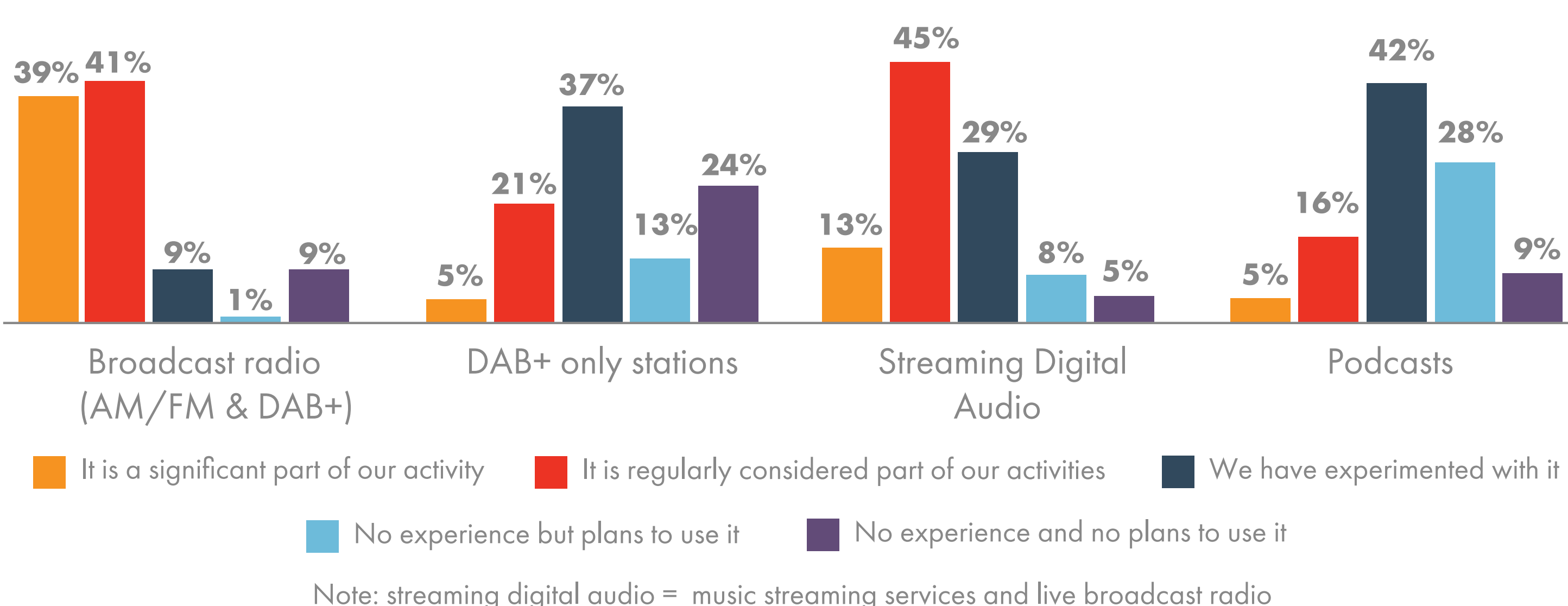




13.8M AUSTRALIANS STREAMING AUDIO CONTENT EACH MONTH

LEVEL OF AUDIO ADVERTISING USAGE



STATE OF PLAY – AGENCIES

87% USED STREAMING AUDIO ADVERTISING IN 2018

