



Thierry Mars
Radio Director

RADIO ADVERTISING IS A POWERFUL BUSINESS BOOSTER



Association of television and radio sales houses

166

members

43

markets

2000+

active senior executives
network

Help members
secure, diversify
and develop
revenues



THE AUDIO (R)EVOLUTION

AUDIO (R)EVOLUTION

**MORE
DEVICES**

**LIVE &
ON-DEMAND**

**MORE
PLAYERS**

**AMPLIFIED
COVERAGE**

**MORE
CONTENT/FORMATS**

**IMPROVED AUDIO
QUALITY & XP**



AUDIO (R)EVOLUTION



**AUDIO
UBIQUITY**



**GROWING
CONSUMPTION**

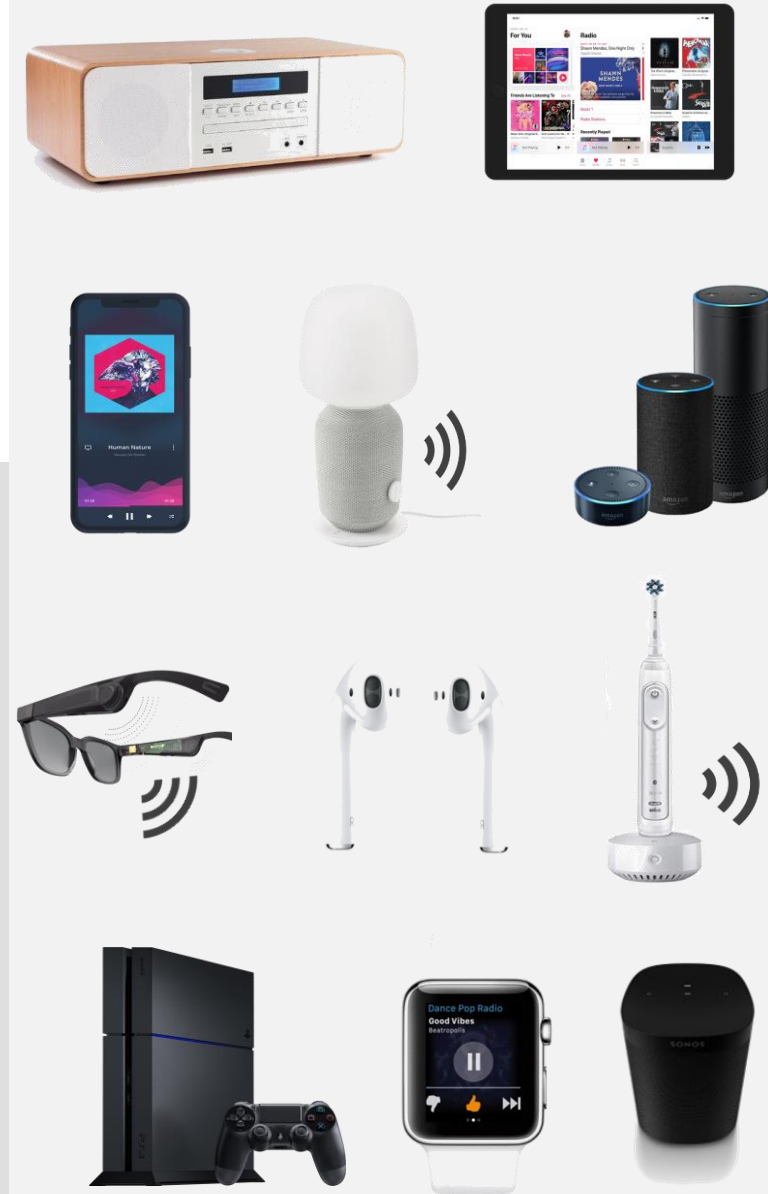


**RADIO IS THE BIGGEST
PART OF THE
BOOMING AUDIO
LANDSCAPE**

Multiplatform & Mobile

Technology enables access

- ▶ Audio is **everywhere** and radio is the **most mobile medium**.
- ▶ With additional **touchpoints** and formats brought by digital audio radio becomes even more **ubiquitous and accessible**



Going through a digital transformation

radio is evolving to be a digital audio medium

SHARE OF TIME
SPENT

DIGITAL
DEVICE

15+

89.9%

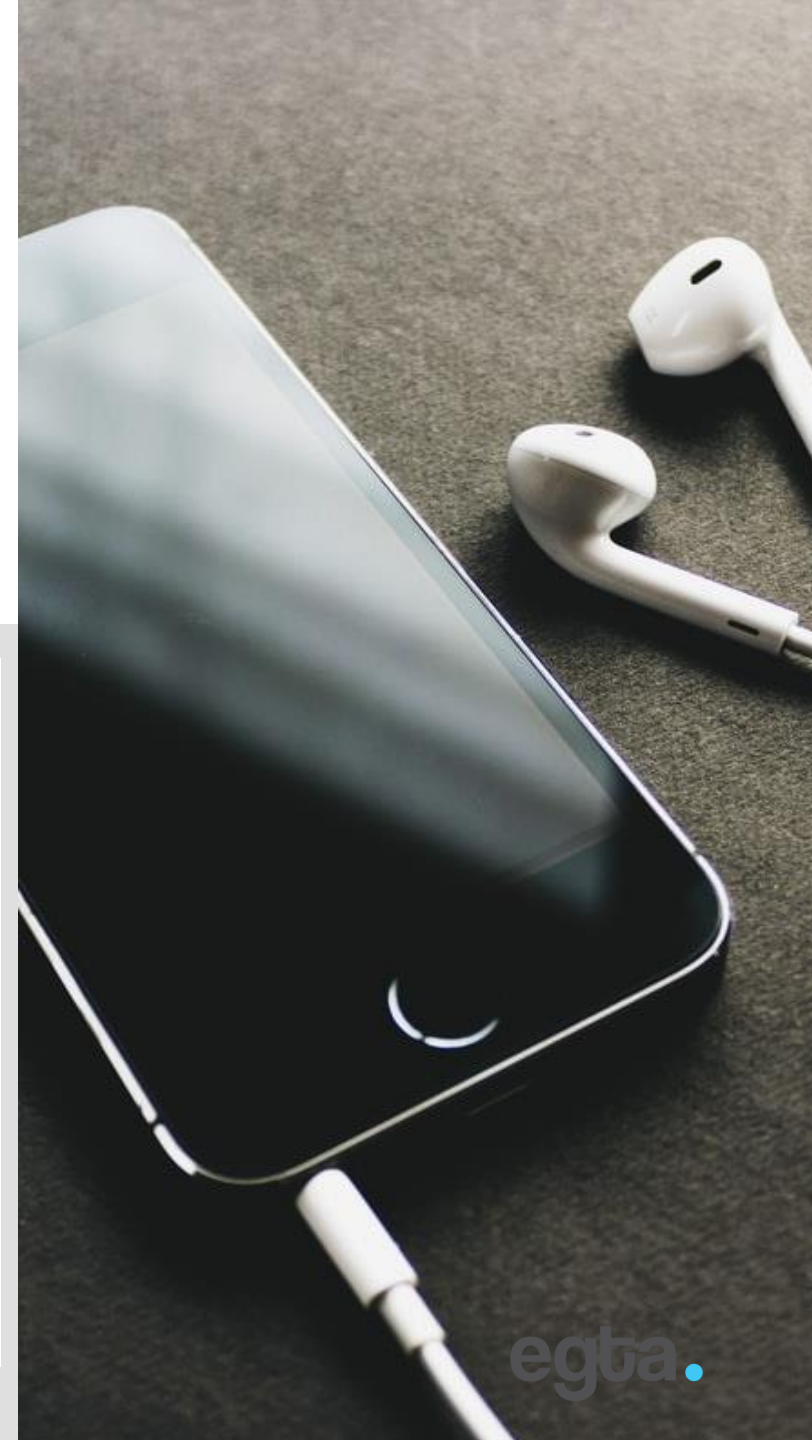
AM/FM

DIGITAL
DEVICE

15-34

81.0%

AM/FM

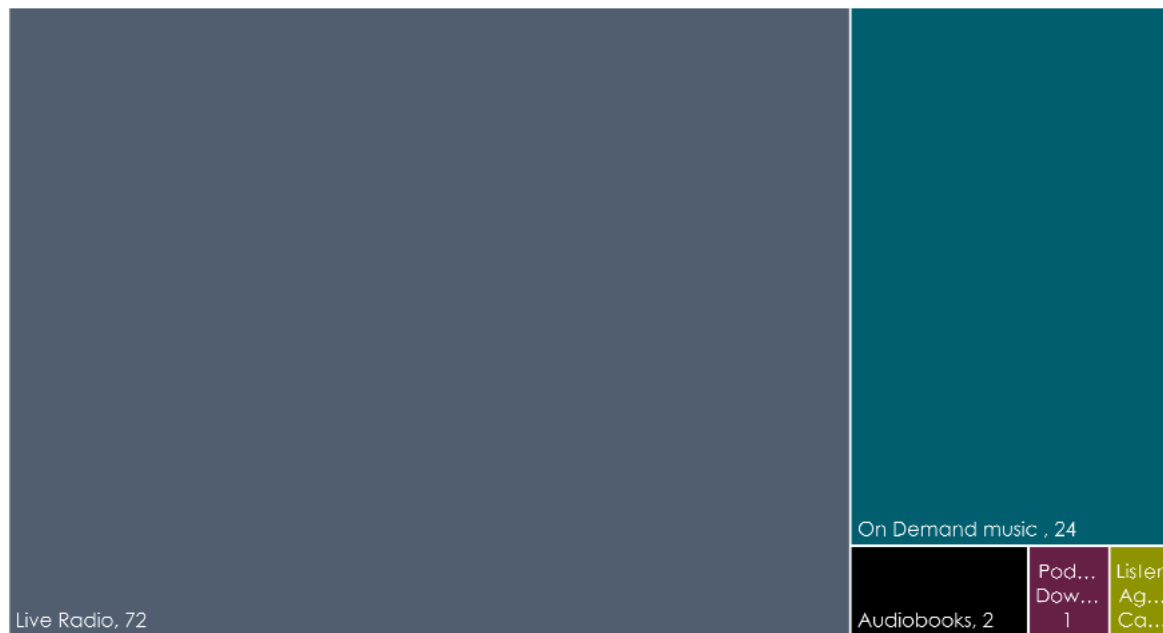


Going through a digital transformation

radio is evolving to be a digital audio medium

SMART SPEAKER (VOICE ACTIVATED) - SHARE %

■ Listen Again/Catch up radio ■ On Demand music ■ Podcasts/ Downloads ■ Live Radio ■ Audiobooks



