

DIGITAL AUDIO'S EDGE

Exploring the Power
Digital Audio

Bauer Media & CORE Research

Market Context



The ability to deliver reach from the more traditional media channels is declining.

+



The number of ads we are exposed to is increasing.



A need to find properties that deliver high levels of reach and attention.



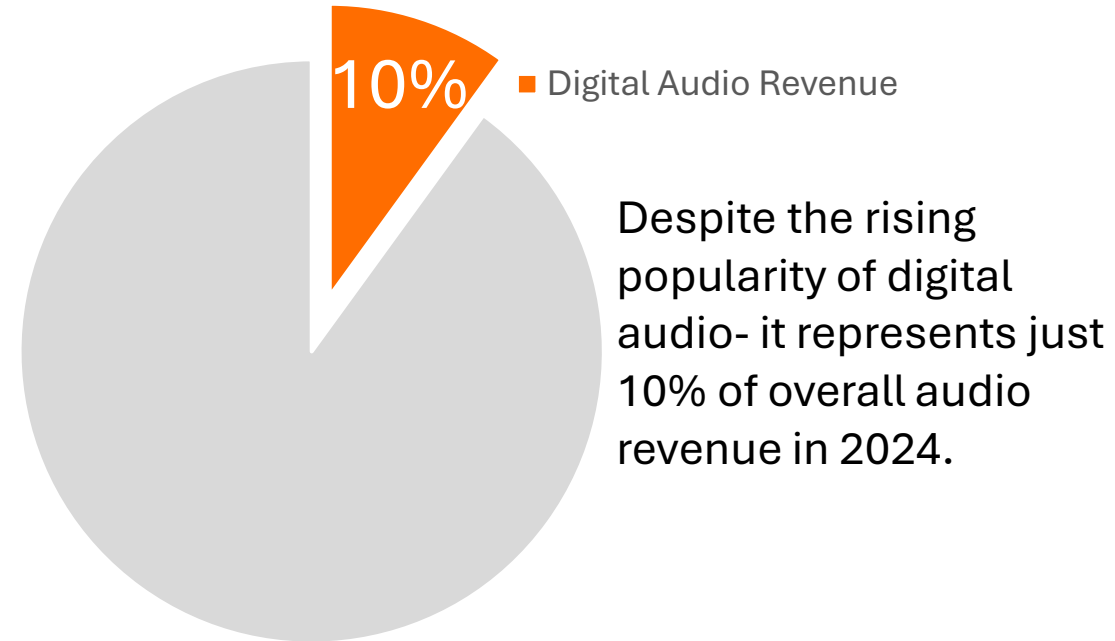
Audio Context

2024 was another strong year for the industry.



Radio revenue in the Republic of Ireland **GREW 1.36%** to €157 million, while digital audio **GREW 14%** to €17.9 million.

Audio Revenue



Despite the rising popularity of digital audio- it represents just 10% of overall audio revenue in 2024.

