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The Digital Audio Opportunity

Dec 12, 2018

The webinar will start momentarily

- 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

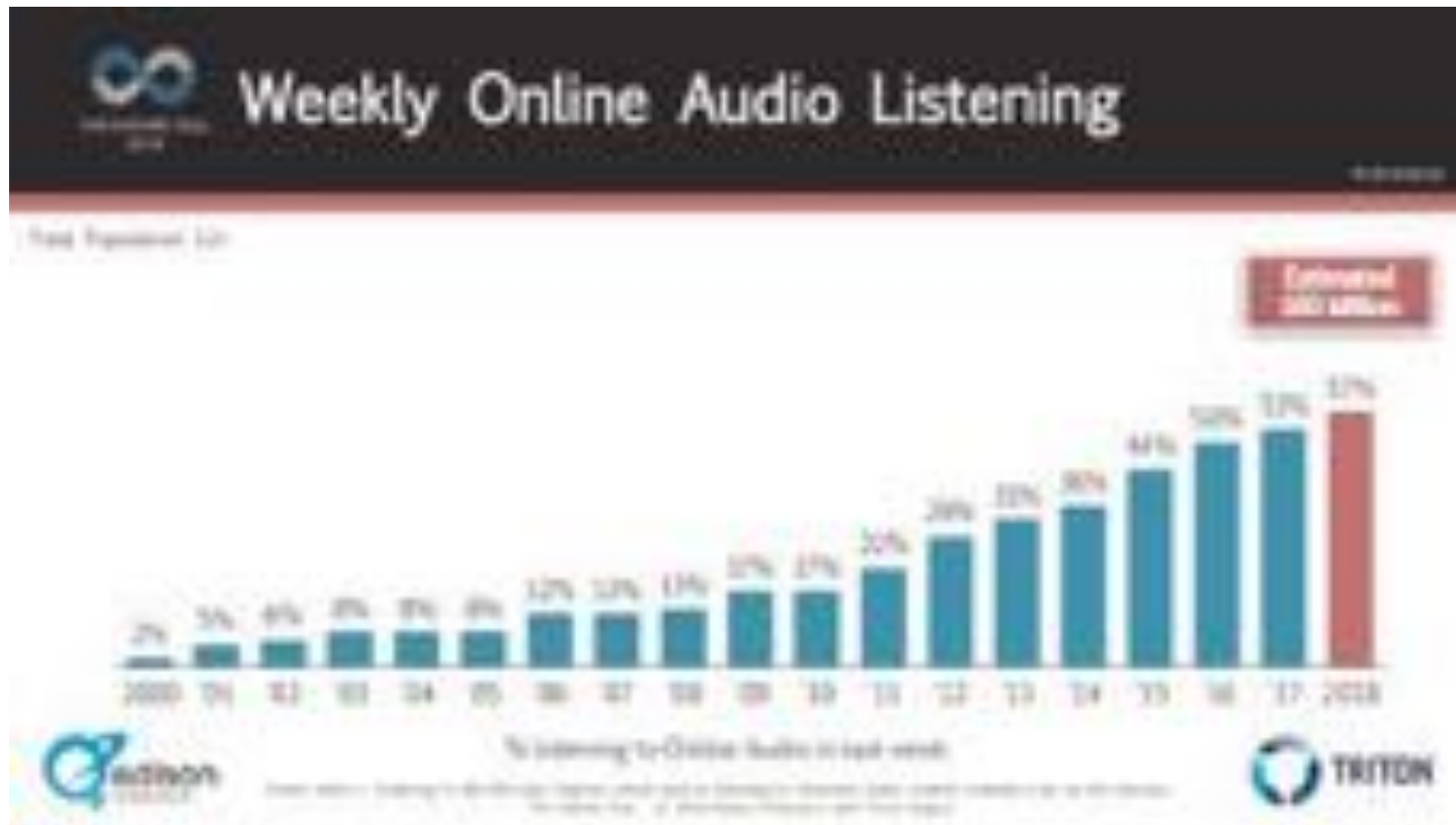# Today's speaker

JIM KOTT

Director of Product Management
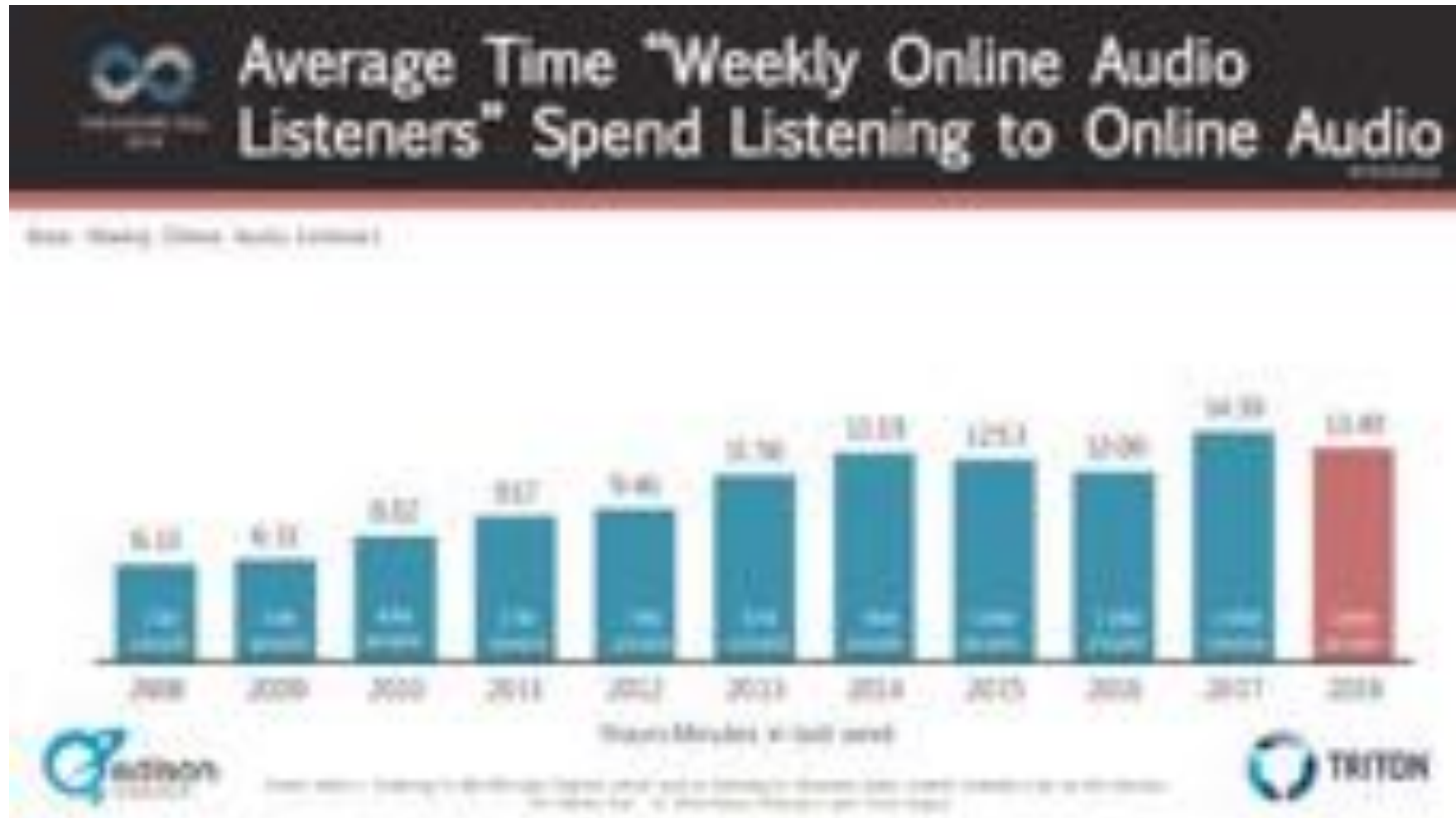
WO Streaming and WO On Demand

