

Jún 2025

AUDIO 2025:

*„Od buzzwordu
k reálnym výsledkom“*

Zuzana Čubrík

Data Strategy Director

DIGILINE

iabslovakia

**Značka sa buduje
v tisíckach
krátkych okamihoch**



AdAge

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AUDIO ADS OUTPERFORM VIDEO FOR ATTENTION AND BRAND RECALL, DENTSU STUDY FINDS

AMAZON, AUDACY, CUMULUS, IHEARTRADIO, SPOTIFY AND SXM MEDIA PARTICIPATED IN AGENCY-LED RESEARCH

August 01, 2023 05:00 AM UPDATED 4 hours AGO
Amazon, Audacy, Cumulus, iHeartRadio, Spotify and SXM Media participated in agency-led research.



Optimised audio adverts are effective at attracting attention and forming strong memories, increasing short-term effects.

We've shared evidence that audio advertising campaigns can achieve consumer behaviour change to generate longer-lasting brand effects and make campaigns with high levels of Fame, especially when ads elicit more positive emotions. It's now worth considering how audio campaigns can generate short-term effects.

Increasing brand awareness: Memory for short audio ads

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Funding information
Pandora

Abstract

As digital streaming media matures, consumers and publishers have become interested in short duration ads (i.e., <10 s). However, previous research on memory retention for short-duration ad content utilized video or audio-video experiences where attention is directed toward the ad. Therefore, it is unclear whether this study is relevant to audio-only content, and it is unknown if similar memory retention may be achieved when attention is not directed toward the ad (i.e., incidental memory). To study the incidental memory of short audio ads, participants were recruited to play a driving game while listening to music with periodic ad breaks (pods). Each pod contained a 2, 4, and 8-s ad. Results showed each ad duration was able to leave an impression on both recall and recognition memory. Whereas the duration of the ad generally did not affect incidental memory, ads placed first or last in a pod were remembered best. Together, the data indicates that audio ads less than

Spotify ads are 25 percent more effective than average, study says

Cross-platform, multimedia spots drove increased sales for CPG brands, according to Nielsen Catalina Solutions.

by I-Hsien Sherwood | June 20 2017



Like Netflix, Twitter and other internet staples before it, music streaming service Spotify has been [struggling to convert](#) a rapidly growing user base into revenue.

But while the company [contemplates going public](#), it's also been expanding its offerings, ramping up video and podcast support, and it's diversified ads beyond audio spots. Now a new study from Nielsen Catalina Solutions shows the total incremental sales per 1,000 impressions for Spotify ads for 11 major CPG brands was 25 percent higher than average.

name and
leave an
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Amazon, Audacy, Cumulus, iHeartRadio, Spotify and SXM Media participated in agency-led research.



Of course, video still ruled ad budgets. TV and digital media together accounted for 90% of U.S. measured media outlast last year, according to Nielsen. But a new study from Dentsu shows audio ads may be more effective than video.

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We've shared evidence that audio advertising campaigns can achieve consumer behaviour change to generate longer-lasting brand effects and make campaigns with high levels of Fame, especially when ads elicit more positive emotions. It's now worth considering how audio campaigns can generate short-term effects.

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Abstract

As digital streaming media matures, consumers and publishers have become interested in short duration ads (i.e., <10 s). However, previous research on memory retention for short-duration content utilized video content, which video experiences where attention is directed toward the content. Therefore, it is unclear whether memory retention for short-duration audio content is different. This study examined memory retention for short-duration audio content (2, 4, and 8 s) in a driving game. Results showed that memory retention for short-duration audio content was higher than for video content. This suggests that audio ads may leave an impression even when the listener is engaged in other tasks, such as driving or playing a video game.

To study the incidental memory of short audio ads, participants were recruited to play a driving game while listening to music with periodic ad breaks (pods). Each pod contained a 2, 4, and 8-s ad. Results showed each ad duration was able to leave an impression on both recall and recognition memory. Whereas the duration of the ad generally did not affect memory, ads placed first or last in a pod were remembered best. Together, the data indicates that audio ads less than 10 s are a viable option to increase brand awareness for brand name, product name and other information. This suggests that audio ads may leave an impression even when the listener is engaged in other tasks, such as driving or playing a video game.

