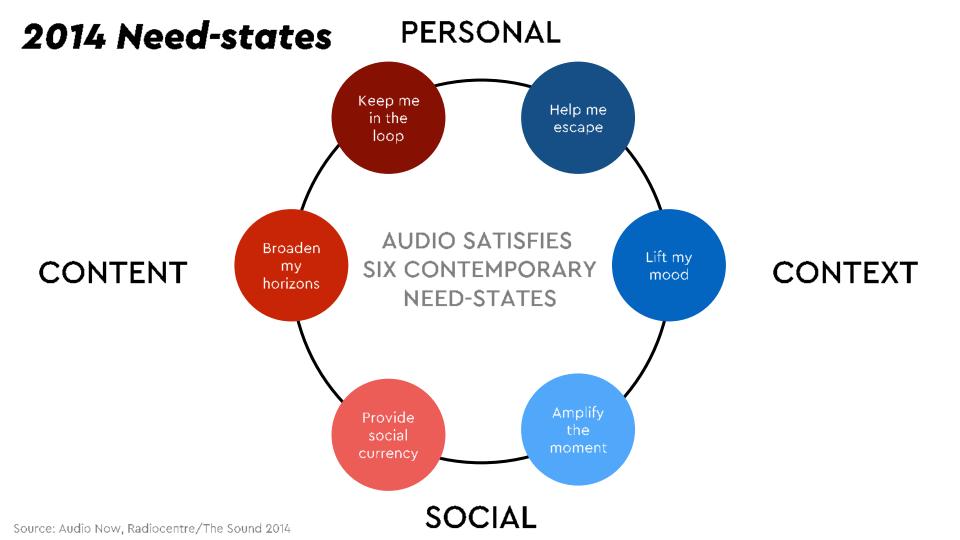




Why commercial audio is growing and how advertisers can benefit







Total commercial audio listening is growing...

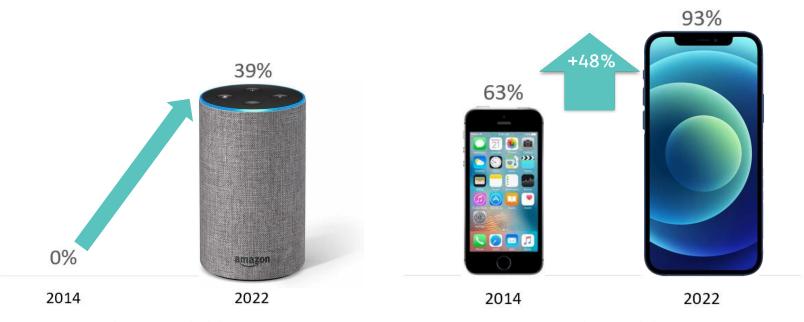
Total weekly commercial audio listening hours (000s)





Increased penetration of connected devices makes audio easier to access

Change in penetration of key audio devices since 2014



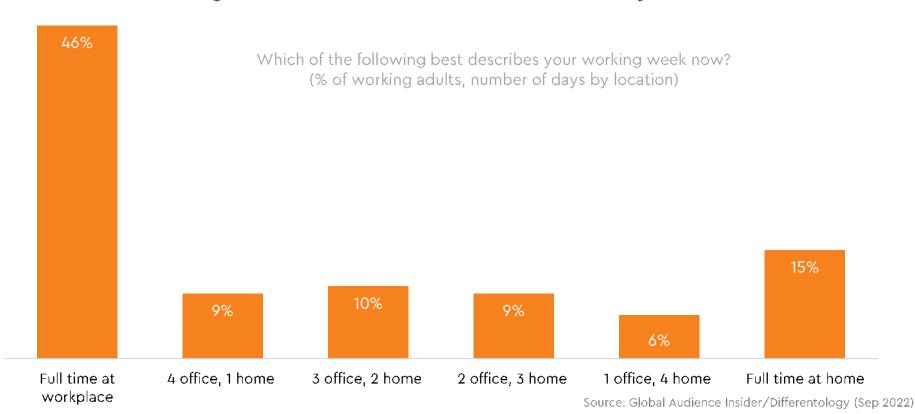
Smart speaker Household penetration

Smartphone adult users

Source: Ofcom Technology Tracker

Increased availability of audiences

Half of working adults work from home at least one day a week or more





Physical availability of audio

Mental availability of audio

Generation Audio 2022

- objectives

- Provide context to the continued growth in commercial audio listening
- Verify/quantify the scale of the 2014 need-states
- Understand the role of different audio services across the need-states
- Explore the opportunities for advertisers
- Get a sense of what is shaping the future of audio



Generation Audio 2022

- new data sources

Qualitative

1-week auto-ethnographic study capturing listening behaviour

- have need-states evolved?



Base: weekly commercial audio listeners

Qualitative methodology

Online auto-ethnography

- 7-day video diary capturing audio listening occasions
- 20 respondents (rep. of RAJAR MIDAS audience)

Audio listening qualitative dataset

- 155 audio days
- 397 audio moments
- Over 7 hours of video footage



Generation Audio 2022

- new data sources

Quantitative

1-week diary task capturing specific data about individual listening occasions

 quantify scale of need-states/role of different audio formats within them



Quantitative methodology

Longitudinal 'audio listening' diary study

- Matching RAJAR MIDAS audience profile
- 7-day online diary task for each respondent
- Diary entries captured 'in the moment'

Large and robust data set

- Over 1,000 respondents (aged 15-54)
- C. 11,000 audio listening occasions captured
- A total of half a million commercial listening minutes

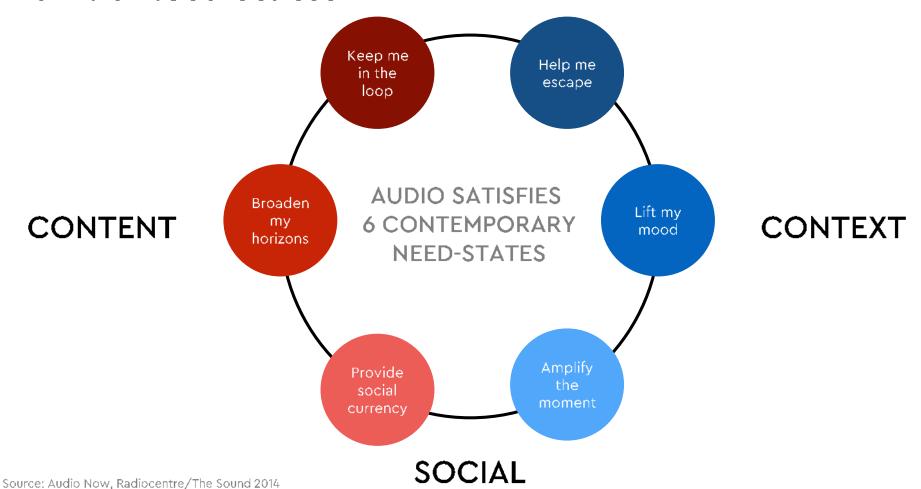
- 1. Need state
- 2. Demographics
- 3. Who listening with
- 4. Day and day part
- 5. Activity
- 6. Location
- 7. Mood (AI analysis)
- 8. Audio type
- 9. Device



