

Ads & Data

6 reasons why you should be doing Podcast Advertising



1. Fast growing audience

During the COVID pandemic, podcasting experienced unprecedented growth and podcast audiences diversified.



More devices to listen on

mainly smartphone (65%), but increasing part of smart speakers (10%) and in-dash entertainment systems



Over 2,4 mio podcasts

and 62 mio episodes on Apple
There has been a significant growth of podcasts and episodes in the last 2 years



Expanding catalogue

of podcast genres, titles, and formats. Most popular genres are comedy, news, true crime, sports, health & fitness, ...



Reaching larger audiences

Industry experts expect podcasting to grow significantly in 2022 and beyond as on-demand audio increases in popularity.

2. Advertising is well accepted

- ▶ Advertising in podcasts is well accepted because they are **part of the experience** and supports the producers.
- ▶ Brand mentions in podcasts are **highly relevant, especially when integrated / host read.**
- ▶ Podcast advertising can achieve cut-through with ad avoiders.

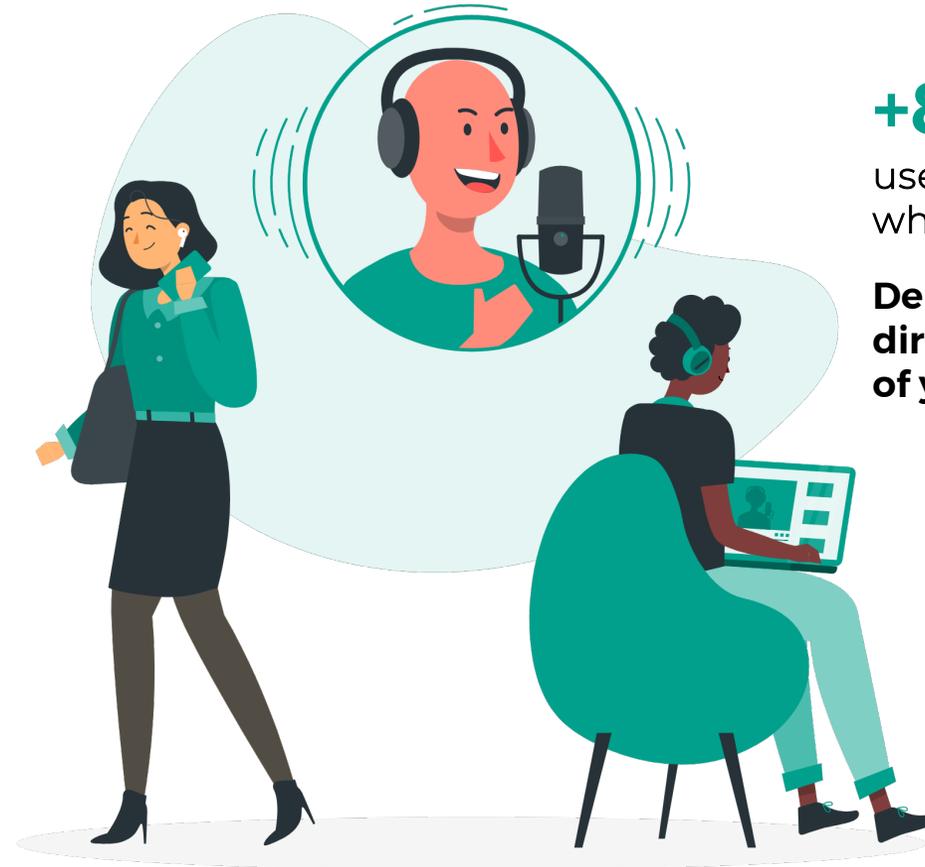


3. Attention

23min per day

average podcast listening time.

21% listens in average 30min up to 1h per day



+85%

use in-ears or headphones when listening to podcasts.

Deliver your message directly into the mind of your consumer

4. Use context to your advantage

- A wide range of podcast content categories means advertising can be **contextually targeted**
 - News & Politics, Culture & Society, Sports, Education, Fiction, Economy, Technology, History, ...
 - Special interests
 - Famous hosts
- Putting your message in the right context increases the relevancy of your message and customer engagement.**



