

# The Podcast Listening Landscape

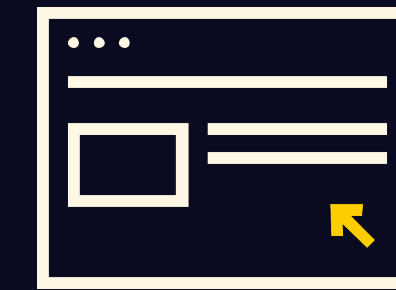
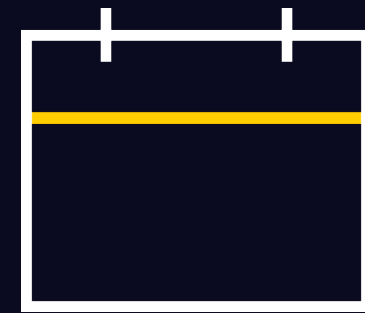
United Kingdom  
& Republic of Ireland

Acast x Nielsen Media Analytics



**June 2022**  
[www.acast.com](http://www.acast.com)

# Background



## WHO

Total of 2,002 UK/Ireland adults who are at least monthly podcast listeners

## WHEN

H1 2022

## WHAT

- Understand podcasts vs other media usage and attitudes
- Understand media impact of ad preferences and attitudes
- Deep-dive by demographics

## HOW

Online survey administered with a third-party panel

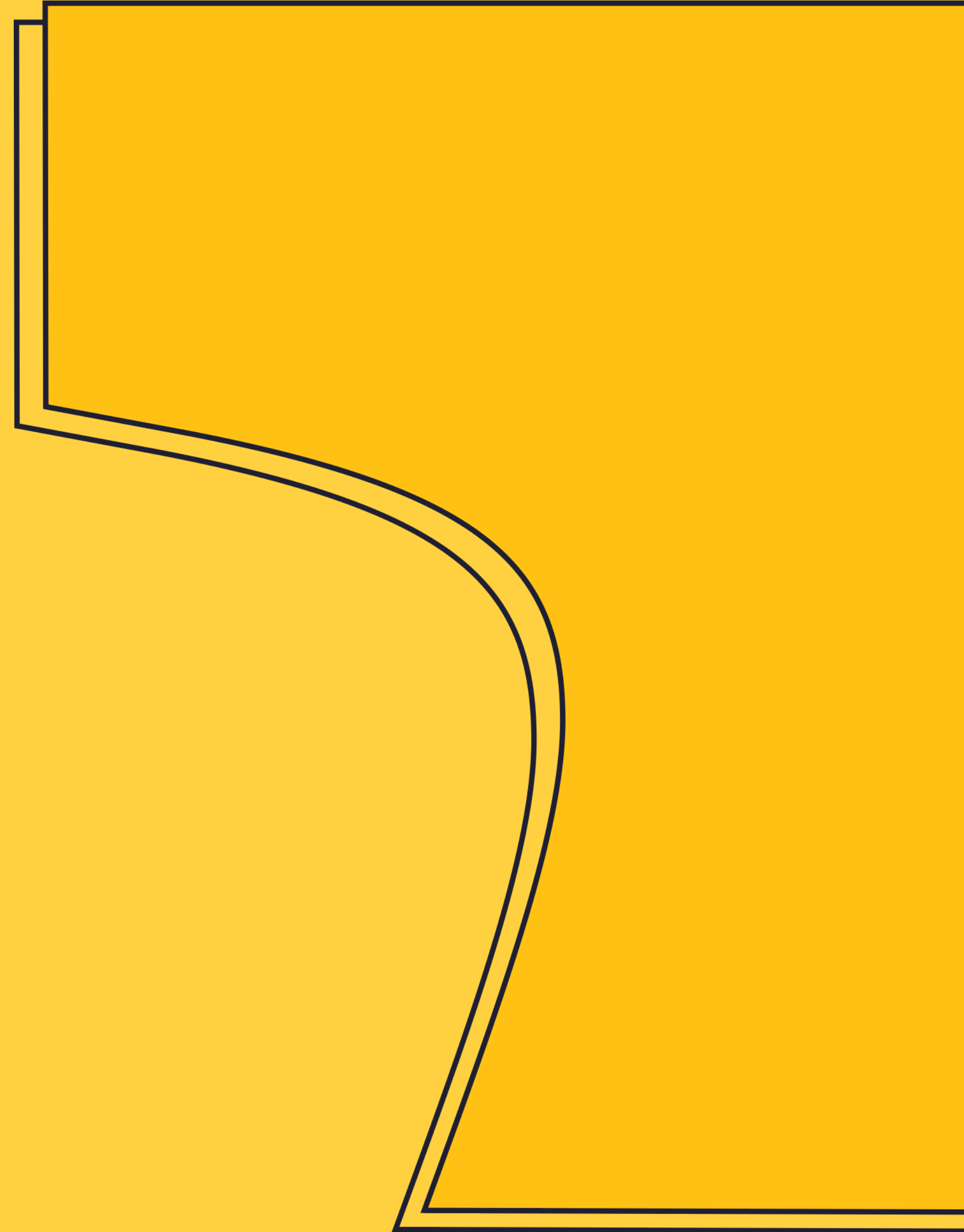
# Contents

- 1 What does the podcasting landscape look like?
- 2 What are people listening to and why?
- 3 What are peoples preferences towards podcasts?
- 4 What are peoples attitudes towards podcast content and podcast hosts?
- 5 What makes a podcast a good podcast and how do listeners discover new podcasts?
- 6 How do podcasts stand out vs other media?
- 7 What are peoples views on advertising?
- 8 How inclusive are podcasts vs other media?

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What does the podcasting  
landscape look like?



# Summary

## WHAT DOES THE PODCASTING LANDSCAPE LOOK LIKE?



WHEN DID LISTENERS  
START LISTENING TO  
PODCASTS?

**45%**

Started listening to  
podcasts in the last year



HOW OFTEN DO  
LISTENERS LISTEN  
TO PODCASTS?

**37%**

Listen to  
podcasts daily



HOW MANY PODCASTS  
DO LISTENERS  
LISTEN TO?

**58%**

Listen to 3+ different  
podcasts in an  
average week



WHERE DO  
LISTENERS LISTEN  
TO PODCASTS?

**78%**

Listen to  
podcasts at home

# Podcasts are a growing media channel – over 4 in 10 have adopted podcasts in the last year alone!

And more than half of podcast listeners have been listening for over a year with the pandemic supercharging podcast growth

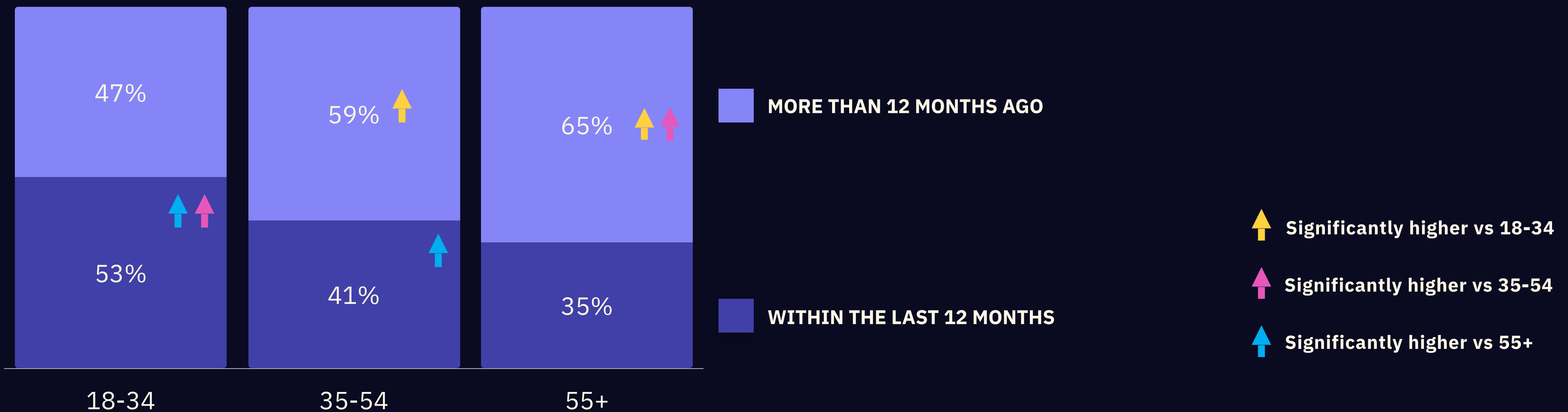
## PERIOD WHEN FIRST STARTED LISTENING (TOTAL)



# 18-34 year olds have driven podcast growth in the last year, with the 55+ audience adopting podcasts earlier on

This shows that podcasts represent a key opportunity amongst not only a younger listener base, but also older audiences

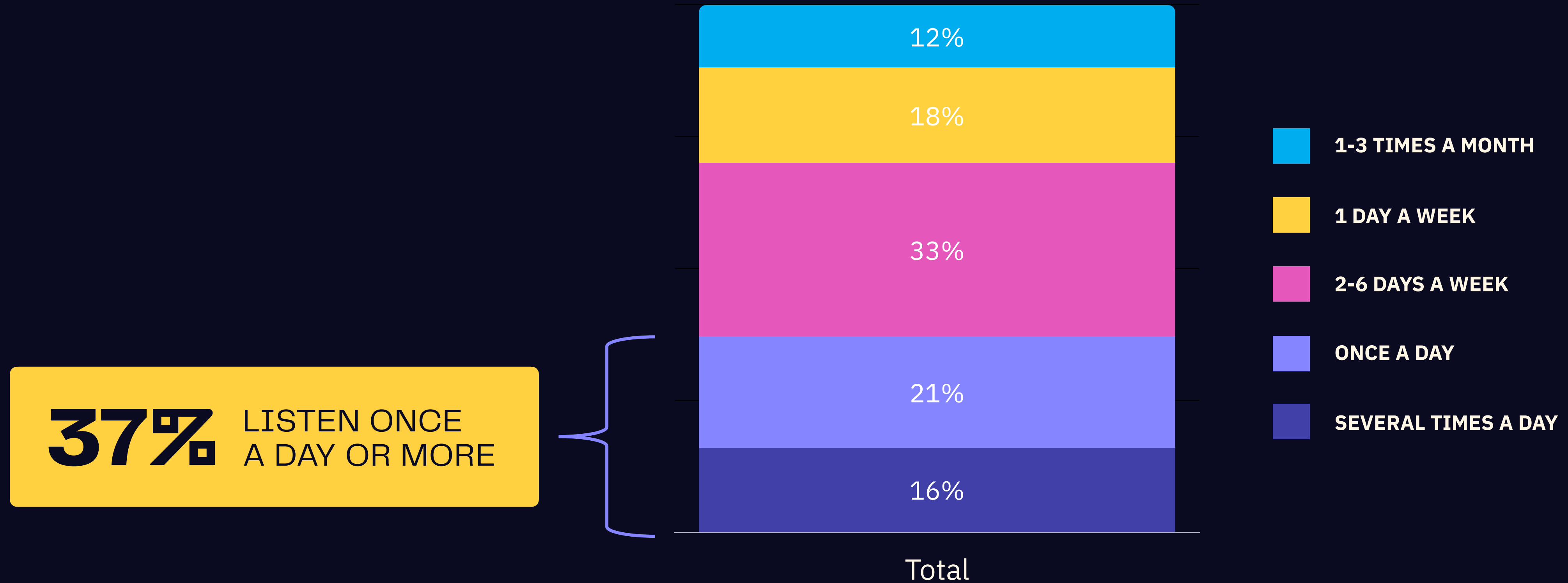
## PERIOD WHEN FIRST STARTED LISTENING (AGE BREAKDOWN)



# Nearly 2 in 5 listeners engage in podcasts every day, illustrating they are a dedicated and engaged audience

With high levels of consumption, this illustrates that brands can interact with engaged, loyal podcast listeners

## PODCAST LISTENING FREQUENCY (TOTAL)



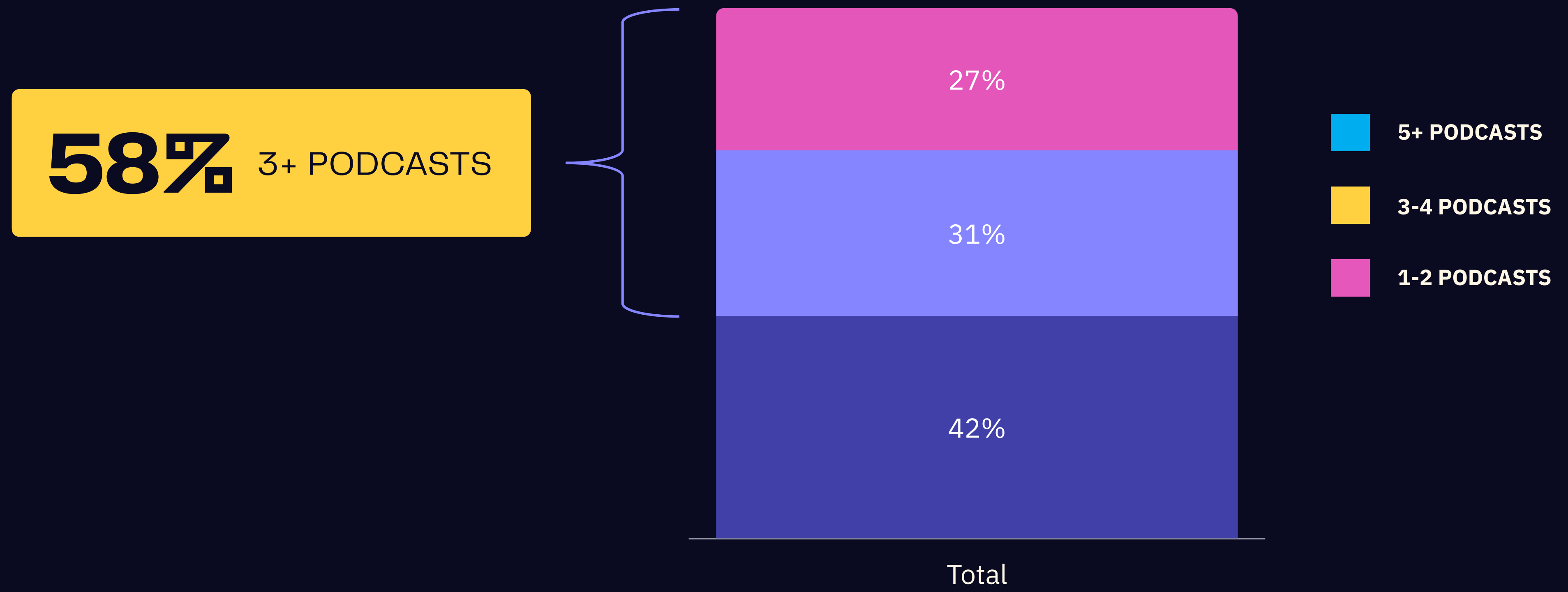
Q: How often do you listen to podcasts? A: Selected response as indicated in chart above  
Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022



# Nearly 6 in 10 podcast listeners are listening to 3+ podcasts in an average week, with over a quarter listening to 5 or more podcasts

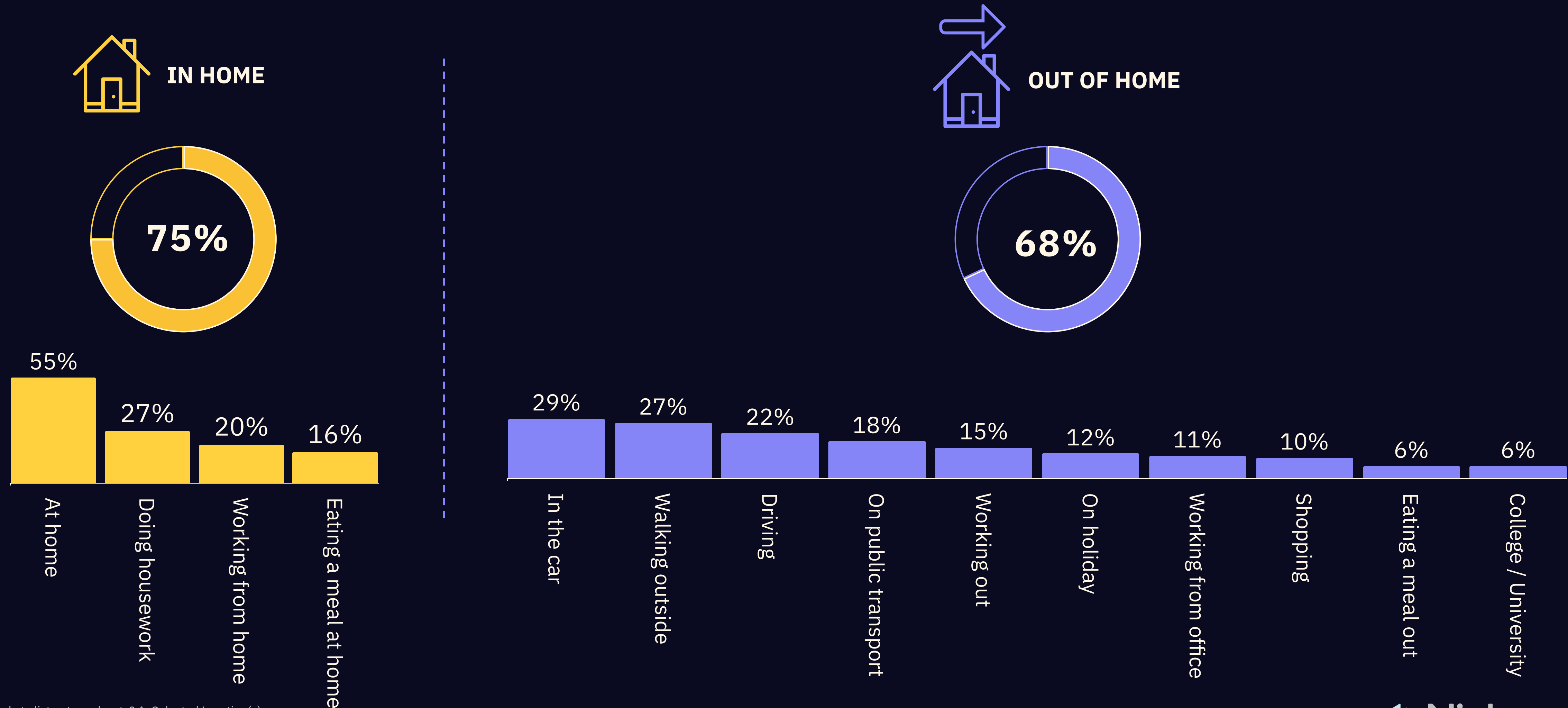
This illustrates how podcasts are a growing medium, with a range of podcasts for engaged listeners to consume

PODCAST CONSUMPTION IN AN AVERAGE WEEK (TOTAL)



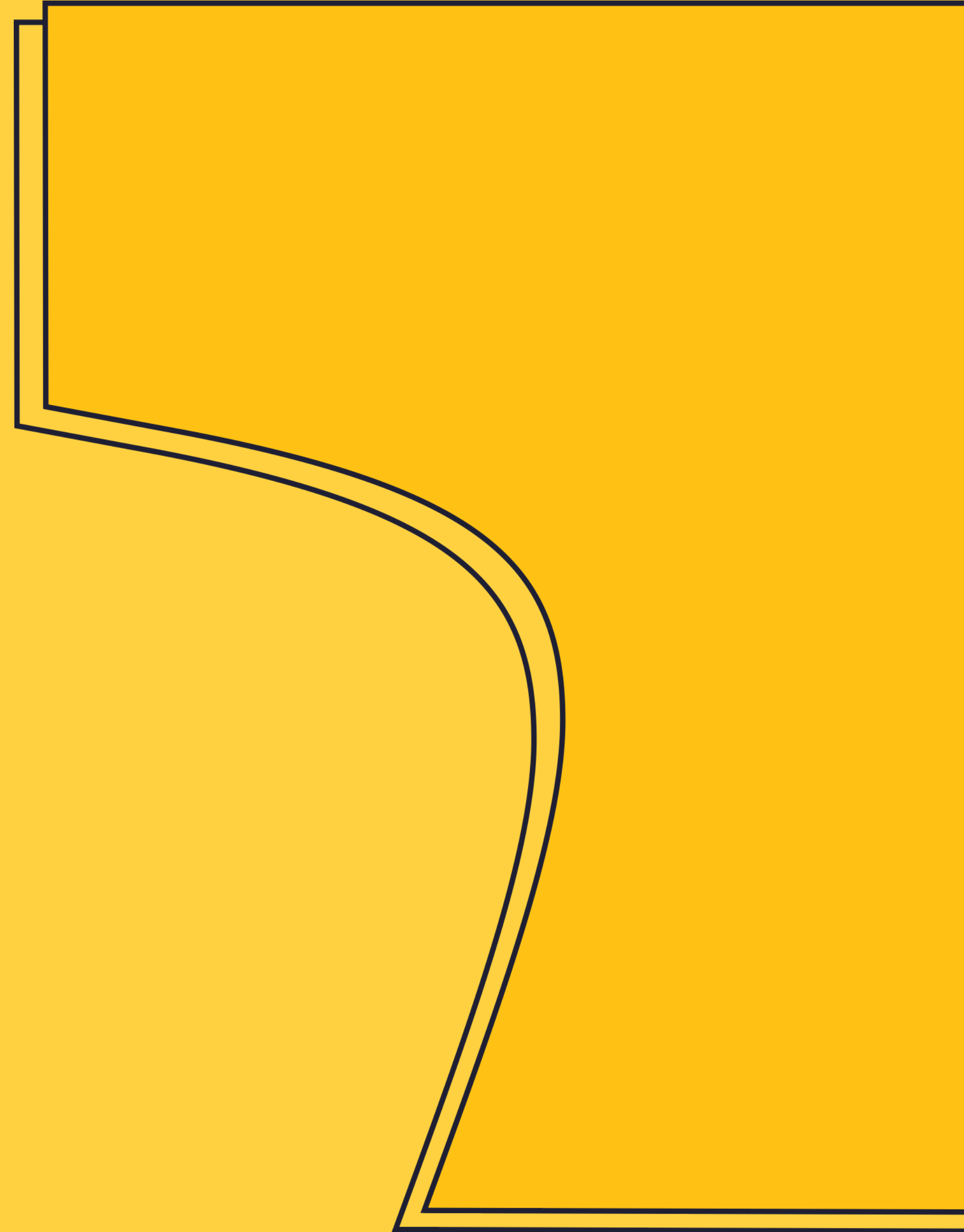
# Podcasts are consumed both in and out of home, showing they are not limited to one space but can be consumed across a variety of locations

## WHERE CONSUMERS LISTEN TO PODCASTS (TOTAL)



Q: Where are you likely to listen to podcasts? A: Selected Location(s)  
 Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

What are people  
listening to and why?



