

SOUNDS PROFITABLE



The Safest Bet

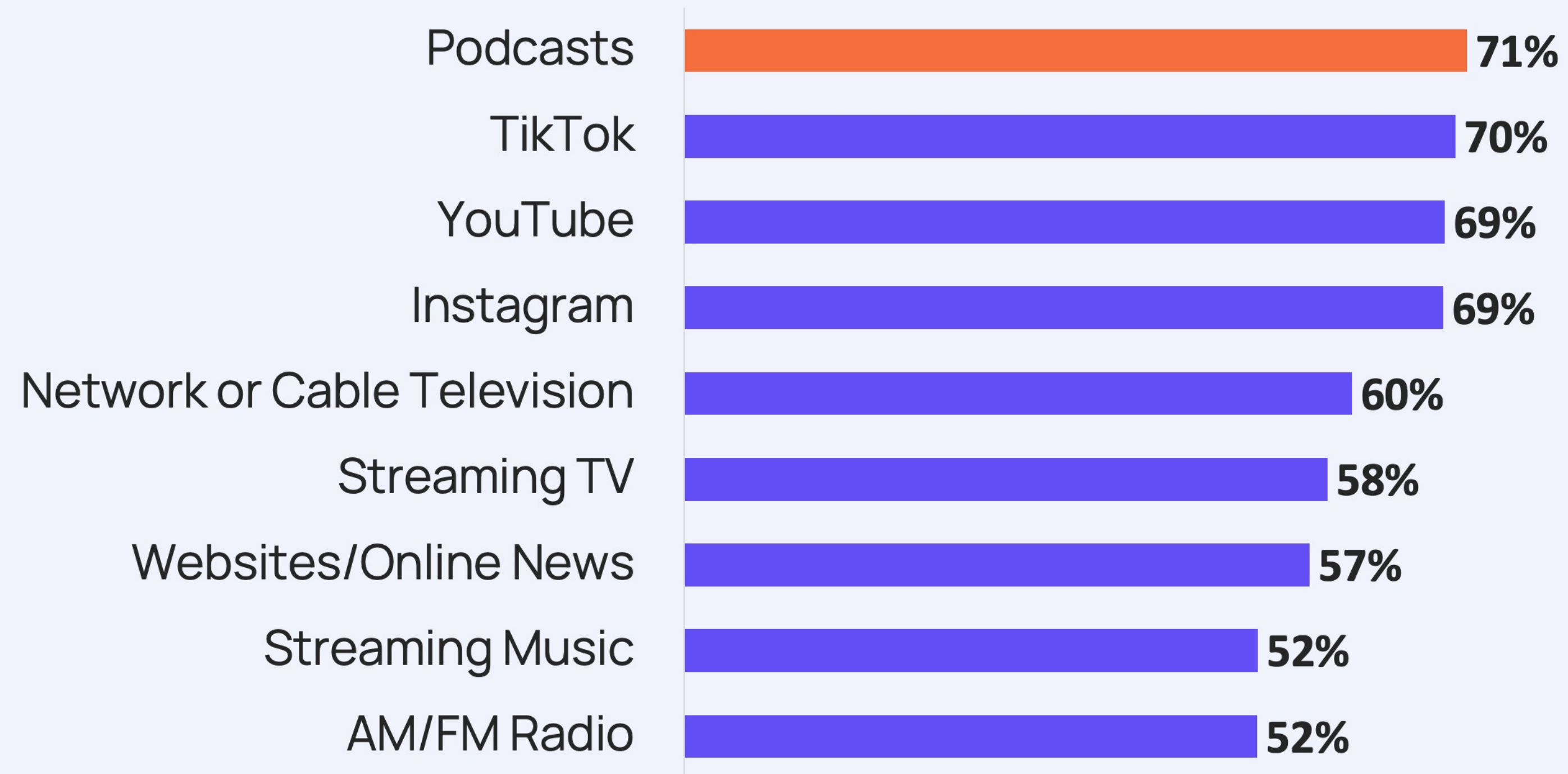
The State of Podcast Advertising

March 2024



“I am more willing to consider products and services after I learn about them on this media”

% Agree, seen or heard advertising past week on each medium



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Spreaker
From iHeart

betterhelp

ESPN Podcasts

libsyn
Liberated Syndication

SiriusXM
PODCAST NETWORK

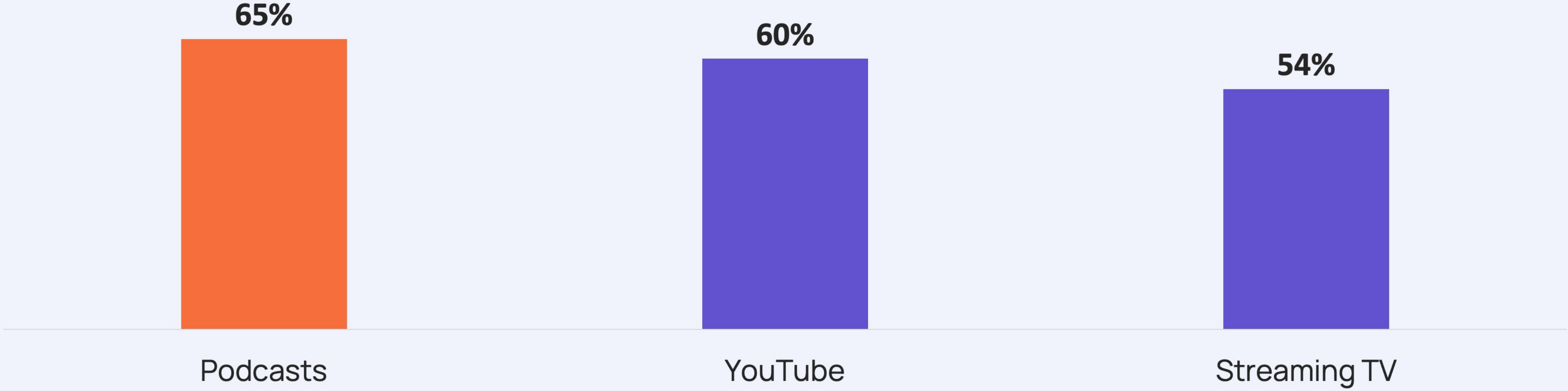
n p r

Paramount

Signal
Insights

How likely are you to look for more info about a product or service you see or hear advertised on this medium?

% Very/somewhat likely, used past week



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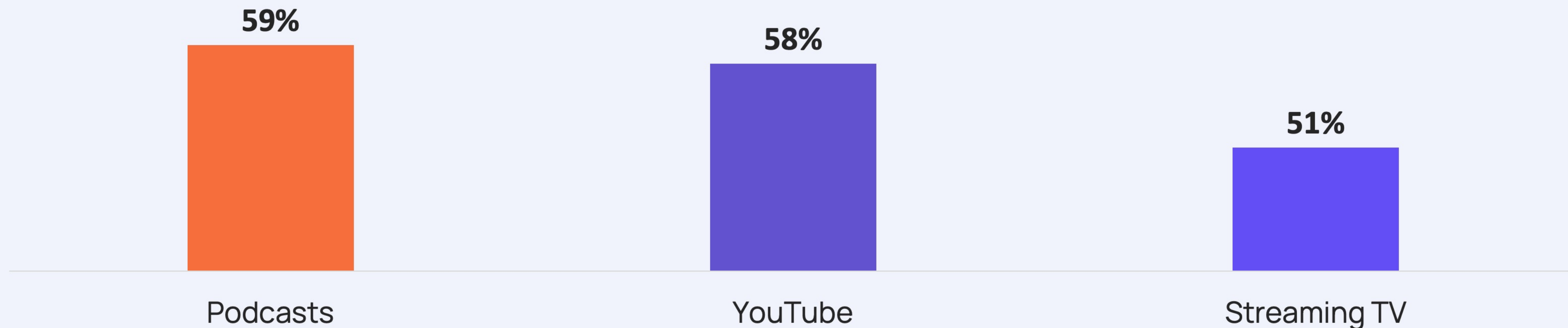
n p r

Paramount

Signal
Insights

How likely are you to recommend a product or show you see or hear advertised on this medium?

% Very/somewhat likely, used past week



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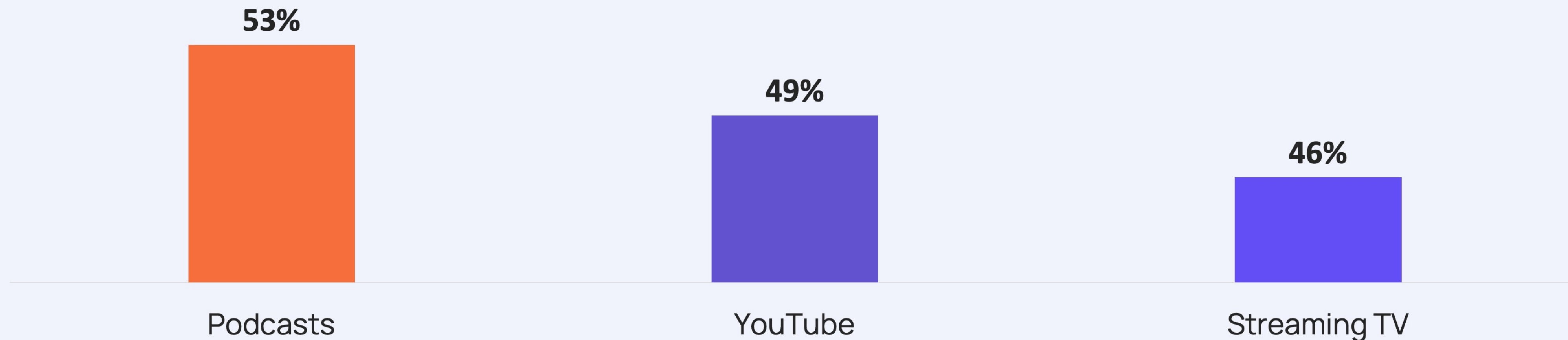
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Insights

How likely are you to purchase a product or service you see advertised on this medium?

