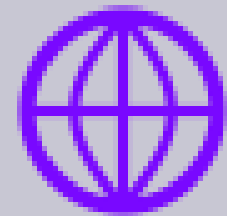


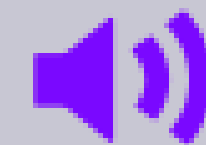
About AdsWizz

A team of award-winning audiophiles, devoted to the world of sound.



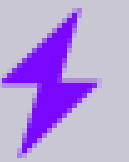
Global

We invented the world's first targeted radio ad, podcast ad, third party podcast brand safety, and pixel-based audio attribution. We continue to innovate in ways that help our customers build scaled digital audio businesses.



Audio-Centric

Audio remains at the heart of what we do, with other channels amplifying those connections wherever audiences engage. We're an open ecosystem, free from omnichannel imprecision and walled gardens.

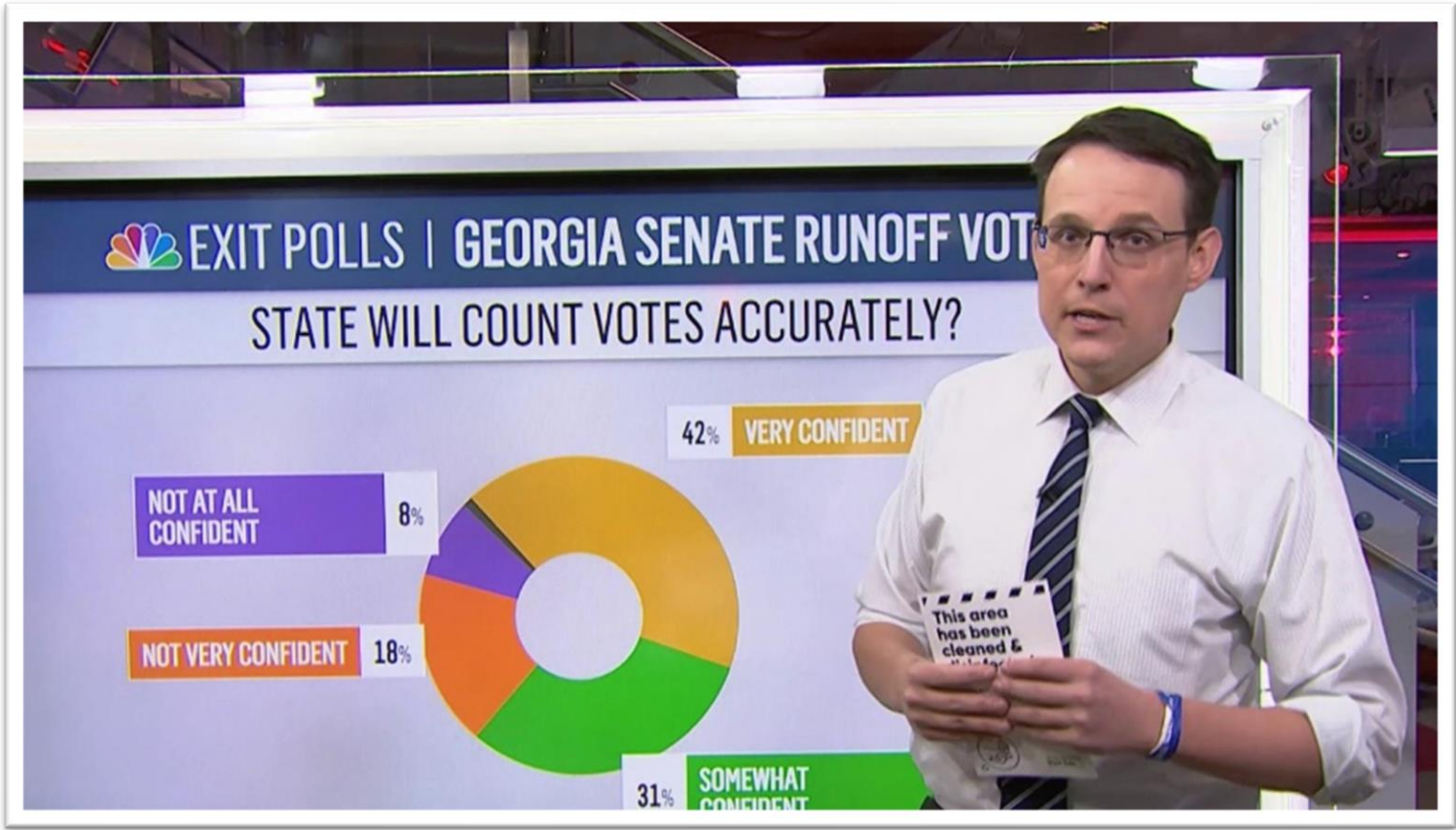


Pioneers

Our technology powers a vast majority of the world's digital audio ads globally.

About Edison Research

Edison Research is a leading provider of Audio Research, Election Research, and Market Research that informs brands and companies around the world.