Smart Speakers are defined as speakers that work by voice control, such as Amazon Dot/Echo or Google Home/Nest



All day companion

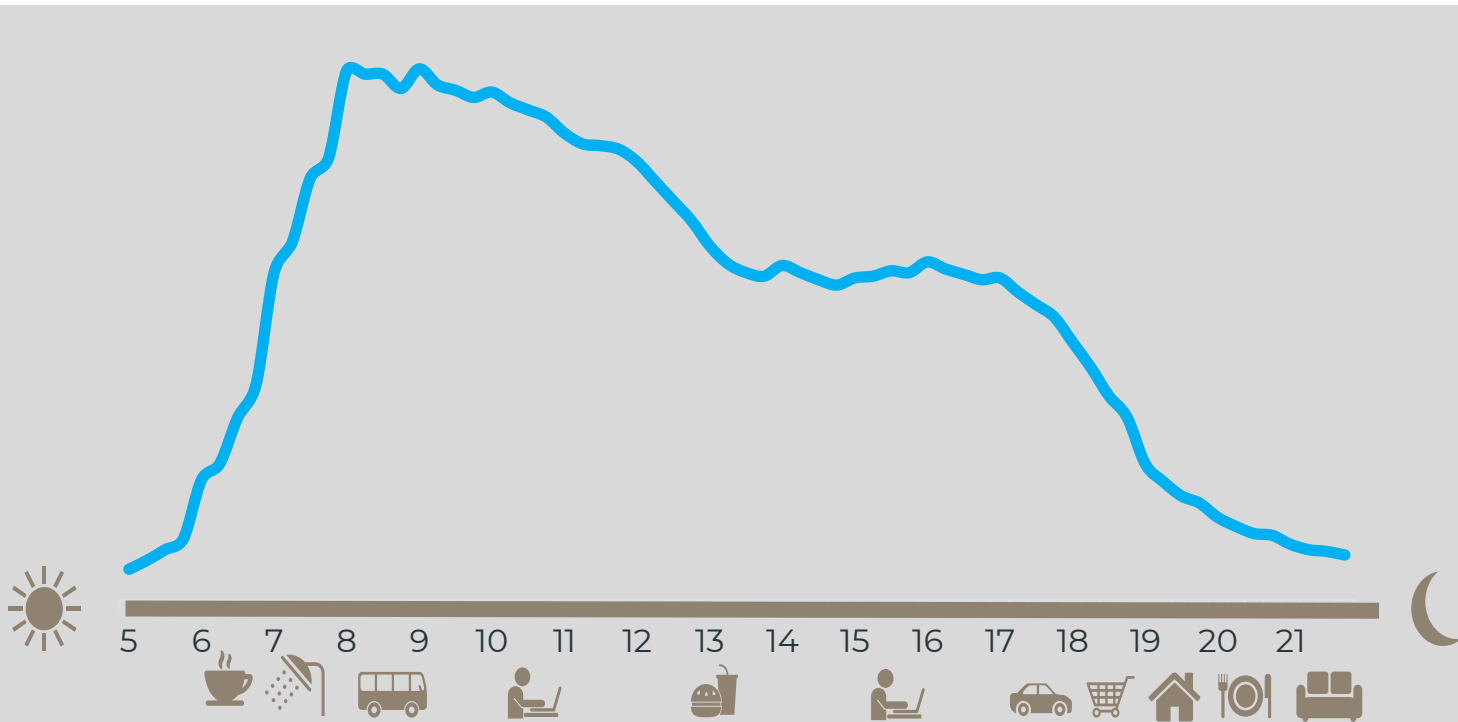


“People have run out of time for their eyeballs. In audio it’s clear, people still have time for their ears - cooking, working in the yard, driving to work.”

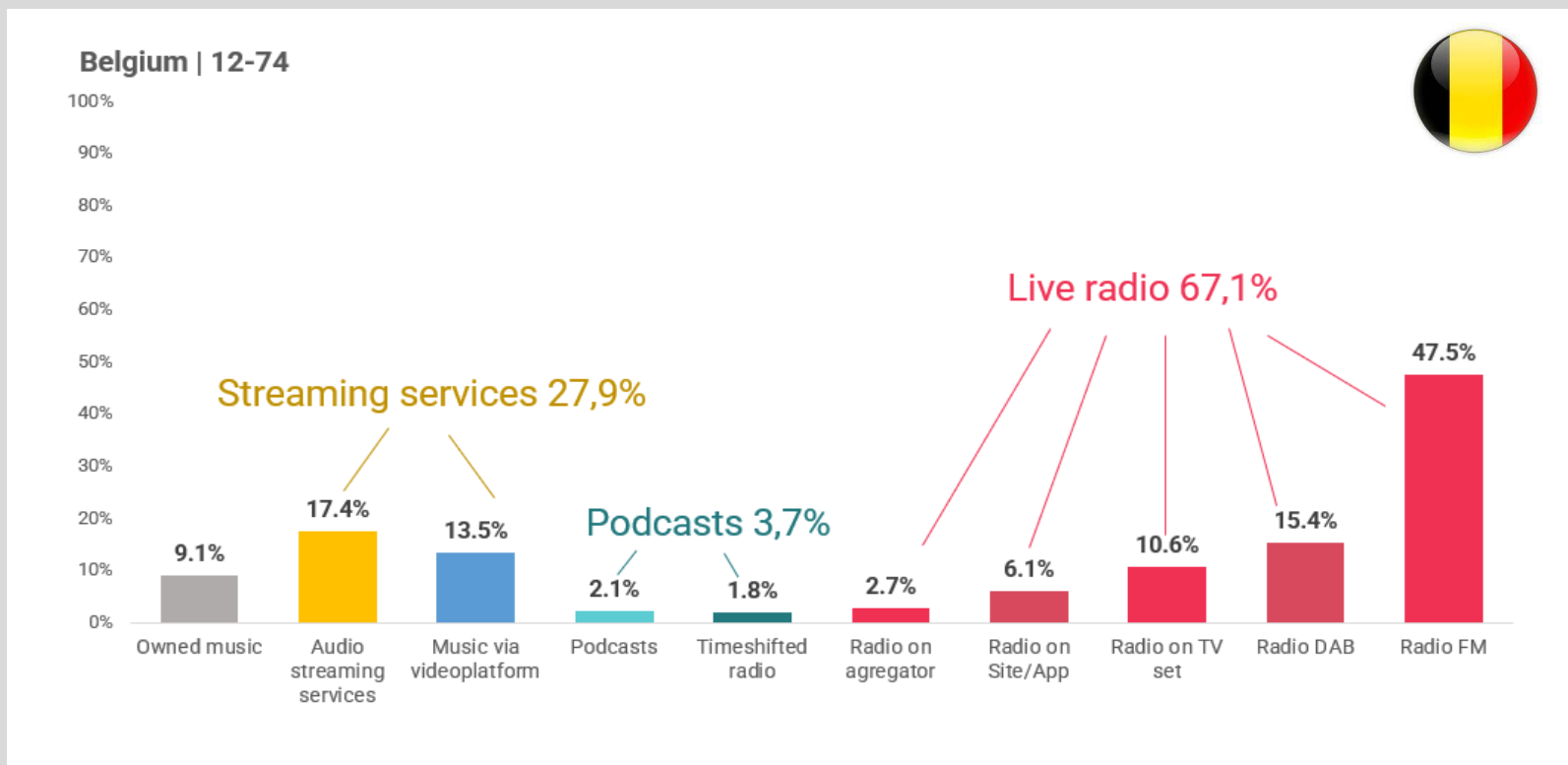
- Bob Pittman, iHeart Radio Chief Executive -

All day companion

Radio is a hands-free, eyes-free medium present in unique moments throughout the day.



Live radio dominates the total audio consumption

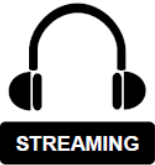


Live radio dominates the total audio consumption



90%

LISTEN TO LIVE
RADIO



40%

LISTEN TO MUSIC
STREAMING



35%

LISTEN TO YOUTUBE
MUSIC



18%

LISTEN TO OWN
MUSIC



6%

LISTEN TO PLAY
BACK RADIO



23%

LISTEN TO
PODCASTS

Weekly Listening

Source: JNLR 2022-2 Audio Module (Apr'22 to Jun'22 – 3 mth data)
Base: All 15+

egta.



The background of the image consists of several Euro banknotes, including a 100 Euro note and a 50 Euro note, which are slightly out of focus. A semi-transparent white rectangular box is positioned on the left side of the image, containing the main title text.

RADIO IS A BUSINESS BOOSTER

**RADIO
IS A
REACH MACHINE**

STRONG REACH & LISTENING



Radio allows brands to reach millions of people on a daily basis.