# Summary

## WHAT ARE PEOPLE LISTENING TO AND WHY?



WHAT PODCASTS  
ARE LISTENERS  
LISTENING TO?

**13%**

Are listening to news  
podcasts daily



WHAT CONTENT  
DO LISTENERS  
WANT TO HEAR?

**29%**

Listen to content from  
random people  
(join rank #3)



WHO DO LISTENERS  
WANT TO LISTEN TO?

**38%**

Listen to podcasts in  
which the hosts are  
the main focus



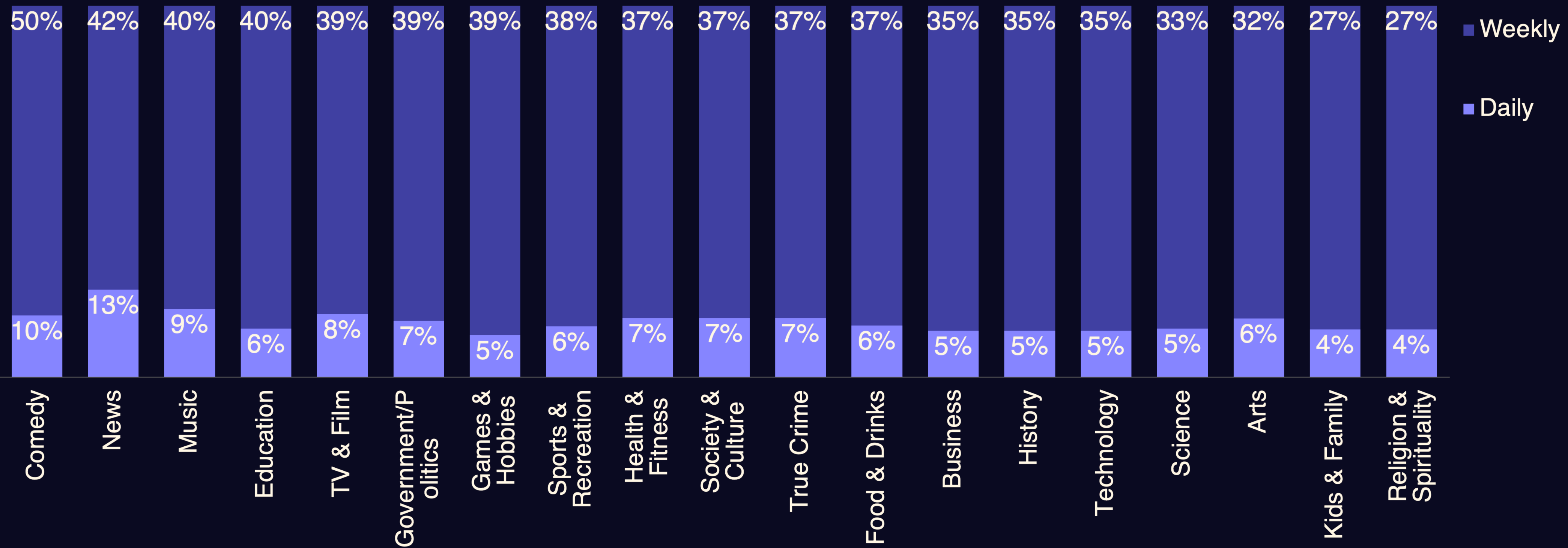
WHY DO LISTENERS  
LISTEN TO PODCASTS?

**42%**

Listen to  
podcasts to relax

# Genres which accommodate learning, education and relaxation need states are consumed most frequently

CURRENT FREQUENCY OF LISTENING TO KEY GENRES (TOTAL)

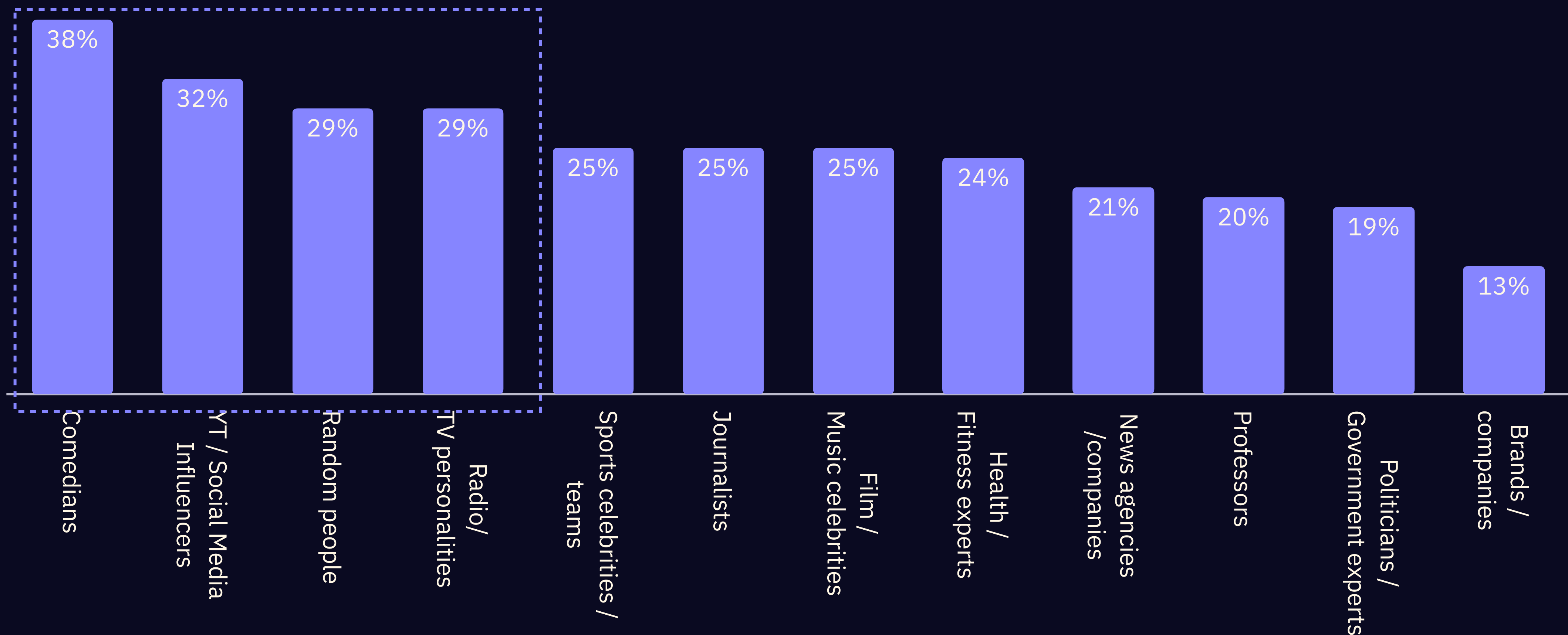


Q: How often do you listen to each of the following genres of podcasts? A: Selected response for 'Daily' & 'Weekly' (net of 'Every 2-3 days/4-6 days/once a week')  
Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# Podcast listeners enjoy listening to content from comedians and influencers, but also enjoy hearing random people (non celebs/brands)

It is important for podcast hosts and brands to get the balance right in terms of guests and topics covered on the podcast

## TYPES OF PODCAST CREATOR CONTENT LISTENED TO (TOTAL)

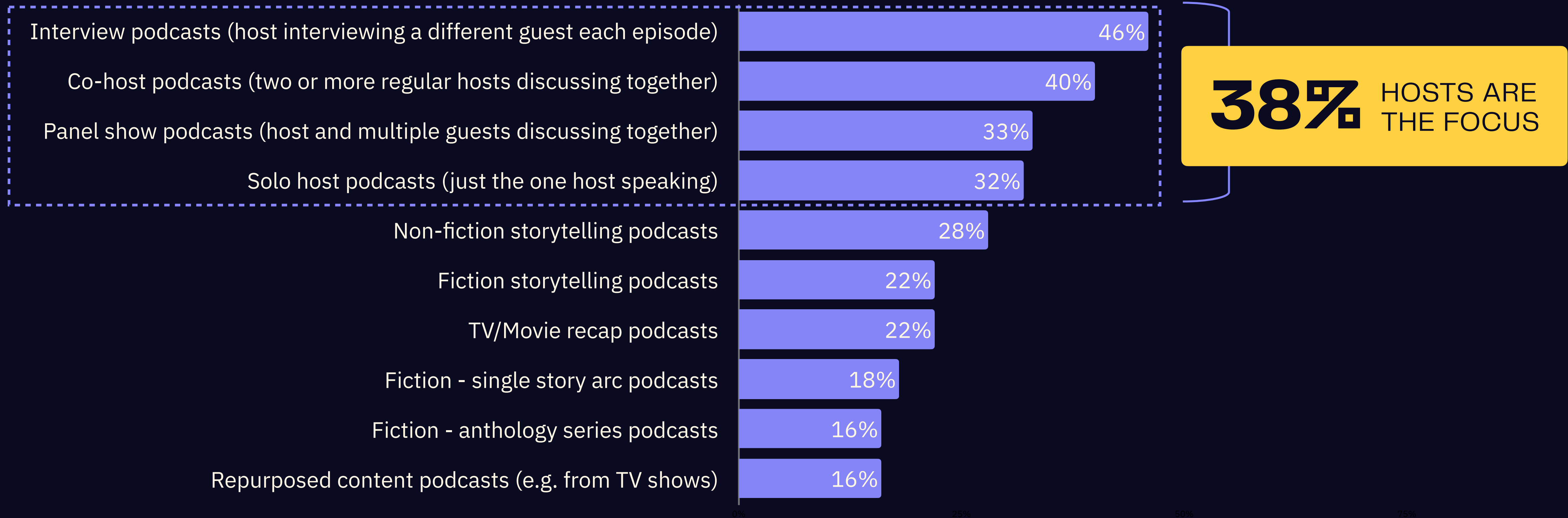


Q: Which of the following types of creator content on podcasts do you currently listen to? | A: Selected response(s) as indicated in chart above  
Base: All Respondents, Total N=2002, UK N=1506, IE N=496 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# Podcasts where the hosts are the focus e.g. interview podcasts, co or solo host podcasts are most listened to, followed by fiction, non fiction and recap podcasts

This aligns with listeners being engaged with and trusting podcasts hosts who they deem as friends and is reflective in their preferred content choices

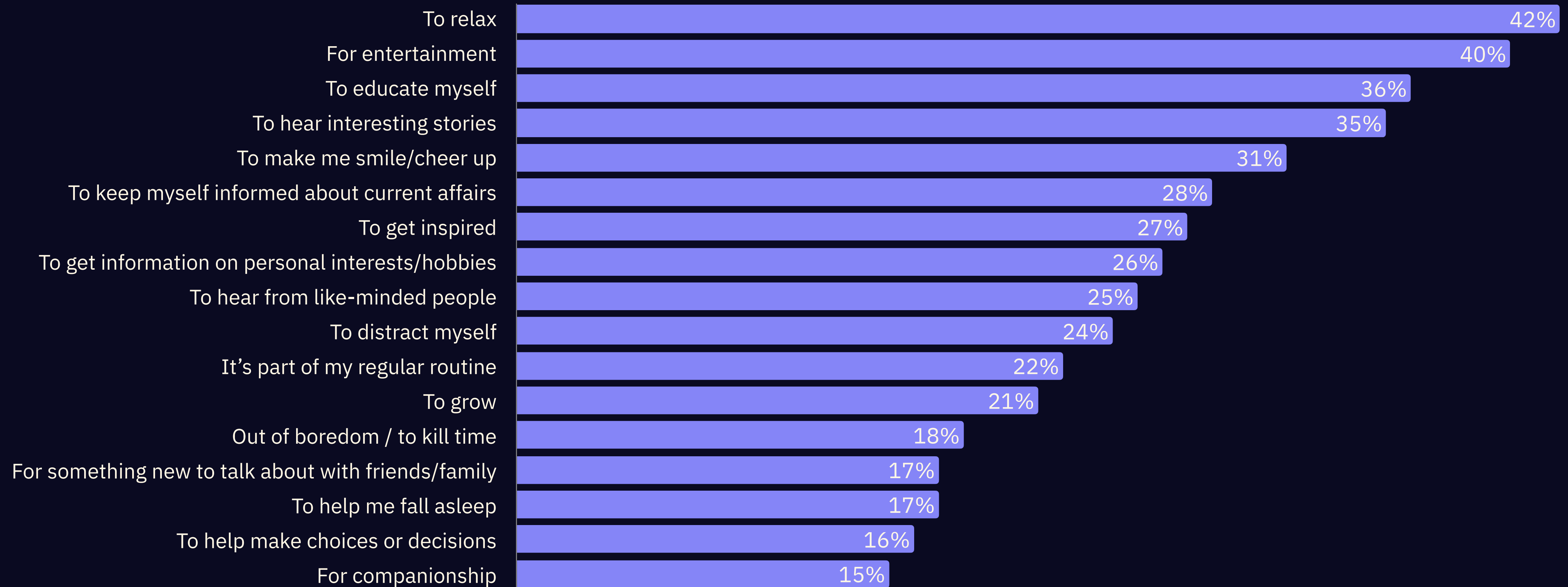
## TYPES OF PODCAST CONTENT FORMATS LISTENED TO (TOTAL)



# Key reasons listeners choose podcasts centre around them providing a need state/ complementing a mood – e.g. to relax, to learn, for entertainment

Podcasts provide a sense of belongingness and community to listeners which is what makes them engaged and loyal

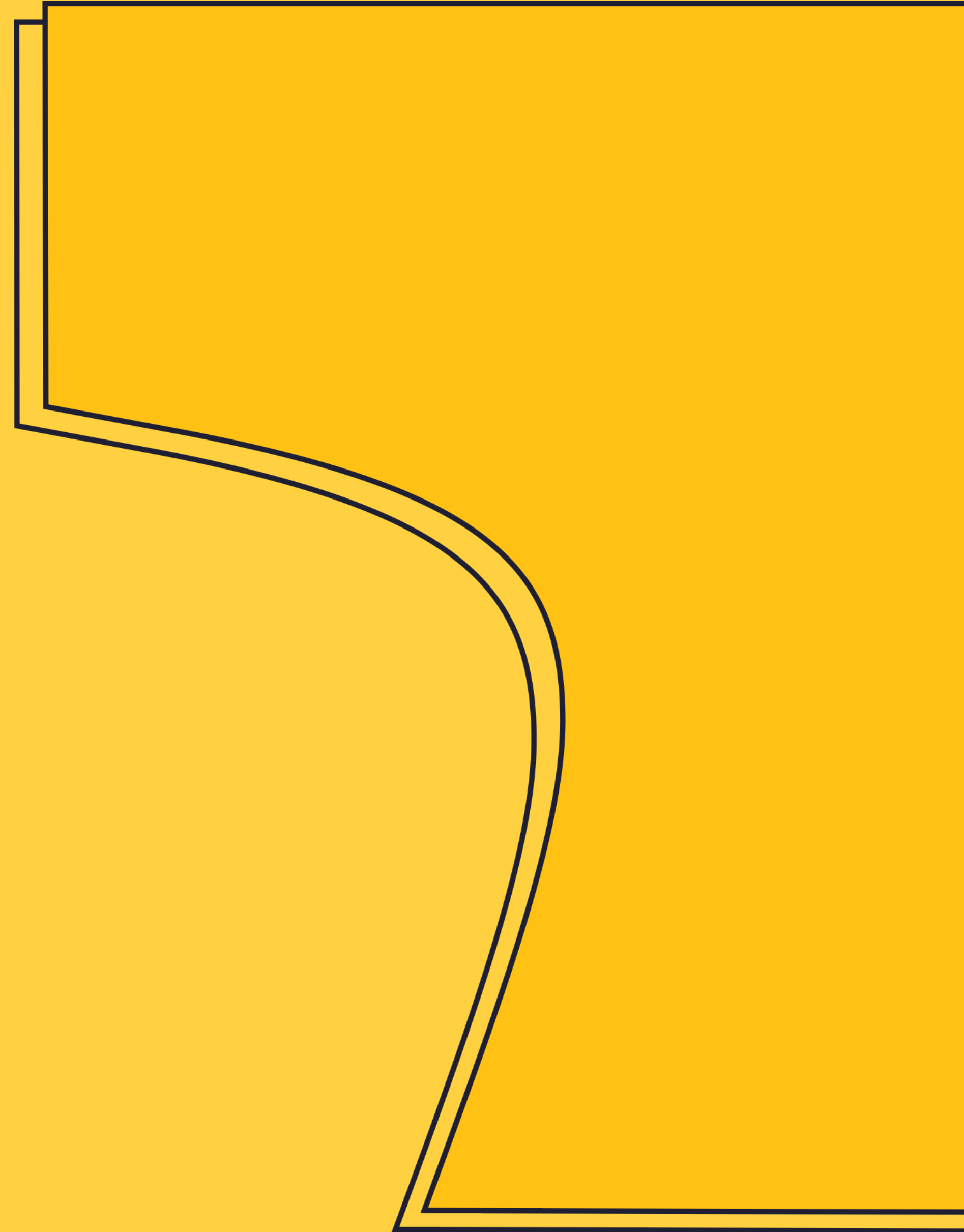
## KEY REASONS FOR LISTENING TO PODCASTS (TOTAL)



Q: For which of the following reasons, if any, would you search & listen to podcasts? A: Selected response(s) as indicated in chart above  
Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022



What are people's preferences towards podcasts?



# Summary

## WHAT ARE PEOPLE'S PREFERENCES TOWARDS PODCASTS?



HOW DO LISTENERS LISTEN TO PODCASTS?

**71%**

Listen to almost all/most of the podcast episodes they download



HOW OFTEN DO LISTENERS LISTEN TO EPISODES?

**37%**

Listen to podcasts on an on-going basis/as each episode is released



HOW OFTEN DO LISTENERS EXPECT EPISODES?

**69%**

Expect regular weekly podcast episodes



WHAT IS THE IDEAL PODCAST EPISODE LENGTH?

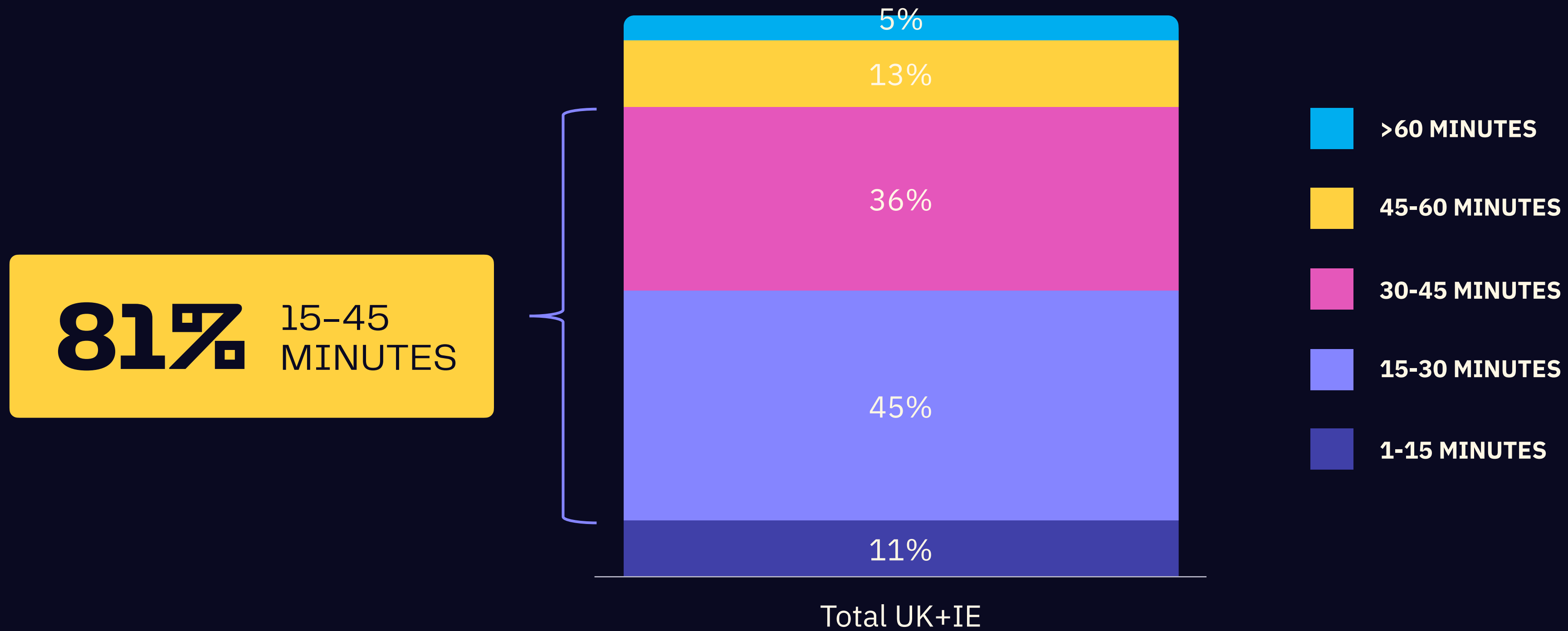
**81%**

State their ideal podcast length is 15-45 minutes

# The ideal podcast episode length is between 15-45 minutes

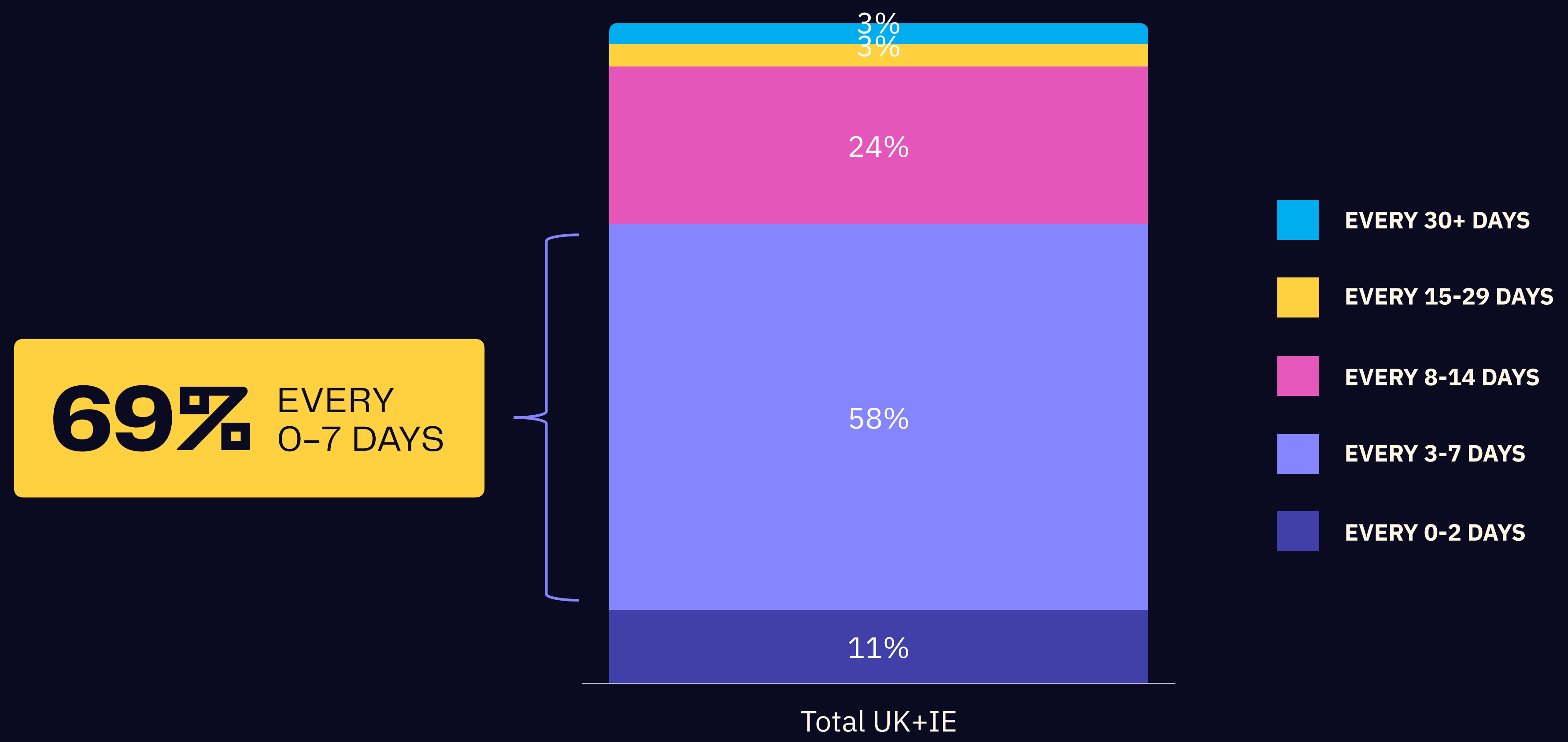
Creators should work to these podcast lengths which provide the listeners with the content they love, at the length they prefer