Smartphone Ownership

TOTAL UK POPULATION 16+

% OWNING A SMARTPHONE



Tablet Ownership

TOTAL UK POPULATION 16+

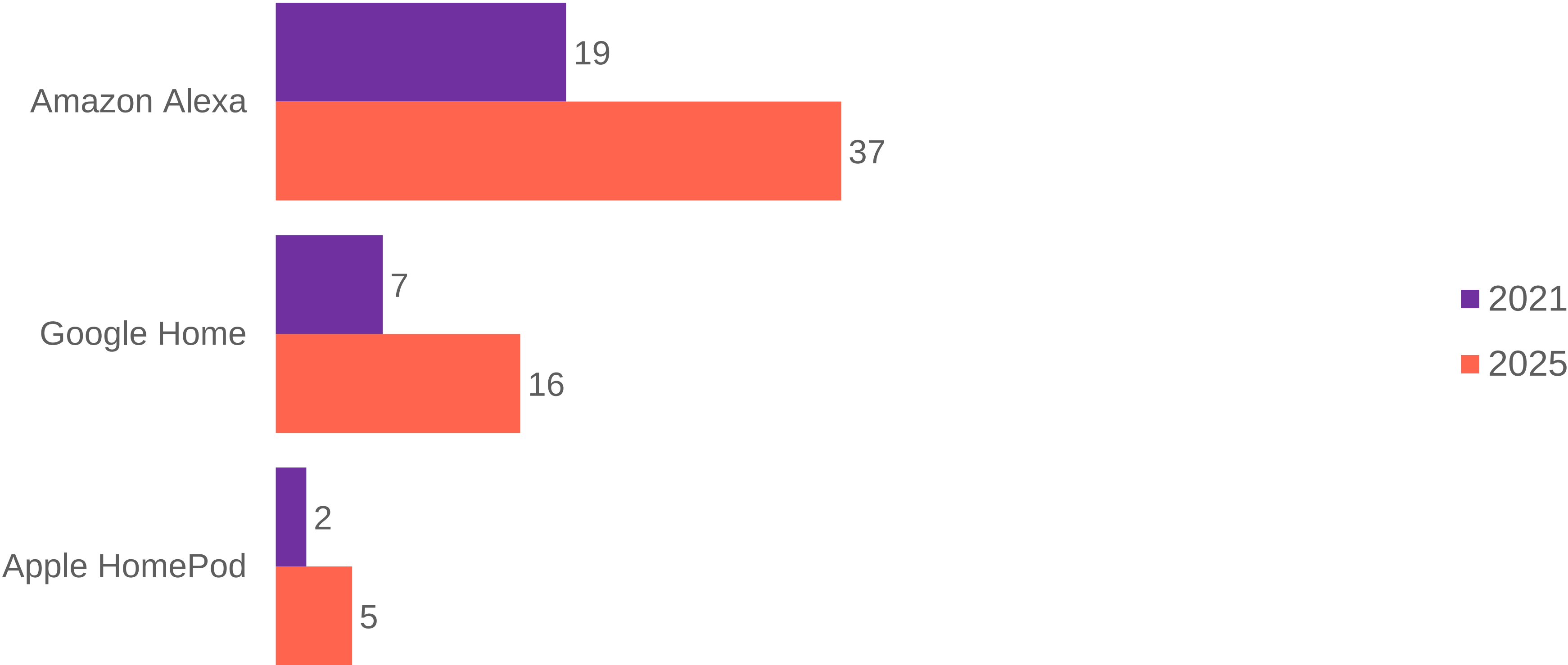
% OWNING A SMARTPHONE



