

wave 9 | february 2025

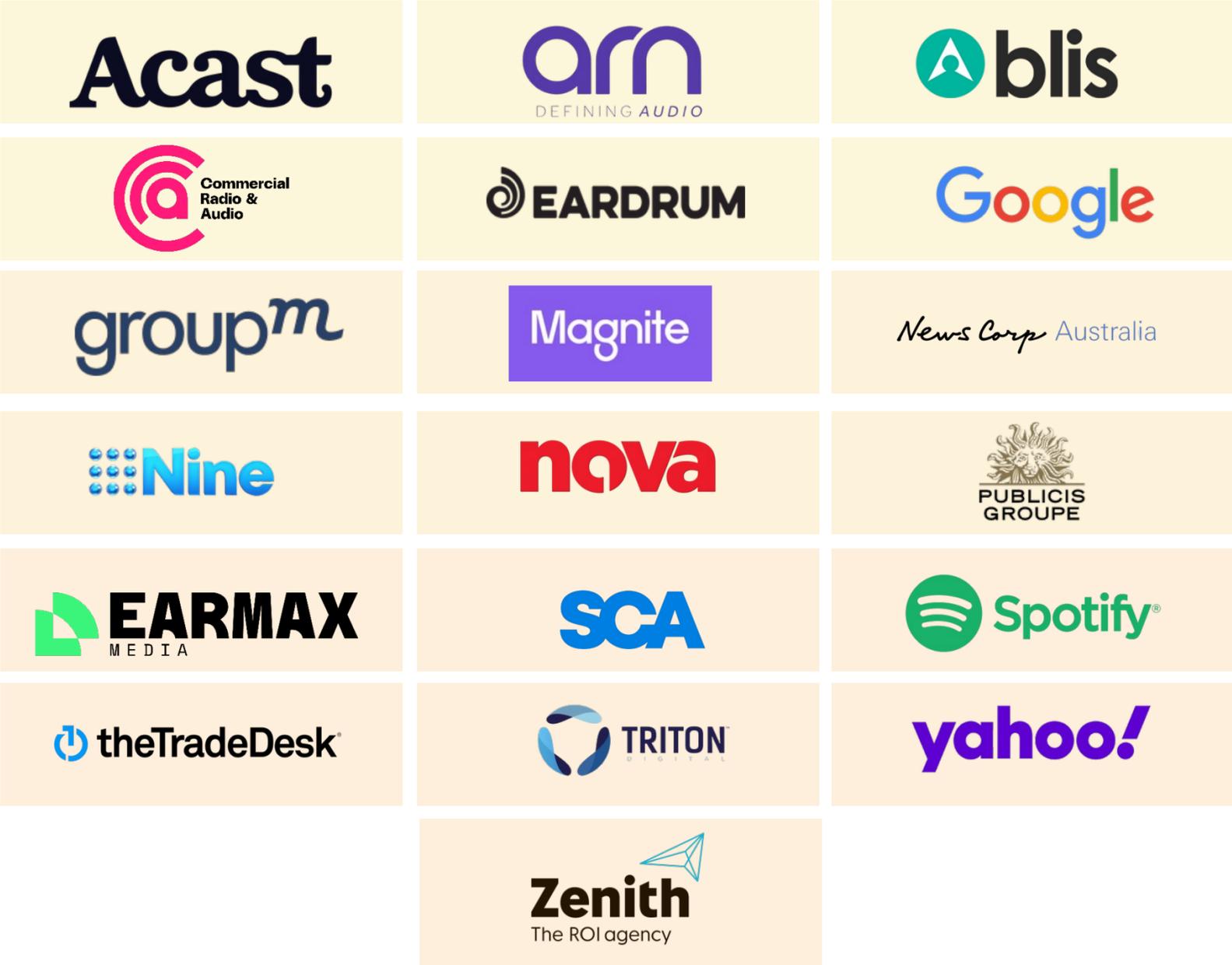
audio advertising

state of the nation report

iab.
australia

iab audio council

the **iab** thanks the following organisations for their support in this study.



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01. introduction & background

introduction

The **Audio Advertising State of the Nation Report**, is a collaborative industry study that examines advertisers' investment plans in digital audio advertising, exploring key trends, opportunities, and the complimentary role it plays in media strategies.

The Report comes just days after the release of the IAB Australian Internet Advertising Revenue Report 2024 which highlights digital audio as one of the **fastest growing areas of the digital advertising ecosystem**. It is therefore important for the industry to understand how digital audio advertising can develop to further drive marketers' business results.

This report also helps the IAB Audio Council prioritise industry education and initiatives. The Council, comprising industry experts, plays a key role in shaping the sector's future by providing resources including the **newly updated Audio Buyers Guide**.

There's an exciting future ahead for digital audio with engaged audiences, immersive listening experiences, targeting capabilities and growth in programmatic buying to further enhance effectiveness, making digital audio a powerful medium for brands.



Steve Golding

Head of Audio Automation

NOVA Entertainment

Co-chair, IAB Audio Council



Gai Le Roy

CEO

IAB Australia

The **Audio Advertising State of the Nation Report**, in its 9th year, again provides a comprehensive analysis of the evolving digital audio advertising landscape. The findings highlight the continued growth and integration of streaming audio and podcast advertising within media planning.

Incremental and complimentary reach remains a key driver of usage with an increase in the importance of quality content environments and programmatic capabilities this year. Programmatic buying continues to expand, driven by the demand for efficiency, automation, and improved targeting.

The **usage of various podcast ad formats** and genres is diversifying, with advertisers also recognising the **marketing opportunities in the creator economy**.

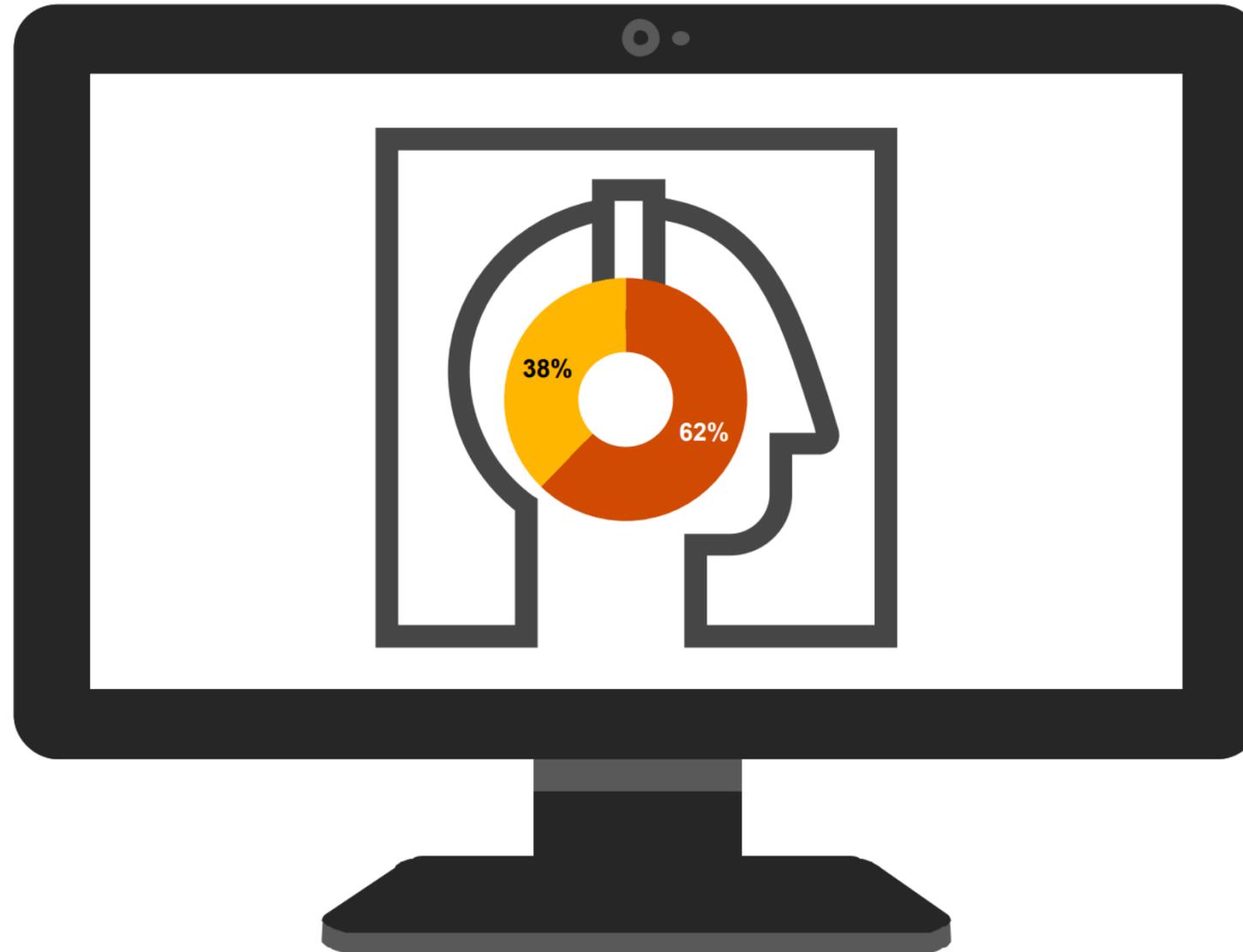
However, **measurement challenges** remain a key hurdle to further industry growth. There is a strong call for standardised audience data for planning, improved attribution models, and cross-media integration to better assess effectiveness.

Looking ahead, opportunities lie in enhanced personalisation, programmatic supply, transparency, and deeper integration and collaboration between media owners.

digital audio ad market

digital audio and
podcast advertising
increased 17.8%
year on year
CY 2023 to CY 2024

Total audio expenditure by category for calendar year 2024



The total Australian internet audio advertising market in 2024 was

\$313m

representing

4.8%

of total 2024 general display advertising expenditure*

\$118m

Podcast advertising expenditure

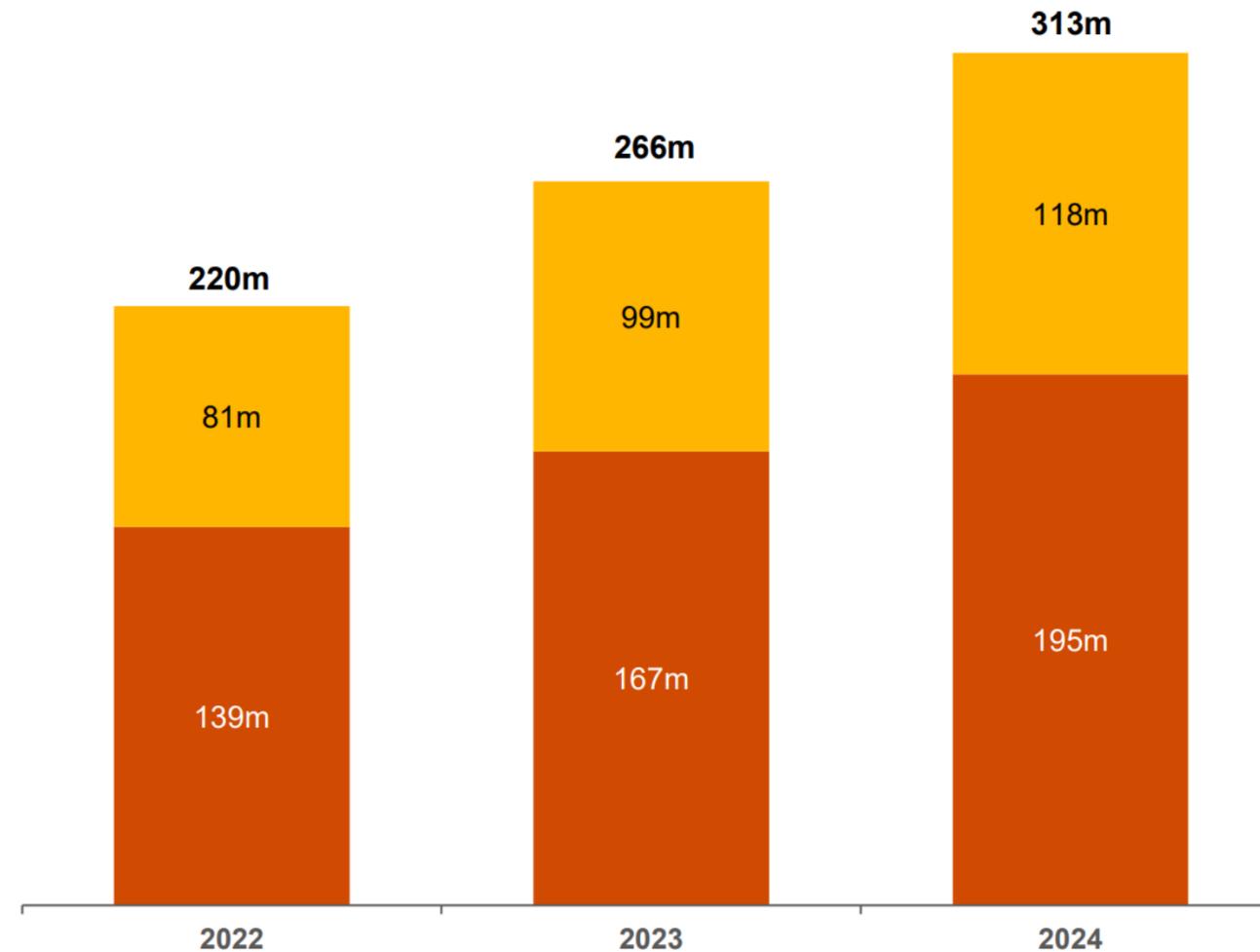
\$195m

Streaming advertising expenditure

digital audio ad market

Both formats of audio ad expenditure continue to record double-digit growth on the prior calendar year

Podcast and streaming audio advertising expenditure, by calendar year



Total Audio



+17.8% on 2023

Podcast



+19.1% on 2023

Streaming



+16.9% on 2023

background

Understanding the experience of marketers and agencies with **digital audio advertising**

- 133 survey responses were collected from the advertising buy-side including from media, creative and digital advertising agencies, agency trading desks and brands/companies that buy advertising.
 - Respondents are decision makers or influencers in the allocation of marketing spend and either placed or planned audio advertising campaigns.
 - 88% of respondents are from ad agencies and 12% from brands/companies that buy advertising.
 - Agency respondents represent large agencies from holding groups (86% of agencies surveyed) and smaller independent agencies (14% of agencies surveyed).
- This study was conducted in December 2024/January 2025.
- This is the 9th wave of the IAB Audio Advertising State of the Nation which has been conducted at a similar time each year, full reports are available on the IAB website.

