

SOUNDS PROFITABLE

THE BUSINESS OF PODCASTING

U.S. 2024

The Podcast Landscape

WONDERY

betterhelp

npr

ESPN Podcasts

libsyn
Liberated Syndication

AMERICAN PUBLIC MEDIA

Paramount

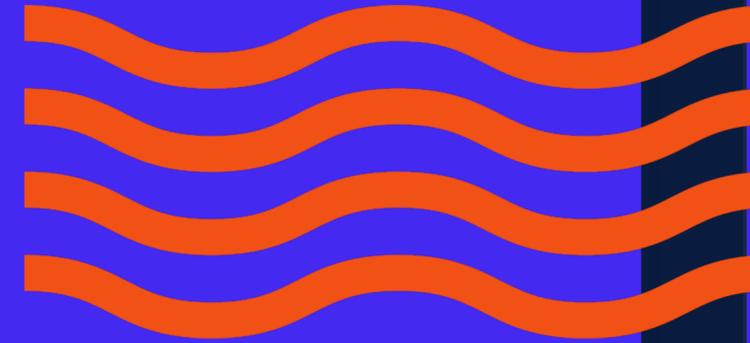
sxm
MEDIA

SignalHill
Insights

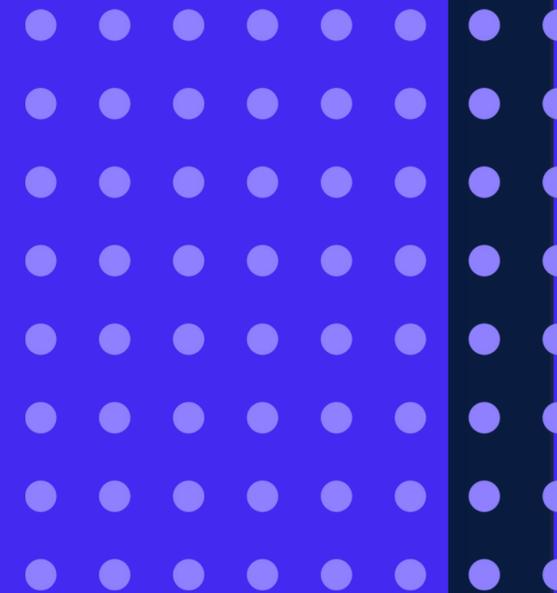


March 2025

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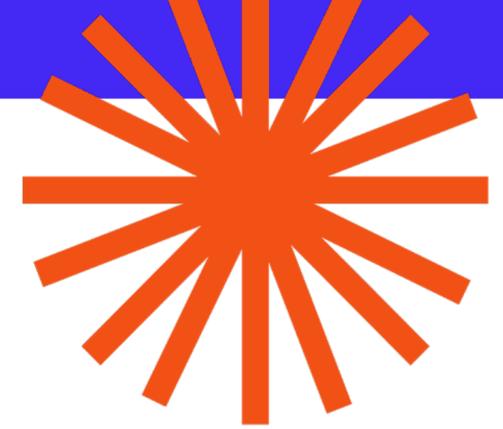
The Power of Branded Podcasts



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Methodology



In June 2024, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5071** Americans ages 18+ - the largest public study of podcasting in America.



The sample was weighted to the most recent census data to be representative of the US population, using a single source, conducted identically to the 2023 study

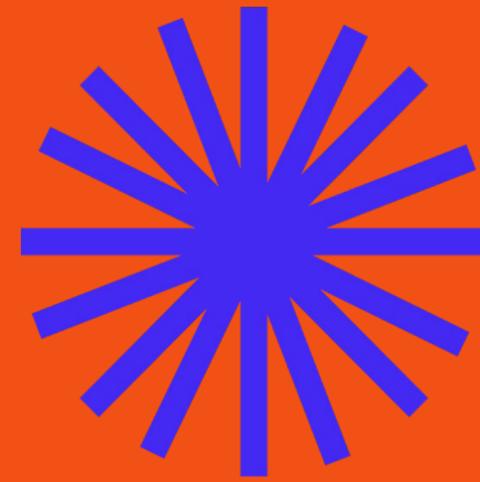


Respondents were asked a variety of questions about podcasting, including whether they listen, how often, and why they do or do not listen to podcasts



Topics also included churn, what leads to decreases in listening over time, and general perceptions of the medium and its creators

Audience Profile



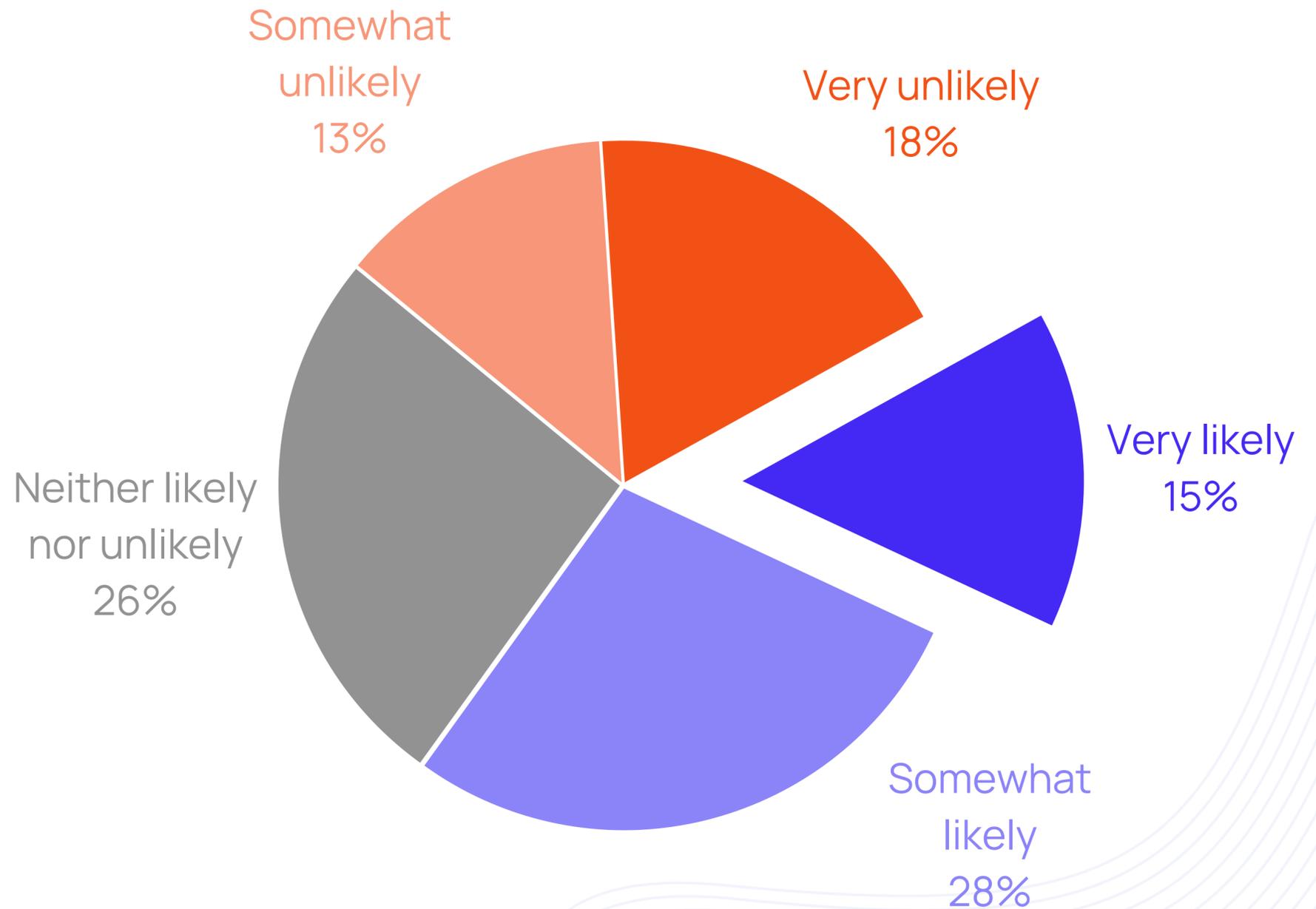
Brand Perceptions:

