



The Future Sounds Good

AUDIO TRENDS 2020/21

A major lesson learned in 2020 is that whatever plan you have in place, have a plan against it.

Agility has always been associated with startups, but now it has become a means for survival. This also reflects on brands, as they need to ensure a fast ideation, creation and rollout of their brand stories.

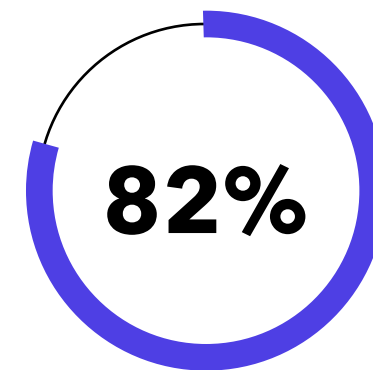


Music has always accompanied us as human beings throughout our lives, since the beginning of time. It's been used by our ancestors to cherish life, to remember loved ones, to motivate warriors going to battle, and finally to share stories of heroes that transcend time and place.

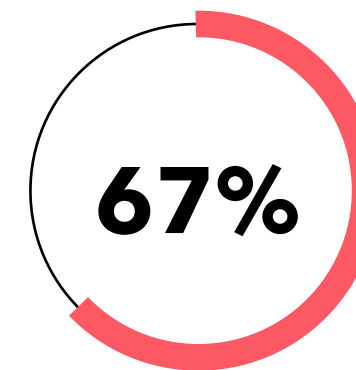
The moments have evolved in our life today, but music still accompanies us anytime and anywhere.



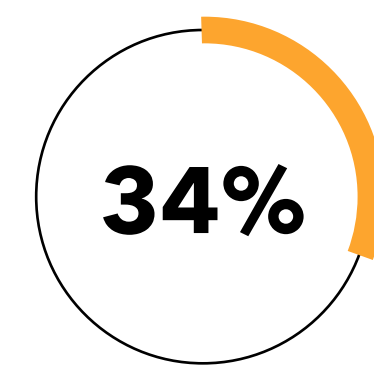
In 2020 - People used music as a:



Mood enhancer



Welcome distraction



Way to find necessary companionship

Source: Soundboard, COVID-19 Poll, (N=1,995), March 2020

2020 was a stunning reminder of the true power of audio.

People continue to identify with audio because it affects our mood, stimulates our brain, triggers emotional reactions, and invokes the imagination in ways no other medium can. Audio is our constant companion through ups and downs. When tired, you just close your eyes, and let the sound take you away, into a place of comfort.

Now more than ever, is the time for brands to consider sound as part of their strategy. Now more than ever, is the time for brands to develop their sonic moments. Sound will help brands relate to people's moments, at the right time.



