought by different teams



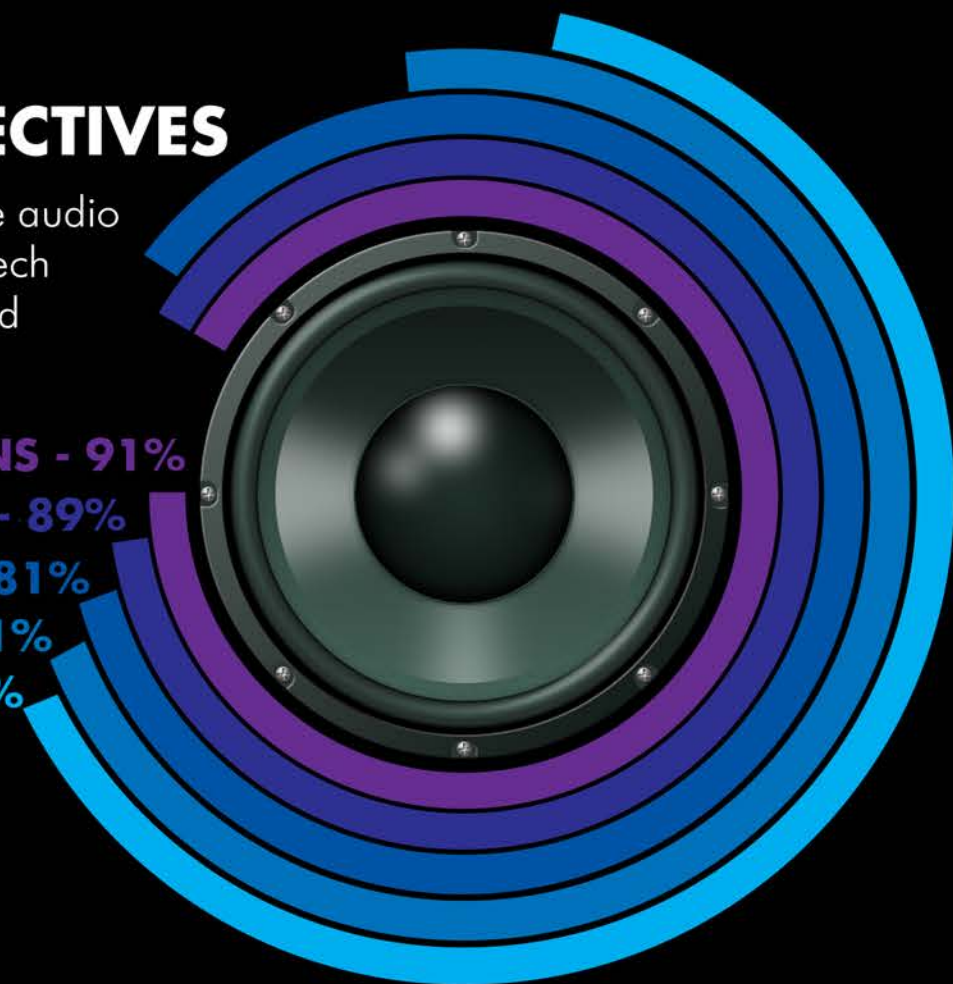
Planned and bought by same team



SATISFACTION WITH AUDIO ADVERTISING MEETING OBJECTIVES

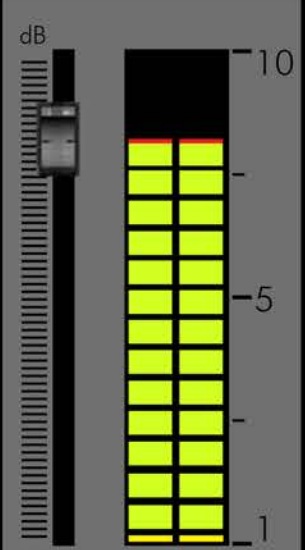
With the increase in sophisticated data solutions in the audio market and the increasingly integrated adtech & martech solutions it is expected that CRM related objectives and satisfaction will increase in 2017

PROMOTIONS - 91%
INCREASE BRAND AWARENESS - 89%
INCREASE ENGAGEMENT - 81%
DIRECT RESPONSE - 71%
CRM - 67%



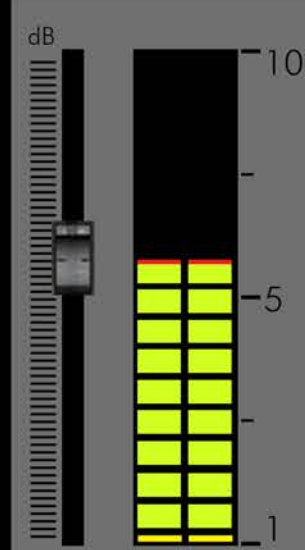
BUYING METHODS IN 2017

Traditional radio spot buy



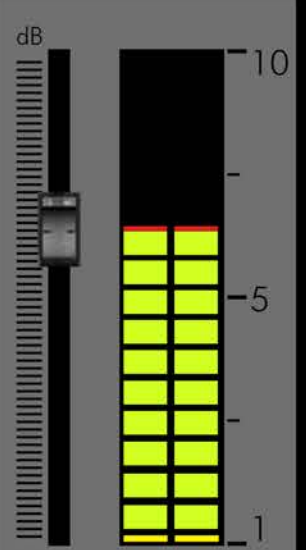
74%

Bundled with other media opportunities



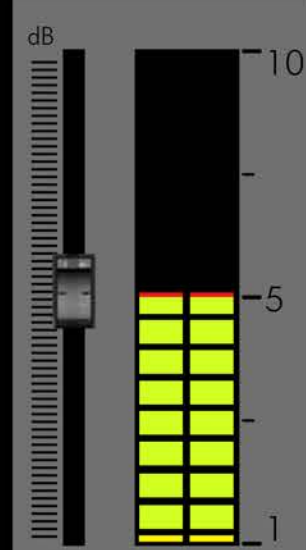
56%

Brand sponsorships



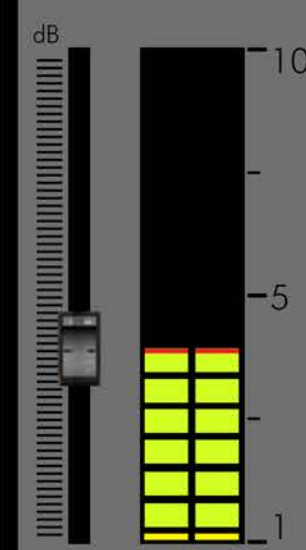
66%

Programmatically traded inventory



50%

Programmatic Private Marketplace



36%

LEVEL OF EXPERTISE IN DIGITAL AUDIO THOSE WHO CONSIDER THEMSELVES EXPERTS

BROADCAST RADIO



70%

DAB+



10%

STREAMING DIGITAL



46%

PODCASTING



20%

Although podcast understanding is lower, one in five audio buyers feel like they have a high level of expertise