

Listen up!

March 2021 Issue

A Message from Scott

Welcome to the preview of a new series we are producing at Katz Digital. With excitement, interest, and curiosity rising around audio's evolution and accelerating capabilities, we want to provide you with a resource that helps update you on all those exciting happenings!

With releases every other month, we will touch on trends, industry updates, podcasting news, plus an editorial from one of our Katz Digital audio leaders.

Scott Porretti, EVP, Katz Digital

In the Industry

2020 was a game changer for Streaming Audio which added nearly **20 million new users**, the gains coming from two places:



AM/FM Streams:

Driven by Smart Speakers and new technology, more listeners are turning to digital devices to consume their favorite radio content.



Spotify: The world's leading audio platform becomes the undisputed #1 in U.S., leading Pandora by **45%**.

Audio Trends

In 2020 Smart Speaker usage surged, driving overall in-home audio consumption. Smart Speakers now account for nearly one-quarter of AM/FM streaming usage. This screenless platform presents its own set of challenges and opportunities, including the lack of clickable banner ads, while increasing in-home audio usage.

Podcasting Today

61% say Podcast listening is now part of their daily routine! Technology and hardware advances have made Audio ubiquitous and Podcast content a staple. There are now over **1.8 Million Podcasts** to choose from (doubling during the Pandemic). This content explosion is one reason for the shift toward pre-produced creative using Dynamic Ad Insertion. Brands now have the ability to use podcasting to target geographically, contextually or behaviorally, to align to their core consumer.

Viewpoint

by David Krulewich

Customer obsessed audio advertising.

Trends come and go – like “Content is King!” which was followed by: “Audience targeting is more efficient!” and then followed by: “Our audience watches TV ... No, they use social media ... No, they use online video.” The simple truth: marketers are looking for customers. Today, audiences spend more time listening to digital audio than any other form of mobile media. These audiences are your customers. Katz Digital helps marketers leverage audio to have a conversation with our audiences and make them your customers. Contextually relevant and data driven. Programmatic or through an IO. It's that simple!

David is the SVP of Audiology, the programmatic arm of Katz Digital

Sources: Edison/Triton Fe2021. eMarketer 2020. MRI/Simmons 2021. comScore 2020.

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