
Marketers listen up!
Programmatic audio
is here to stay
rubicon
PROJECT
SOUNDCLOUD
Adobe

Sound is the new screen

AVERAGE TIME SPENT PER DAY WITH MOBILE APPS BY US MOBILE APP USERS VS. TOTAL ADULTS, BY ACTIVITY, 2016-2018

HRS:MINS

	ADULT MOBILE APP USERS			TOTAL ADULTS		
	2016	**2017**	**2018**	**2016**	**2017**	**2018**
AUDIO LISTENING	0:39	0:41	0:42	0:33	0:35	0:37
SOCIAL NETWORKING	0:28	0:31	0:32	0:23	0:26	0:28
GAMING	0:27	0:27	0:27	0:23	0:23	0:23
VIDEO VIEWING	0:22	0:24	0:25	0:18	0:20	0:22
MESSAGING	0:09*	0:15*	0:25*	0:05	0:09	0:14
OTHER	0:55	0:55	0:52	0:46	0:47	0:46

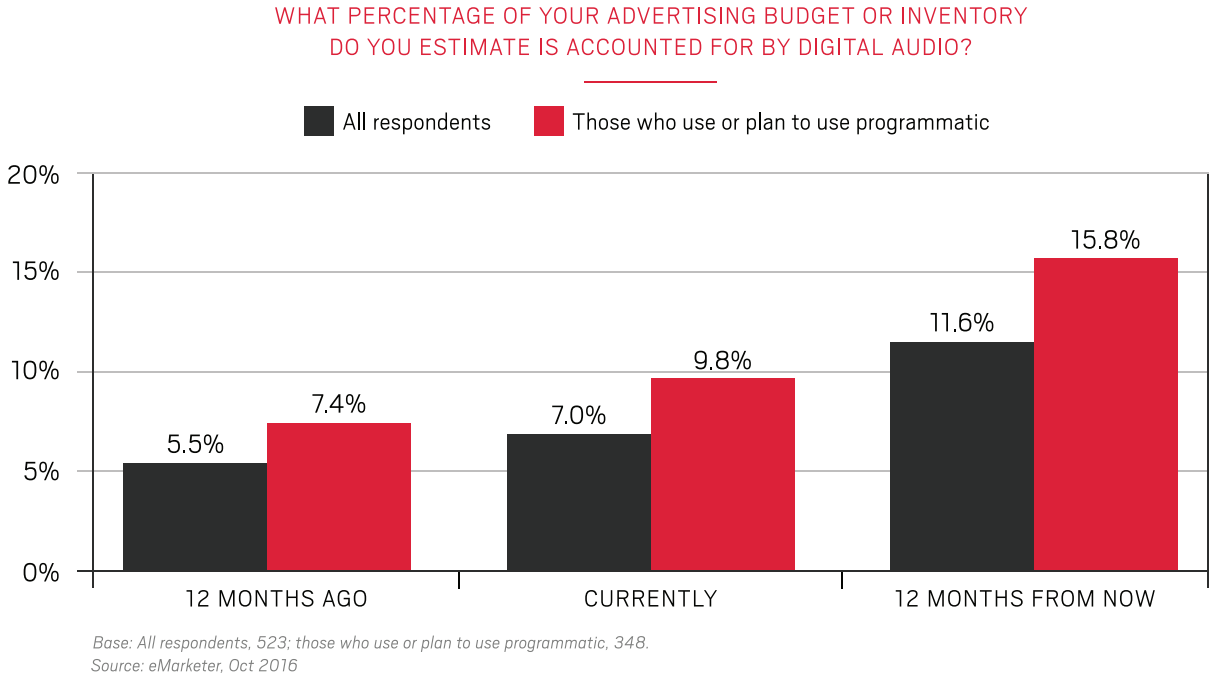
Note: ages 18+; time spent with each device includes all time spent with that device, regardless of multitasking; for example, 1 hour of multitasking on a smartphone while on a tablet is counted as 1 hour for smartphone and 1 hour for tablet; *among adult mobile messaging app users only

Source: eMarketer, Sep 2016

We spend more time listening to our phones, than we do any other activity

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Audio budgets are shifting



Base: All respondents, 523; those who use or plan to use programmatic, 348.
Source: eMarketer, Oct 2016

