



SCA iq

 LISTNR

Digital Audio
Reach Amplifier.

OVERVIEW

Audio works effectively at every stage of the marketing funnel.

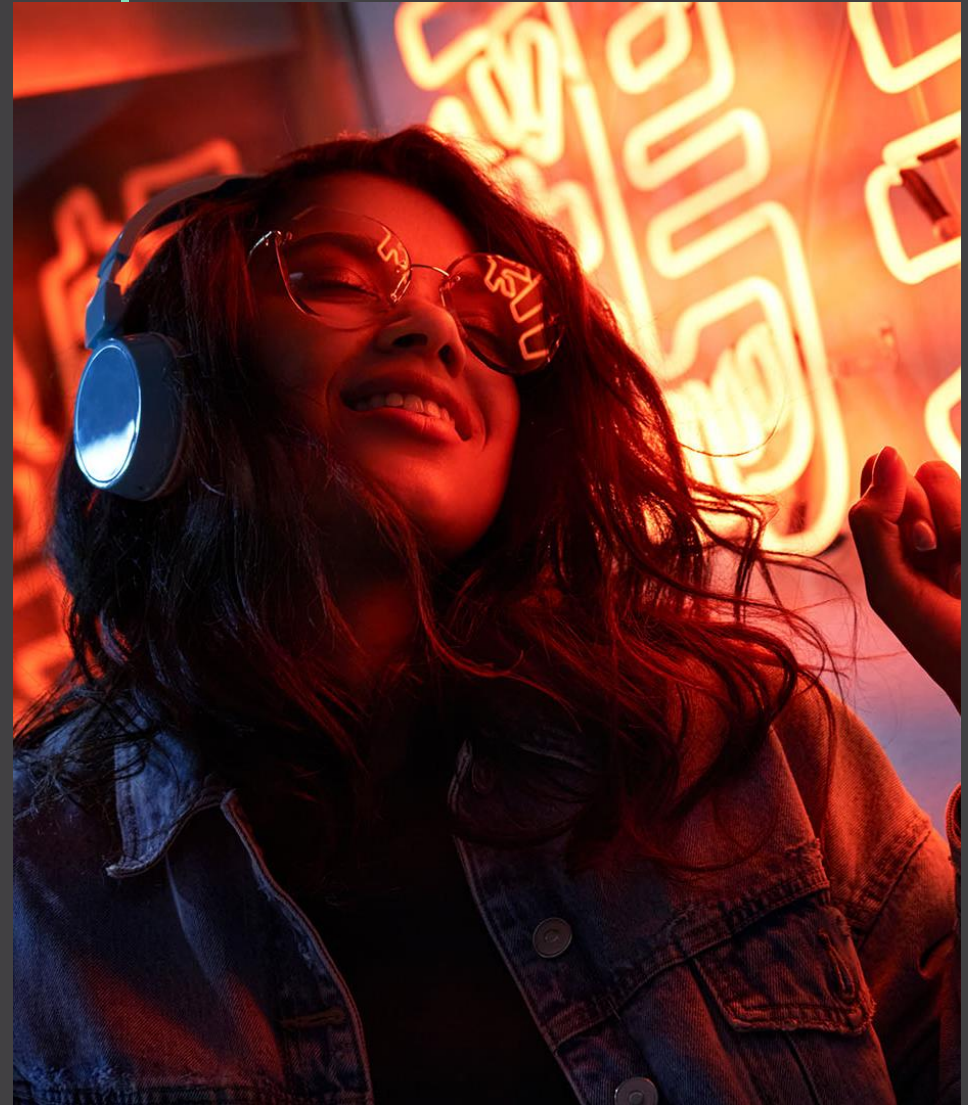
In “SCA iQ: Digital Audio Reach Amplifier”, we review digital audio’s ability to increase a campaigns’ scale, to better impact the top of a marketing funnel.

This document analyses Australia’s digital audio ecosystem’s scale and impact.



