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PROFITABLE**

SAFE AND SOUND

Brand Safety and Suitability in Podcasting



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sxm
MEDIA



mowpod



 AUDIOHOOK

WONDERY

barometer



SAFE AND SOUND

- Podcasting's first look at brand safety and suitability issues from the listeners' perspective
- 1,093 total online interviews
- Adults age 18 and older
- All respondents reported listening to a podcast in the last month
- Data weighted to match the sex, age, and ethnicity of monthly podcast listeners from The Infinite Dial 2022

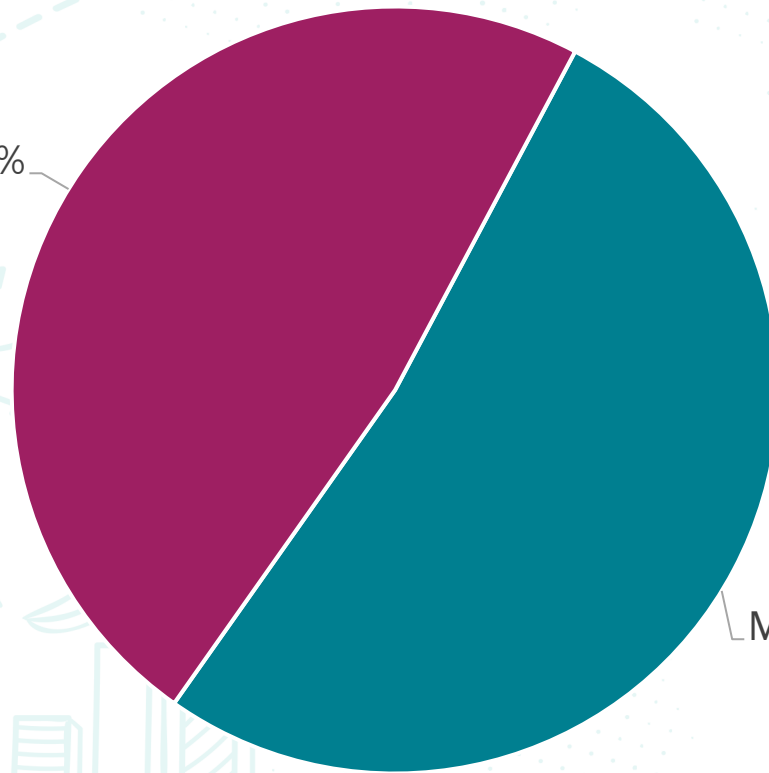


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SAMPLE DEMOGRAPHICS – GENDER

Women, 48%



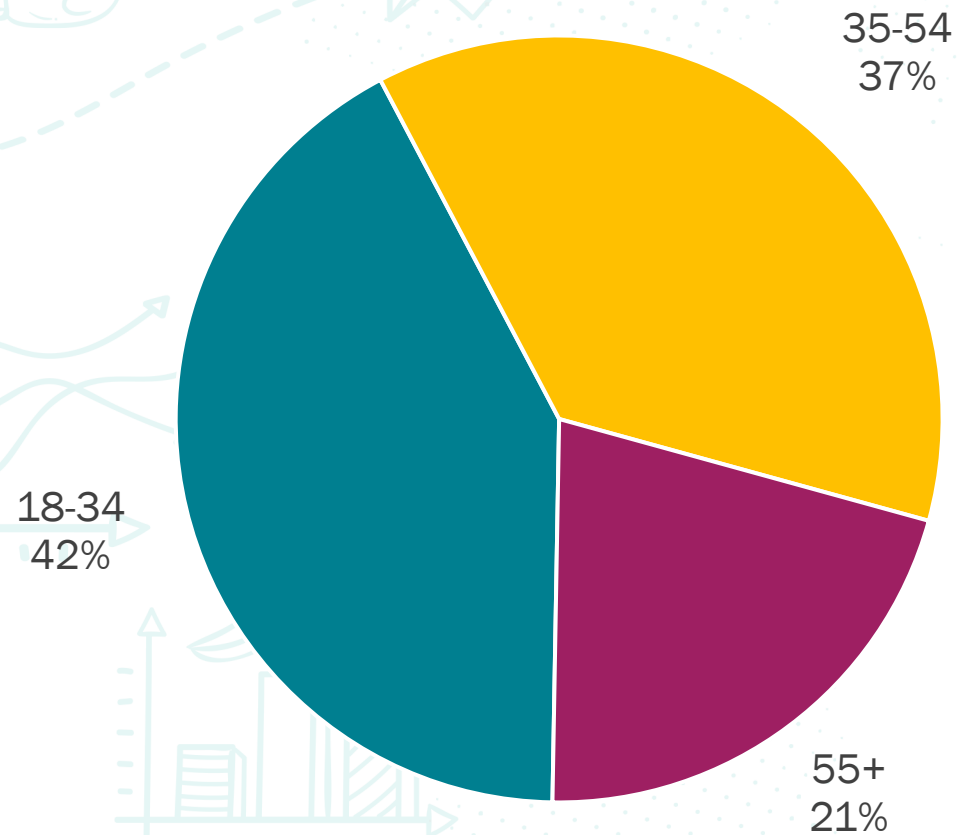
Men, 52%



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SAMPLE DEMOGRAPHICS – AGE

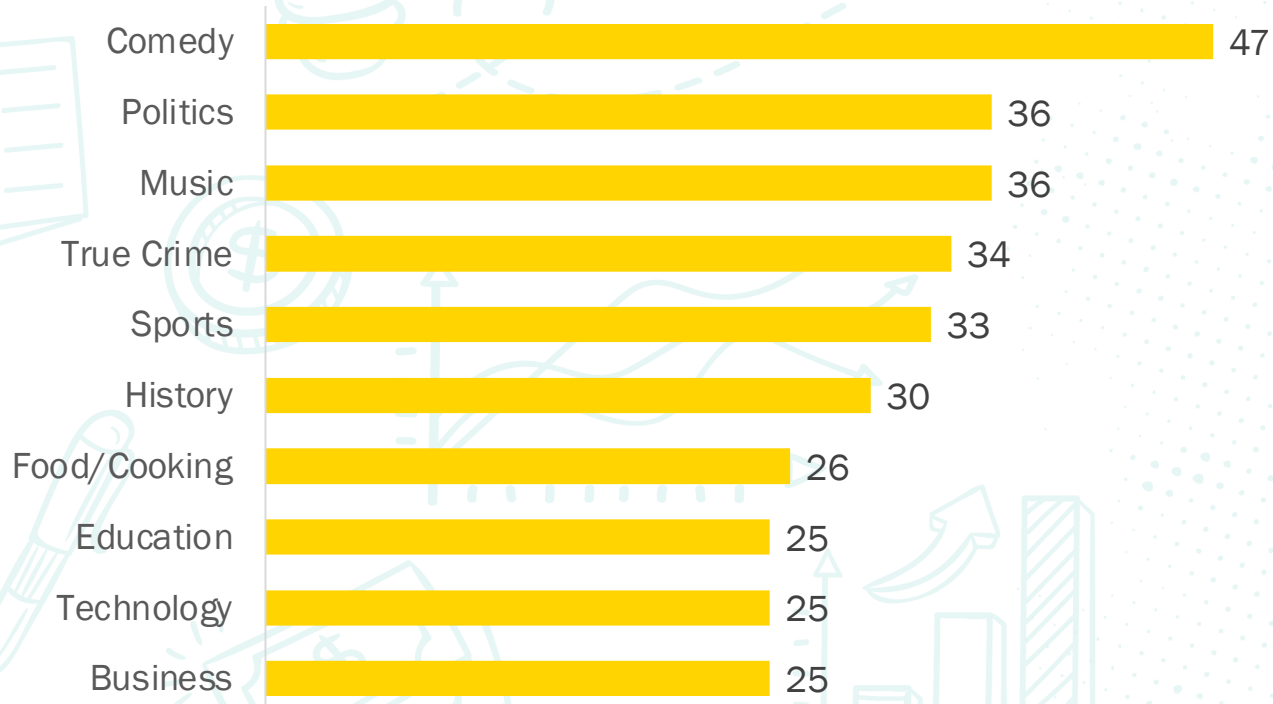


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PODCAST CATEGORIES LISTENED TO

Percent indicating they “ever” listen to category

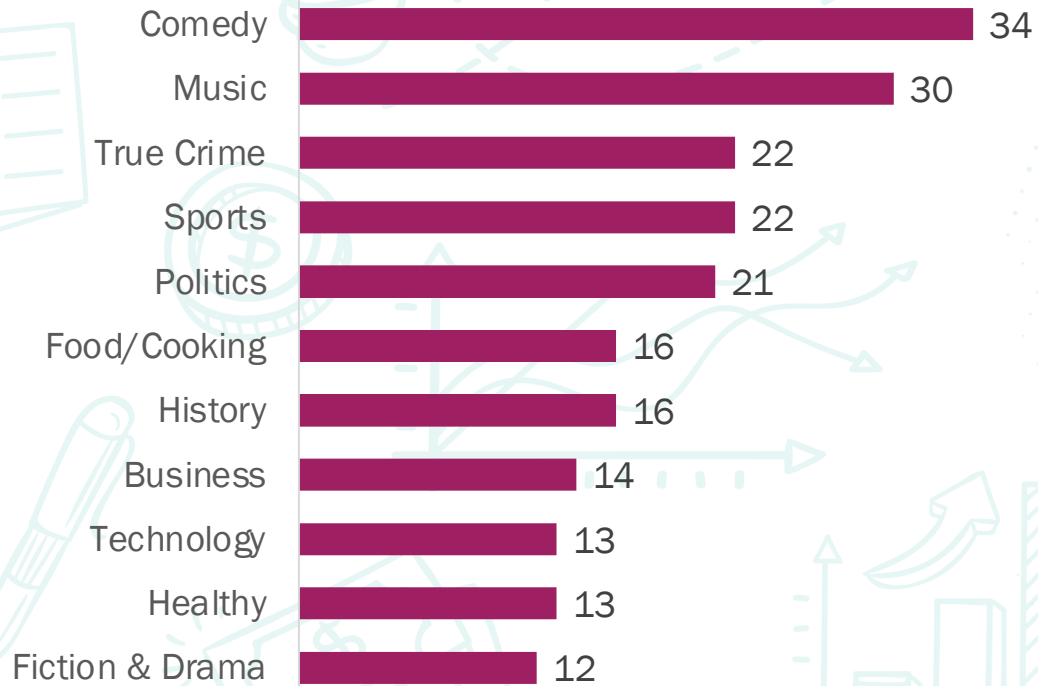


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PERCENT RANKING EACH GENRE WITHIN TOP THREE

Percent indicating genre is in top 3



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HAVE YOU EVER HEARD OF THE FOLLOWING PODCASTS?

% saying yes

The Joe Rogan Experience

72

The Ben Shapiro Show

55

The Rachel Maddow Show

52

Call Her Daddy

31

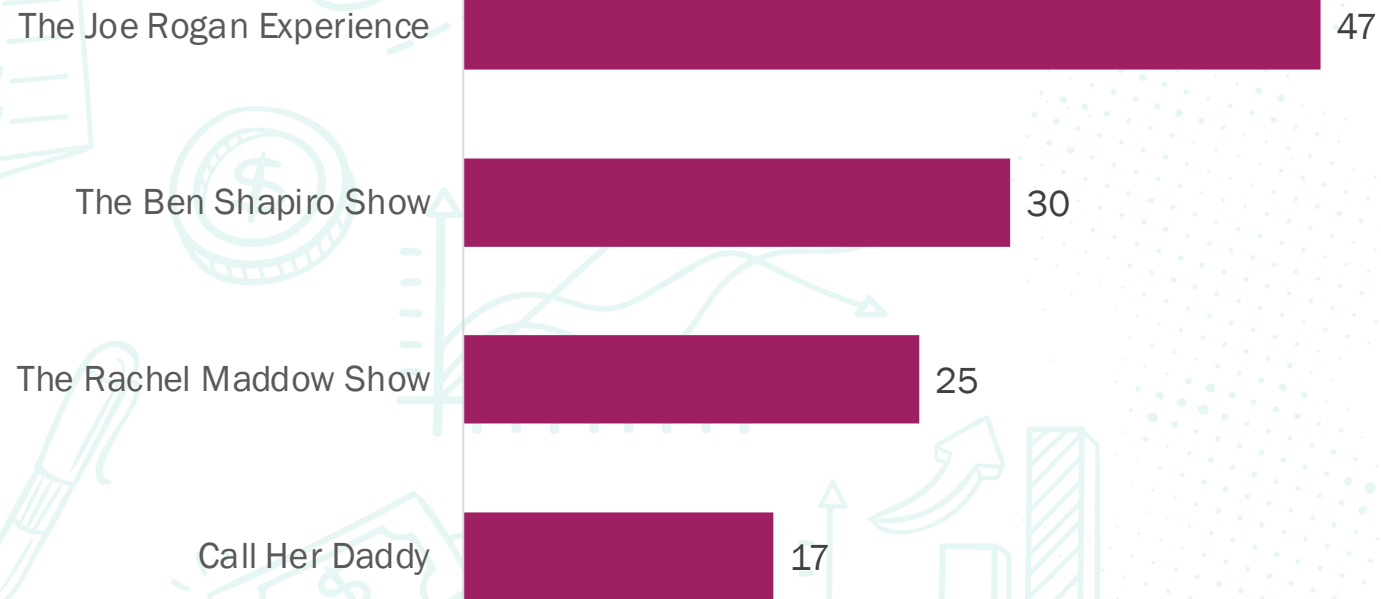


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HAVE YOU EVER LISTENED TO THE FOLLOWING PODCASTS?

% saying yes



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OBSERVATIONS



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OBSERVATIONS

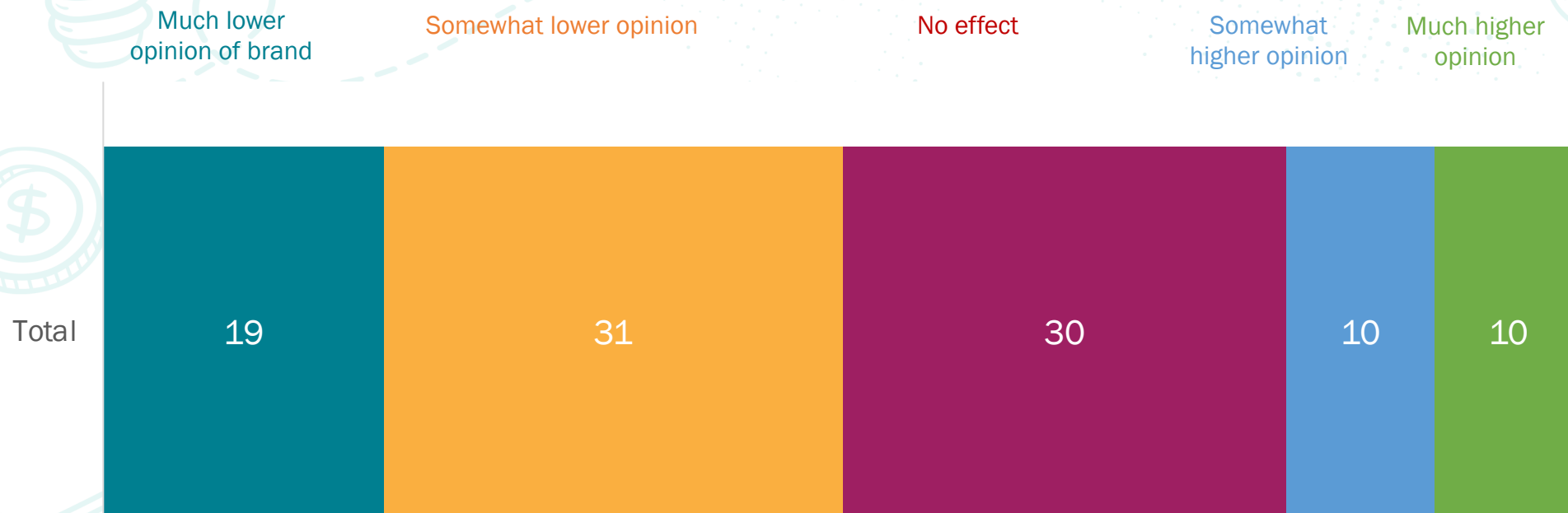
When brands sponsor content that listeners find offensive, podcasting is no different to other media: some listeners will associate the brand with that content.