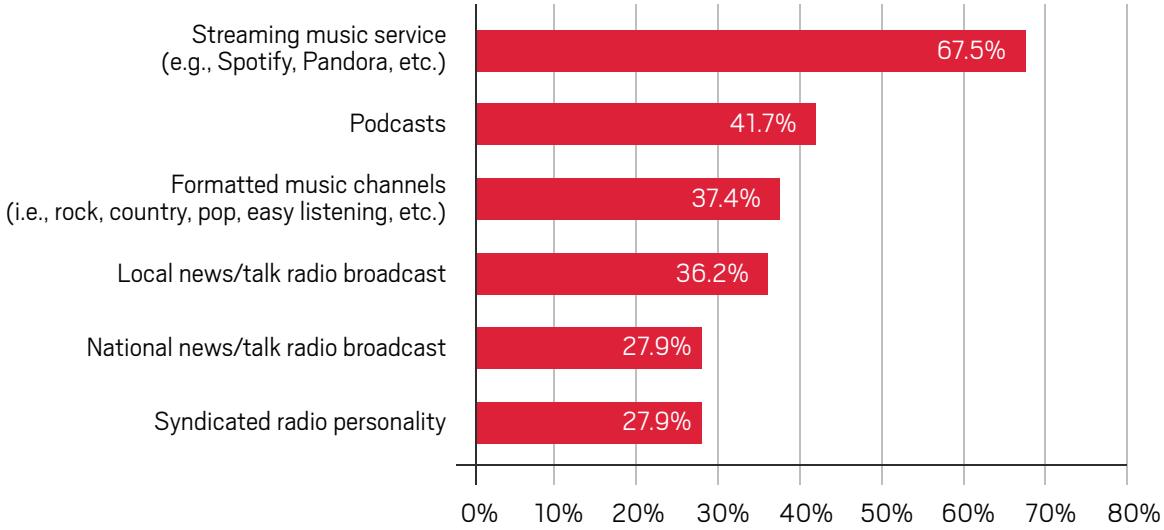
This year, marketers will dedicate 11.6% of ad budget and inventory to digital audio

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WHERE WILL THE
DIGITAL AUDIO AD DOLLARS GO?
Two thirds of marketers are interested in programmatic buying for streaming music
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Programmatic audio spending is on the rise

WHEN BUYING PROGRAMMATICALLY,
WHAT CONTENT INTERESTS YOU THE MOST?



Base: 348, those who use or plan to use programmatic technologies/ platforms for buying/selling of digital audio advertising.
Source: Trade Desk Audio White Paper Sept. 2016

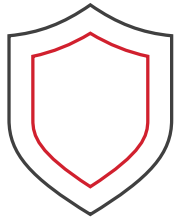
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The audio advantage

DATA RICH
Tap into a song, playlist or even an emotion to engage the modern listener



SAFE AND SOUND
Brand safe environment that can be controlled through PMP deals



HIGH COMPLETION RATES
Listeners have ingrained familiarity with audio ads from a lifetime of radio



EFFECTIVE
Combines the uniqueness of video with the targeting qualities of display



