



**SOUNDS
PROFITABLE**
THE BUSINESS
OF
PODCASTING



June 2025

The Advertising Landscape

Podcasting's Place in the
Ad-Supported Media Universe



Methodology



In Jan/Feb 2025, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5005** Americans ages 18+ - the largest public study of podcasting and advertising in America



The sample was weighted to the most recent census data to be representative of the US population, using a single source, matching The Podcast Landscape (2024)



Respondents had to consume at least one type of ad-supported media to qualify. **ALL media users were stipulated to be users of the ad-supported version** of each media channel

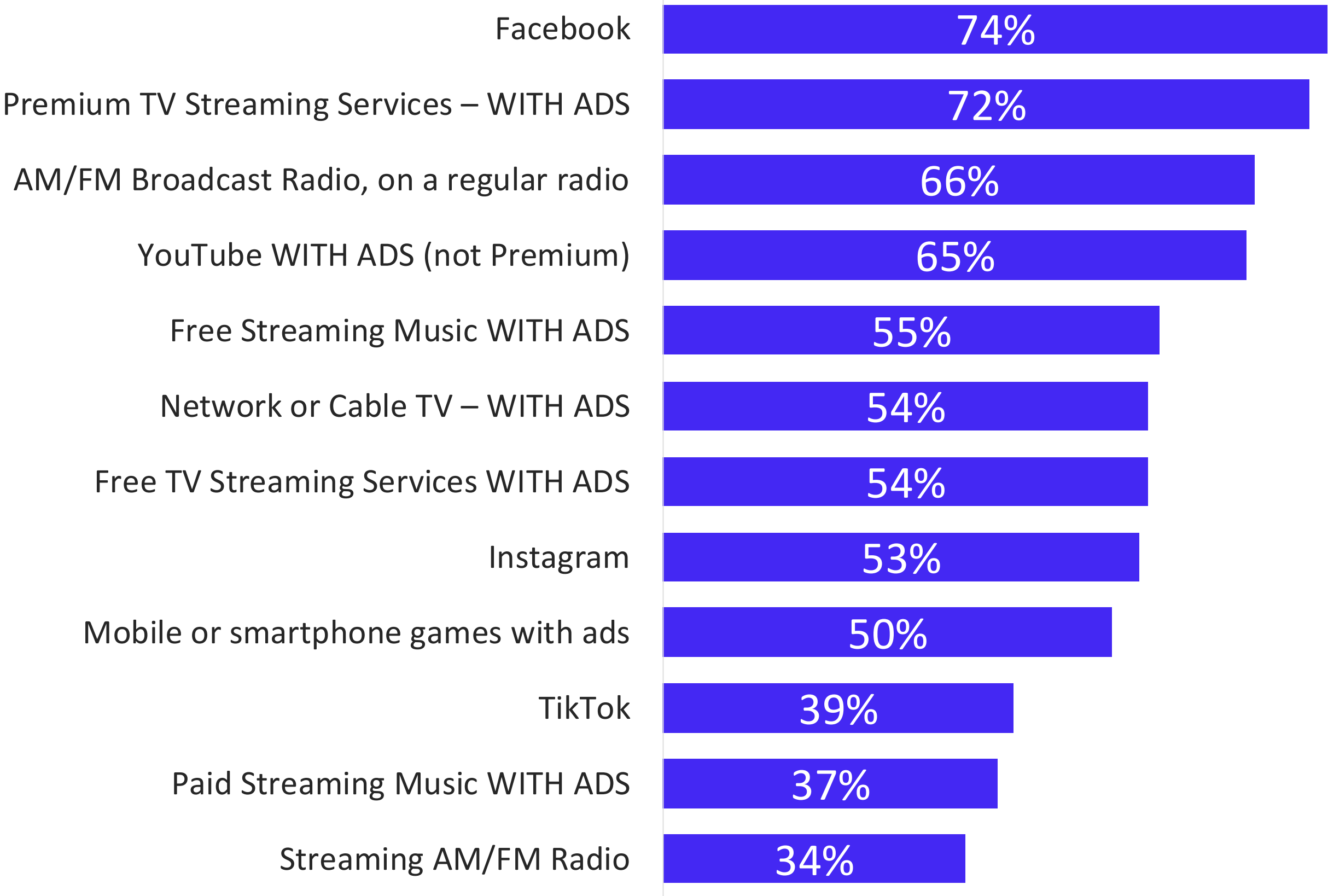


Topics included overall reach of each media, attentiveness to advertising, trust/credibility of each channel, and post-exposure effectiveness

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Monthly Usage:
Ad-Supported Media









Base: Americans 18+

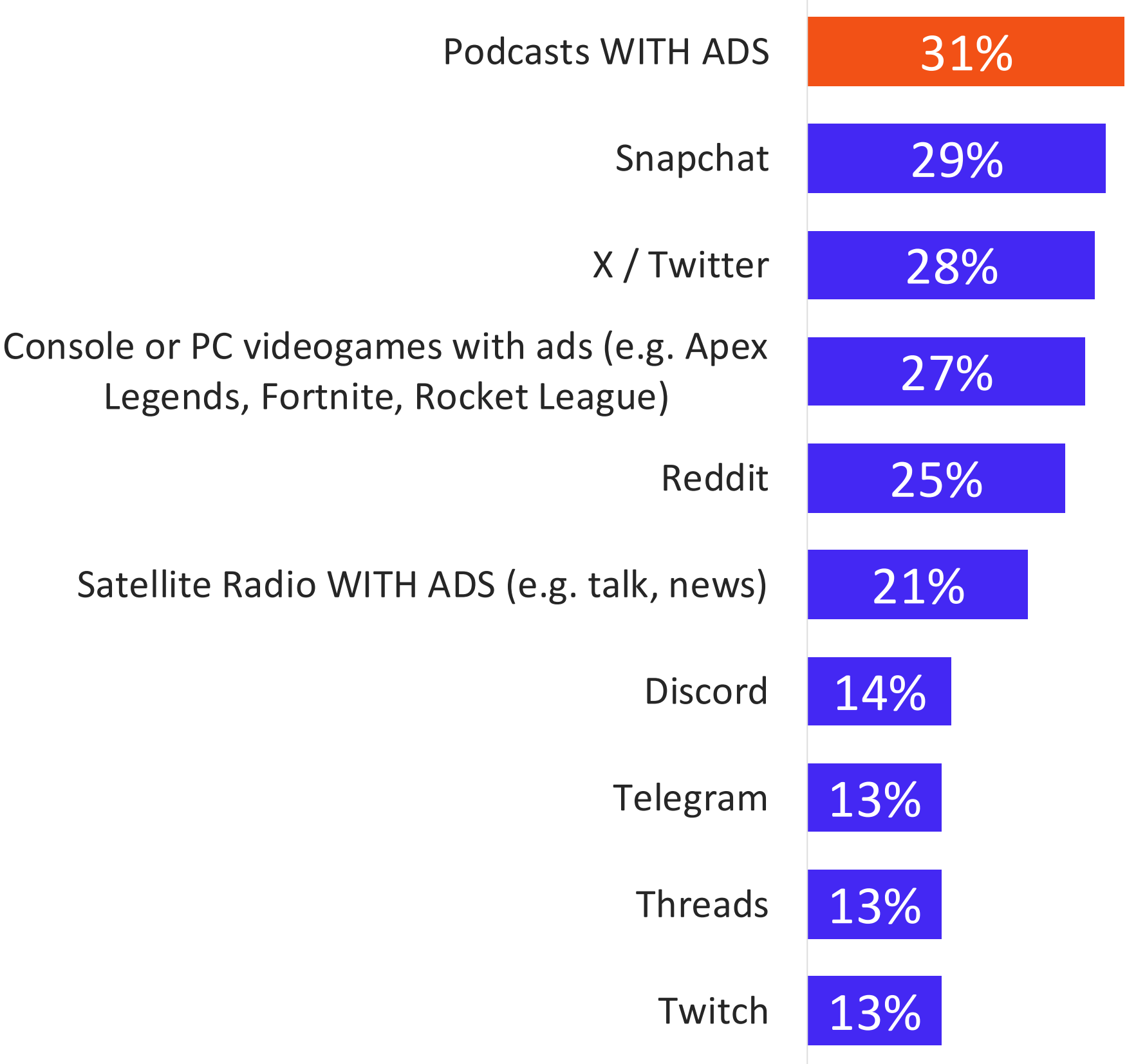
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Monthly Usage:
Ad-Supported Media

Sponsored by





Base: Americans 18+



Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

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PRIME Users

Podcasts WITH ADS	86%
Network or Cable TV – WITH ADS	82%
AM/FM Broadcast Radio, on a regular radio	81%
Free TV Streaming Services WITH ADS	79%
TikTok	78%
Premium TV Streaming Services – WITH ADS	77%
Twitch	77%
Streaming AM/FM Radio	76%
YouTube WITH ADS (not Premium)	75%
Mobile or smartphone games with ads	73%
Instagram	71%
Free Streaming Music WITH ADS	71%
X / Twitter	68%
Facebook	67%
Reddit	63%
Paid Streaming Music WITH ADS	59%
Console or PC videogames with ads	59%
Snapchat	56%
Satellite Radio WITH ADS (e.g. talk, news)	56%
Telegram	56%
Threads	54%
Discord	34%