## IDEAL LENGTH OF PODCAST EPISODES (TOTAL)



# 7 in 10 podcast listeners prefer and expect regular weekly podcast episodes

### IDEAL FREQUENCY FOR NEW PODCAST EPISODE RELEASES (TOTAL)

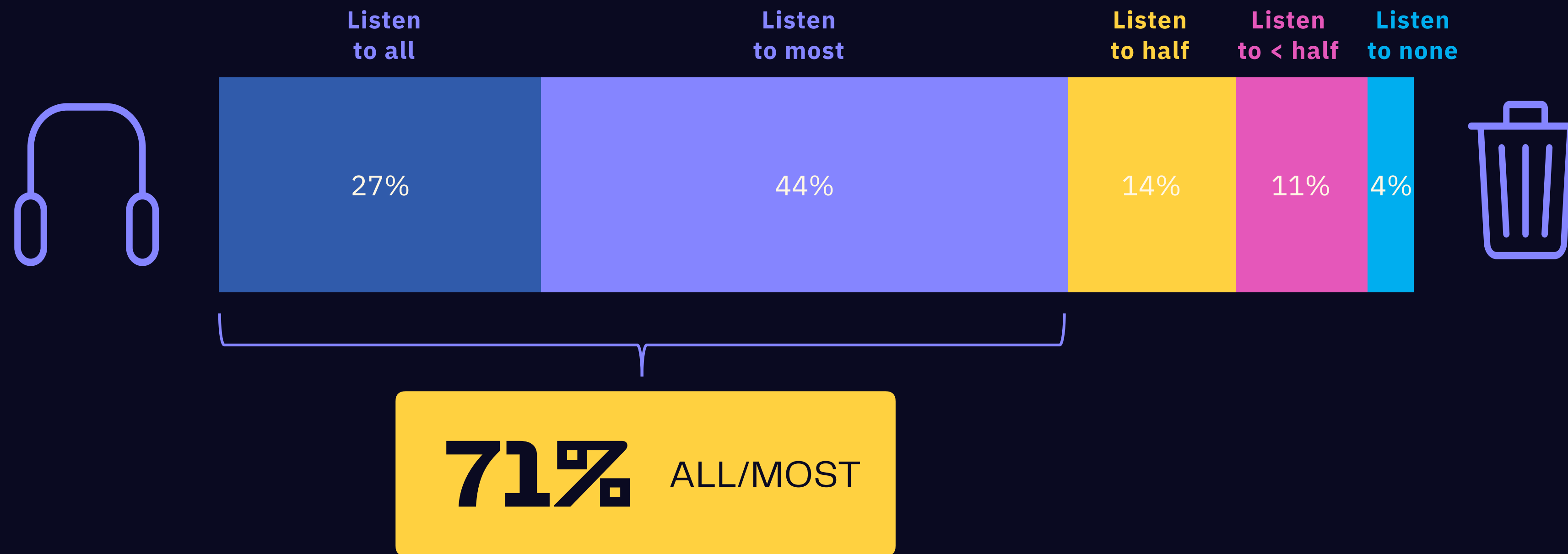


Q: Ideally, how often would you like to see new episodes released from the podcasts you follow? A: Selected response(s) as indicated above  
 Base: All Respondents, Total N=2002 | Note: % labels on chart may not add up to 100% due to rounding of decimals.  
 Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# 7 in 10 listeners, who download episodes, listen to all/most the podcast episodes

This presents an opportunity for brands to sponsor pre/mid or post reads with the knowledge podcast listeners are consuming the majority of each podcast episode

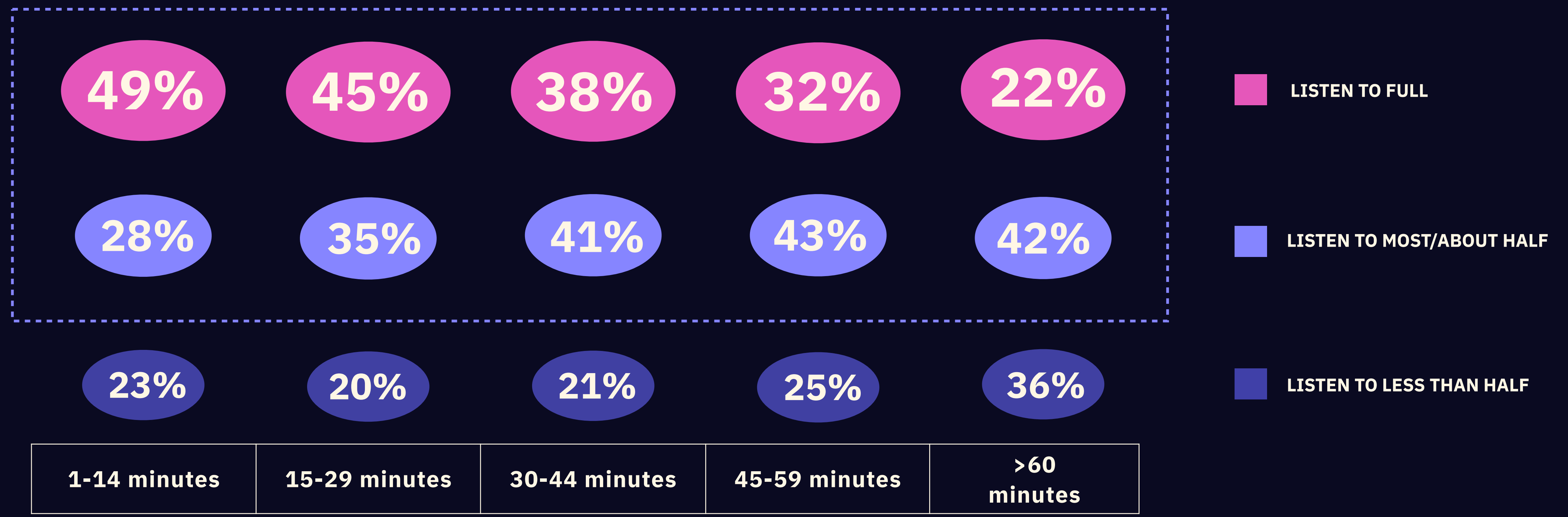
## LISTEN TO PODCAST EPISODE DOWNLOADED (TOTAL) AMONGST THOSE WHO NORMALLY DOWNLOAD EPISODES



**Regardless of episode length, podcast listeners listen to most/all of a podcast episode. This is reflective of podcasts fitting a need state/mood and listeners being engaged in the content**

There is opportunity for brands to advertise at the beginning/middle or end of a podcast with the confidence of high listenership across all episode lengths

**LISTEN-THROUGH RATE BY DURATION OF PODCAST EPISODE (TOTAL)**

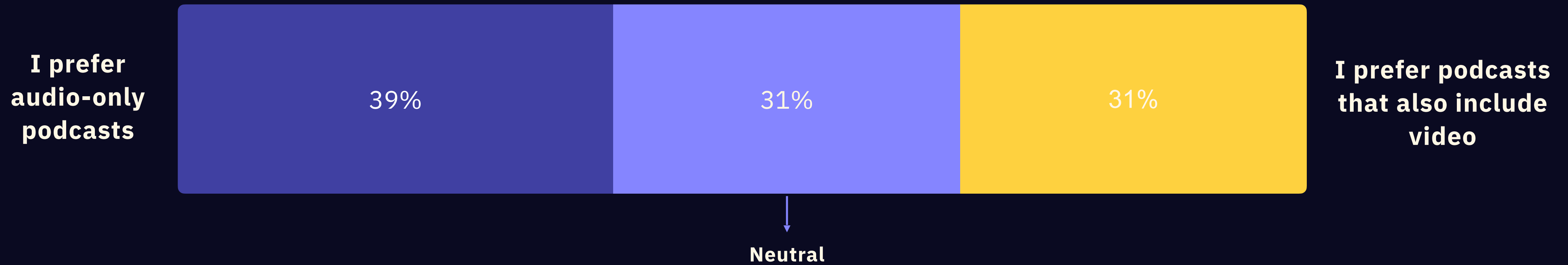


Q: On average, how much of an episode do you typically listen to for each of the following podcast episode lengths? A: Selected response (per episode duration/length) as indicated in chart above Base: All Respondent, Total N=2002 Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# Nearly 4 in 10 podcast listeners prefer audio-only podcasts, whilst 6 in 10 prefer both formats or would like for podcasts to include videos

This presents an opportunity for podcasters to offer video podcast content, and for brands to be involved with visual advertising in addition to audio advertising

## ATTITUDES TOWARDS PODCAST CONTENT LISTENED TO (TOTAL)



Q: In terms of your experience with listening to podcasts, what is your opinion about each of the following...

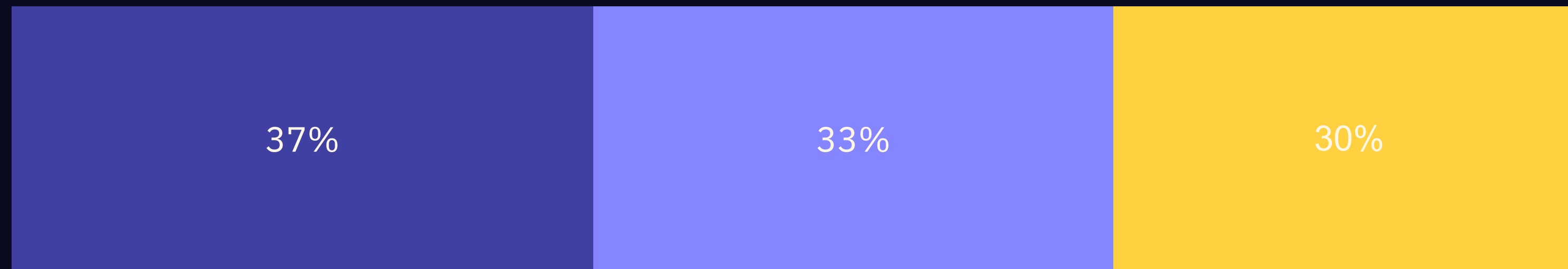
A: Selected response(s) as indicated in chart above

Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# Podcast listeners are slightly more likely to listen to podcasts as they are released, however, just under a third still like to binge a full series

## ATTITUDES TOWARDS PODCAST CONTENT LISTENED TO (TOTAL)

I generally prefer to listen to podcasts on an on-going basis/as each episode is released

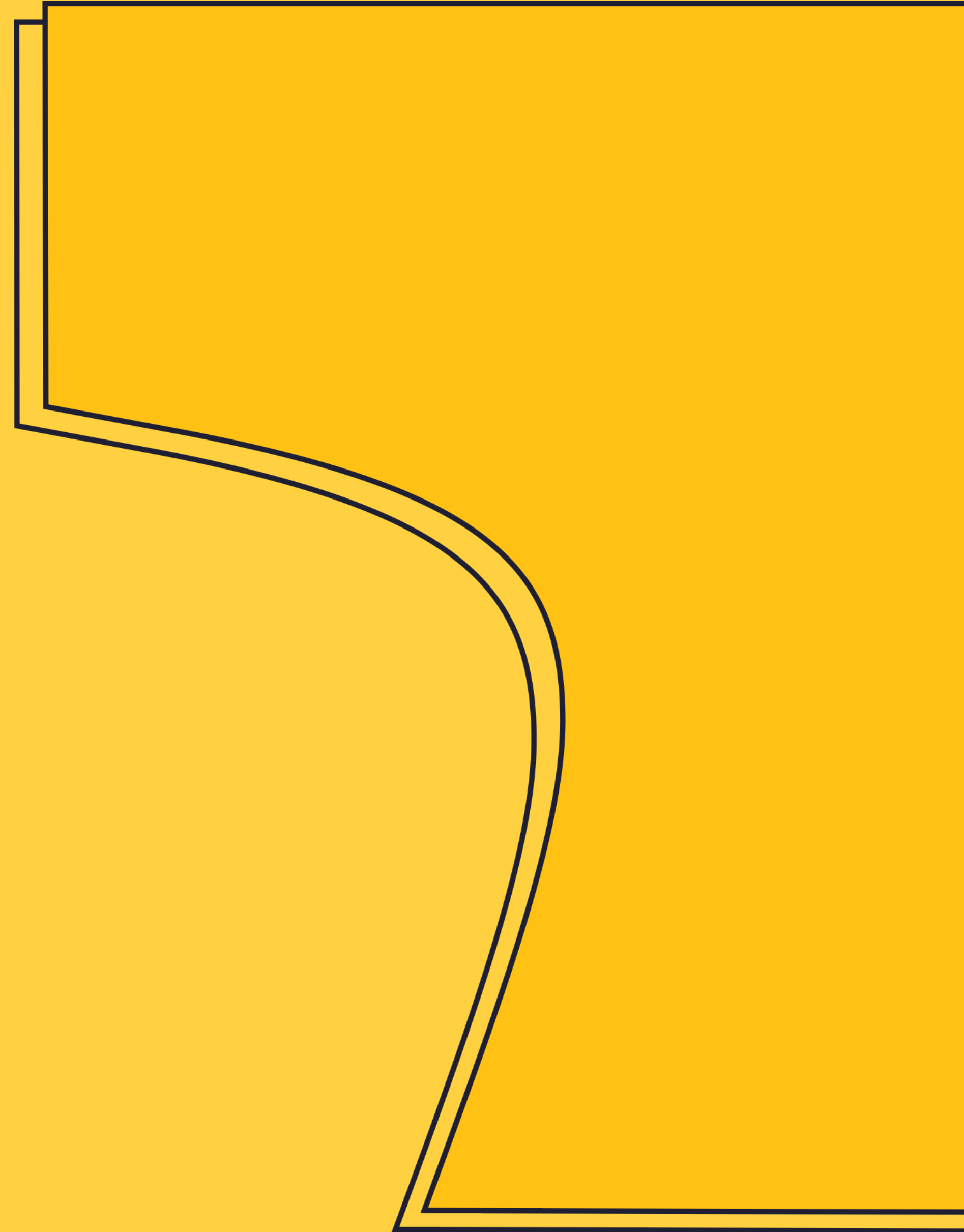


I generally prefer to binge a full series in one go/as quickly as I can

↓  
Neutral



What are people's attitudes towards podcast content and podcast hosts?



# Summary

## WHAT ARE PEOPLE'S ATTITUDES TOWARDS PODCAST CONTENT AND PODCAST HOSTS?



**LISTENERS PERCEPTIONS  
OF PODCASTS VS  
OTHER MEDIA**

**66%**

Agree that podcasts give them a break from other media



**PODCAST'S IMPACT  
ON MENTAL HEALTH**

**57%**

Agree that podcasts help their mental health



**PODCAST'S HOSTS AND  
RECOMMENDATION**

**80%**

Trust podcast recommendations from other podcast hosts



**PODCAST HOSTS AS  
A TRUSTED SOURCE**

**36%**

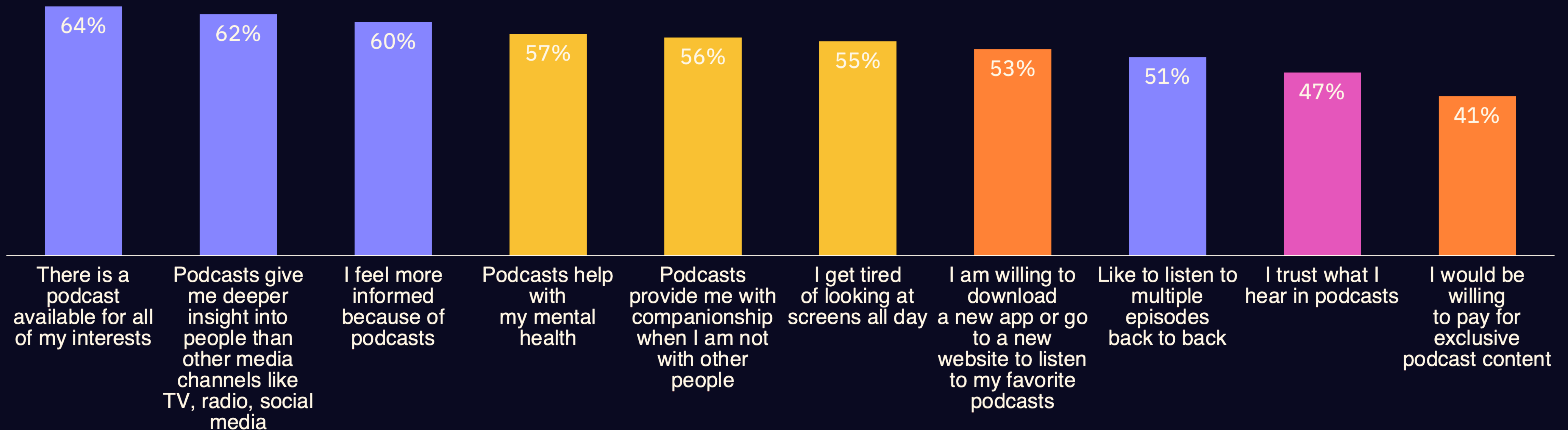
Trust what a podcast host says about a brand/company (vs 18% for radio host)

## Podcasts are a trusted source, with a wide range of variety for all interests and need states

Not only is there a podcast genre for everyone, podcasts support and have a positive impact on people's mental health and screen fatigue

### GENERAL ATTITUDES TOWARDS PODCASTS (TOTAL)

Key:	
Podcast need states	Light Blue
Impact on health/wellbeing	Yellow
Trust in podcasts	Pink
Willingness to pay for podcast content	Orange



## Podcast content is enjoyed and listeners look forward to listening to podcasts. They fit a need state, align with passions/content that listeners devote time to

Interestingly they are also perceived as a break from other media, perhaps with screen free time a key contribution to this

### ATTITUDES TOWARDS PODCASTS (TOTAL)



## Podcast listeners have a strong affinity with podcasts hosts and feel they are engaging, authentic, and feel like their friends

### ATTITUDES TOWARDS PODCAST HOSTS (TOTAL)



Key:	
Podcast need states	<span style="color: purple;">■</span>
Engagement and interest	<span style="color: blue;">■</span>
Relatability/Authenticity	<span style="color: green;">■</span>

## And podcast listeners trust and support podcasts hosts – with 4 in 10 willing to pay a monthly fee to subscribe to their favourite podcast/podcast hosts content

### ATTITUDES TOWARDS PODCAST HOSTS (TOTAL)

Key:	
Trust in podcasts and podcast hosts	<span style="color: #e91e63;">■</span>
Willingness to pay for podcast content/support hosts	<span style="color: #ff9800;">■</span>



Q: Again using the same agreement scale, how much do you agree or disagree that each of these statements apply to you personally when it comes to podcast hosts?

