

audiology

BY KATZ

Drive results & campaign performance with high impact, data driven digital audio advertising



Experts in Programmatic Audio Advertising

agenda



The Power of Audio



Digital Audio Ecosystem



Audiology Marketplaces

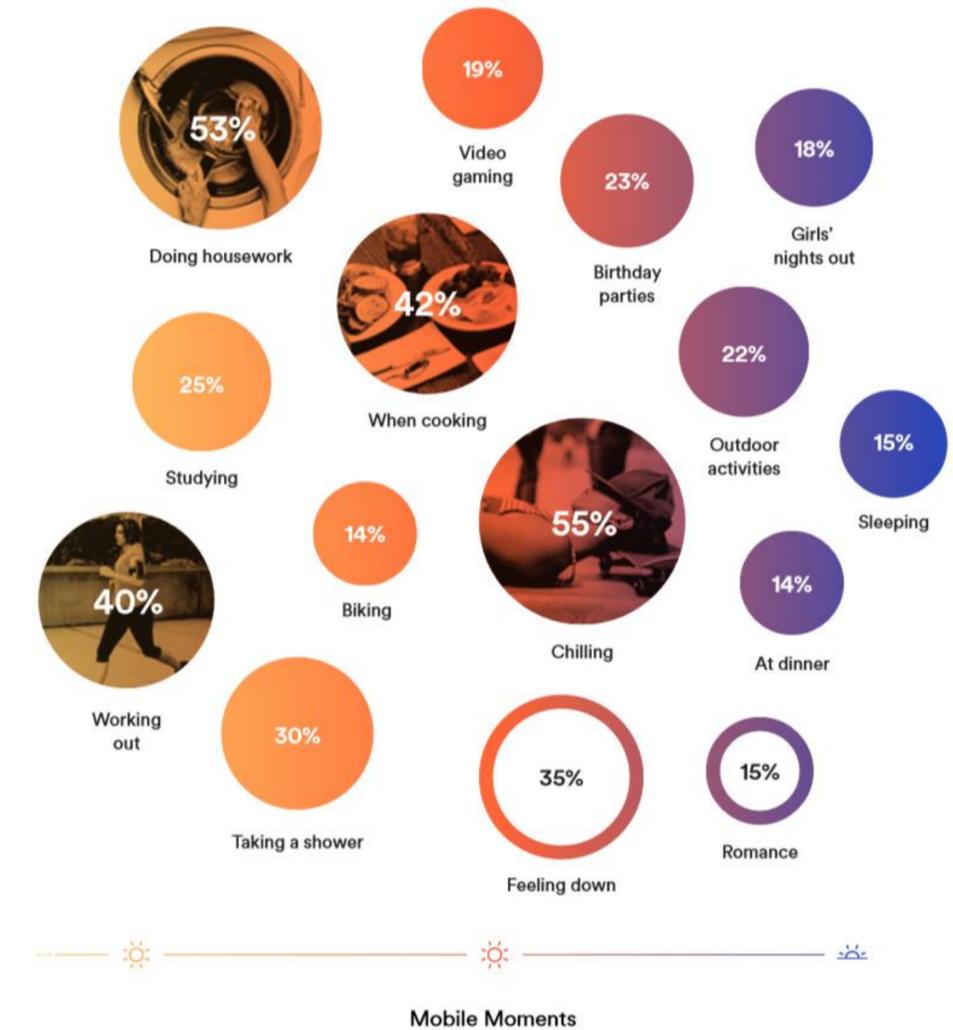
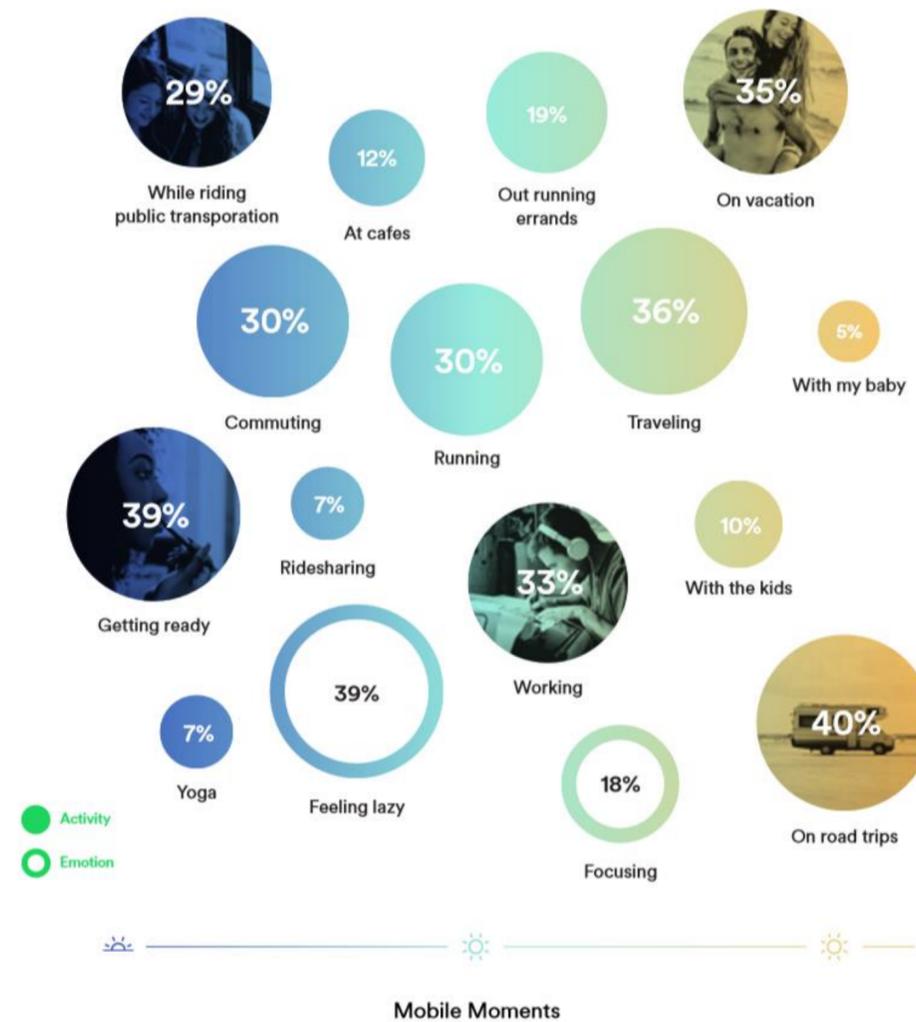