Likelihood to consume a podcast about a favorite brand or product

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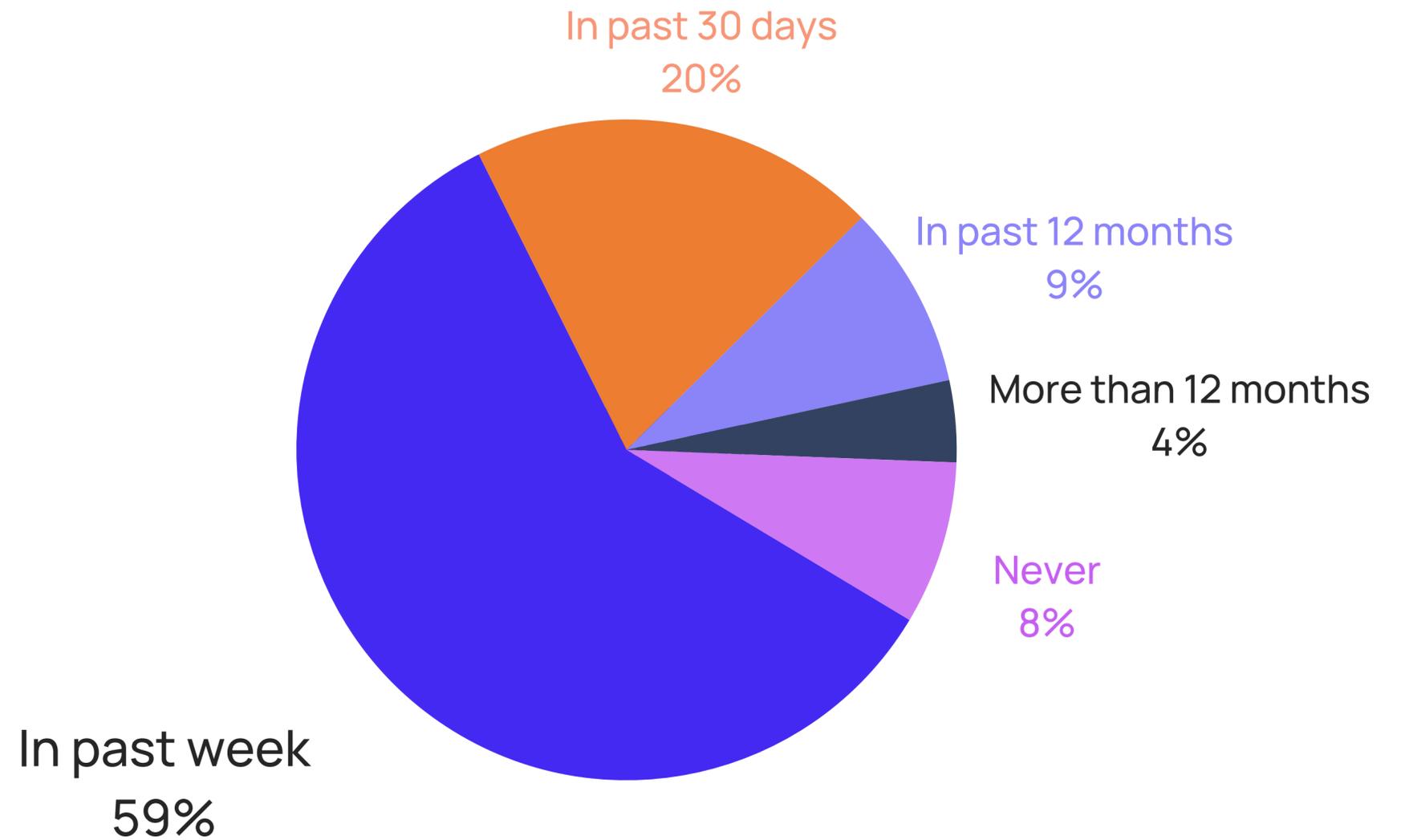
“Brand Fans” = “Very Likely”



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When was the last time, if ever, you consumed a podcast, either audio or video?

“Brand Fans”



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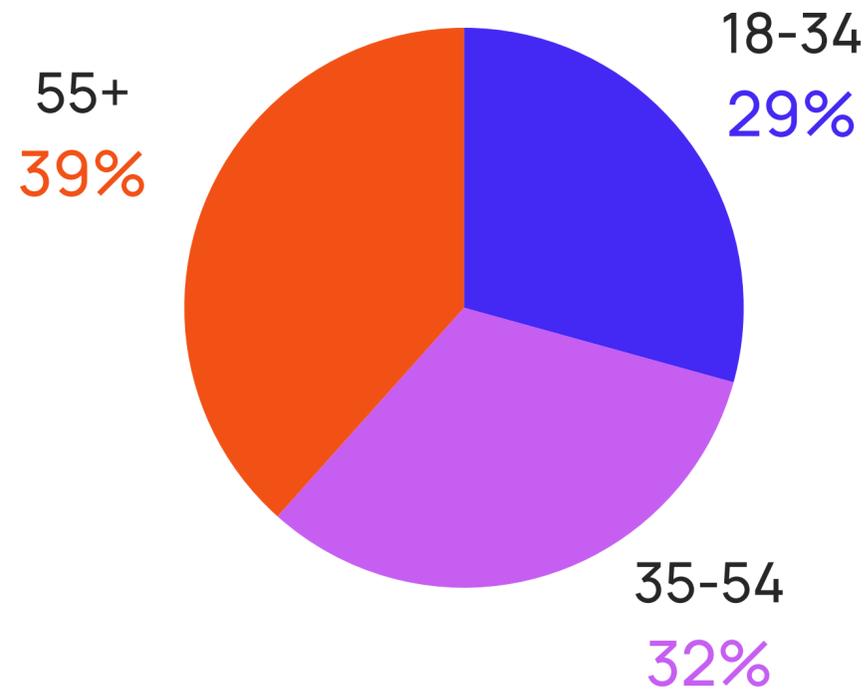
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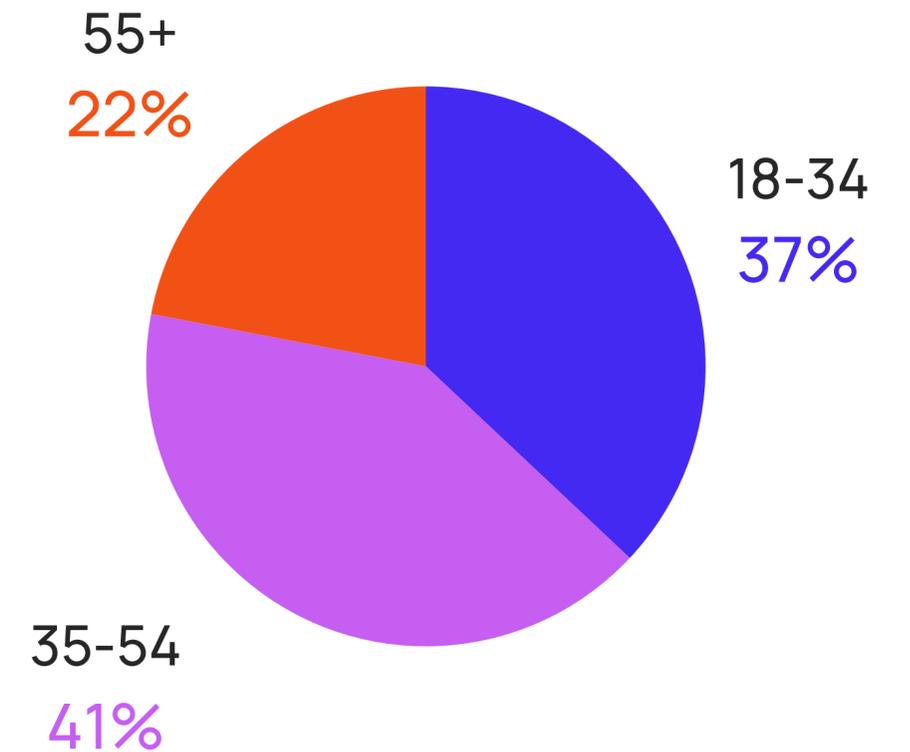
Age Profile:

Brand Fans are significantly younger than the US Population

US Population



“Brand Fans”



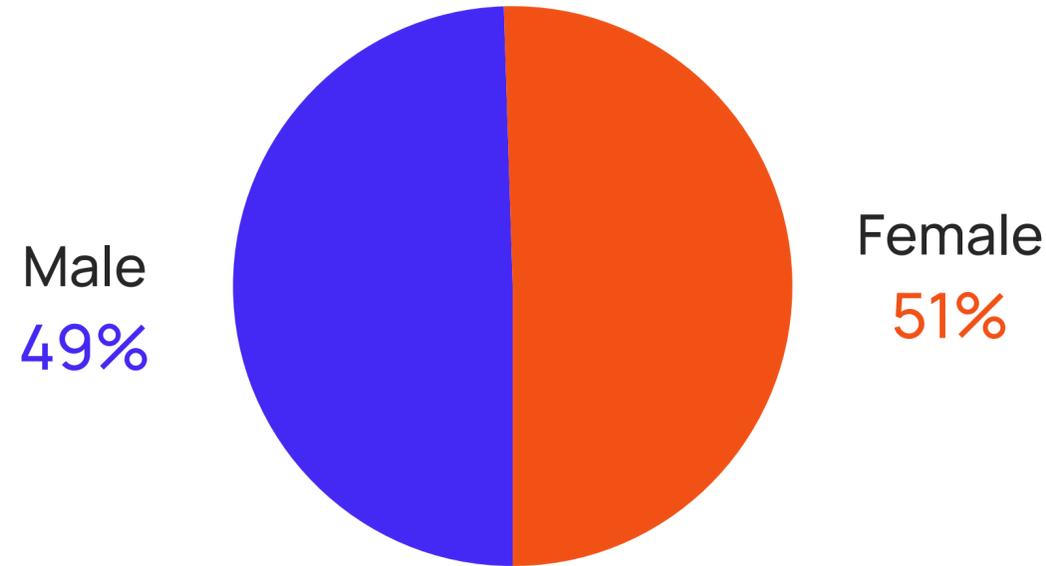
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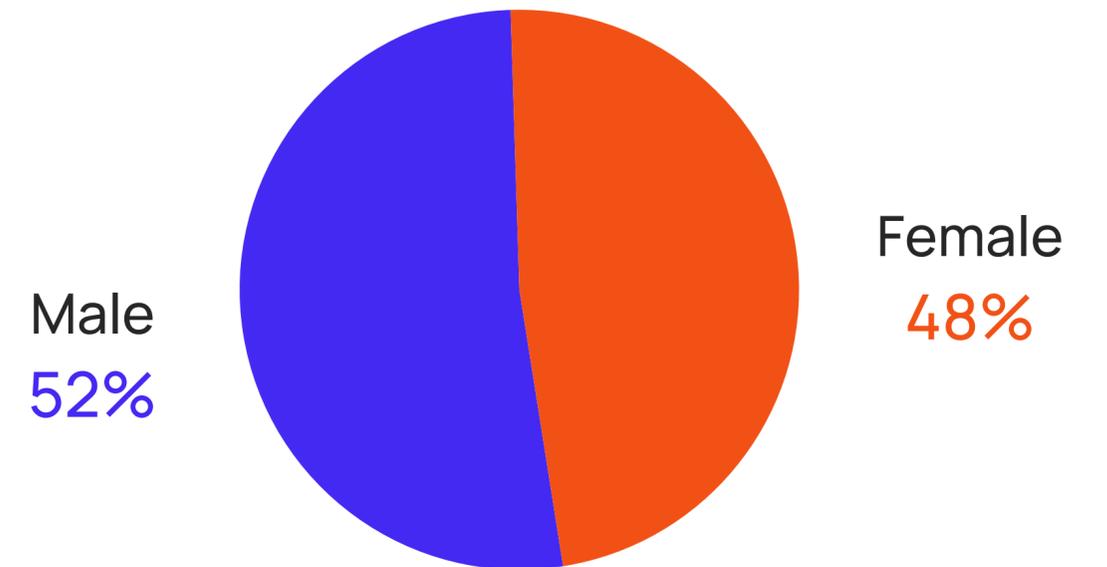
Gender Profile:

