



SOUNDS PROFITABLE

THE
BUSINESS
OF
PODCASTING



June 2025

The Advertising Landscape

Podcasting's Place in the
Ad-Supported Media Universe



ESPN Podcasts





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

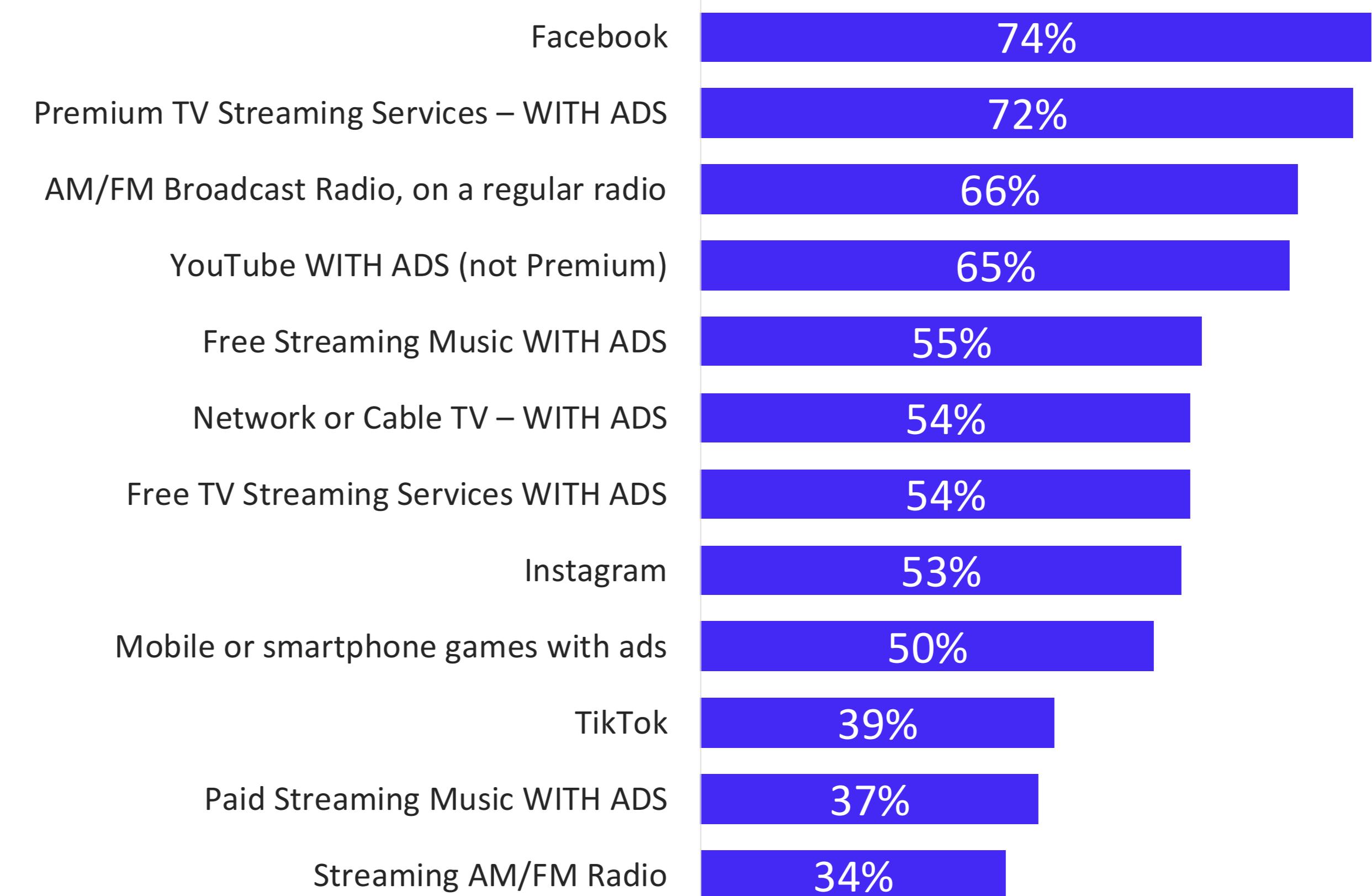
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Monthly Usage:

Ad-Supported Media

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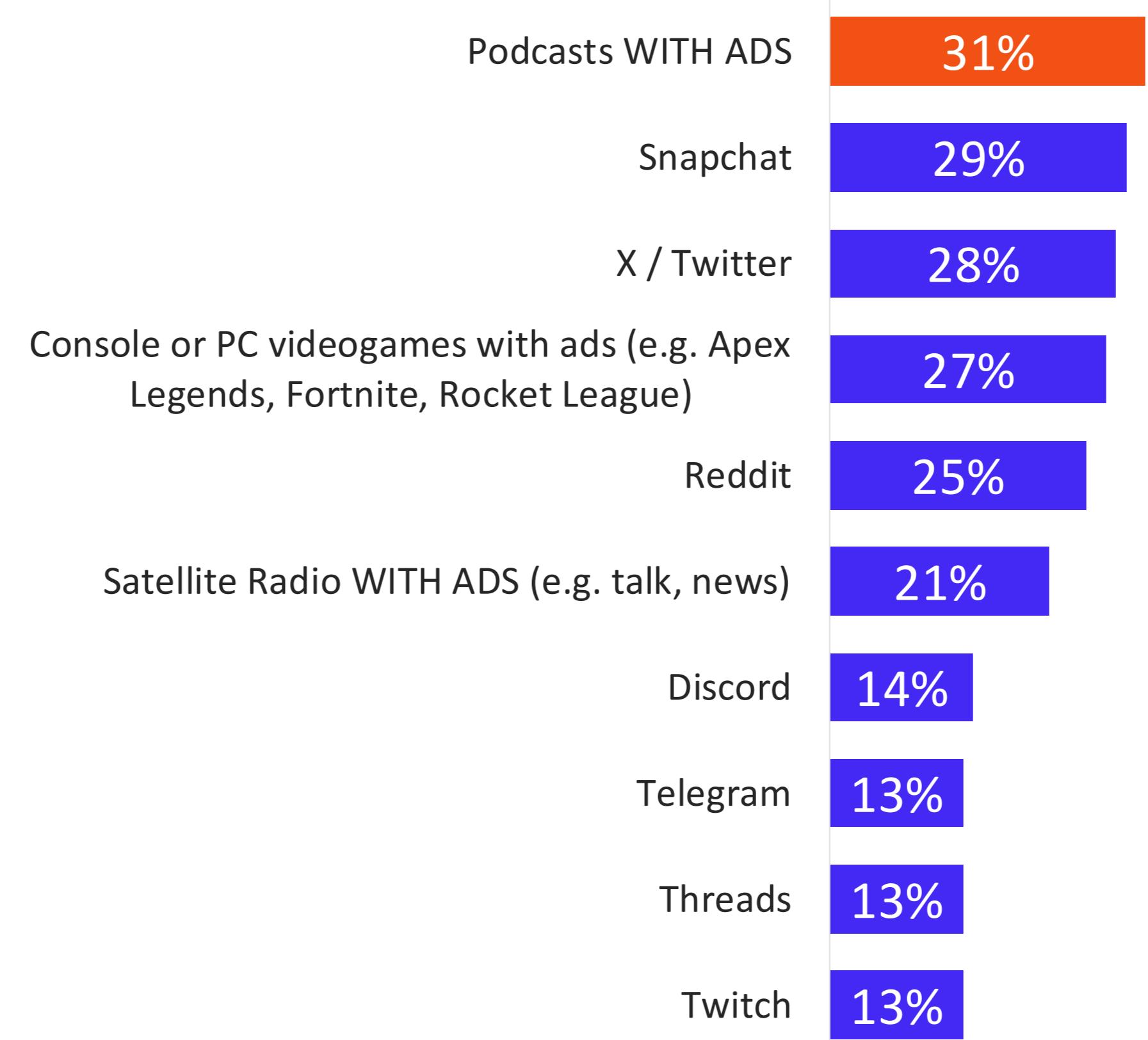