Targeting Opportunities

The **Power** of Audio



Audio is everywhere



According to a survey between GroupM & Spotify, listeners report that the top 3 moments they listen to audio are: "Chilling" at home, "doing housework" and "When cooking". This is followed by "Working Out" and "Traveling/Commuting"



Audio Engages People

“Digital Audio reaches the average listener **4x per day**”

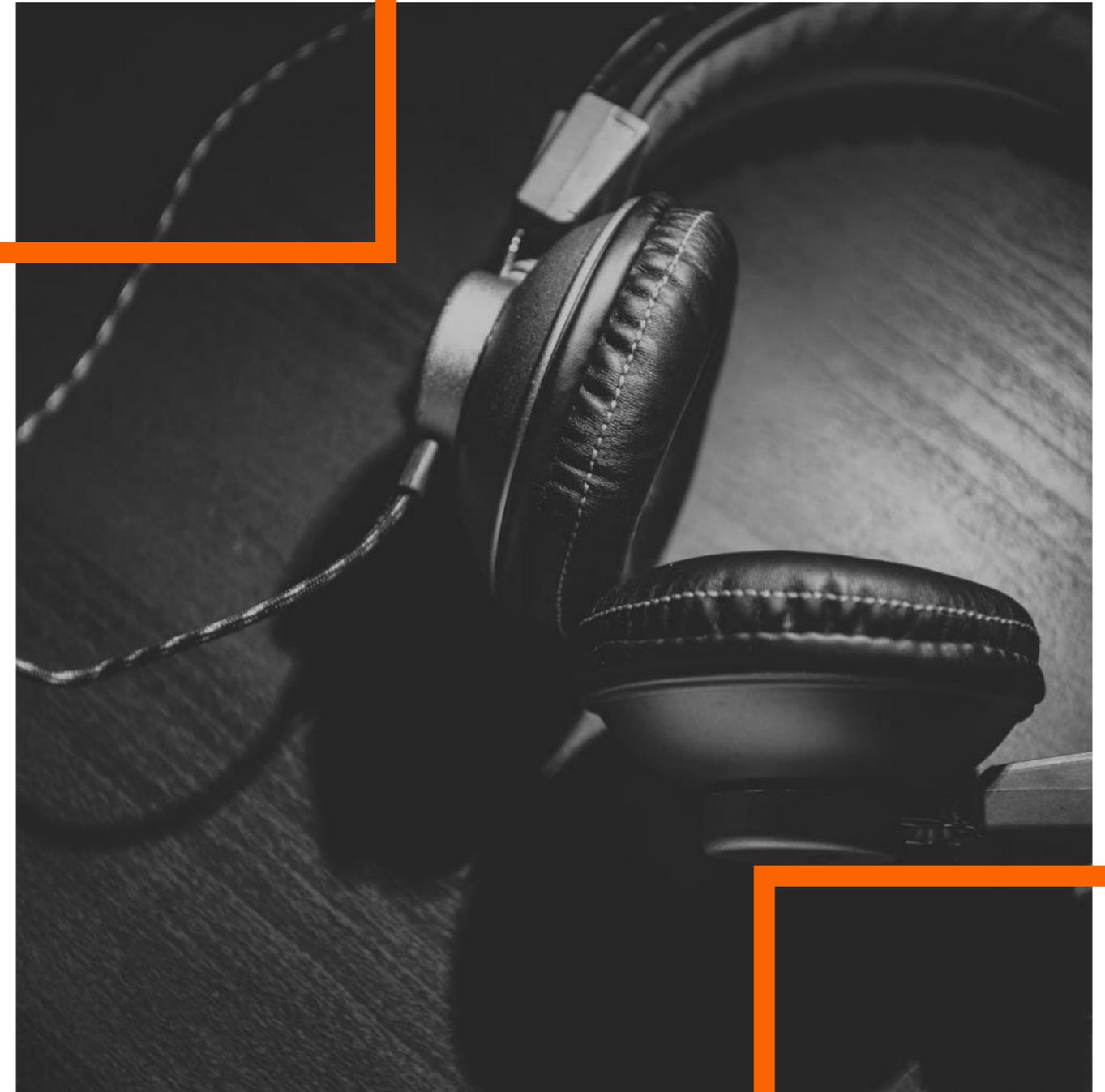


Audio Moves People