% Very/somewhat likely, used past week



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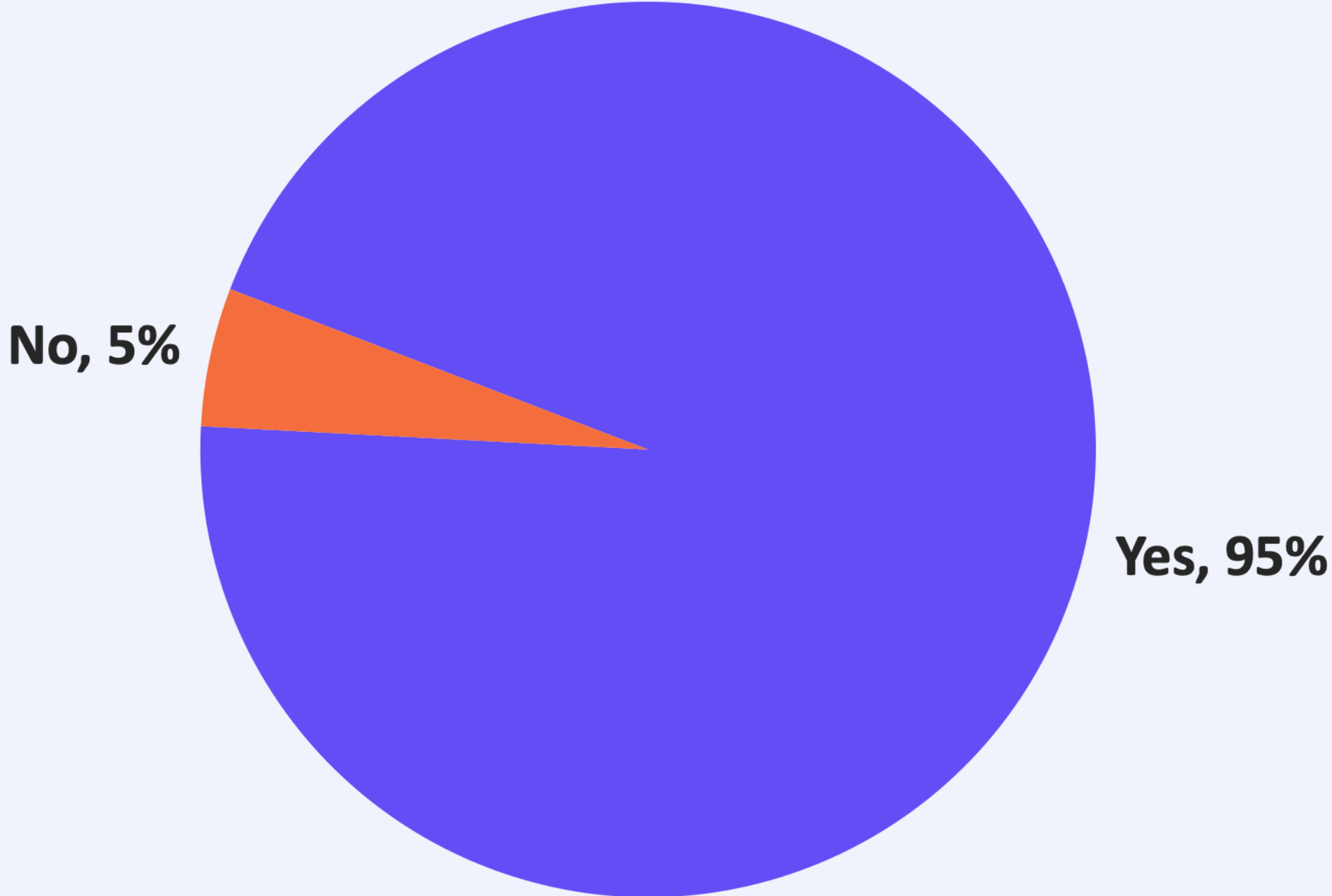
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Podcasting is incredibly **well-regarded** by consumers



Are you familiar with the term, 'podcast'?



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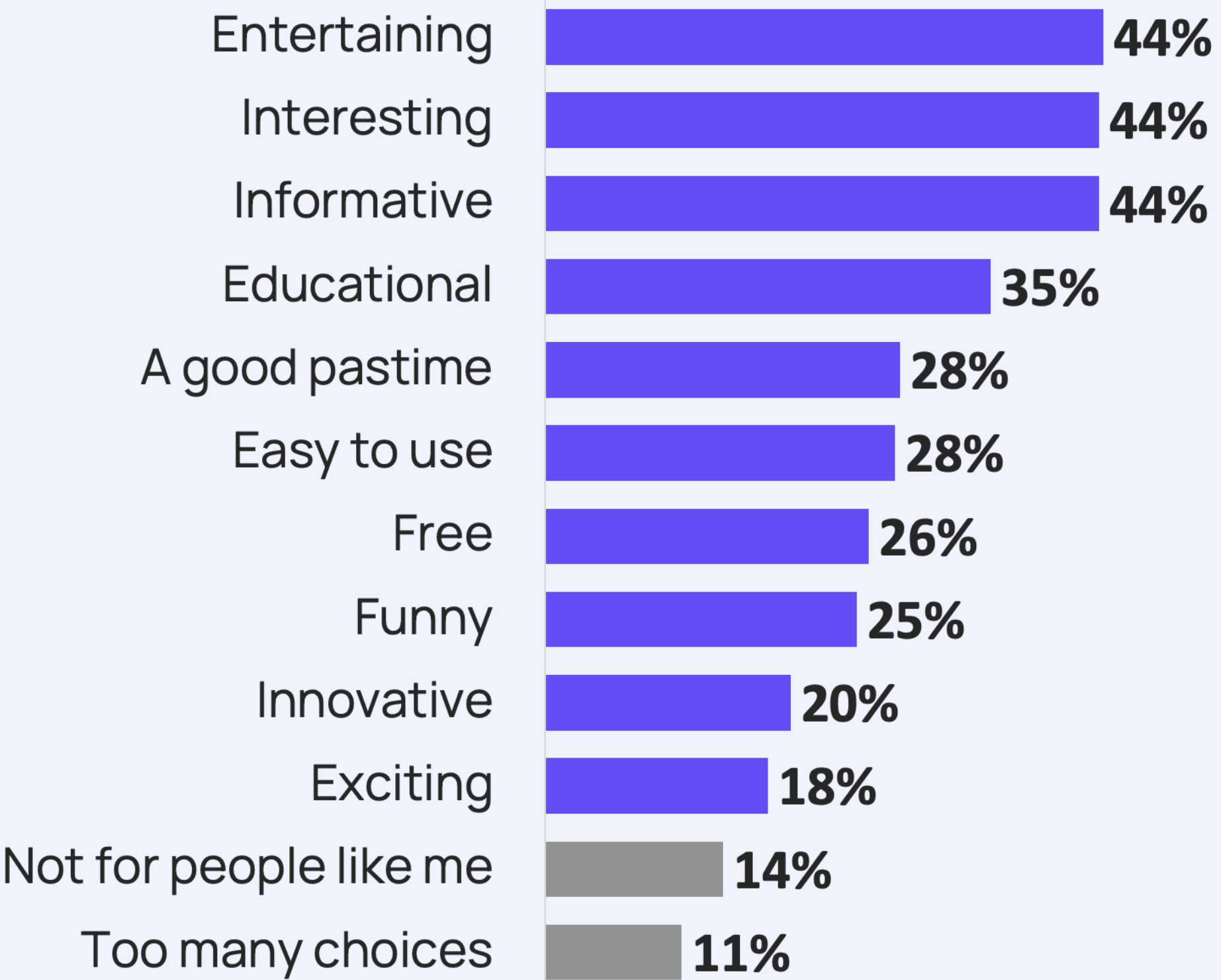
AUDIOHOOK

