

# The State of Audio Report.

Welcome.

# We conducted this analysis to provide findings about the current state of the audio\* industry, the challenges it faces and what its future might look like.

The data was collected by an online survey, composed of 19 questions and arranged into 4 topics - Listening Habits, Industry Changes, Revenue and Advertisement and The Future of Audio.

The survey was made available to the public and distributed to Radio.co's social media channels and mailing lists. **The survey was available for 3 weeks and received 3,330 responses\***.





A little about us...


Through the exciting medium of audio, we help brands challenge the status quo and get their message heard.

We are driven by the transformative power of audio to captivate audiences and leave a lasting impact.

Our team of audio and technology experts have been creating and serving audio for over 10 years. We're dedicated to crafting truly unique audio experiences that bring your brand's story to life. Find out more about us at [Broadcast.co](https://broadcast.co).

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- 1. Listening Habits**
- 2. Industry Changes**
- 3. Revenue and Advertising**
- 4. The Future of Audio**

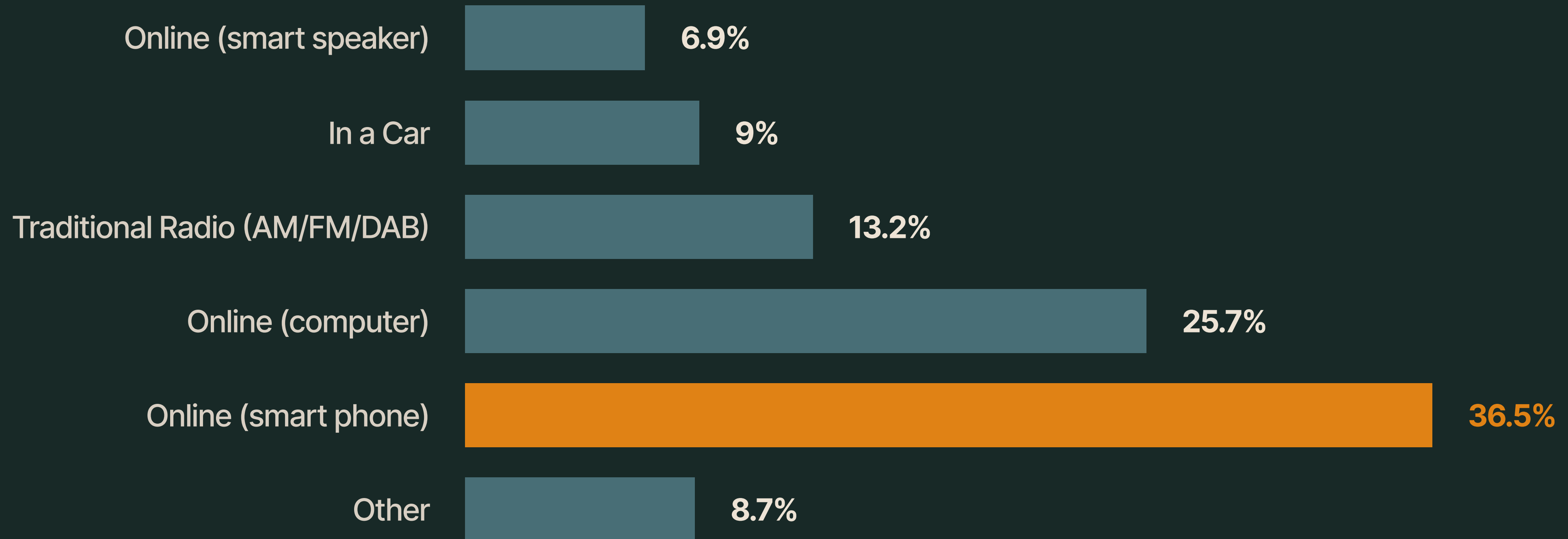


# Chapter 1.

# Listening Habits

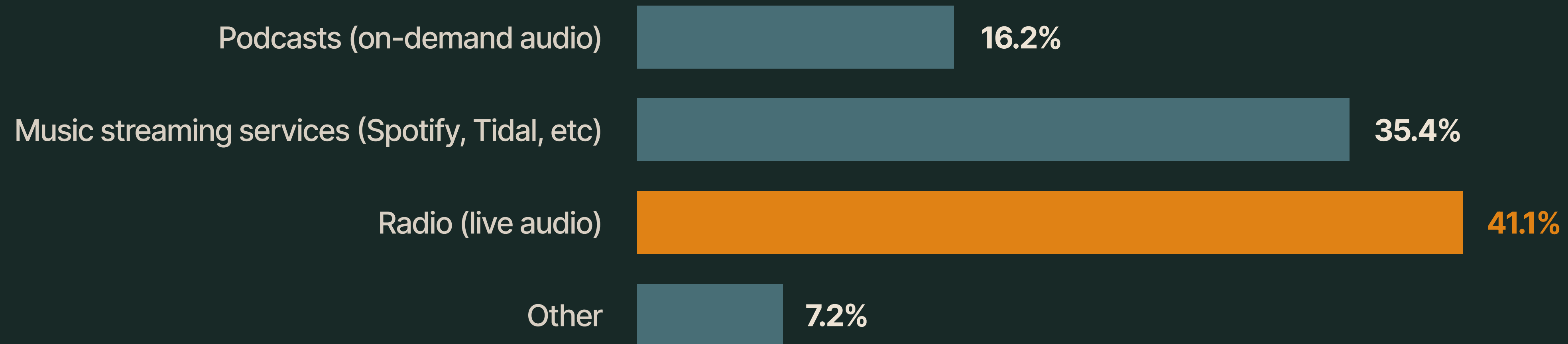
## 1. LISTENING HABITS

# How do you primarily consume audio?



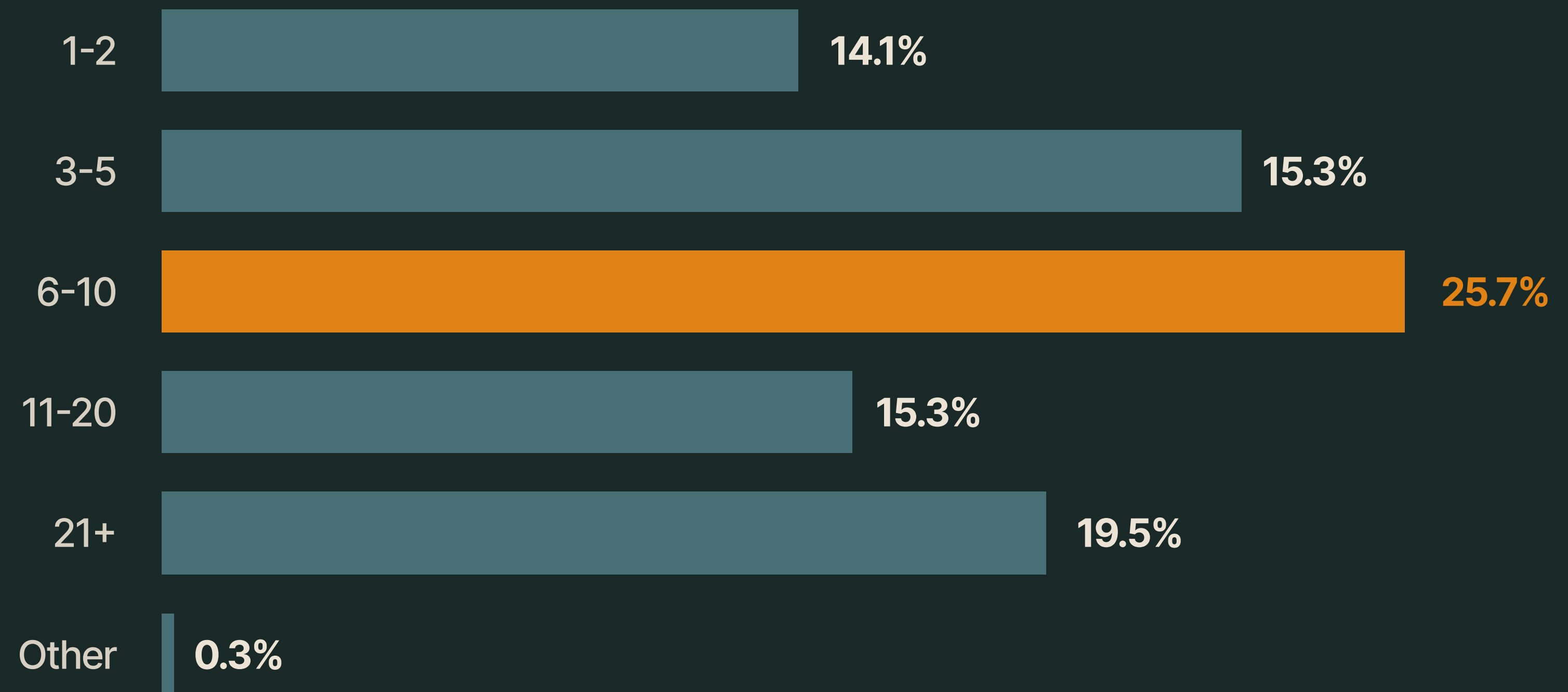
## 1. LISTENING HABITS

# Which type of audio do you consume the most?



## 1. LISTENING HABITS

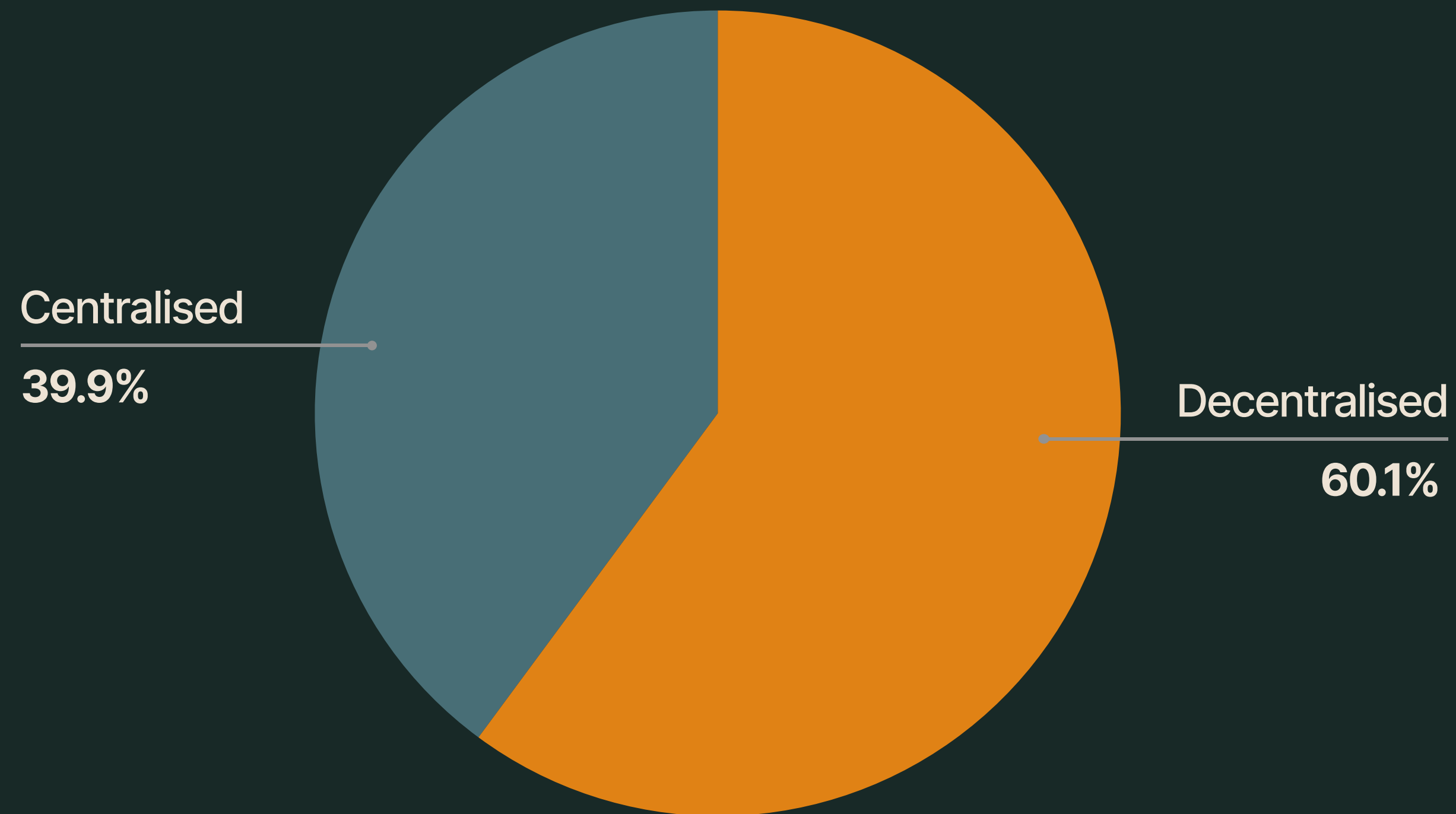
# How many hours per week do you listen to radio?