“The mind processes spoken words
22% faster than written text”

Audio Informs People

Hearing a message lasts **4x to 5x**
longer than a visual image



Digital **Audio** Ecosystem

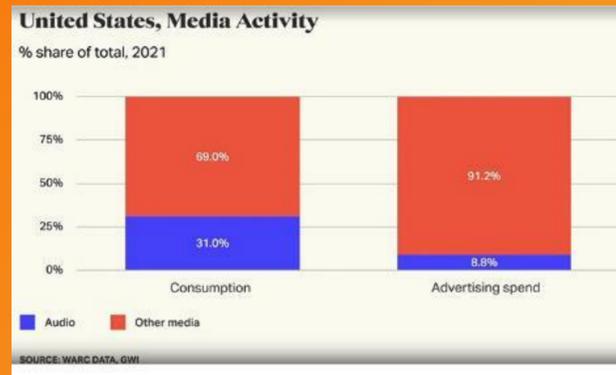
The media we consume is changing



What type of content are people consuming in apps?

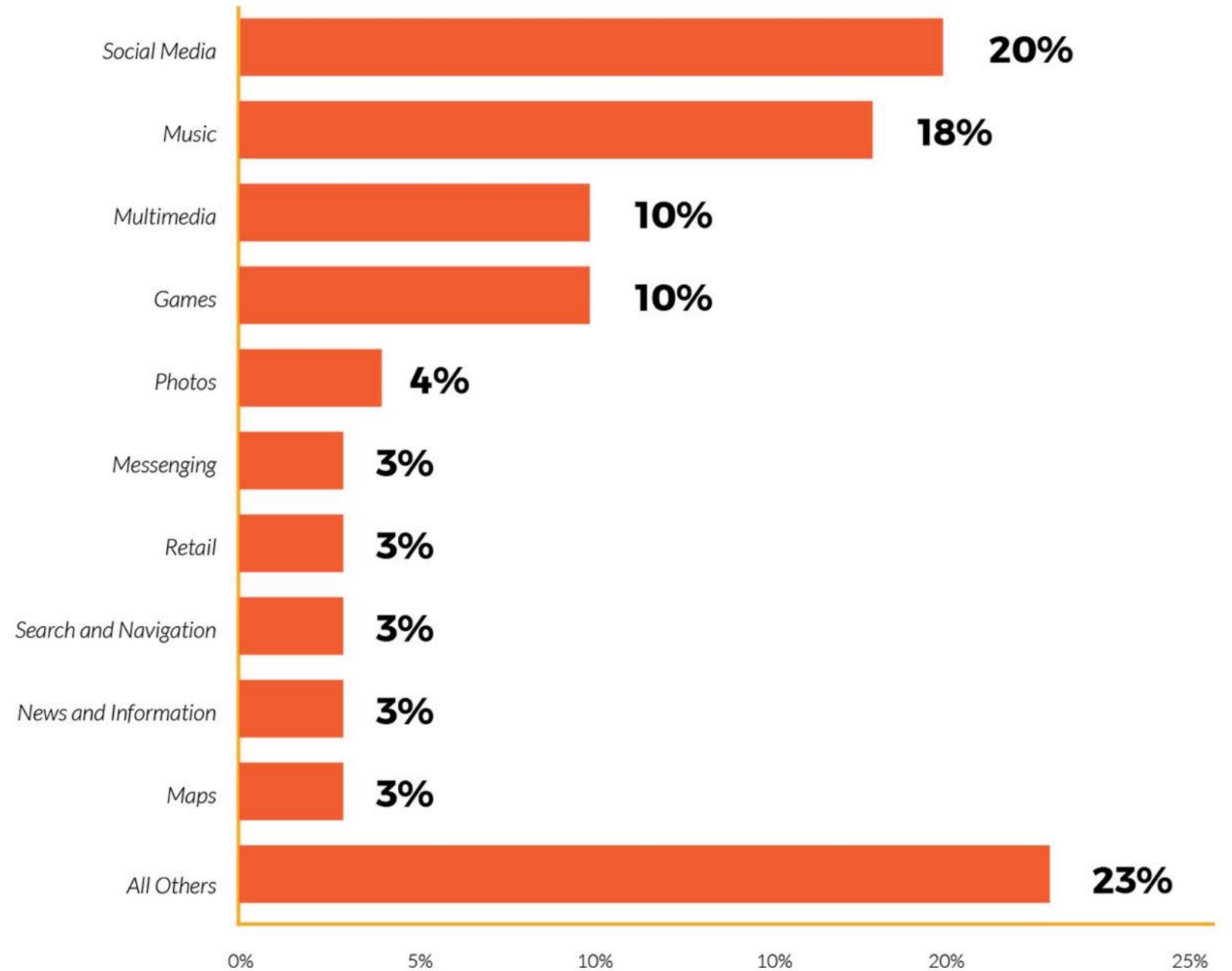
Digital audio accounts for the biggest share of time spent, with social media and digital video following.