Radio has more than

70%
daily reach
in Europe

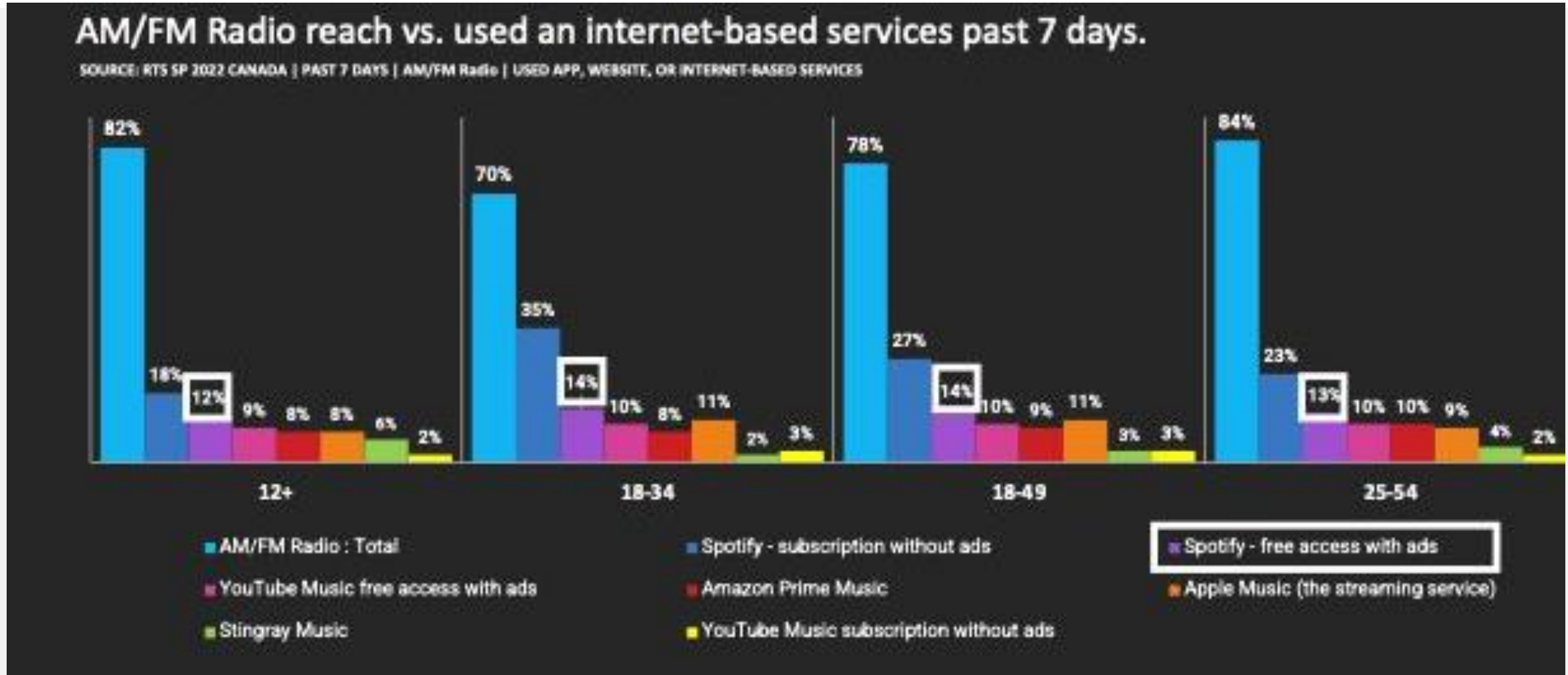
European radio listeners
listen on average to

3 hours
of radio every day

STRONG REACH



Greater reach than any other audio platforms



STRONG REACH

Reach is a strong media driver of sales effect

+22 %
sales lift



RADIO DELIVERS

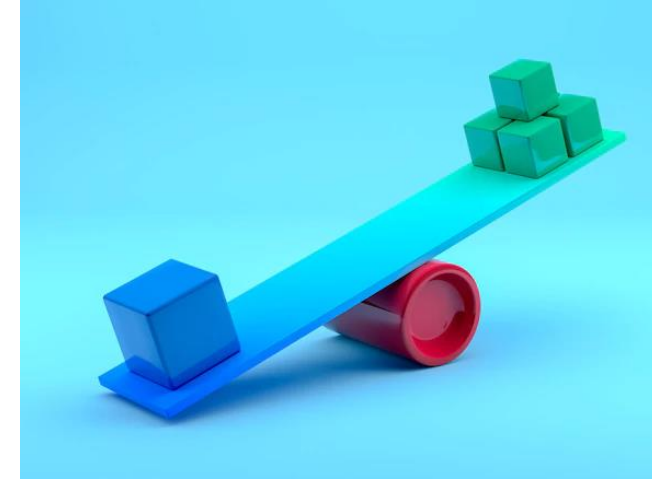
HIGH ROI &

AMPLIFIES

OTHER MEDIA

ROI

Gap between reality and perception



Delivers a better campaign ROI



What the evidence says

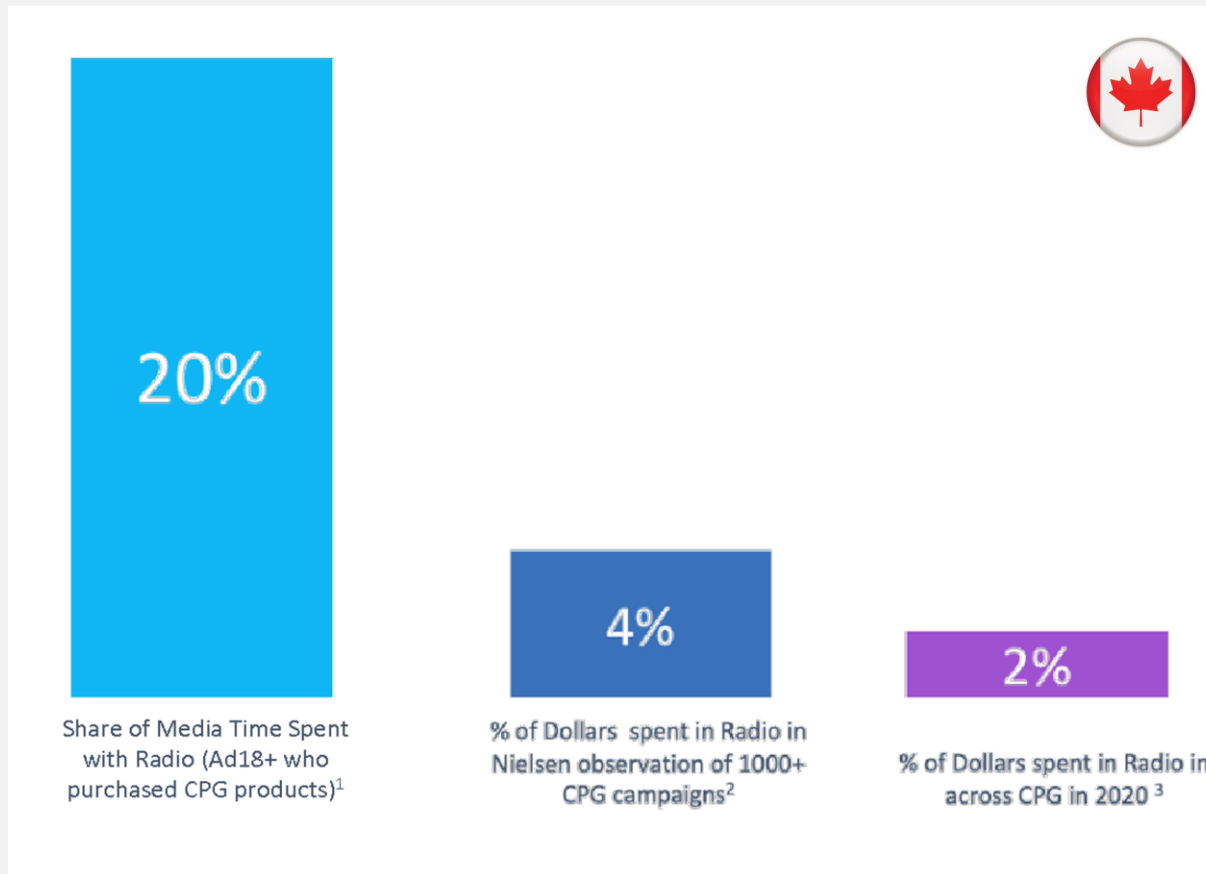
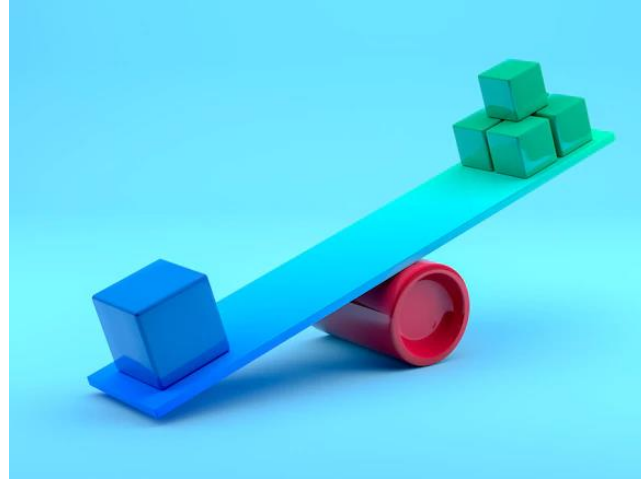
| | | |
|----|---------------------|----|
| 1 | Television | 10 |
| 2 | Radio | 9 |
| 3= | Newspapers (print) | 7 |
| 3= | Online video | 7 |
| 5 | Magazines (print) | 6 |
| 6 | Direct mail | 5 |
| 7= | Online display | 4 |
| 7= | Out of home | 4 |
| 7= | Social media (paid) | 4 |
| 10 | Cinema | 3 |

