



# The Evolving Audio Landscape (or why broadcast radio remains the king)

With Insight from The Infinite Dial

September 16<sup>th</sup> 2018



# ABOUT

**170+**  
Professionals

**45+**  
Countries

**6**  
Office Locations  
Worldwide

- Launched in 2006 - now the leading technology and service provider to the digital audio industry
- Providing technology to build audiences and revenue
  - Streaming Infrastructure
    - CDN
    - Ad Serving
    - Programmatic Advertising
    - Podcasting
- Pioneered programmatic audio with the launch of a2x® in January 2013
- Accredited Online Audio Audience Measurement



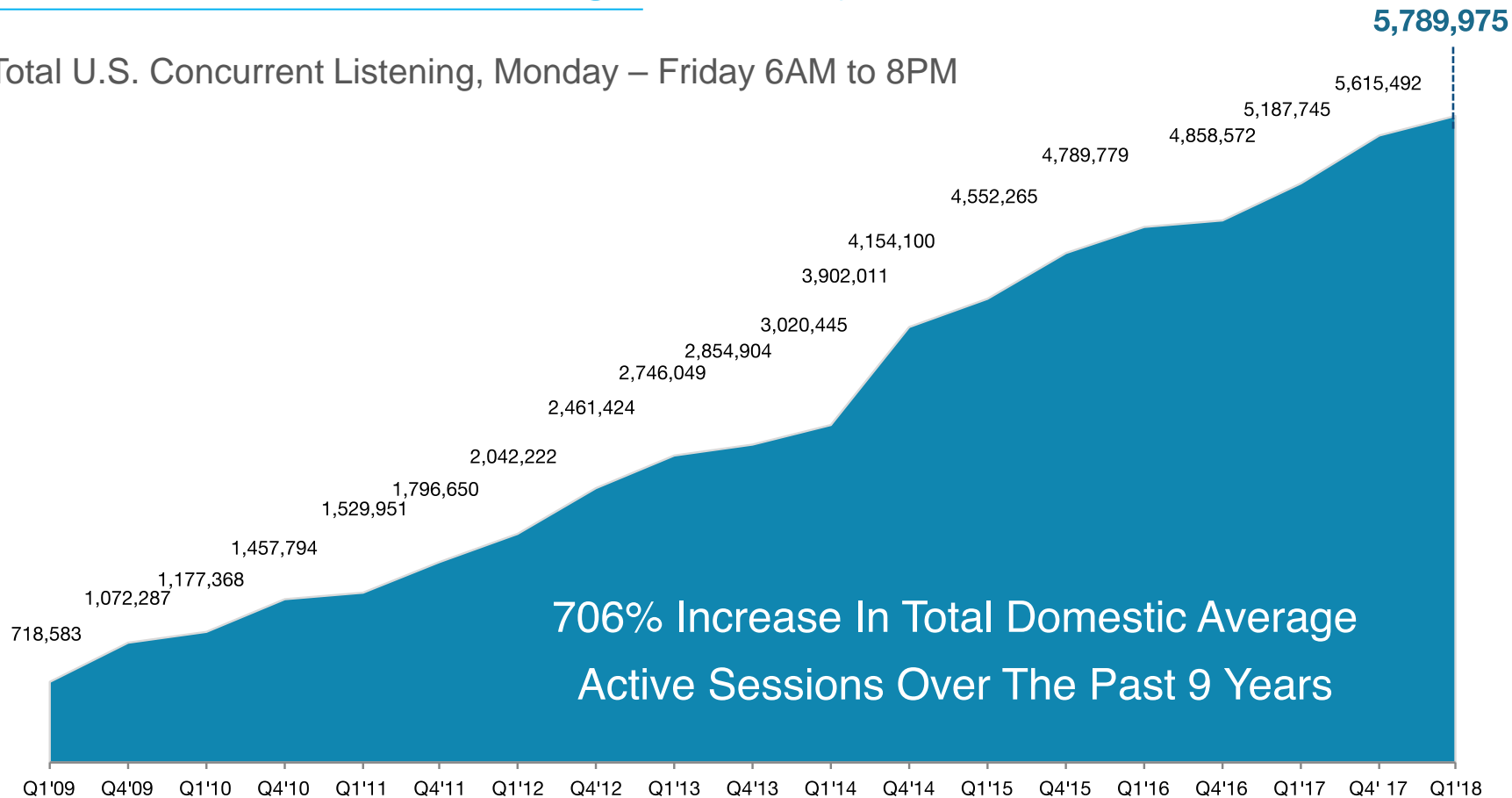


We Have Midfield Seats



# Audience is Growing Rapidly

Total U.S. Concurrent Listening, Monday – Friday 6AM to 8PM

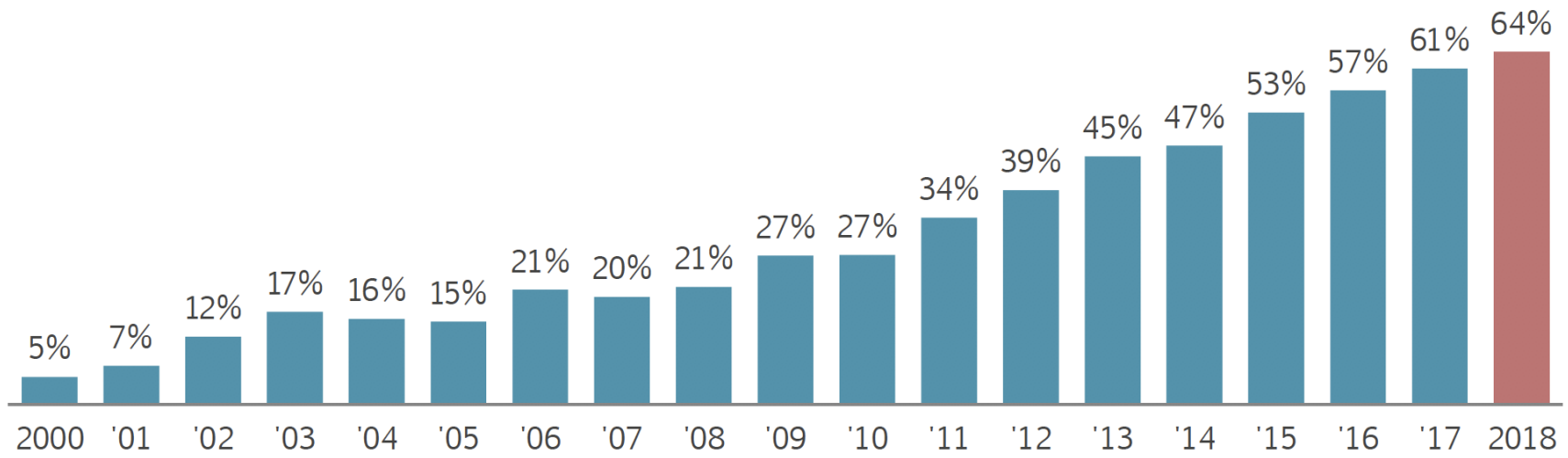


