



SCA **iq**

**Audio  
Reach  
Amplifier.**

# OVERVIEW



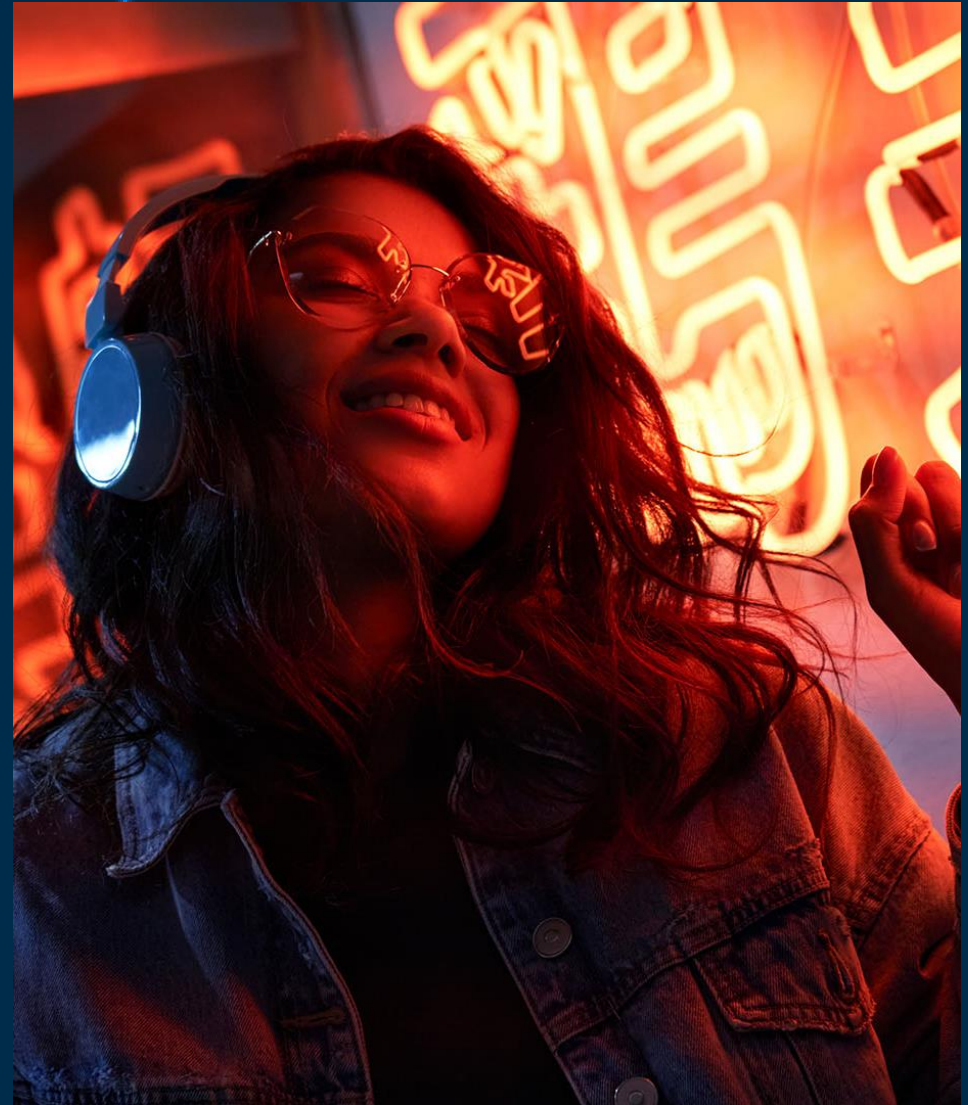
**Audio works effectively at every stage of the marketing funnel.**

In “SCAiQ: Audio Reach Amplifier”, we review ad-supported audio’s ability to increase a campaign’s scale, to better impact the top of a marketing funnel.

This document analyses Australia’s total audio ecosystem’s scale and impact.