Ad-supported digital audio is made up of:

- Streaming Live Radio
- Streaming Music
- Podcasting



Australia's digital audio media owners



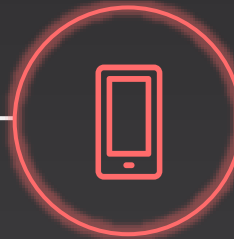
More Australians are listening to more audio, across more devices



% Audio listeners

65%

Listened to audio via the internet, P30 Days



54%

Listened to audio on a mobile devices, P30 Days



35%

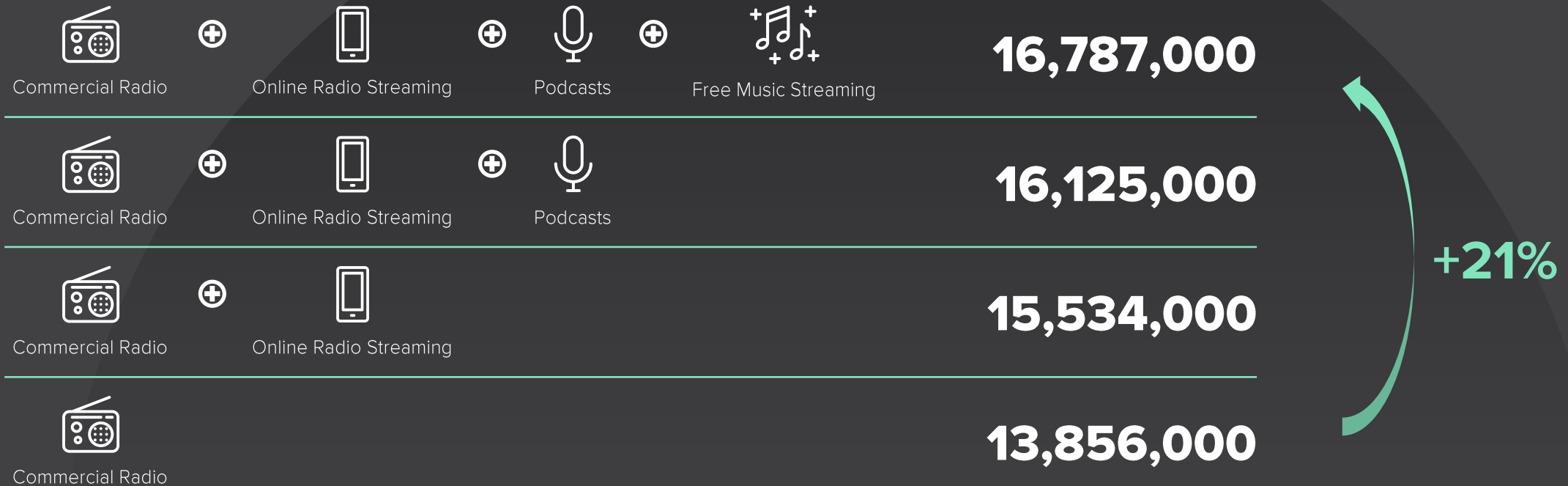
Regularly listen to audio via smart speakers

Maximise reach
using digital
audio.



What planning tactics maximise campaign reach?

Digital audio's reach potential is **21% greater** than commercial radio alone.



How does the audience scale compare to digital video?

Australians consuming digital audio is on par with digital video.



