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# POWER OF AUDIO

## Will Audio kill the Video Star?

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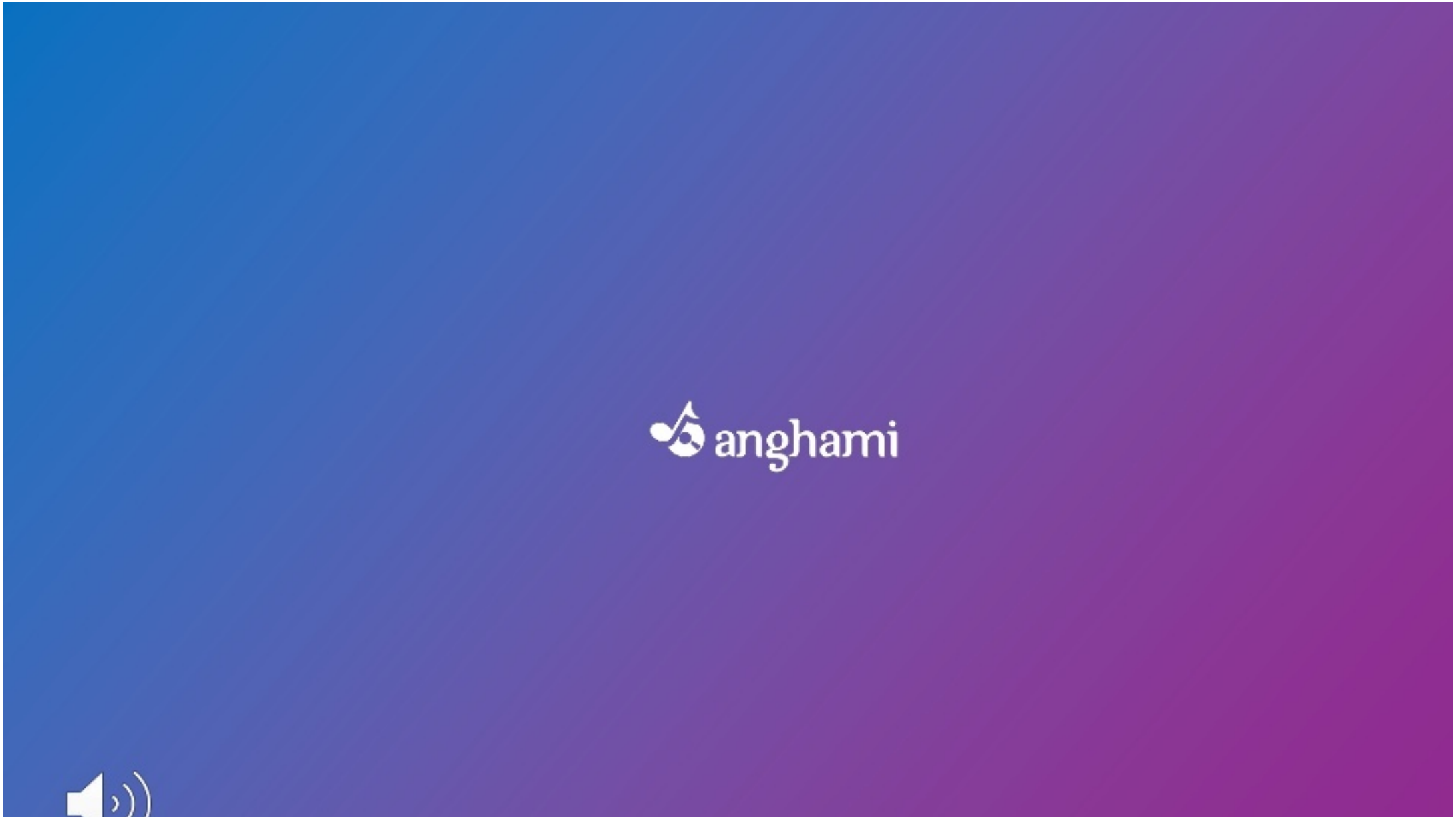
**Rami M. Zeidan – VP Partnerships**
@zeidanir

Audio has the
**power of recognition**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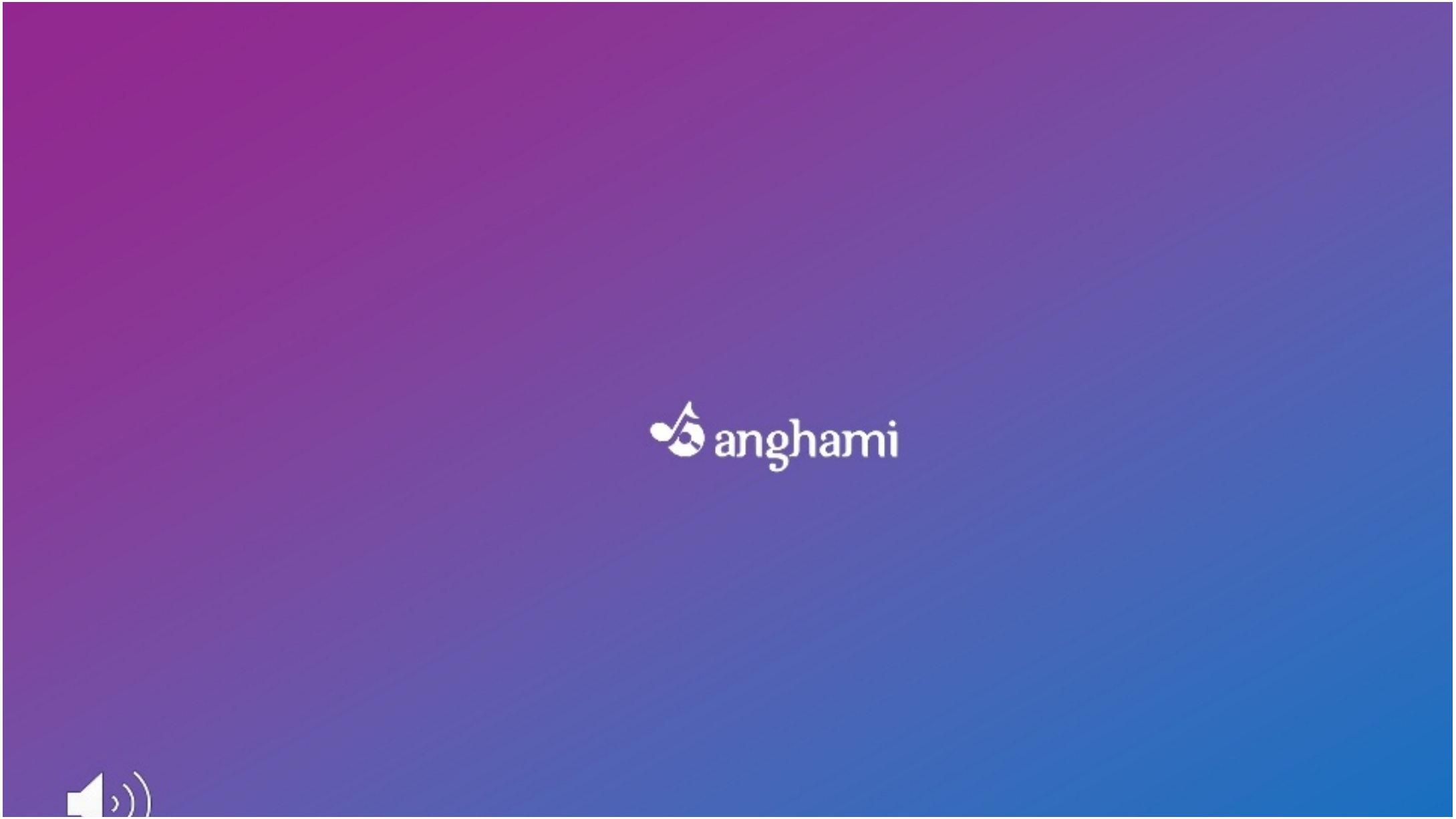
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## *Sound*

