work.shop.play.

the global audience



DIGITAL AUDIO & MOBILE GAMING

In our August survey we uncovered opinions on digital audio (music streaming, listening to podcasts, catch up radio or live radio via the internet or via a mobile app) and mobile gaming.... take a look at a snapshot of this month's survey results below.

SMART SPEAKER LISTENING

40% listen to digital audio via smart speaker making it a popular choice

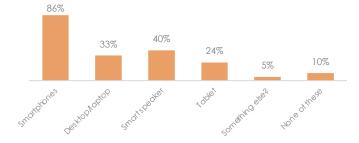
RISE AND SHINE WITH RADIO

48% listen to live radio on a connected device in the morning

LISTEN WHILE YOU WORK

41% listen to digital audio at work or place of study in the past week

Digital audio listening



Digital audio listening habits

of digital audio listening occurs in the home with 44% when out walking and 27% on public transport.

74%

listen to digital audio when doing household chores, 63% listen when relaxing and 67% listen when travelling.

30%

are listening to digital audio more now than they were 6 months ago with only 9% saying they listen to less.

Digital audio listening frequency



Listen to music streaming services daily and 25% do so weekly

Listen to live radio on a connected device daily and 19% do so weekly

Listen to podcasts daily and 21% do so weekly

Listen to catch up radio daily and 10% do so weekly

Listening more often

say they are listening to more digital audio now than 6 months ago because they are listening whilst doing other activities.



Mobile gaming habits



play mobile games daily with 56% doing so at least once a week



word games are the most popular at 62% with puzzle games following



expect to hear some form of advertising when mobile gaming

Top 5 reasons for mobile gaming