Base: Americans 18+

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%

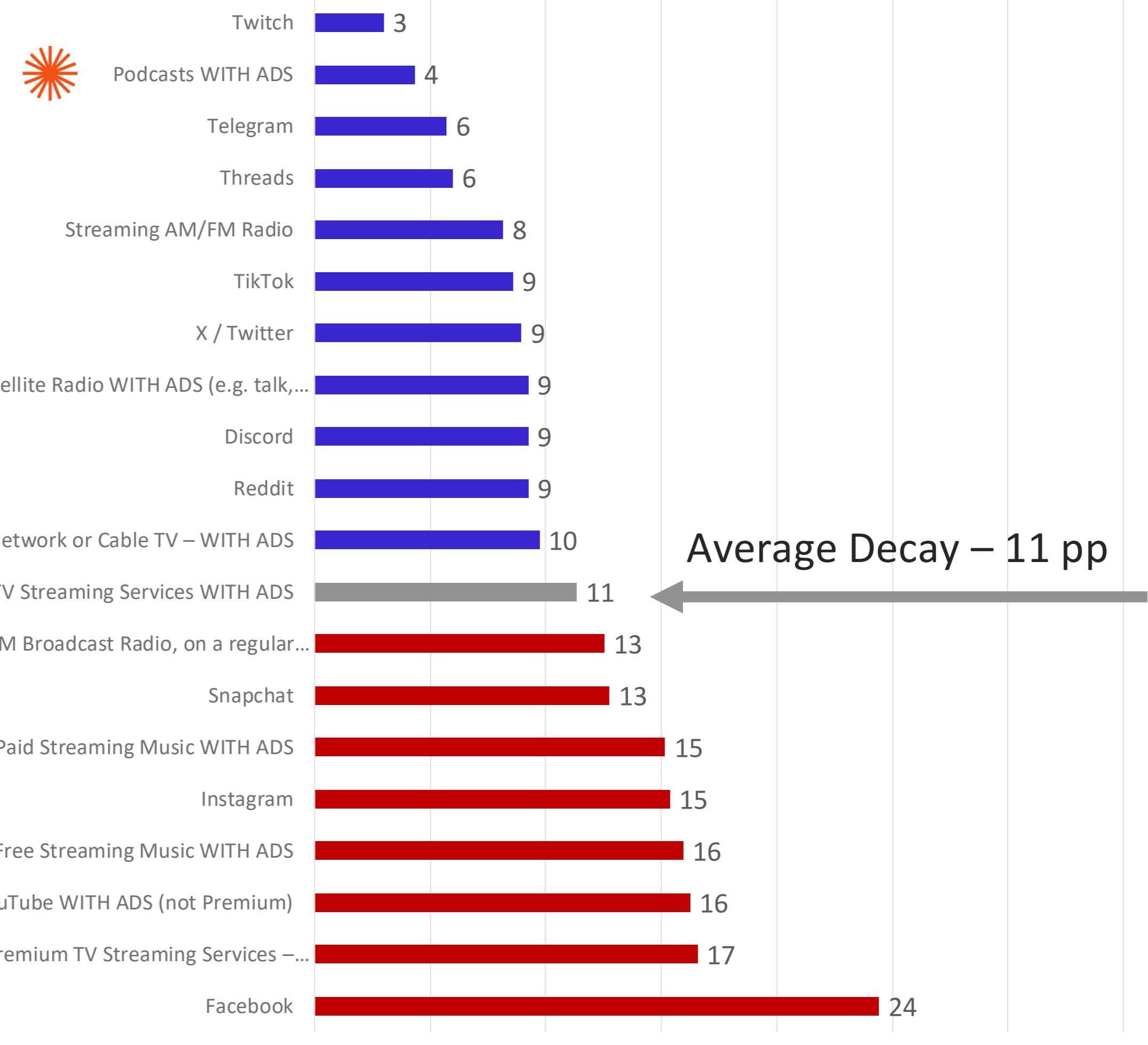
Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

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)



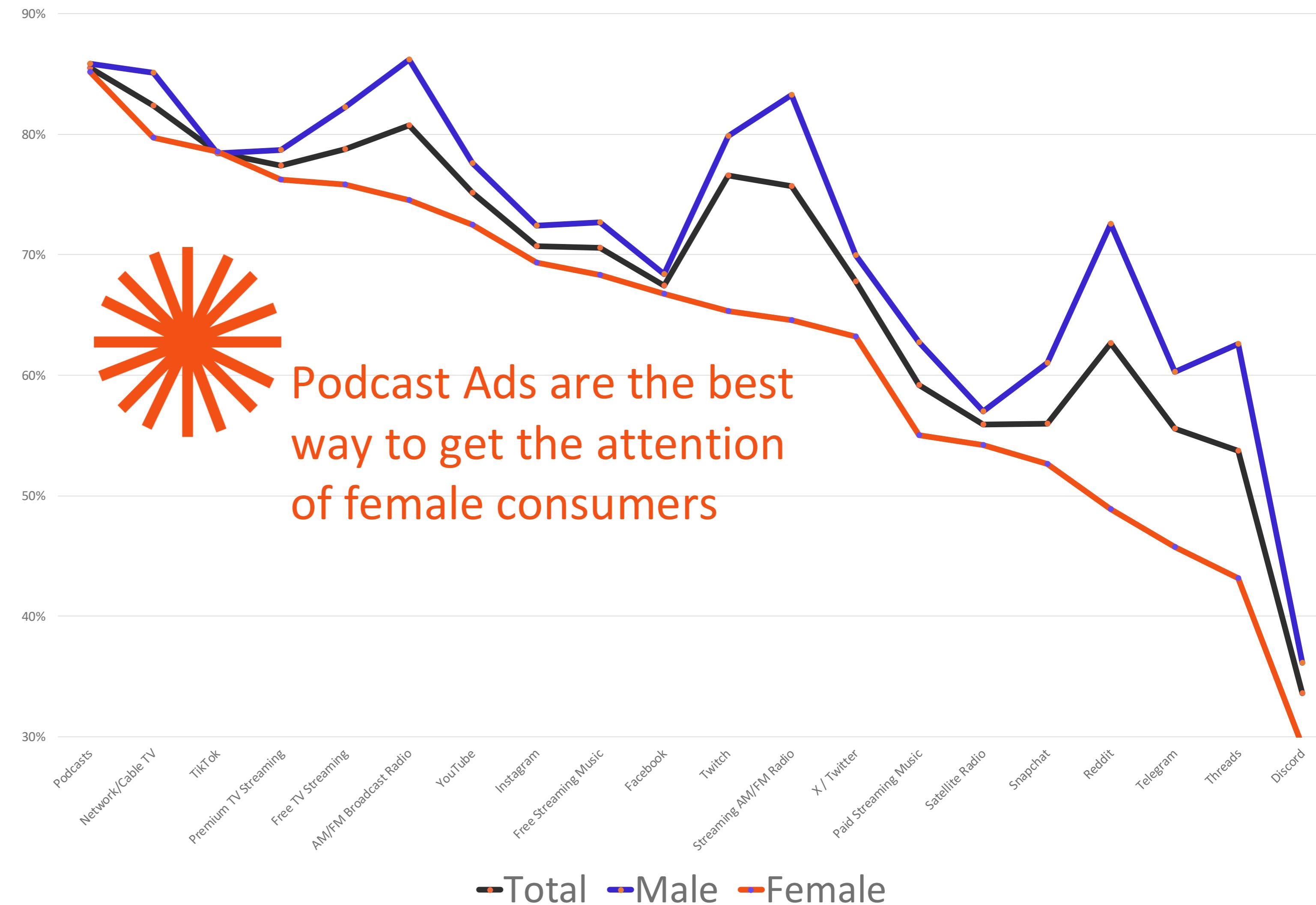
Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

Sponsored by



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"

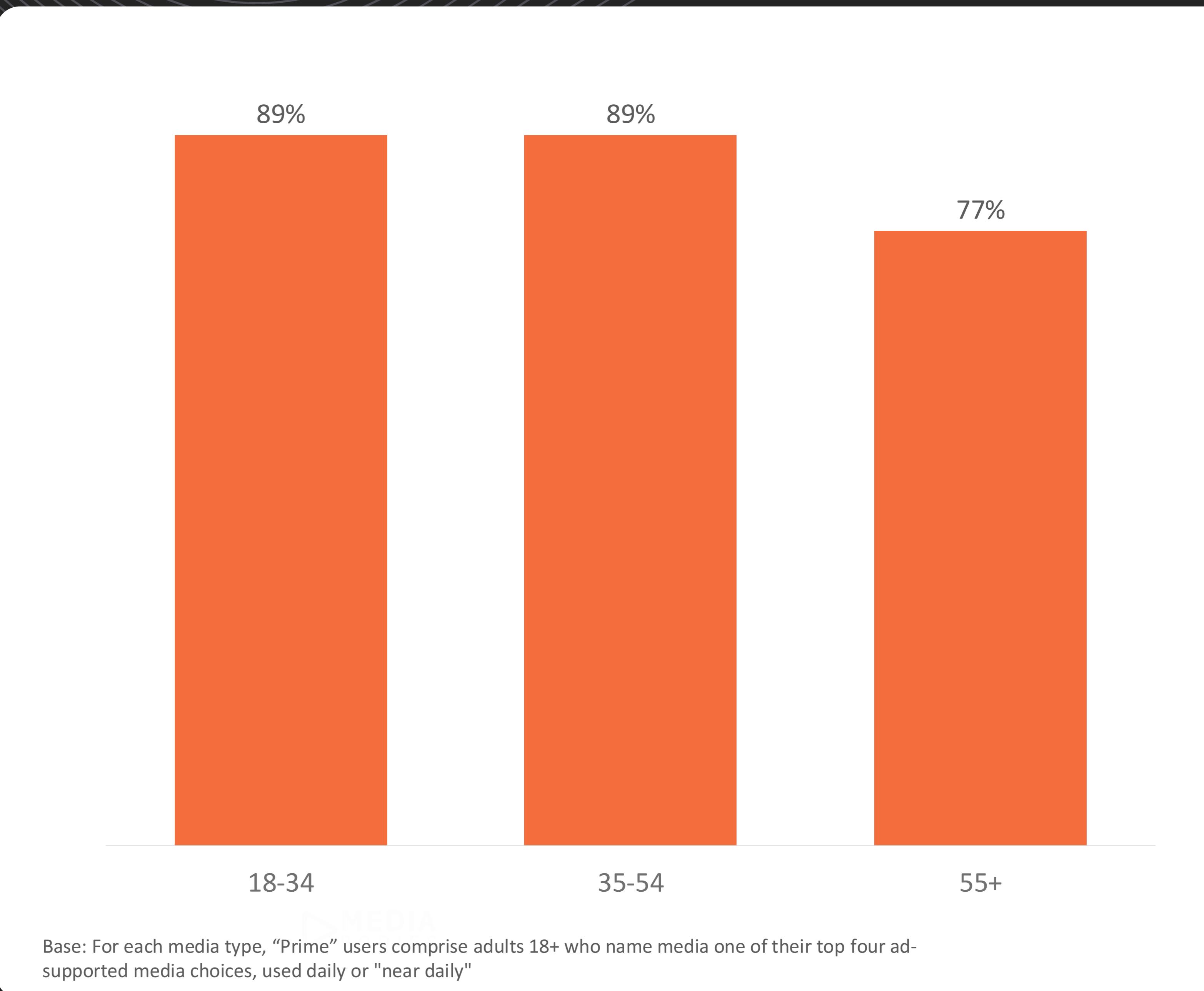
Have you seen or heard an advertisement on a **podcast** in the past week or seven days?