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HOW WOULD YOU FEEL ABOUT THE BRAND(S) THAT ADVERTISED ON/SPONSORED A PODCAST WHERE THE HOST/GUEST TALKED ABOUT SOMETHING THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?

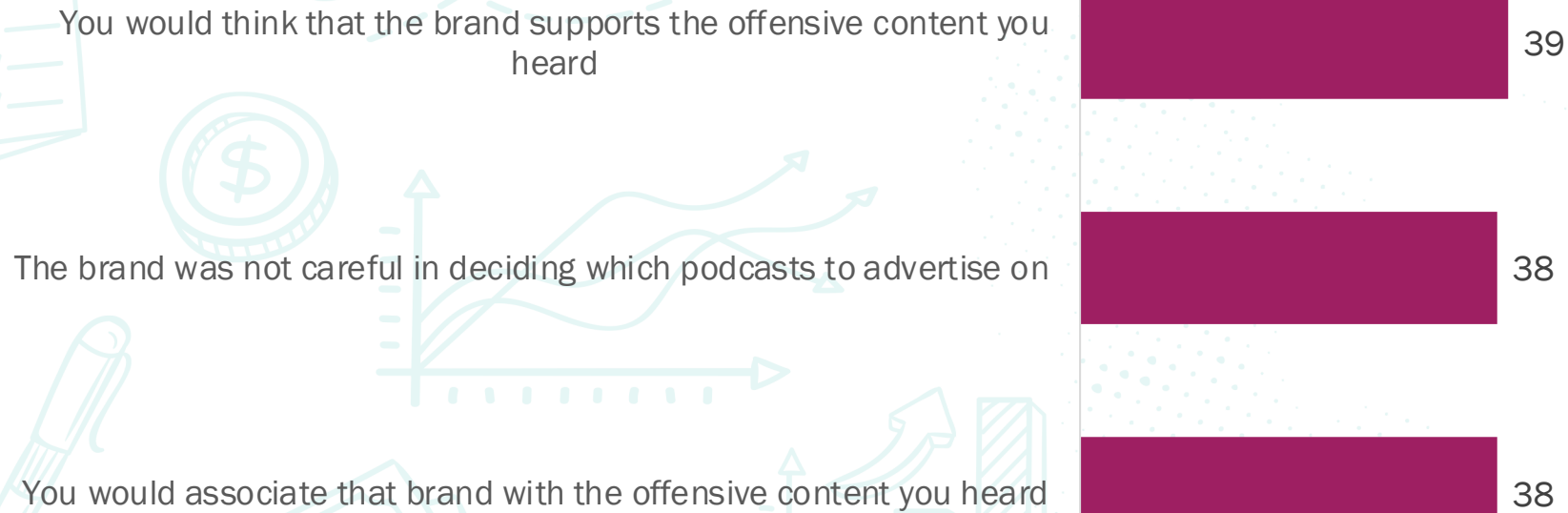


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WOULD YOUR OPINION OF A BRAND THAT ADVERTISED ON/SPONSORED A PODCAST WITH OFFENSIVE CONTENT BE LOWER BECAUSE...?

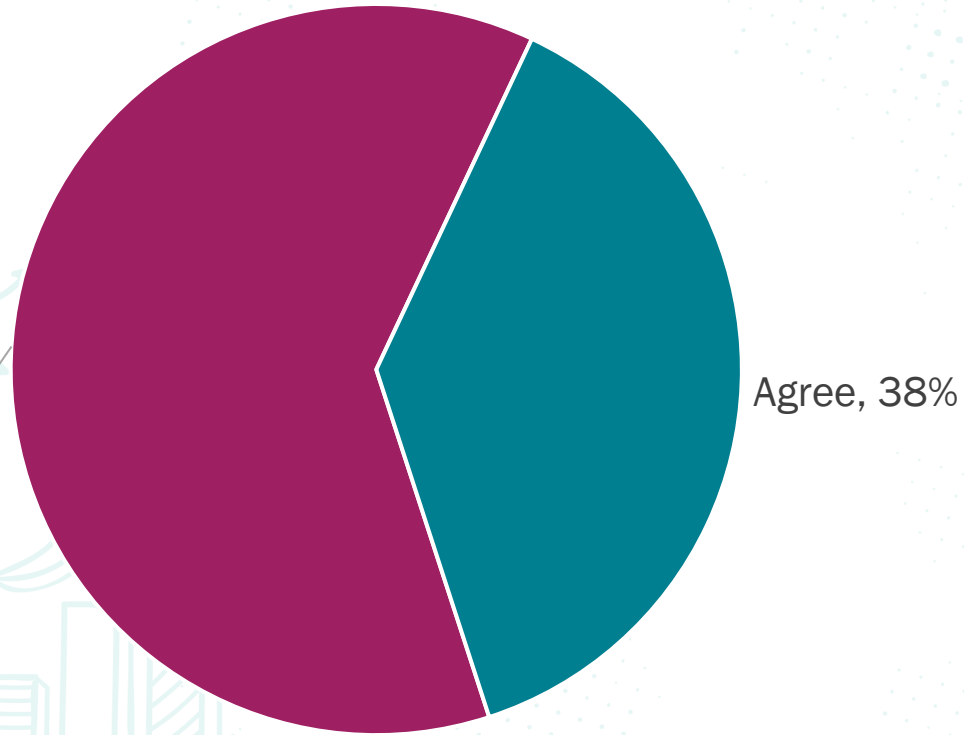
Percent saying yes



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PERCENT WHO WOULD “NO LONGER CONSIDER A BRAND IF IT ADVERTISED ON A PODCAST WITH OFFENSIVE CONTENT”



Do not agree, 62%

Agree, 38%

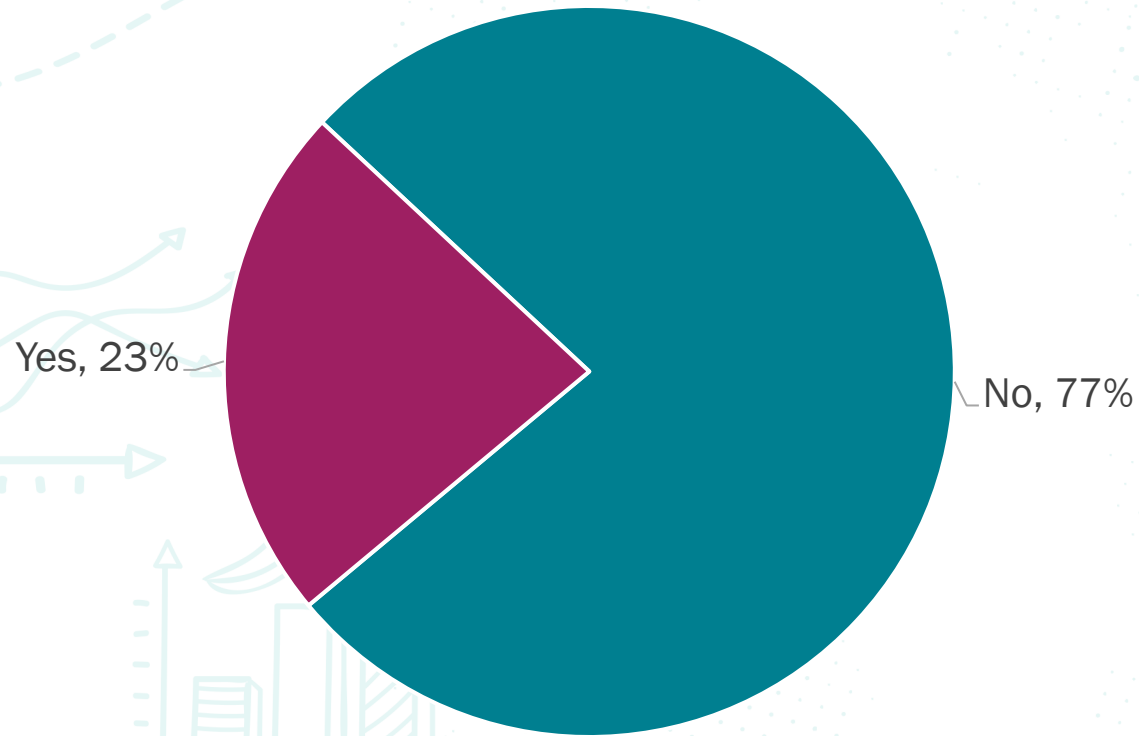
% giving a “4” or “5”



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HAVE YOU EVER BOYCOTTED A BRAND BECAUSE THEY SUPPORTED A PODCAST THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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OBSERVATIONS

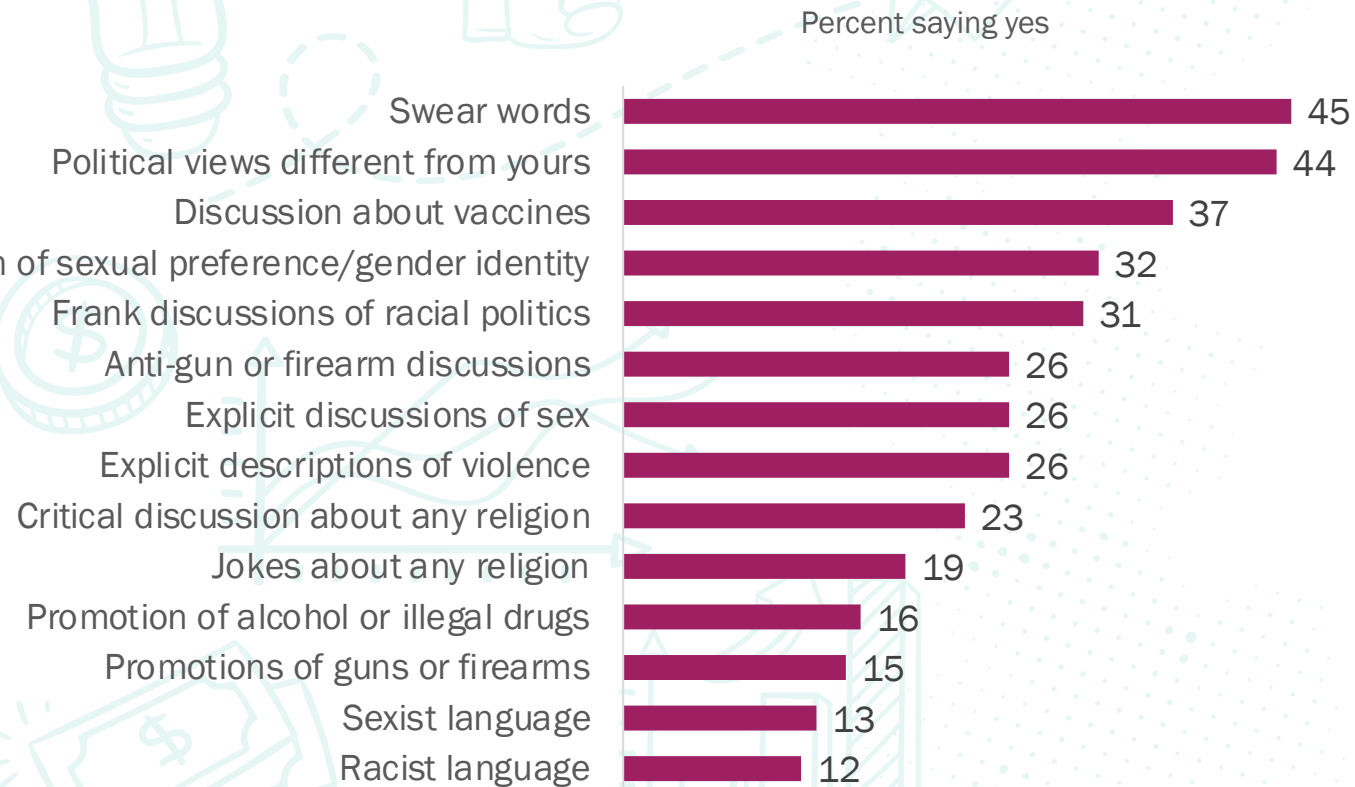
However, what *actually* offends most podcast listeners falls within a narrow range.



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“DO YOU EVER LISTEN TO PODCASTS THAT INVOLVE...?”

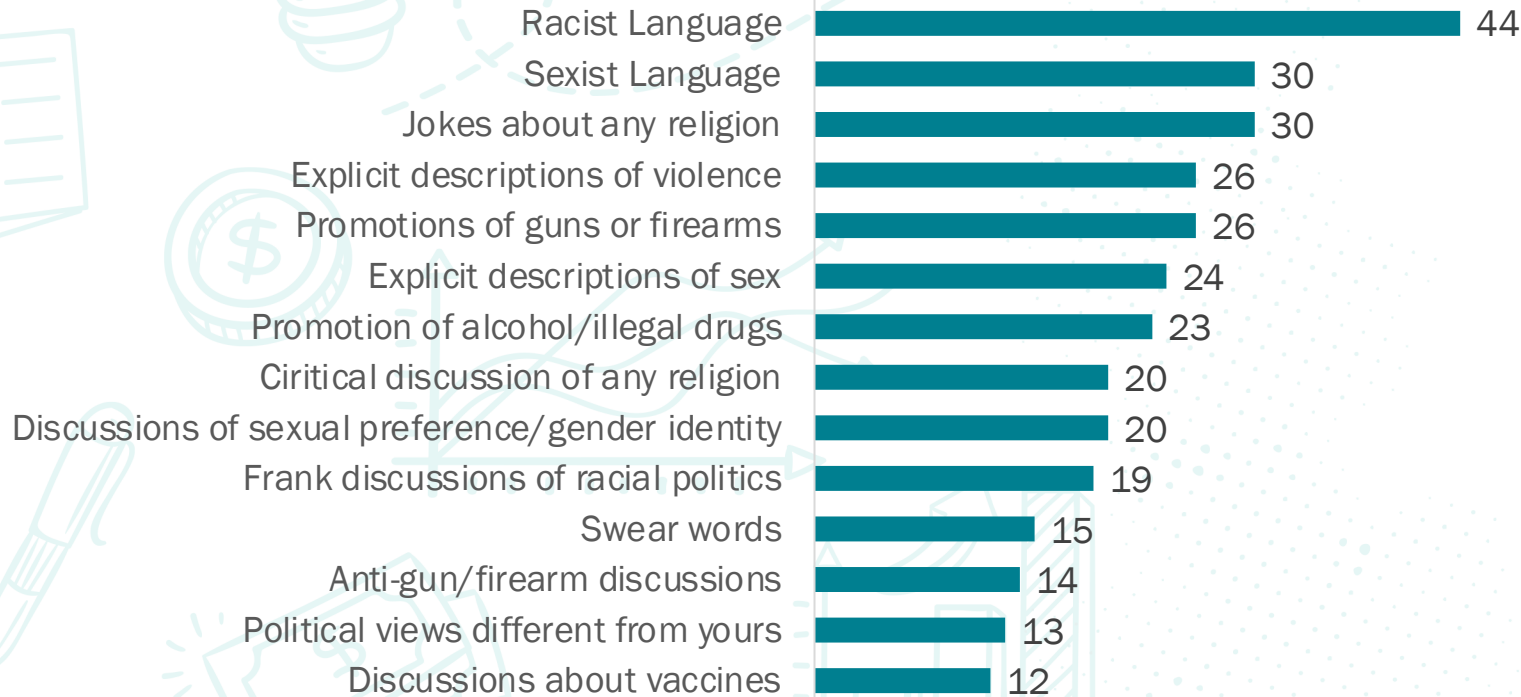


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PERCENT SAYING “VERY OFFENDED/UNCOMFORTABLE” TO HEARING A PODCAST WITH...