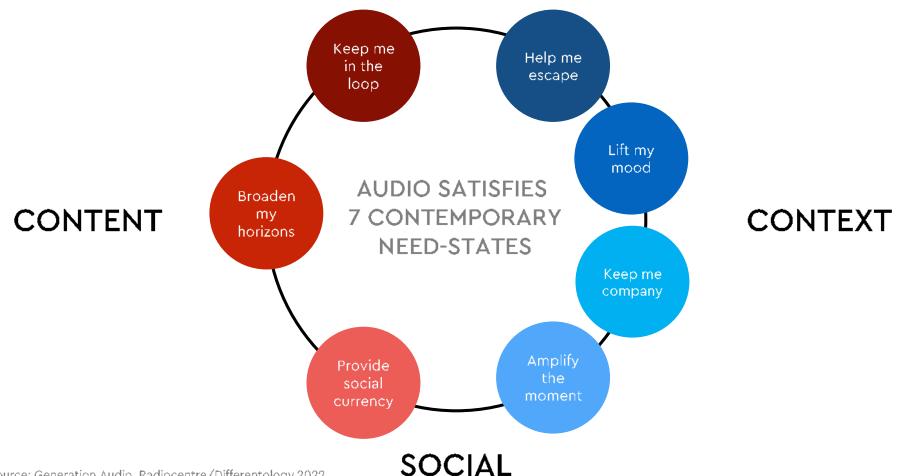
Physical availability of audio

Mental availability of audio

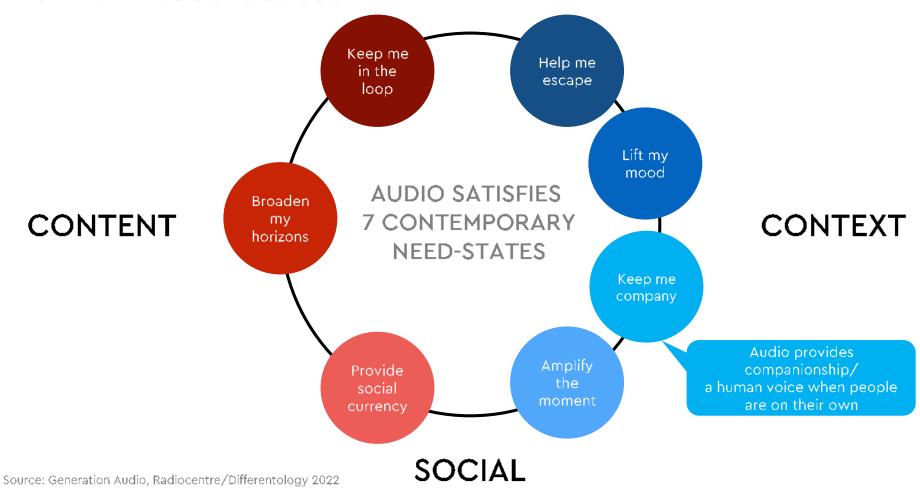
2014: 6 Need-states PERSONAL



2022: 7 Need-states **PERSONAL**

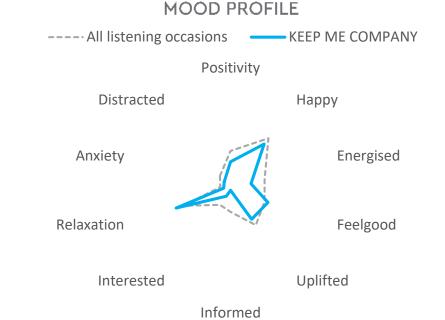


2022: 7 Need-states PERSONAL

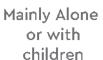


Keep me company

"Radio for me is like a friend who's always there - I always have it on in the background."

















Working or studying / HH chores /childcare

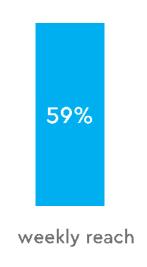
51% At home 27% in-car

Keep me company

26% of total listening time









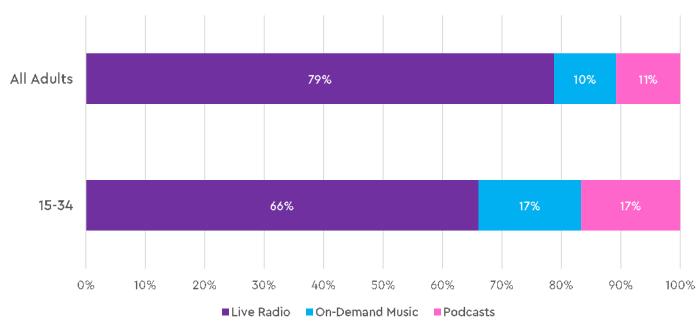
Av. length of listening occasion

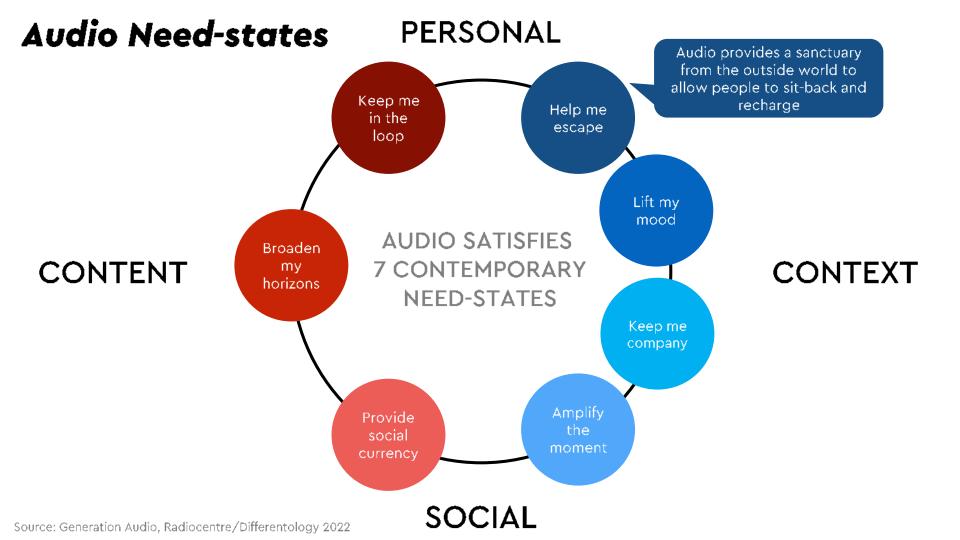
Keep me company

26% of total listening time

Keep me company 26%

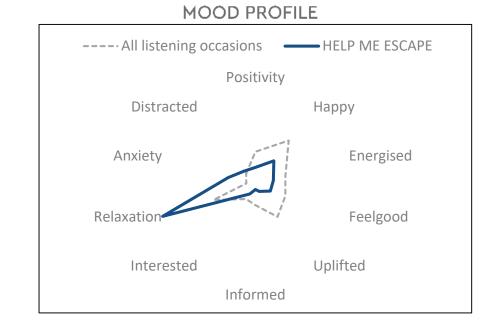






Help me escape

"Something about listening....
just takes everyday stress away."

