MAGELLAN AI

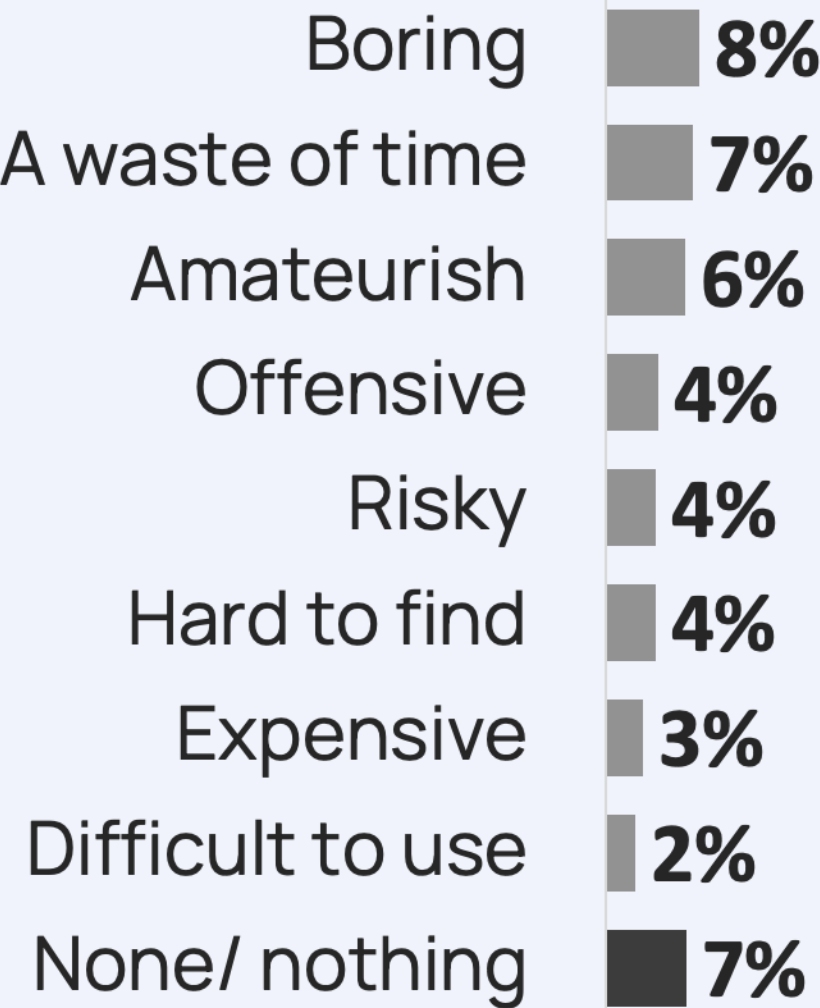
Paramount

Signal
Insights

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



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



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Think about podcasters and podcasting as a job. Which words or phrases below would you use to describe the work of podcasting, in general?



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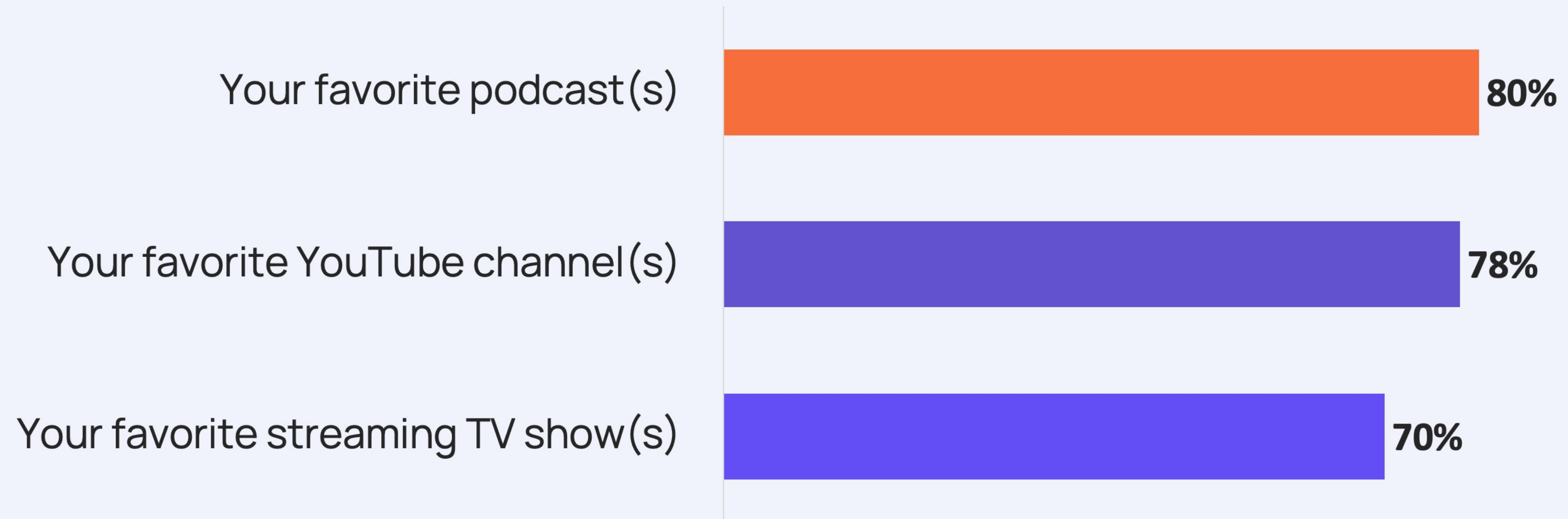
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The ads you hear or see on the following help creators to continue making new content?

% Agree, used past week



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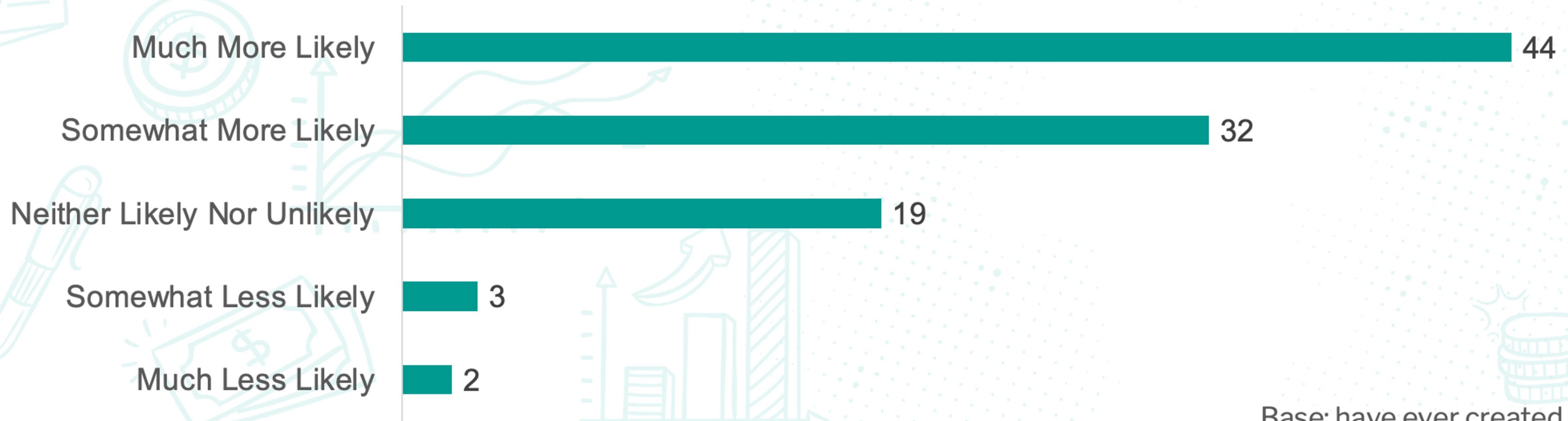
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...And the podcast **creators** themselves are positive about ads



CREATORS ARE EXTREMELY RECEPTIVE TO ADVERTISING IN PODCASTS

Compared to hearing advertisements in other places, when you hear ads on podcasts, how likely are you to consider the brand advertised?



Base: have ever created a podcast

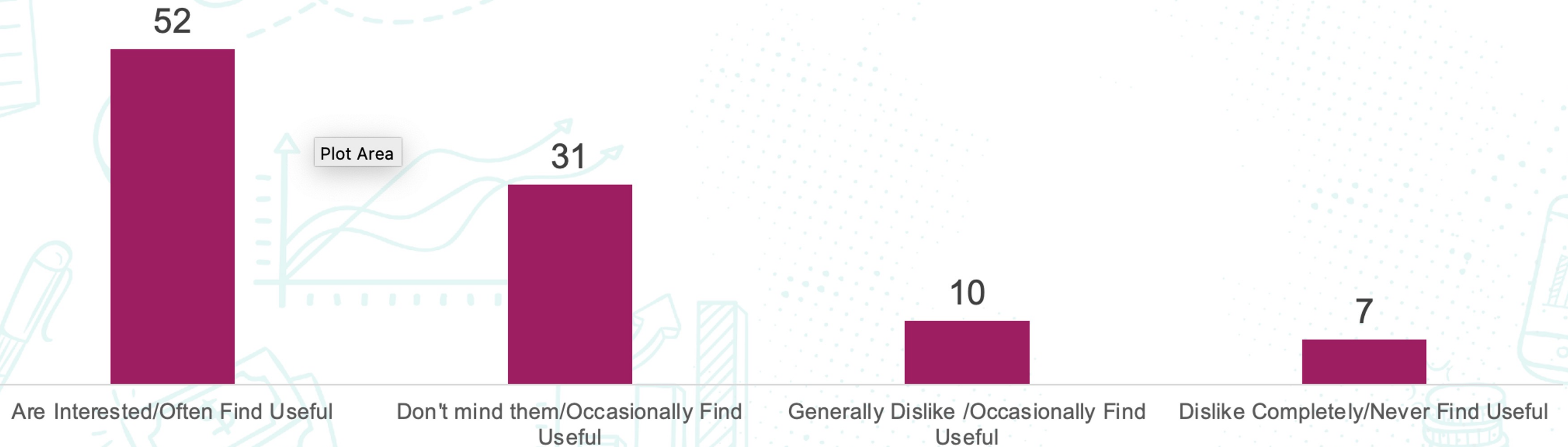


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CREATORS ARE EXTREMELY RECEPTIVE TO ADVERTISING IN PODCASTS

How do you feel about sponsorship messages in podcasts you regularly listen to?



