

WIDEORBIT

The Digital Audio Opportunity

Dec 12, 2018

The webinar will start momentarily

SESSION OVERVIEW

- Current trends in digital audio – streaming, smart speakers, podcasting
- Why inventory packaging across channels and workflow fluidity are more important than ever
- Insights, tools, and processes for best managing inventory and monetizing listeners however they access your content

Today's speaker



JIM KOTT

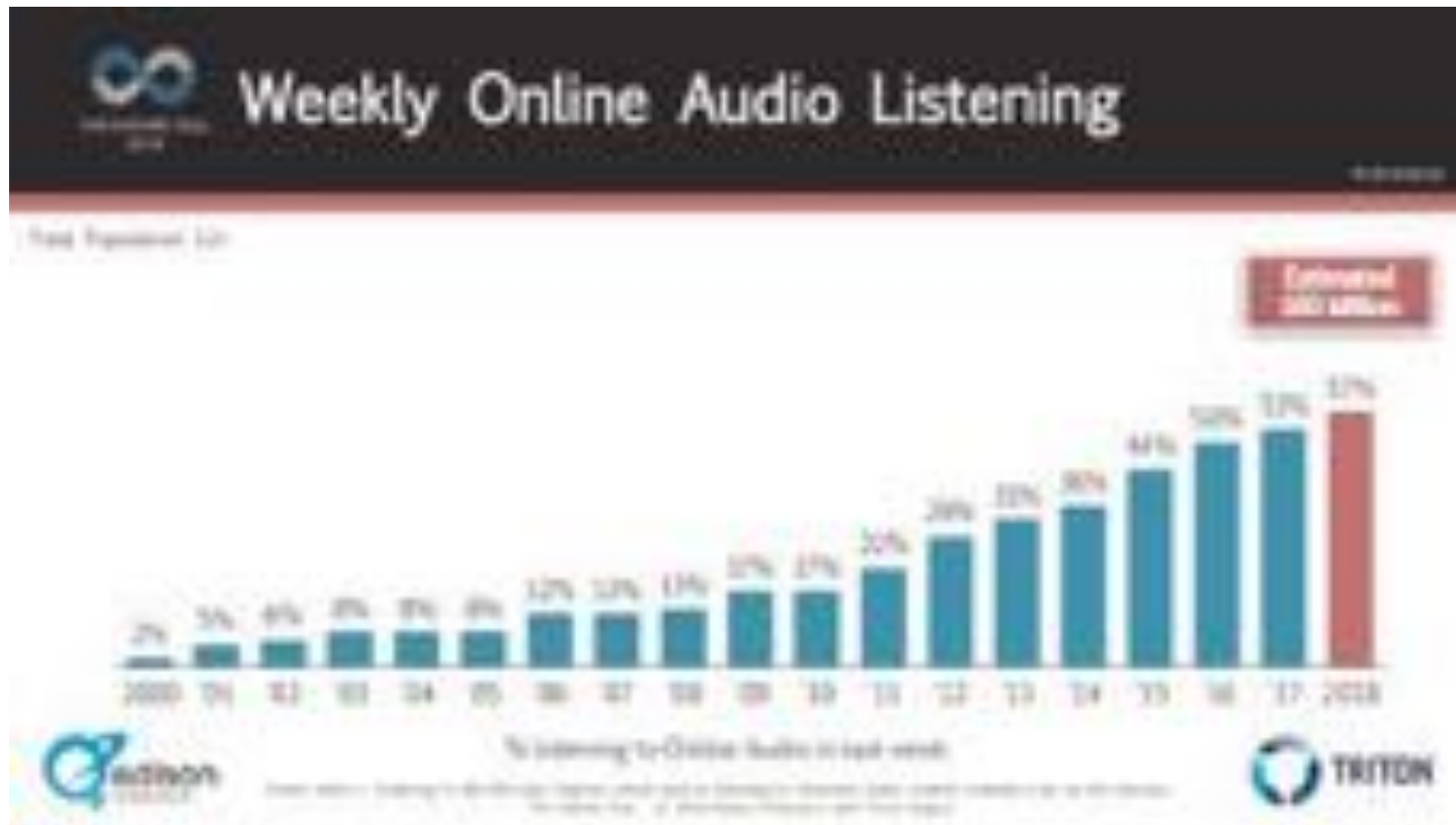
Director of Product Management

WO Streaming and WO On Demand

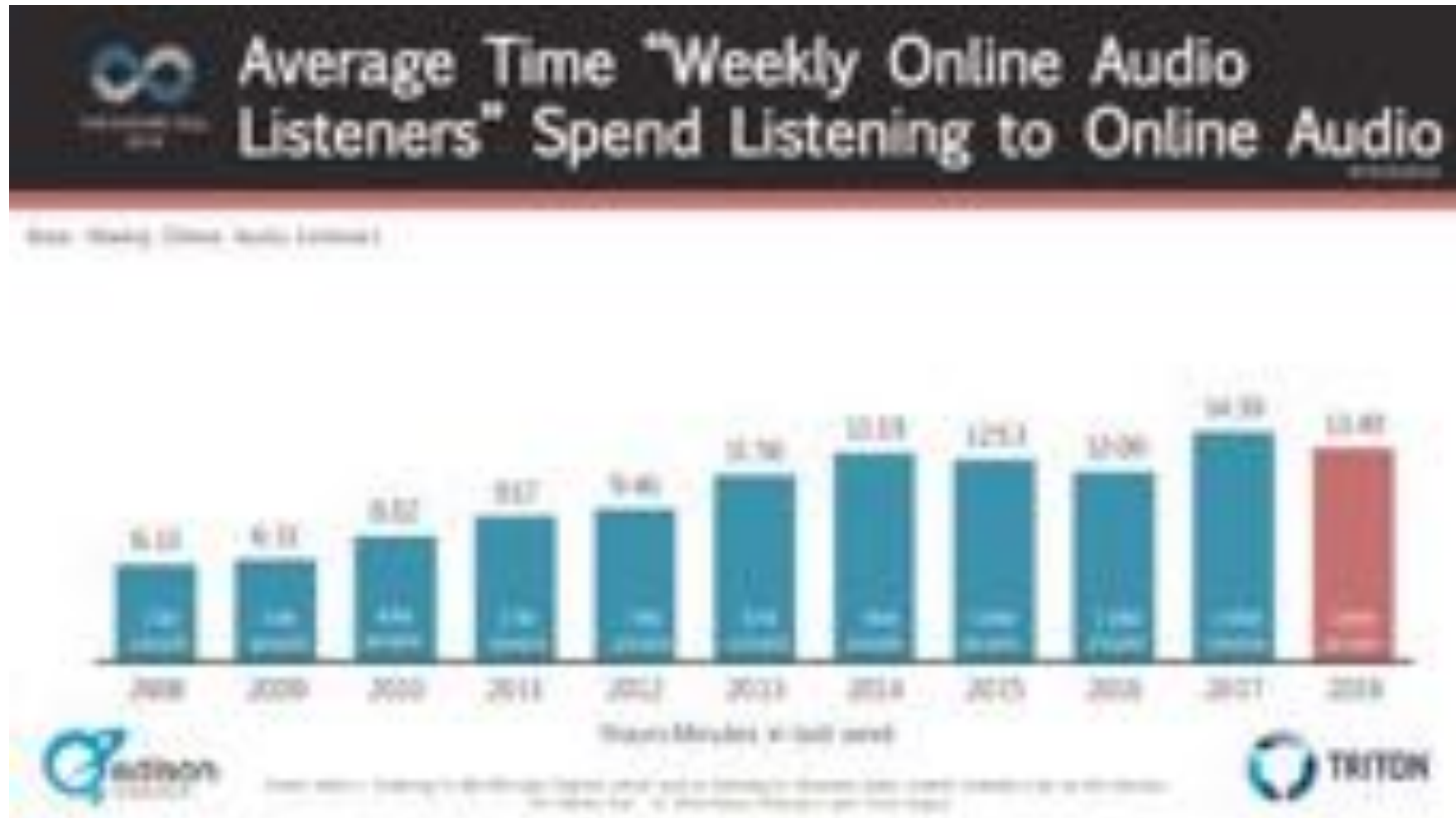
- Eight years of digital audio product leadership
- Member of IAB Digital Audio Committee, Podcast Technical Working Group
- Hack drummer with 2 CD's under my belt (all giveaways!)

