Next Audio

Agency & Advertiser Media Kit

Introduction to Next Audio advertising reach & options

Last updated Nov 2025

Next Aud!o

Global Podcast Advertising Company

From New York to Riyadh to Tokyo, we've got ears everywhere

90+ global markets

850 million listeners

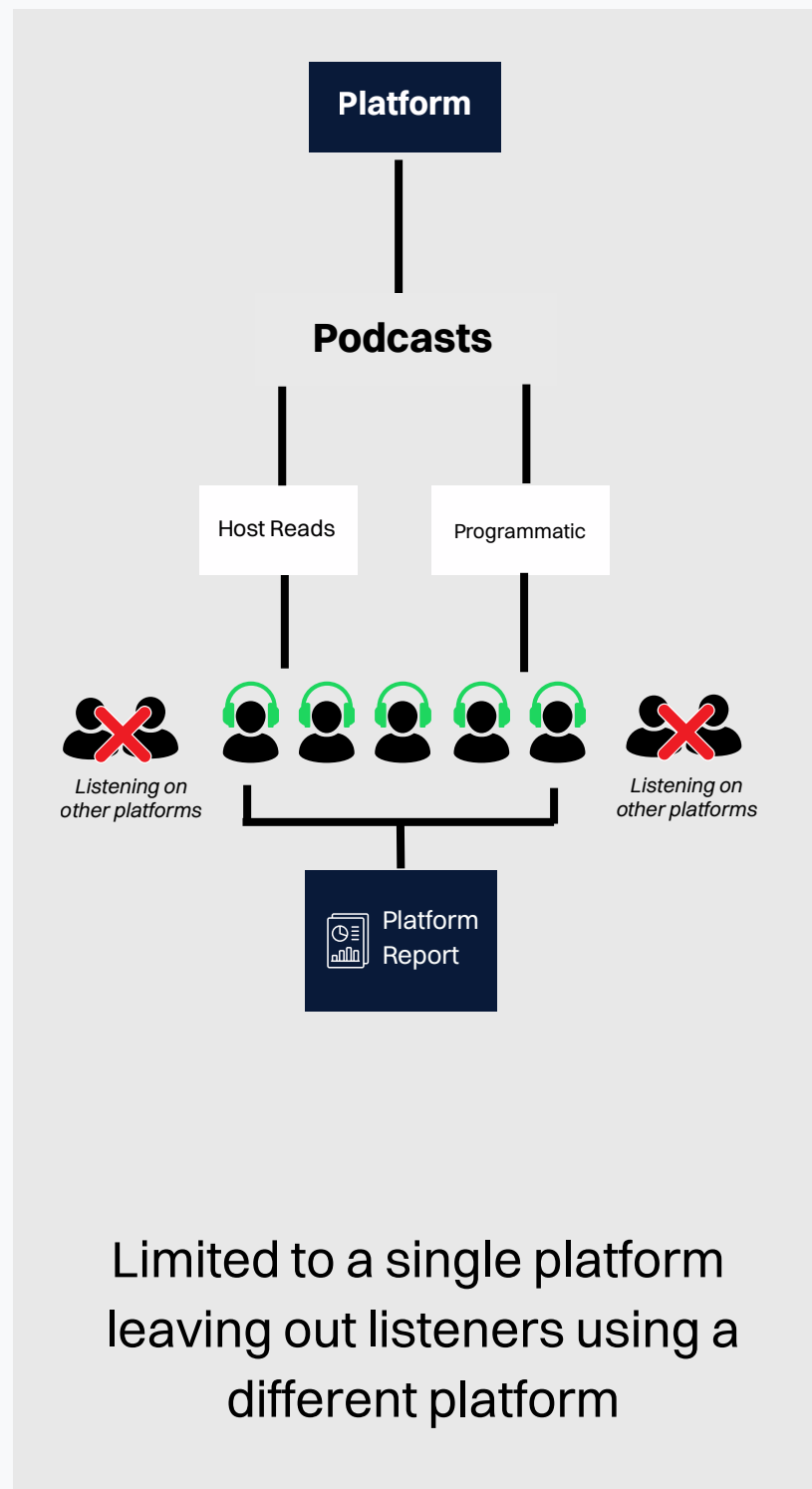**8 billion impressions**

35,000+ podcast network

France 39m
Spain 18m
Germany 53m
Italy 16m
Sweden 6.7m
Netherlands 6m

India 161m
Pakistan 165k

China 49m

Canada
28 m

UK 27m

USA
194 m

Mexico 26m
Argentina 5.1m
Colombia 7.7m
Chile 4.3m

Saudi Arabia 27m
UAE 3.9m
Jordan 5.4m
Egypt 7.6m

Singapore 2m
Malaysia 3.8m

Japan 28m
South Korea 15m

Australia 11.3m
New Zealand 1.3m

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Turning listeners into customers with one clear, measurable path across podcasts, music, and streaming.