The survey covers usage and attitudes to advertising in streaming music and radio, and podcasts original content and catch-up radio.

executive summary

streaming digital audio and podcast advertising

continues to play a consistent and integrated role in media planning.

Streaming audio and podcast advertising have grown, now firmly established among agencies, with strong investment intentions for 2025, especially in podcast ads.

Key drivers include incremental reach, complementing other media, and increasing use of quality content environments and programmatic capabilities.

Branding remains the dominant objective, though digital audio's role in brand awareness has slightly declined, with a shift toward influencing brand perception and storytelling.

Programmatic digital audio buying continues to expand, with increasing demand for more inventory, particularly via programmatic guaranteed deals.

Podcast formats—especially video-enabled, publisher-created, and branded content—are seeing greater adoption, with higher ad spend in genres like society, news, and true crime. **Podcasts and podcasters are widely seen as valuable in the creator economy.**

Measurement and effectiveness remain key barriers to expanding streaming digital audio and podcast advertising.

Improving standardised audience data for media planning across digital and traditional audio is crucial. Ad buyers emphasise the need for a single, independent and comparable data source.

Digital audio ad effectiveness tools are aligning more with digital video, but buyers seek better attribution models, clearer metrics, and improved industry knowledge.

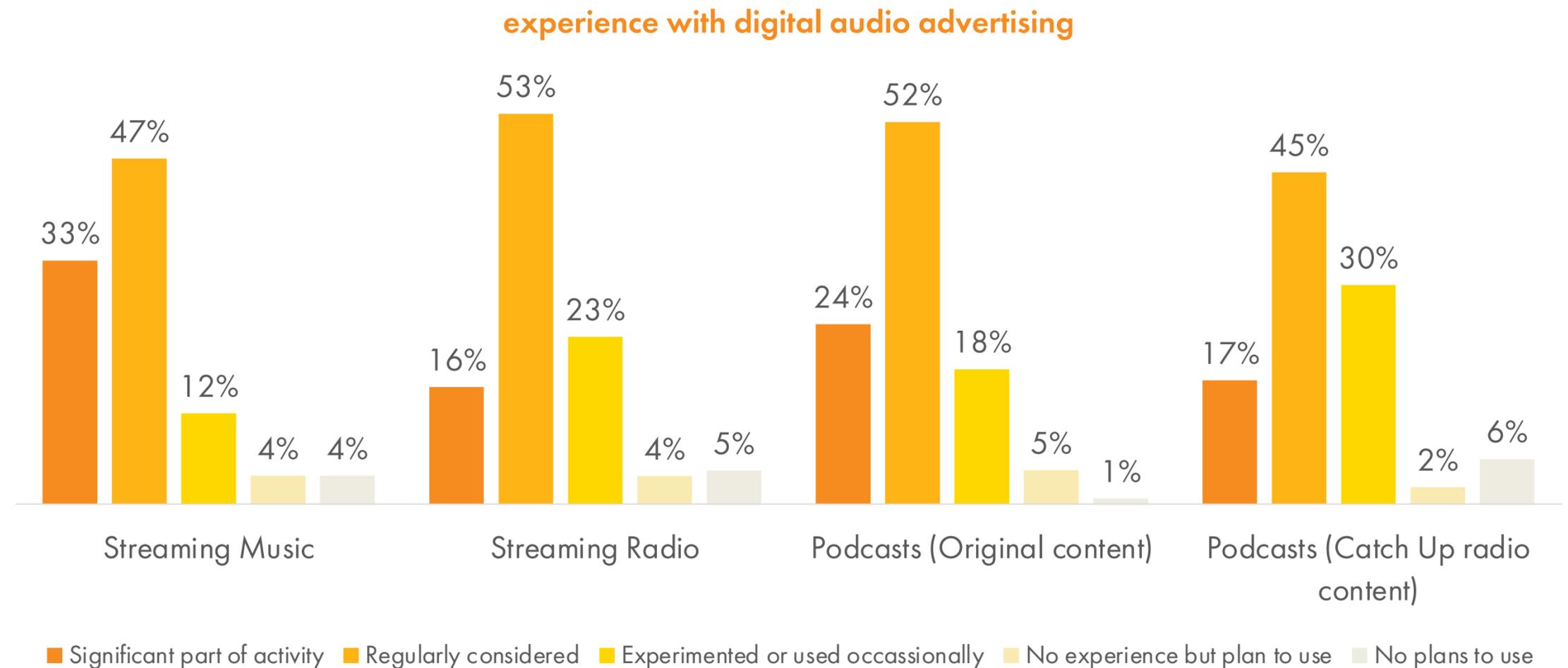
Beyond measurement, opportunities include advanced targeting, better programmatic supply, increased transparency in ad verification, media owner collaboration, and deeper integration with other media.

02. audio advertising planning & buying

experience with digital audio advertising

usage of digital audio advertising to date

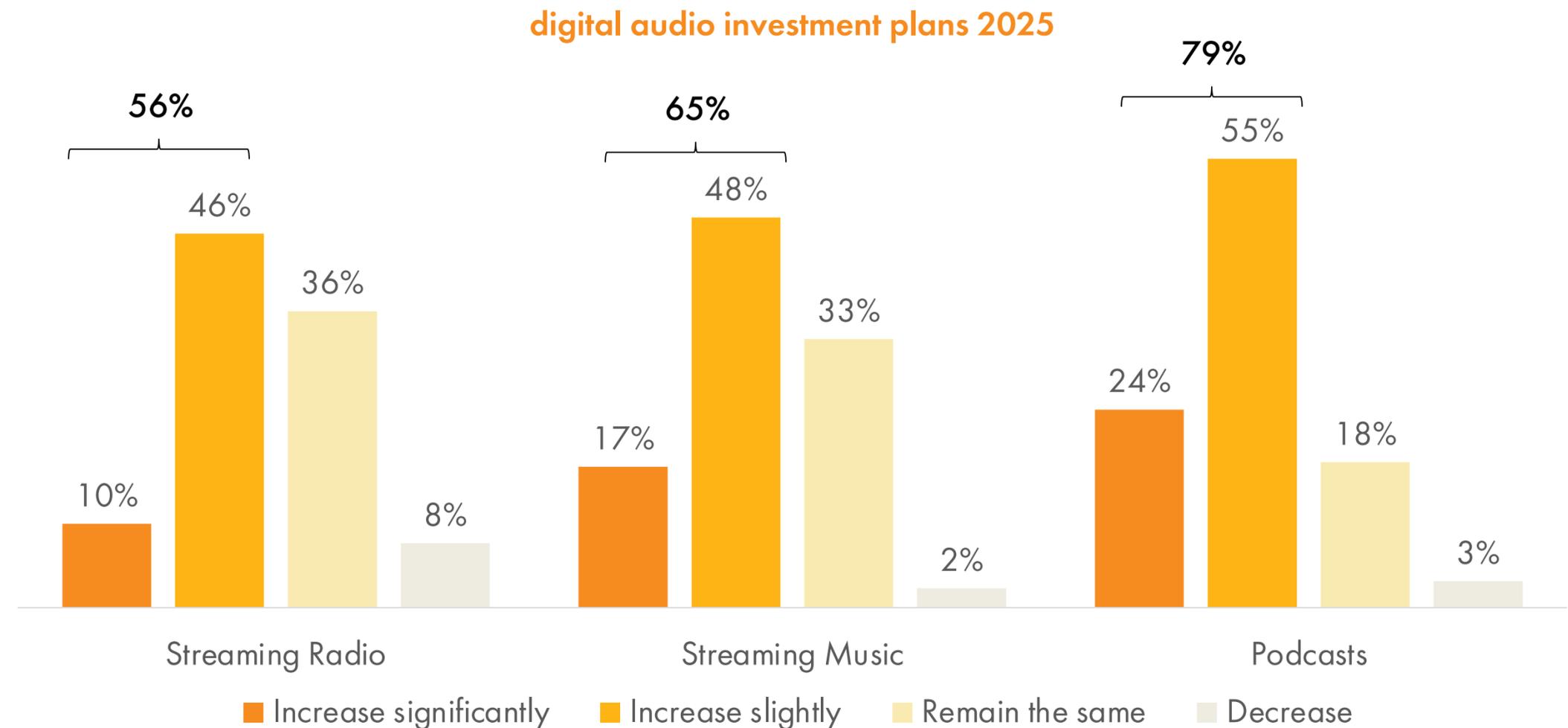
87% of respondents have **streaming audio** as a significant or regularly considered part of their activity.
79% of respondents have **podcasts** as a significant or regularly considered part of their activity.



digital audio investment plans for 2025

expectations for increased investment

Most respondents currently investing intend to increase spend across digital audio advertising in 2025.



incremental reach and complimenting other media are the key drivers for investment in digital audio

Incremental reach and complimenting other media are the key drivers for investing in digital audio advertising.

Audience attention and engagement is still a key driver (particularly amongst media agencies) however it has reduced as a driver compared to last year (down -12% pts), slipping from the number one driver.

Usage for **quality content environments** (+7% pts) and **automation/programmatic capabilities** (+7% pts) have increased this year.

This year digital audio is being used more for brand storytelling than brand building capabilities (brand story telling now ranking higher than brand building).

drivers for using or recommending digital audio advertising

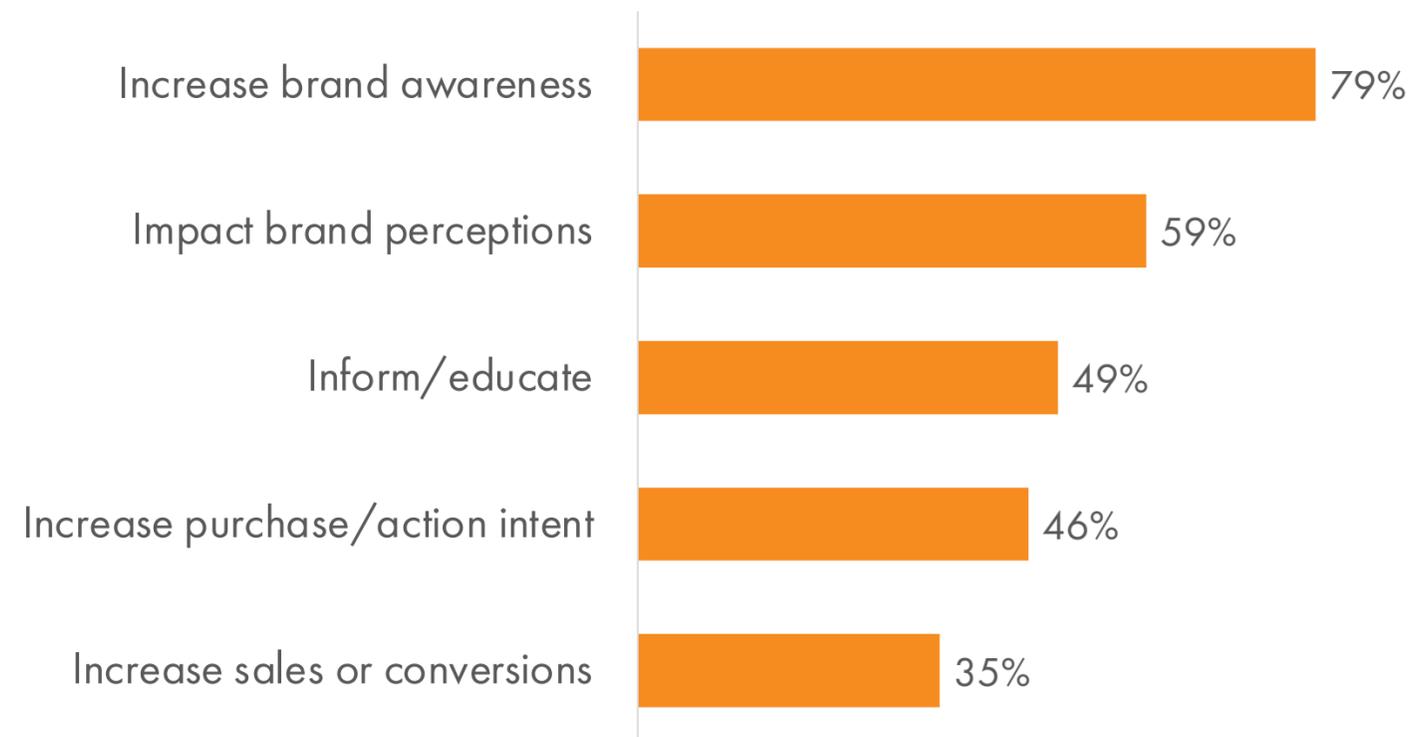


branding still the key objective for digital audio campaigns

(((●))) streaming audio

Compared to last year there has been a slight decline in the usage of streaming audio for brand awareness with a slight **increase in usage for brand perceptions and for sales/conversions.**