Audio Trends & Opportunities

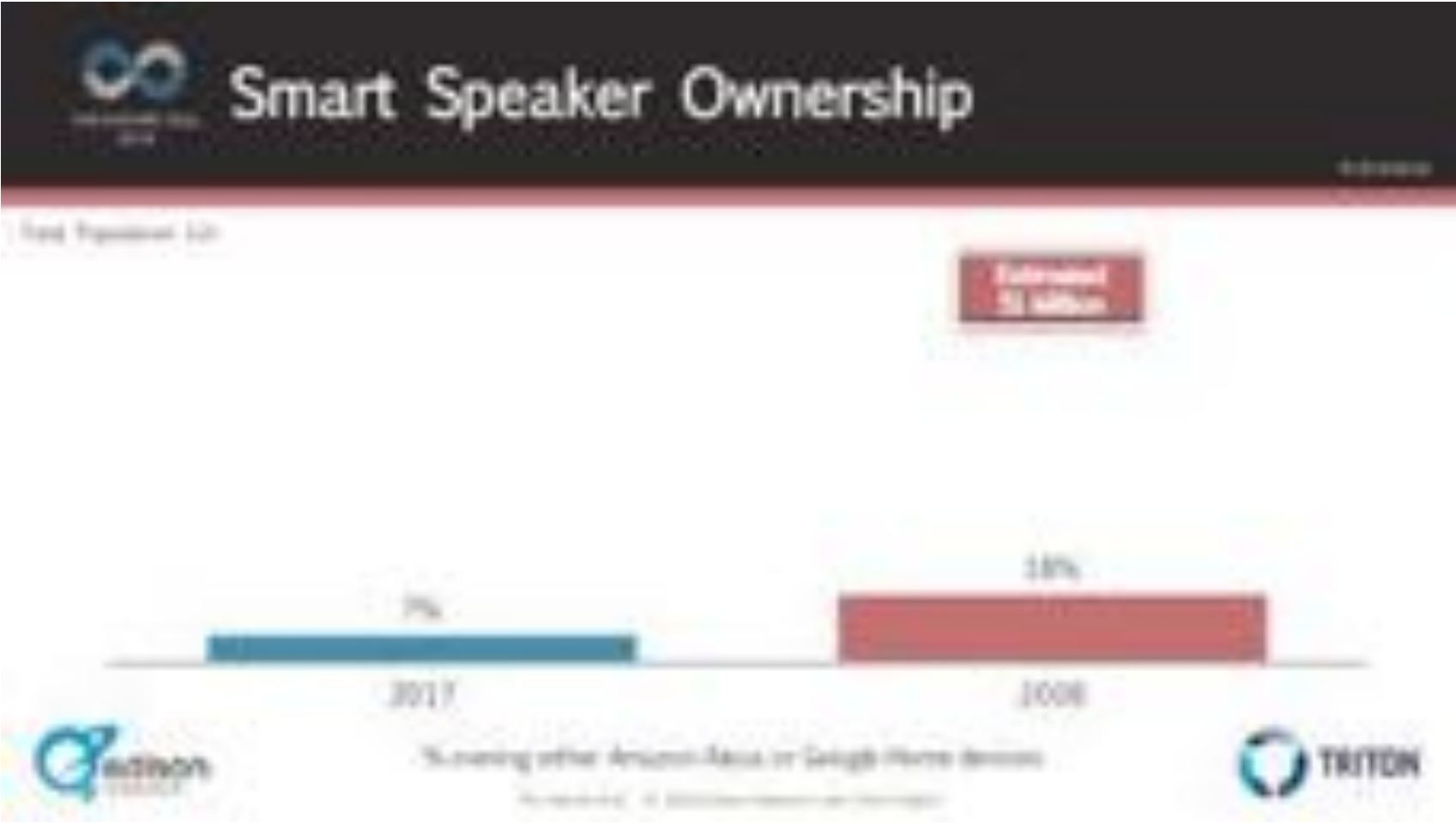
Digital Audio - Consumption Continues to Grow