KEYWORDS

audio advertising, brand awareness, impression, memory, short-term effects, video advertising

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Like Netflix, Twitter and other internet staples before it, music streaming service Spotify has been struggling to convert a rapidly growing user base into revenue.

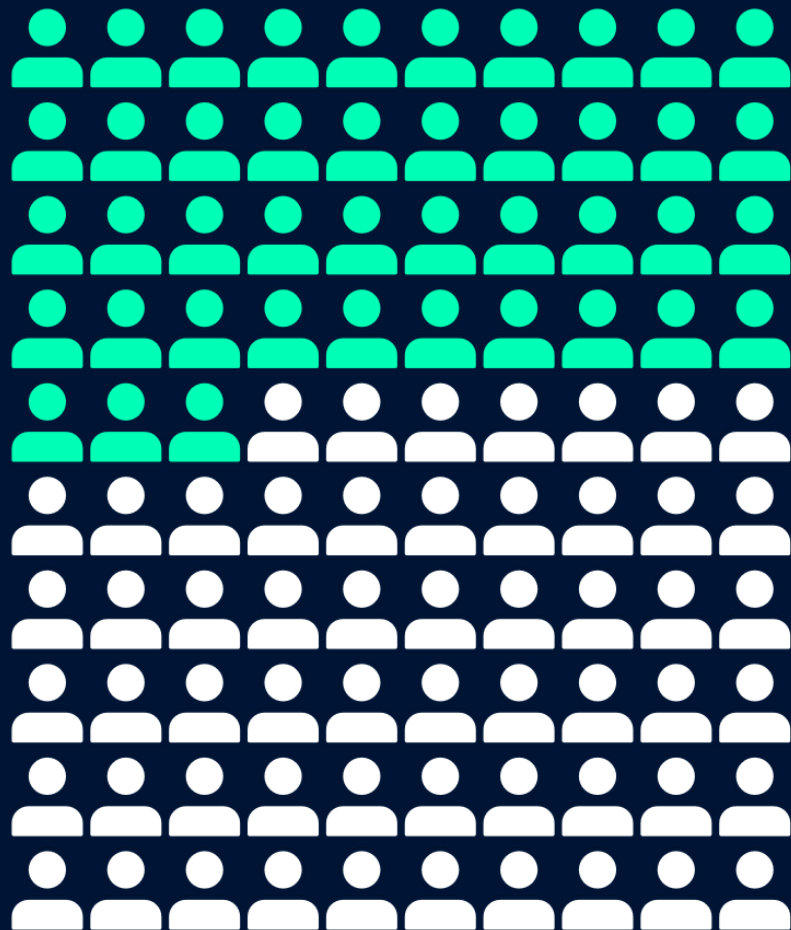
But while the company contemplates going public, it's also been expanding its offerings, ramping up video and podcast support, and it's diversified ads beyond audio spots. Now a new study from Nielsen Catalina Solutions shows the total incremental sales per 1,000 impressions for Spotify ads for 11 major CPG brands was 25 percent higher than average.