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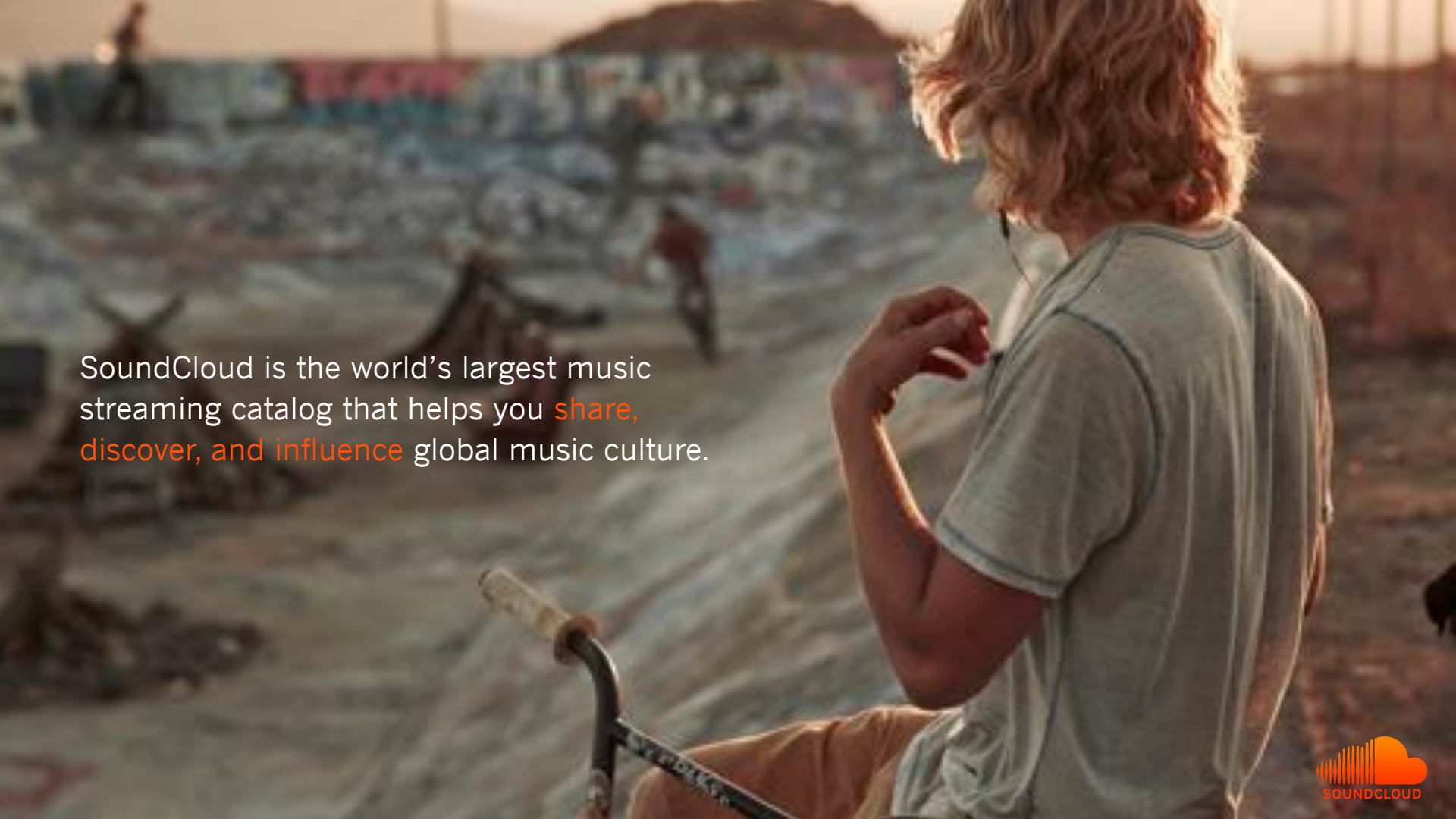
Who is buying digital audio, programmatically?



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“Shoutout to SoundCloud for holding me down!”




SoundCloud is the world’s largest music streaming catalog that helps you share, discover, and influence global music culture.
SOUNDCLOUD