Smart Speaker Ownership

TOTAL UK POPULATION 16+

% OWNING SMART SPEAKER



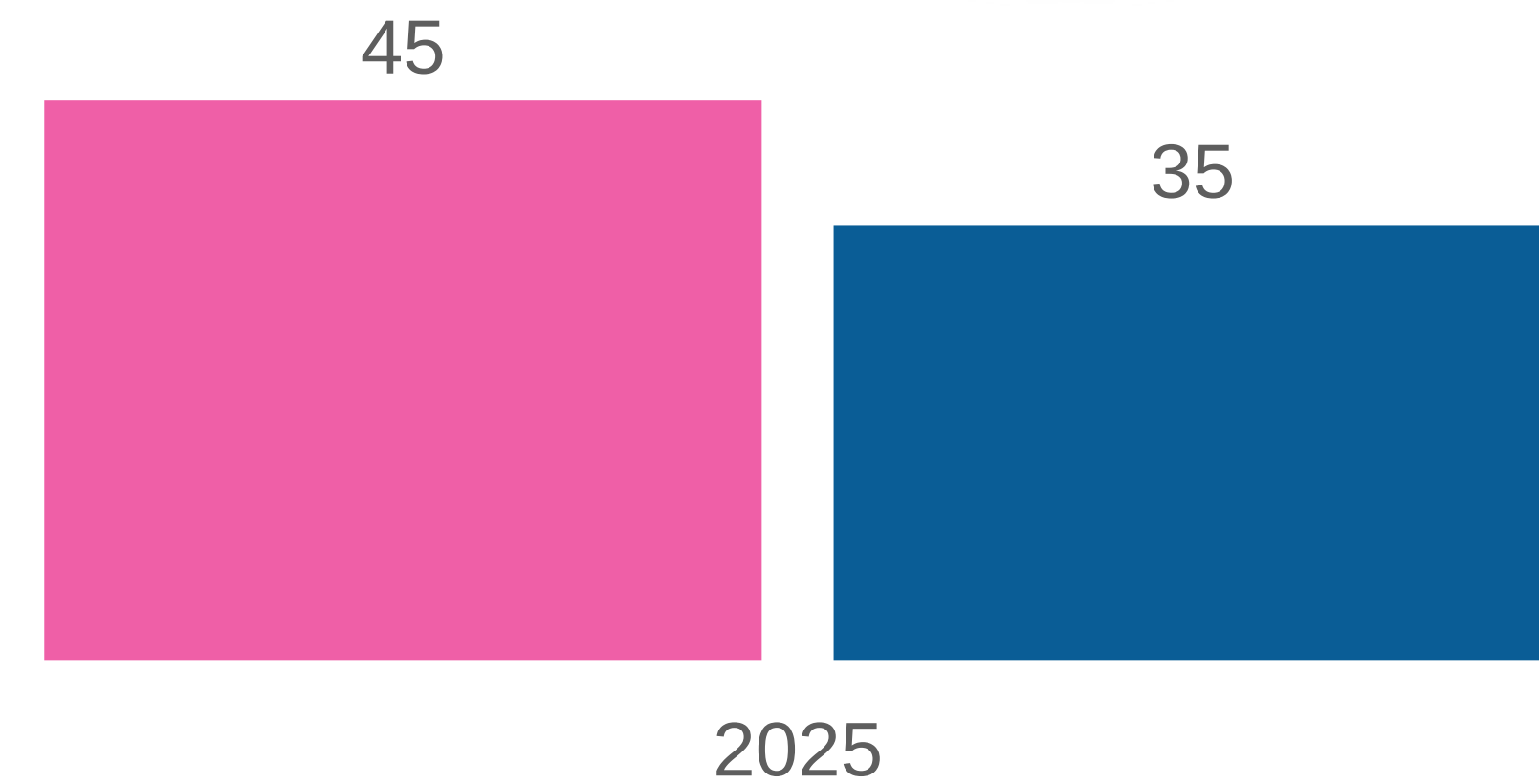
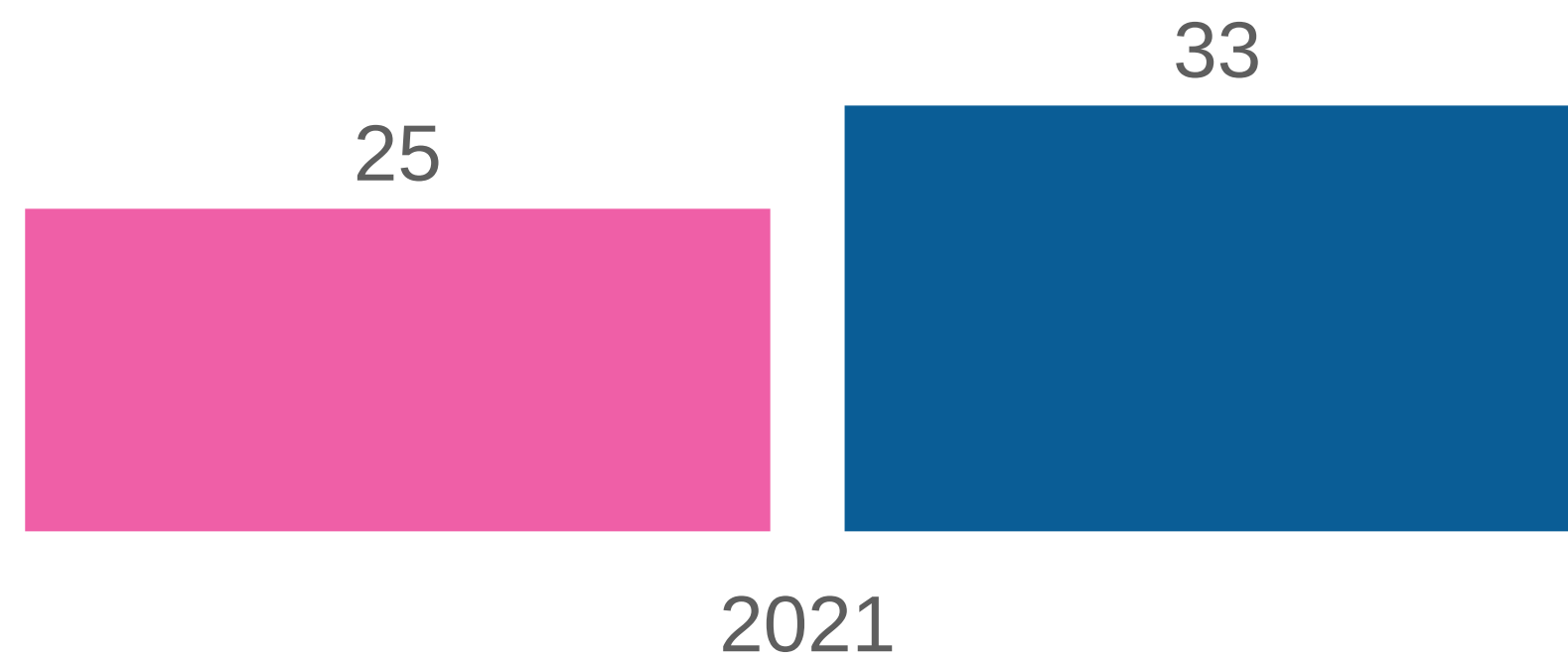
Smart Speaker Ownership