- 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!)
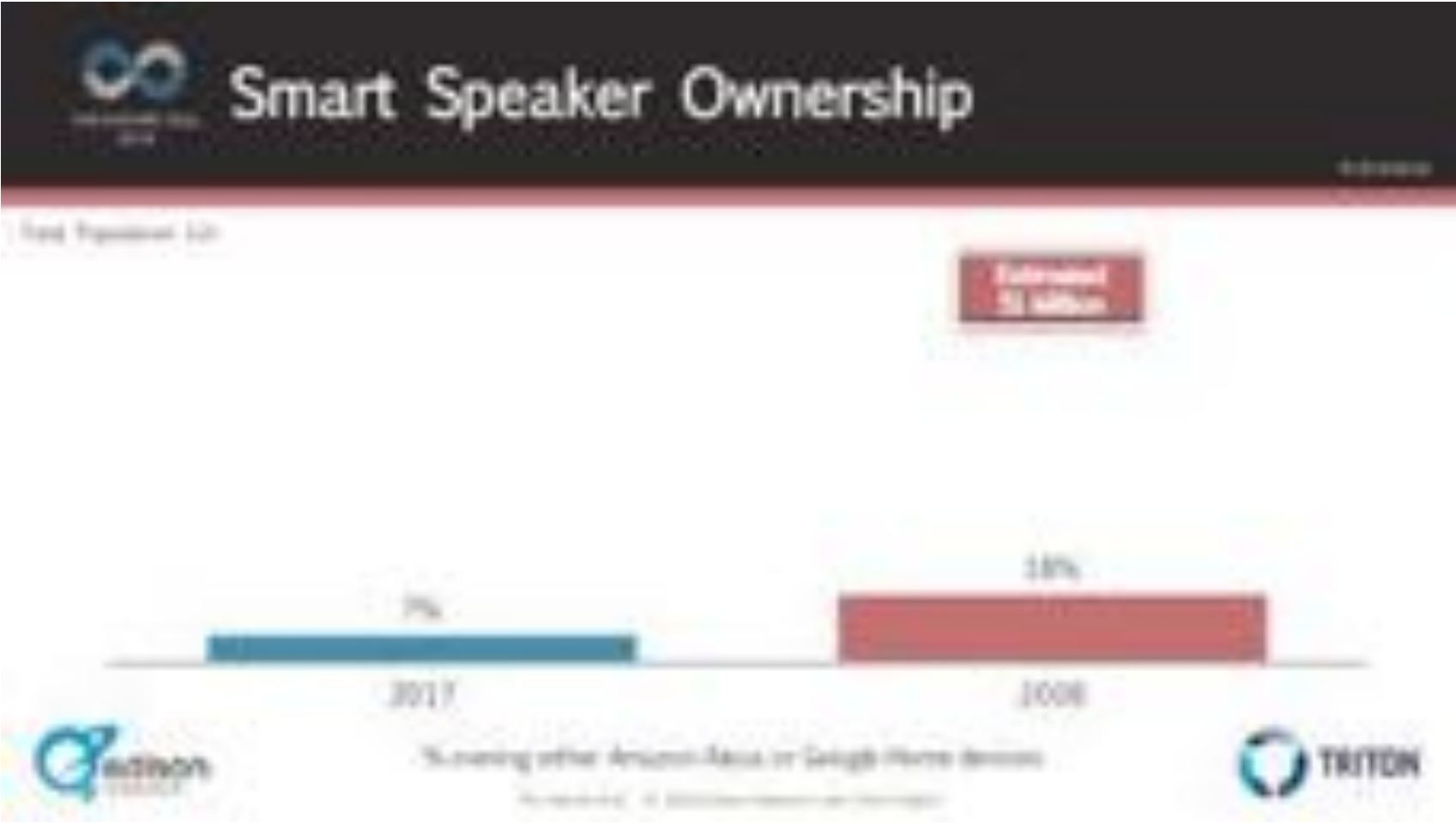