% saying “very offended/uncomfortable”

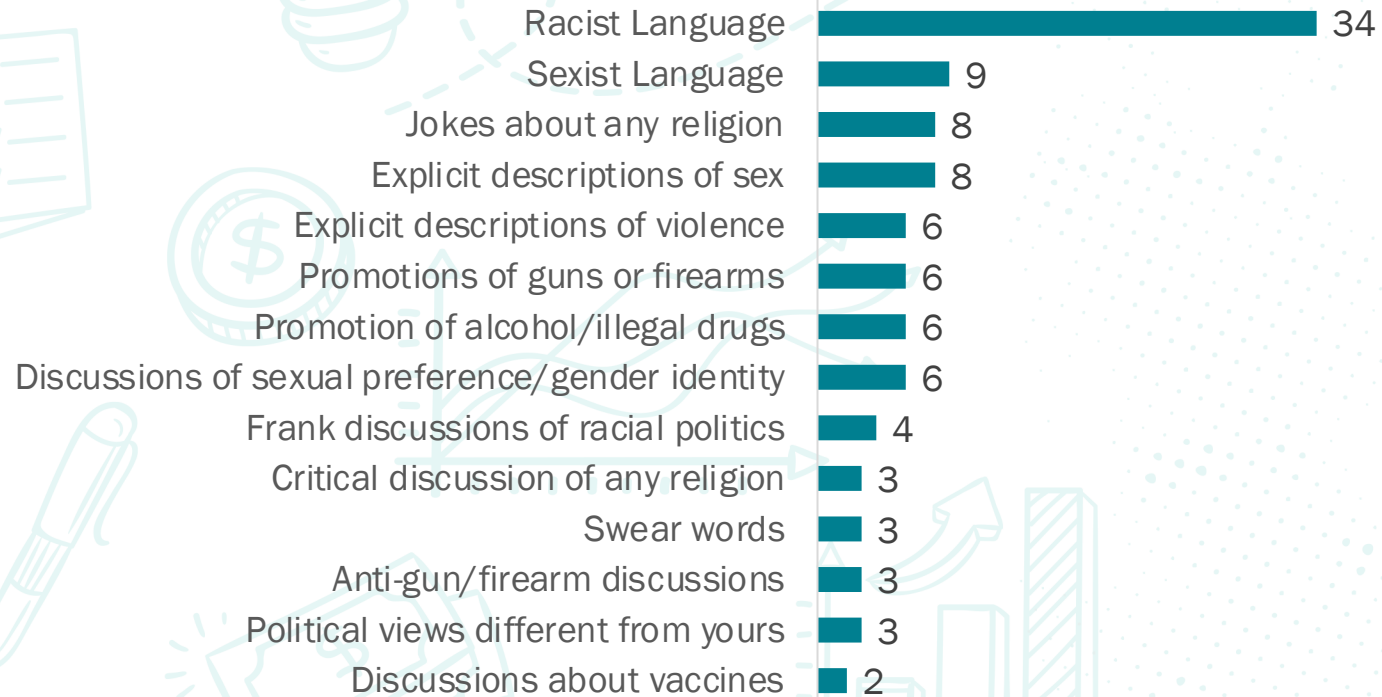


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WHICH ONE OF THE FOLLOWING WOULD MAKE YOU FEEL THE MOST OFFENDED OR UNCOMFORTABLE IF YOU HEARD IT ON A PODCAST?

% choosing answer



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OBSERVATIONS

Don't be racist.



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OBSERVATIONS

With the exception of racist material (and to a lesser degree, sexism or ridiculing religion), podcast listeners 18-54 are relatively tolerant of many categories of potentially unsettling content – indeed, many seek it out.

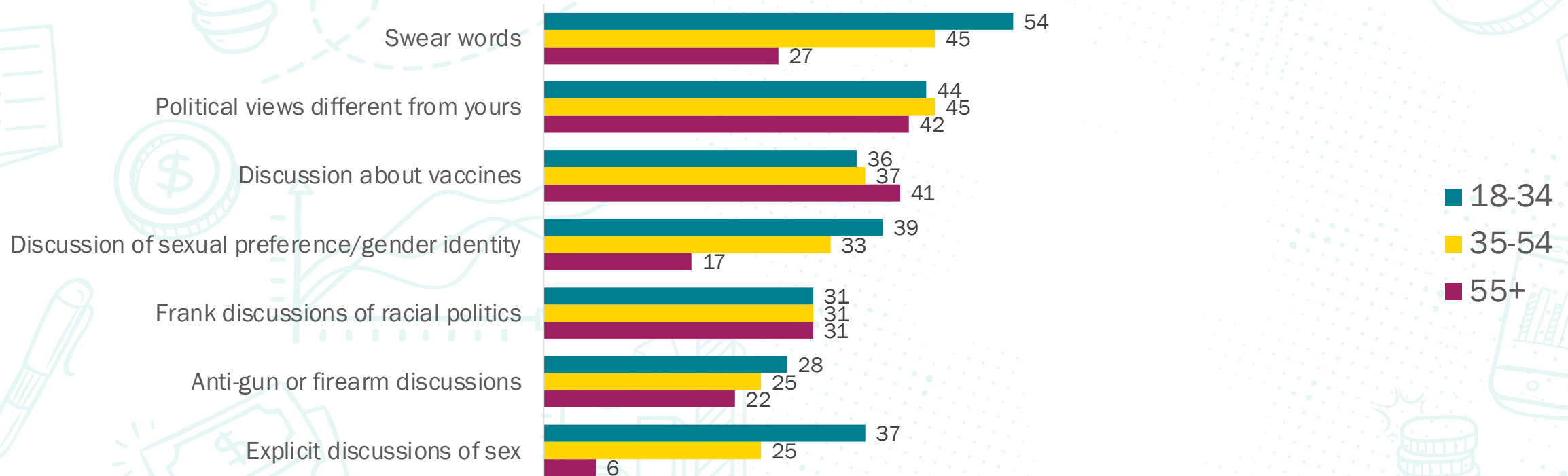


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"DO YOU EVER LISTEN TO PODCASTS THAT INVOLVE...?"

Percent saying yes

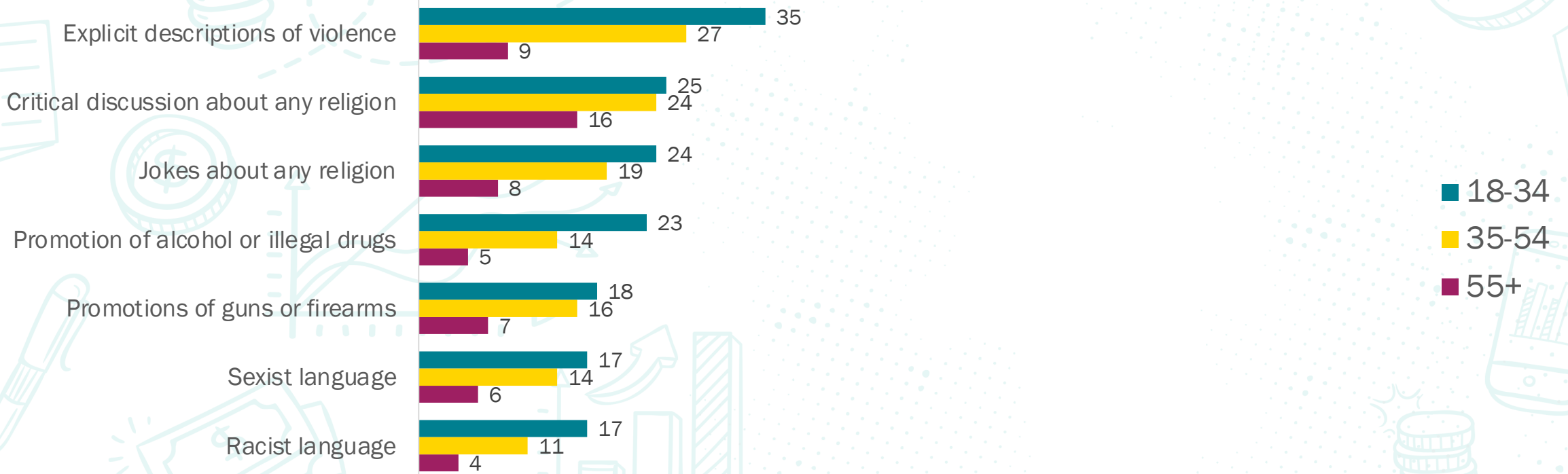


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“DO YOU EVER LISTEN TO PODCASTS THAT INVOLVE...?”

Percent saying yes

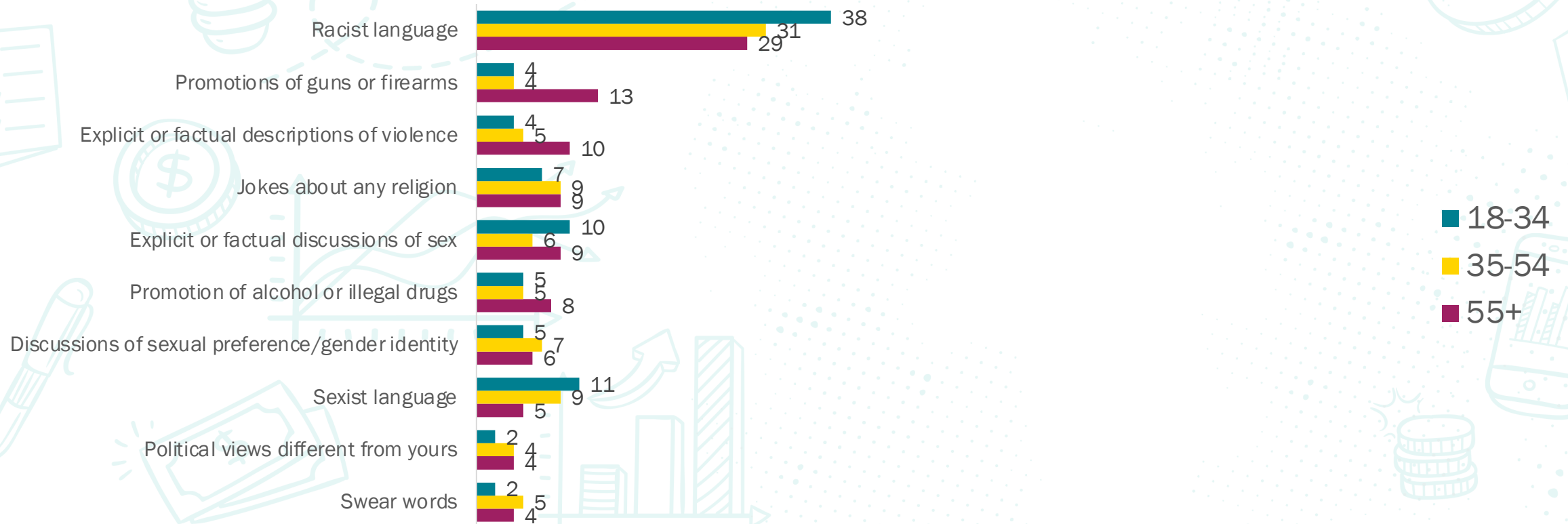


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WHICH ONE OF THE FOLLOWING WOULD MAKE YOU FEEL THE MOST OFFENDED OR UNCOMFORTABLE IF YOU HEARD IT ON A PODCAST?

% choosing answer



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OBSERVATIONS

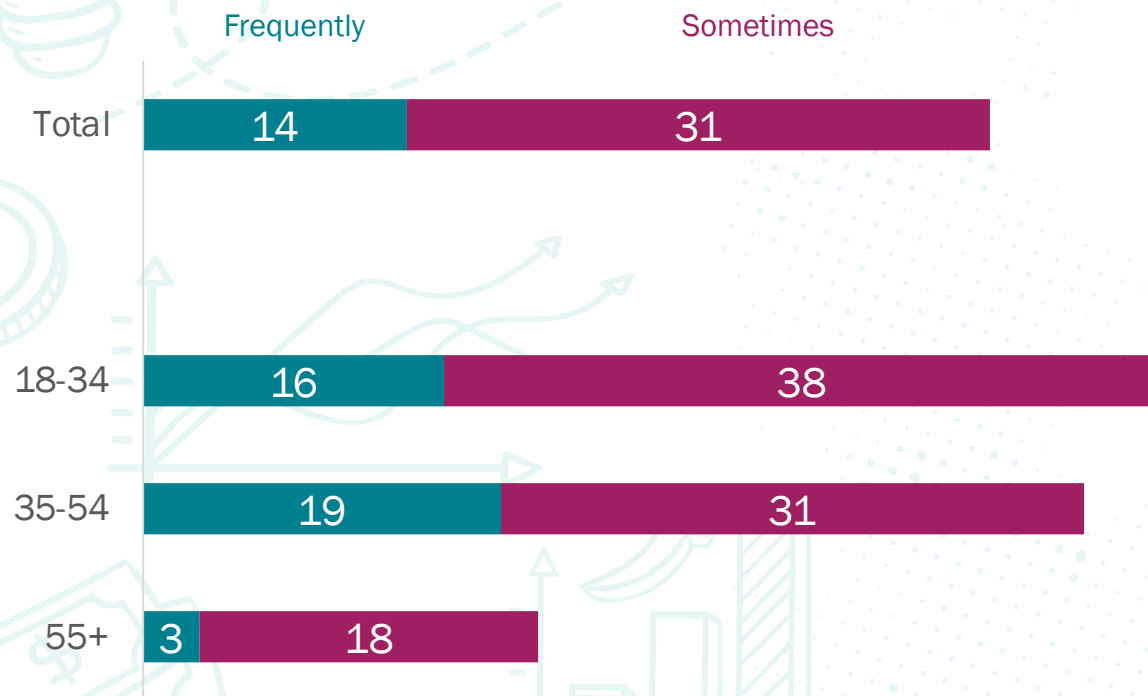
Listeners 55+ are far more sensitive to potentially offensive content, but are also more likely to sculpt their listening to completely avoid it.



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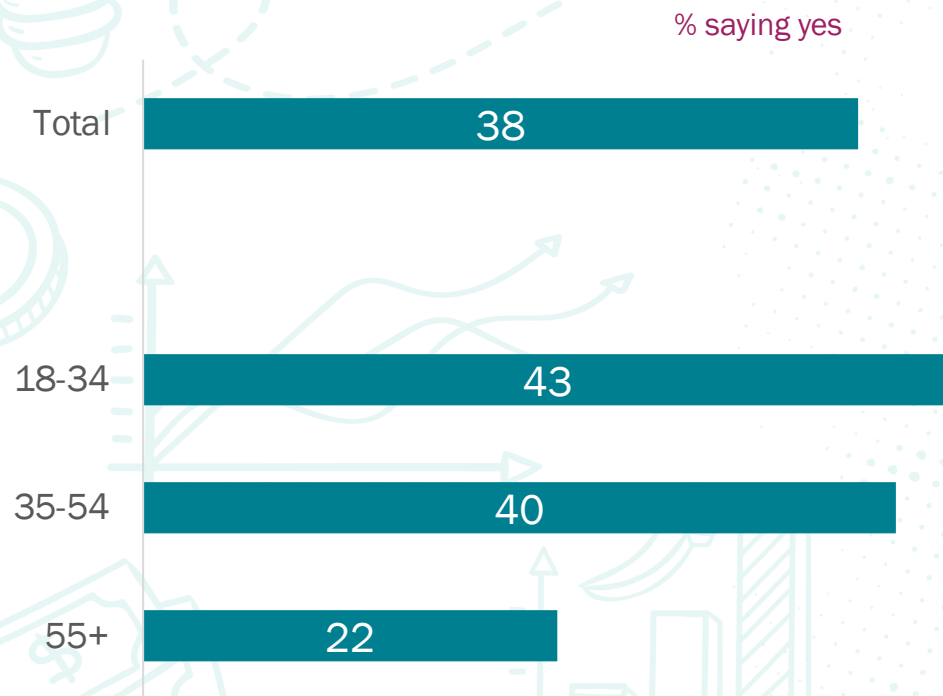
HOW OFTEN WOULD YOU SAY YOU LISTENED TO A PODCAST THAT DISCUSSED TOPICS THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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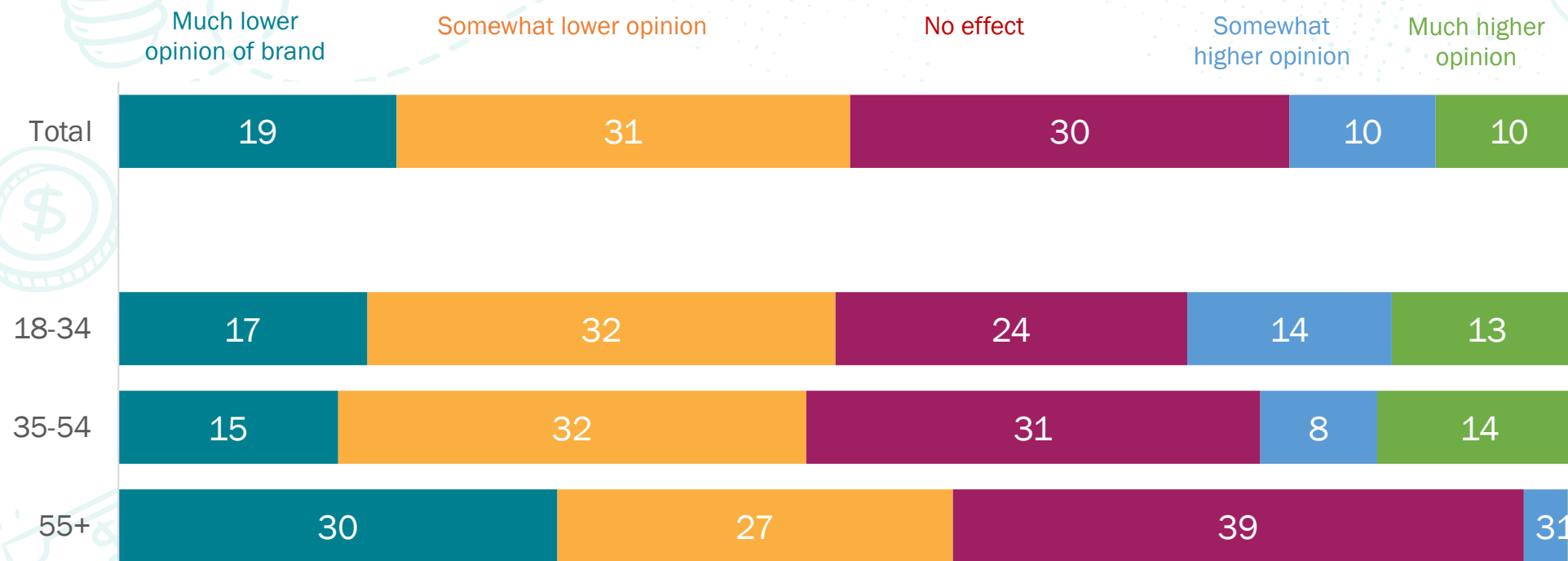
HAVE YOU EVER HEARD A PODCAST HOST SAY SOMETHING THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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HOW WOULD YOU FEEL ABOUT THE BRAND(S) THAT ADVERTISED ON/SPONSORED A PODCAST WHERE THE HOST/GUEST TALKED ABOUT SOMETHING THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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OBSERVATIONS