Catchy phrases
Rhymes
Sonics

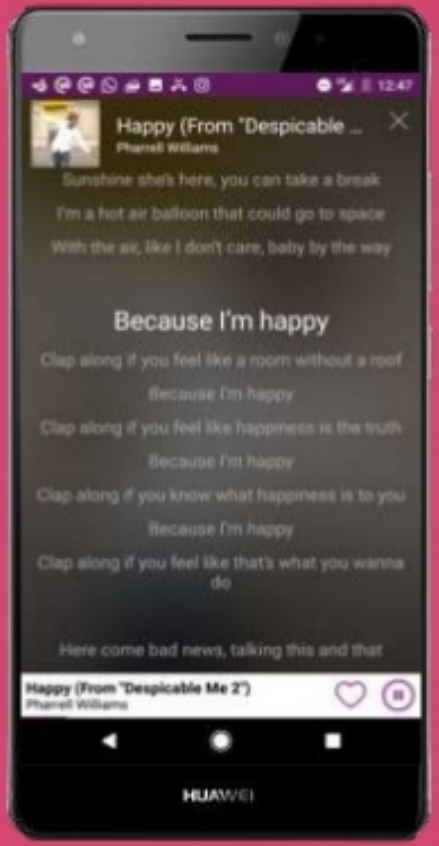
# AUDIO |POWER of EMOTION

## *Emotion*

Mood
Feelings
Memories

Playlist: Horror Movie Themes
Psycho (A Narrative For Orchestra)
London Philharmonic Orchestra (The Ultimat...
The Ultimate
HORROR
MOVIE ALBUM
25
938
Share
HUAWEI

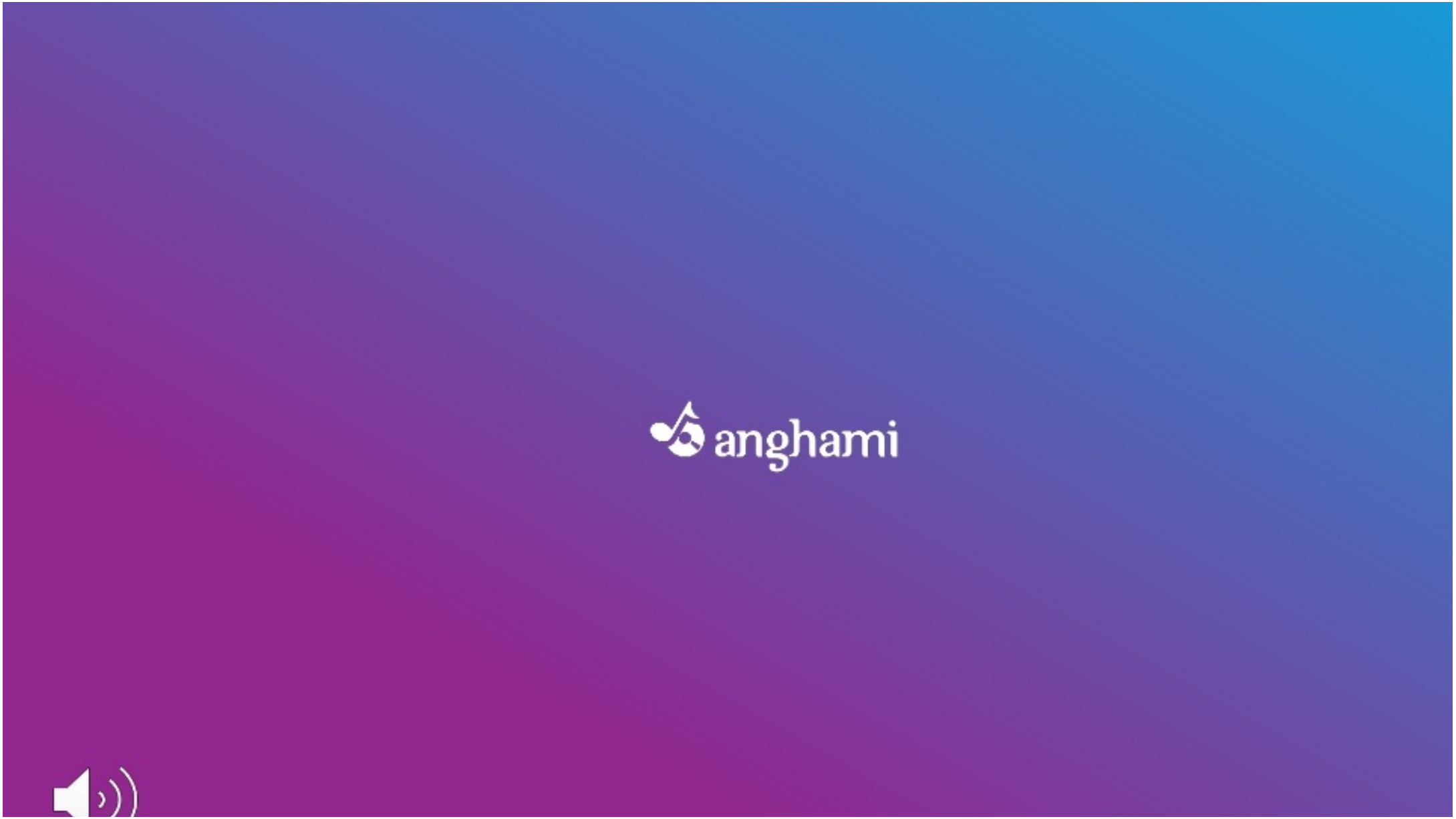
12:14
Playing now
Goodbye My Lover
James Blunt (Back To Bedlam)
Lyrics
james blunt
back to bedlam
Share
HUAWEI


