

SiriusXM
Media


Digital Audio VS...
Digital Audio VS...

Your data-driven guide
to comparing digital audio to
tried-and-true marketing media.


The medium you *think* you know

The numbers just keep getting better for digital audio, and so do opportunities for brands. We talk a lot about its power, so those numbers probably look a bit familiar. And now, we're going to take it a step further—into the ring, you might say.


214_M

 The number of digital audio listeners in the US¹


75%

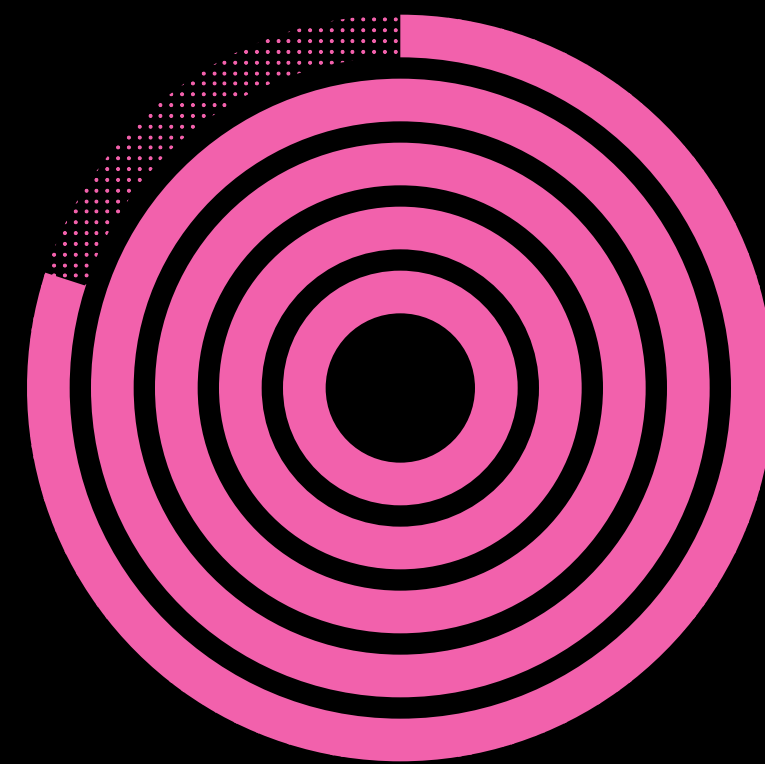
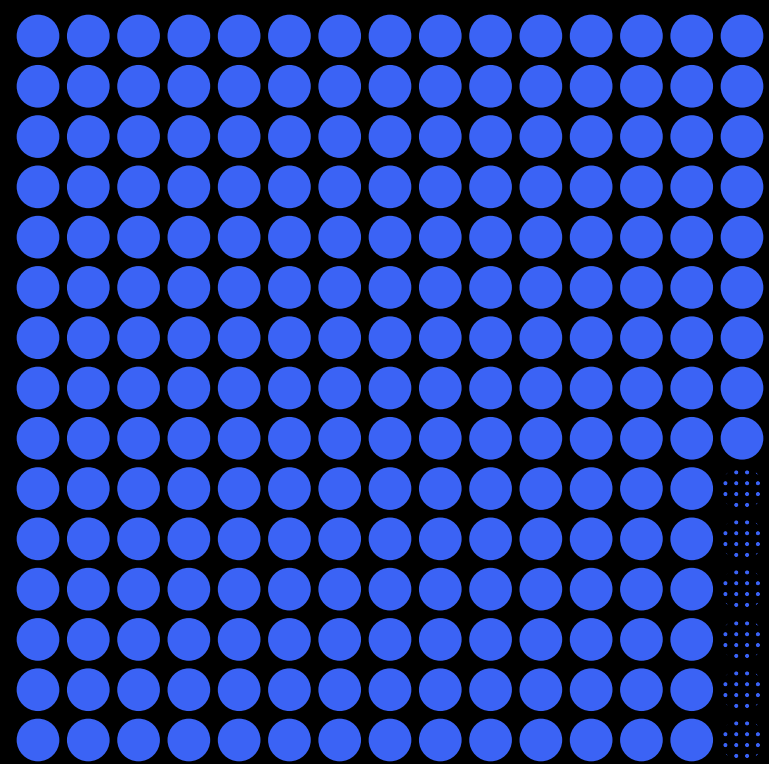
 Percent of the total population 12+ that's listening¹

4.8 hrs

 How much audio they're taking in each day²

+55%

 How much more time digital audio listeners spend with audio²



Two media enter... advertisers emerge victorious

In this guide, we're going to show you digital audio's powerful punch when compared to linear TV, broadcast radio, CTV, and social media at reaching engaged audiences at the right time, in a credible environment to make a lasting impression. And we're going to prove it, one medium at a time.

We're here to fight for your next campaign because we know it could be better. Though your customers are spending **31%** of their time with audio, it typically only accounts for **9%** of ad spend.³ That gap in your ad budget means you're likely missing opportunities to reach your target consumers.