PRIME Users

Sponsored by



ESPN Podcasts



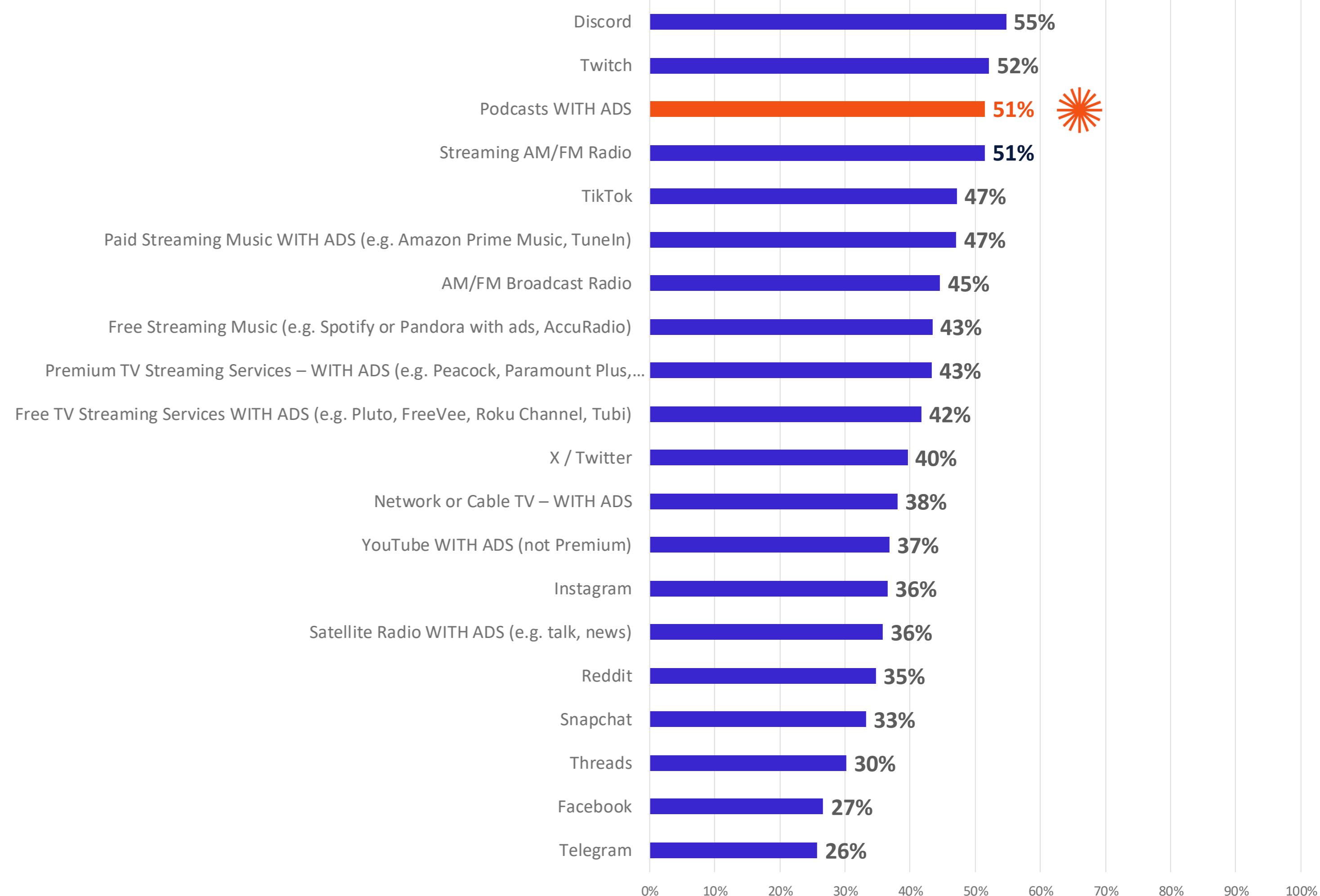
“The content on [MEDIA] is generally factual and accurate”

% Agree – PRIME Users

Sponsored by



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”

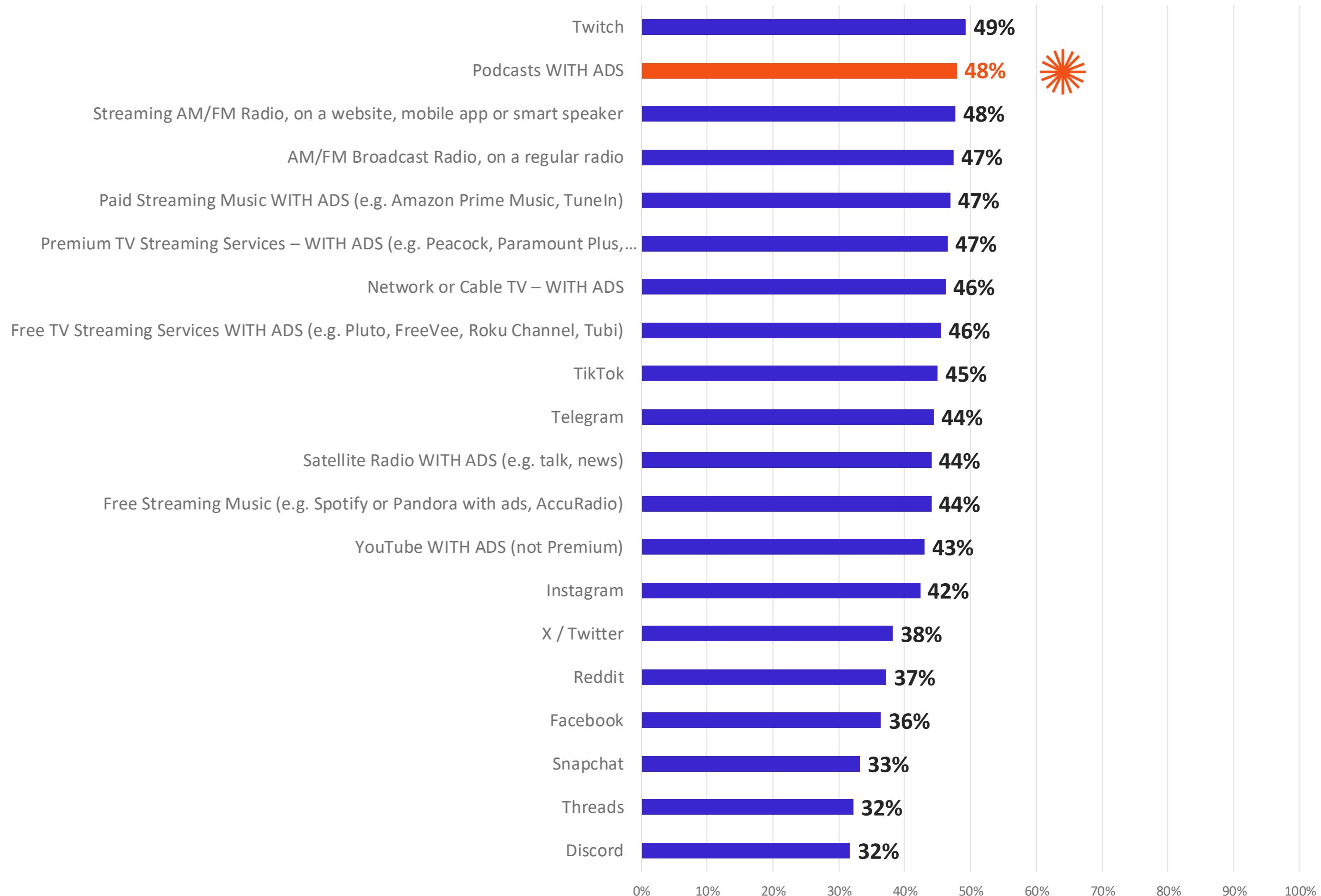
“What percentage of the advertising claims made on [MEDIA] do you believe to be true?”

% of true claims – PRIME Users

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Podcast Advertising Claims are Trusted



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”