Audio Trends & Opportunities
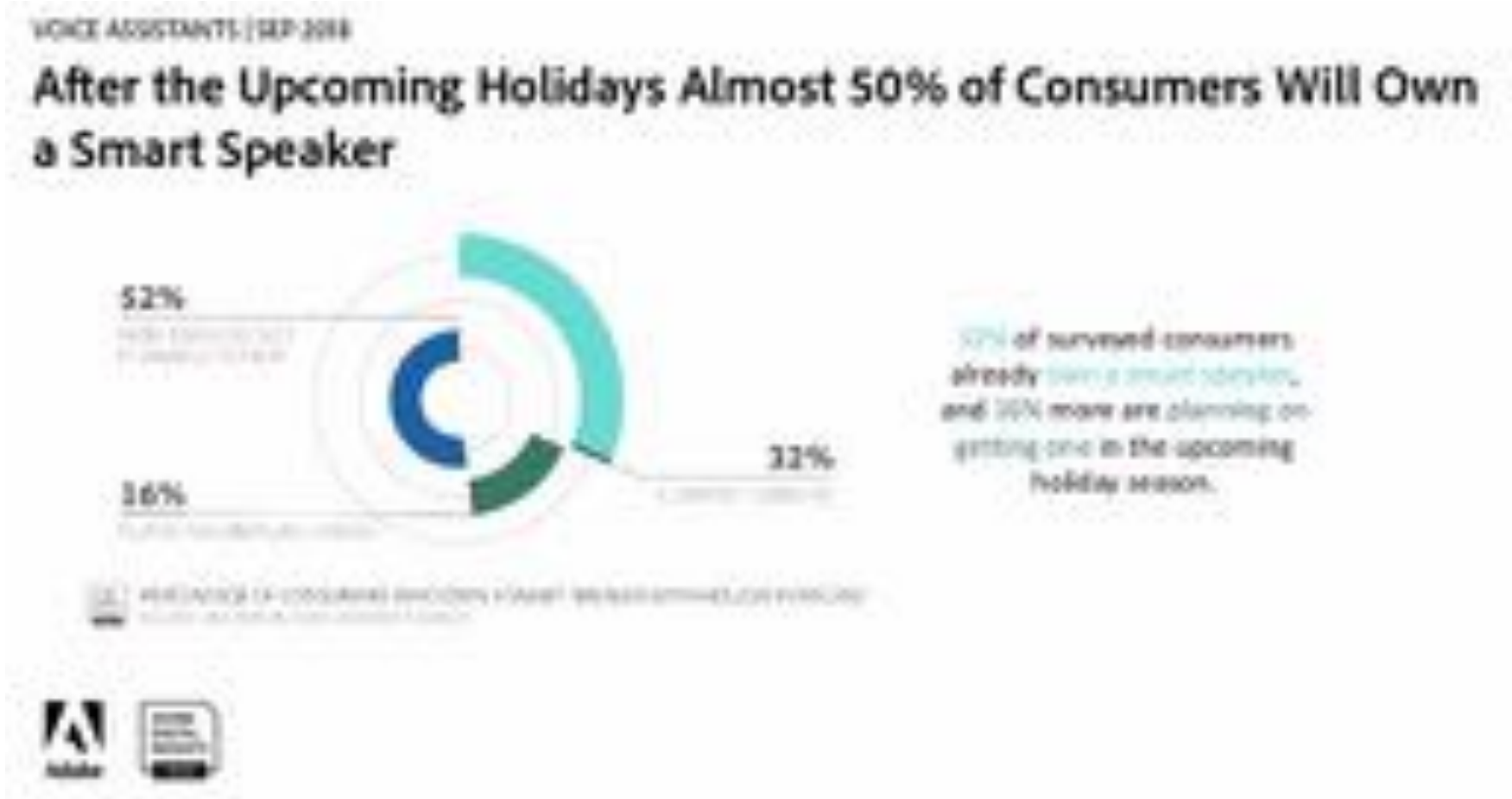
Digital Audio - Consumption Continues to Grow