Relaxing/browsing the internet/commuting

58% At home 28% in-car or public transport

Help me escape

10% of total listening time





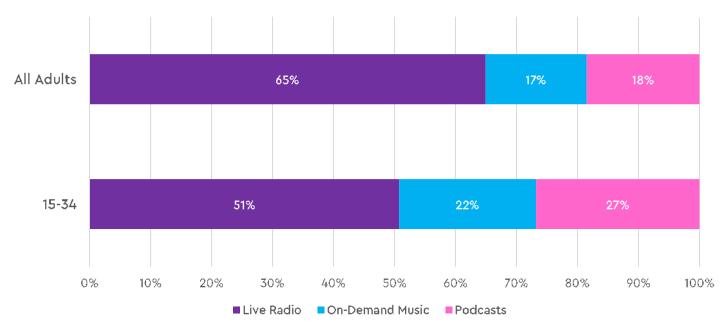


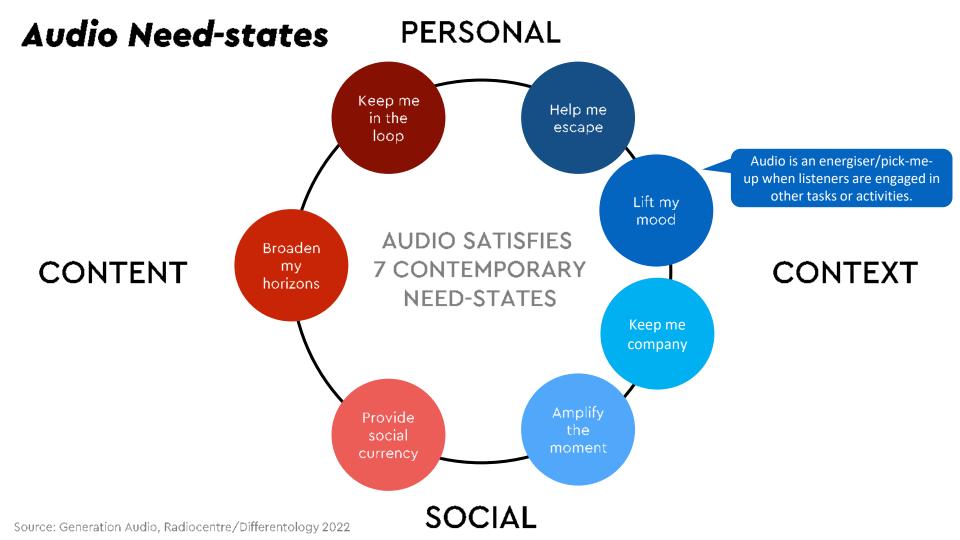
Help me escape

10% of total listening time

Help me escape 10%



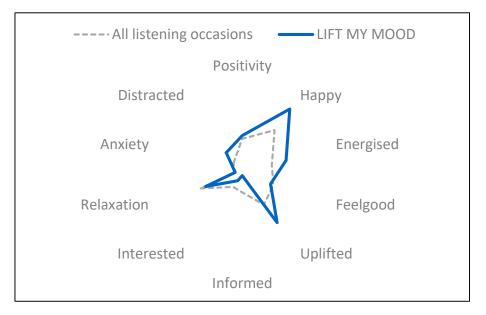




Lift my mood

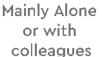
"I chose what I was listening to in the specific moment to boost my spirits."

MOOD PROFILE



















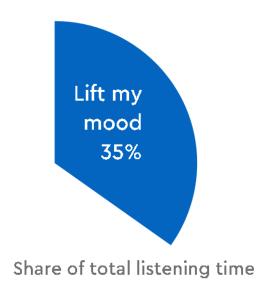


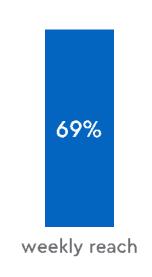
Working or studying/HH chores/exercise

50% At home, 26% at work, 20% in-car

Lift my mood

35% of total listening time



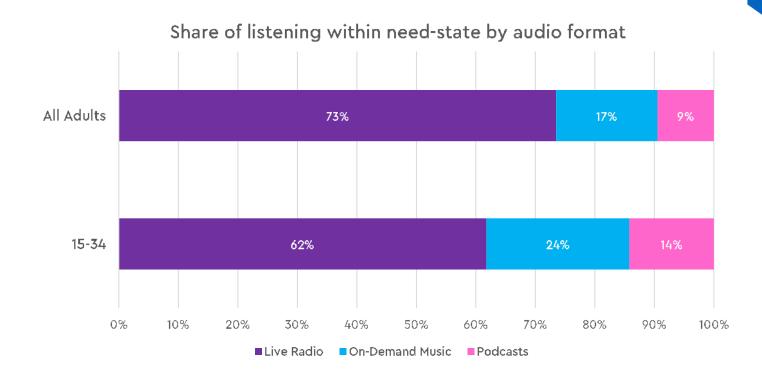


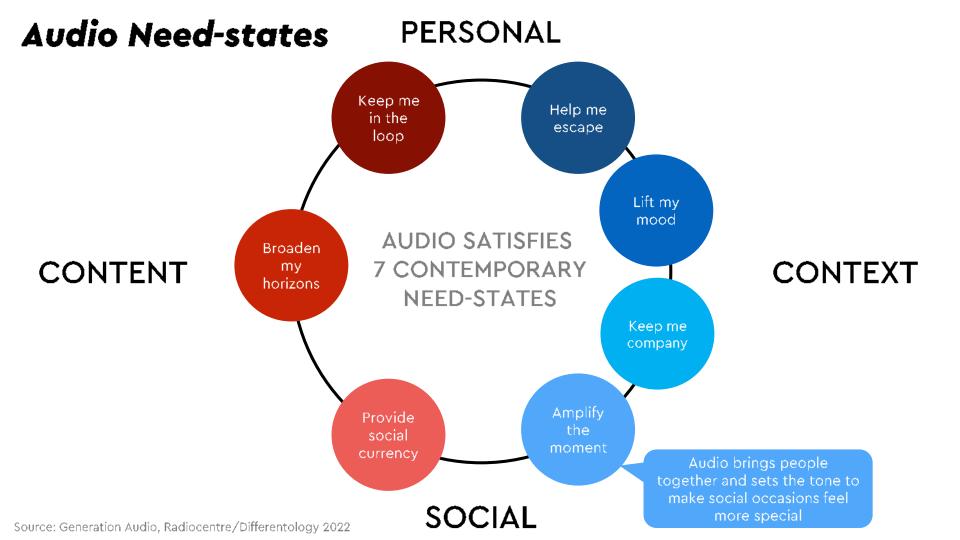


Lift my mood

35% of total listening time

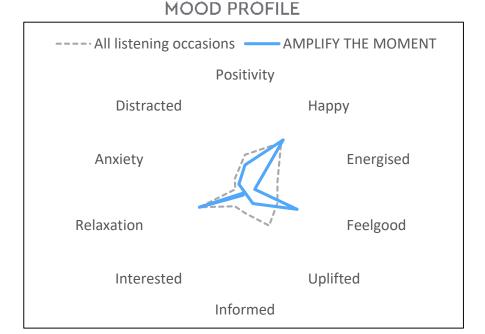
Lift my mood **35**%





Amplify the moment

"When the radio is on at my mum's or when I've got friends around it creates a positive atmosphere."





