Brand Fans are close to the US population in gender split

US Population



“Brand Fans”



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Race/Ethnicity Profile:

Hispanic/Latino Consumers index very highly as “Brand Fans”

“Brand Fans”

Race/Ethnicity	Total Population	“Brand Fans”
White	76%	67%
Black/African American	14%	23%
Hispanic/Latino	17%	27%
Asian American	5%	3%

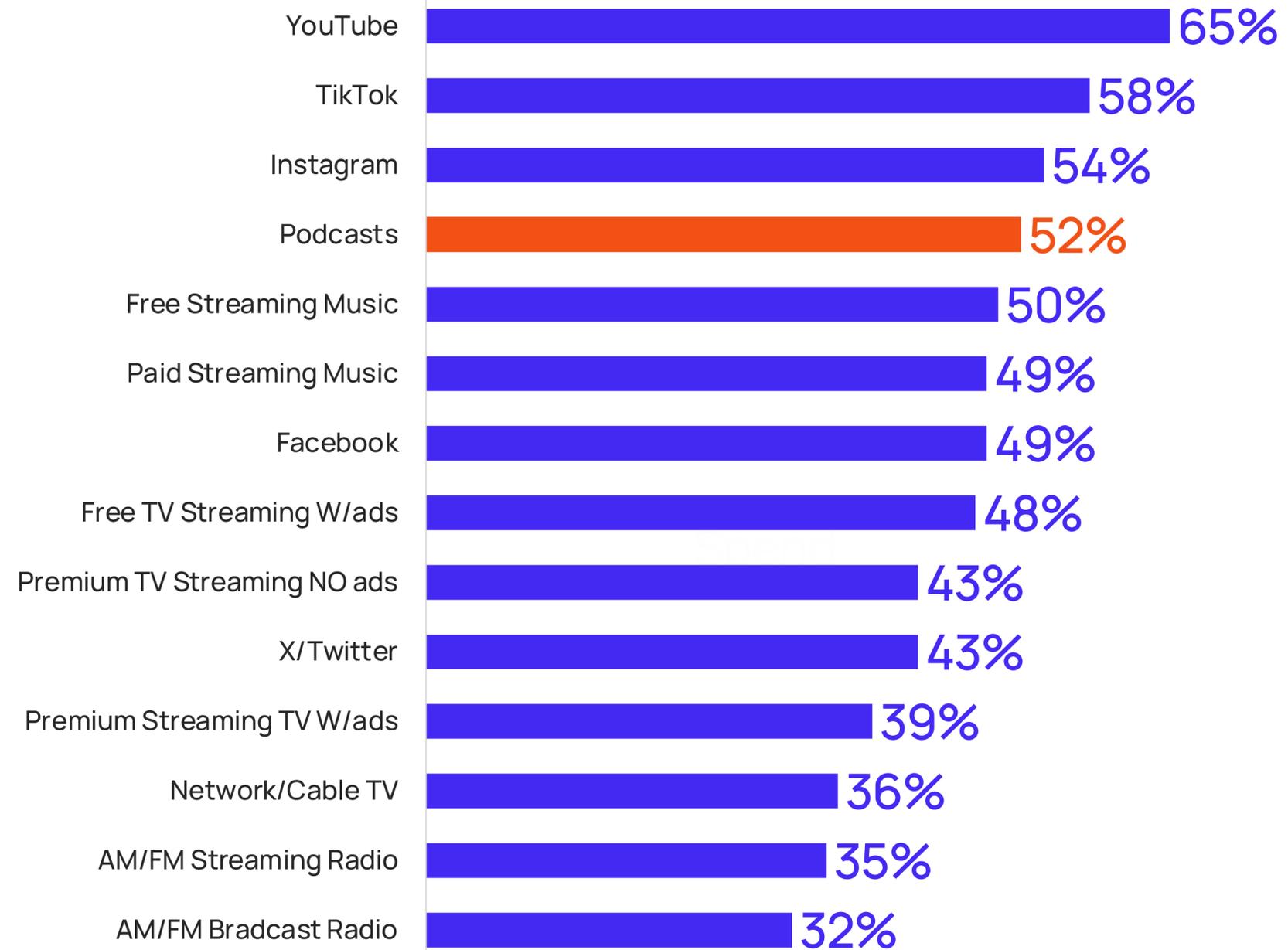
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Usage Trends – Last 12 Months

Brand Fans

Spending MORE Time With



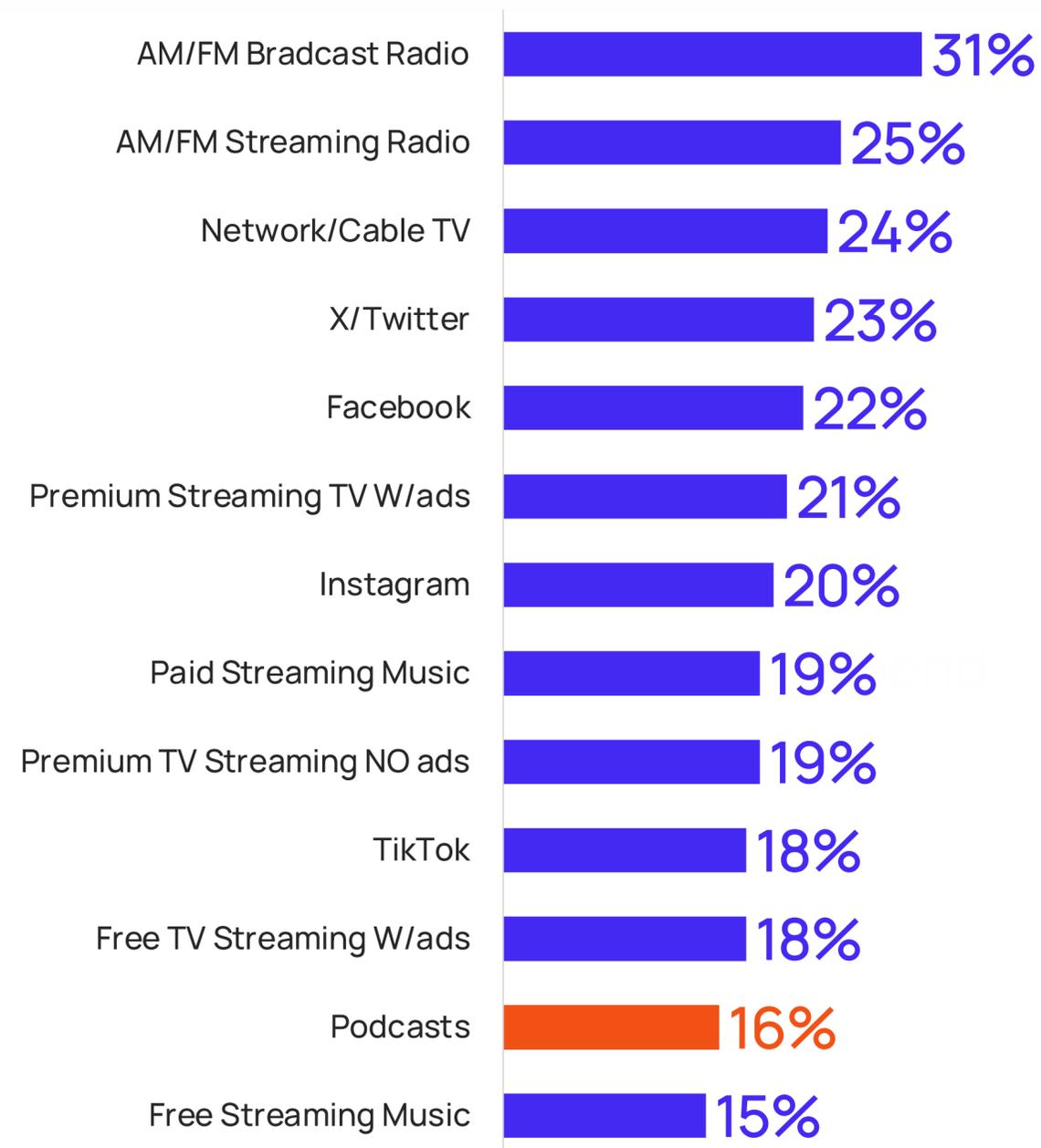
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Usage Trends – Last 12 Months