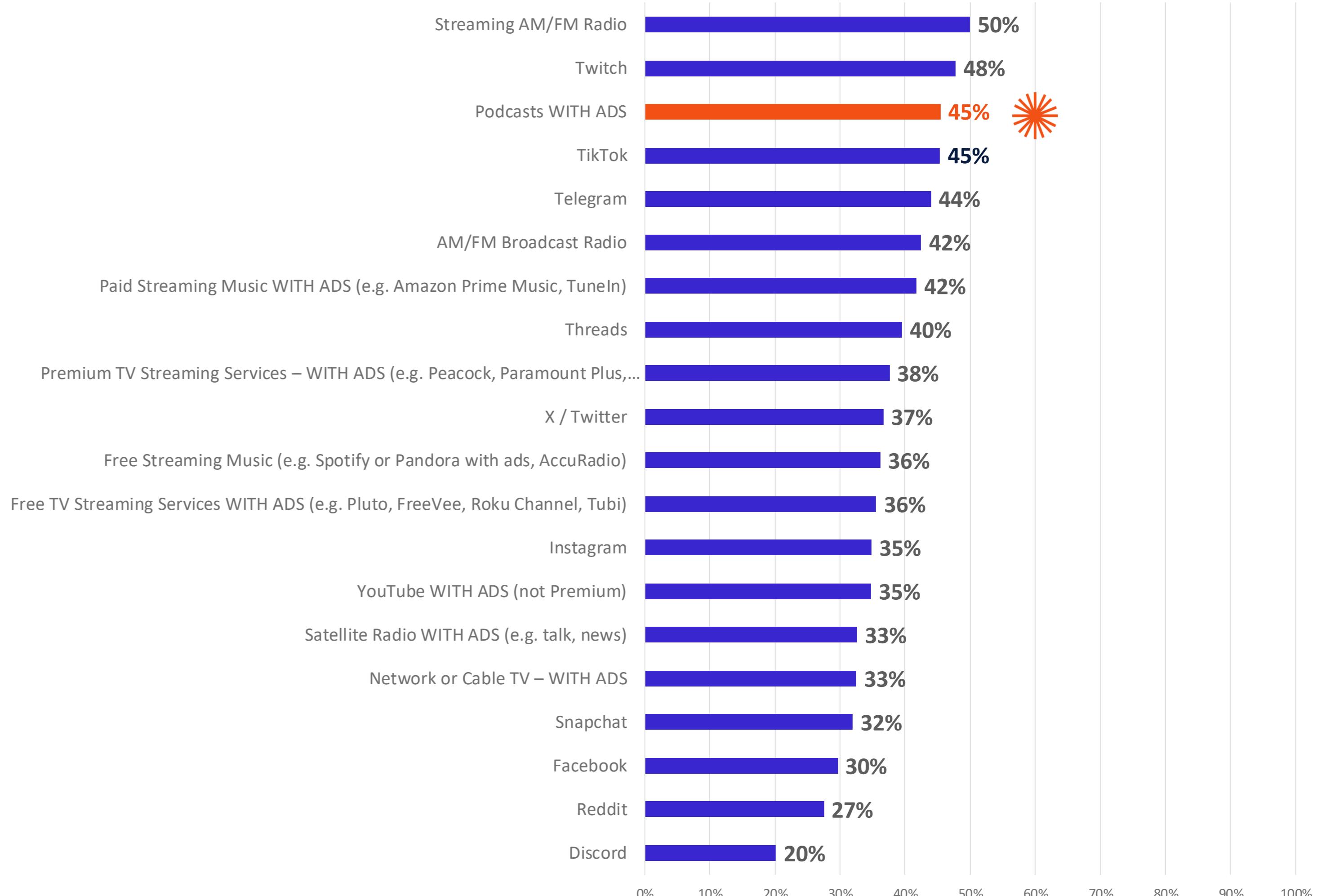
“The advertising on [MEDIA] feels authentic and natural”

% Agree – PRIME Users

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Authenticity of Messaging



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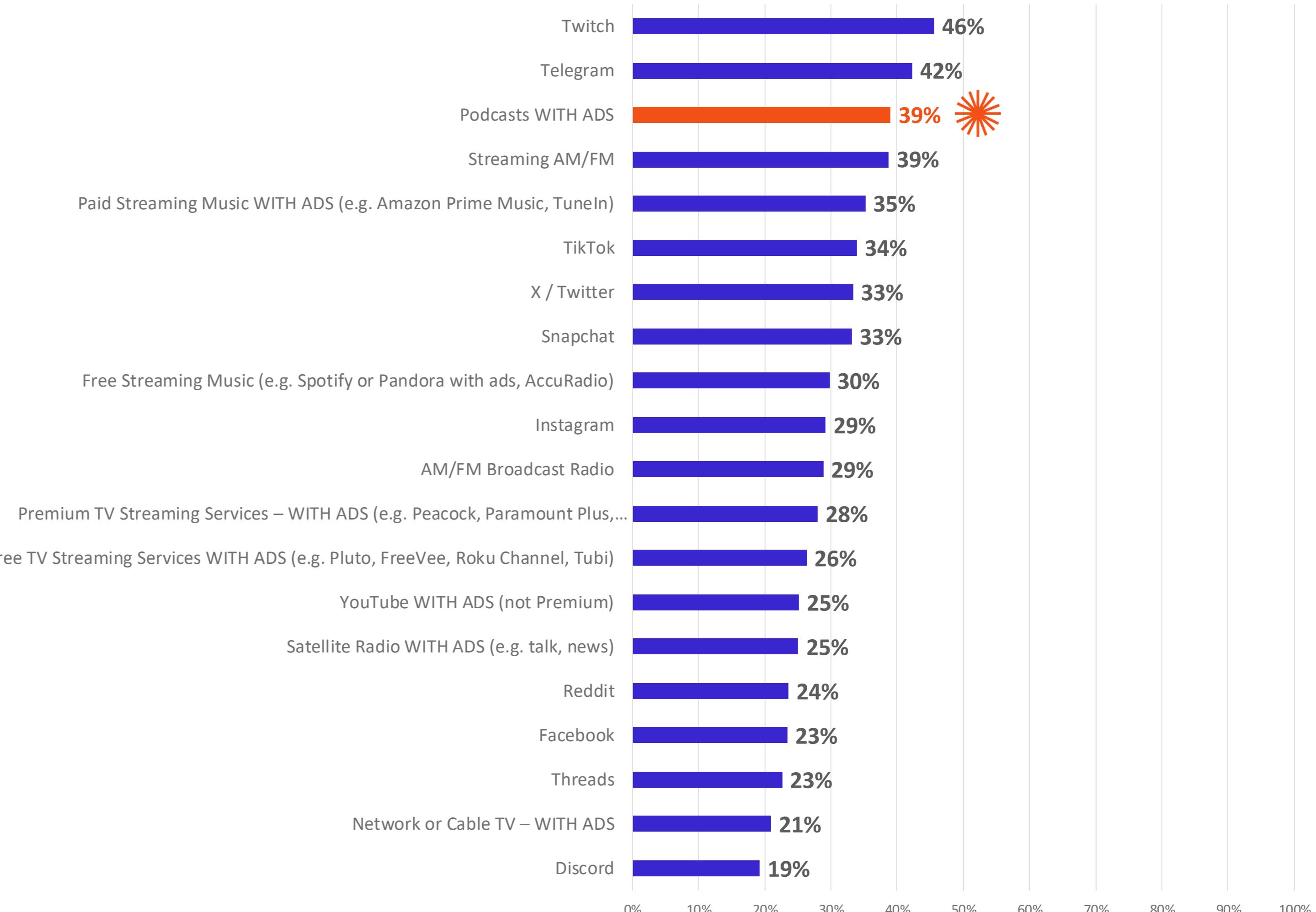
“I trust the people
delivering the advertising
messages on [MEDIA]”

% 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”

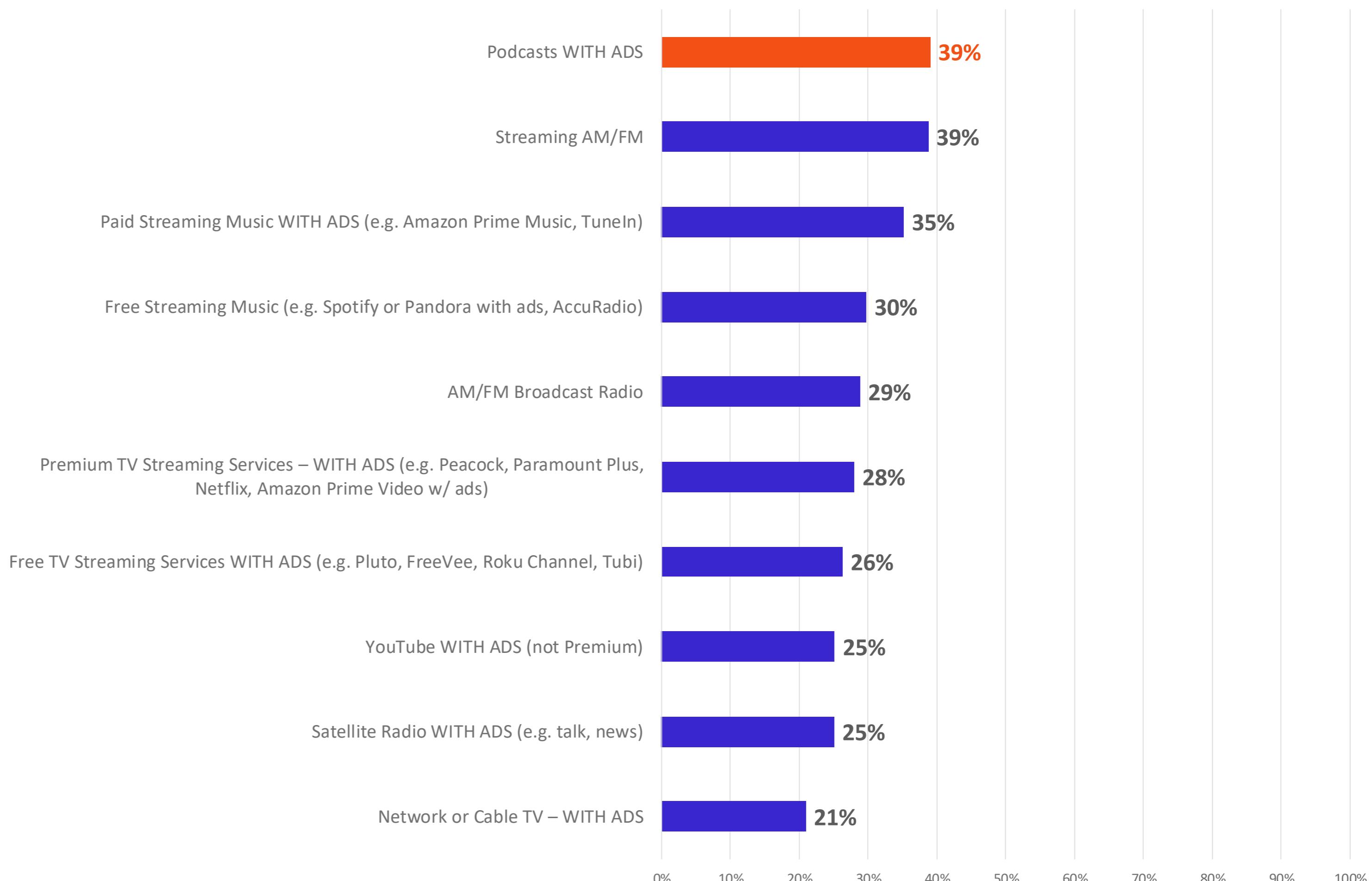
“I trust the people
delivering the advertising
messages on [MEDIA]”