Avg results of clients
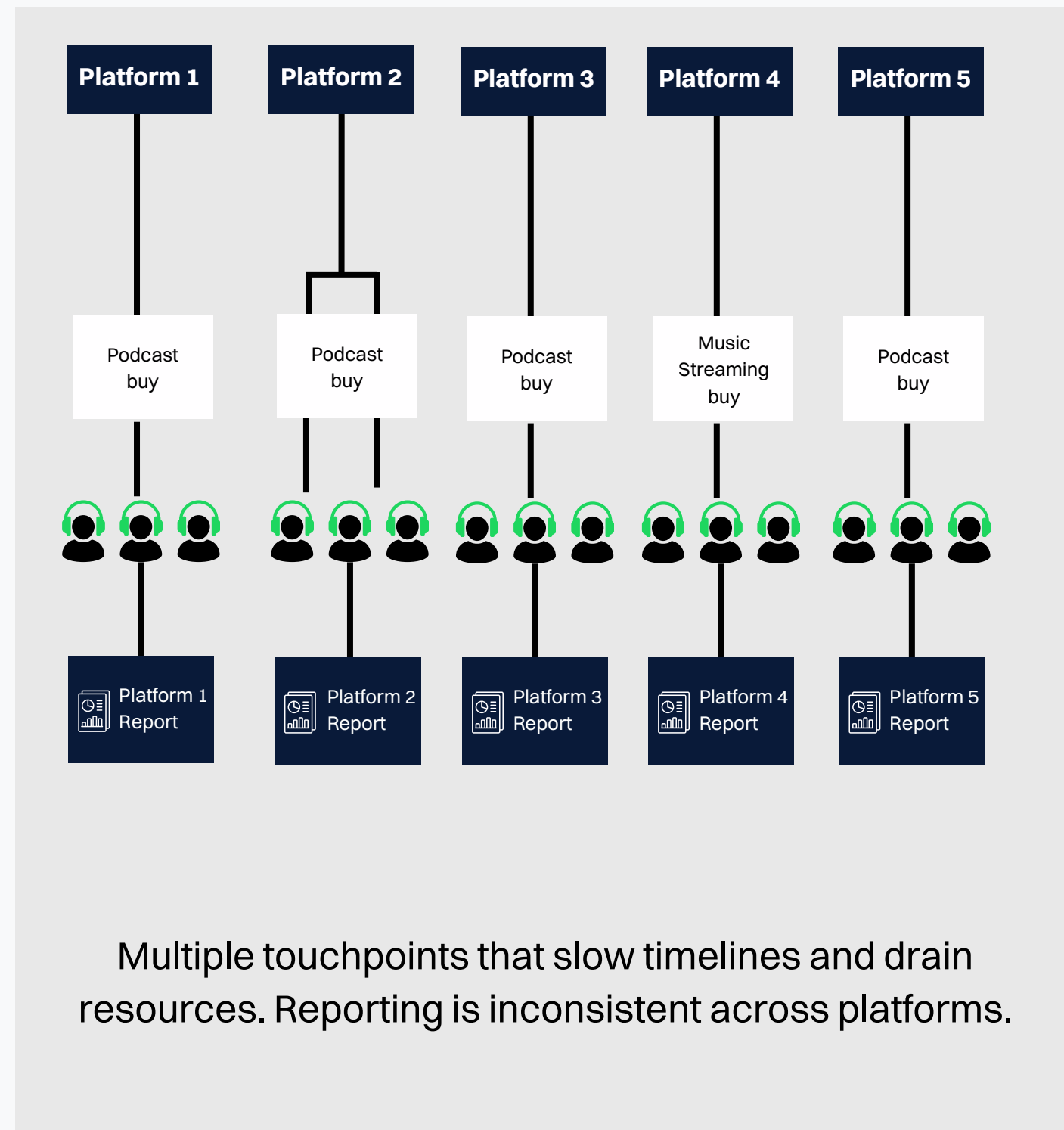
80%+ Ad completion (LTR)

24% Brand image uplift

27% Interest uplift

24% Consideration uplift

Source: Next Audio brand lift studies

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Why buy audio with us?

Buying with 1 platform directly

Limited to a single platform leaving out listeners using a different platform

Buying with multiple platforms directly

Multiple touchpoints that slow timelines and drain resources. Reporting is inconsistent across platforms.