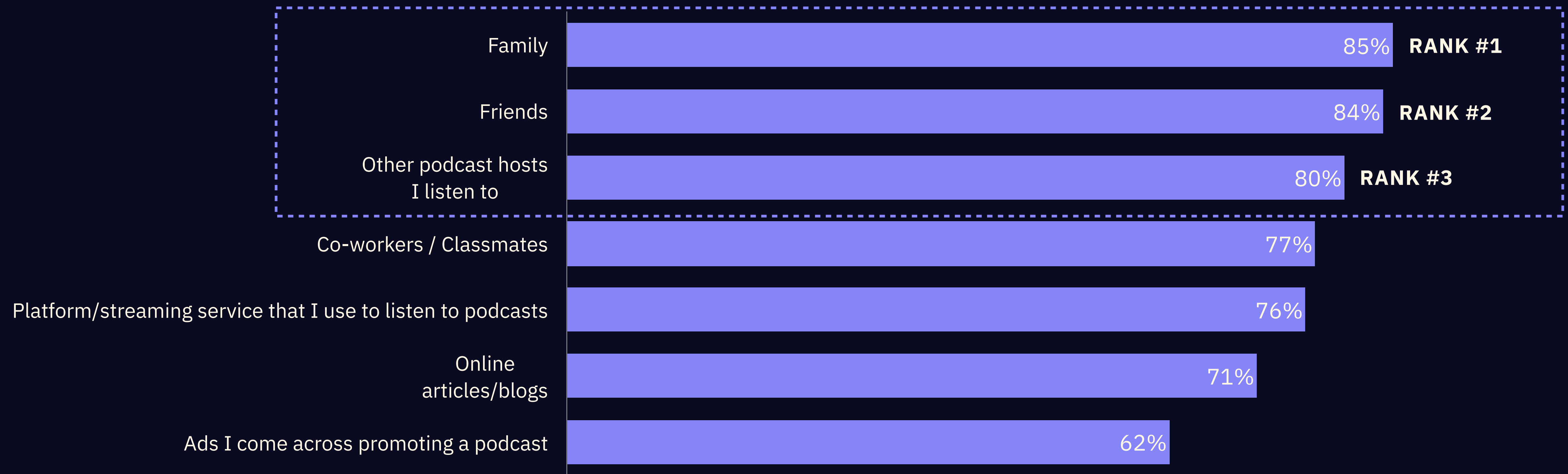
A: Selected score of 7-10 on 10-point scale where 1= strongly disagree & 10= strongly agree

Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

## Podcast hosts are almost trusted as much as friends/family when it comes to podcast recommendations

This further illustrates the authenticity of hosts and opportunity for Sponsorship+ and ads promoting other podcast shows

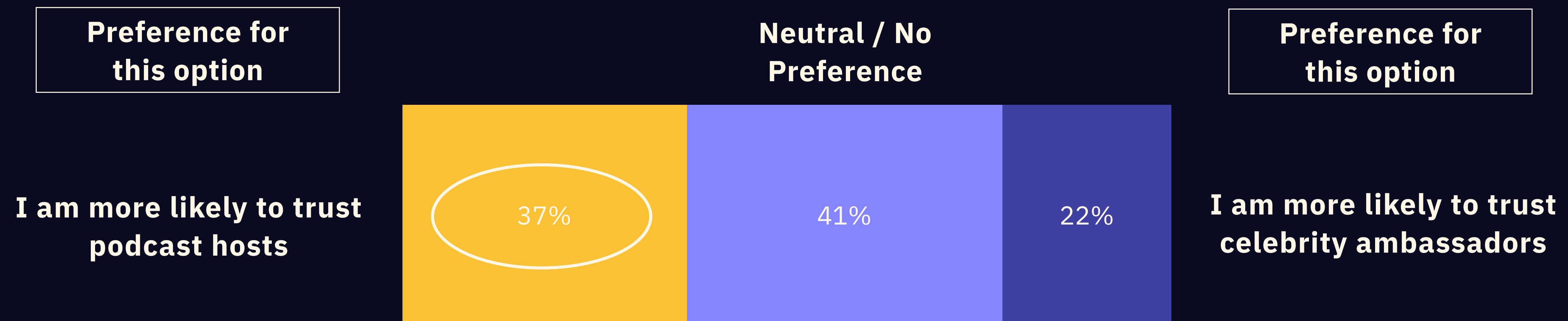
### TRUST IN SOURCE OF NEW PODCAST RECOMMENDATIONS (TOTAL)



## When it comes to recommending brands/products, podcast hosts are trusted more than celebrity ambassadors

This shows there is opportunity for credible, podcast hosts to deliver brands key messages and instil trust and core values of the product

### TRUST IN RECOMMENDING BRANDS/PRODUCTS – PODCAST HOSTS VS OTHERS (TOTAL)





## Listeners are more likely to trust podcast hosts advertisements over radio hosts advertisements

This further illustrates the authenticity of podcasts hosts and the trust podcasts and their hosts instils to listeners, and why podcasts are a key media channel to advertise on vs other media channels, including radio

### PLATFORM/HOST TRUST (TOTAL)

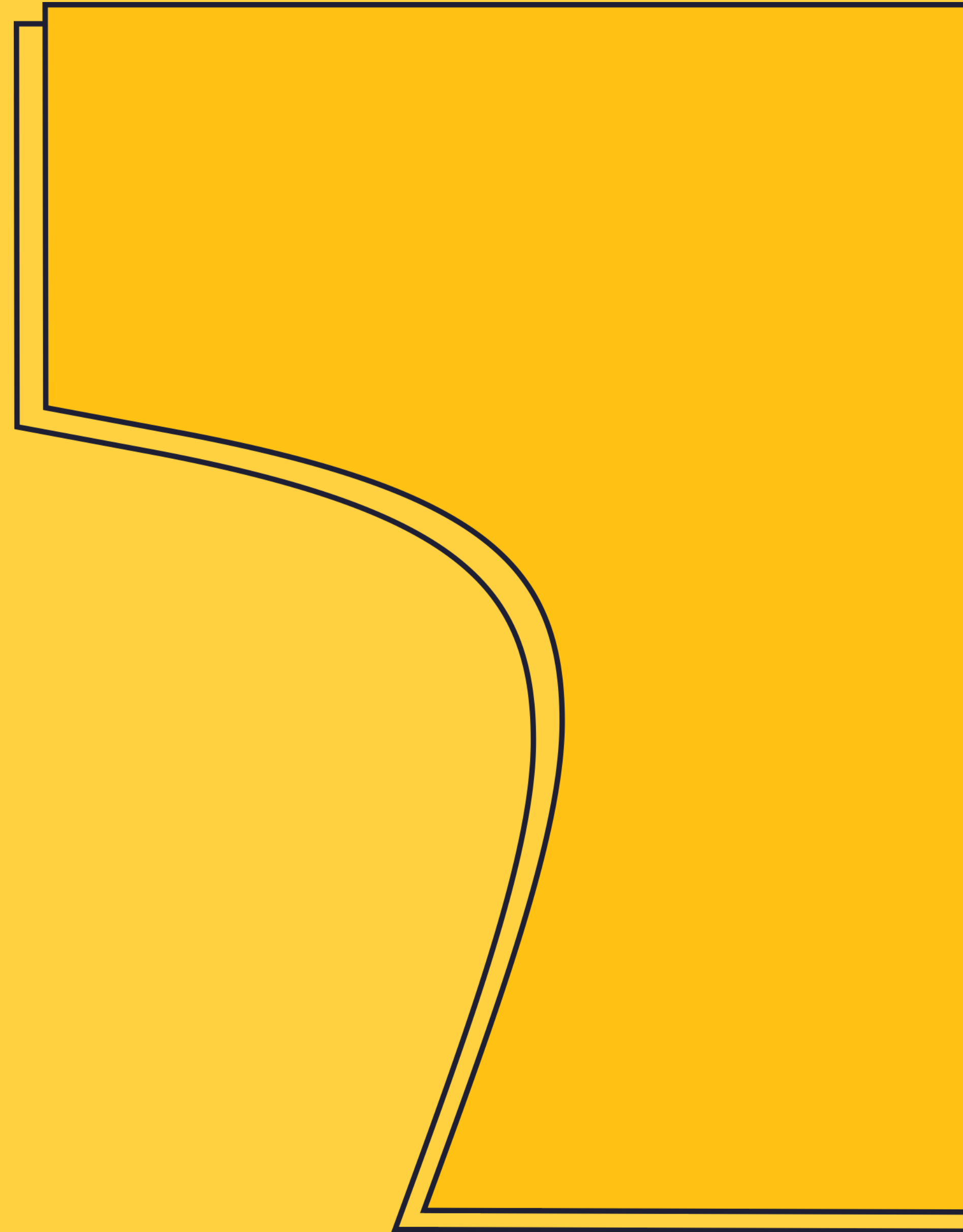


## Podcast hosts aid discovery more than search and WOM recommendation

### SOURCE OF HEARING ABOUT NEW PODCASTS (TOTAL)



What makes a podcast a good podcast and how do listeners discover new podcasts?



# Summary

WHAT MAKES A PODCAST A GOOD PODCAST AND HOW DO LISTENERS DISCOVER NEW PODCASTS?



WHAT CONTENT TO LISTENERS LIKE?

**70%**

Like podcasts that consist of guest interviews



WHAT STYLE OF ADVERTISING DO LISTENERS LIKE?

**33%**

Like radio style spot ads when listening to podcasts



WHAT STYLE OF ADVERTISING DO LISTENERS LIKE?

**32%**

Like host read ads when listening to podcasts



ARE LISTENERS WILLING TO PAY FOR CONTENT?

**24%**

Are willing to pay to access bonus podcast episodes

## Content creators have a short window of one episode to entice listeners to subscribe and listen to their podcast

Ensuring the hosts are engaging, authentic, have guest interviews and panel discussions will help to aid this engagement and following

### TYPICAL TIME TO CONTINUE OR STOP LISTENING TO A PODCAST (TOTAL)

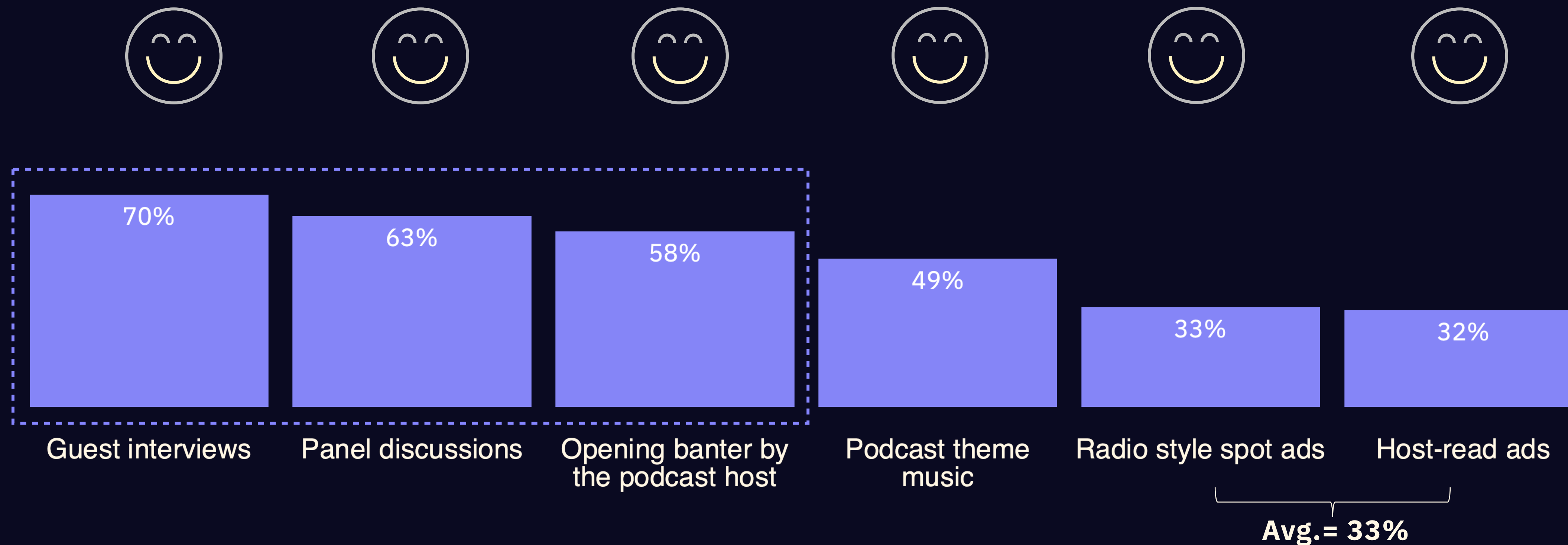


Q: When listening to a new podcast show, what is the typical time you would take to decide if you want to continue or stop listening to that podcast show?

A: 'Within 1 full episode' net of '5 minutes or less/up to 15 minutes/1 full (episode)' & 'After more than 1 full episode' net of '2 full/3-5 full/6 or more (episodes)' | Base: All Respondents, Total N=2002, UK N=1506, IE N=496 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

**To capture an audience, core elements of a good podcast include opening banter from the host and engaging guest interviews/panel discussions**

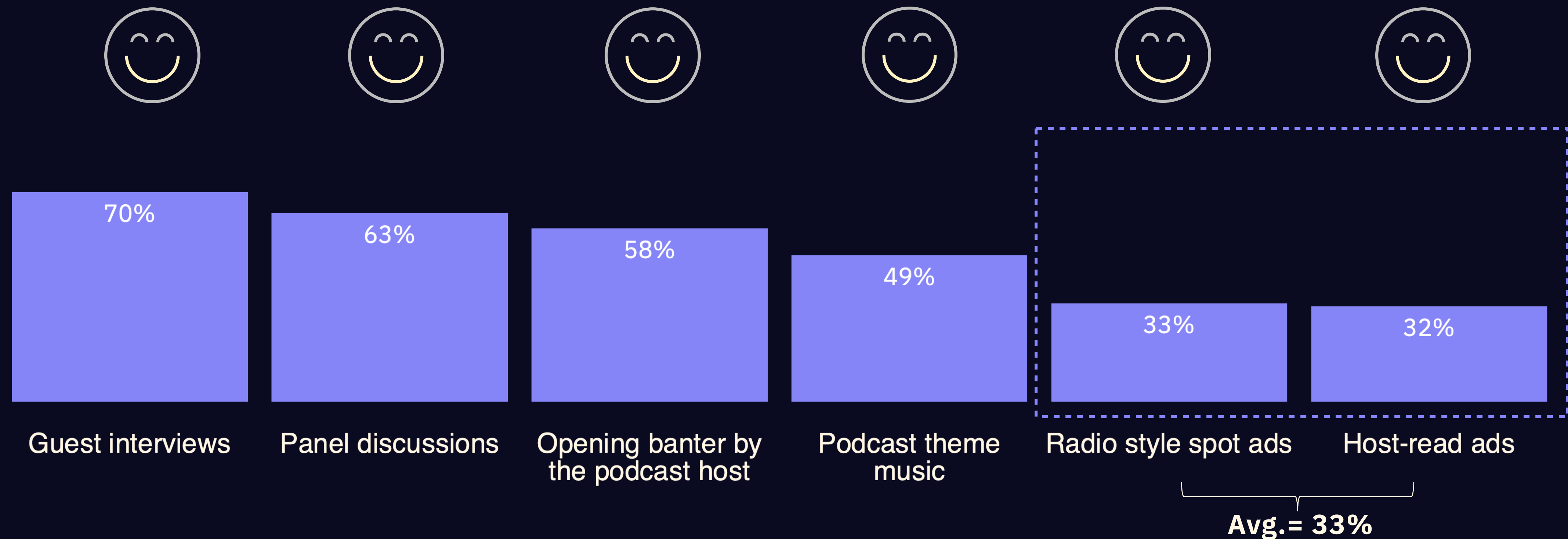
**ENJOYMENT OF KEY PODCAST ELEMENTS (LIKEABILITY) (TOTAL)**



## Both generic radio style ads and host read ads are liked equally

This suggests listeners are open to all forms of advertising on podcasts, as well as content from their hosts

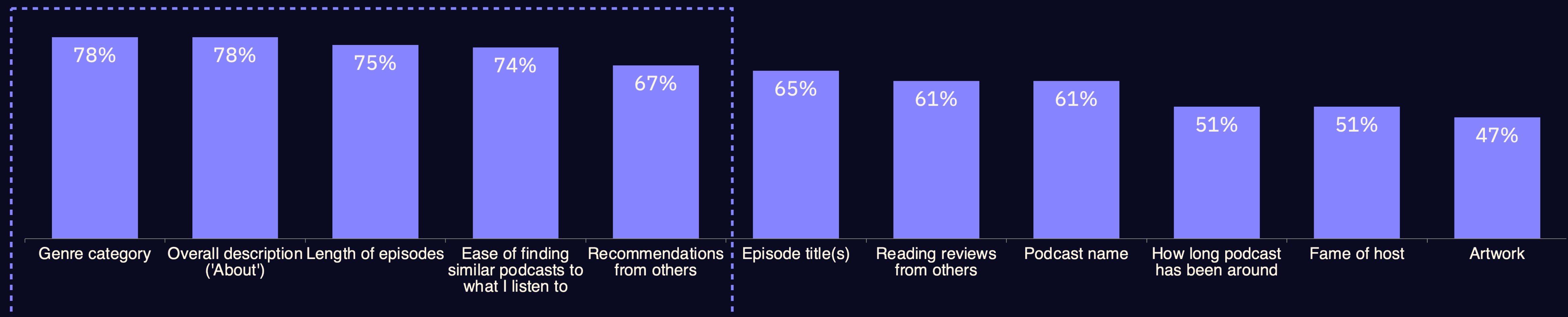
### ENJOYMENT OF KEY PODCAST ELEMENTS (LIKEABILITY) (TOTAL)



## Length, genre, recommendations and clear descriptions of podcasts are of key importance to listeners finding new content

There is a strong opportunity for Sponsorship+ ads to help educate listeners about similar content from trusted hosts

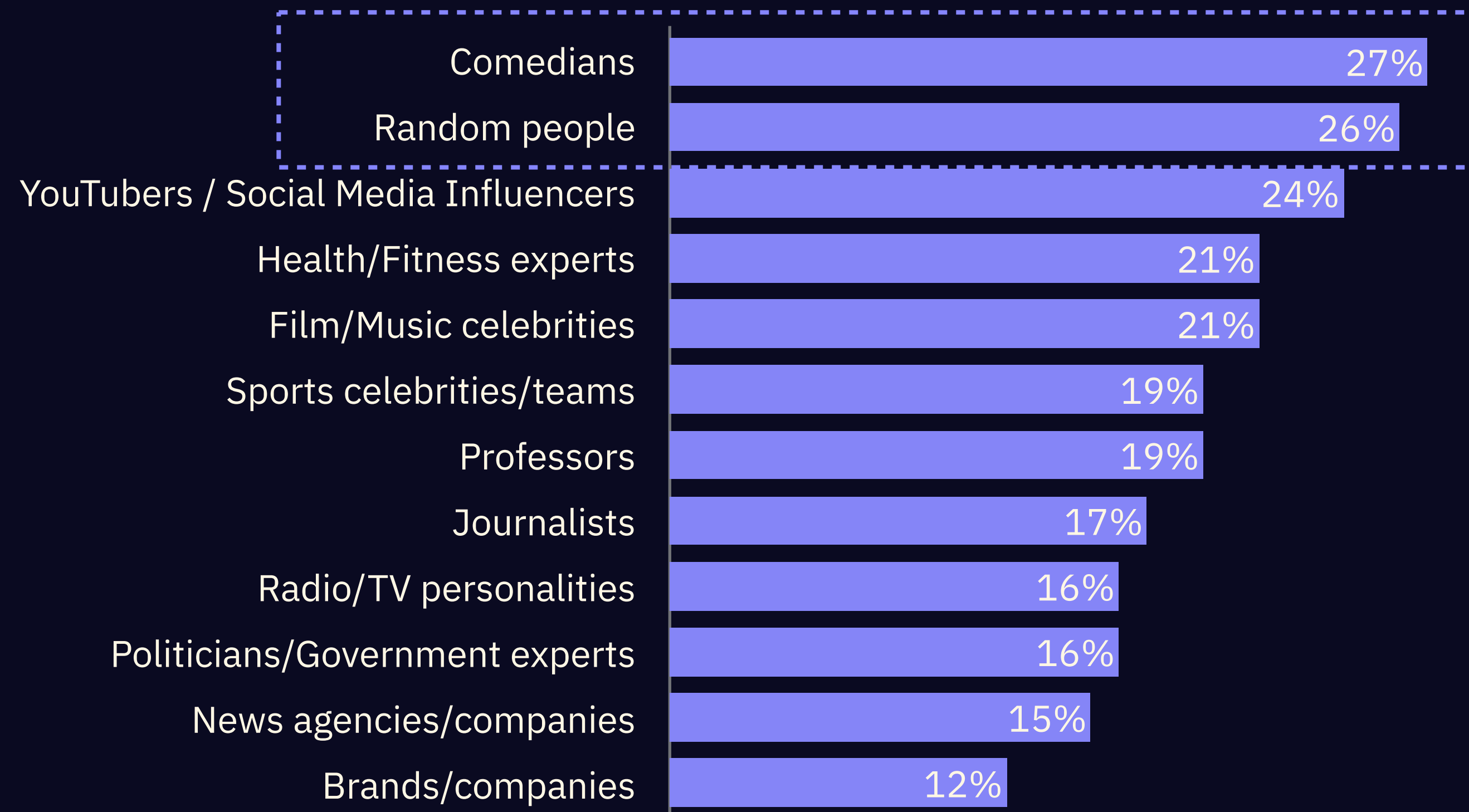
### IMPORTANCE OF FACTORS FOR NEW PODCAST DISCOVERABILITY (TOTAL)





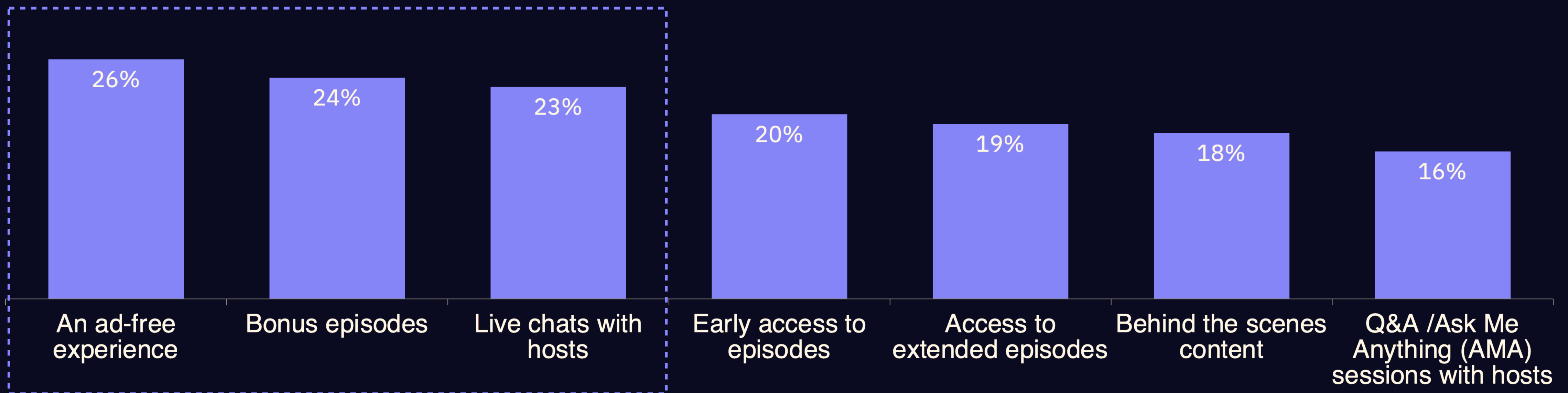
## Podcast listeners want to hear from random people as much as they want to hear from comedians and influencers

