



AUDIO LANDSCAPE

WHAT DOES THE YEAR 2023
SOUND LIKE?

WITH AUDIO, A MARKETER CAN REACH PEOPLE'S HECTIC EVERYDAY LIVES



Janne Turunen
Sales Director

In recent years, the competition for how people spend their time has become more intense, and the trend is not showing signs of slowing down.

Everyday lives have become more hectic. The ways of moving from one place to another have become more diverse and there are constantly more ways available for people to spend their free time. Entertainment is available 24/7 in form of games, video and audio content and various events and services. In addition, people need to take care of work duties and housekeeping tasks.

For modern-day marketers, this creates a massive challenge – how to connect comprehensively enough with the everyday lives of people and get noticed during this interface?

Attention span of a goldfish

People are constantly surrounded by audio, and listening to audio content has strongly increased in recent years. Audio can be consumed as entertainment on its own, but it can also be combined with other activities. Audio is strongly present in social media, games, video content, shopping centres and hobby venues, for example. The internet is believed to follow the trend of social media and become more focused on audio in the near future.

Few of us are focusing on just one thing at a time any more. The studies also show that the hectic lifestyle and flood of information have significantly decreased our attention spans. In 2000, people had the average attention span of 12 seconds, whereas today, our attention spans are 8 seconds long. For comparison, the attention span of a goldfish is 9 seconds.

CAN A SILENT BRAND STAY ALIVE?

Our brains process audio information much faster and more automatically than visual information. Information that is heard is significantly more difficult to filter out or ignore than visual information.

In addition, impressions created with audio have much more effect and are easier to remember than visuals that someone else has decided for us. With audio, the images that we create are generated in our own imagination, which naturally makes them more meaningful for us.

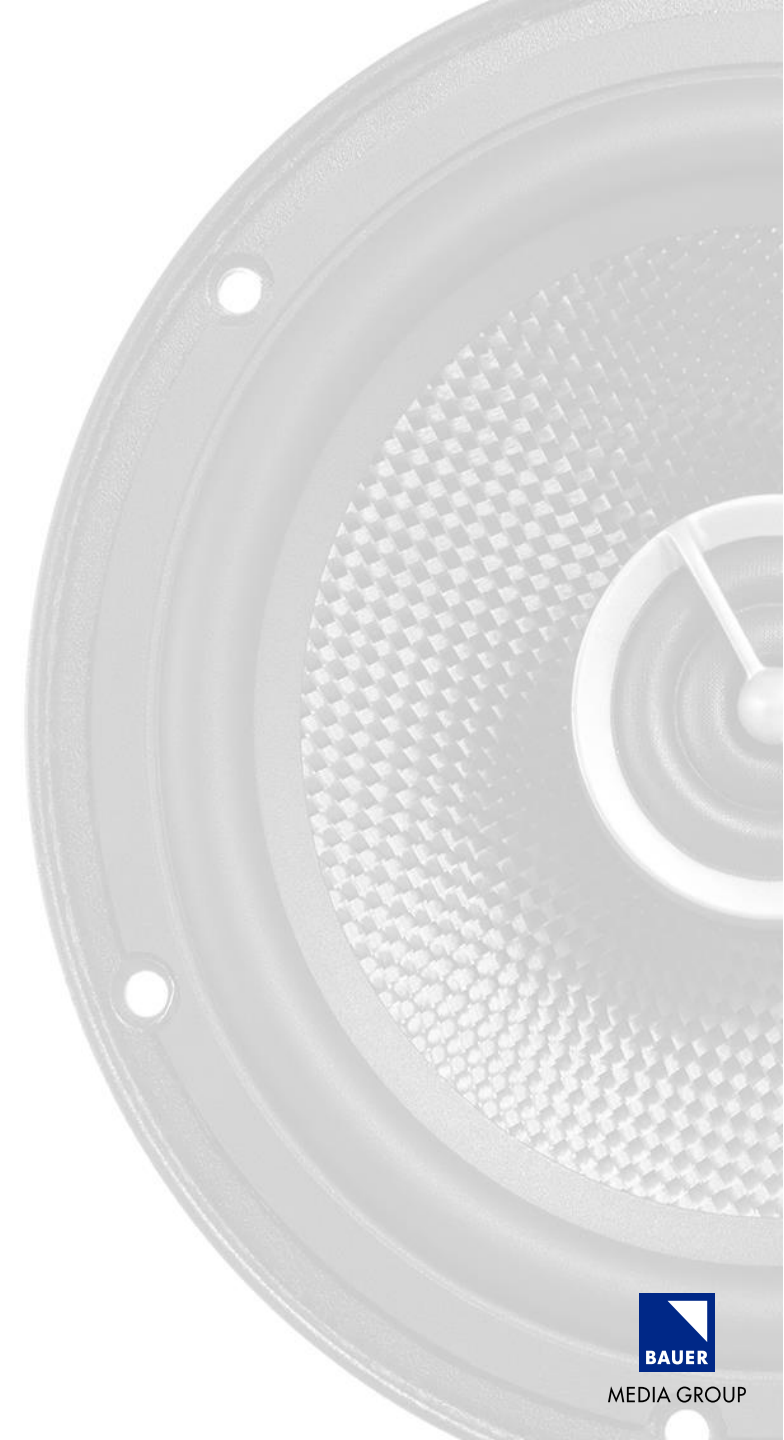
In 2023, as the world and our everyday lives are becoming more audio-focused, the questions for marketers are: How long do you believe your brand can keep silent? Strategically, how long can the voice of your brand remain unplanned?

At Bauer Media, we work every day to make the world sound better and to make brands sound like brands. We help our partners find the increasing possibilities of sound as a source of growth for business and we inspire them to use audio innovation effectively. It seems our work is going to be increasingly needed in the future.



AUDIO LANDSCAPE 2023

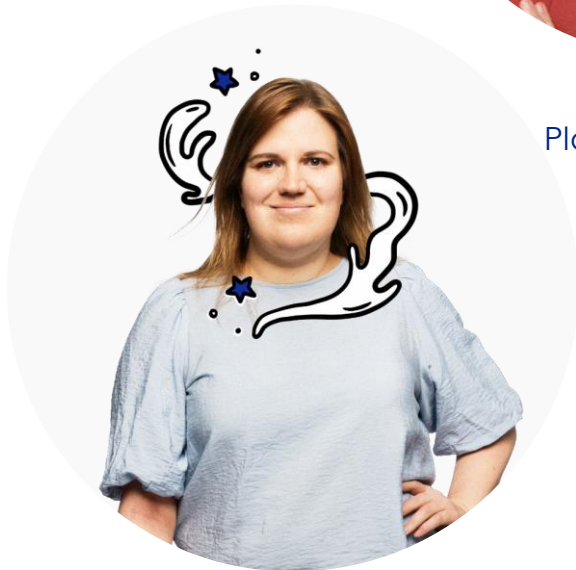
- [Introduction: With audio, a marketer can reach people's hectic everyday lives](#)
- [The attractiveness of the local audio market is growing](#)
- [Audio is a productive part of media strategy](#)
- [Digital audio marketing is a sweetshop for advertisers](#)
- [Sound is an emotion that can be measured, tracked and guided](#)
- [A sound to match the brand](#)
- [The trends of sound production stem from values](#)
- [The model for effectiveness did not change, even if the surrounding world did](#)
- [Artificial intelligence might be a perfect radio presenter in the future, which is why we also need real people with imperfections](#)
- [The limits of podcasts are expanding – the best ones stand out from the rest](#)
- [Artificial intelligence can already do a lot but there is still much to develop](#)
- [Metaverse – audio in a never-before-heard environment](#)



THE ATTRACTIVENESS OF THE LOCAL AUDIO MARKET IS GROWING



Heli Montonen
Planning Manager



Maria Lehto
Insight Strategist

Audio's portion is already a fifth of all the media we consume daily, and listening is a growing trend. Commercial media is a solid cornerstone for audio with 70 per cent reach each week (9+). People listen to audio in many different ways, and each month, 90 per cent of Finnish people listen to one or more types of audio content, such as radio, podcasts, music, audiobooks or recordings. Digital audio complements audio listening and reach in all age groups.

There is much interest in audio market as a whole and research methods are being developed. One example of this is the Näin Suomi Kuuntelee study, conducted in cooperation by IAB, Radiomedia and Kantar TNS, which is the first study to investigate how much Finnish people listen to radio and digital audio (Total audio) in total and how well this audio reaches people.

Total Audio reaches an audience with the capacity to consume

Advertisers will be happy to hear that the reach of both radio and Total Audio is the highest within the target group that has the most capacity to consume based on their level of income. Another interesting target group, people between the ages of 25 and 54, spend more time listening to commercial radio than watching commercial television and the weekly reach is on the same level.

In 2022, the amount of radio marketing increased by 4 per cent from the previous year and the percentage of radio marketing in Finnish media marketing increased by 5 per cent to 8.4 per cent. The digital audio market and the purchasing methods of digital audio advertising have also developed.

The amount of digital audio advertising was investigated by IAB for the first time, and in 2021, advertisers invested a total of 5.6 million euros to digital audio marketing. Kantar's media marketing review reveals that in 2022, the digital sales of Finnish radio companies increased by 49 per cent. The number includes the sales from all digital marketing, but the majority of the growth was based specifically on digital audio.