Buying with Next Audio

Aggregated maximum reach across all audio formats. One point of contact, one streamlined process, and one unified reporting.
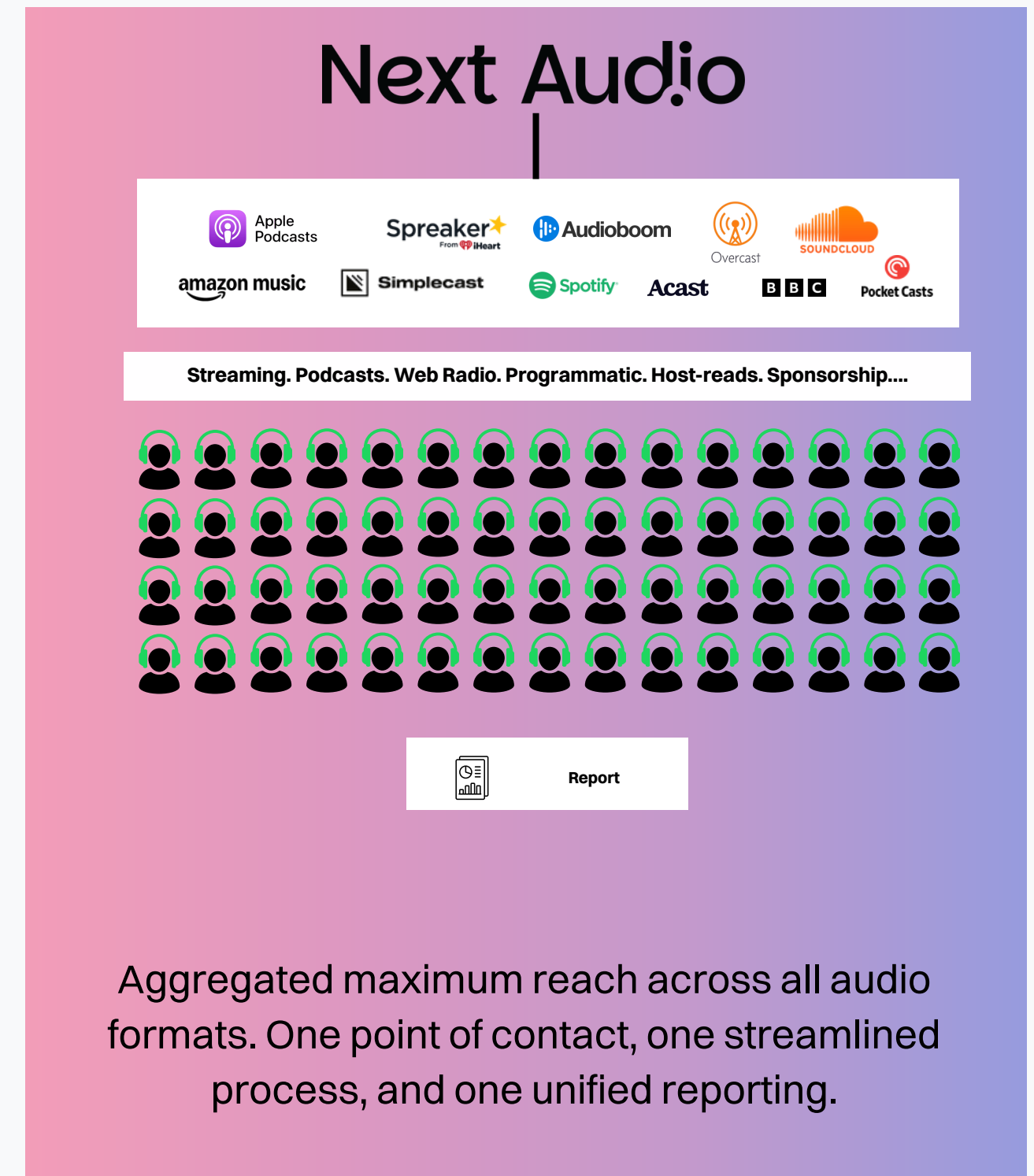
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Advertising Formats

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Format Options

Flexible formats that fit your objective, budget, and media plan

Format

Where your ads can play

Podcasts

Music streaming

Mobile gaming

Digital radio

Manage

How to manage your campaign

AdManager.FM
By Next Broadcast Media

self-serve ad manager

managed service

Ad Types

The ad delivery format that fits your campaign

Host reads

Dynamically Inserted

Sponsorships

Branded content / show creation

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The AI-Studio: Audio Ads. Instantly. In Any Language.

Turn your URL or text prompt into studio-quality audio ads. No voice actors, no delays, no extra cost.
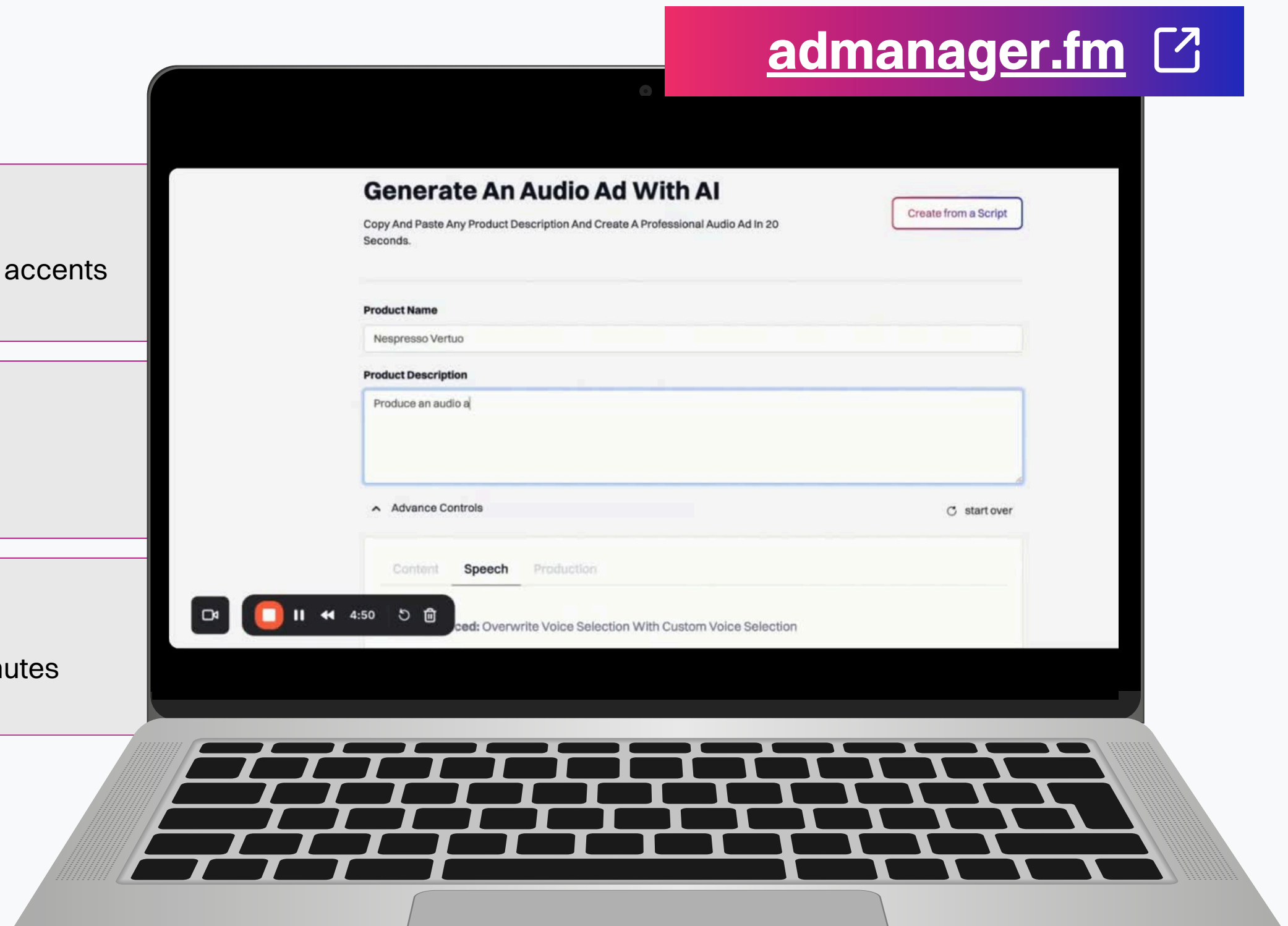
Language & Accents
Choose from hundreds of voices in multiple languages and accents

