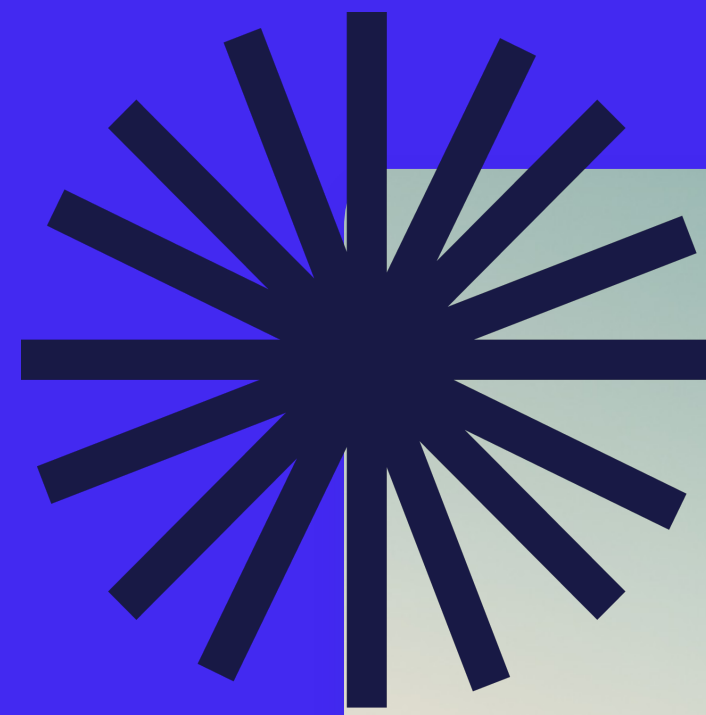


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The Power of Brands in Podcasts

A Podcast Landscape Report

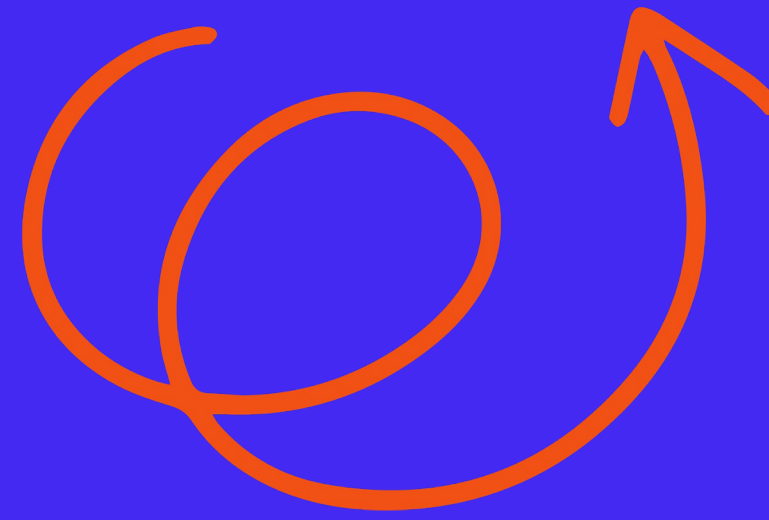


The Power of Brands in Podcasts

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A Podcast Landscape Report

October 2023



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The Power of Brands in Podcasts - Highlights

- More than 40% of Americans 18+ say they would be likely to listen to a podcast about a **favorite brand**
- These **Brand Fans** are also more likely to be positive about a company's involvement with a podcast
- **Brand Fans** are natural evangelists – both for the brands they love and podcasting in general
- **Brand Fans** are more likely to listen to podcasts with other people - increasing reach
- A visual strategy for YouTube and other visually-driven platforms is a key driver for courting **Brand Fans**
- Adding **video components** to a brand podcast can also attract current non-listeners to the medium

Methodology:

- In May/June 2023, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of 2400 Americans ages 18+ called **The Podcast Landscape**
- Of those, 974 respondents indicated they were “Very” or “Somewhat” likely to listen to a podcast about a **favorite** brand or product, and were labeled as “Brand Fans”
- The sample was weighted to the most recent census data to be representative of the US population
- Respondents were asked a variety of questions about their podcast consumption, perceptions of the medium, and their attitudes about brand involvement

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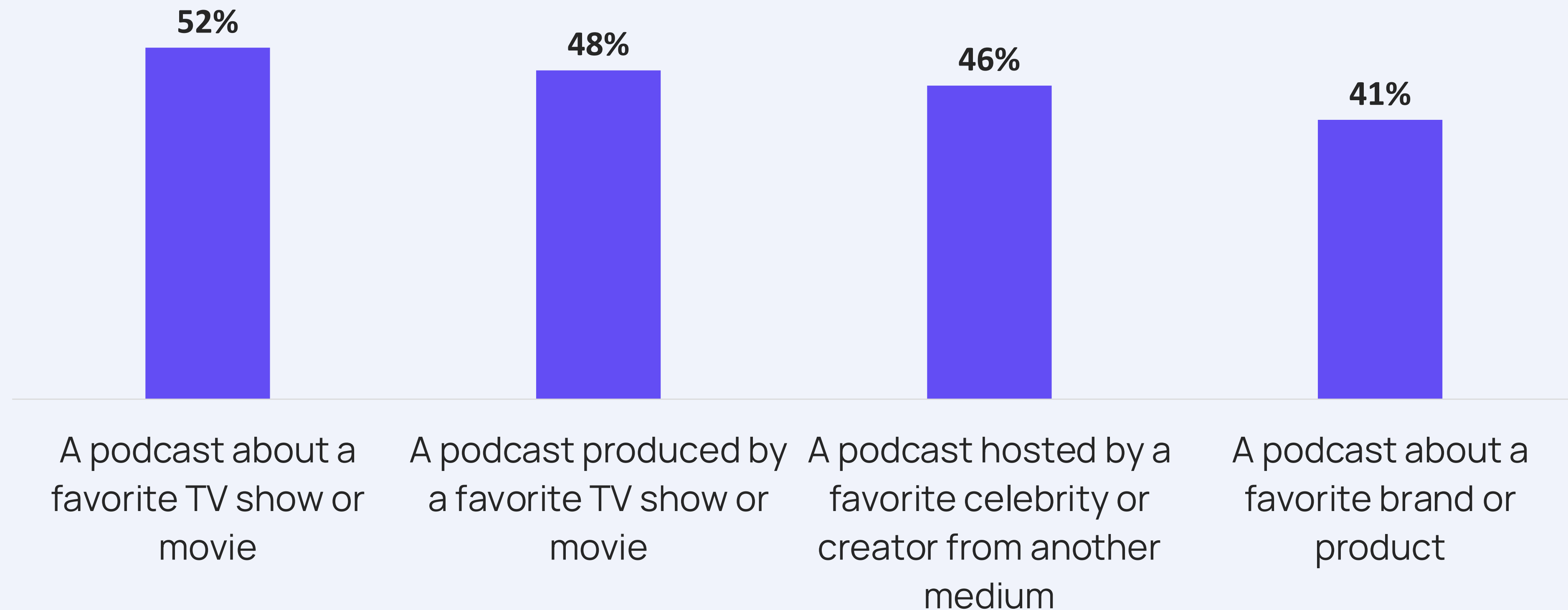
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 Paramount

SignalHill
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For each type of podcast, how likely would you be to listen?

% "Very" or "Somewhat" likely



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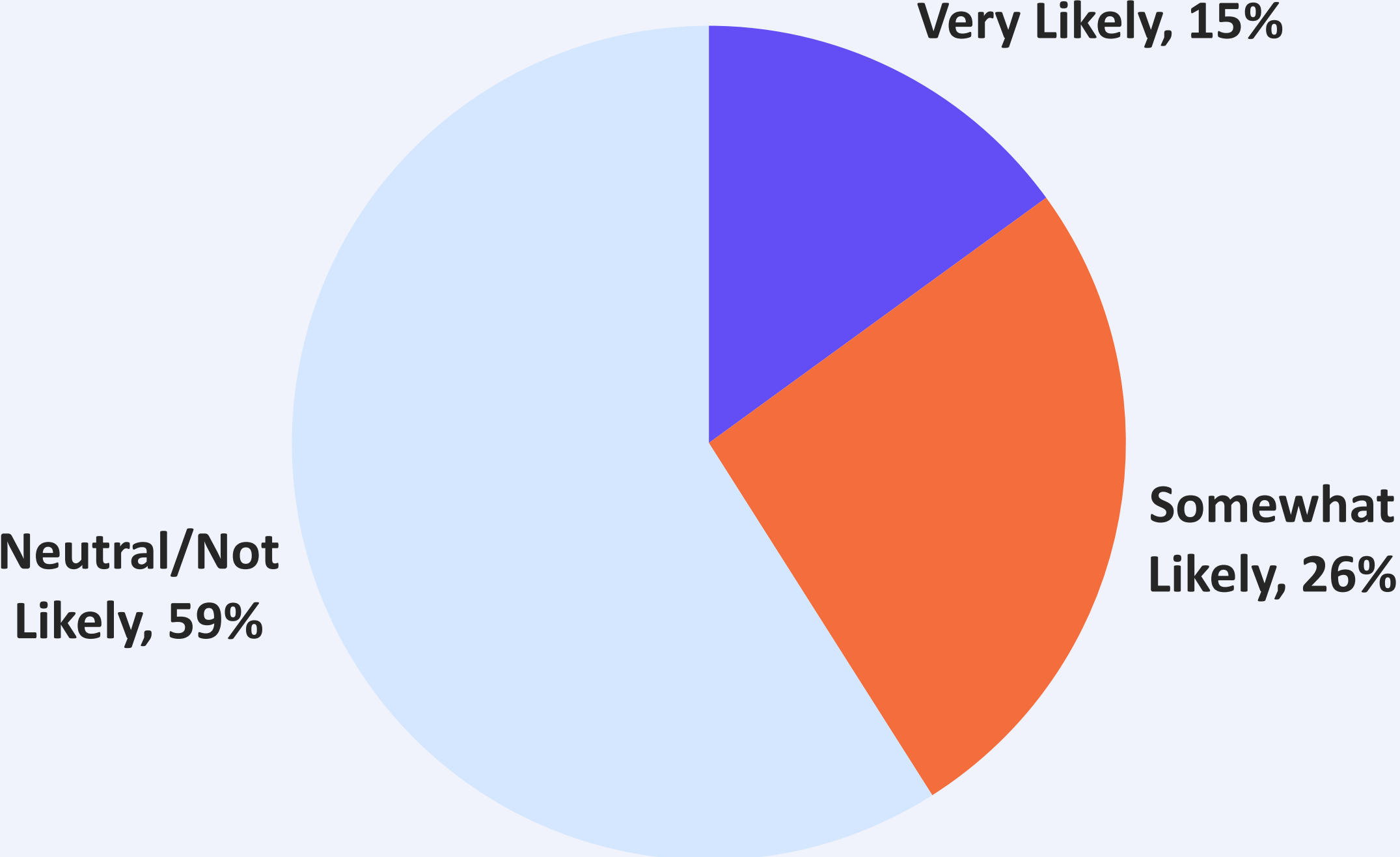
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Likelihood to listen to a podcast about a favorite brand or product



Approximately 106 Million Americans 18+

Brand Fans = 41%



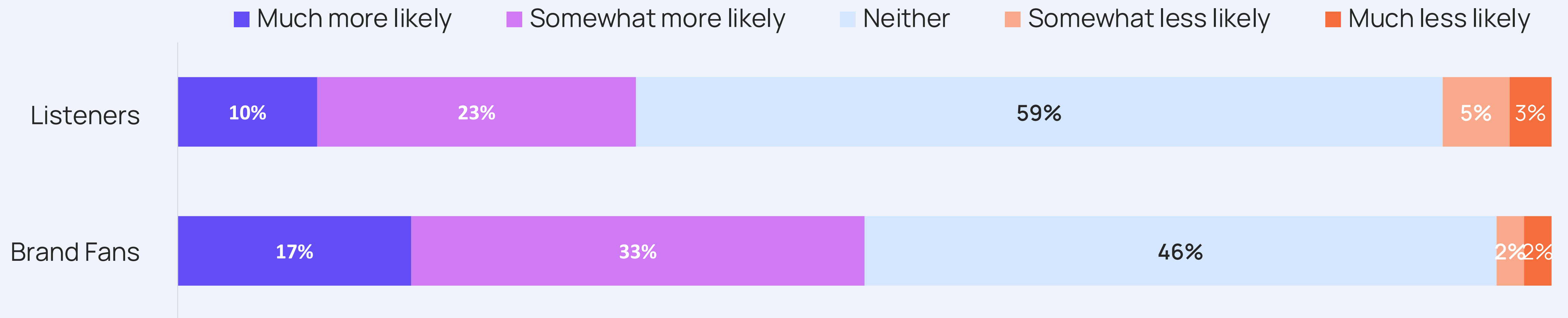
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Imagine you are interested in a podcast and you learn it is produced by a company that offers products/services to consumers or businesses. In general, does a company's involvement make you more or less likely to listen to it?



Base: Ever listened to a podcast

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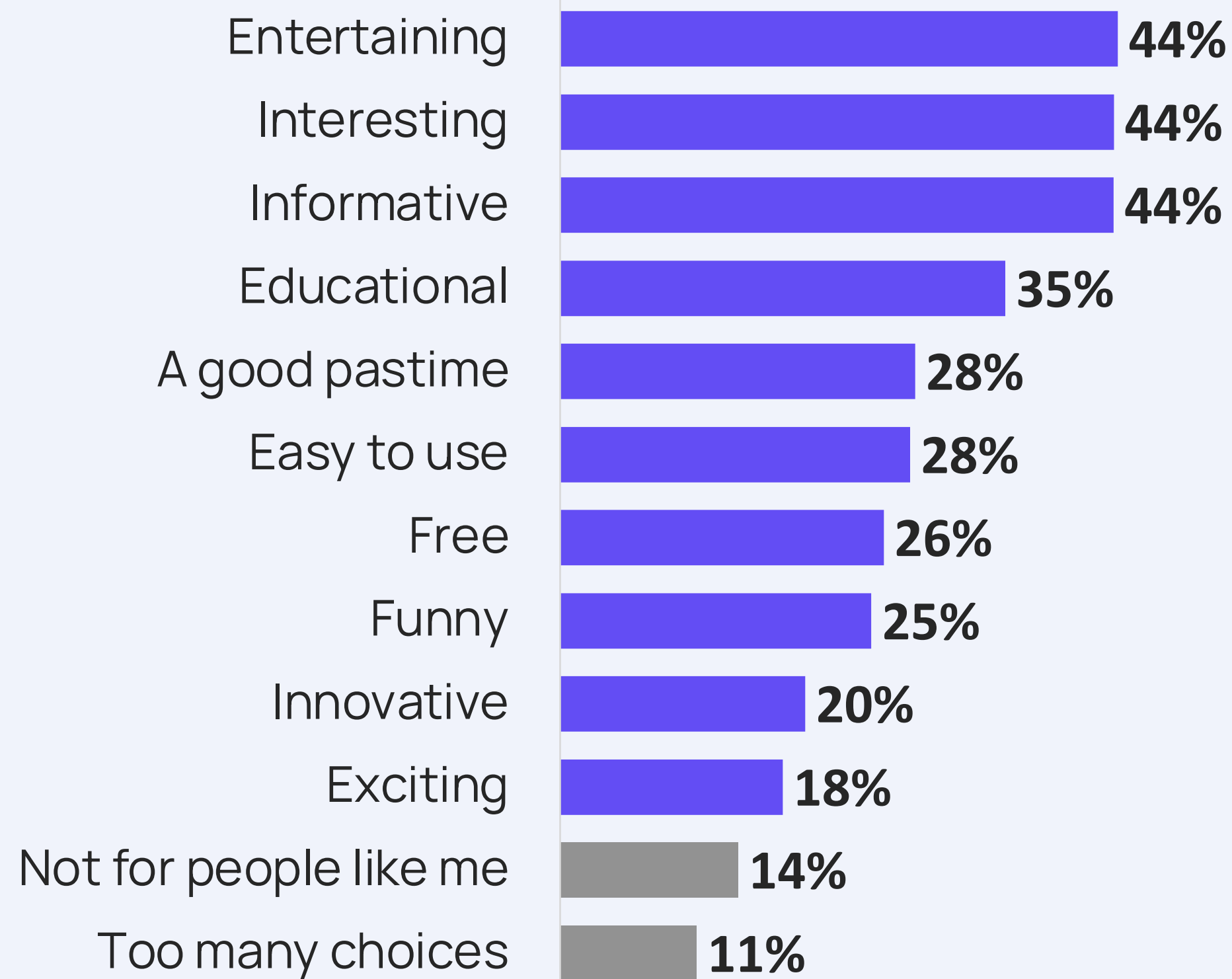
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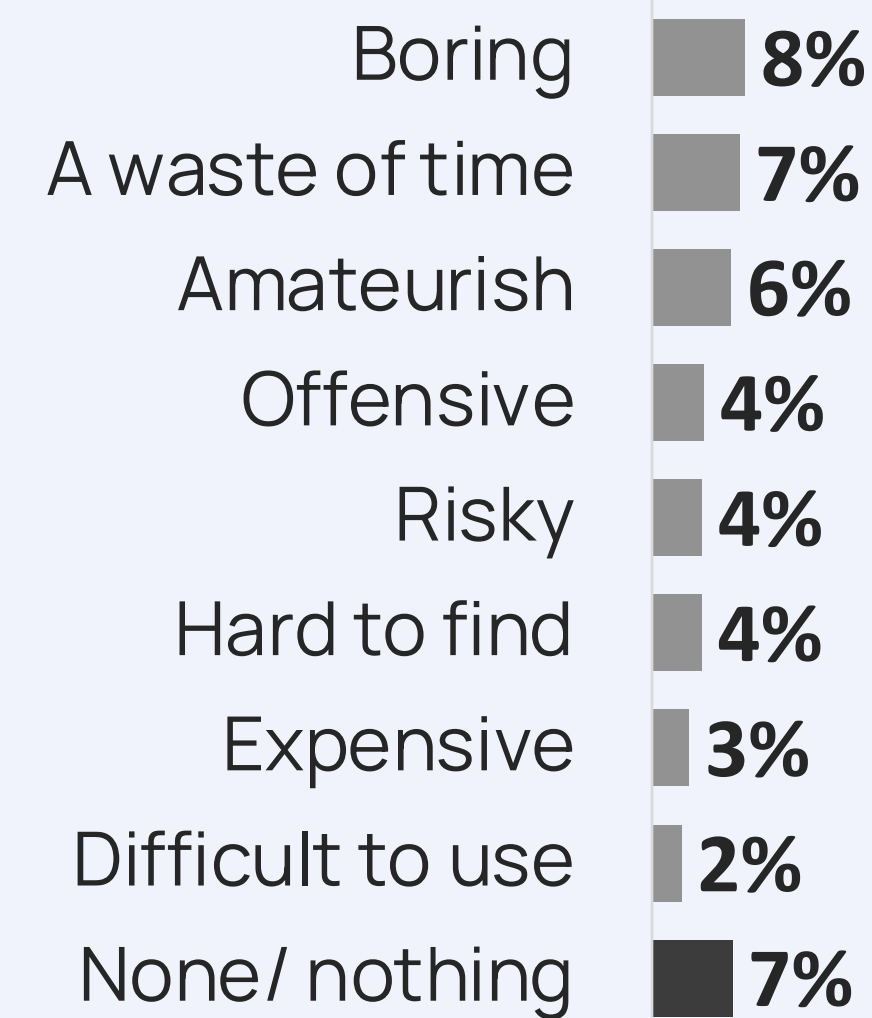
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Think about podcasts as a medium. Which words or phrases below would you use to describe podcasts, in general?