TIME SPENT

69% Other Media

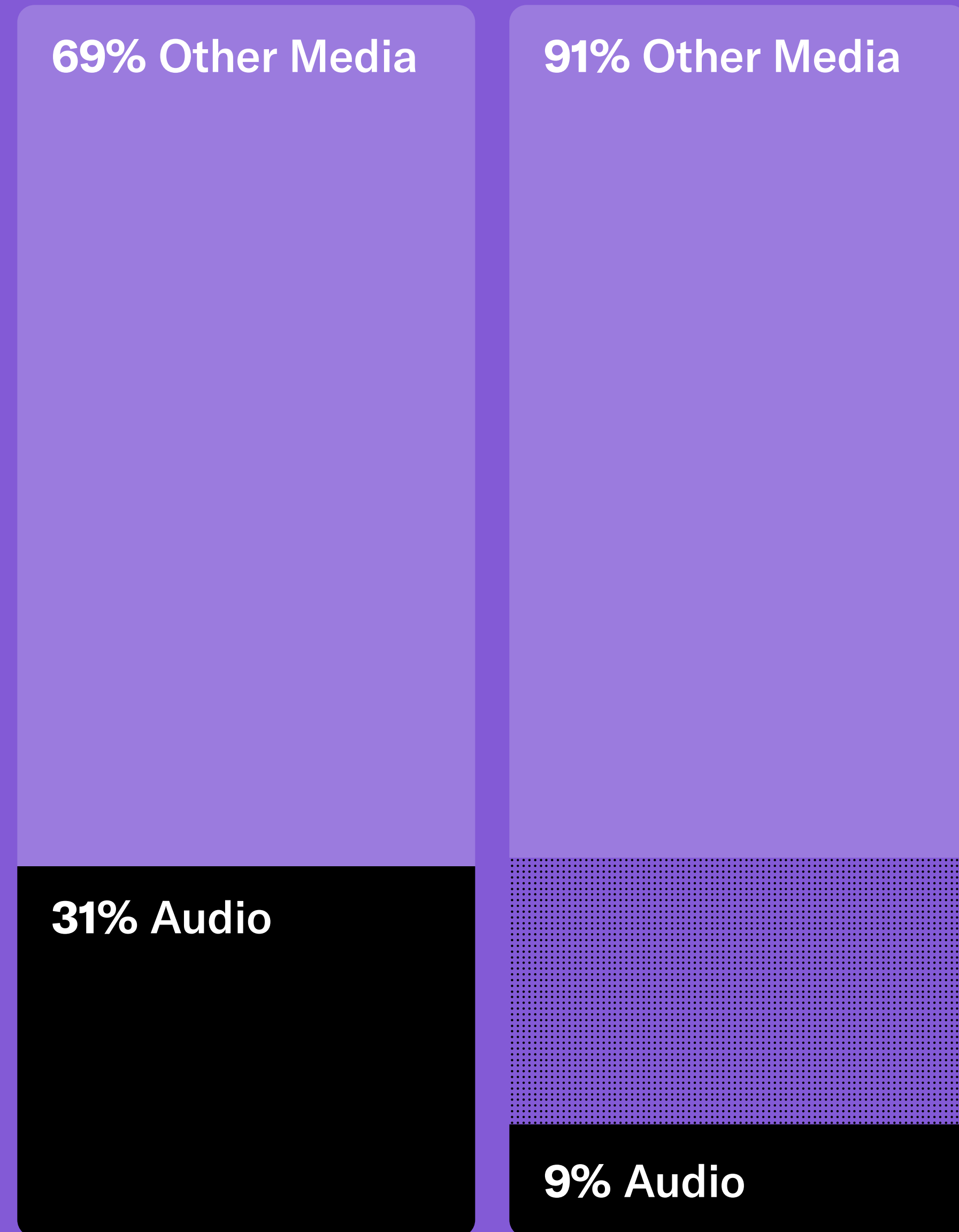
31% Audio

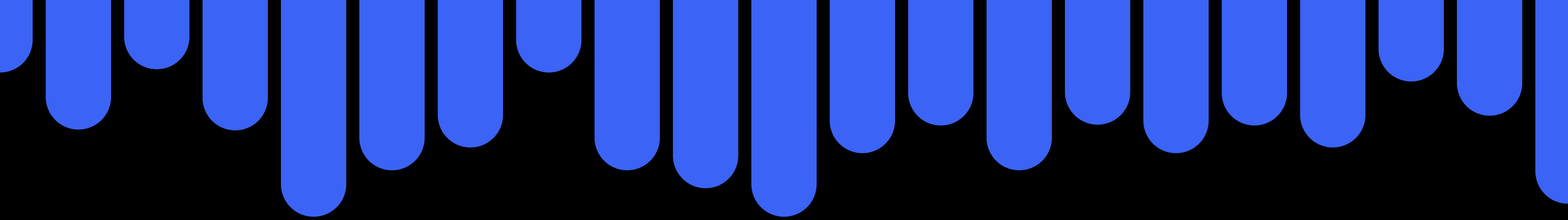
ADVERTISING SPEND

91% Other Media

9% Audio

22% Gap





In this corner...

We're going head-to-head with other media for a full-body takedown in the competition for your ad dollars. And the winner will always be your next campaign.



Digital audio: The true stunner

Digital audio has a very particular set of differentiators to attract key audiences and help advertisers reach them wherever they are. Get ready for our one-two combinations that prove digital audio is a must in your ad budget.

Linear TV, AM/FM, CTV, social media—we're ready to rumble

MEDIA

THE DIGITAL AUDIO ONE-TWO PUNCH

EXHIBITION

● Linear TV

Convenient & Accessible

74% of listeners 18-34 say they “listen to more audio content today because I can access it/take it with me everywhere”⁴

● AM/FM

Increasing Time & Higher SOV

49% share of daily audio time is spent with streaming, podcasts, or SiriusXM—that's 13% points higher than AM/FM radio²

● CTV

Portable & Addressable

58% of listeners 18-34 say audio helps them escape from too much visual stimulation⁴

● Social Media

Authentic & Trustworthy

66% of Gen Z and millennial podcast listeners find podcast hosts to be more authentic than other media figures⁵

● THE ONE-TWO COMBO

Convenient & Accessible

Digital Audio VS... Linear TV

Why digital audio wins



For Listeners: On-demand, on-the-go



For Brands: Advanced targeting capabilities, one-to-one reach, turnkey, cost-efficient



Digital Audio vs... Linear TV

Audiences are moving away from scheduled entertainment

Remember “appointment television”? Gen Z doesn’t. And for many millennials, Gen Xers, and even boomers, the days of the can’t-miss weeknight lineup are a distant memory. And cable TV has gone from a common entertainment staple to an embattled budget item for many American households.

Embracing anytime-access to digital audio

Digital audio gives audiences the freedom to get off the couch and take entertainment with them on the way to things as mundane as work and appointments or as special as parties and events—all on their schedule. Advertisers can be right there with them as they live their best lives.

Dollars going further

Linear TV has been around since the ‘40s. Just about the only appeal for advertisers is the ability to reach large, broad audiences. But when it comes to reaching specific audiences at-scale and with advanced targeting capabilities, digital audio gets you way, way further (and with quicker and more cost-efficient creative production when no video is involved).



Capture the afterglow

Did you know you can tap into the excitement of TV’s biggest moments through digital audio? After hip hop all-stars took over the Super Bowl Halftime Show, there was a triple-digit spike in station adds for [Dr. Dre \(213%\)](#), [Snoop Dogg \(118%\)](#), [Mary J. Blige \(110%\)](#), and [Eminem \(228%\)](#) on Pandora.⁶

Reach the unreachable

64%

64% of adult listeners 18+ are cord-cutters or cord-nevers⁷



36%

Only 36% of adult listeners 18+ are current cable/satellite TV subscribers

▼ -7% points since Q3 2021⁷



Shifting time

Digital audio: Time on the rise

183%

183% rise in share of time spent with digital audio in the last decade²

Traditional TV: Time in decline

43%

43% decline in share of time spent with TV in the last decade⁸

Listening on the up and up

Traditional TV: Losing viewers

50%

Viewership fell below a 50% share for the first time⁹

Digital audio: Gaining listeners

92%

92% increase in the number of listeners tuning into digital audio in the last decade¹⁰

Trustworthy voices

Listeners 18+ say **streaming audio is 2x more** authentic and trustworthy than traditional TV¹¹