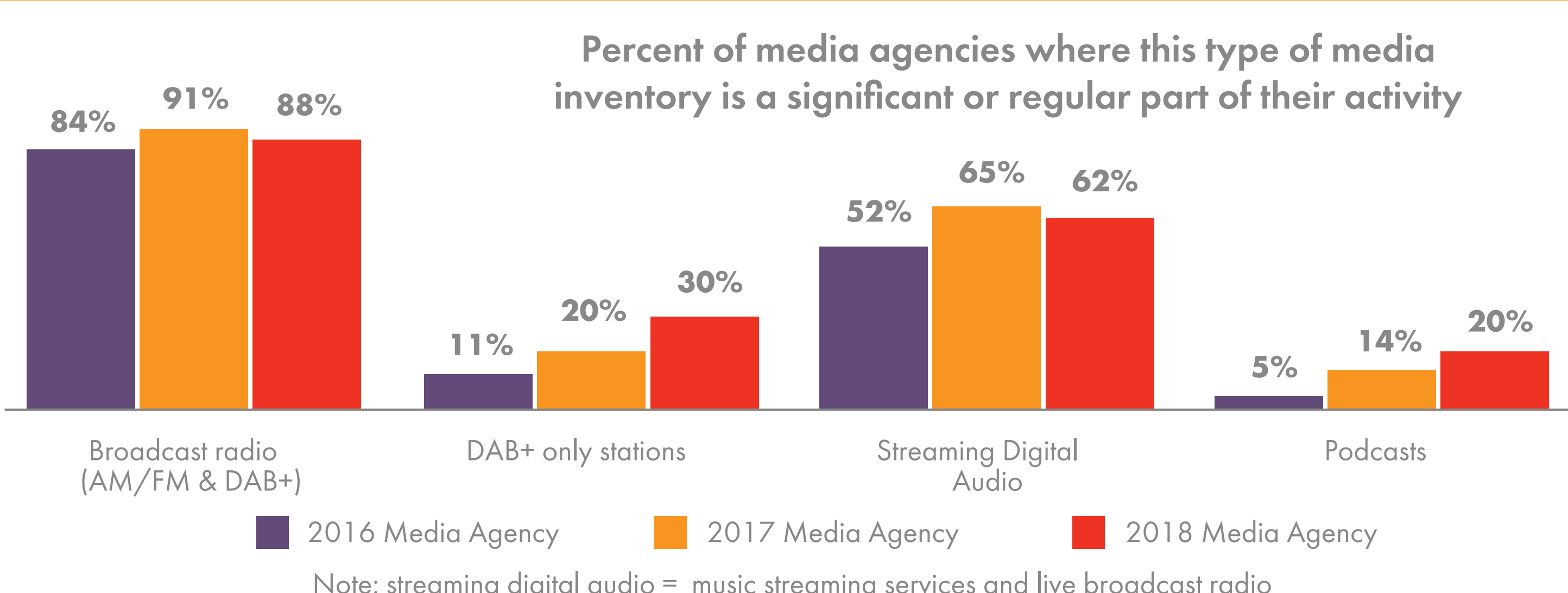


6 IN 10 USE PODCAST ADVERTISING

ANOTHER 1/4 INTEND TO USE PODCASTS IN 2019

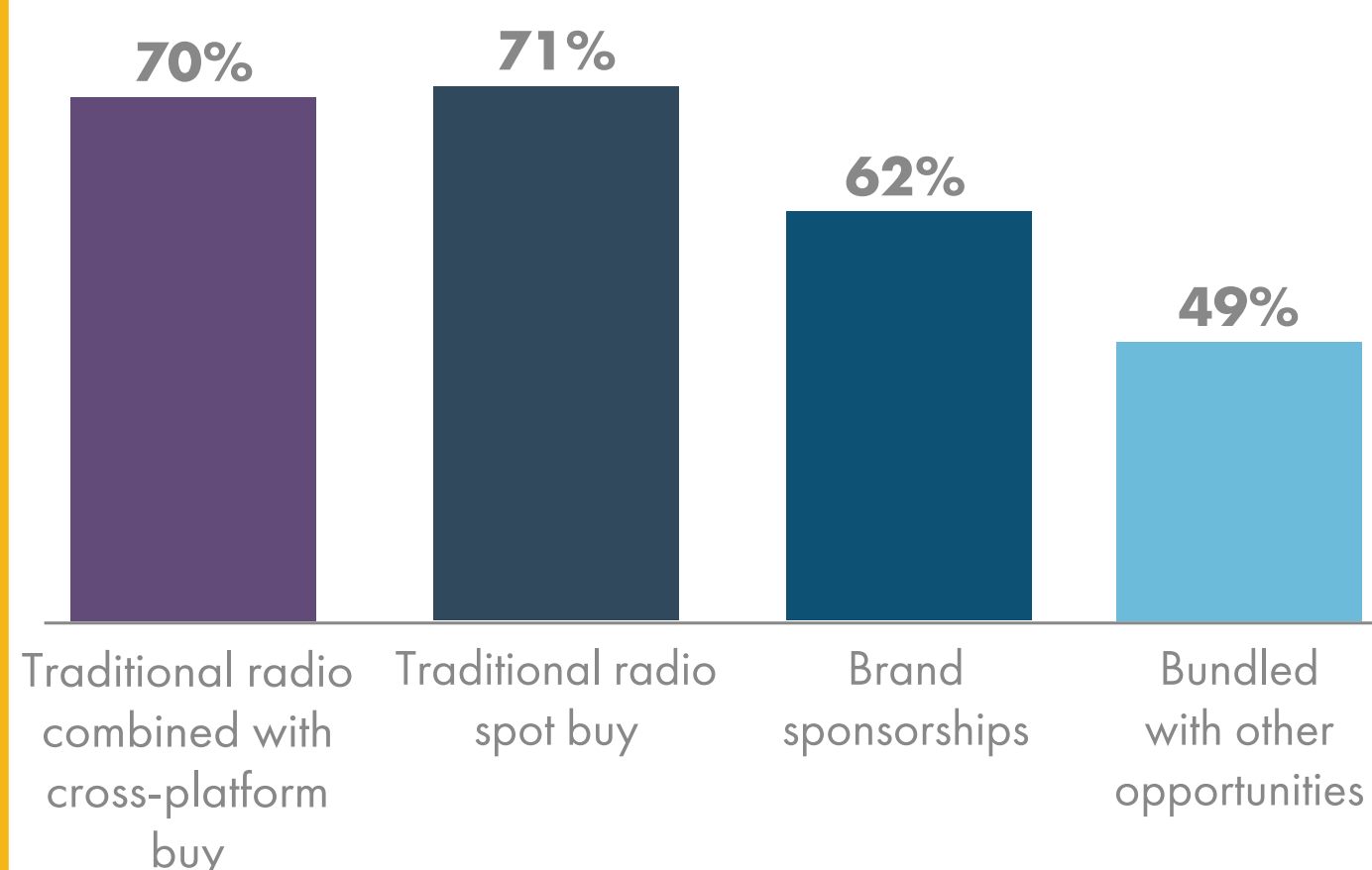


