

AUDIO

Digital audio doesn't need a screen to impact the user, making it the perfect complement to your marketing campaign. Devices like smart speakers, gaming consoles and set-top boxes have made digital audio even more accessible - giving you more opportunities to connect with potential customers.

DAILY TIME SPENT STREAMING BY LISTENING LOCATION



REACH

customers while they're streaming their favorite radio stations, playlists or podcasts.

PLACE

your message on popular music services such as Spotify, SoundCloud, iHeartRadio and more.

TARGET

only the people relevant to your business with demographic targeting.

MAXIMIZE

results and efficiency through contextual, behavioral and geographic targeting.

Source: IAB 2019 Digital Audio Buyer's Guide - 2.0



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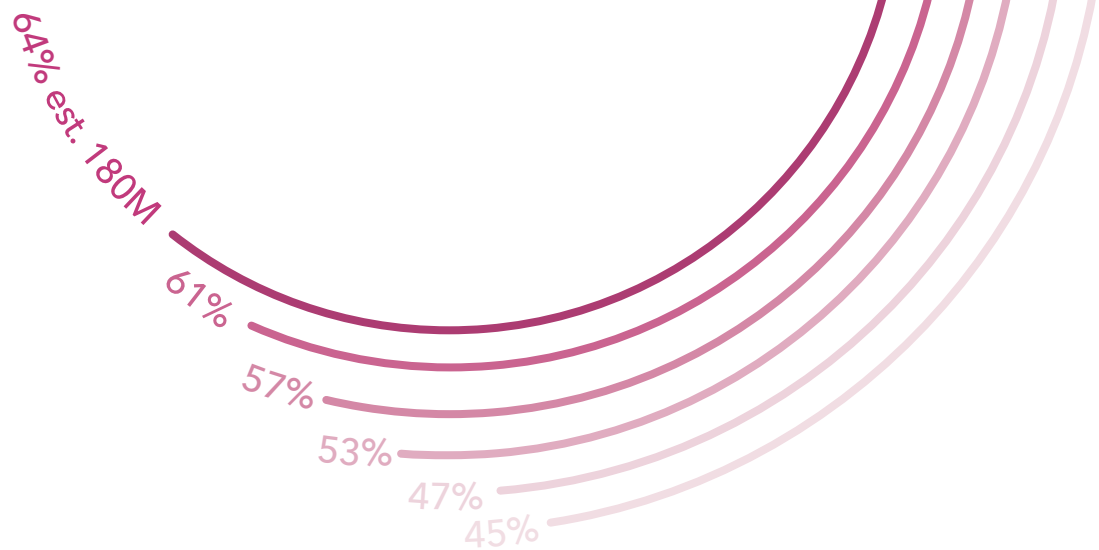


AUDIO



2013
2014
2015
2016
2017
2018

DIGITAL AUDIO reached an estimated **180M PEOPLE** monthly in 2018 and continues to experience consistent growth across demographics.⁵



5. Edison Research and Triniton Digital, The Infinite Dial 2018, P12+