Source: Report Collection, May 30, 2019



WARC: Audio Gets 31% Of Media Consumption But Just 9% of Ad Spend.

SHARE OF TIME IN MOBILE APP ENVIRONMENT



SOURCE: COMSCORE



Audio Consumption is Increasing Overall

Hardware Advances Every Decade Provide More Listening Options & Access to New Publishers

2000



- \$.99 iTunes
- iPod for podcasts
- Computer streaming & Napster
- Heavy use at school & work

2010



- Smartphones for the masses
- Growing app eco-system allows new publishers to enter
- Mobile dominates

2020



- 1/2 Homes now have Smart Speakers
- 3/4 have connected devices
- Audio now at the center of the home

2025

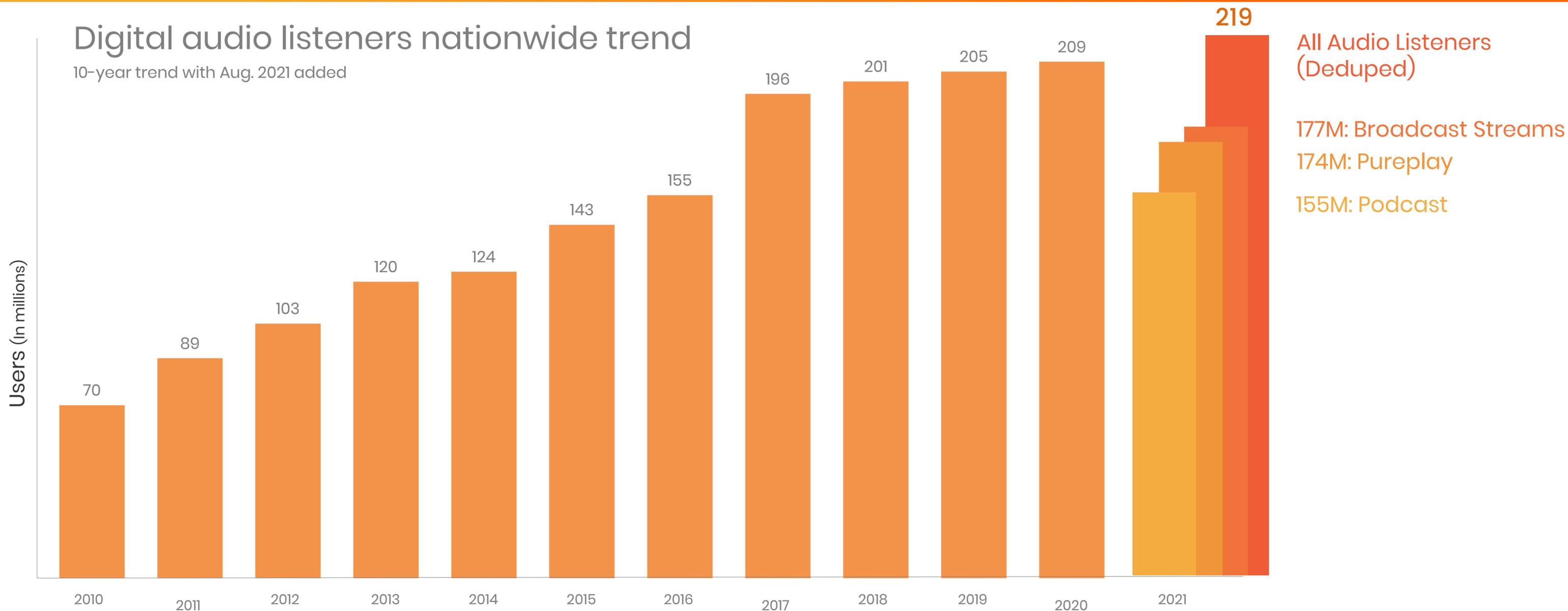


- Voice AI as the norm in Auto dashboards
- WIFI Hotspots offer more access
- 5G increases speeds for streaming