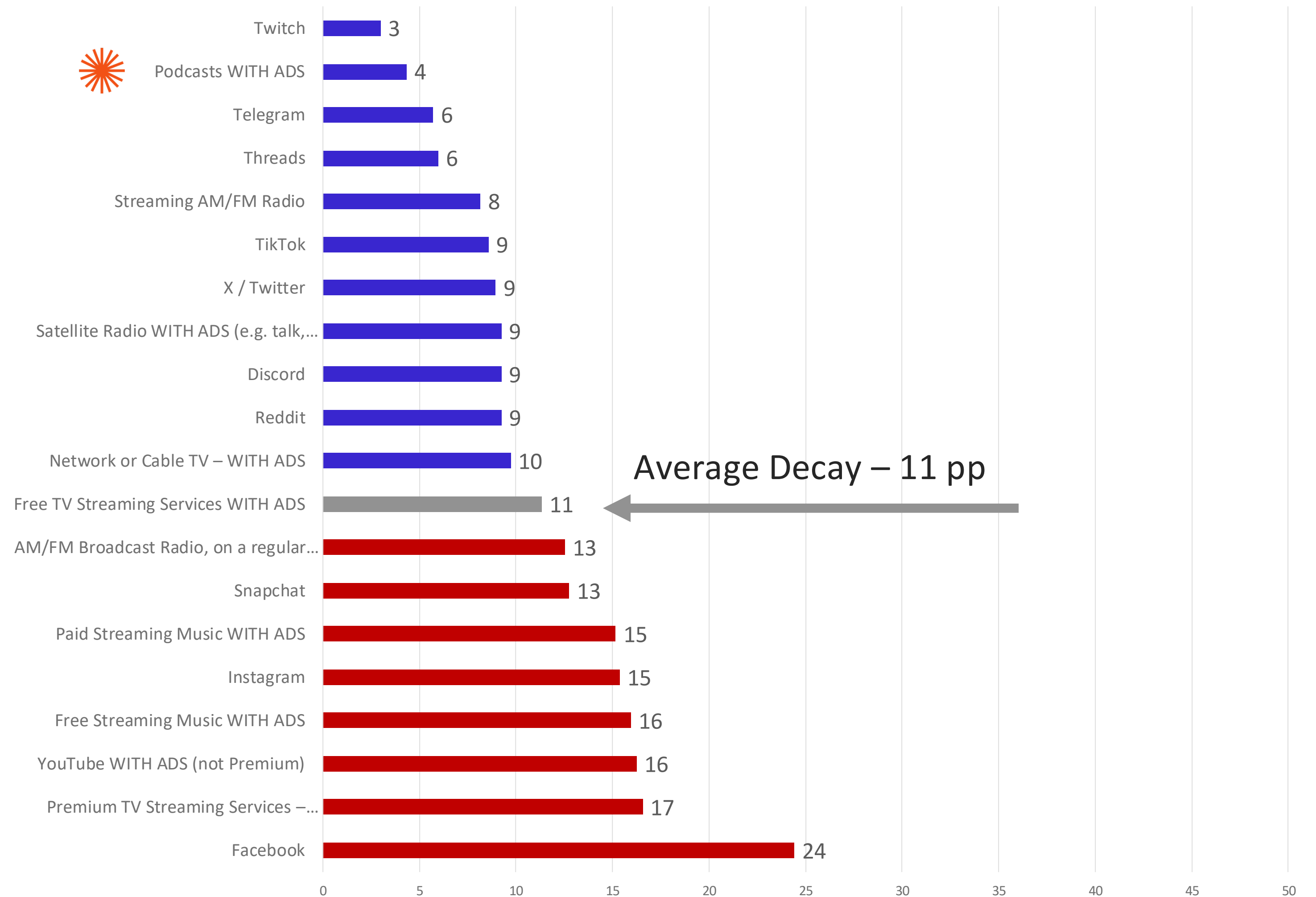
Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or “near daily”

Have you seen or heard an advertisement on any of these media in the past week or seven days?

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Reach Decay (Effective Reach - Actual Reach)



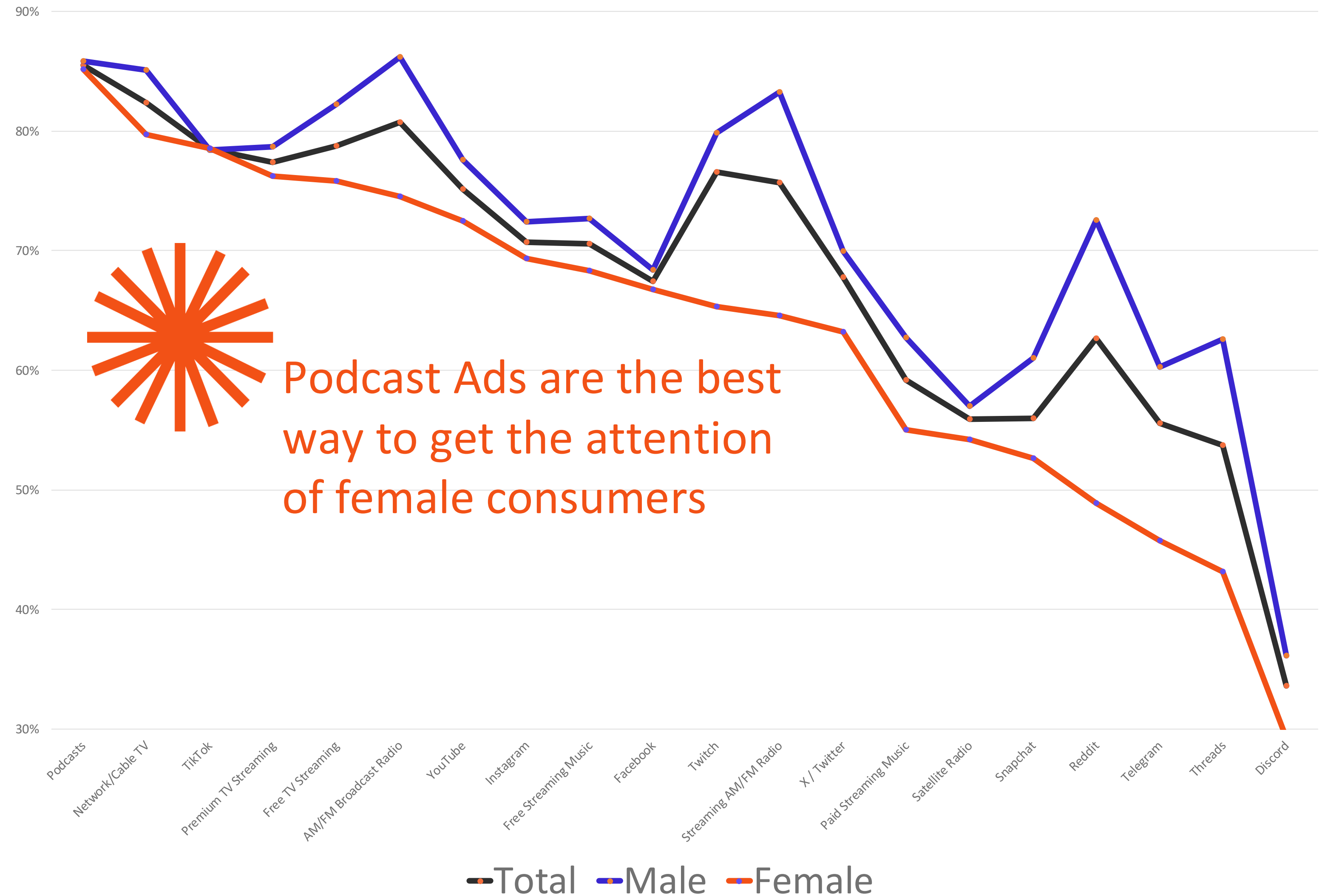
Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

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Prime Users of each medium recalling an ad in that medium in past week

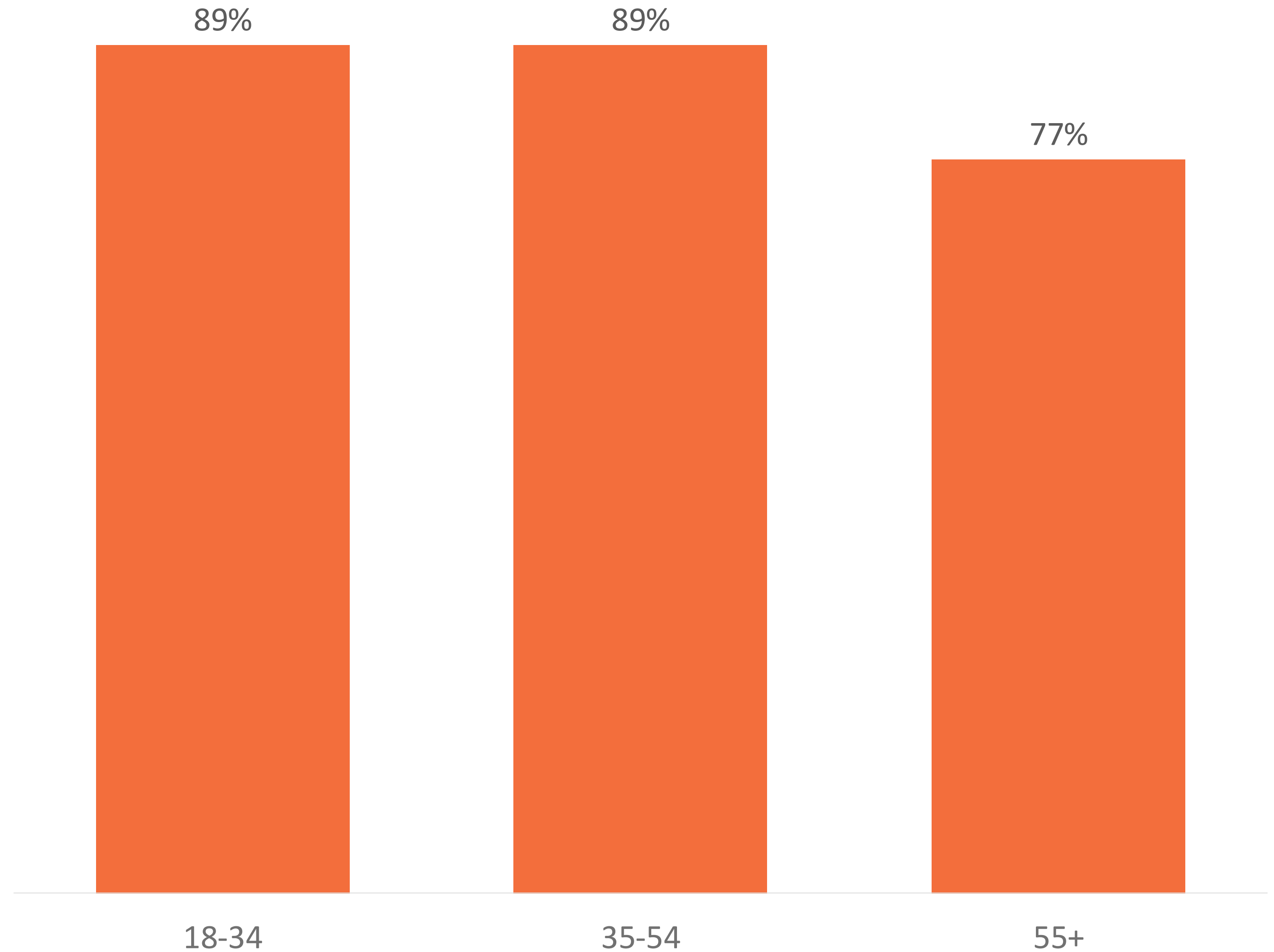


Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

Have you seen or heard an advertisement on a podcast in the past week or seven days?