Brand Fans

Spending LESS Time With



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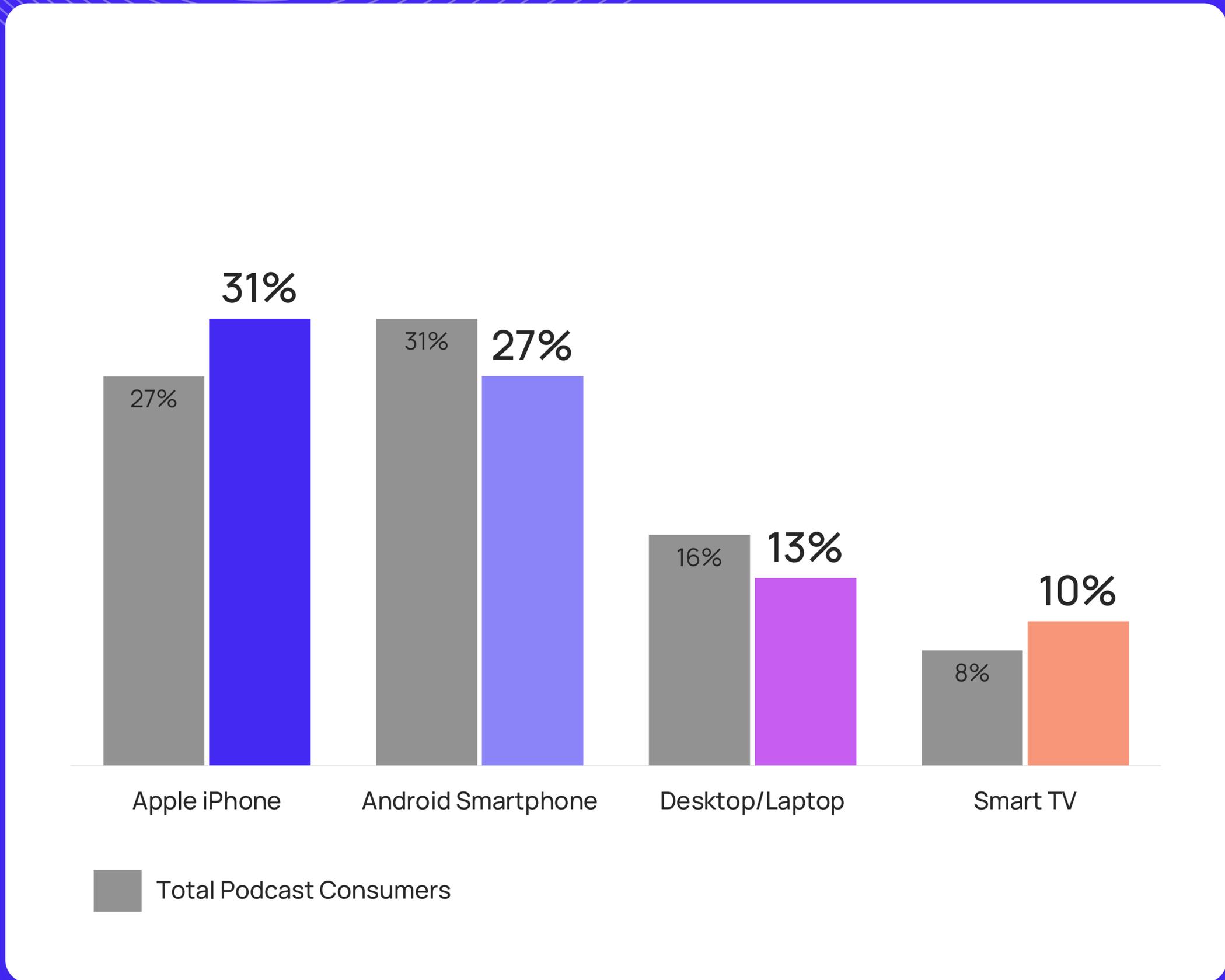


Device Used Most Often for Podcast Consumption

Brand Fans

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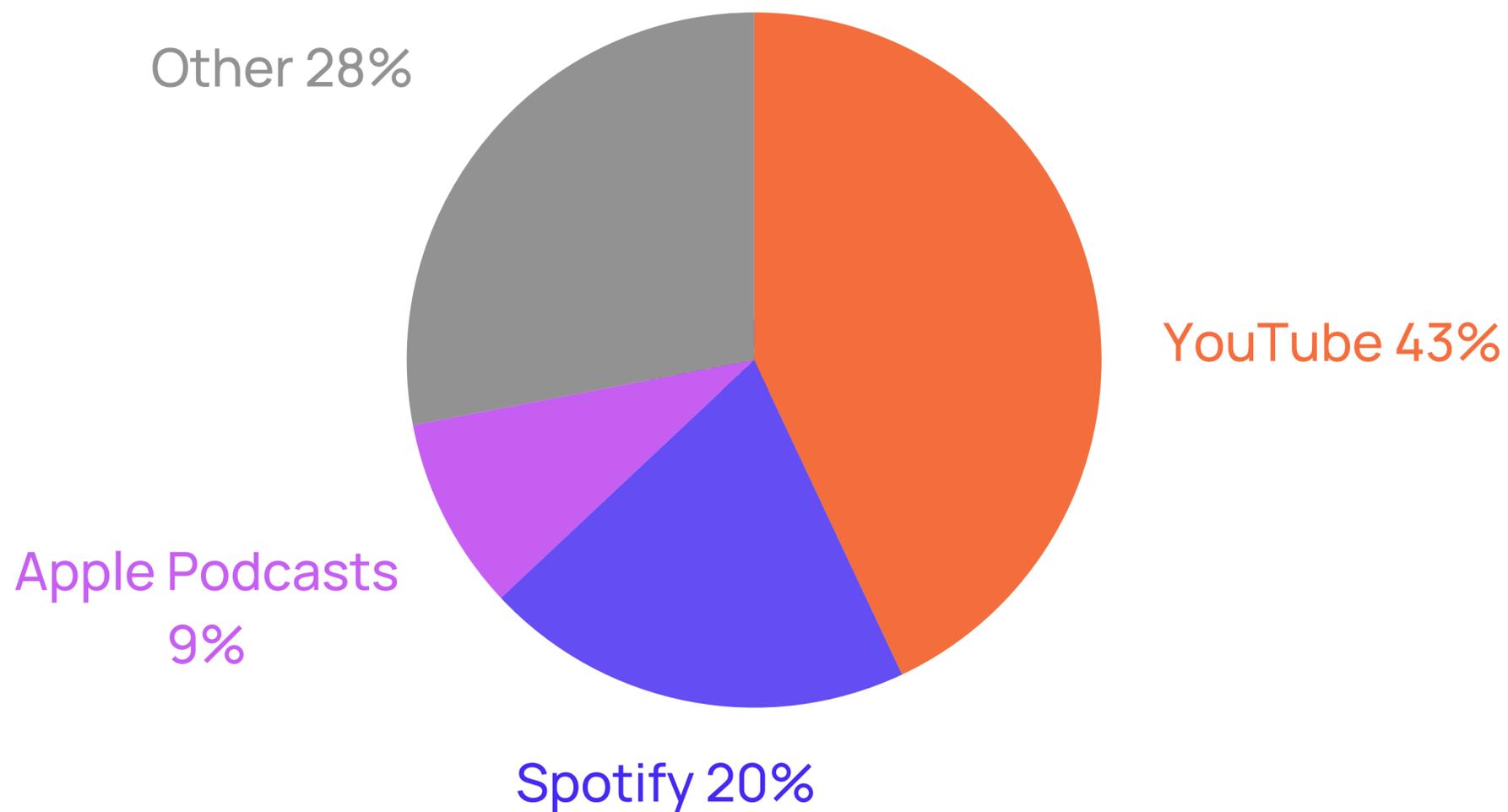
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Top Services for Podcast Consumption

Brand Fans

Used "Most Often"