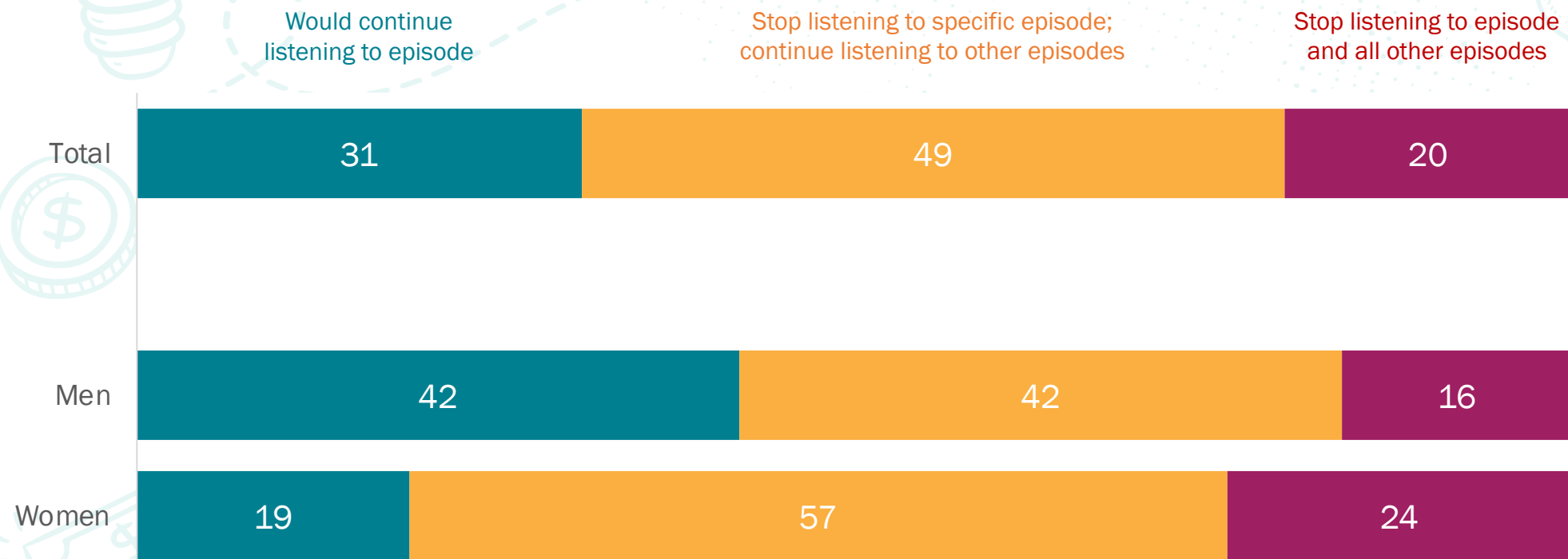
Regular listeners to otherwise non-offensive shows will highly likely return to the podcast after a single episode featuring uncharacteristically offensive content.



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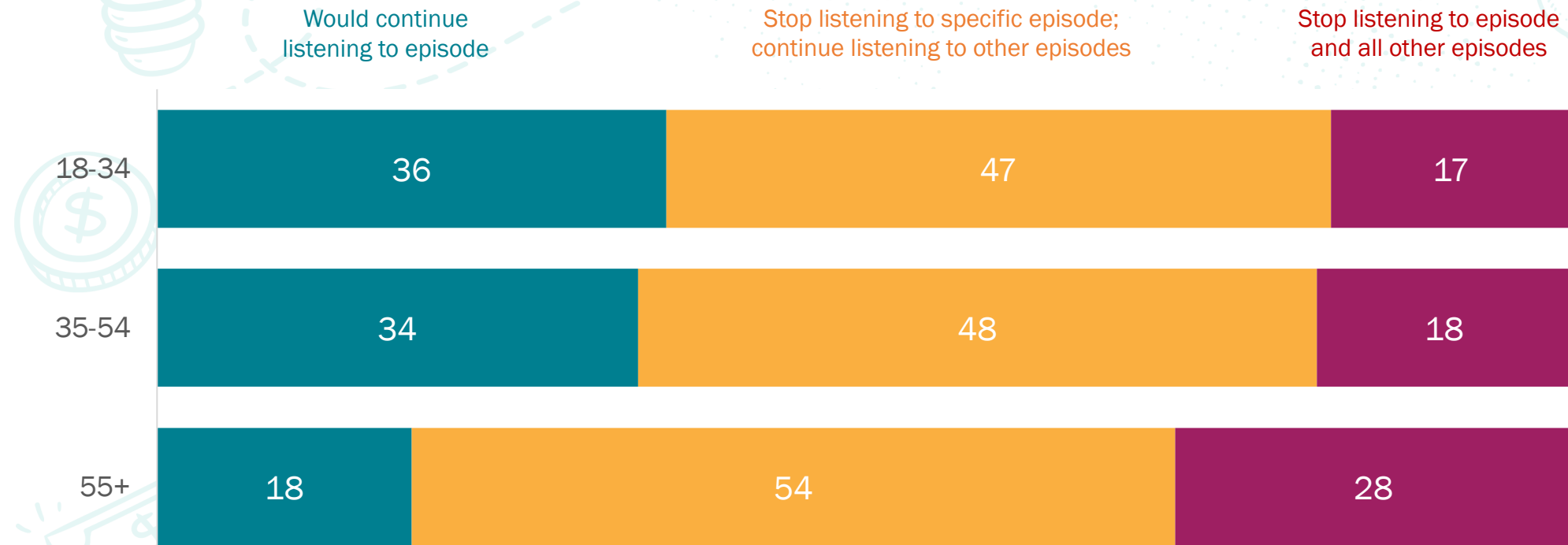
WHICH OF THE FOLLOWING BEST DESCRIBES WHAT YOU WOULD DO IF A PODCAST YOU REGULARLY LISTEN TO FEATURED AN EPISODE THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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WHICH OF THE FOLLOWING BEST DESCRIBES WHAT YOU WOULD DO IF A PODCAST YOU REGULARLY LISTEN TO FEATURED AN EPISODE THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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OBSERVATIONS

People who are passionate about content that might be offensive or unsettling to others are extremely positive about brands that support that content.



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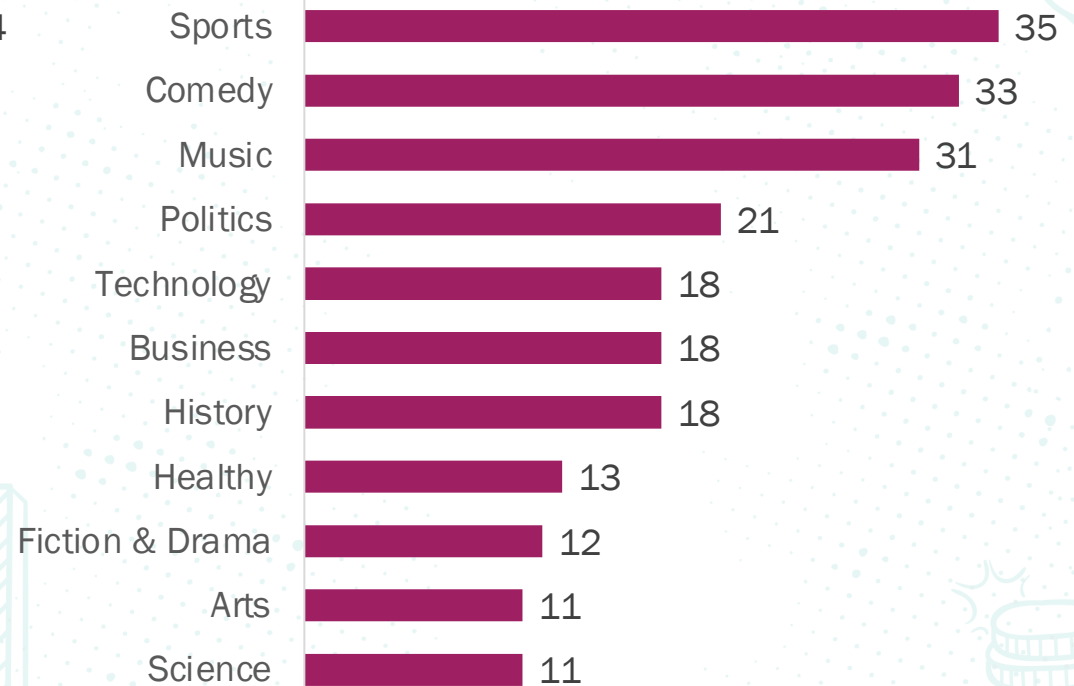
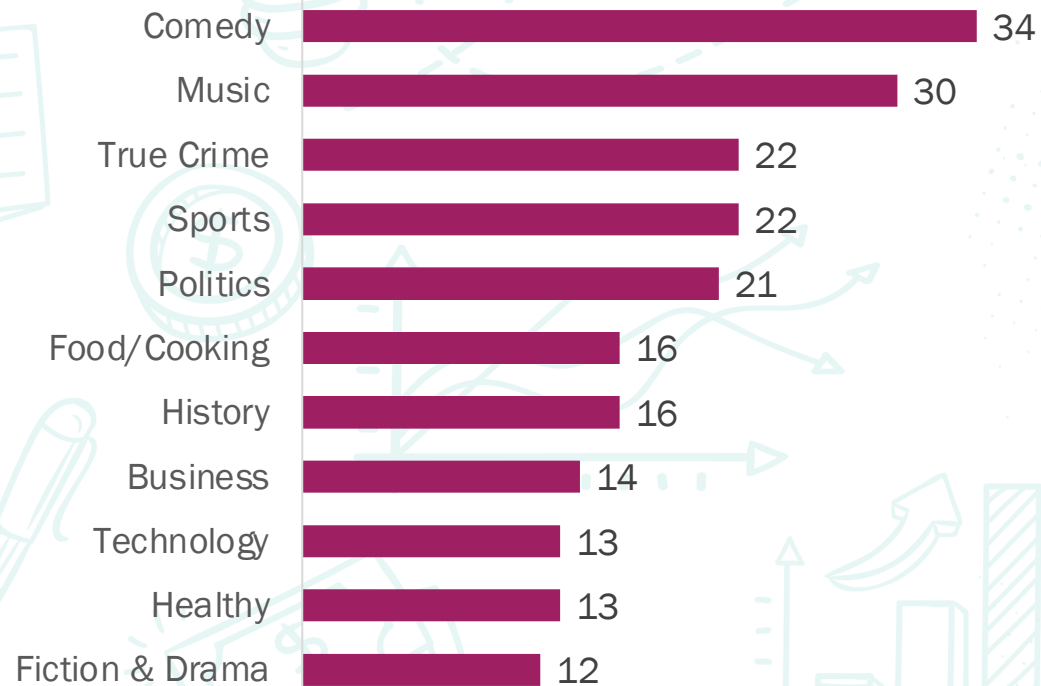


PERCENT RANKING EACH GENRE WITHIN TOP THREE: MEN

Total

Percent indicating genre is in top 3

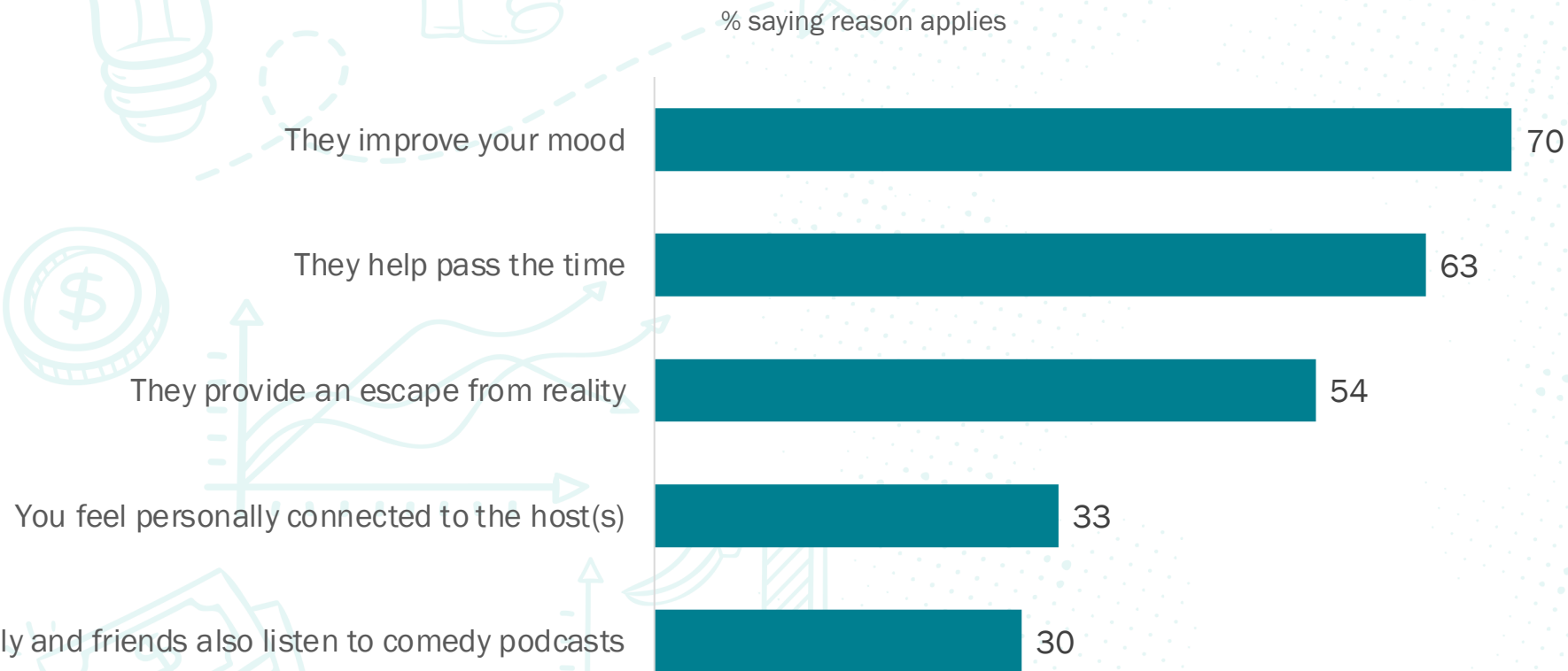
Men



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REASONS FOR LISTENING TO COMEDY PODCASTS:



Base: Listen to comedy podcasts



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PERCENT AGREEING WITH THE FOLLOWING STATEMENTS ABOUT COMEDY PODCASTS:

You are comfortable with the subject matter discussed in the comedy podcasts you listen to