**buduje silnejšiu
znanosť značky**



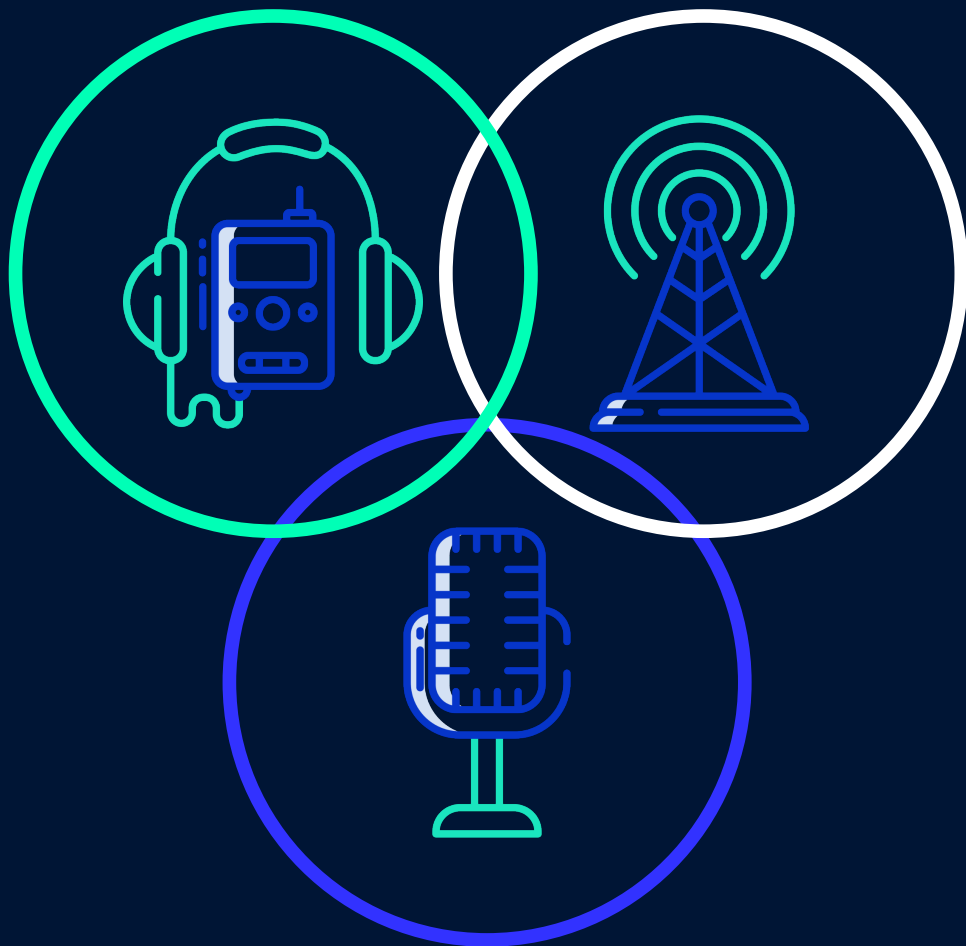
55%
BUDOVANIE
ZNALOSTI



65%
ROZŠÍRENIE
MÉDIA MIXU

43% *Slovákov konzumuje*
audio obsah na internete

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48%
OSLOVENIE
ŠPECIFICKÉHO
PUBLIKA

gen Z



Najčastejšie streamujú hudbu a väčšinou cez Spotify.

Podcasty si pustia aspoň raz do týždňa.

Internet-only stanice prekonávajú FM streamy.



mileniials

Najviac počúvajú podcasty.

Aspoň raz do týždňa si ich pustí takmer 16 % mileniálov.

Oslovíte ich najmä na YouTube ale i Spotify.