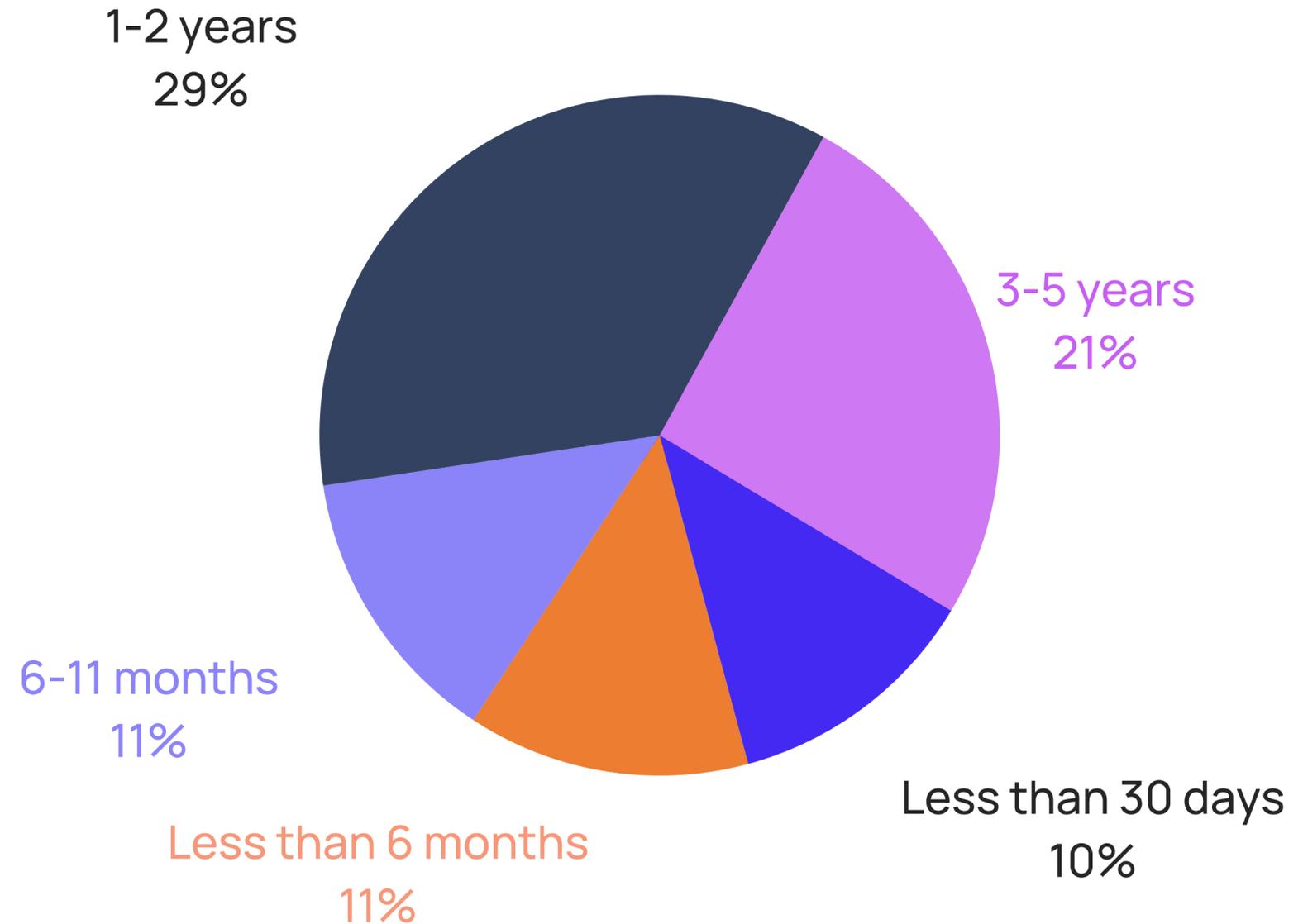


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How long have you been consuming podcasts, in general?

“Brand Fans”



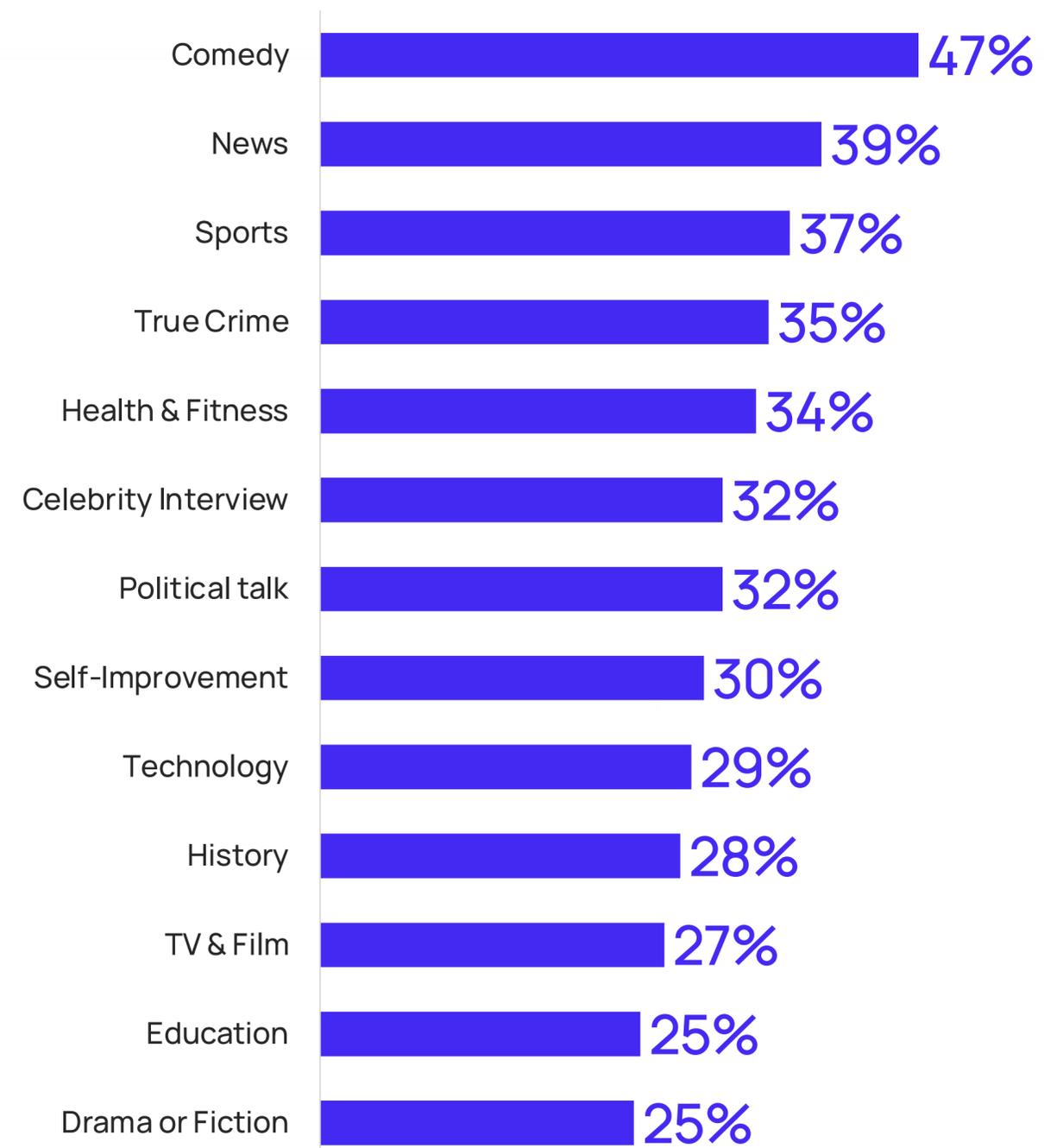
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Top Podcast Genres

Brand Fans

Percent of Brand Fans who have listened to genre in the past month



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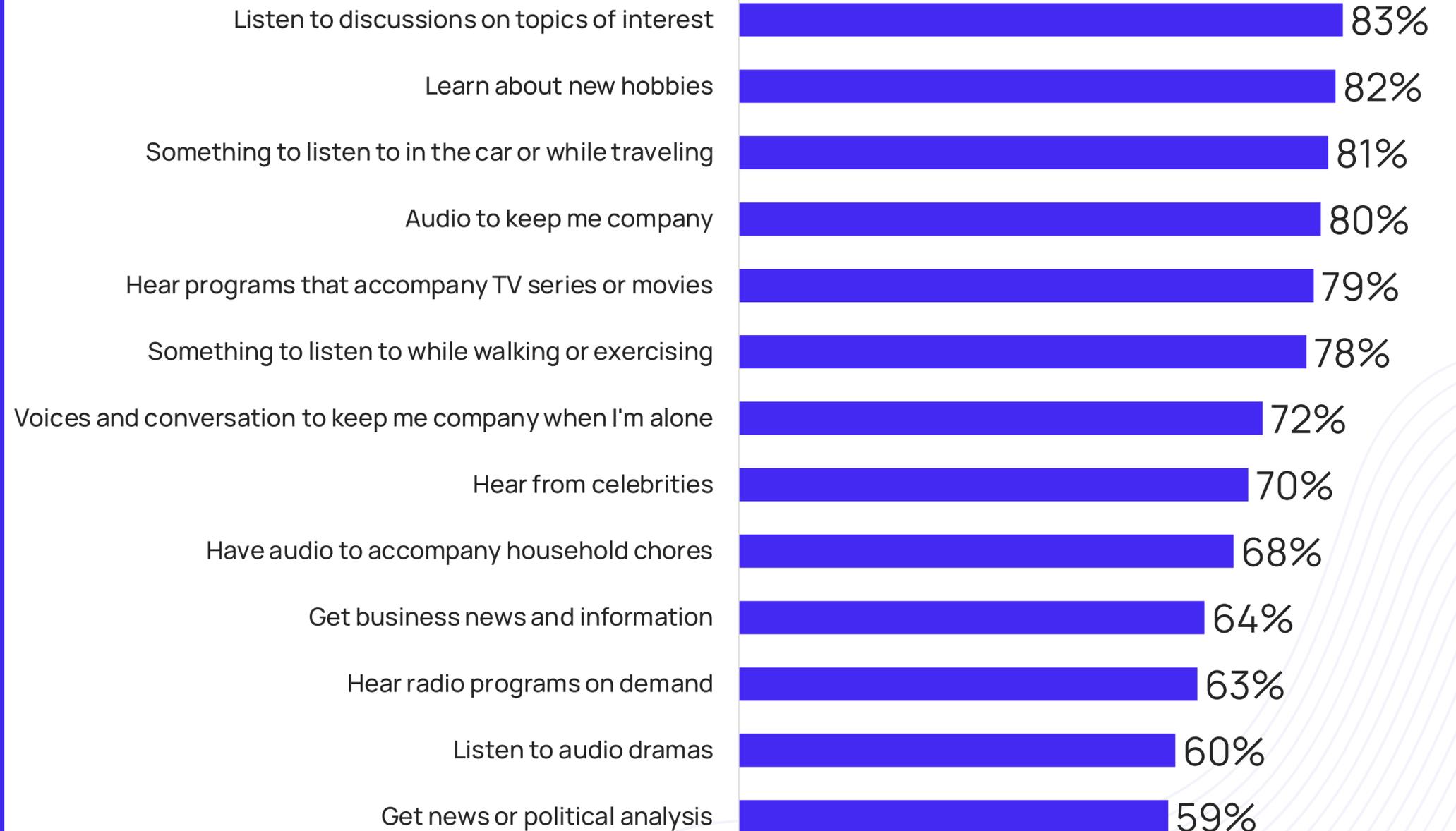
Looking at the following benefits associated with podcasts, how important is each benefit to you?
% Somewhat/Very