5. Podcast advertising drives high brand awareness and purchase intent



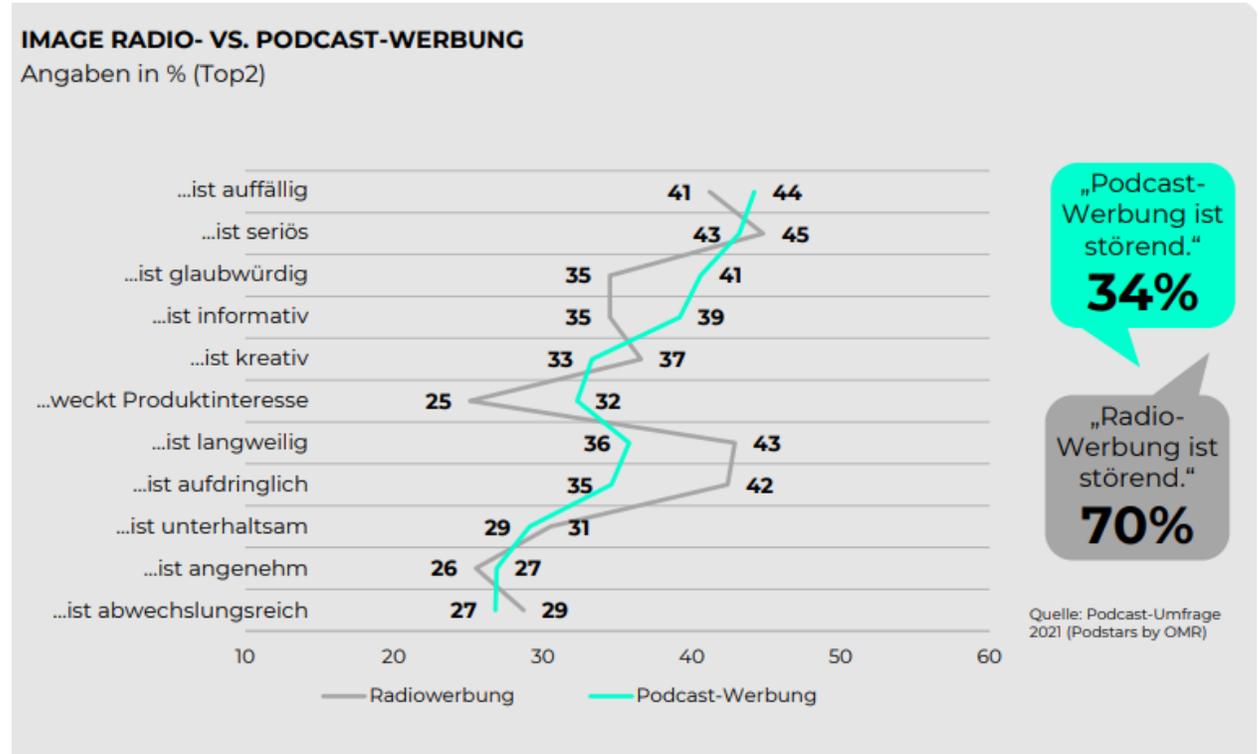
6. Complementary to radio

Use podcast to complement your radio campaign

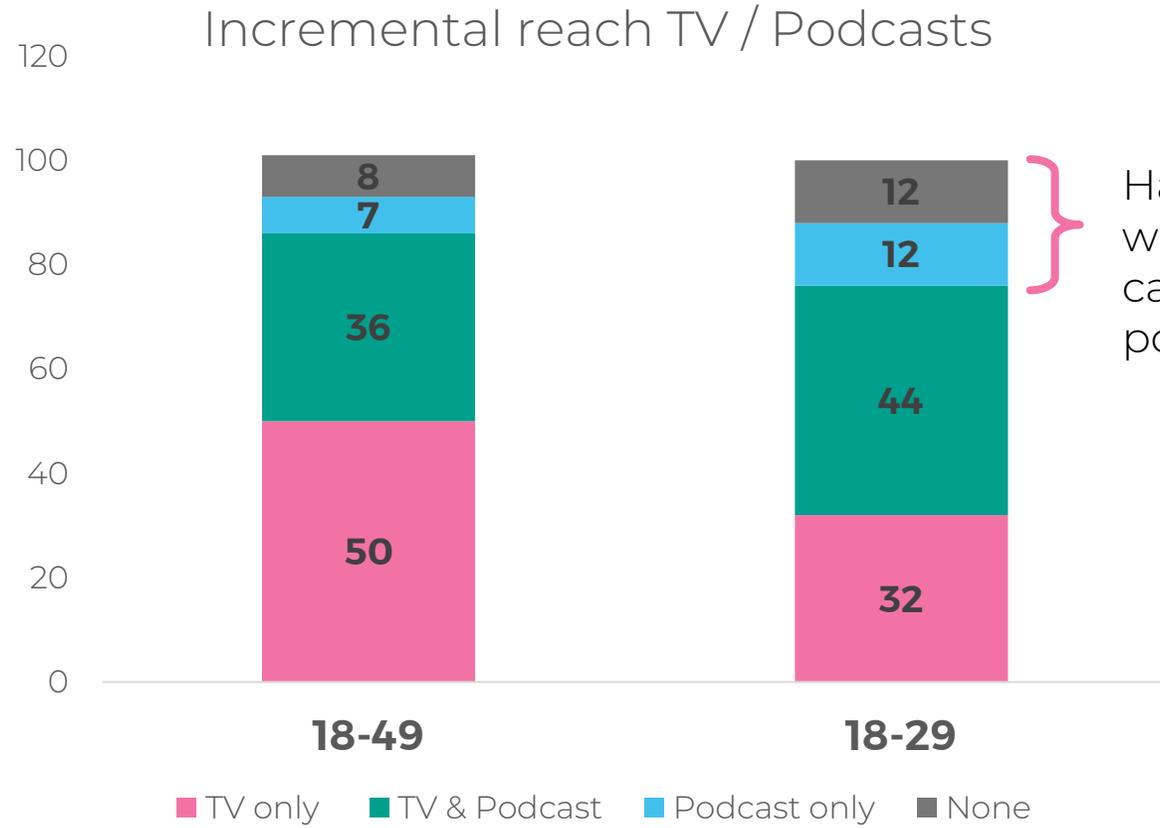
Podcast advertising is ...