# Ad-supported audio is made up of:

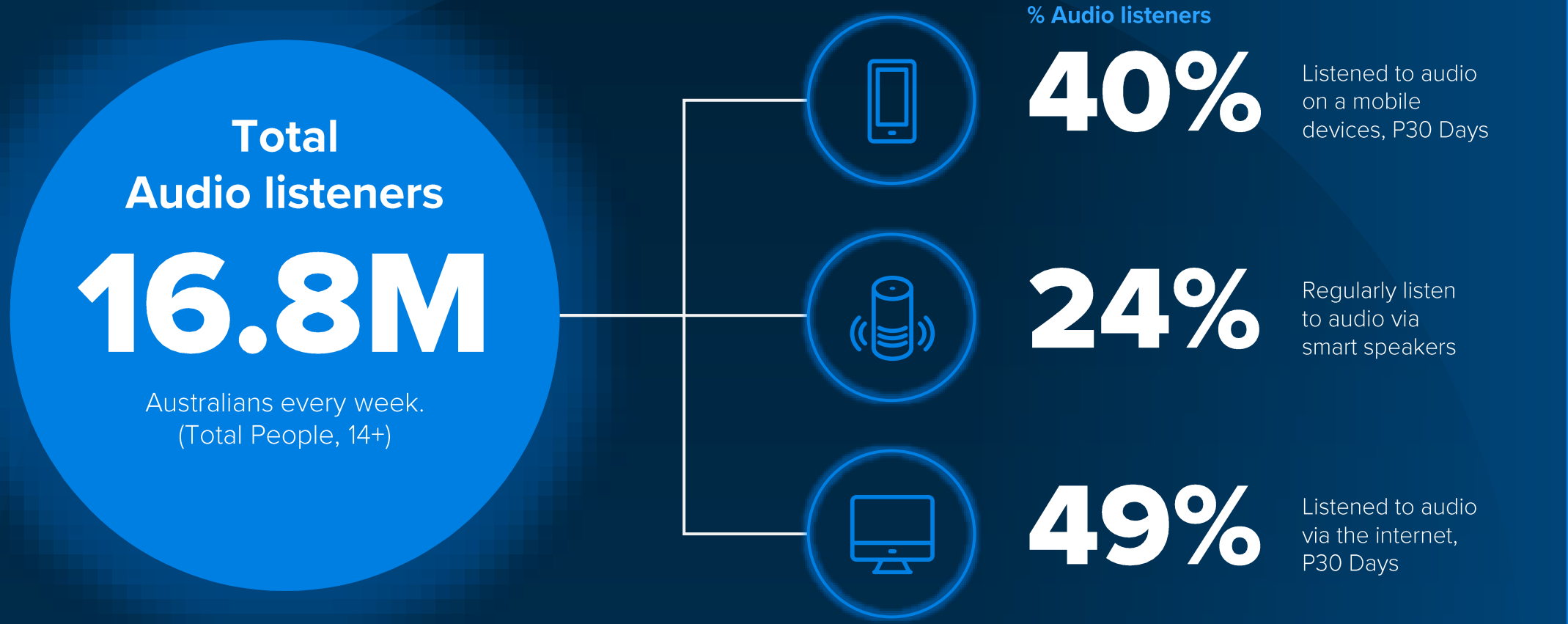
- Commercial Radio
- Streaming Live Radio
- Streaming Music
- Podcasting



