

How radio and podcast ads can launch movie theatrical releases and drive streaming video subscriptions

maru/

VERITONIC

Nielsen

screen engine/asi

FOCALDATA

Key findings: creative insights

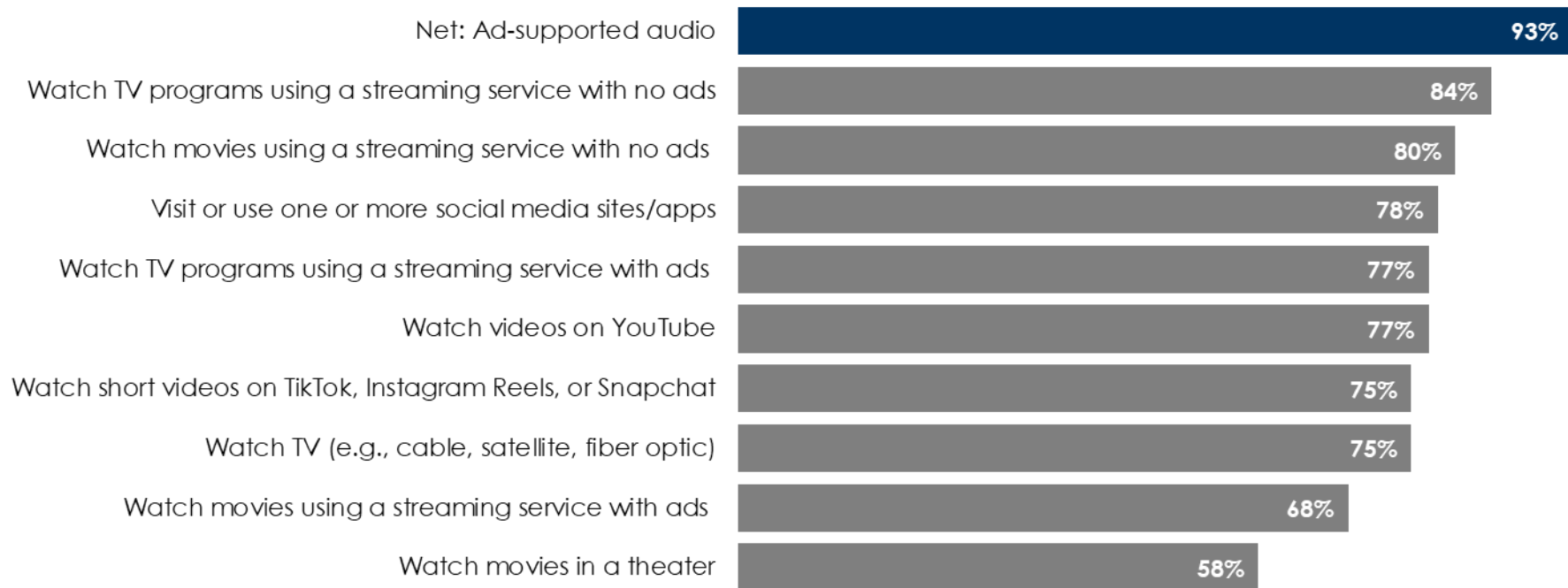
- Numerous industry studies smash the myths that "sight-sound-motion" is superior to audio ads and visual media require visual ads.
- The story and actors primarily pull audio listeners into watching a film.
- Audio ads can be optimized with a less aggressive approach, slower narration. Ensure music and sound effects are in the background and don't overwhelm the narrator.
- Storytelling works better, explaining the plot and actors, rather than using hard to understand, noisy clips from the movie.

Key findings – marketing optimization

- Audio listeners are voracious consumers of movies in the theater, films on streaming services and over index on streaming video viewing, using more streaming services.
- Versus linear TV viewers, audio listeners notice ads to a greater degree and indicate a greater willingness to watch content.
- Linear TV advertising spend for theatrical releases and video streaming brands is 30X audio. Despite this, TV viewers show low awareness of new films and low interest in upcoming films and streaming service subscriptions.
- Audio (AM/FM Radio, streaming audio and podcasts), should become a much greater allocation in the entertainment marketing media plan.
- Reallocating 20% of the linear TV media plan to audio platforms doubles campaign reach with no additional cost.

Among heavy in-theater movie watchers, ad-supported audio has the #1 weekly reach

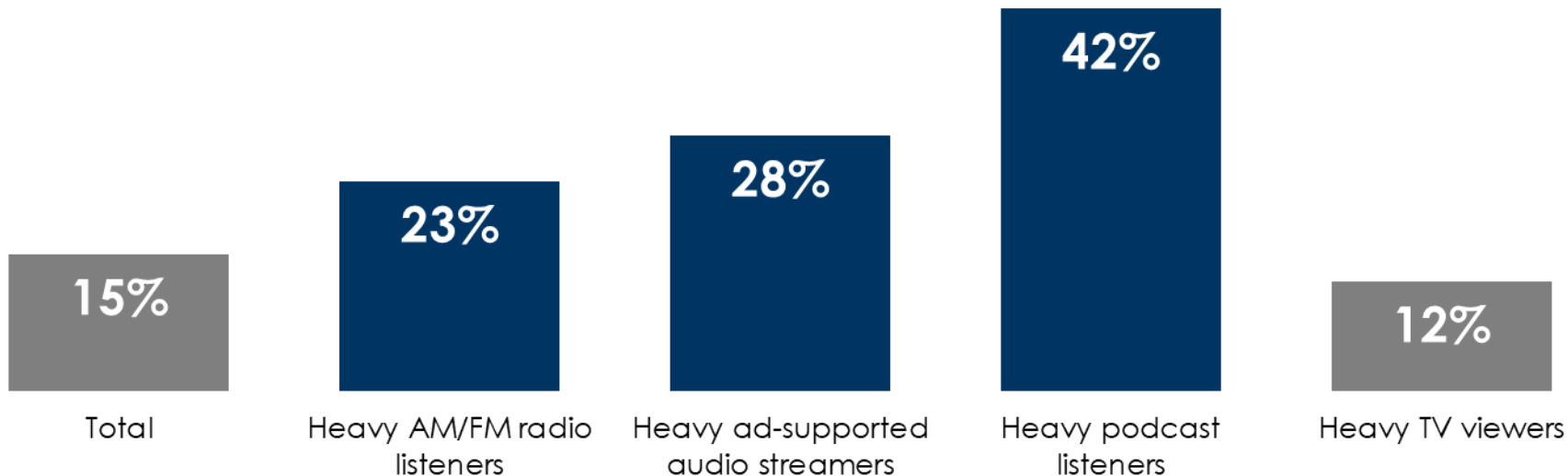
Audience exposure to content in the “past week (within last 7 days),” heavy in-theater movie watchers



Source: Maru November 2022 National Study. Q: “When is the most recent time, if ever, you spent doing the following types of activities?”
Base: heavy in-theater movie watchers (n=150)