Total 18+



(cont'd)... less than 10%:



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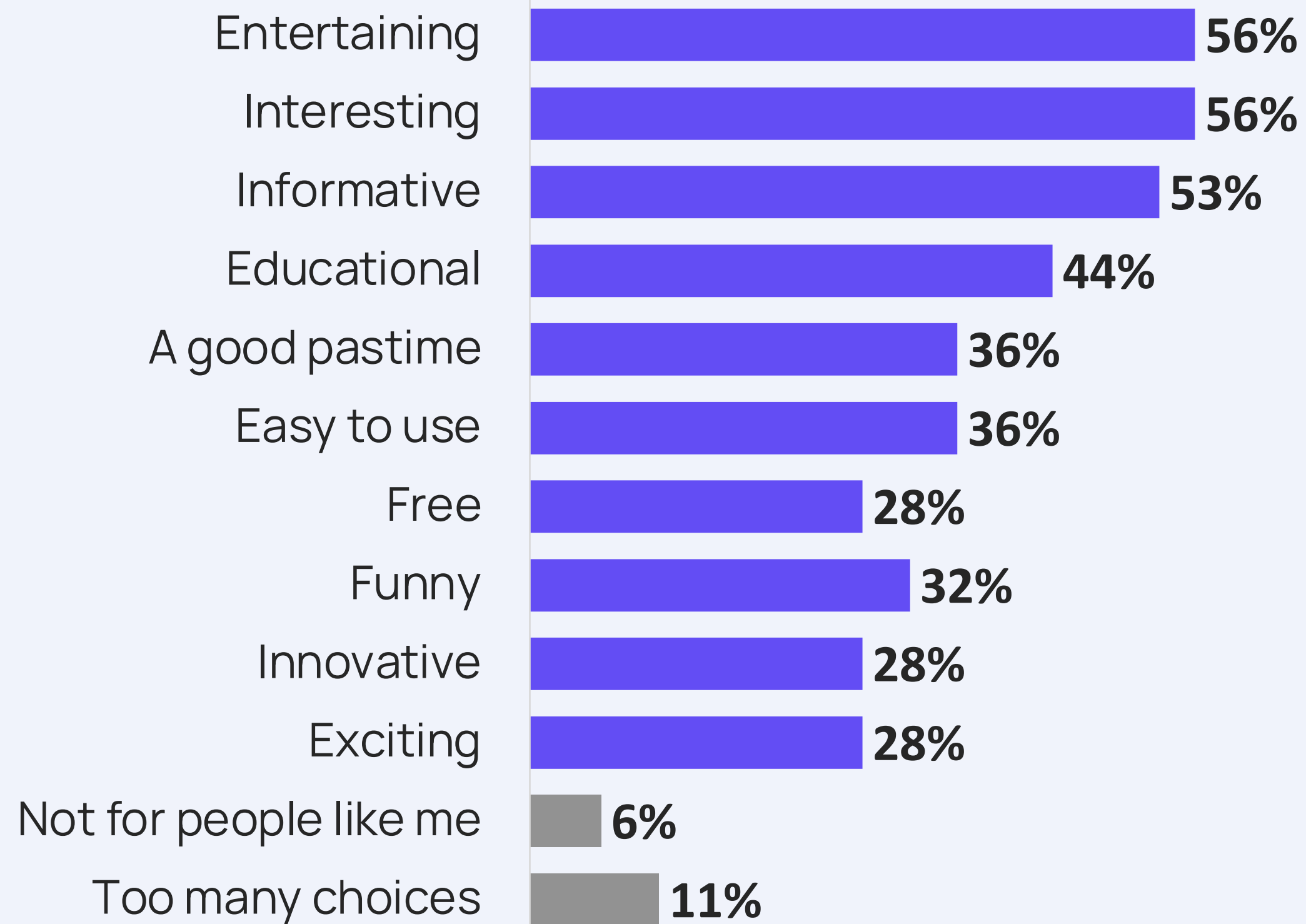
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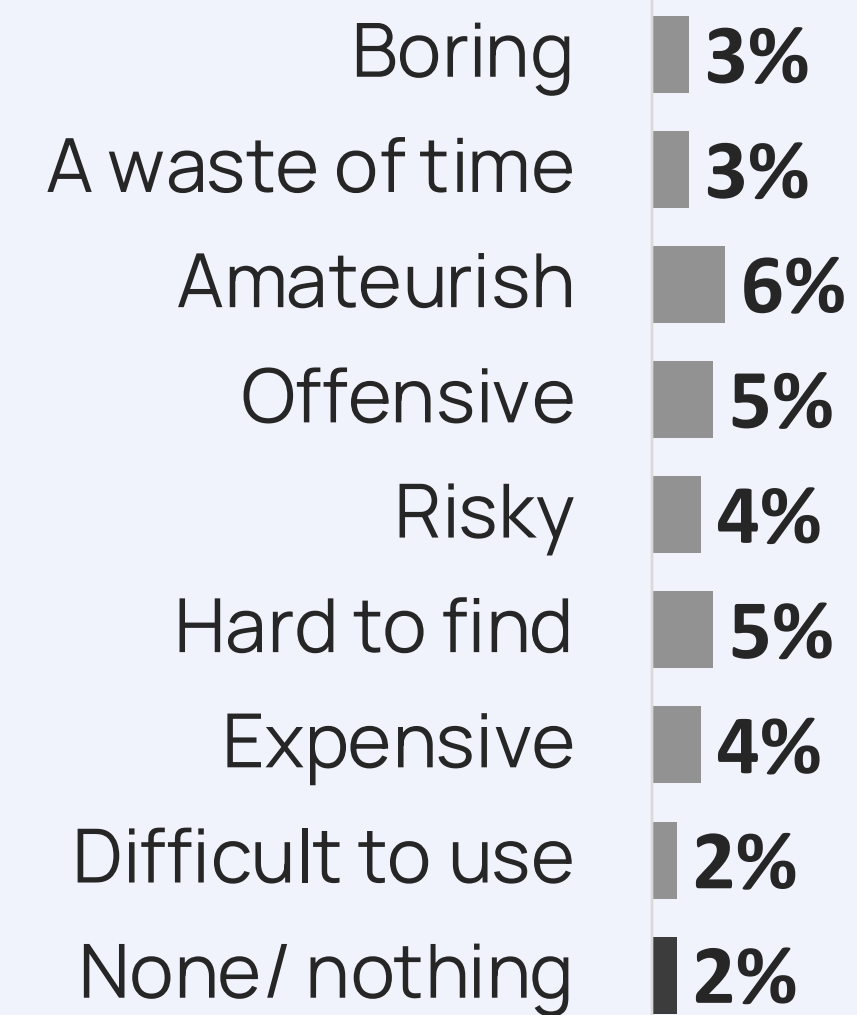
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Brand Fans



(cont'd)... less than 10%:



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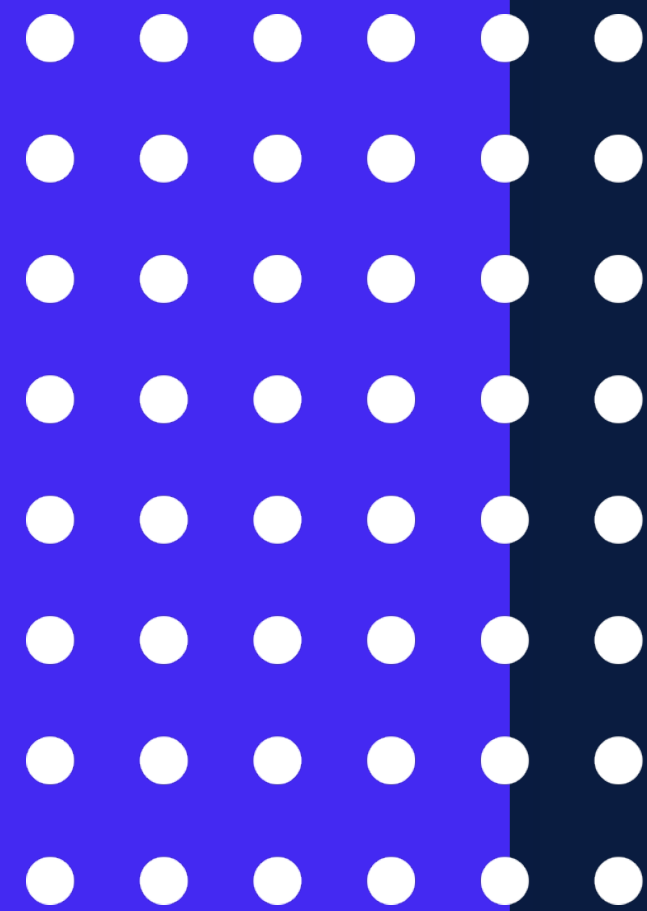
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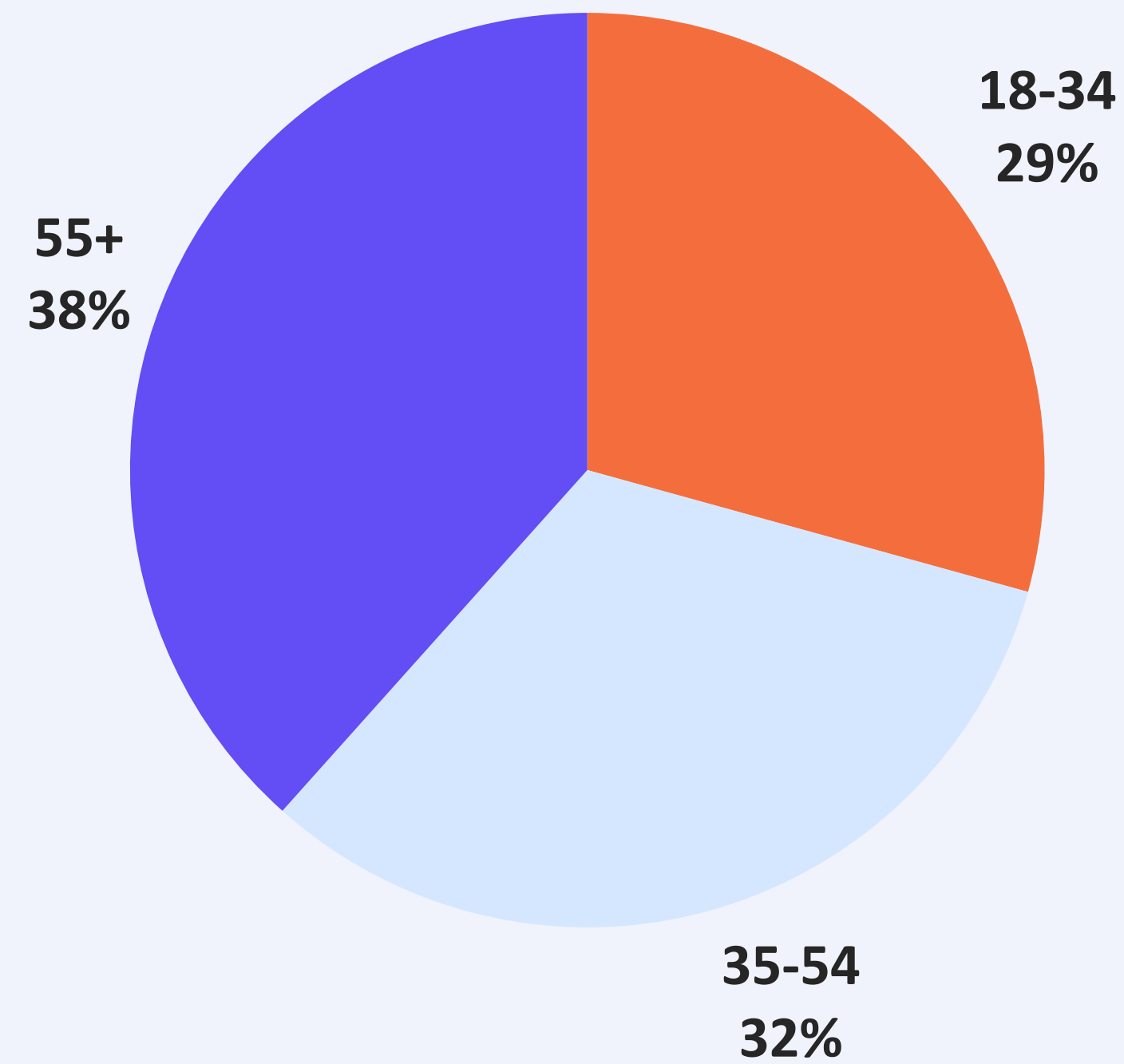
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Who Are Brand Fans?

