

**urbanmedia**  
onair online onstreet

**dentsu**  
**ÆGIS**  
network



# **SOUND AFFECTS: HAS DIGITAL **KILLED** THE RADIO STAR?**

In association with

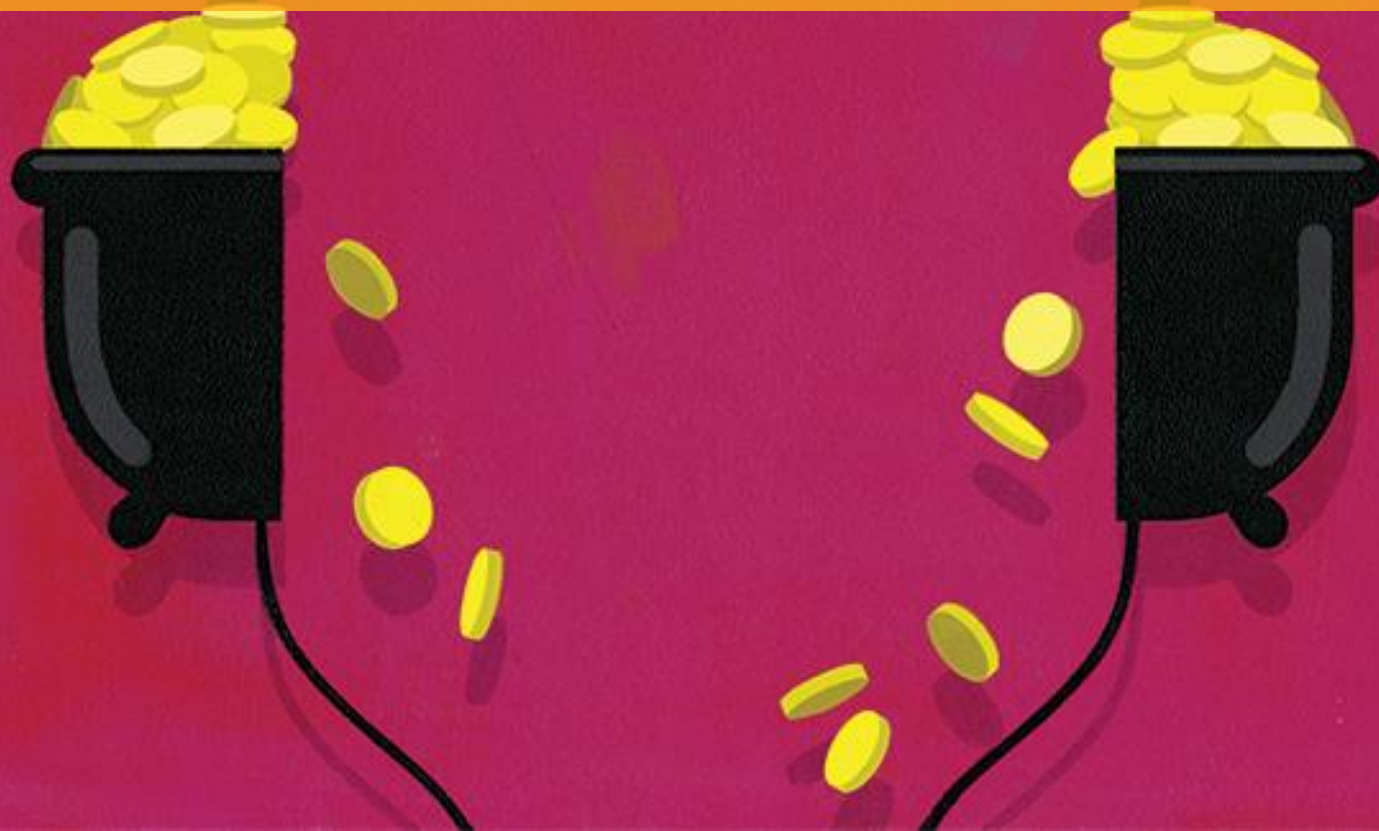


# TODAY

- INTRODUCTION TO THE PROJECT:  
**DAEL**
- THE LEARNINGS:  
**CLAIRE**
- HOW URBAN MEDIA ARE  
PLANNING FOR THIS NEW AUDIO  
WORLD: **BRIAN**
- WHAT MAKES AN ENGAGING  
PIECE OF AUDIO CONTENT:  
**SASHA**