Audio listeners are avid theatergoers

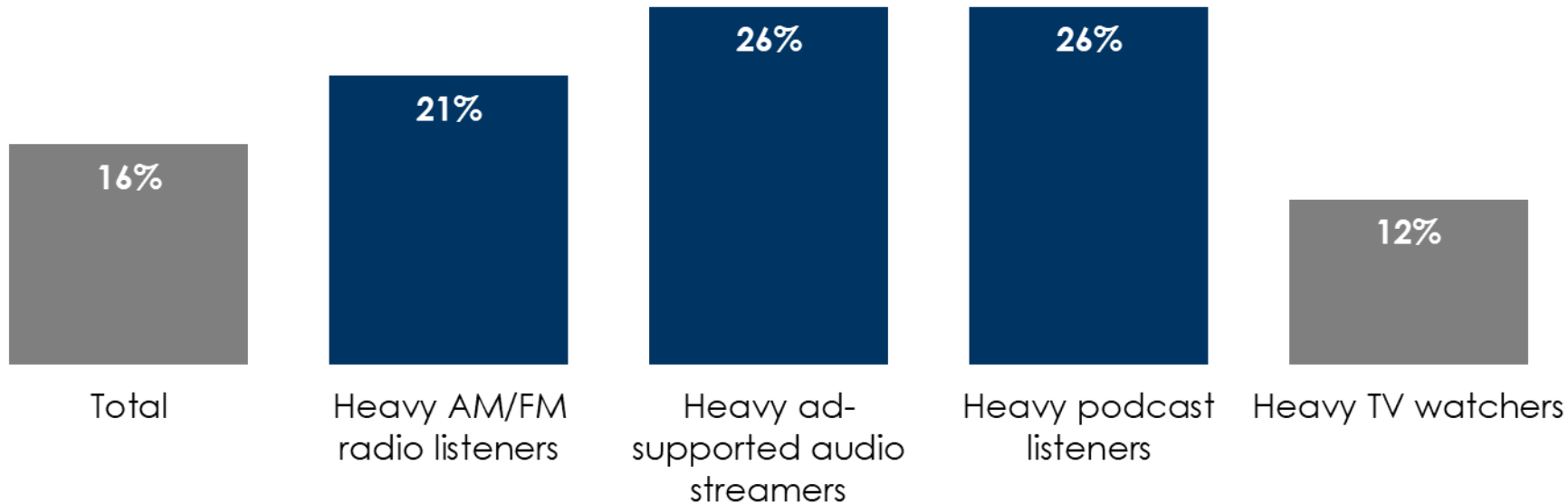
% of those who go to the theater “once a week or more” and “several times a month”



Source: Maru November 2022 National Study. Q: “How often do you watch movies in the following formats? Watch movies in a movie theater”

Opening weekend: Audio listeners are more likely to be proactive with new movies, seeing them in the theater opening weekend

% who are most likely to see a movie for the first time in a theater opening weekend

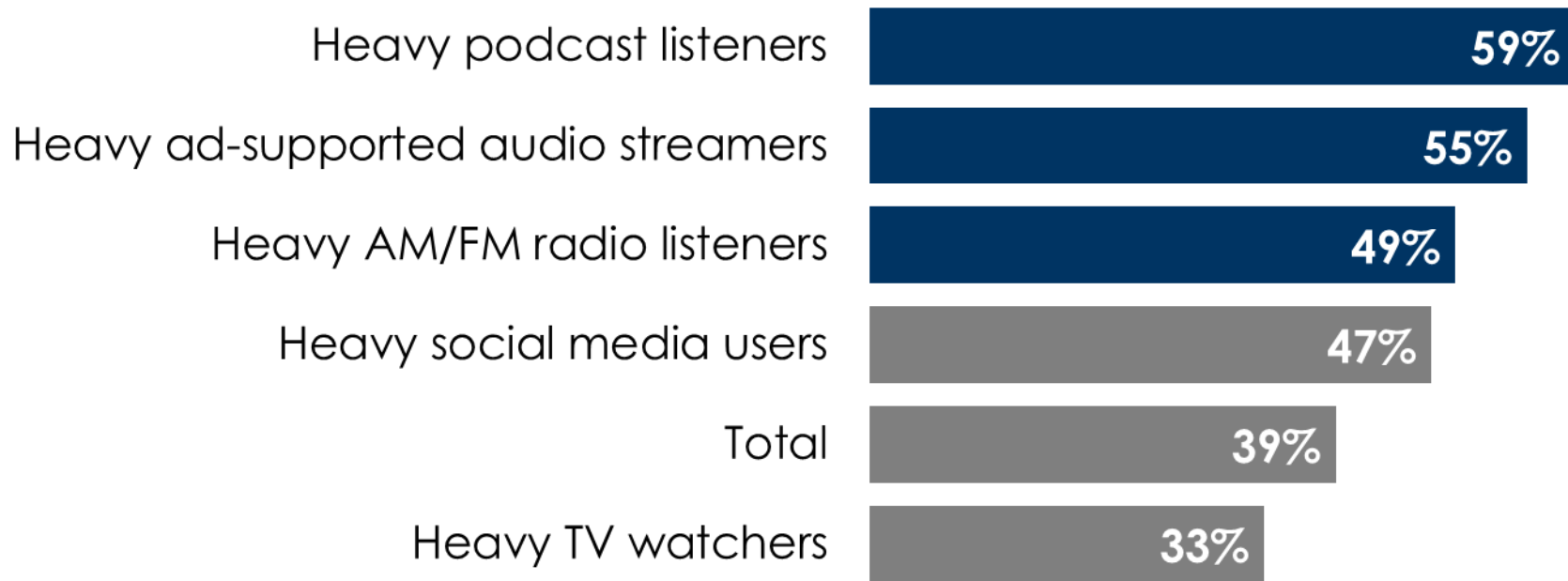


Source: Maru November 2022 Theatrical Study – Q. “Thinking generally about the movies you are interested in viewing, how are you most likely to watch those movies for the first time?”

Ten recent movies:
title awareness and
interest in seeing the
films in the theater

Heavy audio listeners are more aware major movies versus heavy TV watchers

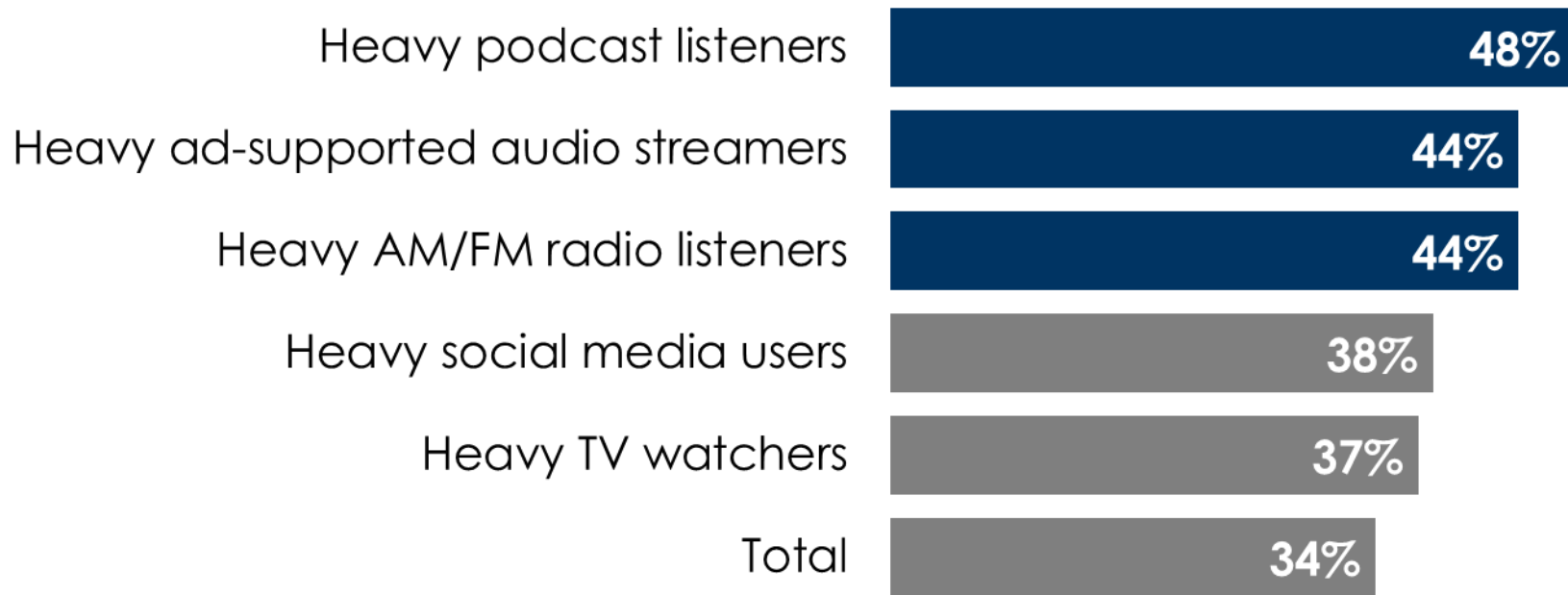
Q: Below are 10 upcoming movie titles. Have you heard of them?"
Average % who answered "Yes, I've heard of it"