Digital audio has reached a **CRITICAL MASS**

Digital audio listeners nationwide trend

10-year trend with Aug. 2021 added



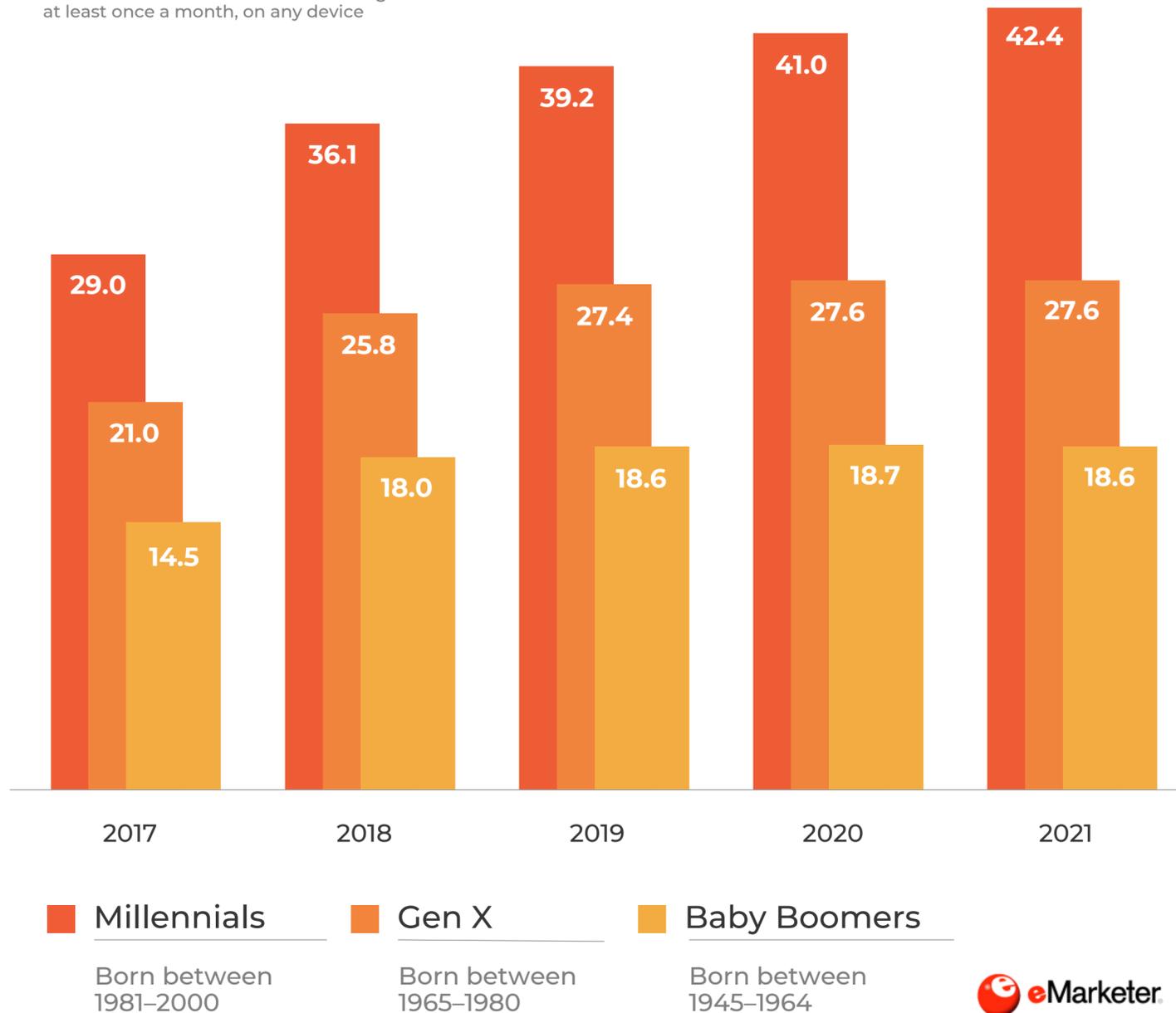
Source: 2009-2016 Edison Research; eMarketer 2010-2021 data.