No Script Necessary
Create custom scripts using a prompt or website URL

Instant Edits
Instant production and edits to test different versions in minutes

Generate An Audio Ad With AI

Copy And Paste Any Product Description And Create A Professional Audio Ad In 20 Seconds.

Create from a Script

Product Name

Nespresso Vertuo

Product Description

Produce an audio a|

⌃ Advance Controls   ↻ start over

Content   **Speech**   Production

4:50

...ced: Overwrite Voice Selection With Custom Voice Selection

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Targeting Options

Place your ads in the moments, content, and contexts your audience actually cares about

Demographic

Age, gender, income, marital status, occupation, lifestyle, children +more
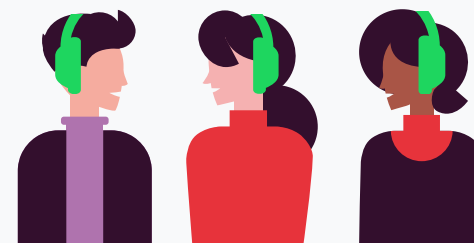
Device

Phone, desktop, smart speaker +more

Geographic

Town, city, zip code, country, region

Content

Match ads to the content being listened

Language

Target based on the language of the content

In-Market

Purchase intent

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Dynamic Creative Targeting

Personalised audio ads, built using real-time listener data to enhance relevance and results

| Geographic | Date & time | Content | Weather |

Case Study examples

SunExpress

Location plus demographic targeting to serve ads featuring the nearest airport and tailored getaway type (family, couple, adventure etc.)

talabat

Time targeting to serve ads aligned with the listener's day (breakfast, lunch, dinner).

BMW

Content targeting to match each ad to the listener's interests (technology, safety, performance, sustainability)

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Measurement & Safety

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Performance Measurement Across The Funnel

Independent third-party tools delivering clear, measurable results you can trust

Awareness

Listen Through Rate

% of listeners who heard the ad through to the end.

NBM benchmark >80%

Impressions

Number of times an ad is delivered.

NBM global network 8B

Unique Listens

The number of individual users who heard the ad.

NBM reach >850M

Consideration

Brand Lift Study

In partnership with a trusted third-party, we measure the performance of audio media investments.

- Interest
- Consideration
- Likability
- Attribution
- Clarity
- and more!

happydemics

Conversion

Conversions Tracking

We measure podcast advertising performance using an independent marketing intelligence engine.

- Website visits
- App downloads
- Leads
- Ticket Sales
- Registrations
- and more!

