**How Digital Audio Platforms Are Courting Advertisers**

Music streaming platforms and podcasting networks are developing measurement tools to appeal to hesitant digital audio marketers and those that are increasingly tapping into their growing listenerships. Executives from platforms such as Amazon Music, iHeartMedia and Spotify say they face challenges in linking branding campaigns to actual world sales but remain bullish on their progress and ability to demonstrate efficient marketing investment returns.

***The Drum (free registration) 8/19/22***

[*https://www.thedrum.com/news/2022/08/19/inside-digital-audio-s-media-measurement-challenges-both-major-and-mythical*](https://www.thedrum.com/news/2022/08/19/inside-digital-audio-s-media-measurement-challenges-both-major-and-mythical)

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[*https://thesweetsetup.com/wp-content/uploads/2015/08/Spotify-Hero-2.jpg*](https://thesweetsetup.com/wp-content/uploads/2015/08/Spotify-Hero-2.jpg)