Base: have ever created a podcast



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Host-read Ads are “Beachfront Property,” but the effect extends to any **well-executed** podcast ad



THE **JORDAN HARBINGER** SHOW

The Jordan Harbinger Show

REAL. INTELLIGENT. TALK

455: Matthew McConaughey | Following Life's Greenlights to Success



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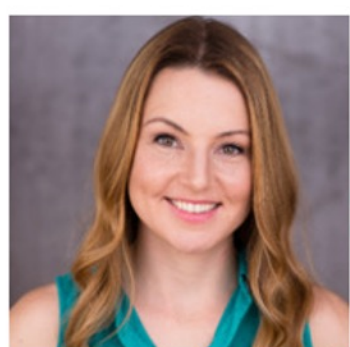
ADVERTISING TREATMENTS



Live Read: Ad-lib ad read by host, Jordan Harbinger



Scripted Read: Scripted ad read by host, Jordan Harbinger



Announcer Read: Scripted ad read by announcer, Ashley Hamer



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PERFORMANCE SUMMARY

Total Weekly Podcast Listeners	Live Read	Scripted	Announcer
Overall Appeal (10-point scale)	6.6	6.4	6.0
Fit with show (5-point scale)	3.7	3.6	3.4
Unaided recall	68%	55%	47%
Interest in learning more	58%	53%	49%
Likelihood to purchase	52%	45%	44%
Likelihood to learn more	54%	55%	48%

Have ever listened to show	Live Read	Scripted	Announcer
Overall Appeal (10-point scale)	7.9	7.5	7.8
Fit with show (5-point scale)	4.4	4.2	4.2
Unaided recall	51	34	33
Interest in learning more	85%	86%	83%
Likelihood to purchase	82%	82%	71%
Likelihood to learn more	79%	84%	82%

Green: Top score



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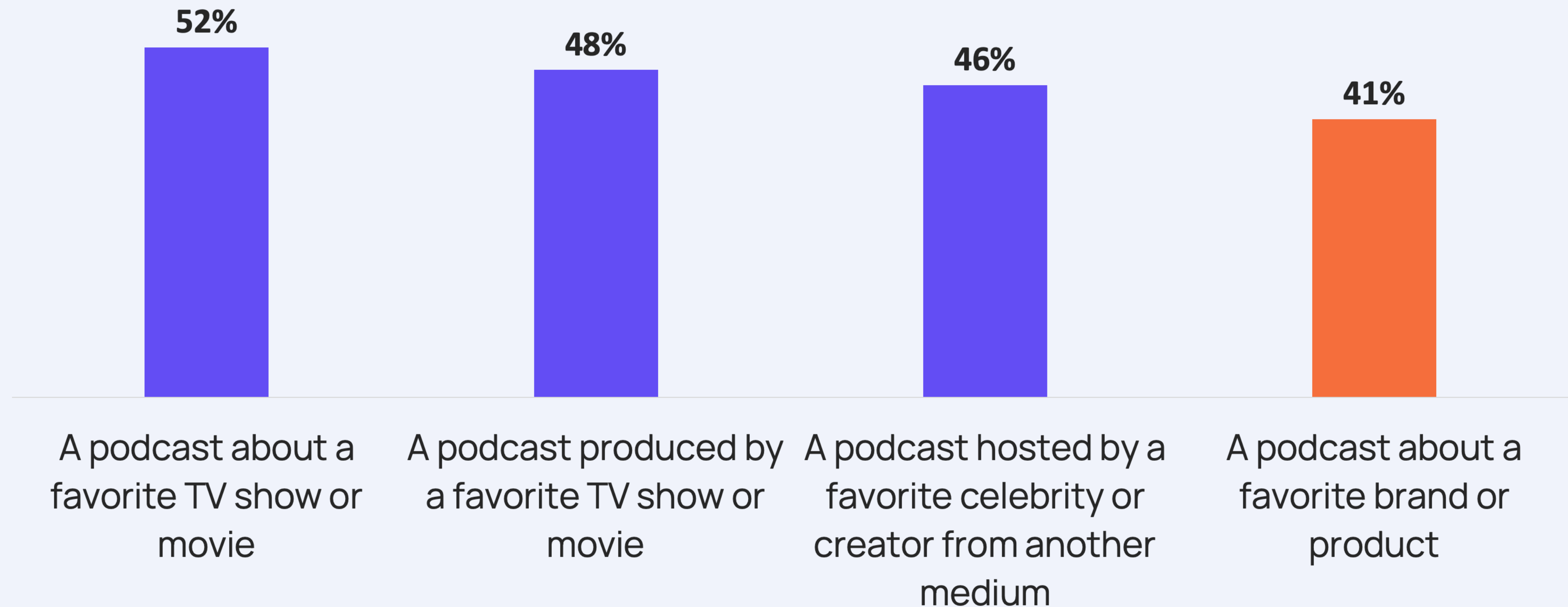


Branded Podcasts are particularly effective



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

% "Very" or "Somewhat" likely



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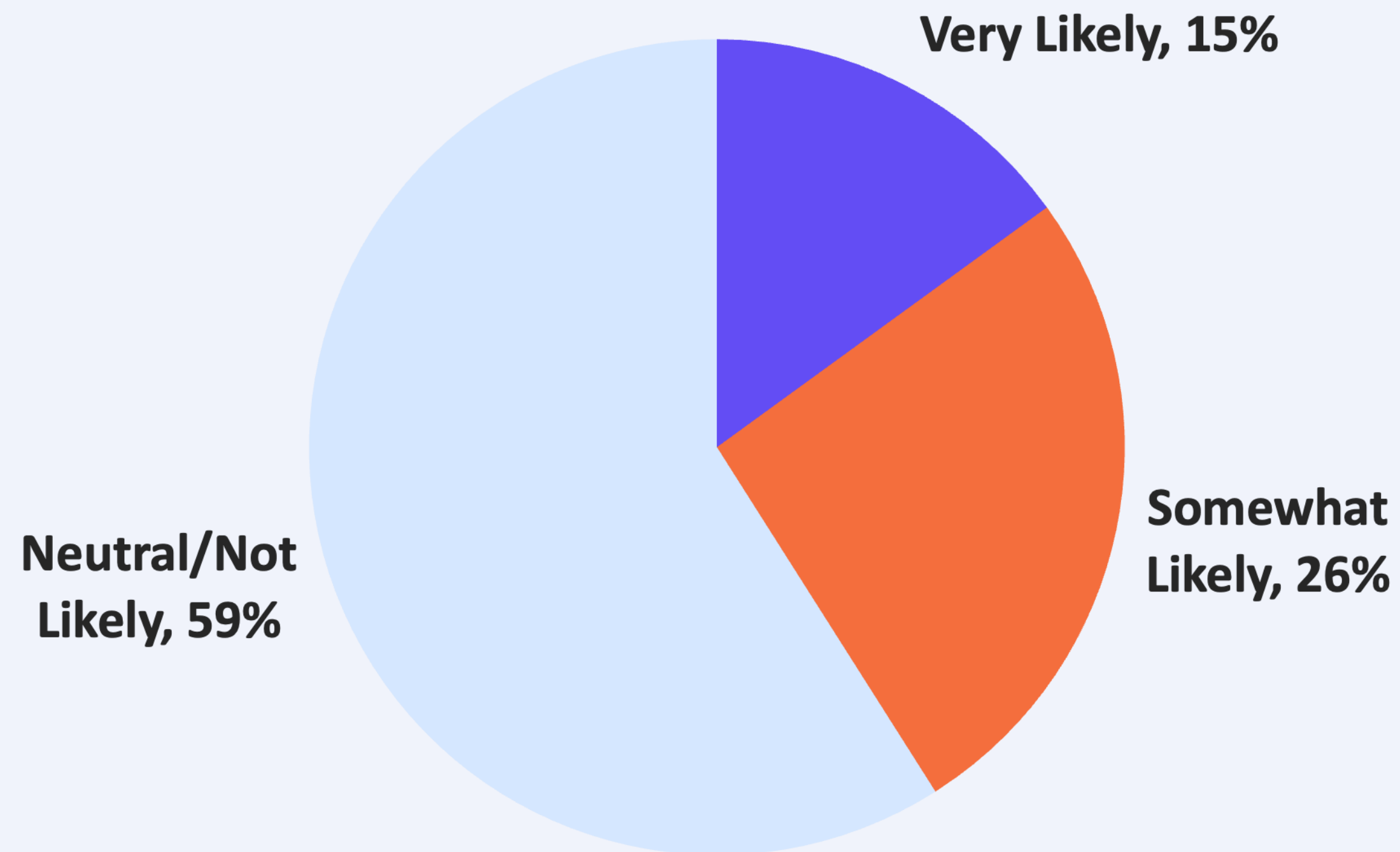
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Likelihood to listen to a podcast about a favorite brand or product



Approximately
106 Million
Americans 18+

Brand Fans = 41%



+



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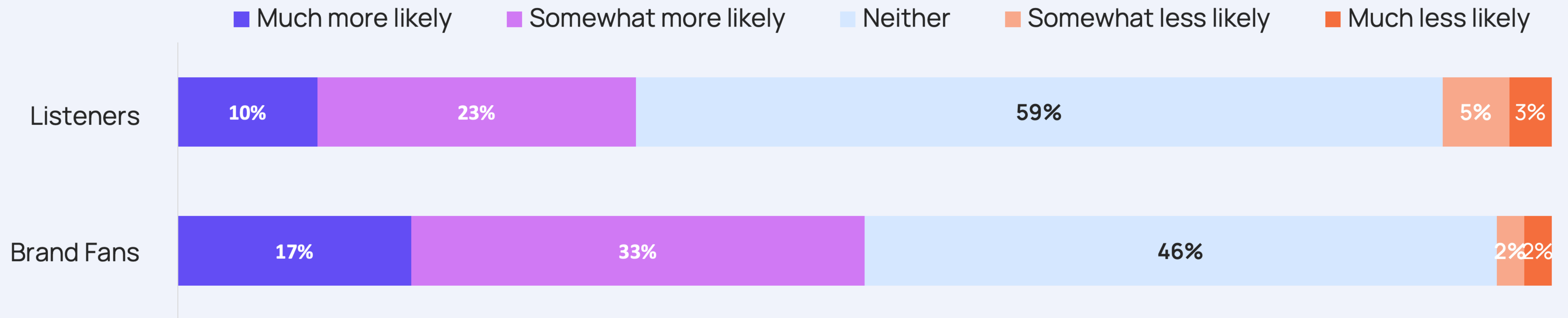
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Imagine you are interested in a podcast and you learn it is produced by a company that offers products/services to consumers or businesses. In general, does a company's involvement make you more or less likely to listen to it?