Digital Audio Growth

Smart Speakers – Ownership Growing Rapidly

Smart Speakers – Ownership Growing Rapidly

Smart Speakers - Easily Accessible to Consumers
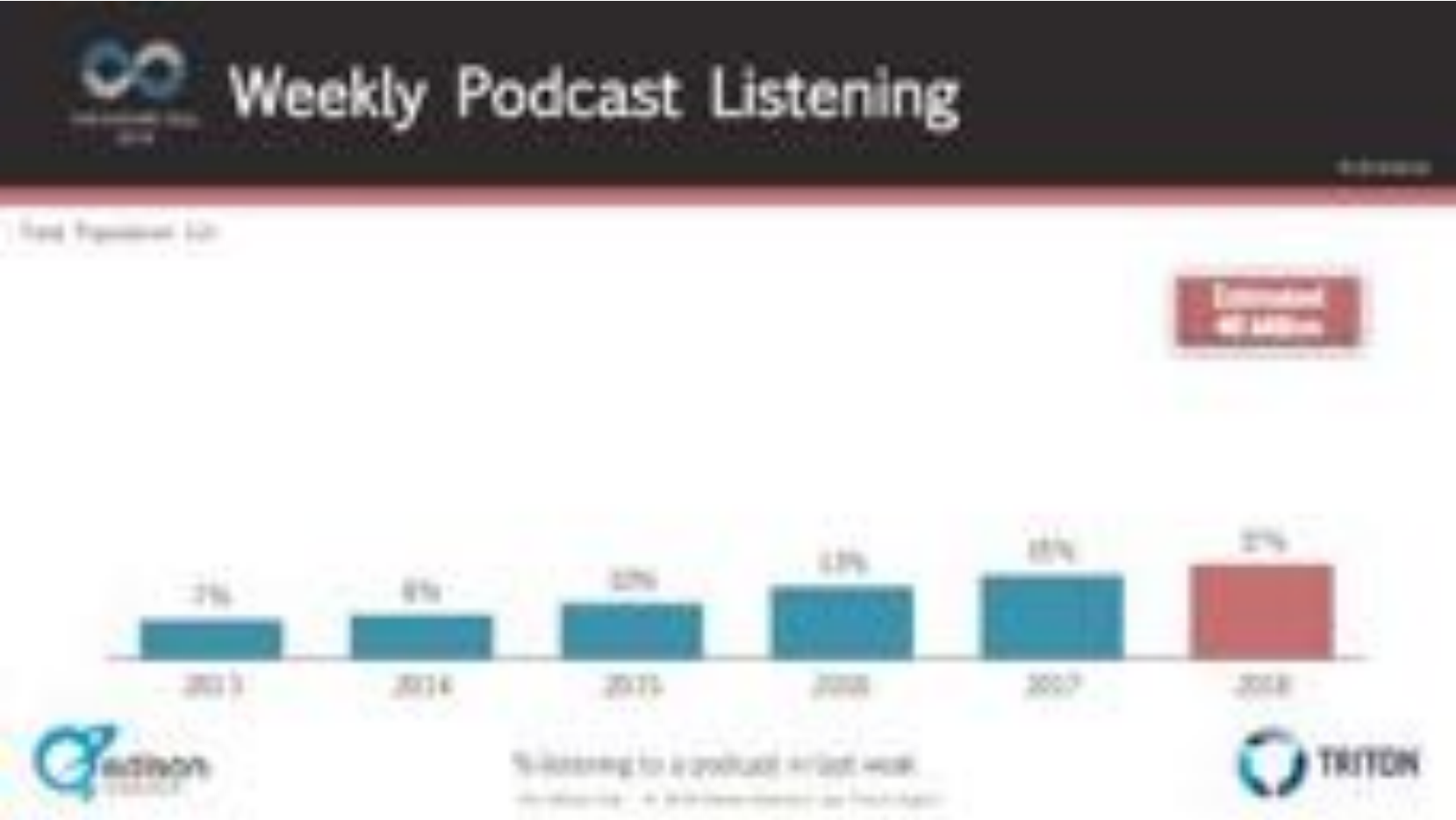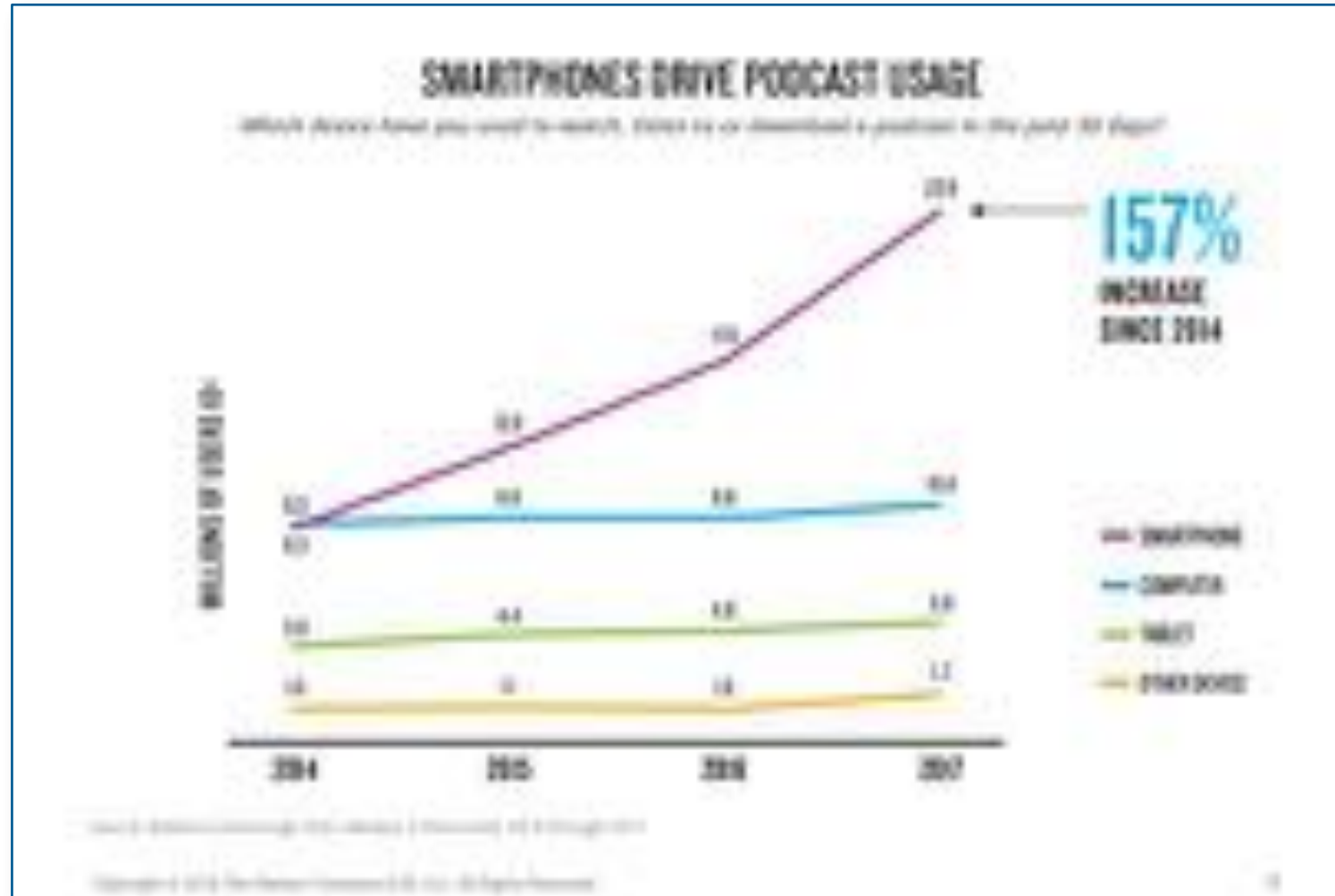
Primarily Used for Music or Spoken Word Consumption