AUDIO MAKES UP OVER A FIFTH OF THE MEDIA CONSUMED DAILY BY FINNISH PEOPLE

Other 20 %
Social media
Mobile games
Other internet use
Movies in a movie theatre

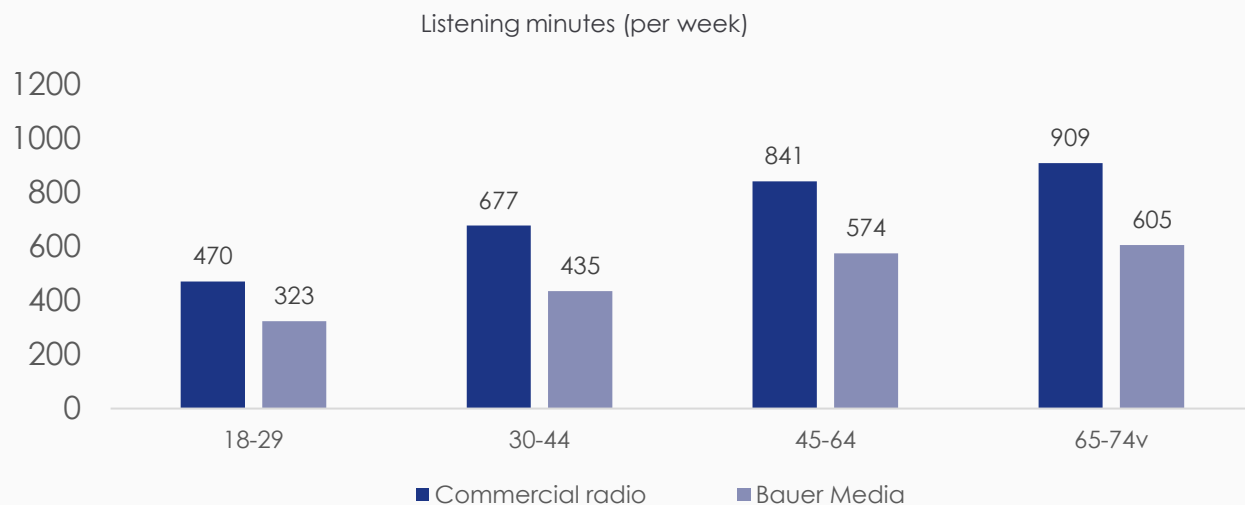
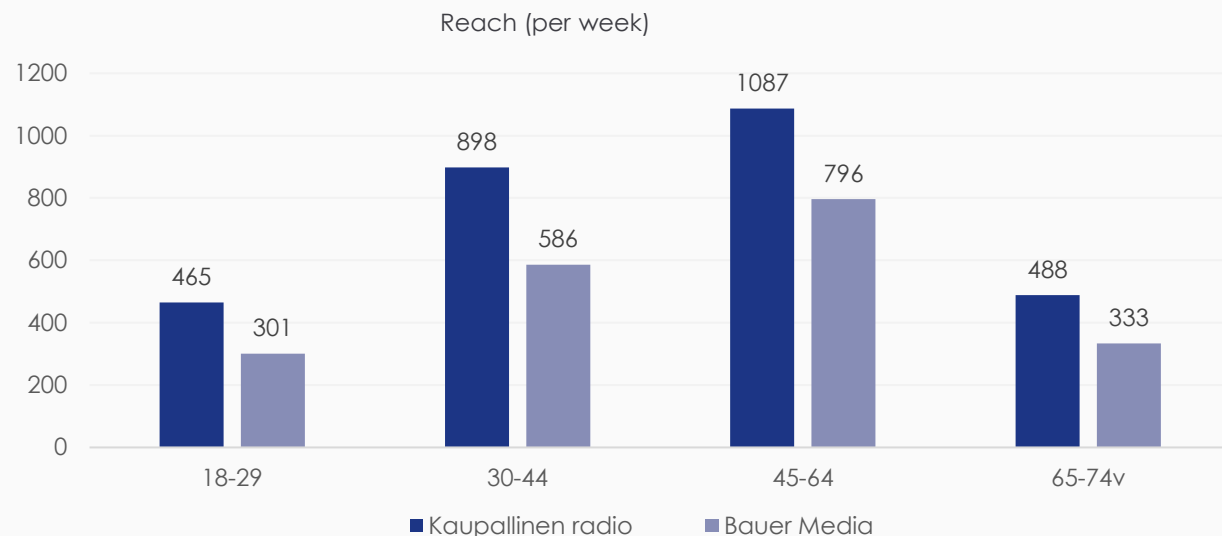
Radio and audio 22 %
Radio, airtime
Radio, online
Music streaming services
Audio, podcast



Magazines 13 %
Newspapers, tabloids, free newspapers
printed newspapers, tabloids, free newspapers,
online services, magazines, printed magazines,
online services

TV and video 45 %
Television, paid television
linear television
online television, SVOD
video services

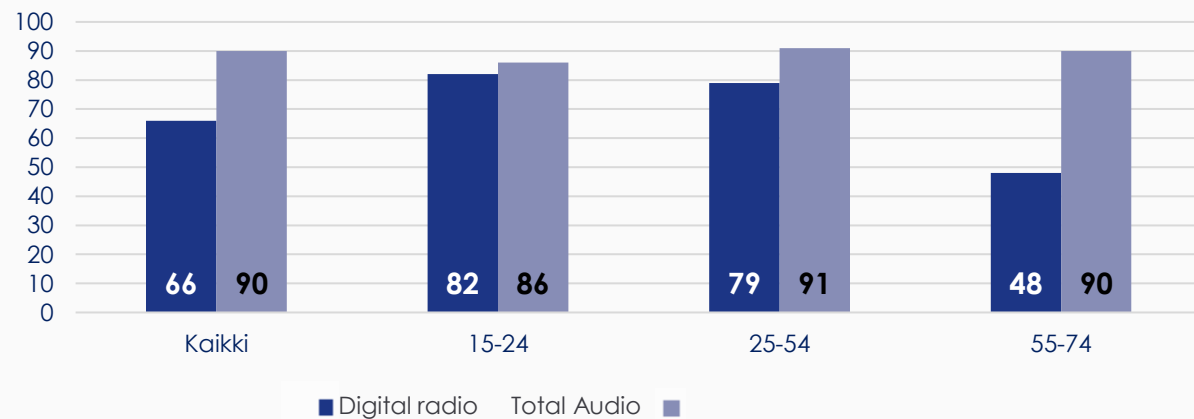
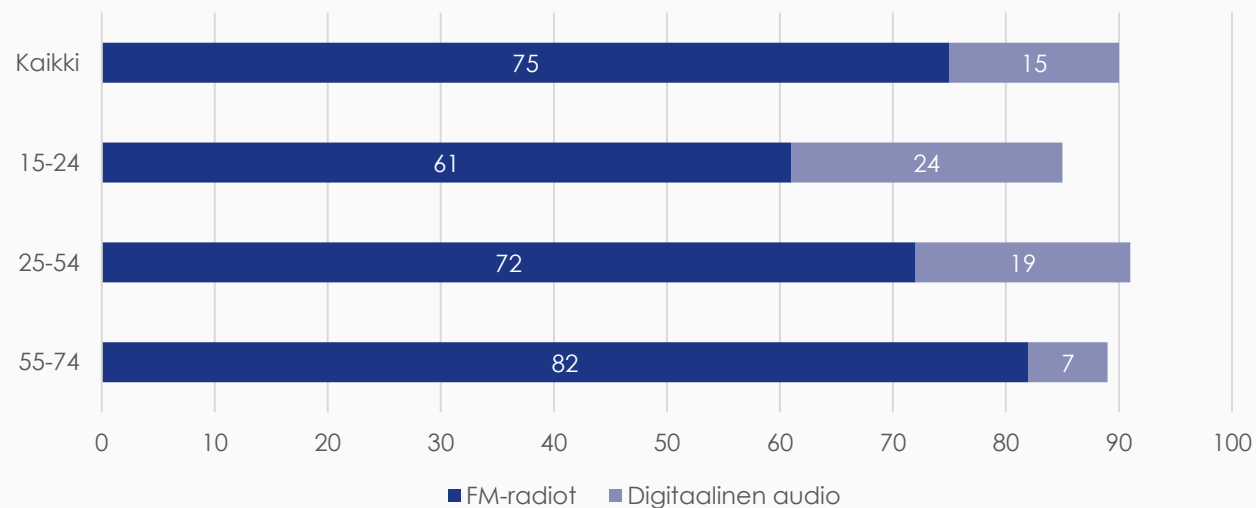
Source: Kantar TNS, 2021, The media consumption of Finnish people per day/minutes of consumption per media group (%), all 15-74-year-olds



COMMERCIAL RADIO REACHES ALMOST ALL AGE GROUPS AND THE TIME SPENT LISTENING IS EFFECTIVE

- Reach of commercial radio (per week)
 - 68 % of Finnish people (9+)
 - 61 % of young people (18–29-year-olds)
 - 77 % of people in active age (30–64-year-olds)
- Time spent listening to commercial radio (per week)
 - Finnish people 11 h 55 min (9+)
 - Young people 7 h 50 min (18–29-year-olds)
 - People in active age 12 h 47 min (30–64-year-olds)
- Finnish people listen to commercial radio almost 3 hours per day. The long listening times enhance the effectiveness and impact of advertisement.

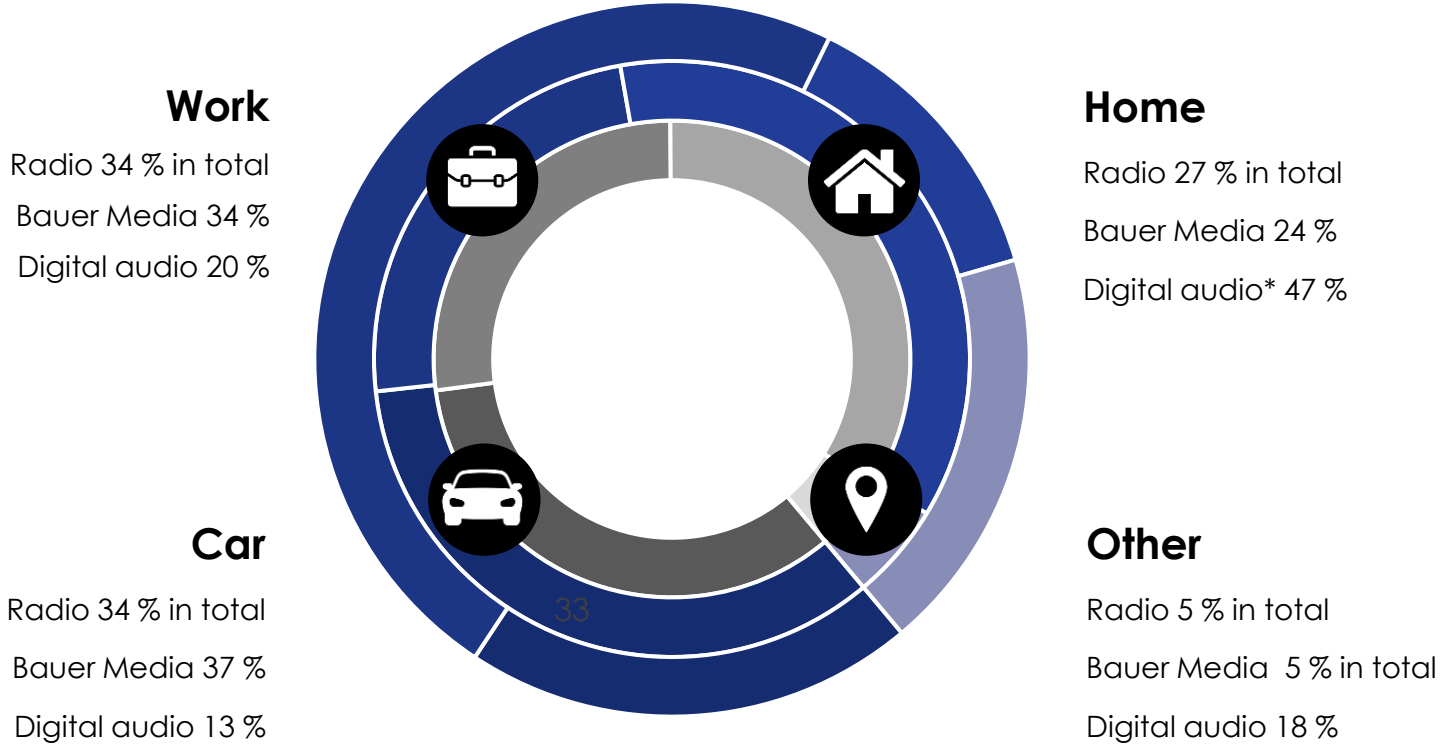
Additional reach to FM listening brought by digital audio