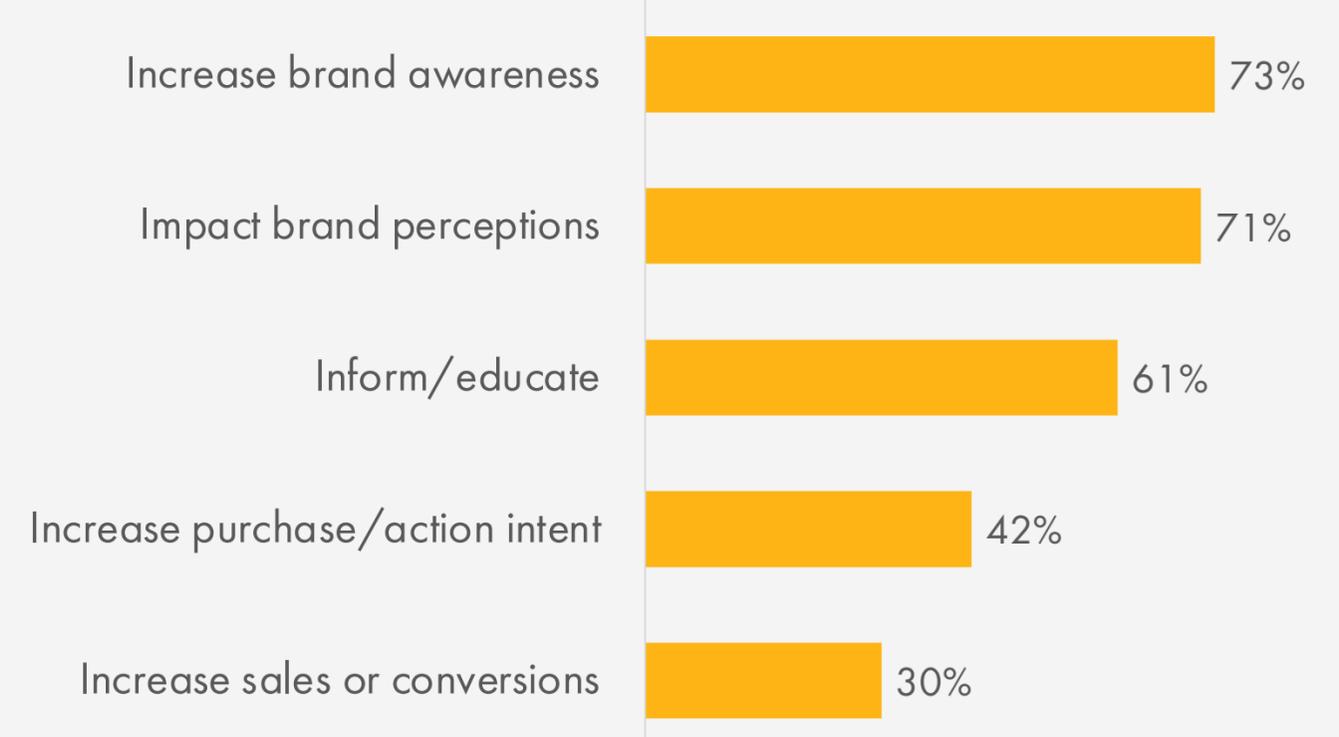
objectives of streaming audio (music and radio) advertising



🎙️ podcast

Similarly, compared to last year there has been a slight decline in the usage of podcast advertising for brand awareness with a slight **increase in usage for brand perceptions and to inform/educate.**

objectives of podcast advertising

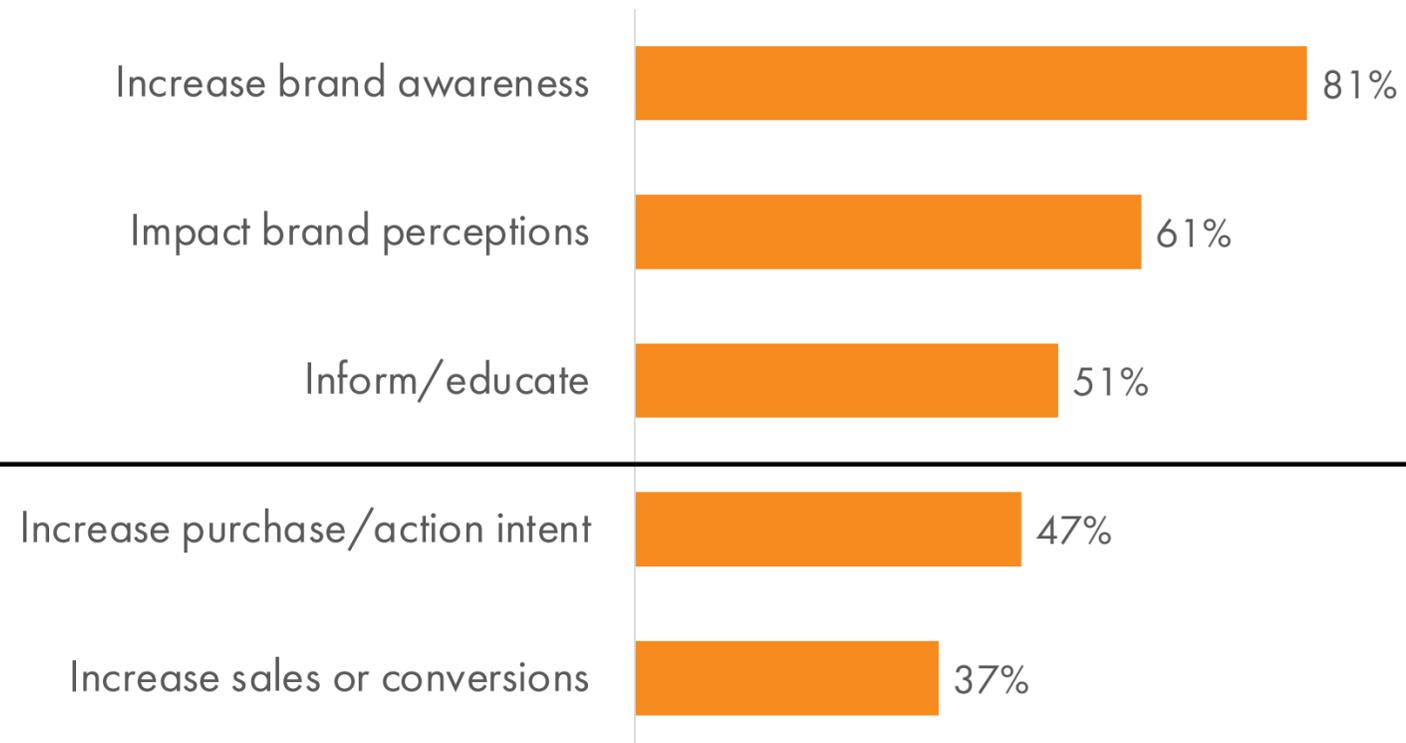


media agency objectives for digital audio campaigns compared to digital video

streaming audio

Amongst media agencies, streaming audio is heavily used for brand building but less for lower funnel objectives.

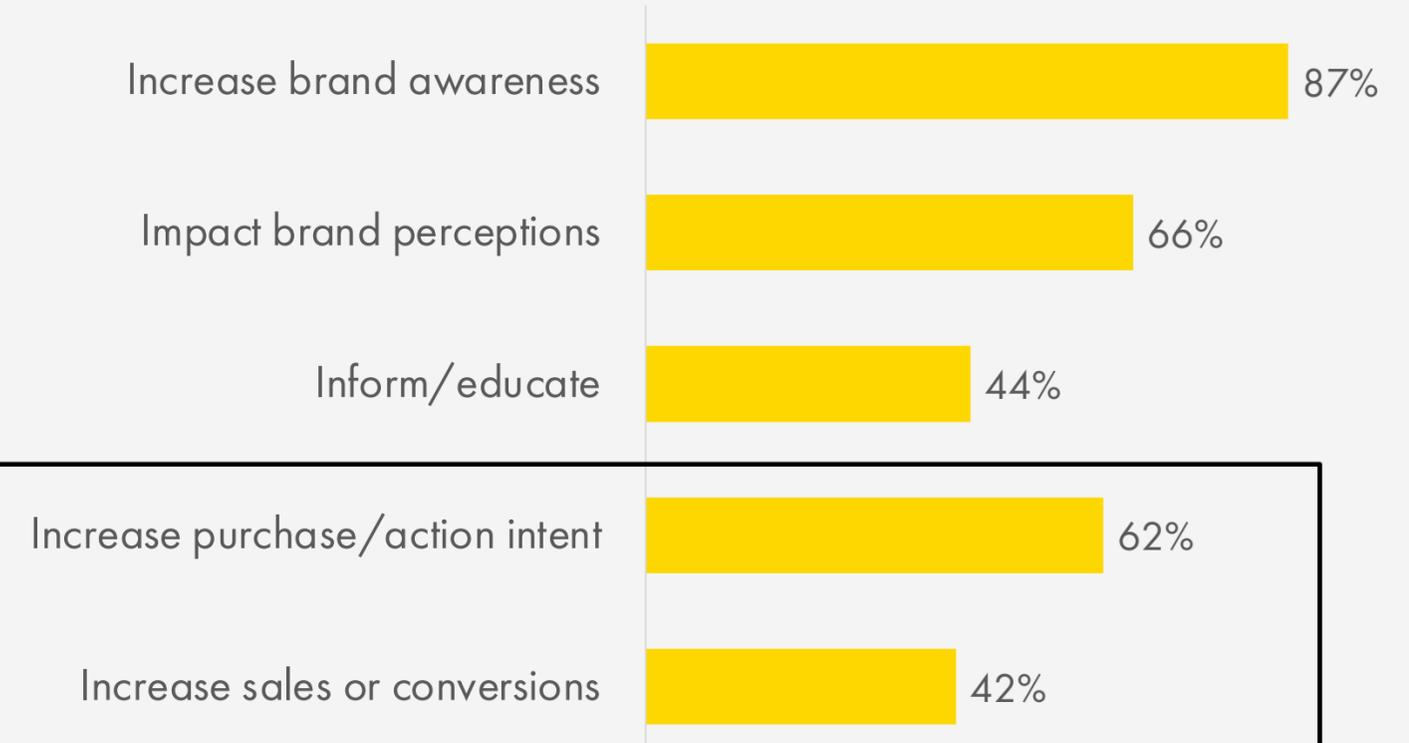
media agency objectives of streaming audio (music and radio) advertising



digital video

While used predominantly for branding, digital video has a stronger role than digital audio in driving purchase intent and sales/conversions.

media agency objectives of digital video advertising on computer or mobile device*

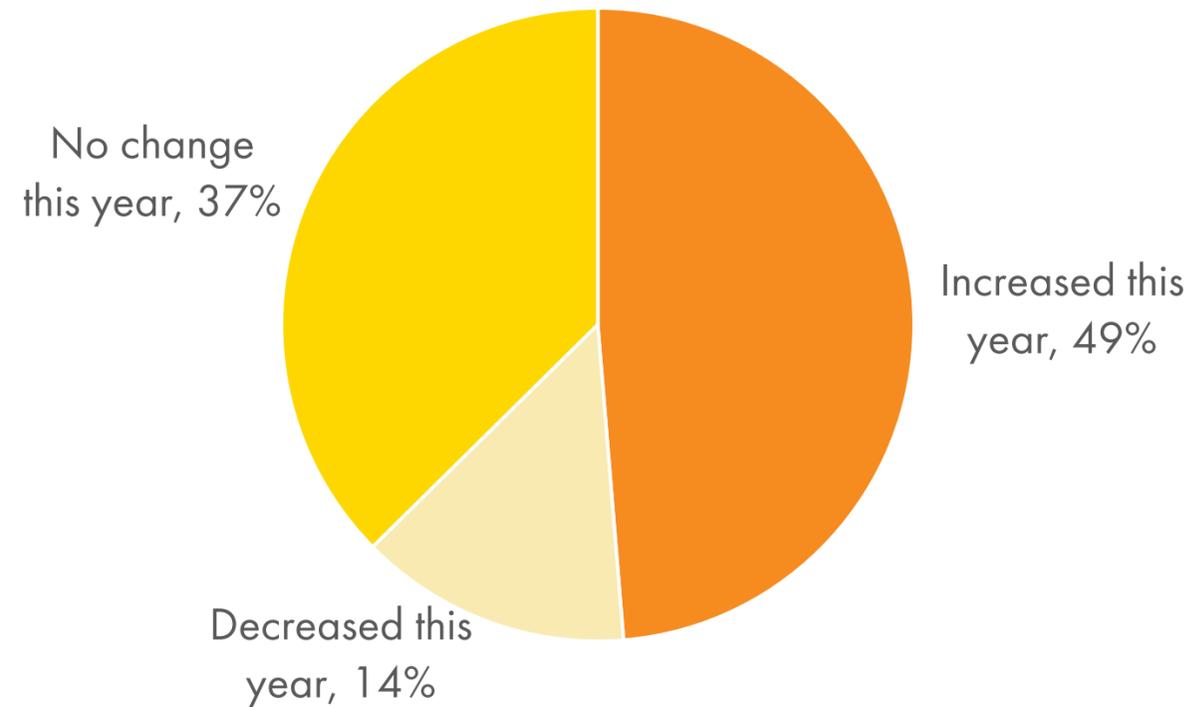


usage for brand building objectives increased or unchanged, despite economic downturn continuing

streaming audio

Only 14% have decreased usage of streaming audio advertising for brand building due to the impact of the economic downturn during 2024 (similar to results in 2023).

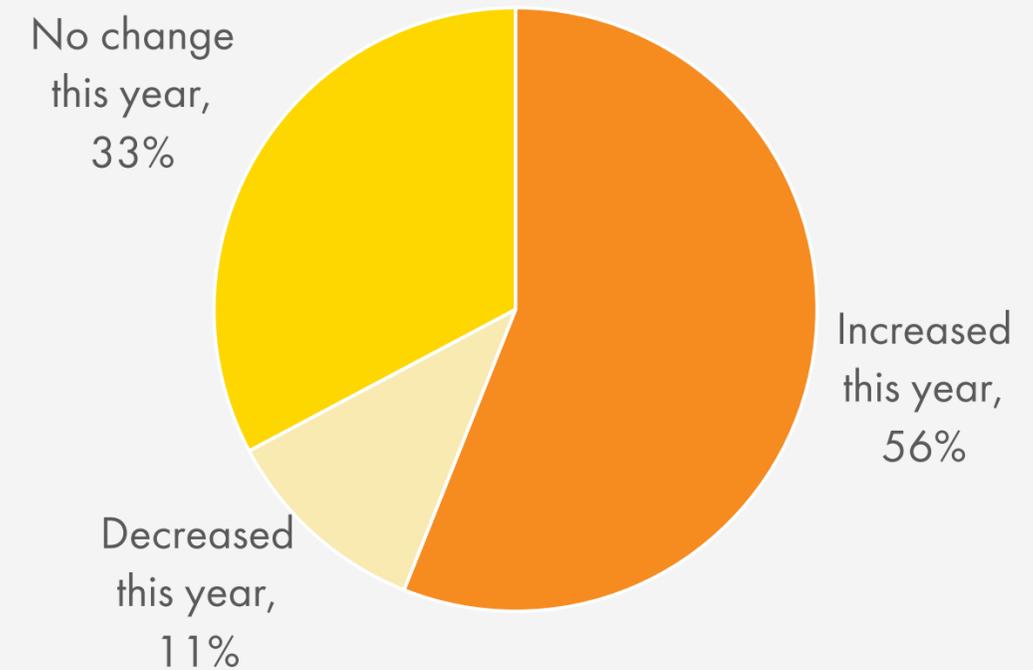
streaming audio advertising for brand building this year



podcast

Only 11% have decreased usage of podcast advertising for brand building due to the impact of economic downturn during 2024 (similar to results in 2023).