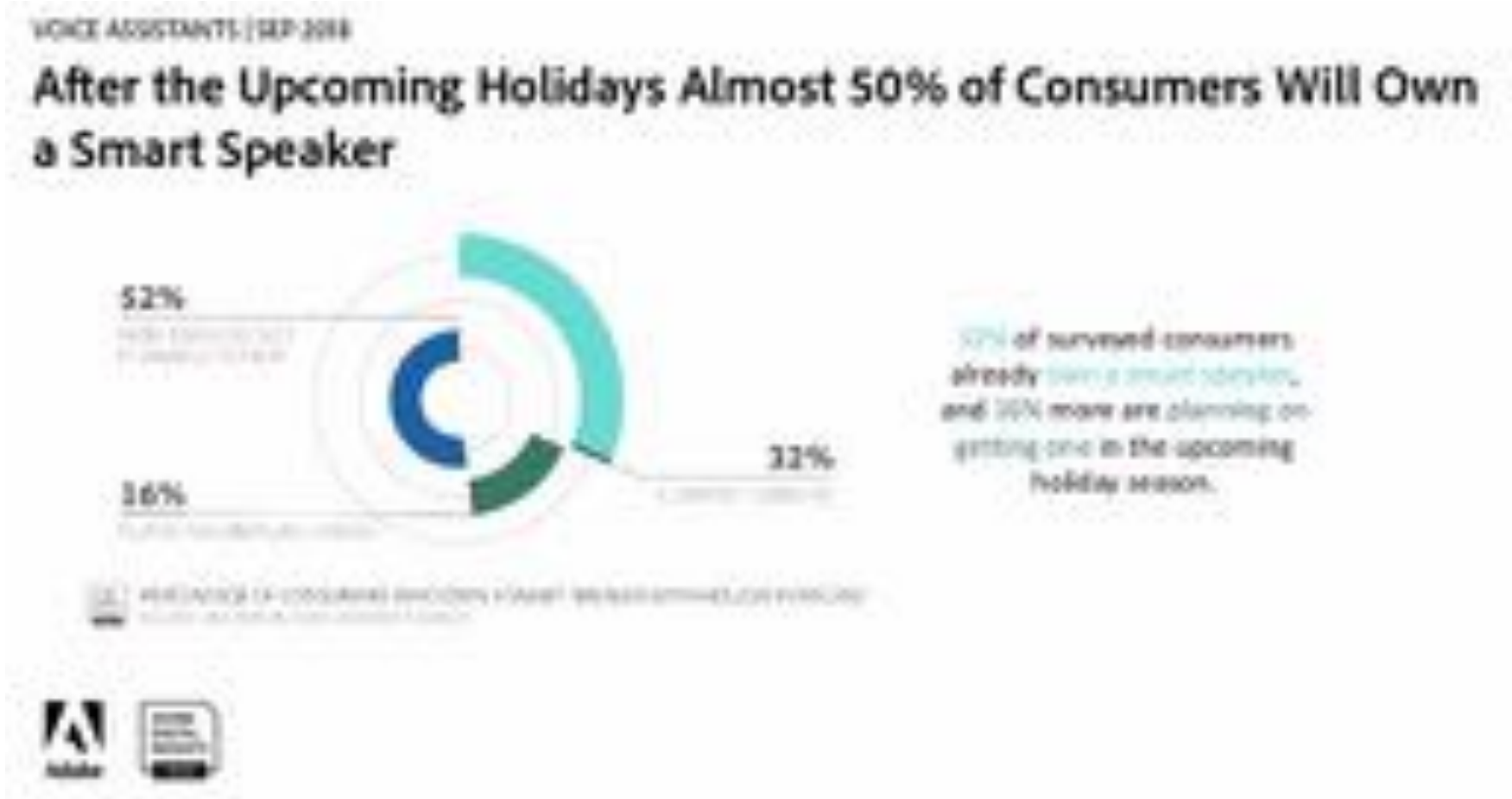
Digital Audio Growth



Smart Speakers – Ownership Growing Rapidly



Smart Speakers – Ownership Growing Rapidly



Smart Speakers - Easily Accessible to Consumers

Amazon's Choice



All new Echo Dot (2nd Gen) - Smart speaker with Alexa - Charcoal
by Amazon

DISCONTINUED

\$29 ~~\$39.99~~ prime
Save up to 25% off MSRP
FREE Shipping on eligible orders

★★★★★ 1,124

Amazon's Choice



Echo Dot (2nd Generation) - Smart speaker with Alexa - Black
by Amazon

\$28 ~~\$39.99~~ prime
Save up to 29% off MSRP
FREE Shipping on eligible orders

More things to know:
Works with Alexa
No internet or Wi-Fi
See more details

★★★★★ 1,124

Amazon's Choice



DreamSky Decent Alarm Clock Radio with FM Radio, USB Port for Charging, 1.2" Blue Digit Display with Dimmer, Temperature Display, Snooze, Adjustable Alarm Volume, Sleep Timer.
by DreamSky