LISTENING IS DIVERSE AND HAS A WIDE REACH

- Digital audio improves the overall reach within all age groups.
 - The reach for 15–74-year olds increases by +15 %
- Listening to digital audio is popular with all age groups
 - The reach for 15–74-year olds is 66 % per month
 - The reach for under 55-year olds is approx. 80 % per month

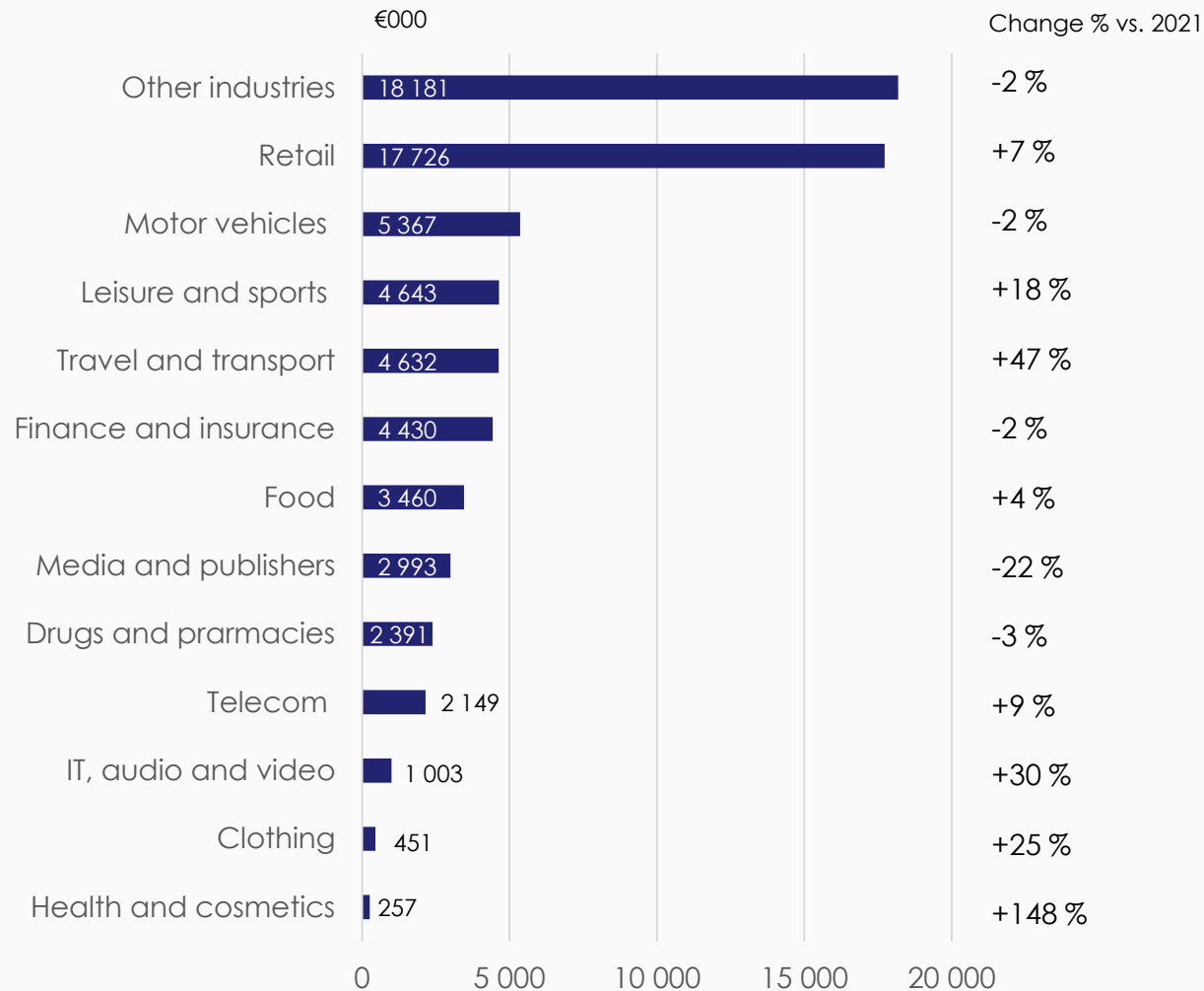
PEOPLE LISTEN TO THE RADIO AT HOME, IN A CAR AND AT WORK



Listening location during the week in the age group of 25–54-year-olds

Source: KRT ONLINE annual report 2022, calculated from the number of minutes during the entire year*digital audio=podcasts, Spotify, YouTube Music

Investment in radio advertisement by industry in 2022



INVESTMENTS IN AUDIO ADVERTISING HAS INCREASED

- Investments in radio advertising increased in 2022 and were 67.9 million euros. The investments grew by 2.4 million euros (+4 %) compared to the previous year.
- The percentage of radio advertising in Finnish media advertising was 8 per cent.
- In media marketing that includes search engine and social media advertising, the percentage of radio advertisement was 5 per cent.
- In terms of percentage, the industries that were heavily impacted by the pandemic increased their advertising effort the most. Especially the following industries increased their investment in audio advertising: leisure and sports, travel and traffic, clothing, health and beauty.

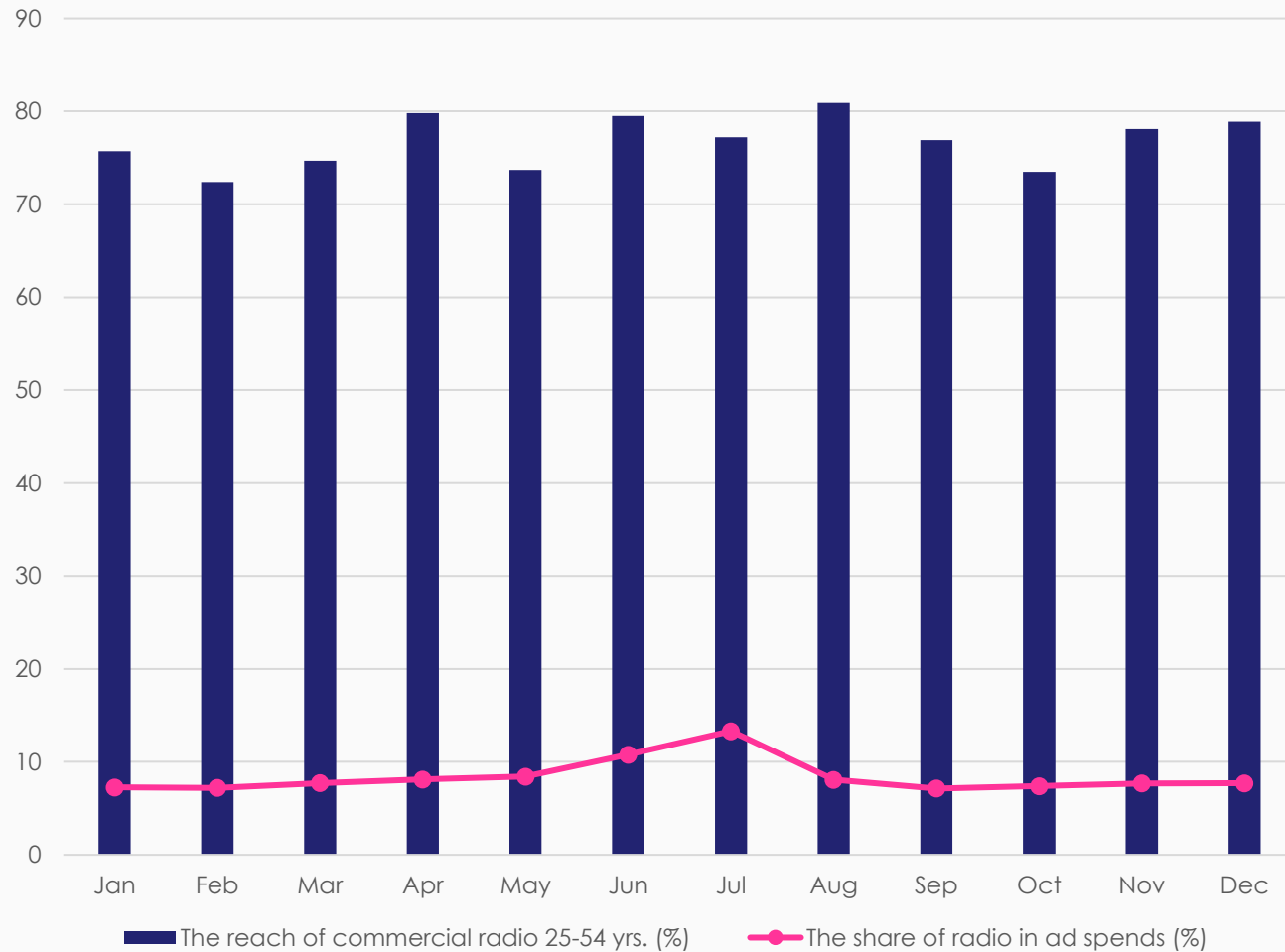


SIX INDUSTRIES INVESTED IN AUDIO ADVERTISING SIGNIFICANTLY ABOVE THE AVERAGE

Percentage of radio advertising in overall media advertising

- 15 %** Travel and traffic
- 13 %** Financial sector
- 12 %** Leisure and sports
- 10 %** IT, audio and video
- 9 %** Teleservices
- 9 %** Retail trade