12:47
Happy (From "Despicable ...
Pharrell Williams
Sunshine she's here, you can take a break
I'm a hot air balloon that could go to space
With the air, like I don't care, baby by the way
Because I'm happy
Clap along if you feel like a room without a roof
Because I'm happy
Clap along if you feel like happiness is the truth
Because I'm happy
Clap along if you know what happiness is to you
Because I'm happy
Clap along if you feel like that's what you wanna do
Here come bad news, talking this and that
Happy (From "Despicable Me 2")
Pharrell Williams
HUAWEI

# Some say, Audio is 70% of the picture

# Some say, Audio is 70% of the picture

# Audio can live alone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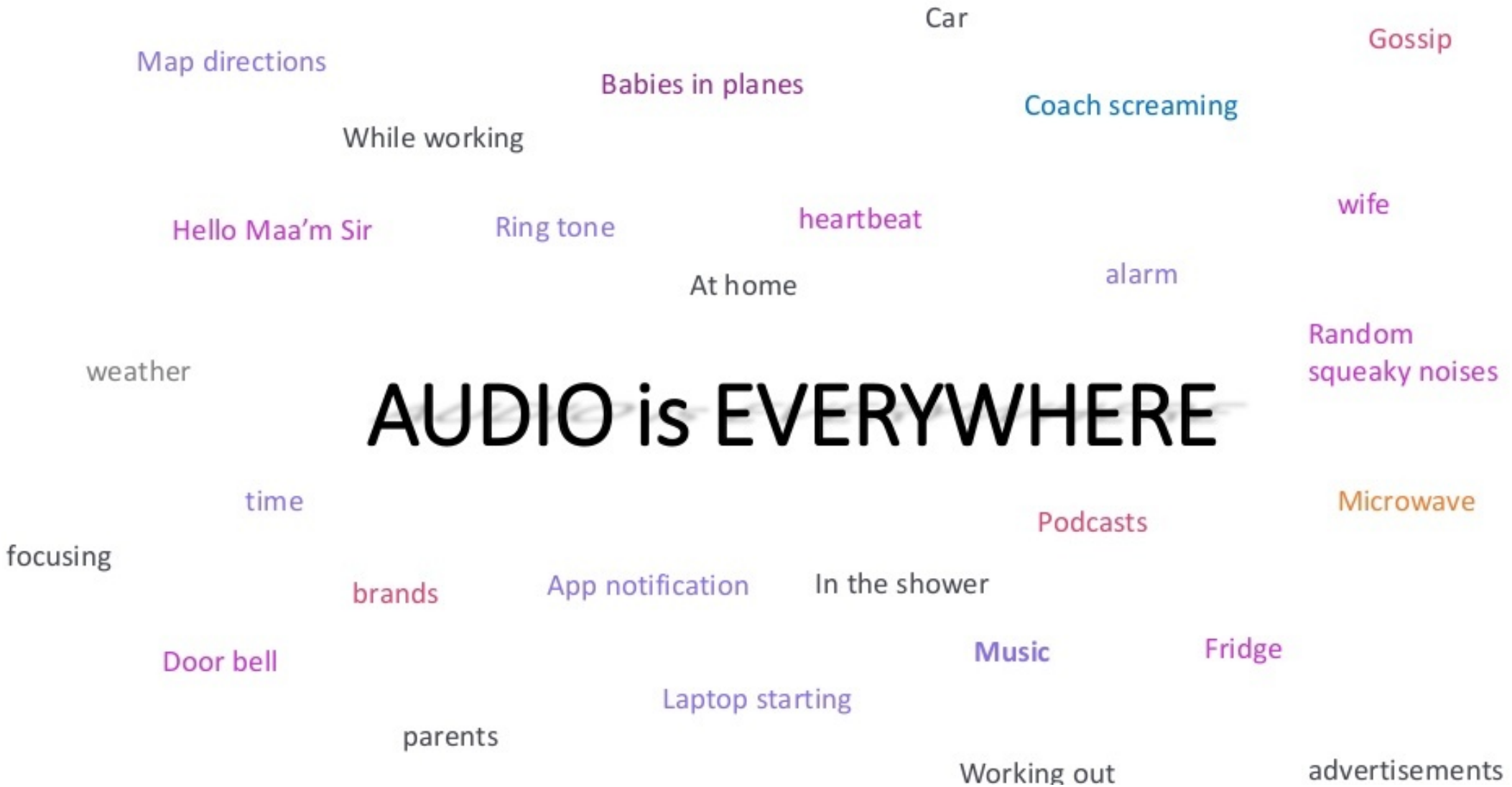

Car
Gossip
Map directions
Babies in planes
Coach screaming
While working
wife
Hello Maa'm Sir
Ring tone
heartbeat
alarm
At home
Random
squeaky noises
weather
AUDIO is EVERYWHERE
time
Microwave
Podcasts
focusing
brands
App notification
In the shower
Door bell
Music
Fridge
Laptop starting
parents
Working out
advertisements