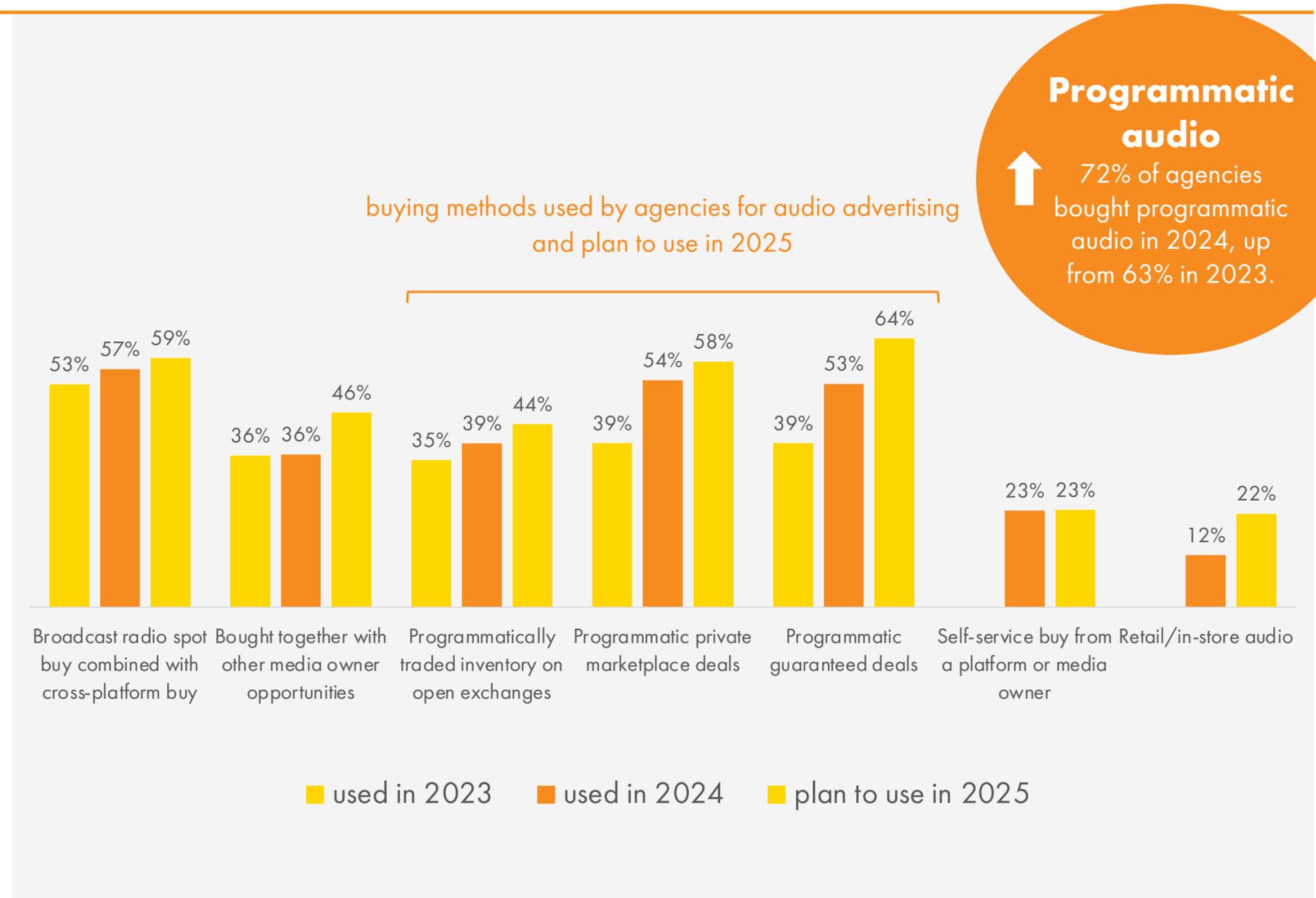
podcast advertising for brand building this year



78% of agency respondents intend to buy digital audio programmatically in 2025

Programmatic private marketplace deals and guaranteed deals have had the largest rise in usage year on year.

Compared to their usage in 2024, the largest expected increases for 2025 are in buying digital audio advertising via programmatic guaranteed deals, buying with other media owner opportunities and buying retail/in-store audio.



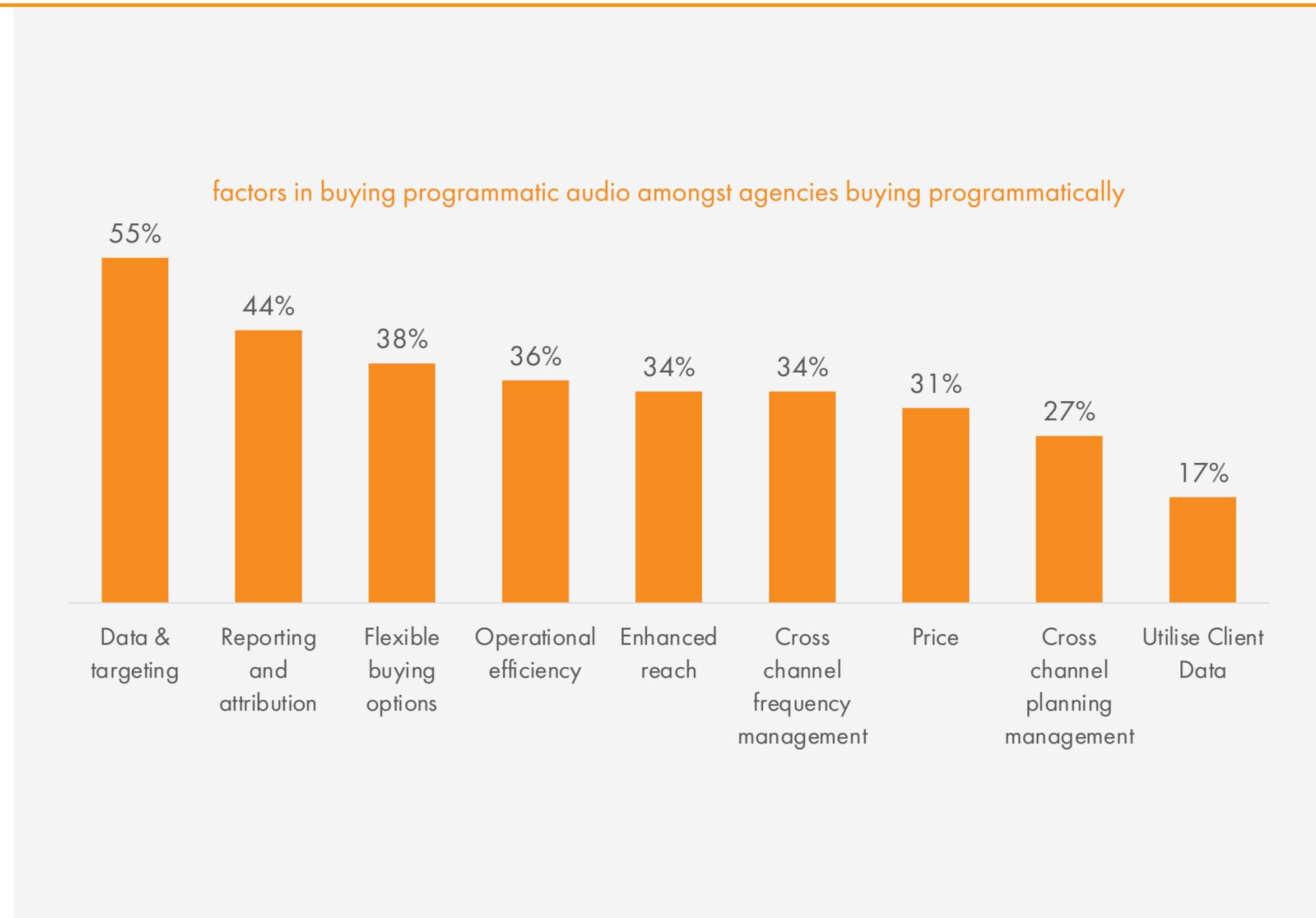
data and targeting continues to drive programmatic but has reduced as standout driver (along with price)

A combination of elements factor into the decision to buy digital audio programmatically.

There is drop across some of the drivers compared to results last year, including data and targeting (-19% pts) and price (-20% pts).

There has been a slight increase in **cross channel frequency management** (+8% pts) and **using client data** (+7% pts) driving programmatic audio usage.

“programmatic has been a key feature of the streaming ecosystem to allow us ease of buying for our clients. The industry should open up all inventory programmatically, across all ad units and DSPs”
- Agency Digital Strategist Specialist



demographic and geo audience targeting is most used when buying digital audio

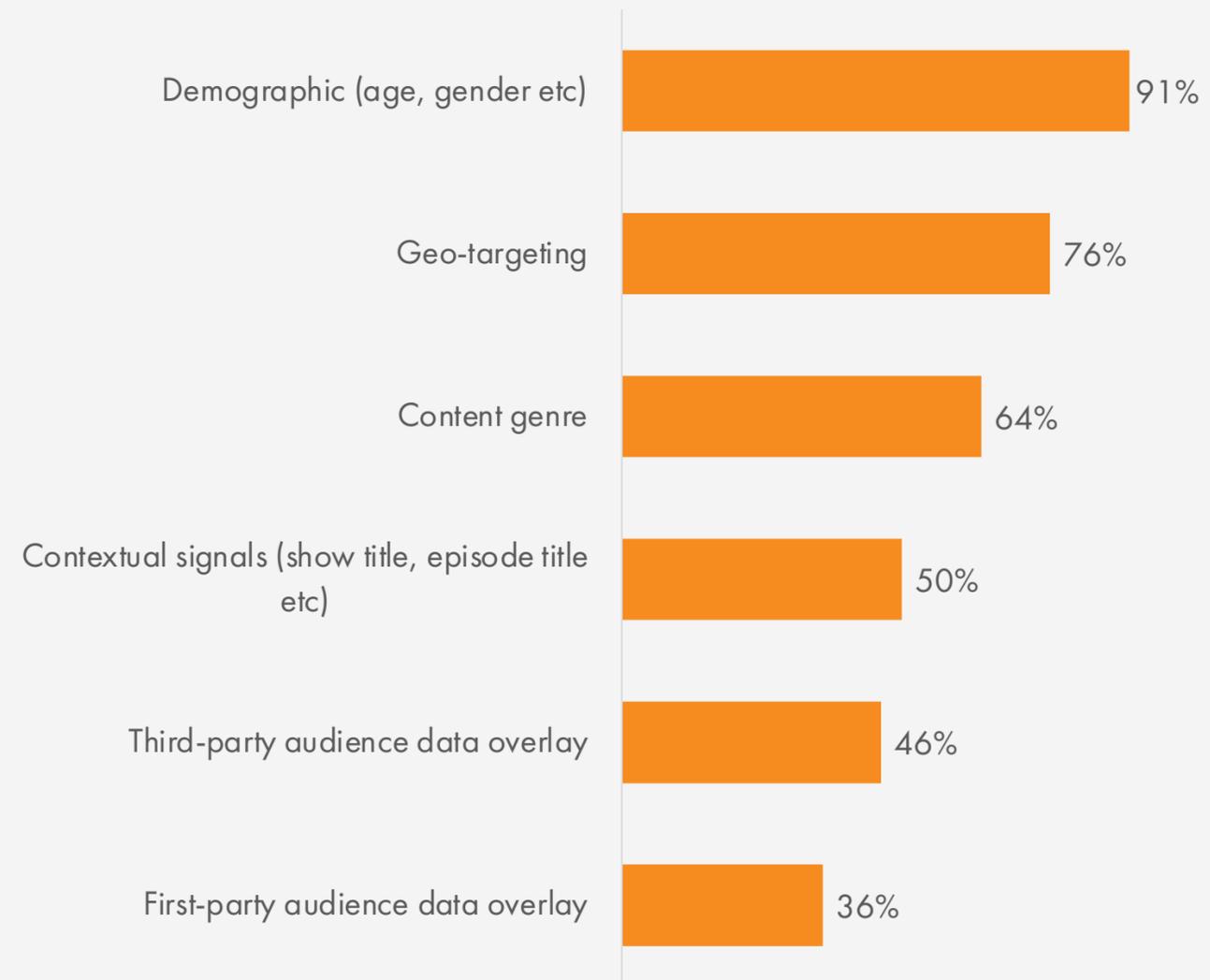
Demographic and location continue to be the most used audience targeting when purchasing streaming audio or podcast advertising. Similarly, these are also the most used for digital video advertising.

The usage of first-party versus third-party data overlay were split out for the first time in the survey this year.

“the most impactful thing the digital audio industry could do to help marketers is to use listener data, demographics, and interests to tailor ads to specific audiences and make ads more engaging and less likely to be skipped.