- more credible
- more informative
- creating more product interest
- less boring
- **less disruptive (34% vs 70% radio)**

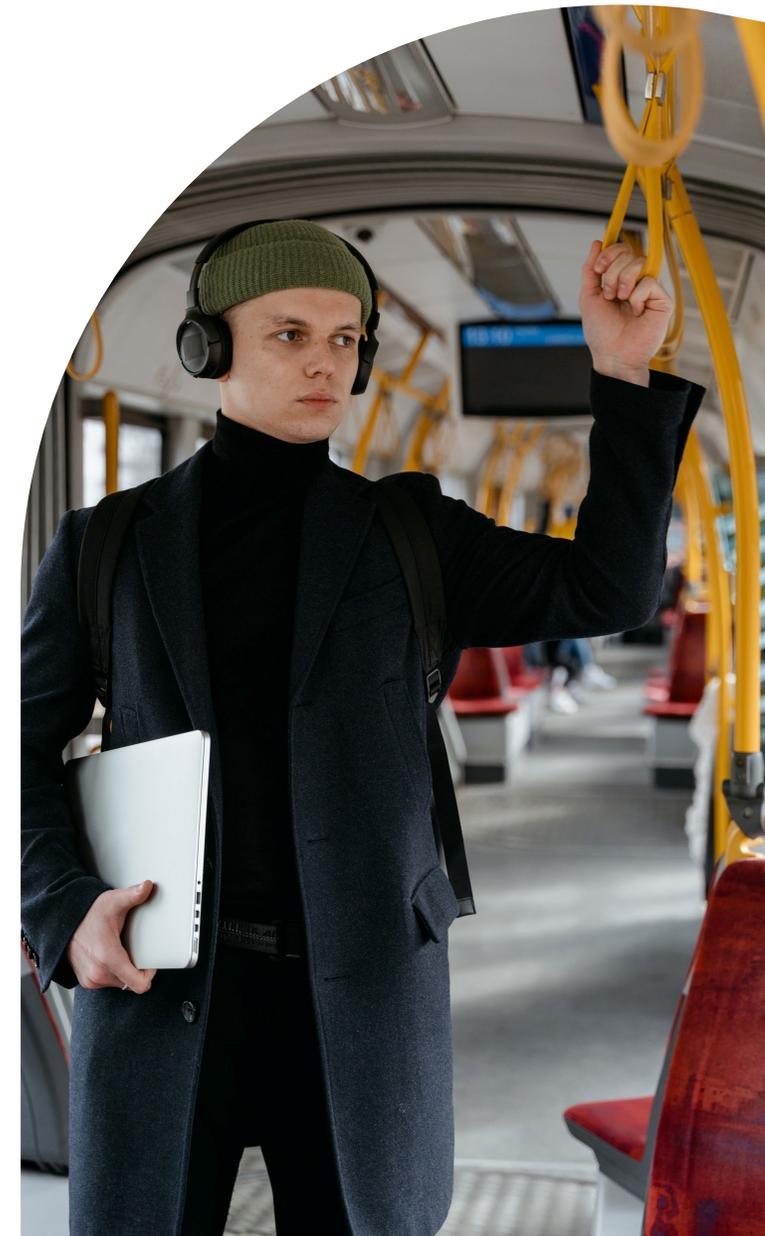
Pro Tip! Create a podcast specific version of your audio ad. Do not re-use your radio ad.



Bonus Reason: Get Incremental Reach



} Half of people not watching linear TV can be reached with podcasts.



Source: Sevenone media - research podcast