# Australia's audio media owners



# More Australians are listening to more audio, across more devices.



# Audio is ubiquitous across all major segments, particularly the critical 25-54 demos.

## Age



**82%**

14-17



**78%**

18-24



**84%**

25-39



**84%**

40-54



**71%**

55+

## Gender



**81%**

Male



**77%**

Female

## Location



**80%**

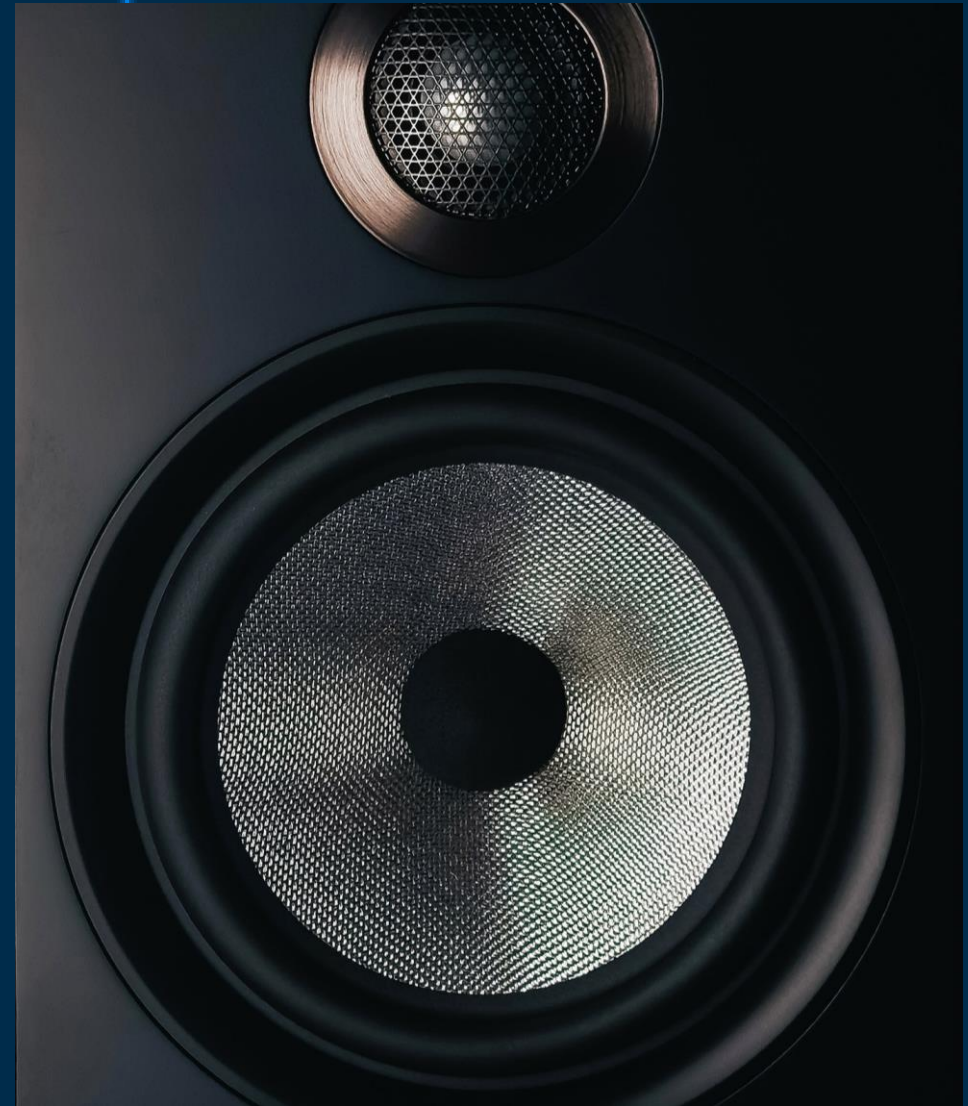
Metro



**76%**

Regional

# Maximise reach using total audio.



Note: Reach scaling will be illustrated using 25-54 demo segment.