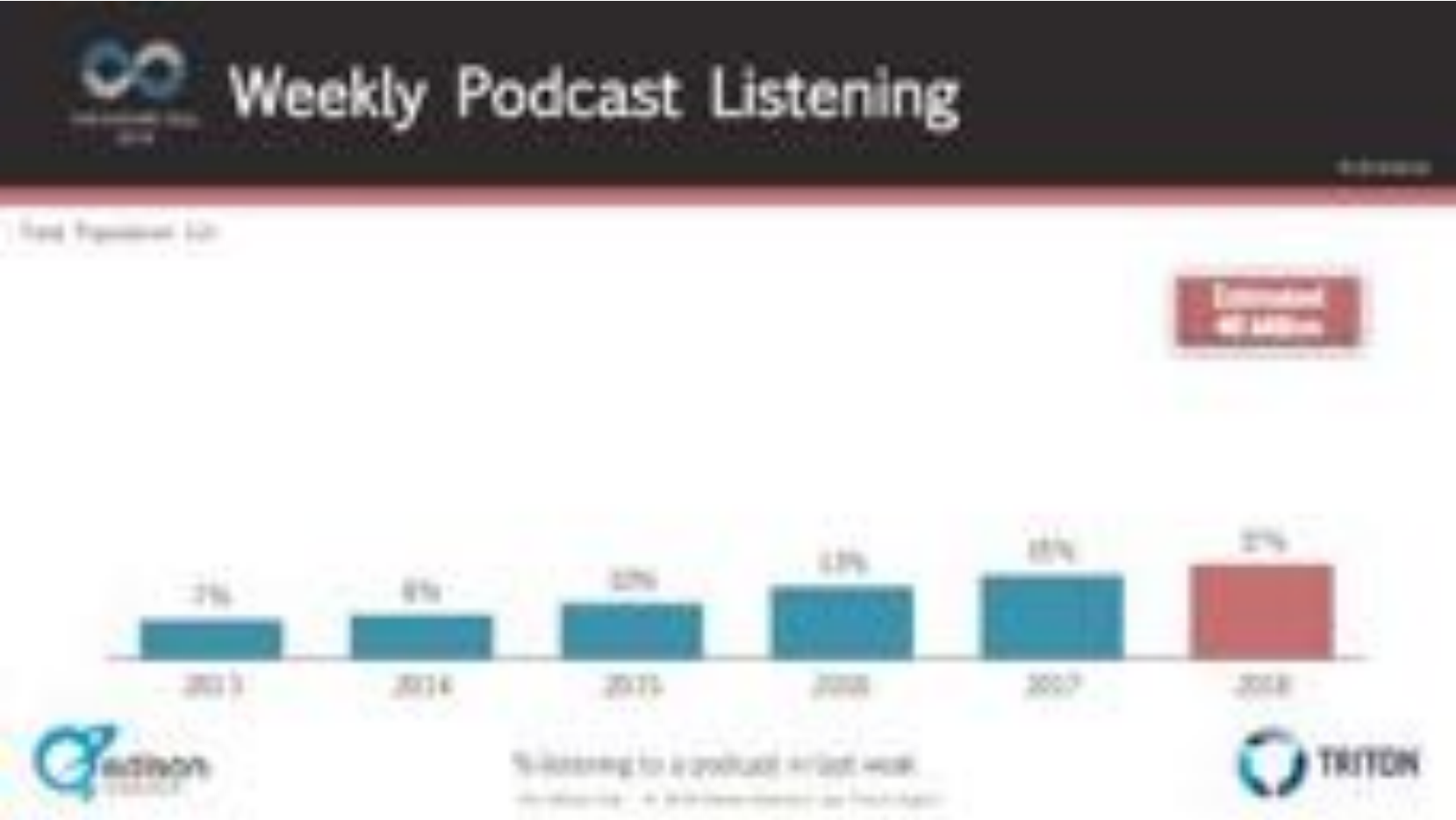
\$25.99 prime

★★★★★ 419

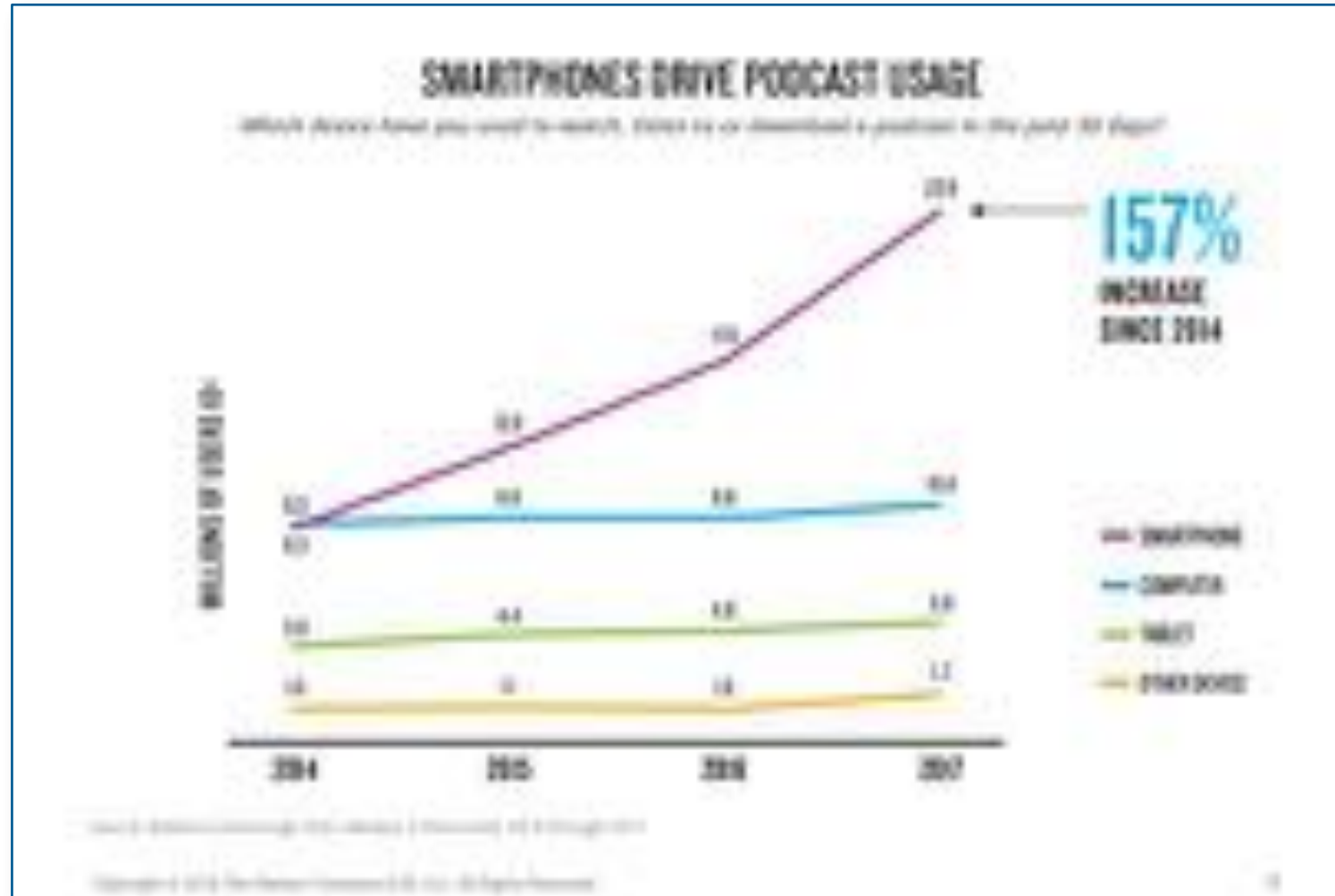
Primarily Used for Music or Spoken Word Consumption



Podcasting – Consumption Growing 10-20%/year



Podcasting – Growth Primarily Due to Smartphones



TV to predict audio trends?

