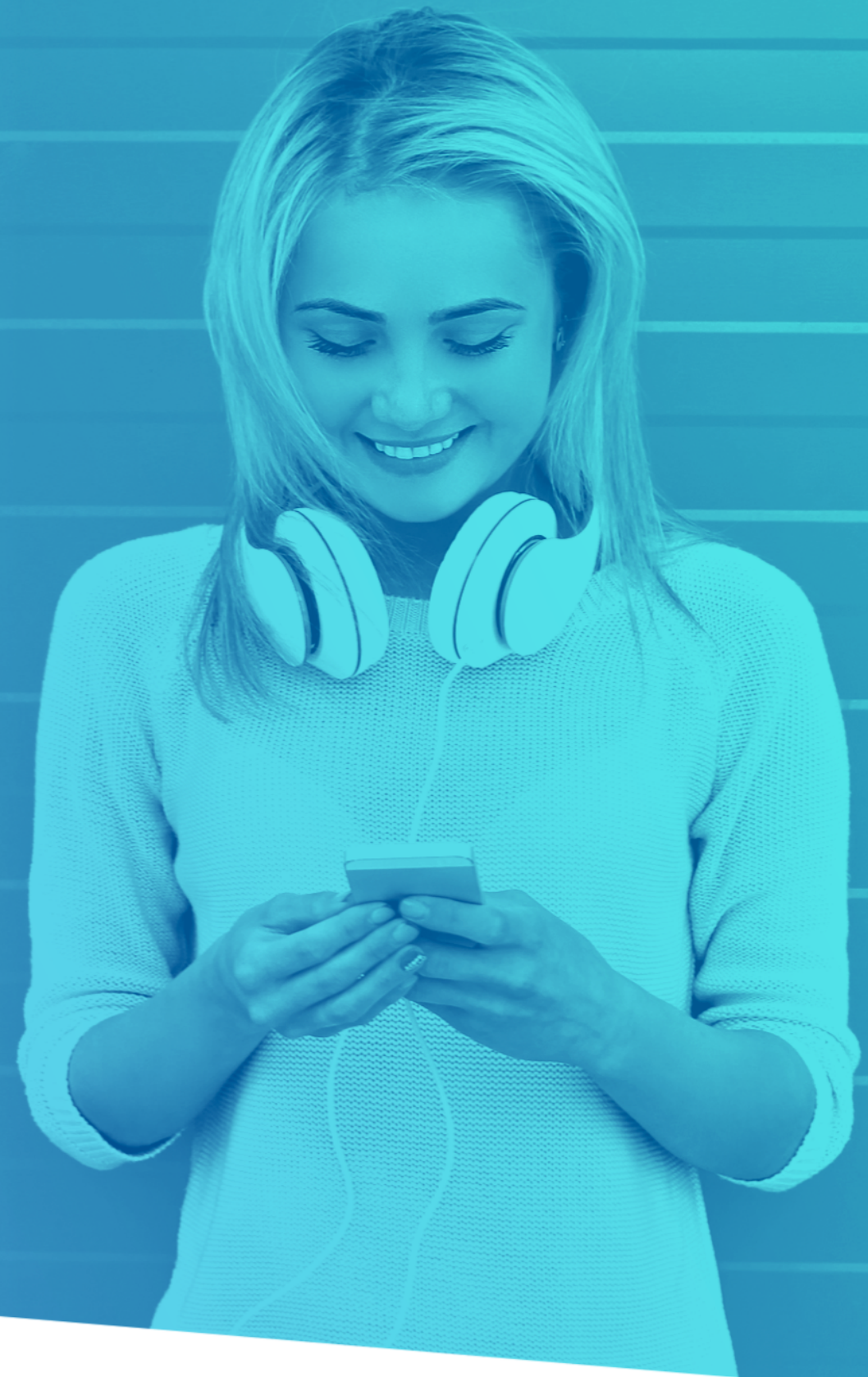




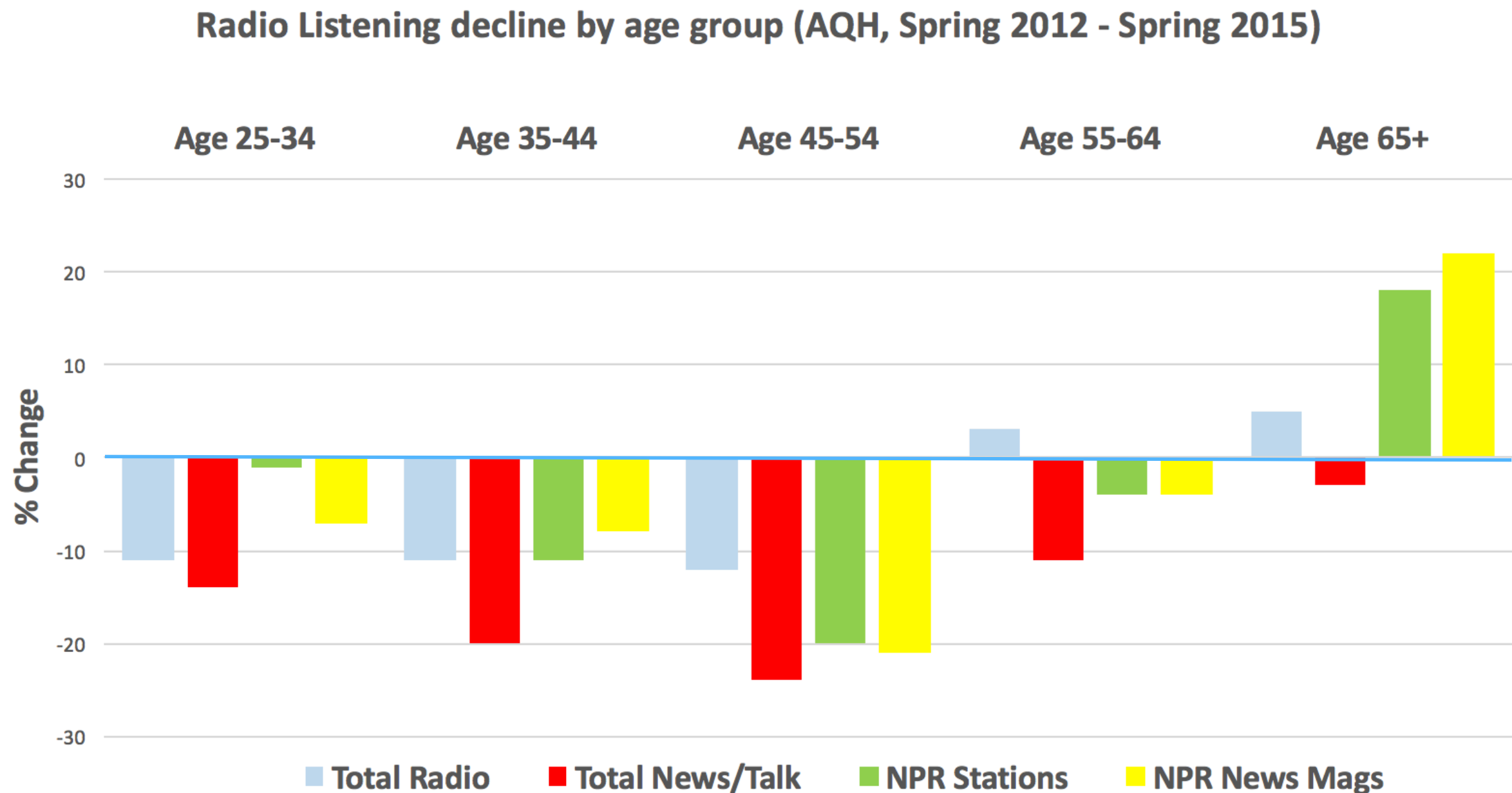
# audioBoom

AGM Presentation  
June 7th 2017



# Market dynamics: Broadcast audio is in decline

Traditional radio listening is falling dramatically.



Source: Nielsen & NPR

AQH: Average Quarter Hour Listening



# Market dynamics:

## Podcasting/On-demand is the Digital Disruptor

Podcast Ads deliver engagement: IAB Podcast Survey Nov 2016

Which, if any of the following actions have you taken as a result of sponsorship or advertising you have heard in the podcast you enjoy?

Visited a sponsor's web site	45%	Purchased a product or service	25%
Considered a new product or service	42%	Visited a store or location	20%
Gathered more info about a company or product	37%	Purchased or downloaded music	18%
Read a book	29%	Recommended a product or service to others	17%
Used a promotional discount code mentioned in podcast	28%	Attended a performance, cultural event or exhibit	15%
Watched a television program	27%	Switched to a different brand	9%
Seen a movie	26%	Purchased a product or service for your business	8%



% taken action as a result of podcast ad/sponsorship



How much do you agree/disagree...

"The products and services you learn about on podcasts are generally relevant to your interests."

Strongly Agree/Agree:

70%



How much do you agree/disagree...

Strongly Agree/Agree:

65%

"You are more willing to consider products and services after you learn about them on podcasts."



How much do you agree/disagree...

"When price and quality are equal, you prefer to buy products from companies that advertise on the podcasts you regularly listen to."

Strongly Agree/Agree:

60%

# Market dynamics:

## Advantages over other digital advertising formats

Especially when compared to other forms of digital media.