% 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

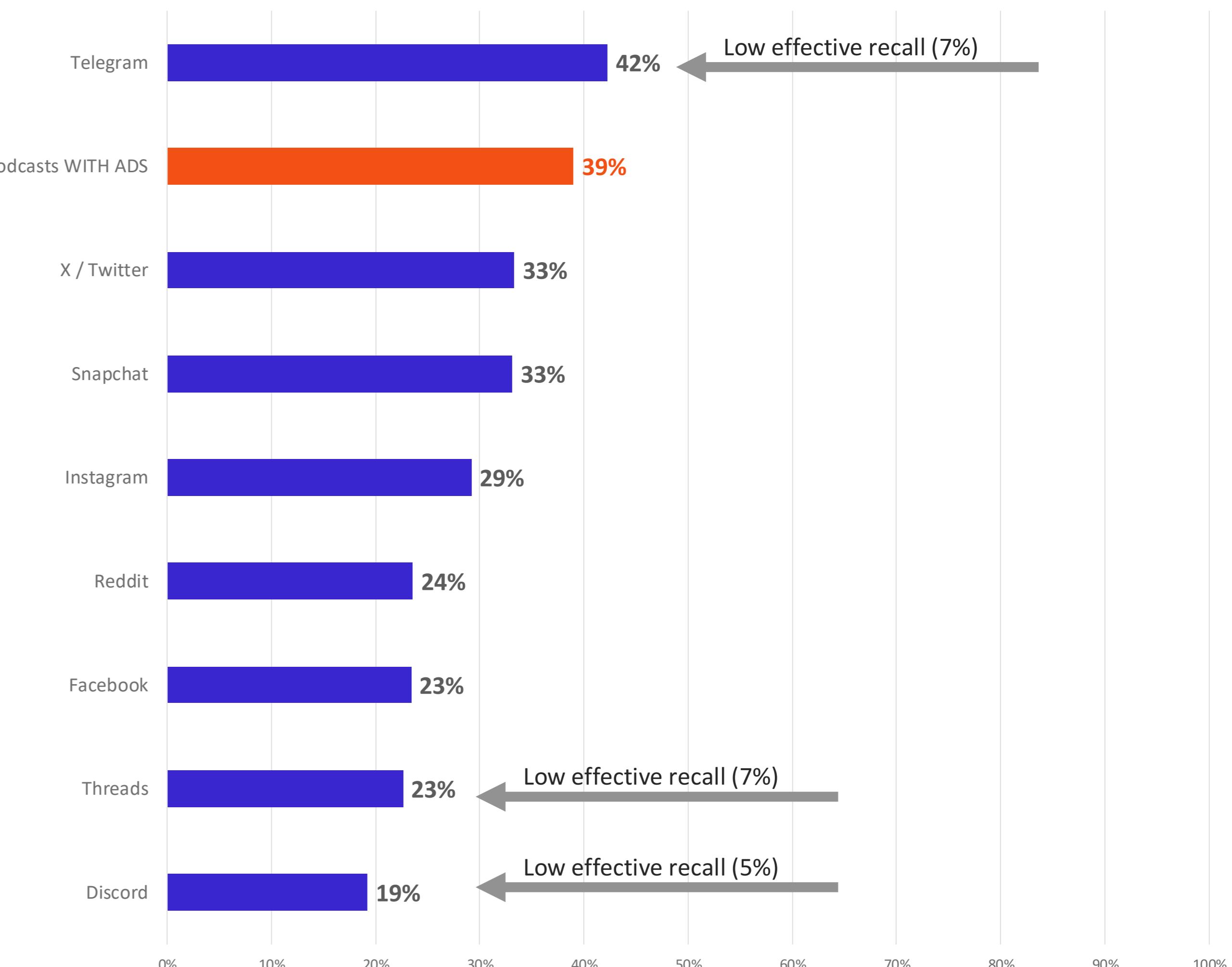
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ESPN Podcasts



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

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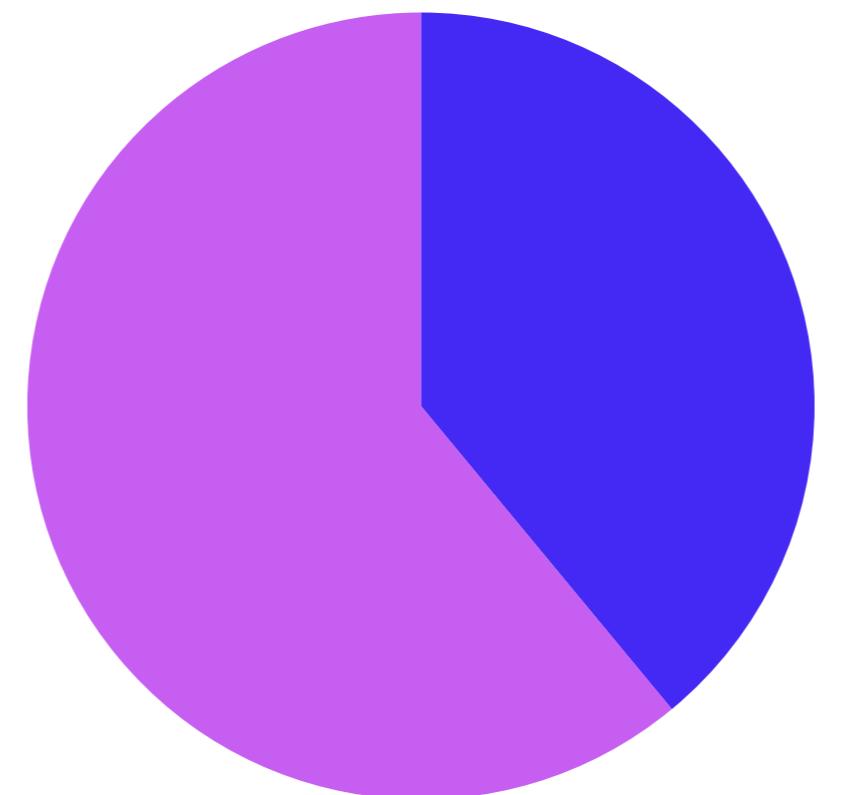


ESPN Podcasts



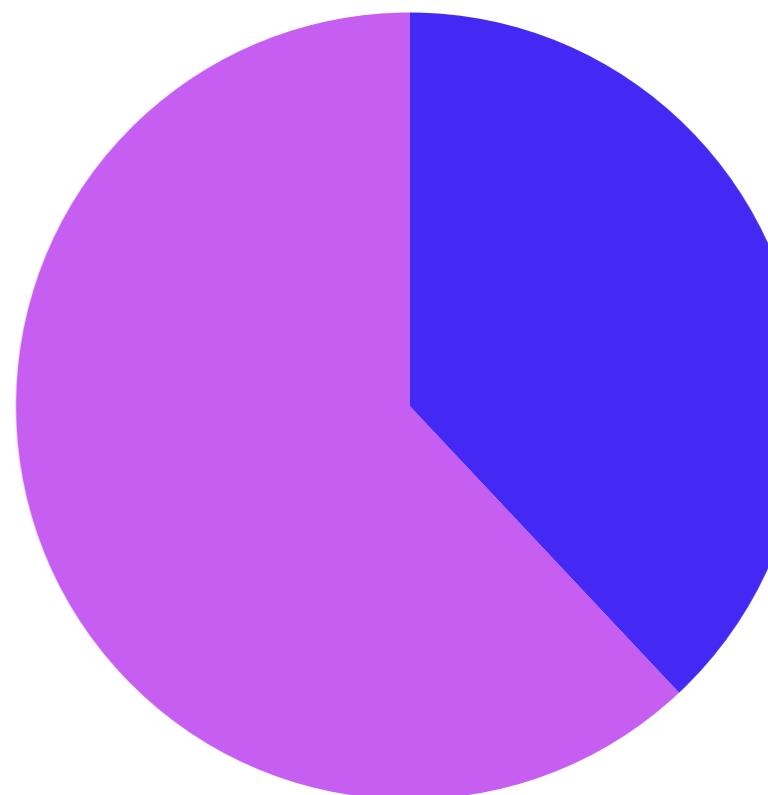
Men and Women Trust Podcast Advertising Equally