ADWEEK NEWS EVENTS RESEARCH CONTACT ADVERTISING

MEASUREMENT & PERFORMANCE

NBCUniversal's Total Audience Delivery Metric Makes Its Olympics Advertiser Guarantee Debut

TAD measures linear, digital and out-of-home viewing for the Winter Games

By [Michael S. Taylor](#) & [Bill](#)



TAD: Summer between on-air and off-air, digital and linear viewing members.

HOME > TV > NEWS APRIL 5, 2018 4:00AM PT

NBCUniversal Unveils New Measure for Multi-Screen Viewership

VIACOM LOOKS TO OVER-THE-TOP TV TO BOOST AD INVENTORY AT THE UPFRONTS

Nielsen: Americans are streaming 8 billion hours of content per month on connected TVs

TV / VIDEO

Marketers Benefit From Embracing Linear and OTT as More Households Stream Video

According to a new report from the VAR

At 50% Of Domestic TV Impressions, OpenAP Expecting More Members: Viacom's Halley

Digital Audio Growth - Observations & Actions

- Digital listening is the growth area for audio – invest in it
- There has never been more ways to access and consume audio content
- It's crucial to adopt practices and technology that move towards creating equivalent value for your listeners and content across platforms



Looking at Audio Holistically

Example – Sponsorships Across Live/On-Demand

- Advertiser wants to associate with a host's content/audience
- Both live and on-demand
- Consistency of message to audience



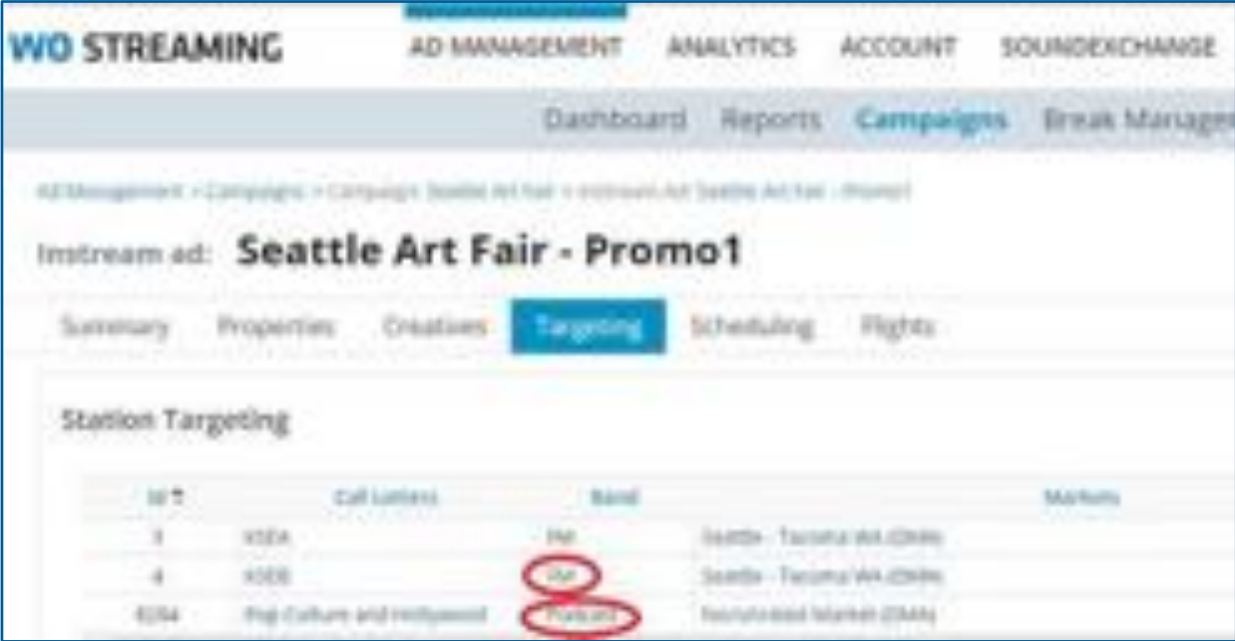
Holistic Audio Management

- *Holistic Audio Management* : Easily managing and monetizing audio content across channels
- Technologies have influenced tools/processes for managing and monetizing audio content
- Now there are tools and processes that enable managing audio more easily across channels



Example (cont'd) – A Single Trafficking System for Live Streams and Podcasts

- Create combined campaigns for streaming and podcast
- Same ads/creatives
- Track progress side by side



Holistic Audio - Observations & Actions

- You can now think about managing and monetizing your audio content holistically
- Clients/advertisers may want to work with you across both live and on-demand audio
- It's now easier to do this end to end



Best Practices: Managing and Monetizing Live and On-Demand Audio

WO Streaming Overview

Manage and monetize digital audio streams



Audio stream management

Supports all popular audio formats and devices including desktops, iOS and Android.



Advanced targeting

Increase CPM with advanced targeting by advertiser preference (geo, device, age, gender).



Programmatic digital audio

Grow ad dollars with revenue from a programmatic sales channel.



Broadcast to Podcast

Automatically generate and monetize podcasts from streamed content.

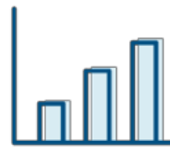
WO On Demand Overview

Easily manage, monetize and measure on-demand audio content



Seamless distribution

Auto-syndicate content to multiple distribution sources with unique profiles.