Base: Ever listened to a podcast

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Podcast Ads significantly outperform traditional broadcast media



Our special guests

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TV Brands

Top brands in TV advertising by share of voice, 2022, as published by iSpot



Radio Brands

Top brands in Radio advertising by share of voice, 2022, as published by Media Monitors



Podcast Brands

Top brands in podcast advertising by share of voice, 2022 – sourced exclusively from Magellan.AI

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Brand Metrics: Progressive (among TV users)

PROGRESSIVE

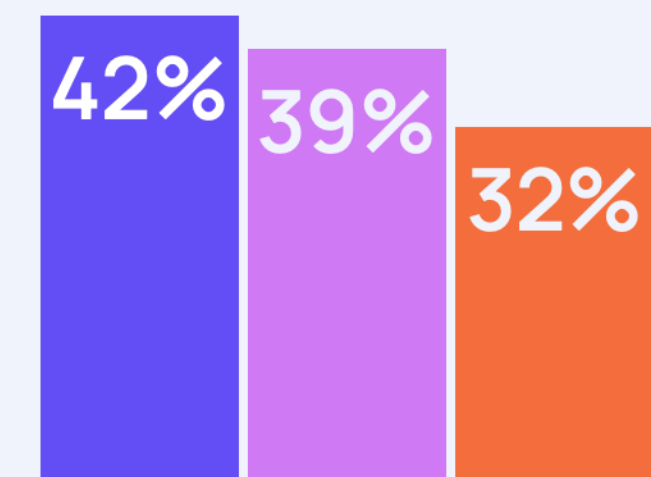
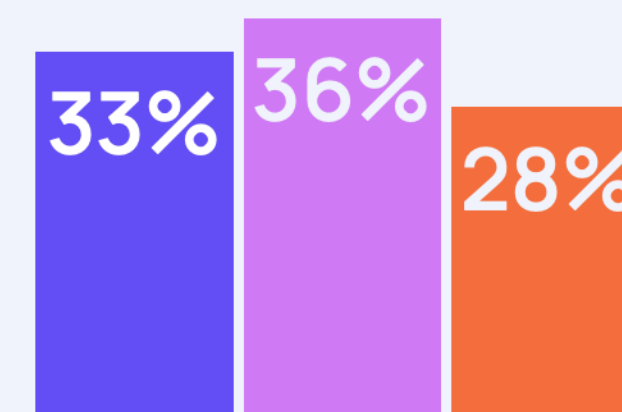
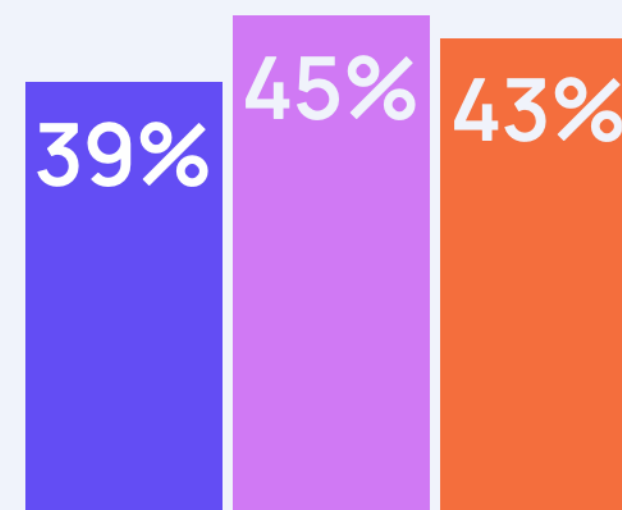
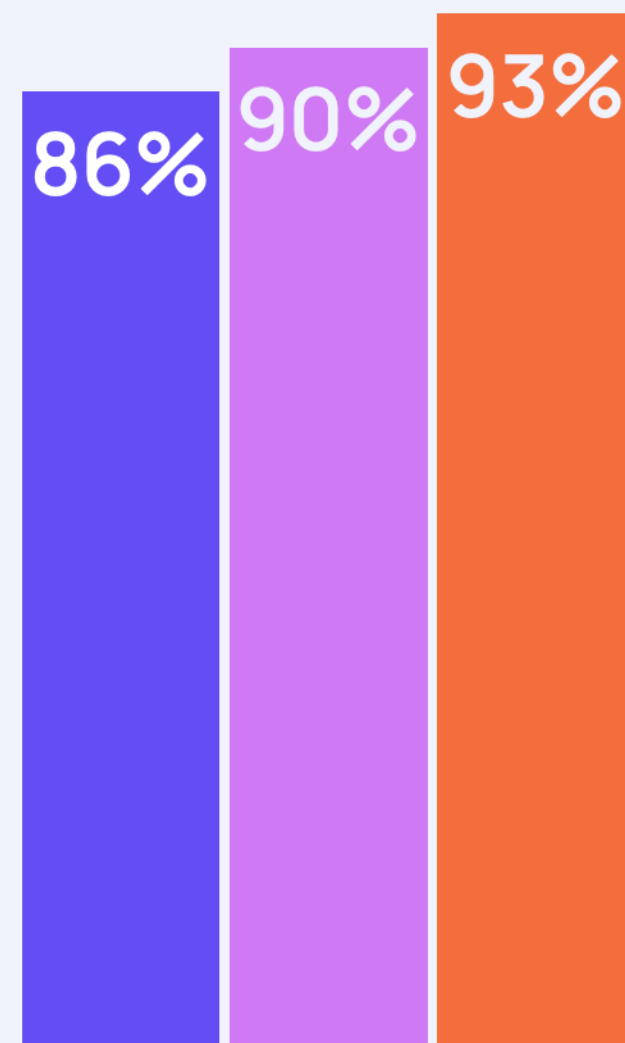
Top Advertiser for TV

Awareness

Total Favorability
(very/somewhat)

Total Consideration
(very/somewhat likely to use)

Total Took Action
(looked online/used/
purchased)



● Didn't watch Network/Cable TV/ pst wk

● Watched Network/Cable TV/ pst wk

● Watched Network/Cable TV 20+hrs/ pst wk

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Brand Metrics: ZipRecruiter (among AM/FM users)



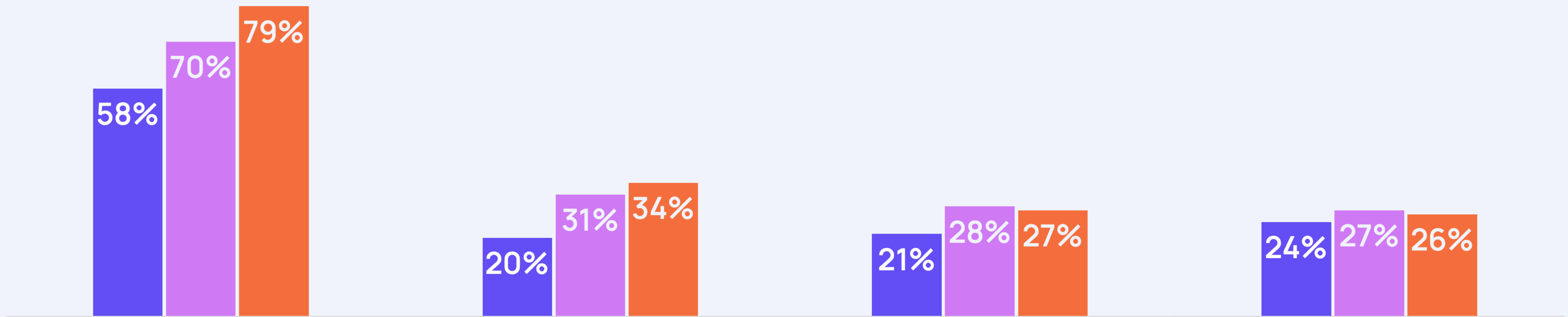
Top Advertiser for AM/FM

Awareness

Total Favorability
(very/somewhat)

Total Consideration
(very/somewhat likely to use)

Total Took Action
(looked online/used/
purchased)



● Didn't listen to AM/FM / pst wk

● Listened to AM/FM / pst wk

● Listened to AM/FM 10+hrs/ pst wk

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Brand Metrics: Shopify (among Podcast users)