Likely to watch in theater: Heavy audio listeners have greater intent to view upcoming major movies versus heavy TV watchers

Q. "What is your intent to view the following 10 films?"

Average % who answered "I will make every effort to watch" among those aware of the title



Heavy audio listeners exhibit higher levels of movie fanship for major franchises

	Average movie fanship top-box ("I'm a big fan") of 13 major movie franchises
Total	24%
Heavy AM/FM radio listeners	29%
Heavy ad-supported audio streamers	32%
Heavy podcast listeners	35%
Heavy TV watchers	21%
Heavy social media users	26%

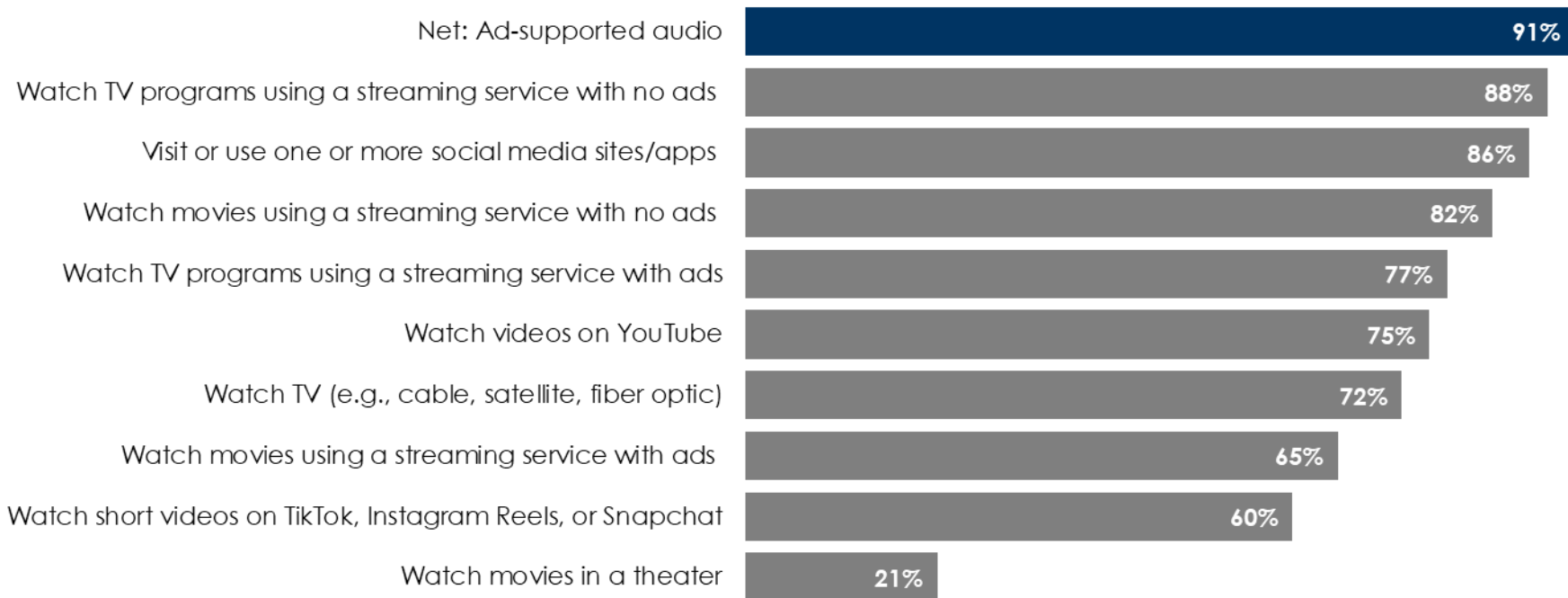
Source: Maru November 2022/April 2023 Theatrical Study – Q. "Below are some upcoming movie titles. Have you heard of them?" % who answered "Yes, I've heard of it"; Q. "What is your intent to view the following films?" % who answered "I will make every effort to watch" among those aware of the title *Caution: Low base size (<50)*; Note: Average is based on total percentage of those who are aware, and are intent on viewing the title; Q. "What is your intent to view the following films?" % who answered "I will make every effort to watch" among those aware of the title; Note: AM/FM Radio Advantage column is based on the AM/FM radio listeners and TV watchers aware of each title, not on total; Awareness & intent to view based on April 2023 movies; Fanship based on November 2022 data

A hand holding a black remote control is shown on the left side of the image. The entire image has a blue color overlay. On the right side, the text "The audio opportunity for streaming movie releases" is written in white, bold, sans-serif font, arranged in four lines.

**The audio
opportunity for
streaming movie
releases**

Among heavy movie streamers, ad-supported audio has the #1 weekly reach

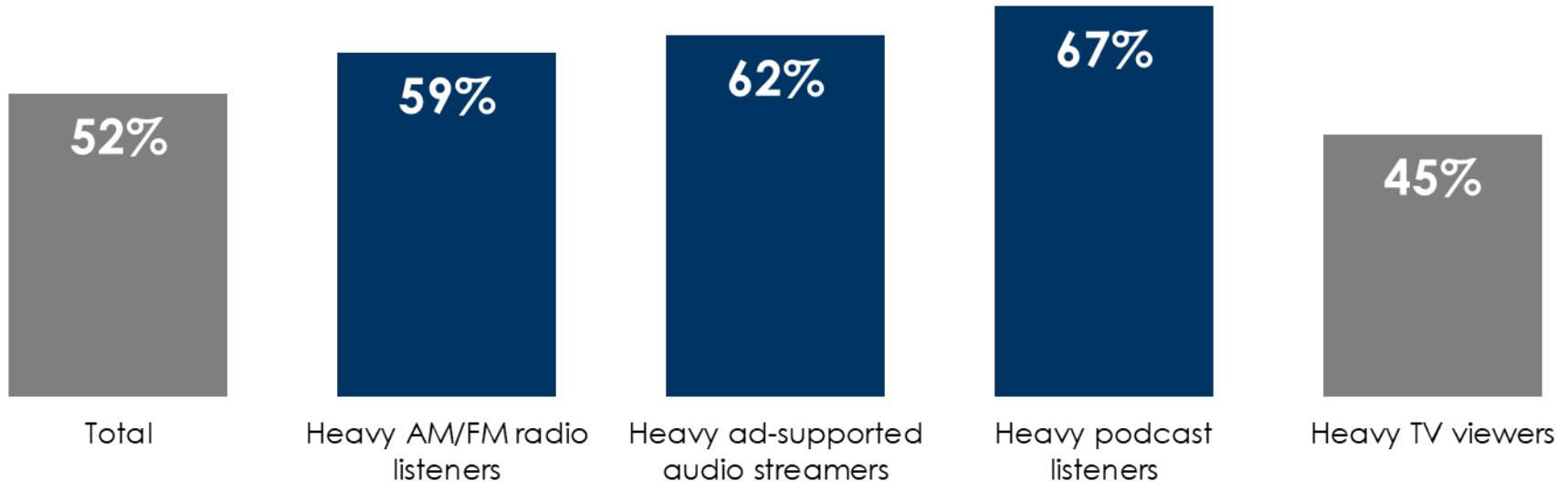
Audience exposure to content in the “past week (within last 7 days),” heavy movie streamers