44%

Ad-supported digital audio

9,384,000

PAST 7 DAYS



46%

BVOD: free to air catch up

9,850,000

PAST 7 DAYS



54%

Other free online Video

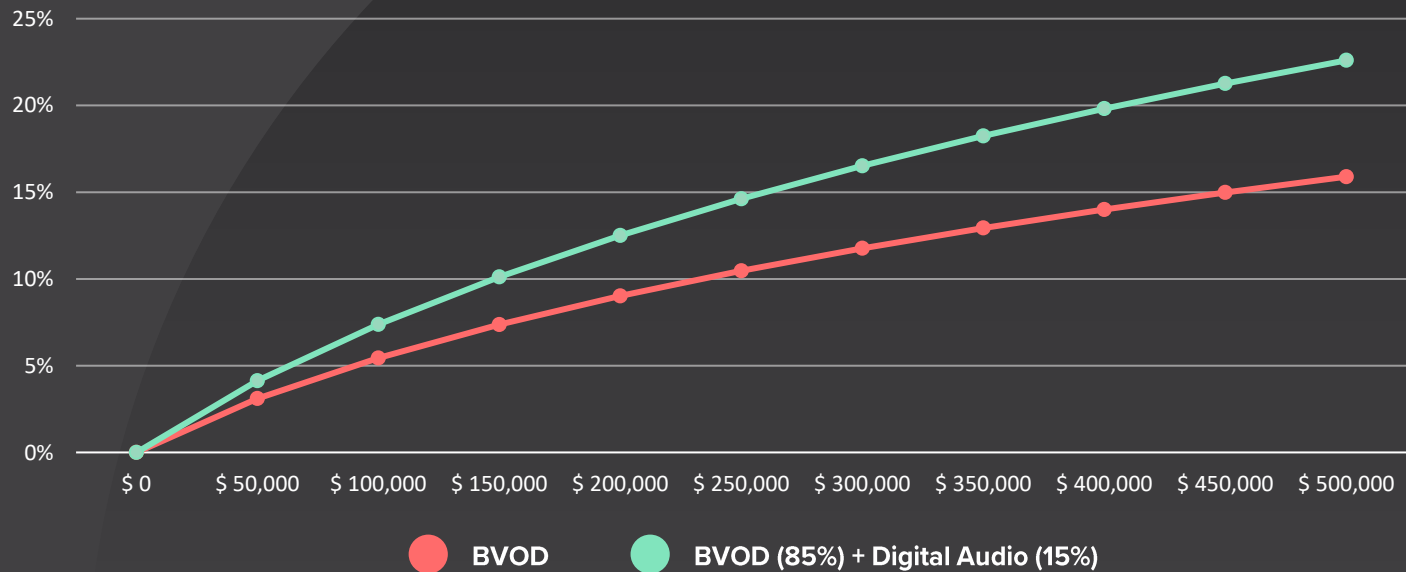
11,522,000

PAST 30 DAYS

How does digital audio increase BVOD reach?

Digital audio maximises BVOD's campaign reach by 42%.

4-week Reach (1+)



Total channel investment guide	BVOD	BVOD + digital audio	Increased reach %
\$ 50,000	3.1 %	4.1 %	33
\$ 100,000	5.4 %	7.4 %	36
\$ 150,000	7.4 %	10.1 %	37
\$ 200,000	9.0 %	12.5 %	39
\$ 250,000	10.5 %	14.6 %	40
\$ 300,000	11.8 %	16.5 %	40
\$ 350,000	12.9 %	18.2 %	41
\$ 400,000	14.0 %	19.8 %	42
\$ 450,000	15.0 %	21.3 %	42
\$ 500,000	15.9 %	22.6 %	42