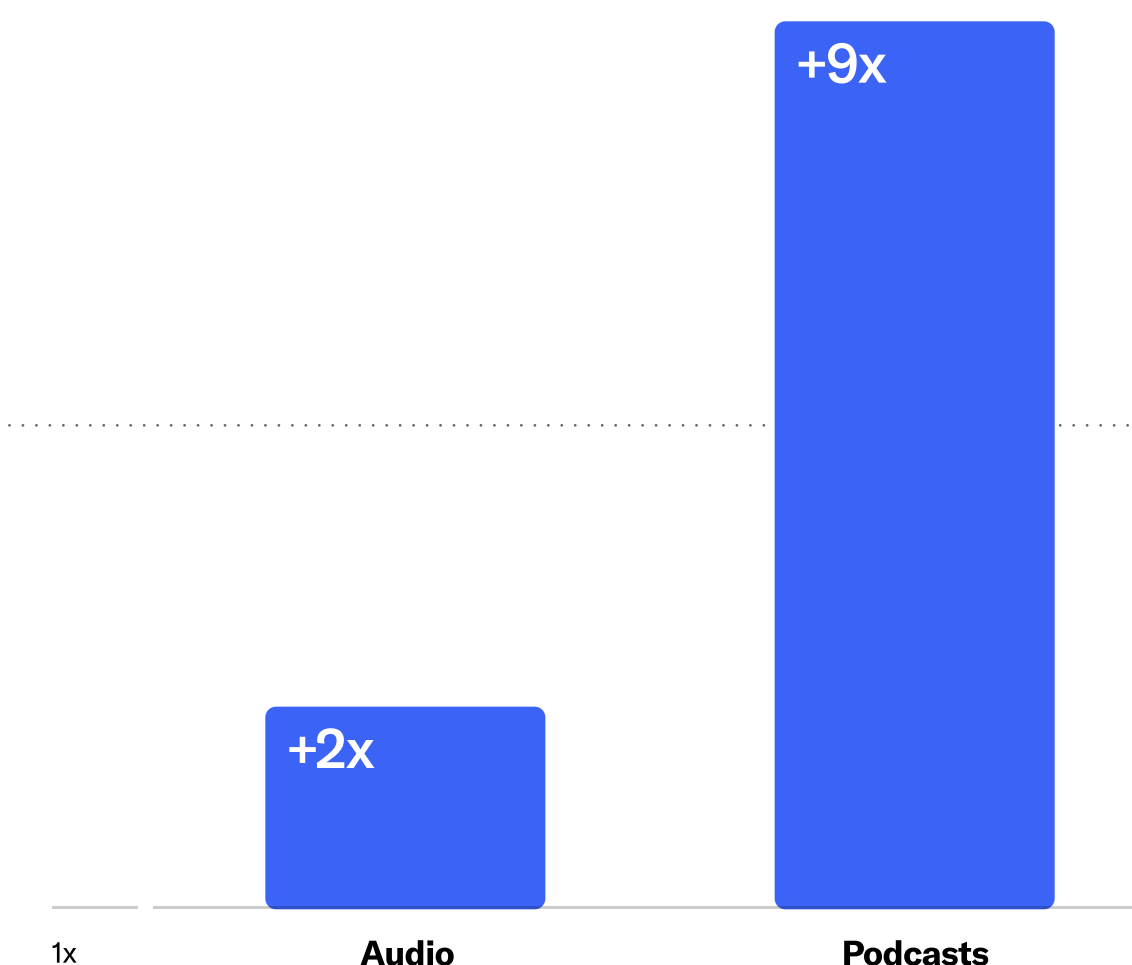
2x

Listeners 18+ say **podcasts are 9x more** authentic and trustworthy than traditional TV¹²

9x

Authenticity and trustworthiness relative to traditional TV

10x





● THE ONE-TWO COMBO

Increasing Time & Higher SOV

Digital Audio VS... AM/FM

Why digital audio wins

-  **For Listeners:** More variety, less ad load
-  **For Brands:** Higher share of voice, increased ad receptivity, more creative capabilities, advanced targeting options



Digital Audio vs... AM/FM

It's getting personal

And by “personal,” we mean “personalized.” While digital audio wouldn't be where it is today without terrestrial radio, many listeners are foregoing their favorite stations of yesteryear and opting to curate their own on-demand experience.

From expertly crafted stations with skip and repeat options, to live talk with big name stars, to the play-by-play on sports, to podcasts for every taste, it's all at the listener's fingertips, no matter where they are.

Ad fatigue has them skippin'

What's the first thing you do when the radio station gets to commercial? (Don't answer, we already know.)

When the ads roll (and they do for 87% of our audience),¹³ they're done with the AM/FM-style disruption. Digital audio offers shorter ad breaks, more variety (like incentive-based formats), and ad messages that are more likely to be relevant to them. And in the less-cluttered digital audio advertising environment with more audience targeting options, brand messages stand out and inspire action.

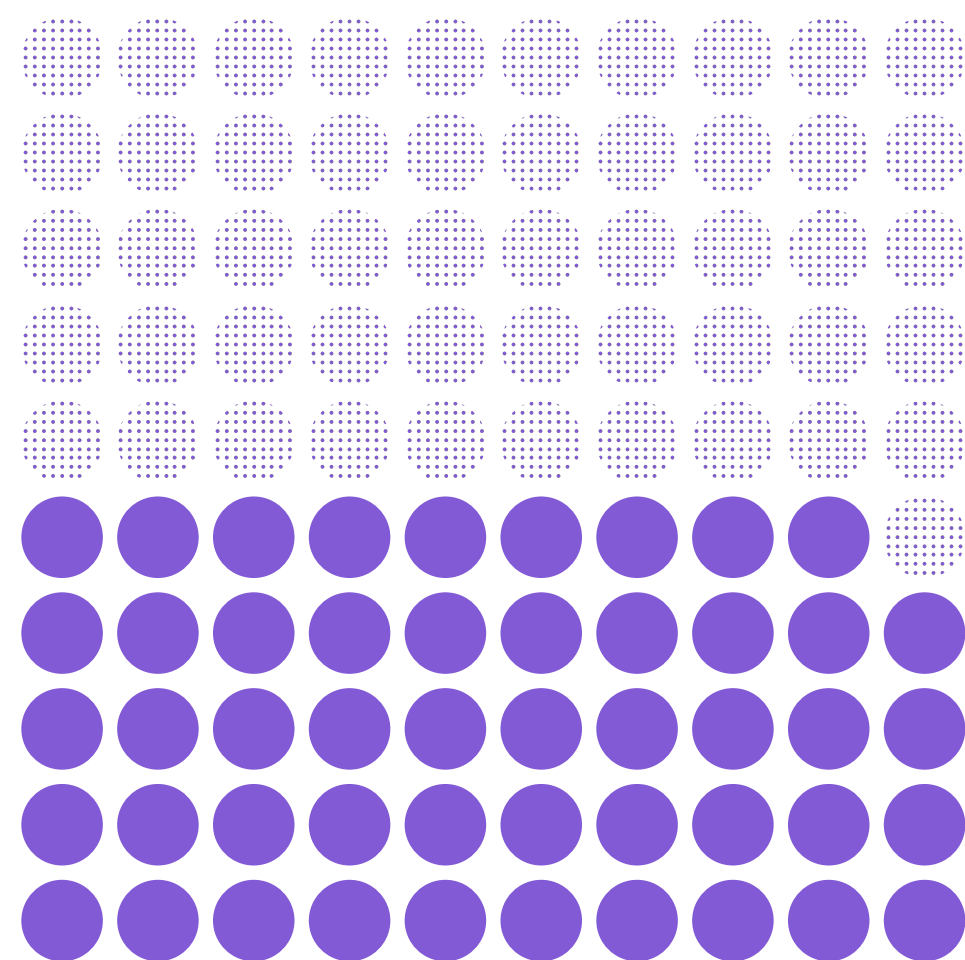
Next-level creative

While radio ads have their time and place, digital audio unlocks a whole other world of audio creative. Think: dynamic audio that changes based on the listeners' demographic and geographic signals, car-specific CTAs that include directions to the nearest location, and more.

Make it memorable

49%

Digital audio ads have a **49%** better impact on lasting memory than AM/FM ads¹⁸



On-the-go is on-the-rise

SiriusXM

55% of SiriusXM subscribers say satellite is replacing time they used to spend with AM/FM

55%

pandora®

58% of Pandora listeners say streaming audio is replacing time they used to spend with AM/FM

58%

SOUNDCLOUD

55% of SoundCloud listeners say streaming audio is replacing time they used to spend with AM/FM

55%

SiriusXM PODCAST NETWORK

52% of SiriusXM Podcast Network listeners say podcasts are replacing time they used to spend with AM/FM

52%

Break through the noise

20%

20% more share of time with digital audio than with AM/FM radio¹⁵



50%

50% less commercial time per hour with SiriusXM¹⁶



A trustworthy source

Authenticity and trustworthiness relative to AM/FM

5x

+4.2x

Listeners 18+ say **podcasts are 4.2x more authentic and trustworthy** than AM/FM radio¹²

4.2x

1x

Podcasts



● THE ONE-TWO COMBO

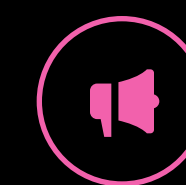
Portable & Addressable

Digital Audio VS...
CTV

Why digital audio wins



For Listeners: On-the-go, less ad load, escape from screens



For Brands: Addressable audience, transparency, measurement, and true scale with less market fragmentation



Digital Audio vs... CTV

The grass is greener... and not addressable

What started as a narrow field of innovators is now a crowded landscape of competitors. And too many options keep listeners bouncing back and forth, often canceling a subscription after their favorite show is over. Not to mention, the largest CTV players are completely ad-free or offer skippable ads, meaning advertisers can't reach that audience at all.

All the binging, without the guilt

Digital audio delights the ear and stimulates the mind while allowing listeners to do just about anything else throughout the day. And 79% of audio consumption takes place in moments when visual media is not available.²⁰ Pedal to the metal, fingers on the keyboard, eyes on the horizon, toes in the sand—whatever, whenever.

Listeners can easily access a wide variety of music, talk, and podcasts on the go, with plenty of subscription-free, ad-supported options to choose from. It answers that content-all-the-time craving sans the “I’ve been on the couch all day” feeling while offering an escape from screens.