PRIME Users

Sponsored by



Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

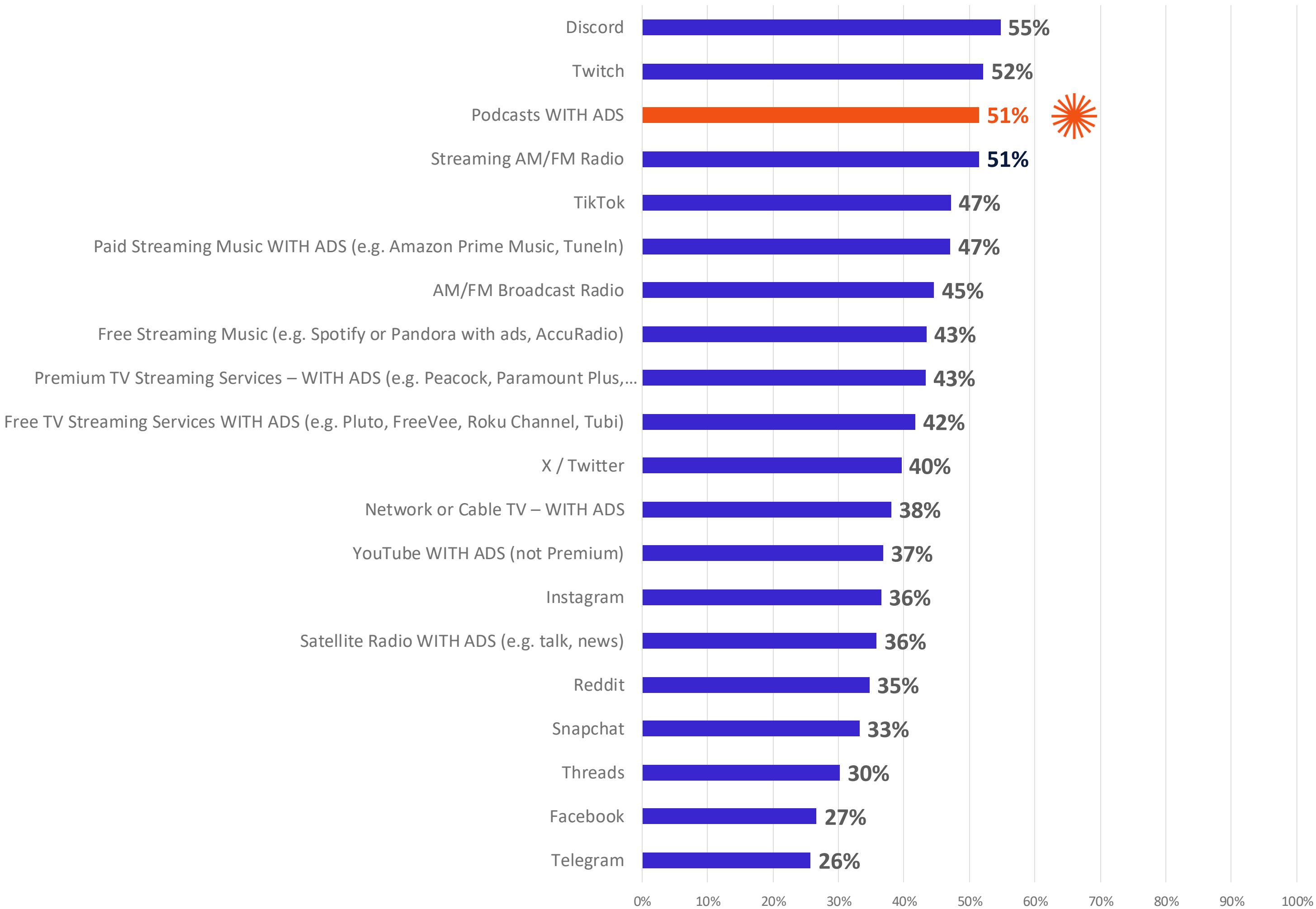
“The content on [MEDIA] is generally factual and accurate”

% Agree – PRIME Users

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Audiences Trust Podcasting Content



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or “near daily”

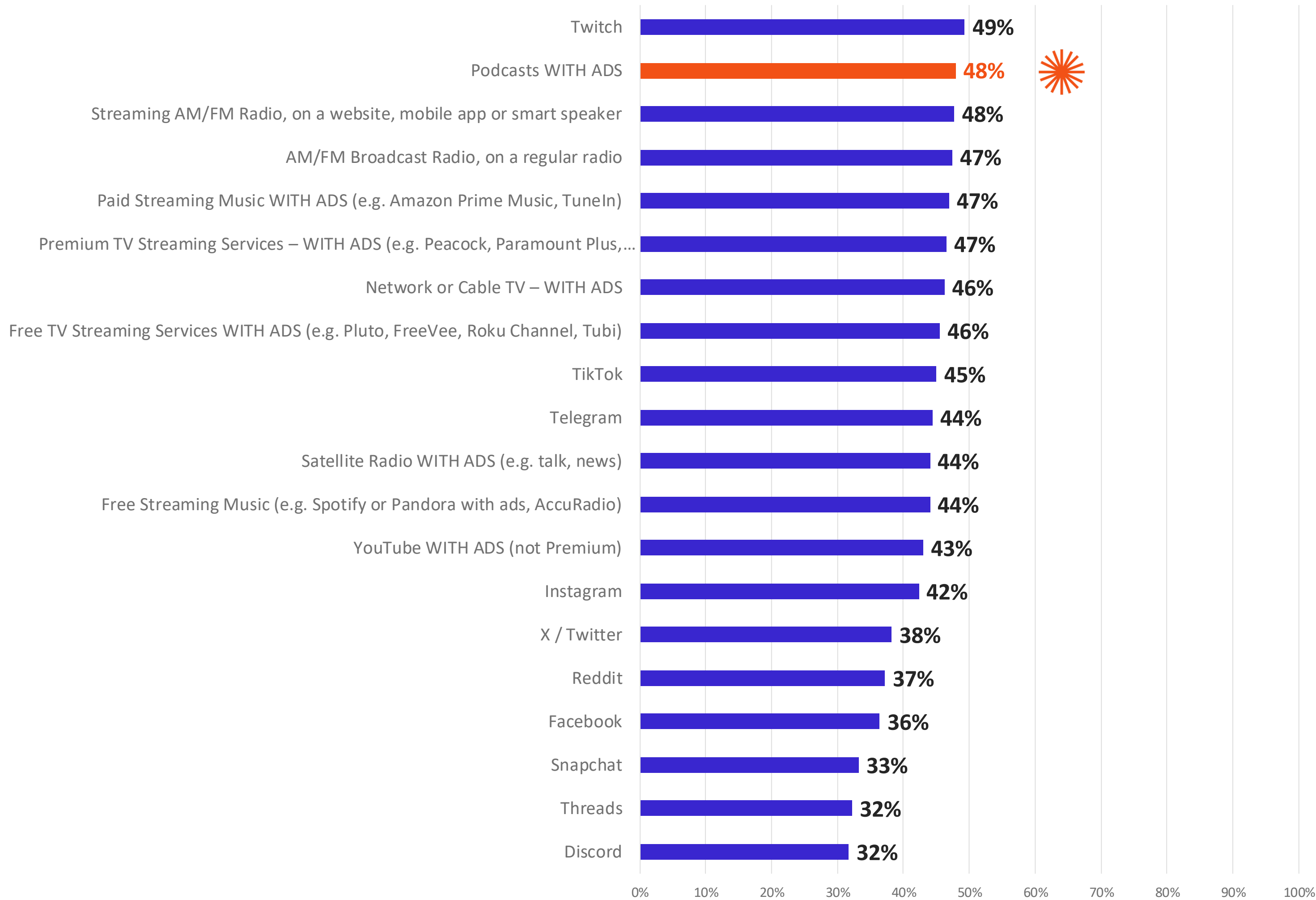
“What percentage of the advertising claims made on [MEDIA] do you believe to be true?”