- Agency Media Planner / Buyer

audience targeting types used by agencies



03. audio creative formats

agency usage of dynamic audio creative

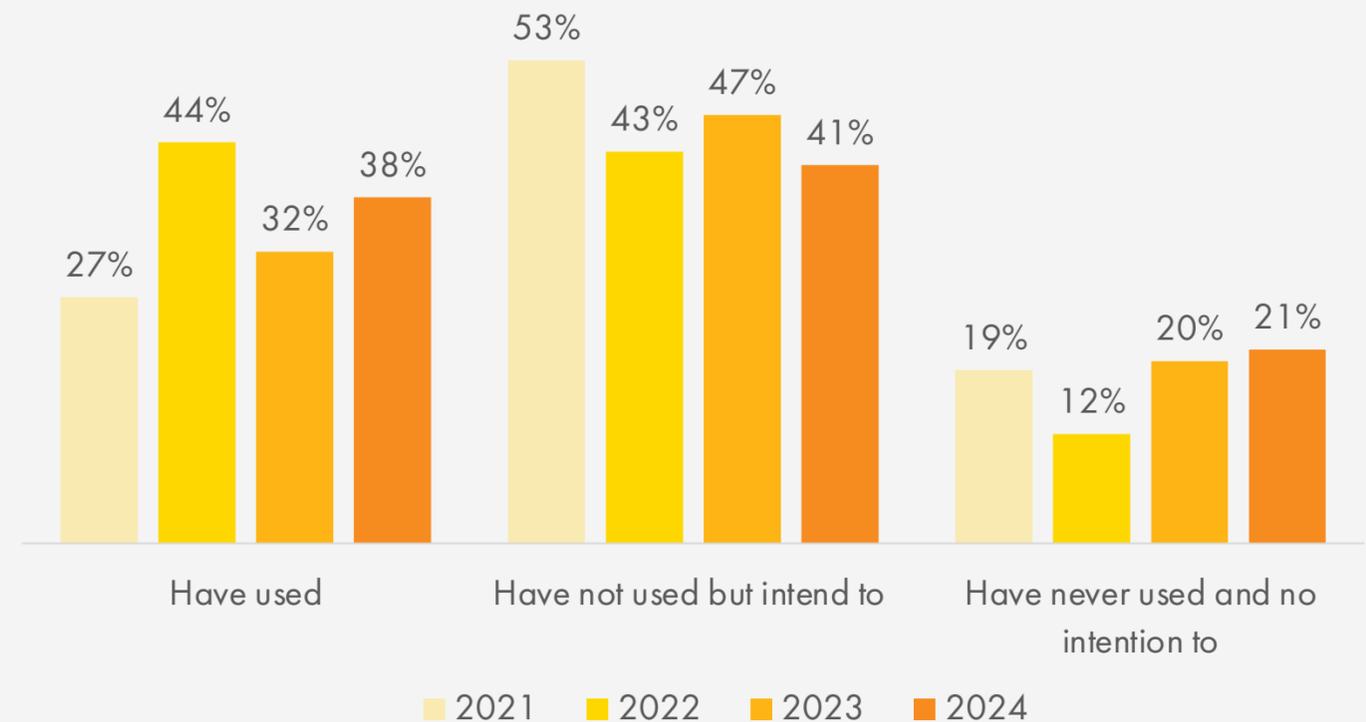
Appetite to use dynamic audio creative is high, respondents see opportunities for driving business growth with dynamic audio creative.

“impact of digital audio campaigns will be driven through increased use of data for targeting and dynamic triggers in creative optimisation to increase cut through of clients' campaigns.”

- Agency Director

dynamic audio creative

38% of agencies have used Dynamic Audio creative over the last year, gradually increasing over last 4 years.

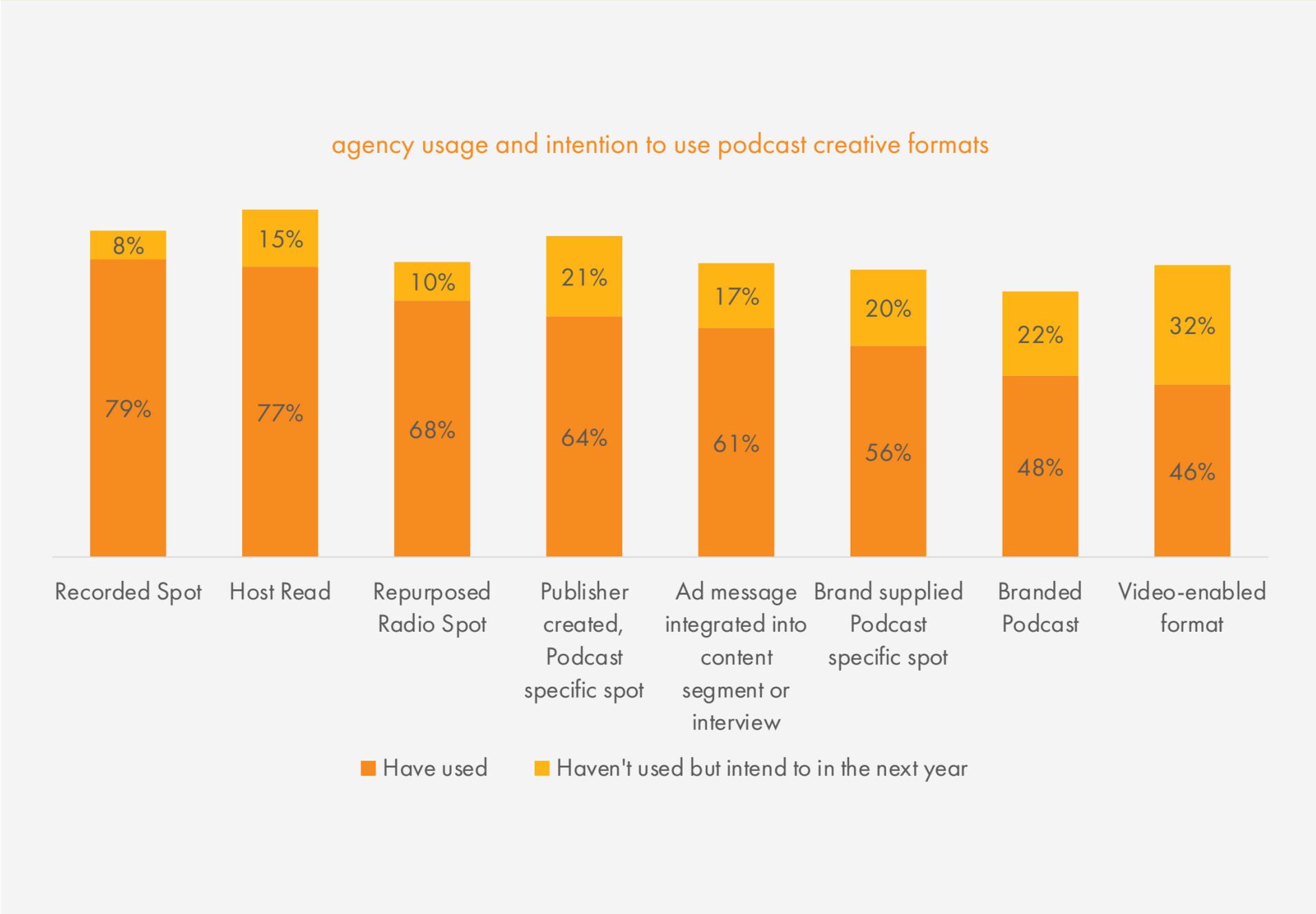


agency usage of podcast creative formats

Recorded spots and host read podcast ads remain the most used podcast creative formats amongst agencies.

Compared to last year there is higher usage of **video-enabled formats** (+5% pts), **publisher created** (+4% pts) and **branded podcasts** (+3% pts) with some decline in usage of recorded spots (-8% pts) and brand supplied podcast spots (-9% pts).

There is high appetite again this year to try video-enabled and branded podcasts over the next year.

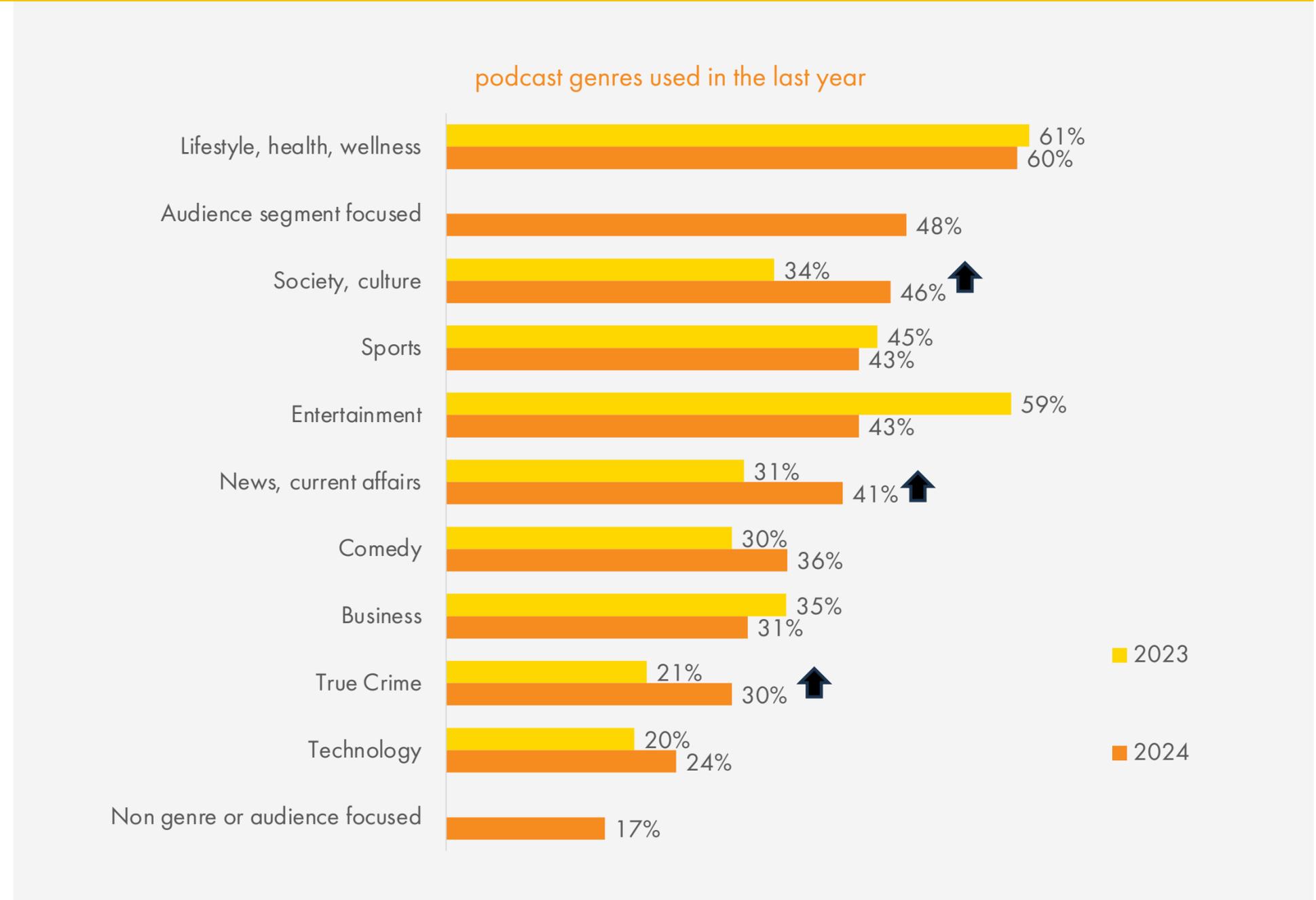


usage of society, news and true crime podcasts increased

Agencies are using a variety of podcast environments, with lifestyle, audience segment focused, and society/culture podcasts the top genres for investment over the last 12 months.

Compared to last year, there has been an increase in investment in the **society/culture genre** (+12 pts), **news/current affairs** (+10% pts) and **true crime** (+9% pts), while the proportion of agencies investing in the entertainment genre has declined.

The **IAB Australia Crime Pays Report 2024**, a global-first neuroscience research study, found that True Crime podcast content delivers advertisers engagement and memorability at levels known to be effective in influencing consumer decisions and changing behaviour.



there is overwhelming agreement that podcasts provide marketing opportunities in the creator economy

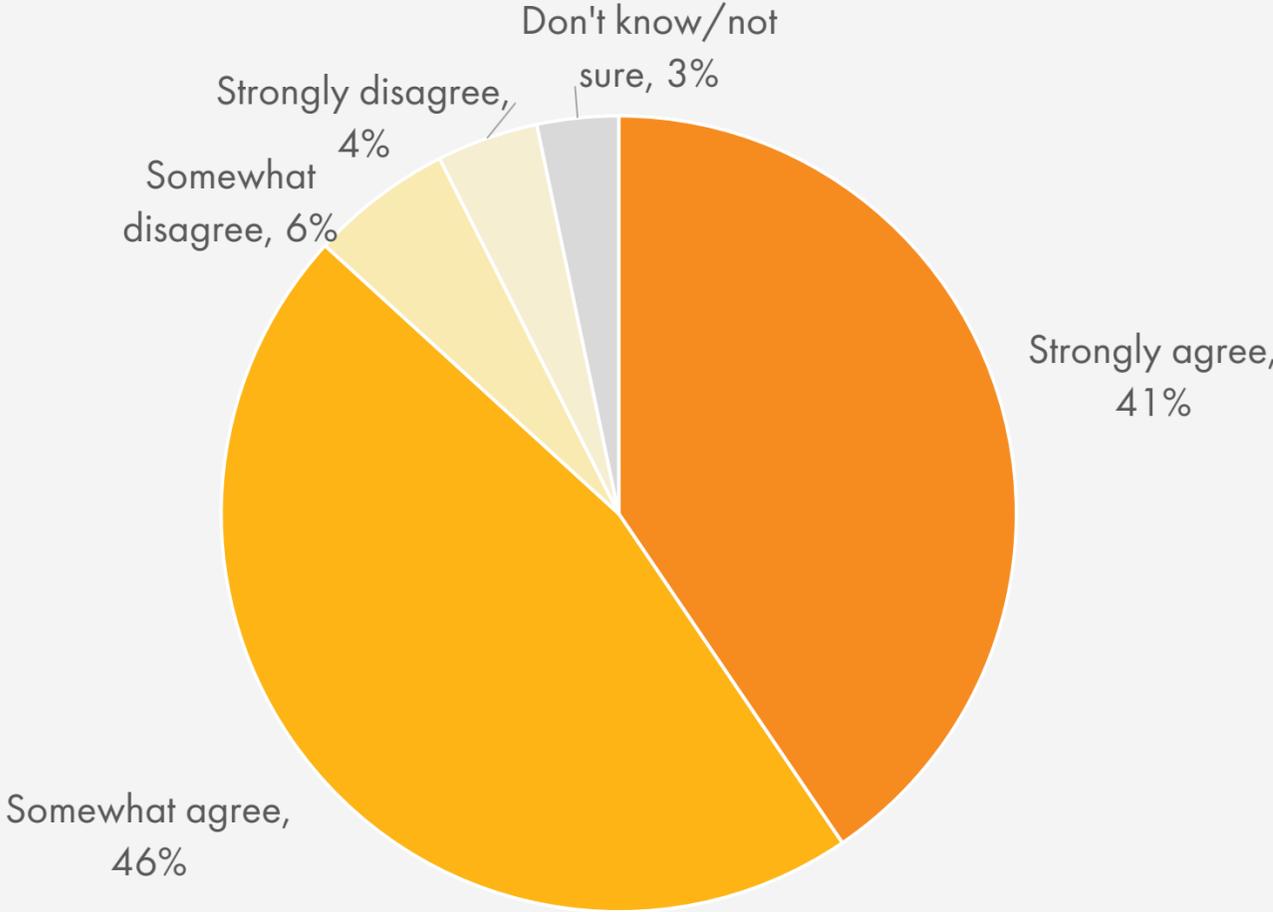
9 in 10 respondents (87%) agreed that podcasts provide marketing opportunities in the creator economy (via the partnership of podcast creators and advertisers).