REGULAR USE OF PODCAST & DAB+ ADS INCREASED SIGNIFICANTLY IN 2018



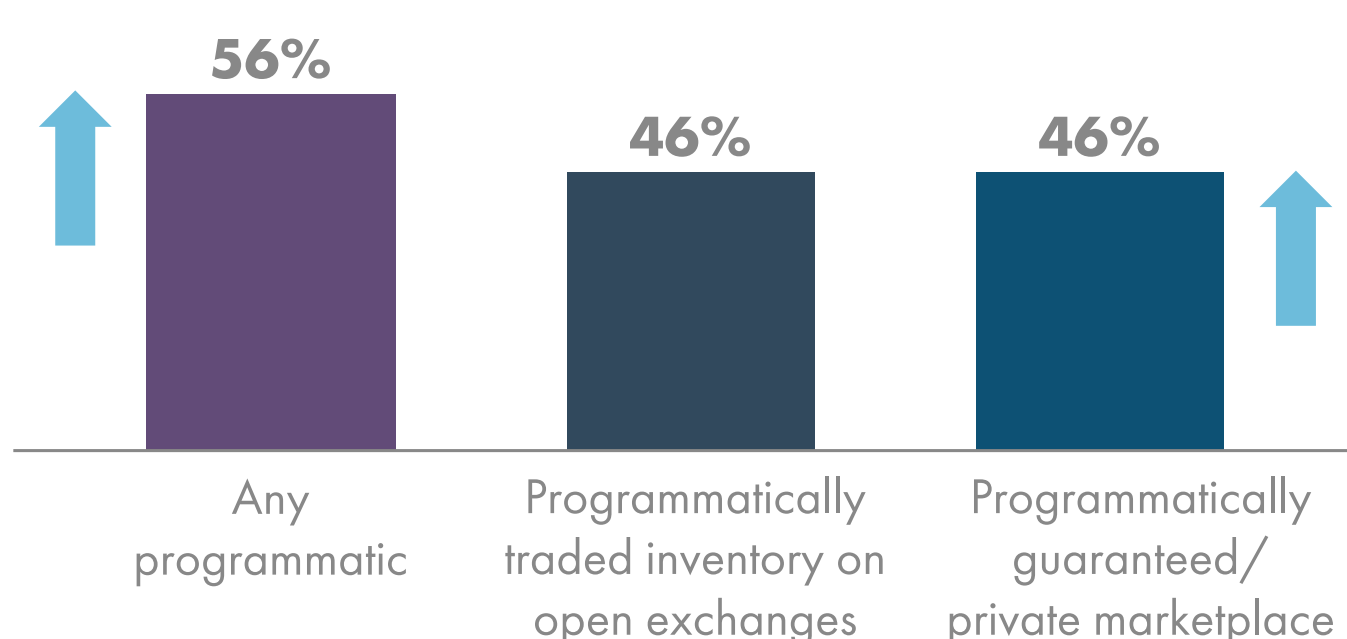
RADIO BUYERS HAVE EMBRACED CROSS PLATFORM

Expected audio buying methods in 2019 amongst media buyers