Ad and Download Metrics

Report on podcast consumption and ad impressions with IAB metrics.



Ad insertion, targeting

Deliver relevant ads to targeted audiences across episodes and devices.

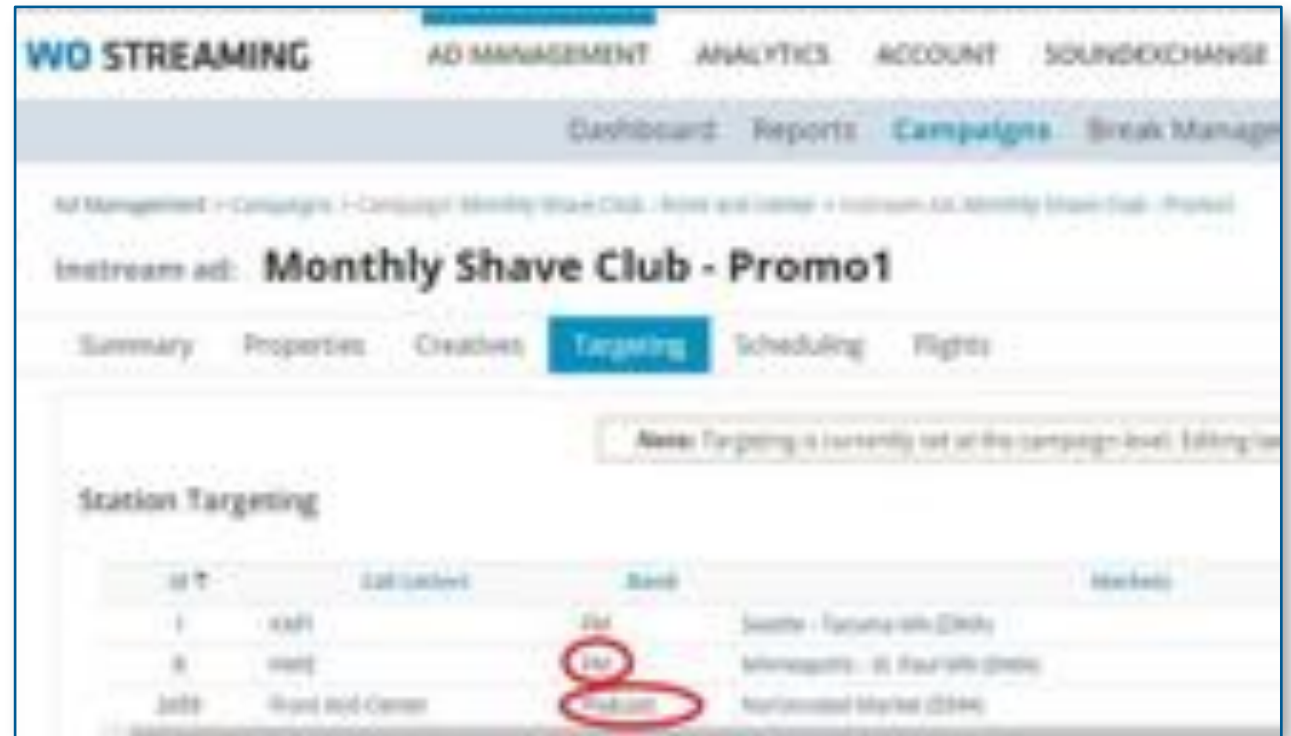


Streamlined file management

Easily update intros, promos and sponsorships in multiple files. Create podcasts from content streamed online.

Single Ad Trafficking System for Live Streams and Podcasts

- Create combined campaigns for streaming and podcast
- Same ads/creatives
- Track progress side by side
- Adding *WO Traffic – Digital Orders + WO Streaming* enables trafficking for broadcast, streaming, and podcasting



Ad Affidavits – Live and Podcasting Side by Side

- Single Affidavit for live and podcasts
- Simplified billing

AFFIDAVIT REPORT									
					Imp.	Plays	CTR%	CTR (%)	Rev.
Podcast Ad Summary					61,828	244	1.2%	0.2%	\$146.28
Delivery Ad Summary					0	N/A	N/A	N/A	\$0.00
Banner Ad Summary					0	N/A	N/A	N/A	\$0.00
Total Summary									\$146.28
Campaign: Monthly Share Club - Front and Center (60 days)									
Ad Type	Station	Description/Weighting	Ad/Creative Name	Flight/Creative Dates	Imp.	Plays	CTR%	CTR (%)	Rev.
Podcast	Adult Hit	Front campaign promo for MFC fall promo.	Front01 / 100%	06/01/18-07/31/18	38,201	144	0.3%	0.2%	\$94.28
Podcast	Adult Hit	Front campaign promo for MFC fall promo.	Front01 / 100%	06/01/18-07/31/18	26,834	94	0.3%	0.2%	\$111.07
Podcast	Podcast	Front Ad-Center for MFC fall promo.	Front01 / 100%	06/01/18-07/31/18	11,893	46			\$40.93
in 20 each Media Entity					61,828	244	1.2%	0.2%	\$146.28
Delivery Summary					0	0		0	\$0.00
Banner Summary					0	0		0	\$0.00
Campaign Summary					61,828	244			\$146.28