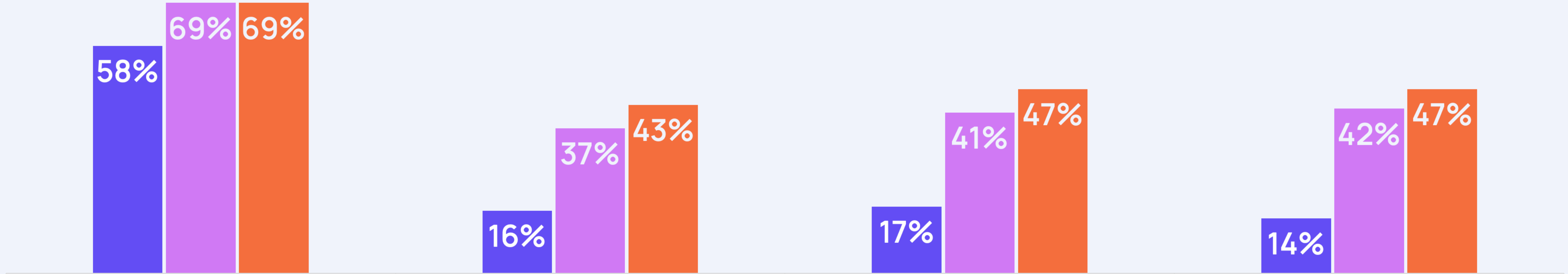
Top Advertiser for Podcasts

Awareness

Total Favorability
(very/somewhat)

Total Consideration
(very/somewhat likely to use)

Total Took Action
(looked online/used/
purchased)



● Didn't listen to podcasts/ pst wk

● Listened to podcasts/ pst wk

● Listened to podcasts 5+hrs/ pst wk

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Difference in brand measures between past week users and non-users of each medium past week

Average Favorability Increase, Top Five Brands Per Medium

TV: +5%

Average favorability increase
Of top five TV brands by share of
voice between Weekly TV Viewers
and non-weekly viewers

Radio: +8%

Average favorability increase
Of top five radio brands by share of
voice between Weekly radio
listeners and non-weekly listeners

Podcasts: +14%

Average favorability increase
Of top five podcast brands by share of voice
between Weekly Podcast listeners and
non-weekly listeners

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MEDIA

mowpod

AUDIOHOOK

Difference in brand measures between past week users and non-users of each medium past week

Average **Consideration** Increase, Top Five Brands Per Medium

TV: +4%

Average consideration increase
Of top five TV brands by share of
voice between Weekly TV Viewers
and non-weekly viewers

Radio: +5%

Average consideration increase
Of top five radio brands by share of
voice between Weekly radio
listeners and non-weekly listeners

Podcasts: +15%

Average consideration increase
Of top five podcast brands by share of voice
between Weekly Podcast listeners and
non-weekly listeners

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Difference in brand measures between past week users and non-users of each medium past week

Average **Action** Increase, Top Five Brands Per Medium

TV: +1%

Average action increase
Of top five TV brands by share of
voice between Weekly TV Viewers
and non-weekly viewers

Radio: +6%

Average action increase
Of top five radio brands by share of
voice between Weekly Radio
listeners and non-weekly listeners

Podcasts: +16%

Average action increase
Of top five podcast brands by share of voice
between Weekly Podcast listeners and
non-weekly listeners

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Podcasting has all the tech for brands to ensure safety and suitability – plus a **passionate audience**





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



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



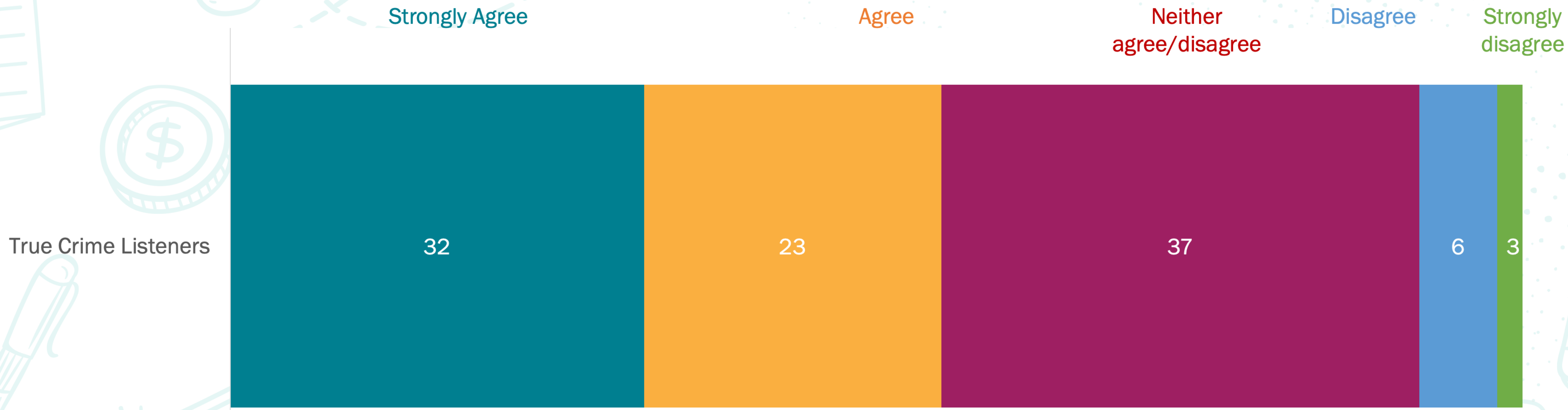
Base: Listen to true crime podcasts



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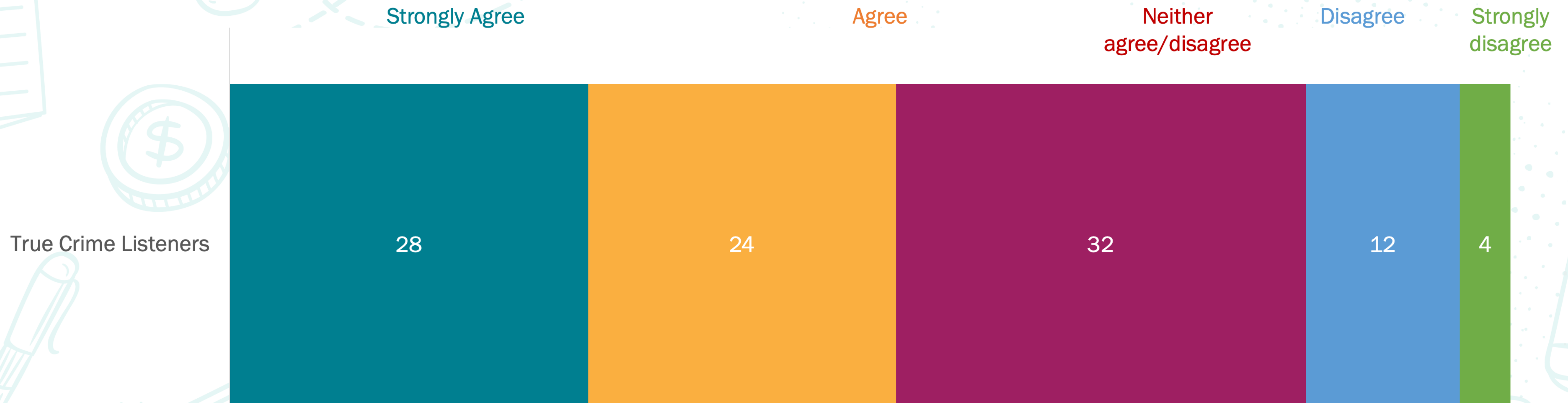
PERCENT WHO AGREE THAT THEY “LIKE IT WHEN A BRAND SUPPORTS THEIR FAVORITE TRUE CRIME PODCAST”



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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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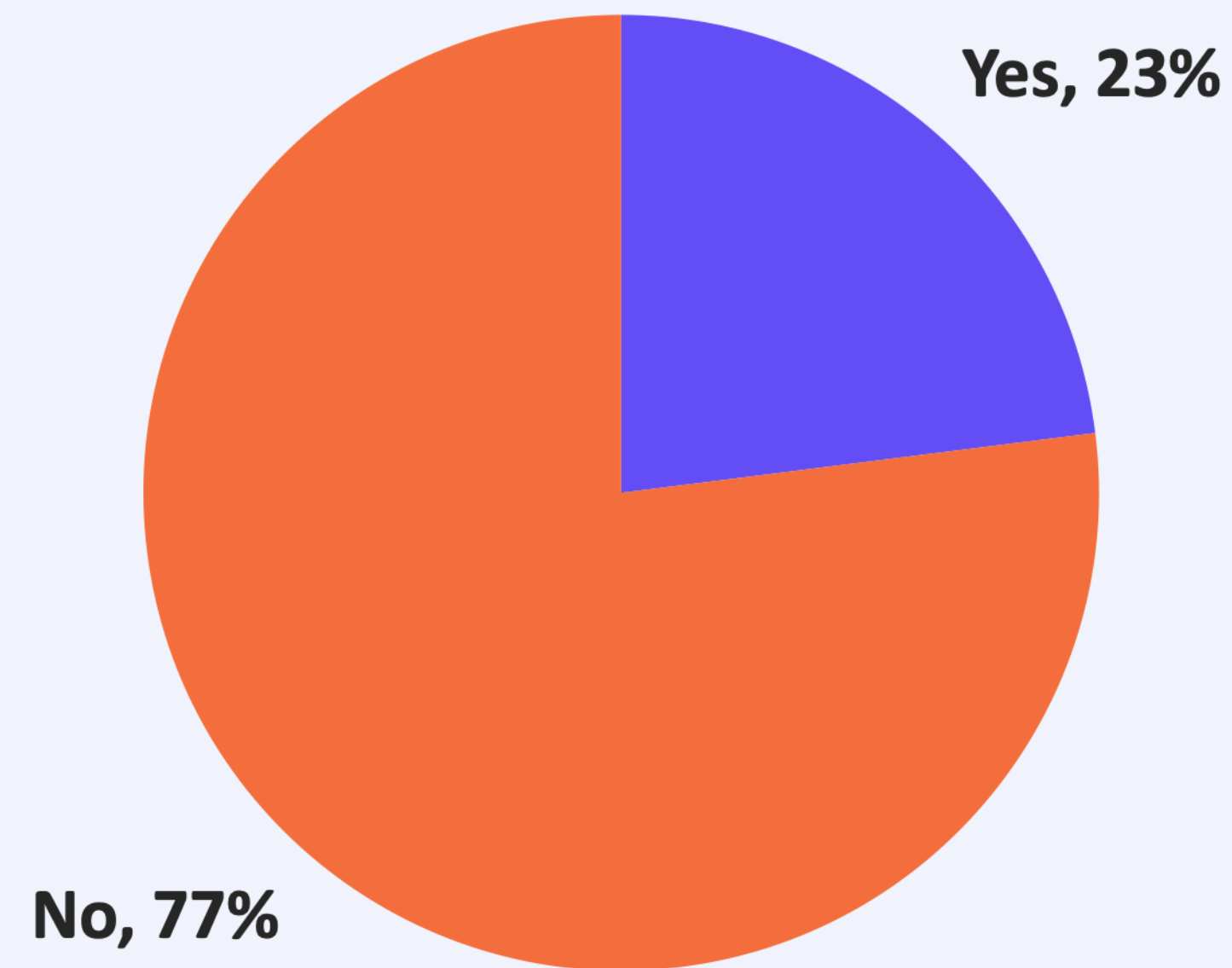


