

INSIGHT



**THE SOUND OF
INNOVATION:**
AI APPLICATIONS IN
THE AUDIO BUSINESS



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INTRODUCTION

The audio industry has experienced a dramatic evolution in recent decades, driven by the rise of streaming, on-demand audio, and the growing popularity of podcasts. The entry of tech giants has intensified competition, reshaping the landscape and creating a complex ecosystem. Now, with the rapid advancements in artificial intelligence (AI), the audio sector is facing a new wave of transformation. Technologies like generative AI (GenAI), machine learning (ML), and natural language processing (NLP) are accelerating change across industries, including media. This report, published in December 2024, explores how AI is impacting radio, audio companies, and advertising sales houses. It focuses on practical examples of AI's application and its potential to reshape the future of the industry. This publication was written by a human audio advertising expert with AI assistance for review and editorial support.

AI USE CASES IN AUDIO

AI's role in audio is frequently associated with streaming and podcasting, at the same time radio broadcasters and sales houses are embracing AI to drive innovation and maintain their competitive edge.

This publication focuses on concrete case studies, showcasing how radio and audio companies, as well as other relevant actors, are leveraging AI to enhance creativity and sales. From AI tools for automated spot creation to AI DJs delivering live content, radio companies are integrating AI into their operations. Technologies like text-to-speech, voice cloning, and AI-driven content curation are helping broadcasters provide personalised audio experiences. AI

is also playing a crucial role in optimising sales strategies, optimising brand safety, and improving contextual targeting for advertisers.

Moreover, AI analytics are offering deeper insights into audience behaviour, enabling more accurate ad attribution and measurement of campaign performance. This publication provides a snapshot of the tools, technologies, and real-world examples illustrating AI's transformative impact on radio. It aims to offer inspiration for audio companies and sales houses ready to explore and embrace the AI revolution.

In terms of resources, the document draws on reports, articles, insights from egta members and contributions from companies and experts in order to compile the necessary data.

TYPES OF AI: THE SIMPLEST DEFINITIONS

GenAI – Generative AI refers to artificial intelligence that can create new, original content such as audio, text, images, music, and videos that did not exist before.

Machine Learning (ML) or Predictive AI – Refers to the type of AI focused on understanding, interpreting, and making decisions based on existing data. It involves recognizing patterns, making predictions, classifying information, and learning from data inputs to improve over time.

Note: These two can overlap.

CHAPTER 01: AI FOR AUDIO SPOT CREATION

AI is a true game-changer for audio spot creation; the process that previously took days can now be almost instantaneous. Spots can be created directly during the meeting with a client, allowing for rapid prototyping of audio campaign ideas and co-creation with customers. The AI-driven spot creation process offers flexibility, quick changes, and speed. It does not replace creative teams completely, as they can instead focus on high-value productions. AI-driven spots bring in new customers who might have been previously hesitant to embrace audio, especially SMEs (small and medium-sized enterprises) with lower budgets and a regional focus. AI engines can create multiple versions of spots with different copies, voices, or music in minutes.

There are different levels of adoption of this technology; some companies use AI for the text, voice-over, music, and mixing the final spot, while others have a copywriter write the script and use AI only for the narration. However, we see a push for a more automated process that ideally also has a self-service component, especially for smaller clients. It is an ideal tool that puts the creation of audio ads on par with social media in terms of cost-efficiency, speed, user-friendliness, and accessibility.

Another potential use of AI voices being tested by broadcasters, is using AI for legal disclaimers at the end of ads. These can be stitched together with spots produced by real live actors.

Overall, AI drives additional revenue from

new and existing customers by increasing profit margins, winning new customers, reactivating churned customers, and optimising the operational efficiency of sales and creative teams.

Below are several examples of radio companies that are offering AI spot creation to customers, developed either in-house or in collaboration with tech providers.

A. SELF-SERVICE AI SPOT TOOL

► RadioADMaker by Radio Gong

**RADIO
ADMAKER**



RadioADMaker is a platform created by the German radio station Radio Gong. This platform enables anyone to create, produce, and book an audio spot within 3 minutes. It is a response to the perception clients often have that radio campaigns are difficult to create and buy. Studio Gong's plan was to make audio as easy to buy as ads on Meta or Google. The result of their effort is RadioADMaker, a tool through which clients can easily configure their radio spot using AI. It was first released in March 2023 and combines all processes of creating an ad and booking it in one platform.

To start, the client selects a region or a city using a simple map tool, followed by a radio station. Based on this, the platform estimates the reach of the campaign. The next step is typing in keywords for the campaign that the spot should revolve around. There is no need to write up a script for the spot, as the AI generates five versions of a script. Once the



client selects one of the scripts, the spot can then be further customized with different male and female voices, tones of voice, and music. Once the spot is created, the client then indicates their budget and the length of the campaign (max. 60 days). The reach of the campaign is adjusted based on this data. The advertiser can simultaneously book the broadcasting as a pre-stream spot (start of the stream) or as an in-stream spot (within an advertising block). The payment for the spot is done via PayPal. The platform is, however, still managed by humans. At the end of this process, the sales team checks and approves all registered spots. Bookings made on weekdays until 2 p.m. can be broadcast the next day.

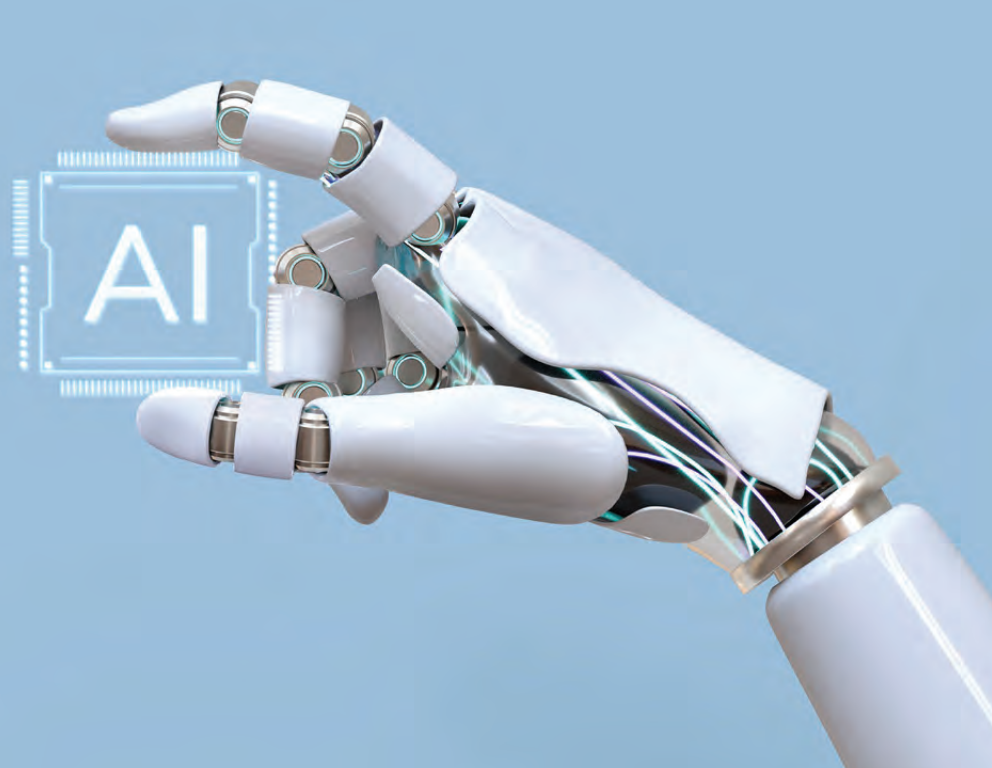
The solution is currently available for digital audio, given that the main target is small local advertisers. As the quality of synthetic voices improves every day, the platform is expected to expand to FM campaigns. There are already 20 stations in Germany and Austria using RadioADMaker or the white-label version of the platform.

You can find more information on the platform here: www.radioadmaker.de.

“

“I’m deeply convinced that platforms like RadioADMaker will become the new standard of advertising in radio. It’s a fantastic opportunity, especially for local stations, to regain revenue from local and regional companies that spend their marketing money on social media because RadioADMaker makes booking radio ads much easier and cheaper than ever before.”

--- **Johannes Ott**, Chief Executive Officer, **RadioADMaker**



B. AI-POWERED AUDIO ADS WITH DYNAMIC CREATIVE OPTIMISATION

In the fast-paced world of advertising, the demand for personalisation and adaptability is higher than ever. Enter **Dynamic Creative Optimisation (DCO)**, a cutting-edge AI-driven approach that enables advertisers to create customised audio ads that respond to real-time data and context. DCO utilises preset scenarios and data sources - like weather conditions, sports updates, or traffic reports - to dynamically adjust media plans and ad content. This means audio ads can be tailored on the fly to resonate with specific audiences, enhancing relevance and impact.

This chapter focuses on how radio broadcasters and audio sales houses are embracing AI-powered DCO to revolutionise audio advertising. We explore concrete case studies that demonstrate the transformative potential of DCO, showcasing how AI allows companies to quickly generate personalised ads.

► Use case by Talpa Media



Talpa Media was an early adopter of synthetic voice technology, launching its first campaign in 2022. Initially, they used Adthos technology to create dynamic audio ads. Today, Talpa primarily relies on the AudioStack platform, while still utilising Adthos for some projects.

The dynamic elements that Talpa employs to personalise ads and make them more relevant, are based either on contextual factors - such as weather, location, and other real-time data - or on first-party customer data, like price discounts. This technology enables Talpa to create highly personalised audio spots at scale, introducing Dynamic Creative Optimisation (DCO). For example, the system can generate multiple versions of an ad that can be tailored based on factors like the listener's location or demographic, allowing for rapid adaptation to changing market conditions.