Source: Maru November 2022 National Study. Q: “When is the most recent time, if ever, you spent doing the following types of activities?” Base: heavy movie streamers “once a week or more” (n=527)

Heavy audio listeners are more likely to stream movies than heavy TV viewers

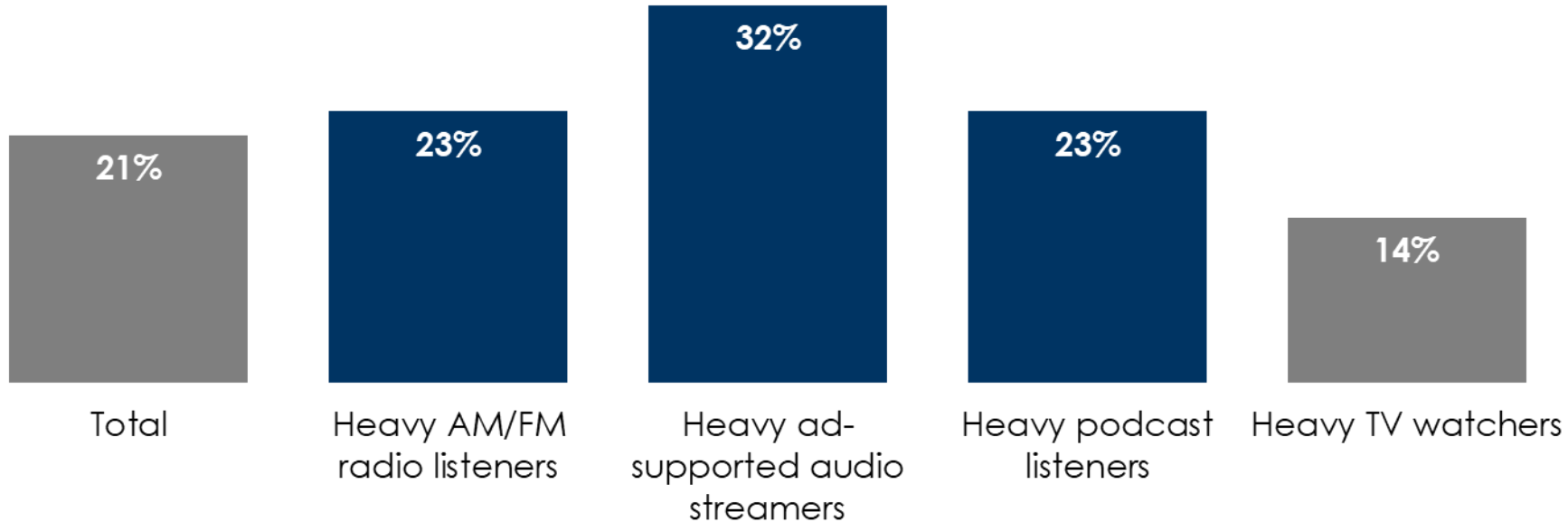
% of those who stream movies “once a week or more”



Source: Maru November 2022 National Study. Q: “How often do you watch movies in the following formats? Watch movies using a streaming service with ads and Watch movies using a streaming service with no ads”

Streaming right away: Audio listeners are proactive with new movies, seeing them on streaming right away

% who are most likely to see a movie for the first time on streaming right away



Source: Maru November 2022 Theatrical Study – Q. “Thinking generally about the movies you are interested in viewing, how are you most likely to watch those movies for the first time?”

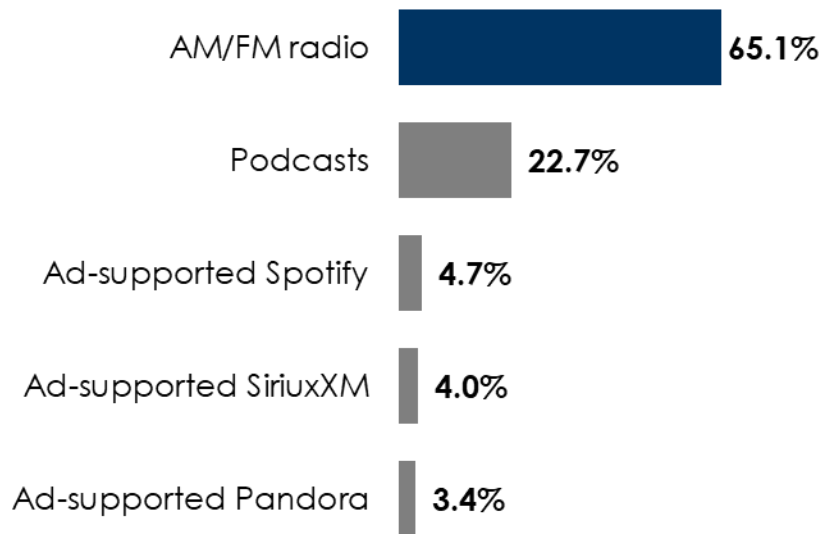


Edison Research's "Share of Ear" Q4 2024: How America listens to audio

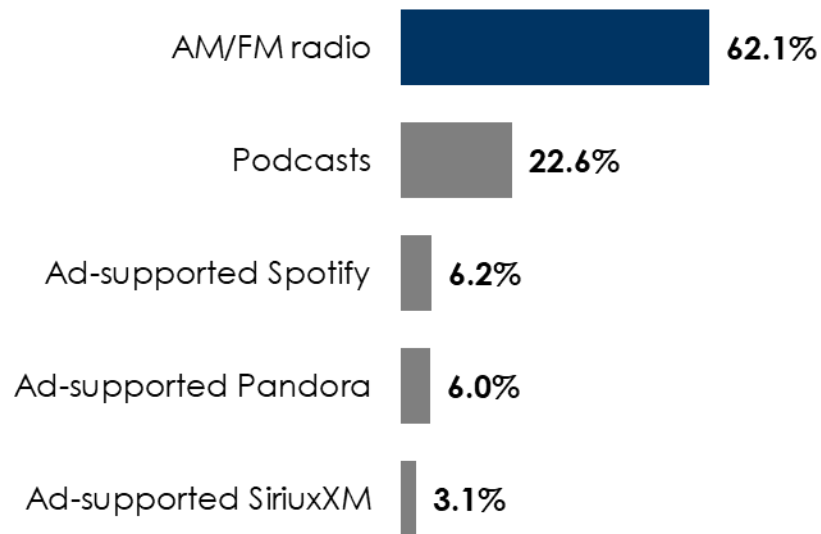
First ever reporting of audio shares among frequent movie goers
and weekly streaming video movie viewers

AM/FM radio dominates ad-supported audio shares among those who frequently see movies in theater and stream often at home

Daily ad-supported audio shares among persons 13+ who see a movie once a month or more at a theater