### Display Advertising

1. Ad blocking grew by 41% globally in the last 12 months. (Source: [PageFair](#))
2. The average click-through rate of display is 0.06% (Source: [Display Benchmarks Tool](#))
3. Only 2.8% of users feel that ads on website were relevant. (Source: [Infolinks and bannerblindness.org](#))
4. About 50% of clicks on mobile ads are accidental. (Source: [GoldSpot Media](#))
5. 54% of users don't click on ads because they don't trust them. (Source: [BannerSnack](#))
6. 33% of internet users find display ads completely intolerable (Source: [Adobe](#))

### Podcast Advertising

1. Podcast advertising is delivered 'server side', so ad blockers are rendered useless
2. 61% of podcast listeners have bought a product as a result of hearing a podcast advert (Source: [Midroll 2016 survey](#))
3. 90% of podcast listeners listen to the Ads (Source: [Midroll 2016 survey](#))
4. 80% of listeners could recall at least one brand mentioned in an episode (Source: [Midroll 2016 survey](#))
5. 70% of listeners feel that brands are relevant to themselves (Source: [IAB survey](#))
6. 55% find products advertised in podcasts 'interesting and often useful.' (Source: [IAB survey](#))



# Total Addressable Market (USA only)

## TAM: USA Only

- **1/3<sup>rd</sup>** of all radio listening is now on-demand\*
- Growing by 2% quarter-on-quarter\*
- By the end of 2017 40% of all listening will be on-demand\*
  - As users move to digital consumption, so will the media planner/buyers:

**It's ALL about the data!**

## By the end of 2017:

- US radio ad spend \$19bn\*\*/\*\*
- A potential **\$7.6bn** US radio centric, on-demand ad revenues, could be available.
- Generated from a combination of:
  - 'Listen again' shows
  - 'Catch-up shows'
  - 'Clipped' excerpts shared to social
  - Unique 'digital first' podcast productions

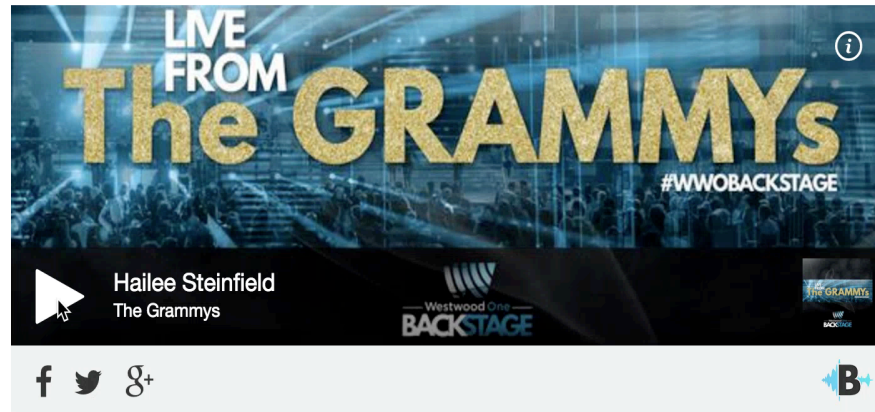
\*Edison/ NPR research

\*\* Group M Market Research

\*\*\*Internet Advertising Bureau

# Monetisation: Multiple ad units – audio & video

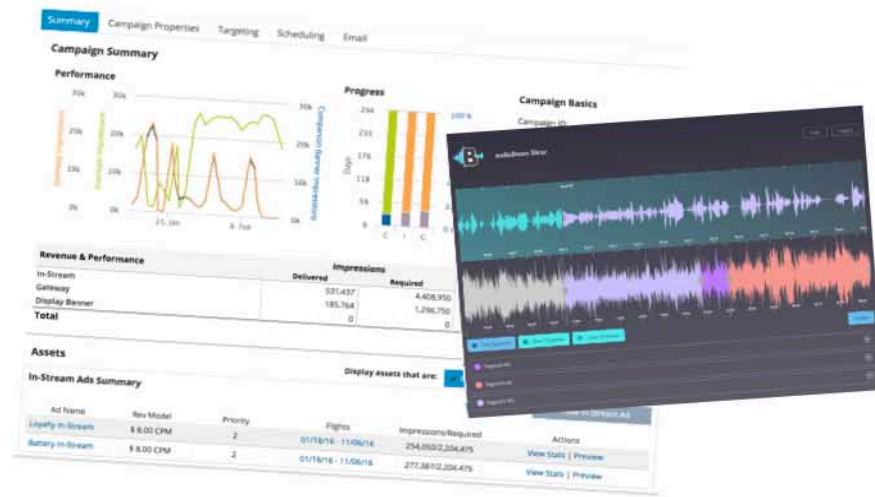
## Audio & display Ads



## Host-read Ads



## Ad-insertion tools



## Streamed Video Ads



# Monetisation:

## Maximising ad campaign sell-through rates

Audioboom is focused on maximising ad revenues in the USA, UK, India and Australia through technical development, ad platform integrations and direct sales