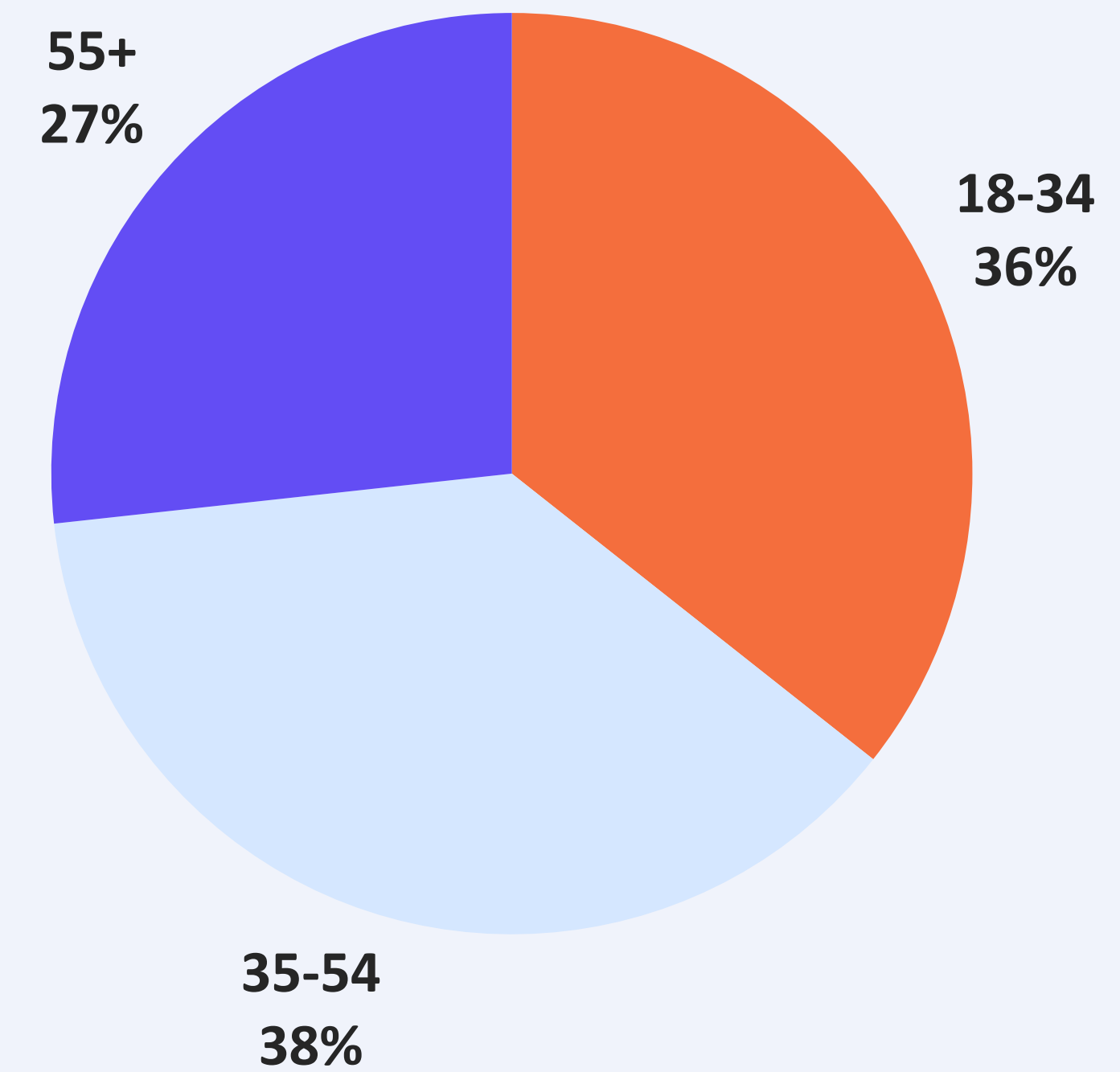


Age Profile: Past Month Listeners

US Population



Brand Fans



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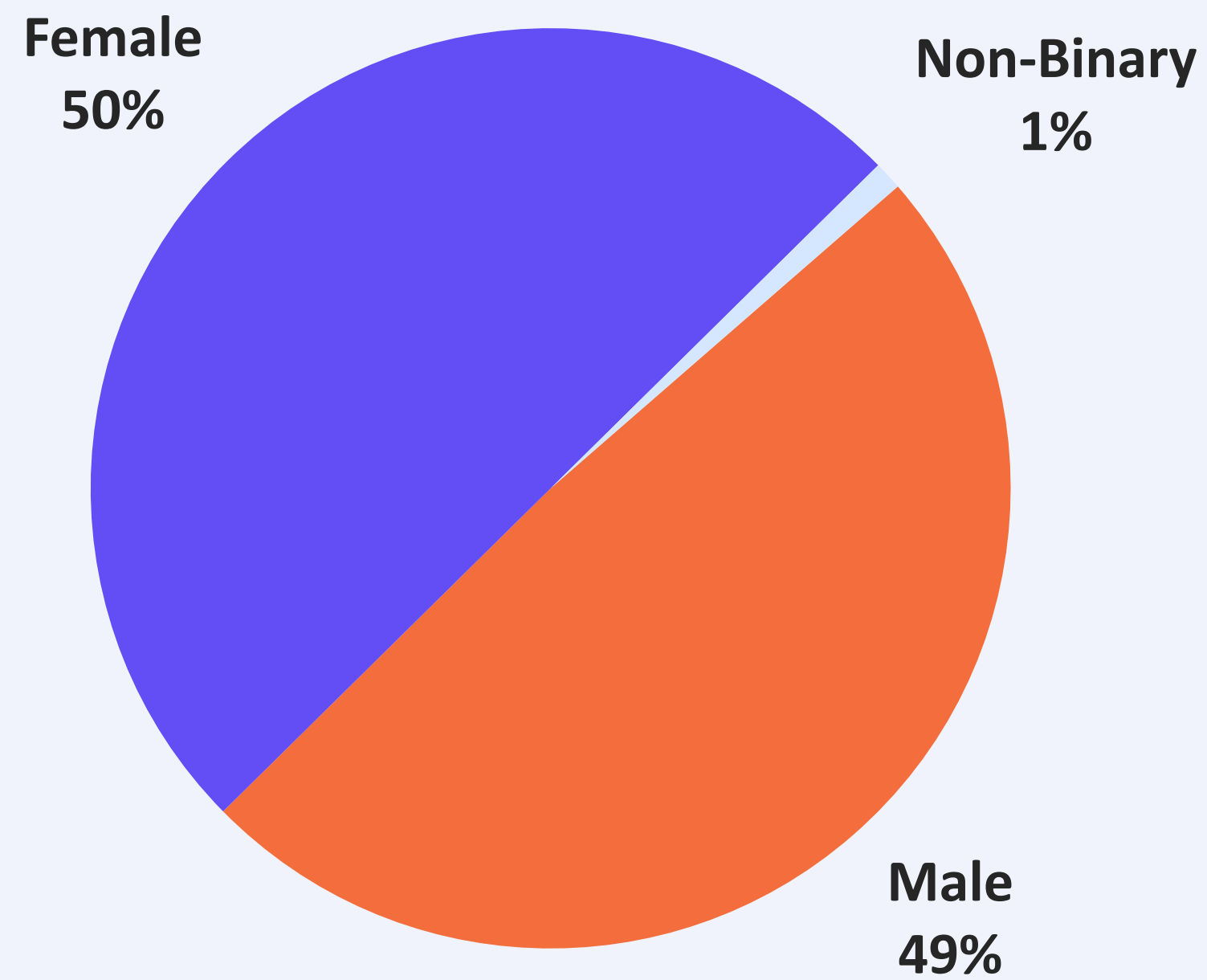
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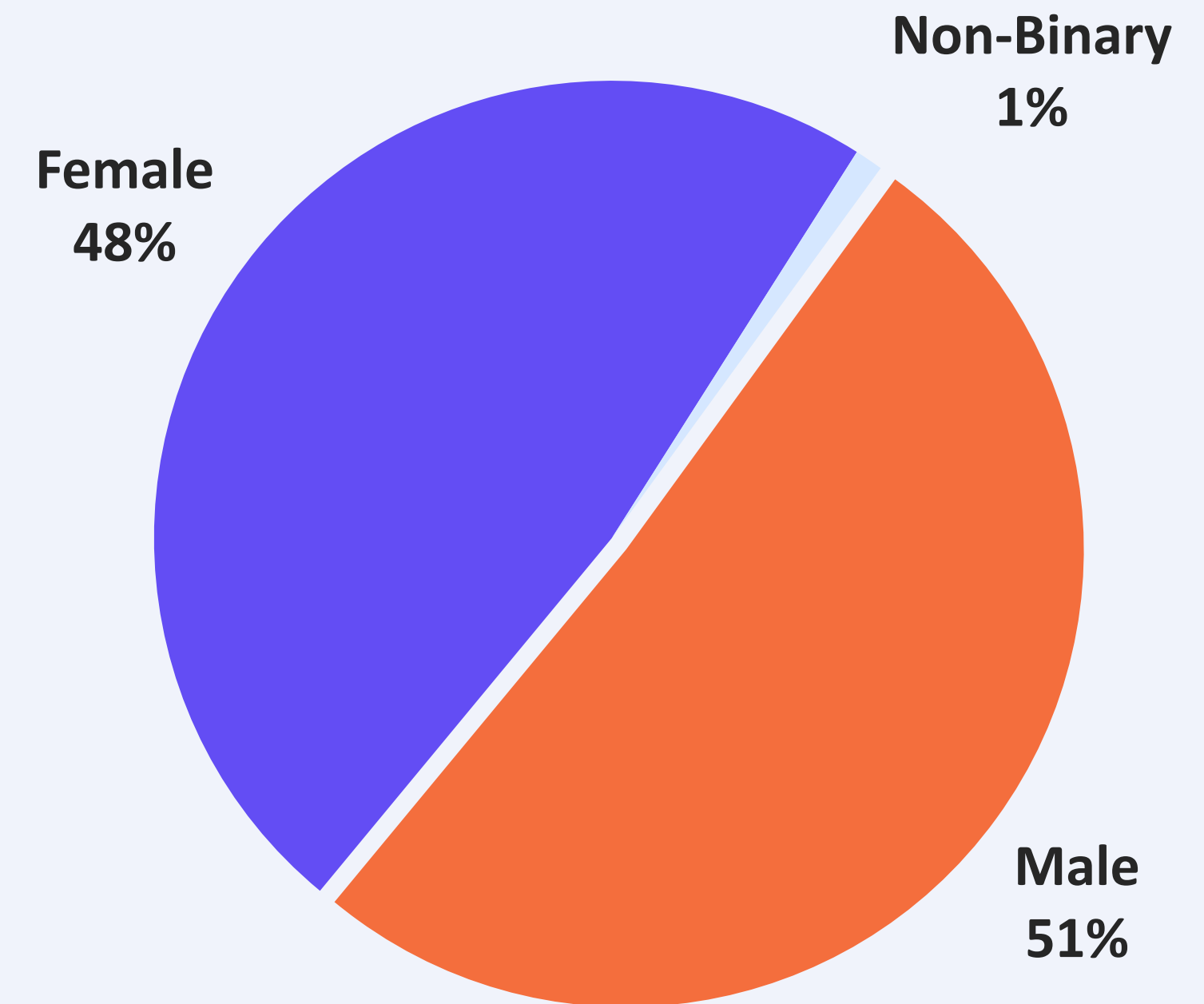
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Gender Profile: Past Month Listeners

US Population



Brand Fans



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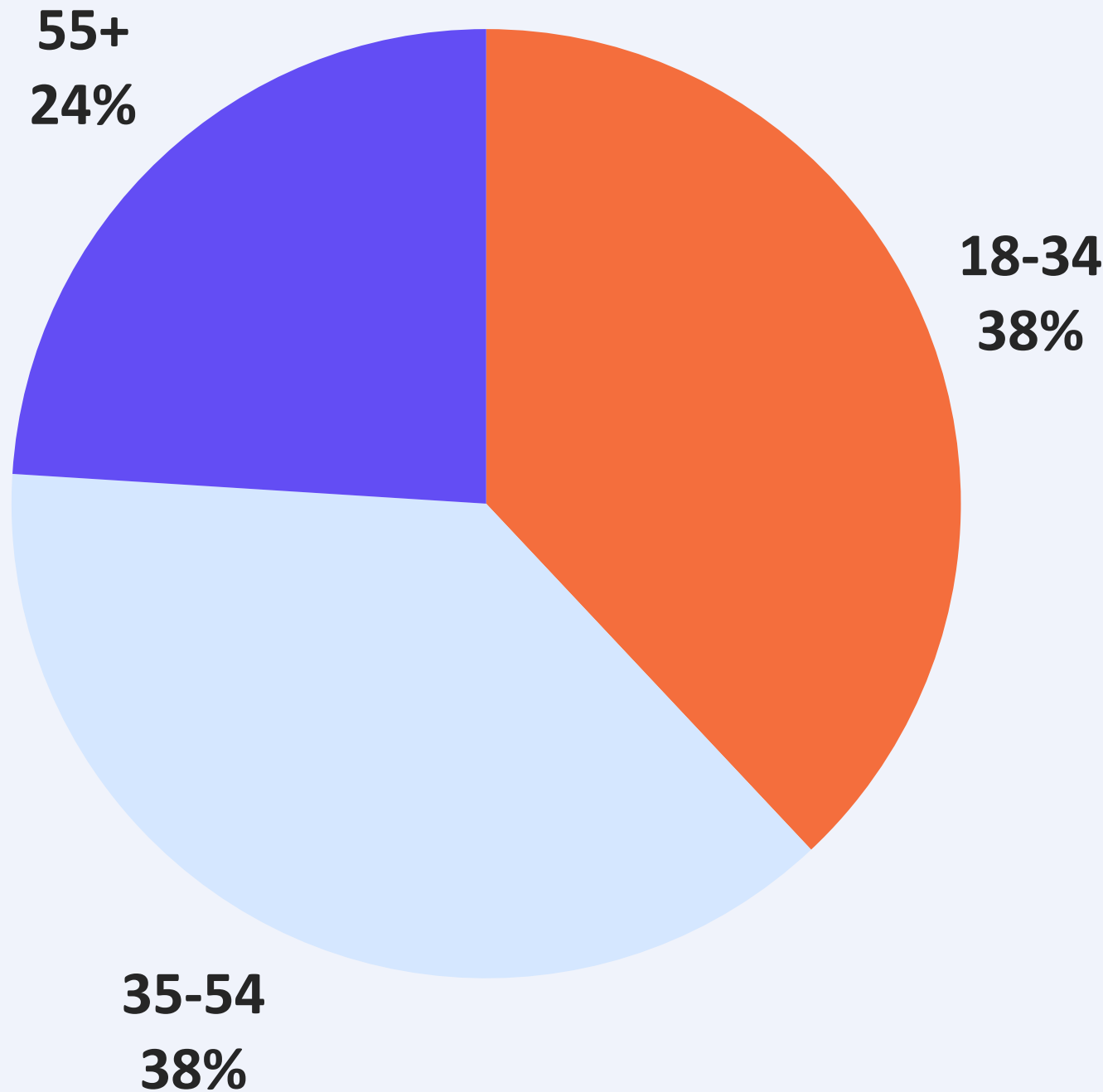
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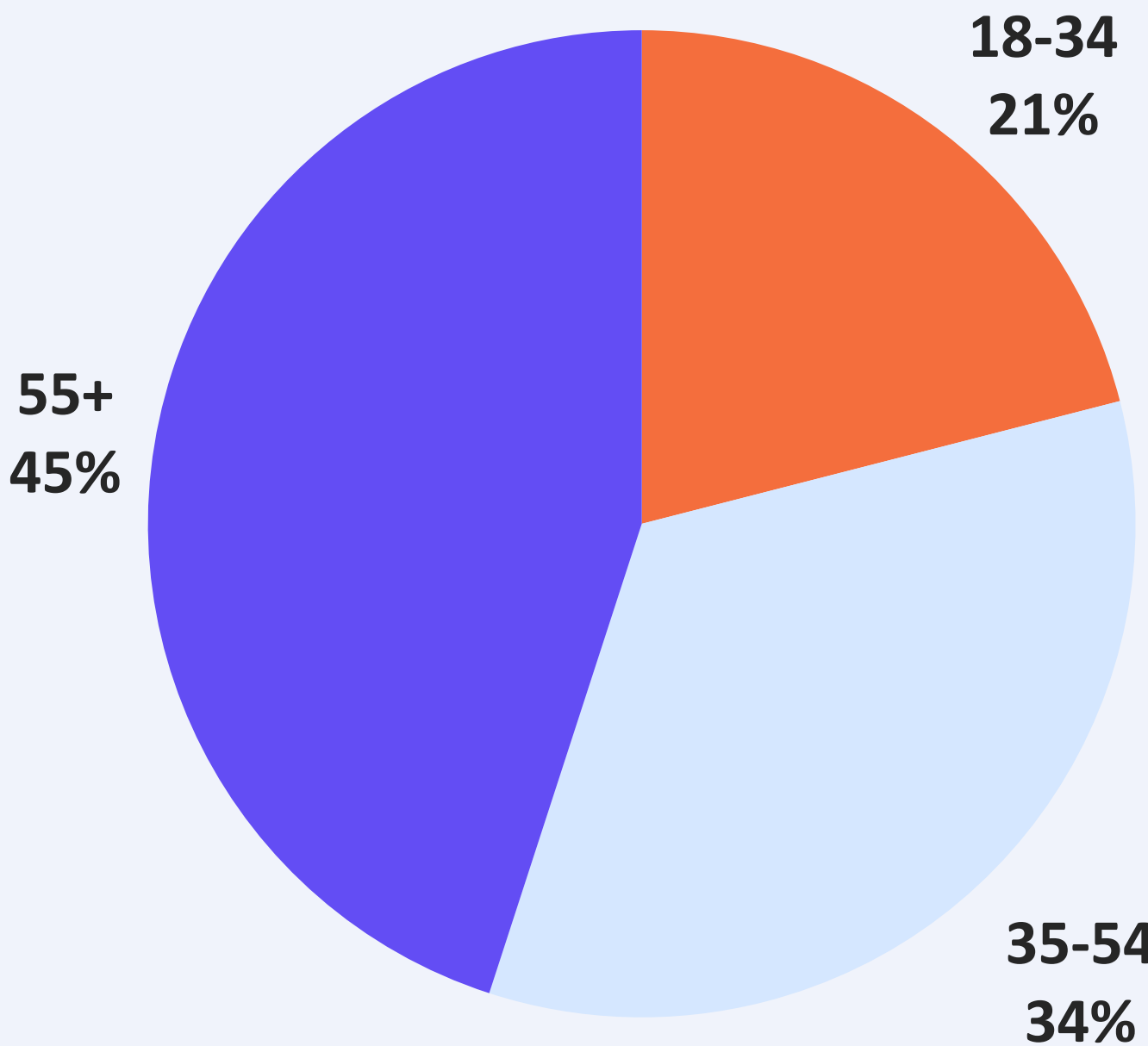
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Age Profile: Brand Fans