According to Goldman Sachs "The Creator Economy, valued at \$250 billion in 2023, is expected to nearly double to \$480 billion by 2027."*

The explosive growth trajectory of the creator economy is rooted in **the alignment of marketing messages with the "personally relevant nature" of creator content**, but its focus was on traditional video and social media influencers rather than on podcasters, whose extraordinary community building talents are particularly well suited to fostering the deep emotional connections that drive influence in the Creator Economy.

*Source: [IAB Podcasting in the Creator Economy](#)

podcasts providing marketing opportunities in the creator economy



usage of sonic branding

Consistent usage of sonic branding has increased.

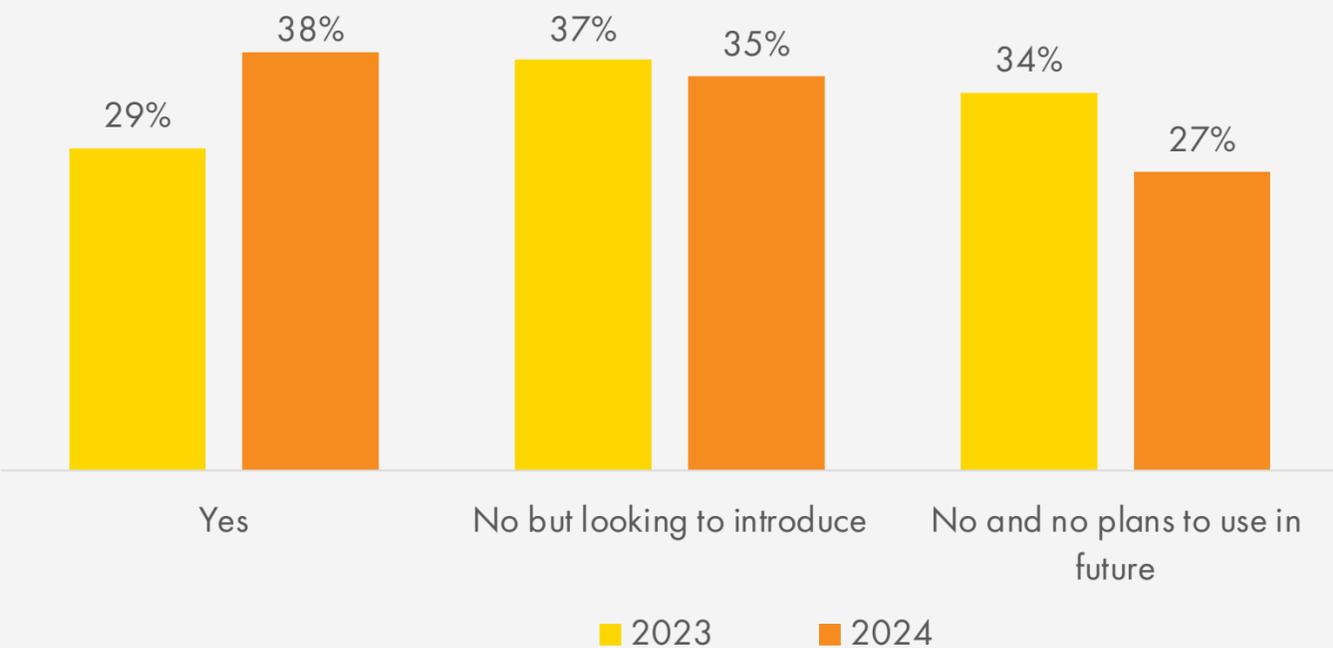
Brand building is the predominant objective for digital audio campaigns, and **the strategic use of music, voice and sound to articulate a brand creates an emotional impact**, and with consistency can make a brand more memorable. So, its worth looking to introduce sonic branding more regularly into audio campaigns.

“the most impactful thing the digital audio industry could do to help marketers drive business growth using digital audio advertising is to use sonic branding in every ad... and create way more jingles. Don't speak to the audience. Sing with them.”

- Agency C-Level respondent

sonic branding

38% of agencies use sonic branding consistently. Intention to introduce consistent sonic branding is high at 35%.



04. audio advertising effectiveness

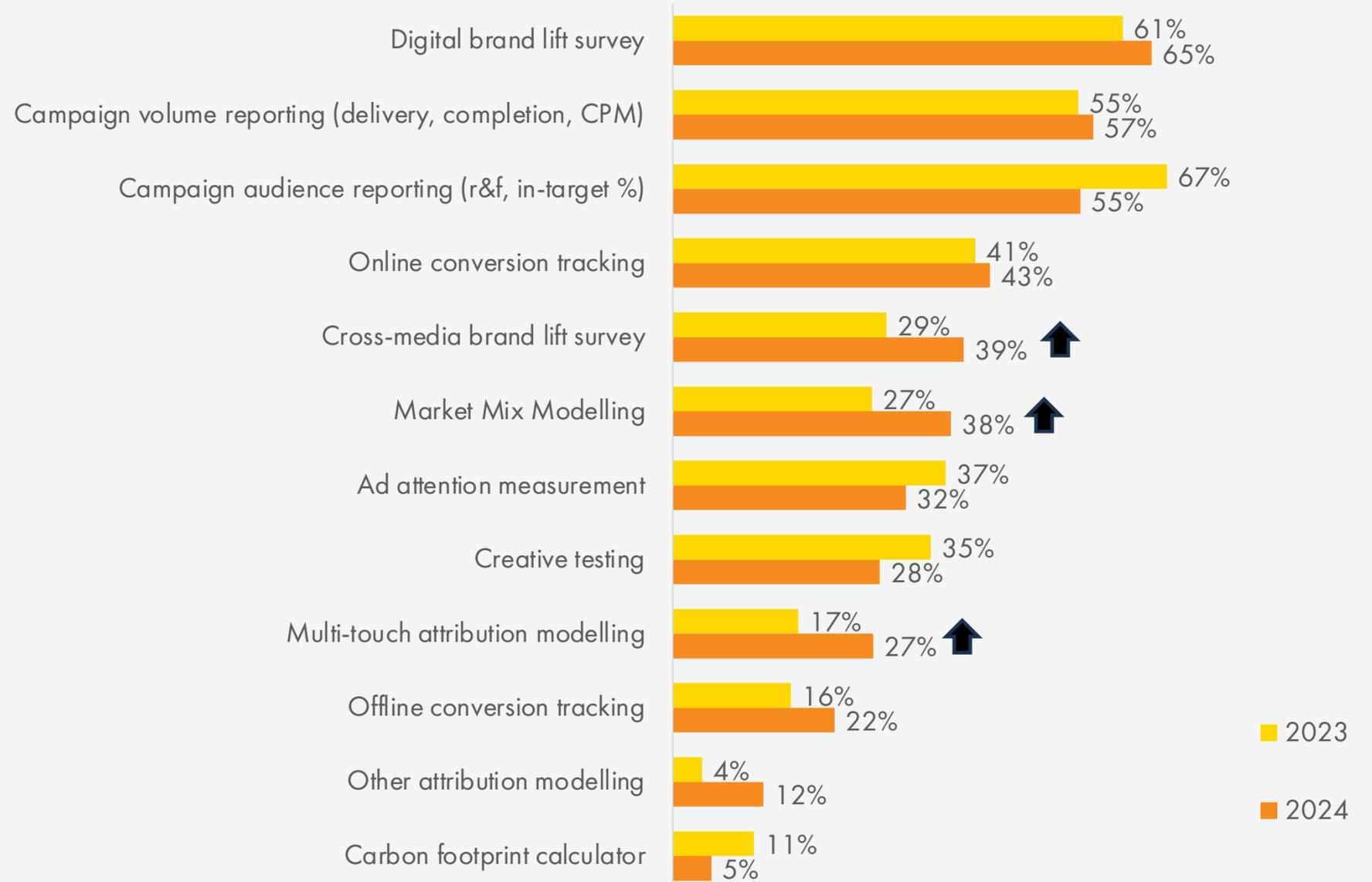
assessment of digital audio advertising effectiveness

Digital brand lift studies, along with campaign reporting (audience and volume) are the most important measurement tools for assessing the effectiveness of streaming audio and podcast advertising investment.

Compared to last year there is significantly higher importance placed on **Market Mix Modelling** (up 10% pts), **cross-media brand lift** (up 10% pts) and **multi-touch attribution modelling** (up 10% pts).

Campaign audience reporting (r&f, in-target %), previously the most important tool, has reduced in importance (down 12% pts since last year).

important measurement tools for assessing the effectiveness of digital audio advertising



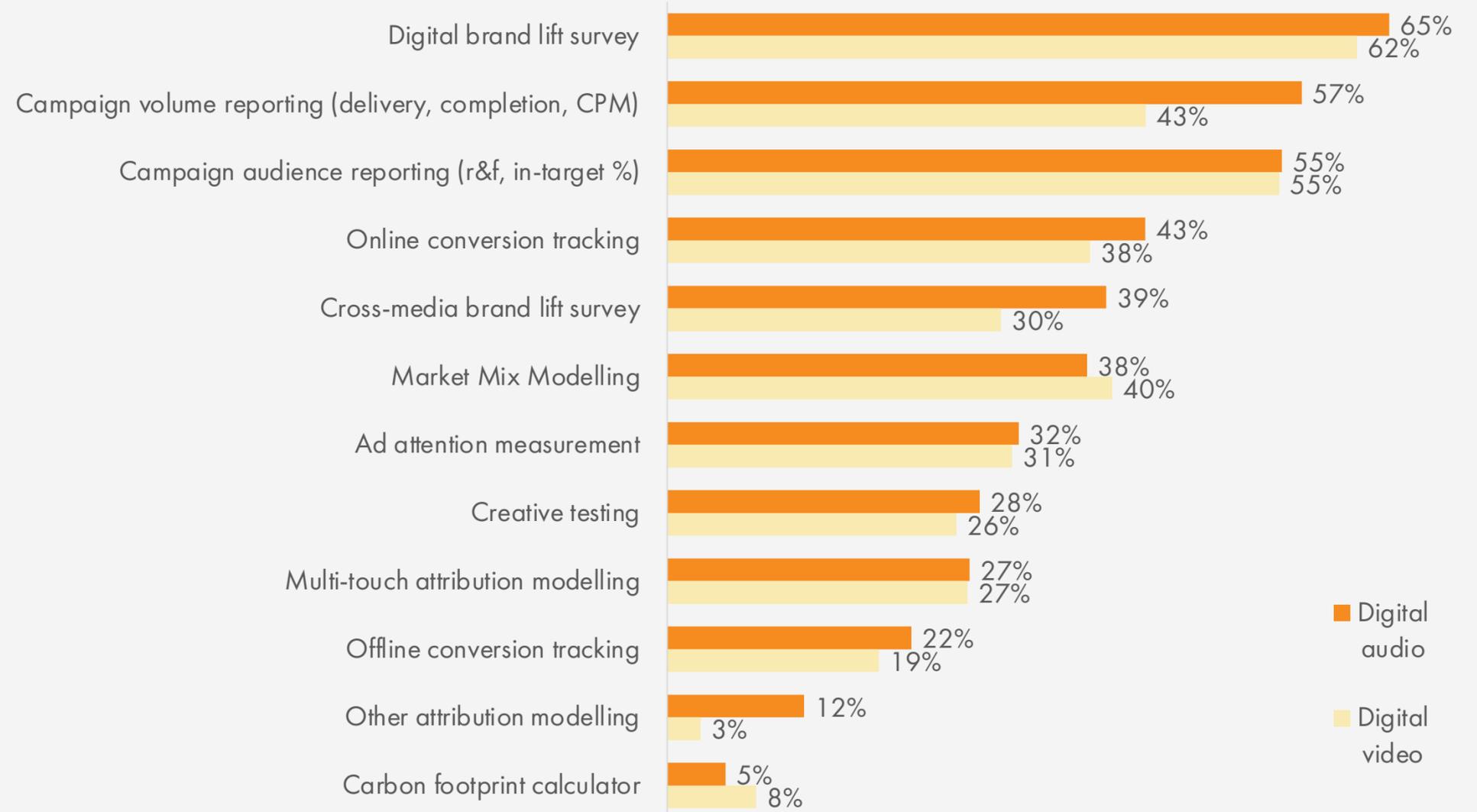
assessment of digital audio advertising effectiveness

important ad effectiveness measurement methods for digital audio compared to digital video

MMM and cross-media brand lift experiments are resilient measurement techniques that assess the impact of advertising on ROI and brand respectively, in the context of the full media mix. These tools are now deemed as important in digital audio advertising as they are for assessing digital video.