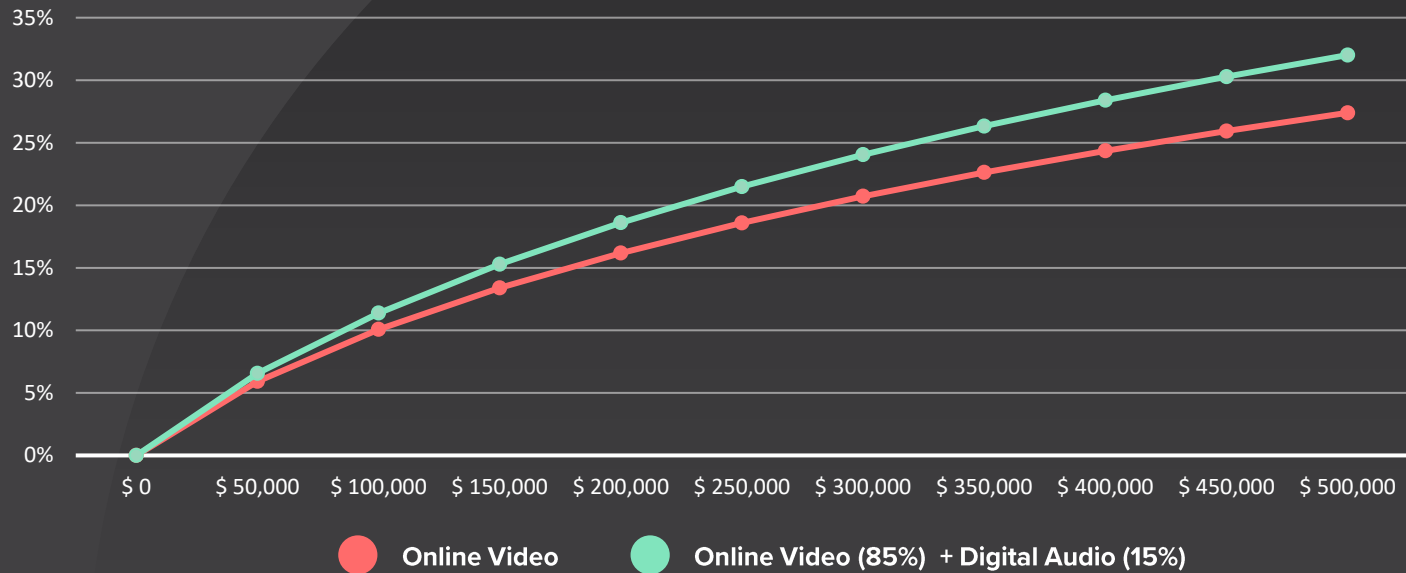


Source: Commspoint Influence 2020. Multi-channel curves. 1+, 4week Reach. National. Total People (14+) Universe: 19.8m.
 BVOD = Online TV (video ads within programs that you watch on catch-up services via your computer or mobile device).
 CDA = Commercial Digital Audio.

What planning tactics maximise a video's reach?

Digital audio maximises online video campaign reach by 17%.

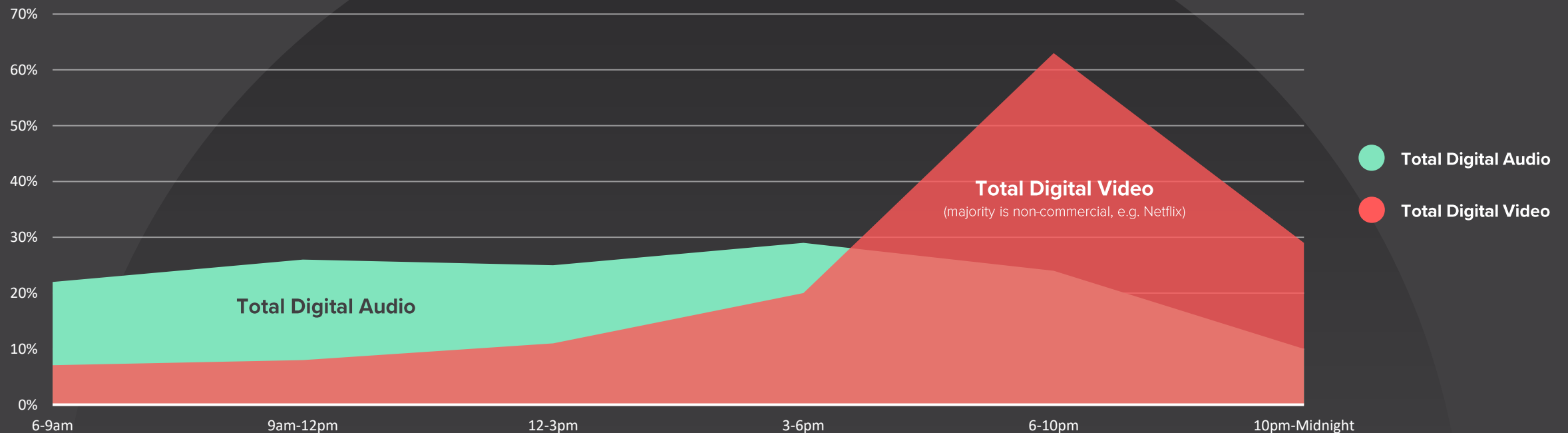
4-week Reach (1+)