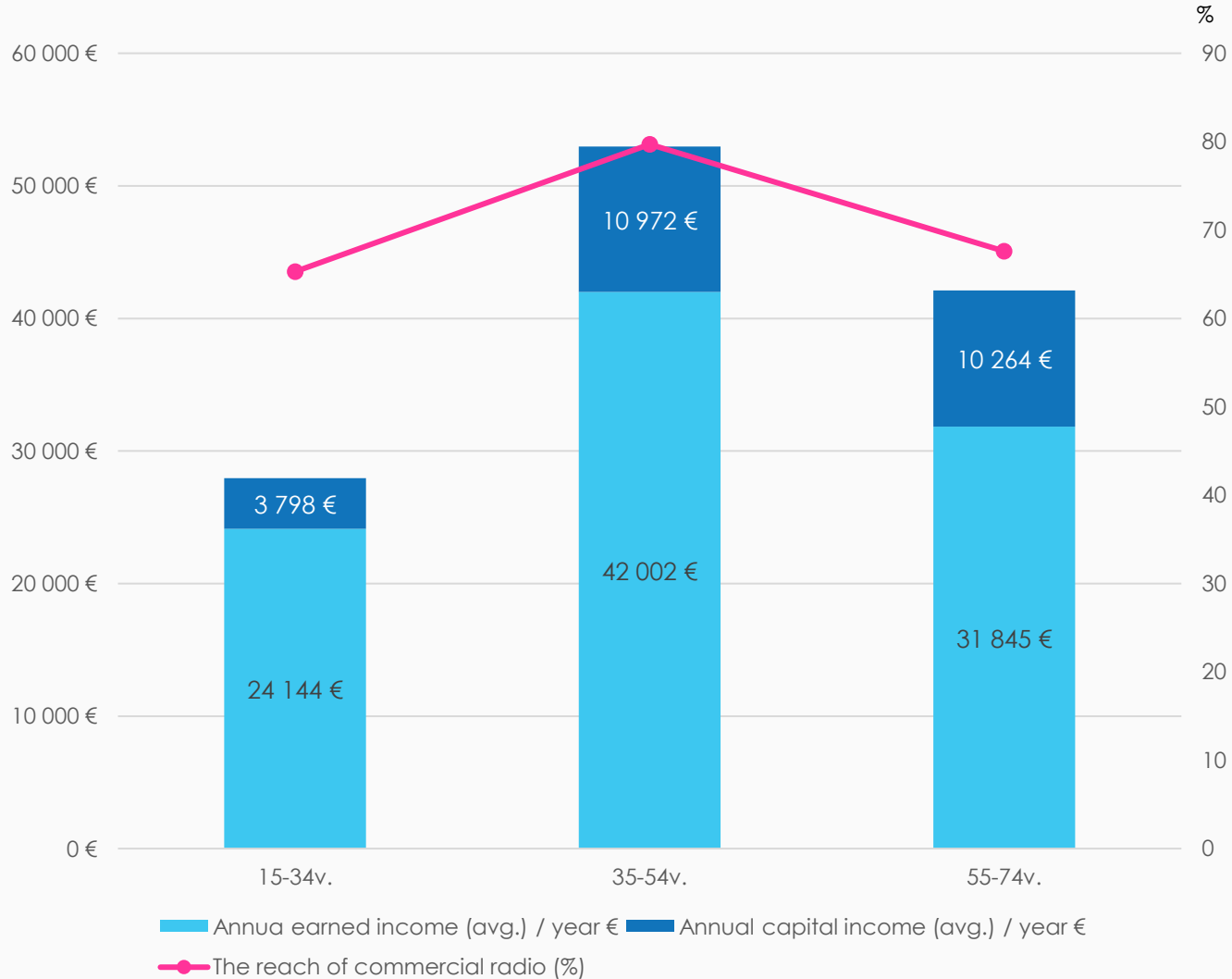
The reach of commercial radio in comparison to the percentage of radio in Finnish media efforts (25–54-year-olds)



INVESTMENT IN RADIO ADVERTISEMENT INCREASES IN THE SUMMER, BUT RADIO IS NOT JUST A SUMMER MEDIA

- Unlike with other media groups, the reach of commercial radio does not decrease in the summer but is steady throughout the year.
- Year after year, the percentage of radio in advertising efforts is the highest during the summer months.
- The strong and steady reach creates the condition for higher levels of advertising efforts.
 - Media efforts in television advertising, for example, are three times as high as with radio. The weekly reach of TV and commercial radio is equally massive with 25–54-year-olds (TV 79 %, radio 77 %). In addition, this age group spends 64 more minutes with commercial radio than with commercial TV each week. Unified use of sound in advertising strengthens the impact and improves the media reach.

Annual income of Finnish people (average) and the reach of commercial radio (%)

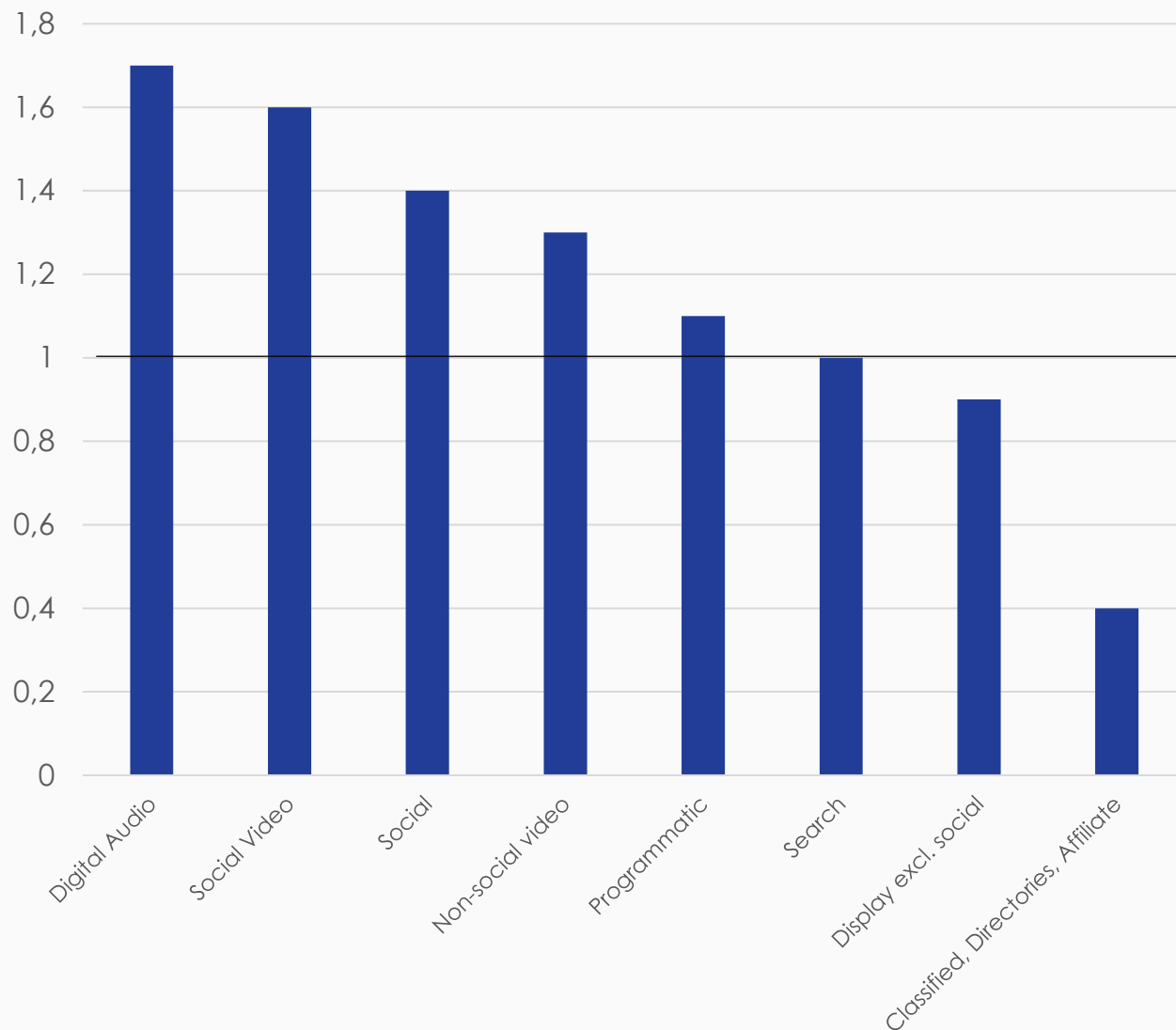


AUDIO HAS A MASSIVE REACH OF THE AGE GROUPS WITH CAPACITY TO CONSUME

- The reach of commercial radio was the highest with the age group of 35–54-year-old that has the most capacity to consume, with the reach of 79 % per week.
- The reach of total audio (radio and digital audio) was also the highest in this age group, the reach being 92 % per month.
 - In the age group of 15–34-year-olds, Total Audio has the reach of 89 % per month.
 - In the age group of 55–74-year-olds, Total Audio has the reach of 90 % per month.
- Wealth also affects the capacity to consume. In 2019, the median wealth of Finnish households was €104,000. Wealth increases significantly with people over 35 years of age, and the 45–74-year-olds are one of the wealthiest age groups. Median in these age groups was over €160,000.

Sources: Finnish Tax Administration 2023: Annual earned and capital income 2021, KRTonline annual report 2022 and Statistics Finland 2020: Household wealth 2019.

2021 Advertising efforts growth index



DIGITAL AUDIO ADVERTISING IS GROWING

- When comparing forms of digital advertising, audio advertising is the growing the fastest in Europe in 2021 in terms of percentage.
- Digital audio advertising grew by 51.3 % from 2020 with investments of 700 million euros in Europe.
- In 2025, the digital audio market is predicted to exceed 2.5 million euros in Europe.
- In 2022, Finland's IAB researched the size of digital audio marketing in Finland for the first time. In 2021, the total market was 5.6 million euros. Over half of the market consists of production costs and the percentage of advertising is approximately 35–40 % of the total.

