Digital Audio Continues To Rise Despite Mobile Stagnation

In early May, several weeks after the pandemic first shut down the United States, Pandora noticed a “double-digit” surge in connected speaker listenership and fashioned a brand campaign designed to appeal to those new homebound habits. Five months later, as everyday life gradually reopens in fits and starts due to sporadic spiking Covid-19 cases in… https://www.adweek.com/programmatic/digital-audio-continues-to-rise-despite-mobile-stagnation/