While trapped
at home,
audio was
taking **people**
places



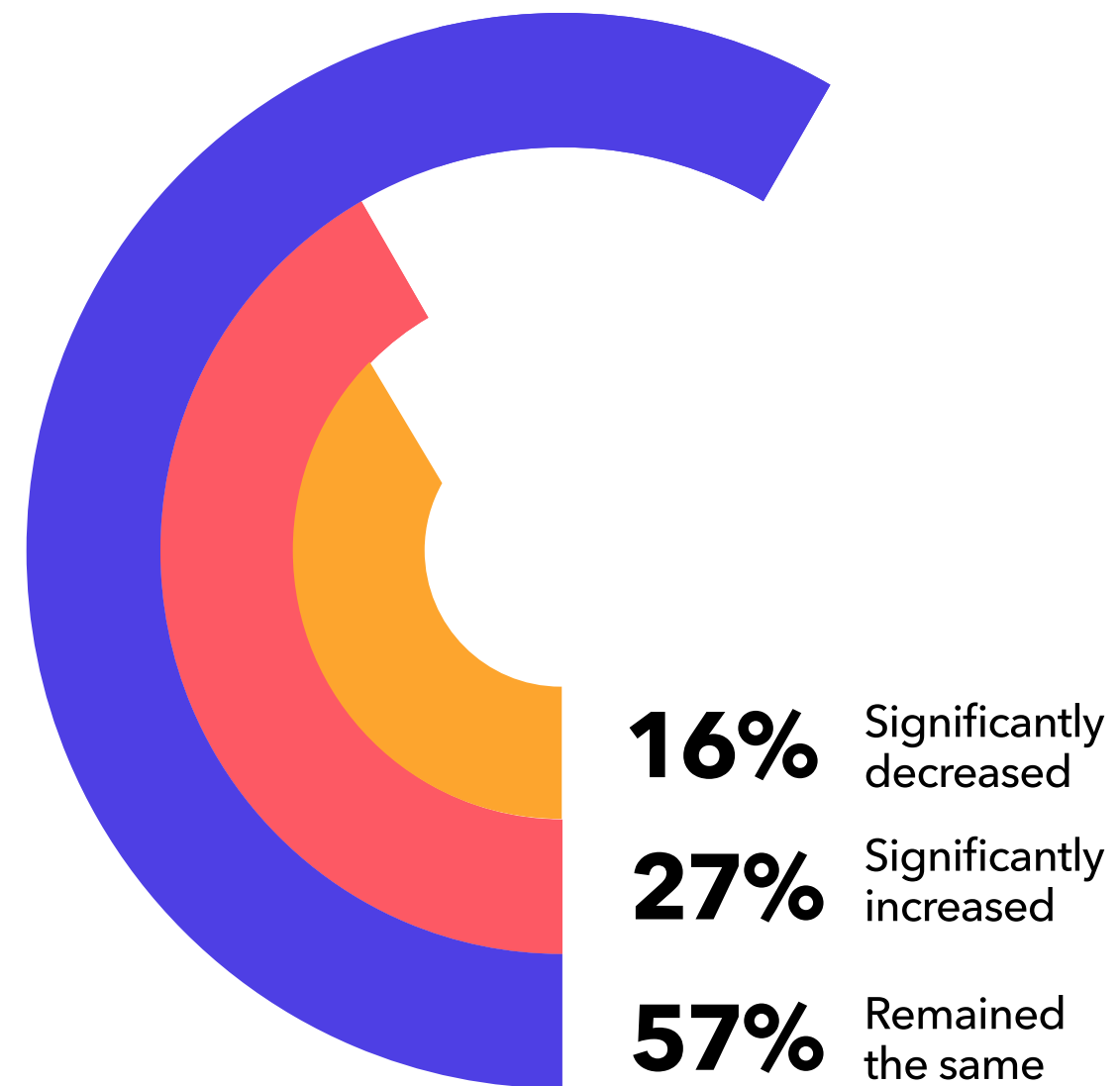
Music has been an emotionally supportive companion during the crisis

The Covid-19 pandemic has been a stressful and emotional time for everyone. In such circumstances, is it any surprise that many of us have turned to music for comfort?

In Saudi Arabia, **27%** of consumers stated that their music streaming had significantly increased during the pandemic, according to a Chouieri Group study into the impact of Covid-19 on consumer behaviour. Everywhere you turn, audiences are larger than ever and the demand for music has never been greater. Listening habits have also changed. The decrease in commuting journeys and the closure of gyms have led to a shift in listening habits during different times of the day.



Music consumption during the pandemic



Source: CG Covid-19 Research | Base sample: 1400 (KSA)

Streaming From Home

 **↑ 16%** increase in streams coming from **WiFi**

Average time spent in-app is stable

 **→ 56 min/day**


Our users have been sharing more songs now that they're apart


 **↑ 60K+/day** | **+29%**
than average


Audio puts us in the mood.


While most people stream both audio and video, they play very different roles in our lives. Video streaming tends to lead to **10-hour** never-leave-your-couch binge sessions, while audio streaming tends to lead to more productive activities such as cooking or exercising, that's to name a few.