AUDIO IS A PRODUCTIVE PART OF MEDIA STRATEGY



Katja Lahti
Strategy Manager
Bauer Media's national sales

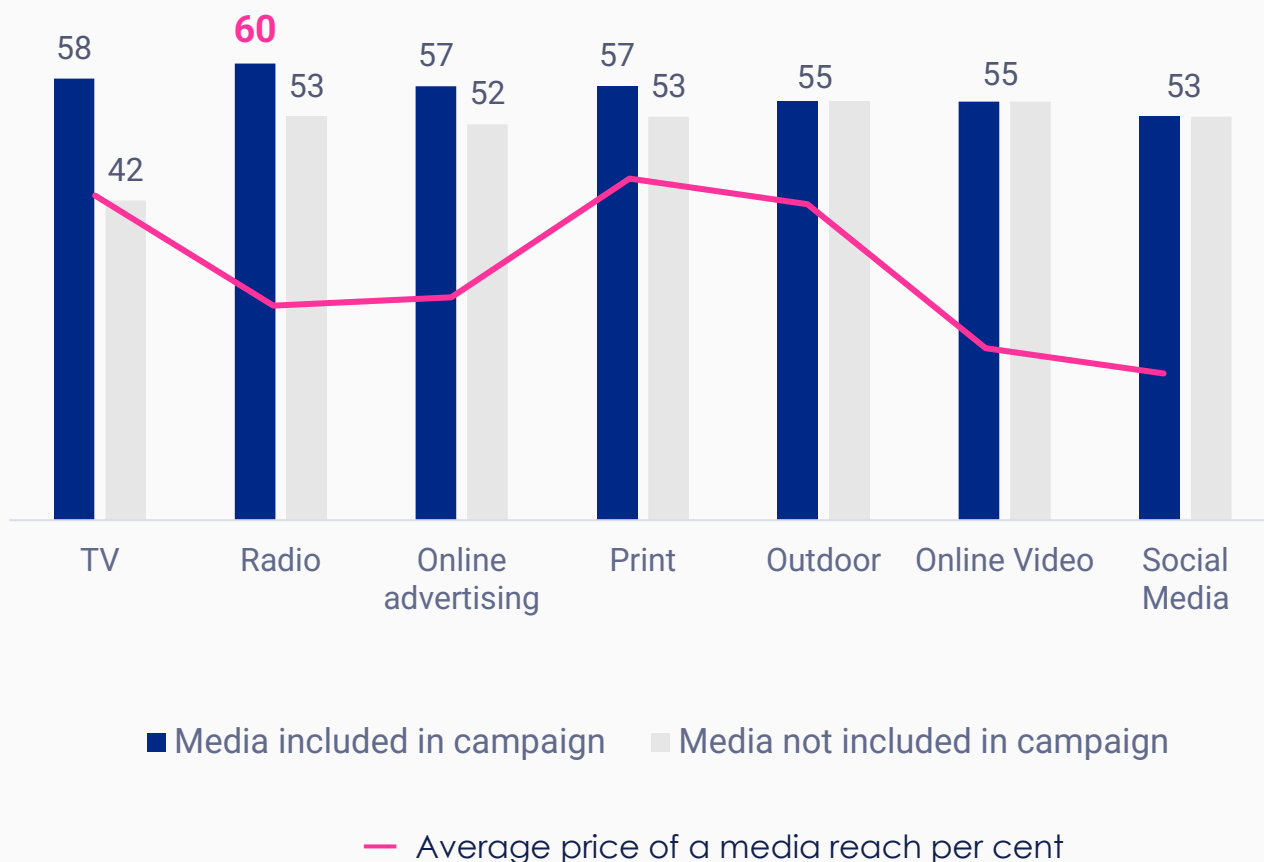
The requirements for the profitability and effectiveness of advertising are increasing. People's attention span for noticing advertising is getting shorter and brands are required to offer something more – sustainability, authenticity and emotional positivity. Marketing directors and advertising designers have an increasing need to understand the attitudes and behaviour of their target groups, and as the world of cookies is getting thinner, data needs to be enriched and used in new ways.

At Bauer Media, we have systematically grown our data and research assets in Finland as well as internationally to gain deeper understanding of the effectiveness of audio advertising and the ways to make audio part of the marketing and media strategy. This data has confirmed that in recent years, audio advertising has significantly increased its profitability. In terms of media reach, ROMI and duration of sales impact, audio advertising is one of the most profitable pieces of media strategy. In addition, audio is a cost-effective way to include in plans more often.

In order to gain the tools to develop impactful and distinguishable advertising with our clients, this year we are inspired especially by research on digital audio advertising and clarifying the feelings that audio advertising evokes in our listeners. The results of the findings of international neuro researchers about the impact of sounds and what we see when we hear, provide fuel for creative audio design. We are increasing our understanding of this topic during the spring.

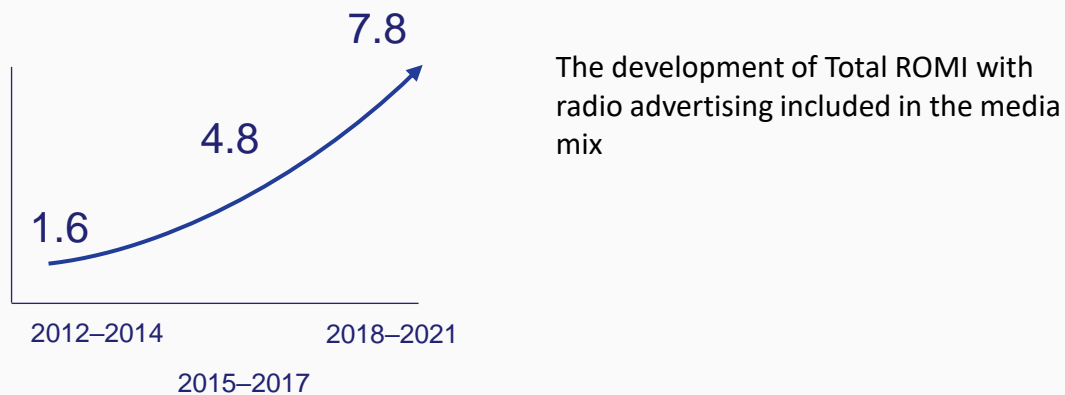
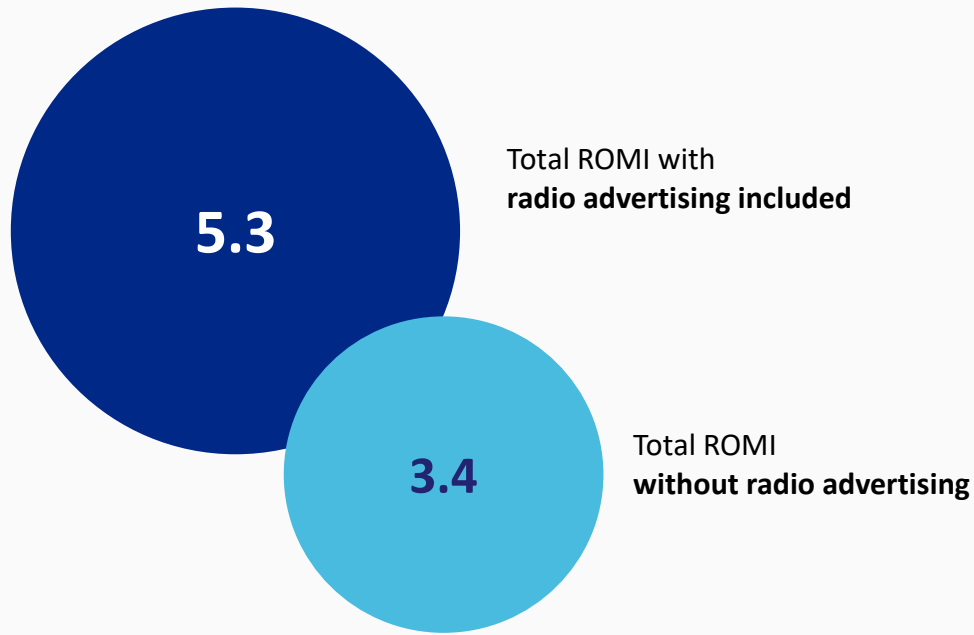
Have an impactful year 2023 – we can't wait to hear from you soon!

The impact of the presence of different medias to overall media reach
2011–2022



AUDIO ADVERTISING MAXIMISES THE OVERALL MEDIA REACH

- When the goal is to increase awareness and demand or to find new customers, advertising needs good media reach. Based on research, audio advertising increases the overall media reach.
- According to the data in a multimedia campaign databank, collected over a decade by TPHD, the average overall media reach of campaigns was 60 % when radio was included in the media mix. Overall media reach was up to 7 percentage points lower if audio did not play a part in the media plan.
- The average price for media reach per cent for audio advertising is one of the most inexpensive in comparison to other media groups.



AUDIO ADVERTISING INCREASES THE TOTAL ROMI.

- The simulations of Dagmar's ROMI benchmark meta-analysis from the last decade show that the Total ROMI of advertising is significantly larger when audio advertising is included in the media mix.
- The simulations that included audio reached a Total Romi of 5.3 on average. Without audio advertising, Total ROMI was only 3.4. The difference is significant.
- The impact of audio on Total ROMI has increased in recent years and Total ROMI has been up to 7.8 on average when audio has been included in the media mix.
- Investments in audio advertising have increased in recent years in these simulations and the more adventurous use of audio has had a positive impact also on the ROMI of audio advertising, the Total ROMI and the development of the duration of sales impact.



1 week

The half-life of radio advertising, after which half of the advertising's sales or website traffic generating effect still remains



Less than 1 week

The half-life of other media (excl. TV)

AUDIO ADVERTISING HAS A LONG-LASTING IMPACT ON SALES

- The half-life of audio advertising is one week, which is longer than for medias in average.
- After a week, half of the advertising's sales or website traffic generating effect still remains.
- This finding provides tools for optimising the mutual timing of different medias and the maximisation of sales impact.
- Sales impact is also strengthened with a consistent main message and soundscape throughout advertising – unity increases recognisability and is easier to remember.