podscribe

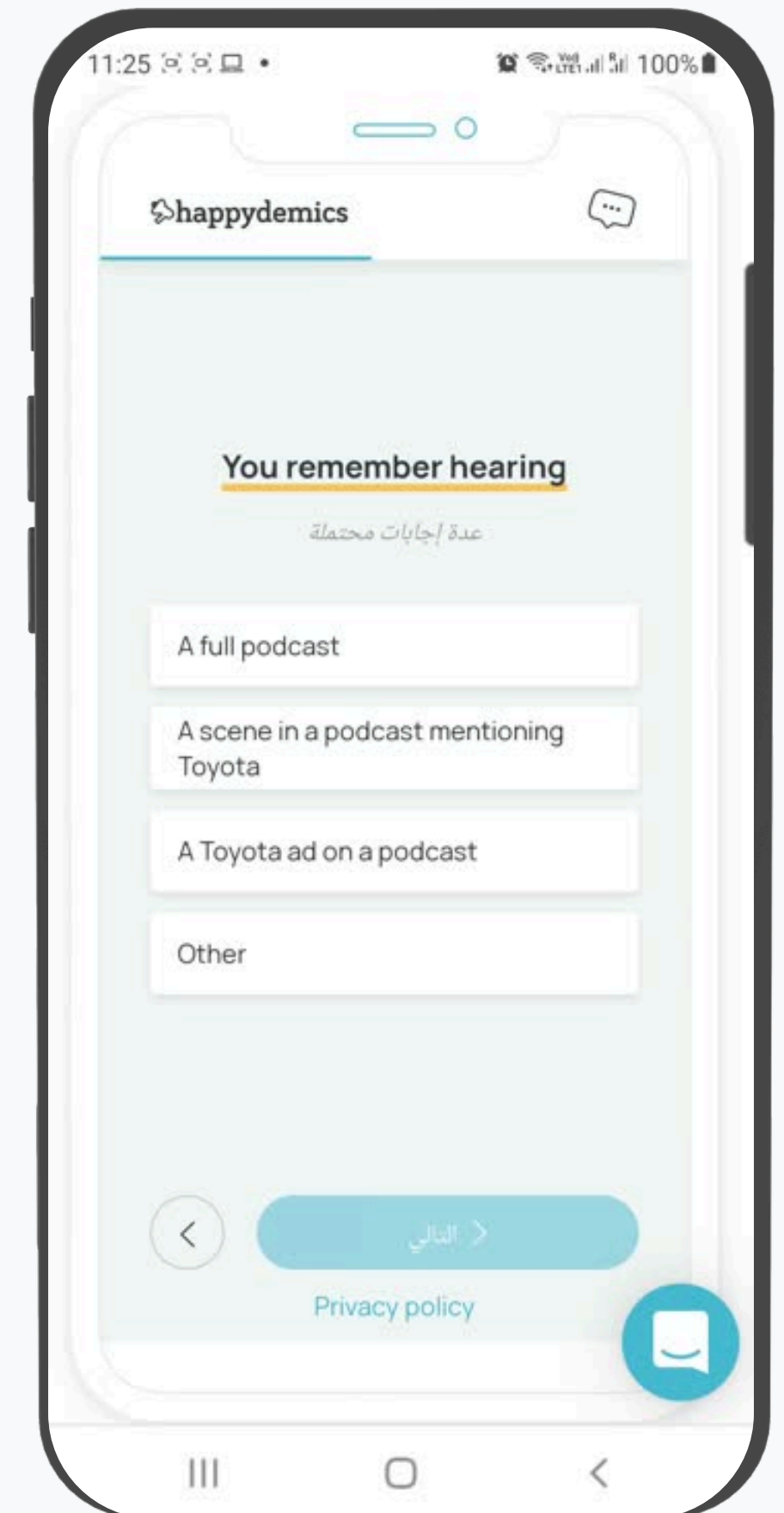# Next Aud:o
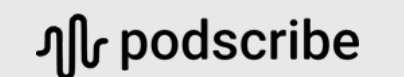
Brand lift Studies

Experience the true impact of audio with independent brand lift studies that validate performance across the entire marketing funnel.