There's a much greater importance placed on campaign volume reporting (delivery, completion, CPM) when assessing digital audio than when assessing digital video advertising.

important measurement tools for assessing the effectiveness of digital video and digital audio advertising



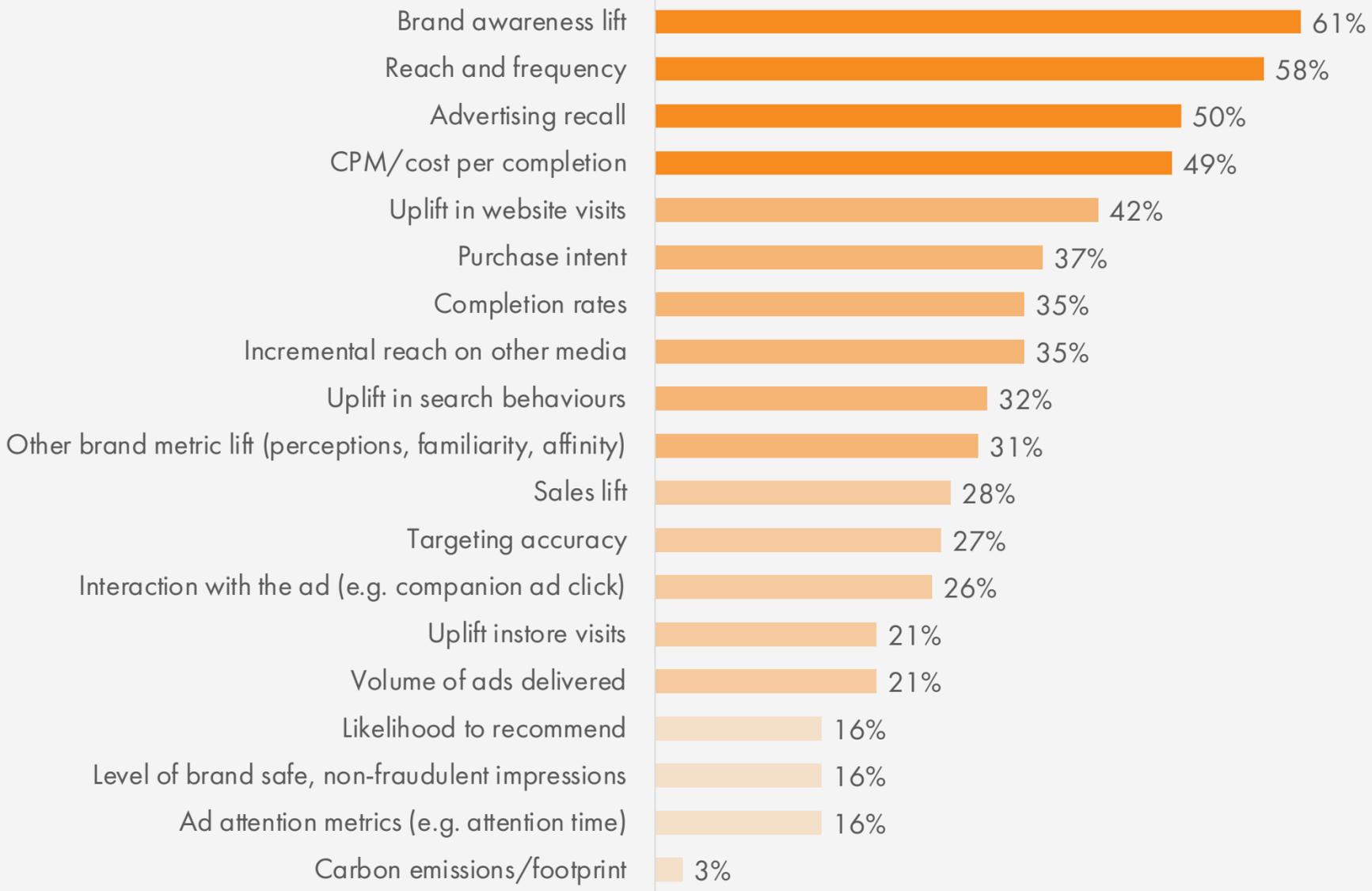
metrics used to assess streaming digital audio advertising

Brand awareness lift and reach & frequency are key effectiveness measures for streaming digital audio.

There are significant increases in the usage of some key metrics compared to last year including:

- 12% pt increase in incremental reach
- 11% pt increase in purchase intent
- 11% increase in brand metrics (other than awareness)

metrics used to assess audio campaigns on streaming digital audio



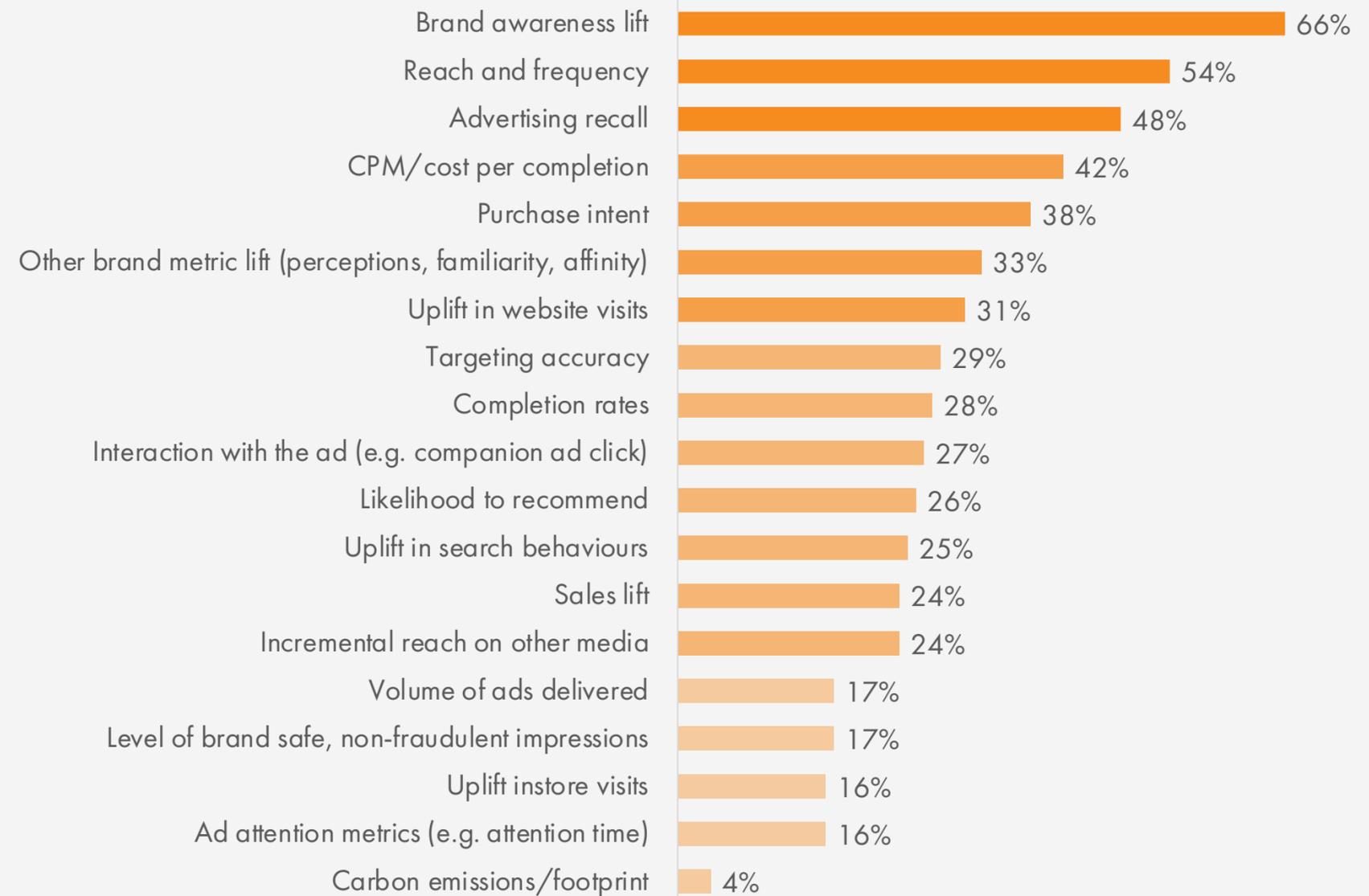
metrics used to assess podcast advertising

Aligned with the strong usage of podcast advertising for brand awareness, **brand awareness lift stands out as the most used metric to assess podcast advertising.**

There are significant increases in the usage of some key metrics compared to last year including:

- 13% pt increase in purchase intent
- 12% pt increase in interactions with the ad
- 10% pt increase in sales lift
- 10% increase in incremental reach

metrics used to assess the effectiveness of podcast advertising



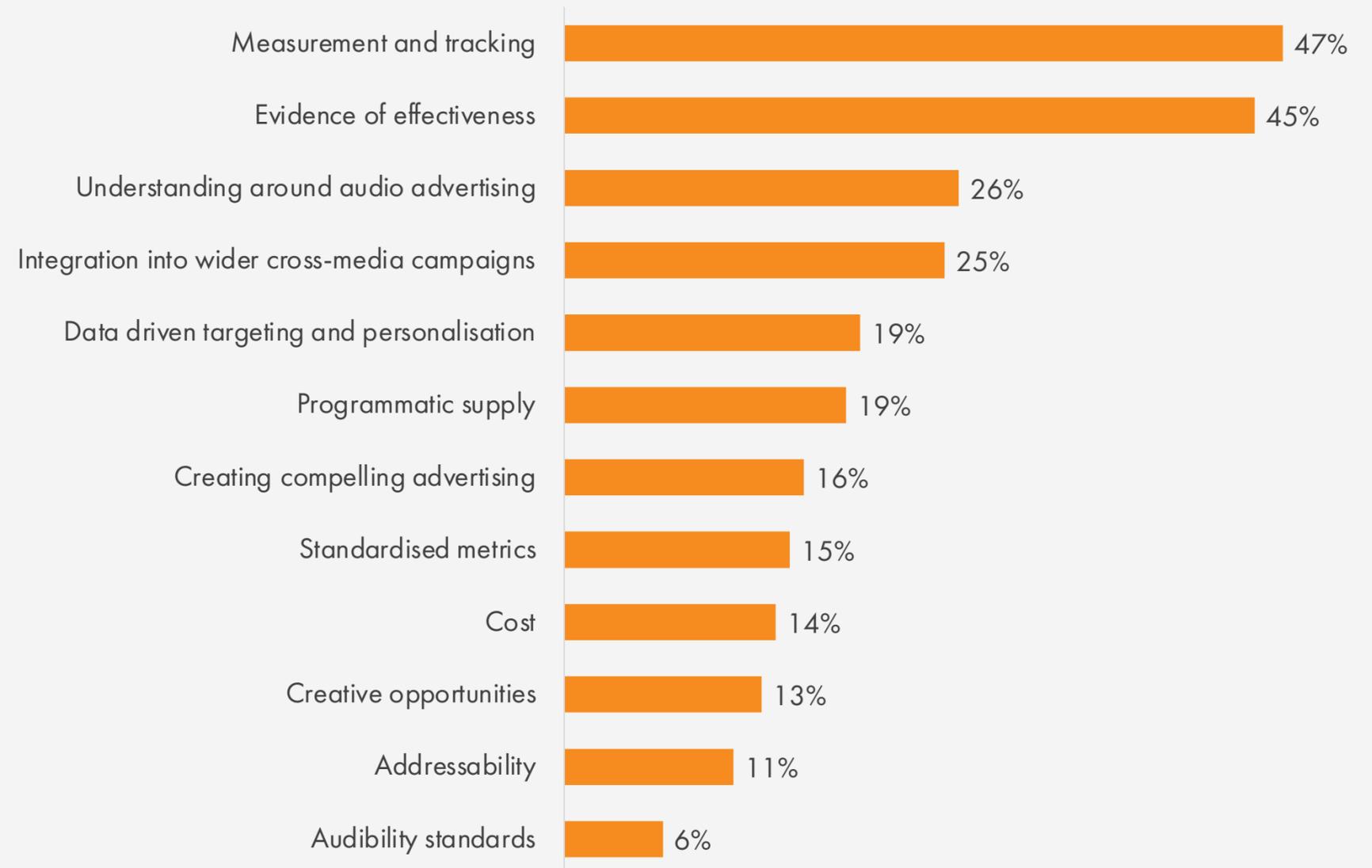
05. opportunities

measurement continues to be a key industry requirement

top challenges for growth

Measurement and **evidence of effectiveness** continue to be the top issues preventing streaming digital audio and podcast advertising from being a larger proportion of ad volume.

biggest issues preventing digital audio from being a larger proportion of ad volume

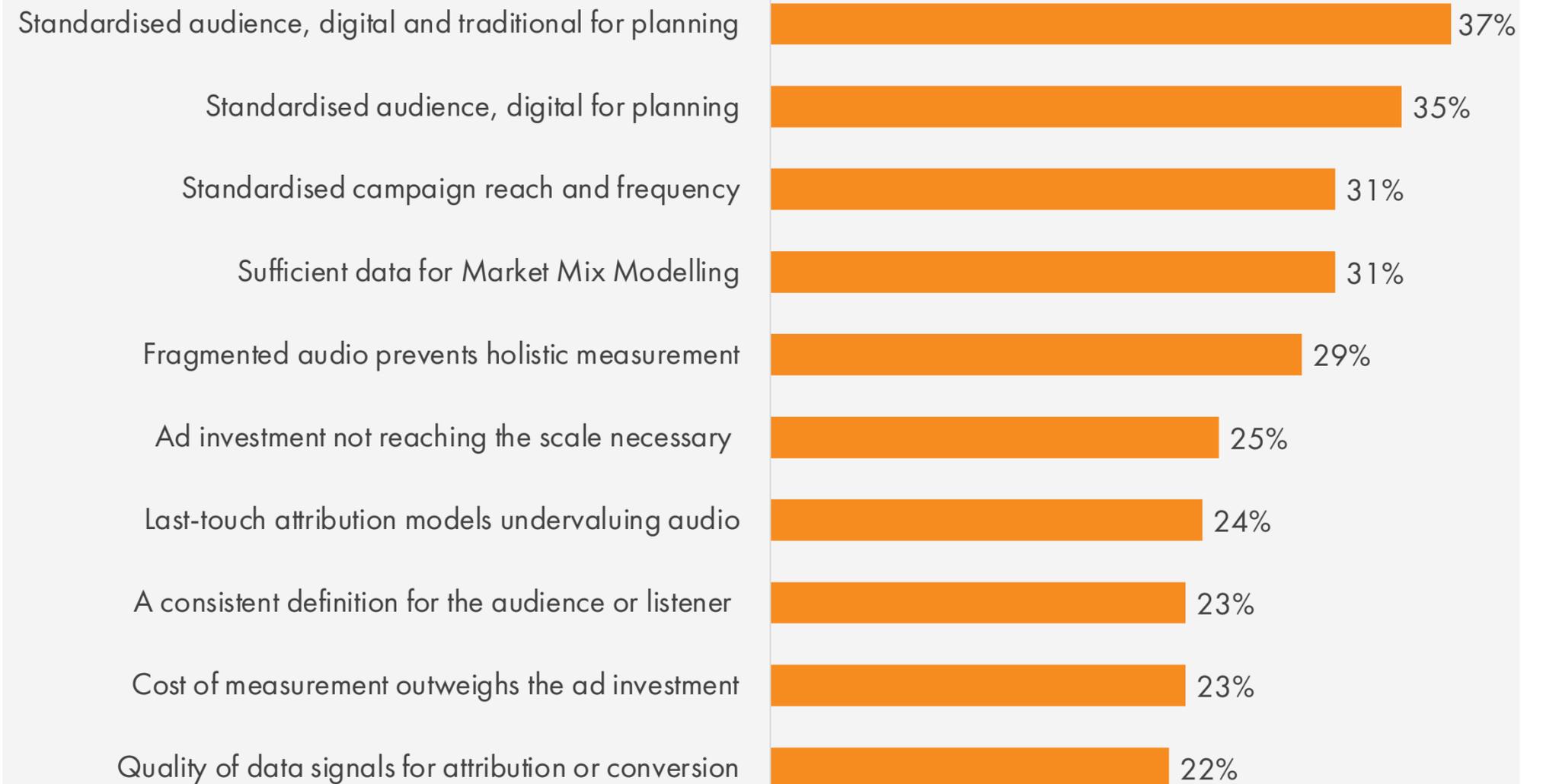


standardised audience data for media planning is the top measurement challenge for digital audio

Improving **standardised audience data used for media planning** across digital audio environments and across digital and traditional audio environments, are the key measurement challenges to address to drive growth in streaming digital audio and podcast advertising.