% of true claims – PRIME Users

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Podcast Advertising Claims are Trusted



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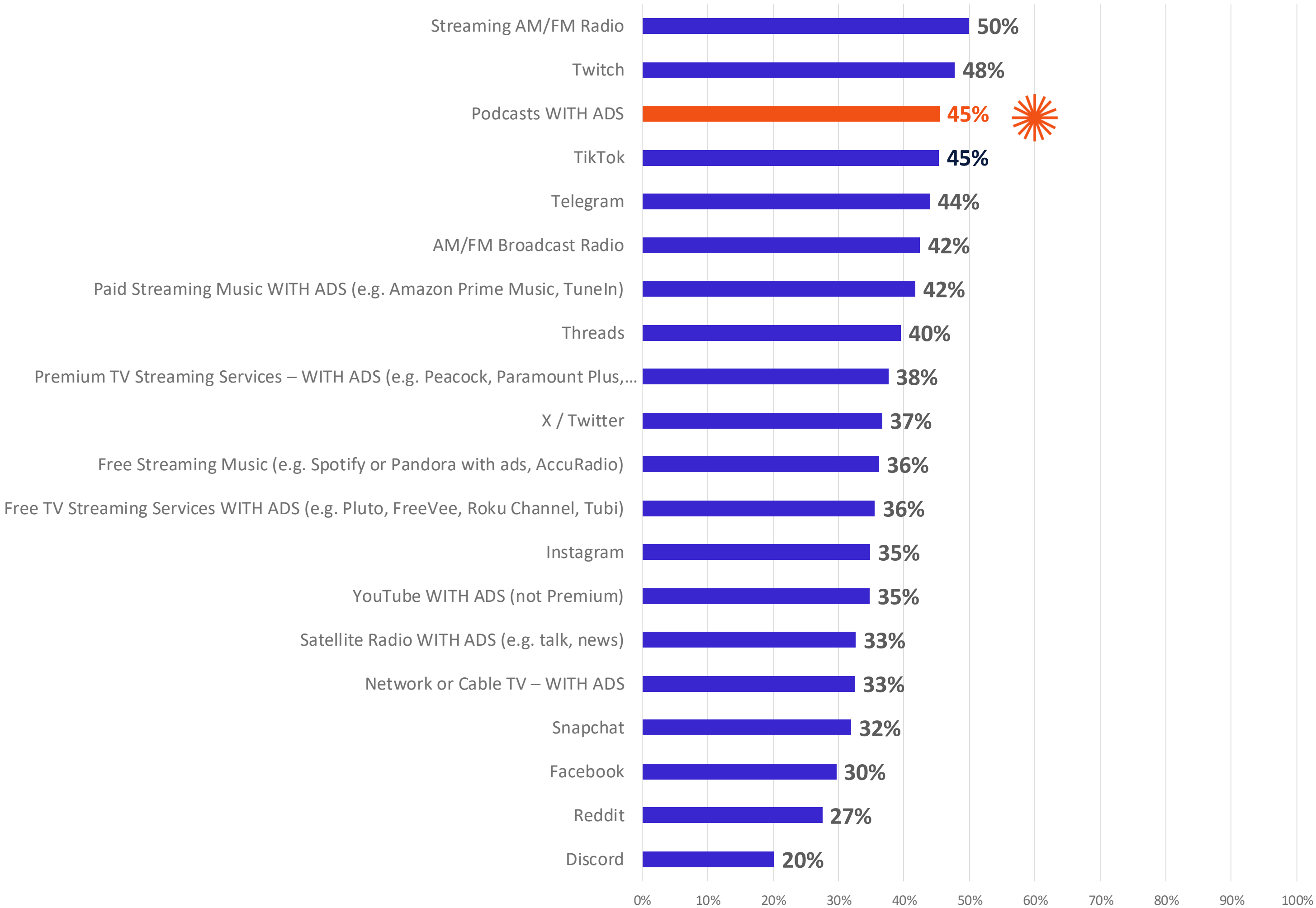
“The advertising on [MEDIA] feels authentic and natural”

% Agree – PRIME Users

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Authenticity of Messaging



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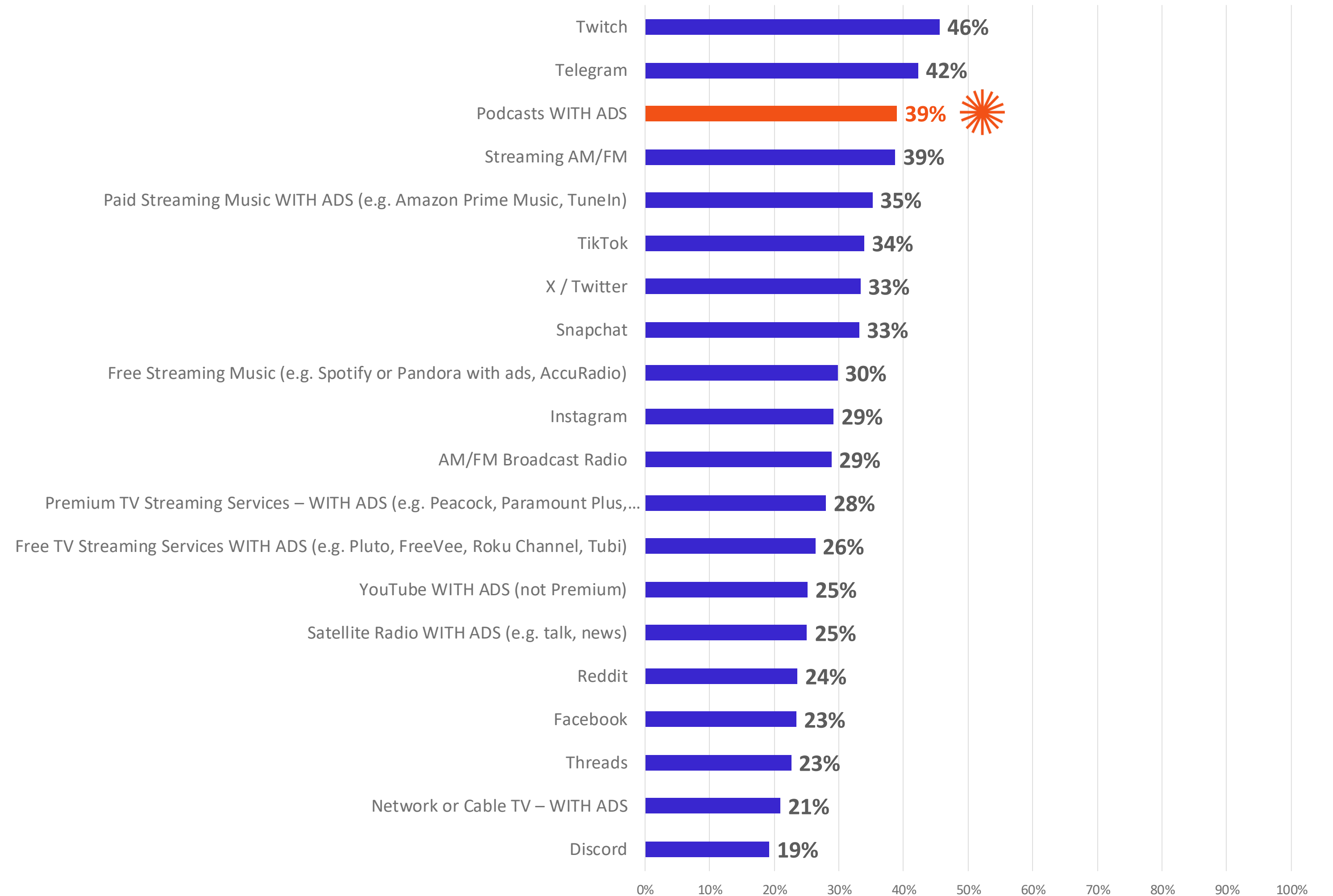
“I trust the people
delivering the advertising
messages on [MEDIA]”

% Agree – PRIME Users

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Consumers Trust the Voices of Podcasting



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or “near daily”

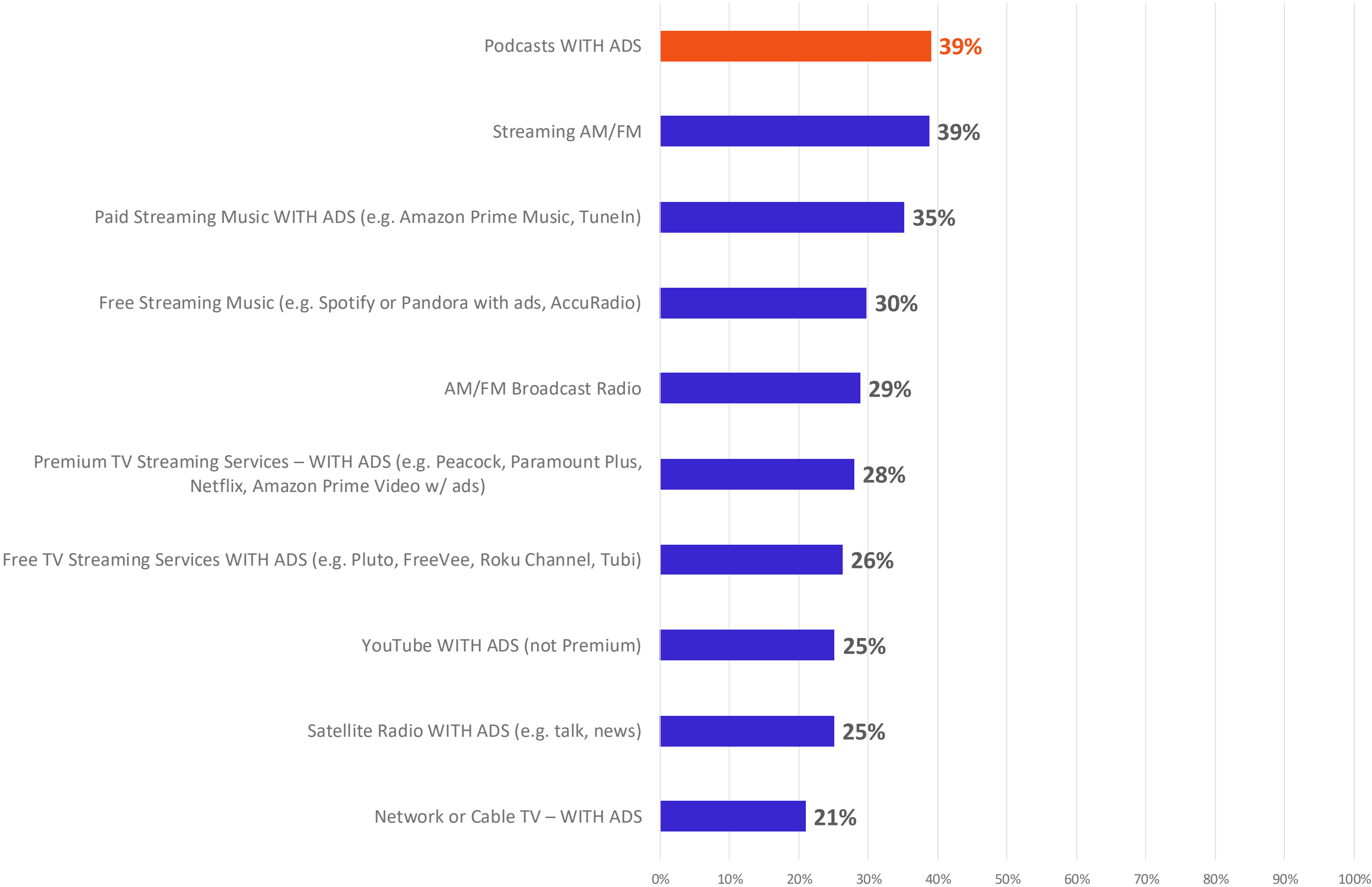
“I trust the people
delivering the advertising
messages on [MEDIA]”

