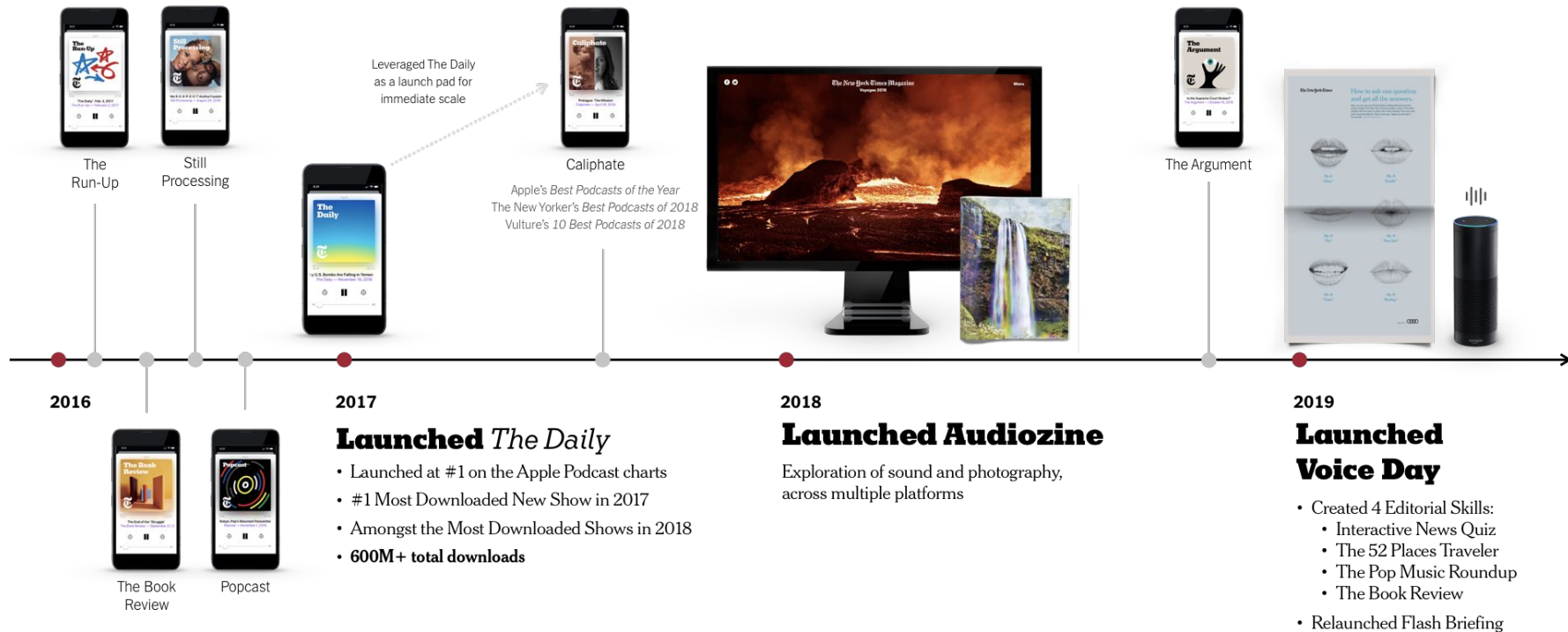
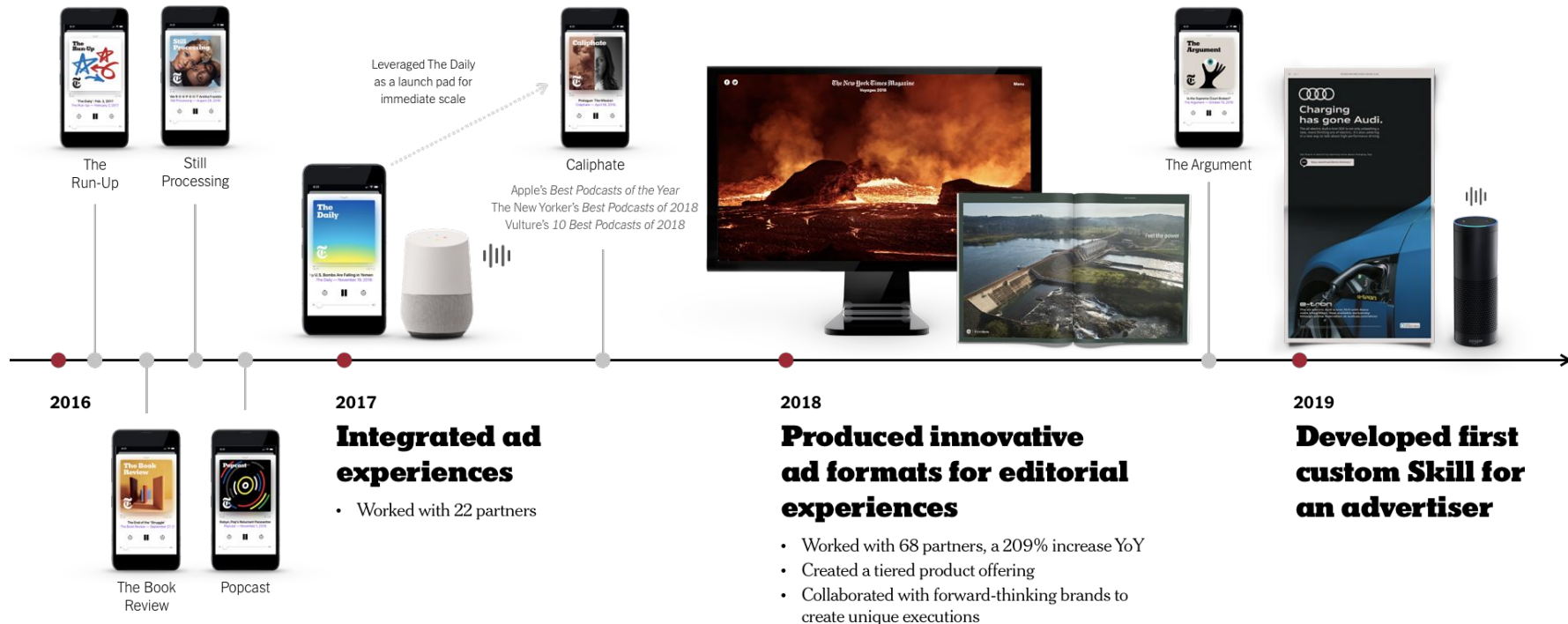


Our newsroom has been on a three year exploration



Our advertising innovation has matched the newsroom's pace



INSIGHTS SUMMARY

Audio allows people to break free from the baggage they have with the news because its simplicity and focus feel like an escape and a solution.

While the home lacks the contained captive moments (car, commute) that drive engagement with audio, it suggests new audio formats are possible for smart speakers.



INSIGHTS SUMMARY

In a time when people are reevaluating their relationship with technology, and screens in particular, they are looking to smart speakers to mediate the control technology has in their lives.