Even consumers who **pay to avoid ads** find
podcast ads compelling



Do you subscribe to YouTube Premium, a paid subscription service that offers an ad-free experience and premium content?

Watched video podcast on YouTube in last 30 days



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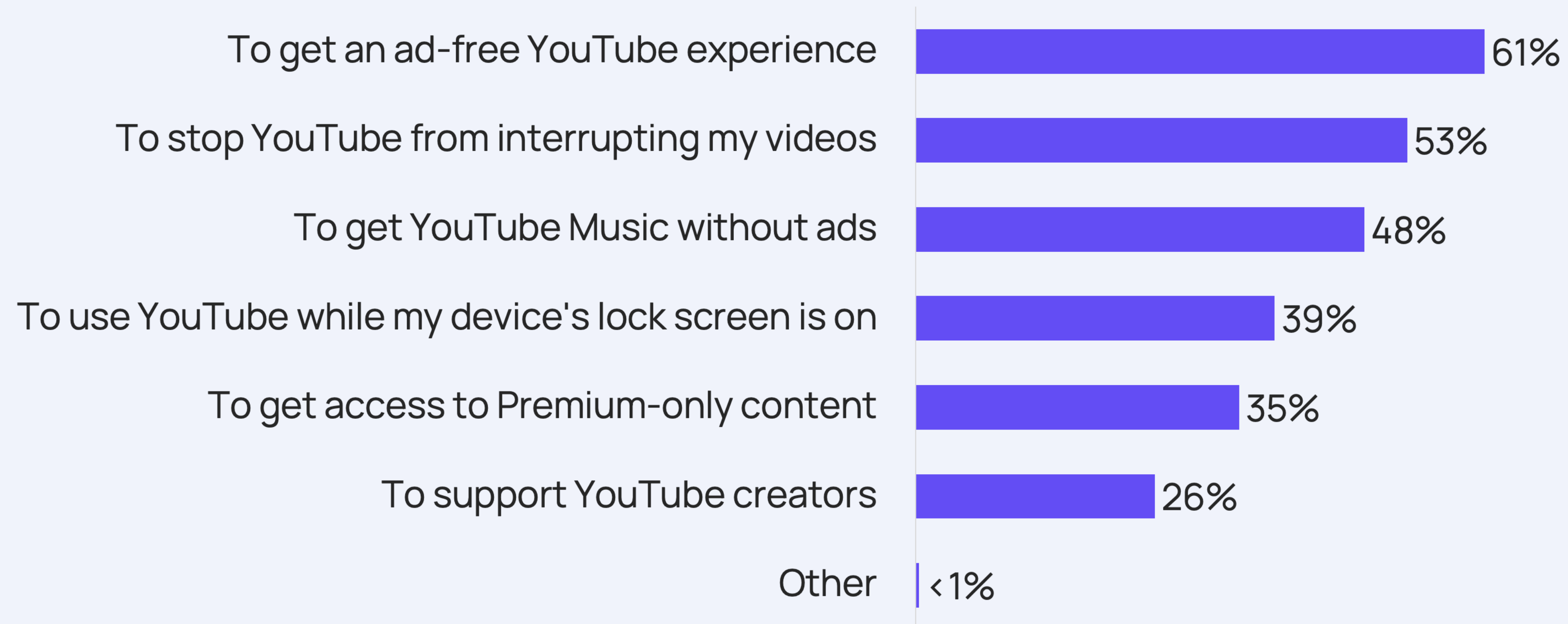
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Why do you subscribe to YouTube Premium?

Watched video podcast on YouTube in last 30 days, subscribe to YouTube Premium



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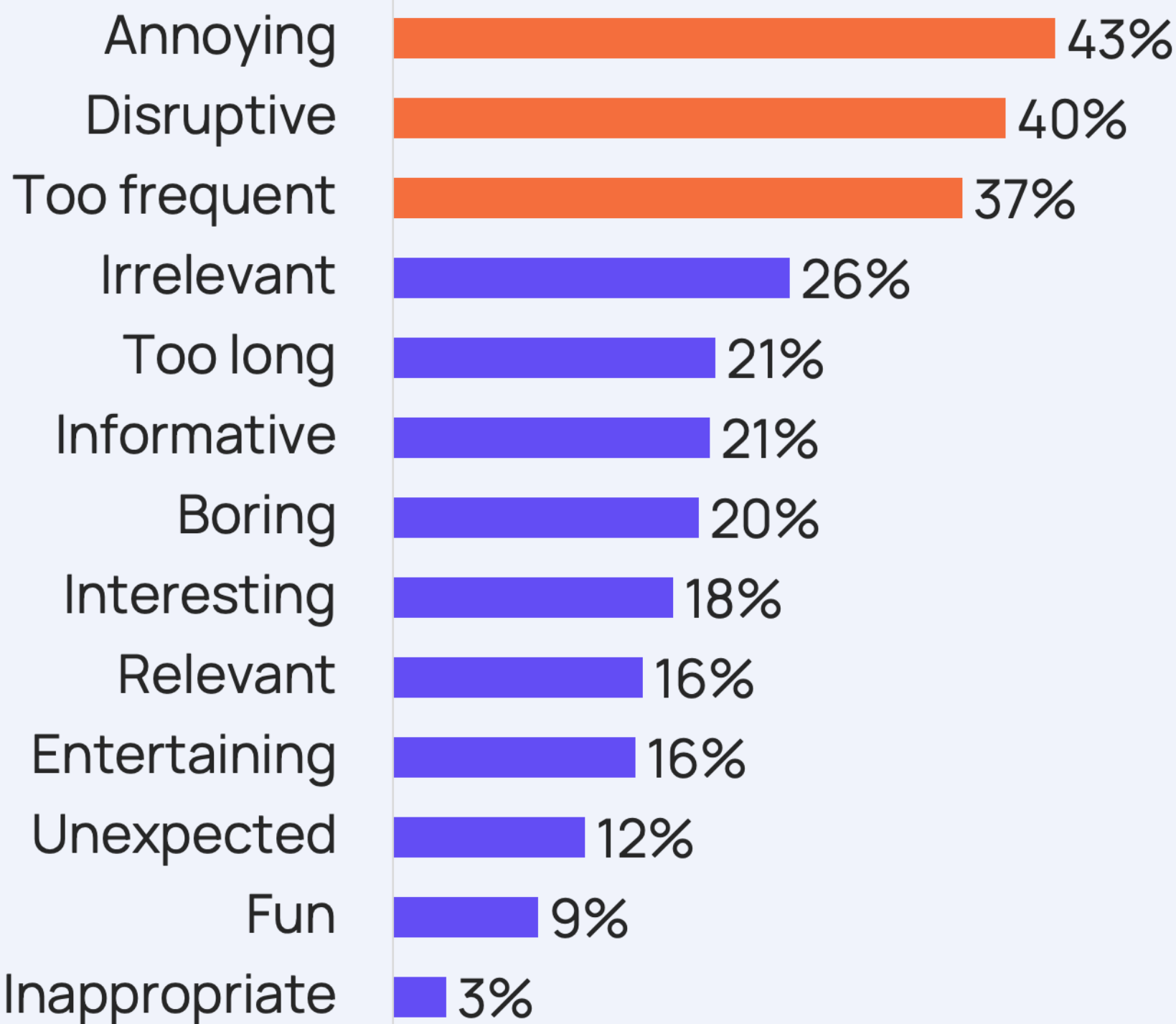
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How would you describe the regular YouTube ads you receive while consuming podcasts?