### PREFERENCE FOR NEW PODCAST CONTENT (TOTAL)

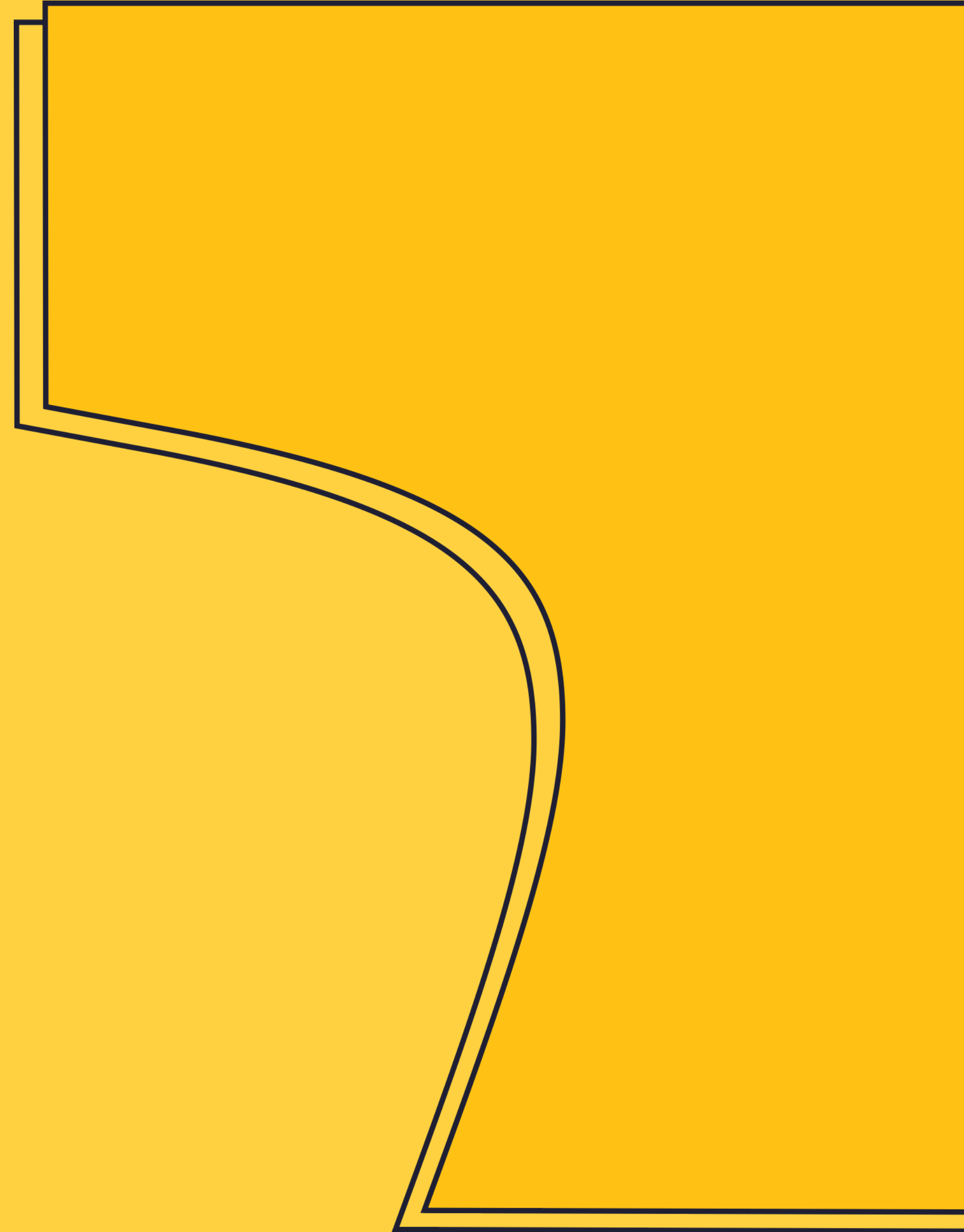


## Around a quarter of podcast listeners are willing to pay to access bonus episodes and live chat with hosts, alongside an ad free experience

### TYPES OF CONTENT WILLING TO PAY FOR (TOTAL)



How do podcasts stand out vs other media?



# Summary

## HOW DO PODCASTS STAND OUT VS OTHER MEDIA?



ARE LISTENERS LISTENING?

**55%**

Are fully immersed in podcasts when listening

MORE SO THAN ANY OTHER AUDIO PLATFORM



HAS PODCAST CONSUMPTION RISEN?

**41% INCREASE**

In podcast consumption in the last 6 months

MORE SO THAN ANY OTHER AUDIO PLATFORM



ARE PODCASTS ENGAGING?

**40%**

Find podcasts mentally engaging

MORE SO THAN ANY OTHER AUDIO PLATFORM



WILL PODCAST CONSUMPTION CONTINUE TO RISE?

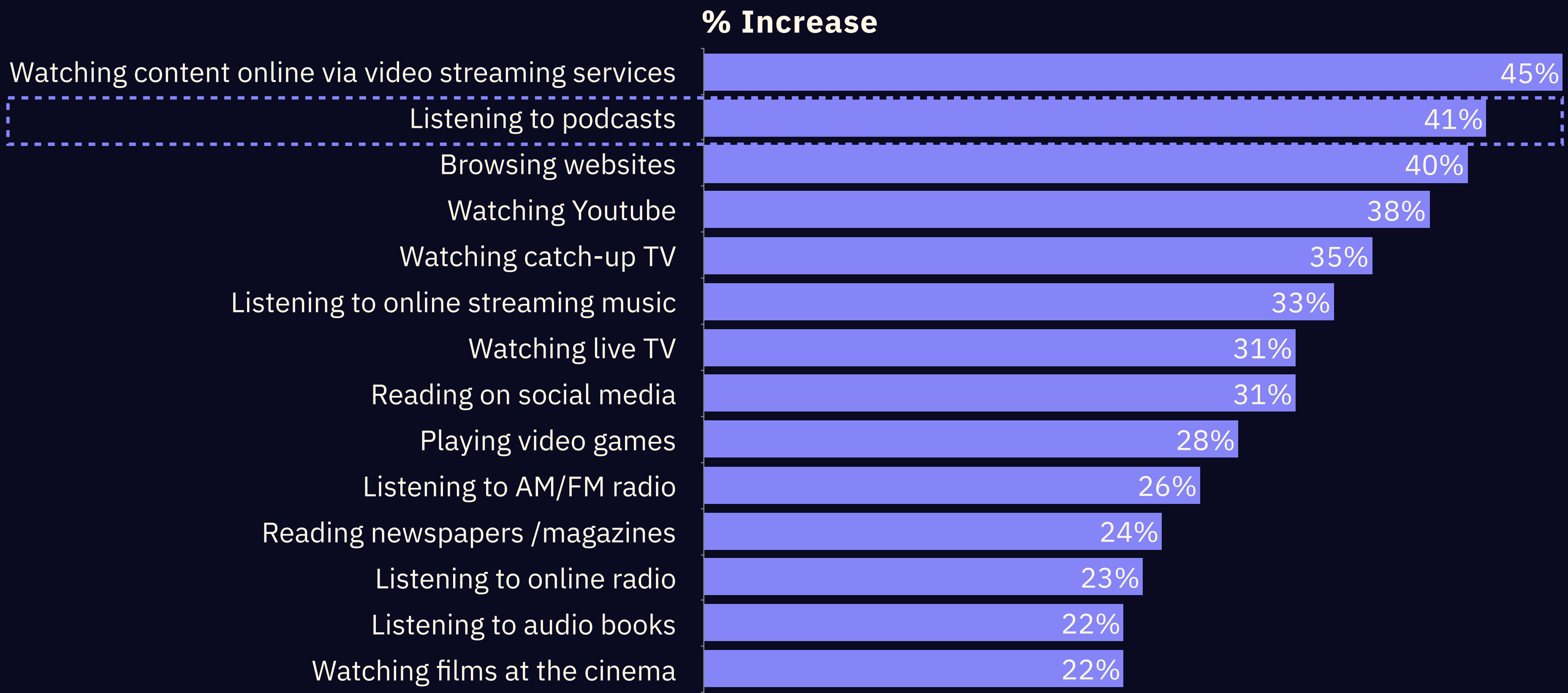
**32% INCREASE**

In podcast consumption in the next 6 months

MORE SO THAN ANY OTHER AUDIO PLATFORM

# In the past six months, with the exception of video streaming services consumption of podcasts has increased more than any other media

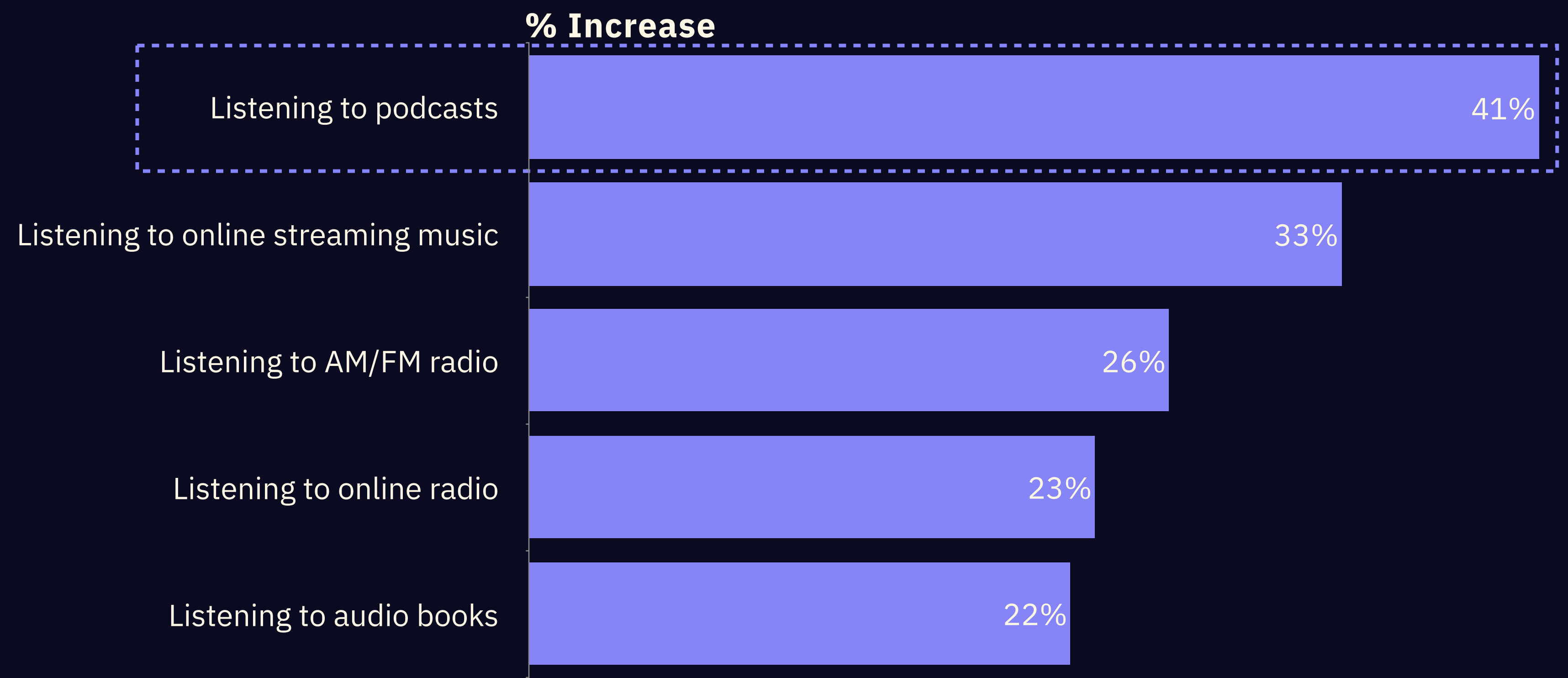
PAST CHANGE IN CONSUMPTION OF KEY MEDIA – PAST SIX MONTHS (TOTAL)



Q: How has your overall time spent on each of these activities changed in the last 6 months?  
 A: 'It increased' net of 'It increased a lot/a little' | Base: All Respondents, Total N=2002  
 Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# And podcasts have had the strongest levels of growth in consumption vs other audio platforms

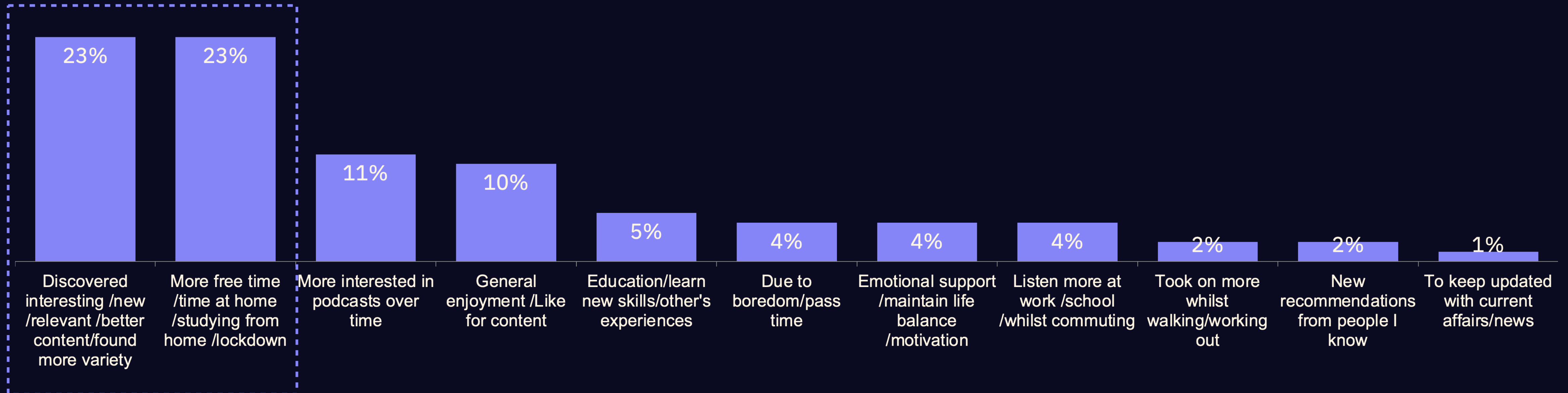
PAST CHANGE IN CONSUMPTION OF KEY MEDIA – AUDIO PLATFORMS PAST SIX MONTHS (TOTAL)



Q: How has your overall time spent on each of these activities changed in the last 6 months?  
A: 'It increased' net of 'It increased a lot/a little' | Base: All Respondents, Total N=2002  
Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# Factors driving this increase centre around podcasts fitting a need state, providing interesting and relevant content as well as having more time to enjoy podcasts

## KEY REASONS FOR PAST SIX MONTH INCREASE IN CONSUMPTION OF PODCASTS (TOTAL)



Q: What are the reason(s) that led you to increase the time you spent listening to podcasts in the last 6 months?

A: Selected response(s) per media channel as indicated in chart above

Base: All Respondents who increased their usage of podcasts in last 6 months, Total N=815 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# Podcast growth is here to stay, with listeners stating that their podcast consumption will continue to increase in the next 6 months

Podcasts rank second amongst all media, with only cinema ahead, unsurprisingly so after cinema closures in lockdown

## FUTURE CHANGE IN CONSUMPTION OF KEY MEDIA – NEXT SIX MONTHS (TOTAL)



Q: How do you think your overall time spent on each of these activities will change in the next 6 months?

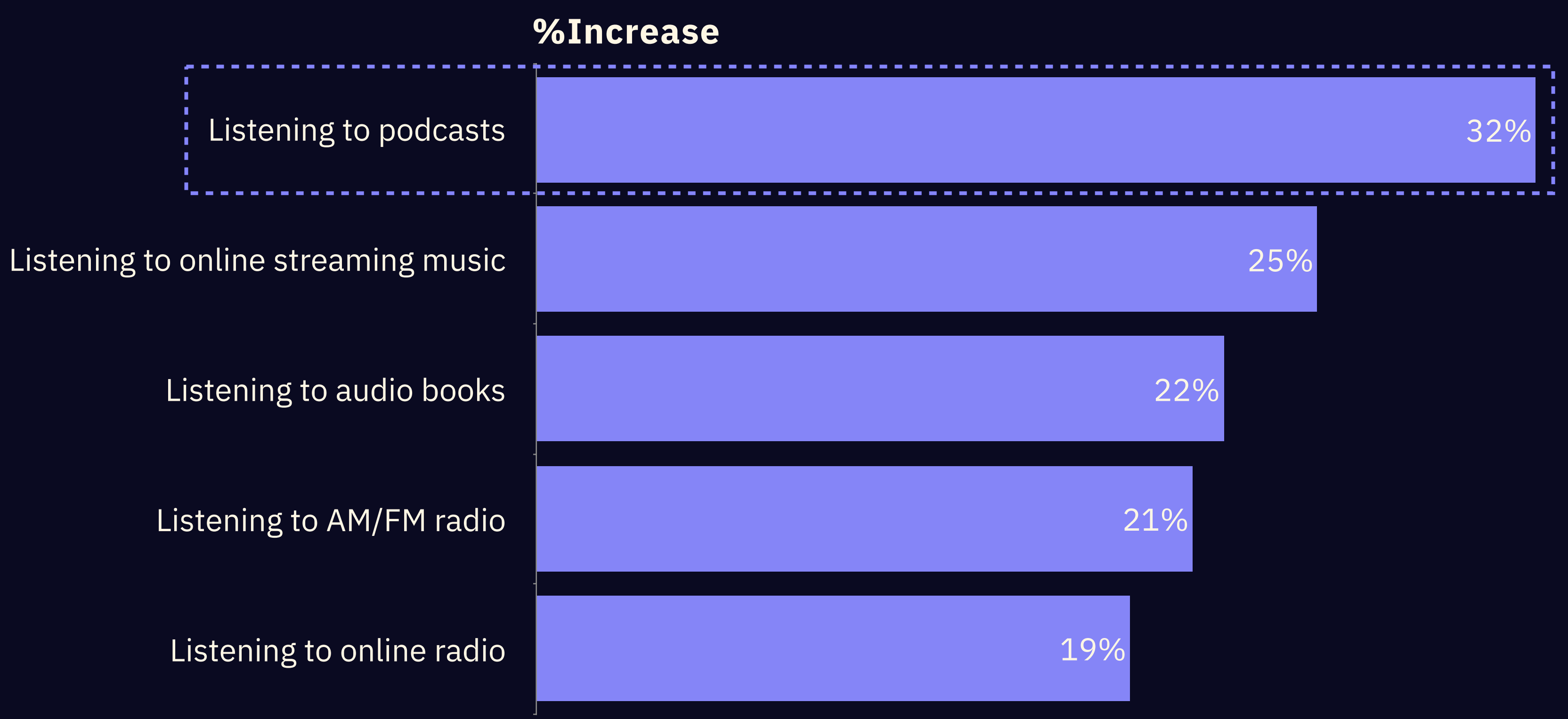
A: 'It will increase' net of 'It will probably increase a lot/a little'

Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022



# Again we see podcasts predict the strongest levels of growth in consumption vs other audio platforms in the next 6 months

FUTURE CHANGE IN CONSUMPTION OF KEY MEDIA – AUDIO PLATFORMS NEXT SIX MONTHS (TOTAL)



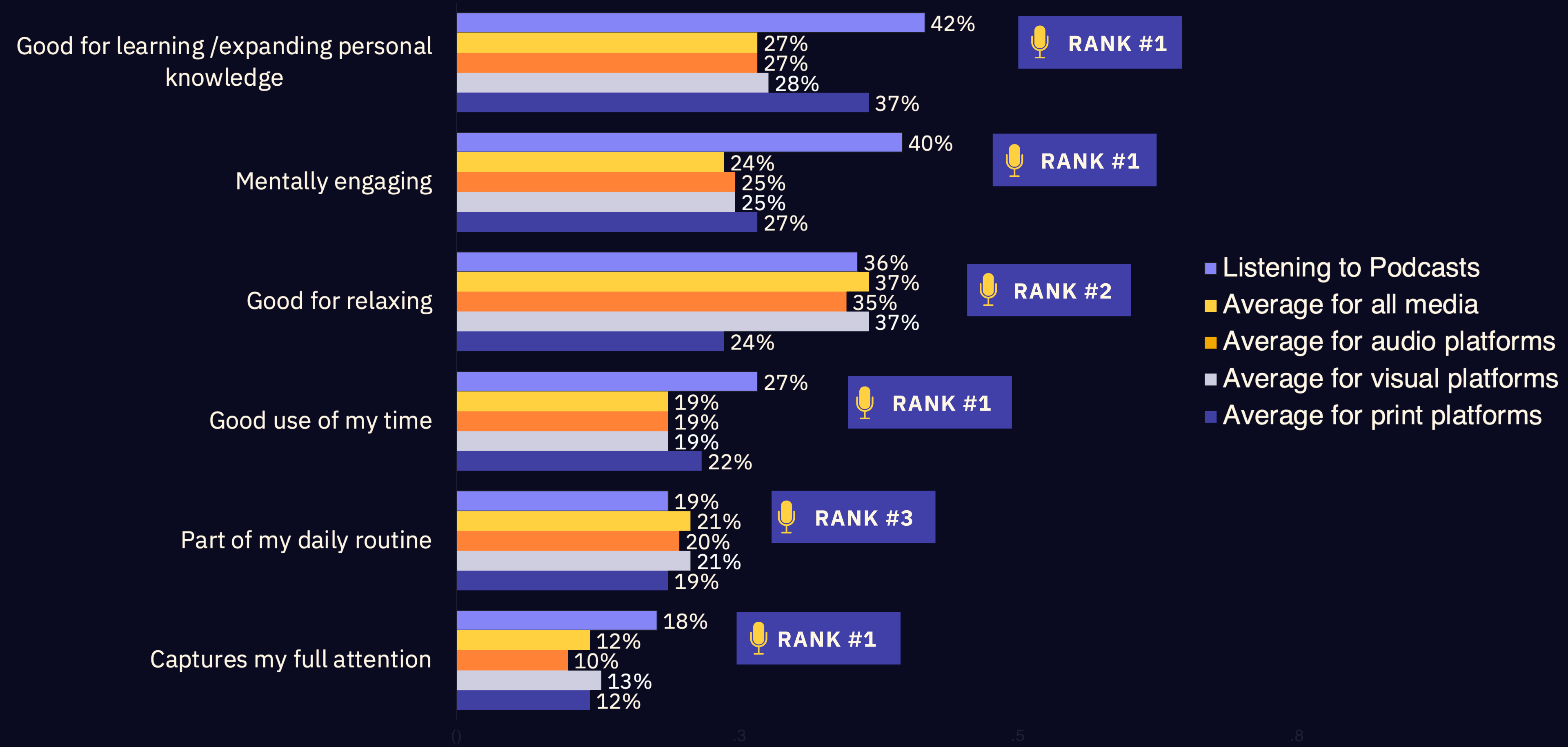
Q: How do you think your overall time spent on each of these activities will change in the next 6 months?