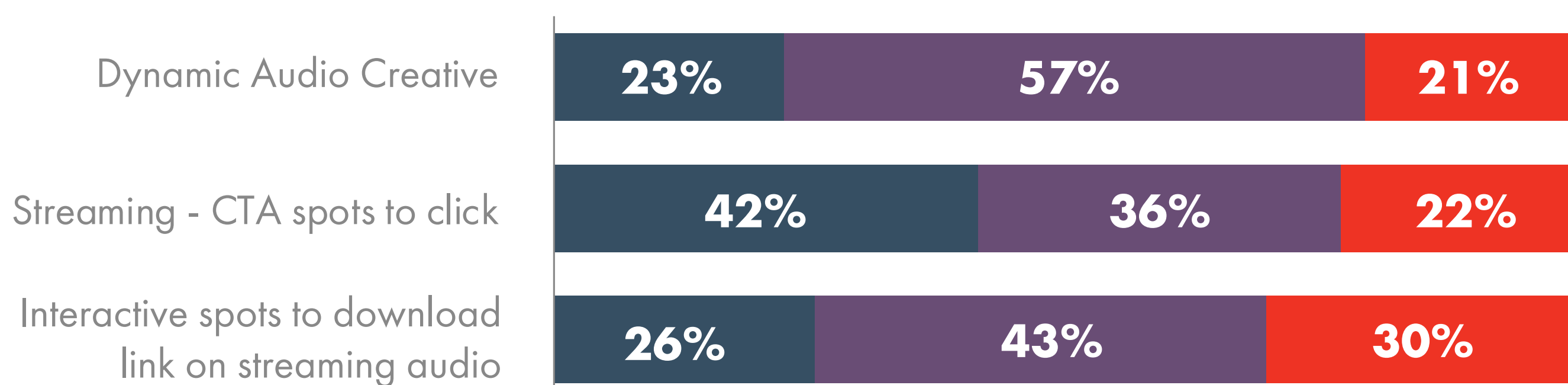
PROGRAMMATIC BUYING TO INCREASE IN 2019

Expected audio buying methods for 'any programmatic' up from 53% last year, 'programmatic guaranteed' up from 37% last year