## 1. LISTENING HABITS

# What kind of radio stations do you primarily listen too?

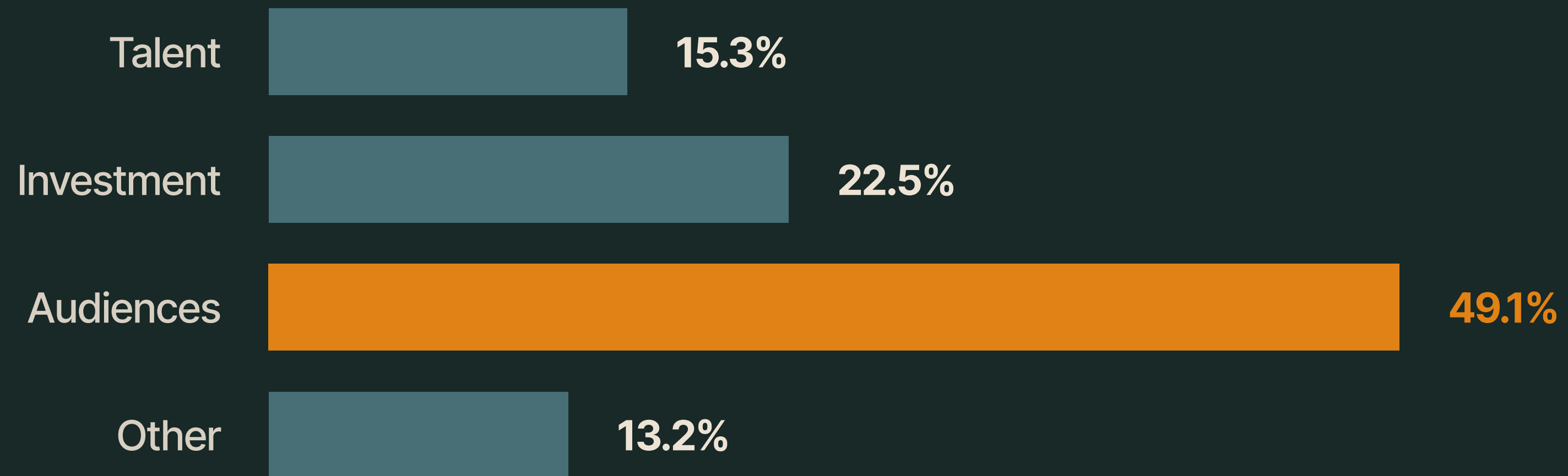


# Chapter 2.

# Industry Changes

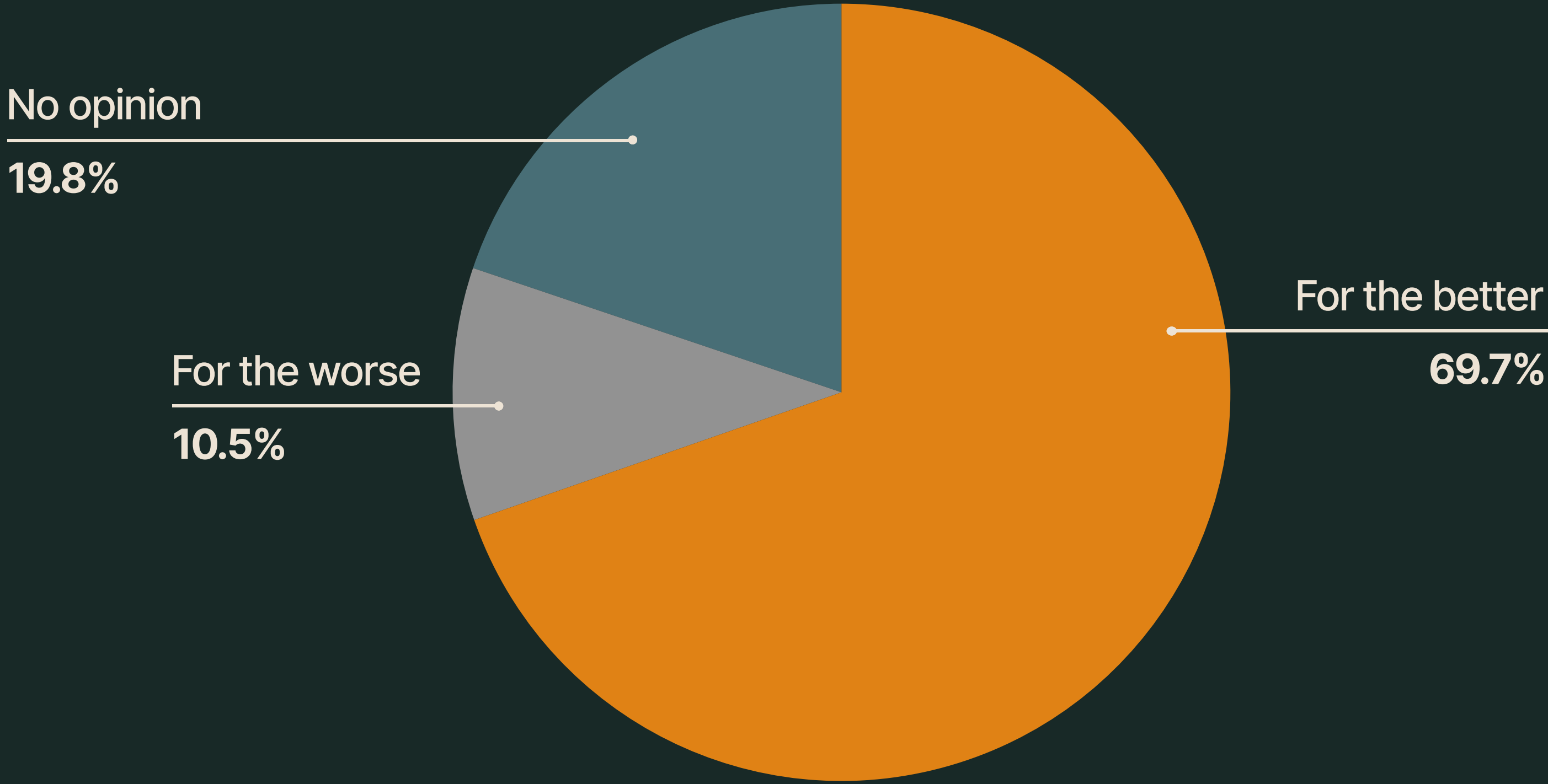
## 2. INDUSTRY CHANGES

# What do you consider the biggest challenge to radio's future?



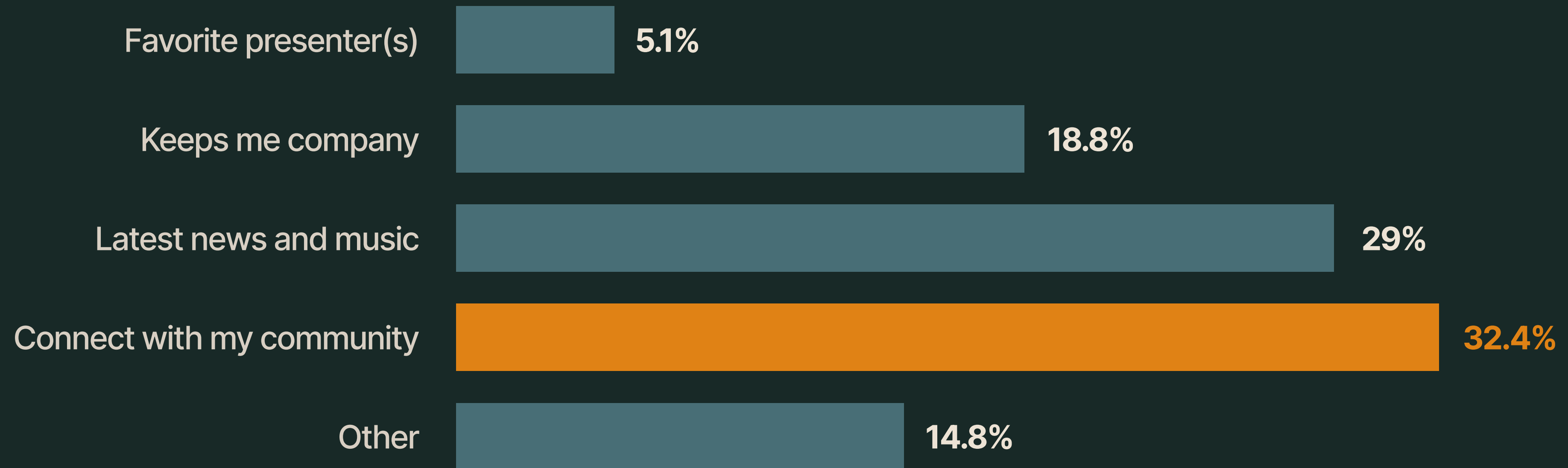