# “What planning tactics maximise a campaign’s reach?”

**25-54: Each digital audio format extends audio’s reach.**



Commercial Radio

**68%**  
**7,152,000**



Commercial Radio



Online Radio Streaming

**77%**  
**8,132,000**



Commercial Radio



Podcasts

**74%**  
**7,803,000**



Commercial Radio



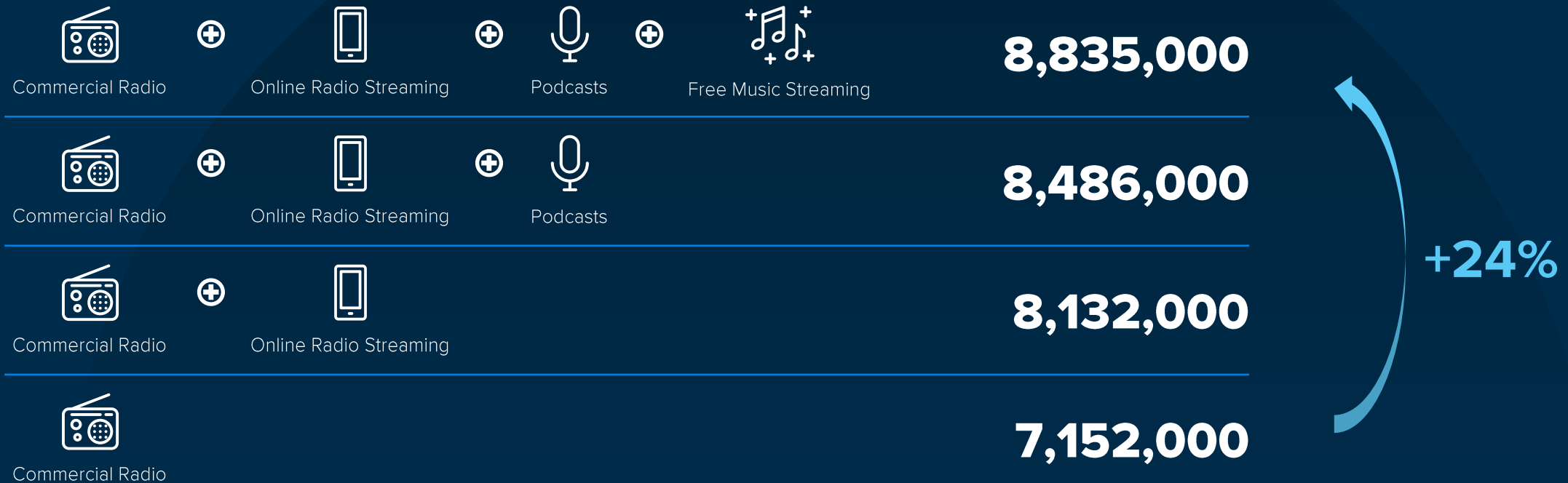
Free Music Streaming

**78%**  
**8,166,000**



# “What planning tactics maximise a campaign’s reach?”

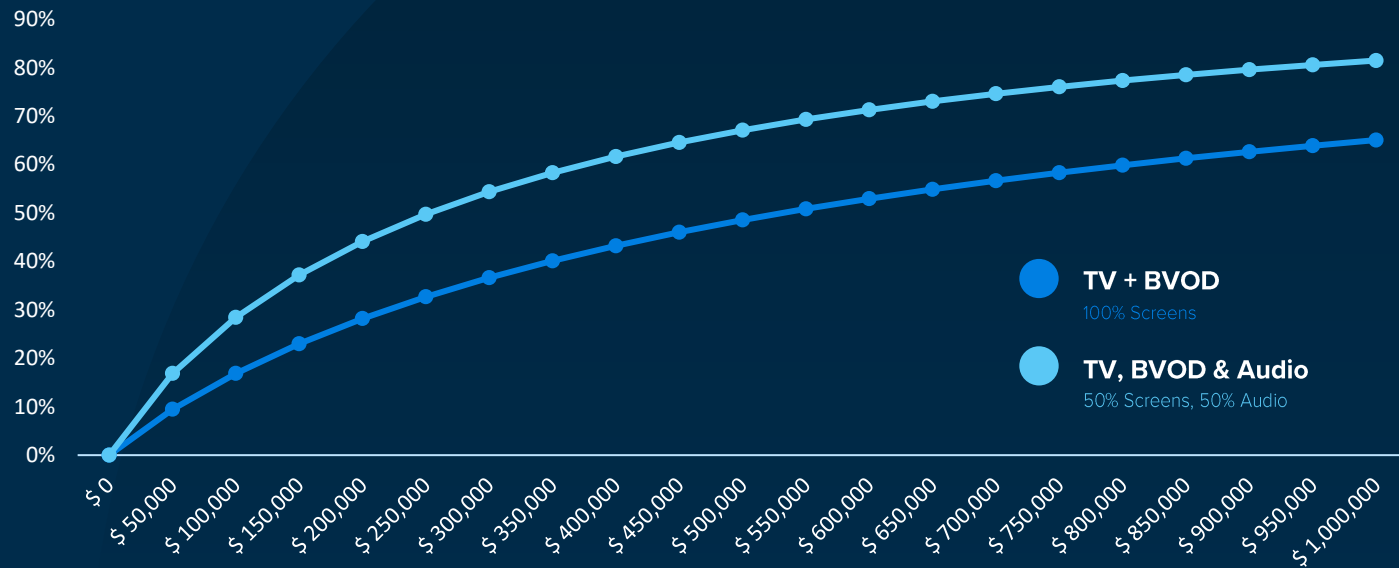
**25-54: Audio’s reach potential is 24% greater than commercial radio alone.**