Laura Björkskog
Head of Digital Ad Operations

DIGITAL AUDIO MARKETING IS A SWEETSHOP FOR ADVERTISERS

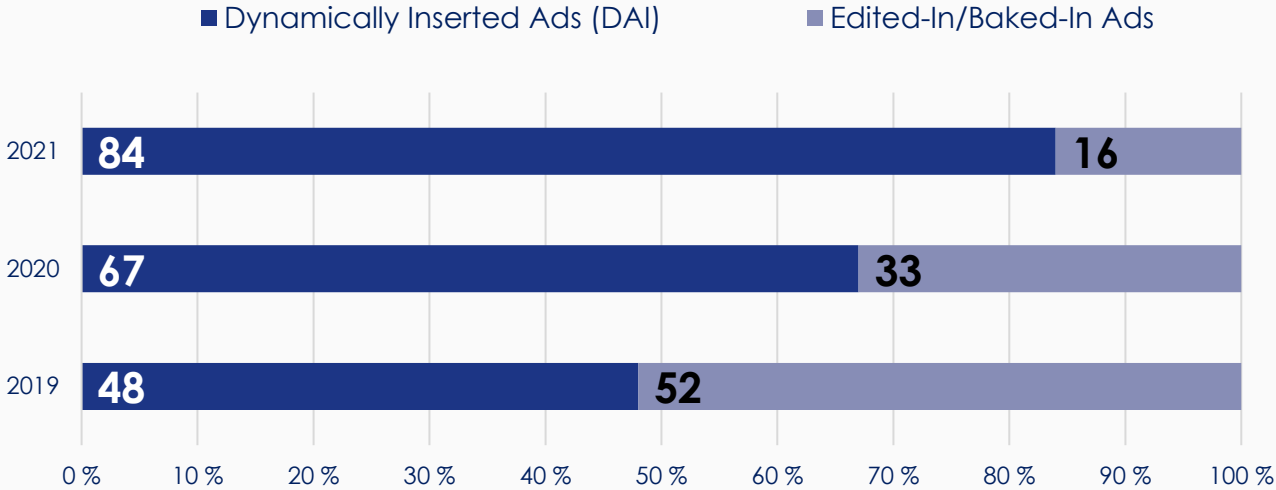
Commercial digital audio means advertisements that are played while listening to podcasts, online radios and music streams. Digital audio advertising significantly increases the reach of audio in all age groups. In the Näin Suomi Kuuntelee study, published in autumn 2022, digital audio offers 19 per cent additional reach in the age group of 25–54-year-olds.

Over 80 per cent of listening to digital audio takes place on mobile devices, and most of the people who listen with their mobile phones listen to audio content while wearing headphones. The fast development of listening technology and the popularity of headphones have made high-quality listening experience available for more people.

Usually, digital audio advertising is encountered while listening to the content of online radios. Spot advertising with podcasts is also steadily increasing, although some of the most popular podcasts are moved behind a paywall.

Some of the benefits of spot advertising for the advertiser are scalability and volume. Instead of reaching just the audience of one podcast episode, spot advertising makes it possible to reach the audiences of multiple similar podcasts with one campaign boost. In addition to direct purchasing, spot advertising can be bought programmatically (Programmatic Guaranteed, PG and Private Market Place, PMP). In the programmatic purchasing market, digital audio and voice control and searches are believed to grow the fastest right after Connected TV and TV's streaming services (OTT).

THE MAJORITY OF PODCAST ADVERTISING IS SPOT ADVERTISING



- On international level, digital audio advertising is growing faster than other forms of digital marketing.
- In the US market, the percentage of spot advertising is the largest form of podcast advertising.

Source: PWC/IAB U.S. 2022: Podcast Advertising Revenue Study; Podcast Ad Revenue Share by Delivery Mechanism (2019-2021)



LISTENING TO DIGITAL AUDIO

- 12 % of all Finns feel like listening to digital audio takes time away from the time spent especially in social media and online. Every fourth person in the youngest age groups feels this way.
- Digital audio reaches the people who are well-to-do. Over half of the listeners of digital audio think they are at least quite well off.
- Every third person feels that they have increased their listening of online radios in the past year. One person in five says they have increased their podcast listening.
- Over 80 % of listening to digital audio takes place on a mobile device. Most of the people who listen to audio content with mobile phones use headphones. In this case, listening is focused and emotional – the emotional experience of listening increases by 60 % when listening takes place while using headphones.





Lauri Domnick
Audio Branding

SOUND IS AN EMOTION THAT CAN BE MEASURED, TRACKED AND GUIDED

Sound is immensely intangible. We can't see it or touch it. Despite this, it makes us see and imagine. It touches us and makes us feel things.

A perfect song that everyone likes has not been composed. Neither has one that no one likes. Every one of us has an opinion about a sound and everyone experiences sound in our own way.

This means we are dealing with an element that is entirely emotional. Fortunately, it is possible to measure emotions. Their development and the actions they cause can be measured and emotions can be guided. However, this is only true when we actually know what types of emotions we are evoking and what kinds of tools we can use to affect them.

AUDIO BRANDING IN A NUTSHELL

A brand's audio identity, audio strategy or audio brand are to the ears what visual identity is to the eyes. It tells what the brand is about, evokes the desired impressions of the brand and helps us remember the brand and its products better. When presented together with the visual identity, audio can make the message up to 12 times more effective.

Usually, the audio identity of a brand meets the marketing communications in different forms (e.g. sound logos, brand music, voice overs), but the audio of shop premises, phone services, events, podcasts or mobile applications, for example, are also a major part of the audio identity. It is therefore important to recognise where the brand can be heard and use audio consistently throughout the customer interaction – just like we use the visual elements.

Successful brand voice

The brand's audio identity is successful when it meets the expectations that have been set for it and when it is used consistently. The expectations and goals set for the audio can change. Often their purpose is to increase the media reach of the advertising, make the brand more memorable (top of mind) or recognisability and make the customers more committed. Sometimes the purpose is to impact the willingness to pay, strengthen or improve a specific brand image or to increase the customers' average purchase. All of this is possible when we know what we want to achieve with the audio.

However, a long-term use of your own voice is at the centre of everything. An audio identity cannot be effective if it is changed from one campaign to the next or even every couple of years. The strongest audio identities can be compared to wines – they become better and stronger with time.



THE CORNERSTONES OF A SUCCESSFUL BRAND VOICE

1. Brand values

The most important function of audio is to communicate what kind of brand is behind it. This is why it is good to use an impression research for music, for example, during the preparation stage, to make sure that the material that has been composed for the brand communicates the brand's values effectively also to a larger audience.

2. Goals

Another important element is to be aware of what you want to achieve with the brand's voice. Only then the creator can consider the relevant things and use them correctly as part of their toolkit.

3. Interfaces

It is important to recognise where the brand's voice is going to be used and modify the audio to be suitable for each customer interface. For example, the company's 30-second long jingle shouldn't be played in their shop on repeat, but the shop should have its own soundscape that supports the brand image generated by the jingle.

4. Target groups

When the music and the brand that uses it fit together naturally, the consumers will also accept the music as part of the brand as it is even if the music was something else than their own taste in music.



WHEN YOU HEAR, YOU ALSO SEE

Listening is actually the same as seeing. Sounds generate visual images, and most importantly impressions, in our brains. A simple example of this is the hiss of water when it is thrown on the hot rocks of the sauna stove. Each one of us imagines a sauna when we hear the sound – and each one of us has a different image.

One sound is enough to evoke personal impressions

This is one of the biggest powers of audio. With one sound, it is possible to generate thousands of images, and each one of them can be very personal. Instead of showing people where they are and what is happening in this environment, everyone can create the location and environment by themselves. This way, the experience is always stronger.

I can distinctly remember reading about a study where one test group was shown a scene from a movie (image and sound) and another test group was shown the same scene only in audio. In terms of emotional experience, the audio on its own was much stronger. Emotional experiences are always stronger when they are personal.



A SOUND TO MATCH THE BRAND



Anssi Järvinen
Brand Therapist

Take a moment to think about the brand whose marketing and behaviour you are responsible for. If your brand was a person, what kind of personality would it have? Energetic and joyous, a calm and composed expert or an experience-seeking bon vivant? Or perhaps something completely different?

The most important thing is that you know your brand and that you have researched its inner mindset: you know what motivates your brand, what it speaks for and what it is against. You also know what is the way your brand presents and voices itself. You know its tonality.

Because not only the things that your brand says are important. How and with what kind of voice your brand expresses itself is equally important. The voice of your brand is kind of like its fingerprint. It is just as personal and unique. Voice can be what makes your brand stand out from the rest. It can be what your brand is recognised from.

Sound is therefore a major part of the personality of your brand. The voice of your brand expresses its emotions. And your brand has plenty of those. At least if you want your brand to mean something for its listeners. A brand shouldn't be just a product, but something that you can agree with and whose actions are rewarding to follow.

We do not want to interact with an uninteresting institution or an inflexible product. No way. We want to deal with a unique personality, be heard and even begin a relationship at best. We want a lasting customer relationship.

If your brand lacks a voice, it is missing a part of its brand personality. Only a complete brand person can stand out and be heard. And what's more important: to be wanted.



Ismo Heikkilä
Creative Director

THE TRENDS OF SOUND PRODUCTION STEM FROM VALUES

Like with the changing styles of music, there are trends with commercial audio. And similar to styles of music, these trends are not born from a vacuum but are the result of what is currently present in other industries and the zeitgeist.

The overtly emotional calm speak in combination with piano music that we heard during the pandemic is an example of a trend the creation of which is easy to see. Sustainability and taking a stand that stem from values are also central in the audio creations that have been rewarded in competitions in 2023. In addition to values, there are two major trends that are making waves in the creative and production side of commercial audio: audio pioneering and artificial intelligence.

SOUND PIONEERING UTILISES THE TECHNOLOGY WE CARRY IN OUR POCKETS

Unfiltered History Tour

Many of the creations that have done well in competitions are nothing like the typical spot advertisements. The creations utilise technology, such as the functions used in phones, and some are looking for new ways of expression.