% Agree – PRIME Users

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Podcasting, Streaming AM-FM Lead “Spot” Media in Trustworthiness



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or “near daily”

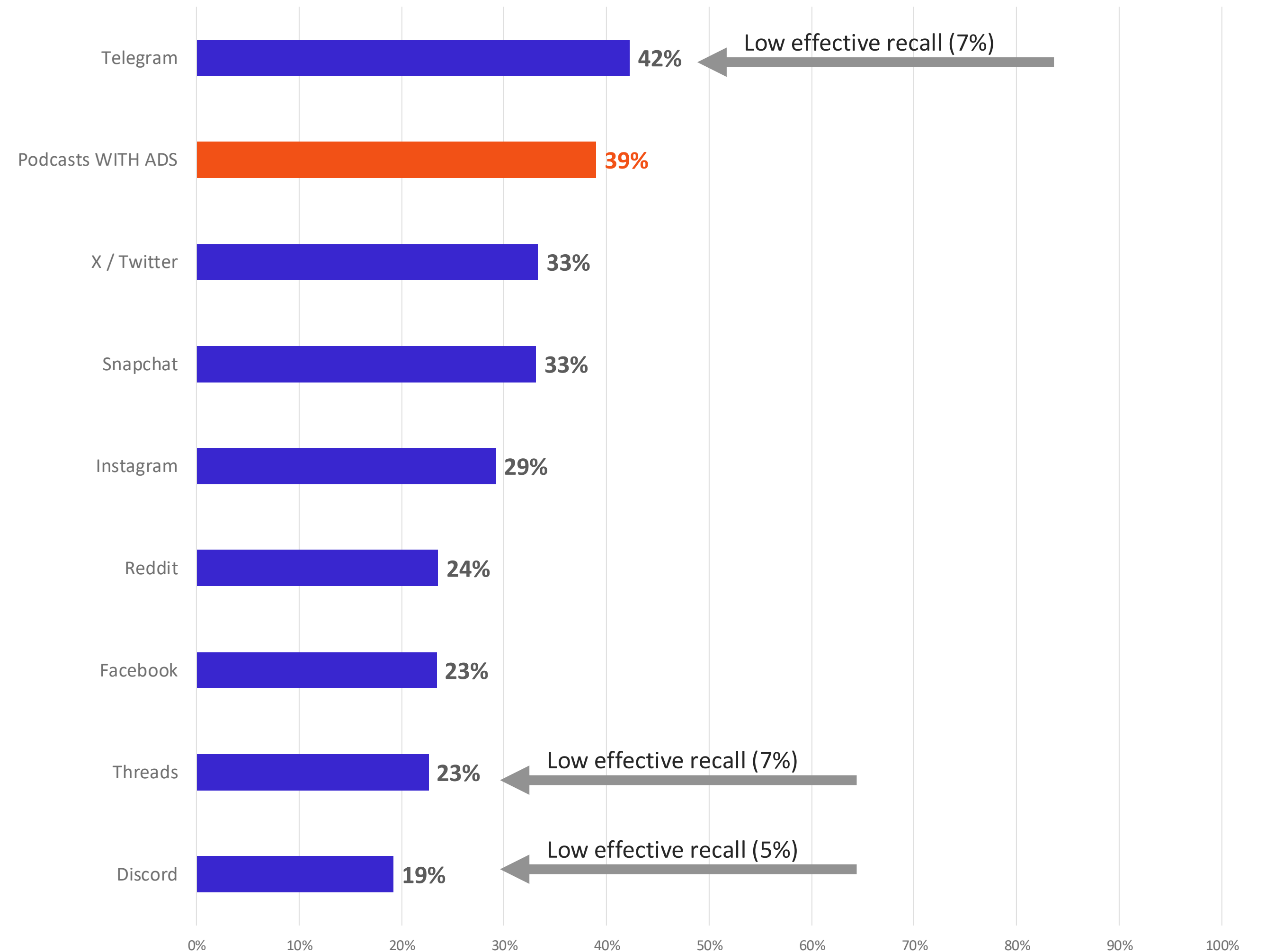
“I trust the people delivering the advertising messages on [MEDIA]”

% Agree – PRIME Users

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Skepticism of Social Media



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or “near daily”

“I trust the people
delivering the advertising
messages on Podcasts”

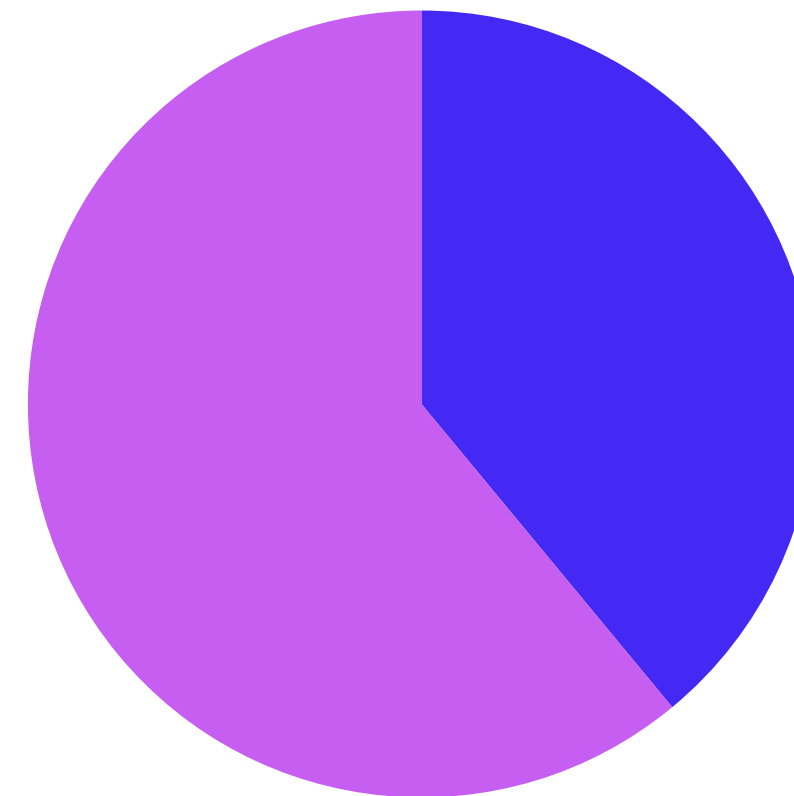
% Agree – PRIME Users

Sponsored by



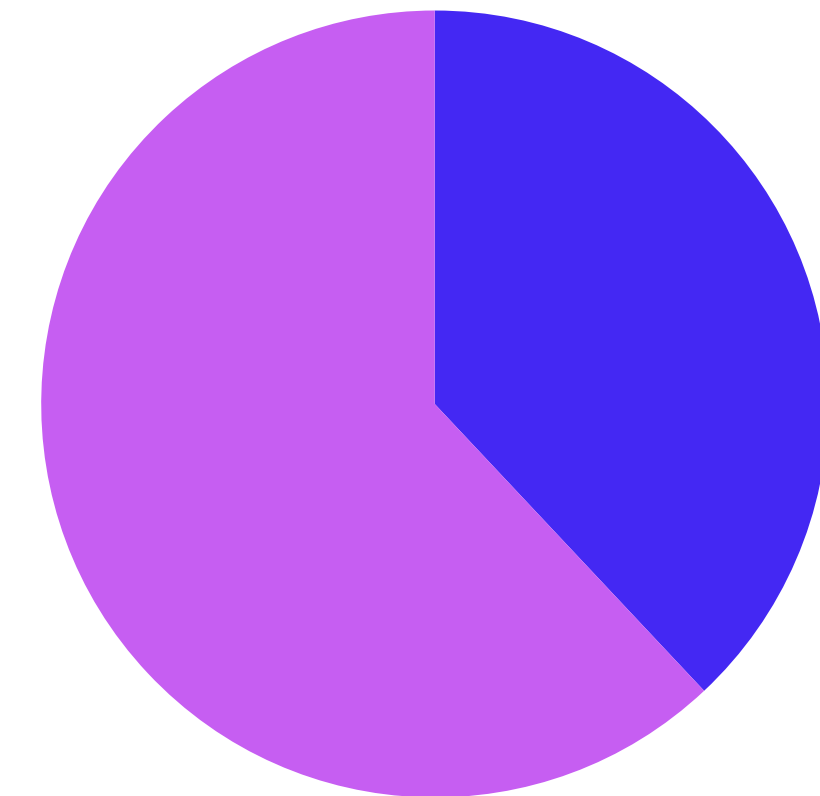
Men and Women Trust Podcast Advertising Equally

