WE SET OUT TO MAKE THE FIRST STUDY ON DIGITAL AUDIO CONSUMPTION HABITS, BOTH IN ONLINE RADIOS AS WELL AS STREAMING SERVICES AND OTHER DIGITAL MEDIA IN THE US HISPANIC MARKET.

The sample chosen to carry out this study was of 1000 cases, in surveys through the Internet, in the US for a spanish speaking audience,

Discovering patterns and habits in the consumption of digital audio: both in traditional radio as well as through Internet, and also in streaming services and other media.

Comprehending the most valued contents within them.

Diving in deep into the purchase habits of products advertised through radio.
over 1000 cases surveyed

81% of those surveyed listen to digital audio, either by radio through internet, streaming sites or other online media.

77% of those surveyed listen to online radio at least once a week.

38% of the public that listens to digital audio does it between midday and the afternoon.

66% of the public that listens to internet radio does it while working or browsing.

58% of those surveyed listen to digital audio when they decide to listen to music or while browsing.
27% of the surveyed listeners in all countries share contents and interacts in social networks while listening to digital radio.

50% listens through desktop computers.

46% listens through smartphones.

27% listens through tablets.

Online radio listeners source

Online radio consumption by age group

18-34 35-44 45+

39% 32% 29%

The average listener listens to at least 2 hours of internet radio per day.

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Out of every 10 respondents listens to digital audio through audio streaming websites.

65% listen to music
38% listen to the news
19% listen to programs of general interest

88% consider online radio an important part of their daily lives.
54% expect to listen to even more hours of radio in 2016.

Most valued content:
- 65% listen to music
- 38% listen to the news
- 19% listen to programs of general interest

Top players - music streaming services:
- Pandora: 33% of those surveyed
- Spotify: 15% of those surveyed
- Bandcamp: 15% of those surveyed

Multiple choice question:
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69%

% HAS BOUGHT AT LEAST ONE PRODUCT ADVERTISED IN ONLINE RADIO IN THE LAST YEAR.

44%

% OF THEM HAS BOUGHT BETWEEN TWO AND FIVE PRODUCTS ADVERTISED IN ONLINE RADIO IN THE LAST YEAR.

ONLY TWO OF EVERY TEN Listeners considers the amount of advertising in digital radio excessive or inadequate.

TOP 5 PRODUCTS / SERVICES OF INTEREST TO THE DIGITAL AUDIO CONSUMER

42%

TRAVEL TICKETS (Bus, aeroplane, etc)

39%

HOME ARTICLES (Furniture, accessories, etc)

35%

TECHNOLOGY (PC, TV, Tablets, others)

33%

TICKETS TO EVENTS (Concerts, movies, theater, etc)

31%

CLOTHING

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