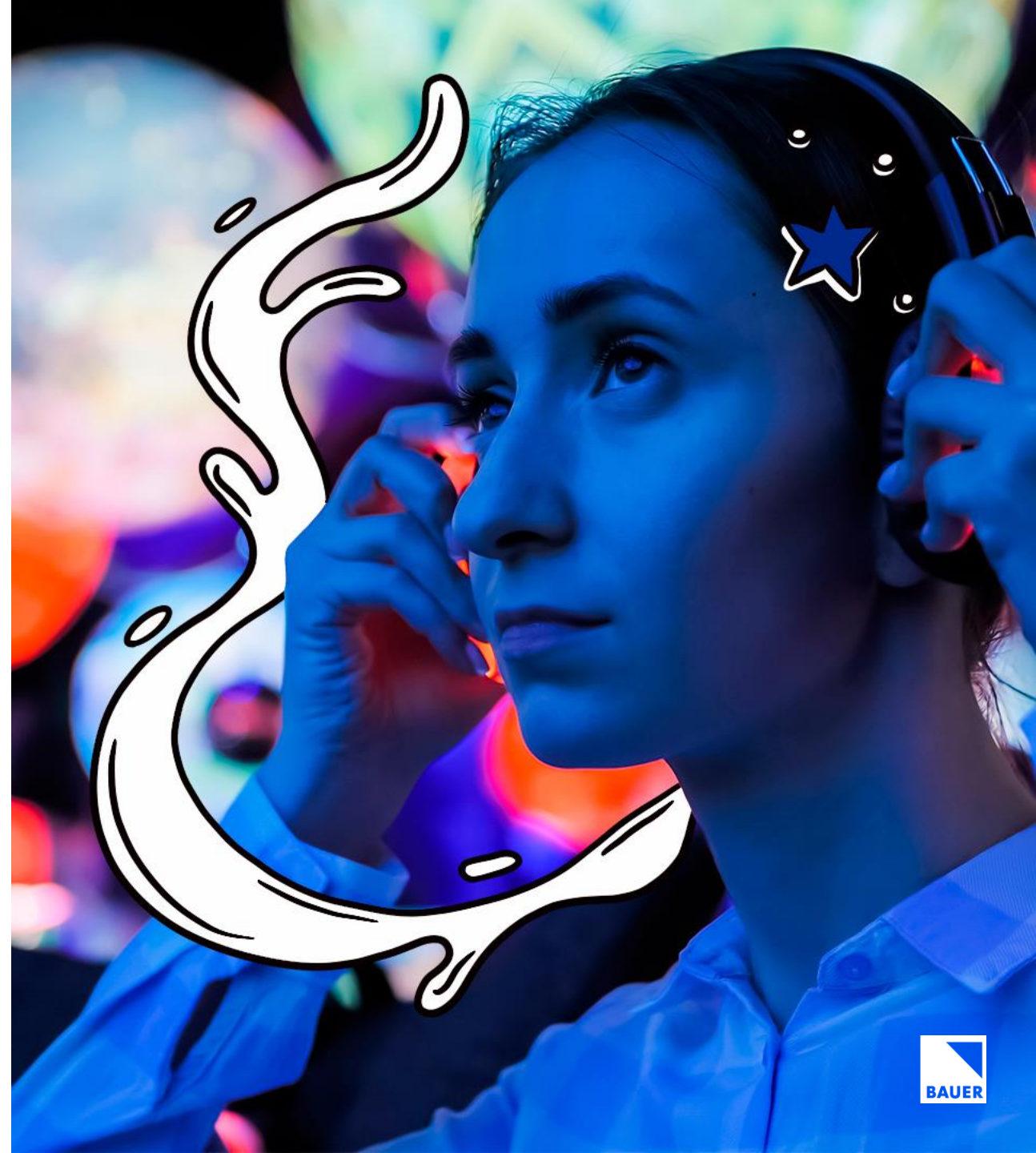
[The Unfiltered History Tour by Vice](#) won major awards in Cannes and London and is an alternative narration for a tour at the British Museum. The creation is listened to from a phone's speakers and elevates the impression of responsibility by telling a story of how each piece of the museum's collection was stolen and brought to the museum, narrated in a voice from the home region of each piece.

Bedtime Stories

Created for Walmart, [Bedtime Stories](#) improves the society by giving prisoners an opportunity to read a bedtime story for their children from prison. The phone application features an animated story and a text that the parent reads out loud in their own voice while in prison.

America's Most Haunted

An example of pioneering content is the [America's Most Haunted](#) audio made for the Change the ref company. With its cultural message, the audio's goal is to lower the number of mass shootings in the USA. The sound designers developed an immersive audio image that was intended to convey the unpleasant feeling of a traumatic shooting event through sound. The creation used infrasounds, illusion sounds as well as sounds that are perceived to be unpleasant.



THE EMERGENCE OF EASY-TO-USE ARTIFICIAL INTELLIGENCE

It wouldn't be a review of trends without a mention of artificial intelligence. The emergence of easy-to-use artificial intelligence will also have an impact on audio production. This trend is not yet audibly resonating among rewarded producers quite yet, but it is certainly already bubbling under the surface. Like with other fields of marketing production, script writing and coming up with ideas with GPT3/4 based application or similar ones, for example, will certainly make things easier for creative designers and sound producers.

Audio advertising with AI?

I prepared a text that I used to prompt a text with ChatGPT and generated the music and the speech with machine speech to make an ad for an imaginary mattress company called Patjatukku. My intention was to scratch a surface on how easy it is to make promotion audio advertising with inexpensive software that is available for all, even if your skills with the subject were not very good. With an uneducated prompt and by using some typical elevator music and an unoptimised machine speech, it is also quick and easy to use artificial intelligence to make some generic and bad radio advertisements. With more dedication, careful software selection and using a bit more time it would have been easy to generate better results, but for this attempt, the premise was a person who has no experience with sound production and decided to make a [spot advert](#) for their own imaginary company.

The development is moving forward at a ferocious speed and I believe that in 2024, competition winners will include some smart and inventive applications that make significant use of artificial intelligence. There are technological possibilities ranging from Deepfake style stealing of voice to machine composing music based exactly on some existing music library, if we stick to the context of copying. Other application possibilities are endless once the technology has descended from science centres to bedroom studios.

Once more, creativity and innovation (with or without artificial intelligence) set the limits for ideas and creations. Will artificial intelligence bring forth the new revolution of commercial sound? In the past, programs like Canva revolutionised image progressing by bringing easy and professional-looking editing to phones. The same might be happening with music and speech.

A TREND THAT IS HERE TO STAY – IMMERSIVE AUDIO

Immersive audio means multidimensional audio that can be experienced with ordinary headphones. A well-designed immersive audio is produced in a way that it is not 'ruined' even if it came out of ordinary speakers. In that case, it would be simply ordinary audio content.

In practice, multidimensional audio is a world that mimics reality and where you can point out exactly at what direction a sound is coming from. Close your eyes and listen to your environment – that is what immersive audio is like. This soundscape feels perfectly natural and can be brought to headphones.

Immersive audio is more timely than ever because listening to audio with headphones is constantly increasing. About 70 % of digital audio is listened with headphones. Immersive audio is deeper as an experience and more captivating than the typical stereo sound and it can be used to bring the listener as part of the story. In other words, we no longer need to play the advertisement to the listener, but we can bring them as part of the advertisement to experience it.

Immersive audio advertisements are extremely effective

The first immersive audio advertisement in Finland was made for the Huippukiva.fi brand. In a measurement study that was conducted afterwards, its media reach was twice as high as the stereo version of the same ad. The immersive version also increased the willingness to buy by 320 per cent more than the ordinary stereo advertisement. In fact, the immersive advertisement performed better than the stereo advertisement in all the metrics used in the study.

The audio advertisement of tomorrow will be immersive. The audiobook of tomorrow will be immersive. In fact, all audio in the future will be immersive.



INCLUDING AN AUDIO AGENCY AS PART OF THE GROUP OF PARTNERS

Brands often have an advertisement agency and a media agency. The group of partners often also include social media agencies, communication agencies, influencer marketing agencies and so on. Marketing has been very fragmented for a long time and it cannot be assumed that the small inhouse team of a brand would be able to deal with every channel and every method of marketing, and they shouldn't have to.

In the future, the same will apply to audio. The production of a brand's voice has often been carried out on basis of campaigns or projects (and often with not much care), but it is becoming an increasingly important part of the everyday marketing communications of brands.

This is why a few pioneers already have their own audio agencies to enrich and enhance the effectiveness of their marketing. I see there is a growing trend and the results have been excellent.



THE MODEL FOR EFFECTIVENESS DID NOT CHANGE, EVEN IF THE SURROUNDING WORLD DID



Antti Pehkonen
Head of Creative

In last year's Audio Landscape review, I explained the five elements of the model of effectiveness: distinguishable idea, reach, multiple channels, audio influencers and production.

Even though much has happened in a year in marketing as well as in the current world situation, the elements in the model of effectiveness still apply. Their relationships between the elements have just moulded themselves and stretched in relation to each other and the current world situation.

Within 12 months there have been periods when tacticity and straightforward encouragement to buy has been highlighted in the marketer's goals and the solutions that were born based on this.

On the other hand, there are industries and operators for whom [long-term influence and building a brand through content influencing](#) has been more important during this time. Therefore, there is not just one correct way to use the model.

The audience has the need to relate

Effectiveness is born from a correct mixture of these five elements in relation to each other. An understanding of what the goals are and how to reach them. All the elements support and strengthen each other and one cannot exist without the other. The voice of an audio influencer is not enough on its own. An audio platform that reaches the target group is also needed, and this enables a two-way dialogue with the listeners.

Whether it is influencers, podcasters or radio presenters, the audience has the need to find people they can relate to. Fearless discussion about different points of view and opening up your true authentic self are pathways that are found attractive. Audio meets this needs in various ways by offering emotions, humour, humanity, diverse personalities, human-curated music selections, points of view and interaction.



THE CANON OF EFFECTIVENESS

Popular presenters offer the listeners something to relate to with their daily conversations. When the listener knows what to expect from their favourite channel or programme, there is ground for recommendations.

When Niko and Julianna, the morning presenters at the radio channel NRJ, discuss the places to go for during the autumn break while also mentioning the diverse opportunities offered by a commercial partner for spending free time, we are at the centre of effectiveness. Interesting content that the audio influencer is personally and closely connected with is natural and speaks to the target audience.

The content partnership carried out by Bauer Media's Creative Studio in autumn 2022 for the Citycenter shopping centre utilised this canon model to a T. The goal was to elevate the Citycenter shopping centre as a potential place to spend time during the autumn break and to strengthen Citycentre's brand image.

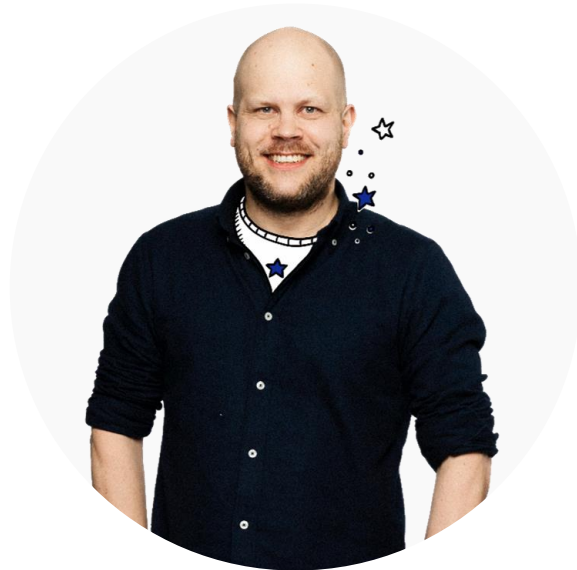
The 'Ten reasons to spend your autumn break at Citycentre' content was used to reach the target group of young urban people with a packet that was designed to be played during NRJ's morning programme. Audio influencers Julianna Jokela and Niko Saarinen brought the customer's commercial messages as part of the dialogue between the presenters and the audience in a natural way on FM frequency. And as is part of play, the content was also published in social media.

