





Audio Amplification

Defining Engaged Impressions

MARCH 2020





Audio is the most powerful of mediums.

It brings us together through shared experiences, moves us emotionally and leads us to take action. As marketers are challenged to capture consumer attention, audio -- like no other media -- delivers an immersive experience which triggers memorability, trust and connection. Listeners are drawn in with a sense of community and belonging, and advertisers see consistent results.



Proving Audio Impact

We conducted groundbreaking studies to dive deep into Audio's immersive qualities and Entercom's impact:

1

Nationally representative survey

- Sample of n=1008 US Adults (P18-54)
- Completed in August 2020

2

Neuro study of content and advertising

- Based on 107,186 data points from n=111 participants
- Three groups of randomly selected media consumers in NY, Chicago and LA markets
- Completed in October 2020

Our research partner **Alter Agents** is a full-service market research consultancy reimagining research in the age of the constant change. With a long history of brand strategy and communications experience, the company focuses on collaborating with brands to reveal consumer needs, priorities, and context. Alter Agents specializes in reframing the context for consumer research to yield powerful insights for its clients, including brand giants such as Google, SnapChat, Activision, Viking Cruises, among others.



Listening Occasions





**When in the car, I listen to
96.1 the most because it
sets up my vibe for work.**



Podcast listening is reserved primarily for time alone while OTA, whether it be Broadcast or Streaming, tends to be more of an anytime occasion

Top Listening Occasions

By Audio Source



Broadcast OTA



While commuting to work/school or when I'm on-the-go



During the weekend



Right when I wake up



Streaming OTA



Weekdays or weeknights



When I'm alone



During the weekend



Podcasts



When I'm alone



During the weekend



Weekdays or weeknights

Listening occasions are the same across OTA formats, but music is more popular while commuting whereas news and sports audiences make it a priority to tune in when alone

Top Listening Occasions By OTA Format



Music



While commuting to work/school or
when I'm on-the-go



When I'm alone



During the weekend



News Talk



When I'm alone



While commuting to work/school or
when I'm on-the-go



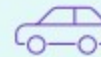
During the weekend



Sports



When I'm alone



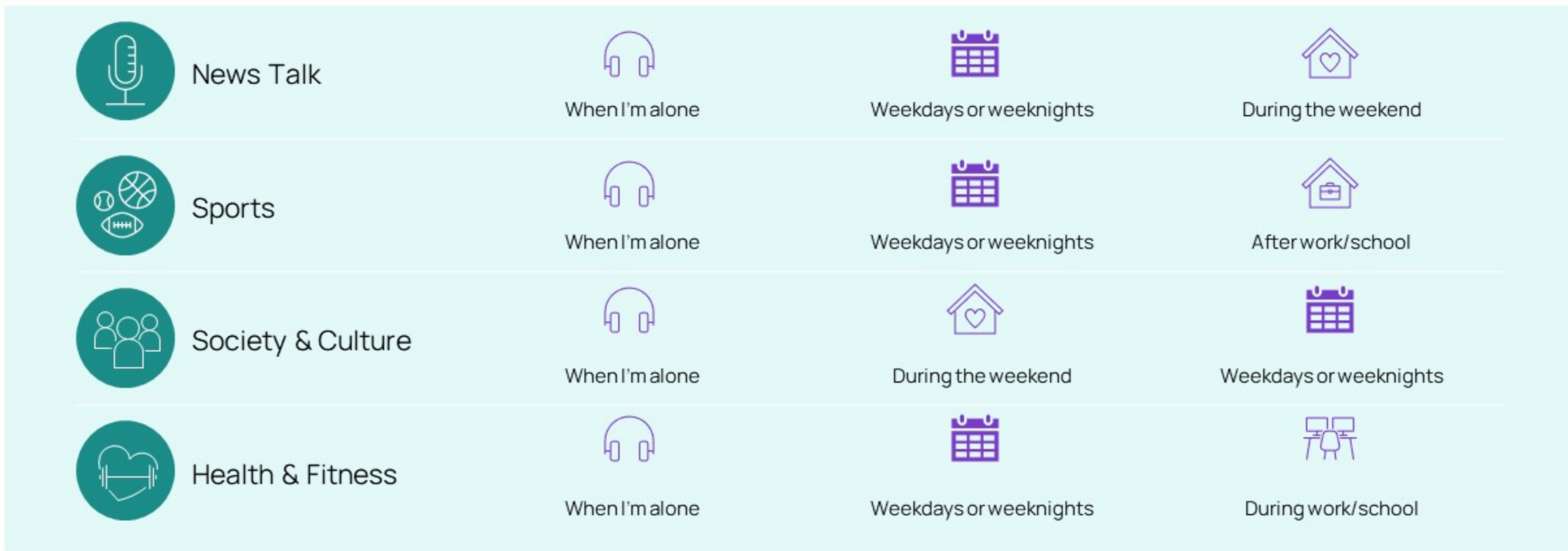
While commuting to work/school or
when I'm on-the-go



During the weekend

Weekly Podcast listeners primarily listen alone, regardless of format

Top Listening Occasions By Podcast Format



Thank you