Brand Fans

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Top Benefits



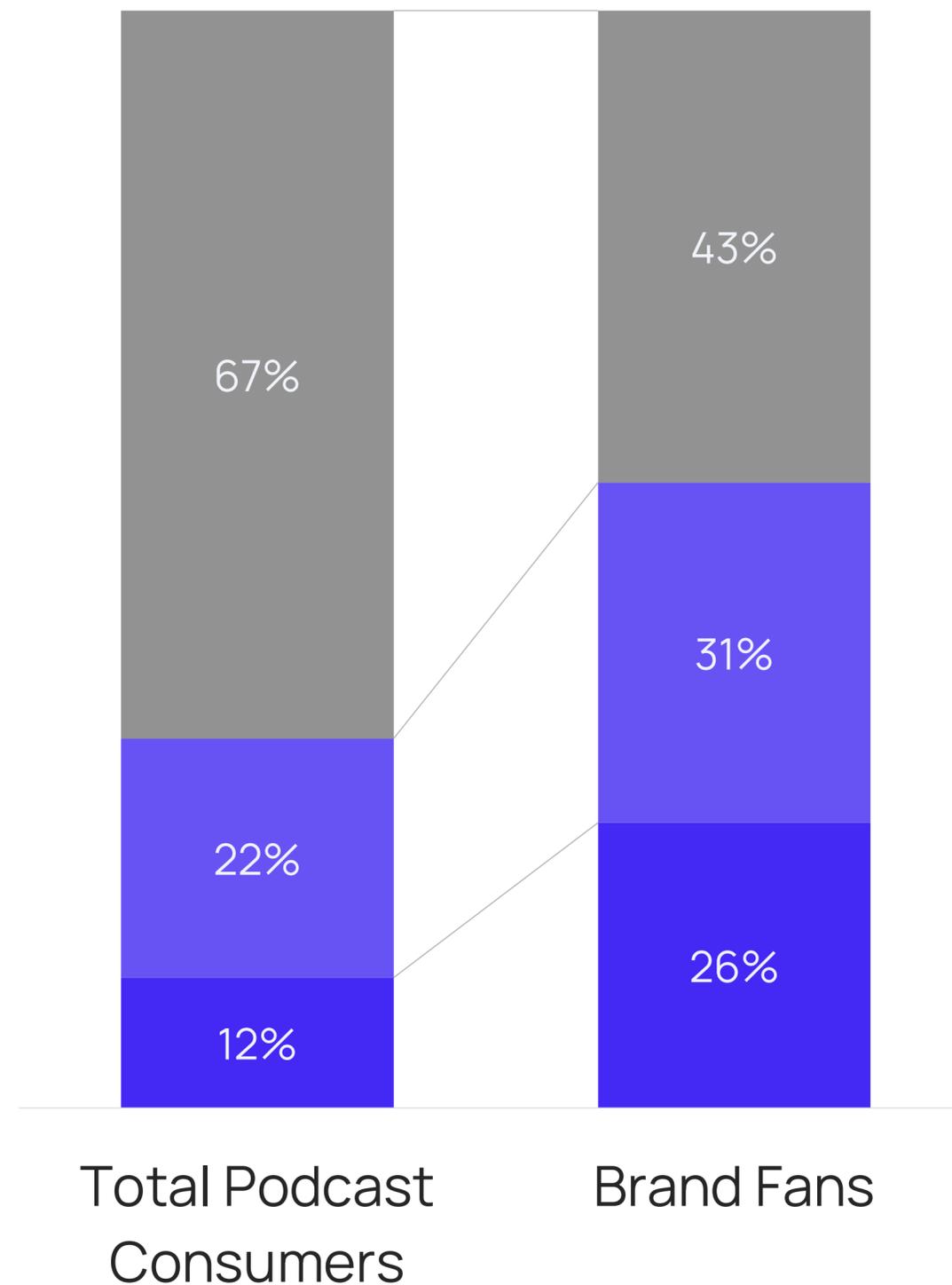
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How often do you listen to podcasts with other people (co-listening)?

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- Rarely/Never
- Occasionally
- Always/Most of the time

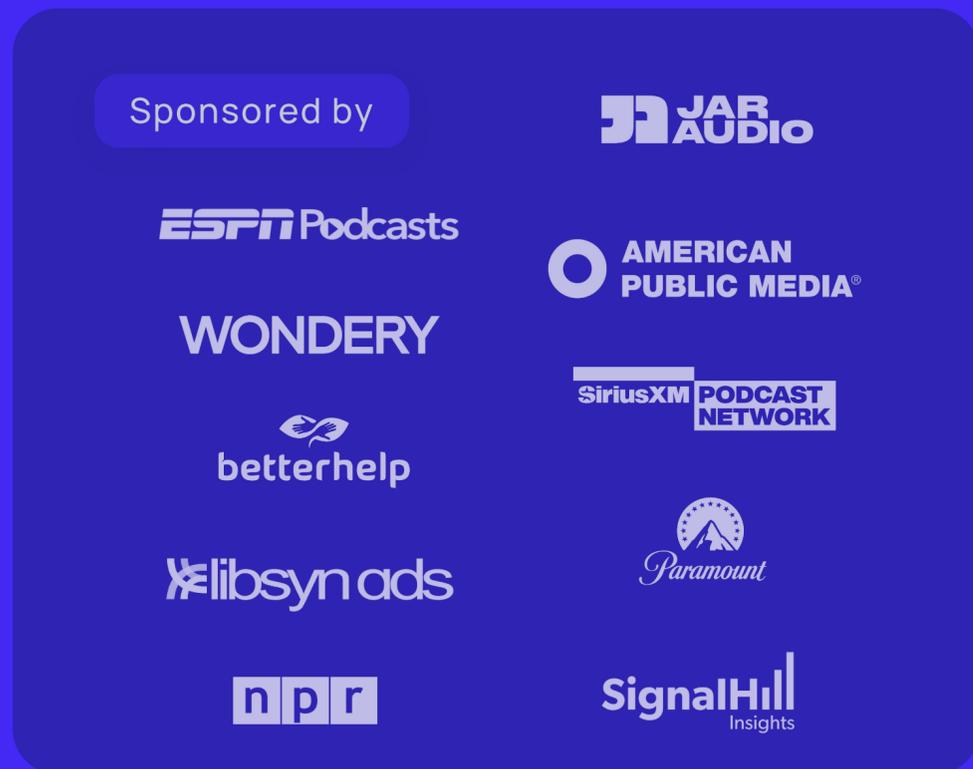


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Aside from personal recommendations, which of the following are ways you find your podcasts?