TOTAL POPULATIONS AGE 16+

% OWNING SMART SPEAKER

■ UK 16+

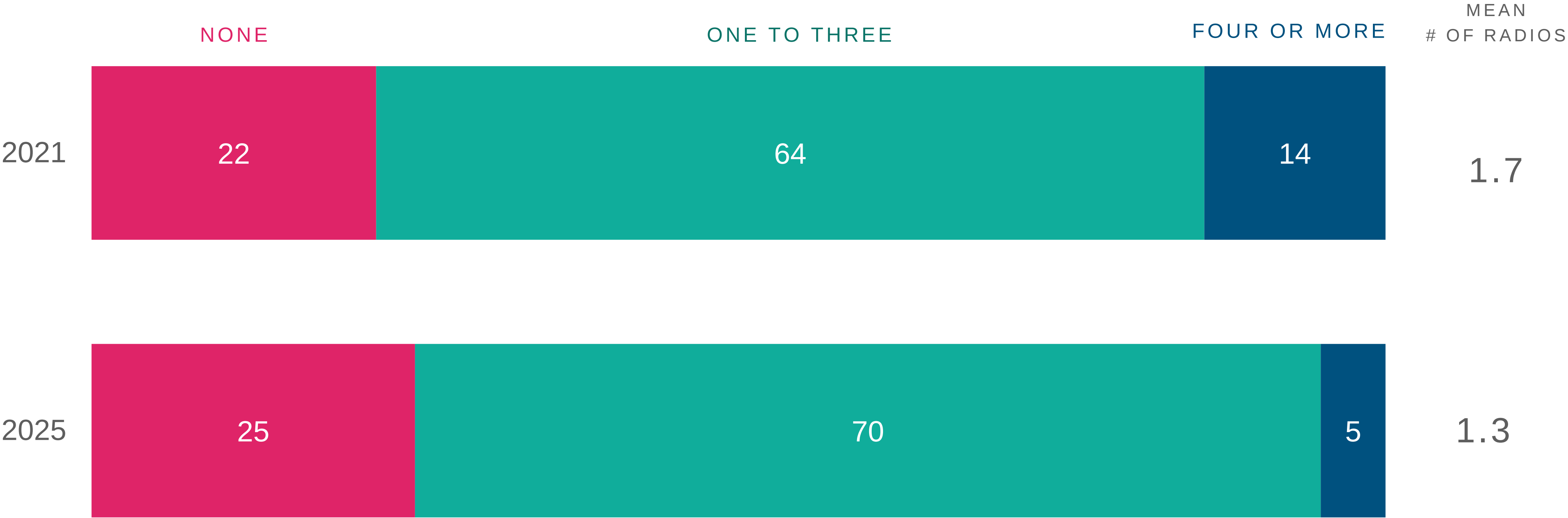
■ U.S. 16+



Number of Radios in Household

TOTAL UK POPULATION 16+

% OWNING NUMBER OF RADIOS



Social Media Usage

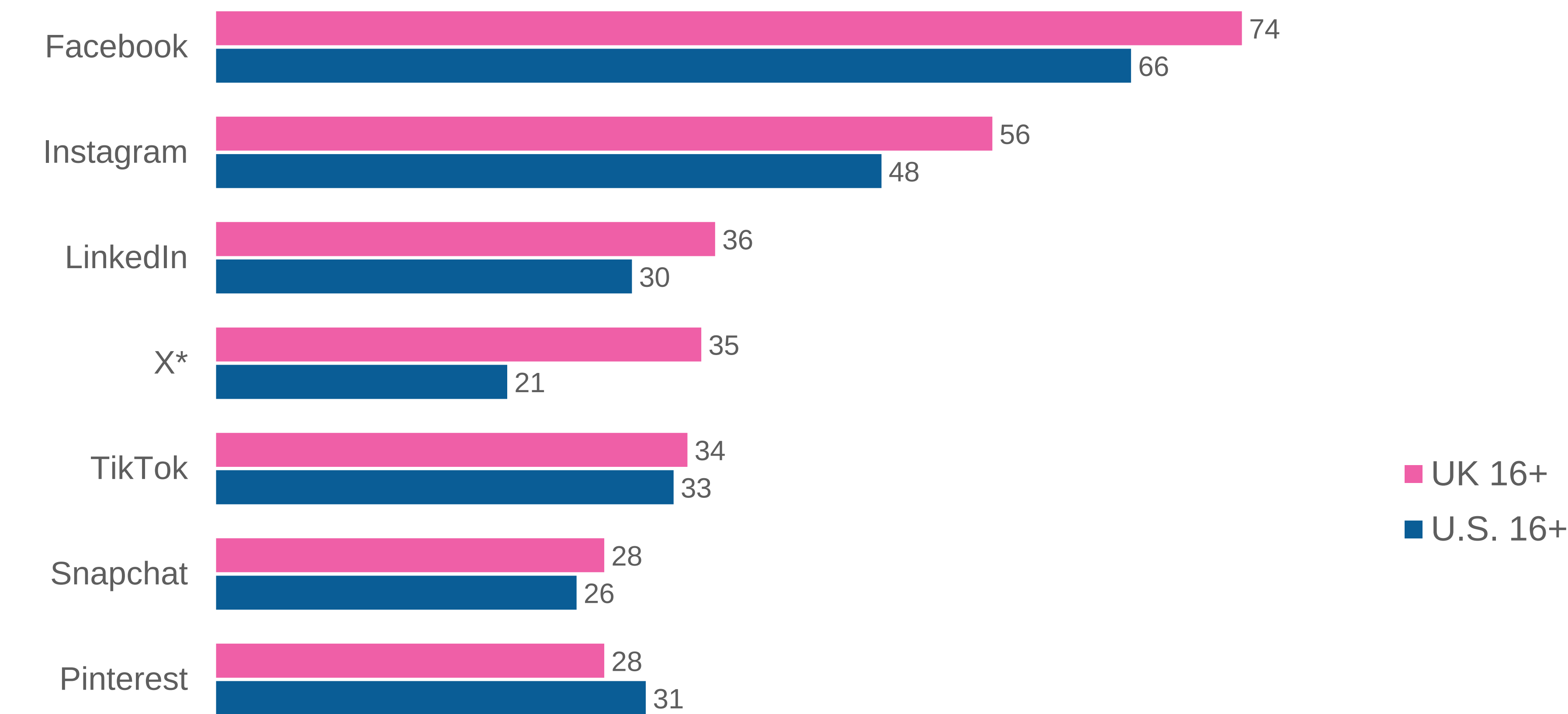
TOTAL UK POPULATION 16+
% CURRENTLY EVER USE SOCIAL MEDIA