# “What planning tactics maximise an audio campaign’s reach?”

**25-54: Audio adds as much as 18.6pp\* of additional reach to screens.**

TV, BVOD & AUDIO. P25-54 NATIONAL. 4-WEEK REACH



TOTAL CHANNEL INVESTMENT GUIDE	TV & BVOD	TV, BVOD & AUDIO	INCREASED REACH PER. PTS
\$50,000	9.50%	16.90%	7.4
\$100,000	16.90%	28.40%	11.5
\$150,000	23.00%	37.20%	14.2
\$200,000	28.20%	44.10%	15.9
\$250,000	32.70%	49.70%	17.0
\$300,000	36.60%	54.40%	17.8
\$350,000	40.10%	58.30%	18.2
\$400,000	43.20%	61.60%	18.4
\$450,000	46.00%	64.50%	18.5
\$500,000	48.50%	67.10%	18.6
\$550,000	50.80%	69.30%	18.5
\$600,000	52.90%	71.30%	18.4
\$650,000	54.90%	73.00%	18.1
\$700,000	56.60%	74.60%	18.0
\$750,000	58.30%	76.00%	17.7
\$800,000	59.80%	77.30%	17.5
\$850,000	61.30%	78.50%	17.2
\$900,000	62.60%	79.60%	17.0
\$950,000	63.90%	80.50%	16.6
\$1,000,000	65.00%	81.40%	16.4

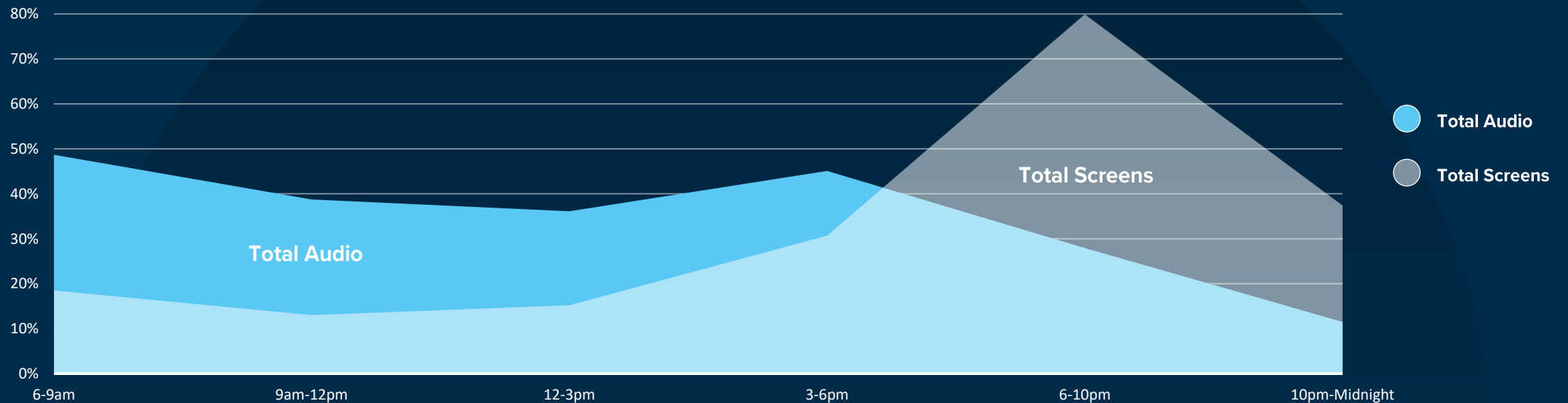


Source: Commspoint Influence 2020. Multi-channel curves. 1+, 4week Reach. P25-54 national (pop: 11.1m). BVOD = Online TV: video ads within programs that you watch on catch-up services via your computer or mobile device.  
 (\*) pp=percentage points].

