

REPORT ABOUT THE STATE OF

Digital Audio in the US Hispanic market 2019



audio.ad
DIGITAL AUDIO ADVERTISING SOLUTIONS

& qriously

+ ABOUT THE REPORT



THIS STUDY IS FOCUSED ON DISCOVER WHAT ARE THE DIGITAL AUDIO CONSUMPTION HABITS OF THE US HISPANIC MARKET.

The sample chosen to carry out the research were **478 cases of Internet surveys** conducted on Spanish speakers in the United States from 1 to 7 of January, 2019 with the purpose of:

- ➔ Find out patterns and habits in the consumption of digital audio content on Internet radios, streaming sites and other media.
- ➔ Identify what are the types of digital audio content most valued by spanish speakers in the United States.
- ➔ Learn about the habits and parameters of purchase of products advertised in digital audio environments in the US Hispanic market.

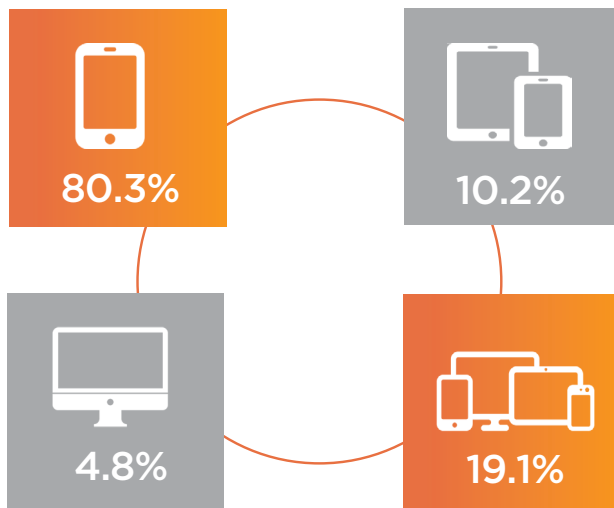


+ USERS PROFILE

CONSUMPTION PATTERNS ACCORDING TO GENDER

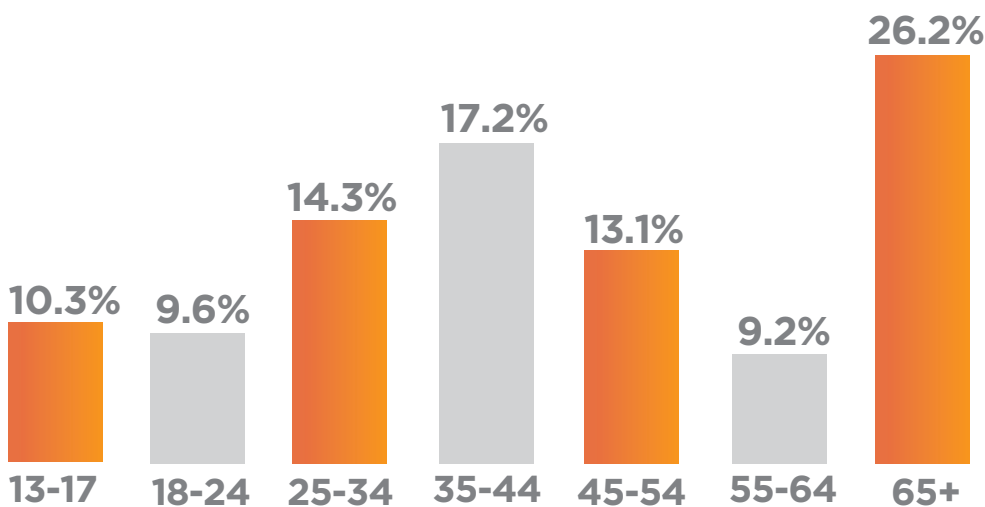


CONSUMPTION PATTERNS ACCORDING TO DEVICES



Mobile devices are **the most used by spanish speakers in the USA** to consume digital audio.

CONSUMPTION PATTERNS ACCORDING TO AGE



62%

Listen to radio or music on the Internet, either through streaming sites, web broadcasters or other online media.

Of USA spanish speakers **spend 1 to 12 hours per week** listening to digital audio.