On a Tiktok video, Saarinen and Jokela visited Citycenter ['as if visiting abroad'](#). Utilising the current social media trends, the hilarious video immediately became a beloved hit and gathered more than 600,000 views in a short time.

Both the target audience and the customer were happy with the result. The creative idea, media reach and the content of the audio influencers both on the radio frequency as well as in social media were brought alive in the hands of a professional and [award-winning](#) creative team.



ARTIFICIAL INTELLIGENCE MIGHT BE A PERFECT RADIO PRESENTER IN THE FUTURE, WHICH IS WHY WE ALSO NEED REAL PEOPLE WITH IMPERFECTIONS



Anssi Honkanen
Audio Talent Coach

The strength of radio now and in the future is its ability to evoke emotions. Radio is a media that can feel close if done right. Through it, it is possible to feel like you are among your own kind.

The basis of radio, interesting content narrated by interesting people in real time, is a foundation that can be safely used to build and a new and even better listening experience. Conveying emotion and its many levels are at the centre of the training of our content creators. This way, we can ensure that people return to our personalities and our brands.

The future is also sounding good

In the future, artificial intelligence can be a perfect radio presenter. This is why we need people who are fantastically imperfect and present genuine emotions when instead of information, we want to convey emotions. We do not have an either-or situation in our hands, but the content produced by artificial intelligence and real people walk hand in hand and support one another.

Presenters have the perfect time for influencing. There are more opportunities than there are obstacles. Learning and adopting new ways of working is a change that is going on right now.

The change can be scary for some, for other, it offers a pile of opportunities for success. I believe that we at Bauer Media's content team are part of the latter group. The changing field of audio does not make our work easier, but the new ways of influencing and entirely new audiences bring new kind of joy to the work in content creation.

Things sound good in the future as well!

AUDIO INFLUENCERS – FROM TALENTS TO MULTITALENTS

Our presenters are becoming content creators with an even wider area of expertise, ranging from radio entertainment to content for digital platforms. Creating new meaning for existing content is essential. Each of the platforms used by us are used in slightly different ways, so the content that is created for them needs to be optimised in principle.

While the interaction between the listener and the presenter used to take place only via radio, the future continuously offers more opportunities to reach the listener in various different platforms. The content is also easier to mould to fit the needs of busy listeners in a way that suits each person the best at specific times. All this challenges our content creators to think about their job in a new light.

Algorithms can be copied, a personality cannot

Will artificial intelligence replace radio presenters in the future? This is a question I have been jokingly asked multiple times. Despite the humour, the question is actually quite relevant. Artificial intelligence will certainly play a role of some kind also in creation for radio frequencies. Synthetic speech is starting to sound very natural and we have some of the top experience in this field in Finland.

Artificial intelligence is not just a threat for content producers because radiating personalities are increasingly important for success in radio. In the end, the reason is very logical: Algorithms can be copied, a personality cannot. This is why I strongly believe that the role of personality as a pull factor for radio is going to be even stronger.





Elsa Kalervo
Digital Audio Manager

THE LIMITS OF PODCASTS ARE EXPANDING – THE BEST ONES STAND OUT FROM THE REST

From the point of view of podcast content, it is even more important to stand out from the rest in 2023 and offer the listeners something they have never heard before. The limits of podcasts are going to be expanded, and the smartest ones will win new audiences.

In terms of content, the selection of topic and finding a committed audience are key factors and we will hear even more niche content that is targeted for limited audiences. In this game, patience is rewarded, and persevering and trustworthy content producers will strengthen their position in the market and grow their audience.

In addition to traditional long form podcasts, we will hear shorter audio content as well as minicasts and even microcasts in the future, with episodes that last only a couple of minutes. Shorter content is also fragmented from a longer format as a marketing method but also to function as their own type of content in social media, for example. With this, video is going to have a more important role alongside audio also in the market of digital audio. This is good news for the audience who can choose their favourite way of consuming content from a wider selection.

On the other hand, people who consume media the most are increasingly more aware of the increased screentime and its negative impact on health. Audio offers a gentler solution for too much screentime and the continuously developing technology enables new ways to keep your favourite content close by in an active life.



Jan Kumlin
Director of Digital Advertising Technology

ARTIFICIAL INTELLIGENCE CAN ALREADY DO A LOT BUT THERE IS STILL MUCH TO DEVELOP

Artificial intelligence is now in a very interesting stage of development. The ChatGPT application, developed by OpenAI, has sparked conversation on how artificial intelligence will affect media and advertising. Artificial intelligence can already answer complicated questions, it can produce text and speech in different languages and it can learn new ways of speech in seconds. These are significant steps forward that are based on artificial intelligence's ability to learn new things.

Despite this, there is still much to develop with applications that use synthetic speech, because the speech produced by artificial intelligence still lack the natural tone, dialects and personal tone of voice that make speech human and readable.

It seems that the advertising and content production are areas where artificial intelligence can quickly bring added value. This will make content production more effective, and self-service tools will make it easier to produce audio advertisements for smaller advertisers. ChatGPT can already write the script for a simple radio advertisement.

INTERESTING EXPERIMENTS WITH ARTIFICIAL INTELLIGENCE BY BAUER MEDIA

One of Bauer Media's experiments in Sweden is producing a podcast from news in English every day. Artificial intelligence transfers the news article into a poem in a style of writing and expression that has been inspired by the late American writer, Ayn Rand. There was also an attempt to produce the podcast in the Nordic languages, but the results were not as good. [Listen to the news in form of poems.](#)

Speech synthesis (text to speech) is mainstream in news medias also in Finland. For example, voice.fi has produced audio as part of their online article for a while already. The sound quality is excellent and sounds very authentic. The production of voice.fi uses the technologies of Microsoft, Amazon and Google. [Listen to how an article produced with speech synthesis sounds like.](#)

Bauer Media has been involved in many projects that utilise speech synthesis technology in audio advertising also in Finnish. Artificial intelligence can now generate the text and background sound for an audio advertisement and the speech synthesis can read the advert. [Listen to an audio advertisement made with artificial intelligence for an imaginary advertiser.](#)

Artificial intelligence also enables more accurate targeting of advertisement in podcasts. The Adswizz Podscribe advertisement platform used by Bauer Media can interpret audio content and target advertisement to the listener based on this.





Marjo Hellman
Communication and Performance Coach

METaverse – AUDIO IN A NEVER-BEFORE-HEARD ENVIRONMENT

In October 2021, I sent a message to my friend in WhatsApp: 'Just so you know: Things I'm never going to talk about: cryptos and metaverse.' Ouch. Famous last words.

I soon received a phone call from my friend who is a co-founder of a company called Mission Impact Academy. MIA is building a global training platform for women about rising technologies, and they asked me to become a coach for an innovative training programme.

I accepted – and at the same time, I broke the promise of never speaking about the metaverse that I made just a couple of months earlier in WhatsApp. The universe or destiny have a really strange sense of humour.

Metaverse is the future of the internet. Metaverse will do to the internet what TikTok did to social media – it will make us turn on the volume. Immersivity, or multidimensional sound, is one of the key words related to metaverse. Immersive sound is much more expansive than stereo sound and a more experience-based way to listen. It brings the listener genuinely in the middle of action, places and events. This is familiar from the gaming world. Metaverse offers companies a really effective way to strengthen their brand experience with audio.

According to Bloomberg Intelligence, the value of the metaverse market is going to be 800 billion dollars by 2024. By 2030, the value of the metaverse market is expected to be 13 trillion dollars.

METaverse IS THE FUTURE OF THE INTERNET

Metaverse will revolutionise the way we work, spend our free time and communicate. Almost everything we do in 'real' life can also be done in the metaverse.

Connecting our physical reality with a virtual reality is what makes the development of metaverse interesting. Instead of being the consumers or producers of content, in metaverse, we are always part of the experience, not just following it from the outside.

Snoop World

Snoop Dogg has been among the first to make impressive use of metaverse. In the popular 'Snoop World', generated in Sandbox, the audience arrives to the concert location as avatars, shops clothing from the concert and meets other fans, just like in real life. However, in Snoop World, the concert experience is deeper, because the audience has the opportunity to visit the amazing mansion of the artist and personally meet Snoop Dogg.

A voice for the future

In order for the life in metaverse to be like Snoop Dogg has envisioned, it must also include sound, of course. For companies, multidimensional voice offers an excellent way to stand out, address the audience and be memorised. In a style that fits the brand, of course. Metaverse is continuously developing and will never be complete. As an environment, it is an attractive place for all kinds of audio innovations. What could your brand sound like in a metaverse interface?



WHERE TO BEGIN?

Right now, you may be asking yourself if you are too late to get interested in the possibilities of metaverse. You are not.

Metaverse is being built and there is room for new operators. Metaverse is being developed together by all users – the brands, organisations, musicians, avatars, etc. The more there is action and things to do in metaverse, the better it is for everyone.

Get familiar with Metaverse

- Don't be shy about exploring! Here are some good places to start: [Decentraland](#), [Sandbox](#), and even [Roblox](#)!
- Test the different options. You do not have to build your own virtual world right at the beginning
- Partner with an operator who is already present in metaverse or is interested in it You shouldn't do everything on your own!
- Think about what kind of community you would like to have in metaverse. Community is the key to success in metaverse.
- Have fun! You are a pioneer!

Research has proven audio to be the strongest and most memorable way of marketing in the real world as well as the metaverse. If you do not already have a recognisable audio identity of your own, [feel free to contact our audio branding experts](#).

If you want to learn the key skills of new technology and the future that will be important in work life, check out [Mission Impact Academy](#).

When you want to learn more about the opportunities offered by metaverse or you want to develop your skills and become a magnetic communicator and performer, I am happy to help: marjo@hellmanco.com

Keywords of the metaverse

- Immersiveness
- 3D
- VR/AR
- Avatars
- Real-time



THE YEAR 2023 SOUNDS PROMISING!

We work every day
to make the world sound better.
And to make brands sound like brands.