Social Media Brand Usage

TOTAL POPULATIONS 16+

% USING SOCIAL MEDIA BRAND

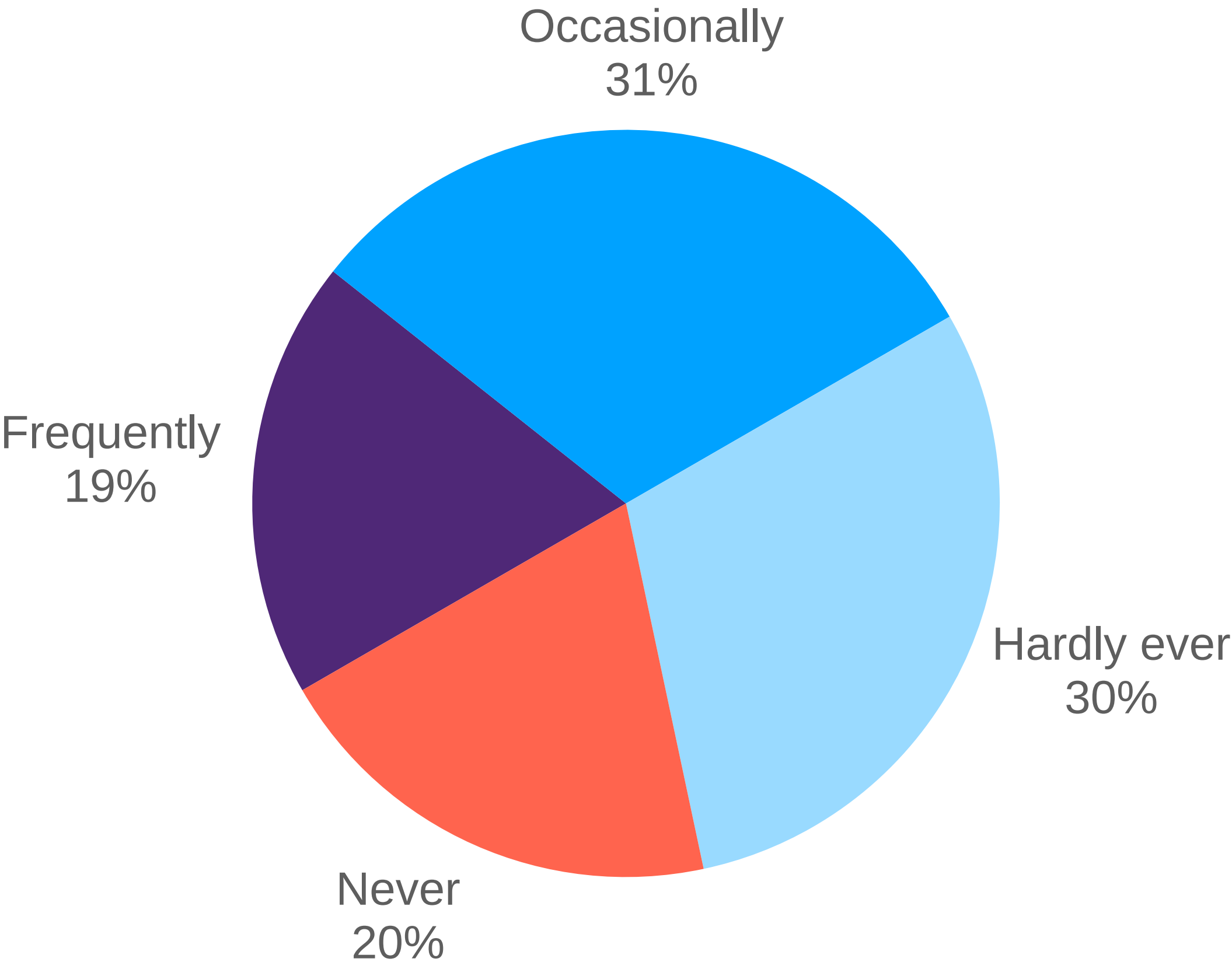


*ASKED AS: "X, FORMERLY KNOWN AS TWITTER"