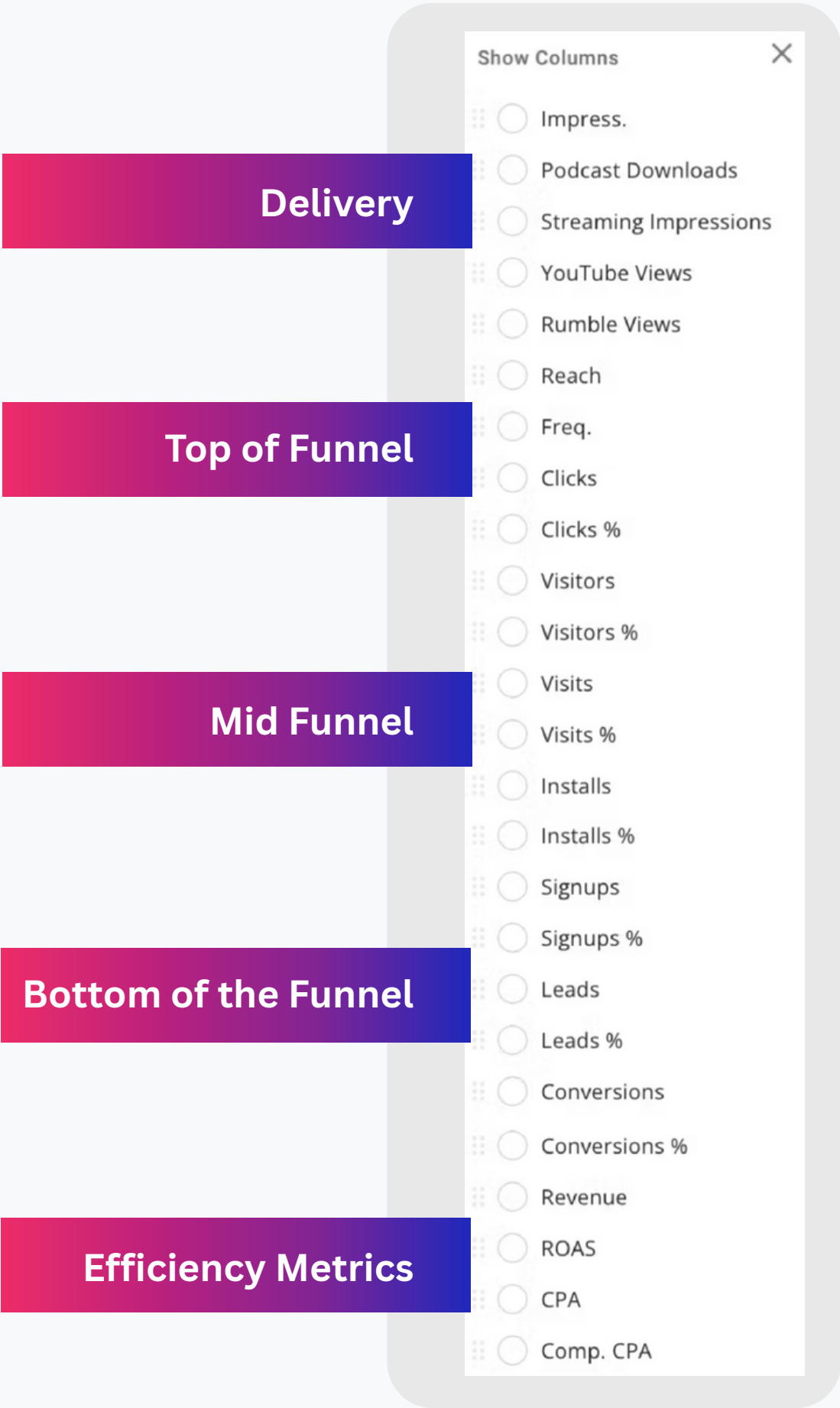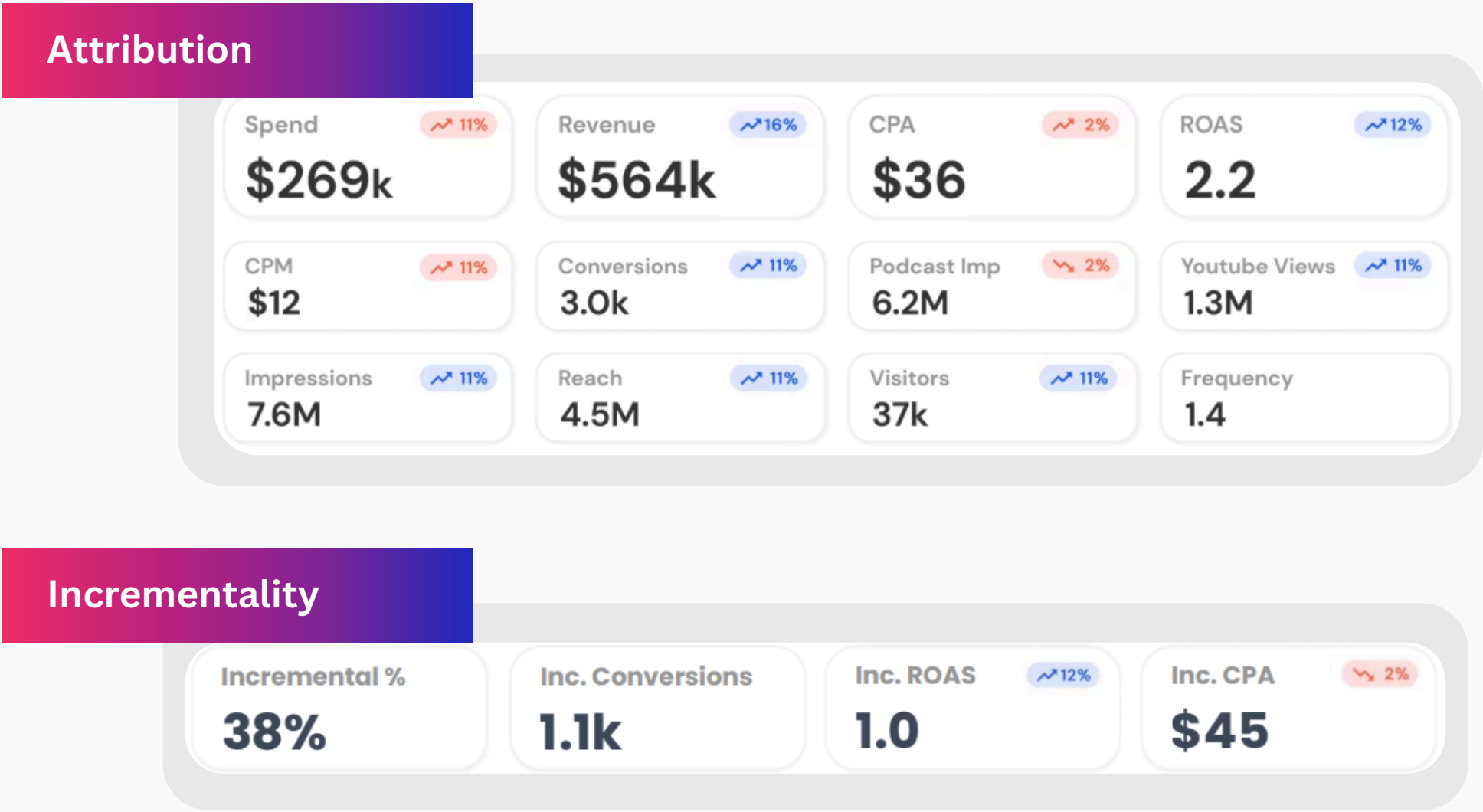Conducted by an independent partner