Watched video podcast on YouTube in last 30 days, does not subscribe to YouTube Premium, see YouTube native ads



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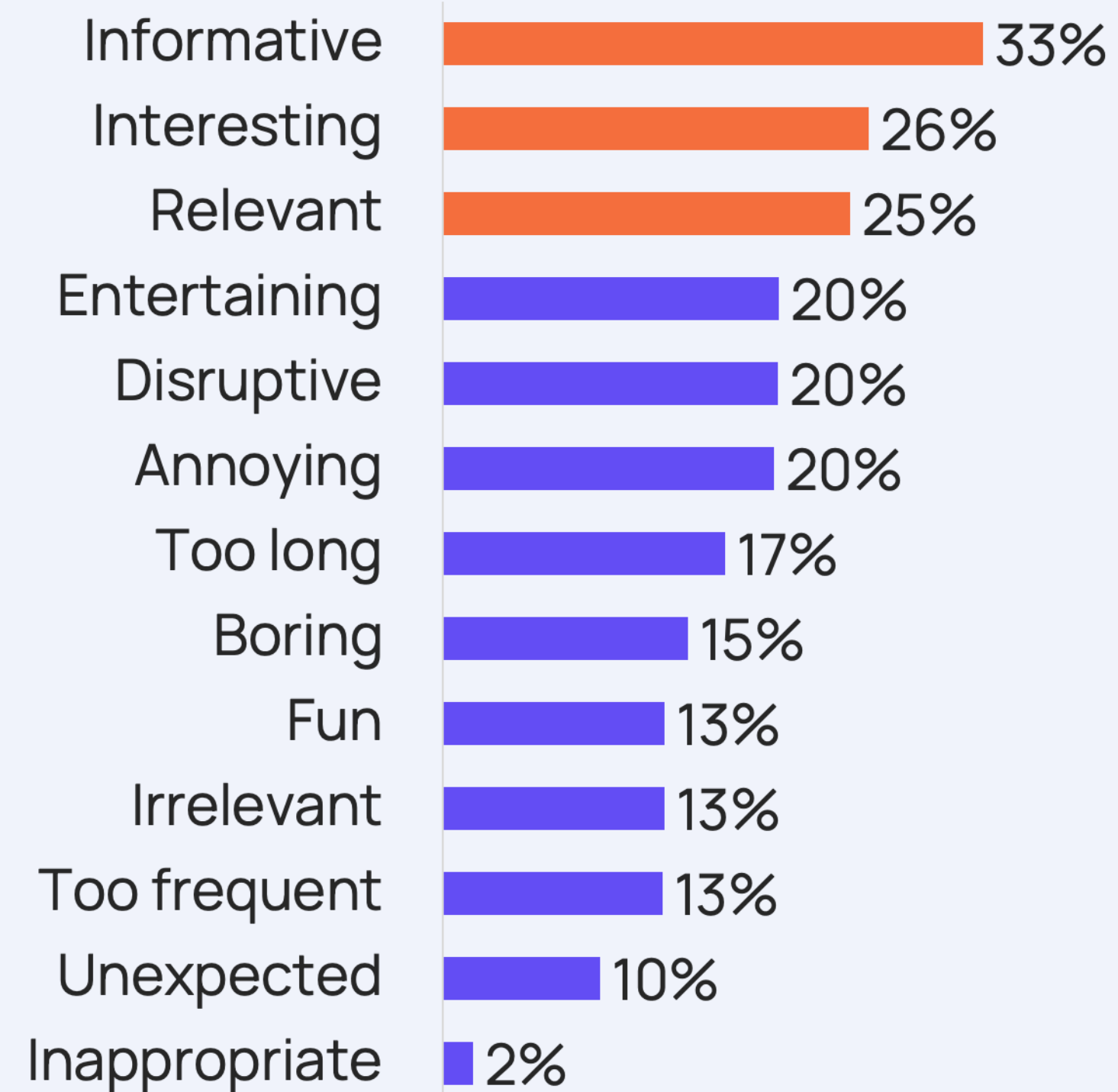
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How would you describe the type of ads read by creators/hosts on the podcasts you consume on YouTube?

Watched video podcast on YouTube in last 30 days, does not subscribe to YouTube Premium, get host/creator/etc. ads



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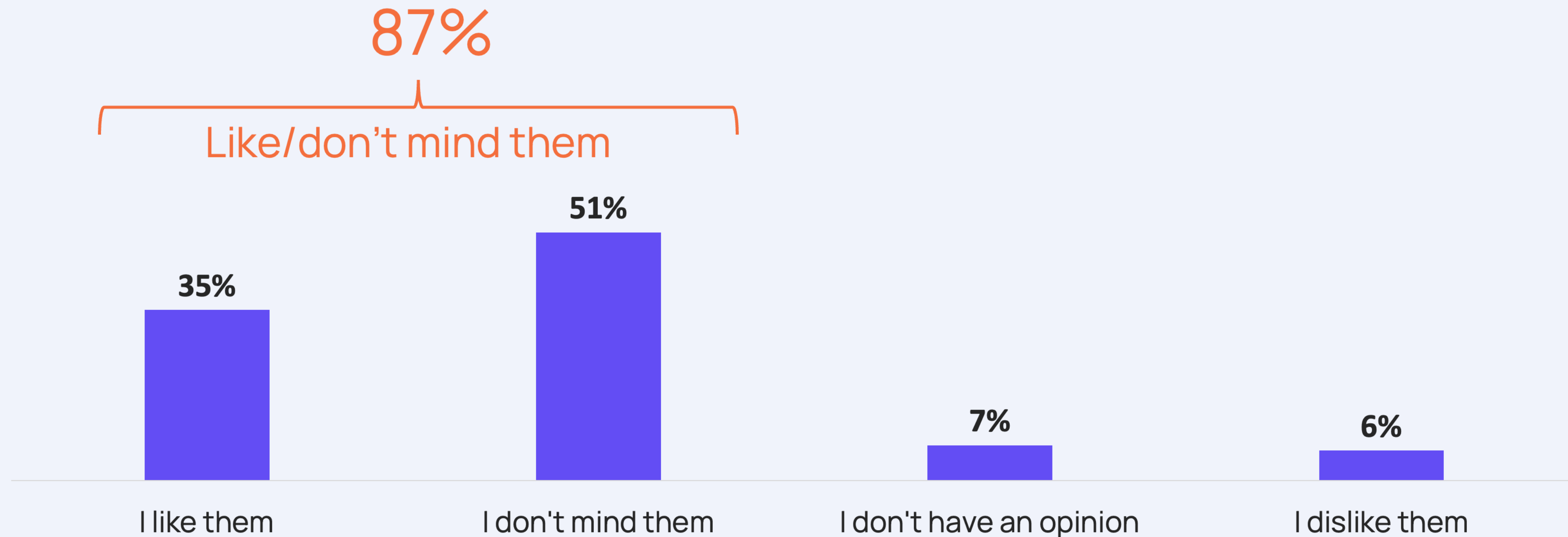
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What is your opinion of the ads read by creators/hosts on the podcasts you consume on YouTube Premium?

Watched video podcast on YouTube in last 30 days, have YouTube Premium, get host/creator/etc. ads



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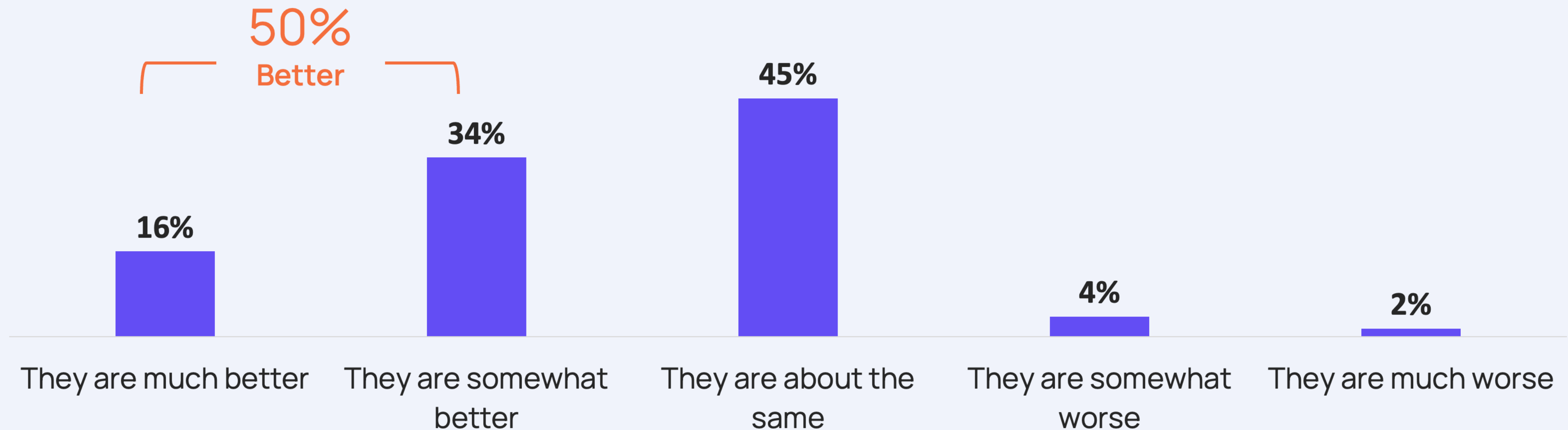
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Compared to standard YouTube video ads, what is your opinion of these creator/host podcast ads you receive on YouTube?

Watched video podcast on YouTube in last 30 days, does not subscribe to YouTube Premium, get host/creator/etc. ads



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Podcast Advertising – The Safest Bet

- There is a unique bond between the creators and consumers of podcasting
- That bond extends to advertisers – even with those to avoid ads
- Podcasting is particularly effective in lower-funnel measures
- Podcasting benefits from brand safety and suitability tools AND a self-selected audience
- The goal of brands today is not to buy ads – it's to earn attention. Podcasts deliver attention.

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The Ad Bargain

Complete Report – April 3