Men



39%

Women



38%

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

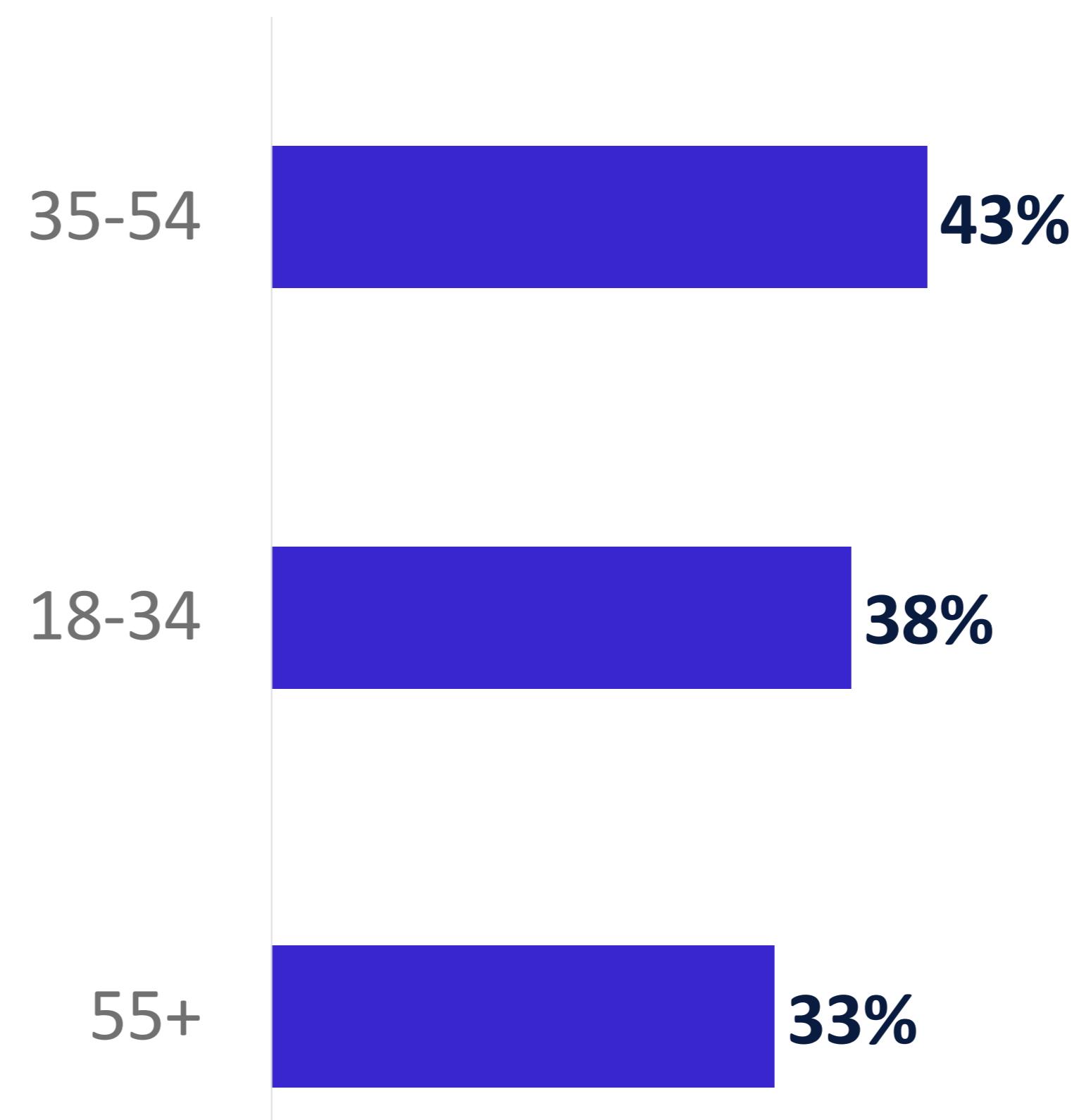
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ESPN Podcasts



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



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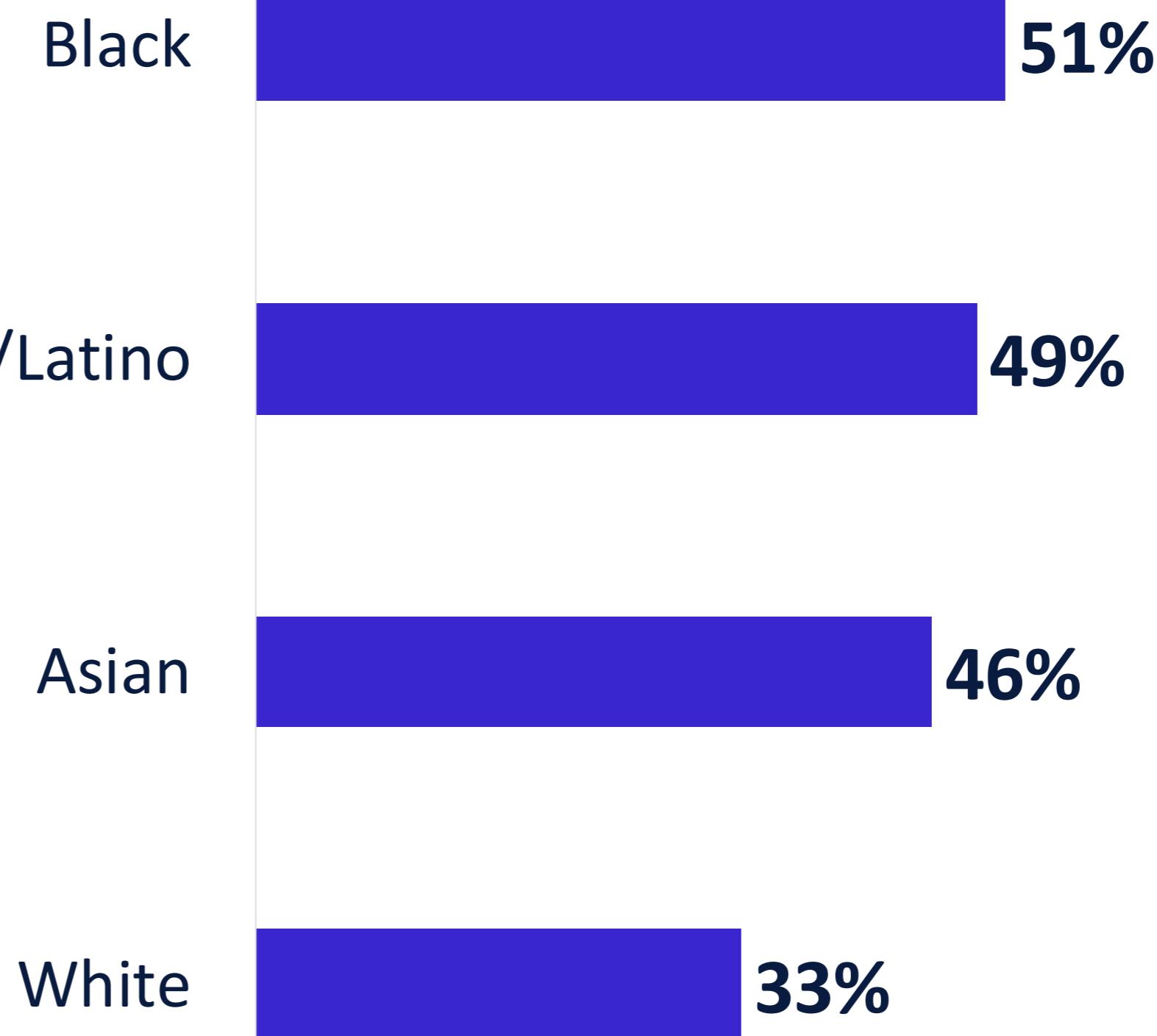
“I trust the people
delivering the advertising
messages on Podcasts”

% Agree – PRIME Users

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Podcasting Particularly Trustworthy With Multicultural Audiences

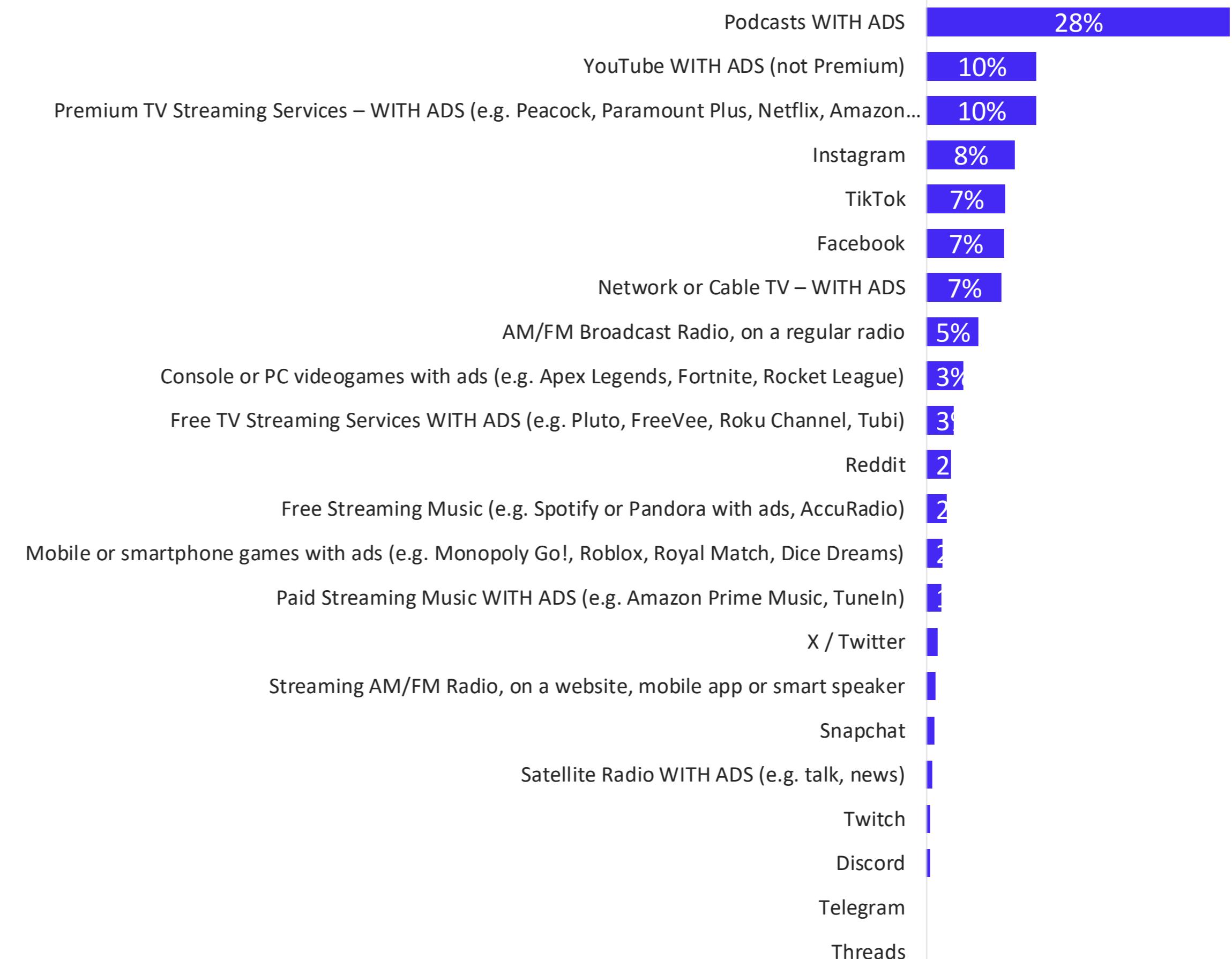


Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or “near daily”