What advertisers and agencies say

| | | |
|----|---------------------|-----|
| 1= | Online video | 3.9 |
| 1= | Social media (paid) | 3.9 |
| 3= | Radio | 3.8 |
| 3= | Television | 3.8 |
| 5 | Direct mail | 3.5 |
| 6 | Online display | 3.2 |
| 7 | Out of home | 3.1 |
| 8 | Newspapers (print) | 2.9 |
| 9= | Magazines (print) | 2.8 |
| 9= | Cinema | 2.8 |

ROI

Media investment in radio is disproportionate to amount of media time consumers spend with radio



ROI



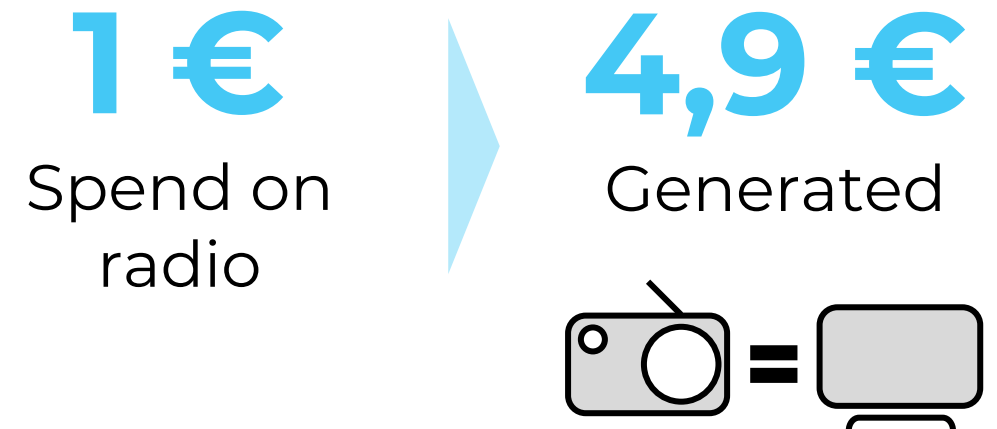
Radio generates strong ROI and is as effective as TV

Radio generates strong ROI*



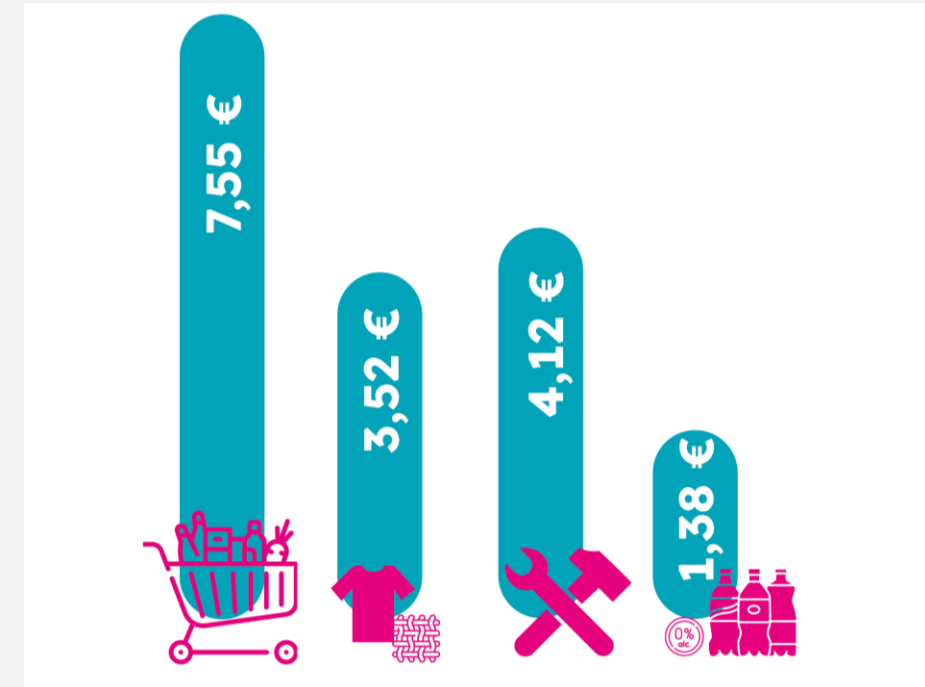
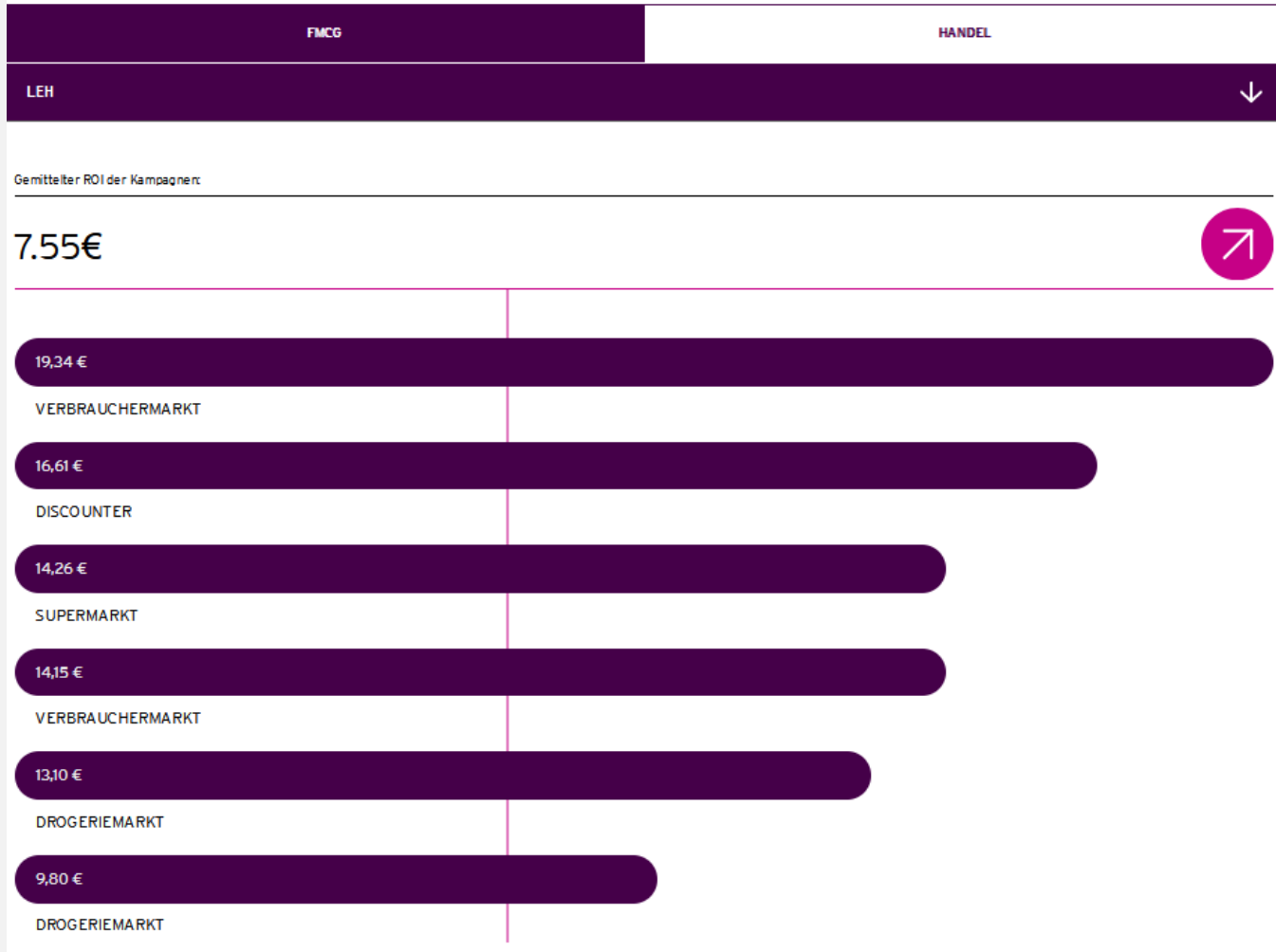
<https://bit.ly/egtabite378>