706% Increase In Total Domestic Average Active Sessions Over The Past 9 Years

# Monthly Online Audio Listening (U.S.)

Total Population 12+

Estimated  
180 Million

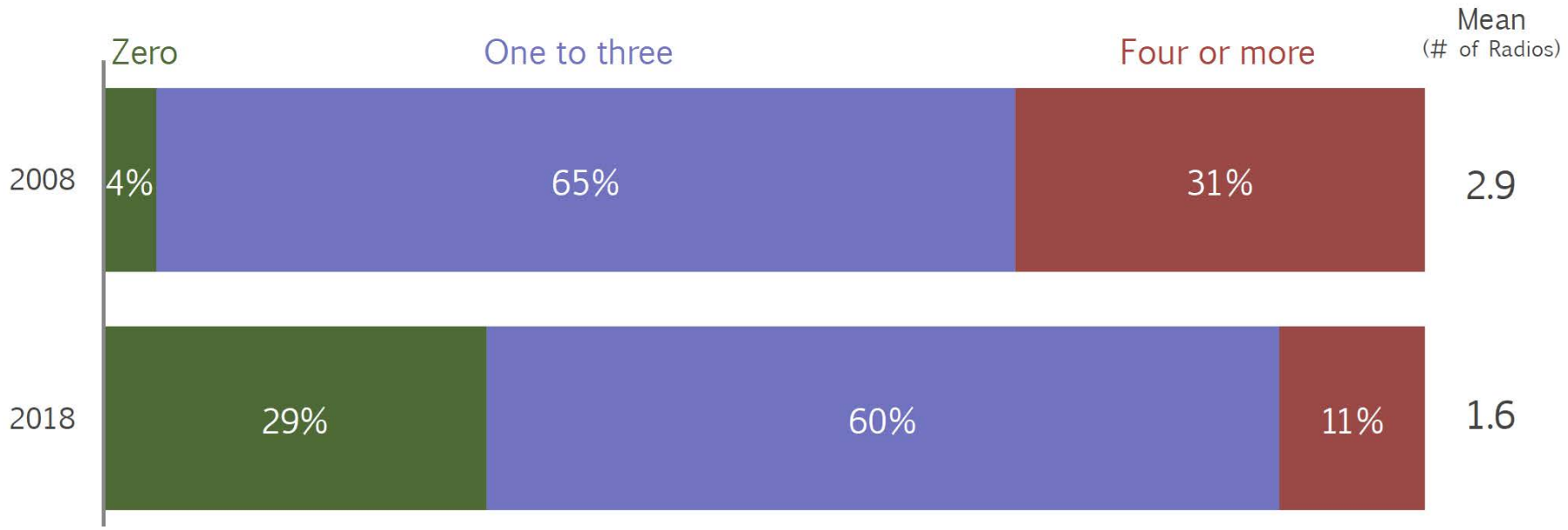


% listening to Online Audio in last month

Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

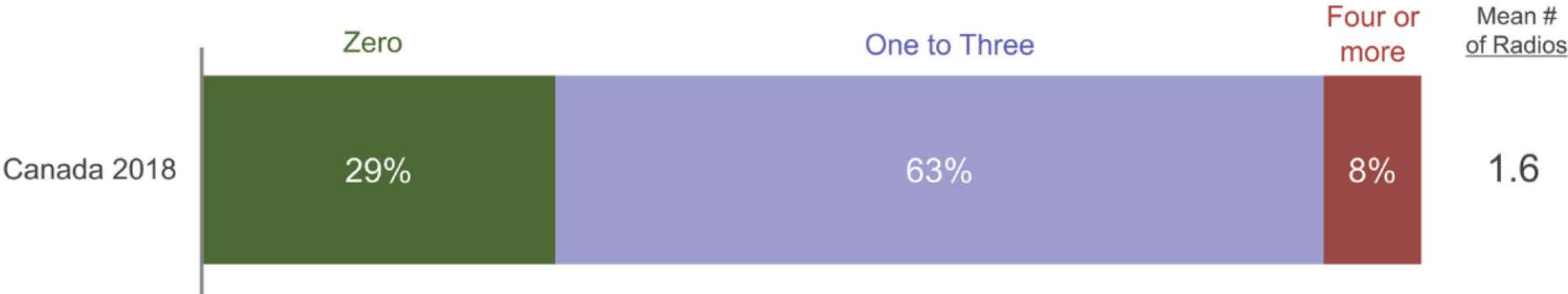
# Number of Radios Owned in Home (U.S.)