Spot Creation

The audio spot is generated using a text-to-speech solution that involves completing a short questionnaire, covering aspects such as language, tone of voice, target audience, and the desired length of the spot. The creation process begins by defining the goals and objectives of the dynamic audio ad campaign. The next step involves segmenting the target audience based on demographics, interests, and listening habits. Ad templates are then created to allow easy integration of real-time data, enabling tailored messaging for each audience segment. AI-generated voices and dynamic data from the API network can then be added, giving a more human touch to the ads. Once completed, the dynamic audio ads are deployed, monitored for performance, and the results are thoroughly analysed.

In addition to automated adjustments based on the aforementioned 'data triggers', the content can be enhanced with sonic branding elements, such as a brand's sound logo and music that aligns with the advertiser's sonic identity. Alongside a range of synthetic voices, Talpa also has the option to synthesise existing real voices, creating audio spots that match the advertiser's distinctive sound.

At present, Talpa Media creates the audio spots for clients. The platform can generate either an MP3 of the spot or a deck that facilitates the creation of dynamic versions. These spots are used on both FM radio and online audio platforms. For example, a recent campaign for Just Eat Takeaway involved seven versions of an audio spot. These versions were aired on radio, while in digital audio they were geotargeted to specific cities mentioned in the ads.

Bringing in new clients

Talpa's offering is attracting new clients to audio, particularly those interested in dynamic creative optimisation and attracted by the speed and ease of creating an audio spot that matches their experiences from digital media. These new clients tend to be D2C (direct-to-consumer) brands like delivery services or dating apps but also more traditional ones like insurance providers. The solution is especially appealing to long-tail clients, while larger, established radio advertisers typically continue to use creative studios or agencies as part of their existing media budgets.

Talpa Media promotes this technology during its annual roadshow and, for some clients, demonstrates the ease and speed of creating an audio spot during meetings.



► Use case by RMS



Der Audiovermarkter.

In 2023, RMS, the biggest private radio sales house in Germany, entered into a strategic partnership with AI audio company AudioStack. This collaboration introduced a platform that leverages cutting-edge technologies such as text-to-speech, voice cloning, and AI-based post-production, enabling fully automated and scalable creation of audio content. The solution allows customers to create scalable, personalized audio spots for diverse audiences within a campaign.

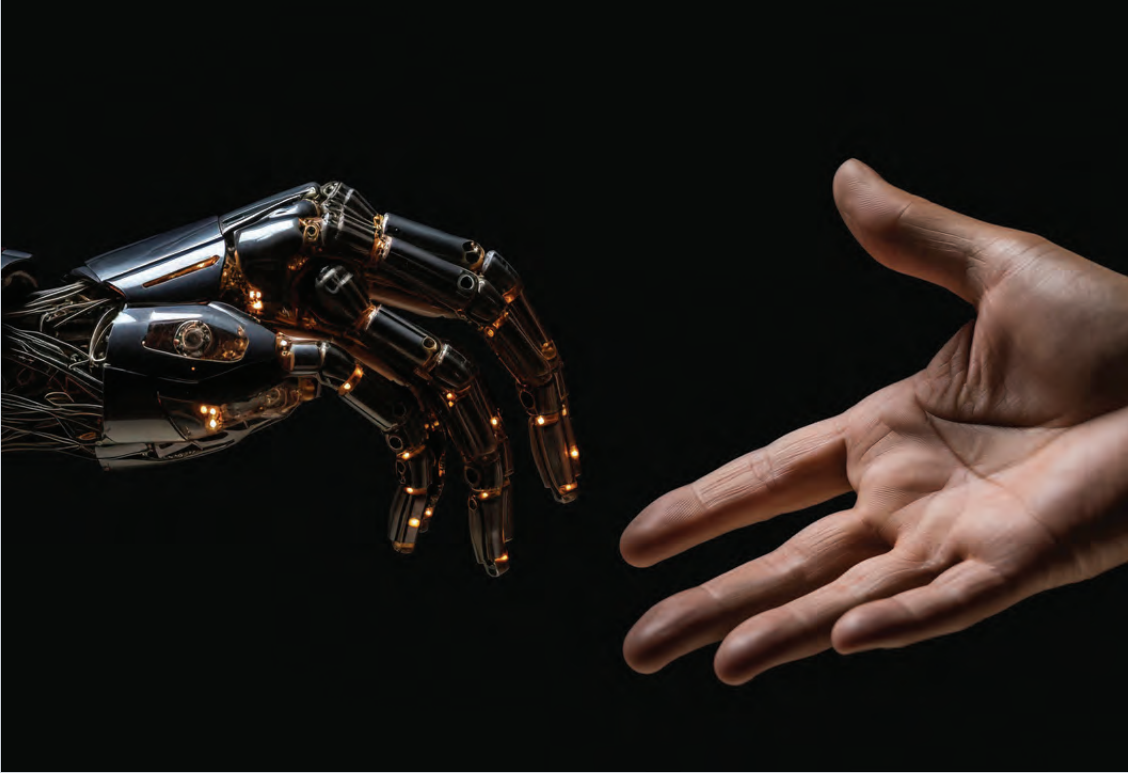
Leveraging innovative technologies, brands and agencies can build complex audio production workflows in record time. This partnership promises to provide advertisers with speed, scalability, and cost-effectiveness in creating captivating audio content.



“Advertisers for whom testing audio advertising was previously too expensive and time-consuming can easily get a suitable creation at an excellent price-performance ratio with this AI solution. In this way, we are significantly lowering the barrier to entry into communication via audio (...) It is exciting for us to work with our customers to develop completely new possibilities for designing advertising material and addressing end customers via audio channels. AudioStack is currently the best partner for this.

We are also supporting large advertisers’ experiments with AI-supported creation. This is about the possibilities of personalisation, the speed and scalability of a campaign - e.g. an international campaign launch in different languages - and real-time optimisation options, e.g. in retail, where quick copy changes for sold-out products are the order of the day. All of these are promising areas of application for this technology in the audio advertising market. For some use cases, further development steps will be required to fully meet the requirements of advertisers. It is exciting for us to work with our customers to develop completely new ways of designing advertising materials and addressing end customers via audio channels.”

--- **Matthias Schenk**, Head of Partner Management, **RMS**



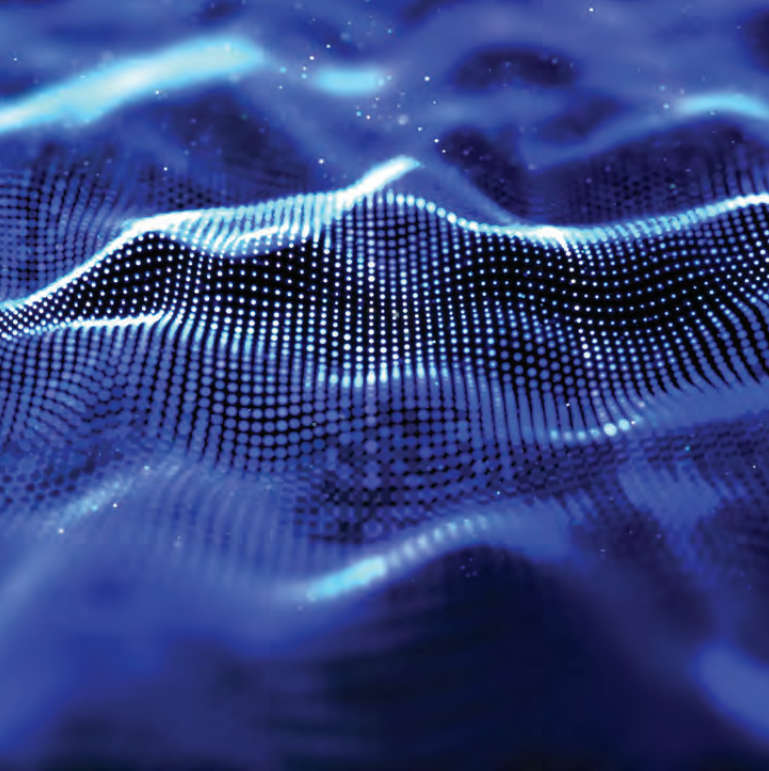
SUNEXPRESS CAMPAIGN

When it comes to personalisation, Sun Express and RMS have done just that. SunExpress — a joint venture between Deutsche Lufthansa AG and Turkish Airlines — was the first to experiment with AI audio creation in its most basic form: generating an audio spot in seconds, with the ability to adapt the script, music, and voice almost instantly.

Now, SunExpress and RMS have elevated their approach by combining artificial intelligence with human expertise. After a successful first campaign with SunExpress, this campaign was the second AI-generated campaign to be implemented with AudioStack’s technology. The RMS creative team produced a national core spot using advanced studio technology to ensure the highest audio quality. They then integrated dynamic AI-generated endings to create personalised versions of the ad. This method allowed them to communicate various offers while maintaining the original audio quality, all in a highly cost-effective way.

The use of AudioStack’s platform has allowed RMS to offer advertisers the ability to adapt campaigns quickly, optimizing content for different markets, languages, and times, ensuring that ads remain relevant and impactful for diverse audiences.

The results and the AI spot can be found [here](#).



► **Are dynamic audio ads better?**

Research on dynamic ads with regional targeting

Employment agency Tempo Team conducted research in partnership with Talpa Network and Kantar-owned MeMo2, a cross-media research and analytics company. The research aimed to determine if dynamic radio ads yield better responses and was based on a job vacancy campaign, involving multiple traditional and dynamic creatives for the most active job openings in Holland. The creatives were tailored based on the day, job title, and location. Job seekers were more interested in job vacancies in their own region, which is why ads were heard depending on where and when they would listen to them. Regional targeting led to a higher impact.