Radio is as effective as TV with regards to ROI**



ROI

Radio generates short-term ROI – ROI calculator

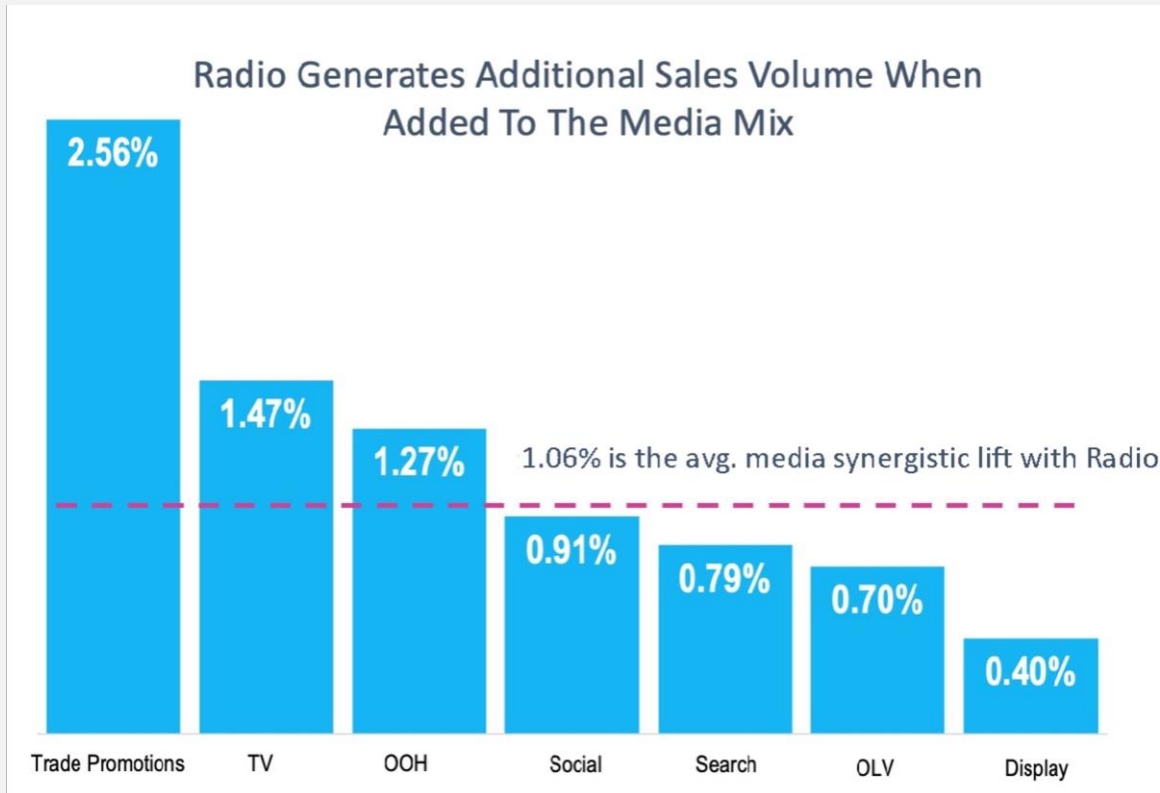


Quelle: audioeffekt, ROI-Counter, www.audioeffekt.de

Source: Audioeffekt, ROI Counter (Germany),
<https://www.audioeffekt.de/cases/>

ROI

Radio outperforms total marketing



Source: Nielsen Canada CPG Norms Database and Synergy Analysis 2021

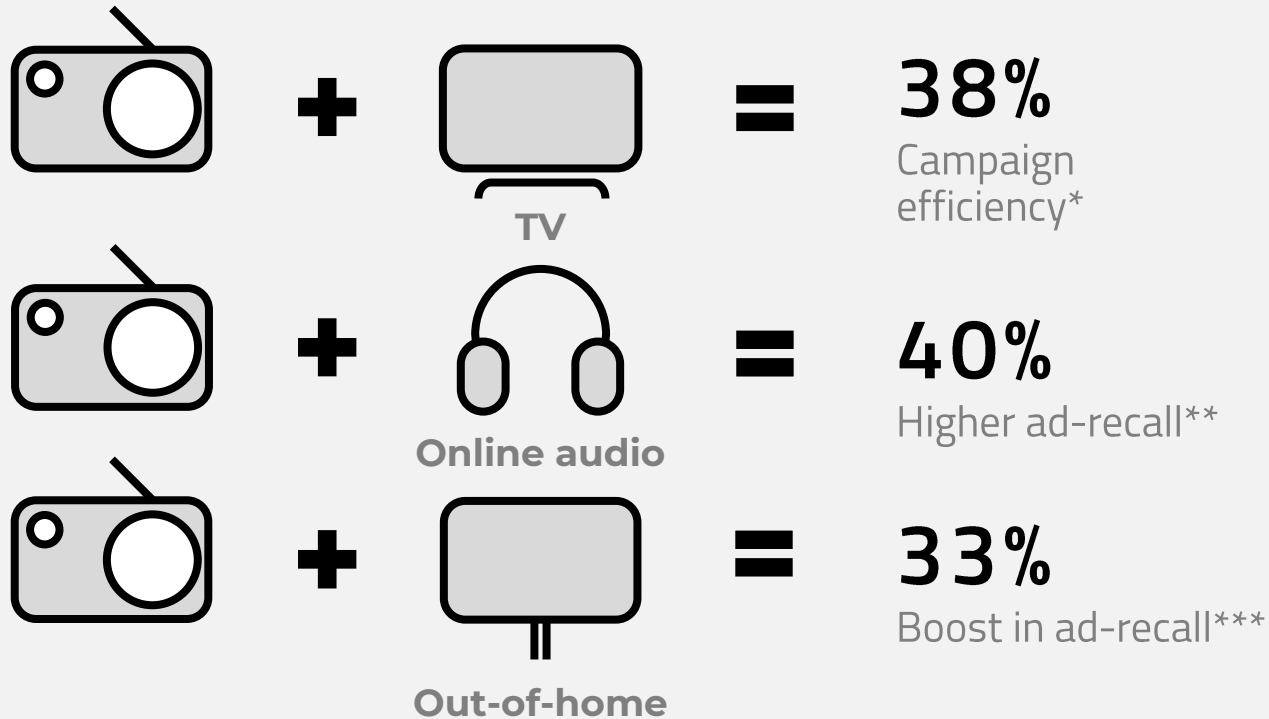
Radio Outperforms Total Marketing by **128%** (1.3X higher)

Retail Revenue Return on Investment



Multiplier

Radio has a unique campaign multiplier effect in the media mix



Sources:

*SNPTV econometric modelisation study, [egtabite n. 290](#) by egta, **RMS AUDIO TOTAL Tracker data,

***Plankton Pancake campaign, [egtabite n. 303](#) by egta



Multiplier

Radio amplifies the efficiency of other channels

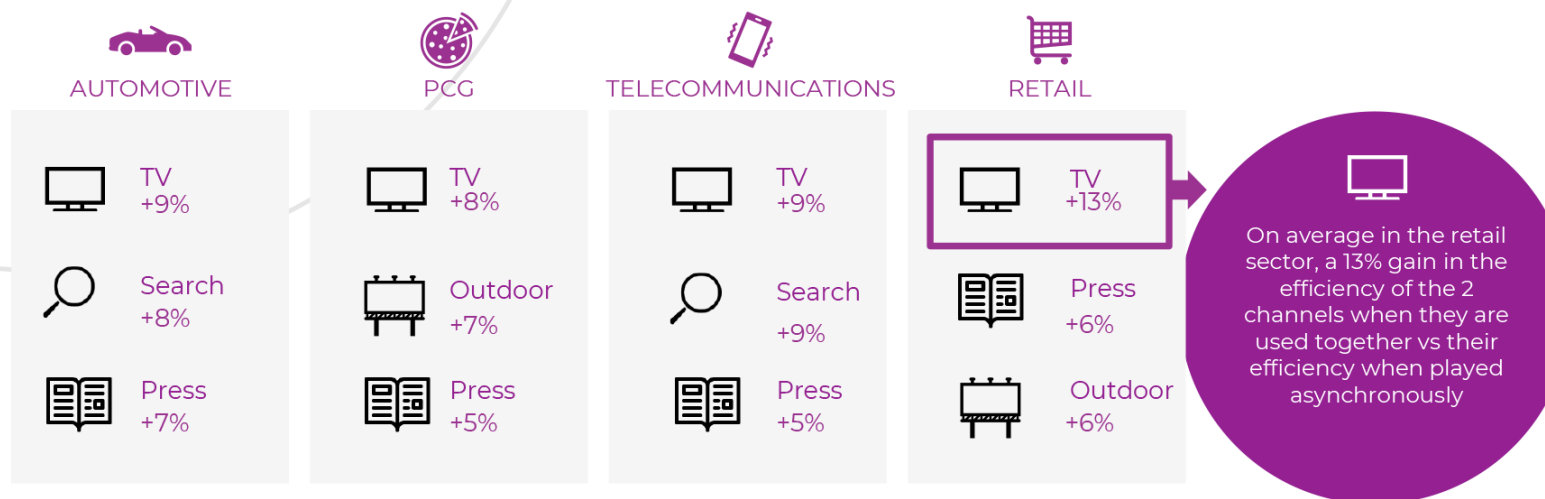


WINNING COMBINATIONS



TOP3 of channels for synergies with the Radio

Combination efficiency gain, scope: France, 2015-2020, 4 sectors under study. Benchmark*



*This study includes +50 models and ~200 campaigns

Ekimetrics.

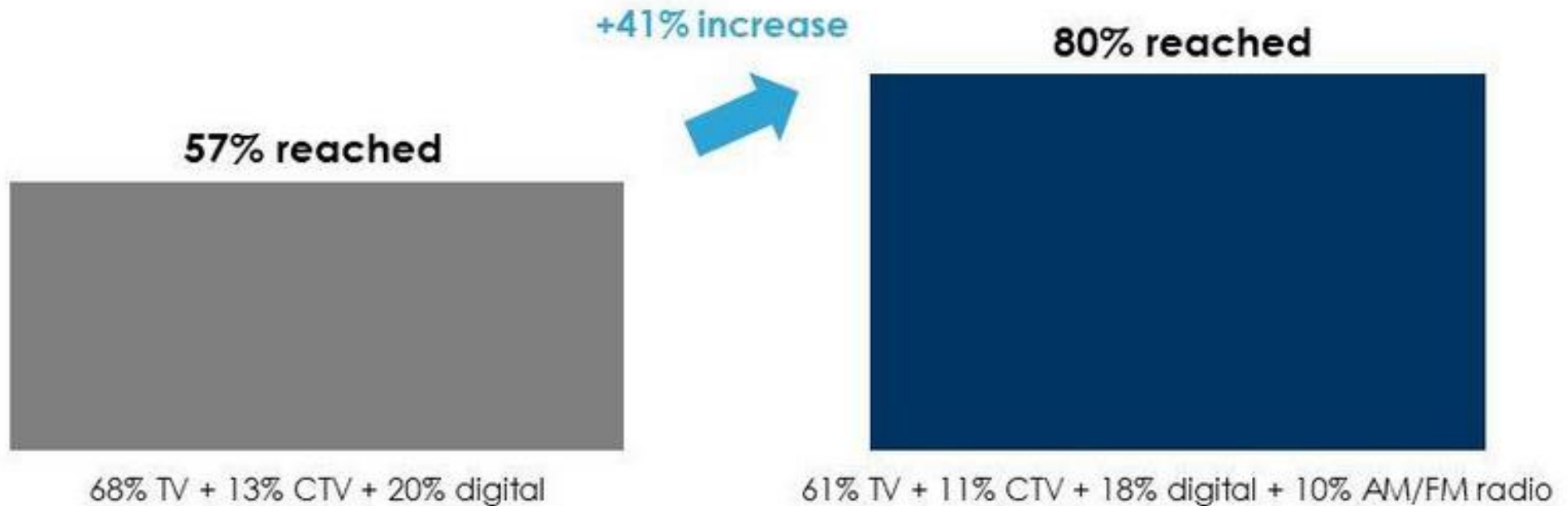
egta.