Audio ads > video ads

There it is; we said it, and it's true. In a recent study, attention metrics for audio ads exceeded visual media benchmarks by quite a lot. Audio received 50% more audience attention than the norm—with podcasts performing the highest. And audio ads exceeded brand recall benchmarks by +3% and brand choice uplift benchmarks by +4%.¹⁹

 Or, add them together

Did you know you can run video campaigns on digital audio? And the video completion rates are higher (87% with Pandora and 89% on SoundCloud) with minimal mute rates (0.12% on the SiriusXM Streaming Network).¹³

A one-stop addressable shop

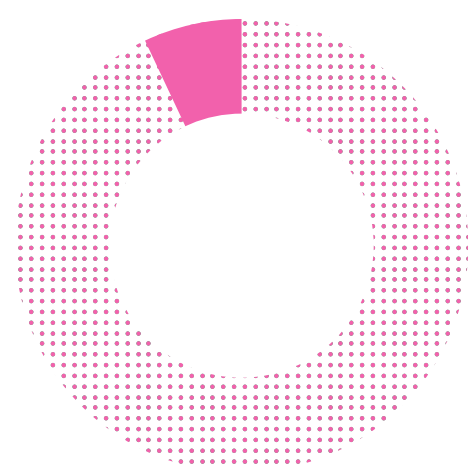
87%

87% of the SiriusXM network listens to ad-supported content⁷



7%

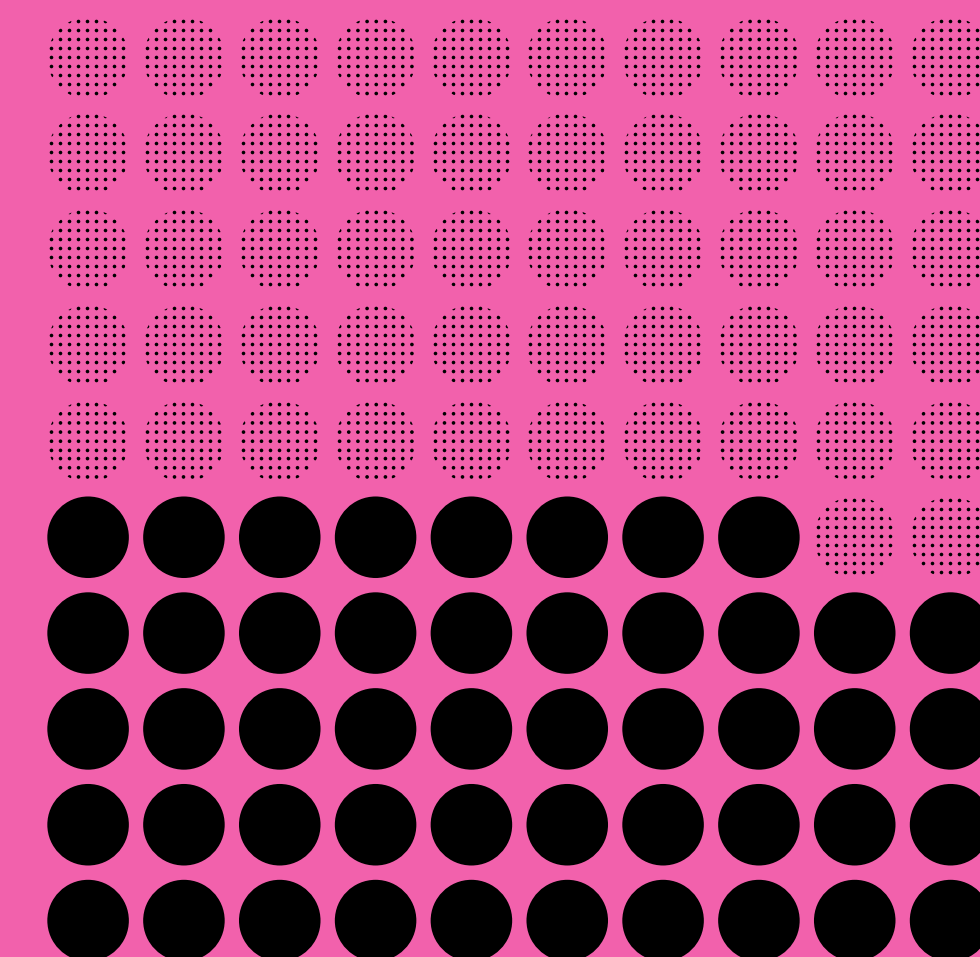
7% of listeners watch only ad-supported video streaming services¹³



Oversaturated and overwhelmed

48%

48% of adult listeners 18+ say they have a hard time keeping up with all the new streaming video services that are launching⁷



Authenticity for the win

Listeners 18+ say **streaming audio is 1.6x more authentic and trustworthy** than streaming video¹¹

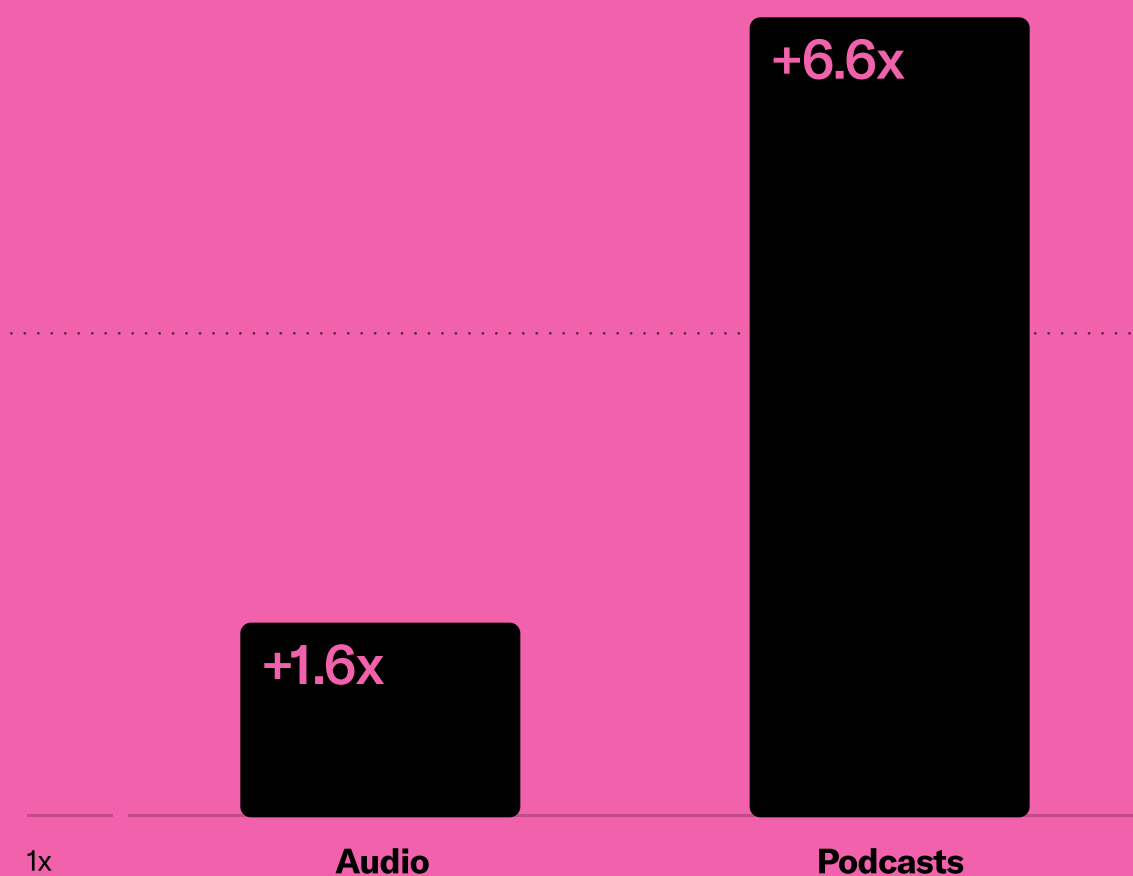
1.6x

Listeners 18+ say **podcasts are 6.6x more authentic and trustworthy** than streaming video¹²