This question has been added to the survey for the first time this year.

top measurement challenges for digital audio advertising



the key theme for improving planning and assessing digital audio advertising is standardised audience data

Standardised, comparable, single source of audience data

"Same people measurement as rest of digital. Report in Ipsos?"

"a tool like VOZ to view total reach across all networks and audio platforms"

"Standardised metrics would help, or an opportunity to look at total audio (like Voz/Total TV) would also really help"

"A tool for planning across ALL audio options"

"One reporting and measurement standard built by the IAB"

"Standardise the measurement across Audio to be in line with other digital channels"

"One currency across all audio platforms"

"inclusion of all audio (broadcast / streaming / podcasts) within surveys (eg GFK surveys)"

Better attribution models and pixel solutions

"Implementing proper attribution models that track listener actions and outcomes (e.g., purchases, website visits) linked to audio ads. "

"Align tracking capabilities to other digital media and improve ability to track conversions, etc."

"provide more help with client education on pixels "

"prioritize better attribution models that allow advertisers to track how an audio ad impacts downstream actions"

Demonstrate effectiveness in the mix

"Continued focus on MMM (so how audio fits with other channels)."

"Increased public research (unbiased) demonstrating effectiveness. Increased research studies included in negotiations."

"Establish ways to better understand the impact this channel has as part of the marketing mix to help garner buy-in from stakeholders."

Guidance on meaningful metrics

"Metrics beyond CPM/completion rate that prove effectiveness"

"Move away from downloads, auto download is still a thing and can be edited on the hosting platform"

"focus on metrics that reflect actual listener engagement, not just reach or impressions (time spent retention, and conversion"

"One page reference document on what metrics are available"

Overall education

"I think education around audio and measurement would help. I feel in particular those who have just entered the industry are so digitally focused that because they do not consume radio/audio, they aren't sure about the channel alone let alone the measurement"

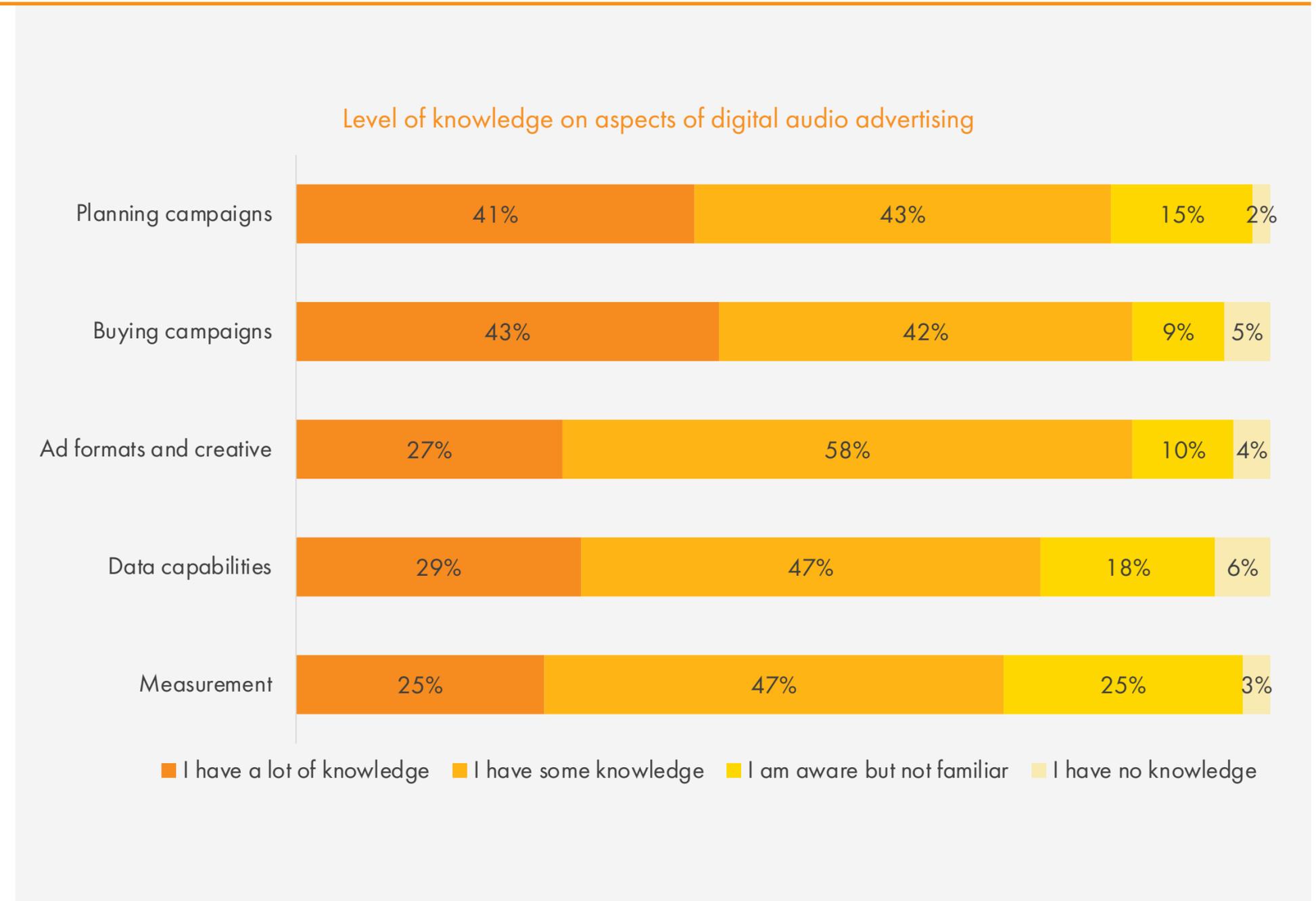
"Clarity around how to effectively buy inventory, what platforms ads or other placements run on"

opportunity to build confidence in measurement knowledge for digital audio advertising

There is an opportunity to **improve the skills and knowledge of digital audio advertising buyers** around aspects of measurement and data capabilities.

This question has been added to the survey for the first time this year.

"I think education around audio and measurement would help. I feel in particular those who have just entered the industry are so digitally focused and do not consume radio/audio, so aren't sure about the channel alone let alone the measurement."
- Agency Strategist/Planner



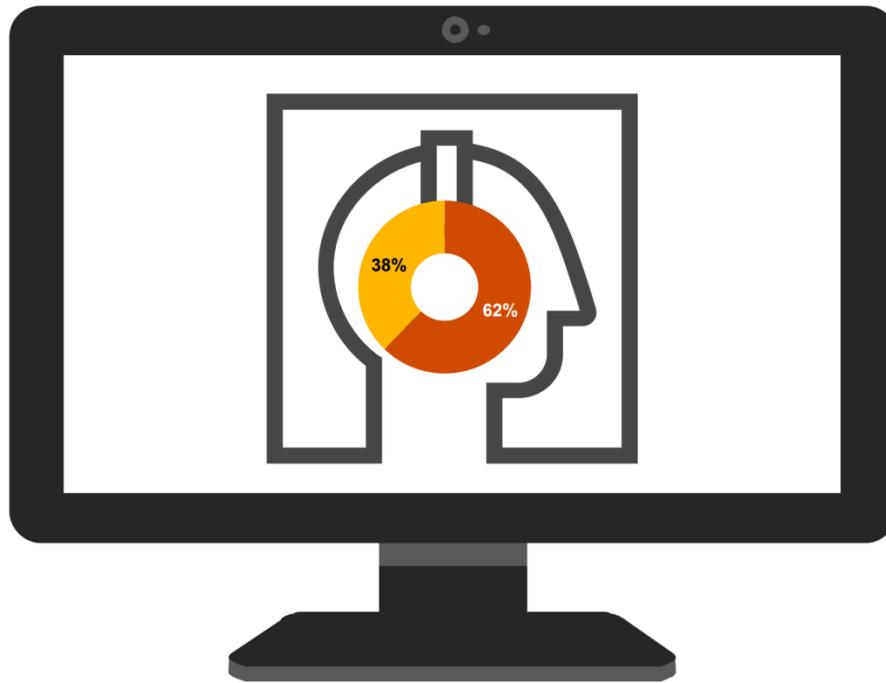
opportunities to help drive business growth

The most impactful things the digital audio industry could do to help marketers drive business growth using digital audio advertising. In addition to solving measurement challenges (most importantly standardised audience data and better attribution models), other opportunities include more sophisticated targeting and personalisation, improving programmatic supply, more transparency in ad verification, greater media owner collaboration and greater integration with other media.

<p>“Use listener data to create more targeted and relevant ads. This could involve analysing listening habits, demographics, and interests to tailor ads to specific audiences. This would make ads more engaging and less likely to be skipped.”</p>	<p>“enhance targeting capabilities with more granular, behavioral, and contextual insights, leveraging data around listener preferences, moods, and engagement patterns. This would allow more relevant ads that resonate with listeners at the right moment, leading to higher engagement and conversions”</p>	<p>“emphasise the importance of investing in quality storytelling creative, that utilises the talent that audiences have such a strong affinity to. This will not only increase audience's attention levels, but improve key brand metrics such as trust, relevance and consideration. “</p>	<p>“Digital audio is still siloed from other digital channels (like display, video, or social). Cross-platform marketing solutions, enabling seamless omnichannel campaigns need to be front of mind - including audio.”</p>
<p>“advertisers need a centralised location they can conduct brand lift studies across multiple publishers. This would reduce the minimum spend required to unlock brand lift metrics. This can only be done in a DSP with ample scale across the open exchange. If more inventory was afforded to the open exchange by audio publishers, advertisers could report on audio's effectiveness with greater accuracy & confidence”</p>	<p>“Passback of more granular content information on where ads appear. There is no transparency in where ads have run presently, especially in podcasting environments where I want to know what program my ad appeared in. We would never accept this in TV”</p>	<p>“Media owners coming together to help reduce fragmentation for planning, buying and measurement. We've all seen the pain the Total TV world has gone through in AU, audio vendors take note... think about how great it would be for everyone to come together, opt-in to standardisation and help brands measure the true impact of their audience buys. If we can do that, the budgets will keep coming.”</p>	<p>“Continue to drive conversation around convergence - the more end clients think about it as "audio" rather than radio, podcasting, and streaming the faster this will move. Help show incrementality in the digital formats and support agencies with planning the best total reach across "audio".</p>

further resources

Total audio expenditure by category for calendar year 2024



The total Australian internet audio advertising market in 2024 was

\$313m

representing

4.8%

of total 2024 general display advertising expenditure*

\$118m

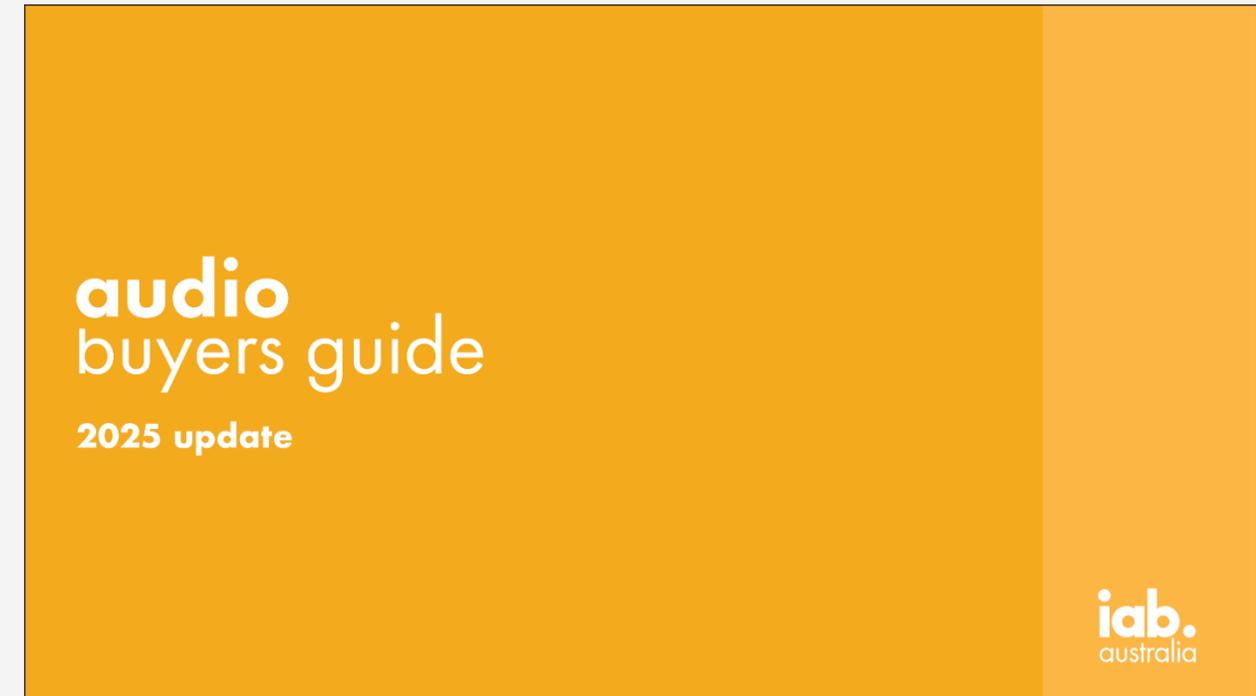
Podcast advertising expenditure

\$195m

Streaming advertising expenditure

The IAB Australian Online Advertising Expenditure Report, prepared by PWC reports quarterly on the size of Australia's digital audio advertising market including podcasts, music and radio streaming.

[Download.](#)



The IAB Australia Audio Buyer's Guide, updated for 2025, has been developed by the IAB's Audio Council to help planners, and buyers navigate the advertising opportunities that the world of audio creates.

[Download.](#)