Multiplier

Introducing radio in the media plan increase reach with the same spend



Nielsen Media Impact: % reach with a 10% reallocation to AM/FM radio

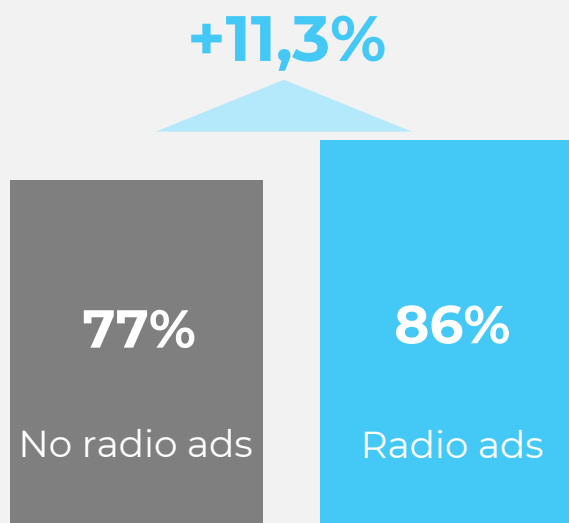


RADIO DRIVES TO STORE

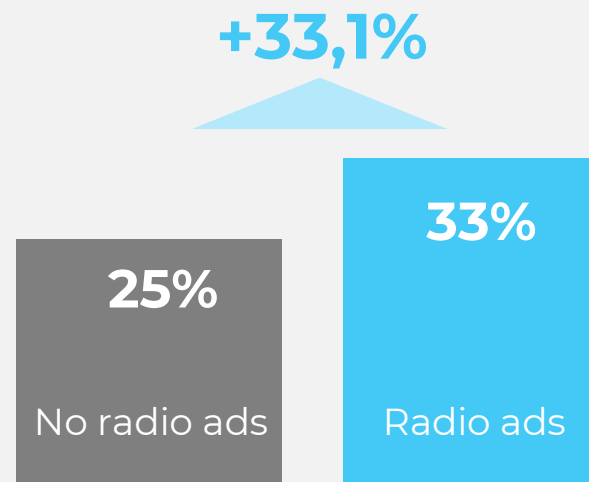
Drive to store

Radio advertising that reaches shoppers before shopping has a significant effect on purchase consideration for FMCG brands

Radio advertising that reaches **shoppers in-car** increases **brand visibility on-shelf** by **11.3%**



Purchase intent increases significantly across all buyers



**RADIO
IS A
DIGITAL BOOSTER**

Digital booster

Radio drives traffic, search and e-commerce



Radio delivers up to:



+21%

lift in **web activity** for D2C brands*

On average, advertising on radio drives a
+21% lift in site activity for direct-to-
consumer brands



+17%

lift in **web traffic** for automotive**

Research showed that radio drives
immediate web traffic response for
automotive advertisers



+92%

Additional direct online effect***

Research showed that radio drives up to
92% additional direct effect online

Sources:

* Radio: LeadsRx study of 62 direct-to-consumer advertisers, November 2017-November 2018, [link](#)

** LeadsRx and iHeartMedia Automotive Radio Attribution Study, 2019. N = 310 automotive advertisers in 100 markets, 19 brands, Jan 2018 - May 2019, [link](#)

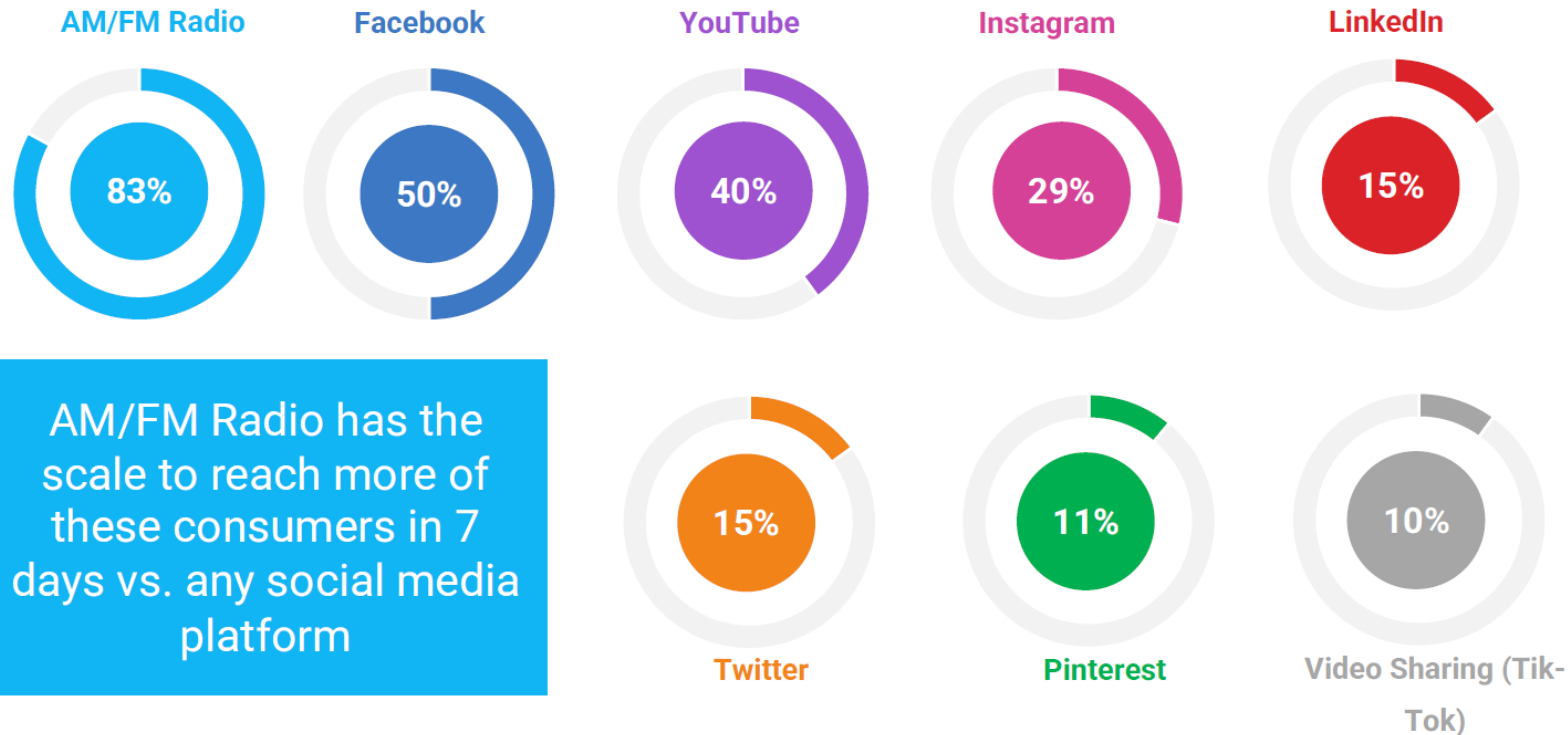
***Measuring radio's ability to drive web conversions – Talpa (NL)

Digital booster

Radio reaches more online stores' customers than any social media platform



AM/FM Radio reaches more of Canadians who shop at online stores in 7 days, than any digital platform.