Digital Audio Consumption

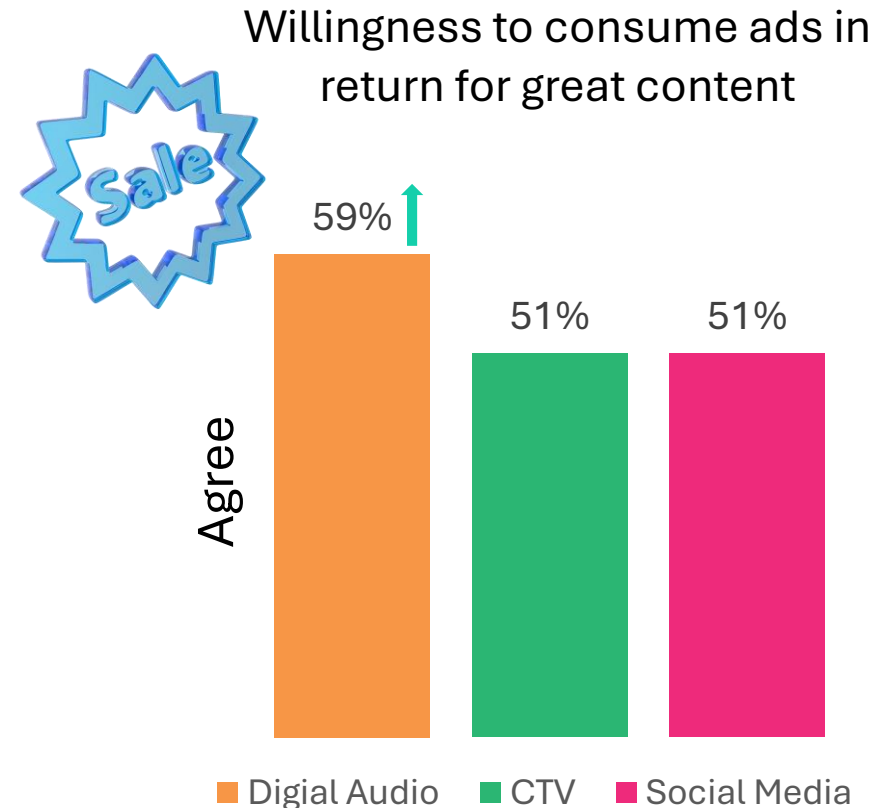


On average people claim to spend over **13 hours per week** consuming Digital Audio



Future is bright

1 in 10 people plan to increase their time spent with digital audio in the next 12 months.



Best Things About Digital Audio



Customisation

Feeling in control



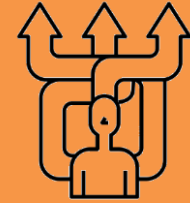
Convenience

No FOMO



Companionship

**Keeps them company
and / or engaged**

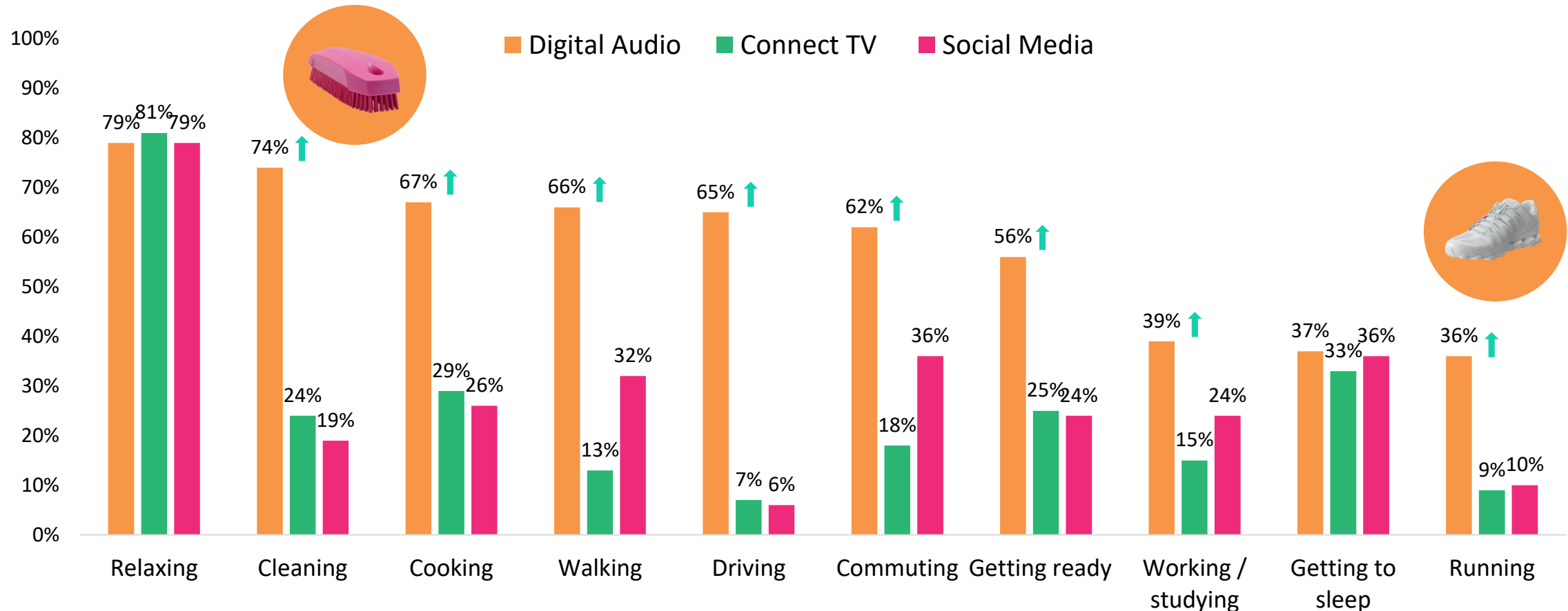


**Easy
integration**

**Seamless integration into
daily life**

Integration Into Daily Life

The companion of choice for everyday life.