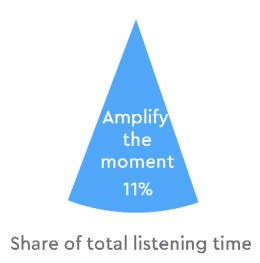
With colleagues, family, friends

Working/Socialising/Eating, drinking

38% At home, 30% at work, 28% in-car

Amplify the moment

11% of total listening time

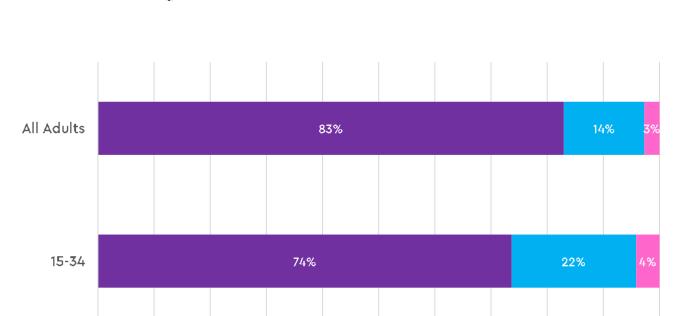






Amplify the moment

11% of total listening time



70%

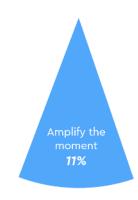
80%

90%

100%

60%

Podcasts



0%

10%

20%

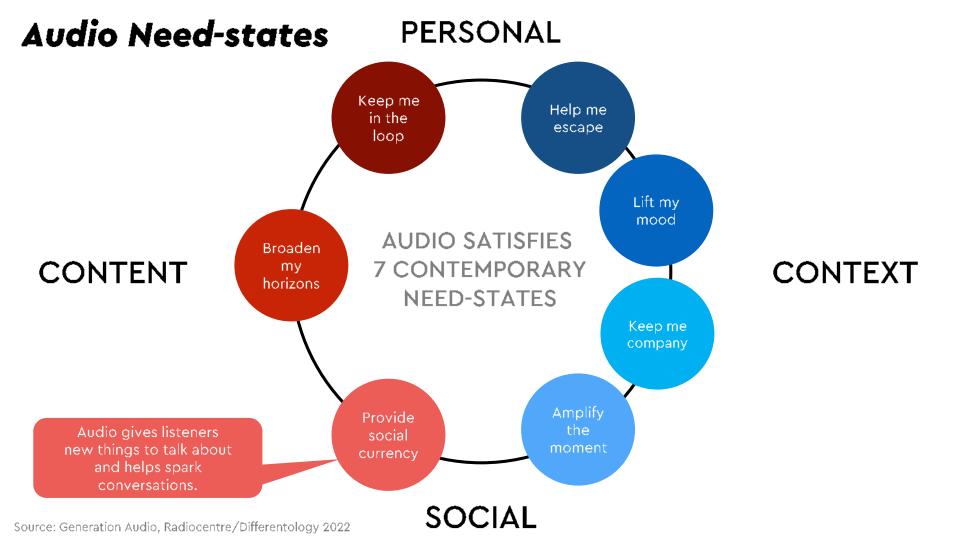
30%

■ Live Radio

40%

50%

On-Demand Music



Provide social currency

"Radio can create talking points because of the social aspect with the radio show hosts."

PROVIDE SOCIAL CURRENCY Positivity Distracted Happy Anxiety Energised Relaxation Feelgood Interested Uplifted

Informed

MOOD PROFILE



With colleagues,

family, friends













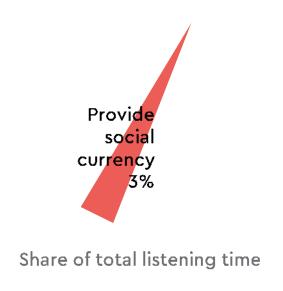


Working/Socialising/Eating, drinking

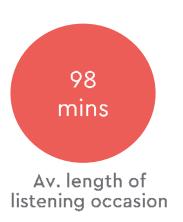
30% At home, 45% at work, 17% in-car

Provide social currency

3% of total listening time







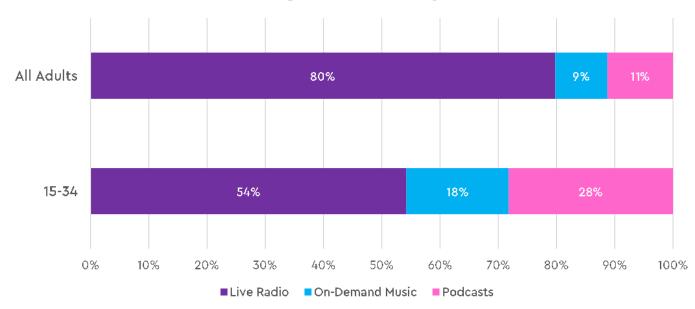
Provide social currency

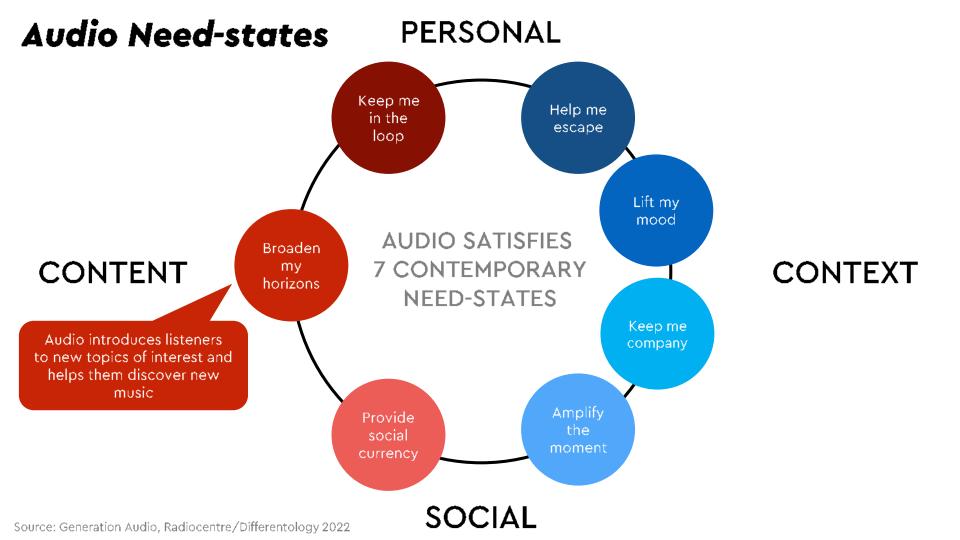
3% of total listening time

Provide social currency 3%

PROVIDE SOCIAL CURRENCY

Share of listening within need-state by audio format

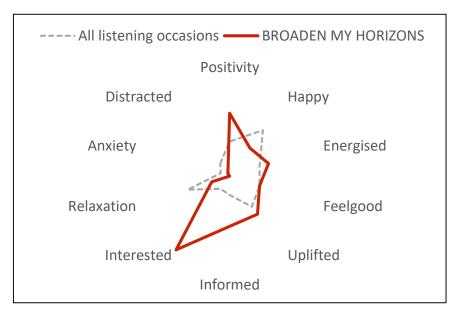




Broaden my horizons

"I'll listen to podcasts to learn something new." "The radio means I listen to music I might not normally come across."