2. INDUSTRY CHANGES

# How has podcasting changed the audio landscape?



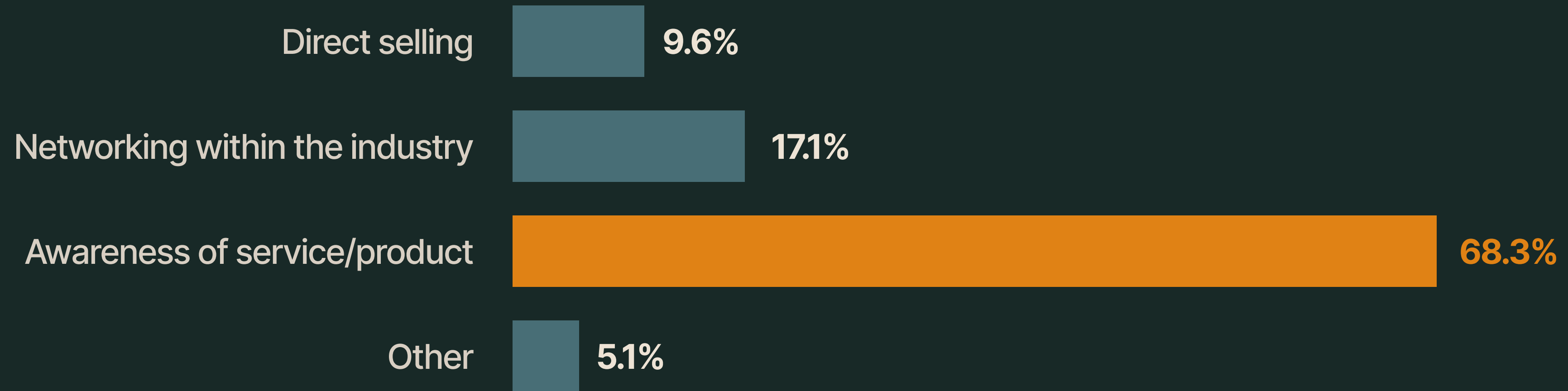
## 2. INDUSTRY CHANGES

# Why is radio/audio important to you?



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# Why is audio important for brands?

