

A woman with short dark hair, wearing round glasses and a black leather jacket over a white collared shirt, is smiling and looking down at a smartphone. She has white earbuds in her ears. The background is a blurred city street at night with colorful bokeh lights.

audion

Digital  
**Audio**  
Everywhere



[www.audion.fm](http://www.audion.fm)

# audion



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Digital audio is  
a **booming market**





Both for  
users.....

Source : Médiamétrie Global Audio Edition 2022 – Médiamétrie & Harris 2021 –  
‘The mixer’ Research, Nielsen + Spotify 2021

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82.3%

of internet users 15+  
listen to digital audio  
content every day

73%

of audio listening volume is  
consumed alone and mostly  
through headphones

2h+

average listening time of a user  
per day



## ...and for advertisers

Source : L'audio digital affiche une forte croissance en 2021 par  
Olivier Wyman – Panorama Audio Digital IAB France 2022 –  
Médiamétrie Global Audio Edition 2022

↗ **+58%** for 2021

investment vs 2020  
(€48m in France and £163m in  
the UK alone)

📱 **42%**

of listeners claim to pay particular  
attention to advertisements  
**+35% VS radio and social media**

👥 **40.2M**

French listeners per day  
eligible for advertising

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**But buying digital audio at  
scale is still very difficult**





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offers a fully global  
**single buy solution**