MOOD PROFILE















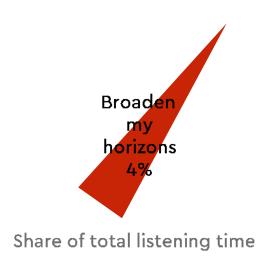


Relaxing/browsing the internet/hobbies

61% At home 27% in-car/public transport

Broaden my horizons

4% of total listening time

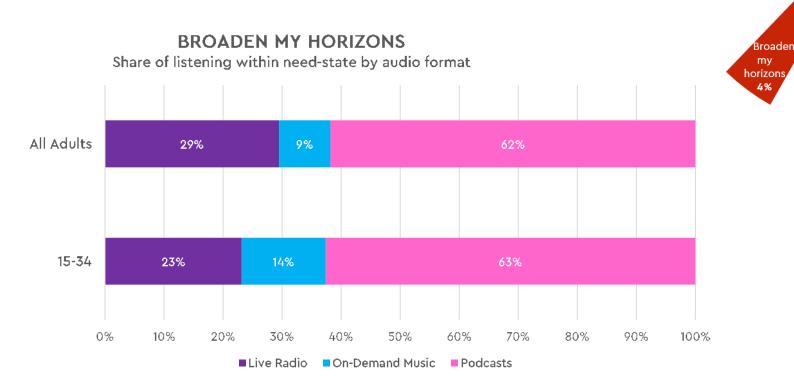


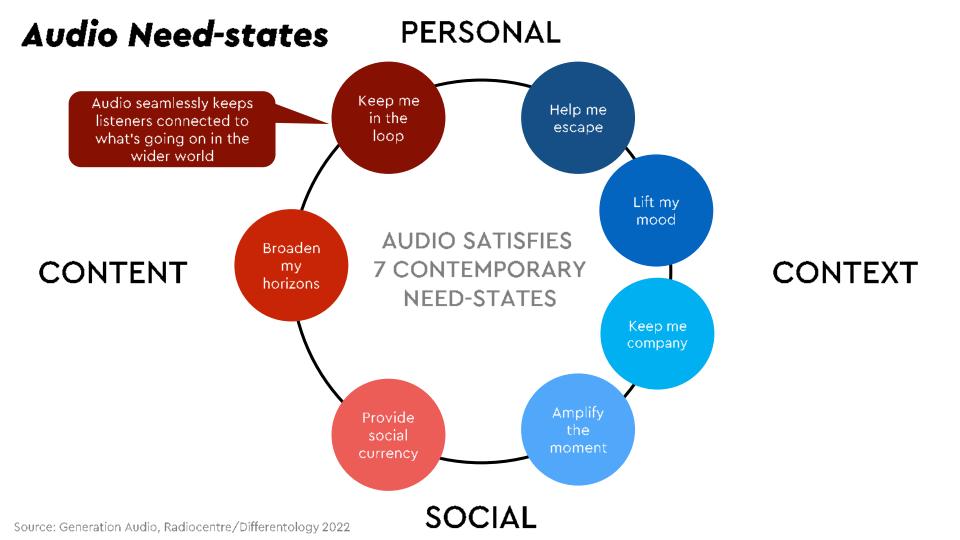




Broaden my horizons

4% of total listening time

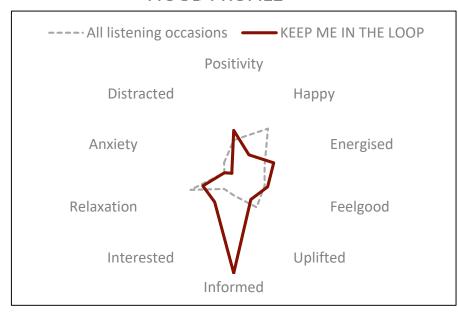




Keep me in the loop

"The radio helped me feel more connected and up-to-date with what was going on in the world."

MOOD PROFILE





Mainly Alone or with partner and/or children











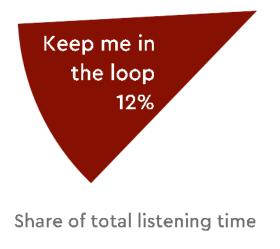


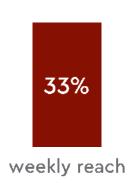
58% At home

21% in-car

Keep me in the loop

12% of total listening time

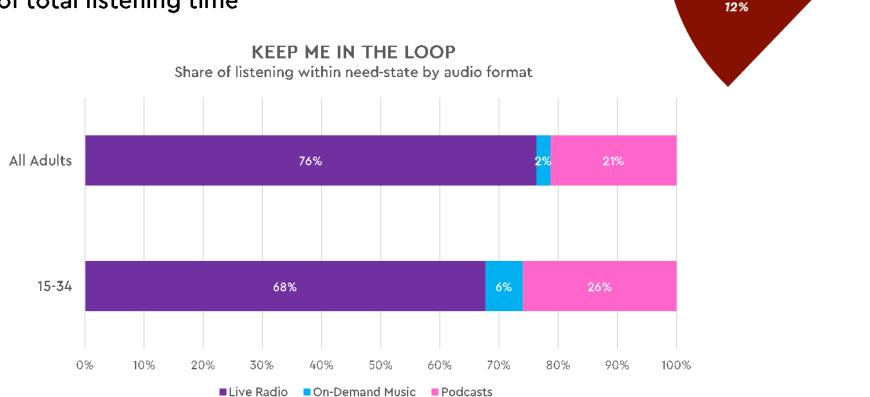






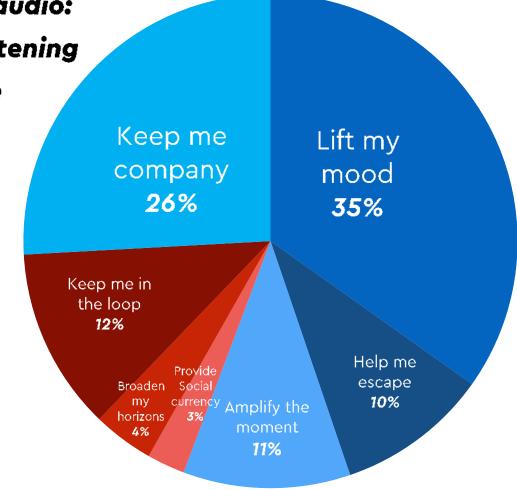
Keep me in the loop

12% of total listening time

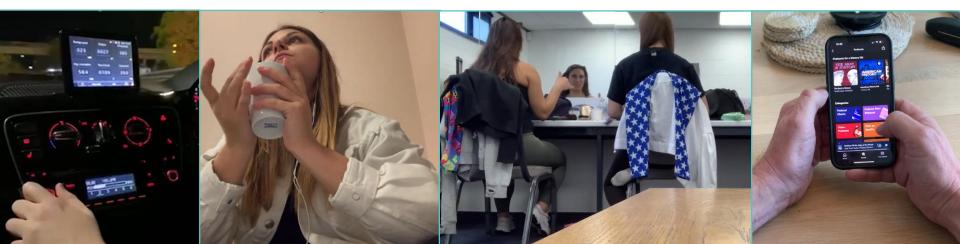


Keep me in the loop

Total commercial audio: share of weekly listening time by need-state

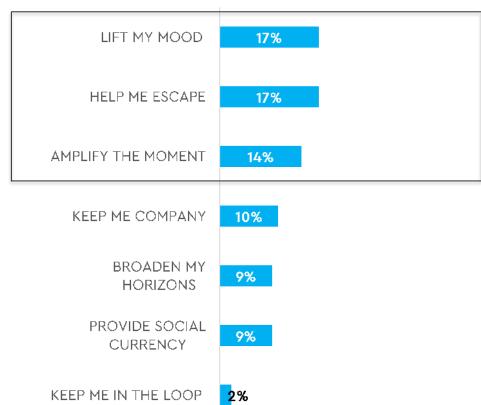


DEFINING CHARACTERISTICS OF EACH AUDIO FORMAT



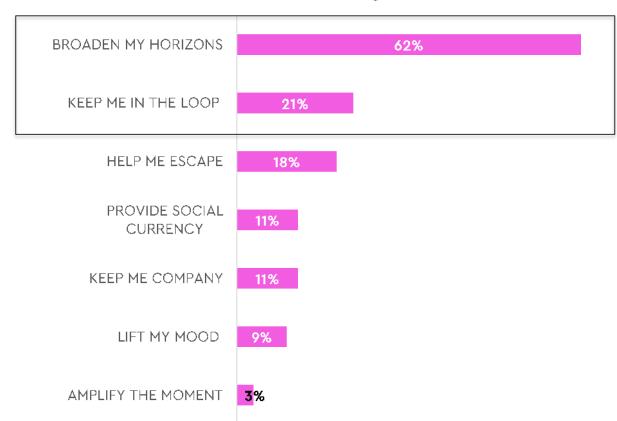
On-demand music services

Share of listening within each need-state (ranked largest to smallest)



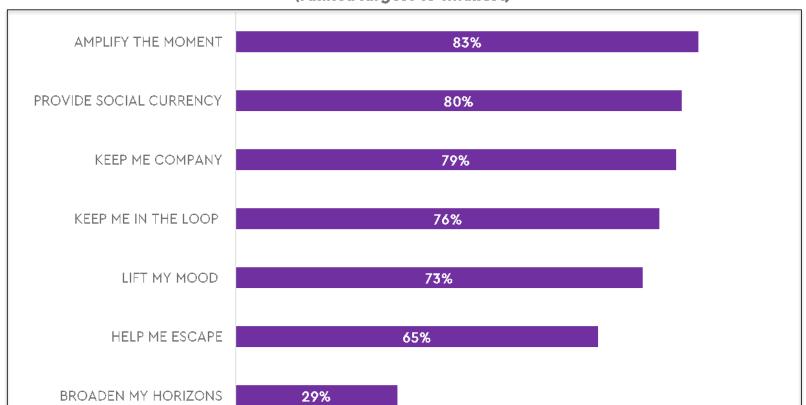
Podcasts

Share of listening within each need-state (ranked largest to smallest)