71%

49%

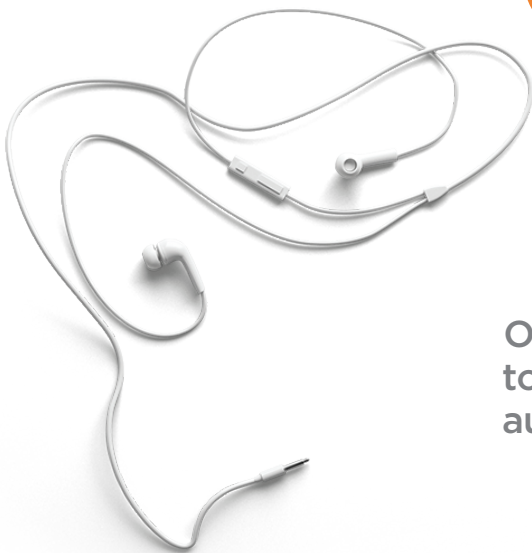
Of the public listens to digital audio **on the way to work or in the office.**

Of respondents listen to some type of digital audio content **every day.**

61%

84%

Listen to music on the Internet.



32%

Of the public listens to digital audio **during the afternoon or at night.**
(between 12:00 am and 7:00 pm).

Consider that listening to digital audio is an **important or very important part of their day to day.**