Men



39%

Women



38%

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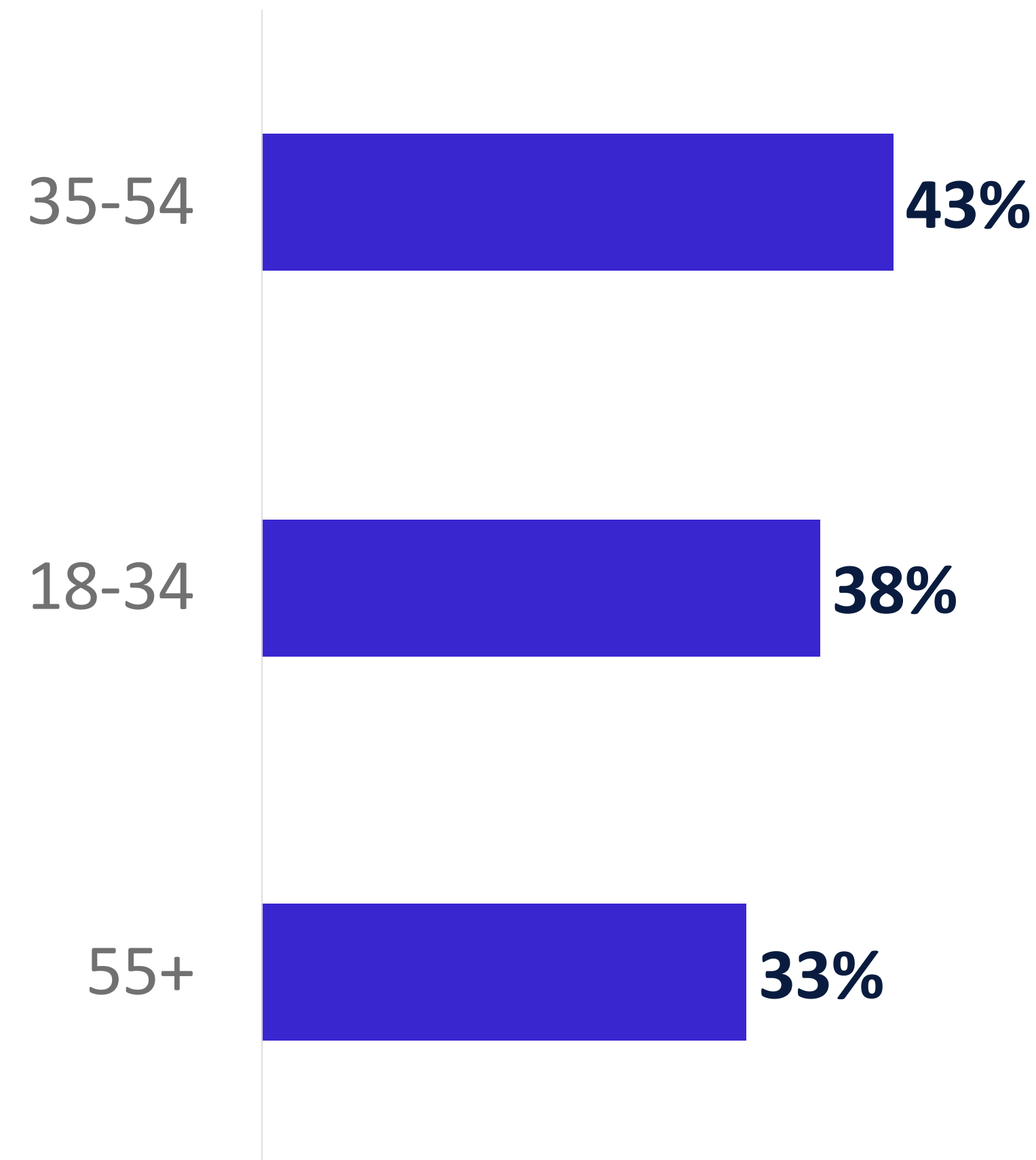
“I trust the people
delivering the advertising
messages on Podcasts”

% Agree – PRIME Users

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Trust In Podcast Advertising Highest Among 35-54s, Podcasting Still #1 In Trust Among All Media for 55+



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or “near daily”

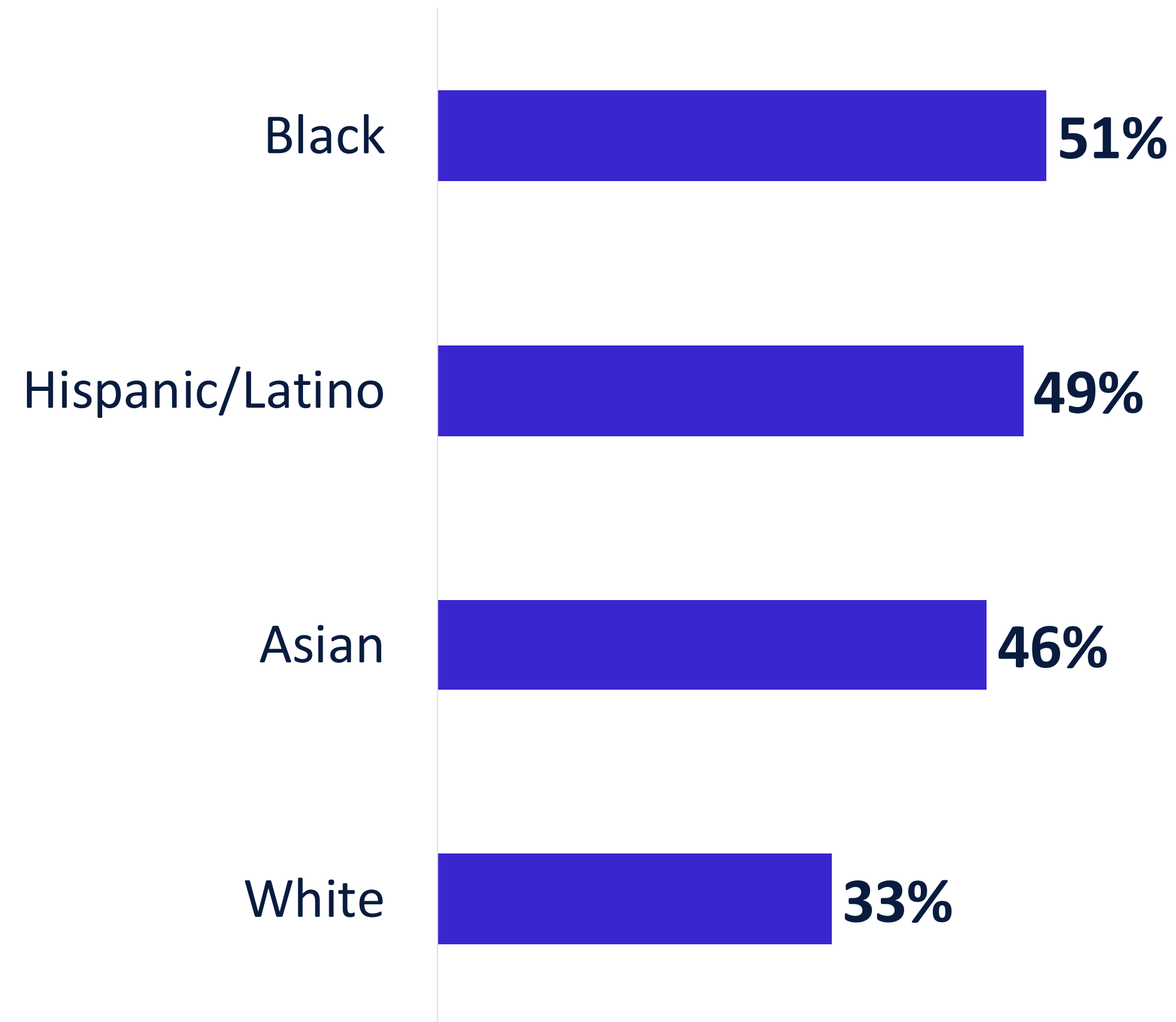
“I trust the people
delivering the advertising
messages on Podcasts”

% Agree – PRIME Users

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Podcasting Particularly Trustworthy With Multicultural Audiences

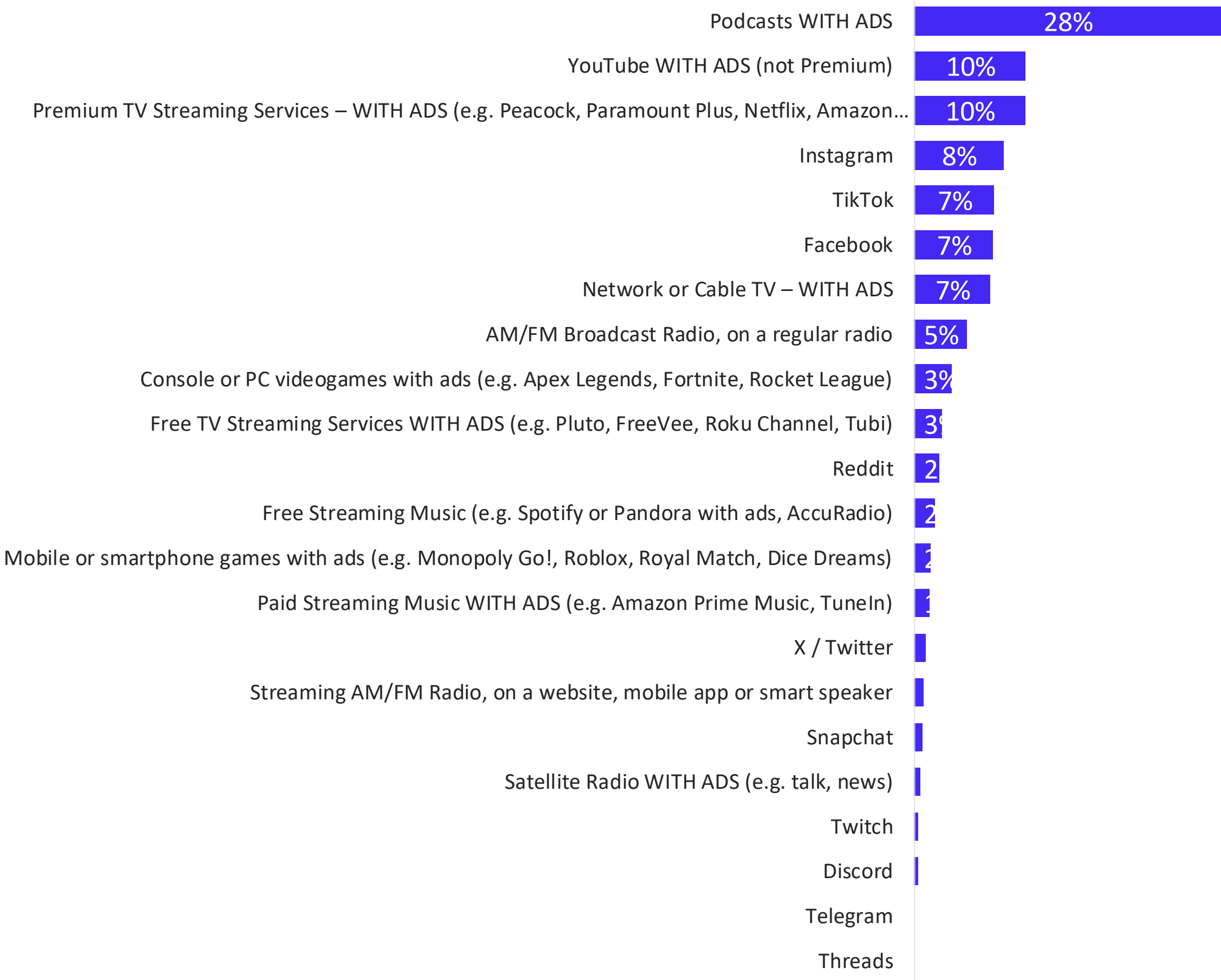


Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or “near daily”

What actions have you taken in the last six months with respect to ads on each media?