Live radio

Share of total listening within each need-state (ranked largest to smallest)



Share of total commercial listening (duration) Base: 490,464 commercial listening minutes

Live Radio and on-demand audio formats play complementary roles for listeners

LIVE RADIO

Listening is driven by the need to feel energised/uplifted and more connected with specific social groups/to the wider world

PODCASTS

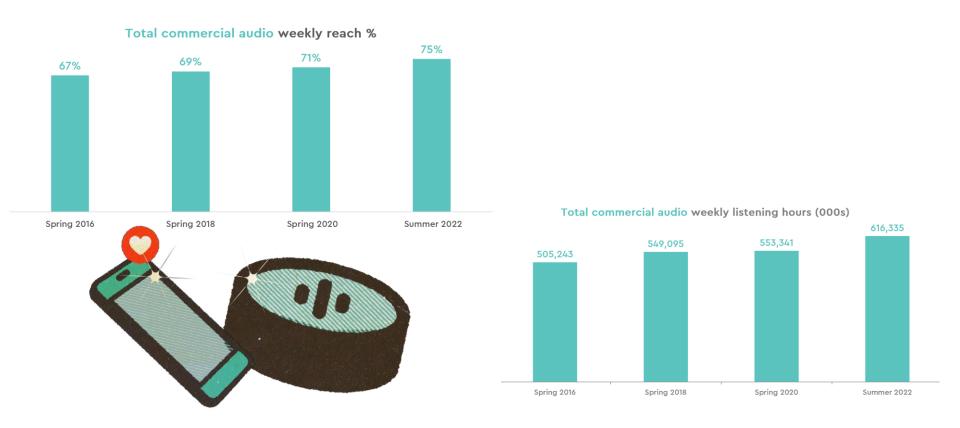
Listening is led by a desire to learn new things and develop deeper understanding of selected topics

ON-DEMAND
MUSIC
SERVICES
Listening is
centred around
mood
management





The audio advertising opportunity is bigger than ever



Live radio and on-demand audio play complementary roles for listeners

LIVE RADIO

Listening is driven by the need to feel energised/uplifted and more connected with specific social groups/to the wider world

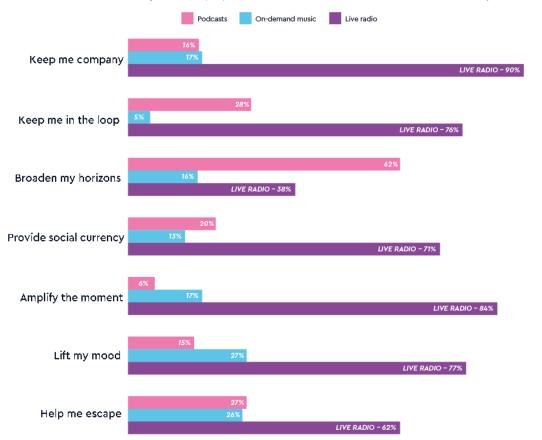
PODCASTS

Listening is led by a desire to learn new things and develop deeper understanding of selected topics

ON-DEMAND
MUSIC
SERVICES
Listening is
centred around
mood
management

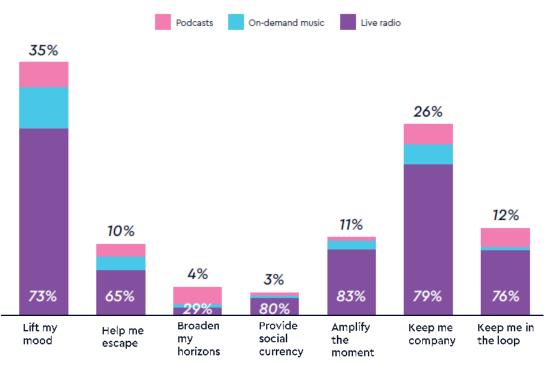
Live radio has the highest weekly reach within 6/7 need-states

Weekly reach % (proportion of listeners within each need-state reached by audio format)



Live radio has the highest share of listening time within 6/7 need-states

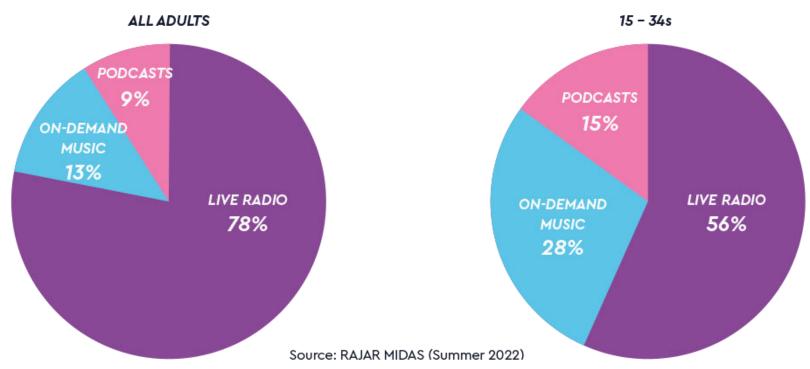
Share of listening time by audio format within each need-state's share of total listening time



% shown in BLACK = share of overall listening time accounted for by each need-state % shown in WHITE = Live Radio's share of listening within each need-state

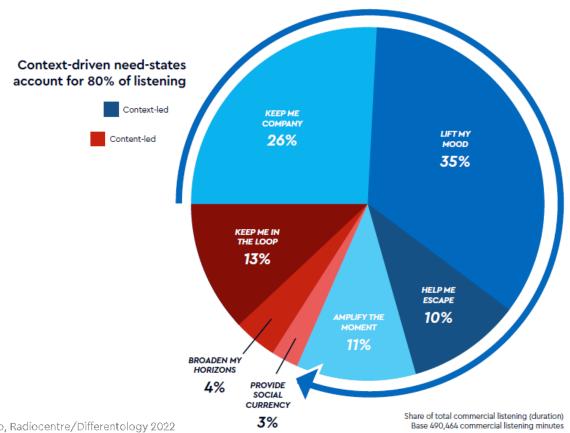
Live Radio leads listening time across all demographics

Share of total commercial audio listening by format



Source: RAJAR MIDAS Summer 2022

Context-led occasions dominate commercial listening



Summary of key take-outs

- Commercial audio audiences continue to grow, driven by increased physical and mental availability
- Audio need-states establish how Live Radio and On-Demand audio formats play complementary roles for listeners
- 3. Live Radio leads listening across the need-states/across all age groups
- 4. Context-led occasions dominate commercial listening











Practical application?