Key results of this research include an increase in online searches for job openings via the Tempo Team platform and an overall higher appreciation of dynamic audio ads compared to regular ads. Personalisation and relevance through dynamic creatives can significantly enhance the effectiveness of audio campaigns.

AI-generated audio ads drive 10%+ higher performance

Instreamatic, in partnership with Dentsu, conducted research on the effectiveness of AI-generated audio ads. They compared generic and personalised AI-generated ads for a major electronics brand, delivering them to a streaming audio audience. The same audience was re-contacted and surveyed 48 hours later to measure key brand metrics, with a look-alike control group providing a comparison.

Generic ads, lacking personalised touches, had no tailored calls-to-action or situational context. In contrast, personalised ads mentioned the publisher, used a countdown to Black Friday, and directed users to specific retailers. Generic ads improved brand favourability by 9 percentage points, while personalized ads achieved a 22-point increase. Personalised ads also boosted brand awareness by 12 percentage points and improved purchase intent by 18 points compared to standard audio ads. Users showed a clear preference, being 73% more likely to engage and 60% more likely to buy from brands that personalise their messaging.¹

► **How brands leverage AI-powered dynamic audio ads**

Retail, travel & automotive

The examples below were showcased by AMA (A Million Ads), a tech company focusing on dynamic audio ads, delivering customised, data-driven content on major platforms. Using audience and contextual data, the company serves relevant ads tailored to each listener. With over 15 billion impressions, AMA powers intelligent ad delivery across streaming, podcasts, and radio. They mostly collaborate directly with brands.

Examples of how brands are using AMA's AI platform to revolutionise audio advertising:

- » **Retail:** Retailers like Target and Walmart sync personalised audio ads with email offers. For example, if clients receive an email about a gardening sale, they might hear an ad for the same sale while listening to a podcast, but only if they are in an area with favourable gardening weather.
- » **Travel:** British Airways used dynamic ads based on website search data, boosting purchase intent by 73% with a 74% increase in brand consideration. Amtrak personalised ads to different audiences, increasing bookings by tailoring messages for specific travel needs.
- » **Automotive:** BMW used location-based dynamic ads to direct listeners to local dealerships, resulting in a 10-point lift in purchase intent and an 11-point increase in brand awareness.

Hotels and car dealerships are also leveraging dynamic ads, adjusting messages in real-time based on unsold rooms, inventory, or local conditions like promotions or weather.²

Localised campaign for Penny

European retailer Penny implemented AI technology to create dynamic audio ads tailored to specific locations and times, enhancing local relevance. In collaboration with Omnicom Group and AudioStack, Penny successfully launched a notable on-air campaign, which even won the German Media Award as Media Idea of the Year in the audio category. Leveraging AudioStack's technology, thousands of ads were automatically customized for individual store locations, utilizing synthetic voices and programmatic delivery. This approach aimed to boost

ad effectiveness by increasing relevance through precise localized targeting. By using radio to promote its offers, Penny positions itself as a local provider, with ads adapted daily to reflect market conditions and current campaigns.

The case study and AI spot can be found [here](#).³

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Our collaboration with Penny and AudioStack represents a groundbreaking step in leveraging AI for audio advertising. By dynamically tailoring thousands of ads to specific locations and times, we’ve set a new standard for localized relevance and personalization. Winning the German Media Award in the audio category highlights the innovation and effectiveness of this campaign. This approach not only strengthens Penny’s position as a trusted local provider but also showcases the power of synthetic voices and programmatic delivery to drive meaningful engagement in modern audio advertising.”

--- **Raphael Fix**, Head of Innovation Management, **Omnicom Germany**

C. PLATFORM HIGHLIGHTS: LEADING PROVIDERS IN AI AUDIO ADVERTISING

This section highlights some of the most innovative companies leading the way in AI-driven audio ads. While this is not an exhaustive list – as new solutions are constantly emerging – the companies featured here are those actively utilised by broadcasters and audio companies, as illustrated in the case studies throughout this publication.

► AudioStack



AudioStack is an AI audio suite and enterprise-level platform for broadcasters, radio groups and audio sales teams that aim to increase sales and efficiency by adding powerful AI tools and workflows to their organisation. It allows the production of one or hundreds of audio spots in minutes at a fraction of the traditional cost and helps companies to digitally transform with Gen AI functionality.

AudioStack is designed to streamline the entire audio production workflow. It automates everything from scriptwriting, audio spot creation and to dynamic ad versioning, integrating seamlessly with programmatic ad systems. AudioStack's ability to generate multiple audio versions based on real-time data makes it ideal for creating contextually relevant and personalized campaigns at scale.

► Adthos



Adthos specialises in dynamic, AI-driven audio ads that adjust in real-time based on contextual triggers like weather, time, and location. The platform streamlines ad creation by automating script generation, voice selection, and background music, offering a fully customisable experience for advertisers. Adthos's integration with programmatic advertising platforms enables ads to respond instantaneously to the listener's environment. Its standout feature is the ability to convert images into fully produced audio ads, enhancing creative possibilities. Adthos also provides tools for broadcasters, including AI-generated news content in multiple languages. In addition to the existing Microsoft voices, Adthos now supports Google, Amazon, ElevenLabs, PlayHT, WellSaid Labs, and Respeecher. These new voices contribute to an already expansive library designed for use in various audio formats, including audio ads.

► Amazon's AI Audio Generator



In October 2024, Amazon introduced a generative AI tool to create audio ads, expanding its suite of AI-driven ad solutions. This tool is expected to become part of Amazon's upcoming AI Creative Studio, which will feature AI capabilities for image, video, and audio ad creation. Amazon's tool aims to simplify the ad creation process, making it easier for brands to produce high-quality, AI-generated content that aligns with their marketing goals.



► SpotOn by Futuri



SpotOn is Futuri's innovative AI-driven audio advertising platform that provides a streamlined solution for instant audio commercials and spec spots. With an emphasis on ease of use and instant results, SpotOn give sales professionals the ability to create a spot while face-to-face with the client, tailor it based on the client's goals and target audience, and localize it with the right voice accent and dialect to deliver the client's message with impact.

► Wondercraft's Ad Studio



Wondercraft's Ad Studio is a platform focused on AI-powered creative services for audio advertising. Dubbed "Canva for Audio", Wondercraft uses machine learning to generate voiceovers, scripts, and

background soundscapes that resonate with target audiences. By turning on "Parrot Mode" in Wondercraft's text-based audio editor, users can direct AI voices in their productions by speaking into their computer mic to demonstrate how they would like a line to be delivered. The selected AI voice will precisely mimic the user's desired tone, pace and intonation, enabling creators to rapidly finetune their audio to achieve their creative vision.

► Veritone Voice



Veritone Voice offers advanced AI voice synthesis technology, specialising in creating synthetic voiceovers that sound natural and human-like. The platform provides tools for both voice cloning and text-to-speech, enabling brands to replicate unique voices or develop new ones for their campaigns. Veritone's capabilities make it a powerful tool for brands that require high-quality, authentic-sounding audio ads.



► A Million Ads (AMA)



One of the leaders in personalised audio advertising, AMA provides tools for dynamic ad creation that respond to user data and contextual factors. While AMA is known for data-driven targeting, they also use advanced AI to create voices that align with specific brand guidelines. They have been a key player in crafting personalized and dynamic ads across streaming platforms.

► ElevenLabs

ElevenLabs

ElevenLabs is at the forefront of AI voice technology, providing cutting-edge text-to-speech and voice cloning solutions tailored for a wide range of audio applications. Their platform facilitates the creation of realistic synthetic voices, enabling the production of high-quality, natural-sounding speech in 32 languages. The technology is highly regarded for its capability to replicate

distinct vocal tones and styles, ensuring smooth alignment with brand identities and audience expectations. Other platforms, such as Wondercraft, use ElevenLabs' voice library in their solutions.



CHAPTER 02: AI FOR AUDIO CONTENT CREATION, TEXT-TO-SPEECH & VOICE CLONING

AI has transformed audio content creation, voice cloning, and text-to-speech (TTS) technologies, offering a wide range of opportunities for both creative and commercial uses.

AI can assist in generating and enhancing audio content, opening new opportunities for creators, brands, and industries. AI models can generate music, sound effects, and even whole programming segments and podcasts on a given topic. AI DJs and radio hosts are becoming more common, often filling in gaps where there was previously just music programming but also taking on co-hosting roles together with their human counterparts.

The technology also revolutionises the editing process, making it faster and more efficient. For example, AI-powered tools can automate podcast and speech editing (e.g. cutting, removing filler words, adjusting audio levels) and can even generate voiceovers or provide transcription in real-time.

AI Text-to-Speech technology converts written text into natural-sounding speech. Recent advancements have significantly improved the quality, making it hard to distinguish between AI-generated and human voices.

AI can also mimic human voices to create near-perfect replicas. This is done by training models using recordings of a person's voice. Celebrities or influencers can use AI-

cloned voices to create additional content without physically recording more material. Companies can clone brand ambassador voices for marketing, customer service, or digital assistants. Voice cloning allows broadcasters to automate parts of their programming. For example, a cloned voice of a popular host could deliver news updates, weather, or even entire segments when the host is unavailable, providing consistency in voice and style. Some broadcasters use voice cloning to offer personalised content to listeners, such as personalised radio shows, greetings, or responses, all voiced by a cloned personality.

Some broadcasters also use AI to generate social media posts, their corporate campaigns, promo videos, etc. In this publication, we however, focus mainly on examples of the application of AI for audio content creation.

