

AUDIOSCOPE

2026

Dentsu

audio study

INNOVATING TO IMPACT

dentsu

AUDIOSCOPE 2026

This project aims to understand the **competitive role of digital audio compared to traditional radio**, analyzing both the dynamics of content consumption and those of advertising budget allocation.

The goal is to identify the key media decision drivers and the actual **areas of competition between digital audio and radio**.



KEY MEDIA DECISION DRIVERS



Main Factors Driving **Budget Allocation** and Media Planning Choices



WHAT ABOUT THE FUTURE



Outlook & Forecast to identify **the future of advertising sales** for traditional radio and digital audio



BEHAVIORAL STUDY ON AUDIO CONSUMPTION



Analysis of **listening habits** and user behaviors on traditional radio and digital audio platforms.

AUDIOSCOPE 2026_KEY MEDIA DECISION DRIVERS



To better understand and explore the audio landscape and the importance of audio within media **planning**, dentsu involved its Media Community (client side) through a **dual research approach**:



A **qualitative study**, based on 15 one-to-one in-depth interviews, aimed at gathering detailed insights and perspectives.

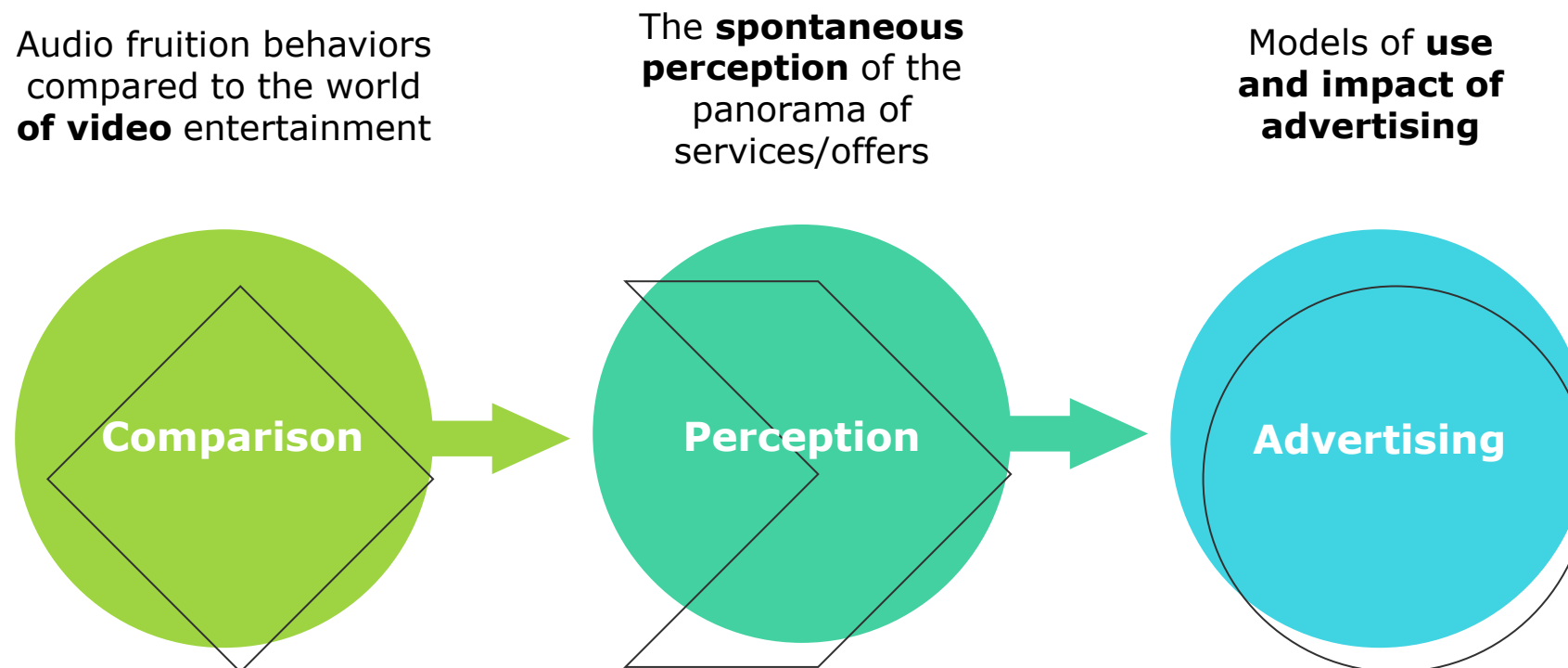


A **quantitative study**, consisting of 100 online interviews, designed to validate findings and identify broader trends.