# THREE HIGH LEVEL TAKE-OUTS



1.  
CONTROL  
HAS SHIFTED



The control has  
shifted from the  
broadcaster to the  
individual





The listener today has  
a world of options that  
they control

CHANNEL


← ANALOGUE DIGITAL →

CONTENT


MUSIC

TALK


Radio



Digital Radio/Radio Apps  
Streaming



Radio



Digital Radio/Radio Apps  
Podcasts



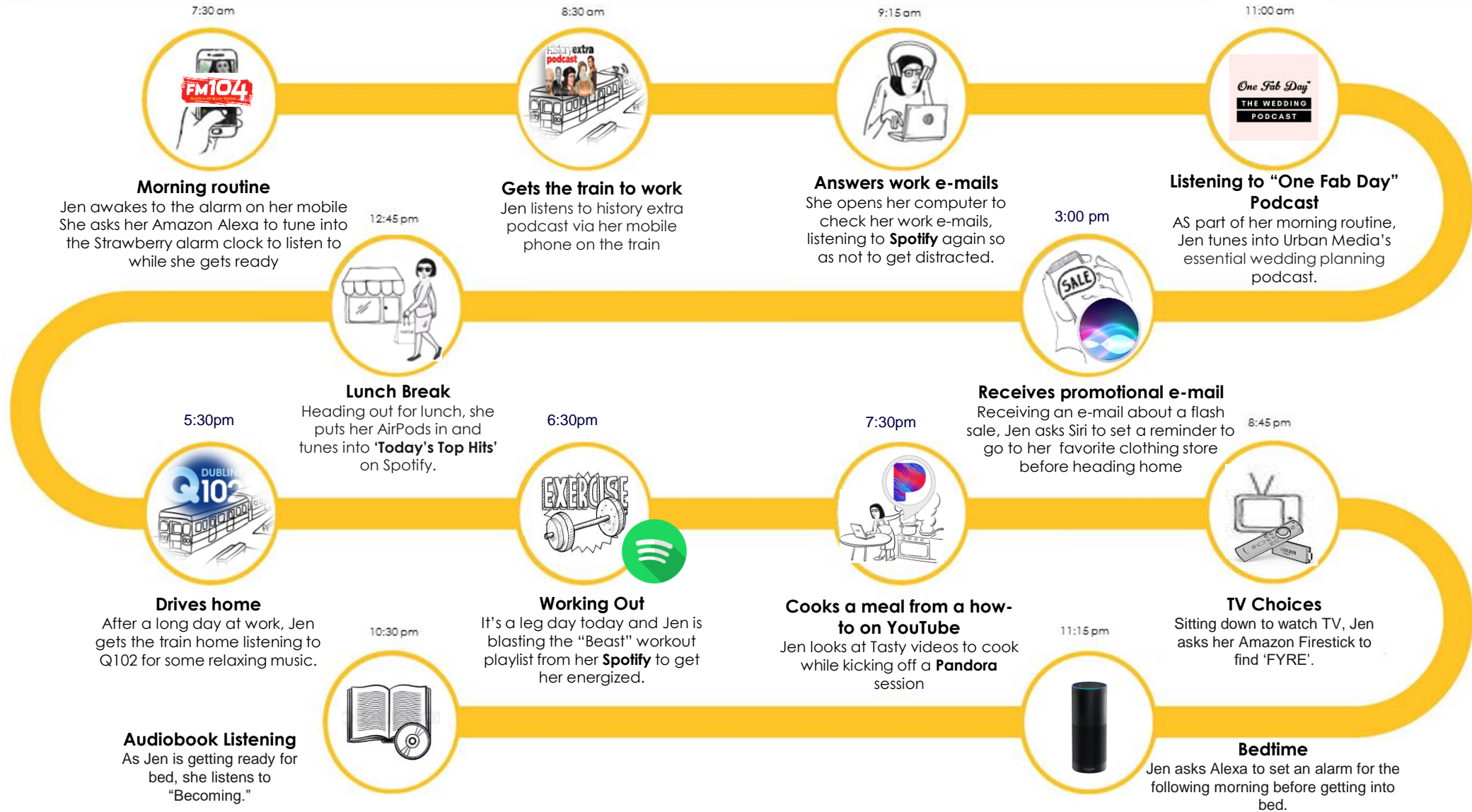


1.  
CONTROL  
HAS SHIFTED

2.  
AUDIO IS  
MULTIFARIOUS



# BETWEEN THE SOFTWARE AND HARDWARE AUDIO IS ALONGSIDE PEOPLE THROUGHOUT THEIR ENTIRE DAY





1.  
CONTROL  
HAS SHIFTED

2.  
AUDIO IS  
MULTIFARIOUS

3.  
CONNECTING WITH  
RELEVANCE



# Context

A person's hands are holding a white smartphone. The phone screen shows a social media profile page with a profile picture and some text. A yellow banner is overlaid across the middle of the image, containing the word 'AUDIO' and a plus sign icon. The background is blurred, showing what appears to be an outdoor setting with trees and a building.

