



CEO & Top Execs' Survey 2024

Audio

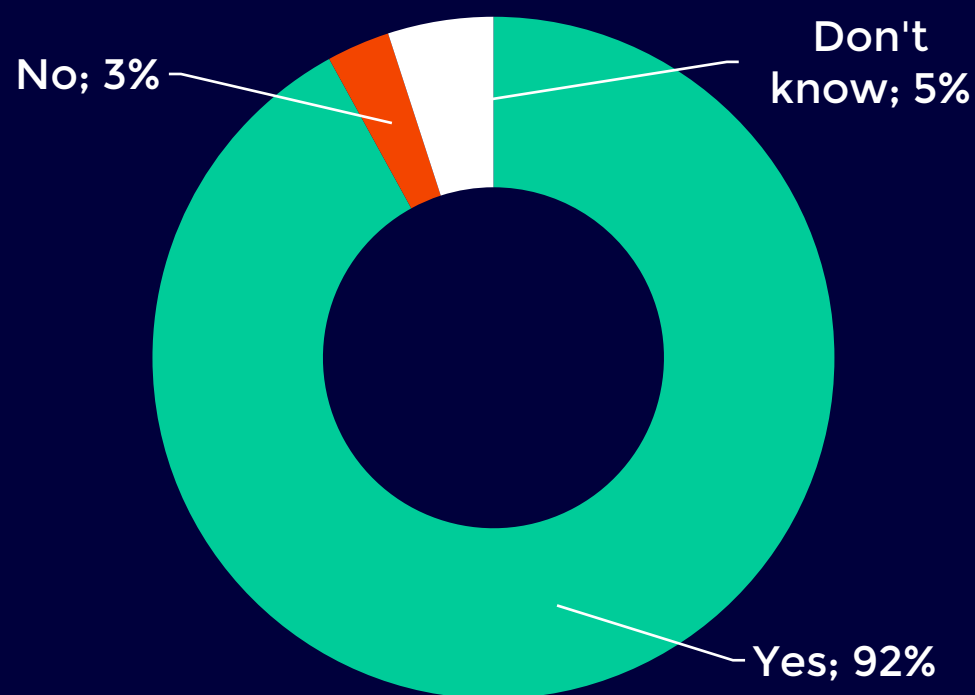




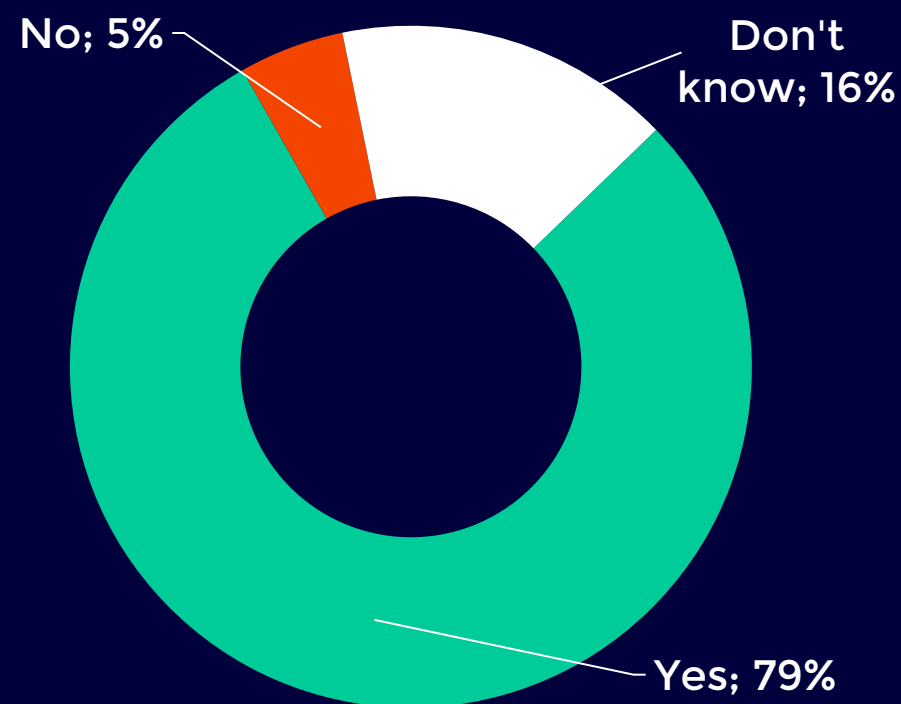
About the survey

- Focus on the main opportunities, challenges, competitive landscape, and revenue expectations.
- Conducted in May 2024.
- Completed by top execs (CEOs, Managing Directors, CROs, CMOs) from 41 audio companies in 27 countries.