# Choose audion

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Coverage



Targeting



Creative and customisation



Measurement



# Digital audio coverage in all its forms...

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## Radio streaming

Live or catch up  
radio content  
delivered on a  
connected device

## On-demand music

Original digital  
audio content  
streamed digitally

## Podcasting

Podcasts available  
online

# ...and at scale across the globe

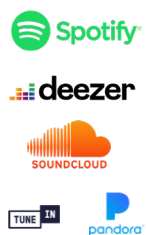
Unique users

800 million

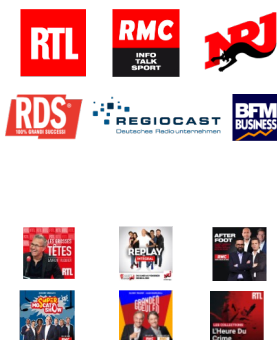
Available impressions

2 billion

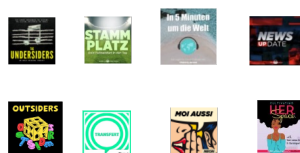
**Platforms**  
music & podcasts



**Radios**  
live & replay



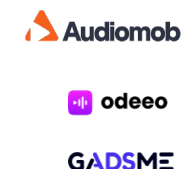
**Podcasts**  
native & podcasters



**PrintAudio**  
text-to-speech



**Audio gaming**



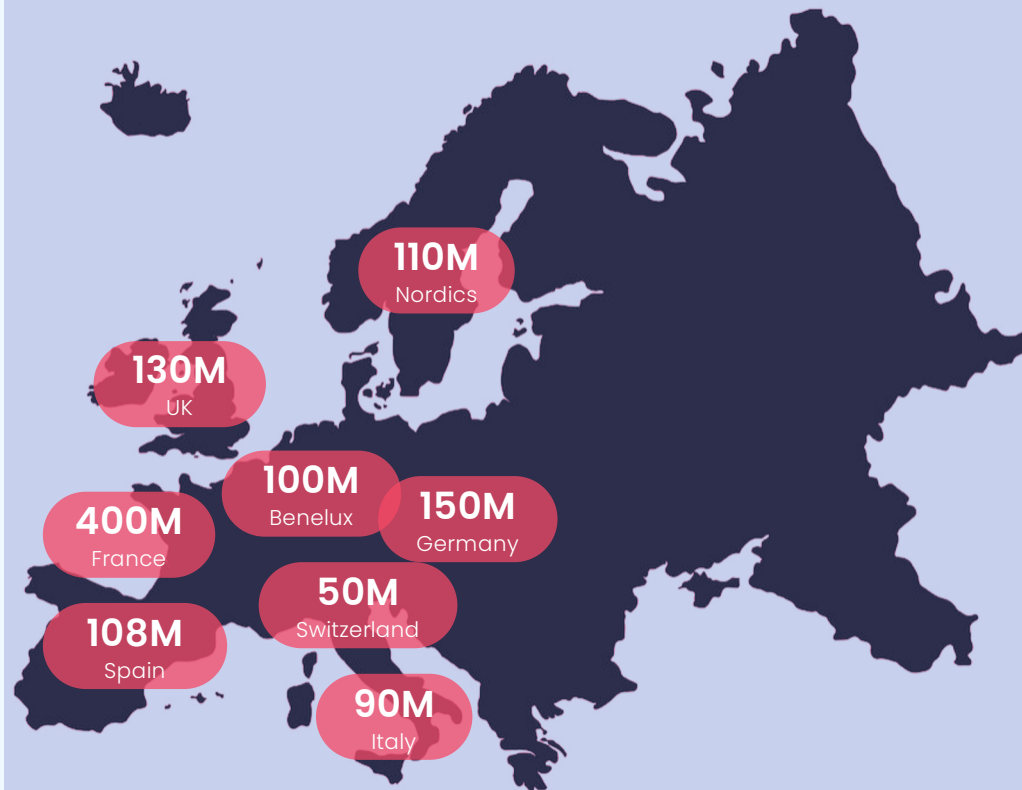
Source : Audion Network



## With particular local strength in Europe

**1 BN**

available impressions



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Measurement

# Audion, an audience driven platform

Targeting	Digital Radio	Music Streaming	Podcasts
Nielsen & Adwizz audiences	✓	✓	✓
External DMP audiences	✓	✓	✗
Contextual targeting	✓	✓	✓
Contextual targeting	Reaching users during specific shows, drive time or school run	Playlist targeting	Verticals: music, sport, finance, Topics: interest in music, sport, finance



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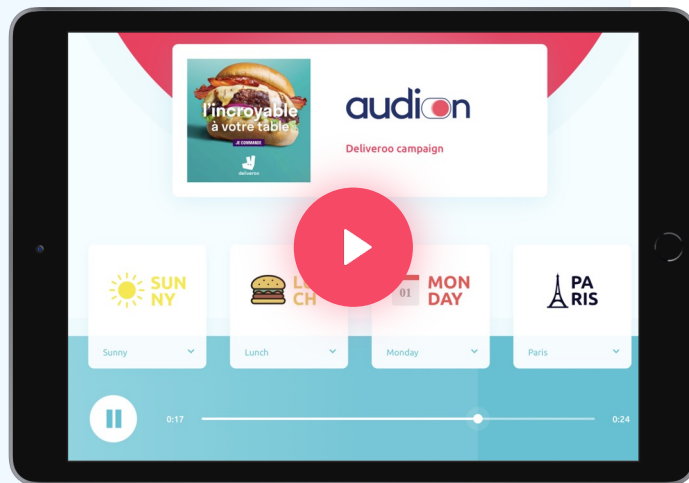
Be creative



Via our partnership with RedApple Creative, we offer a creative solution for the full production of audio spots, from ideation to creation, available in any language

# Our DCO

Real-time **contextualisation**  
For a more effective message



## Location

We adapt the spot according to the geographical position of the listener.



## Timing

Play on the day of the week, the hour or even the minute.



## Weather

Utilise weather conditions in real time to offer an appropriate message.



## API

Connect to external APIs to deliver countless dynamic variables, such as betting odds, offer countdowns, UV weather conditions etc..

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# Choose audion

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Coverage



Targeting



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Measurement

# A specific measurement of performance

exclusive integrations with  
third-party partners to prove  
ROI

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## Drive-to-store



Analysis of in-store traffic after  
exposure to the audio spot

with

adsquare



## Brand lift survey



A quality post-test to identify the  
marketing impact of the audio campaign

with

happydemics  
People beyond data



## Attribution



Post-listen analysis that tracks online  
conversion from listeners exposed to the  
audio creative

with

VERITONIC





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Integrated solution



[www.audion.fm](http://www.audion.fm)



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