Min. respondents guaranteed

Full campaign report

Full campaign report: <u>Example Report</u>

h happydemics

11:25 · 100%

happydemics

You remember hearing

عدة إجابات محتملة

A full podcast

A scene in a podcast mentioning Toyota

A Toyota ad on a podcast

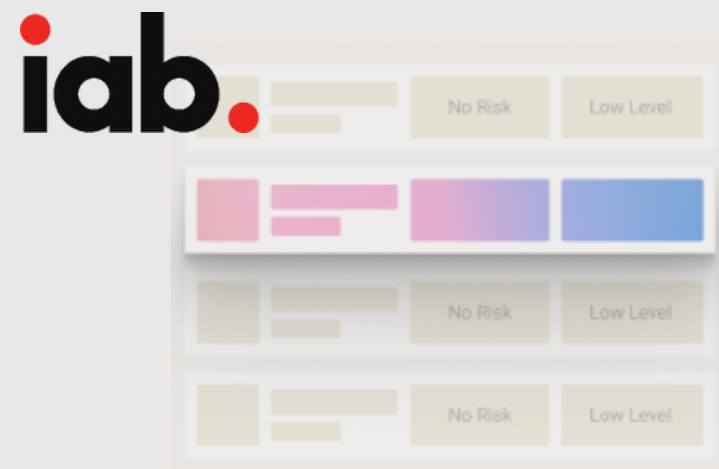Other

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Privacy policy

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AI-Powered Brand Safety & Suitability

Third-party, global gold standard for brand safety and suitability purpose built for the audio environment

barometer

Safety & Suitability

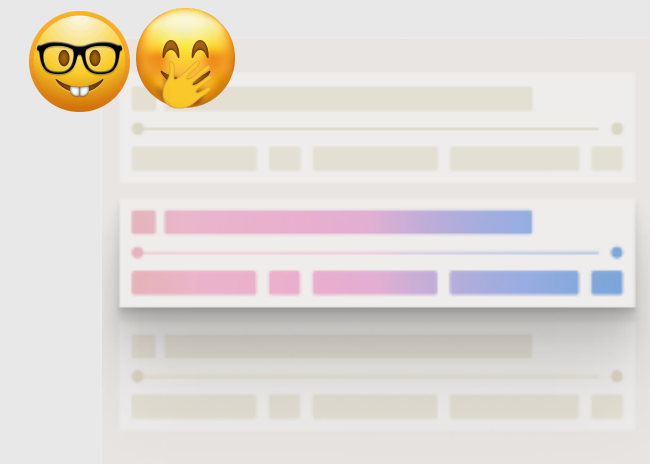AI powered review of thousands of shows across hundreds of publishers.

Host Intelligence

Monitors hosts' public profiles and content to ensure brand alignment & risk.

Podcast specific tone & context

Contextual and tonal analysis instead of just keyword!
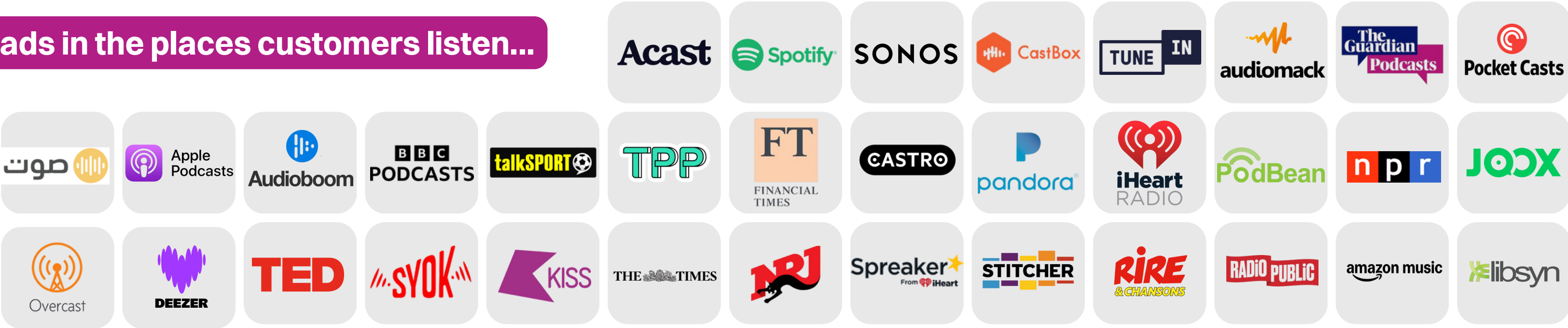
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Clients & Case Studies

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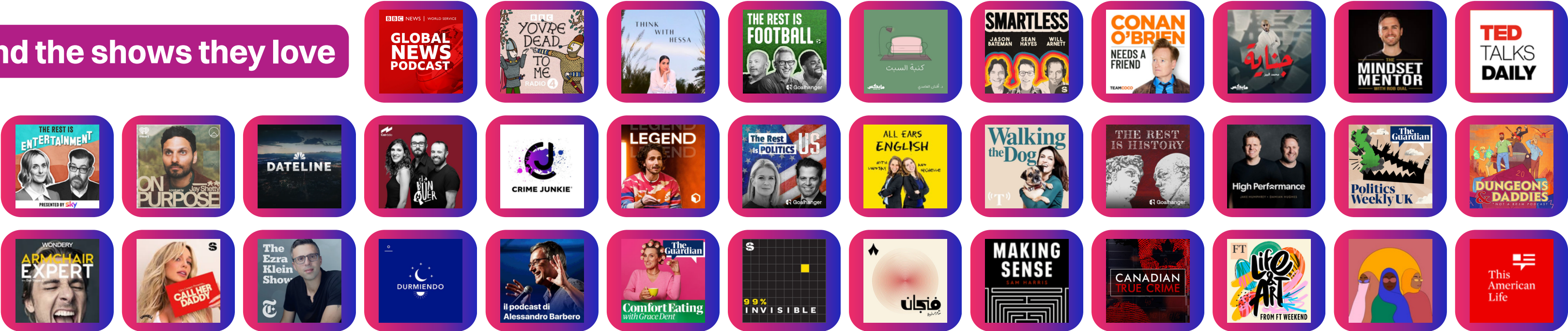
Trusted by 300+ brands & agencies