Daily ad-supported audio shares among persons 13+ who stream a movie once a week or more





Screen Engine/ASI streaming video brand tracker study

Subscription video on demand platforms

NETFLIX

hulu

prime video




peacock 

Free ad-supported video on
demand platforms

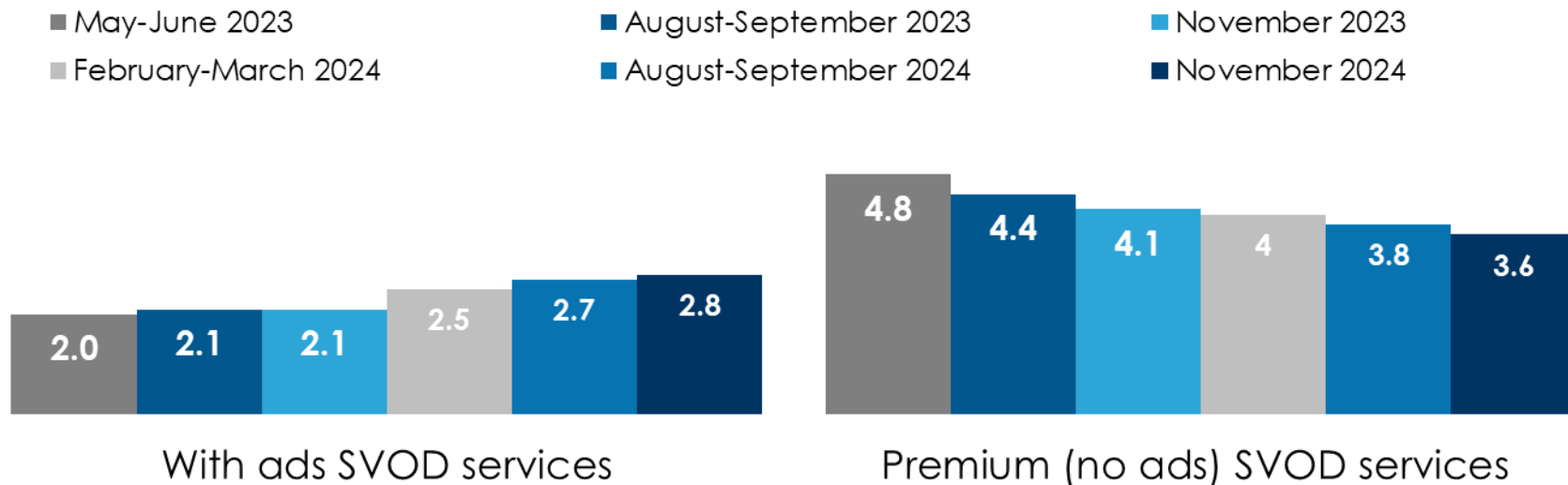
pluto  tv

tubi

The **ROKU** Channel

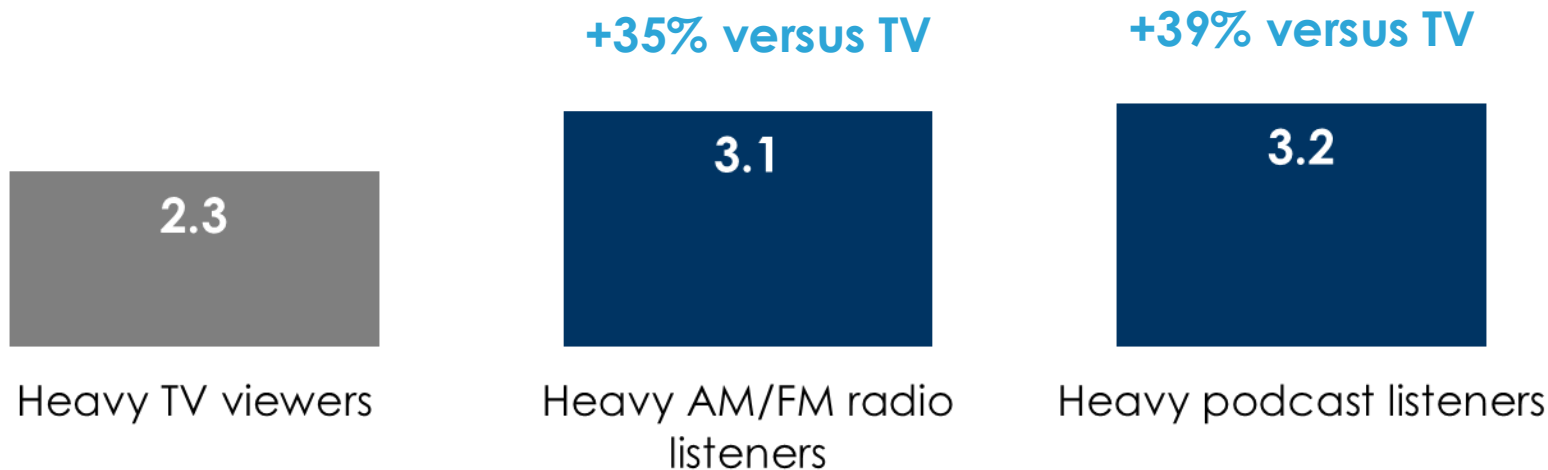
Subscription video on demand's tale of two cities: The # of premium (no ads) subscription video on demand services subscribed to has declined while there has been growth in the # of subscription video on demand services with ads

Mean # of services subscribed to by the general population



Heavy AM/FM radio (+35%) and heavy podcast listeners (+39%) watch more services than heavy TV viewers

Mean # of ad-supported video on demand services viewed in the past 3 months

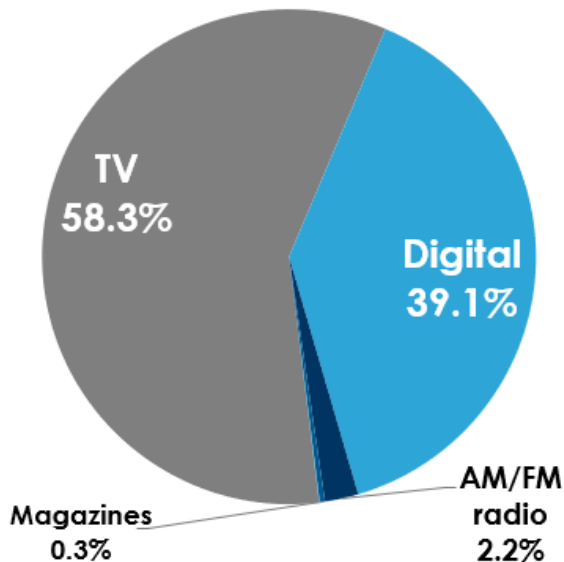


How to read: Heavy AM/FM radio listeners have viewed 3.1 ad-supported video on demand services on average in the past 3 months, +35% more than heavy TV viewers (2.3 platforms).