Massive, On-The-Go Gen Z and Millennial Audience



176M
Global Monthly Uniques

#1
Influencers & Trendsetters

81%
Don't Visit The Competition

41%
Multicultural Audience

Source: comScore, 2017

Personal

—

Emotional

—

In-the-moment

—

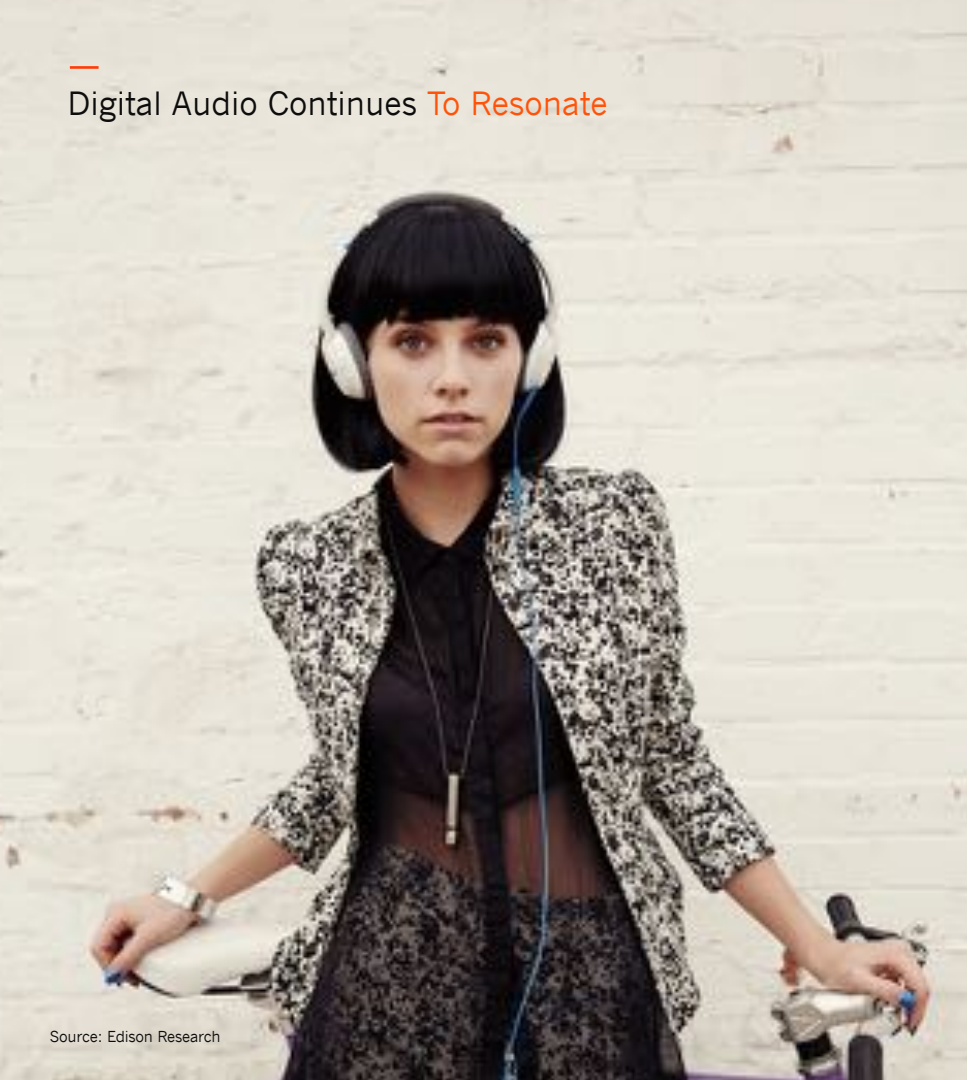
Sophisticated Curation

—

Unrivaled Attention



Digital Audio Continues To Resonate



Source: Edison Research

Ad Recall

3x

Brand Awareness

1.6x

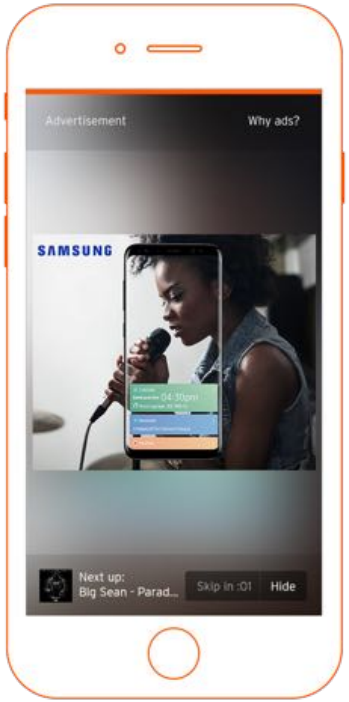
Content by Choice

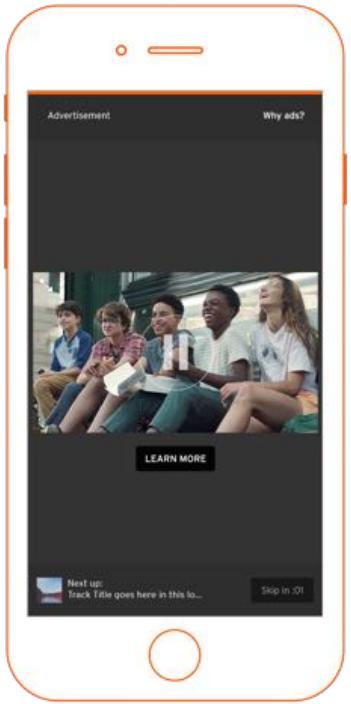
40%

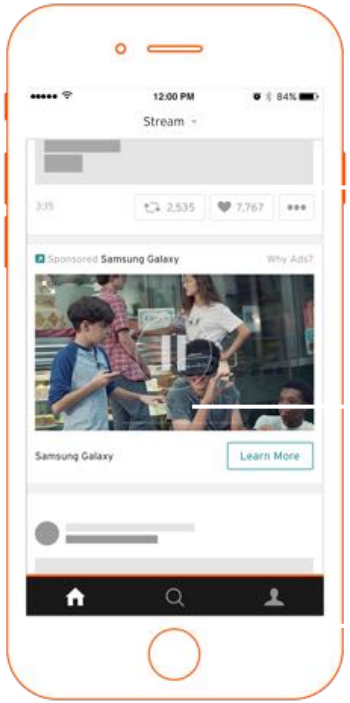
SOUNDCLOUD

Programmatic – Audio & Video

Now available in all monetizable countries







SOUNDCLOUD

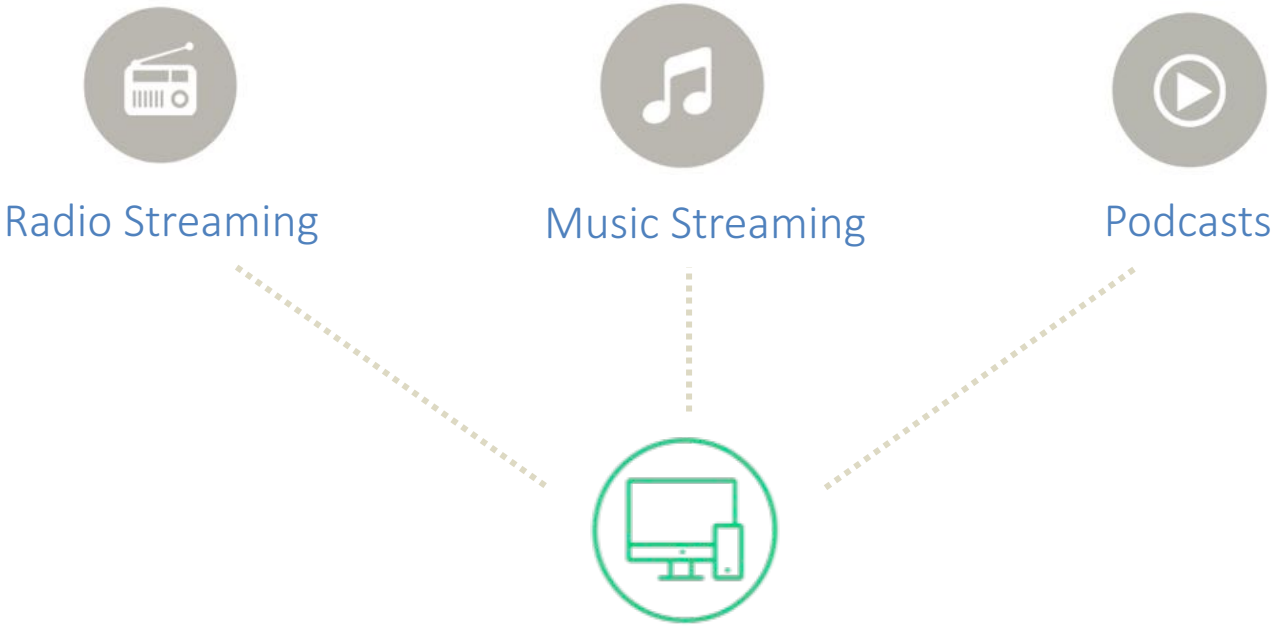

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AMO + TUBEMOGUL

Advertising at Adobe



How Adobe Defines Audio



The Future is Programmatic Audio

Control Strategy and Targeting Parameters on Your Campaigns

Define Your Key Audience with Data-Driven Targeting

- Seamless activation of Adobe Audience Manager segments with significant scale
- Leverage partner subscription data to target by genre, playlist, station, registered age and gender
- Access 3rd party data from integrated partners





58% of listeners recalled a brand's internet radio ad within the past 30 days

57% of listeners had purchased a brand's product online while listening

Adobe

The Future is Now








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Q&
A
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