A: 'It will increase' net of 'It will probably increase a lot/a little'

Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# Podcasts have the strongest associations vs all other media when it comes to learning, being mentally engaging, a good use of time, and capturing listeners full attention

### ASSOCIATION OF EACH MEDIA CHANNELS WITH KEY ACTIVITIES (TOTAL)

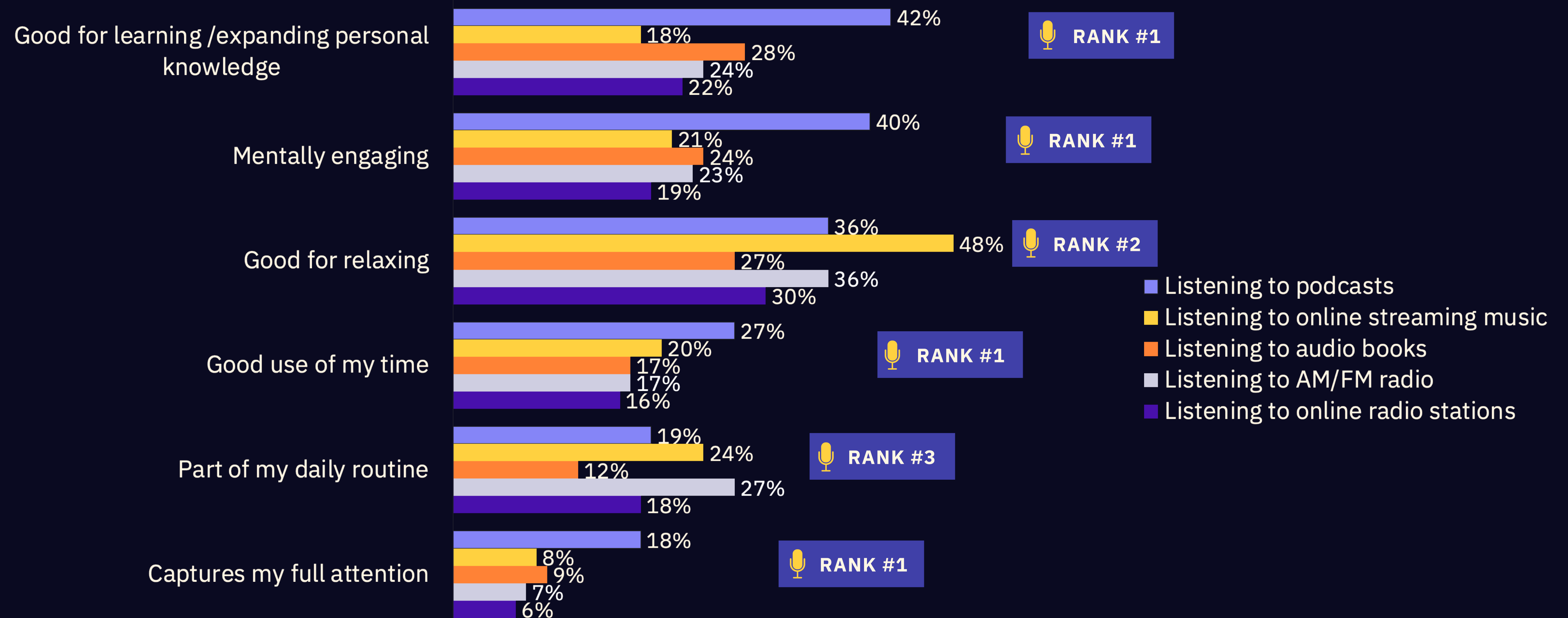


Q: Which of these activities, if any, do you associate with the following?  
 A: Selected response(s) per media channel as indicated in chart above | Base: All Respondents, Total N=2002  
 Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

## And podcasts have the strongest associations vs all audio media for learning, engagement, capturing attention and being a good use of time

And this is even stronger than audio books, which call for your undivided attention to memory encode stories

### ASSOCIATION OF EACH AUDIO MEDIA CHANNELS WITH KEY ACTIVITIES (TOTAL)



Q: Which of these activities, if any, do you associate with the following?

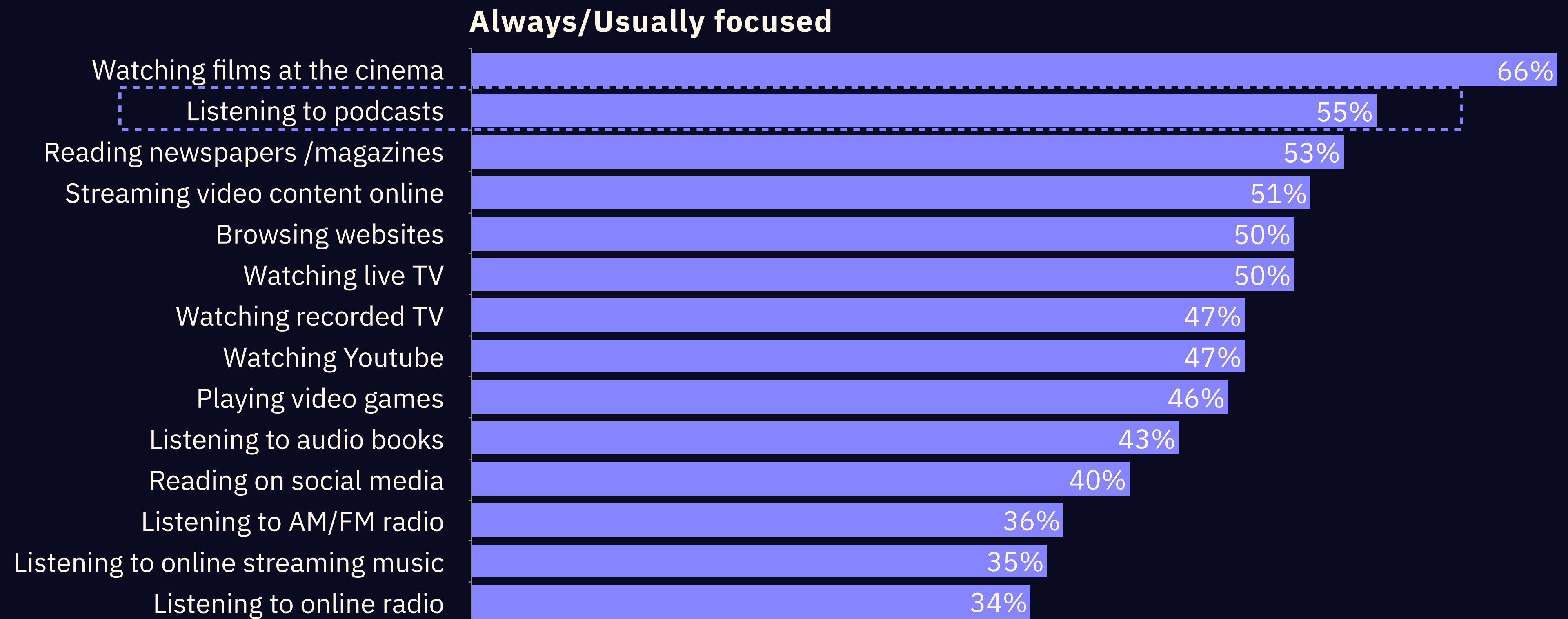
A: Selected response(s) per media channel as indicated in chart above | Base: All Respondents, Total N=2002

Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

## Unsurprisingly, cinema ranks top for focus (as a media you pay to consume). However, podcasts rank 2nd, and top vs all other audio

This shows the engagement, attention and focus the platform provides vs other media

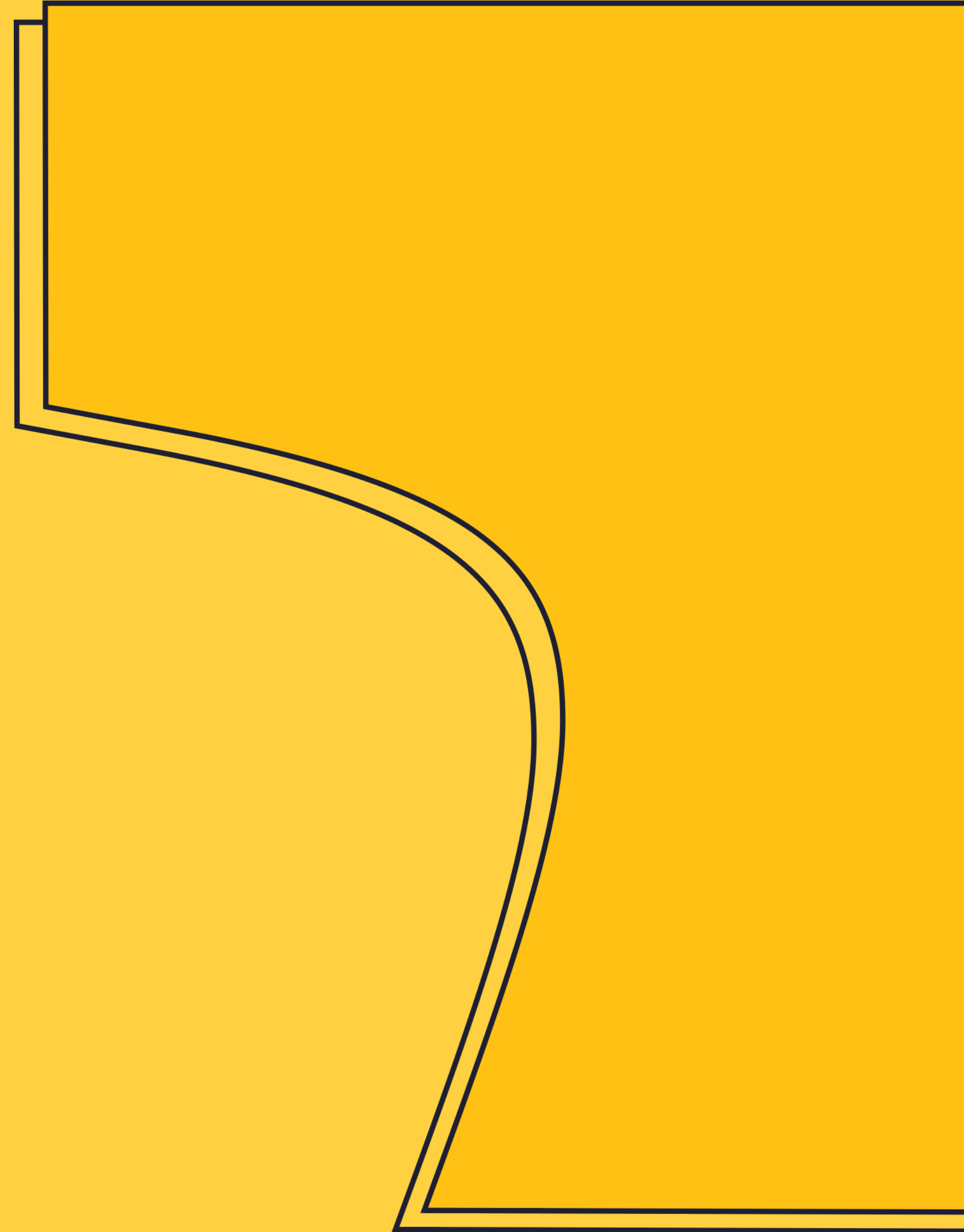
### FOCUSED VS PASSIVE PARTICIPATION ON VARIOUS MEDIA (TOTAL)



7



What are people's  
views on advertising?



# Summary

## WHAT ARE PEOPLE'S VIEWS ON ADVERTISING?



WHAT AD LENGTH  
IS PREFERRED?

**74%**

Don't mind listening  
to 30 second ads



ARE LISTENERS  
ATTENTIVE TO  
PODCAST ADS?

**42%**

Pay attention to  
most/half of podcast  
advertising they hear



HAVE LISTENERS  
ACTED ON PODCAST  
ADVERTISING?

**62%**

Have taken action  
after being exposed  
to podcast advertising



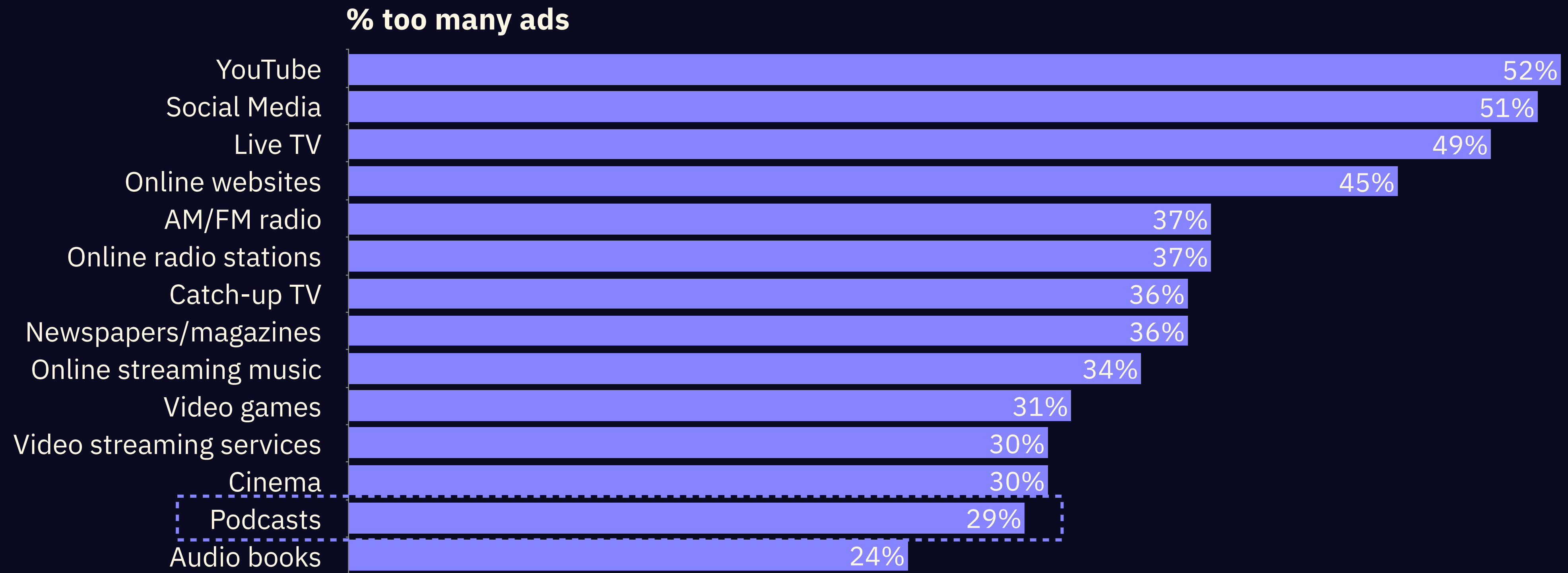
DOES PODCAST  
ADVERTISING IMPACT  
PURCHASE INTENT?

**34%**

Are more likely to buy  
something after listening  
to a host promotion

# Podcasts and audio books outperform other audio and media and are least likely to be ranked as having too many ads

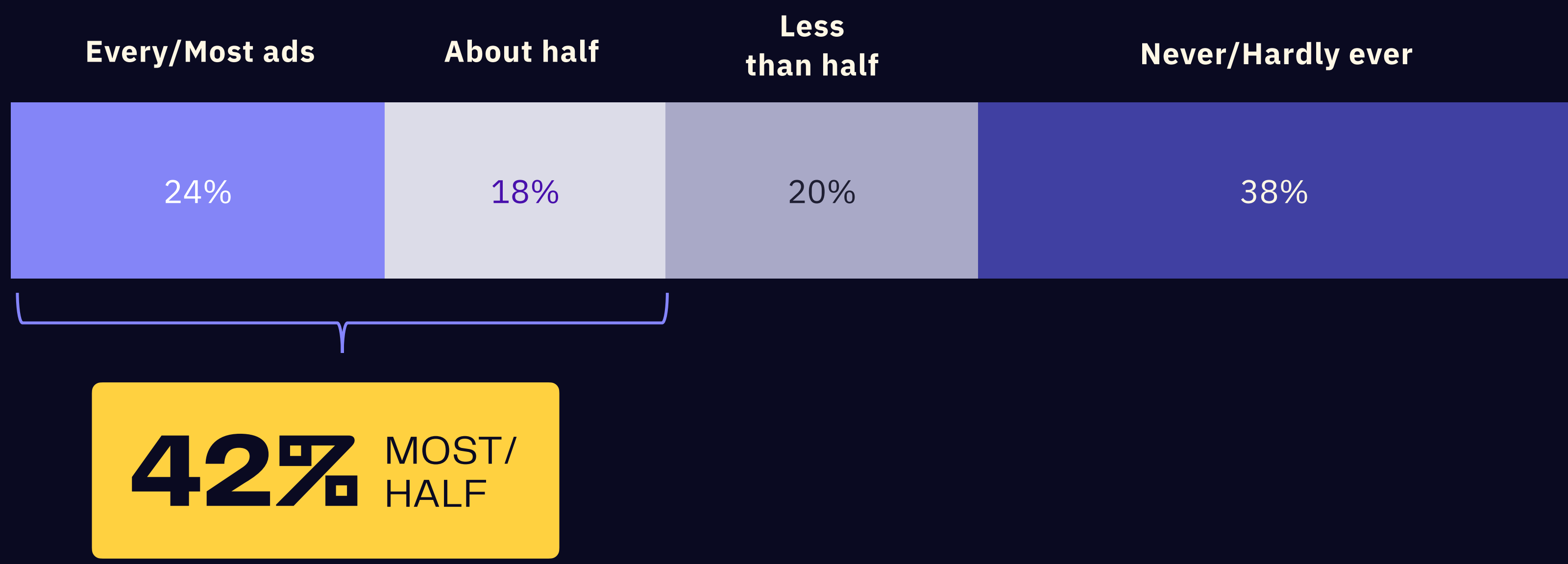
## PERCEPTION ABOUT FREQUENCY OF ADVERTISING ON VARIOUS MEDIA (TOTAL)



Q: What is your perception about the number of advertisements on each of these media channels?  
 A: Selected response per media channel as indicated in chart above | Base: All Respondents, Total N=2002  
 Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# 4 in 10 pay attention to at least half of the ads in podcasts, with a quarter of listeners paying attention to most/every podcast ad they hear

PERCEIVED FOCUS (LISTEN/PAY ATTENTION) ON ADS IN PODCASTS (TOTAL)



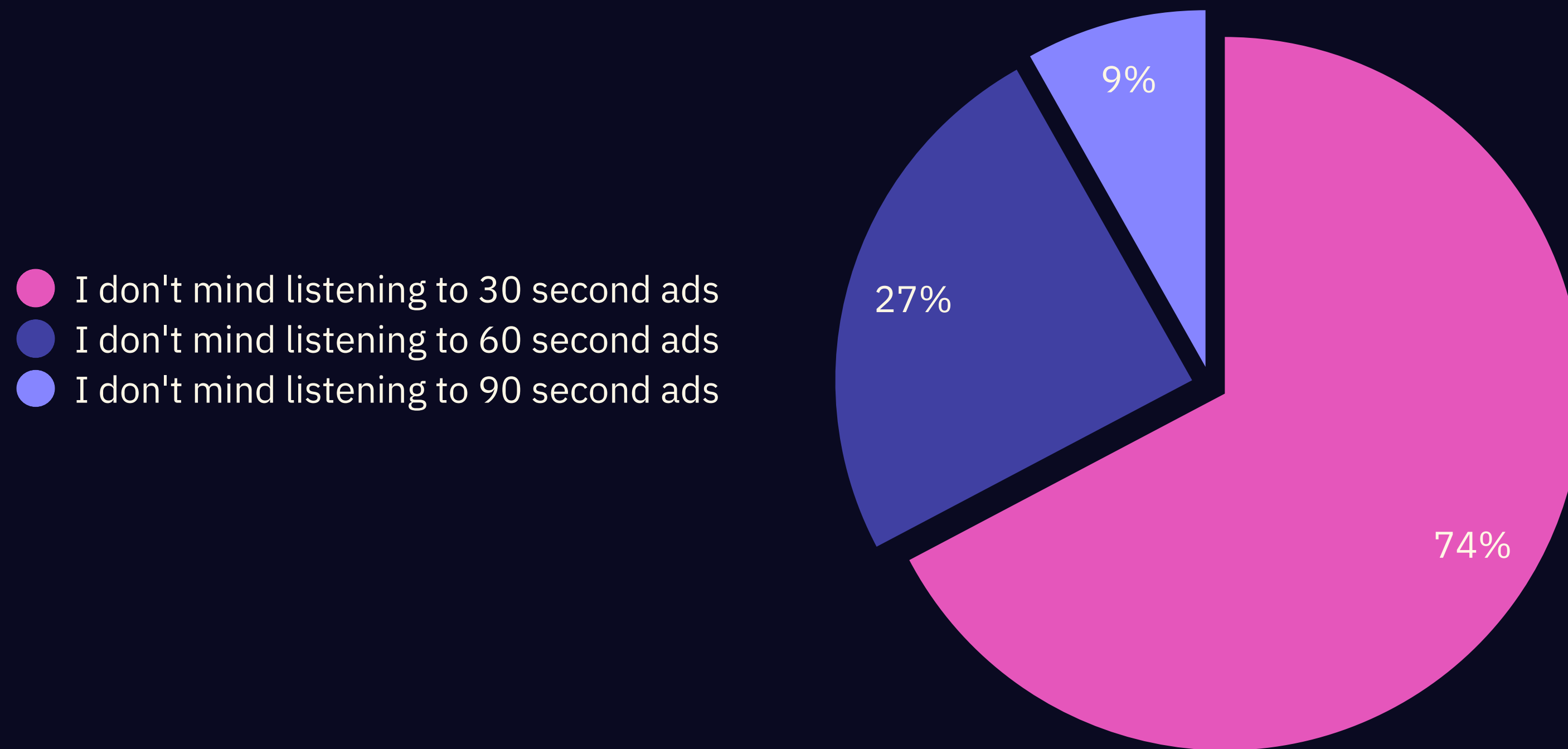
Notes: Children includes persons who have a child aged under 18 years living in household.  
 Q: How often do you personally listen/pay attention to advertising in podcasts? A: Selected response as indicated in chart above  
 Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022