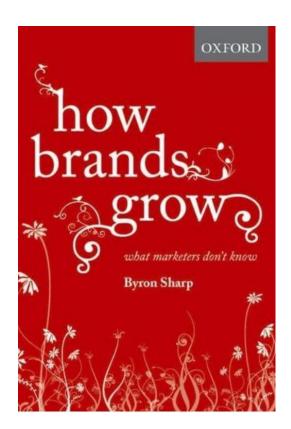
Generation Audio - applying the learning to generate better results

Framework: media factors that influence advertising effectiveness

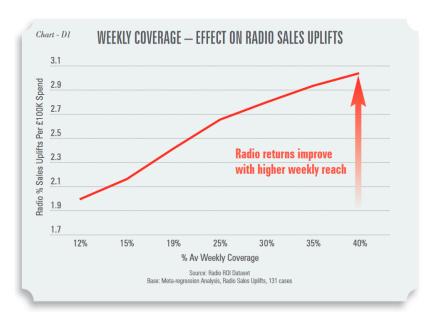
- 1. Audience reach
- 2. Audience mood
- 3. Audience context

1. Reach is a crucial driver of ad effectiveness

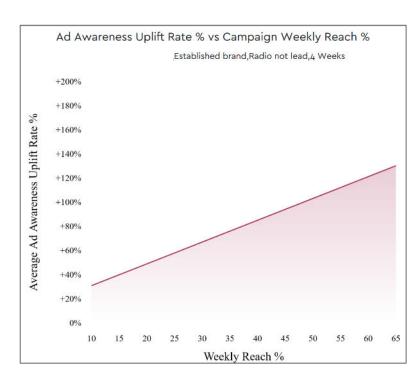




Weekly reach drives radio(audio) effectiveness



Weekly Reach drives SALES Source: Radio, the ROI Multiplier



Weekly Reach drives AWARENESS

Source: Radio Planning Optimiser

2. Mood congruence boosts memory encoding

The Role of Emotions in Marketing

Richard P. Bagozzi
University of Michigan

Mahesh Gopinath

Prashanth U. Nyer

Chapman University

Emotions are mental states of readiness that a tris from apperitated of events or one worm houghts. In this airtice, the earthers discuss the differentiation of emotions from affect, monds, and attitudes, and outline an appraisal theory of emotions. Next, various measurement issues are considered. This is followed by an analysis of the role of arousal in emotions. Emotions at markers, mediators, and moderators of consumer responses are then analyzed. The authors turn next to the influence of emotions on cognitive processes, which is followed by a surfy of the implications of emotions for volutions, goal-directed behavior, and decisions to help. Emotions and extorner satisfaction are briefly explored, too. The article closes with a number of questions for fiver research.

This article addresses emotional behavior in marketing. In comparison to information processing and behavioral decision research, we know much less about the role of emotions in marketing behavior. Much of what we do know is confined to consumer behavior, as opposed to the behavior of salespeonde or marketing managers.

Nevertheless, emotions are central to the actions of consumers and managers alike. Our goal in this article will be to present a framework for thinking about emotions; to discuss the measurement of emotions; to review how emotions function as causes, effects, mediators, and moderators

Journal of the Academy of Marketing Science. Volume 27, No. 2, pages 184-206.

Copyright © 1999 by Academy of Marketing Science.

in marketing behavior; and to provide suggestions for future research.

THEORY AND FUNCTION OF EMOTIONS

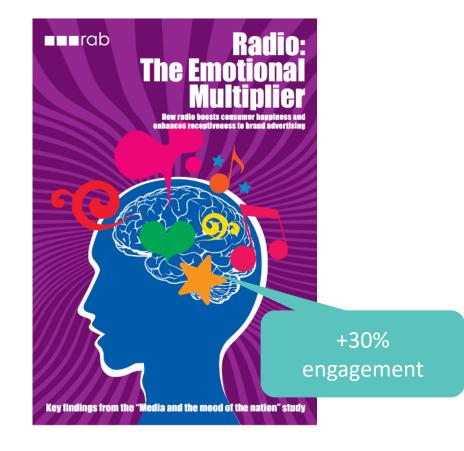
Little consistency can be found in the use of terminology related to emotions. For purposes of organization and discussion, we begin with a definition of emotions and then turn to a framework for interpreting emotional behavior.

Definitions

The term affect will be conceived herein as an umbrella for a set of more specific mental processes including emotions, moods, and (possibly) attitudes. Thus, affect might be considered a general category for mental feeling processes, rather than a particular psychological process, per se.

By emotion, we mean a mental state of readiness that arises from cognitive appraisals of events or thoughts as a phenomenological tone; is accompanied by physiological processes; is often expressed physically (e.g., postures, posture, facial features); and may result in specific actions to affirm or cope with the emotion, depending it. For a similar and meaning for the person having it. For a similar resencetive, see L azzurus (1991) and Onliet (1992).

The line between an emotion and mood is frequently difficult to draw but often by convention involves conceiving of a mood as being longer lasting (from a few hours up to days) and lower in intensity than an emotion. Yet, exceptions to this construal can be found. Still another distinctions



3. Situational cues drive subconscious decisions

Nonconscious Goals and Consumer Choice

TANYA L. CHARTRAND JOEL HUBER BABA SHIV ROBIN J. TANNER*

This was examined the process through which this veries presting past and microcroscopy of the designation is control. Of many ignor measured on microcroscopy and pursuit, we present a theorem and interest of microcroscopy paginguist, we present a theorem and interest on an interest or an interest of providence of the process of the control of the properties of the control of the properties of the control of the properties of the properties

onsider the following scenario: You are at a local shopping center to purchase crew socks from a sports store. On the way to the sports store, you pass by either a Nordstrom, where you are inciclentally exposed to images of prestige (e.g., luxury, extravagance), or a Wal-Mart, where you are incidentally exposed to images of thrift (e.g., "everyday lowprices"). The sports store carries two brands of crew socks, one more expensive and prestigious (e.g., Nike), and the other a better value (e.g., Hanes). The question is, does your incidental exposure to Nordstrom (Wal-Mart) activate a nonconscious prestige-oriented (thrift-oriented) goal that increases the likelihood that you will choose Nike (Hanes)? The goal of the present research is to explore this intriguing possibility. Drawing upon research on nonconscious goal pursuit (e.g., Bargh et al. 2001; Charmand and Bargh 1996, 2002; Chartrand, Dalton, and Cheng, forthcoming), we examine

"Target. Canama is no entire protocor of marketing and sportshop as the France Scott of Bastone, Due thouses, Cheman, No. 2014. The American Scott of Medicine is the France Scott of Scott of Medicine in the France Scott of Scottone, Due to Scott of Medicine in the France Scott of Scottone, Due to Scottone, Scott

John Delighton served as editor and Stephen M. Noville served as associate editor for this article.

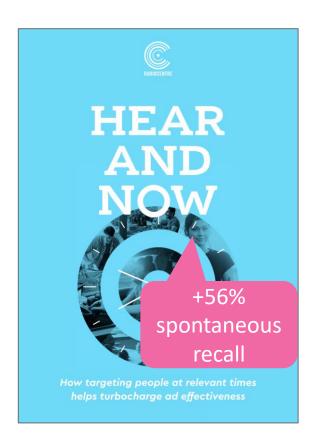
Elemenically published April 29, 2008

whether incidental exposure to cues can activate different shopping goals and, in turn, influence subsequent decisions on unrelated choice tasks in a nonconscious manner.

It is now widely accepted from research spanning three decades that consumer behavior is largely goal-directed. Goals are credited with being a key motivational construct guiding consumer decision making (Bettman 1979; Bettman, Luce, and Payne 1998; Fishbach and Dhar 2005; Higgins 2002; Kivetz, Urminsky, and Zheng 2006; Shiv and Huber 2000; Soman and Cheema 2004). Despite the prependerance of research on goals in marketing, several scholars have noted that little research on goals has explicitly examined the factors that determine how consumer engls actually come to be selected and nursued (Basozzi and Dholakia 1999; Huffman and Houston 1993). In a rare exception. Bagozzi and Dholakia (1999) outline a conceptual framework for thinking about how goal setting and goal pursuit influence consumer behavior. However, this framework deals primarily with the conscious aspects of goal pursuit and leaves aside the possibility of nonconscious factors influencing goal pursuit.

In recent years, a growing body of research has decumented the probability of neuroscisions goal persuit, disablegating the traditional view that consumers are traily continuous of the goals underlying their decisions (e.g., Bargia on nucessicos goal persuit suggests that goals can be activated by situational cess and can influence behavior and said cof awareness until the desired nutreum has been attituded (Chartmad and Eight 1998). This form of goal persuit oppraces without need for conscious inservation but consciously set goals are formed to the constraints of the consciously set goals and for the conscious set goals.