Discussed the product with others

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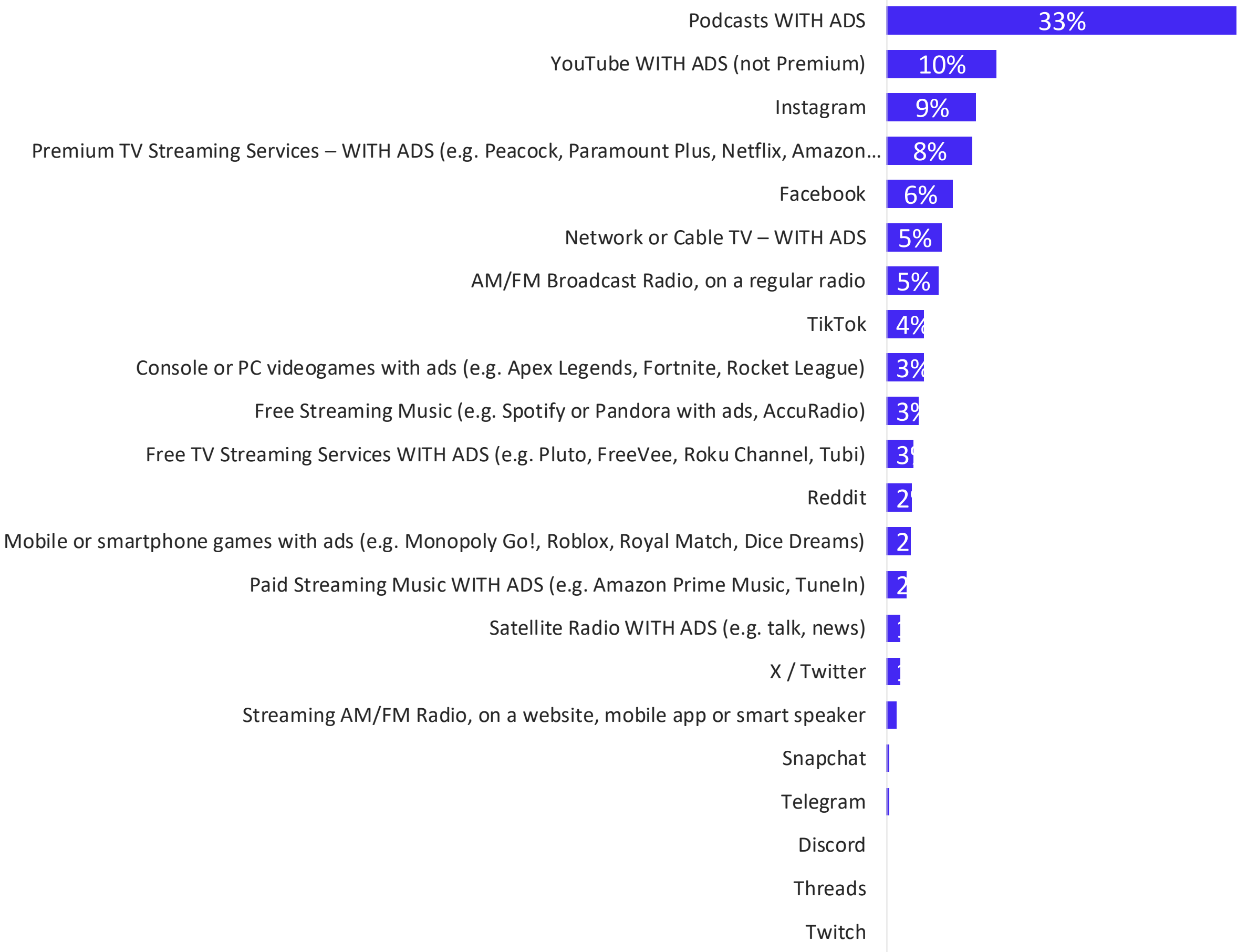
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Wrote down a promotional code

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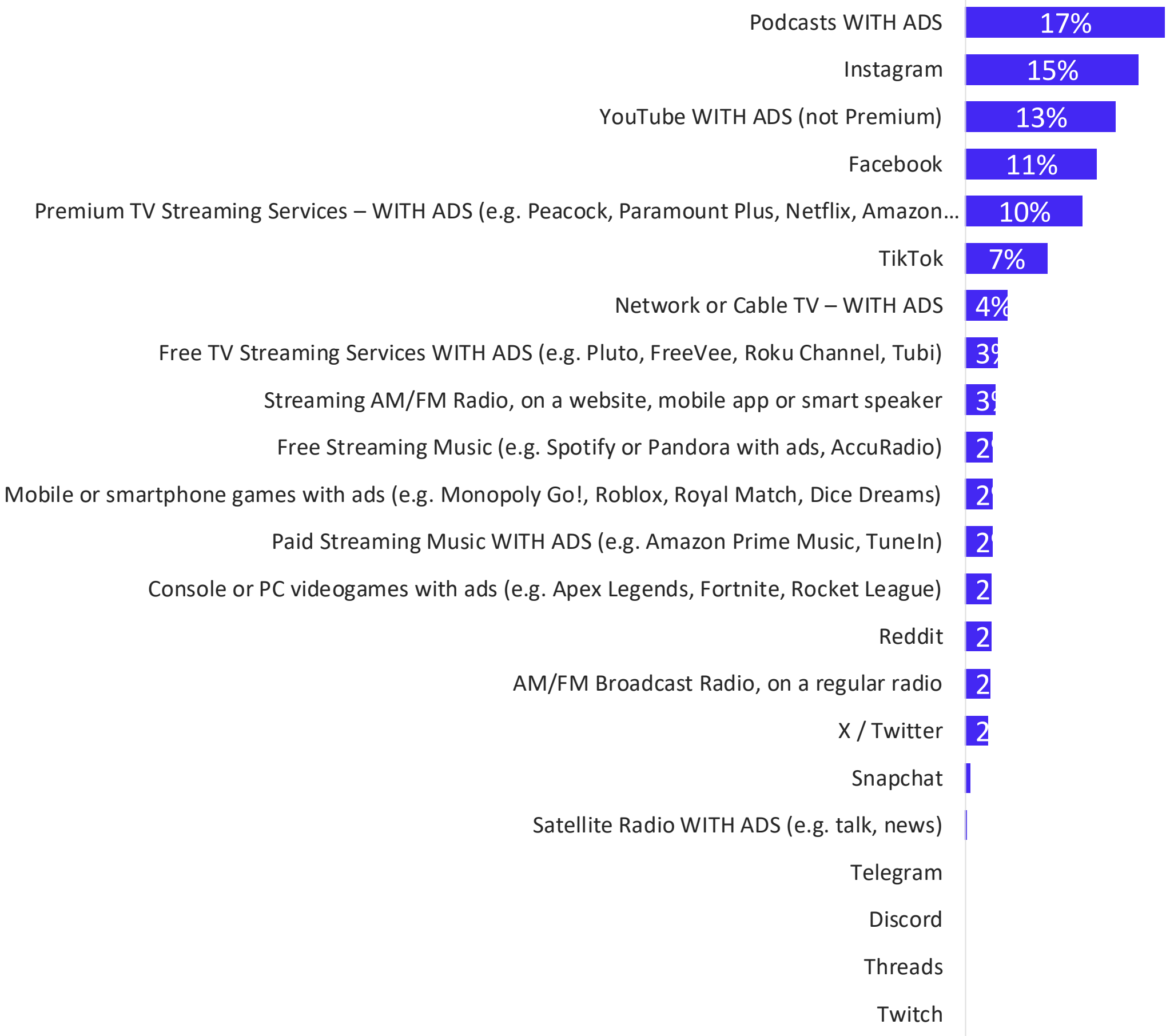
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Took a screenshot or picture