# Extended by the power of Technology

# Audio is the new screen

AVERAGE TIME SPENT PER DAY WITH MOBILE APPS BY US MOBILE APP USERS VS. TOTAL ADULTS, BY ACTIVITY, 2016-2018

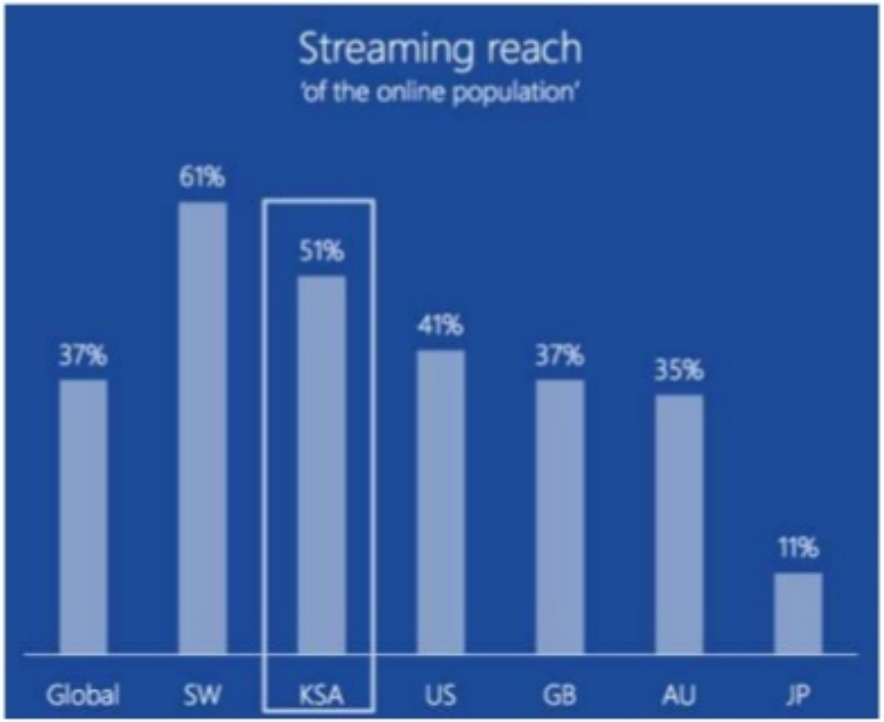
*HRS:MINS*

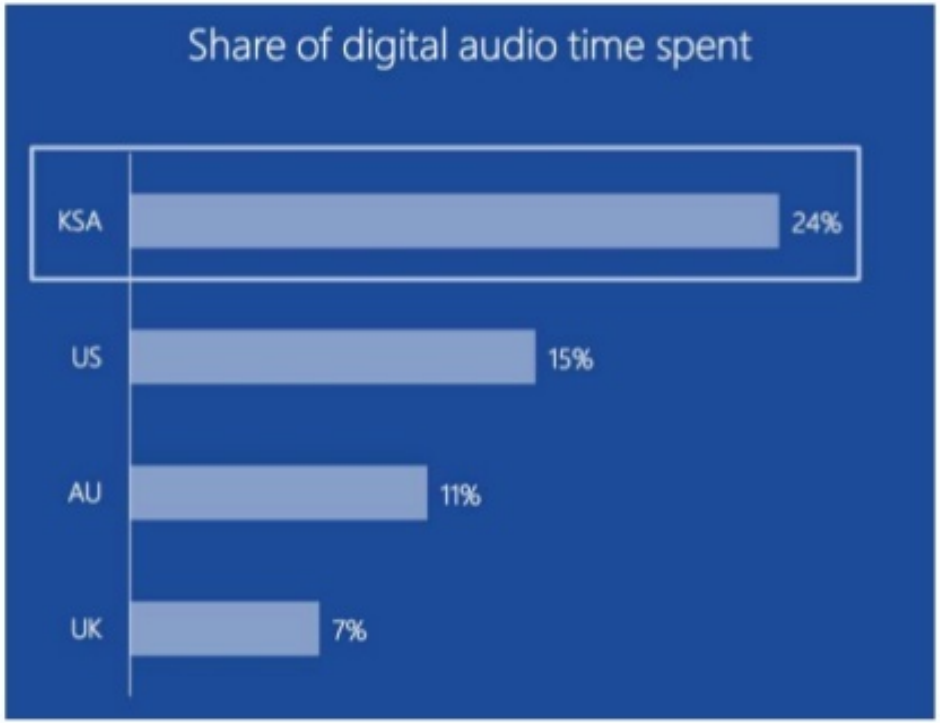
| | ADULT MOBILE APP USERS | | | TOTAL ADULTS | | |
|---|---|---|---|---|---|---|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| AUDIO LISTENING | 0:39 | 0:41 | 0:42 | 0:33 | 0:35 | 0:37 |
| SOCIAL NETWORKING | 0:28 | 0:31 | 0:32 | 0:23 | 0:26 | 0:28 |
| GAMING | 0:27 | 0:27 | 0:27 | 0:23 | 0:23 | 0:23 |
| VIDEO VIEWING | 0:22 | 0:24 | 0:25 | 0:18 | 0:20 | 0:22 |
| MESSAGING | 0:09* | 0:15* | 0:25* | 0:05 | 0:09 | 0:14 |
| OTHER | 0:55 | 0:55 | 0:52 | 0:46 | 0:47 | 0:46 |

Note: ages 18+; time spent with each device includes all time spent with that device, regardless of multitasking; for example, 1 hour of multitasking on a smartphone while on a tablet is counted as 1 hour for smartphone and 1 hour for tablet; *among adult mobile messaging app users only