Listening to Audio with Other People

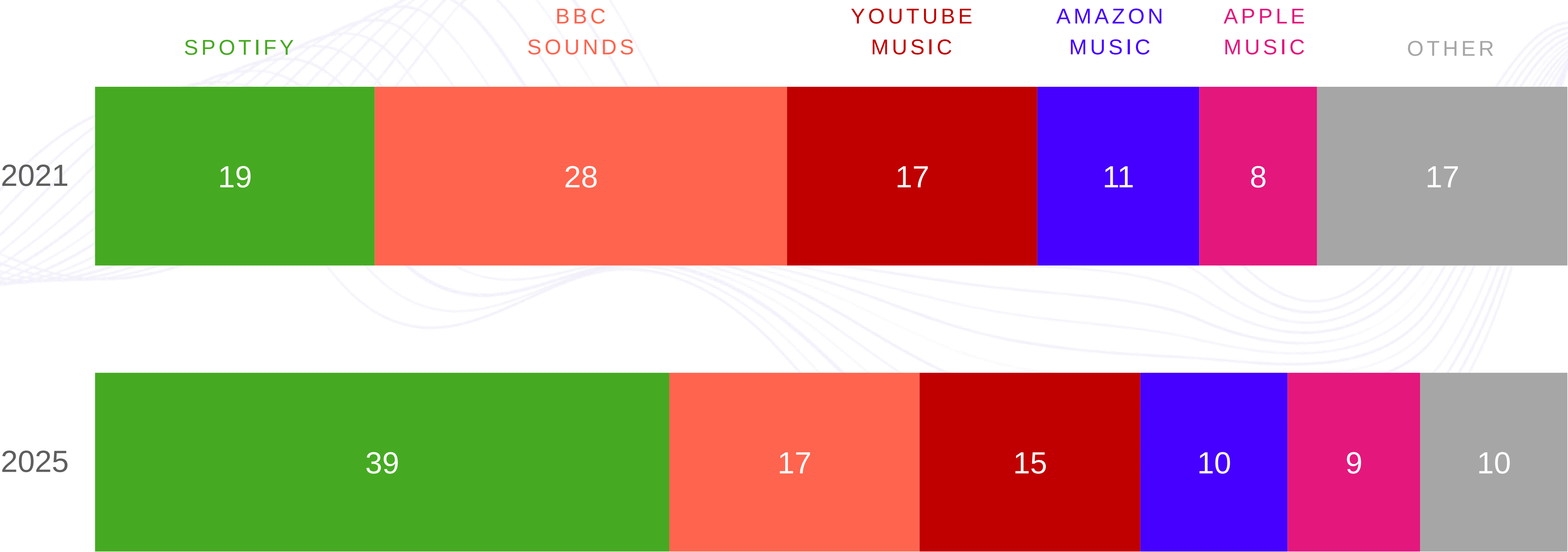
TOTAL UK POPULATION 16+

“In general, how often do you listen to audio with other people?”