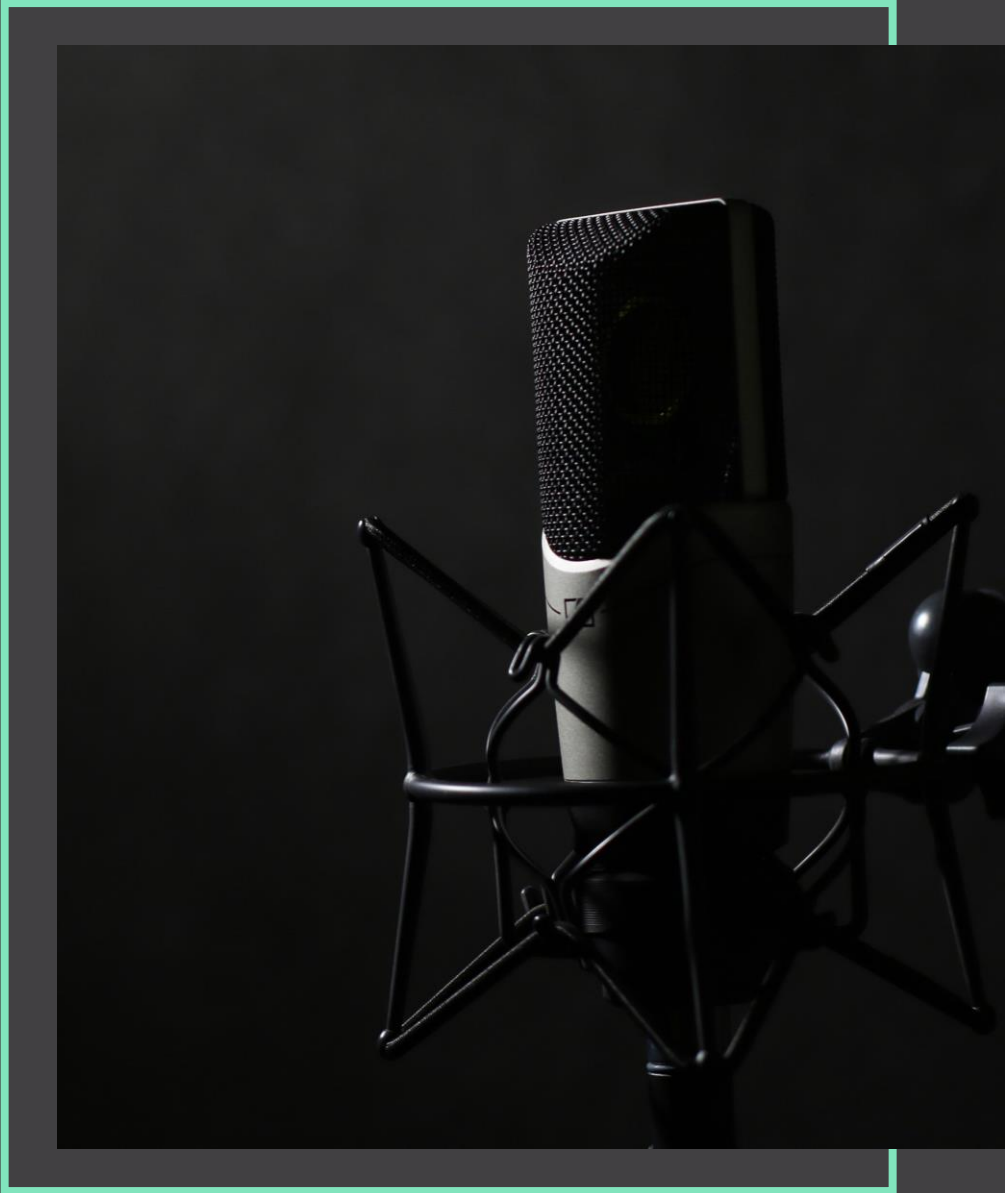


Total channel investment guide	Online video	Online video + digital Audio	Increased reach %
\$ 50,000	5.9%	6.6%	11
\$ 100,000	10.1%	11.4%	13
\$ 150,000	13.4%	15.3%	14
\$ 200,000	16.2%	18.6%	15
\$ 250,000	18.6%	21.5%	16
\$ 300,000	20.7%	24.0%	16
\$ 350,000	22.6%	26.3%	16
\$ 400,000	24.4%	28.4%	17
\$ 450,000	25.9%	30.3%	17
\$ 500,000	27.4%	32.0%	17

When is digital audio most influential?

