

## The Digital Audio market is gaining momentum in Latin America

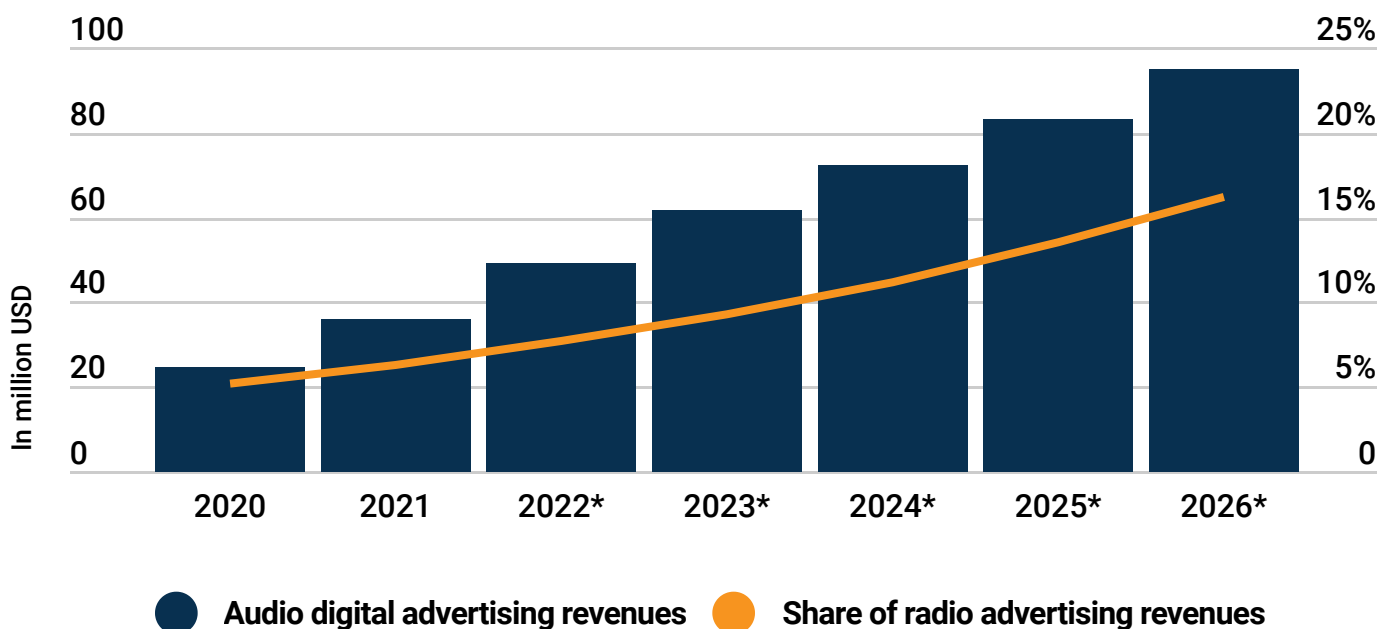
PRESS RELEASE | 21 October, 2021

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Digital Audio (streaming radio and podcasts) currently represents a limited market in Latin America. In 2020, it generated only \$25 million in advertising; a figure that, comparatively, was equivalent to 5% of the total income of traditional radio stations. However, a wide range of regional media types have started to embrace digital audio recently, from radio groups to OTT platforms.

The emergence of digital media in advertising markets mainly affected the revenues of television and printed media. In contrast, radio has weathered this storm with barely any significant damage and remained steady at an estimated 7% of the total advertising market. From the technological providers' point of view, such stability in revenues delayed the development of digital options for many radio stations. Meanwhile, radio groups point out that the technology allowing digital monetisation was only made available a few years ago. Currently, radio stations aim at becoming multiplatform companies, with stakeholders integrating video as a key element of their strategies.

### Audio digital advertising revenues Latin America, top 5 markets



\* Forecasts

SOURCE: **Dataxis** ©

The year 2020 saw digital music streaming platforms reach 110 million unique monthly users and generate \$970 million in revenue. Although Spotify remains the dominant player, strong competition is observed between platforms. As they provide very similar offers, podcasts have become key differentiators over time.

While music players have promoted the format, they do not take part in the monetisation of such content. Producers are ultimately in charge of their products' marketing and commercialization, and a plethora of monetization possibilities are available to them.

Dataxis estimates that by 2026, digital audio advertising revenues will reach nearly \$100 million.

Dataxis is holding the first regional virtual event on the **3rd and 4th of November**, where strategies, situations and opportunities in the audio markets will be analysed and discussed:

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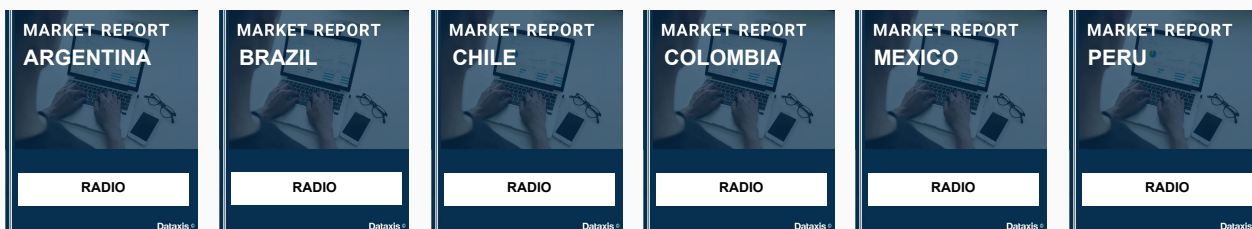
The Audio market intelligence service covers a wide range of key indicators in the music and live radio & podcast industry. A solid analysis helps to understand the traditional and streaming music industry and the radio market structure through the tracking of subscribers and advertising revenues, market structure evolutions and DAB/DAB+ coverage.

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