### Agency Integrations



### Network Integrations



### Sales Partners

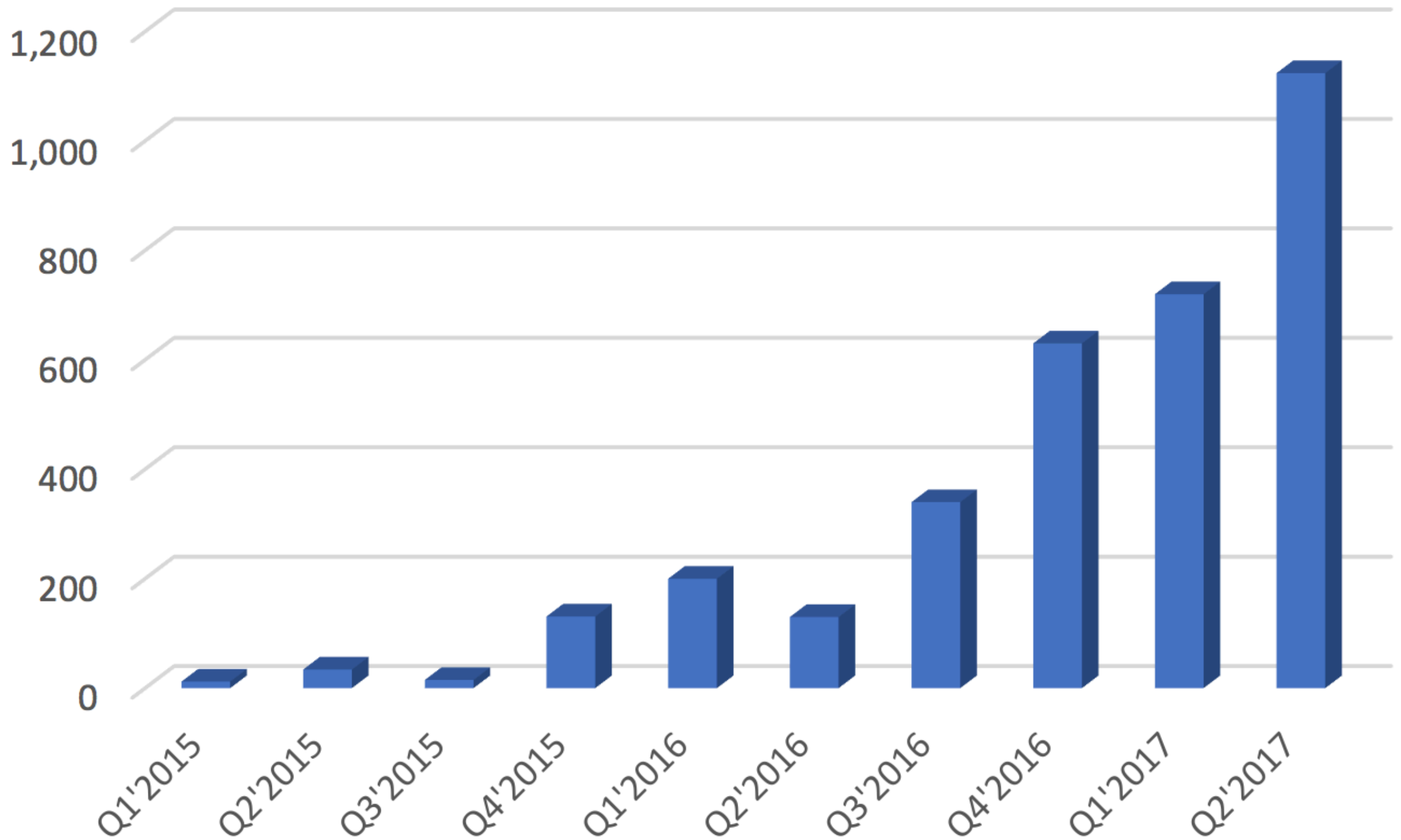