Ever listened to podcasts



Never listened to podcasts

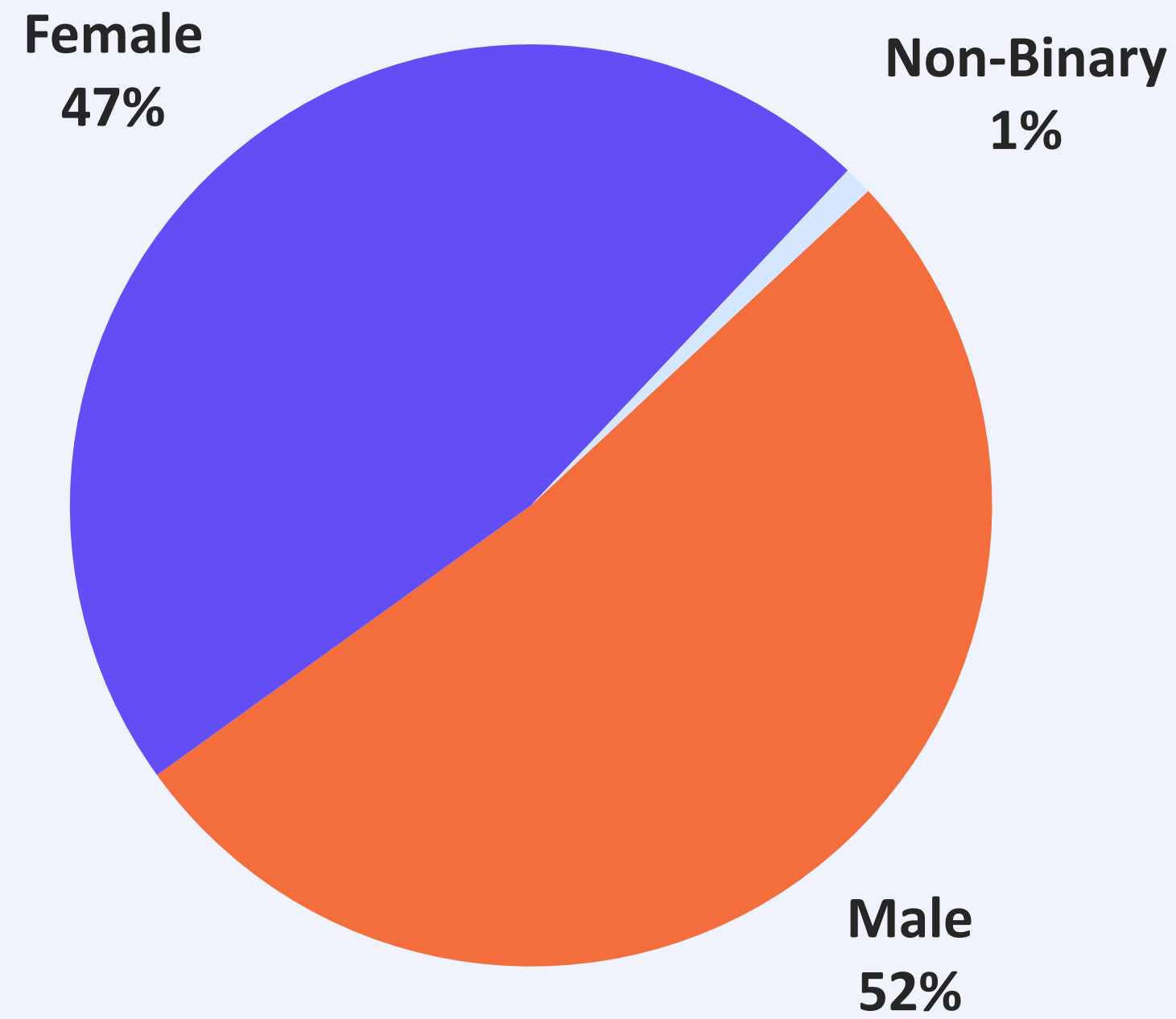


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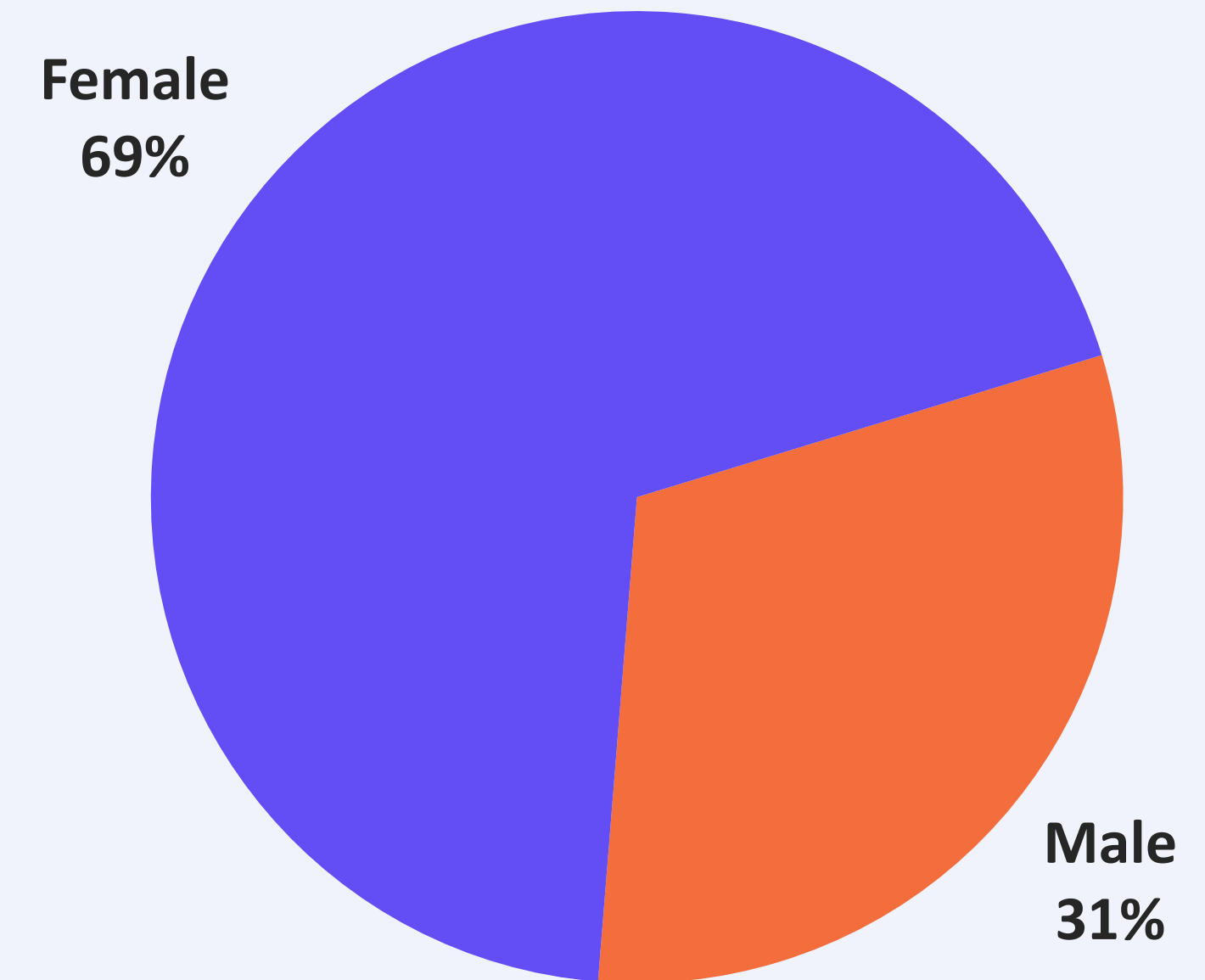


Gender Profile: Brand Fans

Ever listened to podcasts



Never listened to podcasts



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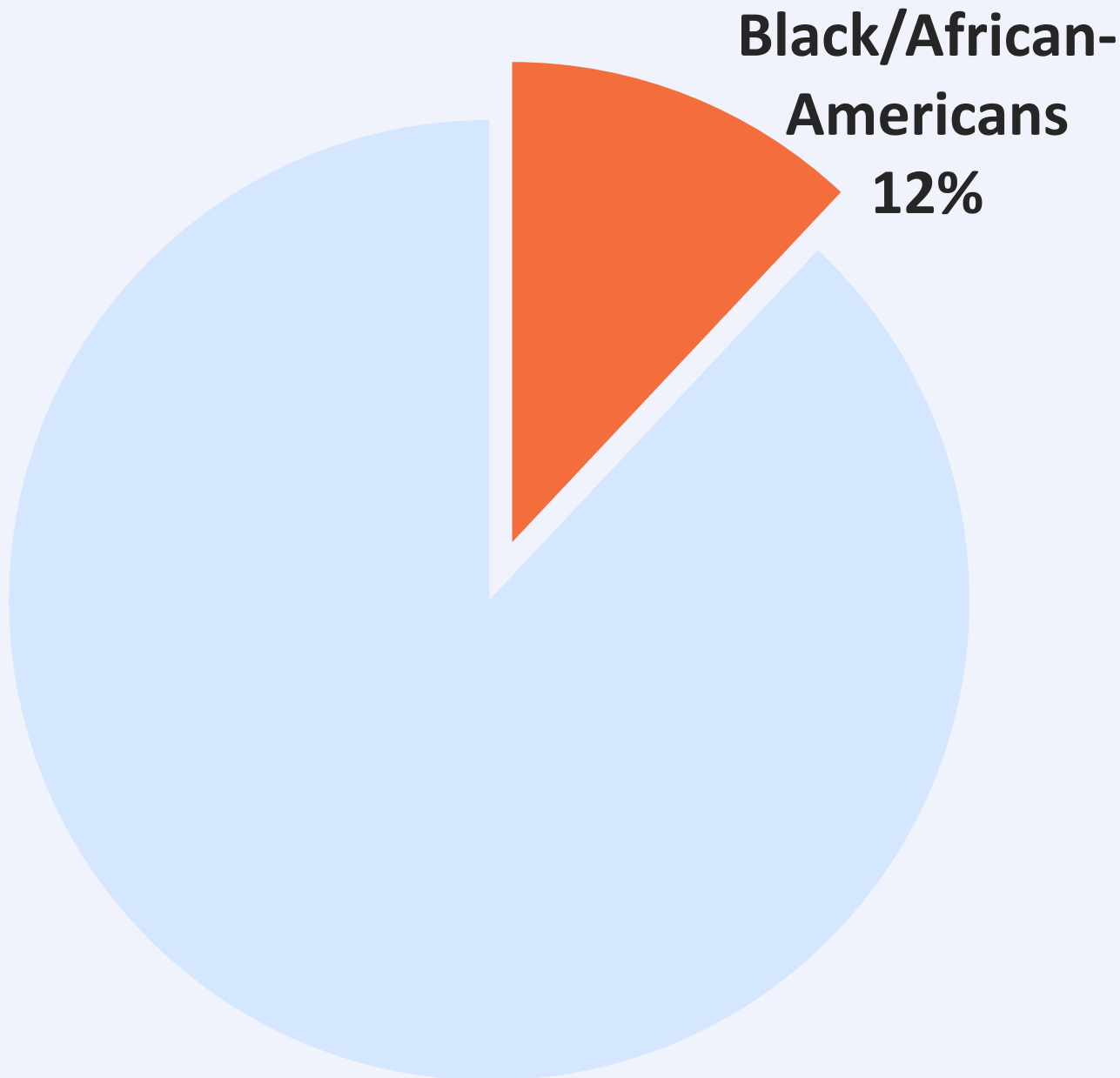
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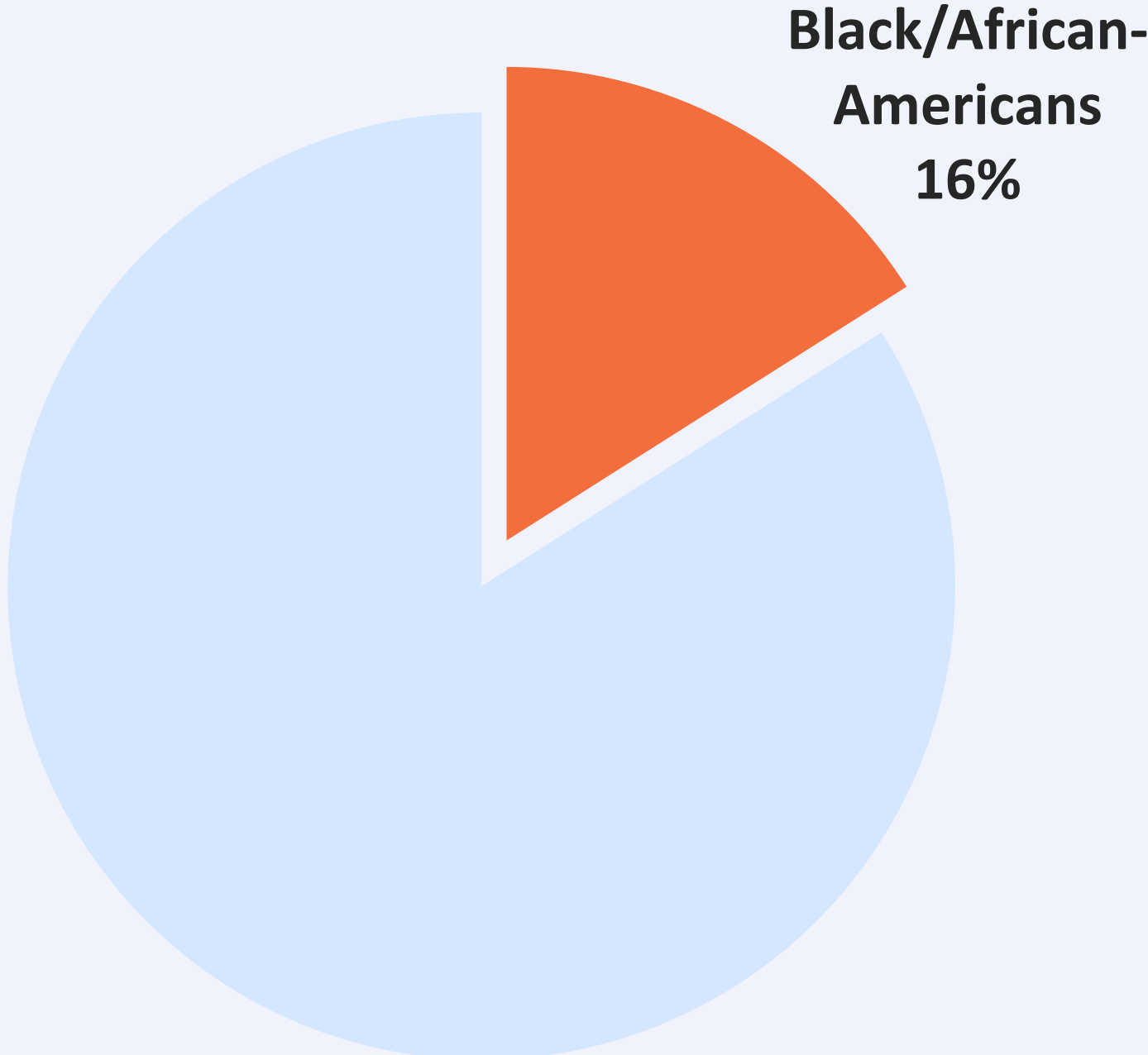
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Black Respondents: Brand Podcast Interest

US Population



Brand Fans



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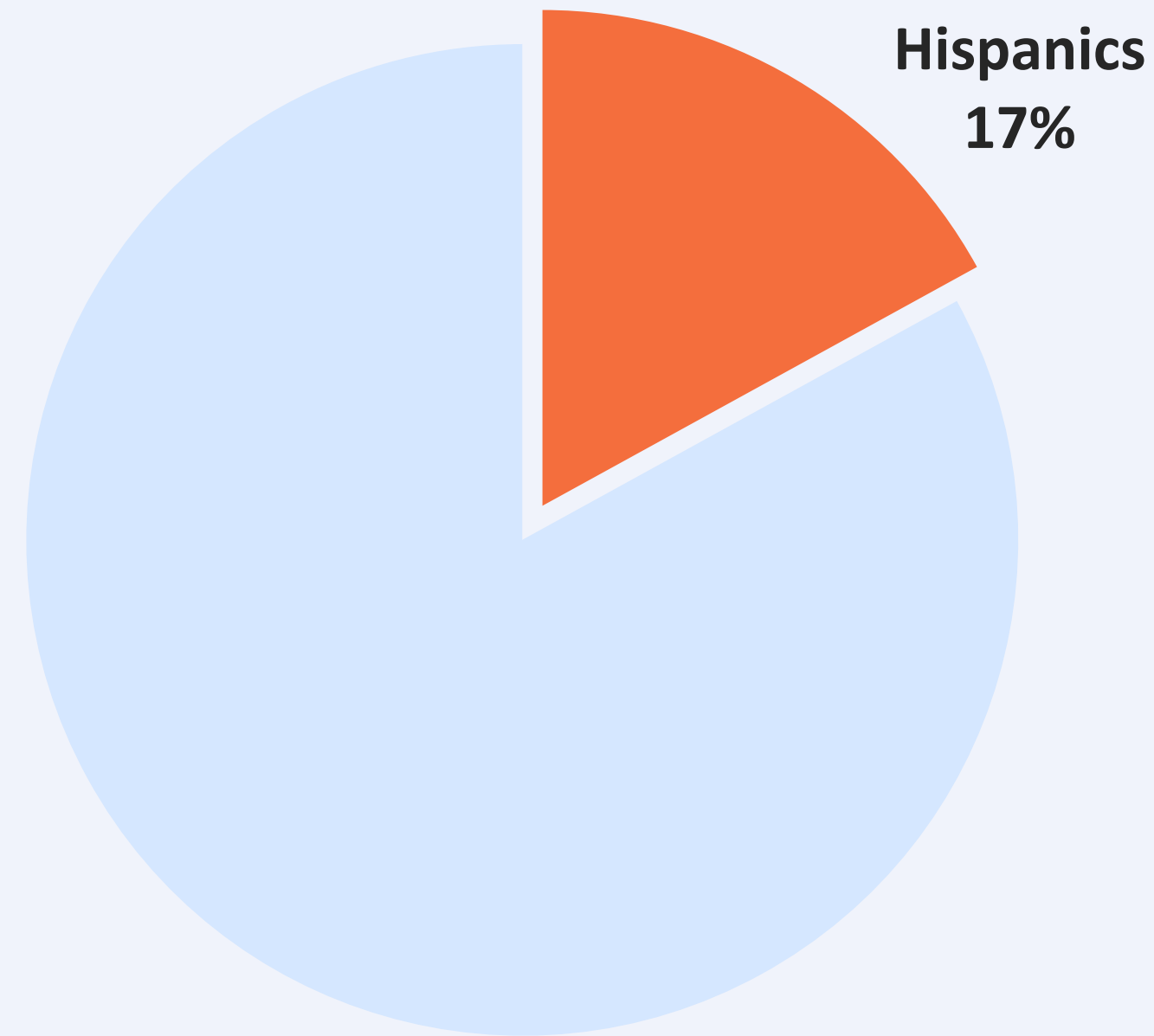
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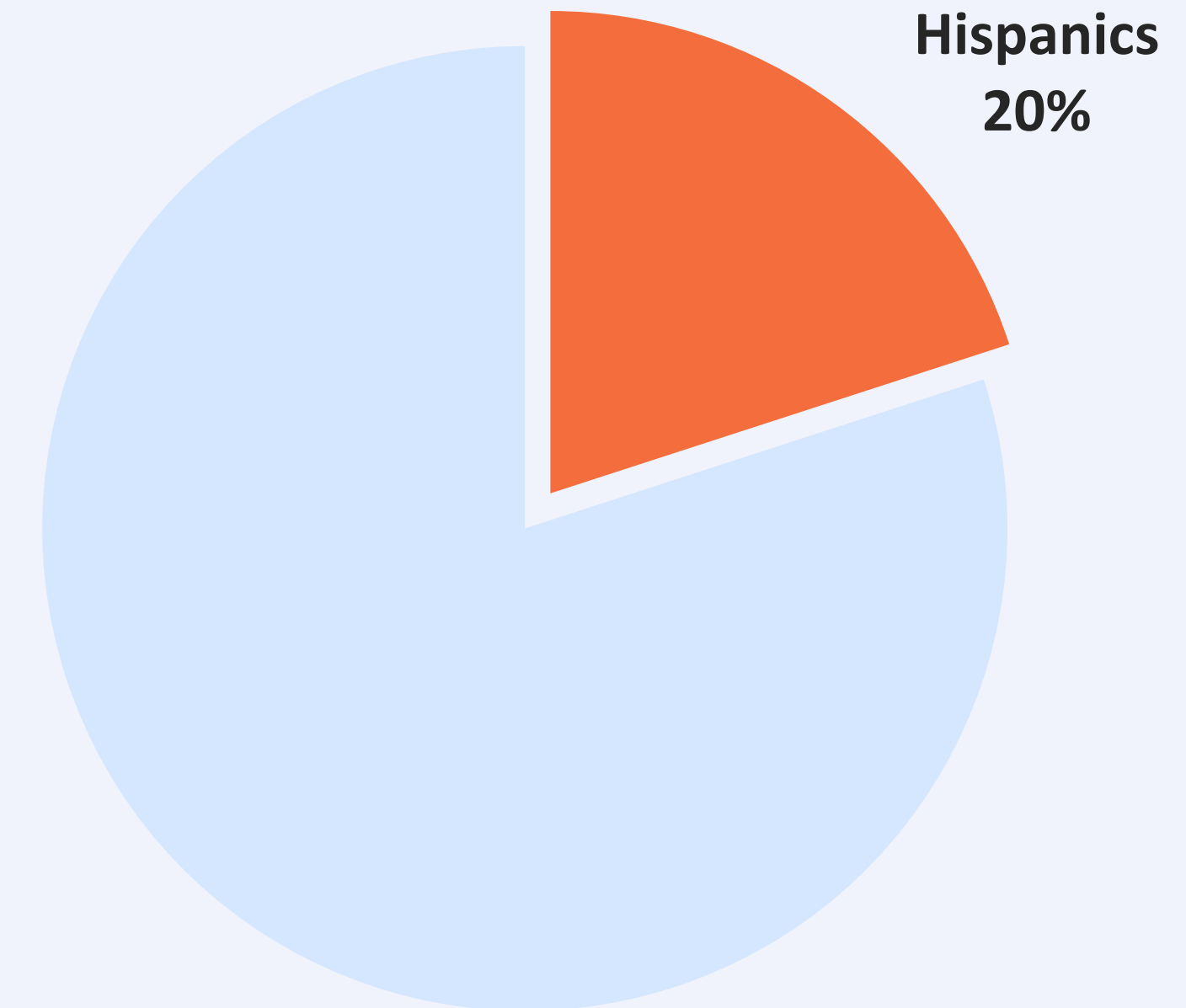
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Hispanic Respondents: Brand Podcast Interest