D 200 by ANESSAL DI CLOSS-SER RESEARCH, by ■ 644 15 ■ August 200 All right counted 0000 500 (2006/300 00) bits 00 00 10 10 00 000000



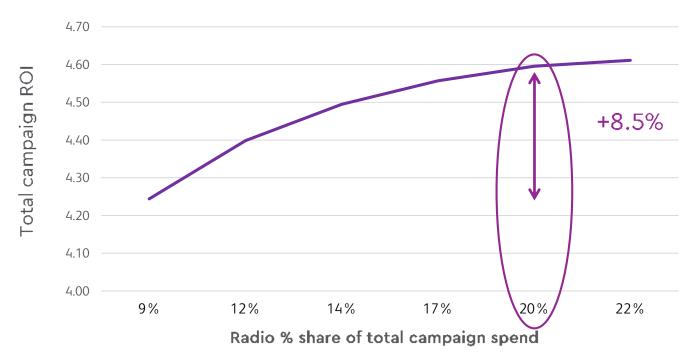


Quantifying radio's last-minute influence for FMCG brands



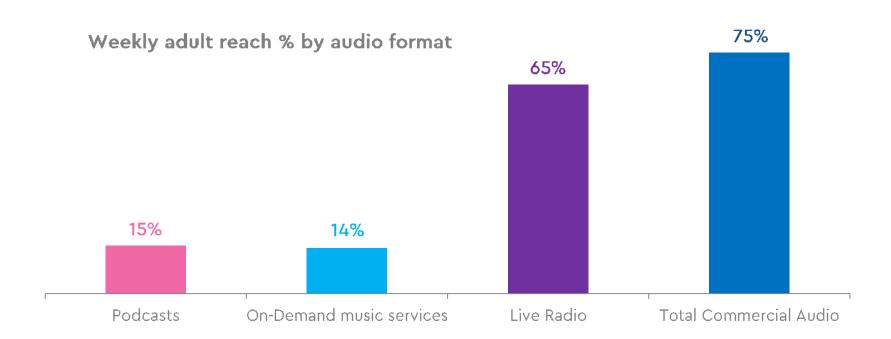
1. Increase audio's share of the overall media budget

Reallocating budget to radio from other media improves total campaign ROI



Source: 'Radio: the ROI Multiplier' from Radiocentre with Holmes & Cook Base: 132 cases with overall campaign ROI data

2. Use Live Radio plus on-demand audio formats to maximise reach



3. Explore need-states-based planning to enhance audio communication effectiveness

via audience mood/context targeting - and linked creative strategies

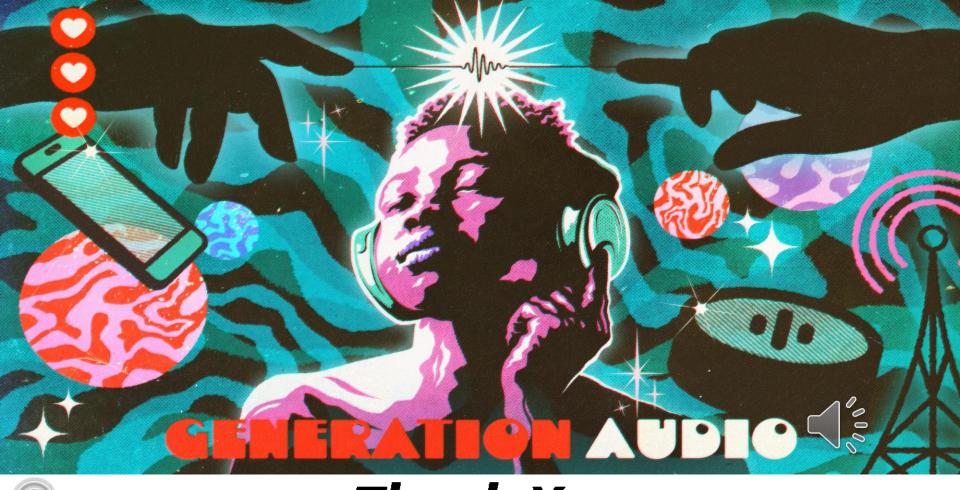
NEED-STATE		SHARE OF OVERALL LISTENING TIME %	AVERAGE WEEKLY REACH %	AVERAGE LENGTH OF LISTENING OCCASION			CHARACTERISTICS e differences between need-states			SHARE OF TOTAL LISTENING within need-state audio format		
	SUMMARY				MAIN LISTENING LOCATIONS	MAIN ACTIVITIES	SOCIAL CONTEXT	PREVALENT MOOD	LISTENER COMMENTS	LIVE RADIO	ON-DEMAND MUSIC SERVICES	PODCAST
HELP ME ESCAPE	Audio provides a sanctuary from the outside world to allow people to sit-back and recharge	10%	36%	74 mins	At Home, When Driving, Public transport	Relaxing, Browsing the internet, Commuting	Mainly Alone, Partner/ Spouse	Relaxed	"Something about listening to radio just takes everyday stress away, especially after work."	65%	17%	18%
LIFT MY MOOD	Audio is an energiser/pick-me-up when listeners are engaged in other tasks or activities	35%	69%	83 mins	At Home, At Work	Working/ Studying, HH Chores, Exercise	Mainly Alone, Colleagues	Happy, Energised, Uplifted	"I chose what I was listening to in the specific moment to really boost my spirits."	73%	19%	9%
KEEP ME COMPANY	Audio provides companionship/a human voice when people are on their own	26%	59%	78 mins	At Home, When Driving,	Working/ Studying, Driving, HH Chores, Childcare	Mainly Alone, Children	Relaxed, Happy	"Radio for me is like a friend who's always there. I always listen/ have it on in the background."	79%	10%	11%
AMPLIFY THE MOMENT	Audio brings people together and sets the tone to make social occasions feel more special	11%	29%	100 mins	At Work, When Driving, At Home	Socialising, Eating/drinking, Shared travel, Working	Colleagues, Family, Friends	Happy, Feelgood, Relaxed	"It was my friend's 30th we listened to some music on a speaker, it amplified the social aspect & made us feel in a party mood." "When the radio is on at my mum's or when I've got friends round it creates a positive atmosphere."	83%	14%	3%
PROVIDE SOCIAL CURRENCY	Audio gives listeners new things to talk about and helps spark conversations	3%	12%	98 mins	At Work	Socialising, Eating/drinking, Working	Colleagues, Family, Friends	Positive, Uplifted	"Radio can create talking points because of the social aspect with the show hosts." "I enjoyed a podcast so much I recommended it to my friends."	80%	9%	11%
BROADEN MY HORIZONS	Audio introduces listeners to new topics of interest and helps them discover new music	4%	14%	71 mins	At Home, Public transport	Relaxing, Browsing the internet, Hobbies	Mainly Alone	Interested, Positive, Uplifted	"I'll listen to podcasts to learn something new. The radio is good for when I'm not sure what I want to listen to. It also means I listen to music I might not normally come across."	29%	9%	62%
KEEP ME IN THE LOOP	Audio seamlessly keeps listeners connected to what's going on in the wider world.	12%	33%	78 mins	At Home, When driving	Working, Commuting, HH Admin, Childcare	Alone, Partner/ Spouse, Children	Informed, Energised, Positive	"The radio helped me feel more connected and up to date with what was going on in the world."	76%	2%	21%

Coming in 2023 Audio Need-states Navigator



Timeline of modia reach when commuting

◆ Total Audio (000s) → Total AV (000s) → Total Internet (000s) → Total Published Brands (000s)



RADIOCENTRE

Thank You

d.fferentology