Less driving. More focus, workout & cooking streams

 **↓ 37%** Driving Streams

 **↑ 53%** Cooking Streams

 **↑ 45%** Focus Streams

 **↑ 28%** Workout Streams

 **↑ 31%** Chilling Streams





While trapped
at home,
audio brought
artists closer



From studios to living rooms a shift in production trends

New music trends were brought to life to allow content production during lockdown.

Artists, musicians, directors and editors worked together through video calls to film and record performances, all while being remote.

55+

pieces of content created by Anghami with regional and global artists



Scan the barcode to get a flavor of what we produced



While trapped
at home,
audio allowed
brands to
speak



The Media Remix

With the world on hold, brands went on survival mode. Budgets were put on hold, campaigns got canceled. "We're there for you", "You're not alone" and other solidarity message became a common tagline. Brands were forced to revisit all their communication plans.

According to the IAB

73%

of advertisers modified or developed new assets since the beginning of 2020

As of those who did,

53%

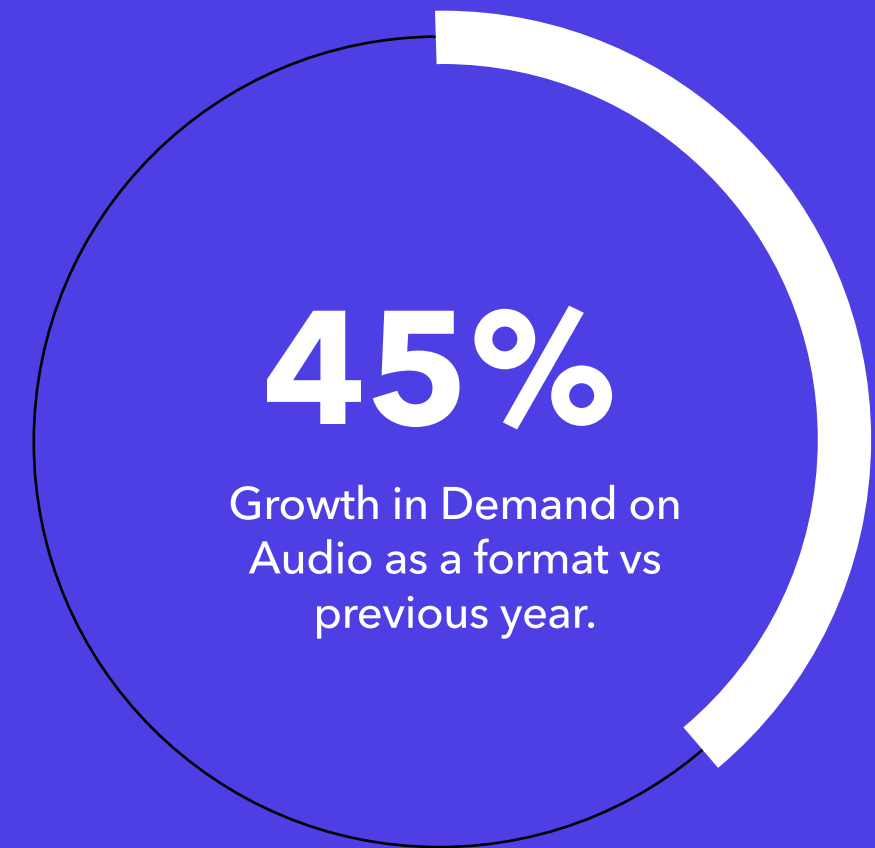
increased messaging that emphasizes the mission of their company.



Audio offers flexibility

Figuring out the right message to communicate and adapting it quickly became the brands' biggest challenge. All tools today allow the rollout of messaging to be adjusted, but don't always allow brands to revise the creative element easily.

In a world where the only constant is change, audio is the only tool that gives brands enough agility to adapt their message to consumers' reality, while driving an impact.



Audio ads delivered within 1 working day

Source: Anghami internal data Q2 - Q3 2020

Audio delivers experiences

This year outings were limited, parties were canceled and outdoor activities were more restricted than ever.