US Population



Brand Fans



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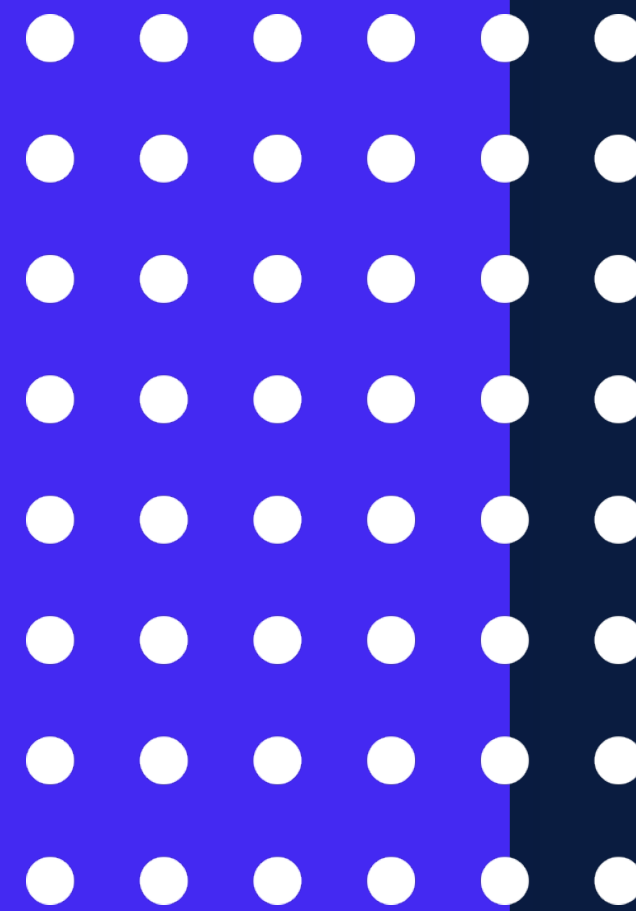
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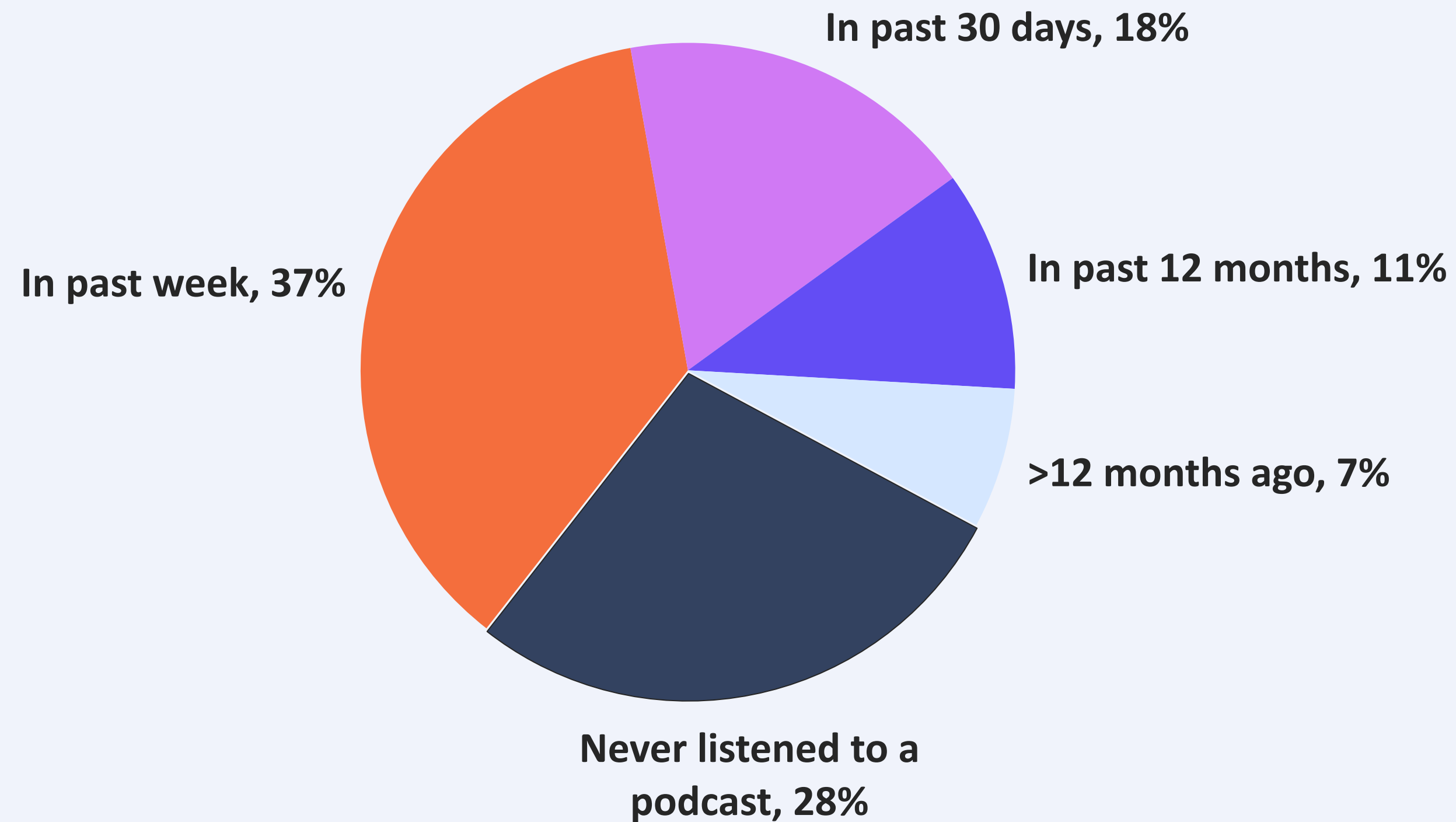
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Podcast Consumption



When was the last time, if ever, you listened to a podcast?

Total 18+



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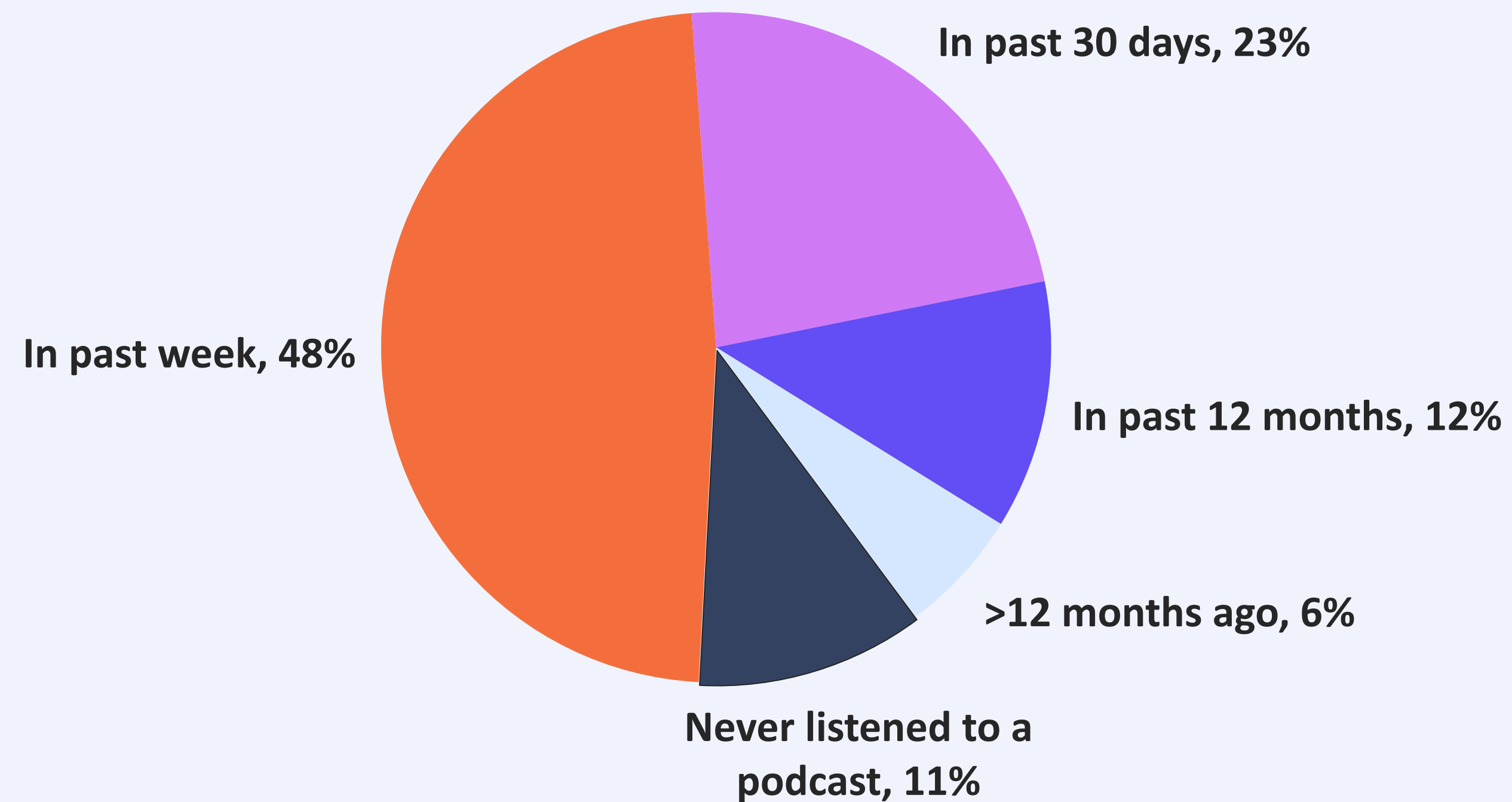
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When was the last time, if ever, you listened to a podcast?

Brand Fans



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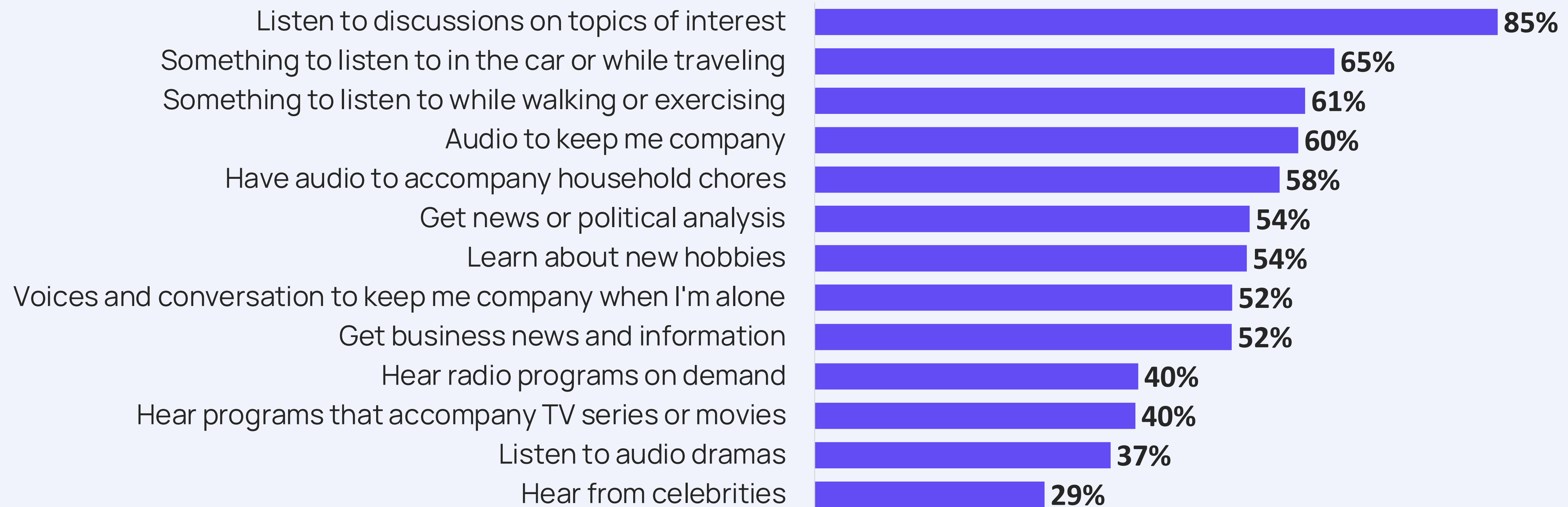
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Looking at the following benefits associated with podcasts, how important is each benefit to you?

% "Very" or "Somewhat" important



Base: ever listened to a podcast

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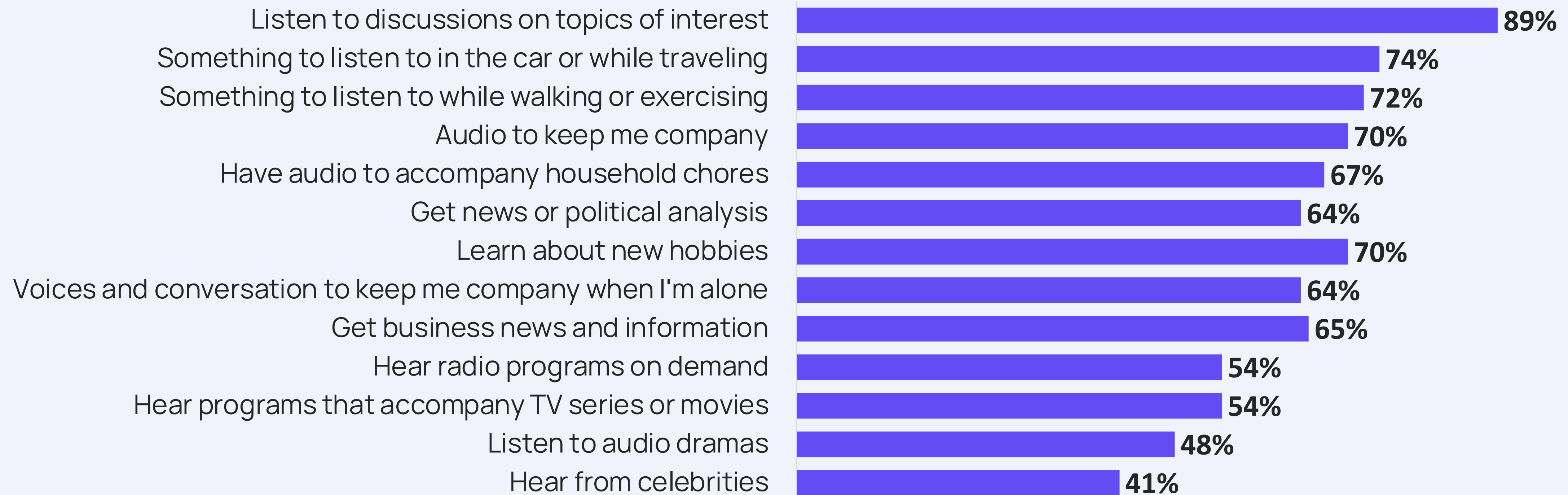
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Looking at the following benefits associated with podcasts, how important is each benefit to you?

% "Very" or "Somewhat" important, Brand Fans



Base: ever listened to a podcast

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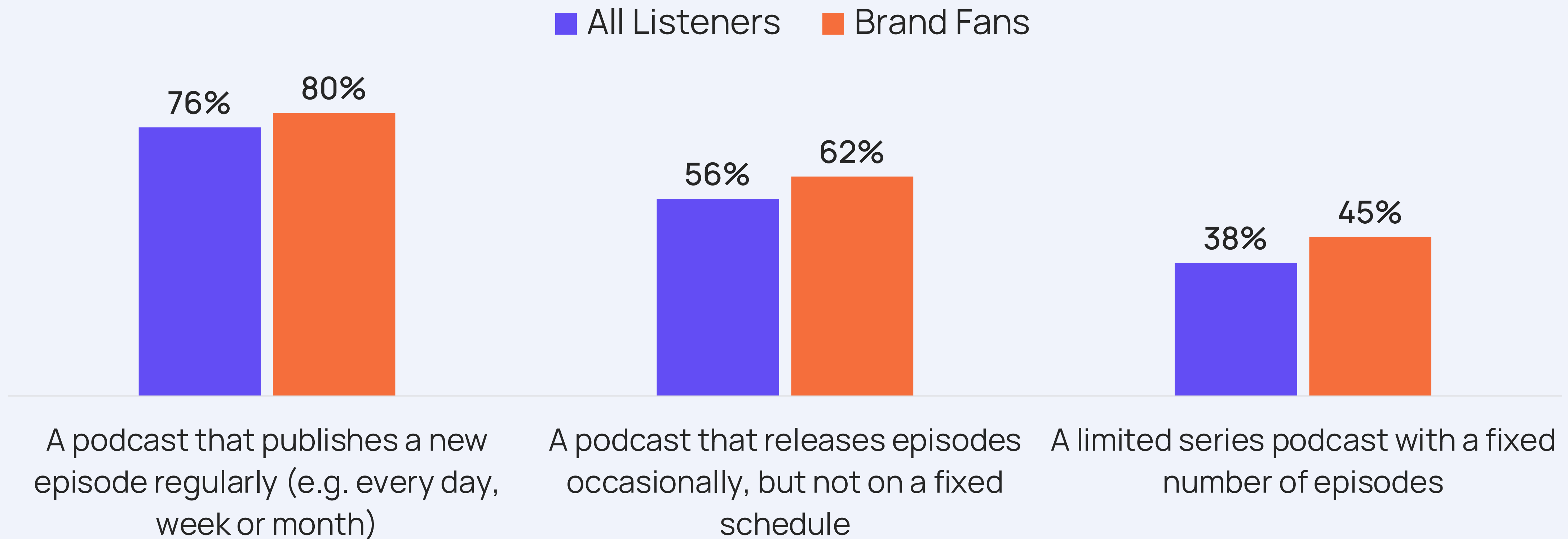
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Do you currently listen to any of the following podcast types?