72

You think comedy podcasts are an appropriate place for brands to advertise

70

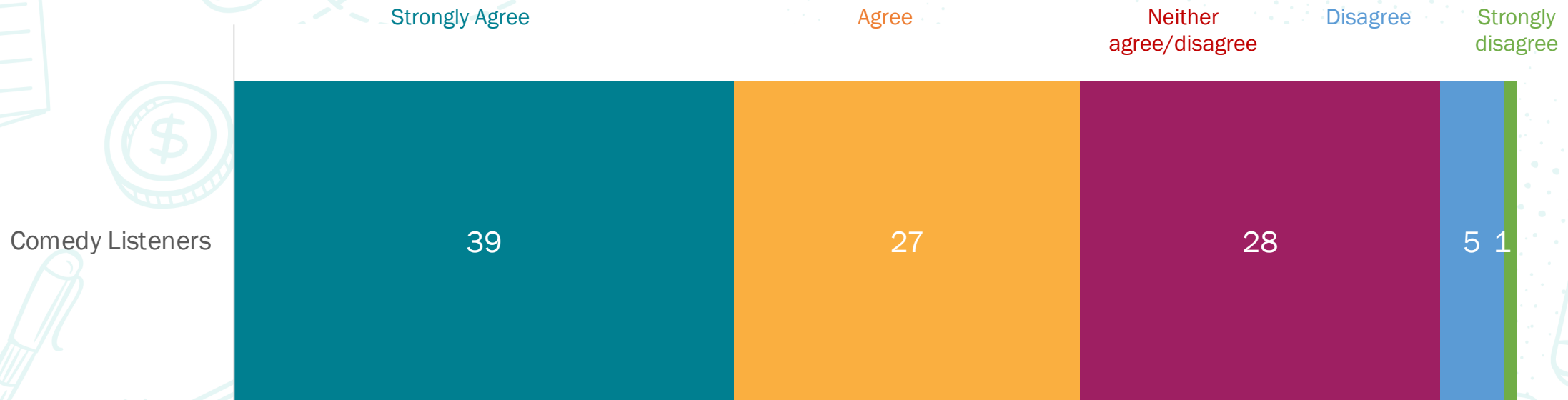
Base: Listen to comedy podcasts



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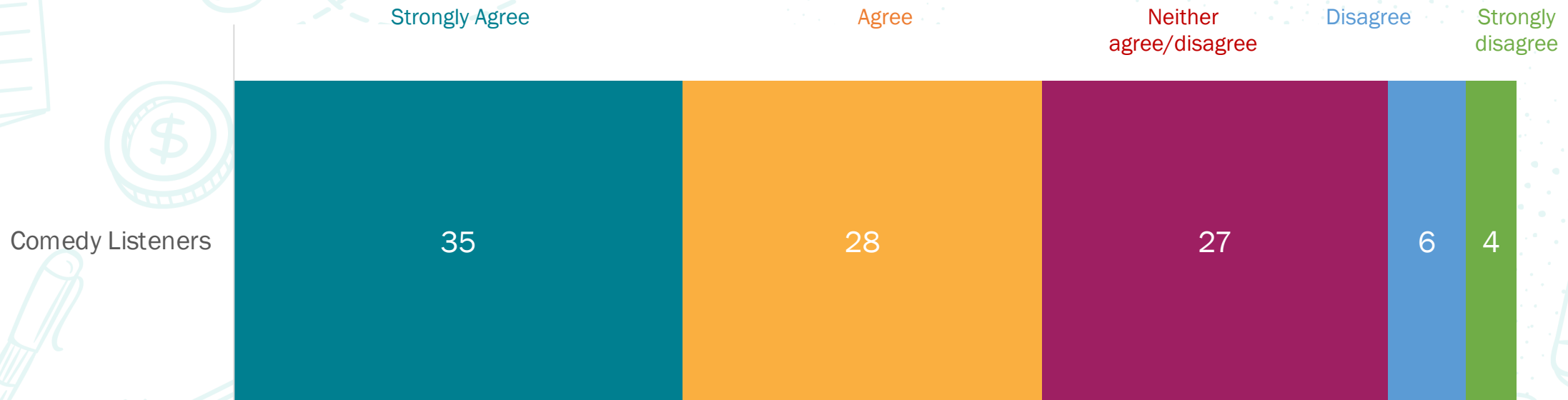
PERCENT WHO AGREE THAT THEY “LIKE IT WHEN A BRAND SUPPORTS THEIR FAVORITE COMEDY PODCAST”



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PERCENT WHO AGREE THAT THEY ARE “MORE LIKELY TO REMEMBER A BRAND IF IT ADVERTISES ON THEIR FAVORITE COMEDY PODCAST”



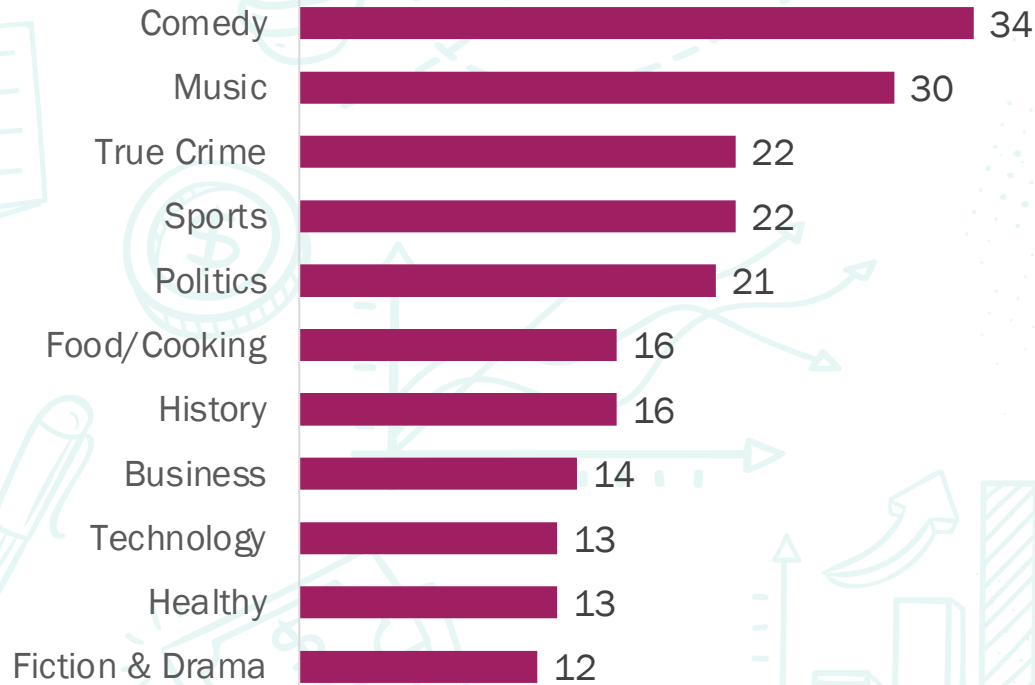
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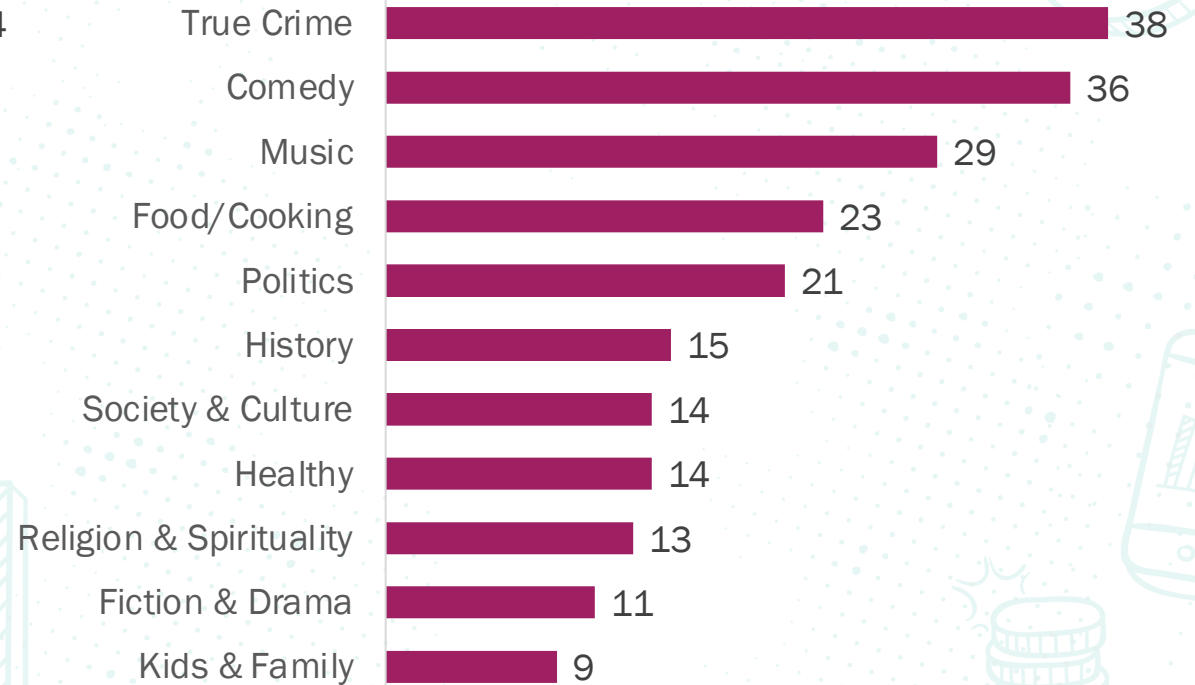
PERCENT RANKING EACH GENRE WITHIN TOP THREE: WOMEN

Total

Percent indicating genre is in top 3



Women



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REASONS FOR LISTENING TO TRUE CRIME PODCASTS:

% saying reason applies



Base: Listen to true crime podcasts



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PERCENT AGREEING WITH THE FOLLOWING STATEMENTS ABOUT TRUE CRIME PODCASTS:

You are comfortable with the subject matter discussed in the true crime podcasts you listen to

74

You think true crime podcasts are an appropriate place for brands to advertise

58

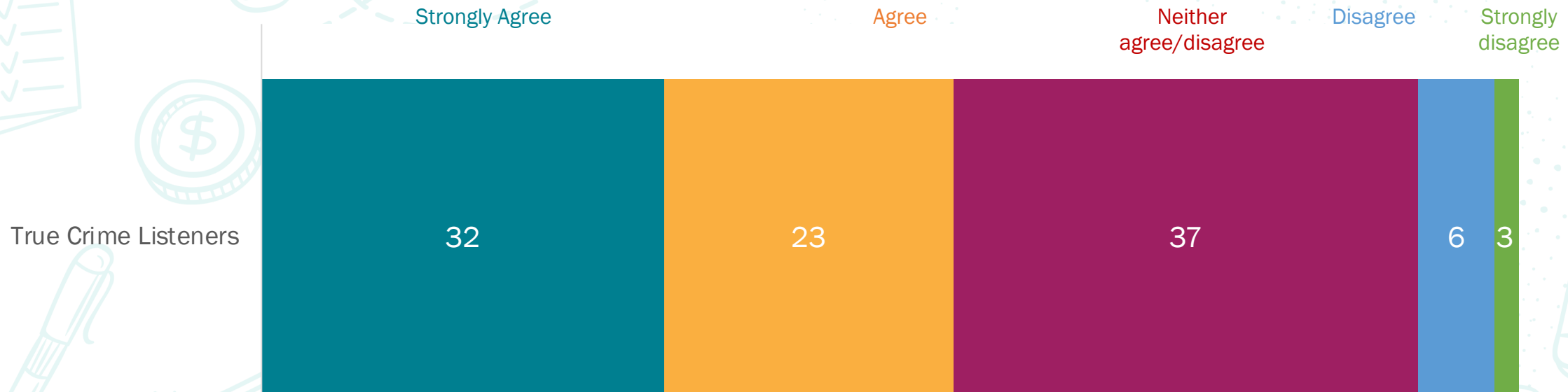
Base: Listen to true crime podcasts



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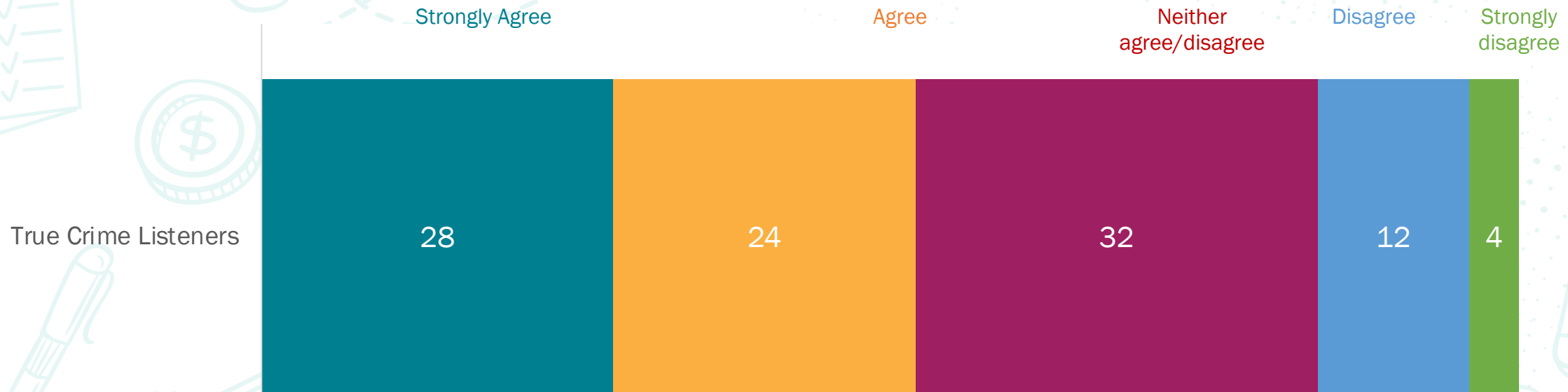
PERCENT WHO AGREE THAT THEY “LIKE IT WHEN A BRAND SUPPORTS THEIR FAVORITE TRUE CRIME PODCAST”



SPONSORED BY



PERCENT WHO AGREE THAT THEY ARE “MORE LIKELY TO REMEMBER A BRAND IF IT ADVERTISES ON THEIR FAVORITE TRUE CRIME PODCAST”

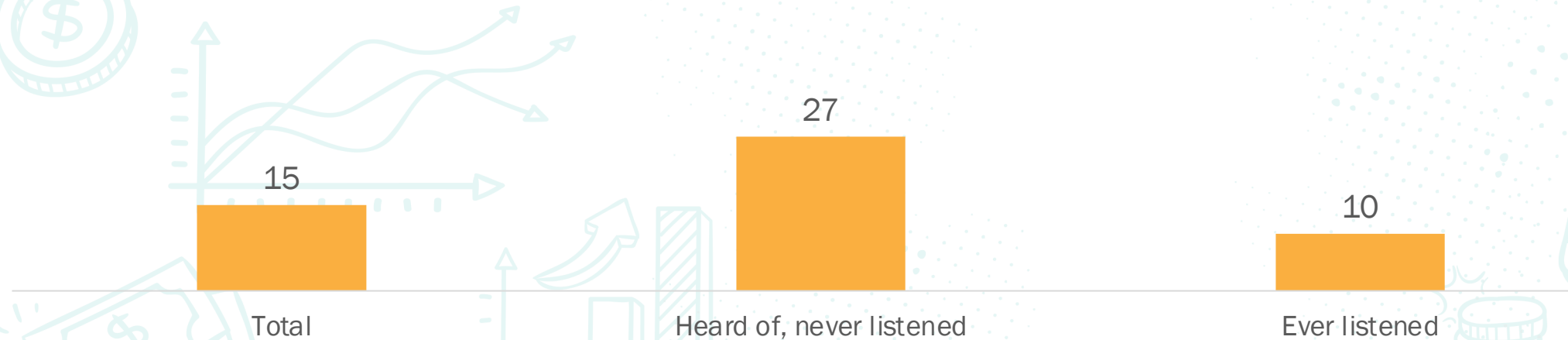


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PERCENT FINDING THE JOE ROGAN EXPERIENCE “VERY OFFENSIVE”

Percent saying “yes”



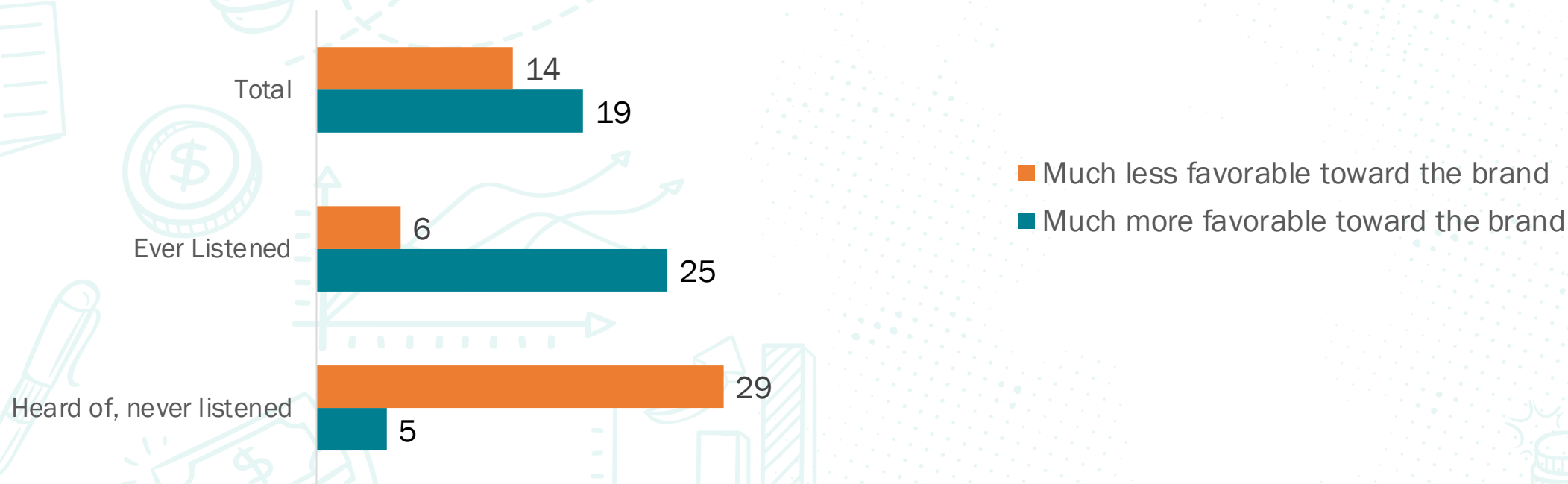
Base: Ever heard of The Joe Rogan Experience



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WOULD KNOWING A BRAND SUPPORTS THE JOE ROGAN EXPERIENCE MAKE YOU FEEL...