A. THE RISE OF AI DJ'S - REDEFINING THE SOUND OF RADIO

The rise of AI DJs is transforming the landscape of radio, blending technology with entertainment to redefine the sound of traditional broadcast. AI DJs, powered by advanced algorithms and machine learning, can curate personalised playlists, mimic human voices, and interact with listeners in real-time. This new generation of digital hosts offers radio stations unprecedented flexibility, enabling them to deliver tailored content 24/7 without constraints. AI DJs are often filling in gaps in programming where previously there were no hosts. As AI DJs gain popularity, they are not only reshaping listener expectations but also challenging the boundaries of creativity and automation in the audio industry.



However, the increasing use of AI DJs raises ethical concerns, particularly around the potential replacement of human moderators. The risk of losing the unique creativity, personality, and emotional nuance that human hosts bring to radio is significant, potentially taking away one of radio's core strengths. There are also concerns about AI's ability to moderate content effectively. Without human oversight, there is potential for inappropriate or biased content to slip through. At the moment, there is still editorial oversight by a human present to ensure accuracy. Since these AI hosts are also used for news reports or weather, not only entertainment, it is paramount to ensure the trustworthiness of radio is not compromised.

Text-to-speech (TTS) models play a crucial role in creating AI DJs. These models use deep learning to convert written text into natural-sounding speech, allowing AI DJs to deliver scripted content or respond dynamically to listener inputs. Advanced TTS systems are trained on vast datasets of human speech, capturing the nuances of tone, inflection, and style, making the AI voices increasingly lifelike and engaging.

Below we list several examples of existing AI DJs and how they fit in the existing radio programming.

► AI DJs and content personalisation for radio - Futuri



Futuri's solution was the world's first local content system powered by artificial intelligence. It includes TopicPulse, an AI-powered content intelligence tool VoiceAI (formerly known as AudioAI and RadioGPT), an AI-powered voice generation tool. VoiceAI uses ng Futuri's TopicPulse technology to scan online news sources and social media to identify topics and trends in local markets. It also uses Futuri's broadcast integration that allows seamless integration of AI Voices to local customer automation systems, along with its voice customization. The platform then creates scripts for radio broadcasts – which can be delivered on air by AI-generated personalities, using the same GPT technology implemented by ChatGPT. AI voices can be fully created by



choosing all features (name, age, character traits and personality), making each voice distinct. The voice adjusts according to the content. VoiceAI also allows the user to clone a human voice to deliver information.

One of the first live-use Futuri cases is AI Ashley (a hybrid of cloned talent and live talent in the US). Since then the technology continues to evolve and today's quality is even better. Recent uses include WNKS (AI-Voice) and WPEG (an AI Clone) - a hybrid of cloned talent and live talent in the US) as a replacement. Roma Radio Partner in Atlanta, Georgia US also uses Gunner, another AI voice personality. There's also Sonic AI (100% synthetic voice DJ in Canada) and Rogue Radio in Switzerland using French and American voices. The world's first 24/7 Spanish Language station (Intar Radio) all hosted by AI clones is live Madrid, Spain. The platform was being tested by Rogers Media in Canada.

Radio stations using this platform will now be able to:

- Broadcast up-to-the minute weather forecast, the latest trending news and other information 24/7
- Create and enhance weather radio station imaging - "The Voice of the Station"
- Take advantage of voice-tracked dayparts (e.g., a prime daypart and/or evenings are voice tracked
- Cover the content the audience cares about in that specific local market and stay relevant.

Futuri's technology can automate other processes as well, including creating website blogs, social media posts, short-form videos and converting on-air content into podcasts. It can also clone voices of existing hosts.⁴



BIGGPT RADIO AND BIGLAYLA

In 2023, German radio company Audiotainment Südwest and their young adult-focused radio brand, bigFM, partnered with Futuri to launch the AI-powered radio station bigGPT. Futuri's technology powers the station, combining AI-generated music curation and real-time, localised content tailored to listeners' preferences. Featuring an AI presenter named bigLayla, the station uses Futuri Media's technology to create unscripted content. bigLayla introduces the songs, interacts with listeners, and provides real-time information and news. The AI selects music based on streaming data from platforms like YouTube, TikTok, and Spotify to create the bigGPT Top 40 chart of the most streamed songs on the internet.

To ensure that AI DJ Big Layla does not broadcast fake news or misleading information, Audiotainment Südwest combines advanced AI technology with strong human oversight. The AI undergoes continuous improvement through training and special prompts crafted by a team of editors and prompters. In the initial stages, significant technical and human support is necessary, involving programmers, data experts, music journalists, producers, and other creatives.

Human editors maintain control over the content produced by the AI, adhering to a strict "four-eyes principle"— meaning every piece of content is reviewed by at least two people to ensure accuracy and quality. Despite AI's ability to create surprising and engaging content, Audiotainment Südwest remains committed to journalistic standards, with editors giving the final approval on all



broadcasts. An "emergency stop button" is in place to intervene when necessary, applying equally to AI-generated and human-created content. The project emphasises a collaborative development process between AI, listeners, and staff, and provides training for employees interested in the new field of "prompt engineering."

The project aims to explore AI's media potential. There are still some limitations to the technology: the German pronunciation of the AI voices needed to be optimised as some words were still pronounced in English. As of 2024 the project evolved and combines both live presenters and bigLayla and is no longer using Futuri technology.⁵

 AI GUNNER

Atlanta Georgia radio group, Rome Radio Partners, (WRBF-FM The Rebel) recently deployed an AI DJ named AI Gunner on its overnight shift using Futuri VoiceAI. Gunner is a human clone that gathers relevant content from approved websites and follows a series of prompts to populate scheduled breaks. The AI produces synthetically voiced content and makes sure the topic doesn't recur too often. There have been occasional pronunciation glitches that the staff has been able to eliminate by quickly teaching Gunner the correct pronunciation. Futuri continues to work with The Rebel to refine AI Gunner, and station leadership expects it will only get better.

AI Gunner is plugged in musically to the Classic Rock format and delivers weird news, unique stories like narratives telling

of unintended mistakes, time travellers, restaurant horror stories, practical jokes gone wrong and more. It's the mix of programming that creates audience engagement and loyalty. It is also plugged in locally by covering upcoming events and station promotions, and giving shout outs to local workers on the job throughout the overnight.⁶



► **Additional case studies of AI DJs and radio hosts**

Futuri might have been the first but is not the only company providing this technology. Below, you can find several examples of AI DJs generated by other platforms or developed in-house by radio companies. This is only a sample of the existing AI voices on-air; new ones are being launched and developed continuously.

 **EVA AT BADEN.FM:
PIONEERING AI-POWERED
RADIO HOSTING**

In 2022, German radio station baden.fm launched its first AI radio host, EVA (Event-Driven Voice Articulation), a digital service designed to enhance listener engagement with real-time news updates, weather reports, and personalised traffic information. EVA quickly became a valuable asset for the station, offering up-to-date content during off-peak times. A human team supervised the AI, ensuring that EVA's output adhered to editorial standards. The system was a collaboration with various tech partners: weather data was converted into readable texts by news.de using the AX Semantics tool, while traffic data was managed by Austrian expert XEBRIS. The core was Content Creation Intelligence (CCI) from Konsole Labs, integrating content into baden.fm's playout system with a synthetic voice and typical radio elements. EVA's aim was not

to replace human hosts but to complement them by covering times when live broadcasts were not possible, maintaining transparency by notifying listeners when a synthetic voice was in use.

EVA 2.0

Following its initial success, EVA 2.0 was launched in 2023 with enhanced accuracy and a more lifelike presence, featuring a cloned version of Markus Schäfer's voice, a well-known presenter at baden.fm. The new system also improved the textual basis for weather and traffic reports using AI-generated continuous texts. Developed by Sven Sobotta, Head of Digital and Technology at baden.fm, the updated system uses raw data from reliable sources like the German Weather Service and traffic info by automobile association ADAC. This data is processed with AI to ensure greater variety and faster adaptation to changes. By sending data to AI systems like ChatGPT via API, EVA 2.0 avoids "AI hallucinations", ensuring accuracy and reliability. The EVA service system can be heard in baden.fm's night programme between 9 p.m. and 5 a.m.

The AI host's role remains complementary, focusing on enhancing the human element in radio broadcasting and aiming to provide a more interactive listener experience without sacrificing the authenticity and warmth of human presenters.⁷



DJ ROBO ON RADIO EXPRES: BRINGING 90s VIBES TO LIFE WITH AI

Bauer Media in Slovakia used ElevenLabs, connected to their in-house solution via API, to develop their AI DJ, Robo (a play on “robot” and “DJ Bobo”), launched in early 2024. DJ Robo is the host of the Club 90s show on Radio Expres, featuring 90s dance music every Friday night. Robo’s segments are pre-produced, with scripts generated by Bauer’s custom chatbot, then reviewed by an editor — although adjustments are usually minimal due to continuous training. ElevenLabs handles the text-to-speech, and the resulting voice-overs are manually integrated into the sound design. Automation of this process is planned with an in-house solution.

DJ Robo currently focuses on music intros and does not handle weather or news updates, though Bauer Media is exploring further developments in this area. The audience response has been largely positive, with some listeners even writing to DJ Robo. Bauer Media has been fully transparent, clearly stating in every break that DJ Robo is AI-generated. The goal is not to replace a live host but to fill time slots that previously had no presenter, only music.