Base: Listened to a podcast in the last year

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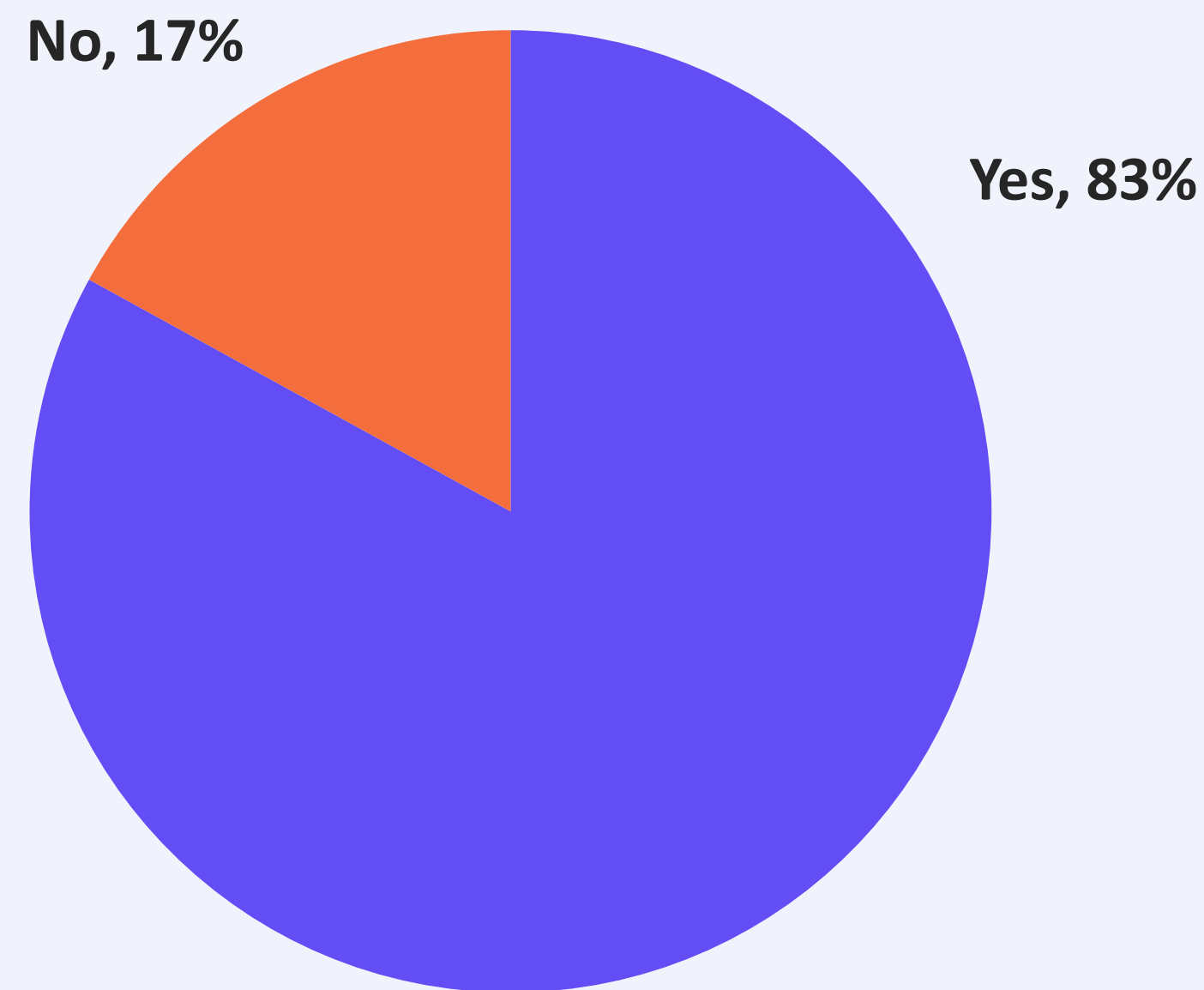
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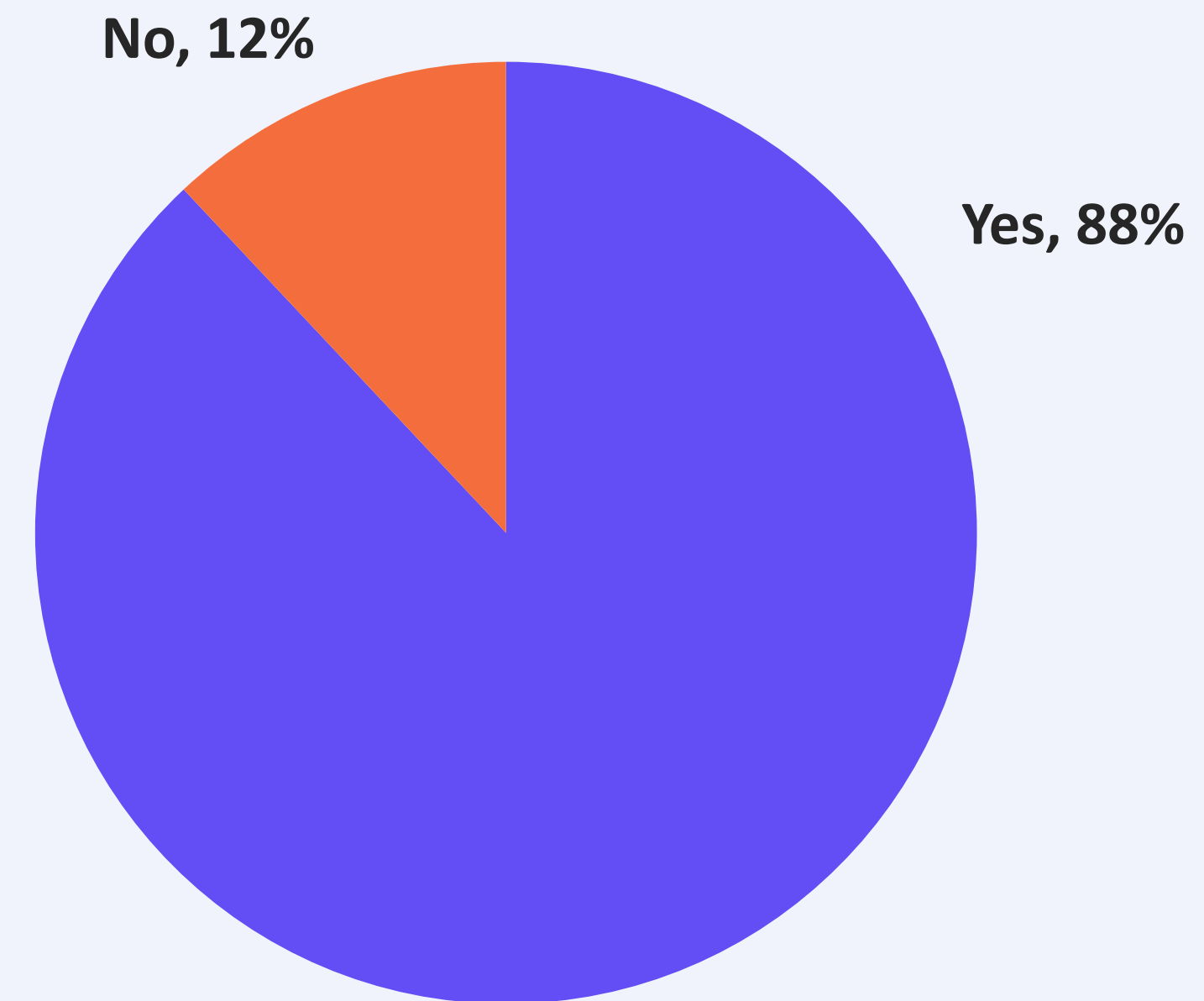
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When you finish a limited series, do you look for another podcast to listen to?

Podcast Listeners



Brand Fans



Base: Listened to a limited series podcast in the last year

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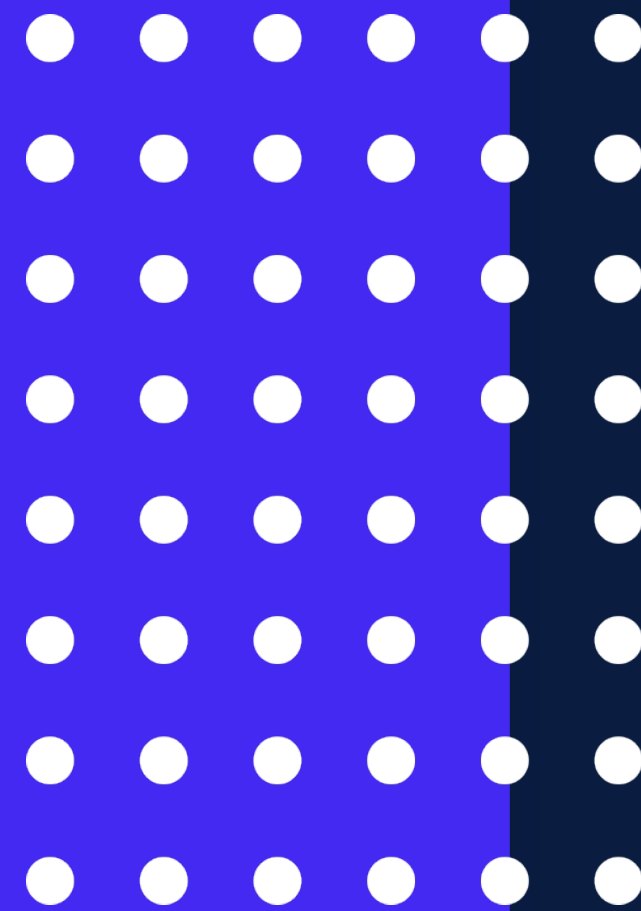
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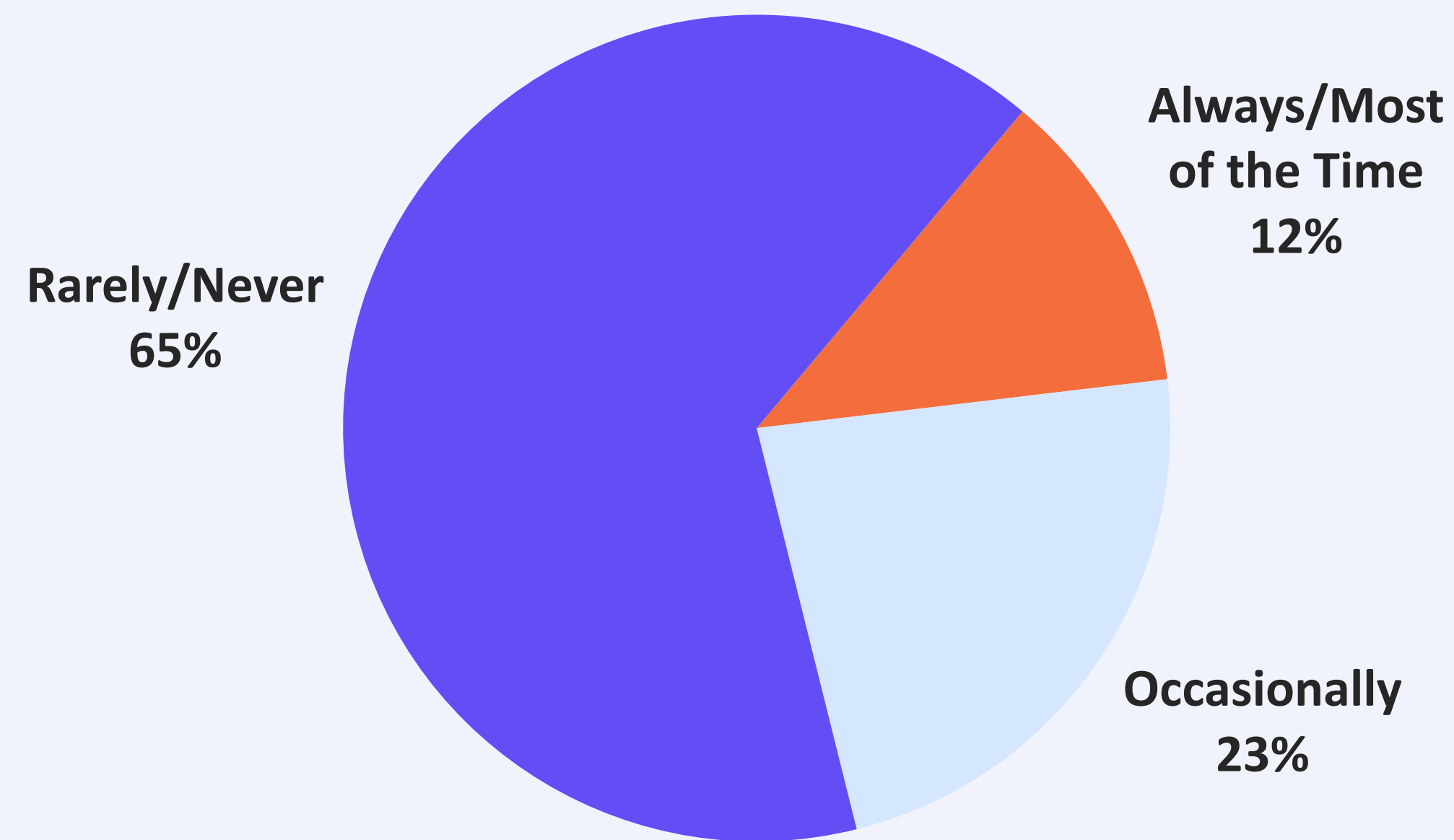
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Evangelism

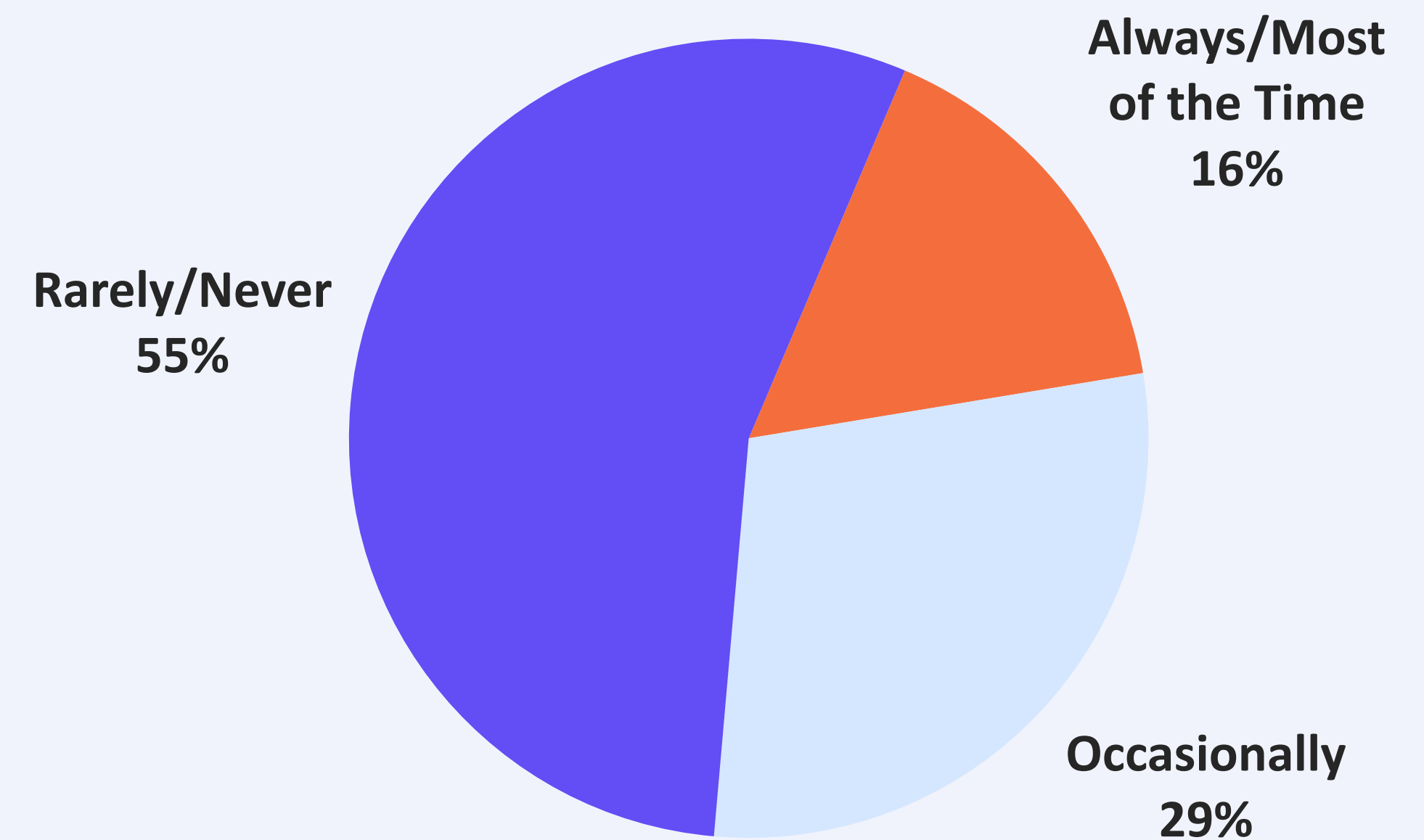


How often do you listen to podcasts with other people?