Q: : Do you listen to online radio / watch subscription / on demand video streaming services/ go on social media while doing any of the following?

↑ Denote statistically significant differences

Digital Audio vs. CTV

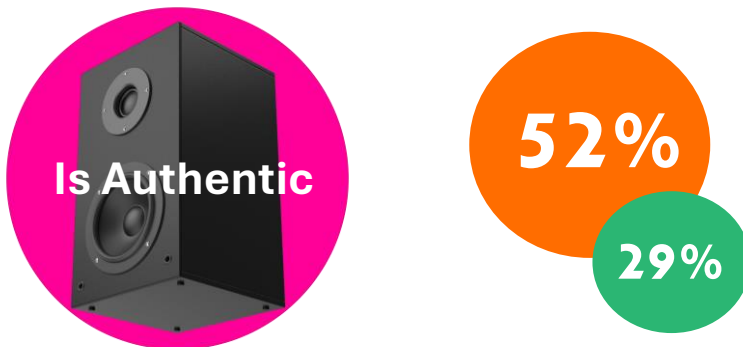
Learned something new



Keeping you Up to Date



Always on Authenticity



Can take it with me



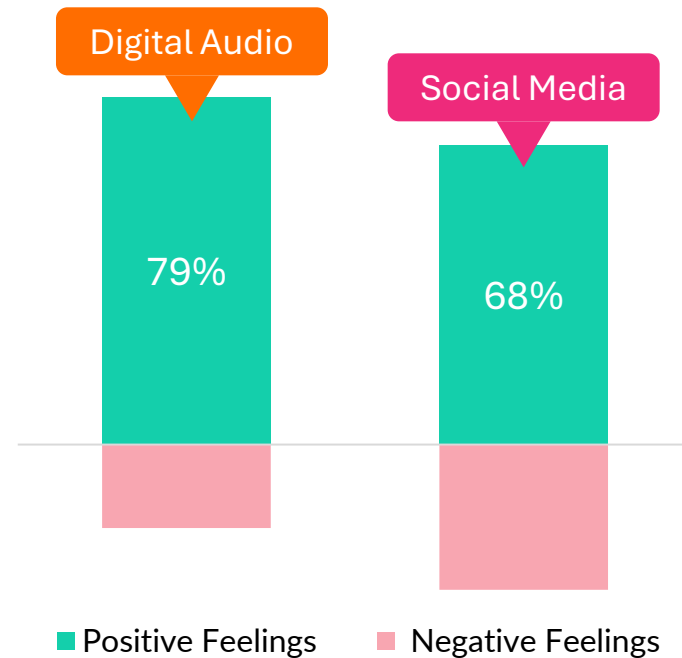
Digital Audio vs. Social Media

Consumption

63%

more time (5 hours more) consuming digital audio than social media.