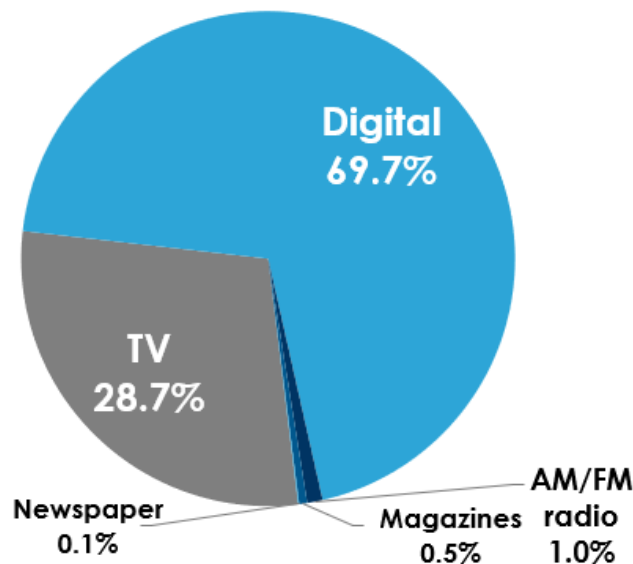
Vivvix/Kantar: Almost all of the advertising spending for motion pictures and streaming services is TV and digital

% of advertising spending by media January 2022-December 2022

Motion pictures

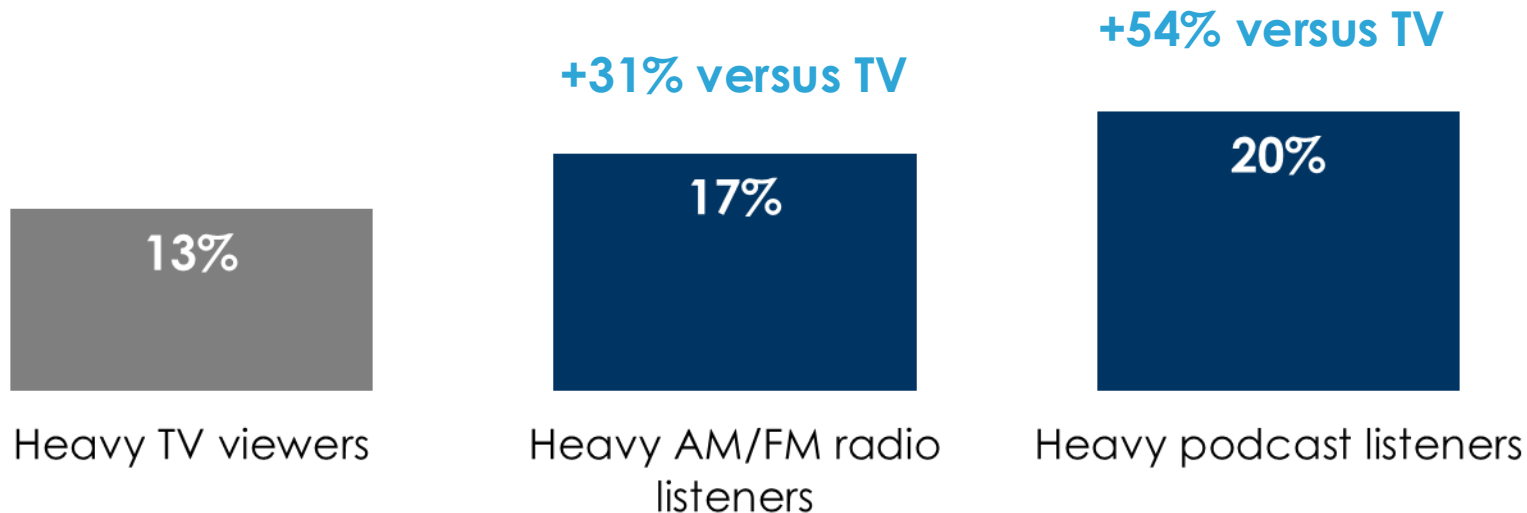


Streaming services



Despite the fact that audio gets a small percentage of media budgets, heavy audio listeners recall seeing or hearing ad-supported video on demand platform ads more than heavy TV viewers

Average ad recall for any ad-supported video on demand platform
Please select all the brands you are familiar with for which you've heard or seen advertising in the past month.



Nielsen Media Impact campaign optimization:

Shifting 20% of a TV movie campaign investment to AM/FM radio generates significant incremental reach at no additional cost

Nielsen Media Impact: Across five major film TV campaigns, 60% of the 18-49 demographic are missed

	TV budget	% TV reach among adults 18-49
<i>Sing 2</i>	\$34.8M	38%
<i>Ghostbusters: Afterlife</i>	\$24.9M	42%
<i>Eternals</i>	\$24.3M	45%
<i>Spider-Man: No Way Home</i>	\$14.6M	38%
<i>The King's Man</i>	\$12.6M	24%

Source: Nielsen Media Impact: January 2022-December 2022, adults 18-49. Network AM/FM radio buy utilizes all RADAR networks with an average 18+ cost per point of \$5,000.

Nielsen Media Impact: Shifting 20% of the movie release TV budget to AM/FM radio deliver 2X incremental reach

	TV budget	% TV reach among adults 18-49	% reached when 20% of the media plan is reallocated to AM/FM radio adults 18-49	Incremental reach generated by AM/FM radio
<i>Sing 2</i>	\$34.8M	38%	80%	+111%
<i>Ghostbusters: Afterlife</i>	\$24.9M	42%	80%	+90%
<i>Eternals</i>	\$24.3M	45%	80%	+78%
<i>Spider-Man: No Way Home</i>	\$14.6M	38%	74%	+95%
<i>The King's Man</i>	\$12.6M	24%	67%	+179%

Source: Nielsen Media Impact: January 2022-December 2022, adults 18-49. Network AM/FM radio buy utilizes all RADAR networks with an average 18+ cost per point of \$5,000.

Nielsen Media Impact campaign optimization:

Hulu's TV deliveries and AM/FM radio
reallocation scenario

Nielsen Media Impact: Hulu's July 2024 TV campaign reached only 34% of adults 18+

% reach among adults 18+ – July 2024 campaign

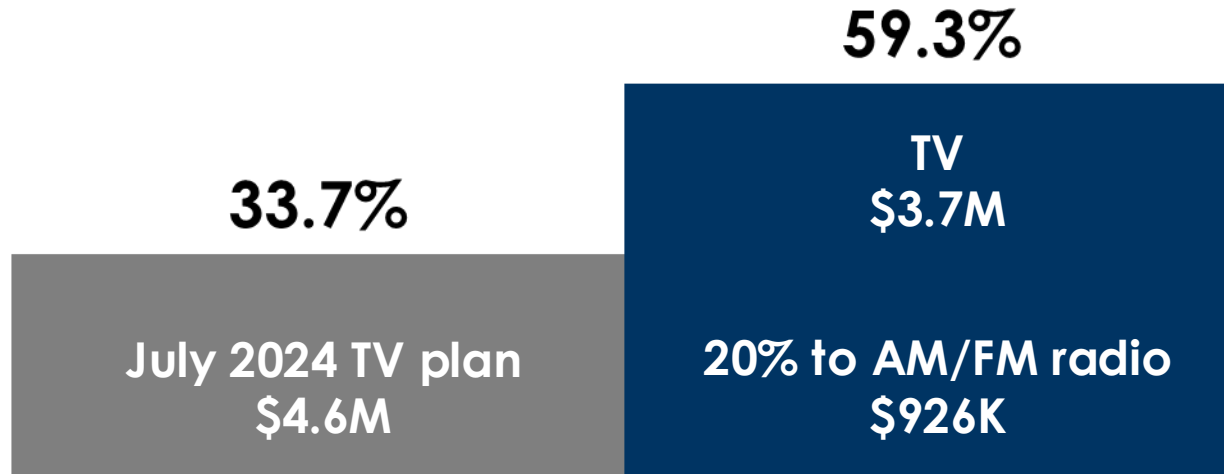
33.7%

July 2024 TV plan
\$4.6M

Nielsen Media Impact: Shifting 20% of the budget to AM/FM radio delivers +76% incremental reach for Hulu