AUDIO





CCS

**Surveying over 1,100 Irish adults aged 15-64 years we asked:**

**What audio  
people listen  
to**

**How they  
listen to it**

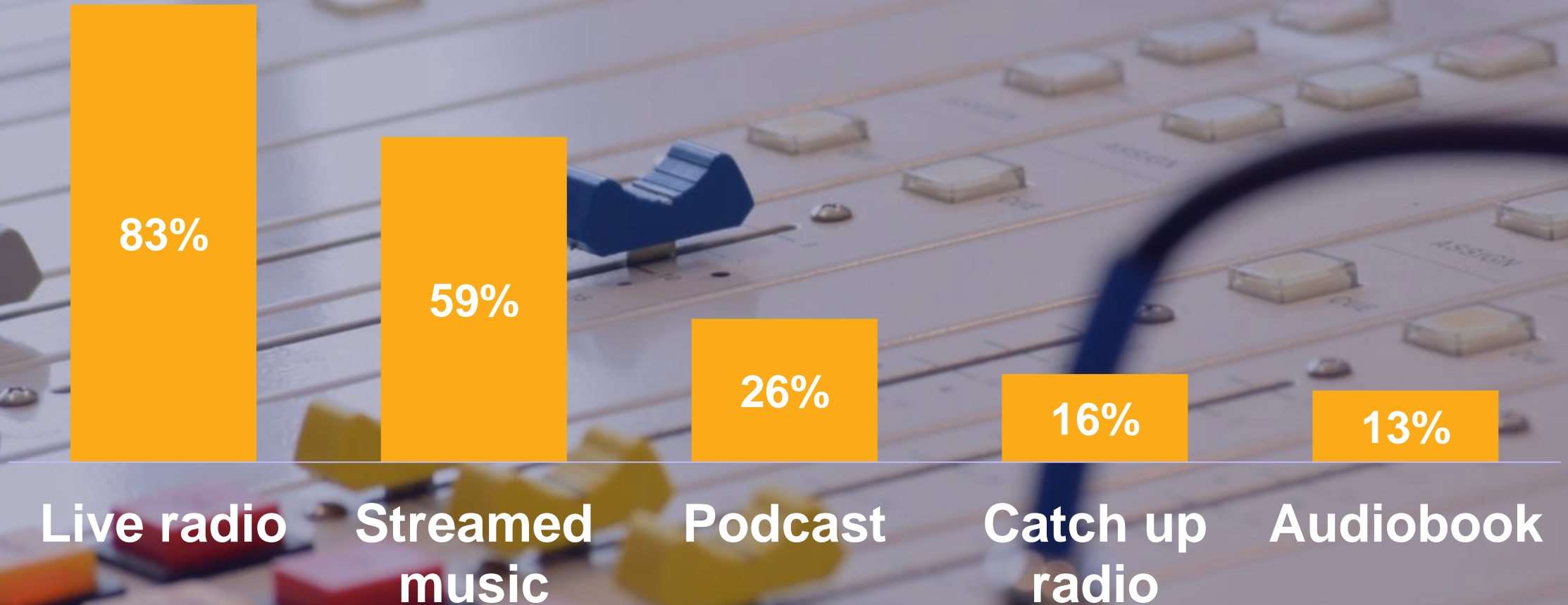
**What  
motivates  
their choices**

**How they feel  
about  
advertising**

A close-up, side-profile shot of a DJ with short blonde hair, wearing a red jacket and headphones, focused on their work. They are in a dimly lit club or concert venue, with blue and purple stage lights illuminating the scene. In the background, there are blurred lights and the faint outline of a crowd. The overall mood is energetic and modern.

