

# Next Audio

## Reach the High-Value Audiences Your Campaigns Are Missing

Connect with **multicultural U.S. listeners** through **authentic, language-driven podcast campaigns**.



NextGen Voices helps **advertisers expand their reach** to multicultural U.S. audiences who **over-index in education, income, and global mobility**.

Our **programmatic and sponsorship** solutions make it simple to **adapt existing campaigns**, with authentic **language, cultural context, and measurable results**.

## Why It Matters



### + The Missed Opportunity

First- and second-generation Americans now represent nearly one in four U.S. residents, and consistently outperform the national average in education and income, making them the next growth driver for U.S. advertisers. Yet most campaigns still focus on mainstream listeners.

### + Highly Educated

**56% of Asian Americans** and **52% of MENA-origin** adults hold a **bachelor's degree or higher**

### + Higher Income

Indian-American households earn a **median \$151K**, almost **double the U.S. average**

### + Global Mobility

First- and second-gen audiences are more likely to **hold passports** and **travel frequently**

*Data Sources: Pew Research, AIC, ACS*

## Audience Communities

Audience profiles & the NextGen Voices network reach

### East & Southeast Asian

- 63% speak non-English at home.
- Frequent international travel

#### Our Network

1.5 million Unique Users



### Middle Eastern & Persian

- Strong in management, business, & science roles.
- 52% Bachelors degree

#### Our Network

2.2 million Unique Users



### South Asian

- Highest earning immigrant group.
- Median HH income \$151k

#### Our Network

4.5 million Unique Users



### European

- High share in management, business, science, & arts.
- Median HH income ~\$102k

#### Our Network

4.5 million Unique Users



### African

- ~33% STEM degree & 69% college degree or more
- \$145B annual travel spend

#### Our Network

4.5 million Unique Users



Sources: U.S. Census Bureau, American Immigration Council, Cato Institute, Pew Research Center, Times India, Migration Policy Institute, Zip Atlas, SpringerOpen/PMC Network reach as of Q3 2025.



## Creative Adaptation Options

### + Translate & Localise:

Take existing campaign assets and adapt them, with the right language, dialect, and accent for authenticity.

### + Bilingual Mix:

Adds cultural “moments”- core message delivered in English, with key phrases in the community’s language.

### + Culture-First:

Re-shape the ad around diaspora realities and lifestyle. Reflect special moments and traditions (e.g. Ramadan, Lunar New Year, family travel).

## Why Us

Over 300 advertisers and 850 successful campaigns. We provide brand-safe, measurable, and transparent services



L'ORÉAL



switzerland



HALEON

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TOYOTA



Johnson&Johnson

