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Soundproof: Radio & Podcasts in Harmony

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TODAY fm newstalk **98FM** **SPIN** **OTBSports** **audioXi** **GoLoud.**

Audio reaches more people than any other medium



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WEEKLY RADIO REACH (15+)

92%

PODCAST REACH

41%

Audio: The ultimate companion in a connected world



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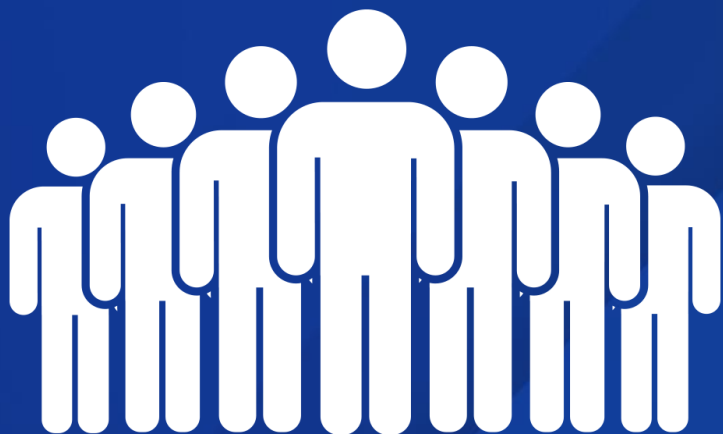
Radio and podcasts together deliver incremental reach



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Incremental Reach

By Channels used in the past week



Podcast

Hands up



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Audio satisfies six contemporary need states



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Live radio and podcasts play complementary roles



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LIVE RADIO

HUMAN TOUCH
SERENDIPITY
MORE THAN JUST MUSIC
CONNECTION TO THE OUTSIDE WORLD
NO INPUT REQUIRED

**MOST
POPULAR**

ALL ACCESS
PLAYBACK/REPLAY
IMMERSION
CONNECTION TO MY WORLD
CONTROL/INSTANT GRATIFICATION

PODCASTS

Podcasts have a multiplier effect on other advertising formats



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RADIO

It tells me
something new
about a brand

34%

BRANDED CONTENT

It improves my
opinion of the brand

17%

DIGITAL DISPLAY

More memorable &
Trustworthy

18%

The Audio Trust Halo



Radio and podcast hosts are perceived as some of the most trustworthy, essential, and relatable personalities in the media ecosystem.

Opportunity for brands to connect with highly engaged consumers.

Audio advertising delivers more cut through and relevance



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Listen to advertisements more often on radio and in podcasts than through any other medium.

55%

Found radio and podcast advertisements to be **more relevant** than on any other medium.

53%

More trusting of radio and podcast advertisers than on any other medium.

51%

Podcasts and Radio in harmony



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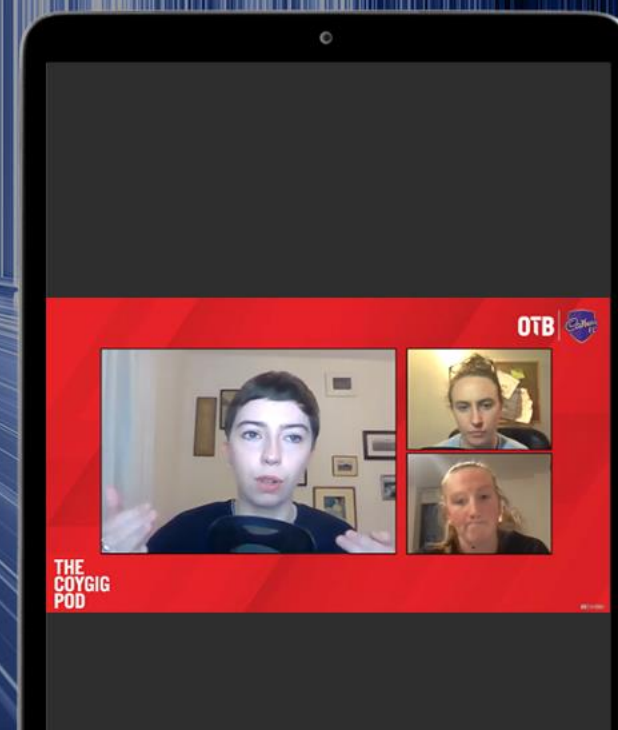
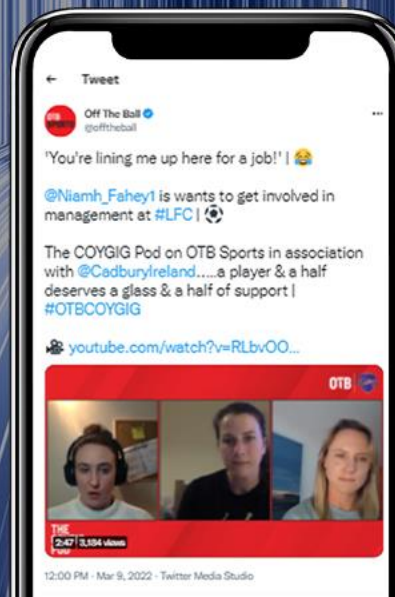
Podcast

Video

Social media



Radio



Key Takeaways

- Radio and podcasts are **complementary formats** that, when combined, deliver incremental reach.
- Radio and podcast advertising on their own deliver clear benefits to brands but **when combined have a multiplier effect** that drives better return on investment.
- Radio and podcast personalities are some of the most trusted hosts in the media ecosystem. It is this **trust that powers the connection** our audiences and advertising partners seek.



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THANK YOU

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