*Source: eMarketer, Sep 2016*

# 71% of digital audio is Music



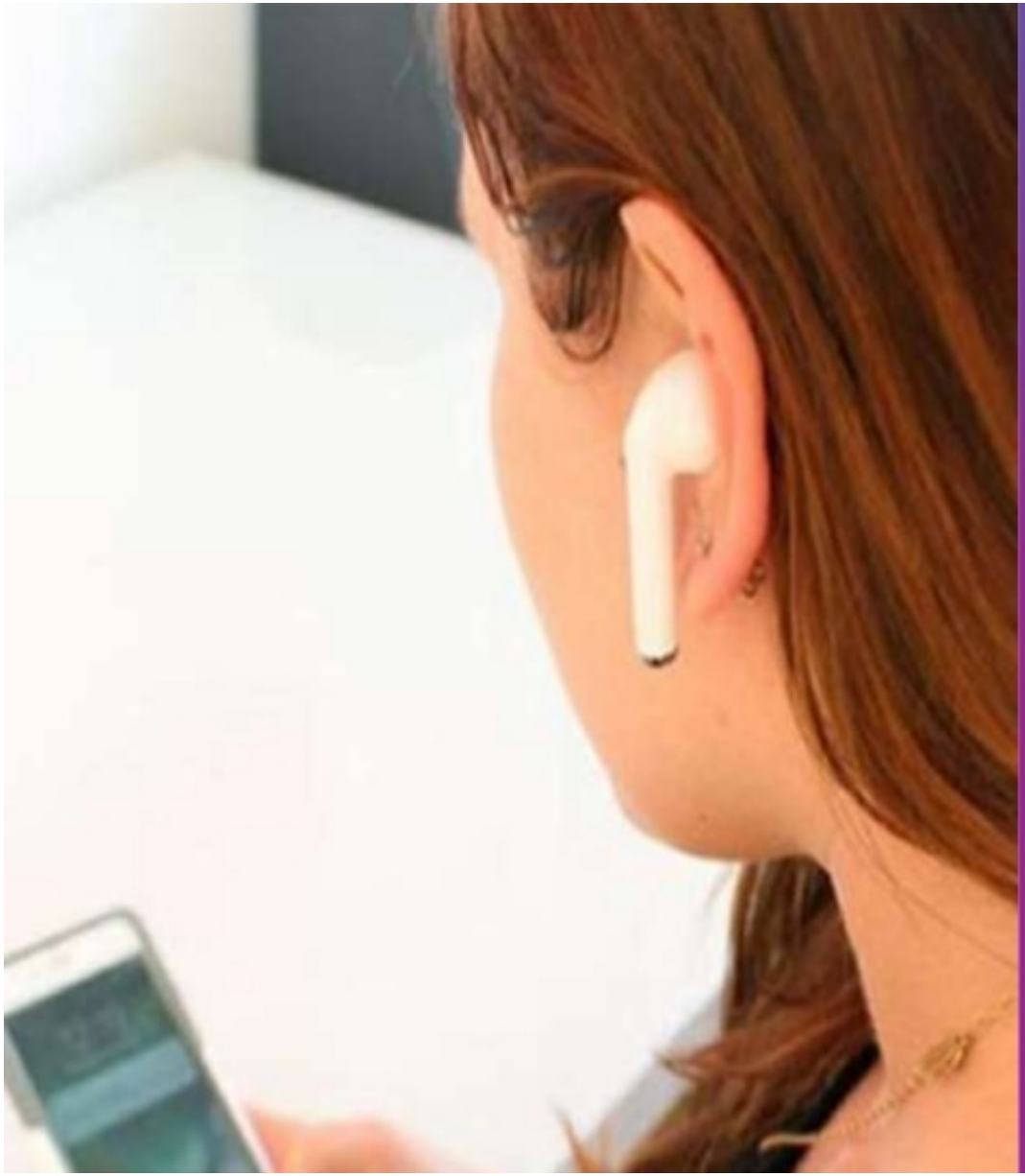



**60M** users **100%** Growth Y-Y

| 30% | 35% | 22% | 13% |
|---|---|---|---|
| GCC | NA | Levant | Row |

Spending a total of **52** min/day **4** times/ we

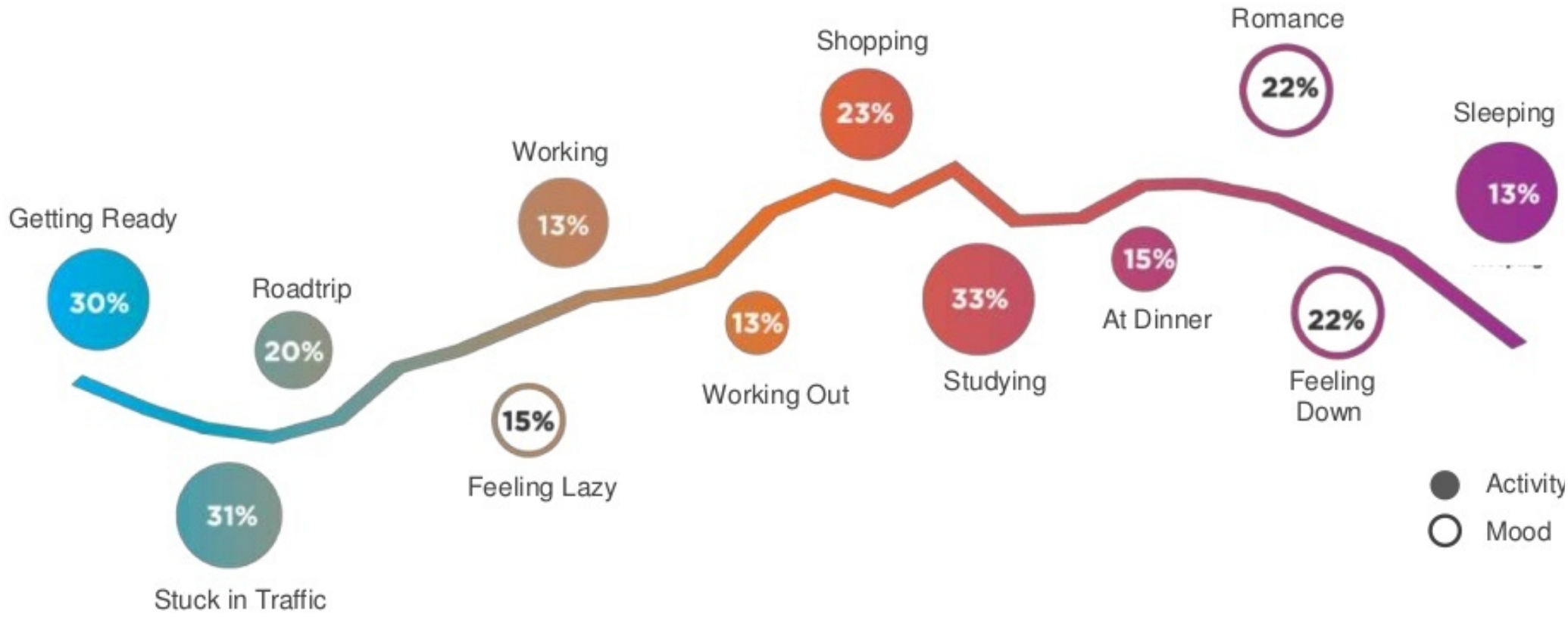
**With 1,000,000,000 streams/month**



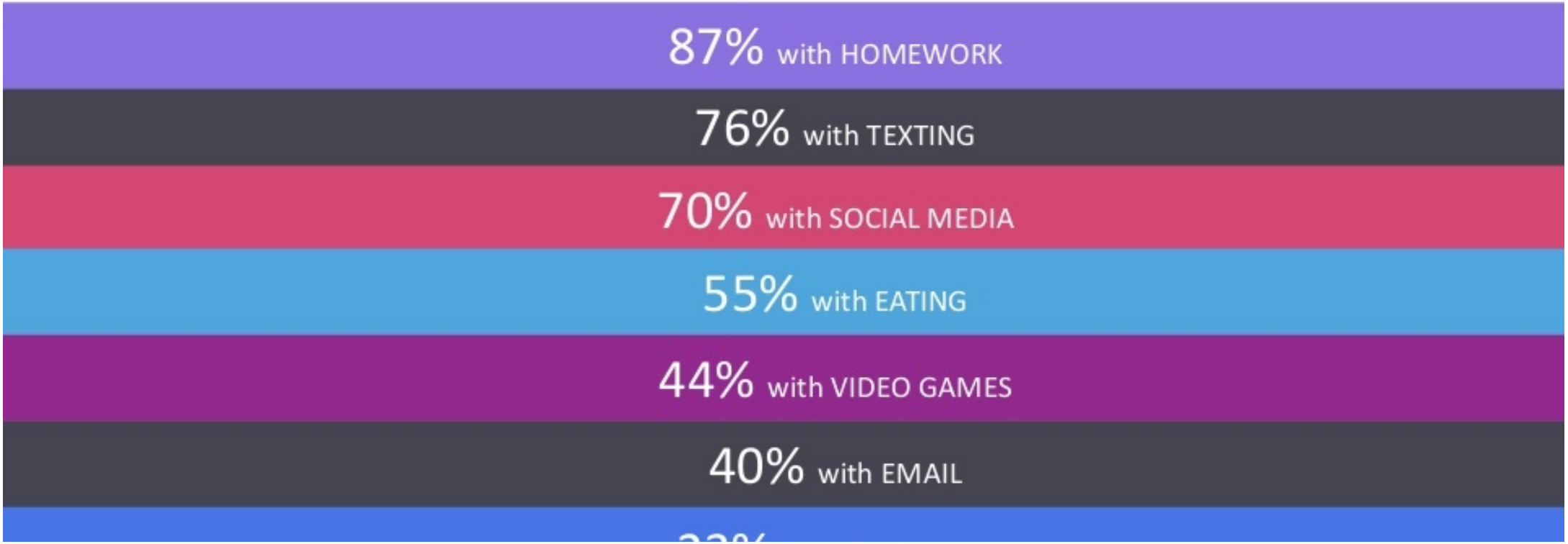
# Welcome to The Earbud Era

The way to their hearts is through their ears

# Audio is an everyday companion



# 47% of teens spend over 4+ hours with earbuds on



# Making Audio ads native by nature not by placement

# In a personalized emotive environment

**USING DATA**
Tap into a song, playlist, or even an emotion to engage the modern listener