% reach among adults 18+ – July 2024 campaign

AM/FM radio
added
+76%
incremental
reach

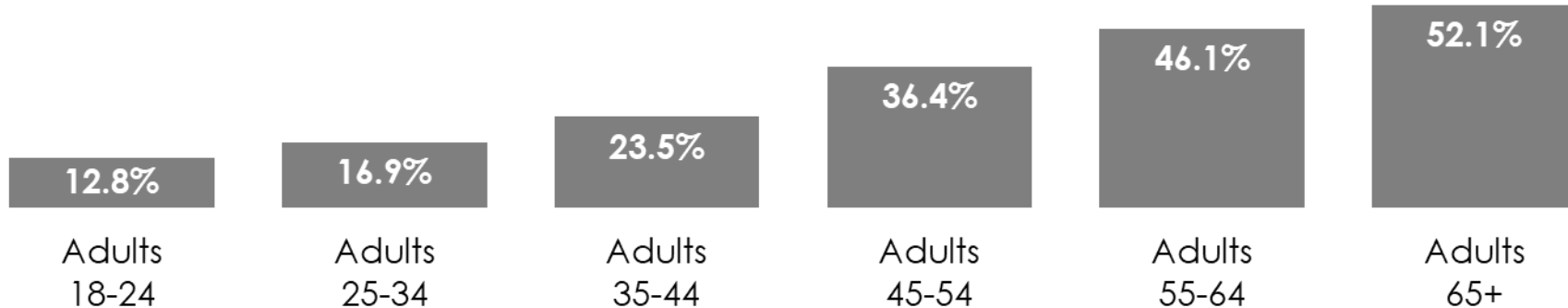


Source: Nielsen Media Impact July 2024, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel.
Network Radio based on Total Network Radio at an average CPP of \$5,000.

Nielsen Media Impact: Hulu's TV deliveries skew old; Under the age of 65, the majority will never see Hulu's TV ads

July 2024 campaign reach by demographic

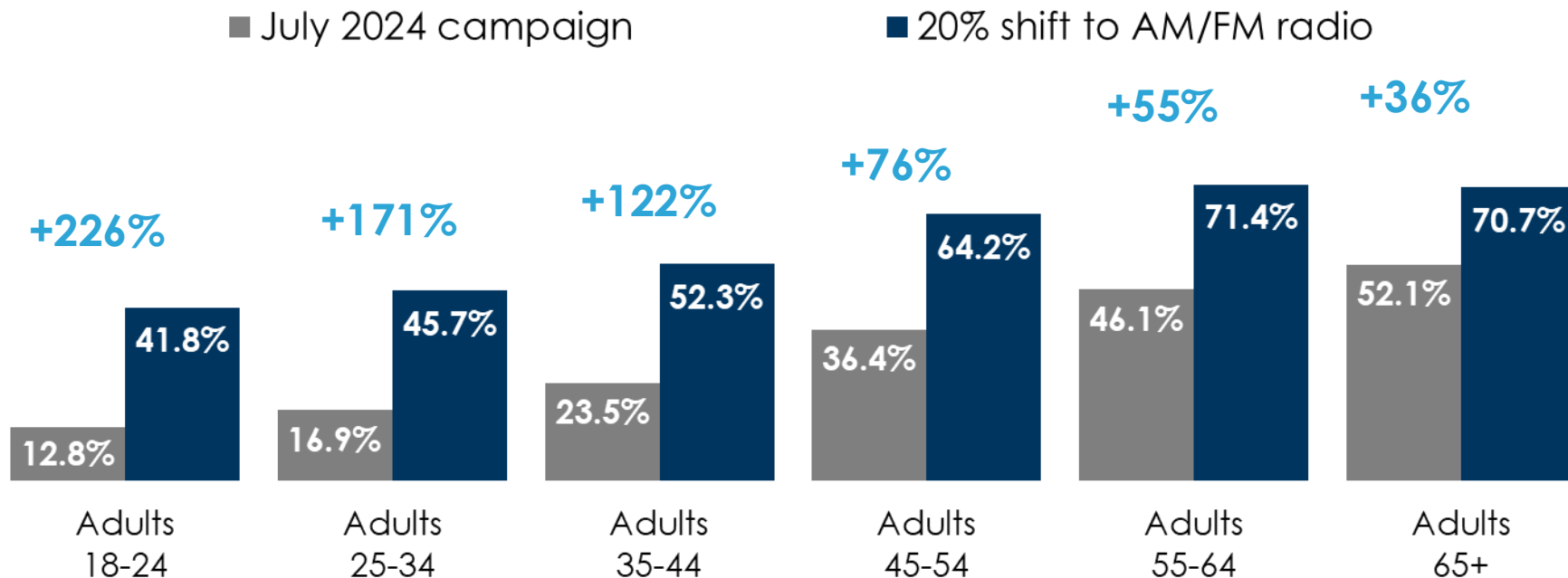
■ July 2024 campaign



Source: Nielsen Media Impact July 2024, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel.
Network Radio based on Total Network Radio at an average CPP of \$5000.

Nielsen Media Impact: A 20% budget shift to AM/FM radio generates extraordinary lift in reach for Hulu, especially in younger demographics

July 2024 campaign shift to AM/FM radio – % incremental reach by demo



Source: Nielsen Media Impact July 2024, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel.
Network Radio based on Total Network Radio at an average CPP of \$5000.



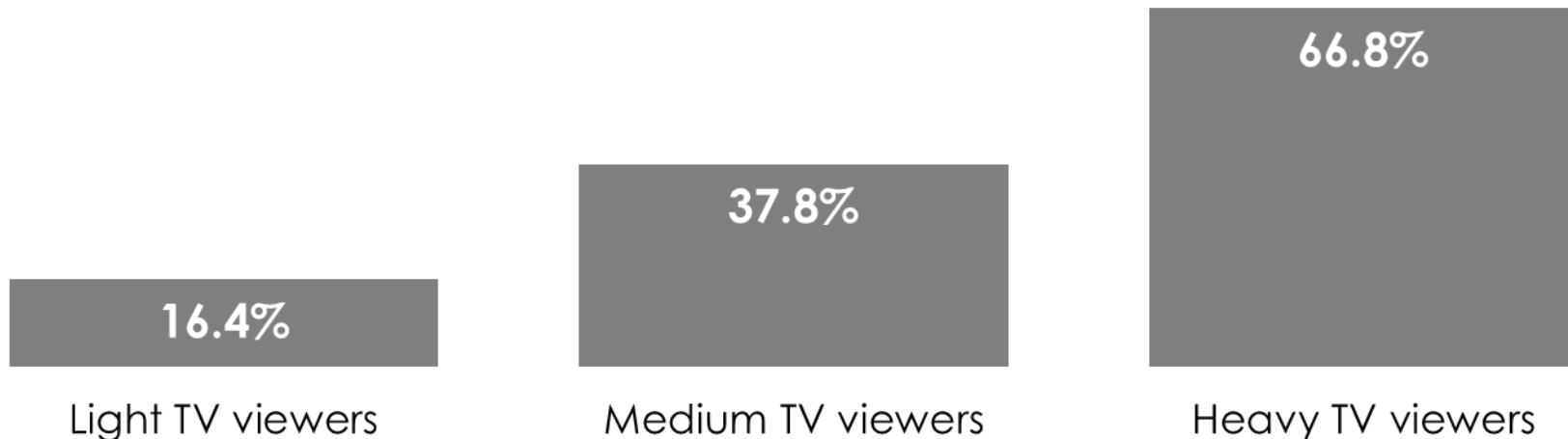
Nielsen

CUMULUS Westwood One
AUDIO ACTIVE
GROUP

Nielsen Media Impact: Hulu's TV campaign reaches heavy TV viewers and misses 84% of light TV viewers