gen X

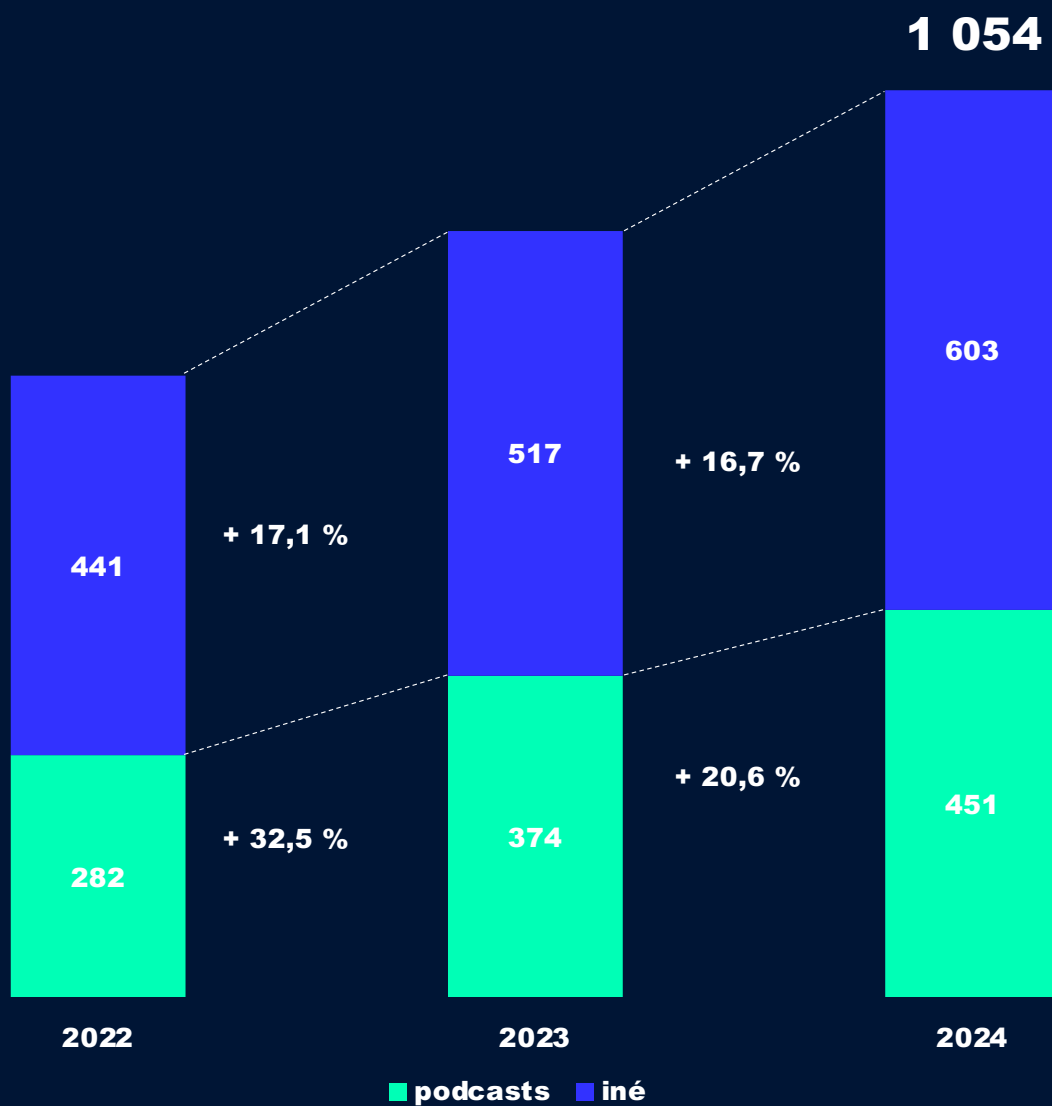
Preferujú živé rádio
vysielanie len menia
distribučný kanál.

Počúvajú hlavne
známe FM značky –
Express, Fun rádio,
Vlna.