6.6x

Authenticity and trustworthiness relative to streaming video

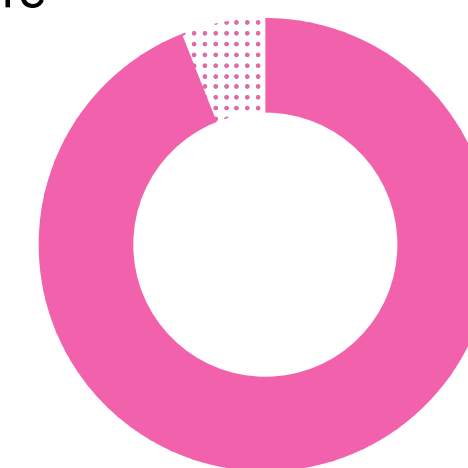
8x



Generational shift

94%

Gen Z spends **94% more** time with audio than with streaming TV²²



66%

Millennials spend **66% more** time with audio than with streaming TV²²



● THE ONE-TWO COMBO

Trustworthy & Authentic

Digital Audio VS... *Social Media*

Why digital audio wins



For Listeners: Trustworthy, genuine, authentic, positive vibes



For Brands: Positive association, less cluttered environment



Digital Audio vs... Social Media

It's just too much

Filtered selfies, staged routines, edited lives—it's giving inauthentic, and audiences know it. The golden age of social media is ending, especially for younger generations. The endless scroll through fabricated perfection, dubious advice, and overacted outrage is having a negative effect.

Over two-thirds of Gen Zers say social media sometimes or often makes them feel anxious, sad, or depressed. And 58% are seeking relief from social media.²³

Goodbye doomscrolling, hello positive vibes

Audiences are excited by the prospect of spending their time in a positive space—and they are 4x more likely to say streaming audio is a good place to spend their time compared to social media¹¹ (and that goes up to 6x for podcasts).¹² On top of that, over half are replacing time spent with scrolling on social to time spent listening to their favorite audio.

You're in good company

No one here is unfamiliar with the brand-safety challenges that come along with social media campaigns. You never know where your ad will show up, or in what context. With digital audio, all content is carefully curated so that your message is in a trusted environment. And capabilities such as contextual targeting, or even anti-targeting, can ensure brand alignment.



The new influencer is here

Did you know podcasters are the new, more reliable influencers? Nearly two thirds of podcast listeners feel a personal connection to their favorite hosts.¹² And host-read ads allow advertisers to tap into those relationships.

Trending up (way up)

23%

Streaming audio: Listening surge

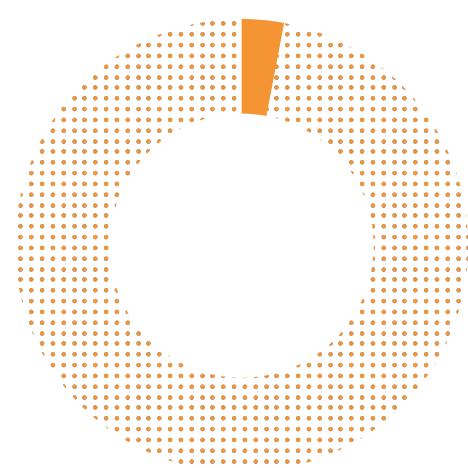
Monthly streaming audio is up **+23%** since 2017²⁵



2.5%

Social media: Slow rise

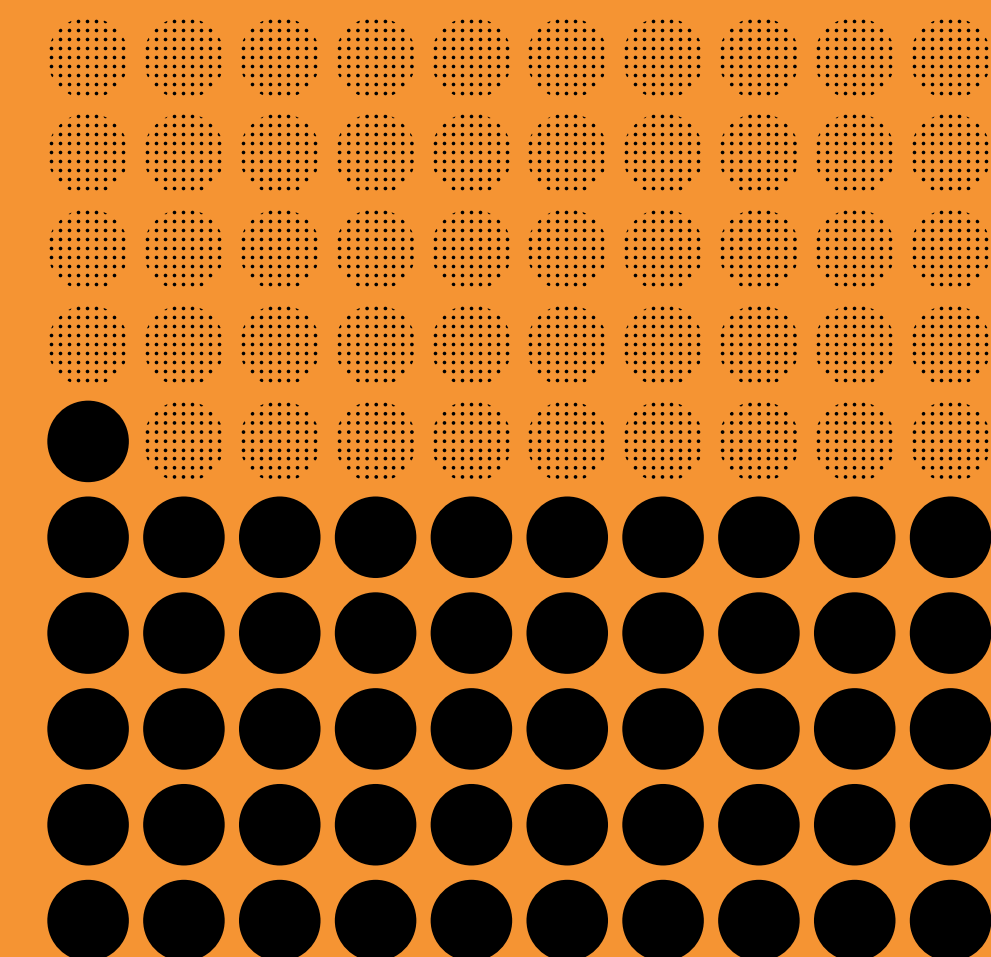
Monthly usage has only risen **2.5%** since 2017²⁵



Social media gets the chop

51%

51% of streaming audio listeners say streaming audio is replacing time they used to spend with social media²⁴



Goodbye, doomscroll

Listeners 18+ say **podcasts are 23x more** authentic and trustworthy than social media¹²