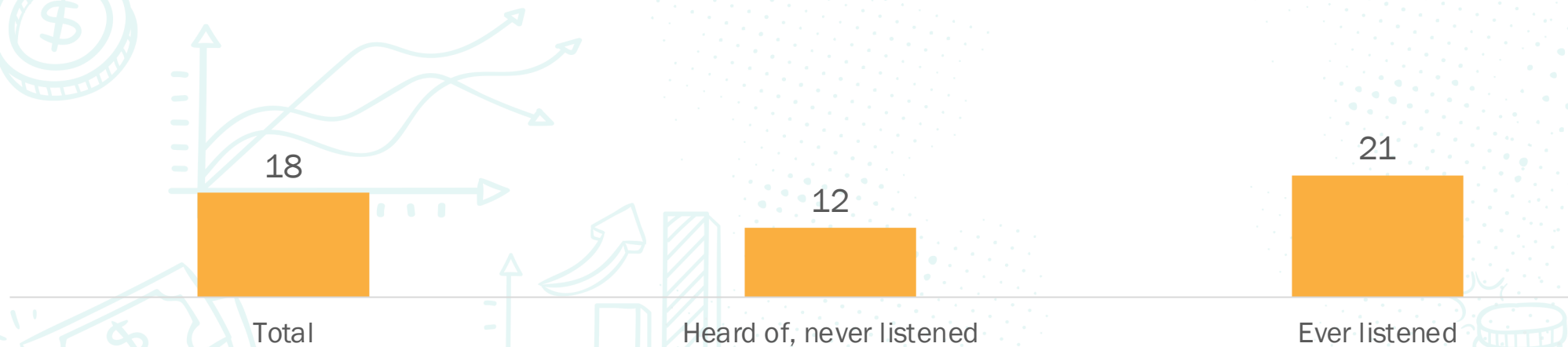


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PERCENT FINDING CALL HER DADDY “VERY OFFENSIVE”

Percent saying “yes”



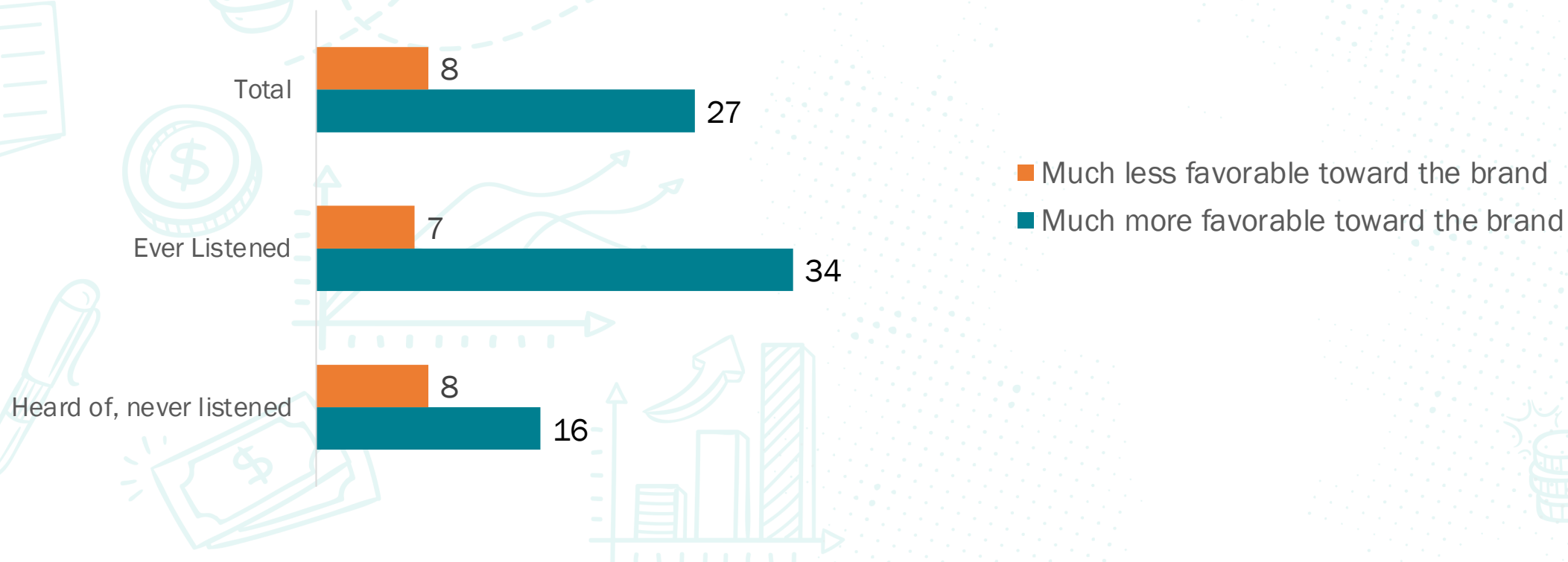
Base: Ever heard of Call Her Daddy



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WOULD KNOWING A BRAND SUPPORTS CALL HER DADDY MAKE YOU FEEL...



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OBSERVATIONS

The reputation of the host plays larger than the podcast; *host* safety and suitability is more important than the details of a single episode.

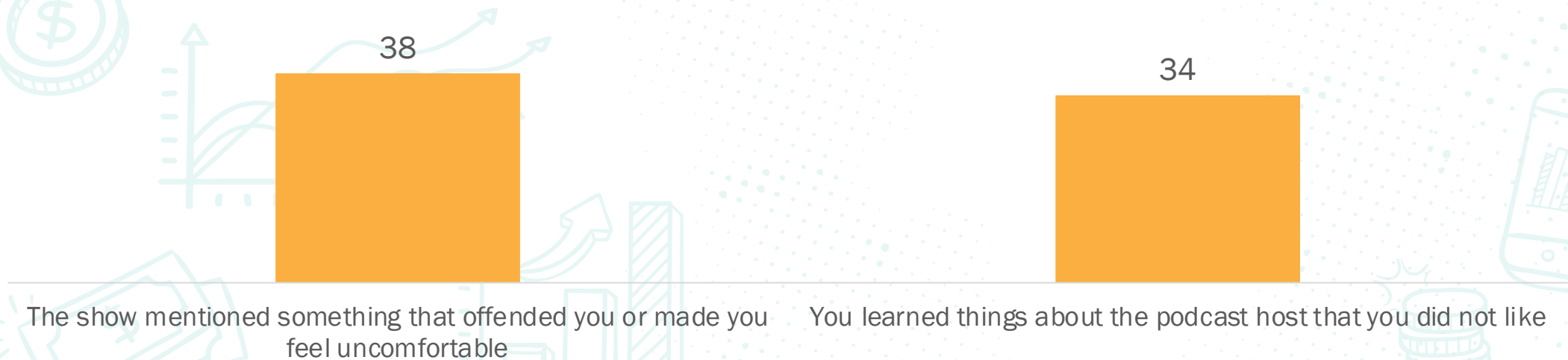


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HAVE YOU EVER STOPPED LISTENING TO A PODCAST SHOW BECAUSE...

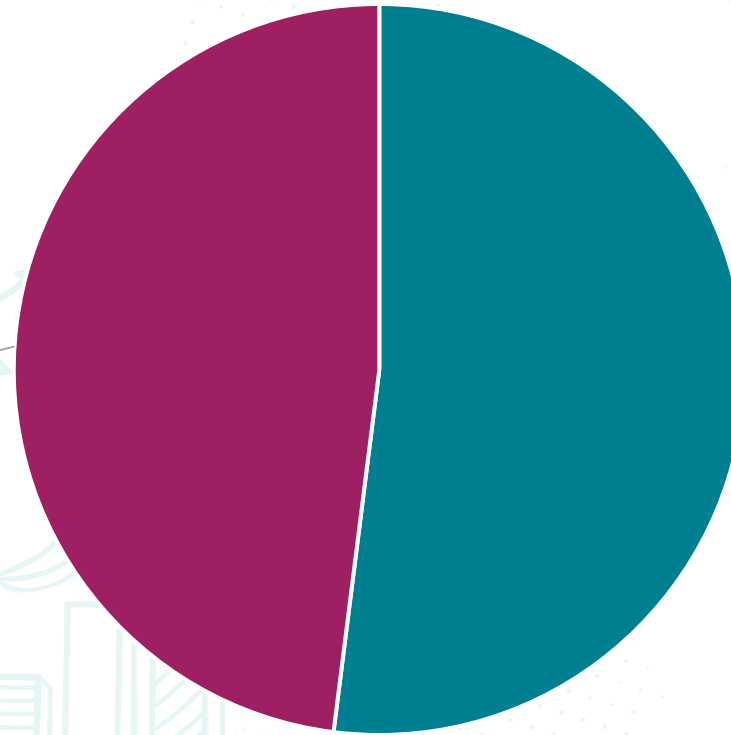
Percent saying “yes”



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PERCENT AGREEING THAT “PODCAST HOSTS HAVE CONTROL OVER WHICH BRANDS ADVERTISE ON THEIR SHOWS”



% giving a “4” or “5”



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OBSERVATIONS

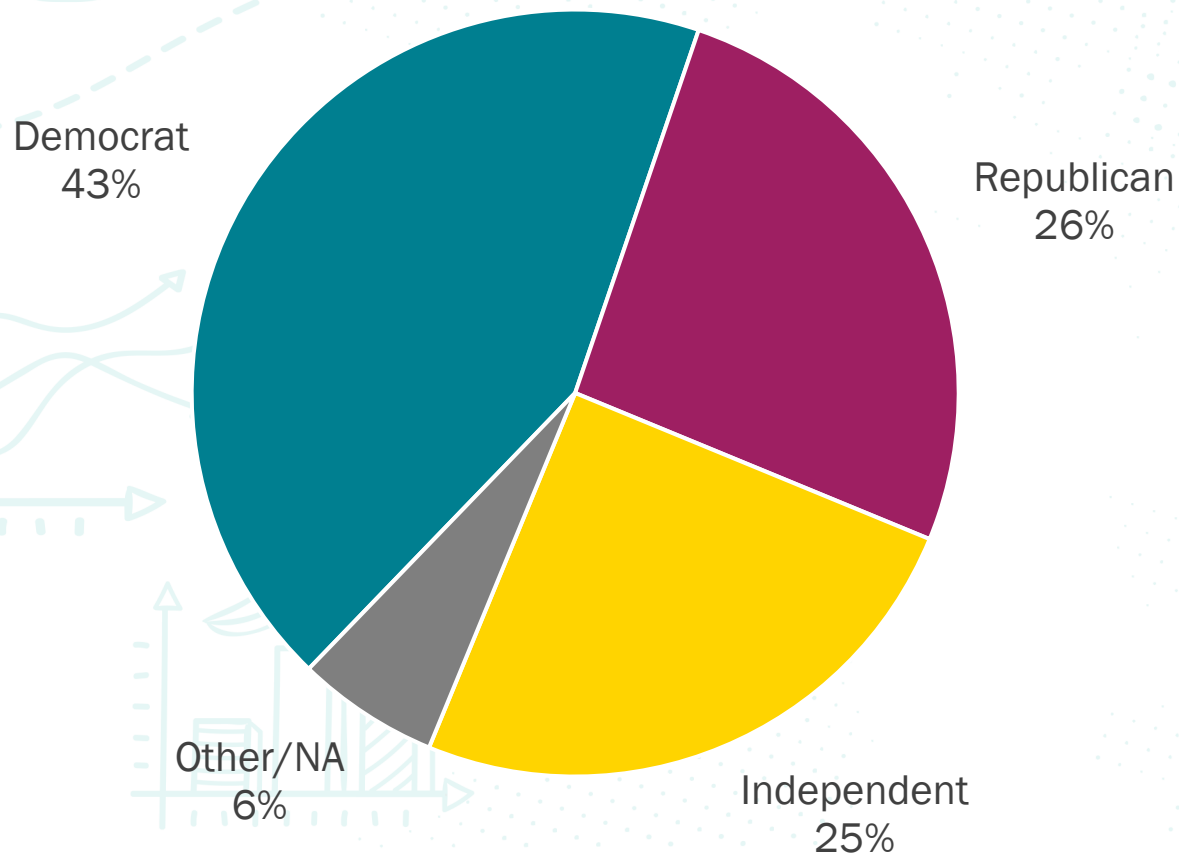
Political ads are potentially dangerous – for publishers and advertisers - regardless of the politics of the show and its audience.