AI-ENHANCED REGIONAL NEWS AND DJ HACSIKO AT EXPRES FM

Czech station Expres FM, a part of Seznam.cz, has integrated an AI system called Xena to customize and automate its news broadcasts. This technology allows the station to produce seven distinct versions of news updates, each tailored to specific regional audiences. The process starts with human journalists creating a core script, which AI then adapts for different regions. The AI-generated scripts are transformed into audio using text-to-speech technology and integrated into the broadcast. Editors oversee every step to ensure accuracy and adherence to journalistic standards.

AI DJ Hacsiko

In 2023, Expres FM introduced Hacsiko, the first AI radio host in the Czech Republic. Initially launched for nighttime segments, positive feedback led to an expanded presence throughout the day. Developed

in collaboration with MAMA AI, Hacsiko’s voice is based on presenter Bára Hacsí, a familiar voice from Expres FM’s morning show. Though Hacsiko’s inputs are defined by the target audience, language style, and personality traits, all content comes from Seznam.cz’s services and is carefully reviewed by human editors.

The final scripts are input into the synthetic voice generator, and the produced audio undergoes further checks before airing. Hacsiko’s contributions are seamlessly integrated with music intros, mirroring the style of human hosts at Expres FM, while ensuring a consistent and engaging listener experience.⁸



SANOMA’S AI DJ ANNI AND ENHANCED LOCAL UPDATES

In October 2024, Sanoma Media Finland launched an AI DJ named Anni on its LOOP radio channel. Utilising Radio.Cloud technology, Anni delivers engaging, pre-recorded music commentary. Her voice is modelled after Satu Kotonen, a well-known host on Sanoma’s HitMix channel. Operating on weekdays from 3 PM to 7 PM, Anni introduces songs during previously unhosted time slots, enriching the listener experience. The station’s program manager reviews all of Anni’s content to ensure quality, with Sanoma openly promoting the AI innovation during broadcasts.

In addition to Anni, Sanoma employs AI for localized weather and news updates across its radio channels utilizing Microsoft’s Custom Neural Voice. Data from the Finnish Meteorological Institute is automatically processed into concise scripts, which are

then voiced by a custom neural AI. This efficient approach allows Sanoma to offer hyper-local content that would be difficult to produce manually at scale.

Both initiatives align with Sanoma’s commitment to innovation and transparency, ensuring all AI-generated content is human-reviewed and its AI use is disclosed to audiences.



ABSOLUT RADIO AI - FULLY AI-POWERED RADIO STATION

Antenne Deutschland, in partnership with Radio.Cloud, has launched Absolut Radio AI, a fully AI-powered radio station. Targeting listeners aged 14–49, the station features pop and dance music and uses an AI voice, “kAI,” to provide information about the music and AI itself. The station runs entirely on Radio.Cloud’s automation technology, which includes the Voicetrack.ai feature, allowing precise programming through AI-generated voice tracks.

AI does not simply make a program based on its own ideas — the program management is precisely specified by broadcast clocks and presets for each moderation break. This is a one-time job that runs according to rules and specifications. Radio.Cloud also provides thousands of prompts in the background.

The aim of Absolut Radio AI is to demystify AI for audiences while maintaining full transparency about its role in the station’s operation. Unlike traditional stations, Absolut Radio AI runs entirely on automated processes, including scripts generated via ChatGPT and refined with inputs from databases for accuracy. Human oversight

is integrated, with content screened before broadcast.⁹

WILL.I.AM PRESENTS THE FYI SHOW AND RAIDIO.FYI

The “will.i.am Presents the FYI Show” is a weekly radio show hosted by will.i.am (a global music artist, producer, television and podcast host) and the first-ever AI co-host on the SiriusXM platform, FYlona. The show discusses music, pop culture, technology, and AI-related topics. It focuses on AI innovation and AI-powered interactive projects, showcasing the latest advancements in artificial intelligence and creating a space for thought-provoking discussions with a closer look at the intersection of creativity and technology. FYlona acts as a co-host and helps conduct interviews.

RAiDiO.FYI

Will.i.am has been an early investor in AI projects, and his biggest investment has been his company, FYI (Focus Your Ideas), which has created an app allowing users to communicate, collaborate, and work on projects with friends and with the help of various AI personalities such as FYlona, FYIn, FYlphillip, and FYlera.

Building upon this FYI, they also built a new service called RAiDiO.FYI. It is an innovative platform that reimagines traditional radio by integrating artificial intelligence to create a personalised and interactive listening experience. Unlike conventional radio or streaming services, RAiDiO.FYI enables a two-way dialogue with AI personas that serve as curators of music, news, and cultural updates.

Listeners can interact with these AI personas, choosing from various personalities that reflect diverse cultural backgrounds. The platform extends beyond music, providing real-time responses to queries about songs, current events, fashion, and even location-based recommendations. For example, it can suggest nearby stores or activities based on user requests. This enhanced functionality is designed to make radio content more engaging and customizable, accessible through the FYI.AI app for smartphones.

RAiDiO.FYI reflects will.i.am’s vision to merge creativity with technology, offering a fresh approach to consuming radio in a digital era where audience expectations are shifting towards a more personalised and versatile media experience.¹⁰



► **Turning content into conversations - AI-generated podcasts**

NotebookLM’s “Audio Overview” by Google

NotebookLM’s new “Audio Overview” feature, launched in 2024, uses AI to turn written content into conversational, podcast-like audio files taking the text-to-speech innovations to the next level. The tool can summarise uploaded documents, slides, and other materials, generating an audio discussion guided by two AI hosts. The hosts use techniques like summarising topics, making connections between subjects, and adding conversational elements like banter, resulting in a more engaging listening experience similar to a talk show. This allows users to hear an accessible, dynamic overview of their content that can also be downloaded for mobile listening.

Shortly after its release, the AI company Wondercraft released a tool that allows editing of the audio files produced by NotebookLM making them even more customisable and personalised. Users can edit the text, use a clone of their voice to replace the AI hosts turning it into a fully-

fledged podcast. The tool is now being used to produce podcasts.

GenFM by ElevenLabs

Similar tool was launched by ElevenLabs in November 2024 called GenFM. To use GenFM, users first upload a YouTube video, text, or document. The app then picks out two voices automatically to create a podcast. There are over a dozen voices available. An intriguing functionality that appears while the app prepares is an AI-generated podcast reads, “Sprinkling some umms” and “Adding some thoughtful pauses.” While many tools focus on helping humans eliminate filler words like “ums” and “ahs,” ElevenLabs is using them to infuse human-like elements into its AI-generated podcasts. Going forward, ElevenLabs plans to support more customization and the ability to add multiple sources to create a generative AI podcast.¹¹

B. VOICE CLONING

In the previous chapter, we explored the use of voice cloning for AI DJs, where some voices were modelled on existing radio hosts. However, voice cloning technology goes beyond this, enabling AI systems to mimic the voice of a specific person perfectly, including their tone, inflection, and style. This process involves training AI models on a substantial dataset of recordings from the target voice, allowing it to generate realistic speech for any text input, making it a powerful tool for radio and advertising. The sample can be as short as one minute for instant cloning or several hours for professional-grade replication.

For radio, voice cloning can offer a seamless solution for creating personalised content without relying on live hosts for every broadcast. It enables radio stations to replicate the voices of their popular hosts across multiple platforms and time slots, ensuring consistency while minimising production costs. This technology can also be used to clone voices for specific segments, like news updates, weather reports, or traffic announcements, all while maintaining the authenticity of the original voice.

Voice cloning can be utilized for podcasts and other on-demand content to produce multilingual versions. This involves translating the original material and then generating a new version in another language using either a cloned or artificial voice.

In the realm of audio advertising, voice cloning has vast potential. Brands can now have their commercials read by the voice of a specific radio personality or celebrity without needing the individual to record every ad. This not only saves time and money but also helps brands maintain a consistent tone and personality across various campaigns. Moreover, with advancements

in voice AI, these voices can be modified to express various emotions or tones to better connect with specific audiences, enhancing the effectiveness of the ads.

One key player in this space is ElevenLabs. Their technology is used by other providers such as AudioStack or Wondercraft within their platforms.

► The day AI clones took over a Swiss radio station

On April 27, 2023, Couleur 3, a Swiss public radio station, experimented with full AI-generated content for an entire broadcast day. A key element of the initiative was the cloning of its presenters' voices. They managed to create near-perfect replicas of the hosts' voices, capturing not just their tone and cadence but the unique nuances that made them recognizable to the audience.

While the cloned voices were technically impressive, their limitations became apparent during the broadcast. Despite



sounding authentic, they struggled to replicate the spontaneous humour and emotional depth of the human presenters, especially in Couleur 3's comedic segments. These shortcomings highlighted the challenge of using AI to convey creativity and personality - qualities central to engaging radio content.

To ensure the cloned voices matched the station's vibe, the team spent months training the AI, teaching it Couleur 3's tonal style, pacing, and conversational flow. Scripts and content were meticulously reviewed by humans to prevent errors or misinformation.

The station revealed the experiment to listeners at midday, sparking mixed reactions. While some were impressed by the technology's capabilities, others missed the human touch, emphasising radio as a personal and emotional medium.

The experiment provided valuable insights into the potential and limits of AI voice cloning, solidifying Couleur 3's stance that while AI can complement production processes, the essence of radio remains inherently human.¹²

► AI voices gone wrong: a cautionary tale of AI pitfalls

Using AI voices brings with it a host of ethical concerns, particularly when the technology is implemented without adequate transparency and caution. A striking example of this is the AI experiment carried out by Off Radio Kraków, a station in Poland, which was recently covered by The New York Times. The station's decision to use AI-generated voices, including an interview with the dead Nobel Prize-winning poet Wisława Szymborska, sparked outrage and raised significant questions about the limits of artificial intelligence in media. This case illustrates the potential pitfalls of AI in



broadcasting, especially when it comes to misleading audiences, disrespecting legacy figures, and failing to communicate the role AI plays in content creation.