Total Population 12+

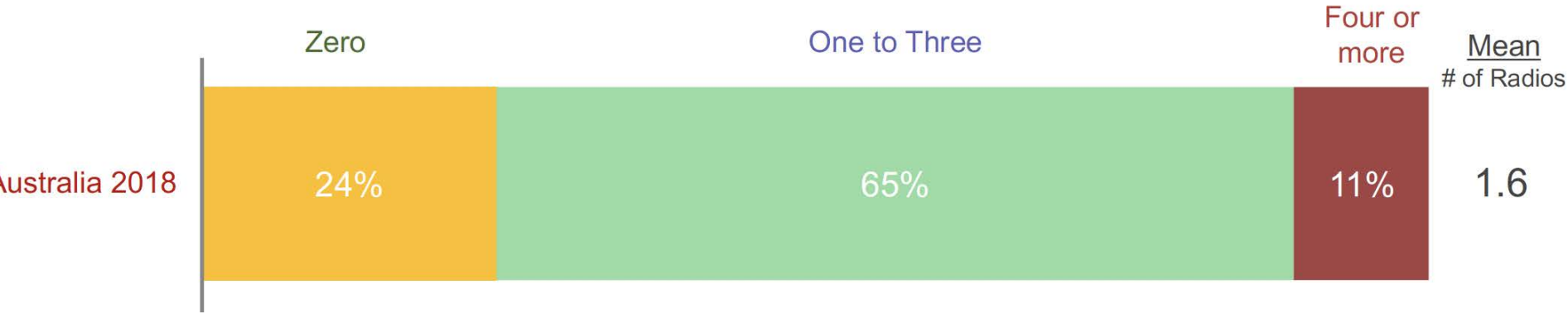


# Number of Radios Owned in Home

(Canada) Total Population 18+



(Australia) Total Population 12+

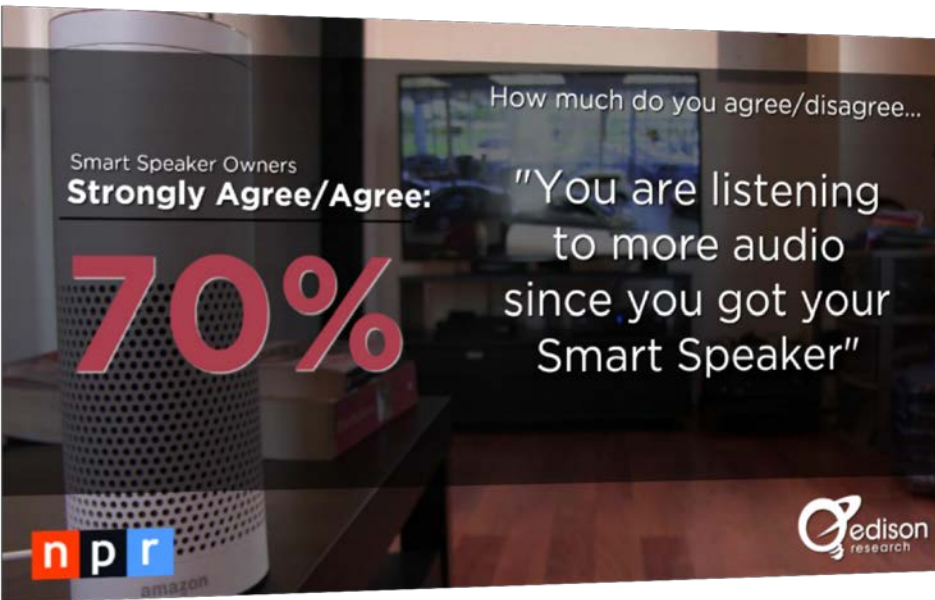




**18%** of Americans  
12+ own a Smart Speaker  
– an estimated 51 Million  
people



# It's all about AUDIO!



# Energy savings.


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# Emergency communications

CNN World | U.S. Politics | Money | Entertainment | Tech | Sport | Travel | Style | Health | Video | VR International Edition + 🔍 ☰

## Storm lashes Hong Kong and China



**BREAKING NEWS**


**Hong Kong battered by ferocious winds and storm surge as deadly Typhoon Mangkhut bears down on mainland China**

40 dead in Philippines amid rush to aid victims

In photos: Typhoon tears through islands 📷

Typhoons vs. hurricanes: What's the difference? ▶

### Florence hits US




**At least 13 dead as storm slams into Carolinas**

**LIVE UPDATES** More than 13,000 soldiers deployed to help recovery

In pictures: Florence drenches US east coast

See Florence's destruction in the Carolinas

### Latest news



**WSJ: Trump to impose tariffs on \$200B of Chinese goods**

Gunmen disguised as mariachi musicians

US Border Patrol agent arrested in killings

Puerto Rico governor: We are 'second-class citizens'

How Manafort might help Russia probe

Mysterious 'security issue' forces evacuation of observatory near Roswell

Cape Cod swimmer likely killed by shark

# Broadcast, a weapon against ad fraud?

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# Thank You!

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# The Infinite Dial Studies

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- For 20 years - the premiere study of trends in media usage and consumption habits
- 2,000 persons age 12+ were interviewed
- 4 January to 11 February 2018
- Telephone interviews
- Selected via Random Digit Dial (RDD) sampling for both cell phones and landlines
- Launched Australia in 2017, Canada 2018