July 2024 campaign shift to AM/FM radio – % incremental reach by among adults 18+

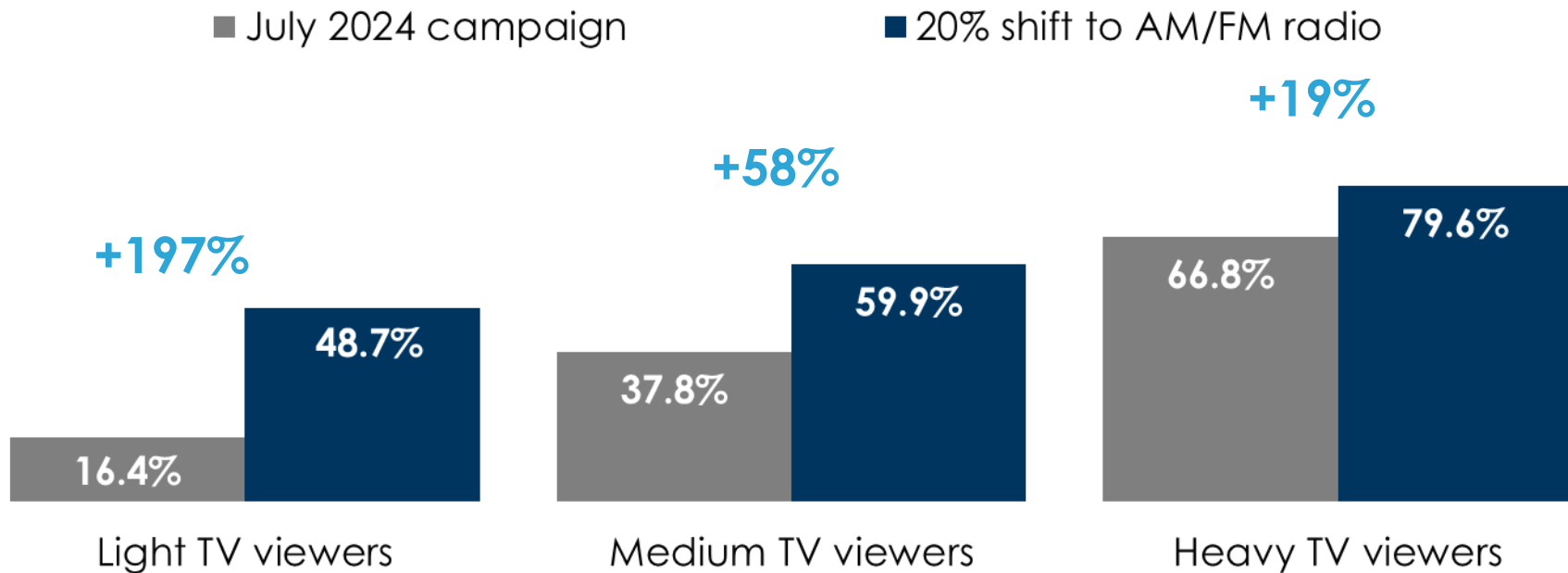
■ July 2024 campaign




Source: Nielsen Media Impact July 2024, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on Total Network Radio at an average CPP of \$5000. TV viewers: Cable or broadcast.

Nielsen Media Impact: Shifting 20% of Hulu's budget to AM/FM radio generates significant reach growth among light TV viewers

July 2024 campaign shift to AM/FM radio – % incremental reach among heavy, medium, and light adults 18+ TV viewers



Source: Nielsen Media Impact July 2024, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on Total Network Radio at an average CPP of \$5000. TV viewers: Cable or broadcast.



Industry myth:
***“Everyone knows,
sight, sound and
motion are superior
to an audio ad!”***



AUDIO ADS OUTPERFORM VIDEO FOR ATTENTION AND BRAND RECALL, DENTSU STUDY FINDS

Amazon, Audacy, Cumulus, iHeartMedia, Spotify and SXM Media participated in agency-led research

By Jack Neff. Published on August 01, 2023.

Audio creative effectiveness:

Actors and story are key factors
in audience' decisions to watch
a movie in theatre or via
streaming

Veritonic creative evaluation:

Plot-driven ads drive

2X

viewing intention
versus mood driven
ads

Plot-driven ads had higher changes in intent post exposure:

Three plot-driven ads had higher changes in intent after ad exposure than traditional ads that focused more on mood.

The average change in intent to watch of plot-driven ads is double (+18%) the change in intent than traditional TV ads (+9%).



The world's first AI co-worker for consumer insight: Share your objectives, watch it instantly build a plan, conduct 100s of in-depth interviews, and deliver insights to your team.

Disney Bundle :30



Luther :15



Consumer reactions to two radio ads: 60 respondents

Focaldata: Disney Plus bundle podcast listener reactions

- Reception to the Disney Plus bundle ad was fairly mediocre – a ‘normal, run of the mill ad’.
- Generally, people liked the product and the actual content, and were interested in the streaming services offered.
 - *"Yes the focus on popular content and affordable pricing made the platforms seem more appealing, especially as a bundle deal"*
- However, the tone was a major drawback. Some found the narrator's fast voice quite jarring, and the pounding music competed with the narrator's voice, making it ‘harder to understand’.
 - *"It was selling a bundle package for hulu, Disney plus and espn. I tuned it out due to the pounding music and fast talking. Outside of that, I do not remember the price, or the exact words the narrator spoke really fast about at the end"*
 - *"It all just feels overwhelming, like they're trying to throw multiple aspects into the ad to see what sticks. I would find it intrusive during a podcast"*

Focaldata: Luther podcast listener reactions

- The Luther ad was more well-received, and managed to pique curiosity and generate interest in the show.
 - *"The way the narrator was speaking...It made me want to watch the Netflix show"*
 - *"I thought it was compelling. I've heard of Luther but never watched it"*
 - *"For one thing, it keeps me from fast forwarding through the ad"*
- Notably, the lack of actual content from the series was not seen as a negative. The 'storytelling' aspect of the ad was viewed positively, with people labelling it 'suspenseful' and 'compelling'. In contrast to the Disney Plus advert, this one provided 'just the right amount of information' to a number of respondents.
 - *"The ad pretty much sounded like what I watched. An edge of your seat show"*
 - *"It had the quintessential movie-trailer-announcer kind of voice that makes me think of either TV or in-theater ads"*
- Again though, we saw some concerns that the ad was 'spoken too fast'.
 - *"The information was spoken too fast. I had to listen to it twice to make sure I heard what I thought I had heard"*

Focaldata recommendations: (AI generated)

- Relevant content works – our heavy-podcast listener audiences were interested in both ads for streaming content and liked what was in the ad, but form and style were the key areas to be improved.
- The less contrast with the tone of the podcast, the better. Loud and fast ad do not play well with respondents and counterintuitively cause them to tune out.
- The storytelling concept played well, almost like a snippet from the familiar format of an audiobook, rather than an ad for a TV series. An engaging narrator providing descriptions of the content can bring the story to life better than a simple audio clip of the content itself.

Key findings: creative insights

- Numerous industry studies smash the myths that "sight-sound-motion" is superior to audio ads and visual media require visual ads.
- The story and actors primarily pull audio listeners into watching a film.
- Audio ads can be optimized with a less aggressive approach, slower narration. Ensure music and sound effects are in the background and don't overwhelm the narrator.
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Thank You

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