**100% COMPLETION RATES**
1 ad every 15 minutes, 30sec, non-skippable

**EFFECTIVLY**
Combines the uniqueness of Video and the targeting quality of display

**SAFE & SOUND**
Brand safe environment

**SCALABLE**
Targeting millions of mobile users across MENA

# MEMORABLE

**+49%**

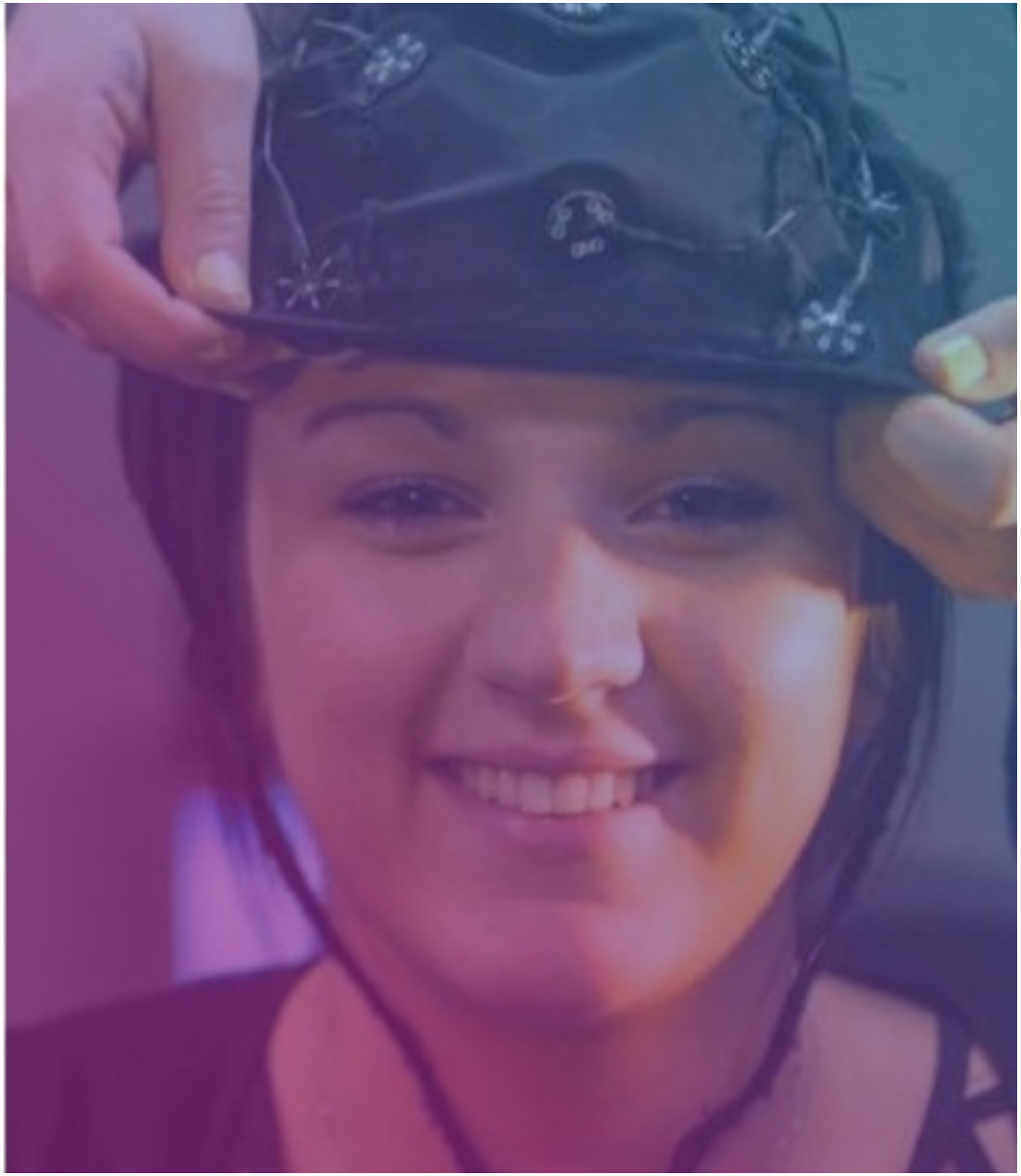
more memorable than broadcast radio

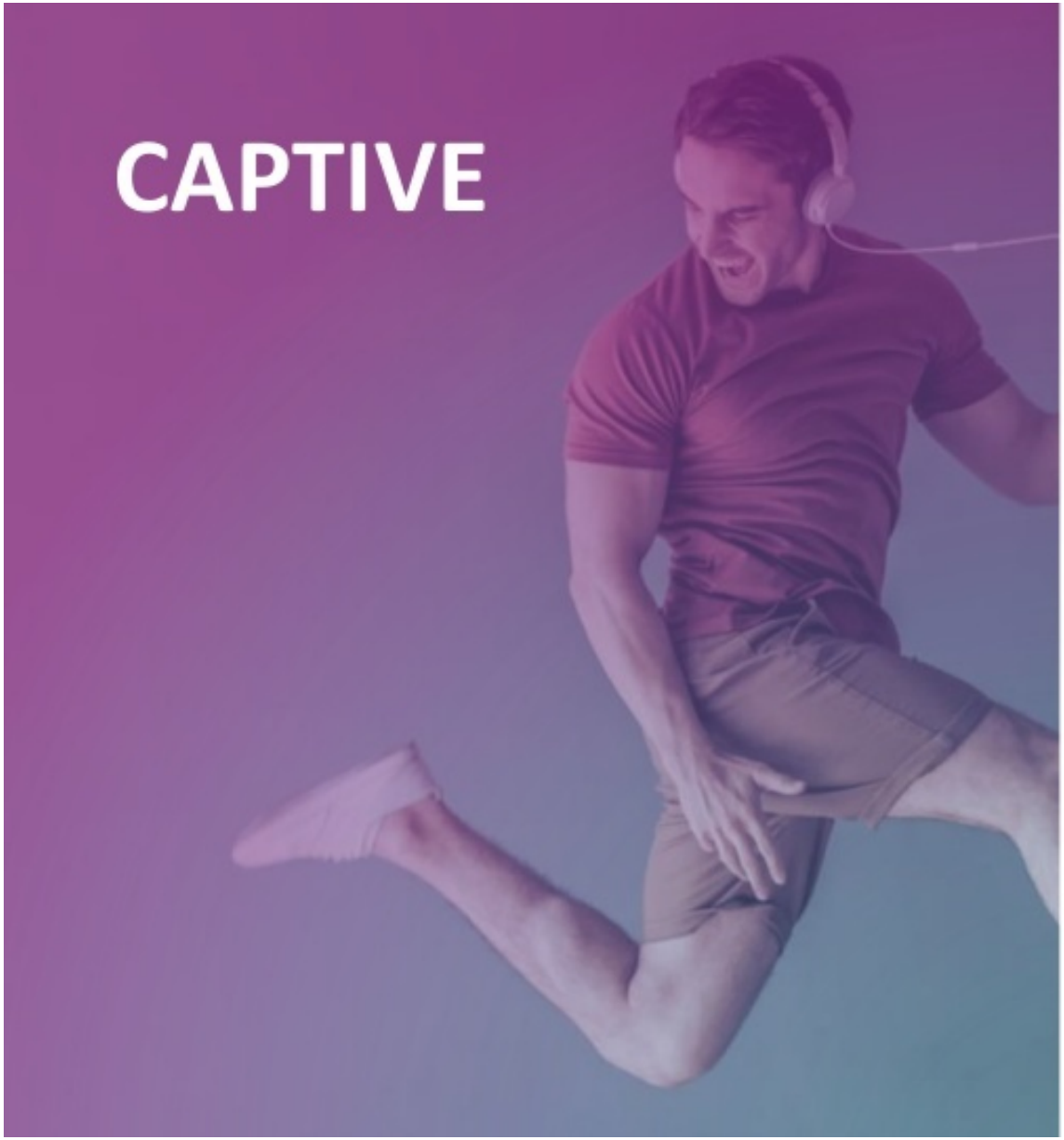
**+36%**

more memorable than TV

**+29%**

more memorable than mobile video






**59 %** more likely to recall a slogan

**10 %** more likely to recall the advertiser

**9 %** Higher brand awareness

6.1