Digital audio is on **during the daytime** when video is usually off.





What's Next...

SCAiQ: Driving Consumer Actions

Radio's history of driving call-to-action is bolstered by digital audio's targeting and tracking capabilities.

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Notes & Citations

CMV Database

Total Audio Reach is based on merging channels using the OR Function (i.e. Radio or Online Music Streaming or Online Radio streaming or Podcast), as per the below builds:

Total DIGITAL Audio Reach is based on merging Online Music Streaming OR Online Radio Streaming OR Podcast, as per the below builds:

AUDIO CHANNEL BUILD DETAILS:

Radio: Media Summary- Any Commercial Radio P7D

Commercial on-demand music streamers: Online Music Streaming Services P7D (Includes Google Play Music; or iTunes; or SoundCloud; or Tidal; or Spotify; or Vevo; or Apple Music; or Amazon Music; or YouTube Music; or Other) with an AND [Subscribe to Free Music OR Neither Subscribe or Pay for Music]

Commercial Online radio streamer: Live online radio services listened P7D (iHeart Radio; or RadioApp; or TuneIn; or Apple Music; or iTunes; or Other)

Commercial Podcaster: Used the following services to listen to a Podcast, P7D (Google Podcast; or Apple Podcast; or iTunes; or Spotify; or LiSTNR; or Acast; or SoundCloud; or iHeart Radio; or Other), OR Listen to catch-up radio Podcast (Hit; or MMM; or Nova; or Smooth; or KIIS; or Gold; or Nine Radio; or Other)with an AND [Subscribe to Free Music OR Neither Subscribe or Pay for Music]

TOTAL AUDIO: Total audio is a combination of all of the above

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Nielsen CMV National Survey 10 2021. TOTAL PEOPLE (14+). Universe: 21,280,000

Total Audio Users is based on the above builds.

Audio Consumption by Device. % of Total Digital Audio listeners who:

- usually listen to: streamed music, live radio or podcasts via Smart Speakers
- Past 30 days: Listening to online radio, music streaming service, On-demand online music streaming, Podcasts (streamed or downloaded) or Radio stations streamed online via Mobile Phone
- Past 30 days: Listening to online radio, music streaming service, On-demand online music streaming, Podcasts (streamed or downloaded) or Radio stations streamed online via Internet

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Nielsen CMV National Survey 10 2021. TOTAL PEOPLE (14+). Universe: 21,280,000

Combined unduplicated reach of 2 or more audio channel combinations using the OR function. Audio channels are based on the above channel builds.

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Nielsen CMV National Survey 10 2021. TOTAL PEOPLE (14+). Universe: 21,280,000

ANY Catch-up VOD P7D, Free Internet TV streaming Past Month [YouTube or Twitch or TED talks or Dailymotion or Other] v Total Audio Past 7 Days (as per the above channel builds)

Notes & Citations

SCA Research, Audio Landscape Study March 2021

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Q: When consuming media at various times of the day, which audio or video platforms are you using at that time?

TOTAL DIGITAL AUDIO = Online Radio Streaming, OR Streaming Online Audio OR Podcasts (radio or original content)

TOTAL DIGITAL SCREENS = FTA TV On-Demand Services, OR Pay TV, OR Streaming Video Services

Commspoint Influence

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Multi-channel curves. 1+ Reach. Total People national (pop: 19.8m).

4 week reach. Category: Other

Channel CPMs and Budget % split by schedule

Page 10

Multi-channel curves. 1+ Reach. Total People national (pop: 19.8m).

4 week reach. Category: Other

Channel CPMs and Budget % split by schedule

CHANNELS	CPMs	BVOD	BVOD & DIGI. AUDIO
Online Radio	\$18.01		5%
Music Streaming	\$18.01		5%
Podcast	\$35.12		5%
Online TV	\$56.73	100%	85%

CHANNELS	CPMs	OLV	OLV & DIGI. AUDIO
Online Radio	\$18.01		5%
Music Streaming	\$18.01		5%
Podcast	\$35.12		5%
Online Video (OLV)	\$27.92	100%	85%