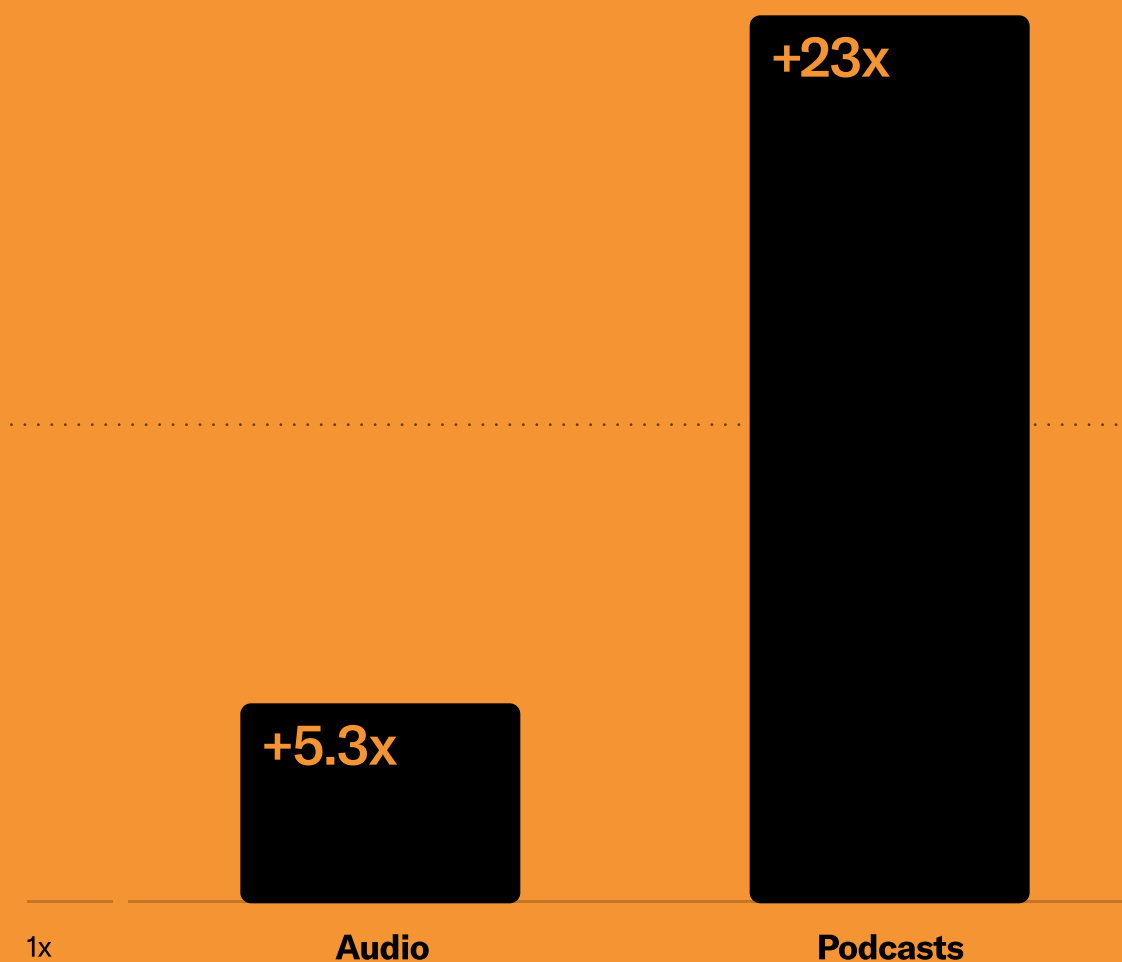
23x

Listeners 18+ say **streaming audio is 5.3x more** authentic and trustworthy than social media¹¹

5.3x

Authenticity and trustworthiness relative to social media

25x



Hello, incremental reach



71% of the SiriusXM Media audience 18-34 is not on Twitter (X)²⁶
120M incremental reach

71%



57% of the SiriusXM Media audience 18-34 is not on TikTok²⁶
15.8M incremental reach

57%



37% of the SiriusXM Media audience 18-34 is not on Instagram²⁶
10.4M incremental reach

37%



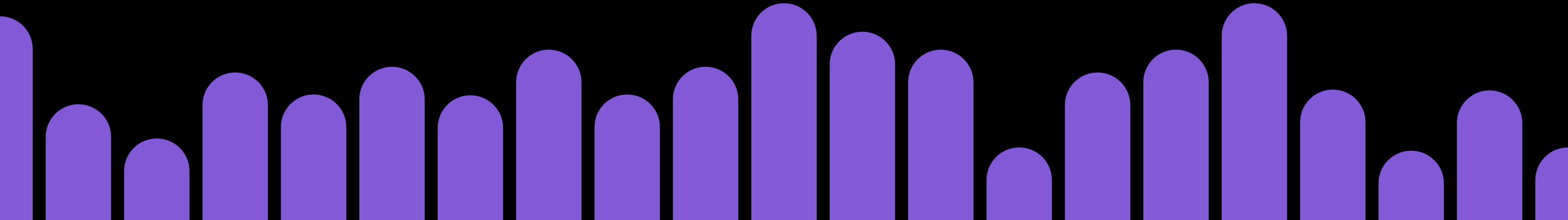
49% of the SiriusXM Media audience 18-34 is not on Snapchat²⁶
13.7M incremental reach

49%



Teamwork makes the campaign work

As you've seen, digital audio packs a hell of a punch for advertisers, stepping in at any point in the consumer journey to drive campaign metrics from awareness to conversion. While clearly we're in digital audio's corner, it works hand-in-hand with—and can even boost the results of—your tried-and-true reach channels.

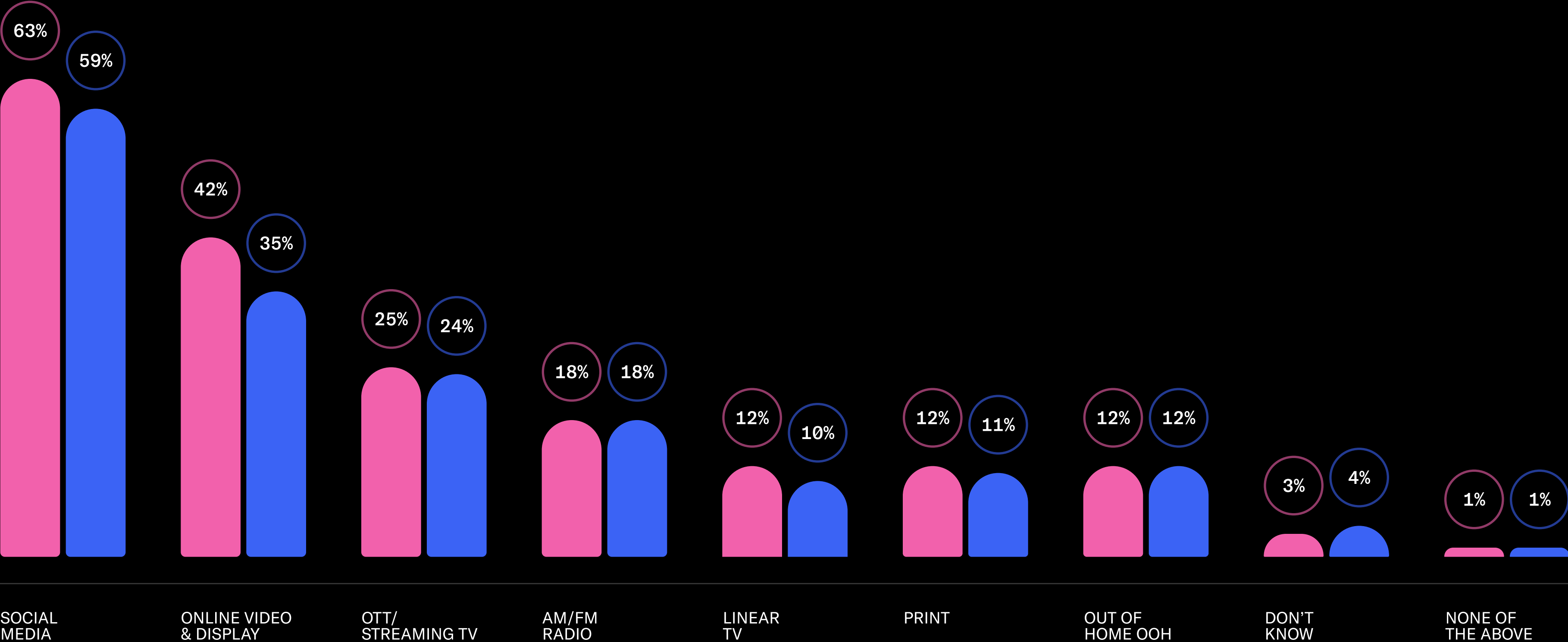


Media pros know digital audio brings synergy

Leveraging multi-channel synergies is an essential component of advertising effectiveness.