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

Discussed the product with others

Sponsored by

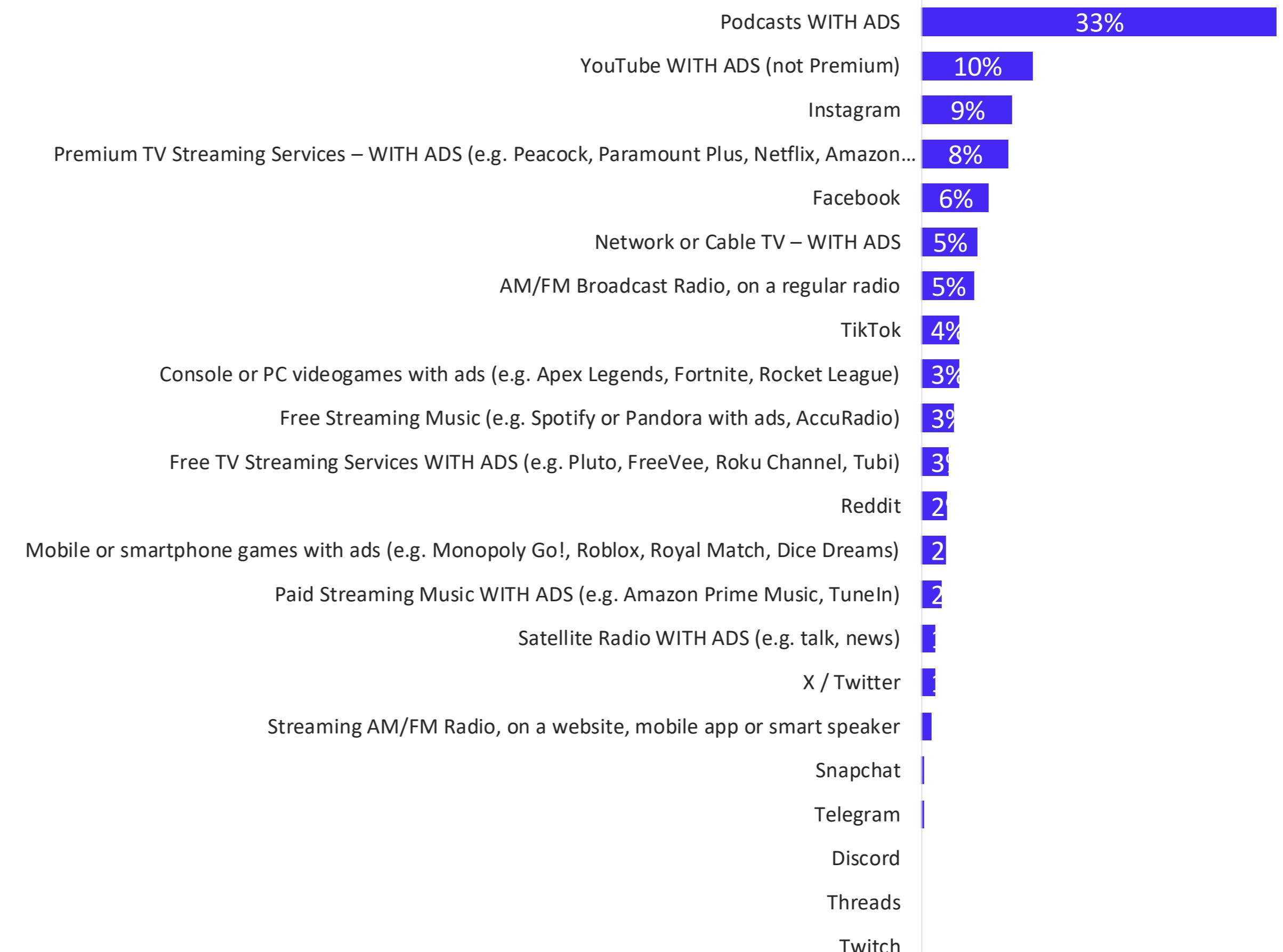


Base: Podcast Primes

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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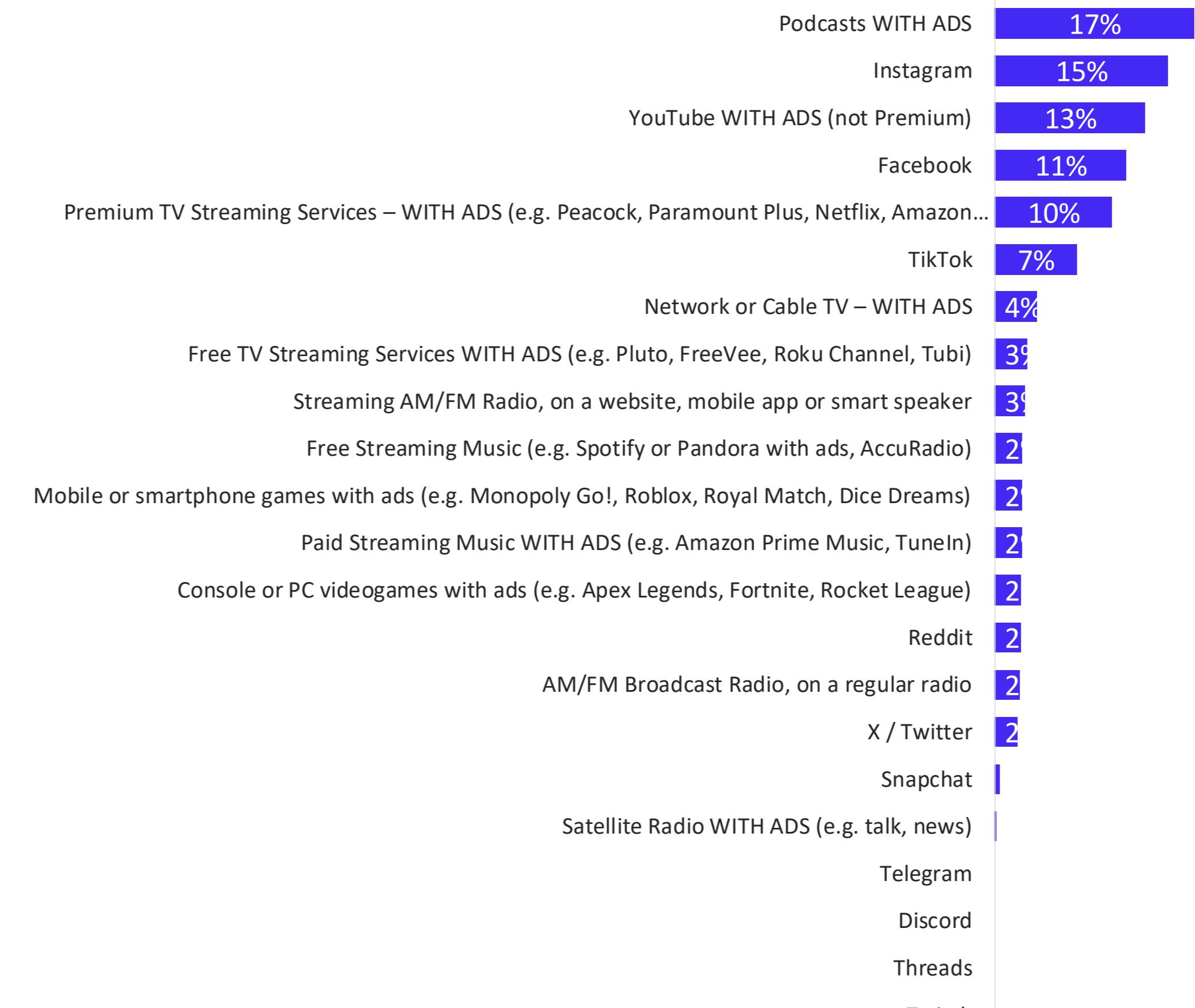


