



25-26 JUNE



BRUSSELS

ONLINE AUDIO MONETISATION ACADEMY

2025

Organised by



With contributions from:



DAY 0

TUESDAY - JUNE 24th

19:30 Welcome dinner – location TBC

DAY 1

WEDNESDAY - JUNE 25th (9:00 - 17:45)

INTRODUCTION AND THE STATE OF AUDIO

▶ Welcome and opening remarks

A quick rundown of what's in store, setting expectations for an engaging and productive event.

▶ Introductory Roundtable

Each participant shares a brief introduction, presenting their company's profile, current digital audio initiatives, biggest challenges, and key takeaways they hope to gain from this training.

▶ The State of Digital Audio

A deep dive into the booming digital audio landscape—growth trends across streaming, podcasts, and radio, the rise of smart speakers and connected cars, evolving audience behaviours, and the widening gap between listenership and ad spend.

DEVELOPING A WINNING ONLINE AUDIO STRATEGY

Unlocking digital audio's full potential by building a robust portfolio — apps, podcasts, audiobooks, smart speakers, simulcast radio, catch-up content, and more — to grow online audiences and revenue streams.

▶ Maximizing & Monetising Audio Ad Inventory

Expanding digital audio ad opportunities through simulcast, podcasts, IP radio, catch-up, and on-demand content. Discover the power of dynamic ad insertion and strategies for moving beyond pre-rolls to more advanced monetisation tactics.

▶ Enabling Sales & Ad Tech for Programmatic & Automated Sales

Audio tech stack. An introduction to programmatic audio — what it is, how it works (DSP, SSP, etc.). Explore the precision of data-driven targeting and how it transforms digital audio advertising.

▶ **Roundtable: Integrating Programmatic and unifying sales**

A roundtable discussion on leveraging programmatic for live, on-demand audio and podcast. Exchange best practice on how to unify linear and digital strategies, integrate programmatic into overall monetisation strategy, and navigate various buying models — from private marketplaces (PMPs) to open auctions.

▶ **Building a Data Infrastructure for Maximising Inventory Value**

Discover best practices for creating a robust data ecosystem that enhances inventory value and drives better ad performance. Using data for smarter targeting in digital audio campaigns.

19:00 Networking dinner – location TBC

DAY 2

THURSDAY - JUNE 26th (8:45 - 14:00)

▶ **Attracting Radio & Digital Buyers to Digital Audio**

Strategies for positioning digital audio as an essential part of advertisers' media mix and successfully converting traditional radio buyers into digital advocates.

▶ **Interactive exercise - break-out groups and exchange of best practice among participants**

▶ **Creating Impactful Audio Advertising**

Exploring audio ad formats — from pre-roll, mid-roll, and post-roll placements to host-read ads and dynamic creative optimization (DCO). Learn how to craft compelling campaigns that capture audience attention.

▶ **Measuring the Impact of Audio Campaigns**

Unpacking the key metrics and analytics tools that help advertisers assess performance, optimise campaigns, and drive ROI.

▶ **Exploring Innovations & Emerging Trends in Digital Audio**

From AI-driven content curation to next-gen ad tech, uncover the cutting-edge innovations shaping the future of digital audio.

▶ **Key Takeaways**

Wrap up with an open discussion, exchanging insights and action points to take back to your teams and implement immediately!