Podcasting – Consumption Growing 10-20%/year

Podcasting – Growth Primarily Due to Smartphones

TV to predict audio trends?

Digital Audio Growth - Observations & Actions

- Digital listening is <u>the</u> 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

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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

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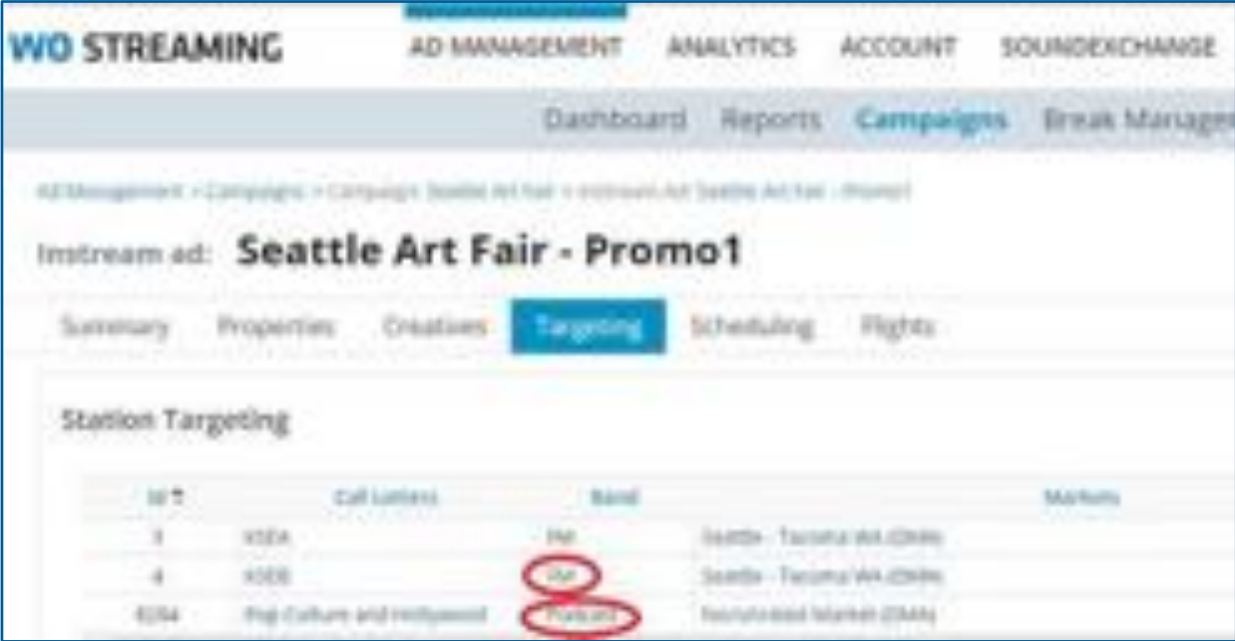
Holistic Audio - Observations & Actions

- You can now think about managing and monetizing your audio content <u>holistically</u>

- 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

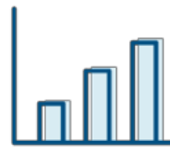Automatically generate and monetize podcasts from streamed content.

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

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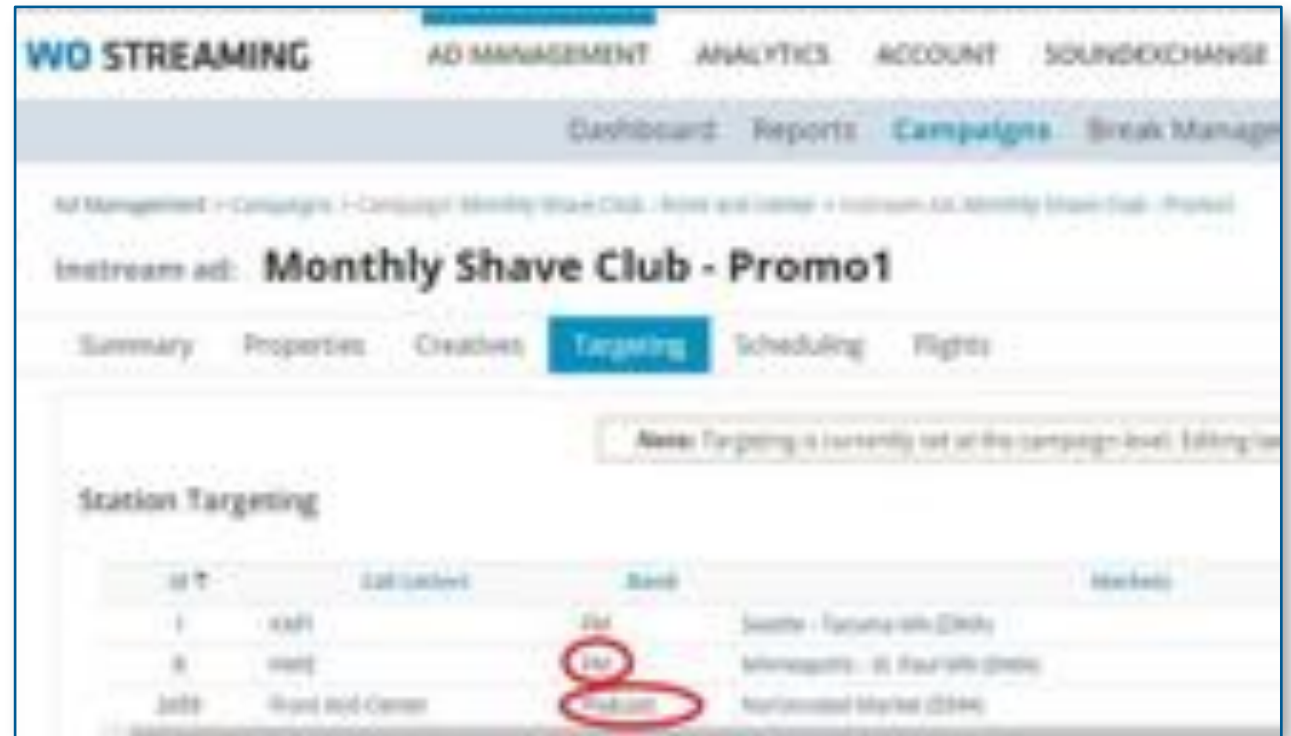
Ad Affidavits – Live and Podcasting Side by Side