- Podcasts
- Music Streaming Services

Which of the following media do you think audio works best with?



Success story: Audio goes where TV can't

A major credit card client asked to compare how their audio ads with us measured up to their TV spots during their 2021 membership campaign.

Audio delivered 4x stronger reach index than TV²⁸

4x

- TV reach
- Audio reach

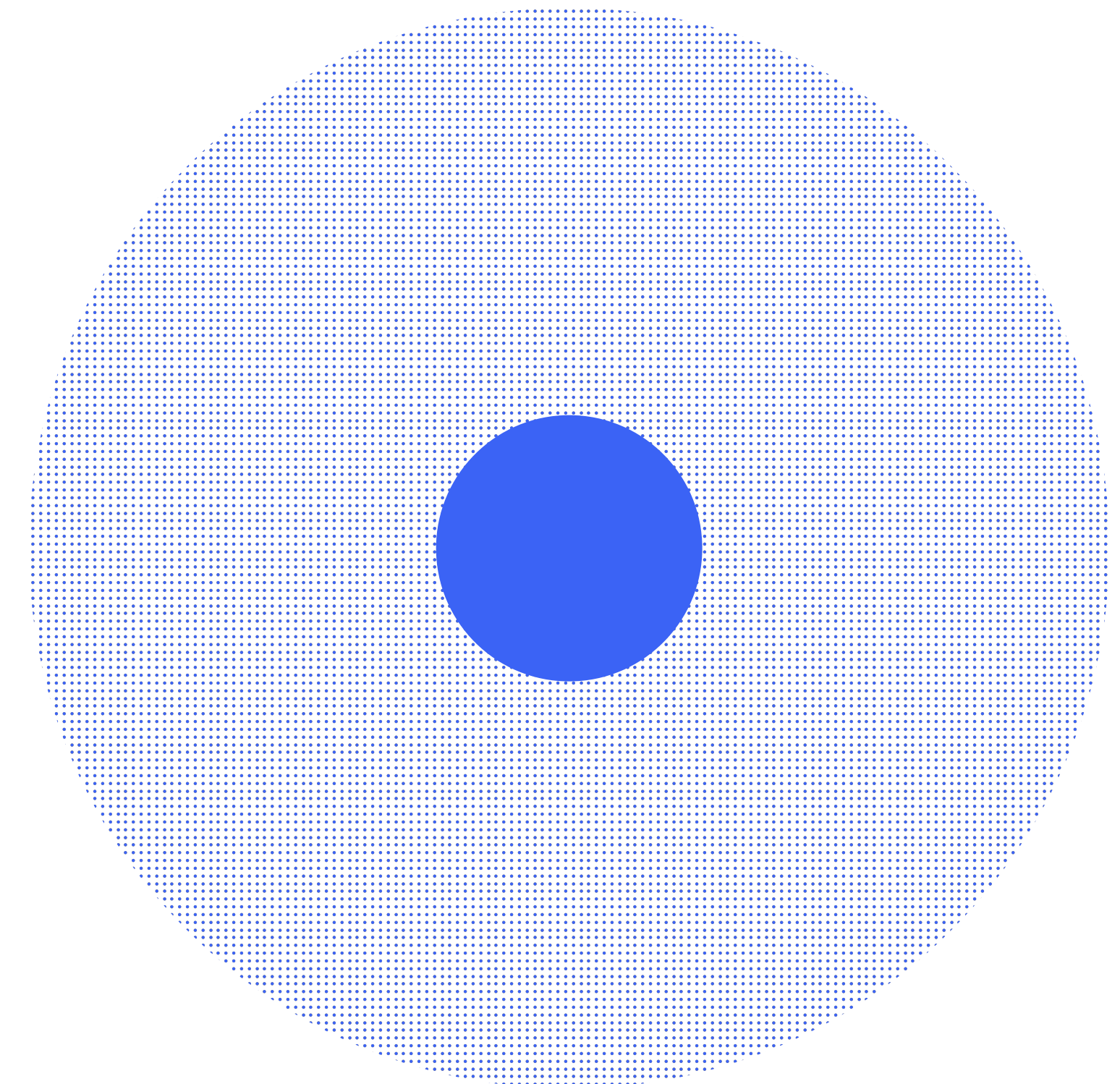
Audio outperformed linear TV with a stronger on-target rate for key demos:

● Ages 25-43

HHI
\$75K **9.1x**

HHI
\$100K **9.3x**

HHI
\$100K-\$200K **9x**



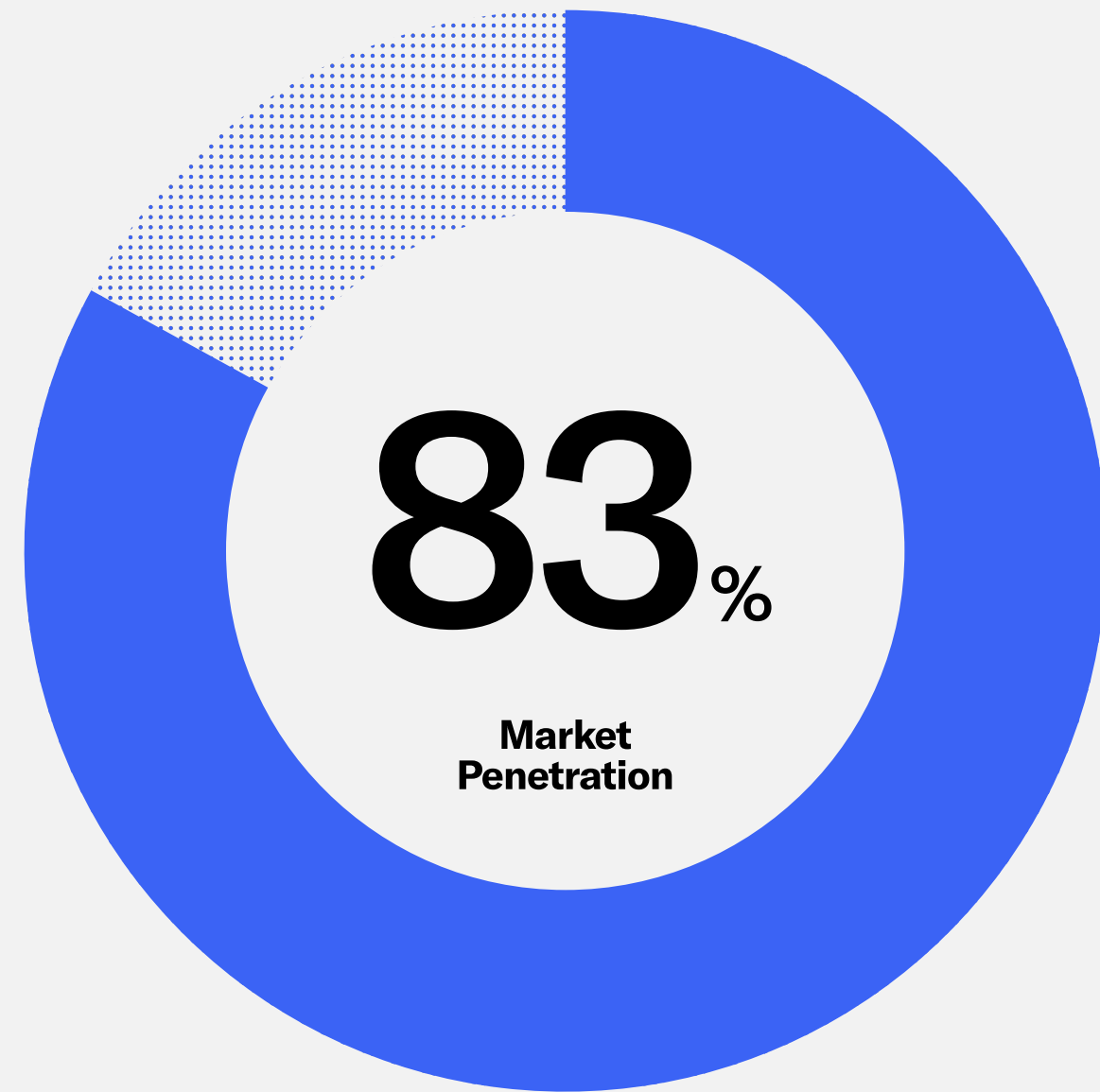


Emerge from your next campaign victorious

When it comes to digital audio partners, we're the best choice. We offer the most dynamic portfolio in audio with 150M listeners across SiriusXM, streaming, and podcasts.²⁹