### Host-read Sales

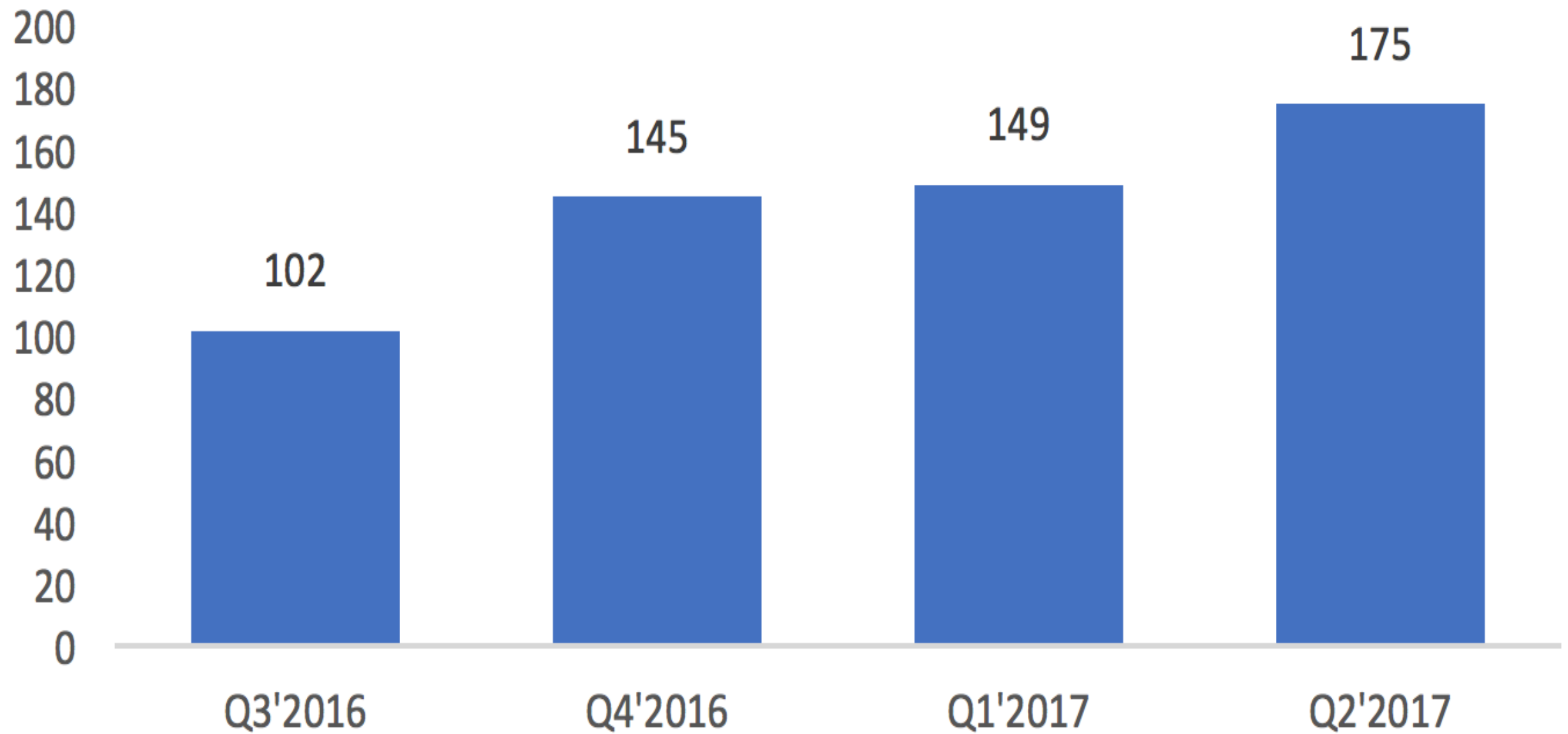




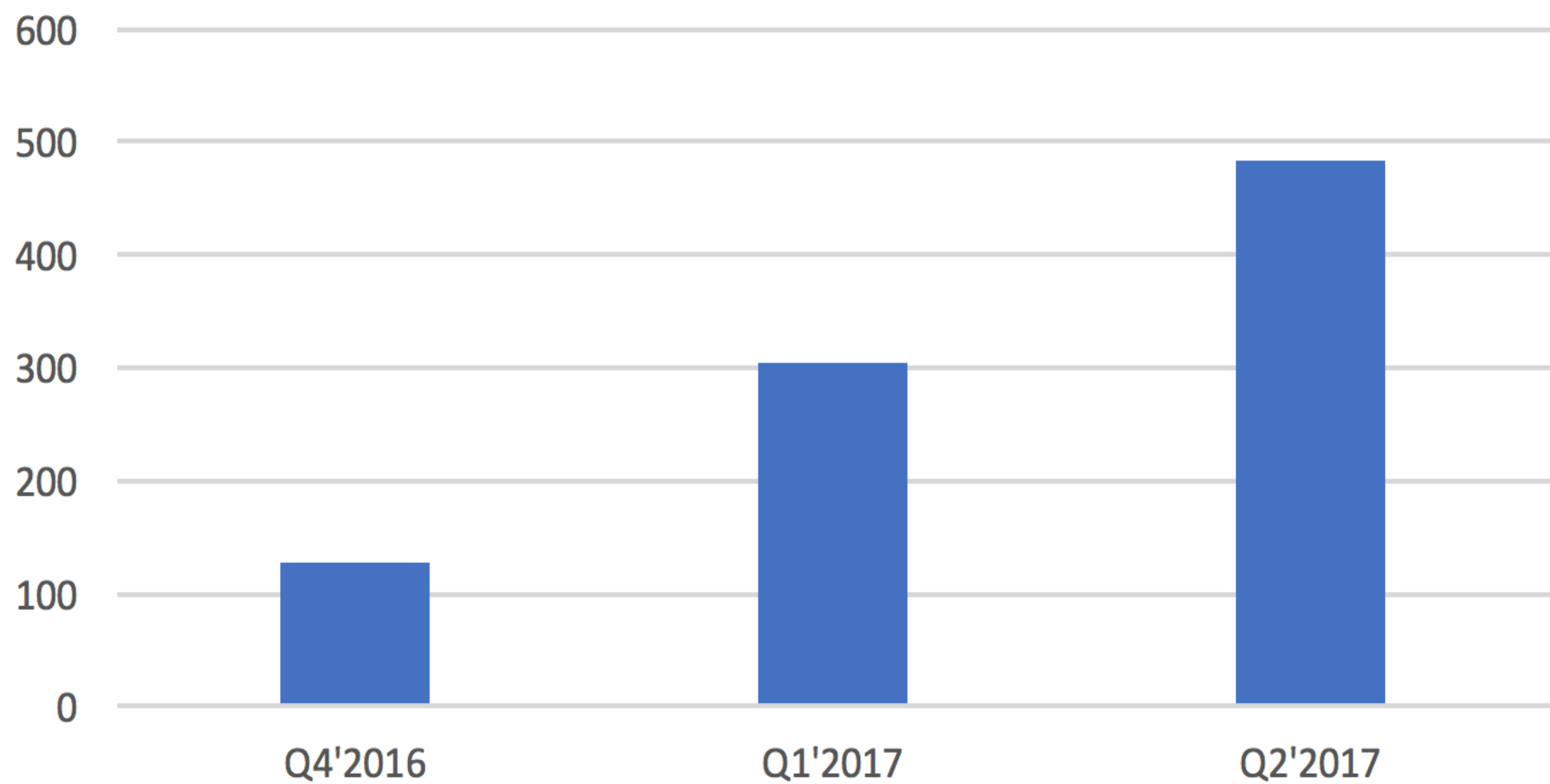