**RADIO
OFFERS
CREATIVITY, FLEXIBILITY
AND AGILITY**

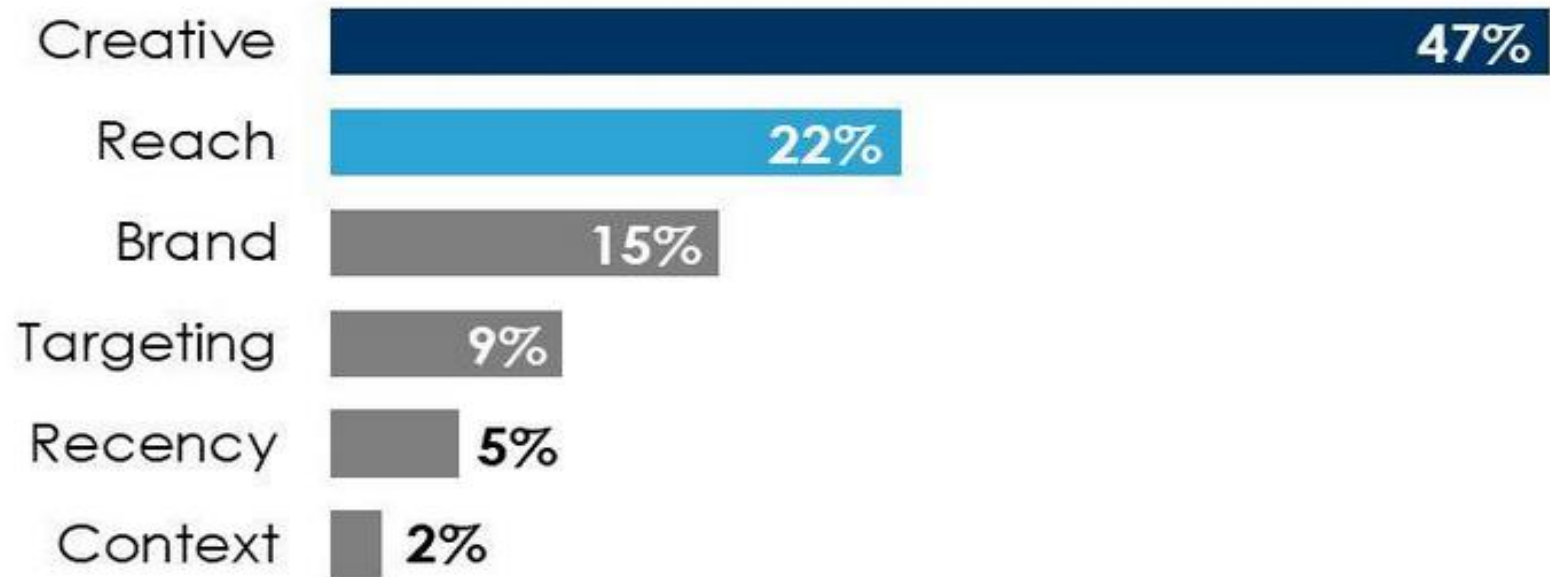
Creativity, Flexibility & Agility



- ▶ Audio offers **creative & effective solutions** at an **affordable** production cost.
- ▶ Its flexibility and agility enables to **quickly adapt** and air a spot.
- ▶ Audio advertising gives each listener a **unique experience** within the theatre of the mind.

Creativity

Creativity drives sales uplift

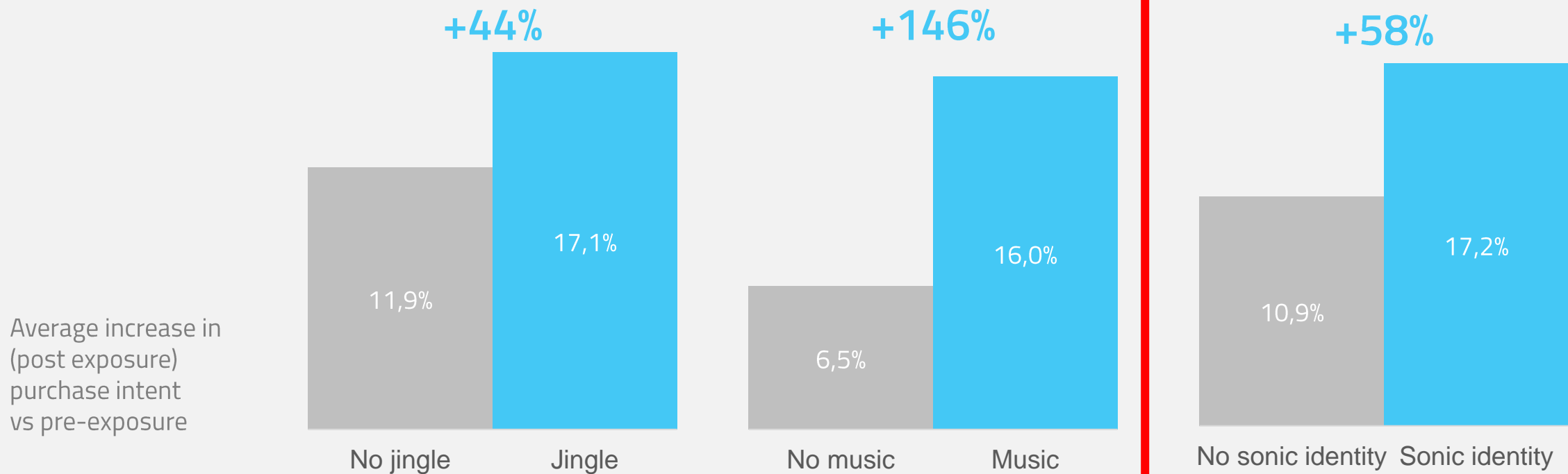


Creativity

Creativity in sonic branding brings results



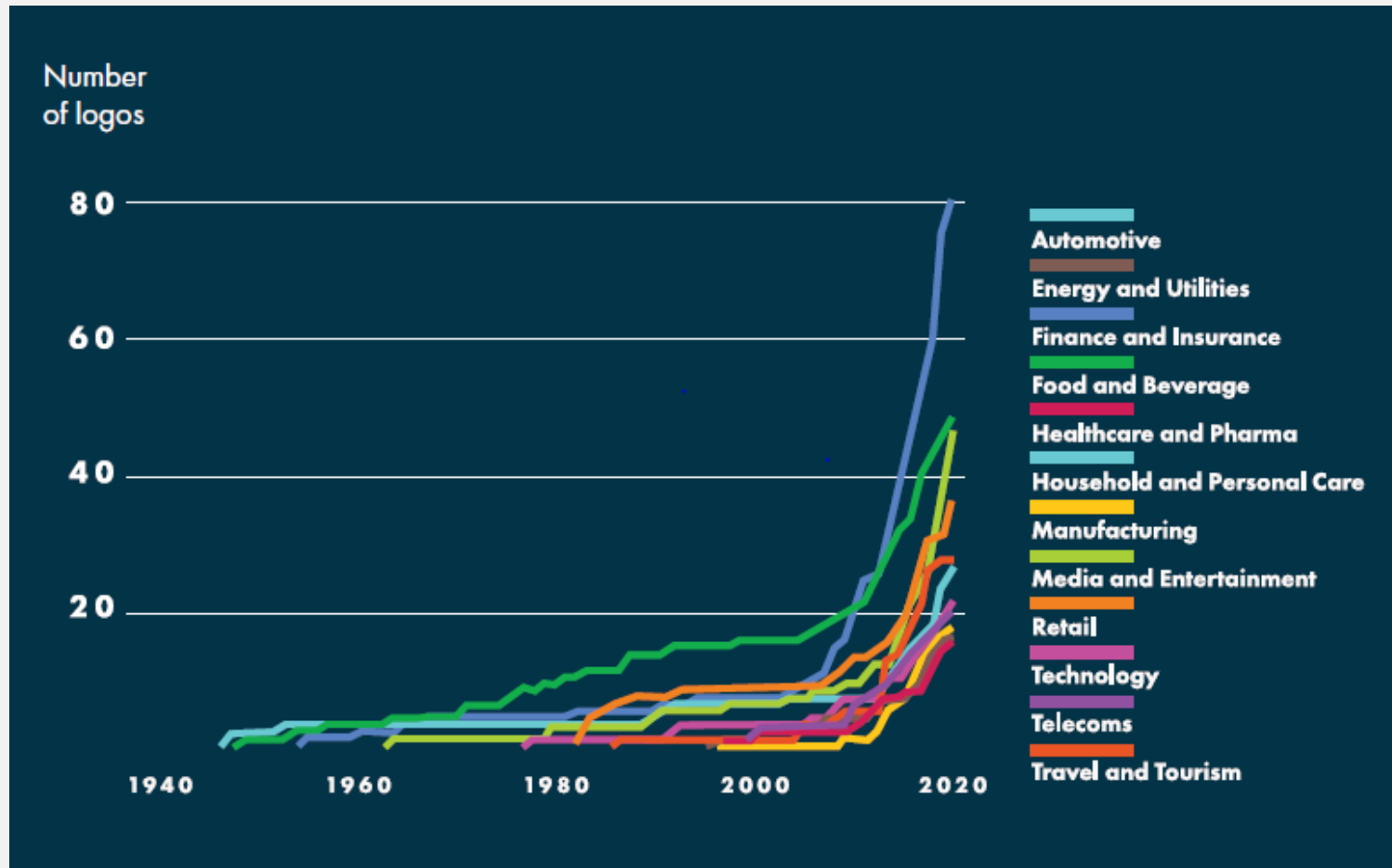
Music, sonic identities and jingles make significant difference in **purchase intent**



Sources: WestwoodOne | Veritonic Testing of US-focused radio award winners at Cannes Lions (2018) and Clio (2018), Radio Mercury Awards (2015-2017 winners only, 2018 finalists and winners)

Creativity

The power of sonic branding is increasingly being recognized by brands



Sources: Soundout



Collection of creative radio cases

- 2 editions
- inspiring creative cases
- from diverse markets
- Case description + Campaign results + Video clips
- Branded Content / sponsorship /new platforms/ radio as an amplifier in the media mix /voice enabled (smart speakers)/event...

volume 1: [here](#)

volume 2: [here](#)