X3

More likely to lift
**PURCHASE INTENT**

4.6

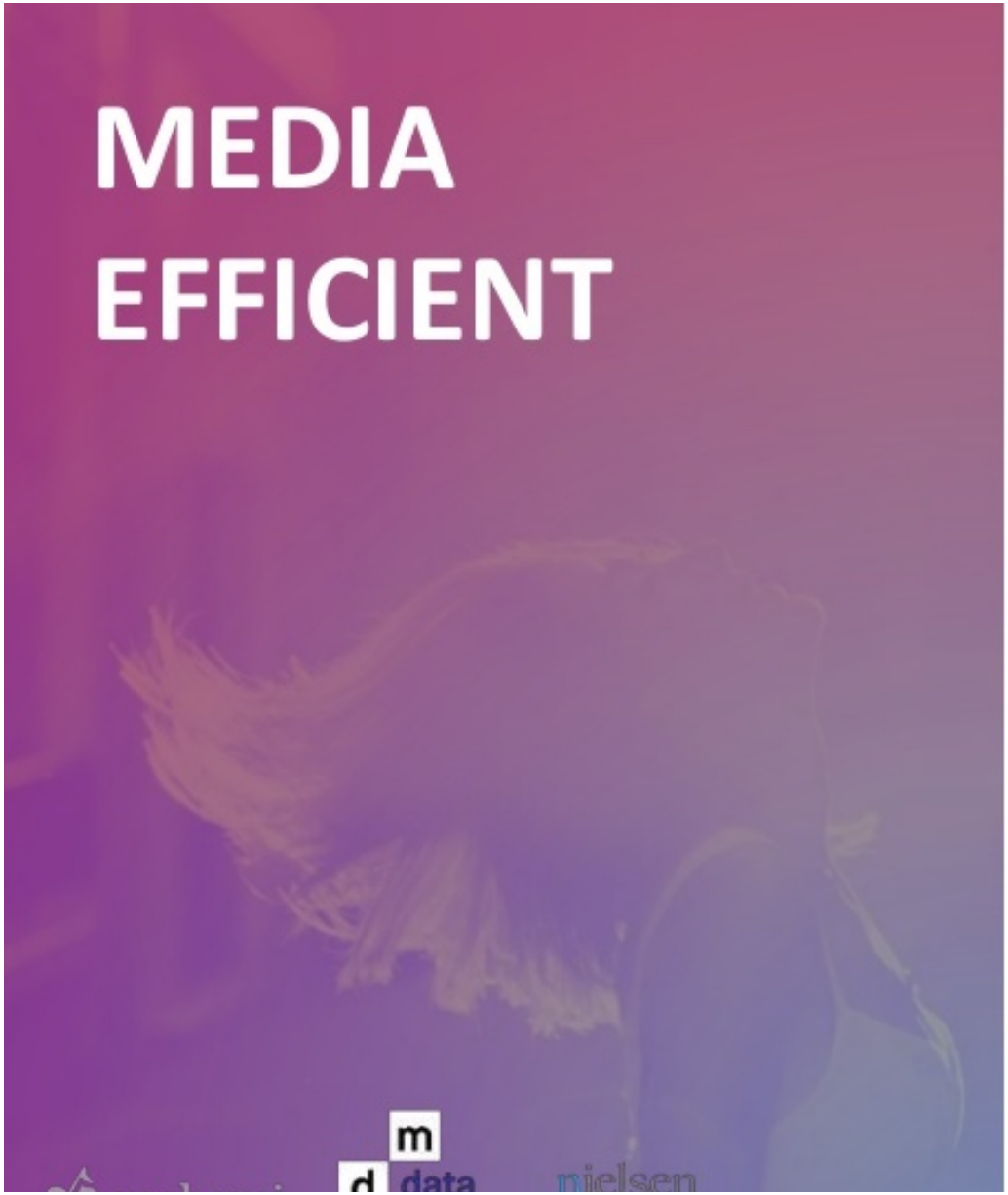
X3

More likely to lift
**BRAND FAVORABILITY**

3.6

X2

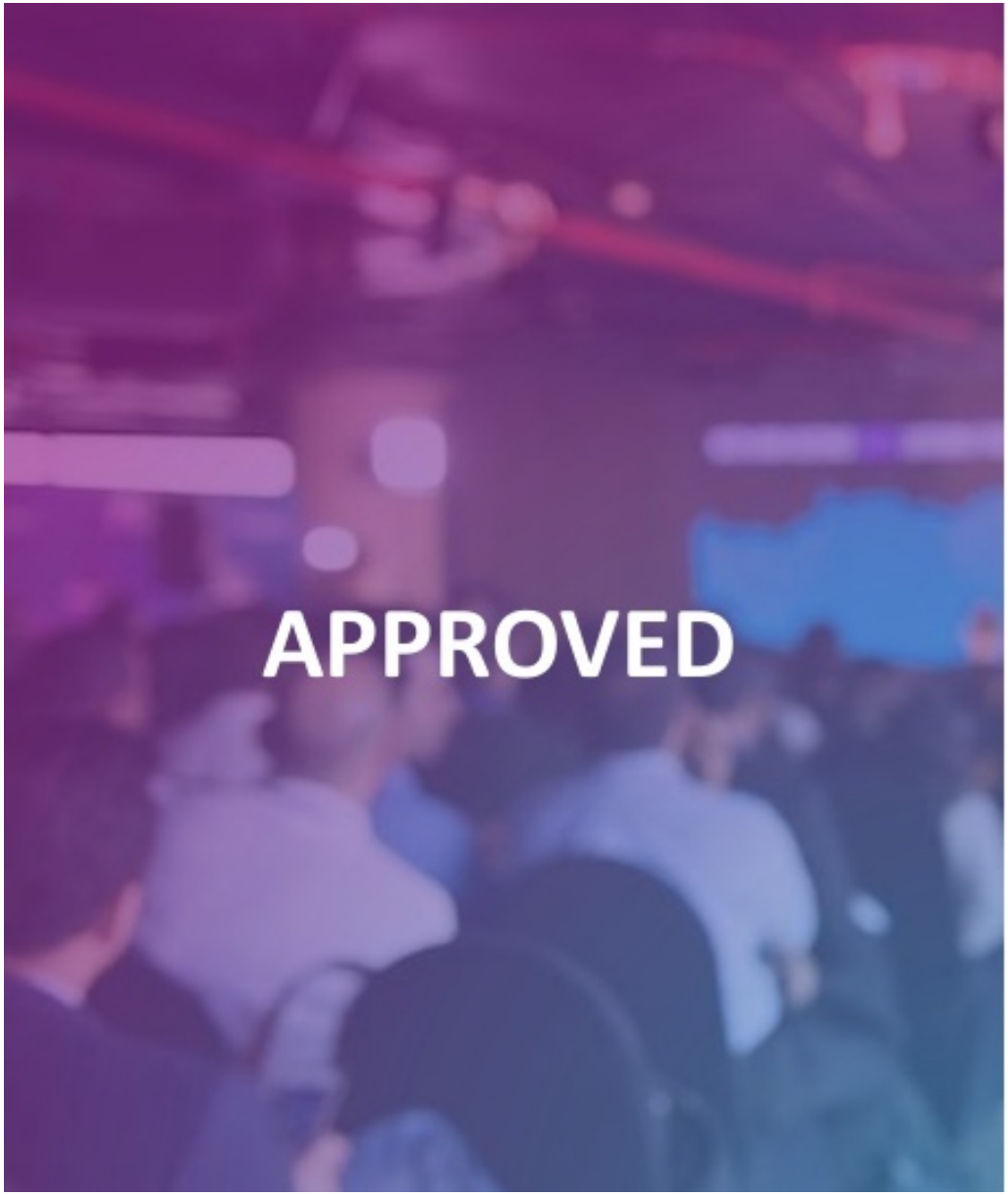
More likely to lift
**BRAND AWARENESS**




**21%**
Anghami users do not listen to Radio (KSA).

**10%**
Increment on reach within a Radio Mix. (KSA)

**2.5%**
average CTR of Audio ads




# Marketers in MENA seeing the valu

<5%
share of digital audio budget

69%
of marketers will increase investment in digital audio by 5-15%

77%
allocate digital budget from digital, remaining comes from radio