Online Audio Brand Used Most Often

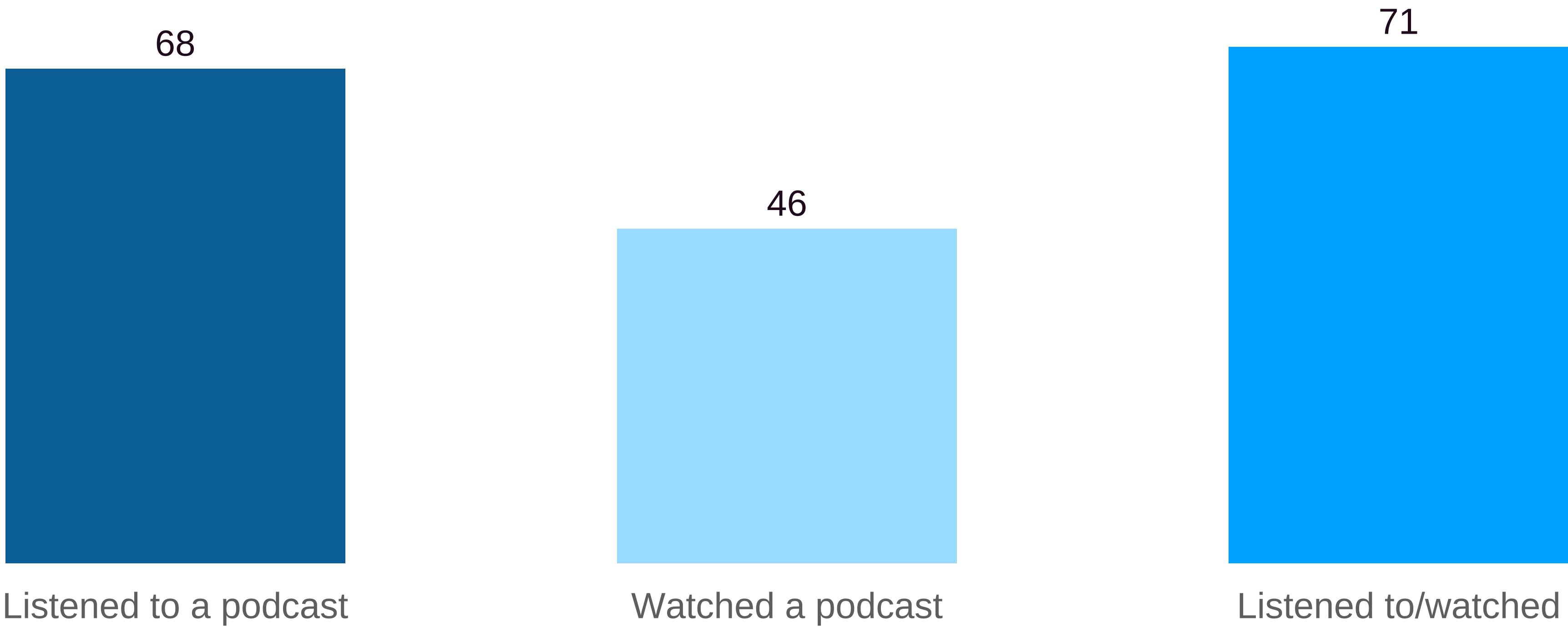
BASE: UK 16+ ONLINE AUDIO USERS



Ever Consumed a Podcast

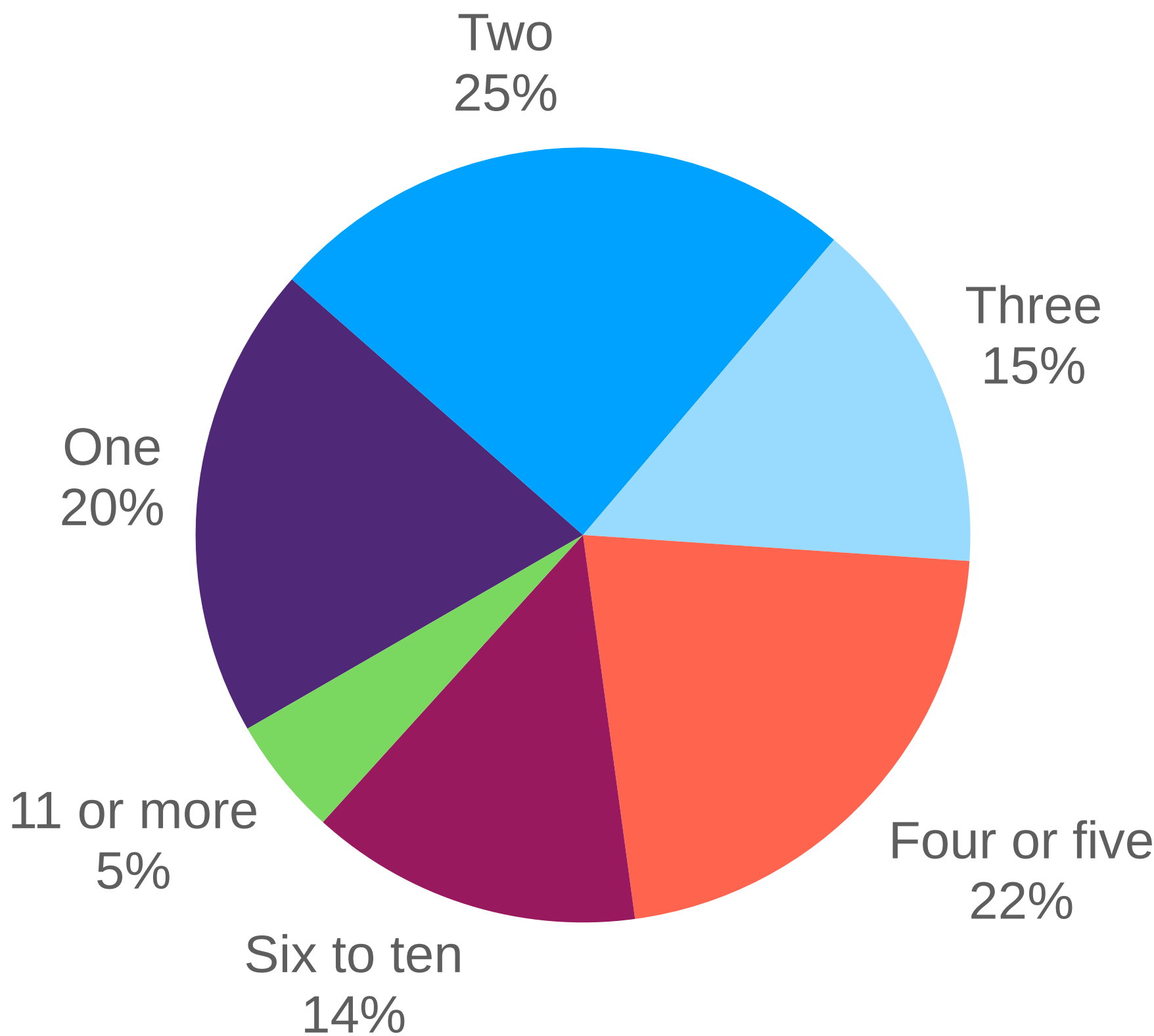
TOTAL UK POPULATION 16+

% EVER LISTENED TO OR WATCHED A PODCAST



Number of Podcast Episodes Listened to in Last Week

BASE: UK 16+ WEEKLY PODCAST LISTENERS; 33%

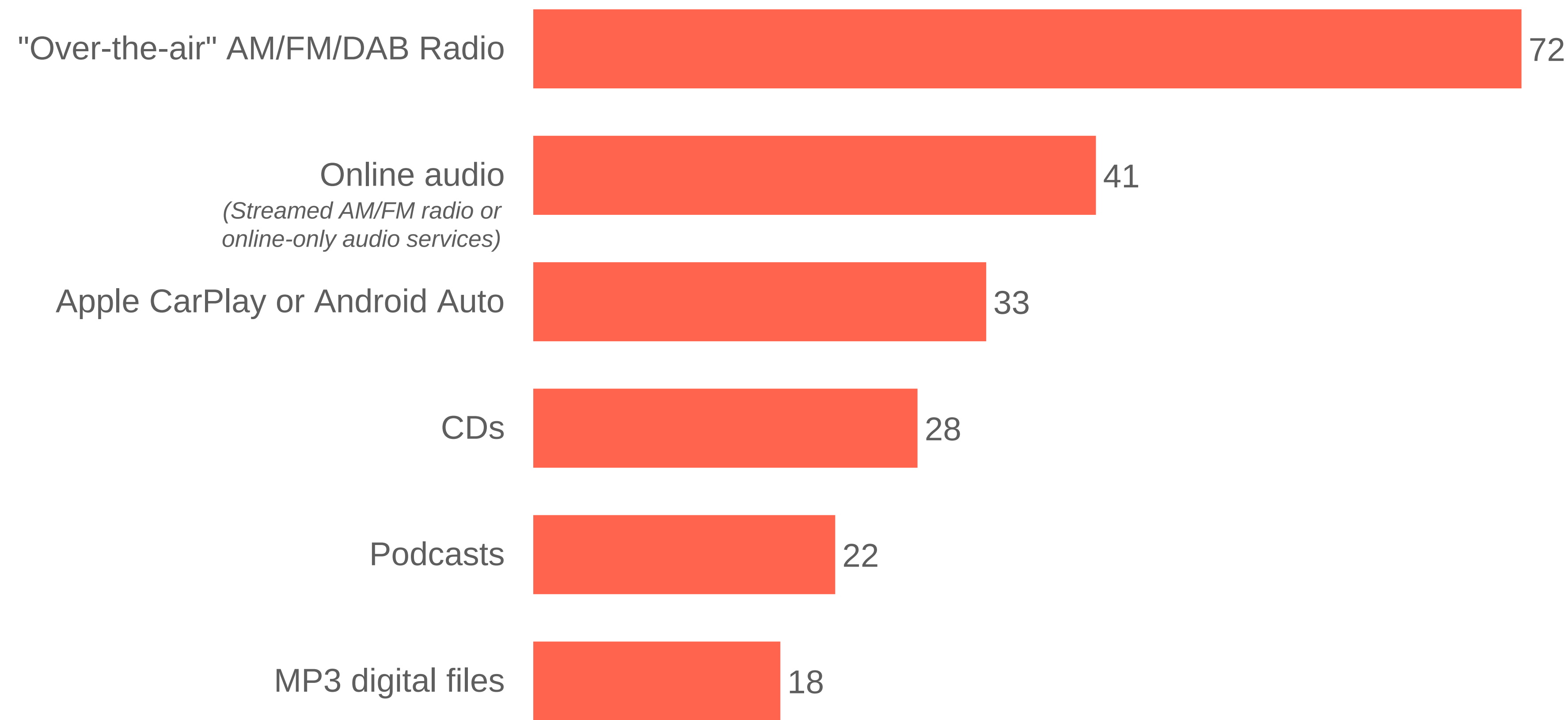


UK weekly podcast listeners average
four podcast episodes
in the last week

Audio Sources Currently Used in Car

BASE: UK 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH; 91%

% USING AUDIO SOURCE IN CAR



Audio Sources Currently Used in Car

POPULATIONS 18+ WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH

% USING AUDIO SOURCE IN CAR