Positioning of **audio** as an **essential driver** of **brand communication** by 2030

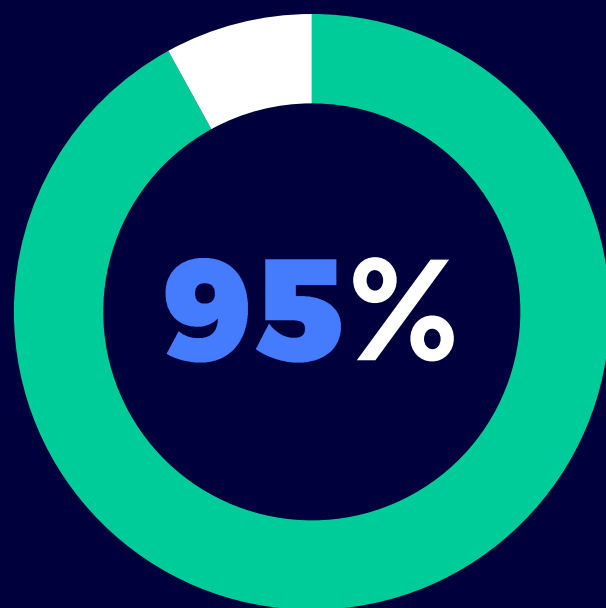


Audio will remain an essential part of brands' communication strategies

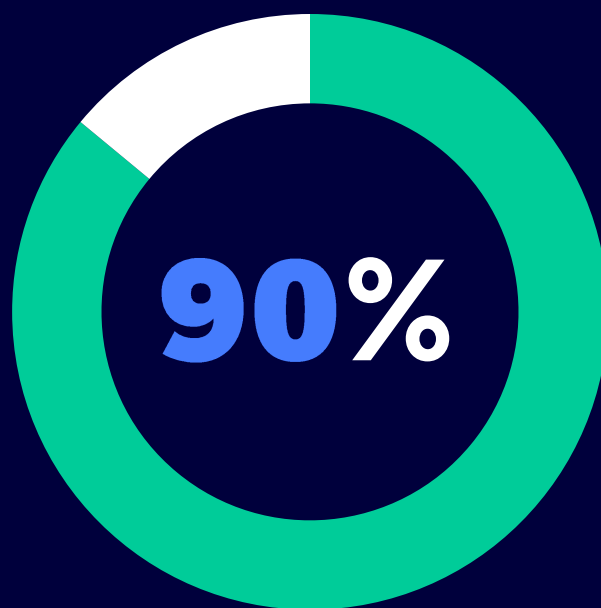


Audio will remain the most powerful medium to drive advertising effectiveness

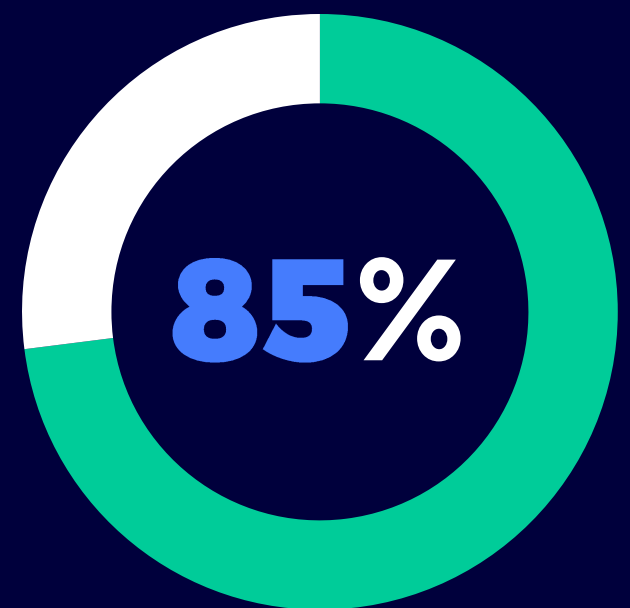
Top 3 opportunities and focus areas for the audio ad sales business in the next 3 years



Digital audio



Attracting
new categories
of clients



New sources
of data and data
infrastructure



Important/very important



Less important

Additional opportunities and focus areas for the audio sales business in the next 3 years

82%	Making audio easier to buy/automation
79%	Other distribution platforms (e.g. apps, smart speakers, in-car dashboards ...)
77%	Podcast/on-demand audio
69%	Artificial intelligence (AI)
69%	New audio ad formats (e.g. interactive ads, dynamic creative)
59%	Programmatic trading
51%	Partnerships and collaboration with other media companies and social media
10%	Metaverse
5%	Blockchain technology
3%	Virtual reality (VR) and augmented reality (AR)

Note: Percentage of respondents perceiving the topic as important/very important

Evolution of the revenue sources for the audio ad sales business in the next 3 years