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# Here is some of the work we loved from 2017

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AdAge: From Global top 10 Audio ads in 2017

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Anghami: From top 10 Audio ads in 2017

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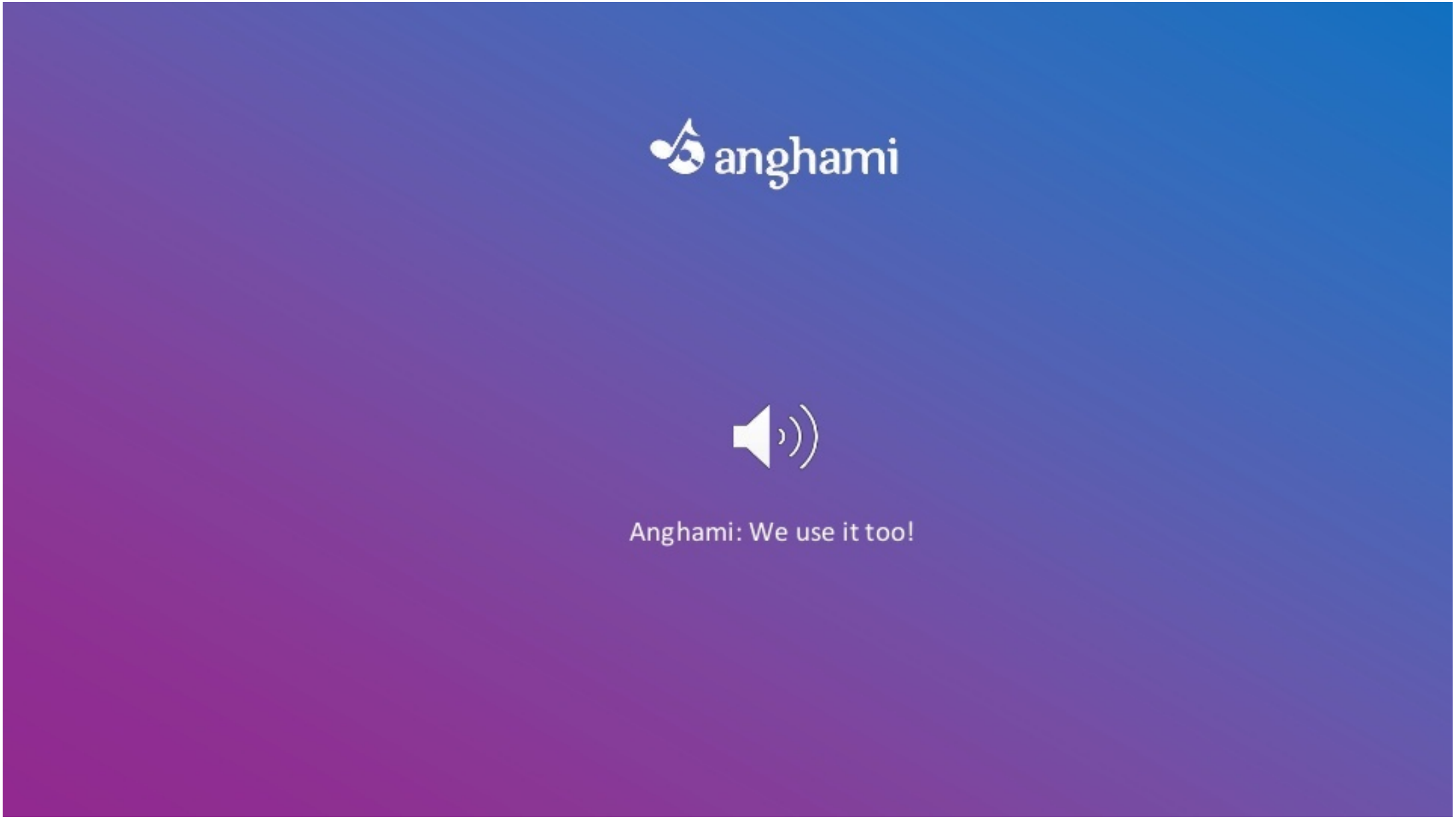
Anghami: From top 10 Audio ads in 2017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Anghami: We use it too!

# This is the POWER of AUDIO

# The power to be EVERYWHERE

RECOGNIZED | EMOTIVE | IMPACTFUL

# Think Audio, try Digital Audio

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