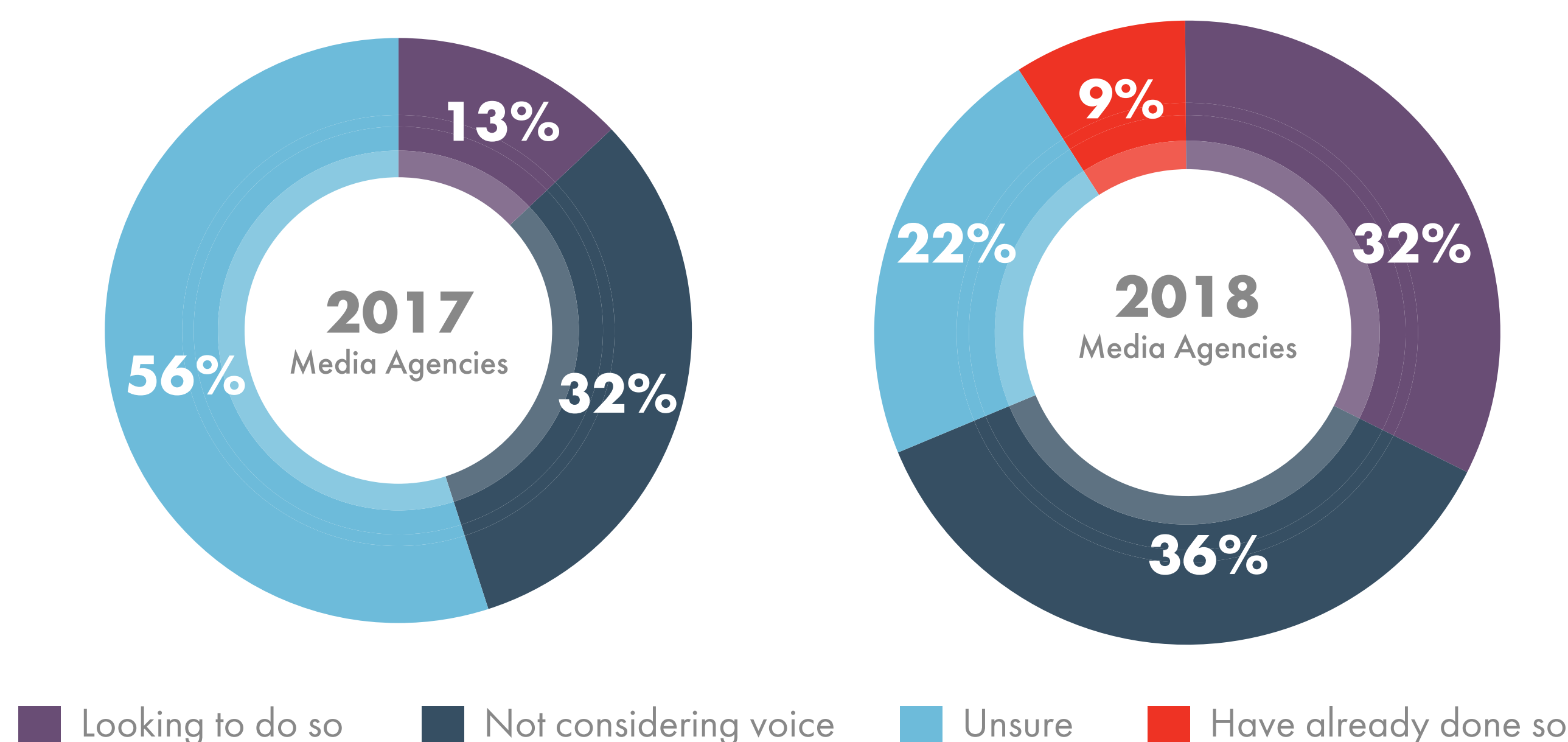
STRONG APPETITE TO TRY NEW CREATIVE FORMATS

Streaming audio creative formats used or plan to use amongst media buyers



VOICE MARKETING IS EMERGING AS A STRATEGY FOR CONSIDERATION IN 2019

Consideration of voice marketing strategies



PRIORITIES FOR 2019 INDUSTRY FOCUS

1. Measurement – cross platform & cross media
2. Demonstrating effectiveness
3. Education on programmatic audio
4. Continue to showcase creative