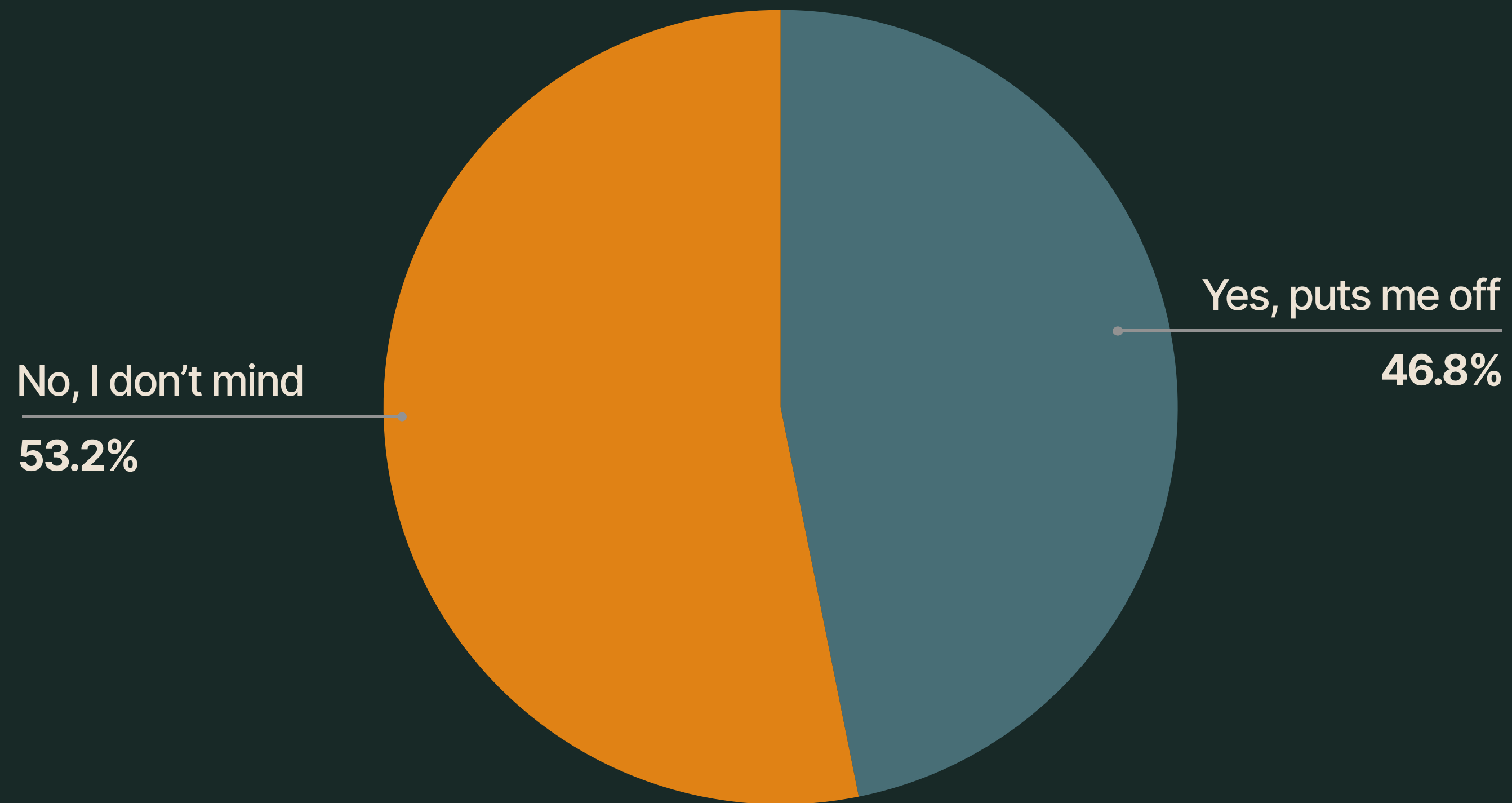


# Chapter 3.

# Revenue & Advertising

### 3. REVENUE & ADVERTISING

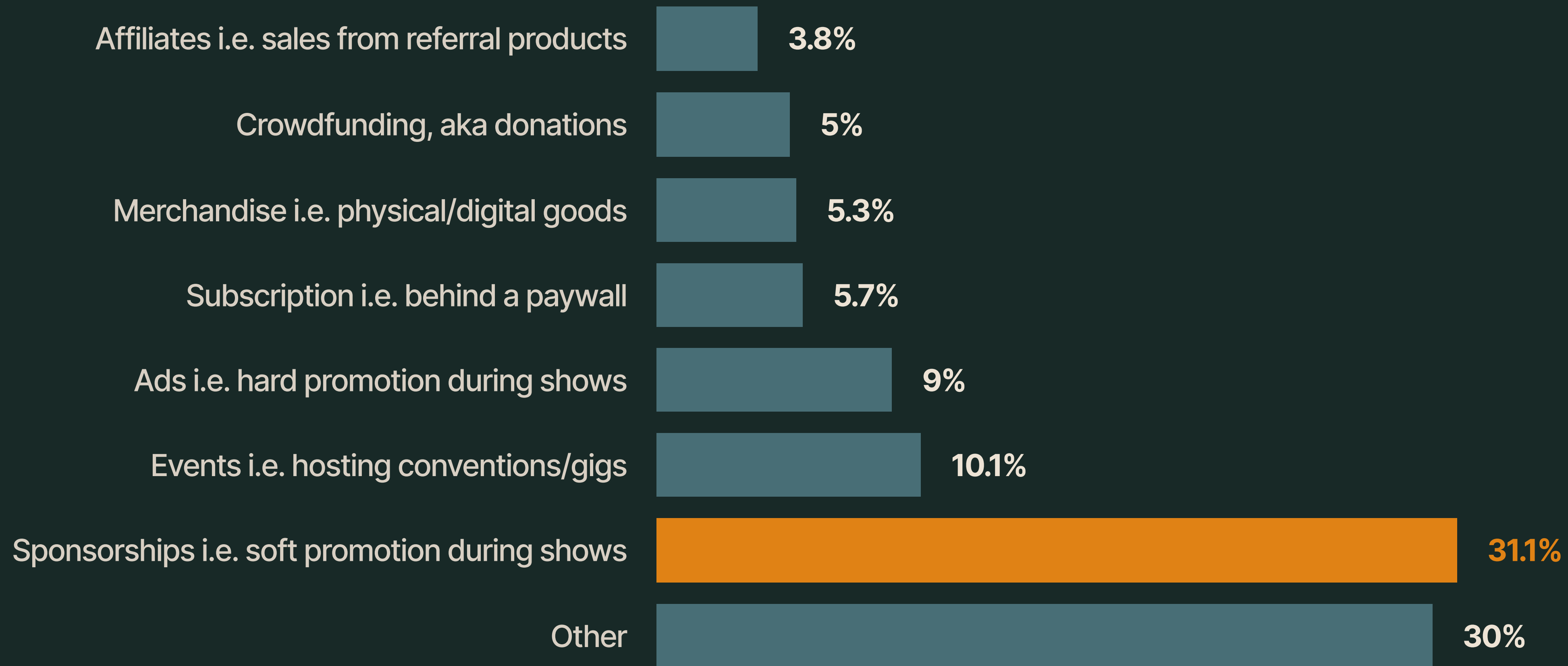
## Do ads impact your experience when listening to radio/podcasts?