## Short and succinct 30 second ads are preferred amongst three quarters of listeners, however over a third are open to longer form advertising

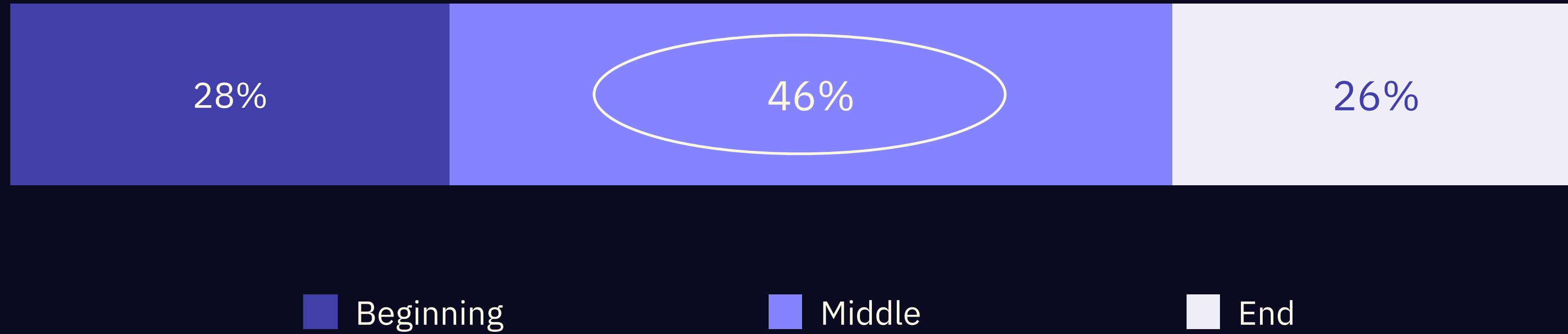
Tailor ad lengths to suit the campaign and consumer requirements e.g. if it is an awareness driving campaign, opt for shorter 30 second ads, whereas for a brand comprehension and understanding campaign, opt for 60+ ads

### AD LENGTH PREFERENCE (TOTAL)



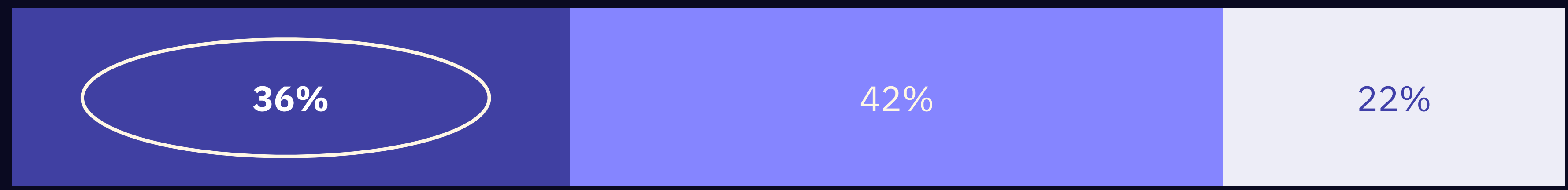
# Mid read ads are preferred most, with ads at the beginning or end of a podcast liked in equal measure

AD PLACEMENT PREFERENCE (TOTAL)



# Host read ads are more preferred than pre-recorded ads. However, pre-recorded ads are still a popular format

HOST READ VS PRE RECORDED AD PREFERENCE (TOTAL)



- prefer to listen to the host promoting brands/companies in podcasts
- have no preference
- prefer to listen to pre-recorded ads about brands/companies in podcasts

# Stronger host read preference and trust translates to stronger purchase intent vs pre-recorded ads

This is likely due to the trust, authenticity and feeling of listening to a friend that podcast hosts provide through their content and host reads

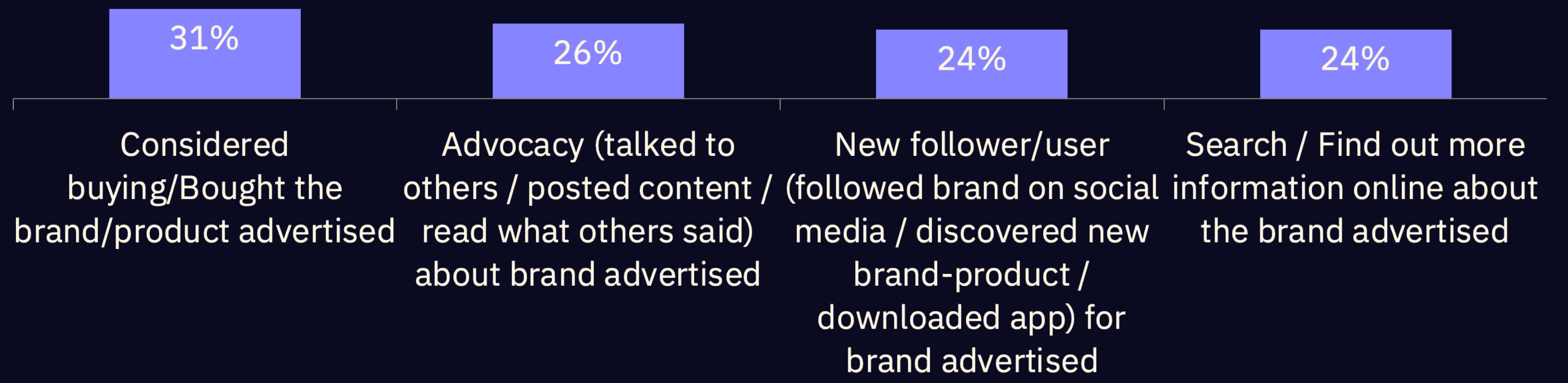
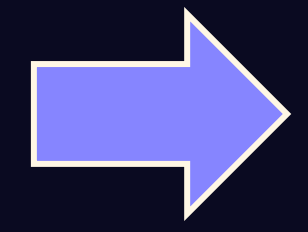
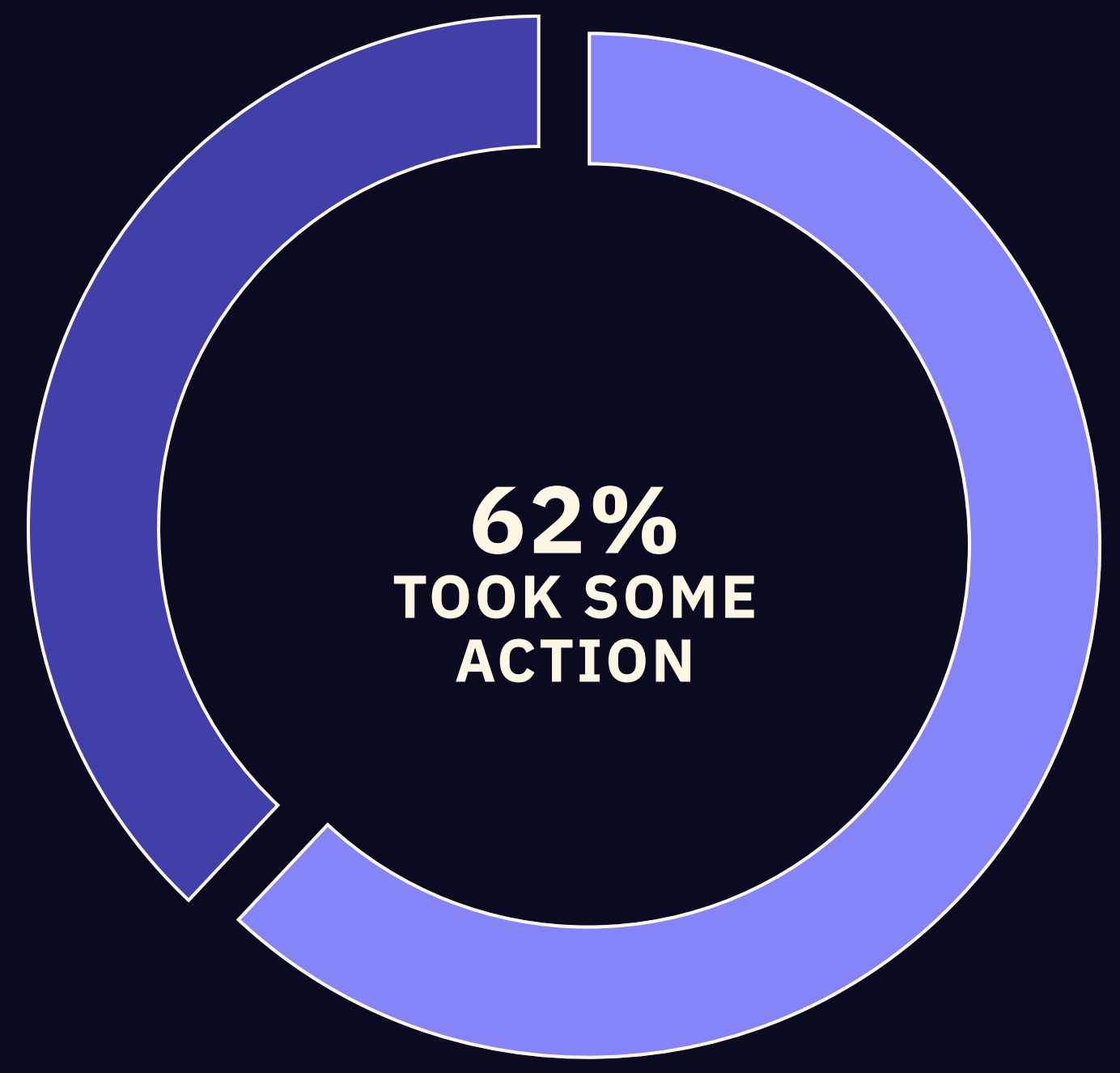
**HOST READ VS PRE RECORDED PURCHASE INTENT PREFERENCE (TOTAL)**



- are more likely to buy a product/service after listening to a host promoting the brand/company in a podcast
- have no preference
- are more likely to buy a product/service after listening to a pre-recorded ad about the brand/company in a podcast

# With over 6 in 10 taking any action as a result of podcast advertising they hear

CALL TO ACTION OF ADS BY PODCASTS (TOTAL)



Q: Which action(s) have you typically taken after being exposed to advertising on each of these channels?

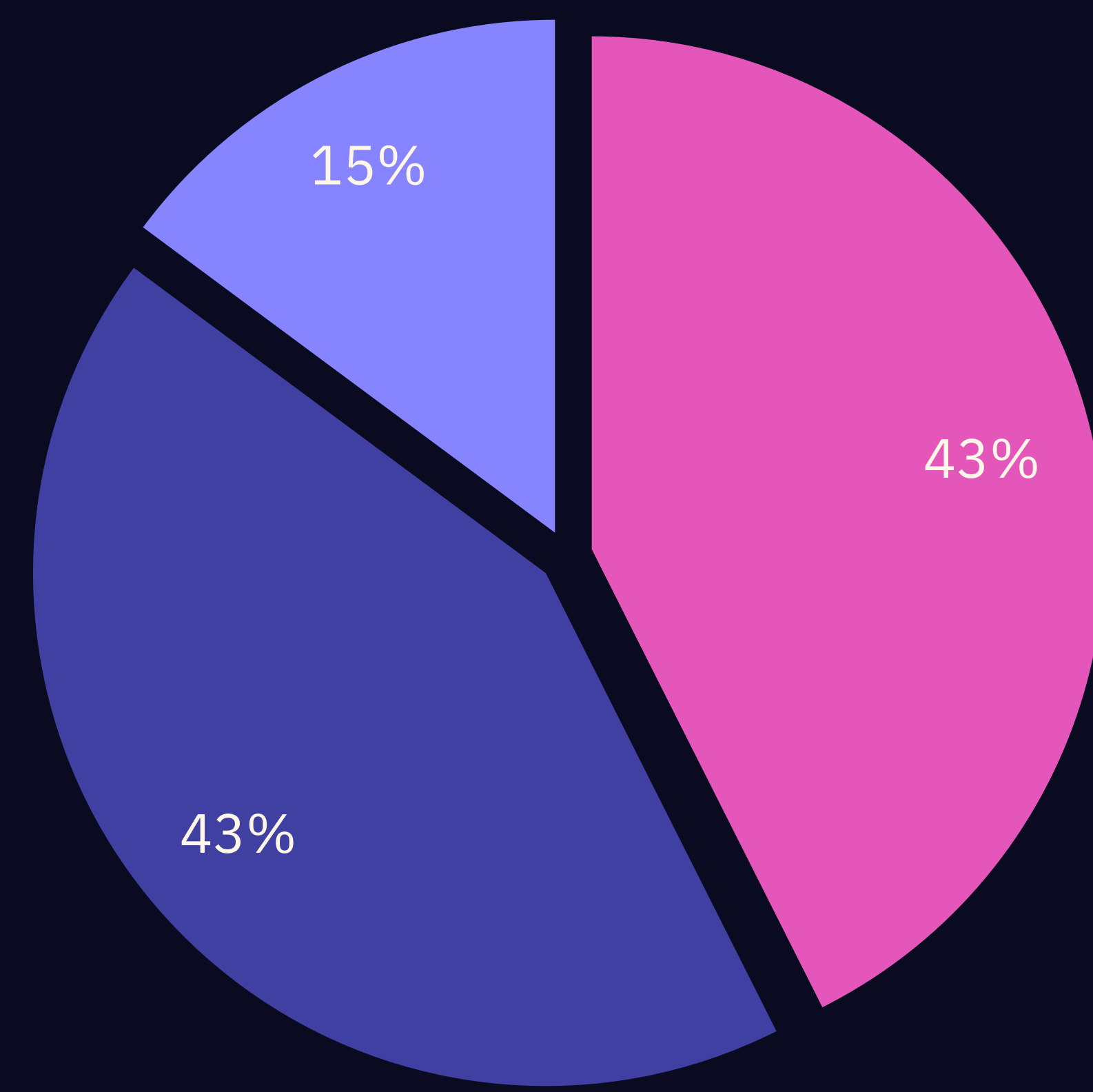
A: Selected response(s) per media channel as indicated in chart above | Base: All Respondents, Total N=2002 | Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# Only 15% of listeners would pay a subscription fee to listen ad free

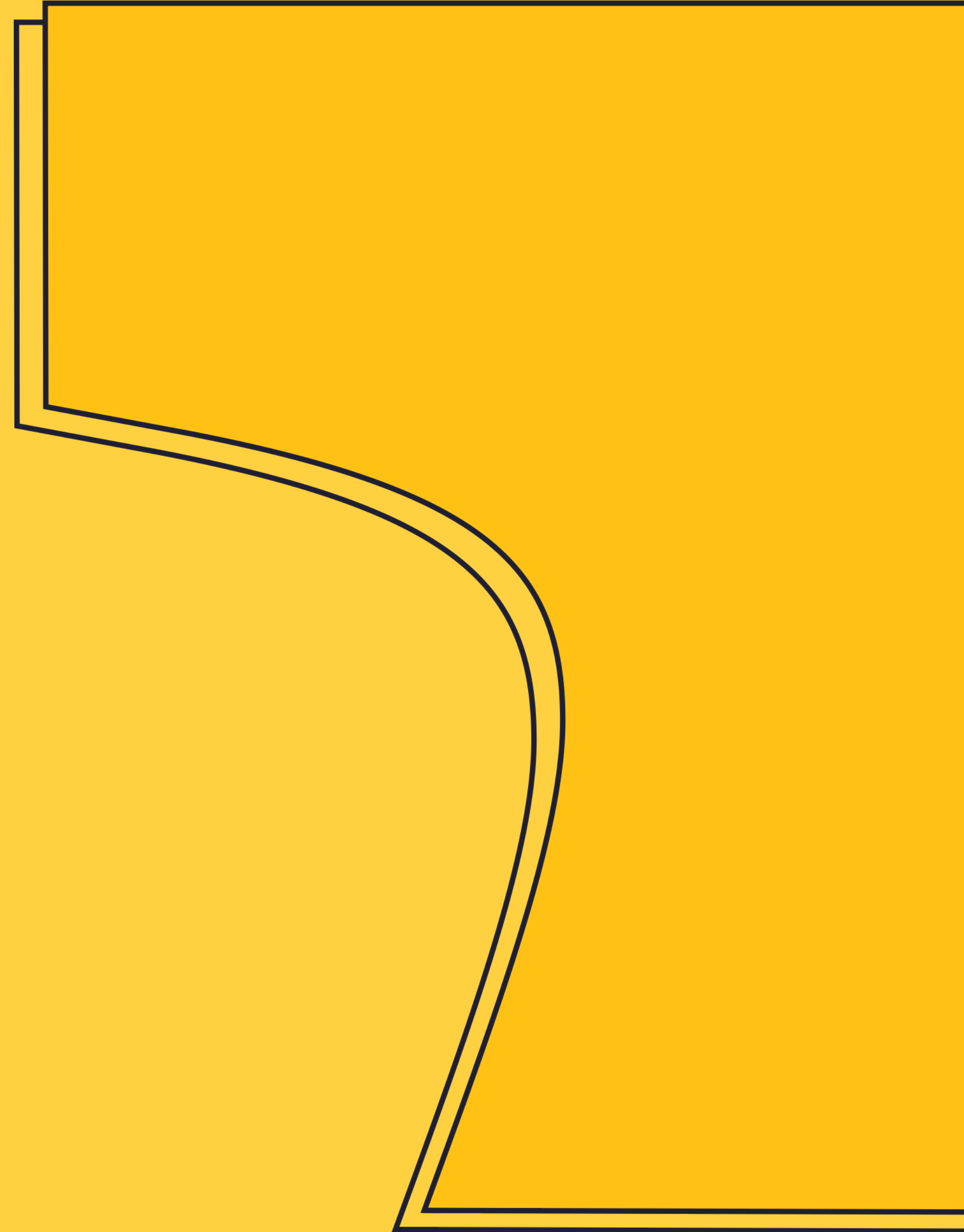
A whopping 85% are open to advertising so ensure the ads are engaging for them!

## PODCAST AD PREFERENCES (TOTAL)

- prefer ads in order to listen to podcasts for free
- no preference
- would pay a subscription fee to listen ad-free



How inclusive are  
podcasts vs other media?



# Summary

## HOW DO PODCASTS STAND OUT VS OTHER MEDIA?



ARE PODCASTS  
INCLUSIVE OF  
MINORITY AUDIENCES?

**65%**

Feel podcasts are  
inclusive of minority  
audiences

MORE SO THAN ANY OTHER  
AUDIO PLATFORM



ARE PODCASTS  
INCLUSIVE OF RACE  
MINORITIES?

**41%**

Feel podcasts are  
inclusive of race  
minorities

MORE SO THAN ANY OTHER  
AUDIO PLATFORM



ARE PODCASTS  
INCLUSIVE OF GENDER  
MINORITIES?

**40%**

Feel podcasts are  
inclusive of gender  
minorities

MORE SO THAN ANY OTHER  
AUDIO PLATFORM



ARE PODCASTS  
INCLUSIVE OF LGBTQ+  
MINORITIES?