US Voice-Enabled Digital Assistant Users By Generation 2017–2021

In Millions

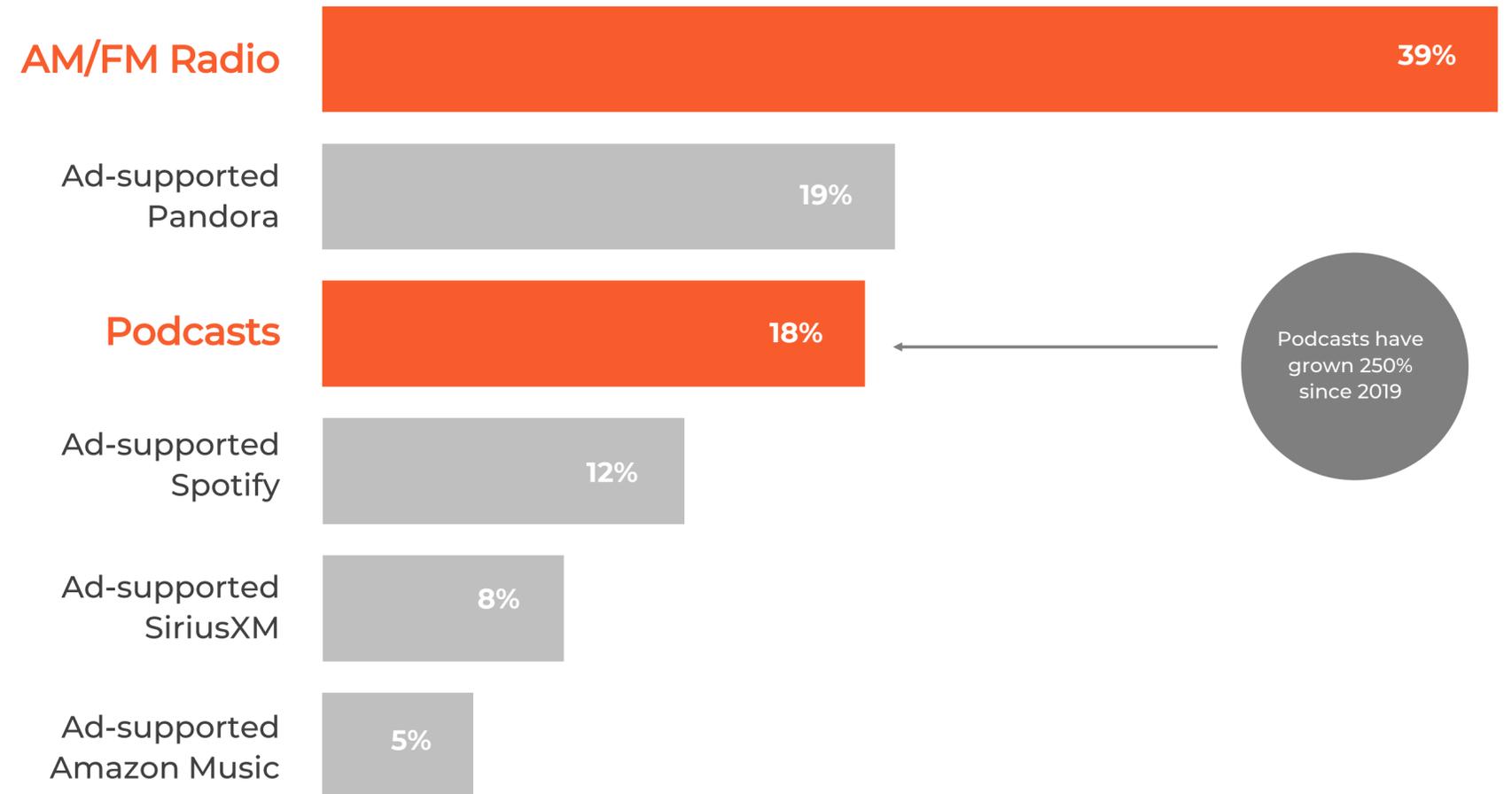
Individuals that used voice enabled digital assistant
at least once a month, on any device



We are
becoming
a voice
enabled
society!

AM/FM Streaming LEADS Ad-Supported Smart Speaker Consumption

Share of ad-supported audio time spent
on the smart speaker, among persons 13+



How to read: Among persons 13+, 39% of listening on the smart speaker in Q3-Q4 2020 is streaming AM/FM stations.

AMFM streaming increased 15% from 2019 and podcasts have increased 13% points

Measurement & Attribution Opportunities

KPIs to measure digital audio campaigns:

➤ 1st Party Metrics (Branding & Engagement)

1. Listen Through Rate (LTR)
2. Cost Per Completed Listen (CPCL)
3. Cost Per Person (CPP)
 - A. Impressions Delivered
 - B. Reach
 - C. Frequency

➤ 3rd Party Measurement (Mid Funnel, DR & Low Funnel)

- ✓ Drive to Site
 - Cost Per Visit (CPV):
 - Measure actual site traffic vs. CTR since 90% of audio imps. do not have a banners
- ✓ Brand Surveys, Studies & Lift Analysis
- ✓ Offline Sales (Foot Traffic)

Brand Health & Survey Response

KANTAR MILWARD BROWN

nielsen

Survata

dynata

VERITONIC

Impressions & Traffic

Campaign Manager

rockerbox

artsai

adswizz

BAROMETRIC

thunder

Sizmek

flashtalking

AppsFlyer

KOCHAVA

Brand Safety/Fraud/Audibility

DV
DoubleVerify

IAS
Integral Ad Science

MOAT

comscore

PodScribe™

Location/Foot Traffic

FOURSQUARE

NinthDecimal

cuebiq

factual

PlaceIQ

Placed



the **audiology** marketplace

The Industry's Largest Audio Supply!

audiology
BY KATZ

178MM

 Spotify®

130MM

pandora

68MM

 iHeart
RADIO

52MM

 SOUNDCLLOUD

30MM

 Audacy

12MM

Audiology Publishers

In addition to music, 4 of our top 5 publishers air live Sports, Business, News, Talk and Entertainment!