If you think of it, the smallest and simplest daily activities have their own set of sounds. While we're so busy with life, we tend to disregard all the sounds that make a certain activity, place or experience special. If you think of travelling for example - the sound of the luggage, people talking and walking, the sound of the seat belt notice, the take-off and the landing... all make your journey more memorable.



Visual art turned to sound

with the Louvre Abu Dhabi on Anghami.

In order to re-interpret the experience of visiting the museum through music, Anghami's curators created seven playlists each containing 20-30 tracks mirroring moods and artworks from Louvre Abu Dhabi's galleries.

Taking a stroll through the Louvre Abu Dhabi has never been so easy... and musical.

Scan here to take a look for yourself.



1st party data: everyone's 1st priority

With the rise of data privacy policies, brands are having a hard time accessing 3rd party data, so they are relying on their own CRM data and the platforms' targeting tools to enhance communication at scale.

Matching brands with user preferences and behavior, while relying on AI for personalized recommendation, is now more essential than ever.

Connected all day, everyday, across devices.

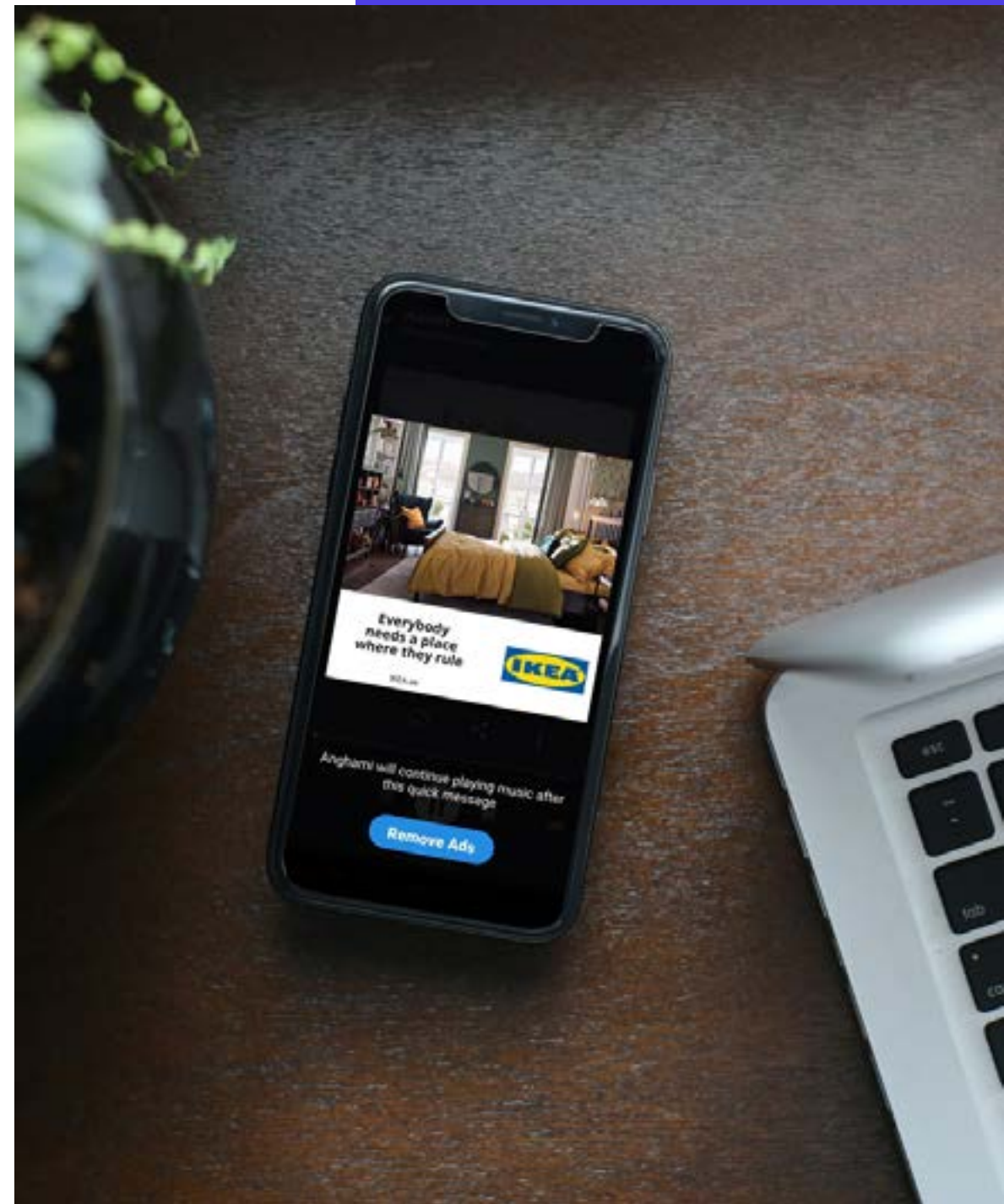


Programmatic ads under the spotlight

Programmatic ads have been on the rise in the ad industry for a handful of years so far. During the pandemic, with greater need for automation between planning and media buying, further dependency on such solutions have grown.