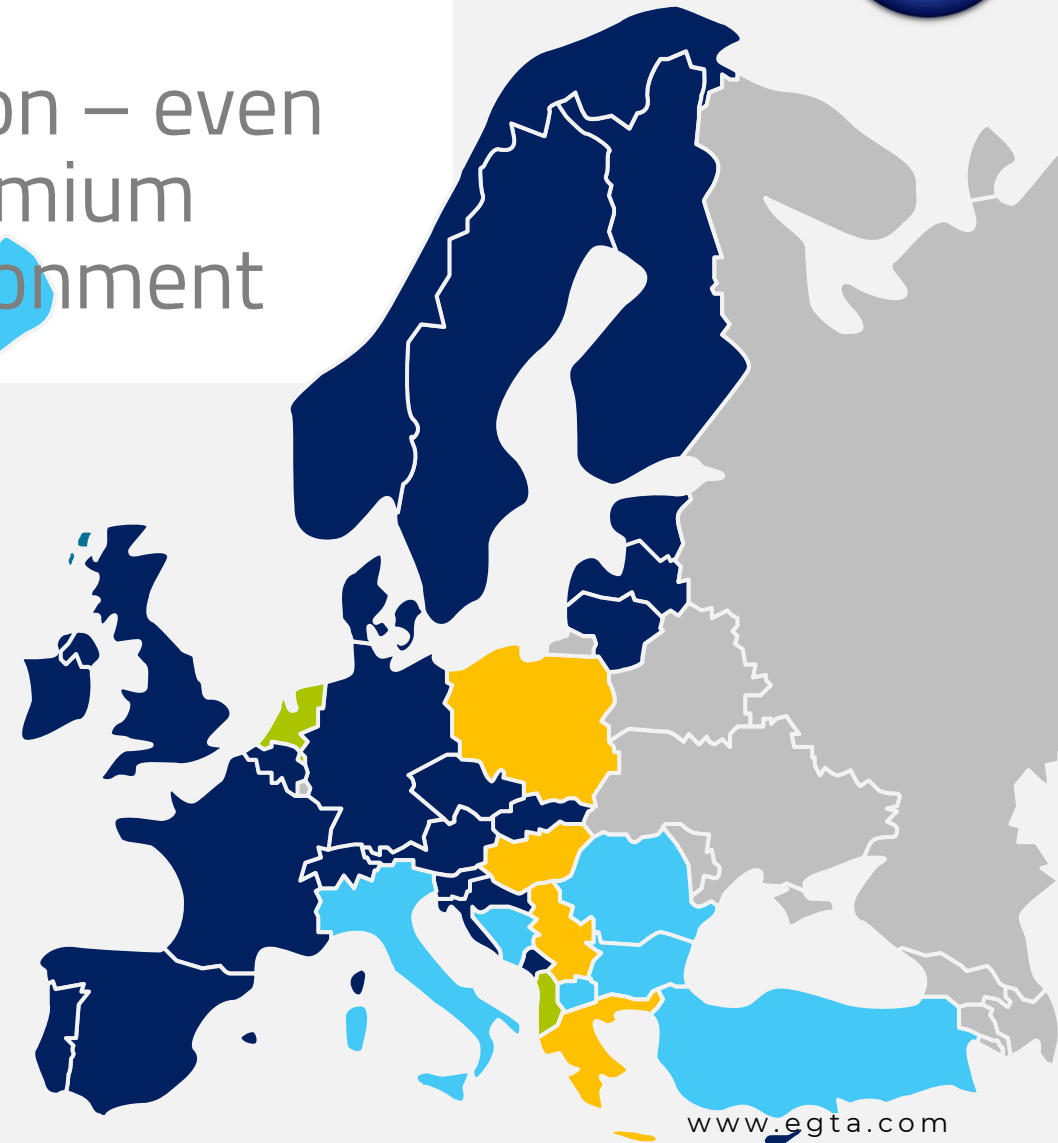
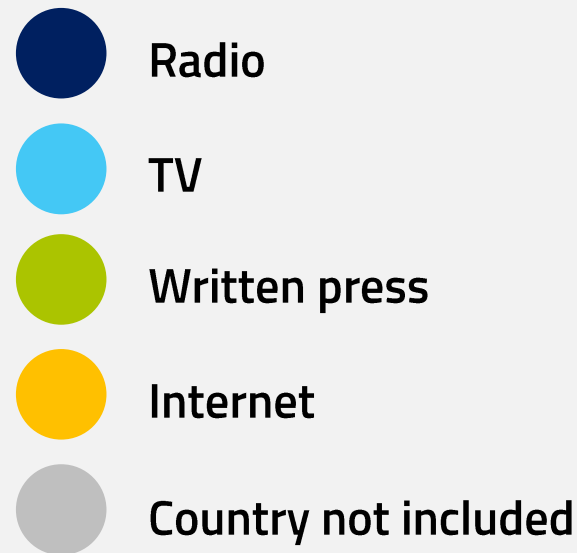
**RADIO
OFFERS A
TRUSTED, SAFE &
SUSTAINABLE
ENVIRONMENT**

Trust & Safety

Radio is a trusted source of information – even more in time of crisis – and offers premium content, ad fraud, and bots-free environment



Most trusted
media



Source: EBU based on Standard Eurobarometer 92. EBU Media Intelligence Service – Trust in Media 2021 : most trusted medium per country

Trust

Ads heard on Radio - the most trusted, reliable and least avoided



x3

the trust granted to digital ads

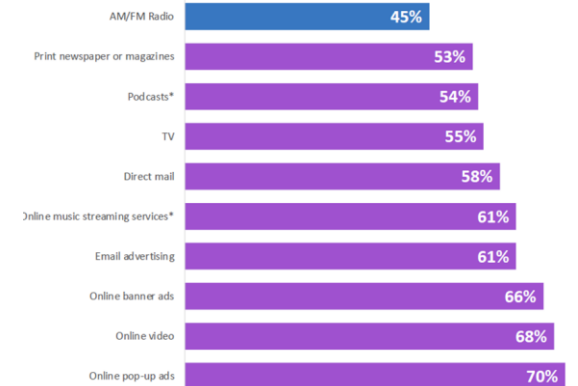
Ads heard on AM/FM Radio are the most trusted by A25-54 – nearly 3x the trust granted to digital ads



60%

radio advertising is reliable

Almost 60% of 18-34 declare radio advertising as reliable



Least likely to be avoided

Ads heard on Radio are least likely to be avoided vs. those in any other environment

Sources: Radio On The Move 2022 & 2021 (Canada), Etude d'impact publicitaire 2022 (Switzerland)

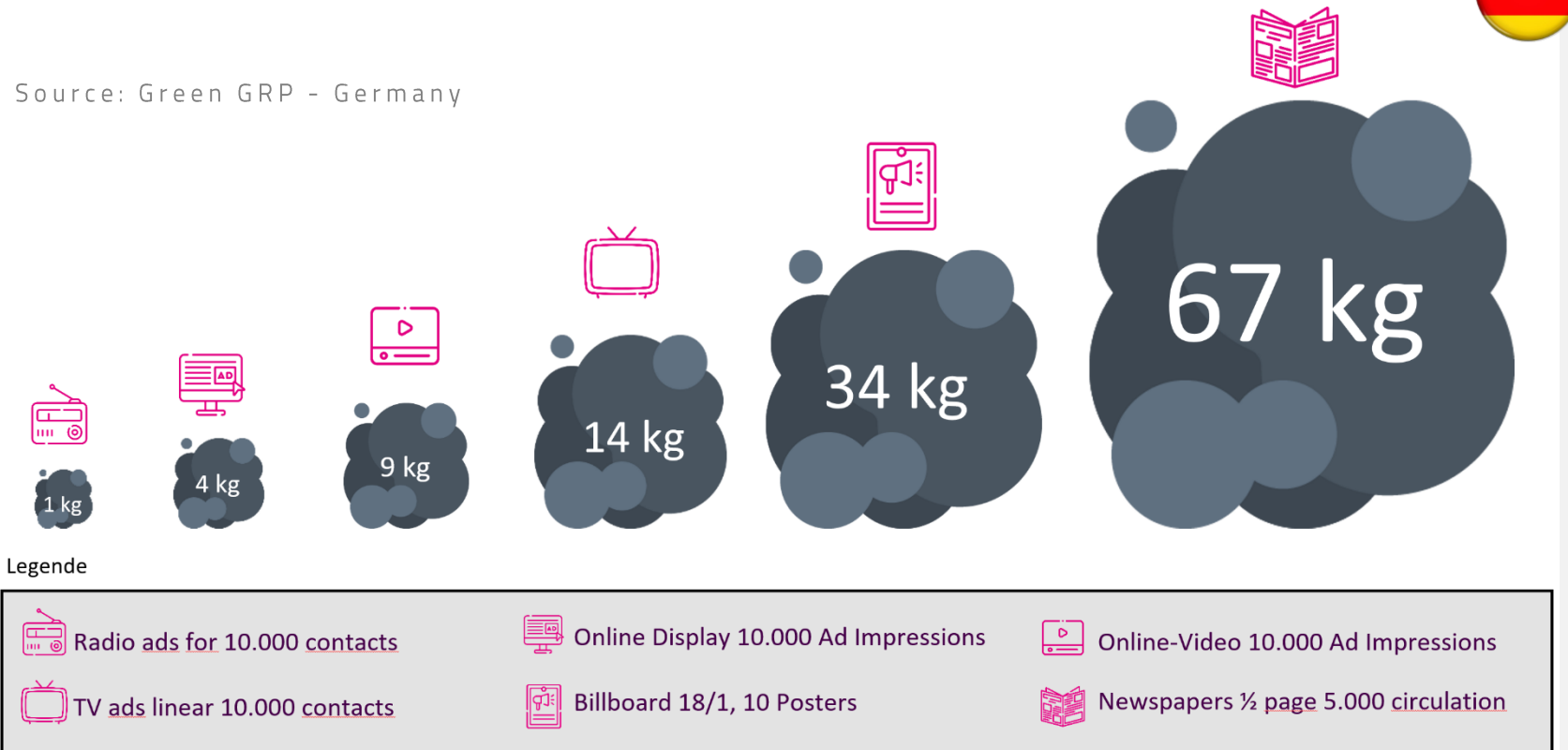
Sustainable

Radio is the most climate-friendly medium as it generates least amount of CO2



CO2 EMISSIONS OF ADS IN DIFFERENT MEDIA

Source: Green GRP - Germany



**BUT RADIO IS ALSO
A BRAND BUILDER,
A RECOVERY DRIVER,
ENGAGING, ...**

**We need to
communicate
about the
power of radio !**





egta.



**RADIO
CONNECTS**

RAB RADIO
ADVERTISING
BUREAU



RADIO
ZENTRALE



(BUREAU DE LA
RADIO))



RadioMedia



egta.com
Worldradioalliance.com





Thank You !
Graciès !