Frame of Mind +11



Time Well Spent



52%

24%

Always on Authenticity



52%

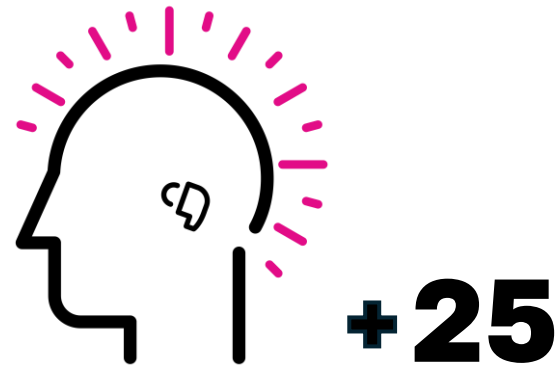
19%

Digital Audio vs. Social Media

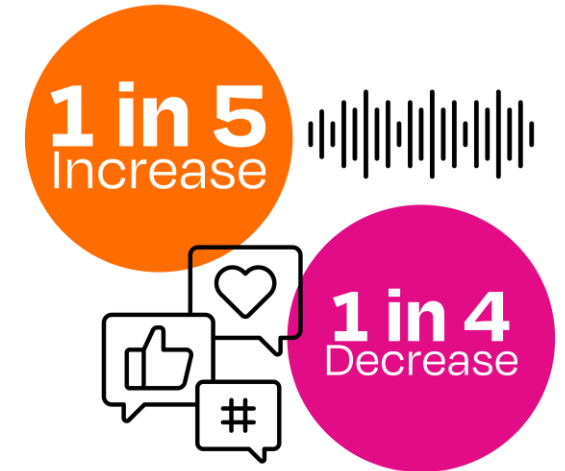
Focus



Stimulation

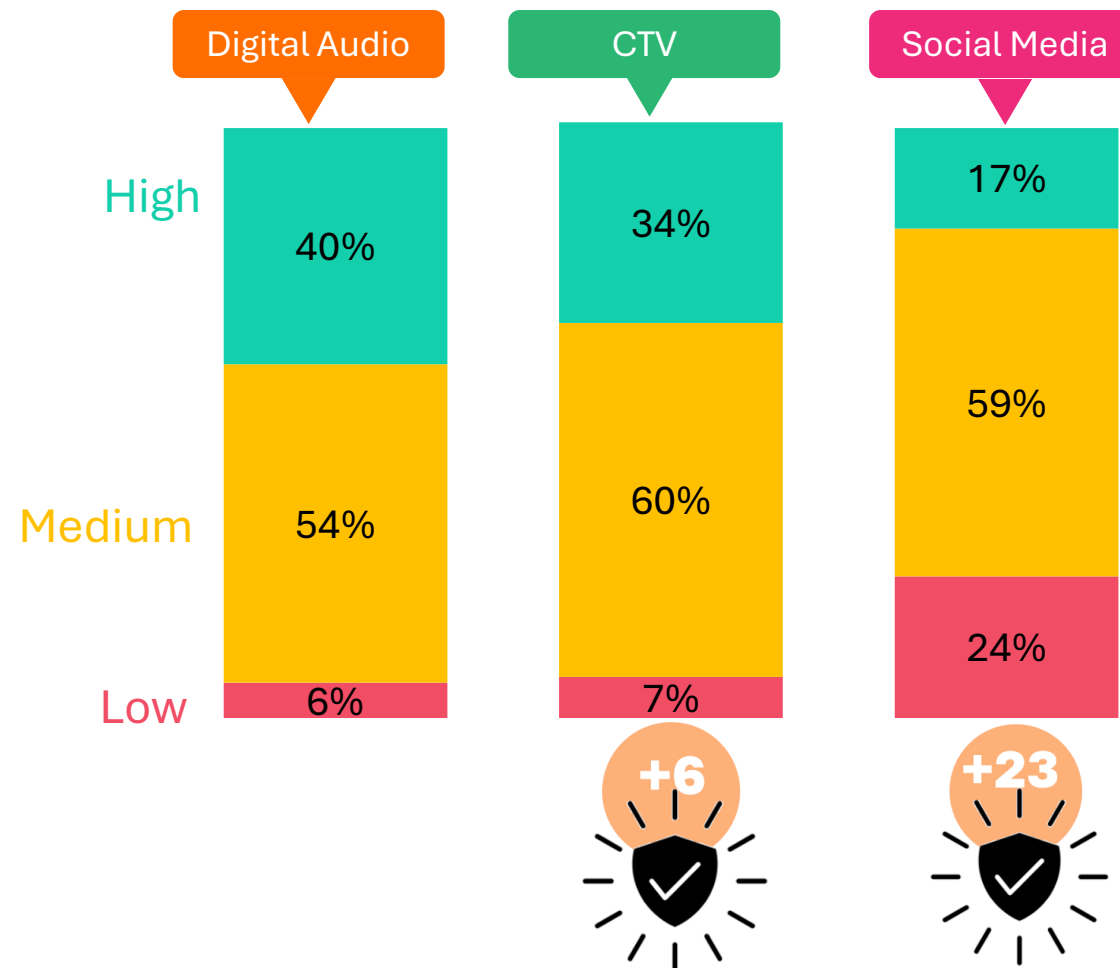


Future Plans



Level of Trust

Digital audio has significantly higher trust levels than both CTV and social media.



Key Takeaways

Engaged & Loyal Audience

Adults in Ireland spend more time consuming digital audio than they do connected TV or social media.

Seamless Integration

Digital audio's flexibility and connection allows it to integrate with many aspects of our daily lives. Providing advertisers with more touchpoints.

High Trust

Digital Audio leads in terms of trust, authenticity and acceptance for ad consumption, compared to social media and CTV.