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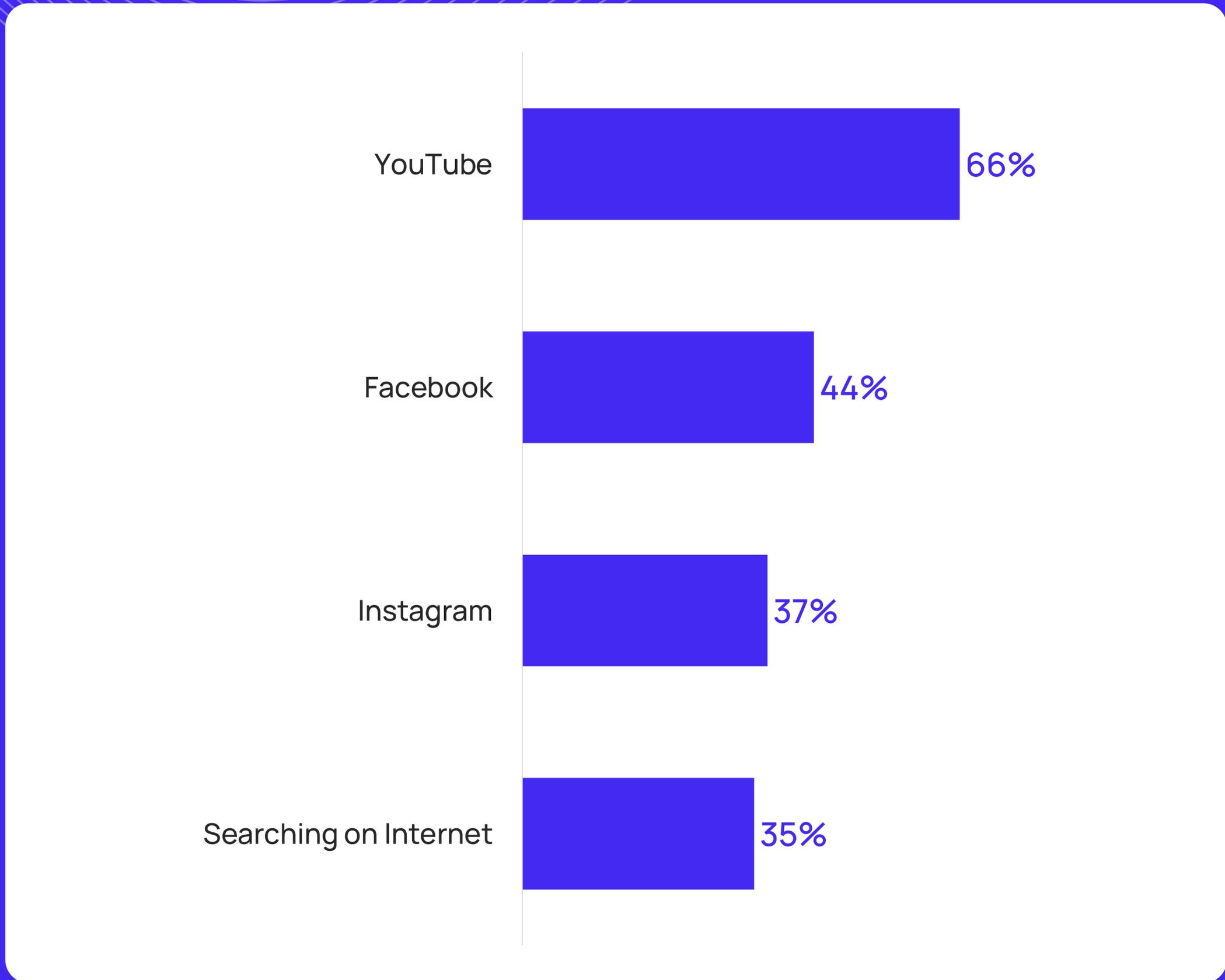
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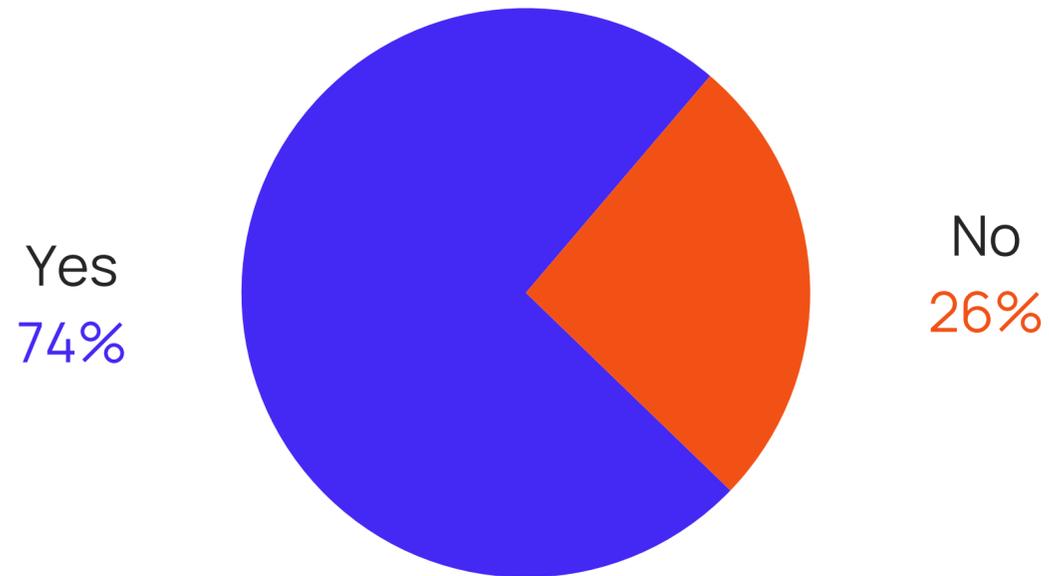
SignalHill Insights



Do people in your social circle ever recommend podcasts to you? (Brand Fans)

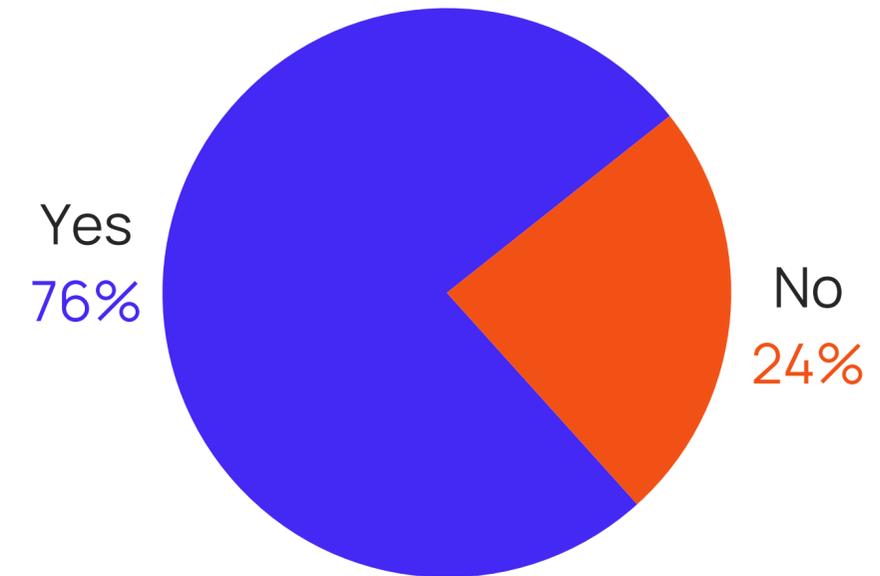
Do you ever recommend podcasts to people in your social circle? (Brand Fans)

Among those who say people in social circle listen to podcasts



Non-brand fans: 56% yes

Among those who ever listened to podcasts



Non-brand fans: 54% yes

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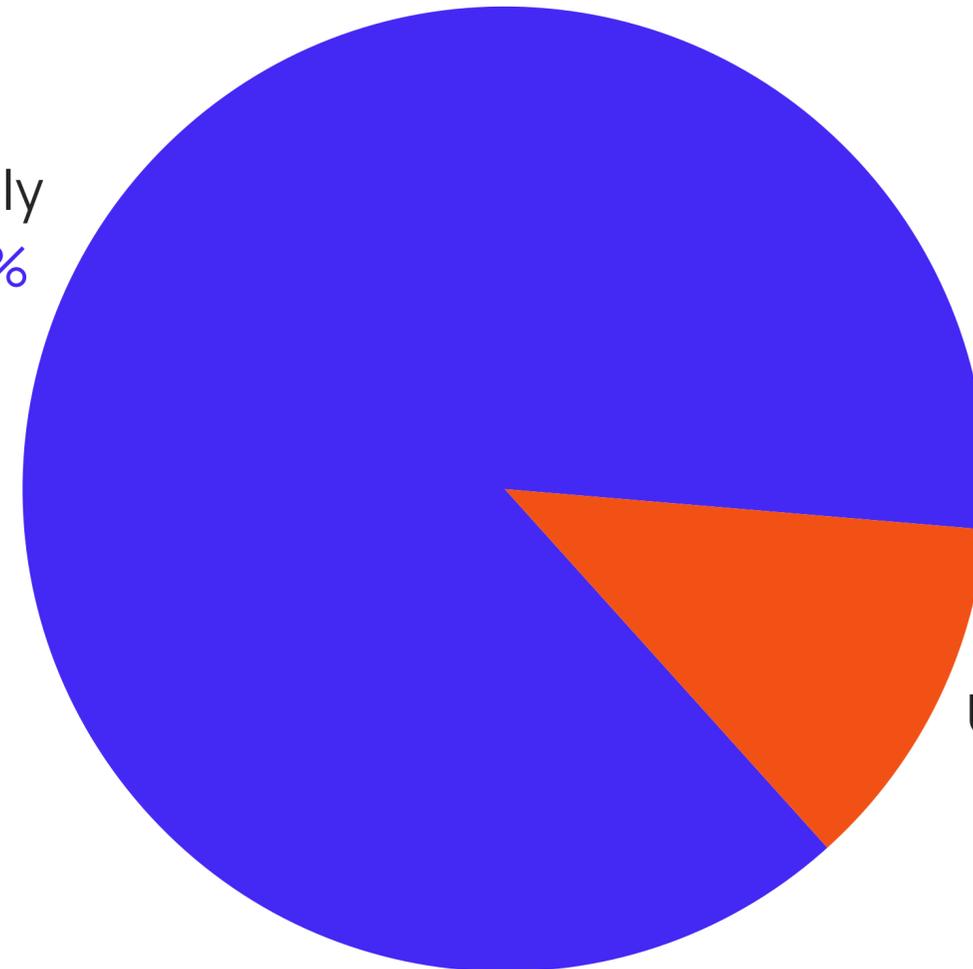
How likely are you to listen to a podcast recommended by someone in your social circle?