Base: Podcast Primes

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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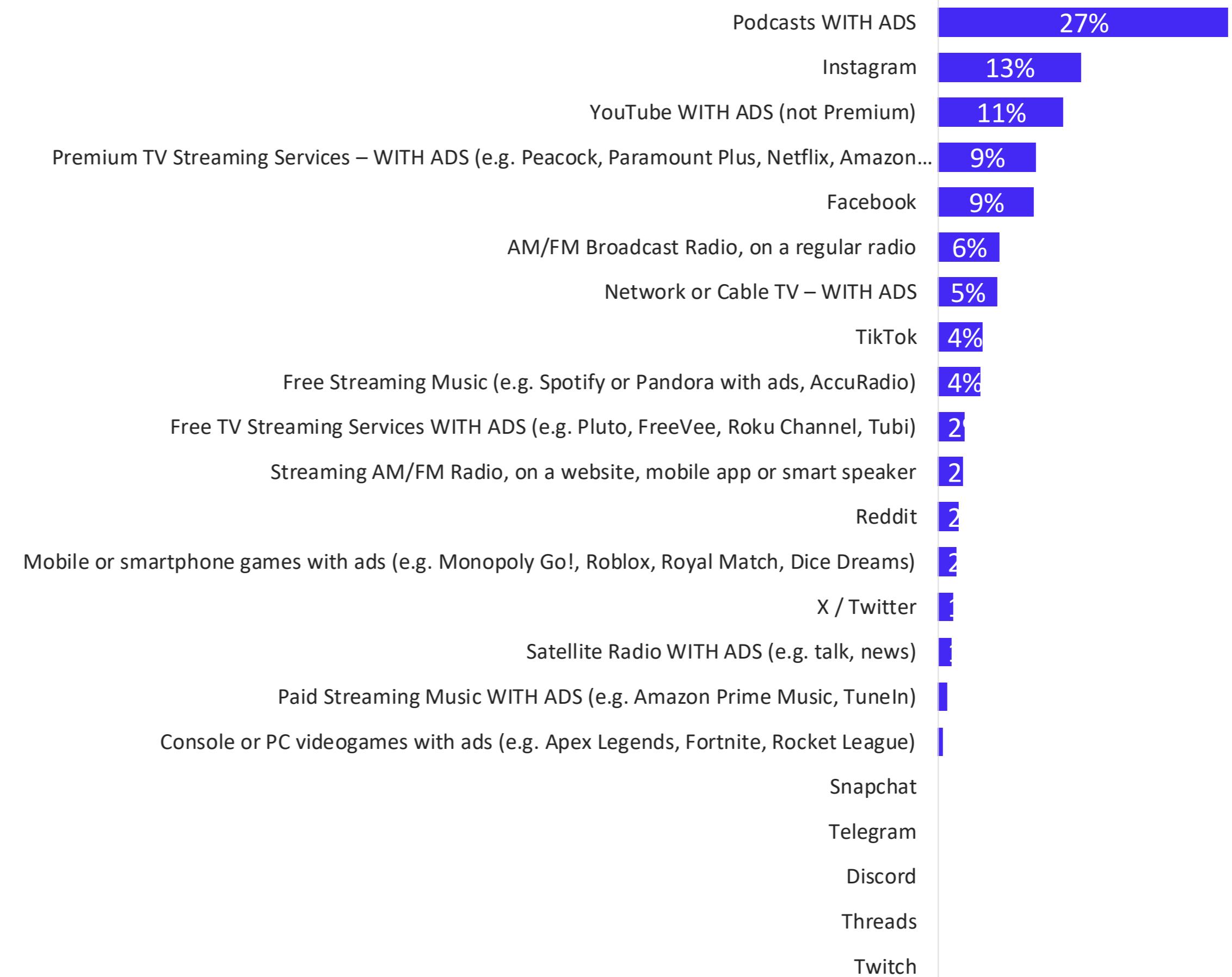


Base: Podcast Primes

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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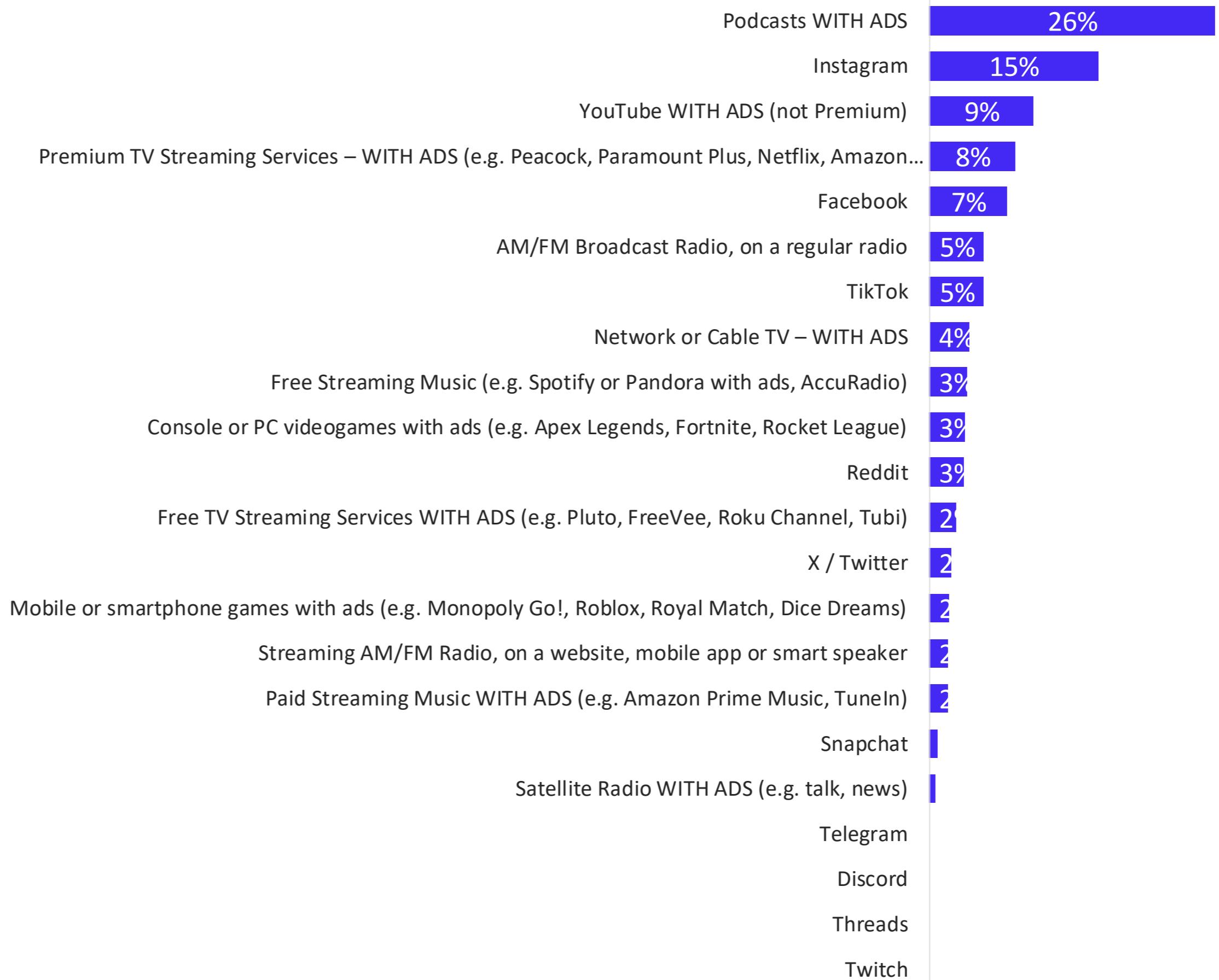


Base: Podcast Primes

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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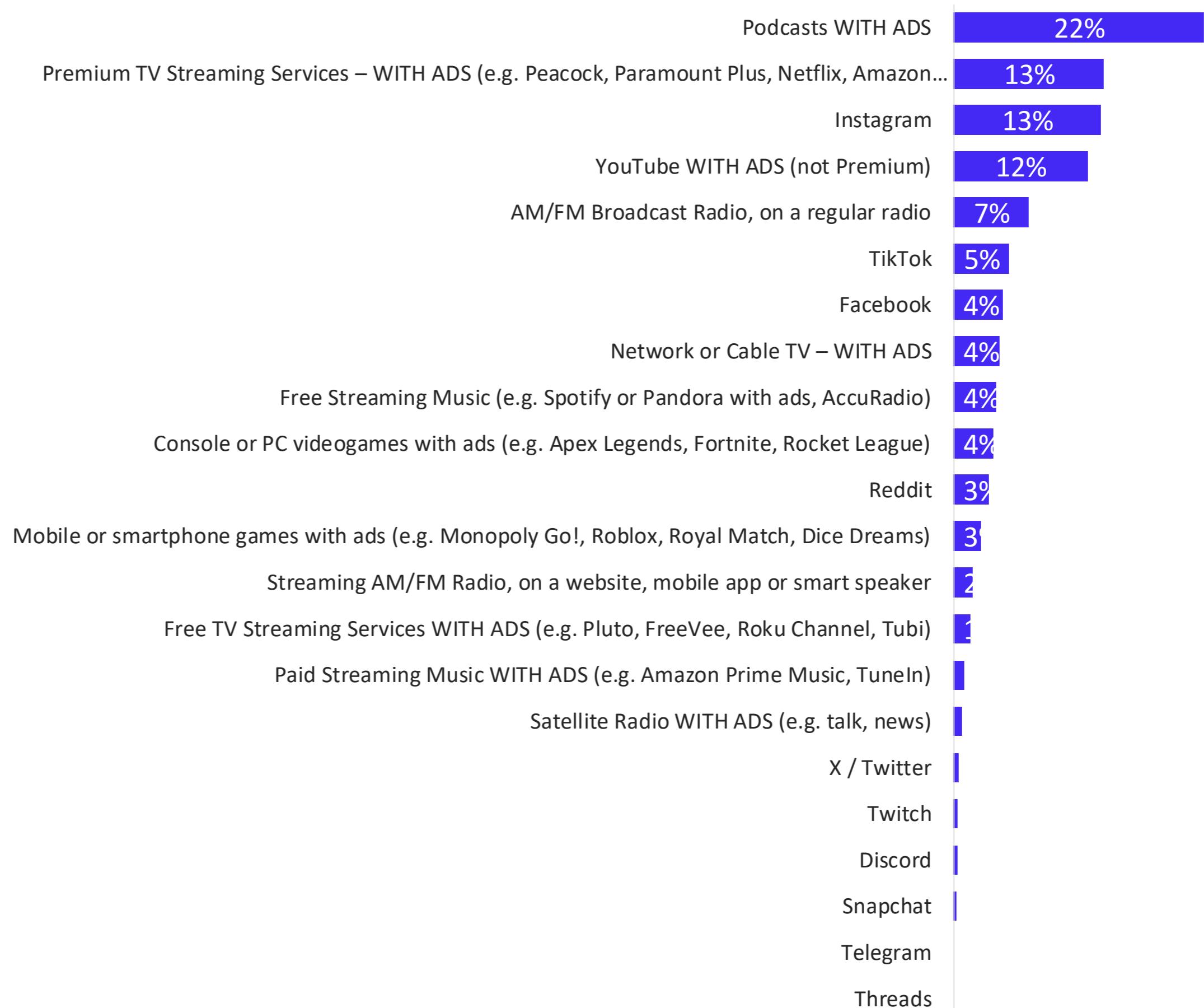


Base: Podcast Primes

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



Thank You.