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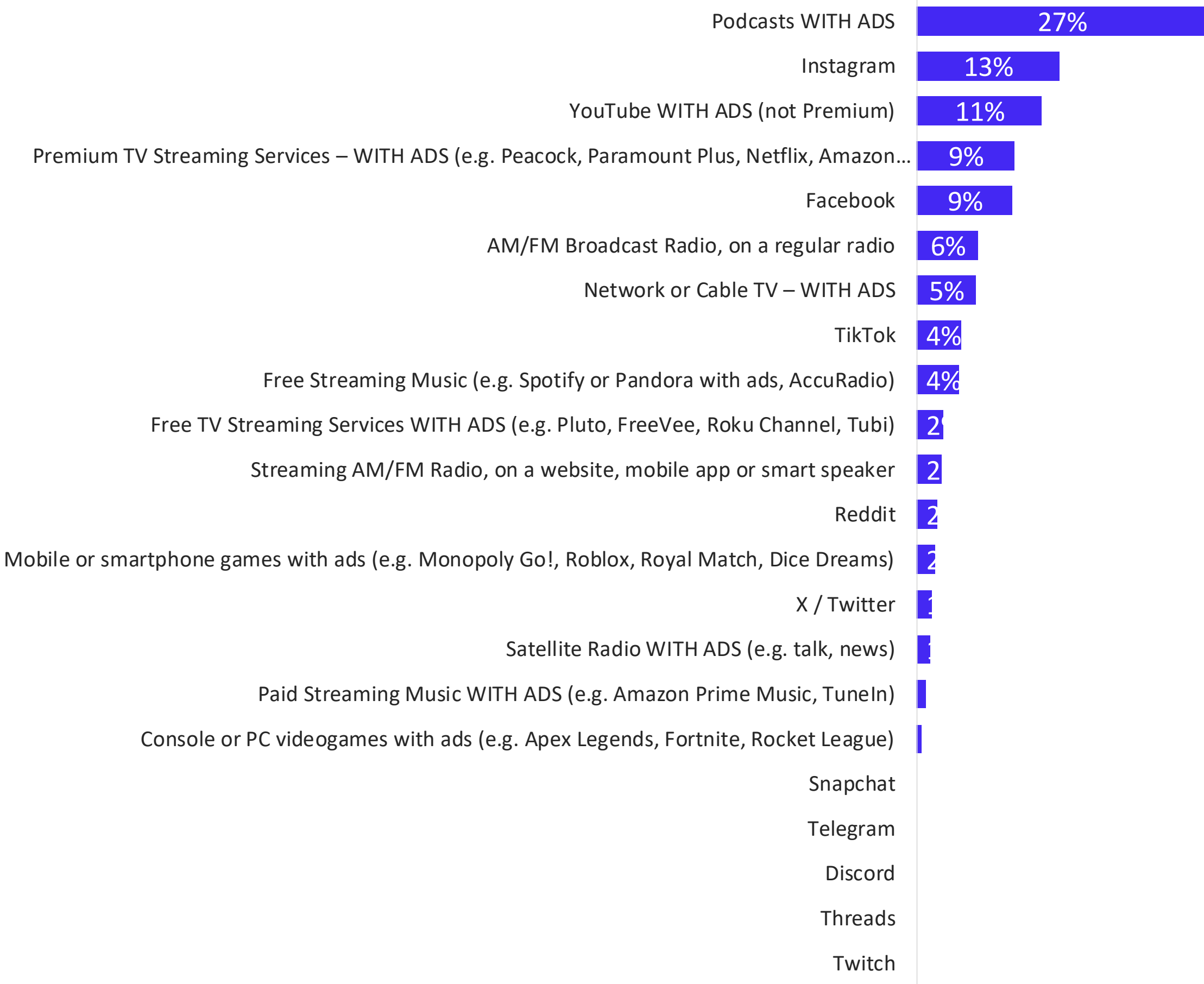
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Searched for more information about the brand

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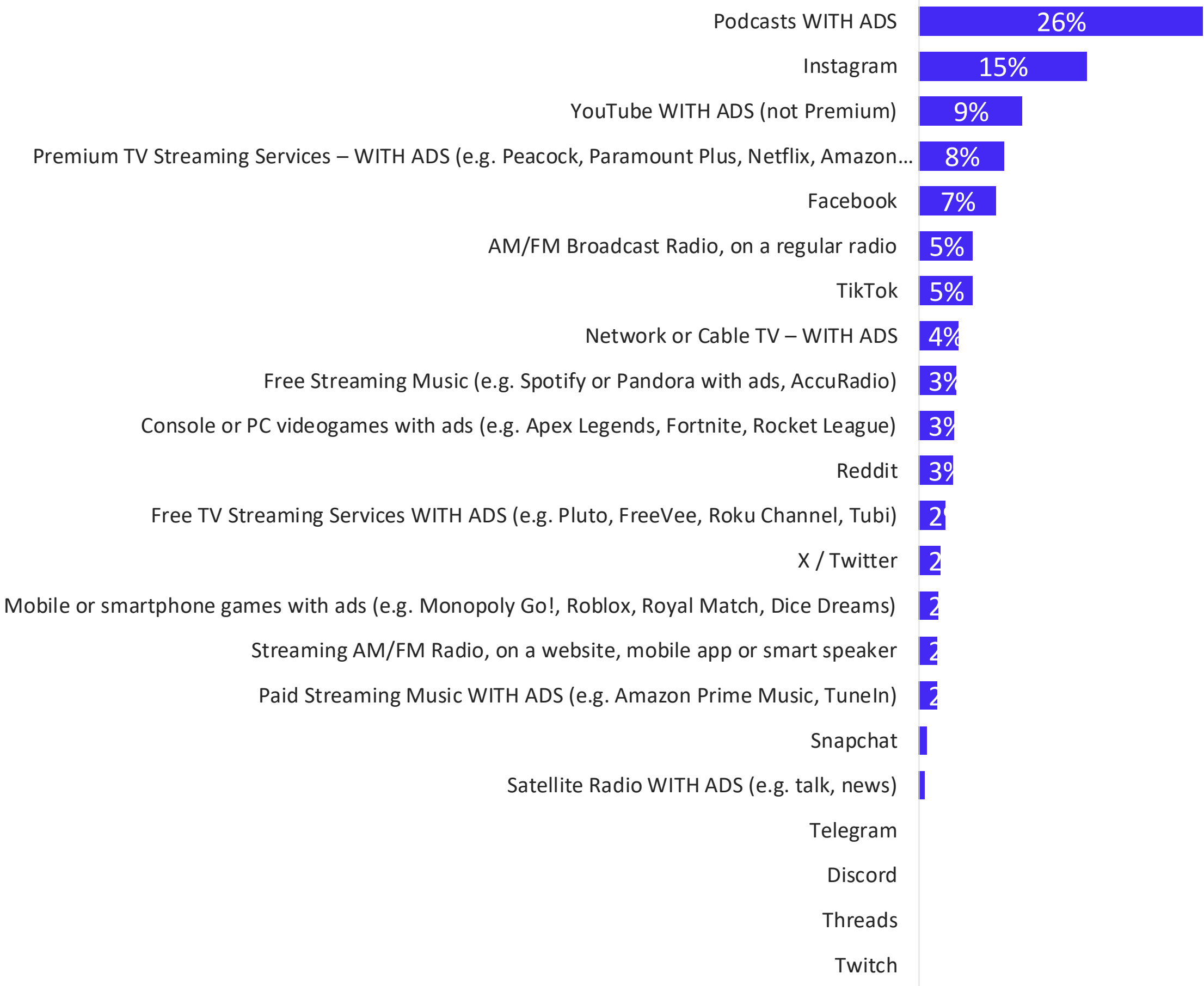
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Visited the brand’s social media

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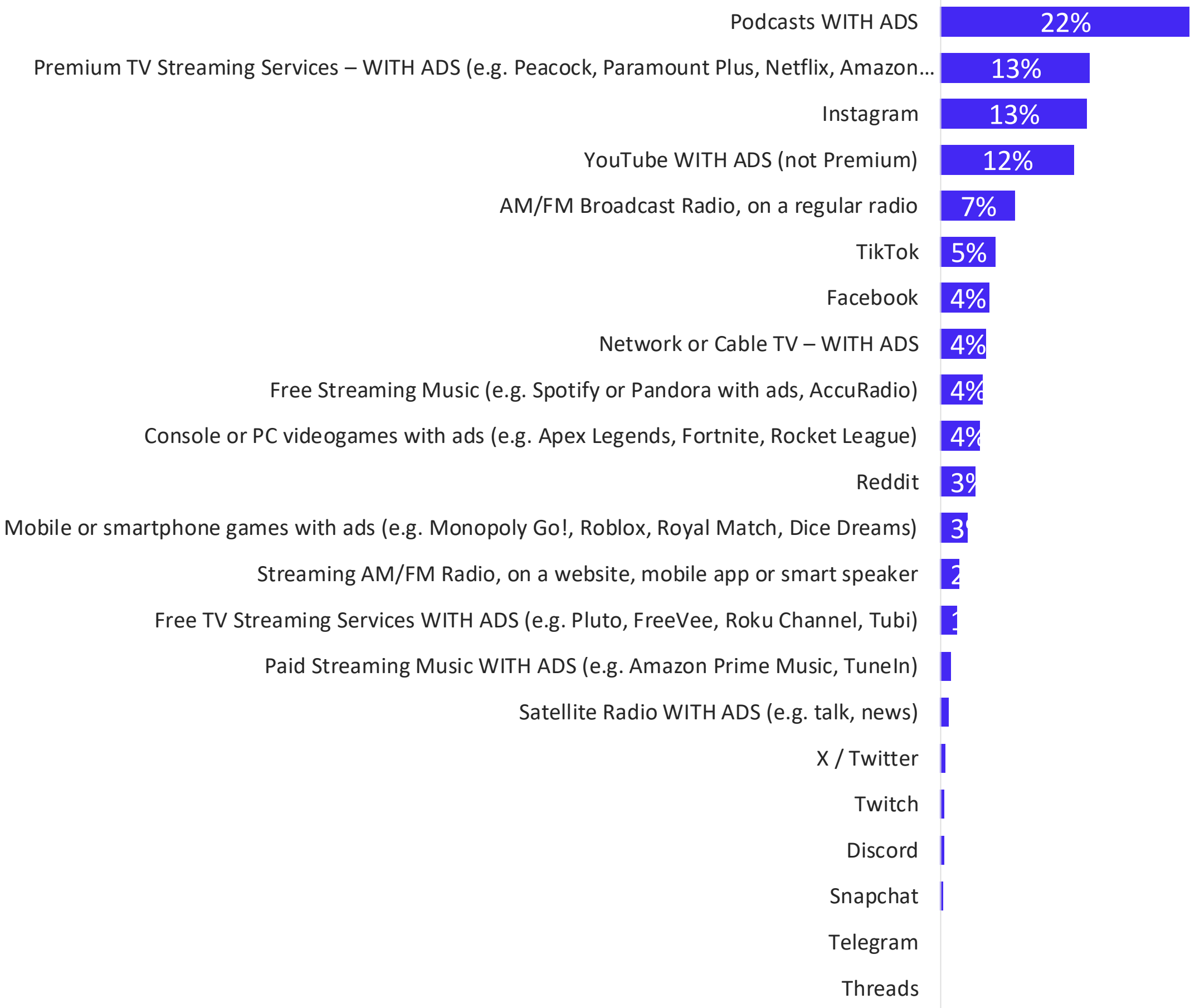
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Made an immediate purchase

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Base: Podcast Primes



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Thank You.