The station, struggling with low listener numbers, attempted a controversial stunt by using AI-generated presenters and an interview with the late Nobel laureate Wisława Szymborska. This generated significant public outrage, as the interview was presented as if it were a real conversation with the poet, who died in 2012. While the technology behind the AI was sophisticated, the resulting content was criticized for its inauthenticity, with Szymborska's voice and words being manipulated in ways that did not align with her legacy.

The backlash highlighted concerns over the ethical use of AI in journalism and media, with critics accusing the station of sacrificing authenticity for novelty. Moreover, some feared this move represented a broader trend of AI replacing human workers, especially in creative industries like radio. The outrage intensified when it was revealed that some of the station's human presenters were replaced by AI-generated personalities,

stirring up fears of job displacement in an already struggling media sector.

In response to the public uproar, the station shut down the AI experiment, reinstating human presenters and reverting to music programming. This episode underscores the challenges of using AI in contexts where emotional depth, ethical considerations, and public trust are essential. While AI can augment certain aspects of content creation, its limitations — particularly in replicating human nuances and maintaining ethical standards — remain clear. The incident serves as a reminder of the importance of balancing technological innovation with human authenticity, especially in sensitive fields like media and journalism.¹³

C. ETHICAL CONCERNS AND DETECTING AI-GENERATED AUDIO

As technology for AI voices and voice cloning evolves, it raises a host of ethical questions, particularly regarding consent, intellectual property, and transparency.

Consent and privacy: One of the most pressing ethical concerns is the issue of consent. When a person’s voice is cloned, especially for commercial purposes, it raises questions about whether the individual has truly authorised this use. Voice cloning companies, like ElevenLabs, have introduced verification measures, such as requiring users to pass a “Voice Captcha” mechanism. When creating a Professional Voice Clone they require users to complete a Voice Captcha mechanism by reading a text prompt within a specific time to confirm the voice matches the training samples they upload for training. However, there is a risk that voices could be cloned and used without the individual’s knowledge or consent, leading to privacy violations and unauthorised use.

Copyright and ownership: Another ethical dilemma is related to ownership and copyright. Who owns the rights to a cloned voice? If someone creates an AI-generated version of a public figure’s voice, or an employee’s voice is cloned for marketing purposes, questions arise about whether the original voice actor or individual retains any claim to the intellectual property. Current legal frameworks are struggling to keep up with these technological advances, leaving room for potential exploitation.

Transparency and disclosure: There’s also the issue of transparency. If AI voices are being used in advertising, podcasts, or even news, consumers may be unaware that the voice they are hearing is not real. This lack of transparency could erode trust, especially if the voice is intended to persuade or influence behaviour without disclosing its synthetic nature. Disclosure of AI-generated voices in content is essential for ethical practices and maintaining consumer trust.

Deepfakes and misinformation: The potential for malicious use of AI-generated voices to spread misinformation is another serious concern. Deepfake audio has been used to create fake statements, news, and even impersonate public figures, with serious consequences.

Impact on employment: As voice cloning technology advances, it could have significant implications for employment in industries like voice acting, customer service, and media production. AI-generated voices can now replicate a wide range of human speech styles, which could potentially replace human voice talents in commercial contexts, furthering concerns over job displacement in industries reliant on voice-based services.



Bias in AI voices: Another ethical issue arises from the inherent biases in AI-generated voices. These biases are often a reflection of the datasets used to train the models, which can lead to the amplification of stereotypes or discrimination.

► Detection of AI-generated audio

As the technology for generating synthetic voices advances, so too do the tools designed to detect them. Companies are leveraging machine learning models and digital forensics to analyse audio and flag synthetic content. These detection tools look for subtle anomalies in speech, such as unnatural pauses, rhythm, or inflection, which can help distinguish AI-generated audio from human speech.

Companies like McAfee offer real-time detection services that alert users when they are listening to AI-generated audio. McAfee’s Deepfake Detector not only helps users detect manipulated video but also identifies synthetic voices in audio tracks. Similarly, Sensity AI specializes in detecting deepfakes and has expanded its platform to cover AI-generated audio, offering tools

that analyse both visual and audio content for authenticity. Usually, companies that offer voice cloning services, such as Veritone, DeepZen, and Resemble AI, also provide solutions for detecting synthetic audio.¹⁴

CHAPTER 03: AI FOR CONTENT CURATION

AI has become a cornerstone in audio content curation for both streaming services and traditional radio stations. Platforms like Spotify and Apple Music have harnessed AI to create highly personalised playlists by analysing a wide array of data – listening habits, preferences, and emerging trends – ensuring that each listener receives tailored music recommendations. This data-driven approach is not limited to streaming platforms. Traditional music radio, once reliant solely on human DJs and program directors for playlist curation, is now increasingly turning to AI to streamline and enhance content.

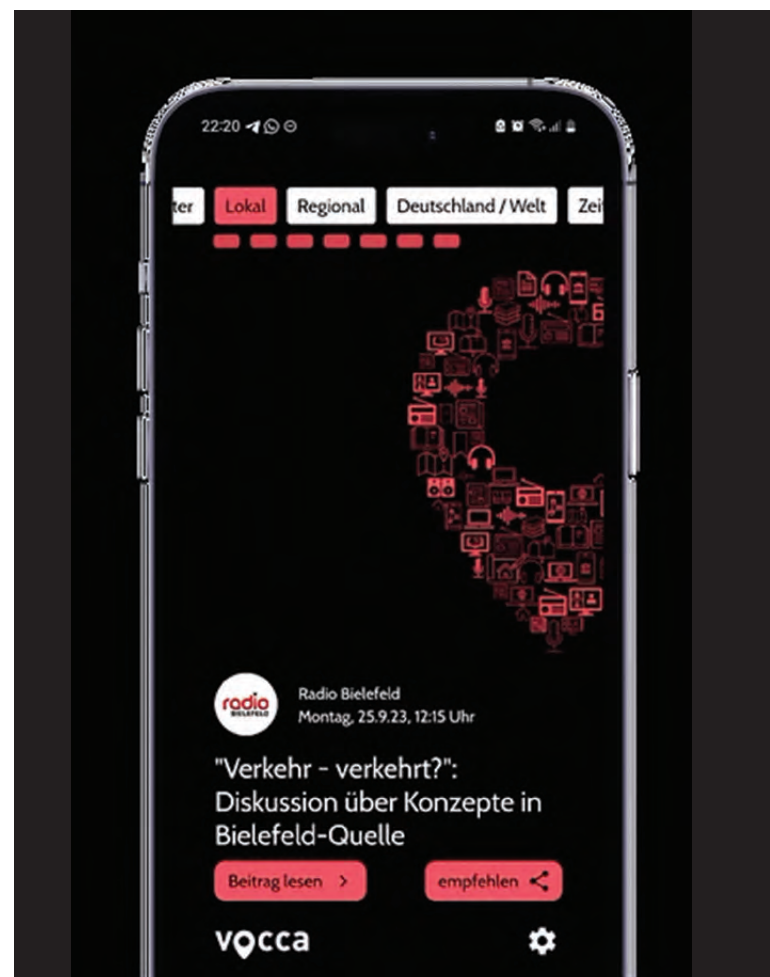
AI systems analyse listener data, including geographical location, listening history, and even inferred emotional cues, to generate playlists that resonate with specific audience segments. Some audio companies, like iHeart in the U.S., are using AI to create detailed taste profiles, optimising the listening experience for individual listeners and demographic groups. By leveraging machine learning, radio companies can offer more dynamic and relevant programming, blending the personalisation typical of streaming services with the traditional reach and immediacy of radio broadcasting. This shift enables a deeper connection with audiences, making audio content more engaging and customised than ever before.

A. PERSONALISED, ON-DEMAND AUDIO NEWS

► Vocca

Vocca is an innovative audio platform designed to offer personalised news and content tailored to individual user preferences; a sort of Spotify for journalism. It primarily serves audiences in North Rhine-Westphalia (NRW), Germany, delivering regional and local news through a combination of AI-driven curation and editorial oversight. Users can either listen to or read content, which ranges from local to international topics.

Vocca is being developed as part of “Voyager project” which is a collaboration of public and private media companies - the WDR mediagroup, tech provider ams - Radio and



MediaSolutions, and 1PTA, a technology start-up.

One of Vocca’s standout features is its use of artificial intelligence for content curation. The platform utilises an AI-driven “diversity-generating algorithm” to ensure users receive content aligned with their interests while also introducing them to new and unexpected topics. This helps avoid echo chambers, a common problem in media consumption today. Additionally, the AI is responsible for synthesising audio, turning written content into audio through text-to-speech technology.

The app’s AI is continuously learning from user interactions to improve its content delivery and speech synthesis, while a human editorial team curates more nuanced content such as long-form articles. The platform’s cooperative model involves collaborations with local and regional radio stations, news agencies, and media partners to provide a diverse range of news sources. While still evolving, Vocca aims to become a go-to source for personalised, on-demand audio news, with plans to expand its reach and capabilities.

The app is designed in such a way that users are directed to the content providers’ original platforms and can discover further content there. This is one of the incentives for potential content partners to join Vocca.

Currently the app has finished its BETA testing phase and is on pause while being further developed. The developers are also currently searching for content partners and investors to continue the project.¹⁵



B. AI-DRIVEN CONTENT CURATION AND INTERACTIVITY FOR RADIO STREAMING

► Super Hi-Fi



Super Hi-Fi leverages AI to revolutionise radio streaming with its new HLS+ solution, combining traditional radio’s production quality with modern interactivity and personalisation features. The core innovation lies in its ability to seamlessly merge the structured, curated nature of linear radio with the flexibility of on-demand digital services like Spotify, allowing for a fully interactive yet authentic radio experience.