4,500+

Premium stations and shows

70%

of inventory from Top 10 Publishers



Core Value Proposition

- ✓ Superior Scale
- ✓ Premium Supply
- ✓ Efficient Pricing
- ✓ Data-Driven Targeting
- ✓ Brand Safe & Fraud Free

70%

of US Monthly Online Users

196M

Monthly Unique Listeners

1.7B

Monthly Impressions

75%

Listen M-F between 6AM– 8PM

60%

Listen on a mobile device

60%

Household income of \$100K and over

Targeting Opportunities



Genre & Playlist

News and Talk, Sports, Business, Top 40 Hits-Pop, Over 20 Options



Geo & Point of Interest

State, DMA, City, Radius, Long/Lat, IP Address



Demographics

Age, Gender, HHI, Children, Income, Education, Occupation



Behaviors & Intents

Tech Enthusiasts, Jet Setters, Business Decision Makers, 1000+ Options



Technology

IP, Device Type, Listening Context, Wifi/Bluetooth



Time

Time of Day, Day Part, Format



Language

Over 35 Options



Weather

Rain, Snow, Sun, Wind,

Data Management Integrations



WHO ARE YOUR CONSUMERS?

**Engage your exact target audience through
Audiology's integrated data partners!**

Reaches Across All Platforms

Audiology is the only supply source designed to effectively target audiences across all listening platforms!

- ✓ **100% Addressability**
- ✓ **Multiple Devices**
- ✓ **Platform Level Reporting**

Sonar Targeting assigns a unique listener ID ensuring we reach people, not segments



VIDEO GAMES



SMART TVs



VOICE ASSISTANTS



SMART SPEAKERS



STREAMING DEVICES



BLUETOOTH AUDIO

We Are Everywhere!

Home Entertainment



Apple TV, Android TV, Chromecast, Google Home, Xbox, VIZIO, Roku, fire tv, NINTENDO SWITCH, SONOS, BOSE, amazon alexa, Samsung SMART TV, PlayStation

Automotive



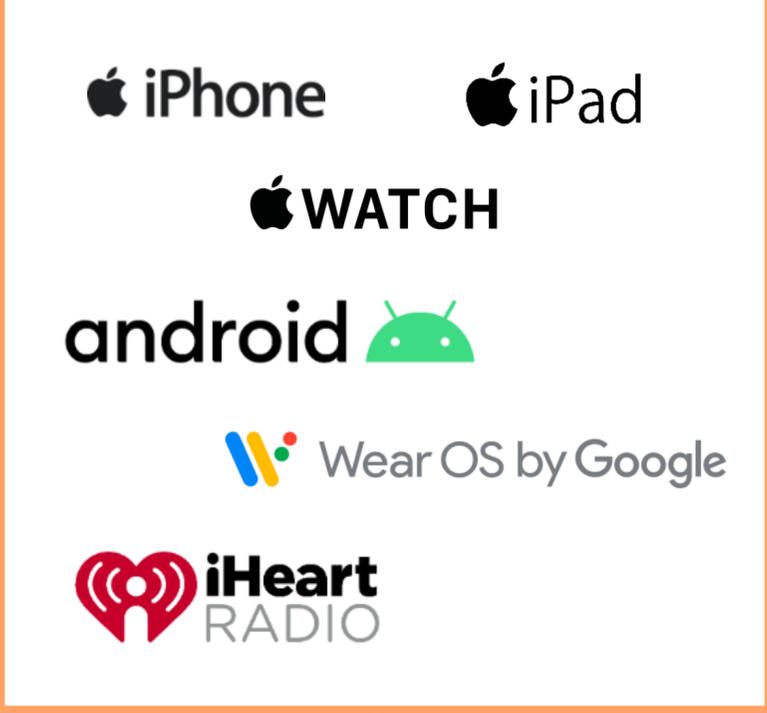
Apple CarPlay™, android auto, LEXUS ENFORM App Suite, STARLINK YOUR SUBARU CONNECTED, waze OUTSMARTING TRAFFIC. TOGETHER, entune™