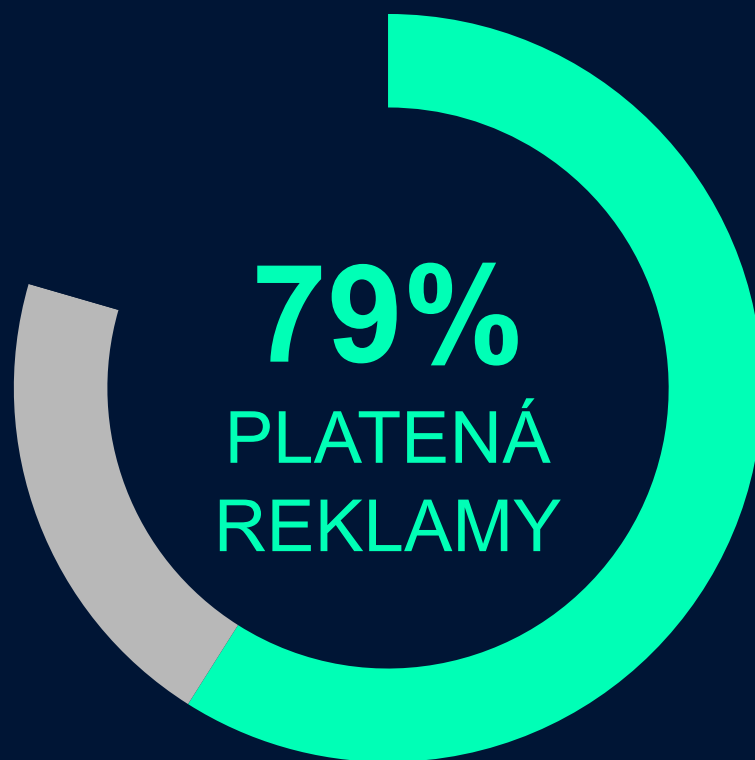


DIGILINE iab

slovakia



*Podcasty
rastú
najrýchlejšie*



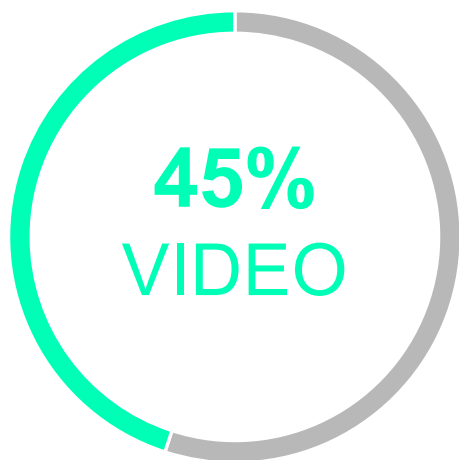
■ direct ■ programmatic

***Reklama je
hlavný zdroj
príjmov***

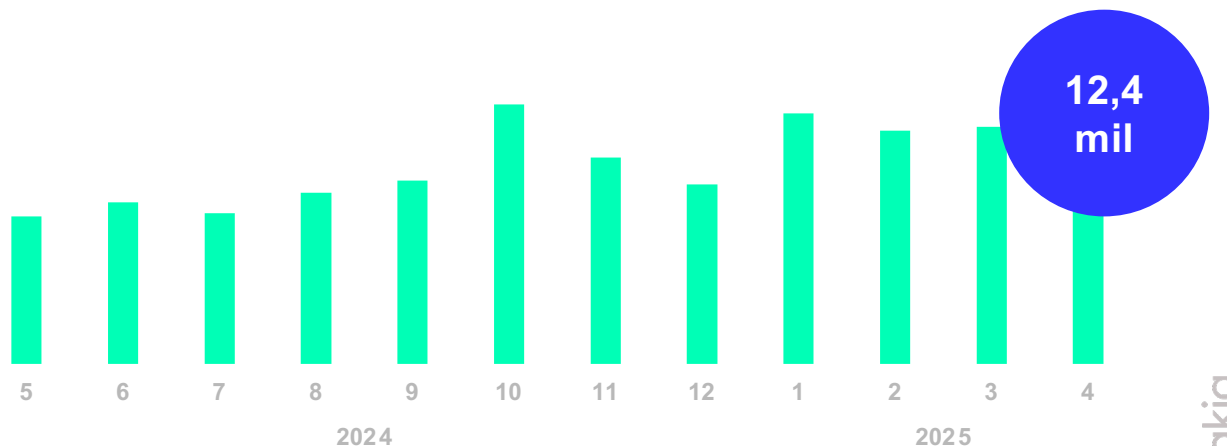
Monitoring počúvanosti podcastov



96 podcastov vydavateľov Petit Press, Bauer Media, Ringier Slovakia Media, N Press, Zapo, Radio Group a M Kreo.