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Putting Your Ad In All The Places Customers Listen

Acast · Spotify · SONOS · CastBox · TUNE IN · audiomack · The Guardian Podcasts · Pocket Casts

صوت · Apple Podcasts · Audioboom · BBC PODCASTS · talkSPORT · TPP · FT FINANCIAL TIMES · CASTRO · Pandora · iHeart RADIO · PodBean · npr · JOOX

Overcast · DEEZER · TED · SYOK · KISS · THE TIMES · NRJ · Spreaker From iHeart · STITCHER · RIRE & CHANSONS · RADIO PUBLIC · amazon music · libsyn

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New Zealand 1.3m

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Case Studies

Examples of our work. Find more on our website **nextaud.io/casestudy**

Objective

Raise brand awareness among adults over 18 within the South Asian communities in London.

Strategy

Targeted ads on podcast, music & web radio, targeting London region & language specific content.

Result

LTR **97%**, with interest **20%** above average and consideration **11%** above average for the Travel Vertical.
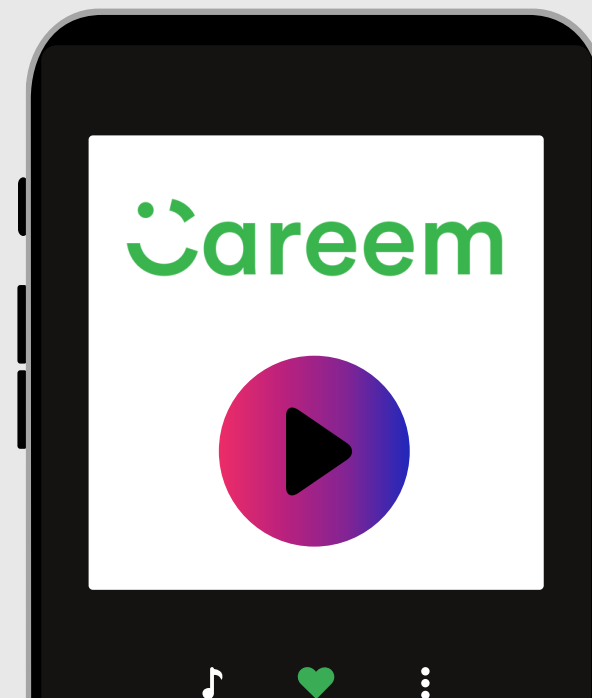
Objective

Drive app installs across iOS and Android devices, targeting health-conscious and family listeners.

Strategy

Dynamic ads targeting specific genres and matching the creative to device type - iOS and Android users.

Result

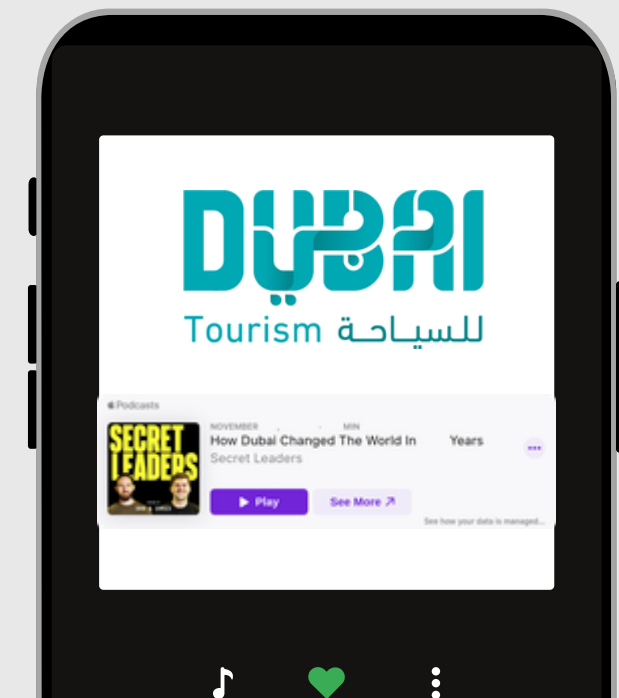LTR **96%**, and a cost per install **under $3**

Objective

Position Dubai as a serious place to scale a business among entrepreneurial global audiences.

Strategy

Branded podcast episode on Secret Leaders, one of the UK's top podcasts for entrepreneurs.

Result

Top ranking episode, increased **awareness** among tech professionals and startup entrepreneurs.

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Choose Your Next Step

✦ **Manage it Yourself** *- dynamic ads*

- Go to <u>admanager.fm</u>
- Create a free audio ad with AI Studio
- Build your campaign & select targeting
- Go live!

✦ **Tailored Proposal**

- Email your brief to sales@nextaud.io
- Receive a customized proposal