Podcasting



STITCHER, ART19, Audioboom, Spreaker★

Mobile and Wearables



Apple iPhone, Apple iPad, Apple WATCH, android, Wear OS by Google, iHeart RADIO

Portals



Spotify, Apple Podcasts, iHeart, TUNE IN, Audacy



the **audiology** podcast
marketplace

★
MACYS

MetLife

Introducing America's Largest Podcast Audience Marketplace

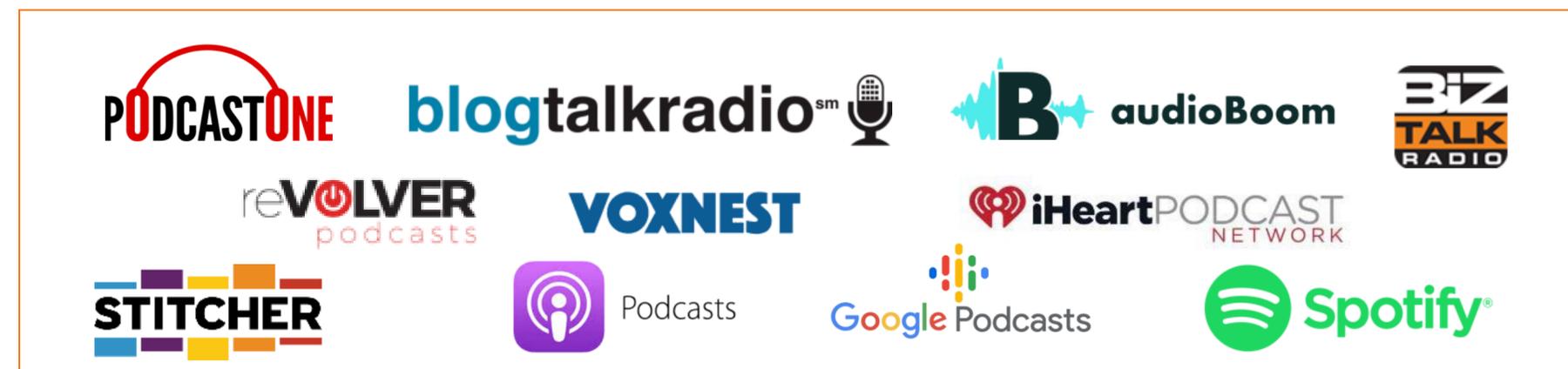


The Fastest Growing Audio Format

- 57% of the population has listened to a podcast (162M)
- 49% listen at home, 22% listen in car
- 116M monthly listeners

Audiology Contains over 10,000 Podcasts

- Including the top 3 non-NPR podcasters
- Targeted dynamic ad insertion (Pre, Mid & Post Roll)



100%
Premium
Publishers

10,000+
Quality
Shows

210
DMAs with
Local Content

22
Categorized
Verticals

Podcast Numbers

74M

Monthly
Unique Listeners

250M

Monthly
Impressions

75%

Listen between
6AM– 8PM

60%

Streamed vs
Downloaded

80%

Listen Monday-
Friday

✓ Engage

✓ Inform

✓ Connect

Consumer Lifestyle Targeting

Increase Awareness, Engagement, and Loyalty!



Contextual

Arts & Culture, Entertainment, News & Politics, Sports & Recreation, Family & Parenting



Spoken Keyword Targeting

Extract Key Topics, Words, Phrases and Themes



Demographic, Geo & Points of Interest

Age, Gender, City, Country, Region, Postal Code, Geo Fence Mass Merchants



Behaviors & Intents

Interests, Affinities, Purchases, Occupation, Etc.



Technology & Content Attributes

Device Type, Volume, IP, Episode Type, OS, Show Type, Release Date, Streamed vs. Download, Etc.



Time of Day & Weather

Daily, Weekly, Weather Conditions, Temperature, Etc.

No Audio Assets? No Problem!



Audiology's production team creates "ear-catching" audio ads that connect with listeners. We will turn your copy points into fully produced :15 or :30 ads that will both drive brand recall and encourage your target audience to take action.

We also provide copyright and creative services.

Audiology offers:

- Audio transformation of video asset
- Copyrighting and made for audio creative
- Tagging, measurement and tracking (3rd party)



THANK YOU!

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Business Decision Makers

SAMPLE CHANNELS



MONTHLY AVAILS

Uniques:
+30 Million

Impressions:
+260 Million

Bloomberg
RADIO

GOtalkradio®

am
WALL STREET
BUSINESS NETWORK.

Westwood One

TUNE IN

abcNEWS
RADIO

iHeart
RADIO

Millennial Moms

MONTHLY AVAILS

Uniques:
+15 Million

Impressions:
+90 Million

SAMPLE CHANNELS

workingmom
CREATE A LIFE THAT WORKS FOR YOU

MomCave

Raising
our
KIDS

mentoring
MOMENTS

PARENTING
BYTES

iread2know
RADIO

iHeartRADIO
FAMILY
TOP
40

KIDS HITS

KIDS
CLUB

nick
radio

ROCK
THE
CRADLE