eMarketer predicts that one fifth of digital audio ads will be sold or transacted programmatically by 2022.

Anghami's integration with DV360, covering display, video and most prominently audio, is available for all advertisers.





Local became the new trend

#LocalMatters

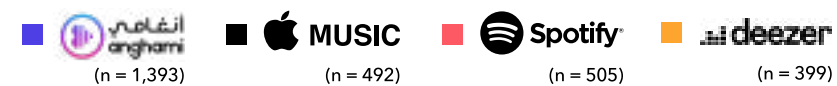


Being local means sharing the same values

When it comes to brand perception, trust and personality resonate. Users in the Arab region connect with brands who recognize their identity.

An identity that is not based solely on language, but also on culture and traditions. With an extensive, eclectic, and high calibre Arabic music library, eight out of 10 music streamers in the MENA region view Anghami as a distinctive local brand that they feel very close to.

80% music streamers in the MENA region view Anghami as a distinctive local brand that they feel very close to.



*Top 2 boxes

“

It recognizes my Arabic Identity



“

It is a brand for me and my family



Source: Ipsos Data 'The State Of Music Streaming In MENA 2020' ~ a study commissioned by Choueiri Group & Anghami



Music Streaming preferences are driven by how local a brand is

Brand loyalty is expressed in many ways, whether through using a single platform only for streaming, or through openly declaring love for a particular brand. Loyalty is also measured via the probability that a user may switch to another music streaming platform in the future.

For Anghami, that probability is lower than all other platforms.



Over
60%
of Anghami users
are loyal to the
platform and
would not switch.