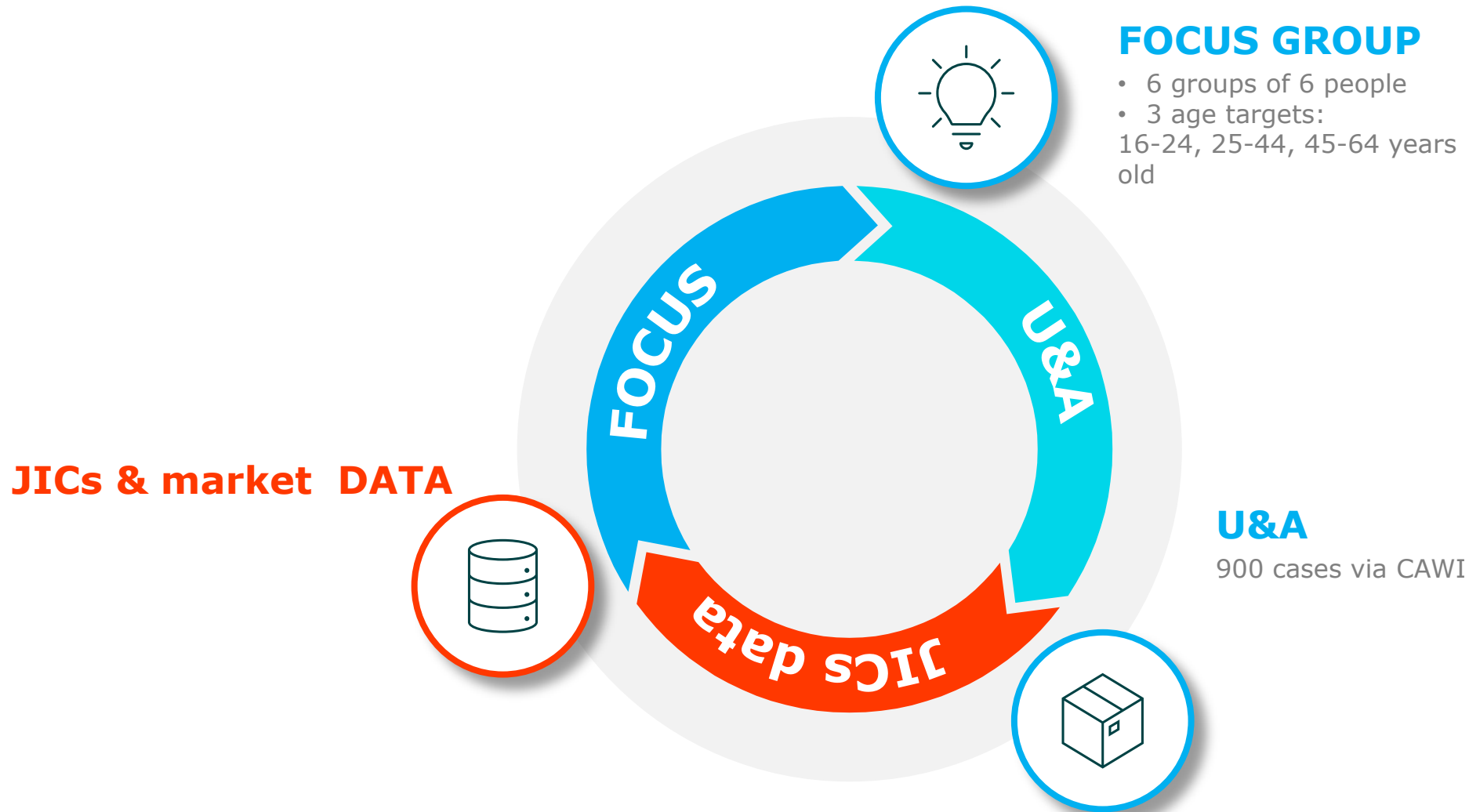


AUDIOSCOPE 2026_BEHAVIORAL STUDY

This study examines **audio consumption habits** in Italy, with a specific focus on the range of channels and services available to listeners



MULTIPLE DATA SOURCES_ BEHAVIORAL STUDY



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