Podcast Listeners



Brand Fans



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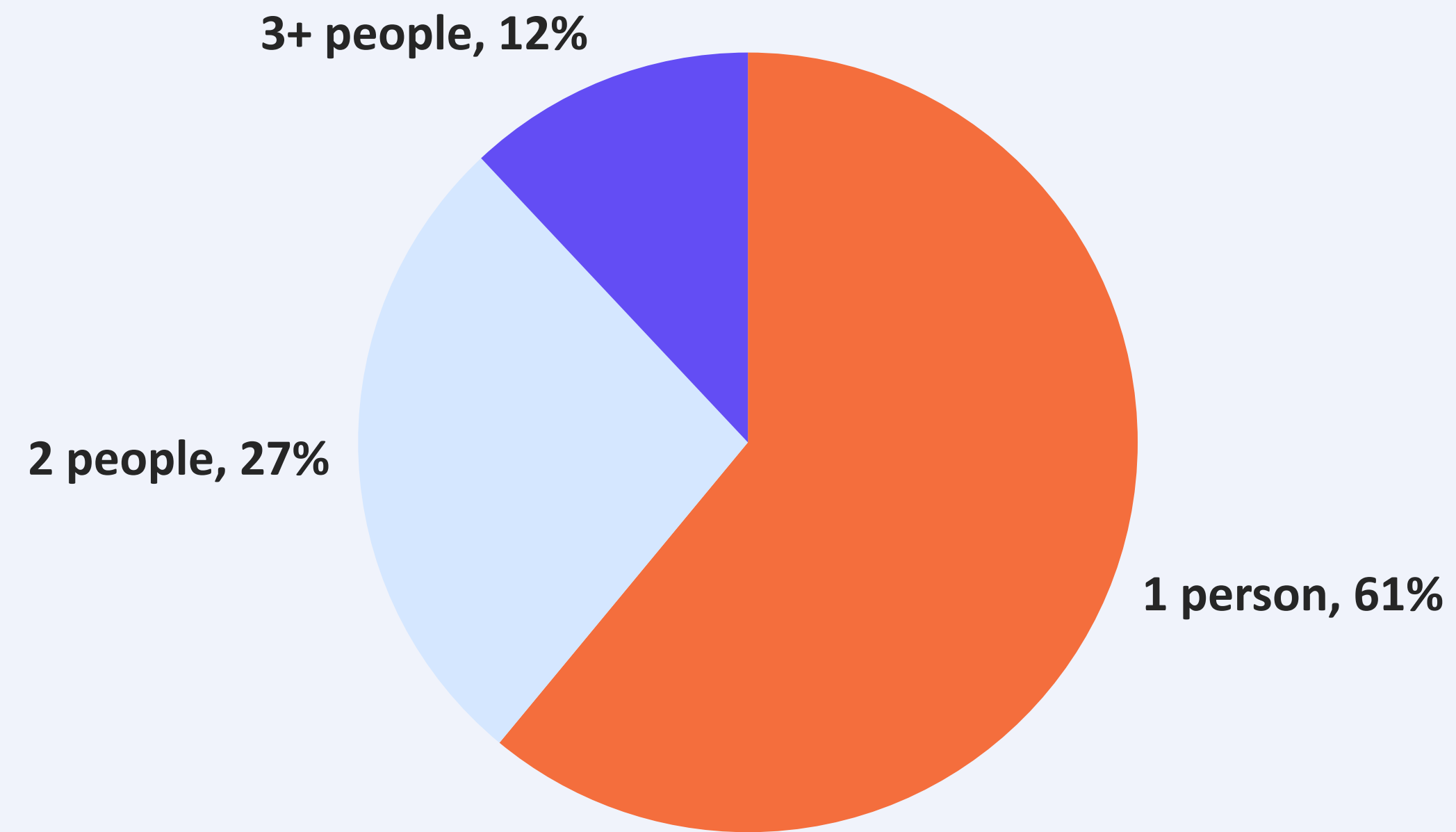
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When you listen with others, on average, how many people listen to podcasts with you?

Brand Fans who have ever listened to podcasts



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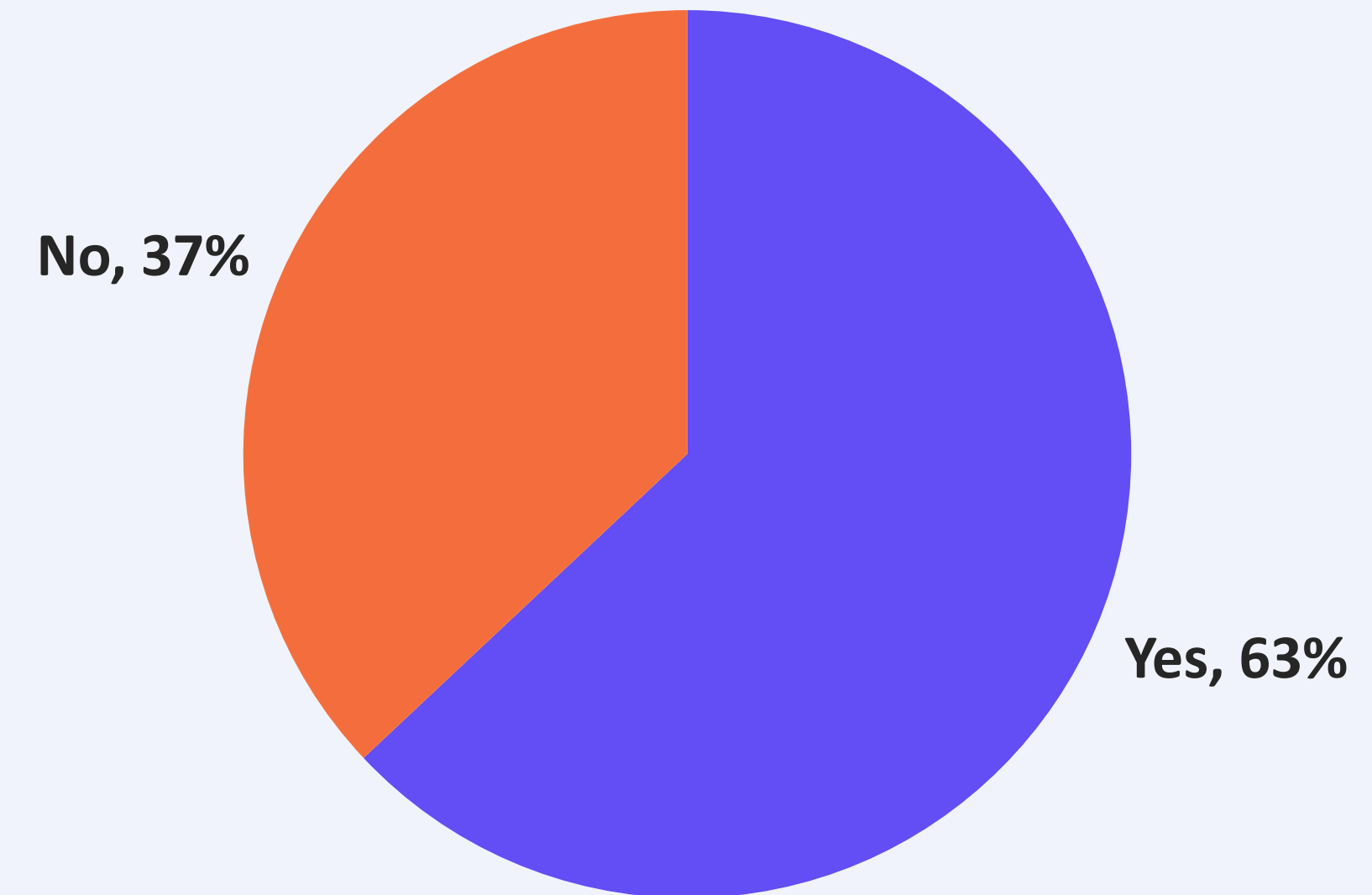
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Do you ever recommend podcasts to people in your social circle?

Ever listened to podcasts



Brand Fans



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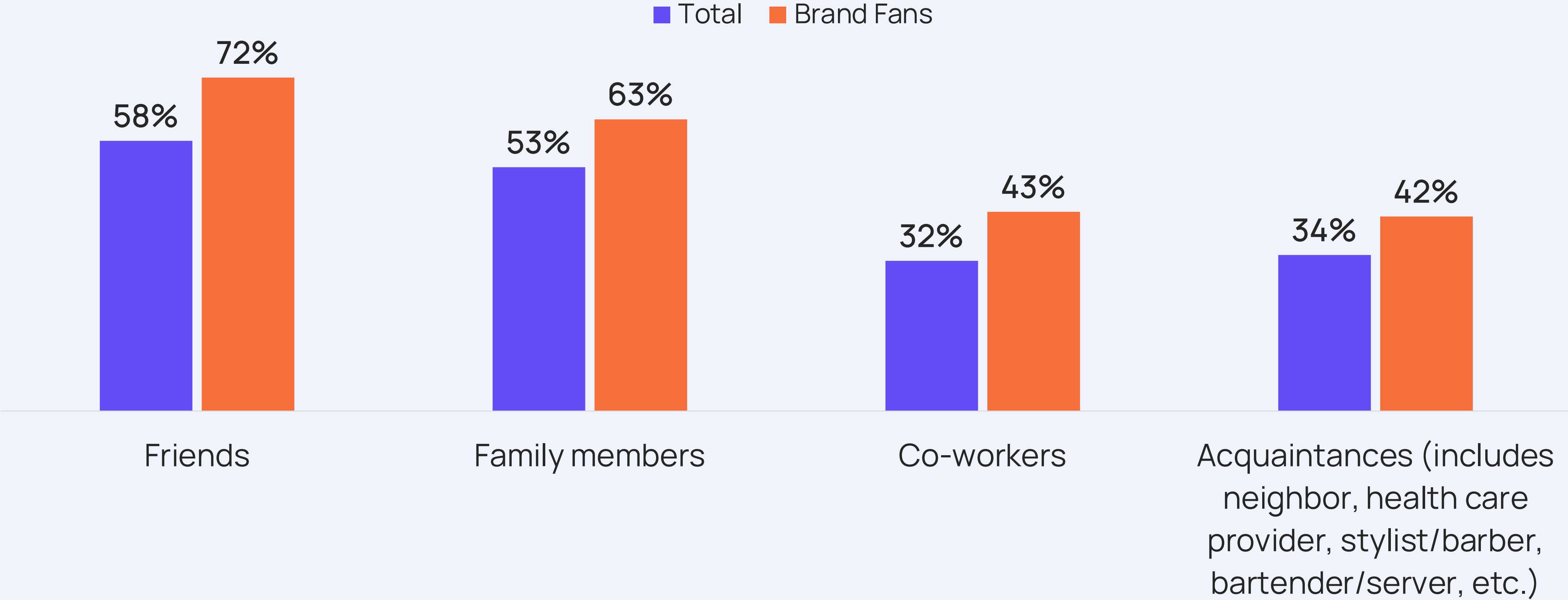
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Do any of the following people in your social circle listen to podcasts?



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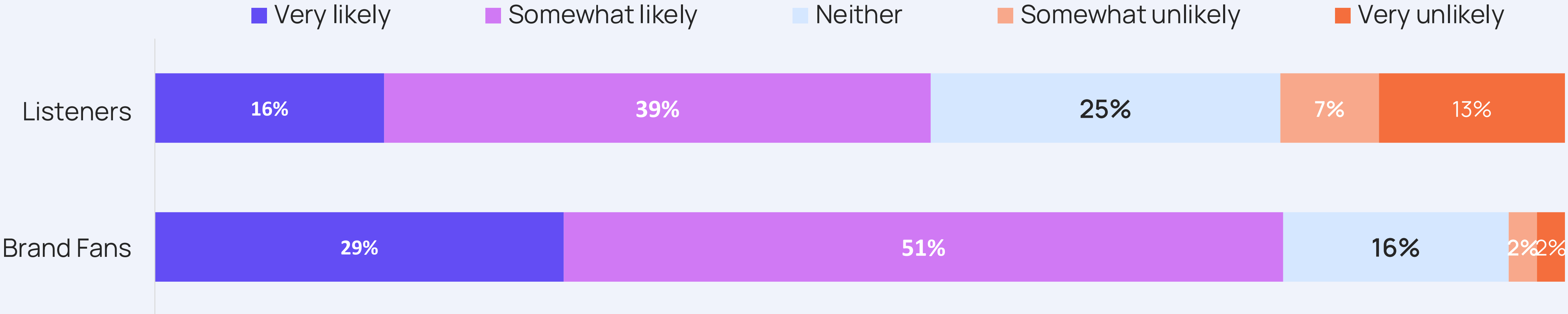
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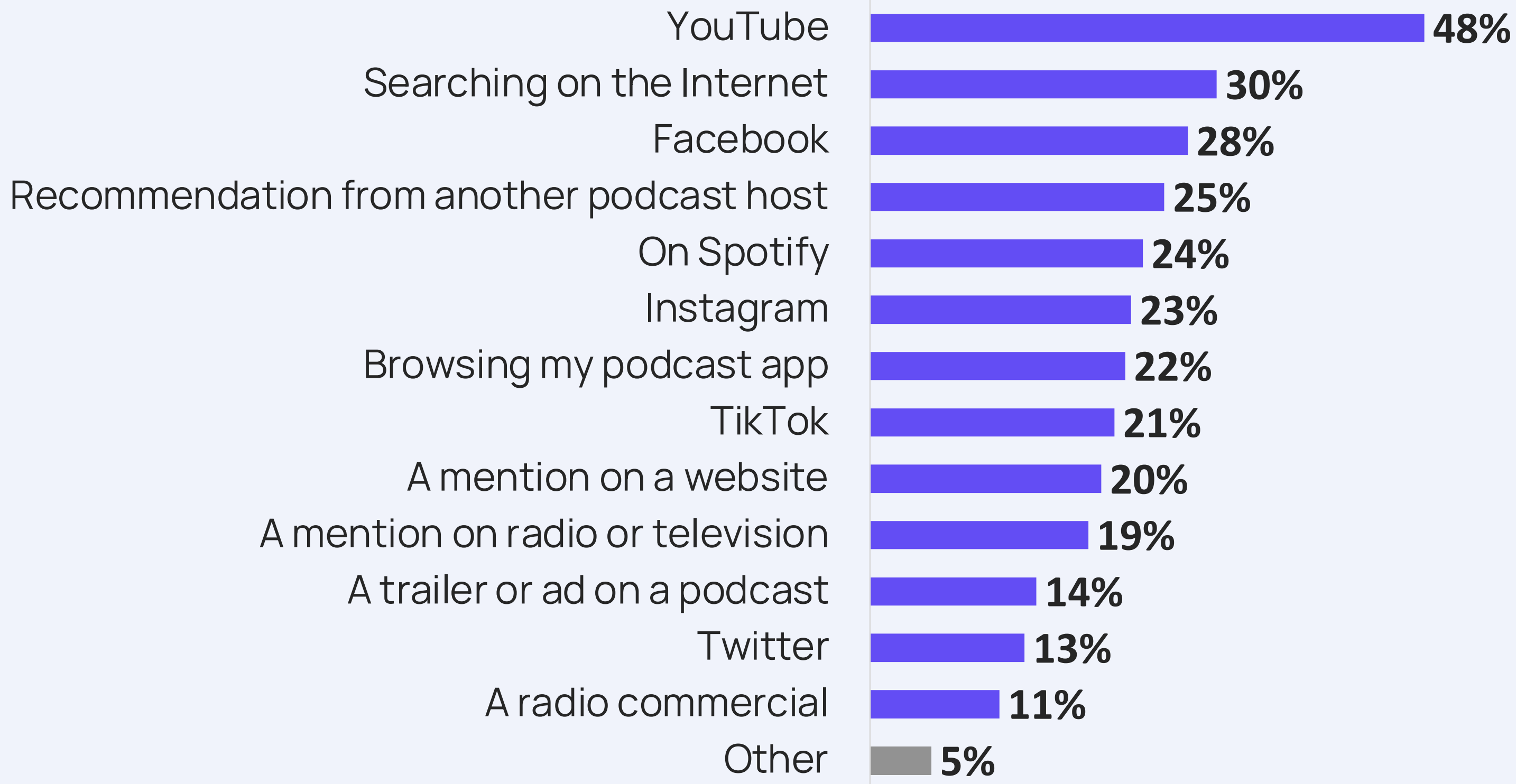
How likely are you to listen to a podcast recommended by someone in your social circle?



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Aside from personal recommendations, which of the following are ways you find your podcasts?

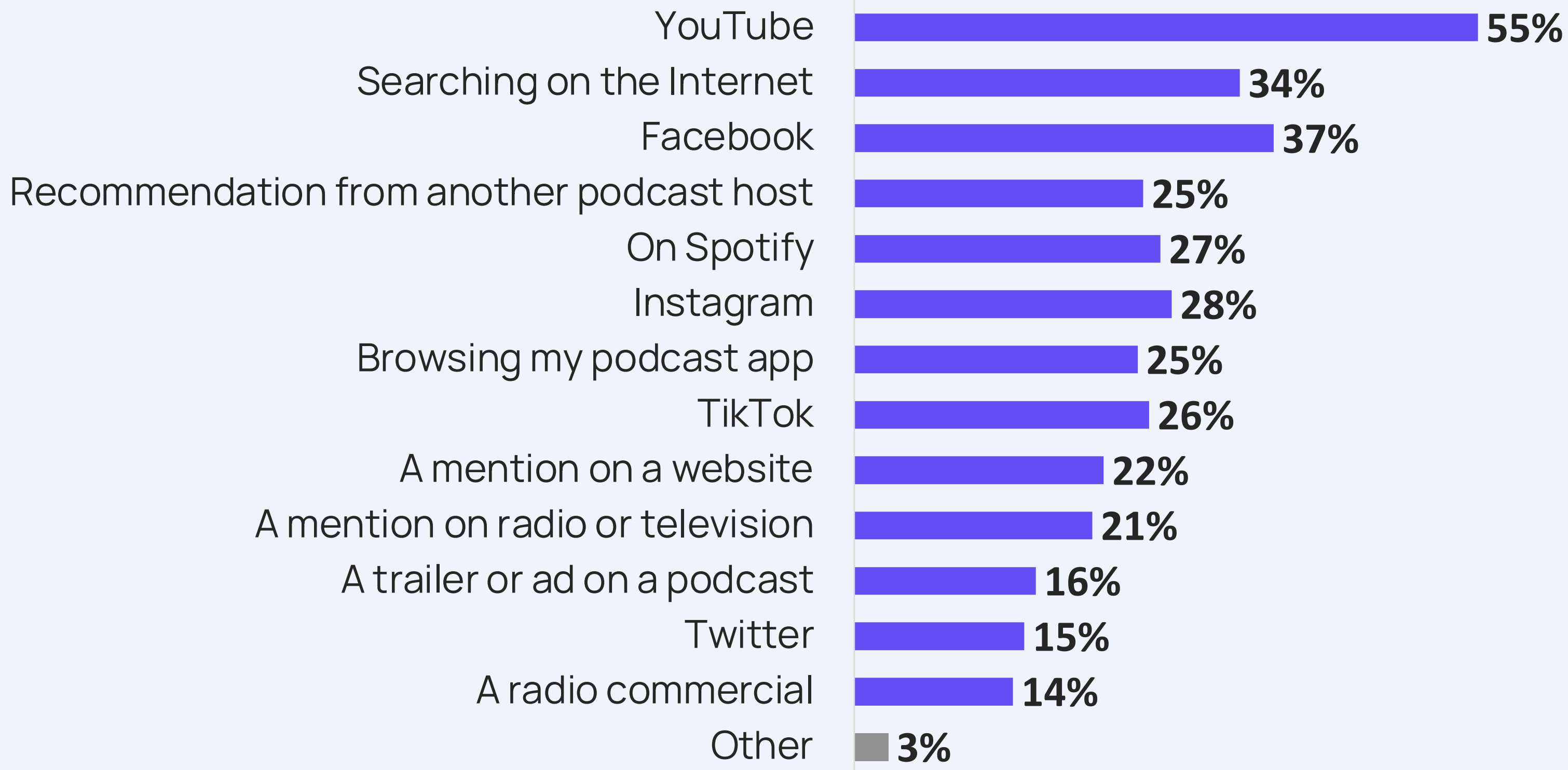


Base: Ever listened to a podcast

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Aside from personal recommendations, which of the following are ways you find your podcasts?