How HLS+ works

HLS+ allows listeners to enjoy radio’s professional production - complete with branding elements, voiceovers, sound effects, and smooth transitions - while integrating interactive features. For instance, a listener can start a song from the beginning, skip

to the next track, or replay a previous song, all without interrupting the flow of the broadcast. This is achieved through AI-driven audio stitching, which precisely identifies the boundaries of songs, transitions, and production elements, ensuring a perfect cut whether the user skips, pauses, or resumes playback.

Moreover, HLS+ can personalise content based on user preferences and real-time data. Listeners can hear different weather and traffic reports tailored to their unique location. Or sports breaks about different sports teams, depending on their preferences.

Audacy, a major player in the U.S. radio industry, became the launch partner for HLS+, rolling out the technology across its 700 online stations. Listeners using the Audacy app can experience HLS+ features, including full interactivity. The AI-driven automation also improves business efficiency by allowing radio companies to manage complex transitions and content personalisation without manual intervention.

HLS+ is particularly valuable for engaging younger audiences who expect a degree of control over their media consumption. By blending radio's traditional strengths with digital interactivity, Super Hi-Fi aims to keep radio relevant to new generations.¹⁶



CHAPTER 04: AI FOR SALES OPTIMISATION AND AUDIENCE INSIGHTS

AI is transforming sales optimisation in the radio and audio industries by offering advanced tools that help companies understand their audiences more deeply and maximise ad revenue. By analysing listener data, AI enables precise audience segmentation, creating listener personas, allowing advertisers to target the right demographics with personalized ad placements. AI can also analyse the context and help dynamically place most suitable ad based on content, sentiment etc. This approach leads to higher engagement and improved conversion rates.

Additionally, AI-driven predictive analytics can enhance ad scheduling, demand forecasting, and performance measurement, while Natural Language Processing (NLP) fosters better audience interaction by automating responses and managing queries. Automated reporting tools further provide actionable insights to refine sales strategies. In general, AI cuts down time of processing research data, optimising the whole process.

While many of these AI applications are still in the testing phase, radio and audio companies are actively exploring their potential to streamline operations and optimise revenue. Below are some of the key AI-driven applications currently being developed and tested within the audio sector.

A. POTENTIAL AI APPLICATIONS FOR SALES OPTIMISATION IN RADIO AND AUDIO

► Yield management

AI algorithms can analyse listener data and market demand, optimising ad pricing and inventory. This includes predicting peak listening times and identifying key audience demographics, allowing companies to adjust prices for ad slots dynamically. For example, iHeartMedia employs AI to fine-tune its pricing strategy, adjusting ad costs in real time based on audience engagement and demand trends.

► Sales forecasting

AI-driven predictive models can forecast future advertising revenues by analysing historical sales data, past investments of concrete clients and market trends. This capability helps radio and audio companies plan budgets, allocate resources, and strategise effectively.

► Media planning

AI can easily pull together different types of datasets such as panel data from audience measurement combined with other surveys and behavioural data allowing to then build custom data sets that might be helpful in the campaign planning. Agencies such as OMD are already experimenting with such solutions.¹⁷

► Sales calls analysis and summary

AI can transcribe and analyse sales calls, extracting key insights, identifying sentiment, and highlighting performance metrics. This information is invaluable for sales teams, enabling them to refine pitches and improve overall effectiveness. Tools like Salesforce's AI-enabled CRM provide detailed analyses of



customer interactions, allowing companies like Cumulus Media to fine-tune their sales strategies.

► Readiness to buy prediction

AI can assess listener behaviour and engagement patterns to determine which audiences are more likely to respond positively to advertisements. This predictive capability allows advertisers to focus their efforts on high-potential demographics, increasing the likelihood of conversions.

► Dynamic ad pricing

By leveraging real-time data on audience engagement and market trends, AI enables radio and audio companies to adopt dynamic ad pricing models. This allows for adjustments in ad costs based on factors like peak listening times, seasonal trends, or shifts in audience demographics, ensuring optimised revenue generation.

► Sales email assistant and communication coaching

AI tools can also act as sales assistants, helping with email drafting, follow-ups, and even coaching sales calls to improve

communication effectiveness towards prospects and ingest language and tone that will appeal to the specific prospect. Platforms like [Poised.com](https://poised.com) offer AI-based coaching, enabling sales teams to refine their communication strategies and better engage potential clients.

Most of these applications are still under development and broadcasters are currently experimenting with some of these AI-driven insights to optimise their internal processes.

B. AN INTELLIGENT ASSISTANT FOR M6 GROUP'S ADVERTISING SOLUTIONS

► Cé6lia



In October 2023, M6 Publicité in France unveiled Cé6lia, an intelligent assistant, is designed to cater to all inquiries about the M6 Group and its advertising solutions. This innovative addition to their digital ecosystem is set to transform the way information is accessed within the media and advertising industry.

Cé6lia's primary objective is to provide comprehensive and customised responses to a broad spectrum of questions about the M6 Group, its diverse programs, and the advertising solutions offered by M6 Publicité. Whether clients are curious about Top Chef's audience, contemplating the advantages of radio advertising, or seeking details on radio's 20-second format index, Cé6lia has the answers. This intelligent assistant also extends its capabilities to furnish information on video and audio terms and conditions, corporate social responsibility commitments, the legal underpinnings of the advertising market, and a plethora of other topics.

To access Cé6lia, all clients need to do is visit m6pub.fr. Powered by the cutting-edge generative AI technology of Chat GPT from Open AI, Cé6lia promises a conversational experience that is engaging, informative, and tailored to each user. It is designed to cater to advertisers, agencies, potential clients, and even M6 Publicité's employees.

Cé6lia is not static but is continually evolving.

This intelligent assistant is dedicated to offering increasingly exhaustive, pertinent, and comprehensive responses to all inquiries. It operates with the highest standards of privacy and security, ensuring that user interactions remain anonymous and that no data is collected by M6 Publicité.

It is important to note that the answers provided by Cé6lia are informative and engaging, but they do not constitute binding commitments on the part of M6 Publicité.

In conclusion, Cé6lia's arrival is a milestone in making vital information about the M6 Group and its advertising solutions more accessible than ever. As it evolves, it is poised to change how information is accessed within the media and advertising landscape while upholding strict standards of anonymity and data security.¹⁸

“

“With Cé6lia, access to our essential information is now remarkably simple, whether you are a prospect or a media expert looking for details on the M6 Group's advertising offering. This new intelligent assistant embodies our constant commitment to innovation and represents a key step in our strategy to improve the accessibility of our services.”

--- **Maxime André**,
Marketing, Innovation, and
Communication Director, **M6 Publicité**



C. AI-GENERATED PERSONALITY PROFILES

► TopLine by Futuri



TopLine® by Futuri is an example of AI-powered sales intelligence platform for sales managers, account executives, and digital sales strategists. Designed to empower a company's sales, TopLine combines deep category research, proven business insights, and AI-generated sales presentations to help advancing sales and increasing revenues.

The tool helps sales professionals adjust their style to the person they are engaging, build a quick rapport, know what to bring in discussions and how to frame the conversation to achieve the best results and align managers with the fitting prospects or clients.

Sales teams can easily craft a compelling, data-driven story for discerning advertisers and match audience segments with a buyer's ideal customers:

» **AI-generated personality profiles:**

This tool helps the sales teams get the “inside scoop” on potential advertisers. IT helps to learn buyers' personality types and communication preferences to quickly build rapport and expedite sales conversations. AI analyses LinkedIn profiles and online communication and output of a given person to build his profile and communication style that will best resonate with the person.

» **Custom sales deck presentations and infographics** created with AI.

» **More time in the field:** With TopLine® the sales team can spend less time researching and more time in the field selling. Sales managers can create station/cluster positioning material and station snapshots that provide an at-a-glance, comprehensive overview of each brand.

Similar solution for customer profiles is offered by <https://www.crystalknows.com/>.

CHAPTER 05: AI FOR BRAND SUITABILITY AND CONTEXTUAL TARGETING

AI plays a crucial role in improving brand safety and suitability in digital advertising. Unlike traditional methods, which often rely on keyword filters, AI can analyse the context, tone, and overall sentiment of content, ensuring that ads are placed in environments that align with a brand's values and avoid harmful associations. This more advanced approach provides a deeper understanding of the content, beyond just the words used, and enables more precise contextual targeting. Contextual targeting is gaining relevance with the eventual demise of cookies and is something especially agencies are looking into and are already getting from other video-based media.

AI also allows for real-time monitoring, helping brands adjust their strategies and reduce risk. In this chapter, we will examine how AI-driven platforms are transforming brand safety and contextual targeting on two examples of companies providing such solutions.

A. AI-POWERED PLATFORM FOR CONTEXTUAL TARGETING AND BRAND SAFETY

► Barometer

barometer

Barometer is an AI-powered platform designed for contextual targeting and brand safety at scale. It uses advanced AI to monitor and analyse thousands of podcasts, applying the GARM (Global Alliance for Responsible Media) brand safety floor and custom frameworks tailored to specific brand needs. The platform not only enhances brand safety but also boosts content discovery by ensuring alignment with a brand's values and providing data-driven sales collateral to increase brand confidence. Barometer prioritises both brand and publisher safety by ensuring accurate content tagging and minimising the risk of misaligned associations.

Barometer's contextual targeting capabilities set it apart. The platform's AI utilises natural language processing (NLP) to assess content in real time, going beyond basic keyword detection. This allows it to evaluate the context in which content is presented, ensuring ads are placed in suitable environments.