60%

Of the public **pays** for some music **streaming service.**

28%

Of the respondents listen to **podcasts.**

25%

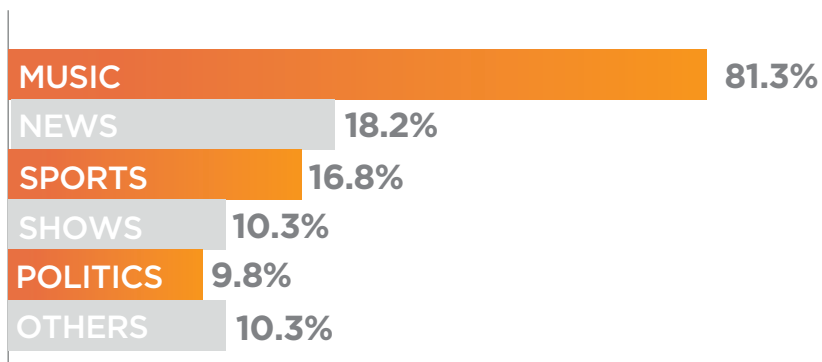
49%

Of those who listen to digital audio do it from an **iphone.**

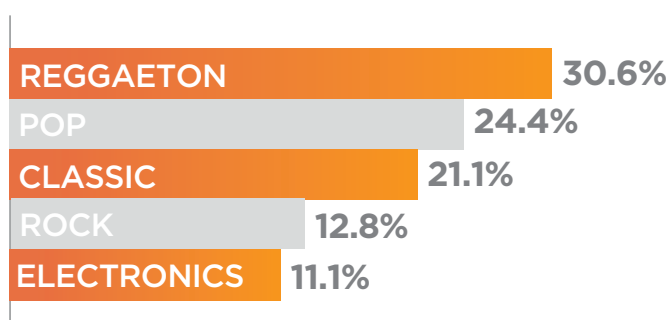


REPORT ABOUT THE STATE OF Digital Audio in the US Hispanic market 2019

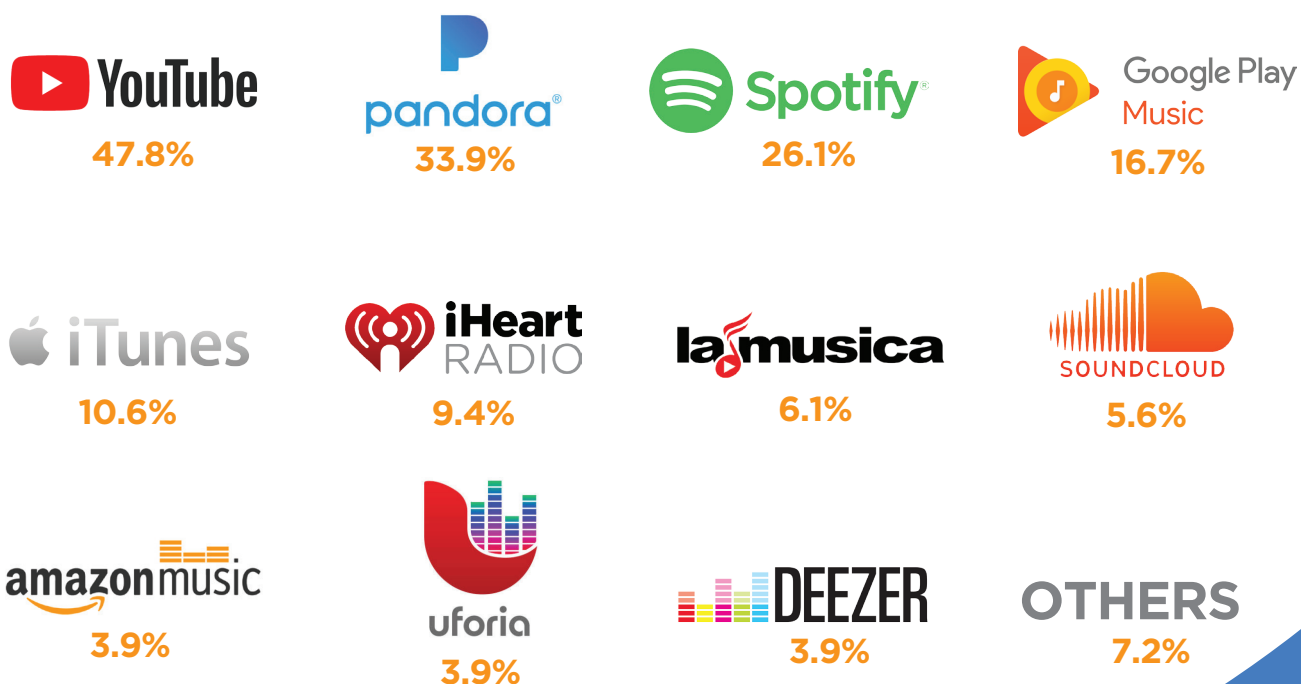
PREFERRED DIGITAL AUDIO CONTENT



MOSTLY LISTENED MUSICAL GENRES



TOP ONLINE STREAMING SITES



REPORT ABOUT THE STATE OF Digital Audio in the US Hispanic market 2018



46% Listen to **online radio** stations.

52% Share content and participate in **social media** while they listen.

27% Of users install the radio station app.

26% Use search engine (**Google, Yahoo, Bing**) to connect to the radio stations.

TOP APPS USED TO LISTEN TO RADIO ON THE INTERNET

35.5%
 Spotify

19%
 iTunes

16.5%
 iHeart
RADIO

13.2%
 TUNE IN
Live Sports. Music.
News. Podcasts.

12.4%
 la musica

8.3%
 uforia

5.8%
 Streema

3.3%
 iVOOX

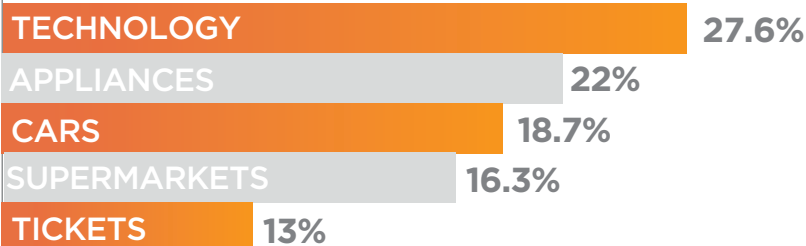
26.4%
OTHERS

CONSUMPTION

62% Say they **have purchased in the last year 2 to 10 products** promoted through digital audio advertising.

71% Believe that the amount of digital audio advertising is **scarce to moderate**.

TOP 5 OF PRODUCTS OR SERVICES ACQUIRED POST LISTENING



ABOUT AUDIO.AD:

Audio.ad is a Cisneros Interactive company that provides digital audio advertising solutions to brands and content producers in Latin America and the Hispanic market in the US, allowing advertisers to impact with audio spots in an intelligent and individualized way.

ABOUT QRIOUSLY:

Qriously is a research platform based in the United Kingdom that accesses one billion users worldwide through online surveys. Qriously helps brands understand the effectiveness of the programmatic purchase of digital audio advertising. Organizations such as Spotify, Airbnb and the NYPD use their platform to provide information in real time.

CONTACT

✉ info@audio.ad

🐦 [@audio_ad](https://twitter.com/audio_ad)

📘 [@audioadvertising](https://www.facebook.com/audioadvertising)

in [Audio.ad](https://www.linkedin.com/company/audio.ad)

WHERE YOUR BRAND HAS A VOICE » www.audio.ad

© COPY RIGHT  & **qriously** 2019.