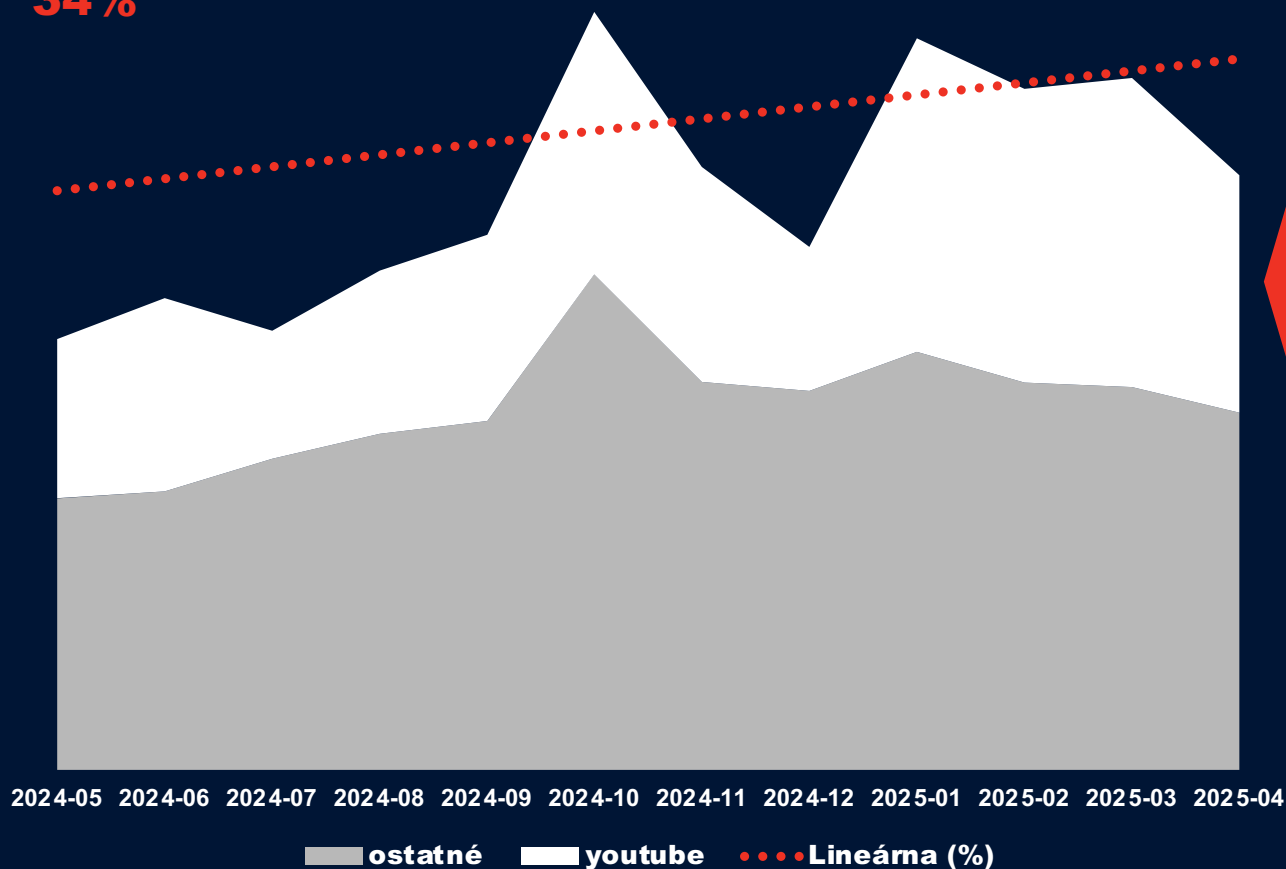
PREHRATÍ 128MIL.



+ 9 p.b.

43%

34%



YouTube
je
#1 platforma

DIGILINE iab. slovakia

Home

Create

Browse

OneLake

Apps

Metrics

Monitor

Workspaces

LANDSCAPE & ...

KATALOG PODCAST...

...

KATALOG PODCASTOV

Data updated 6/3/25

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2

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Pages

«

File

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IAB REBRICEK PODCASTOV

VÝVOJ PREHRATÍ V ČASE

RODNE LISTY PODCASTOV

Filters

iab.slovakia

Ďakujem za pozornosť