Brand Fans

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Likely
88%



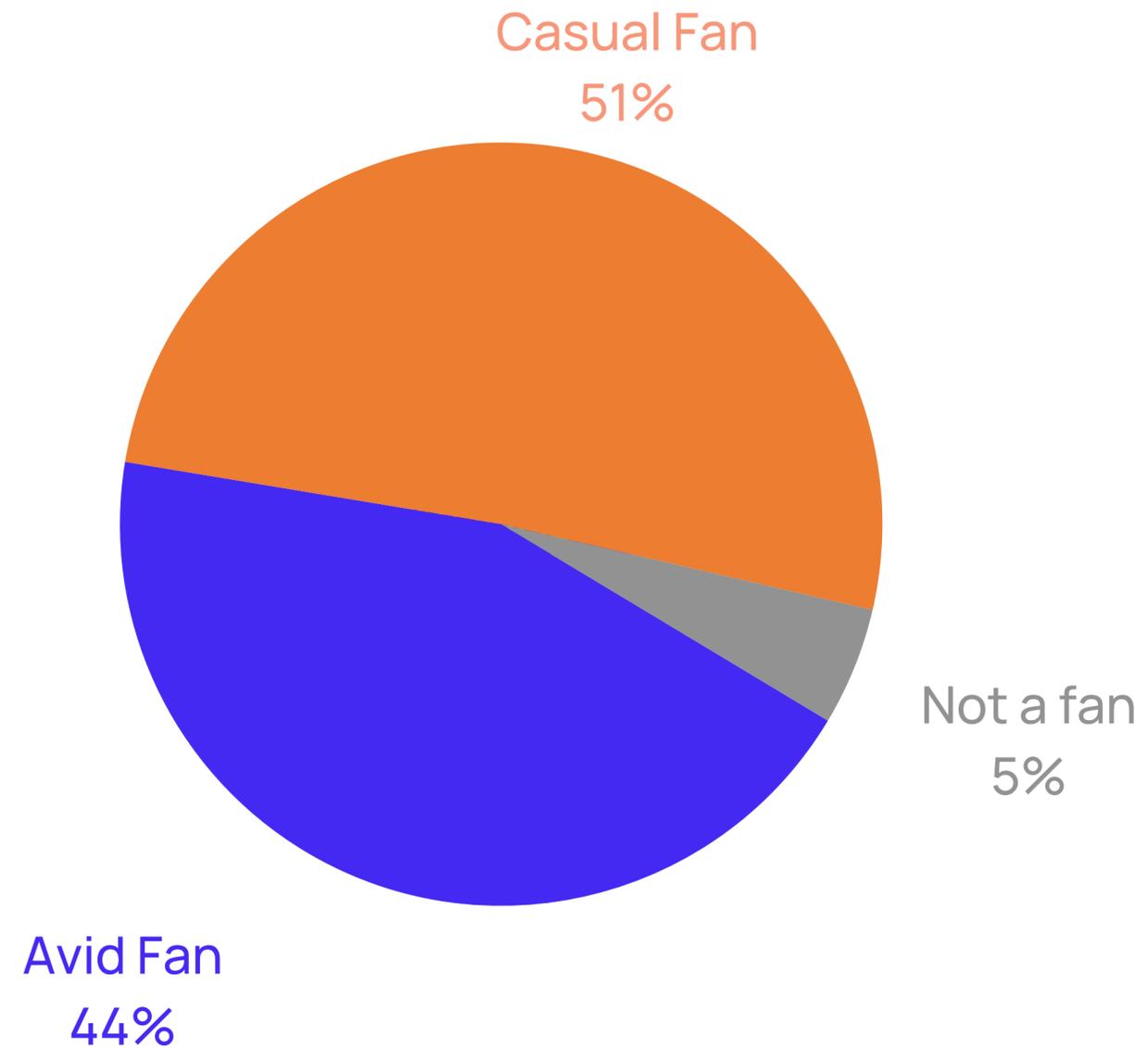
Unlikely
12%

Non-brand fans: 58% Likely

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Do you consider yourself a fan of podcasts?

“Brand Fans”



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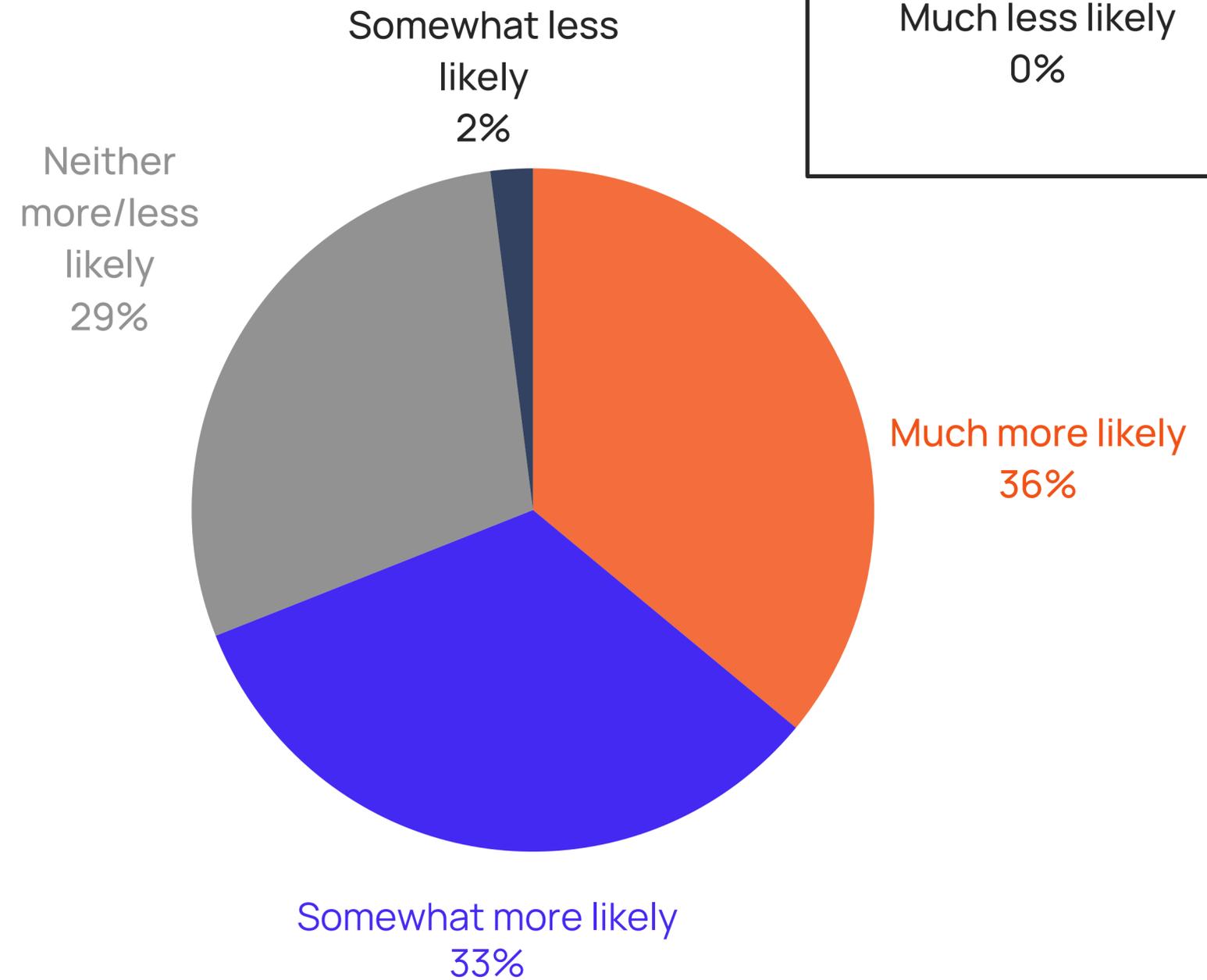
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Brand Perceptions:
Does a company's involvement make you more/less likely to try a new podcast?

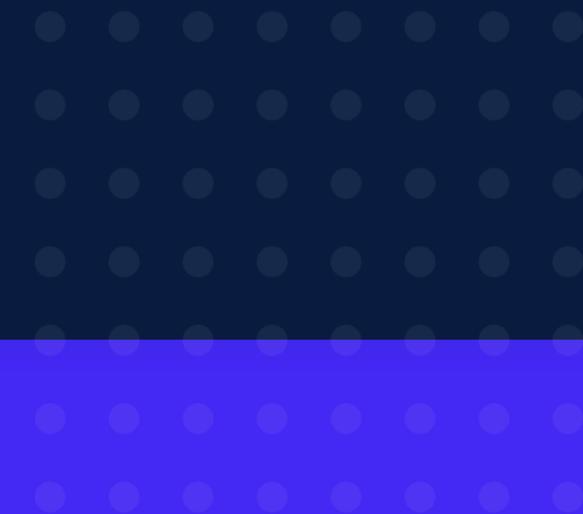
Brand Fans

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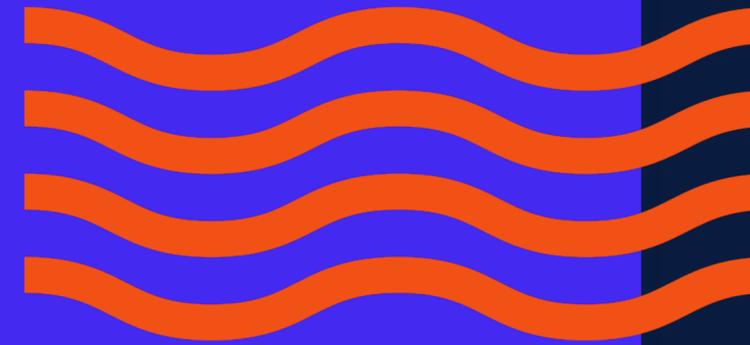


Brand Fans

- ✓ Young and Diverse
- ✓ A growth vector for podcasting
- ✓ Often use YouTube for podcast consumption and discovery
- ✓ Ambassadors and evangelists for both brands and the medium
- ✓ See brand involvement as a mark of quality



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Thank you!

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