## Revenue Growth – 000s



## UFR Growth - Millions

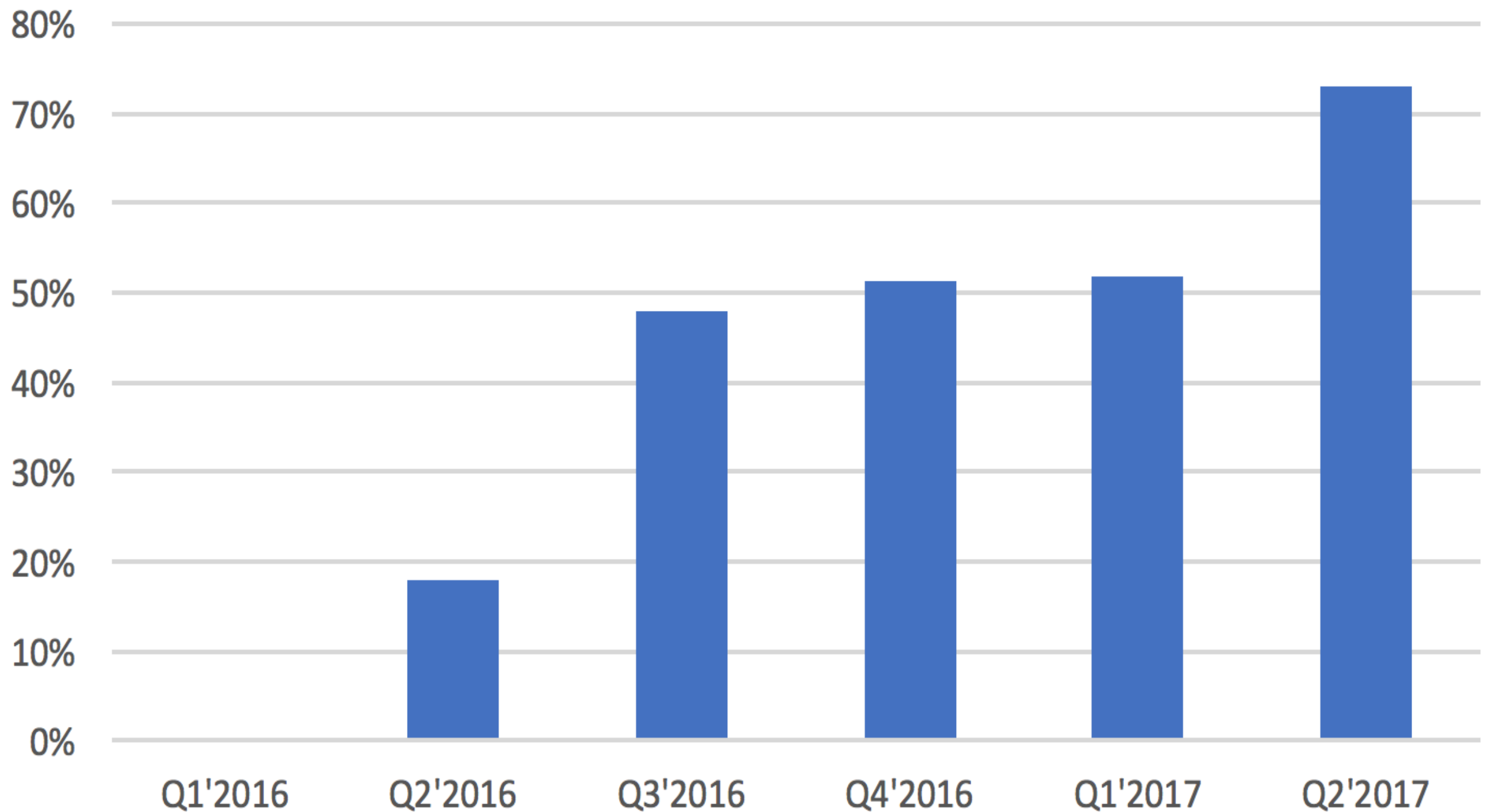


# Available Advertising Impression Growth - Millions

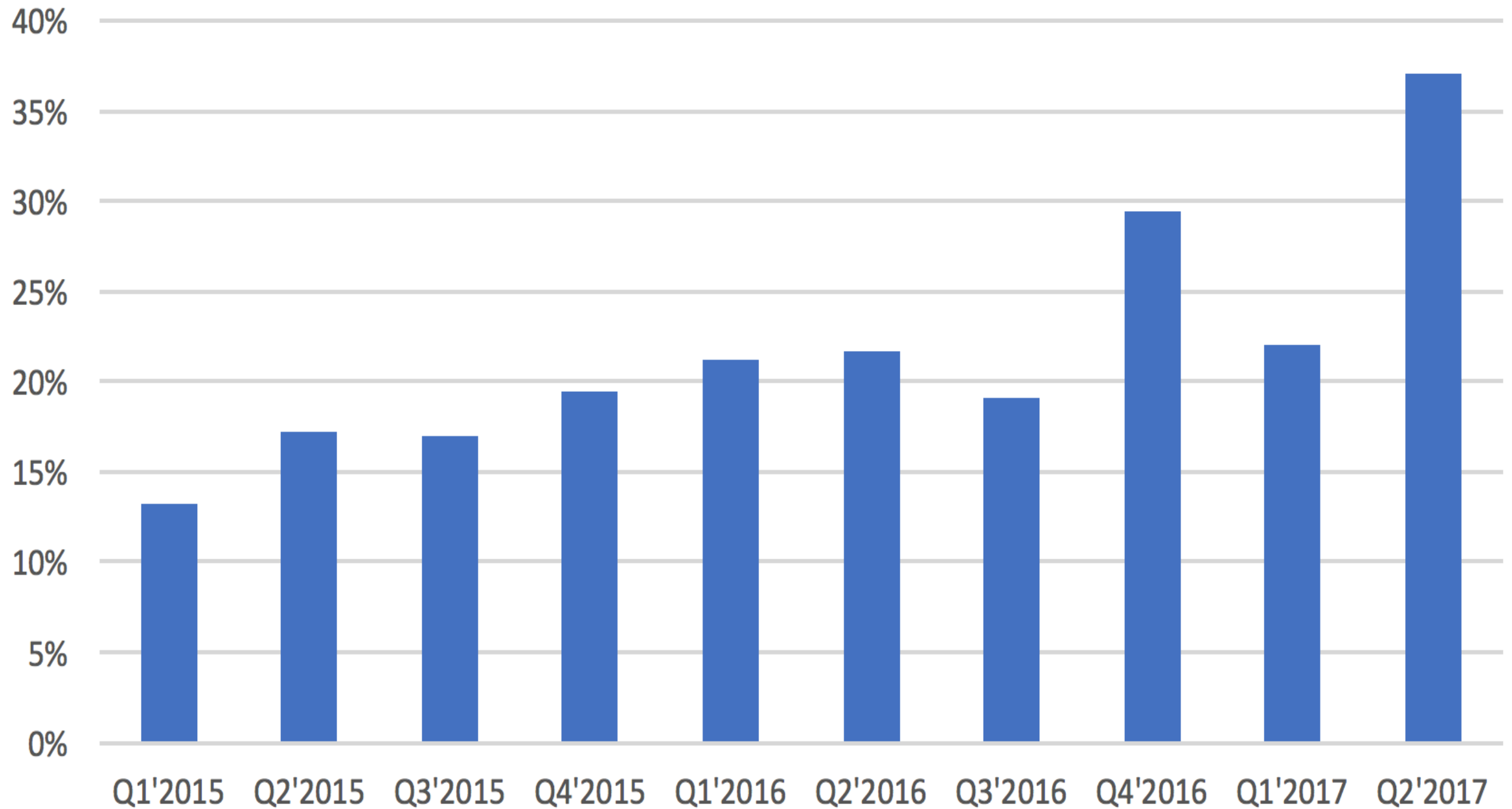




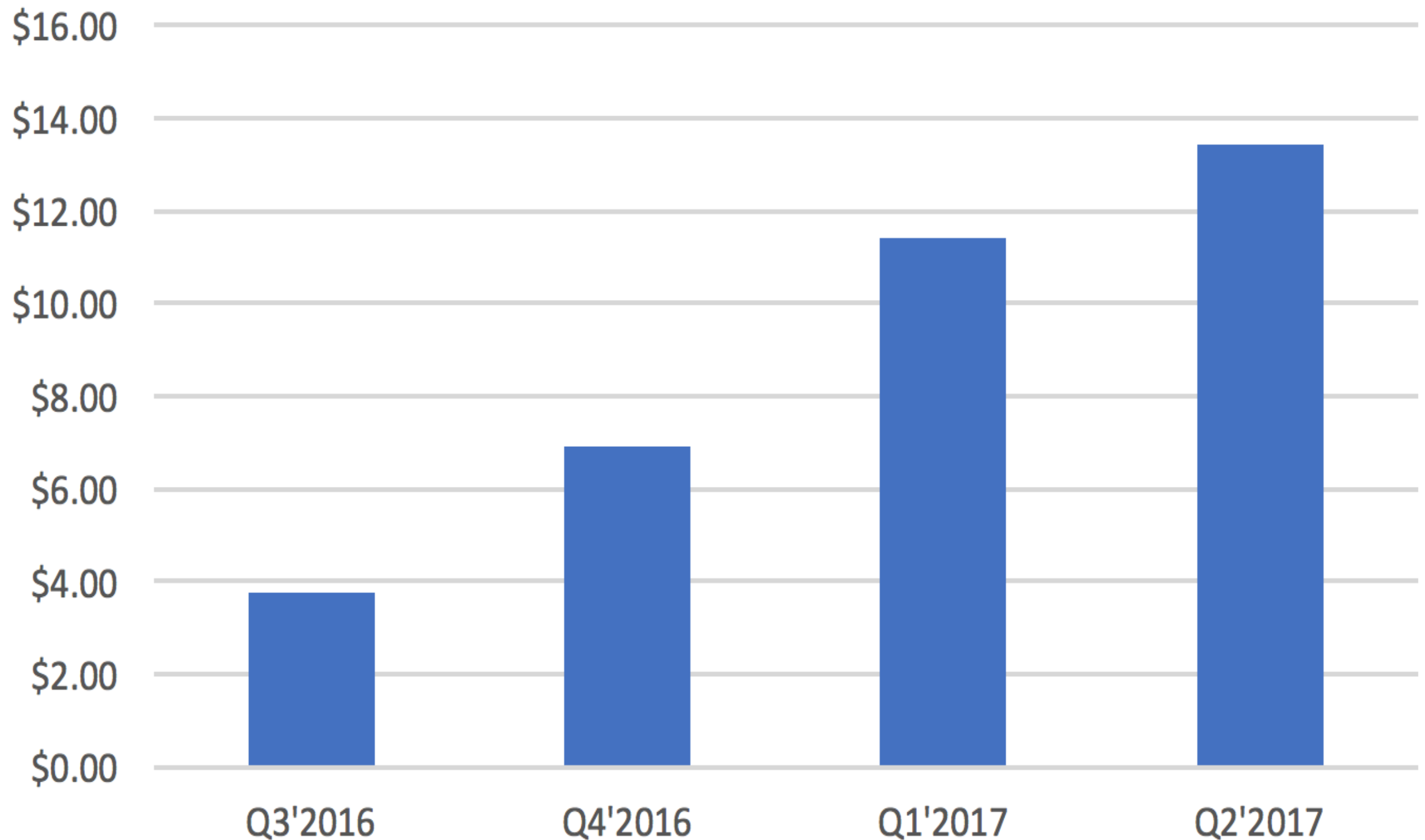
## ‘Live Reads’ Fill Rates (US)



# ‘Programmatic’ Fill Rates (US)



# Live Read + Programmatic Ads CPM Growth (US)





# Brand Count Growth