SiriusXM



Expanding market with **83%** penetration in every major automotive manufacturer³¹

70% in-car listening

Listeners dedicate **70%** of their in-vehicle time with SiriusXM or 2 ½ hours of their day³⁰



1 in 2 Cars

SiriusXM is in 140M vehicles; **1 out of every 2 cars** on the road³²



SiriusXM **PODCAST NETWORK**

51%

more female listeners

Top network for reaching women, with **51%** more female listeners than the next podcast network³³

TOP

25 ▲

more shows in the Top 25

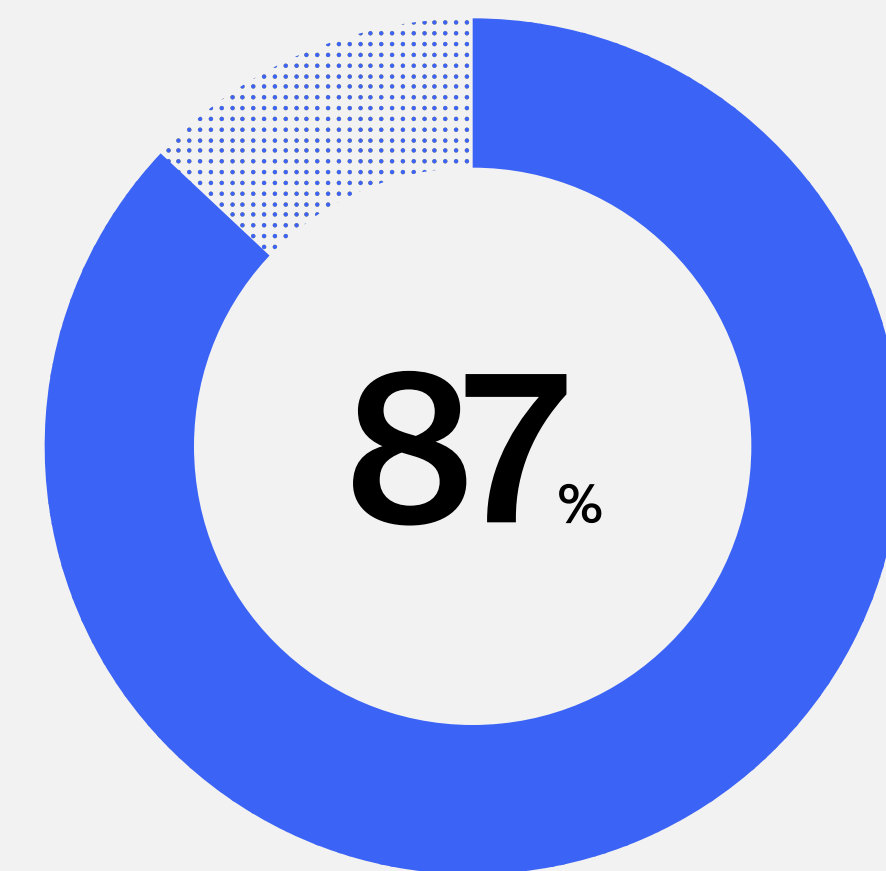
More shows in the **Top 25 and Top 50** rankers from Edison Podcast Metrics than any other podcast network³⁴

250⁺

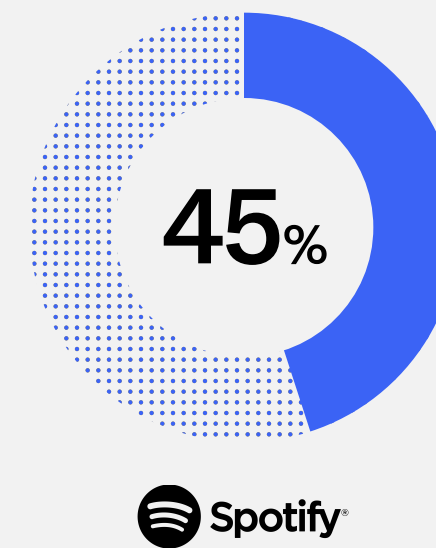
exclusive podcasts

Access to **2,500+** shows, with **250+** exclusive podcasts you can't get anywhere else

SiriusXM **STREAMING NETWORK**



87% ad-supported vs. paid³⁵



2/3
of inventory

Represents roughly **two-thirds** of all digital audio inventory in the US³⁵

38%
more reach

38% incremental reach when adding SoundCloud into mix²⁹



3, 2, 1: They're all out!
So, it's time to count us in for your next campaign.

Sources

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02	Edison Research Share of Ear Study, Q2 2023, Percent More Time with Audio, Compared to Non-Digital Audio Listeners, Base: P13+	11	Pandora Soundboard, 2023 User Study, March 2023, A18+ (N=4,632), Base: Total A18+	20	IAB, Digital Audio Buyer's Guide	29	Comscore Media Metrix, March 2023; Nielsen SiriusXM Custom Study, Fall
03	WARC The Investment Gap: Understanding the Value of Audio, 2021	12	Podsurvey Podcast User Study (N=2,642), Q2 2023	21	MRI Simmons Fall 2022, A18+	30	Nielsen Custom Qualitative Study for SiriusXM, 2022
04	Pandora Soundboard, 2023 User Study, A18-34	13	SiriusXM Media, Pandora, and SoundCloud internal metrics	22	"A marketer's guide to modern media consumption by age group," by Wes Morton, Open Mic, 4/12/23 (Gen Z spends 173 mins consuming audio and only 89 mins streaming TV; Millennials spend 166 mins consuming audio but only 100 mins streaming TV – Source: Statista, eMarketer, WARC)	31	SiriusXM Holdings Inc, Q4 2022 Earnings Call, new vehicle penetration number
05	SiriusXM Media Gen Z & Millennials Study 2022, Podcast Listeners P13-34	14	Nielsen Custom Qualitative Study for SiriusXM, 2022	23	Origin, Hill Holiday "Meet Gen Z: the Social Generation" report 2019	32	Experian
06	Pandora Internal Data	15	eMarketer, US Time Spent with Media Jan 2023 (time with tv fell 1h 51m, time with digital audio rose 1h)	24	SiriusXM Media, Edison Research Custom Audio Study, Q1 2023, P18+	33	Edison Research, Q2 2023 Podcast Metrics. SiriusXM Media reach Includes Stitcher, NBC and Audiochuck Networks.
07	Pandora Entertainment Soundboard Study 2023	16	SNL Kagan	25	Edison Research, The Infinite Dial 2023, P18+	34	Edison Podcast Metrics October 2022 - March 2023
08	eMarketer, P18+ who use a desktop/laptop or mobile device to go online while watching digital video or traditional TV content on a TV set at least once per month, Dec 2019; Individual Device used while watching TV (smartphone, laptop/desktop, tablet)	17	SiriusXM Media, Edison Research, Custom Audio Study, Q1 2023	26	2022 MRI-Simmons Fall Doublebase USA, A18-34	35	SiriusXM Internal Metrics Q4 2022, Spotify Internal Metrics Q4 2022
09	Nielsen's July 2023 report of The Gauge	18	Pandora Neuro-Insights Study	27	WARC, Sonic Boom Whitepaper, 2023		

Thank You

Thank You

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