### 3. REVENUE & ADVERTISING

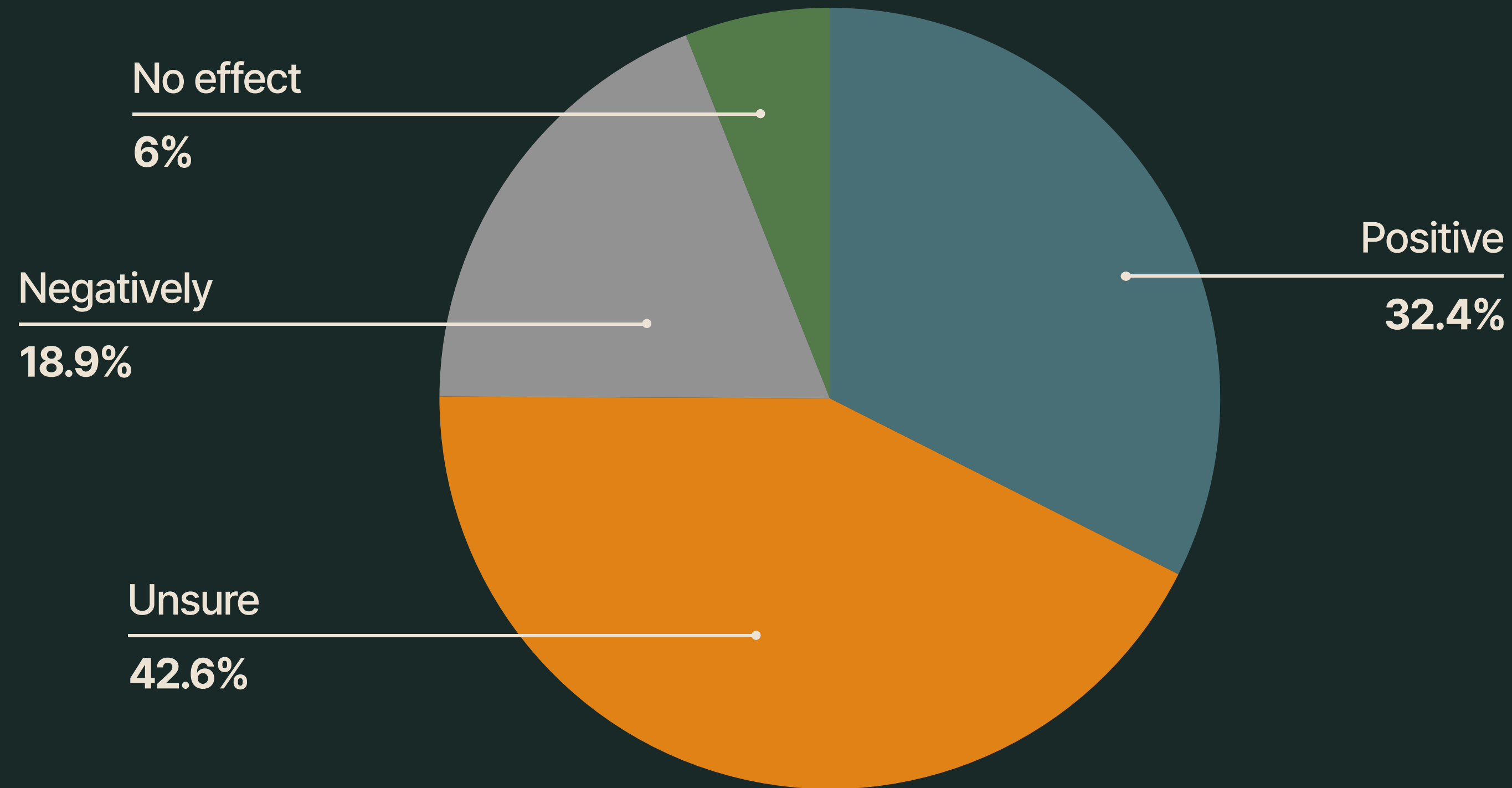
## Which revenue model should radio/podcasts adopt more?



# Chapter 4. Audio's Future

#### 4. AUDIO'S FUTURE

# How do you feel the recent acceleration of AI will affect the audio landscape?



#### 4. AUDIO'S FUTURE

# How do you feel the recent acceleration of AI will affect the audio landscape?

## SAMPLE HIGHLIGHTS

### Positive

*"As a computer science student, I think that AI has the potential to drastically improve the audio space. It could help with improving audio quality with smart upscaling, editing audio or even automating the recording process altogether."*

*"Positive Automation is obviously a game-changer. Frees one up to explore and expand more areas."*

*"AI will enable many more people (especially amateurs) to create higher content quality, giving the listeners more options and more points of view."*

### Unsure

*"Radio/podcasting are all about the connection with the host. I'm doubtful that audio audiences will develop a real relationship with AI hosts"*

*"What it will do is create more noise as the cost of production drops."*

*"AI cannot replace a compelling human."*

### Negative

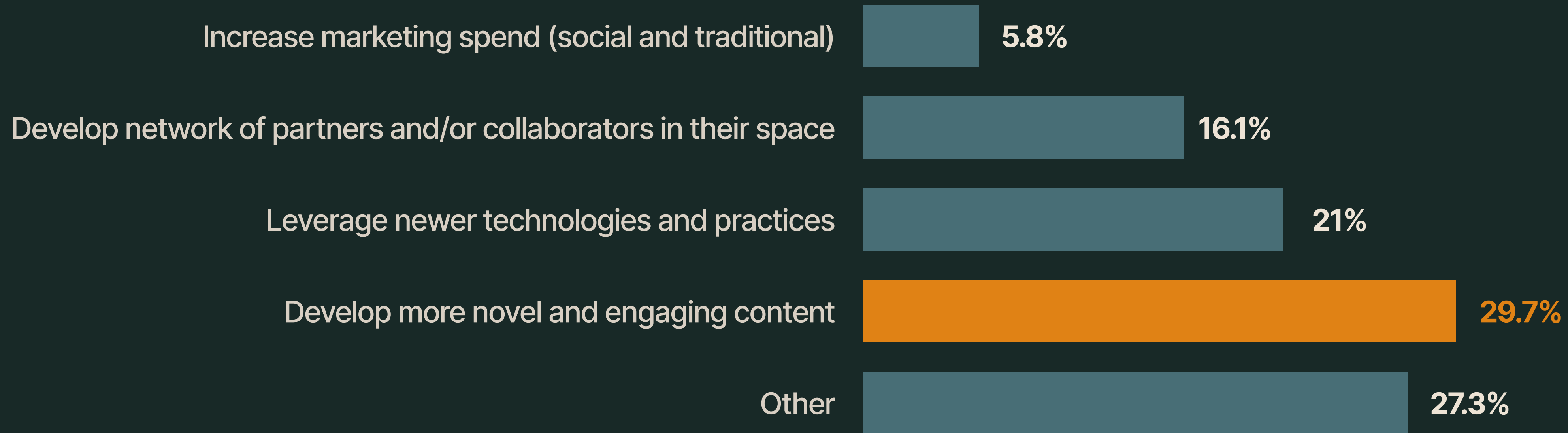
*"It needs time to develop. Either it will support human creativity or it will take away from human creativity."*

*"Search engines such as Google, can check for human created content. AI is good for research, to help find sources, but nothing beats raw human communication and AI cant do that (YET)."*