**Has digital killed the  
radio star?**

# In the last 30 days...

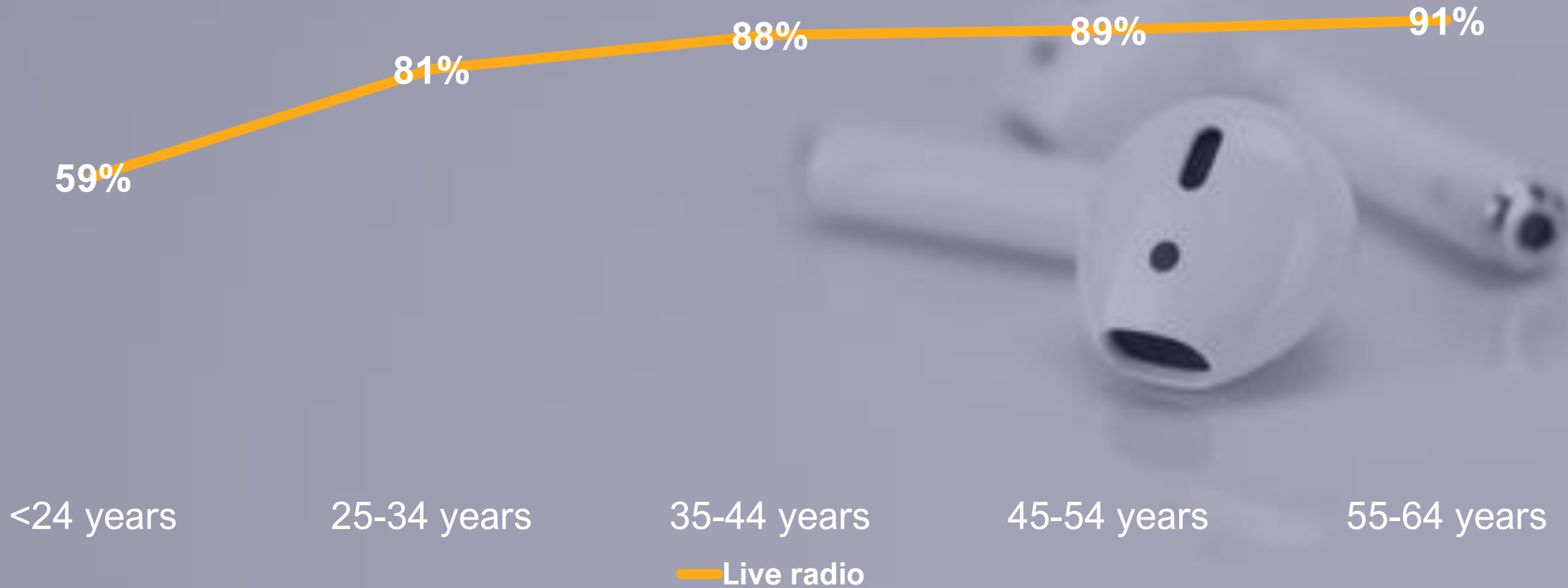




**58% of people say  
they are most likely  
to listen to radio if  
they want to listen  
to audio**

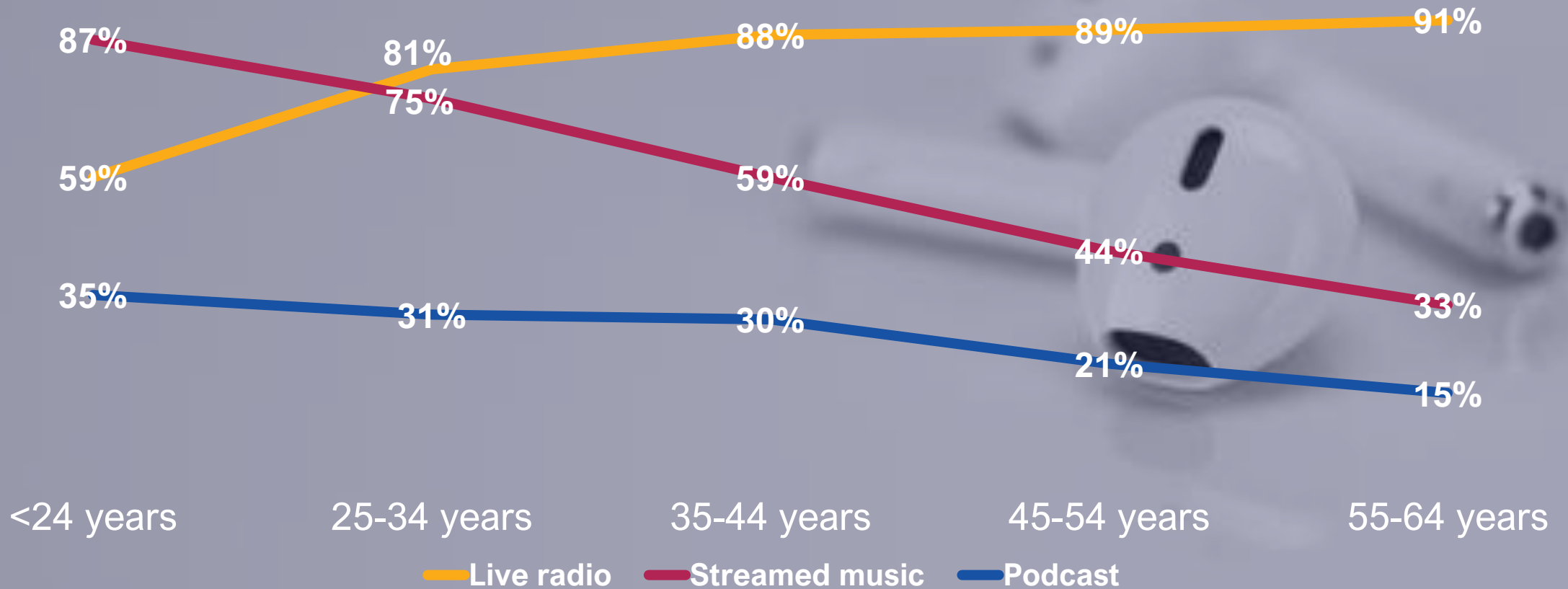


# Although those listening\* vary in age substantially



\*last 30 days

# Although those listening\* vary in age substantially



\*last 30 days



70%



44% feel that listening through earphones makes them more connected to their audio

**53%**

Podcast listeners

**52%**

Music streamers


**48%**

Catch up radio listeners

**43%**

Radio listeners





**Under half thought there was a  
difference between catch up  
radio and podcasts  
– although this rose to nearly  
2 thirds of recent podcast  
listeners**

A person is seen from behind, with their arms raised and hands joined to form a heart shape. The background is a city skyline at sunset or sunrise, with warm, golden light and blurred buildings. The overall mood is romantic and hopeful.

**Why are consumer motivations important?**





**We can all think of campaigns  
that have been tone-deaf in  
much less intimate spaces  
than our headphones.**

A close-up photograph of a person's hand adjusting a slider on a mixing console. The hand is positioned over a series of sliders, with the index finger touching one of them. The background is blurred, showing a studio environment with various pieces of equipment and lights. The text is overlaid on the right side of the image.

**Knowing why consumers  
are listening allows our  
messaging to be more  
relevant and more  
resonant**



**9 in 10 as likely or more likely to listen to a podcast if it's Irish made**



**Why are we  
listening?**

A pair of black over-ear headphones is shown from a top-down perspective, viewed through a circular hole in a white, textured surface. In the background, a person's face is visible, looking directly at the camera. The text "It depends" is centered in a yellow box over the headphones.