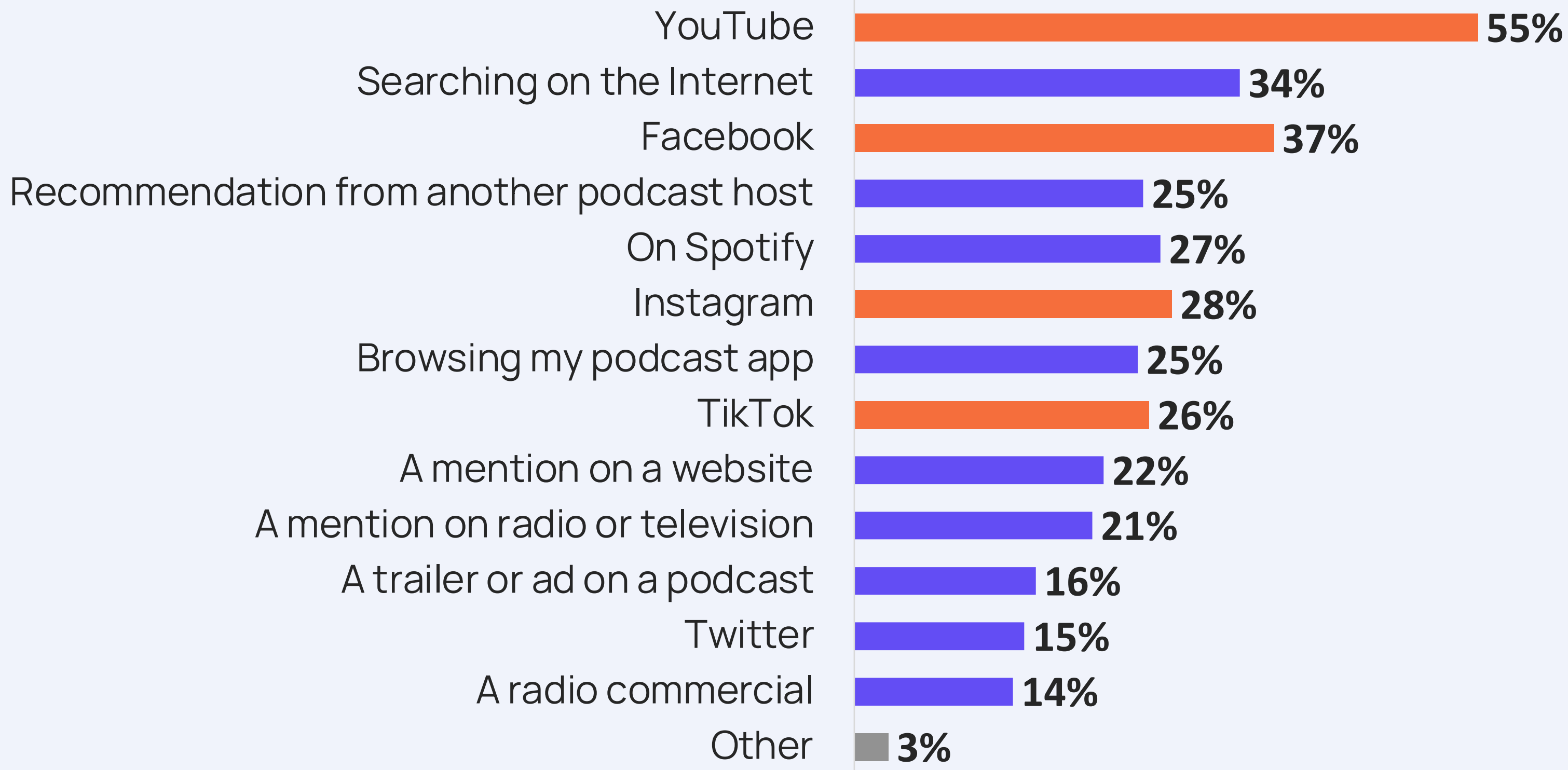


Base: Brand Fans

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Aside from personal recommendations, which of the following are ways you find your podcasts?



Base: Brand Fans

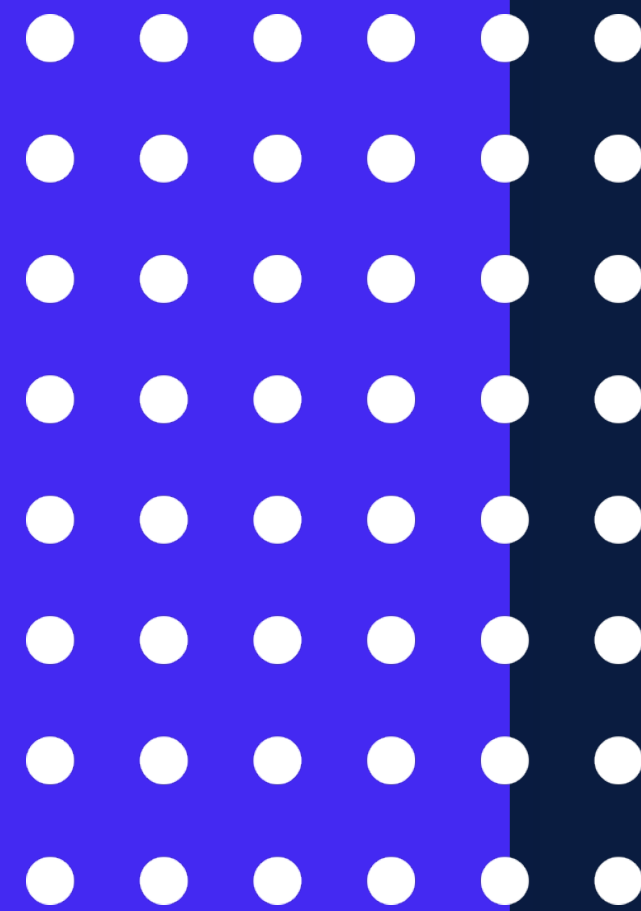
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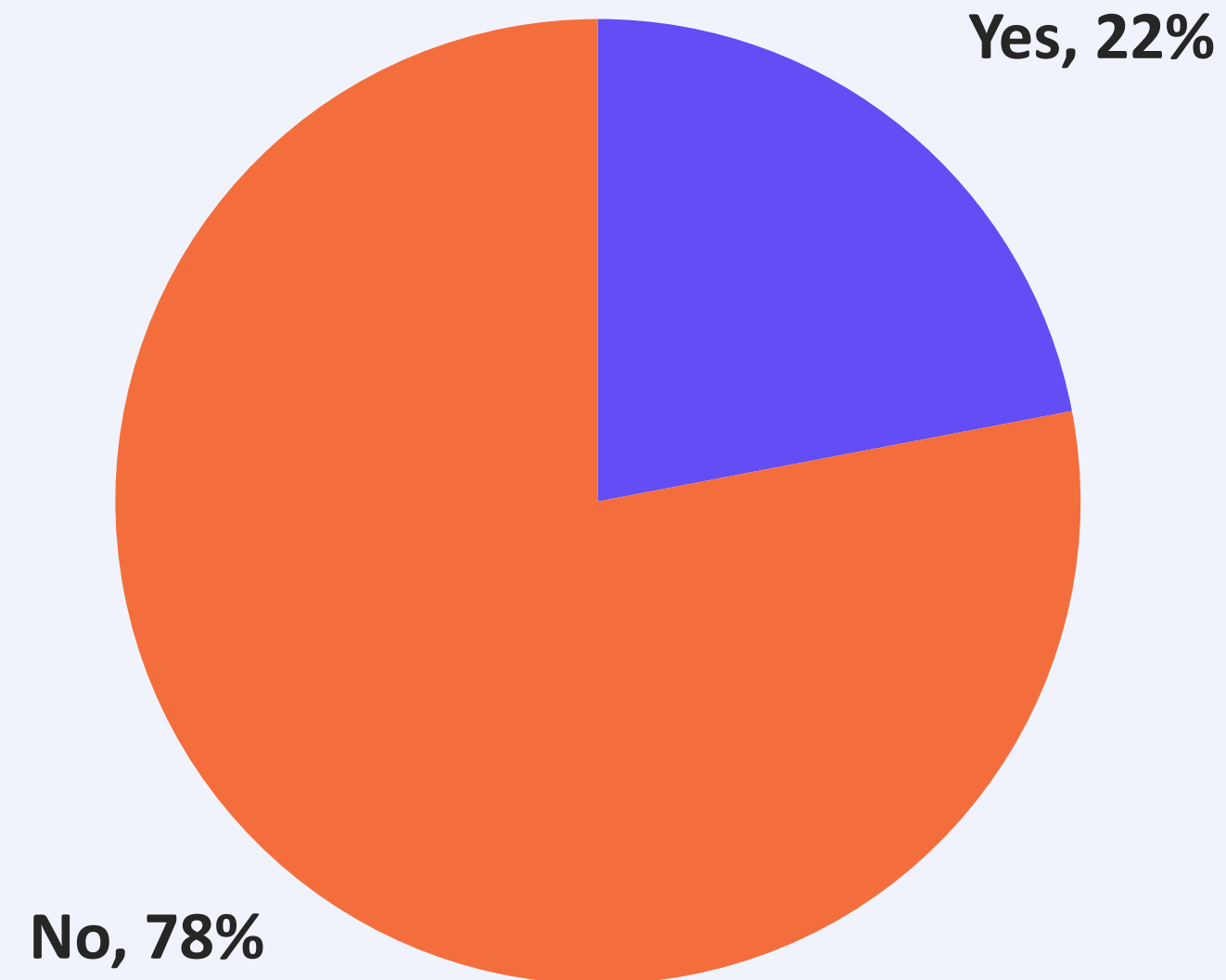
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Video

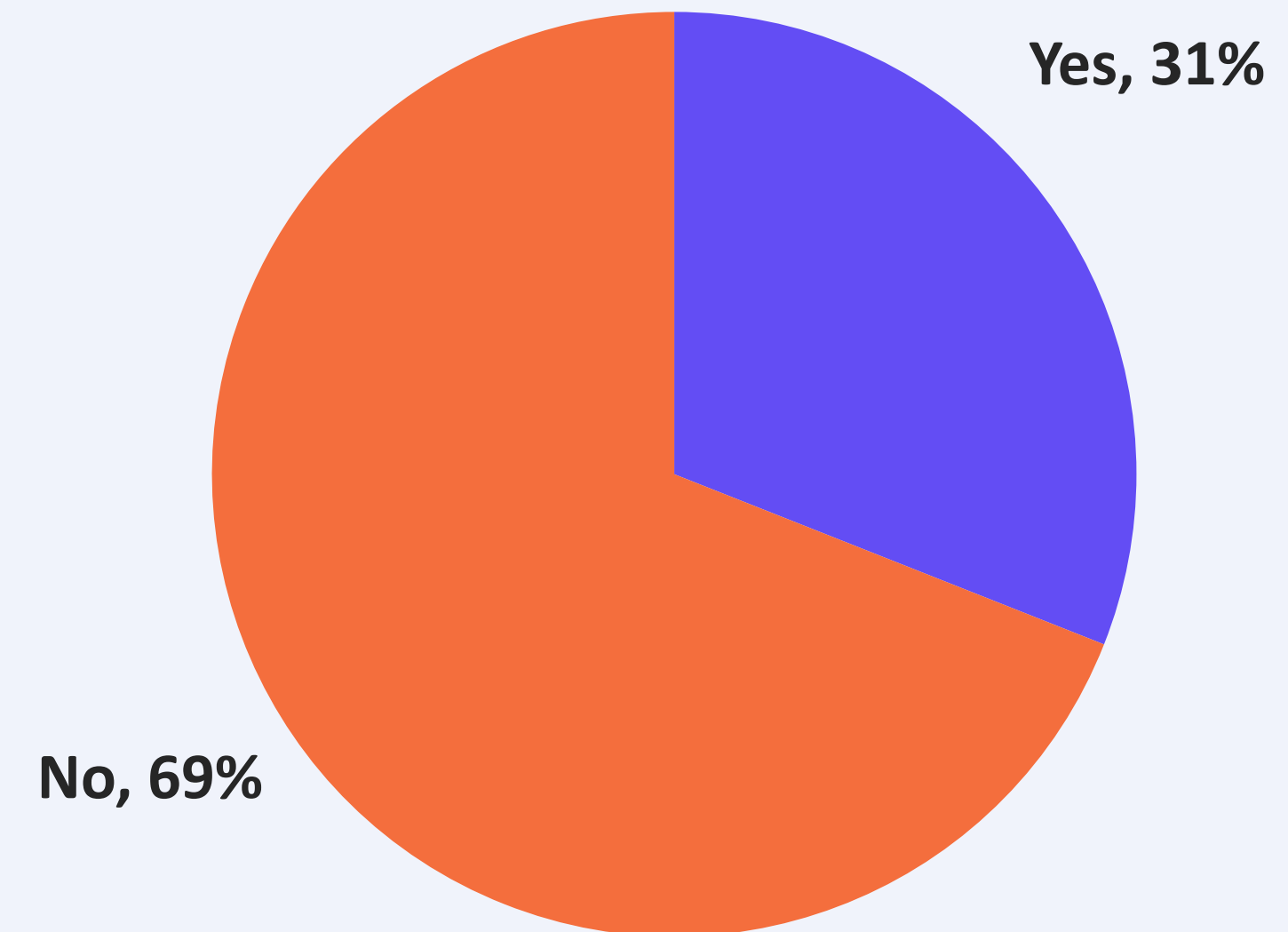


Have you ever listened to a podcast that was available on a video streaming platform (e.g., Netflix, Paramount+, Max)?

Ever listened to podcasts



Brand Fans



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Do you ever consume video content, such as YouTube or TikTok, with the tab in the background, video minimized or behind a lock screen, so you just get the audio?

Watched any video last month

Total



Brand Fans



Base: Watched any video last month

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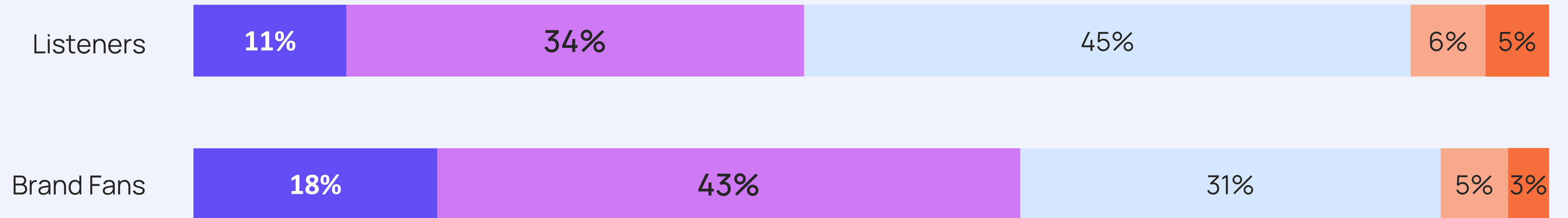
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If podcasts were available on a video streaming platform, how likely is it that you would spend more time listening to podcasts?

Ever listened to podcasts/Have not listened on video streaming platform

■ Very likely ■ Somewhat likely ■ Neither more nor less likely ■ Somewhat less likely ■ Much less likely



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Why haven't you listened to a podcast?

Non-listeners



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Why haven't you listened to a podcast?

Non-listeners who are **Brand Fans**



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THE BUSINESS OF PODCASTING

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THE BUSINESS OF PODCASTING

- Research Database
- Next Partner Event: Dec 5th (NYC)
- SXSW – Official Podcast Track (March 2024)
- Q4 Research Project – A Deeper Dive into Perceptions of Video

Findings and Action Steps

For **Brand Fans**, corporate involvement in a podcast is a welcome development – half say they are **more likely to listen** to such a podcast, compared with 4% who say they are less likely

Official brand involvement might register as a “**mark of quality**” or endorsement of the content in a way that a fan-produced podcast may not

Findings and Action Steps

Brand Fans are natural evangelists for both brands and for podcasting in general – they are significantly more likely to **recommend podcasts** to others, and far more receptive to recommendations themselves than the average podcast listener

Brands should **court those listeners** with relevant incentives to spread the word

Findings and Action Steps

A **Brand Fan** who listens to podcasts with other people (co-listening) brings at least **an additional 1.5 people** to that listening occasion

Producers of branded podcasts should **research co-listening** with their own audiences to discover their true audience potential

Findings and Action Steps

A video component likely improves a podcast's ability to reach **Brand Fans**. Video for these listeners is a key driver for both discovery and usage

Even **Brand Fans** who don't listen to podcasts cite **a preference for video** as the number one reason they haven't tried the medium

Findings and Action Steps

Even **Brand Fans** who don't currently listen to podcasts are very positive about the medium, and profile as potentially very **persuadable** about podcasts

Three of the top five reasons non-listening Brand Fans provide for not trying podcasts are down to simple education, and not negative perceptions about the medium – which means **the brand could be their introduction to podcasting**

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A Podcast Landscape Report

October 2023



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