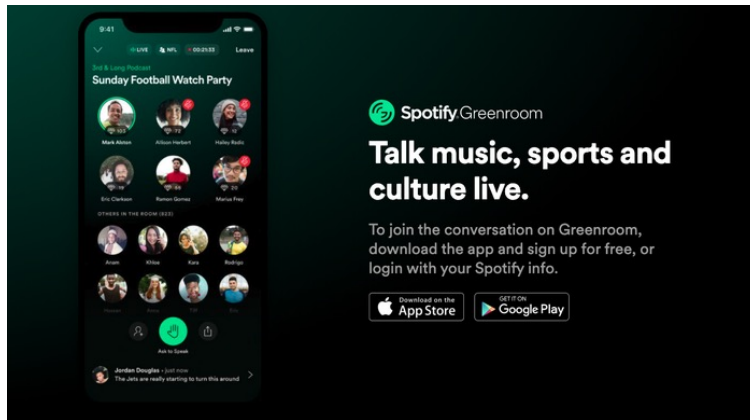


## Future of Audio

**What is it?** Driven partly by the pandemic, a new golden age of audio is upon us. People turned to podcasts and music to create a soundtrack for the day to day. Connected devices (like Alexa) helped that soundscape travel from device to device and room to room, creating a virtually hands-free experience.

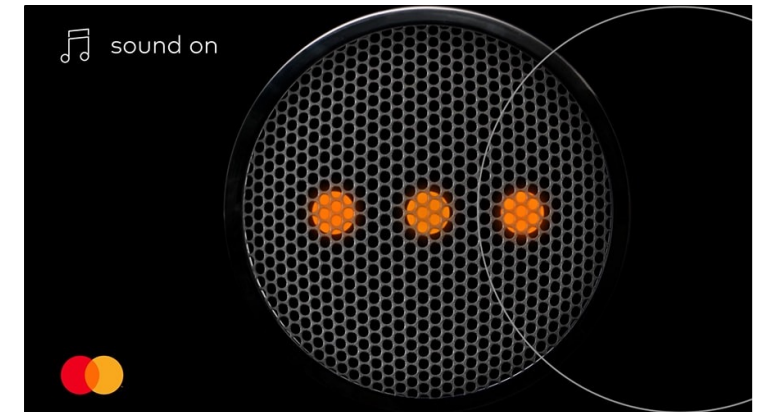
**Why Should I care?** From dynamic ad insertions in podcasts, to immersive binaural sound experiences, and everything in between. 2022 is set to be the year of Audio.



Social Audio



Immersive Sound Experiences



Sonic Branding

### So what?

You've pivoted your IRL events into a digital space. Now make the transition into audio. How can you make your digital mass participation more immersive?

Where do you need to go to connect with and listen to your audience? What's the right platform(s) for you?

What would a sonic brand sound like for your organisation? How and where could you leverage this asset to get brand recognition and cut through?