

# NBM Wrapped 2023

NEXT BROADCAST MEDIA

Welcome to Next Broadcast Media Wrapped!

Once again in 2023, we created great campaigns for numerous clients - find out exactly what 2023 brought for audio and podcast advertising here.

In 2023, Next Broadcast Media run campaigns across 22 verticals.... Our top 5 verticals were:

Monthly impressions  
**6 BIL**

Highly engaged listeners  
**850 MM**

Global markets  
**50+**

**1 TRAVEL**  
Emirates, Qatar Airways and more

**2 BUSINESS**  
Zurich, Virtuezone and more

**3 HEALTHCARE**  
Panadol, Centrum and more

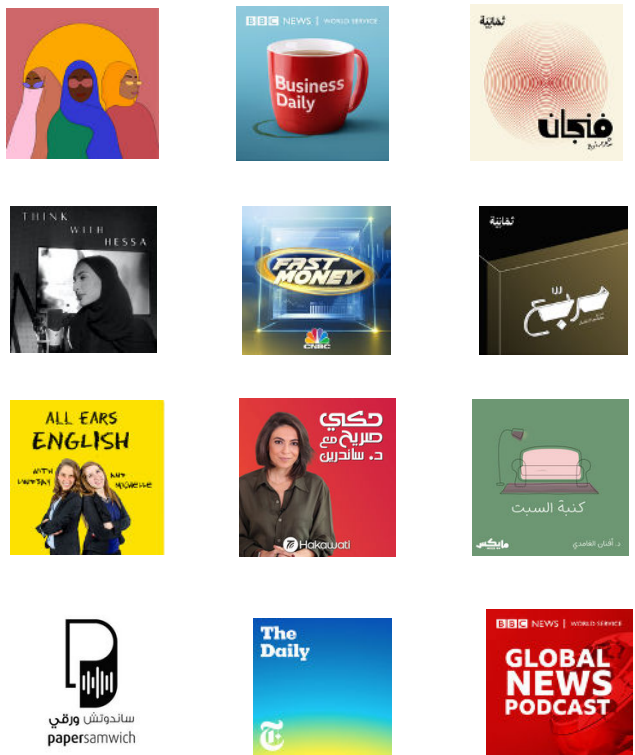
**4 BANKING & FINANCE**  
Visa, Saxobank and more

**5 AUTOMOTIVE**  
BMW, VW and more

## TOP 5 PODCAST GENRES FOR ADVERTISERS

1. Education
2. Society & Culture
3. Business
4. Language Learning
5. News

In 2023, our ads run on the most popular podcasts... including:



## 2023 in numbers

**↑ 833%**

more shows onboarded than in 2022

**↑ 762%**

more podcast demand than in 2022

**90%**

Our average Listen Through Rate in 2023

## Digital audio/Podcast vs. Music App and Radio

	Digital Audio & Podcast	Music Streaming App	Radio
Reach engaged audience	✓	✗	✗
Audience targeting	✓	✗	✗
Brand integration	✓	✗	✗
Measurability and Attribution	✓	✓	✗



Interested in running an audio / podcast campaign with us? Reach out to our team:

info@nextbroadcast.media