# “When is audio most influential?”

**25-54: Audio is highly complementary in carrying the daytime, when video is less effective.**

## P25-54 NATIONAL



Source: SCA iQ Audio Landscape Study, Mar'21.  
Total Audio: AM/FM/DAB radio, Live radio streaming, Online Music/news streaming & Podcasts.  
Total Screens: FTA TV, FTA TV on-demand, Pay TV, Streaming Video services.



# What's Next...

## SCAiQ: Driving Consumer Actions

Radio's history of driving call-to-action is bolstered by digital audio's targeting and tracking capabilities.



# Notes & Citations



## CMV Database

### AUDIO CHANNEL BUILD DETAILS:

- Radio: Media Summary- Any Commercial Radio P7D
- Commercial on-demand music streamers: Online Music Streaming Services P7D (Includes Google Play Music; or iTunes; or SoundCloud; or Tidal; or Spotify; or Vevo; or Apple Music; or Amazon Music; or YouTube Music; or Other) with an AND [Subscribe to Free Music OR Neither Subscribe or Pay for Music]
- Commercial Online radio streamer: Live online radio services listened P7D (iHeart Radio; or RadioApp; or TuneIn; or Apple Music; or iTunes; or Other)
- Commercial Podcaster: Used the following services to listen to a Podcast, P7D (Google Podcast; or Apple Podcast; or iTunes; or Spotify; or LiSTNR; or Acast; or SoundCloud; or iHeart Radio; or Other ), OR Listen to catch-up radio Podcast (Hit; or MMM; or Nova; or Smooth; or KIIS; or Gold; or Nine Radio; or Other)with an AND [Subscribe to Free Music OR Neither Subscribe or Pay for Music]
- TOTAL AUDIO: Total audio is a combination of all of the above

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Nielsen CMV National Survey 10 2021. TOTAL PEOPLE (14+). Universe: 21,280,000

Total Audio Users is based on merging channels using the OR Function (i.e. Radio or Online Music Streaming or Online Radio streaming or Podcast), as per the above builds.

Audio Consumption by Device. % of Audio Listeners who:

- usually listen to: streamed music, live radio or podcasts via Smart Speakers
- Past 30 days: Listening to online radio, music streaming service, On-demand online music streaming, Podcasts (streamed or downloaded) or Radio stations streamed online via Mobile Phone
- Past 30 days: Listening to online radio, music streaming service, On-demand online music streaming, Podcasts (streamed or downloaded) or Radio stations streamed online via internet (including mobile phone)

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Nielsen CMV National Survey 10 2021. P25-54. Universe: 10,523,000.

Total Audio Reach is based on merging channels using the OR Function (i.e. Radio or Online Music Streaming or Online Radio streaming or Podcast), as per the above channel builds.

Where they live: Area - Detail

# Notes & Citations



## CMV Database

Page 8 & 9

Nielsen CMV National Survey 10 2021. P25-54. Universe: 10,523,000.

Combined unduplicated reach of 2 or more audio channel combinations using the OR function. Audio channels are based on the above channel builds.

## Commspoint Influence

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Source: Commspoint Influence 2020.

Multi-channel curves. 1+ Reach. P25-54 national (pop: 11.1m).

4 week reach. Category: Other

Channel CPMs and Budget % split by schedule.

Channels	CPMs	TV & BVOD	TV, BVOD & Total Audio
Radio	\$9.91		25%
Online Radio	\$18.01		9%
Music Streaming	\$18.01		8%
Podcast	\$35.12		8%
Live FTA TV	\$27.92	50%	25%
Online TV	\$56.73	50%	25%

## SCA iQ Research, Audio Landscape Study March 2021

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P25-54 Base:2190

Q: When consuming media at various times of the day, which audio or video platforms are you using at that time?

TOTAL AUDIO = AM/FM/DAB Radio, OR Online Radio Streaming, OR Streaming Online Audio OR Podcasts (radio or original content)

TOTAL SCREENS = FTA Live TV, OR FTA TV On-Demand Services, OR Pay TV, OR Streaming Video Services