The Host Intelligence feature offers deep insights into podcast hosts, analysing their perception across various media channels. This helps advertisers gauge whether a host aligns with their brand by examining media sentiment, including press coverage.

For publishers, Barometer provides tools to ensure content is properly tagged and categorized, reducing the likelihood of unsuitable content associations. It also includes post-campaign analysis, enabling

brands, agencies, and networks to evaluate ad performance against risk profiles and ensuring transparency throughout campaigns.

Barometer operates on a CPM upcharge model for ad placements, which includes post-campaign performance tracking. Recent applications of Barometer's technology include collaboration with SiriusXM, which uses AI-driven tools to optimise ad placements and personalize content. By analysing podcast content, SiriusXM delivers contextually relevant ads in real time, improving ad effectiveness and user engagement, while potentially increasing ad revenues. The platform's continuous adaptation to real-time listener behaviour ensures ongoing optimisation of ad strategies.



B. BRAND SAFETY BEYOND KEYWORDS

► Seekr



Seekr's brand safety and suitability solution, powered by AI, distinguishes itself from traditional keyword-based systems by evaluating not just the presence of certain words but also the context and tone of content. While many platforms, rely on keyword filters to block content based on potentially harmful words, Seekr uses its patented Civility Score to assess how topics are discussed, considering the nuances of conversations, particularly in audio formats like podcasts.

The Civility Score system goes beyond surface-level evaluations by scoring content on a scale from 0 to 100 based on the severity of personal attacks and inappropriate language. This allows for a more refined and context-aware analysis, which helps brands align with content that matches their values and risk tolerance. This differs from keyword-based approaches such as the GARM framework, which often generate false positives or negatives by flagging content that contains flagged words without understanding the broader context.

Seekr's approach provides a higher level of customisation and precision, making it ideal for brands looking to balance safety with suitability, especially in dynamic content environments like podcasts where context is crucial. Its AI analyses the tone of discussions, offering detailed insights into why content is deemed safe or unsuitable, something that simpler keyword systems often miss.¹⁹

C. AI FOR PODCAST AUDIENCE TARGETING

► Acast and Podchaser



In 2023, Acast and its subsidiary Podchaser introduced Collections+, an AI-powered functionality aimed at refining podcast audience targeting based on episode language. The distinctive aspect of this feature lies in its utilisation of AI, as opposed to relying on first-party demographic data.

This innovation is seen as Predictive Demographics, addressing the challenge advertisers face by providing demographic data for over five million podcasts globally. According to Podchaser, this AI-driven predictive language modelling eliminates the need for marketers to grapple with their data collection. Instead, it accurately forecasts podcasts with the right audiences for their campaign objectives.

Collections+ leverages AI models to analyse data from various sources, including Podchaser's extensive podcast database, first-party data, Apple Podcasts, Spotify categories, IAB classifications, and more. By processing this data, the AI organises podcasts into multiple "verticals," which are specialised content categories aligning with advertisers' needs. This approach not only allows advertisers to reach niche audiences more effectively but also expands revenue opportunities for podcast creators, increasing the visibility of podcasts beyond the most popular shows.

For instance, if a podcast is primarily categorised

as "travel" also regularly discusses mental health, Collections+ can recognize these overlaps, placing it in multiple advertising categories to attract relevant campaigns. This capability has reportedly enabled a significant portion of Acast's advertisers, including Fortune 500 brands, to improve campaign effectiveness while helping an additional 24% of Acast's podcast creators earn ad revenue.



CHAPTER 06: AI FOR ATTRIBUTION AND ANALYTICS

AI and natural language processing are transforming the way radio stations track, analyse, and attribute the impact of their broadcasts. Through advanced AI tools, stations can now transcribe and index everything said on-air 24/7, enabling sales teams to quickly search for specific moments and verify when content was aired. AI can also summarize entire campaigns by identifying key moments based on specific keywords or phrases mentioned during broadcasts, offering more accurate insights into ad performance.

In addition to monitoring content, AI enhances research and analytics by summarising responses, extracting actionable insights, and enabling more efficient response collection. It can easily translate quantitative data into qualitative insights and analyse research output, such as open-ended answers to questionnaires.

A. AI-DRIVEN ADVERTISING INTELLIGENCE AND ATTRIBUTION

► Veritone



Veritone pioneered AI-driven "advertising and content" intelligence with its Discovery application nearly a decade ago. Veritone Discovery can ingest a live broadcast (radio or television) and automatically identify everything that is being said and in seen

in the broadcast (it transcribes the spoken words and in the case of video identifies the faces, logos, and text on screen).

The tool is a powerful way to automate airchecks as well as to create analytics around all of the ad occurrences a sponsor/advertiser receives in programming, beyond just spots (live mentions, billboards, product placement, naming rights, presenting sponsorships, promos, and more). The software allows for ad-hoc searches (like "Google" for radio or TV station content) as well as proactive monitoring and campaign recapping. It's a powerful tool for quantifying and taking credit for the "earned media" or added value (additional exposure that advertisers receive but aren't always quantified). This helps level the playing field with digital media that are measurable and helps traditional broadcast sellers get more renewals and fewer cancellations. Select EMEA clients include Bauer Media, Wireless Group, and others.

Leveraging AI to demonstrate attribution

Veritone's AI-powered attribution solution for radio works by capturing everything said on air using the above-mentioned advertising intelligence and cross-referencing it with real-time website engagement data from advertisers. By tracking when specific ads or sponsor mentions occur, Veritone combines this data with the advertiser's site metrics (like website visits and engagement). This allows radio stations to demonstrate the direct impact of radio or TV campaigns on website traffic. It also provides insights that help optimize campaigns through testing different variables, such as creative types or time slots, ensuring better results for advertisers.

If sales teams discover that radio ads in the car dealership sector tend to generate

significant web traffic increases, they can use this data to approach potential advertisers in the industry. Armed with these insights, they can highlight how similar companies have achieved positive results with radio campaigns, making it easier to start conversations about the potential success radio advertising can offer.

Advertisers who receive these metrics tend to spend 15% more and cancel 50% less as advertisers who are not receiving the campaign data.²⁰

**B. AI-POWERED EVENT
IMPACT MEASUREMENT**

► NRJ



NRJ Global has enhanced its Studies & Insights offering by integrating AI into its new event impact measurement solution. This new solution, launched in 2024, leverages the Bilendi Discuss platform (by Bilendi & respondi) alongside an AI moderator called BARI, offering a more effective and interactive way to gather real-time feedback from participants during events such as concerts, festivals, and product launches.

The AI feature, BARI, enriches the feedback collection process by prompting participants to elaborate on their responses, creating a more natural interaction. This allows for a deeper analysis of specific topics, providing a more thorough and authentic understanding of consumer sentiment. Additionally, the solution collects data via popular messaging apps like WhatsApp and Messenger, enabling participants to share their experiences in various formats,

such as text, audio, photos, and videos. This method of data collection mimics regular conversation, ensuring a smooth, spontaneous feedback process.

The use of AI offers several benefits. It enhances engagement by making the feedback process more personalised and interactive, which leads to higher response rates and richer data. Furthermore, the combination of AI and dynamic data collection tools results in more authentic insights, offering an accurate and detailed view of consumer experiences. The AI system also automates data gathering and analysis, increasing efficiency while allowing for deeper insights to be drawn from the responses.

Ultimately, this AI-powered solution helps NRJ Global's partners refine their marketing strategies. By providing real-time, genuine consumer feedback, it enables brands to better align their campaigns with audience preferences, optimising their strategies for greater success.²¹



CONCLUSIONS

AI is revolutionising the audio industry by streamlining processes, enhancing creativity, and offering new opportunities for personalisation. Its applications range from automated spot creation, which significantly reduces production time and costs, to dynamic creative optimisation that allows for hyper-targeted and contextually relevant ads. AI-generated audio content, including AI DJs and voice cloning, is reshaping traditional broadcasting, enabling continuous programming with lifelike synthetic voices. These advancements, however, come with challenges around authenticity, ethical concerns, and the risk of losing the unique emotional touch provided by human hosts.

For radio companies, AI tools are not only enhancing creative capabilities but also optimising sales and audience engagement. Predictive analytics, AI-driven media planning, and dynamic ad pricing are empowering broadcasters to make more informed decisions, targeting precise audience segments and maximising advertising revenue. The rise of contextual AI solutions is also pushing the boundaries of brand safety and suitability, allowing ads to be placed in environments that align better with brand values.

Despite these benefits, the industry faces ethical dilemmas regarding voice cloning, data privacy, and the potential impact on employment. Balancing technological innovation with ethical standards and transparency remains a critical focus, especially as AI's capabilities continue to evolve. Broadcasters must ensure that AI-generated content complements rather than replaces human creativity, maintaining



the trust and emotional connection that audiences expect from audio media.

AI, while transformative, is a tool that should enhance the strengths of traditional radio and digital audio, providing opportunities for more personalised, efficient, and innovative content without compromising ethical values. As the technology matures, its integration will likely redefine the future of audio, offering new pathways for creativity and business growth in a digital landscape.

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egta is the international trade body of multiplatform TV and audio businesses. We represent more than 180 members in over 40 markets. Our members are multiplatform TV and audio businesses that sit at the intersection of traditional TV and radio and digital video and audio platforms. Multiplatform TV and audio bring together linear and on-demand services, across all screens and platforms.

Our mission is to enable members to flourish and grow as they connect their audiences and services with brands, thus contributing to a healthy and sustainable media industry. egta is a knowledge-sharing and innovation hub for its members and the broader industry. Through our unique network of experts, we foster collaboration and engage with policy makers. We drive the industry forward through benchmarking, alignment on standards and cooperation.



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