**Resonating
with the users'
reality will
matter even
more in the
future**



Facts speak to your brain
1 area of the brain activated



Stories speak to your heart
7 areas of the brain activated



What you say matters

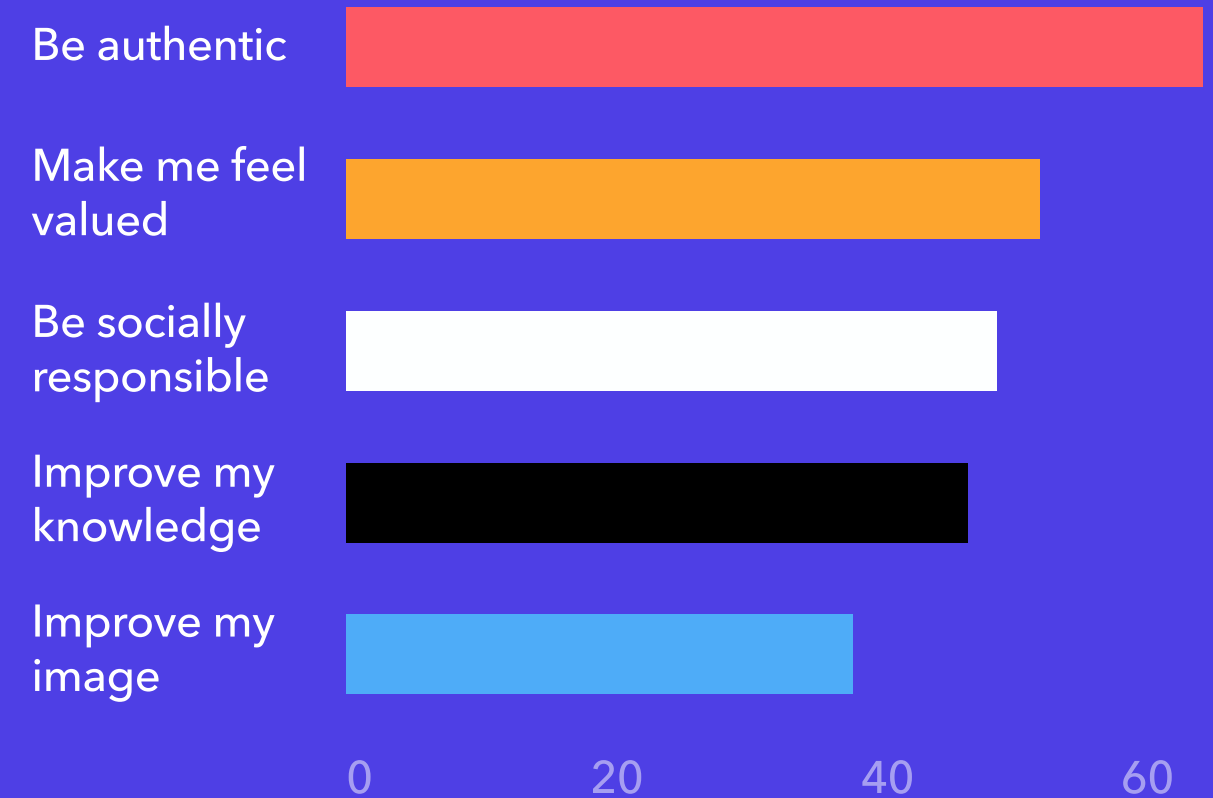
Now more than ever, users expect brands to speak up. Users want brands to be socially responsible and active. They want brands to be authentic and relevant to their day to day reality.

Anghami users care about themselves and others; they are more likely to value a brand that makes them feel good.



What they expect from you

% of Anghami users who say they want brands to do the following:



Source: GlobalWebIndex Q2-Q4 2019 and Q1 2020.
Base: 2,620 Anghami users and 4,891 Anghami non-users aged 16-64.
Markets: Egypt, Saudi Arabia and UAE. Indexes: Versus the average Anghami non-users in these markets.



You're not alone!

Here are some best practices

Be in harmony.

Our users stream while at home, in their cars, at gatherings... Adapt your communication to their activity & experience.

Be concise.

Users might have their screens off. Make sure your message is straight to the point..

Be clear.

Make sure your audience understands what is required of them. Have the right call to action & focus on one key message per ad.

Be relevant.

Your ad will be running between songs, so ensure a smooth transition. Use the right voice & music to deliver your message.

Be a storyteller.

Draw your brand story using audio to maximize engagement.

Be genuine.

Let your brand speak from the heart, users will engage better with that.

20%

What you say

80%

How you say it



Closing note

Looking across years, our needs as human beings haven't changed, they evolved. With change being the constant, agility trumps everything. Same can be said for brands, where storytelling to drive sales has always been the constant. The agility to adapt to different moments, moods and mindsets represents the evolution.

Audio has remained a constant across our personal and professional lives. Today, due to growth of sound distribution mediums, it's becoming more valuable than ever. For brands, audio is also an optimal medium that can create emotional connections, with faster turnaround and lower costs.

The world is not done changing, and therefore, your brand is not done growing. The impacts of 2020 are monumental— and will shape Innovation, Creativity, and Content for decades to come.

At Anghami, we're committed to helping you grow and build the best relationship with your customers.

As always, we're around, just press play.



The Future Sounds Good



 advertise@anghami.com