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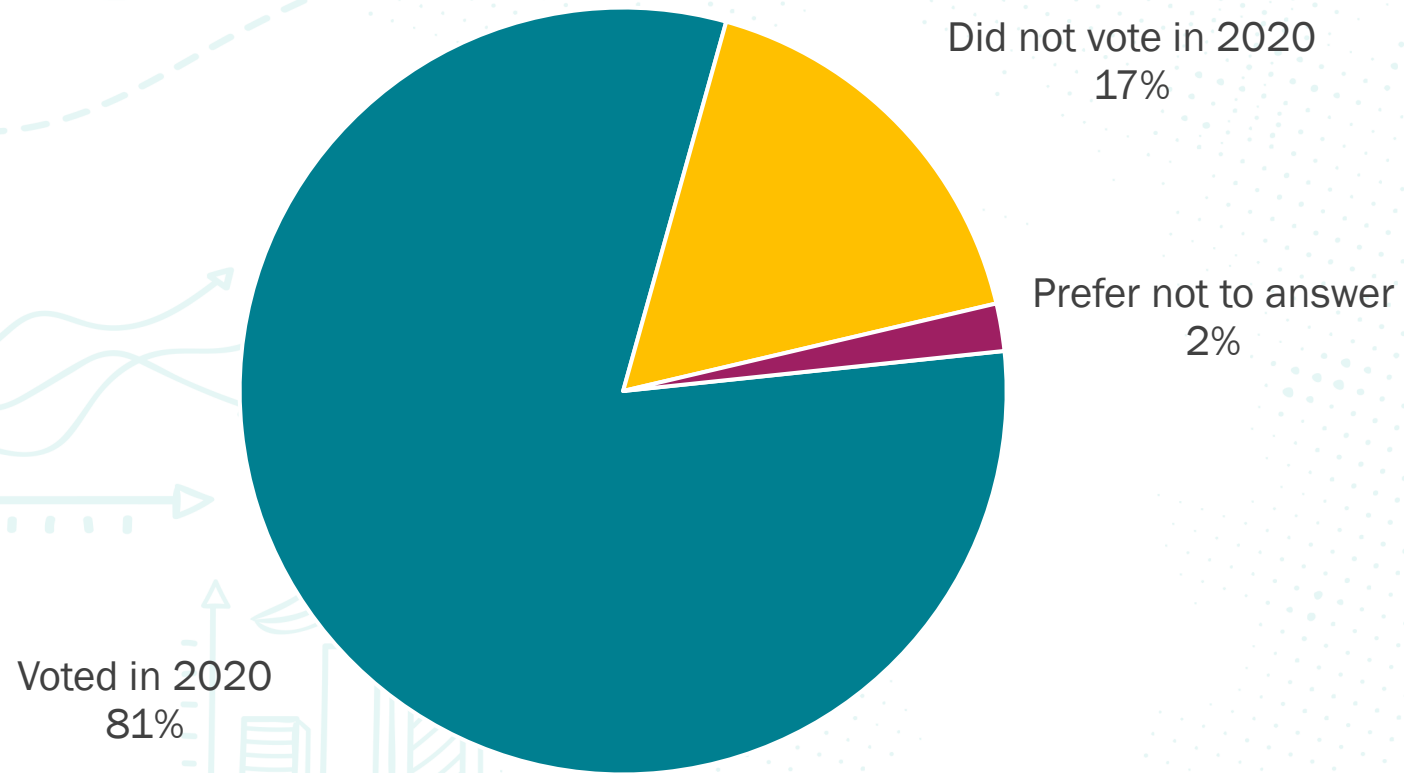
SAMPLE DEMOGRAPHICS – PARTY ID



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SAMPLE DEMOGRAPHICS – 2020 VOTE

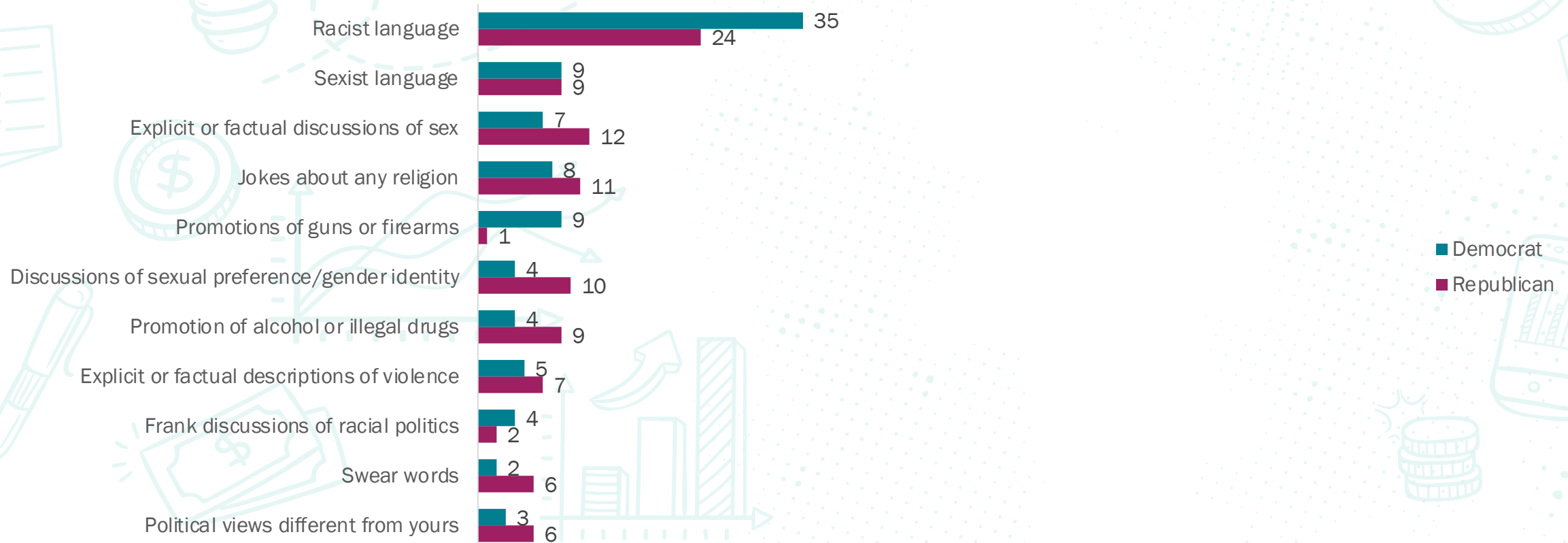


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WHICH ONE OF THE FOLLOWING WOULD MAKE YOU FEEL THE MOST OFFENDED OR UNCOMFORTABLE IF YOU HEARD IT ON A PODCAST?

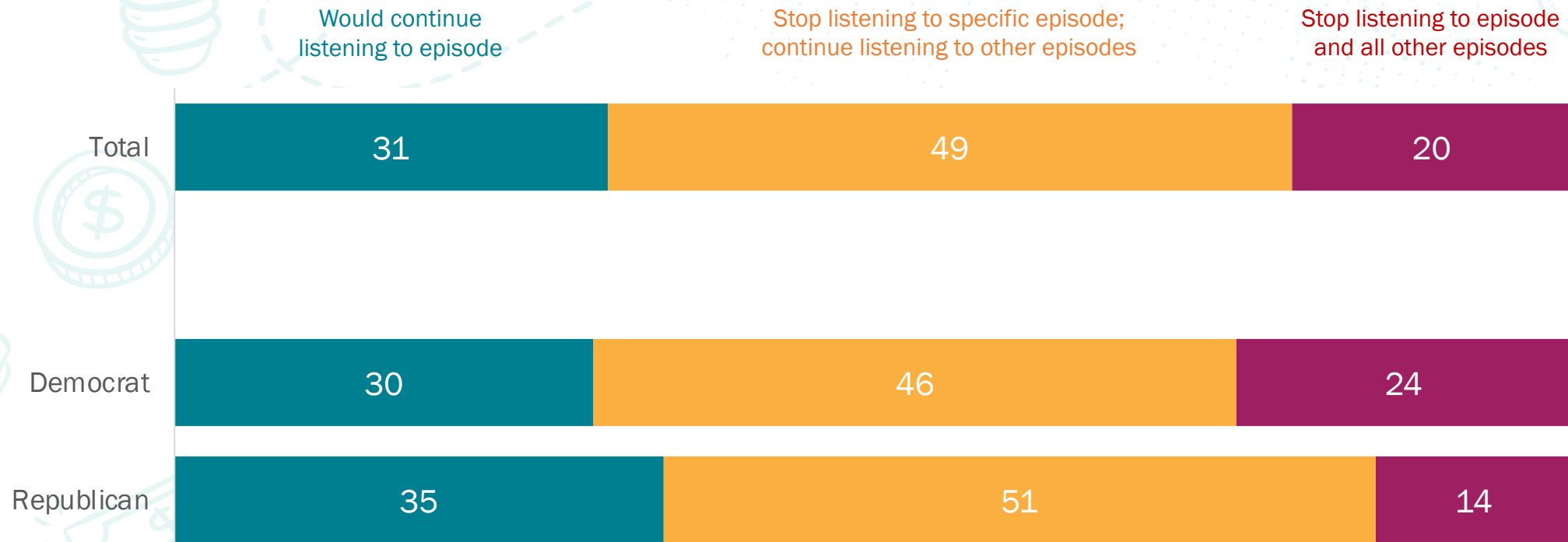
% choosing answer



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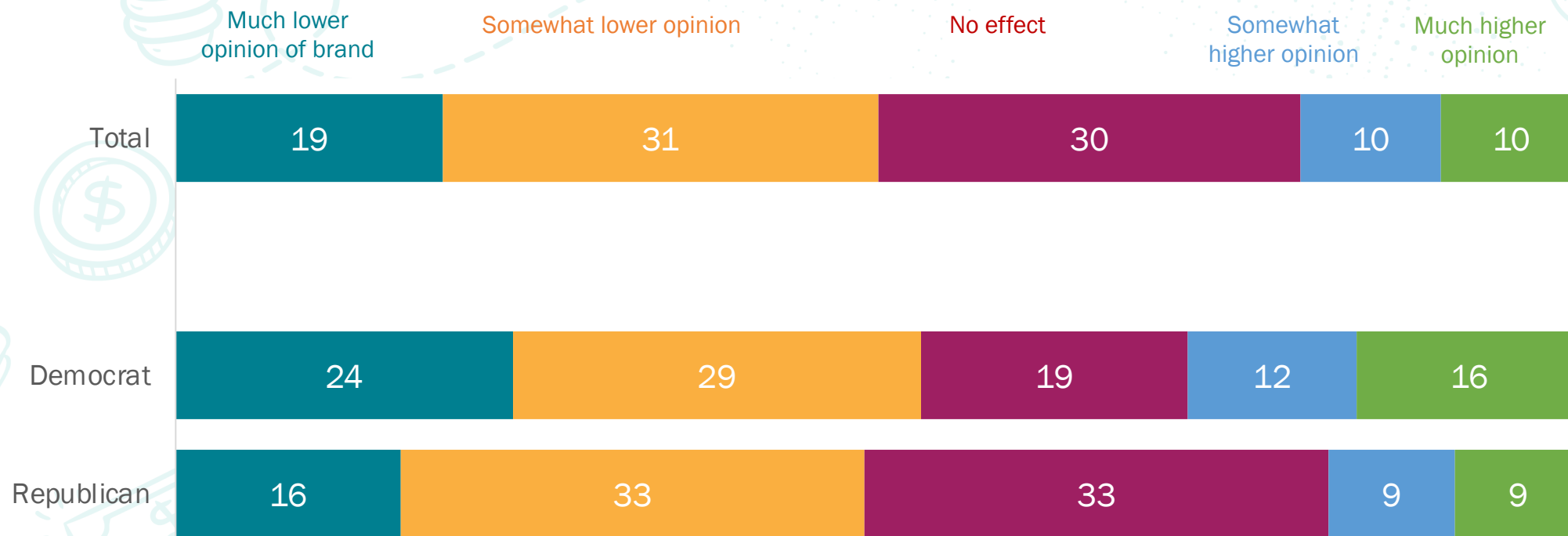
WHICH OF THE FOLLOWING BEST DESCRIBES WHAT YOU WOULD DO IF A PODCAST YOU REGULARLY LISTEN TO FEATURED AN EPISODE THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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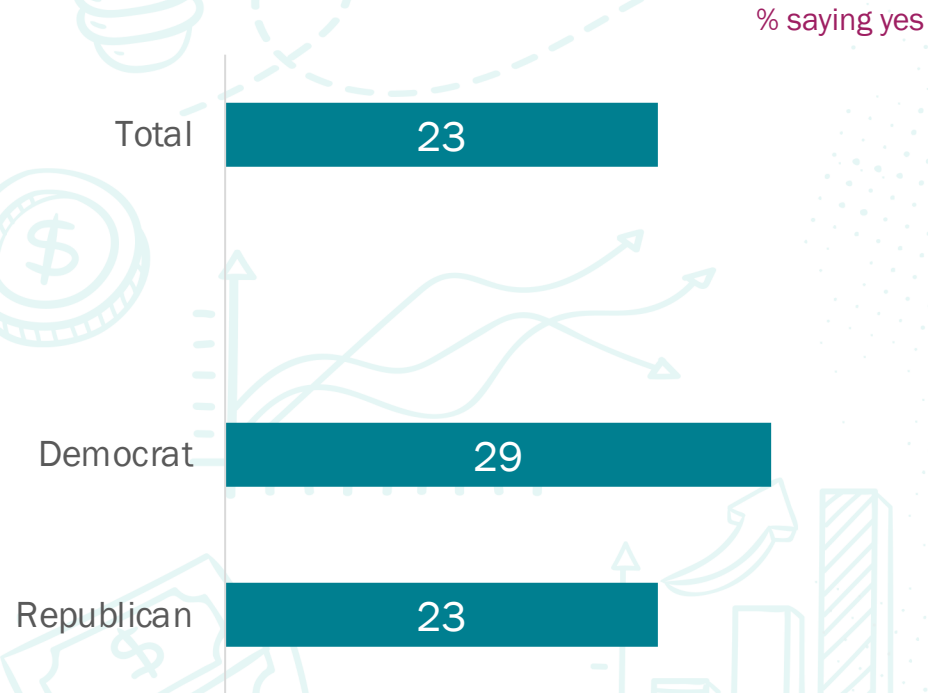
HOW WOULD YOU FEEL ABOUT THE BRAND(S) THAT ADVERTISED ON/SPONSORED A PODCAST WHERE THE HOST/GUEST TALKED ABOUT SOMETHING THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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HAVE YOU EVER BOYCOTTED A BRAND BECAUSE THEY SUPPORTED A PODCAST THAT OFFENDED YOU OR MADE YOU FEEL UNCOMFORTABLE?



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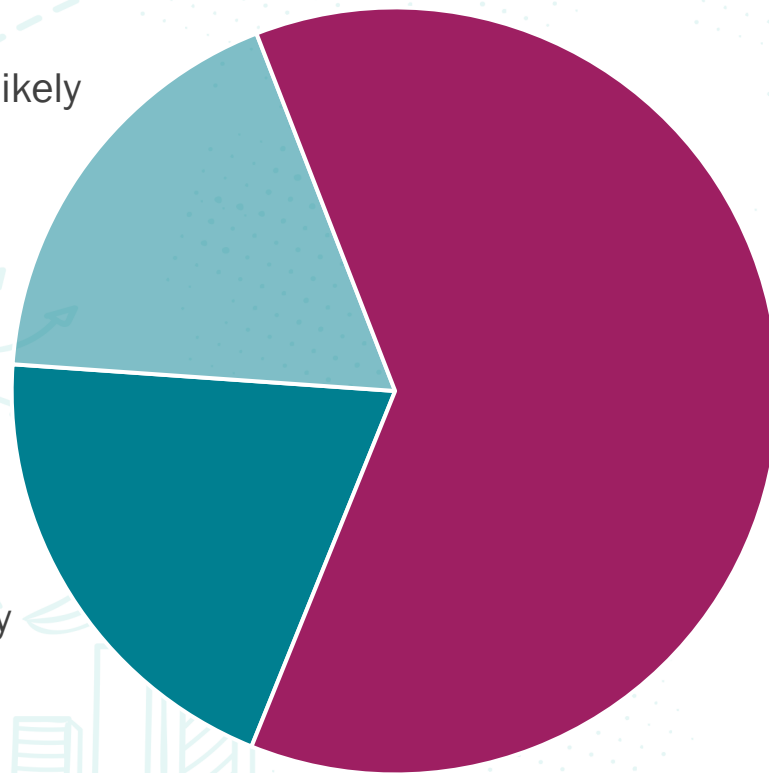


HOW LIKELY WOULD YOU BE TO STOP LISTENING TO A PODCAST IF YOU HEARD A POLITICAL AD FROM A CANDIDATE WHO SHARES YOUR VIEWS?

Somewhat likely
18%

Very likely
20%

Not at all likely
62%

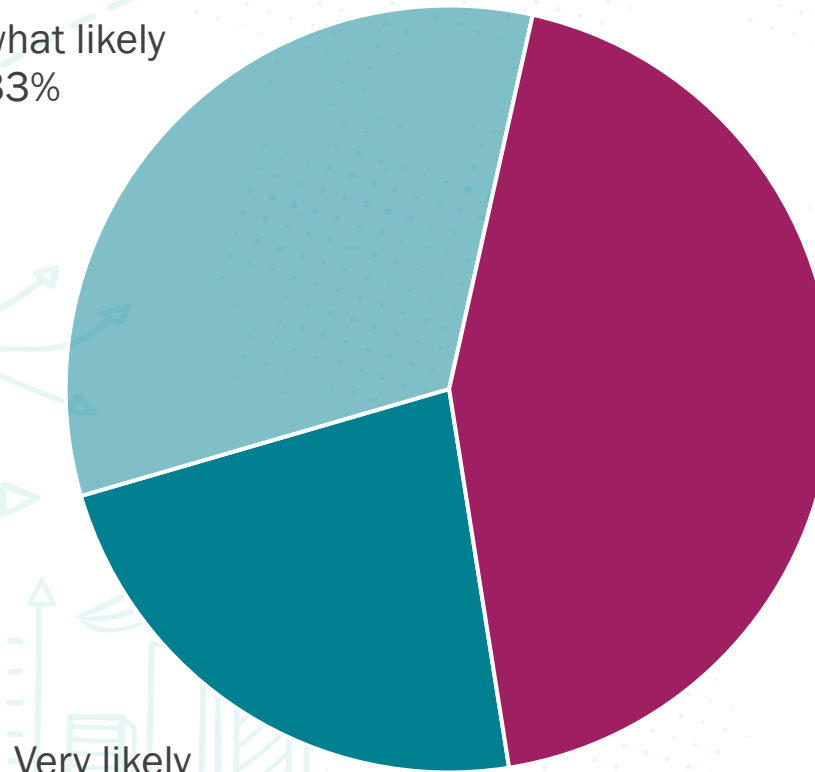


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HOW LIKELY WOULD YOU BE TO STOP LISTENING TO A PODCAST IF YOU HEARD A POLITICAL AD FROM A CANDIDATE WHO DOES NOT SHARE YOUR VIEWS?