*"I think it's going to depend on the brand, and how they use it. It could take jobs away but it could also help presenters. So it's a really hard one to call at this current point in time."*

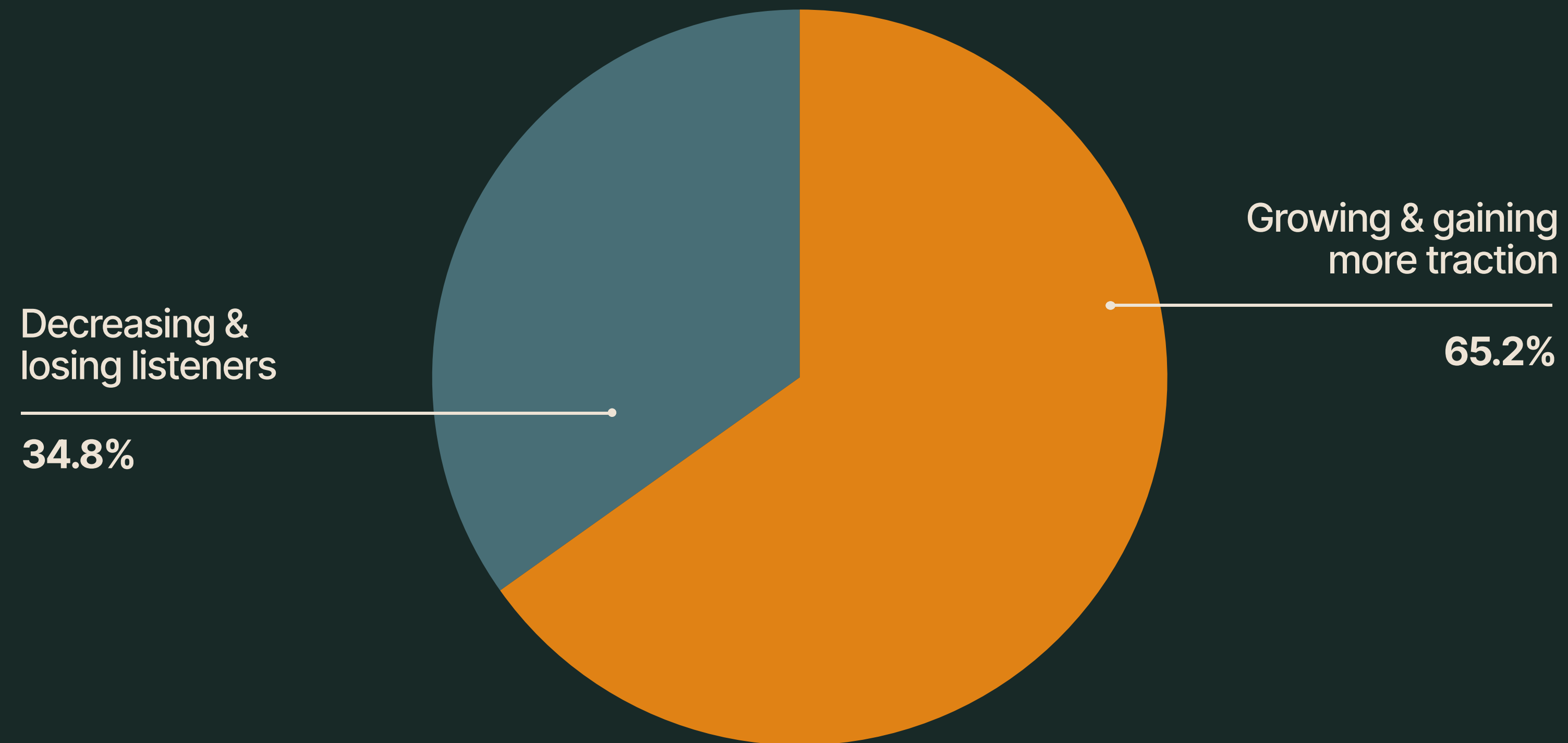
#### 4. AUDIO'S FUTURE

# What should broadcasters/podcasters be looking to do more of in the ever-changing war for attention?



#### 4. AUDIO'S FUTURE

# How do you feel the recent acceleration of AI will effect the audio landscape?





## Summary

**Radio hasn't  
stopped innovating  
in over 100 years..**

# Plenty of people have predicted the demise of radio. None have been proven right.

With each challenge, radio rises to the occasion. And it's set to continue. **65.5%** of adults surveyed think radio will continue to grow and gain traction in the next 5 years.



## On Cue.

**“It will continue to be a medium to express our opinions but I feel like there will be more moderation and scrutiny on what audio is allowed to be published. AI will make content creation easily but less human-like. Technology will be created to make audiences more engaged in content. I feel the future is optimistic.”**

**“Radio will turn into more of a niche listening experience outside of the background audio it is in cars, shopping centers and workplaces. This in a way will help smaller content creators to make better sounding radio, unburdened by the weight of corporate mergers and the need to be generic to reach as wide an audience as possible.**

**“Opportunities to create, build and grow a career will become more available to more people as tech develops and linear/legacy brands don’t change. People and more content creators will include podcasting/radio in their media offering. The ability to generate revenue will only increase like people who use radio.co to leverage their brand/station as part of their wider media mix they offer.”**

**“A chance. A chance to bring communities together, to organize, to find purpose when most day-to-day labor projects are handled by robotics. Audio is the future of togetherness, and must be protected from censorship and algorithmic worship at all costs.”**

Now Its your turn.

# Let's Make A Sound.

Find out how audio can amplify  
your brand with [Broadcast.co](https://broadcast.co)