**It depends**



To be informed - more likely to be used to keep up to date with current affairs or as company





**To be informed - more likely to be used to keep up to date with current affairs or as company**



**Tends to be mood based – chosen to accompany how listeners are feeling or when they're seeking to relax**



**To be informed - more likely to be used to keep up to date with current affairs or as company**



**Tends to be mood based – chosen to accompany how listeners are feeling or when they're seeking to relax**



**People seek out podcasts for entertainment or knowledge**





Comedy  
39%



News & Politics  
32%



Society & Culture  
31%



Sports  
31%



**And how does advertising  
fit in?**

**8 in 10 adults are willing to listen to at least some audio advertising**



**With 1 in 3 adults willing to listen to over 15 seconds of advertising**





**45% of music streamers agree that they are willing to pay to use a service like Spotify if it means they don't have to listen to adverts**


A laptop screen displays a music streaming application interface. At the top, there's a search bar and a user profile for 'Christian Gardner'. Below that, a 'Focus' section features four playlist cards: 'Relax and indulge with some profoundly beautiful piano pieces', 'Stay relaxed with these low-key beats and instrumentals', 'Unwind to these calm acoustic guitar pieces', and 'Drift away with some easy ambient music'. Each card shows a follower count. Below these are more playlist cards like 'Deep Focus', 'Chill Lofi Study Beats', and 'Productive Morning'. A large white play button is overlaid on the screen. At the bottom, a progress bar and a green bar with the text 'Listening on Stephen's Echo' are visible. The laptop is on a desk with a book titled 'THE ONE THING' and a smartphone nearby.

**64%**

**Listen to PAID music streaming services**

**87%**

**Listen to FREE music streaming services with advertising**

An iPad is positioned on the left side of the frame, displaying its home screen with various app icons such as 'Kontaktok', 'Óra', 'Térkép', 'Videók', 'Jegyzet', 'Emlékeztető', 'Photo Booth', 'Game Center', 'iTunes Store', 'App Store', 'iBooks', and 'SearchLock'. To the right of the iPad, a vintage-style silver microphone with a spherical grille is mounted on a black tripod stand. The background is a plain, light-colored surface.

**52%**

**Of podcast listeners  
are subscribers**

**43%**

**would be willing to  
pay for a podcast**

A pair of black over-ear headphones is the central focus, resting on a light blue surface. To the left, a portion of a white keyboard is visible, and to the right, a white computer mouse is partially seen. The background is a soft, light blue gradient.

**68% ignore ads that they think are not relevant to them**

**- rising to 74% of podcast listeners**



**42% of podcast listeners feel more  
favourably towards sponsors than  
advertising during breaks**



A close-up, side-profile shot of a DJ with short, light-colored hair, wearing a red jacket and headphones. They are focused on their work, with one hand on a turntable. The scene is lit with vibrant blue and purple neon lights, creating a moody atmosphere. In the background, out-of-focus warm lights suggest a club or concert setting. The overall image has a cinematic, high-contrast aesthetic.

**Has digital killed the  
radio star?**



**No...**

**but it's time to start  
thinking differently**



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# Understand our future audience



# Radio to Audio



# urbanmedia

onair online onstreet



urban  
access



umax   
urban media audio exchange



*One Fab Day*  
THE WEDDING  
PODCAST





**CONTENT**

**TECH**

**CREATIVITY**

**CONTEXT**







**Be Brave with Audio**

# GRIEF ENCOUNTERS

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A Podcast about Love, Life and Loss

**Storytelling.**

**Authentic.**

**Pushes boundaries.**

**Sharing.**



## GRIEF ENCOUNTERS

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But it is what it is now and and I have to on  
some level.

**Explores.**

**Innovates.**

**Teaches.**

**Helps.**



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An illustration of a pair of black over-ear headphones. The earcups are filled with a pile of gold coins, and several more gold coins are shown falling from the bottom of the earcups. The background is a gradient of purple and pink. A semi-transparent yellow horizontal band is overlaid across the middle of the image, containing the text.

Take a brave step into the world of audio!

Thanks!