Somewhat likely
33%



Not at all likely
44%

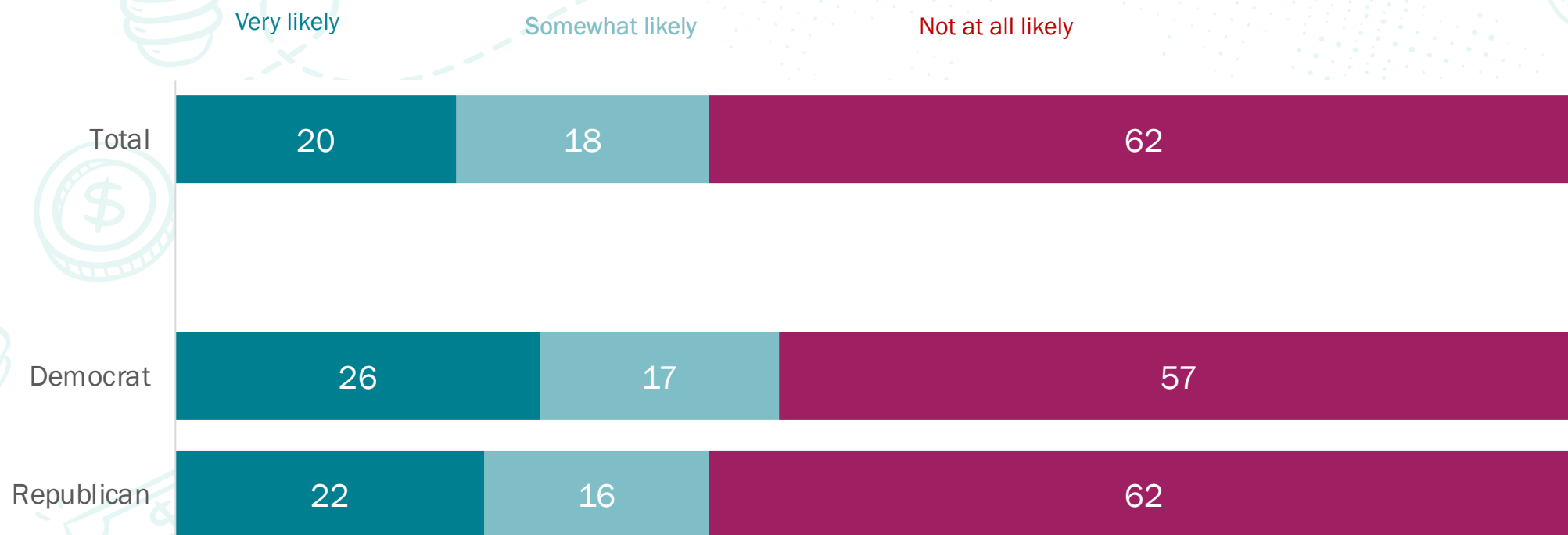
Very likely
23%



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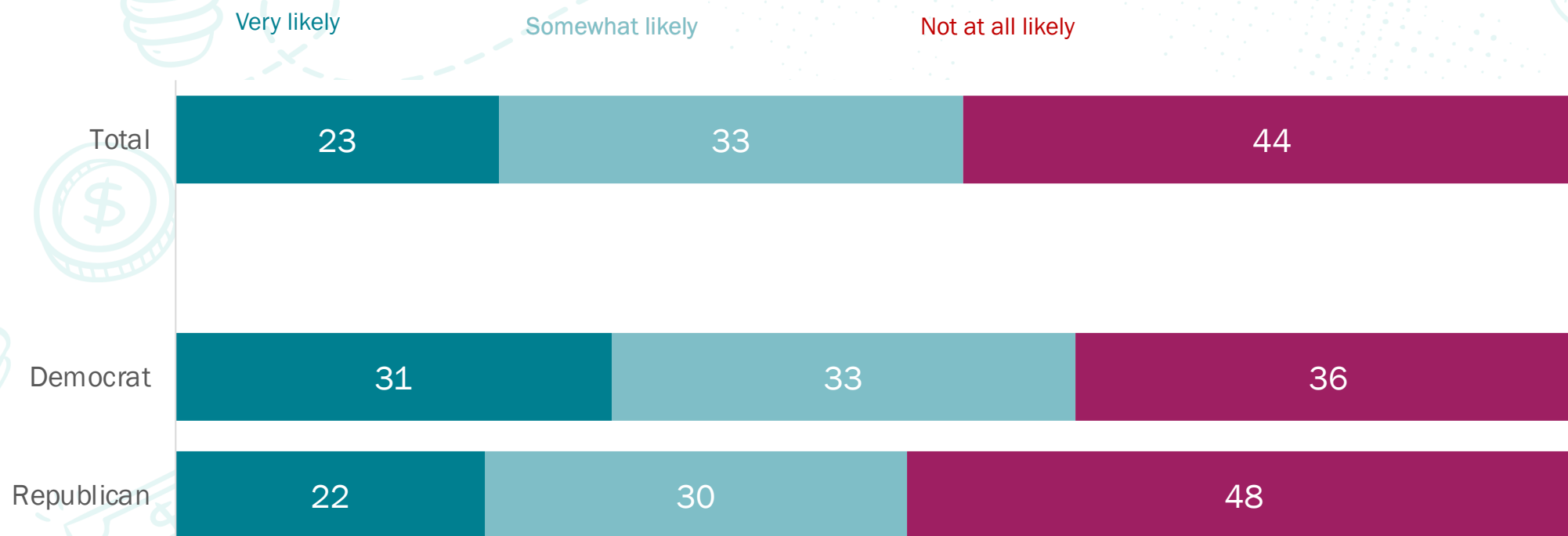
HOW LIKELY WOULD YOU BE TO STOP LISTENING TO A PODCAST IF YOU HEARD A POLITICAL AD FROM A CANDIDATE WHO SHARES YOUR VIEWS?



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HOW LIKELY WOULD YOU BE TO STOP LISTENING TO A PODCAST IF YOU HEARD A POLITICAL AD FROM A CANDIDATE WHO DOES NOT SHARE YOUR VIEWS?

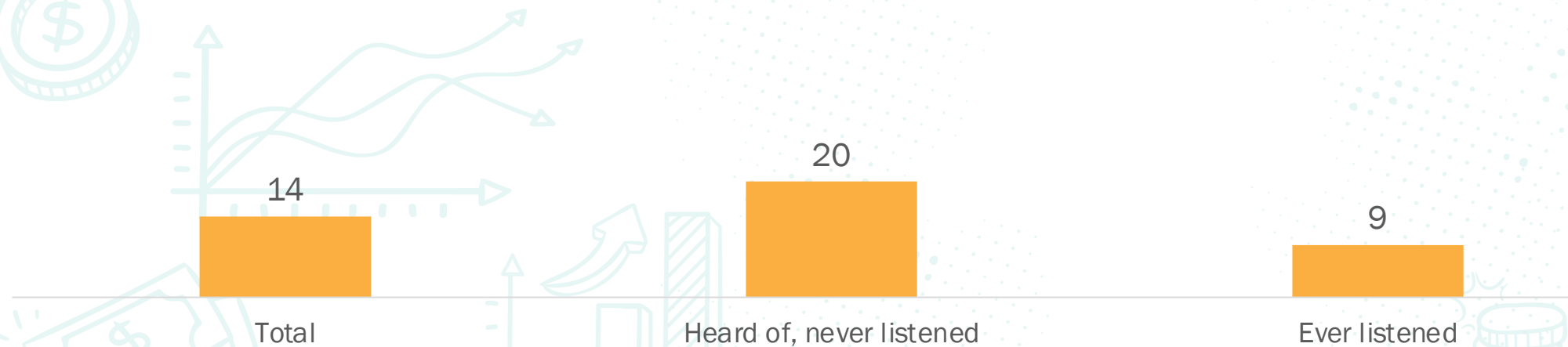


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PERCENT FINDING THE BEN SHAPIRO SHOW “VERY OFFENSIVE”

Percent saying “yes”



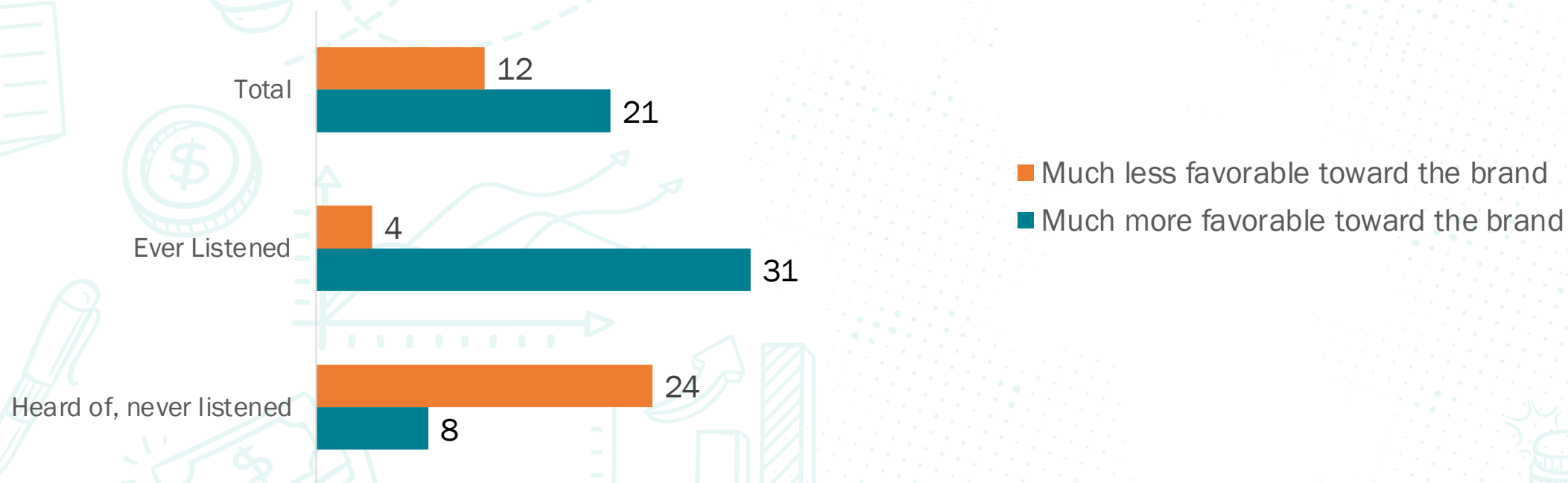
Base: Ever heard of The Ben Shapiro Show



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WOULD KNOWING A BRAND SUPPORTS THE BEN SHAPIRO SHOW MAKE YOU FEEL...

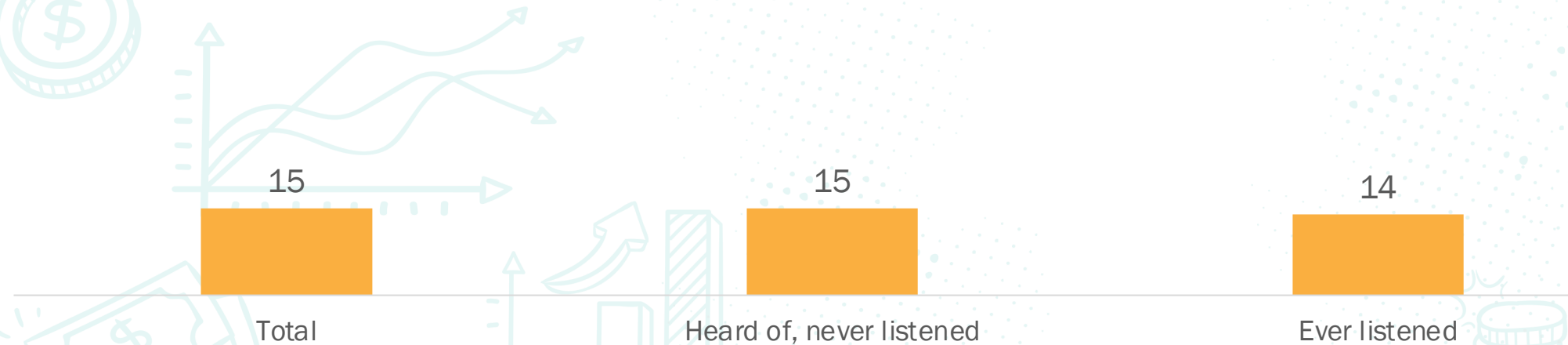


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PERCENT FINDING THE RACHEL MADDOW SHOW “VERY OFFENSIVE”

Percent saying “yes”



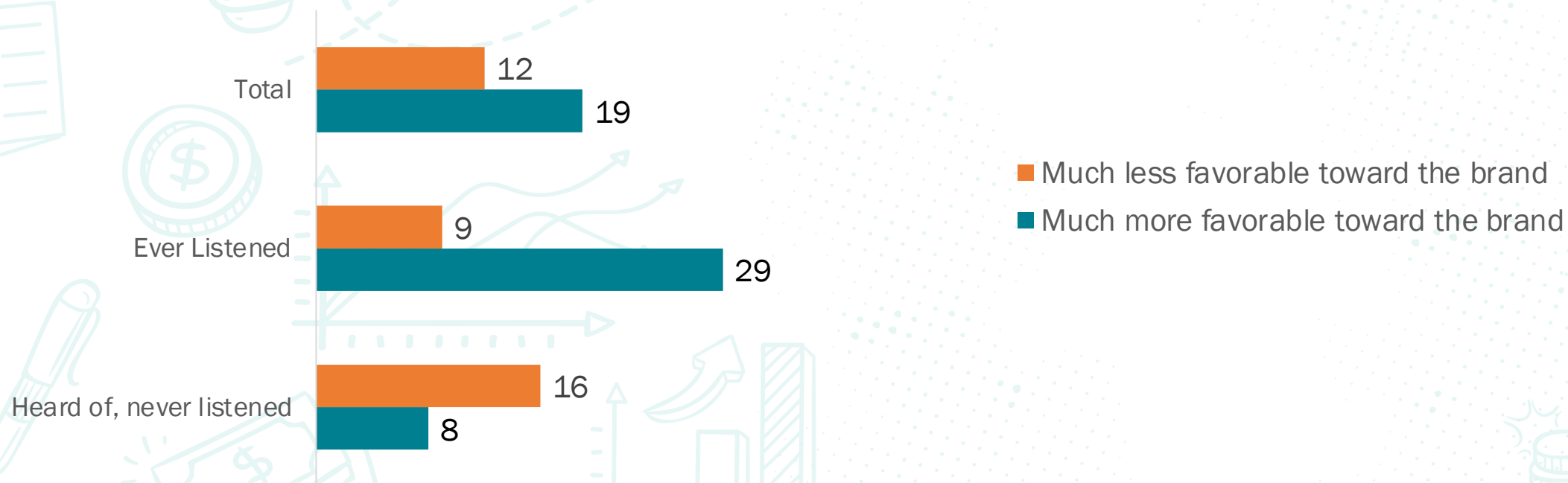
Base: Ever heard of The Rachel Maddow Show



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WOULD KNOWING A BRAND SUPPORTS THE RACHEL MADDOW SHOW MAKE YOU FEEL...



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FINAL THOUGHTS

Podcasts are an opt-in medium: people listen to content because they *choose* to, and generally avoid what is potentially offensive to them.



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FINAL THOUGHTS

The greatest risk for brands advertising in podcasts is association with a problematic host, or with a show that is *generally* offensive, and not with advertising in an otherwise uncontroversial show that includes offensive content.



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FINAL THOUGHTS

Ultimately, no medium can protect itself from the off-camera or off-mic actions of its talent. But podcasting has tools, and the advantage of not being live, working in its favor.

There's no reason we can't be *leaders* in brand safety and suitability.



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