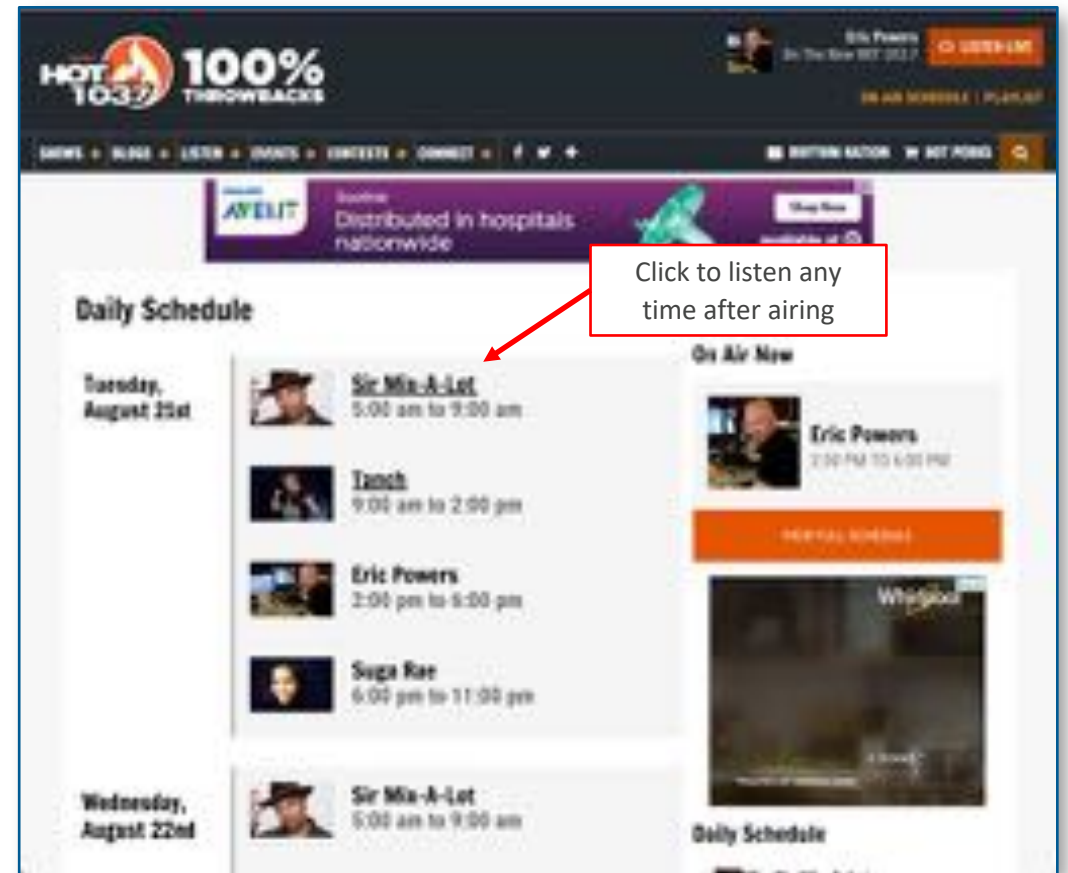
“Broadcast to Podcast” – Auto-ingest live content for podcasts

- Auto-ingest live streams for podcast delivery
- Removes unwanted content from podcasts – traffic, songs, etc.
- Optionally inserts pre, mid, and/or post-roll ads
- *Streamlines production workflow*



Preview (2019) – “Instant On-Demand”

- User clicks on previous show to listen
- Built on HLS technology
- Lowers friction for your listeners to consume your content *at any time*



Use Digital Targeting to Complement Broadcast Reach

- Targeting can generate premiums from advertisers
- Broadcast used for reach/brand campaigns
- Target the same audiences for live streaming or on-demand

The screenshot displays a digital targeting interface with three main sections: Geographic Targeting, Device Targeting, and Demographic Targeting.

Geographic Targeting: Includes a search bar for "City" and a table of selected locations.

City	Region	Country
Seattle	Washington	United States
Tacoma	Washington	United States
Portland	Oregon	United States

Device Targeting: Includes a "Desktop" checkbox and a "Mobile Device" section with sub-options for iPhone, iPad, Android, Windows Phone, and Other.

Demographic Targeting: Includes an "Age" section with ranges (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+) and a "Gender" section with options for Unknown, Male, and Female.

Emerging Best Practices - Observations & Actions

- Start thinking of monetizing your audio content and packaging it as equal impressions no matter how it's being consumed
- Solutions are at hand for addressing the past disparate workflows of managing/monetizing linear and digital together (in all their forms)
- Best practices are evolving, and sell-side can take a leadership position



Recap/Next Steps

1

Digital is the growth driver for audio

...driven by growth in smartphones and podcasting

2

Think about your audio holistically

...instead of being constrained in silos defined by distribution technologies

3

Take advantage of new tools to ease your workload

...by being able to more easily manage live and on-demand together

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Thank you

Reach out for more

JIM KOTT

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WO Streaming and WO On Demand

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