- Single Affidavit for live and podcasts

- Simplified billing

"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*
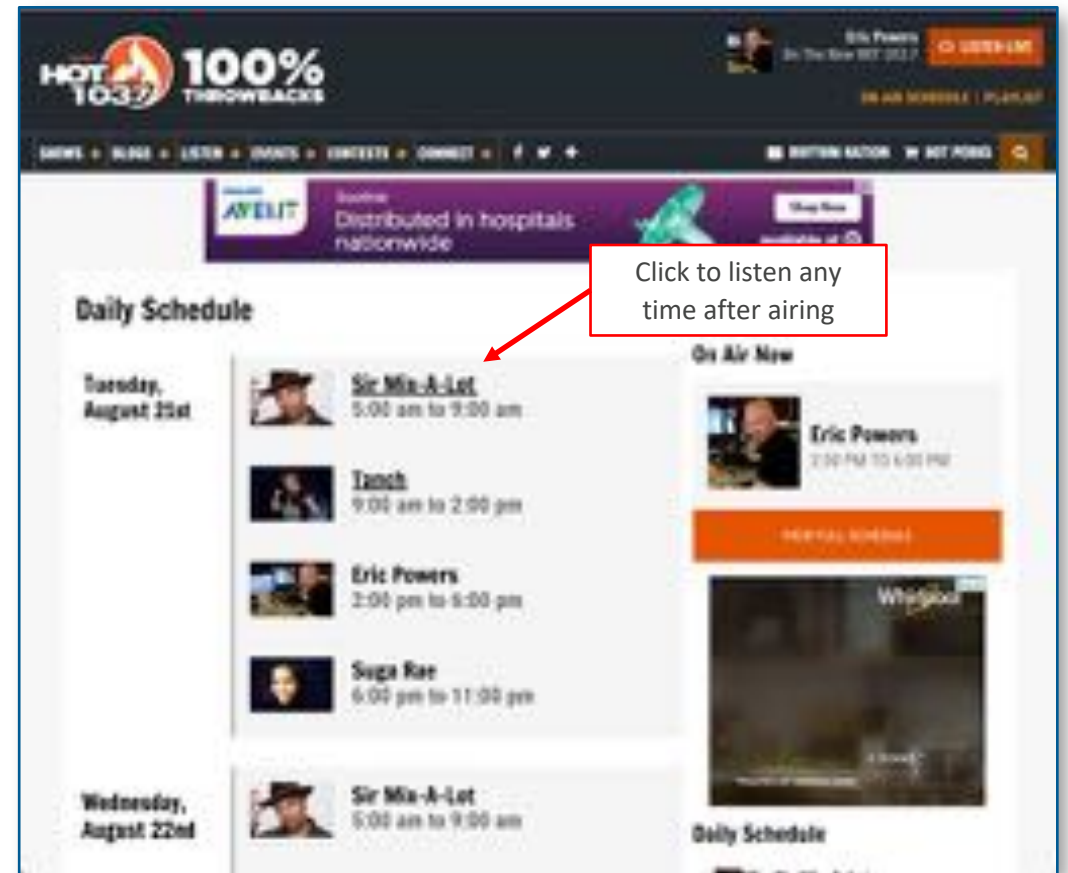
Use Digital Targeting to Complement Broadcast Reach

- Targeting can generate premiums from advertisers

- Broadcast used for reach/brand campaigns

- Target the same audiences for live streaming or on-demand

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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 <u>the</u> 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

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