**9%**

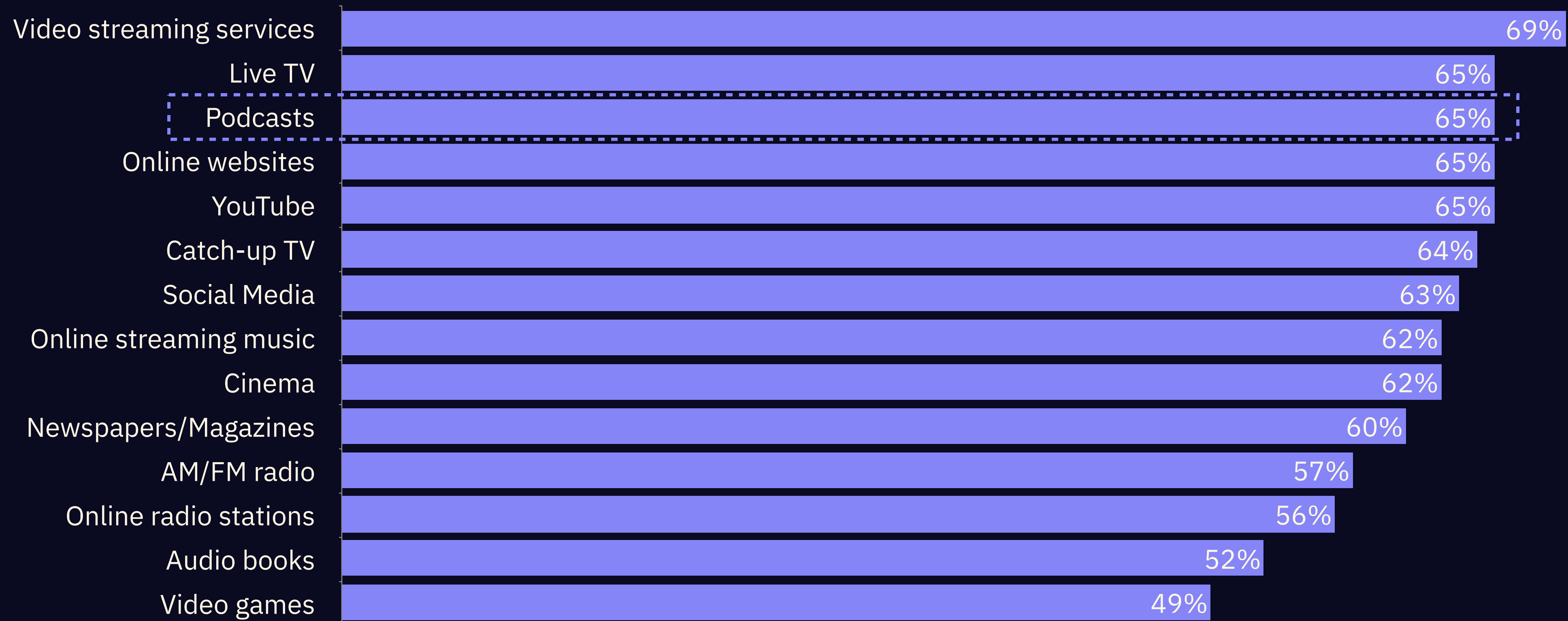
Feel podcasts are  
inclusive of sexual  
orientation minorities

MORE SO THAN ANY OTHER  
AUDIO PLATFORM



# The majority of podcast listeners think podcast programming content is inclusive of minority audiences, more so than any other audio media

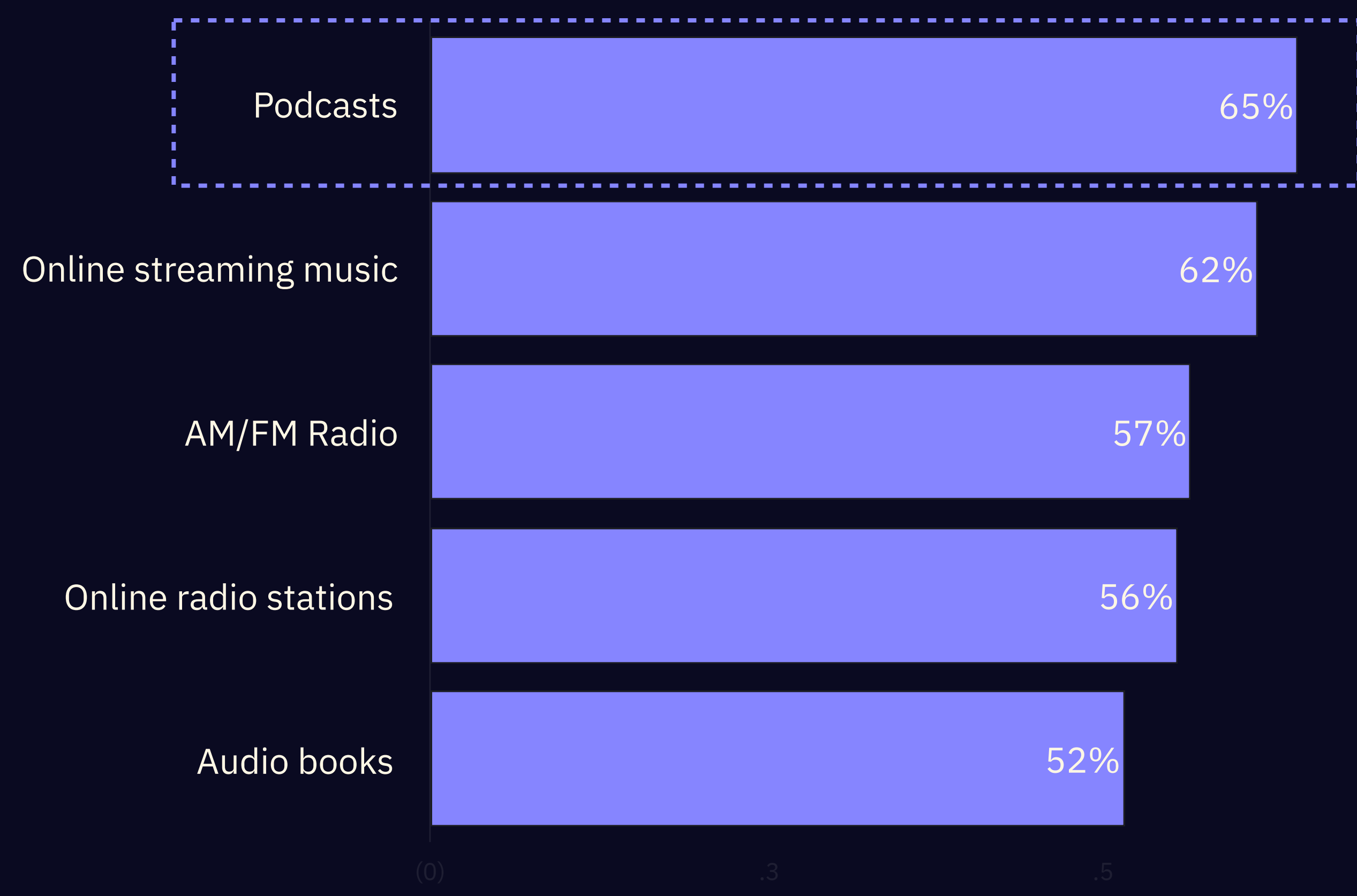
PERCEPTION ABOUT INCLUSIVITY OF MINORITY AUDIENCES IN PROGRAMMING CONTENT ON VARIOUS MEDIA (TOTAL)



Q: How inclusive or non-inclusive do you think programming content is for minority audiences (race, gender identity, sexual orientation) on the following media channels?  
 A: Showing top 2 box of 'Very inclusive of minorities' / 'Somewhat inclusive of minorities' | Base: All Respondents, Total N=2002  
 Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

# And when looking at audio platforms only, podcasts are felt to be the most inclusive audio platform

⚡ AGREEMENT THAT EACH AUDIO PLATFORM IS VERY/SOMEWHAT INCLUSIVE OF MINORITY AUDIENCES (TOTAL)

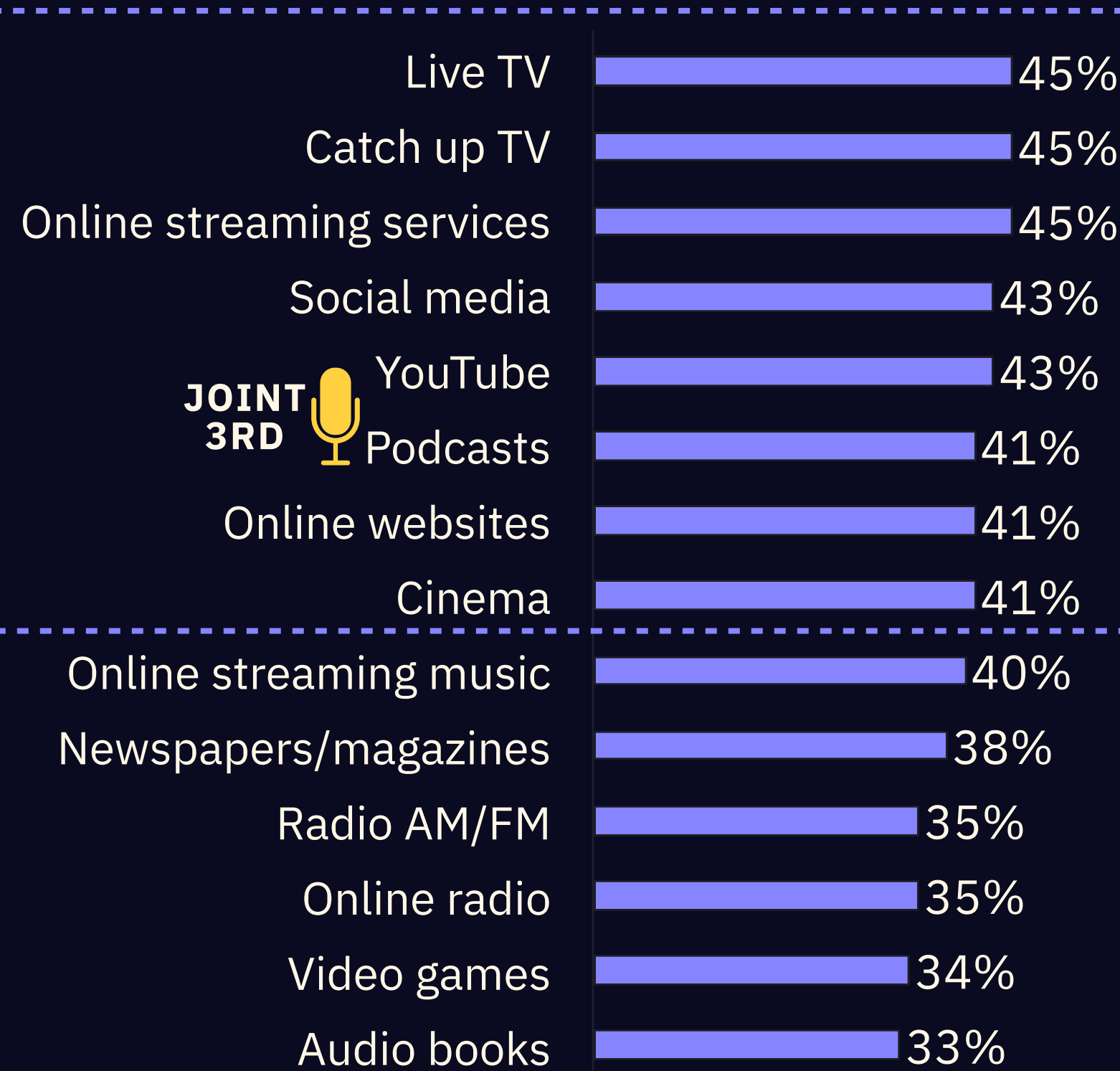


Q: How inclusive or non-inclusive do you think programming content is for minority audiences (race, gender identity, sexual orientation) on the following media channels?  
 A: Showing top 2 box of 'Very inclusive of minorities' / 'Somewhat inclusive of minorities' | Base: All Respondents, Total N=2002  
 Prepared for: Acast | Podcast Listeners Landscape | Source: Acast/Nielsen Media Analytics Podcast Listener Landscape UK/Ireland Research 2022

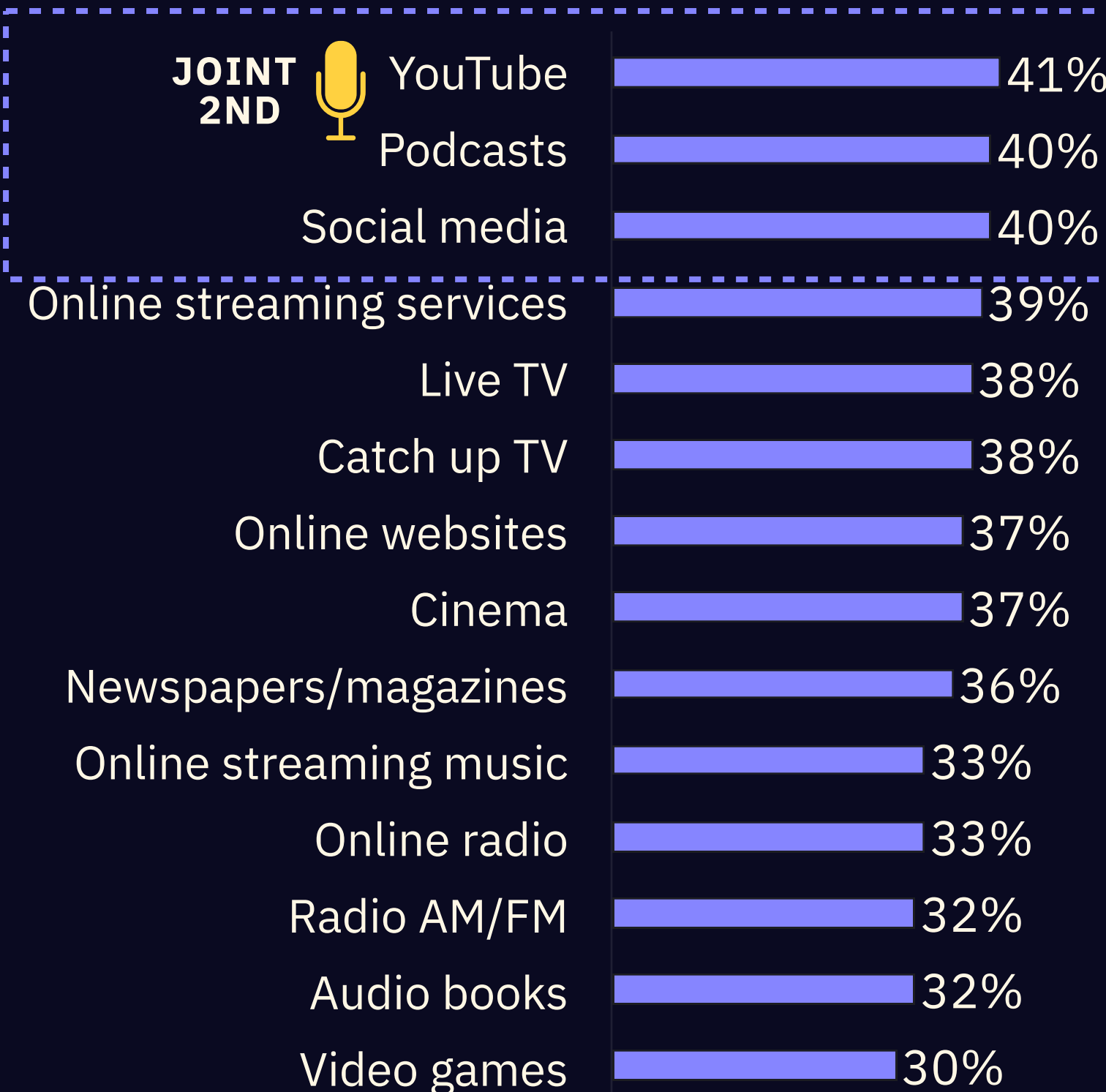
## Amongst all media, podcasts rank second or third for each area of inclusivity

🗳️ AGREEMENT THAT MINORITIES ARE WELL INCLUDED/REPRESENTED PER MEDIA (TOTAL)

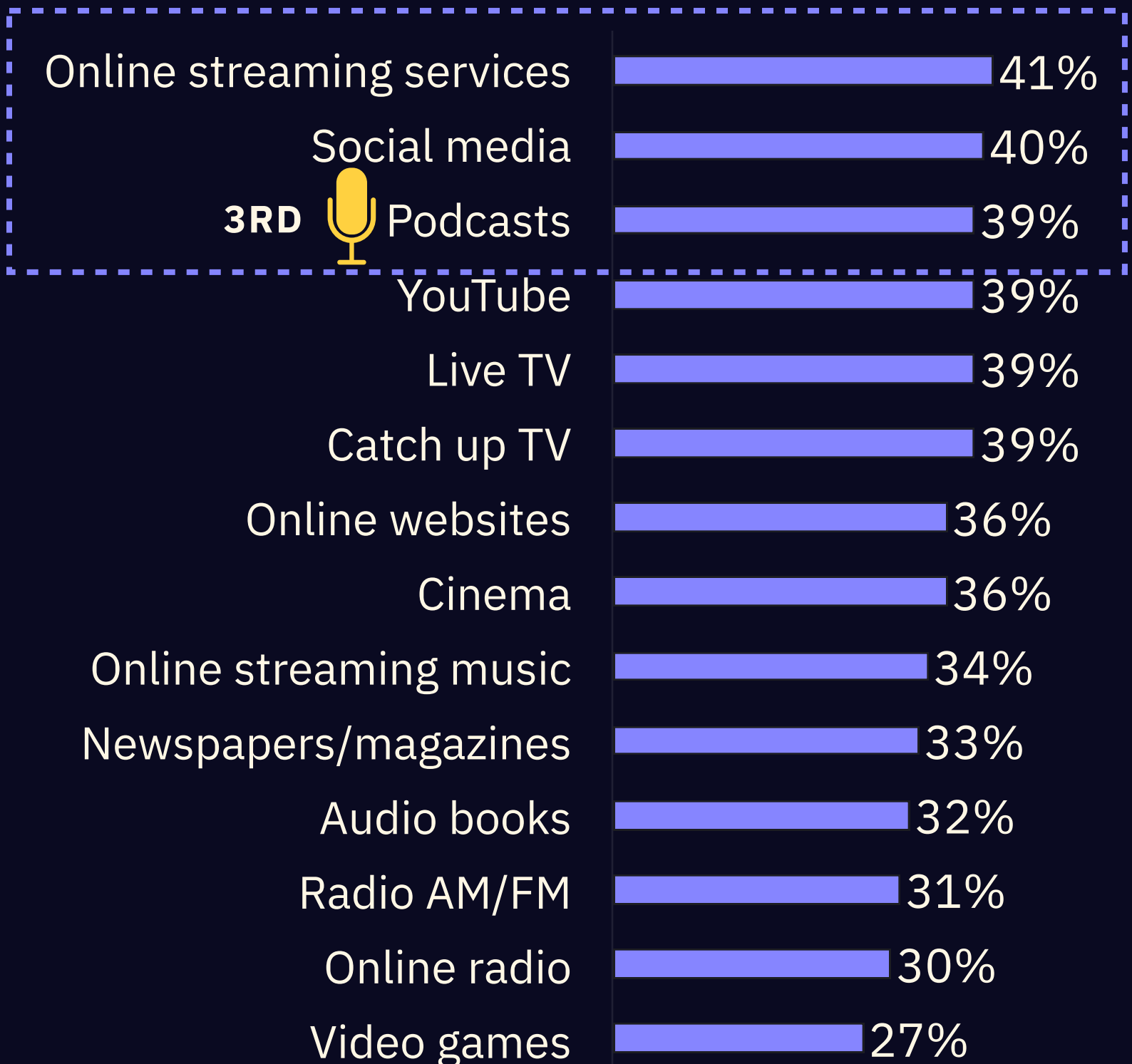
### RACE MINORITIES



### GENDER MINORITIES



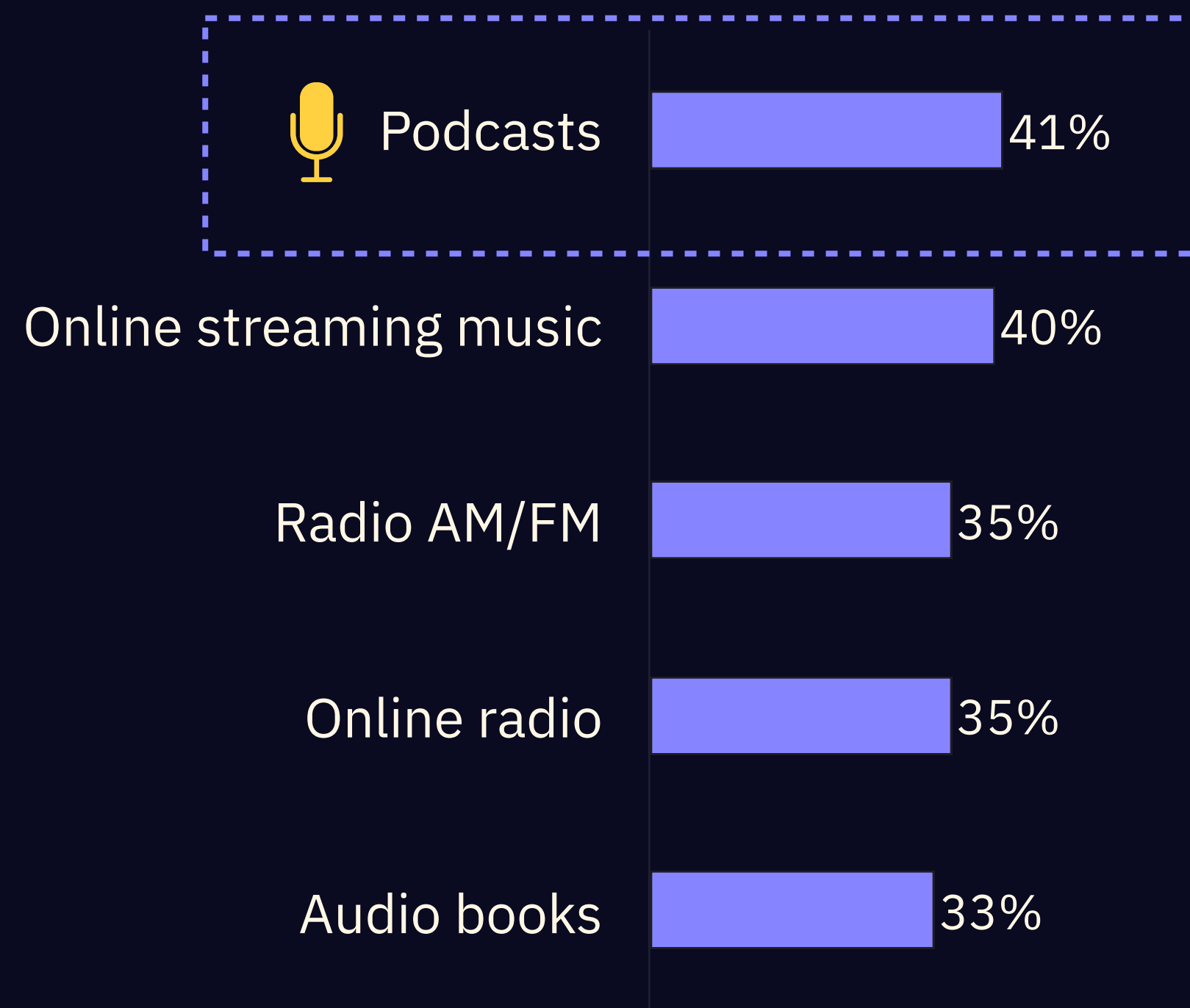
### SEXUAL ORIENTATION MINORITIES



## And amongst all audio brands specifically, podcasts are felt to be the most inclusive and representative for each minority audience

⌘ AGREEMENT THAT MINORITIES ARE WELL INCLUDED/REPRESENTED PER AUDIO MEDIA (TOTAL)

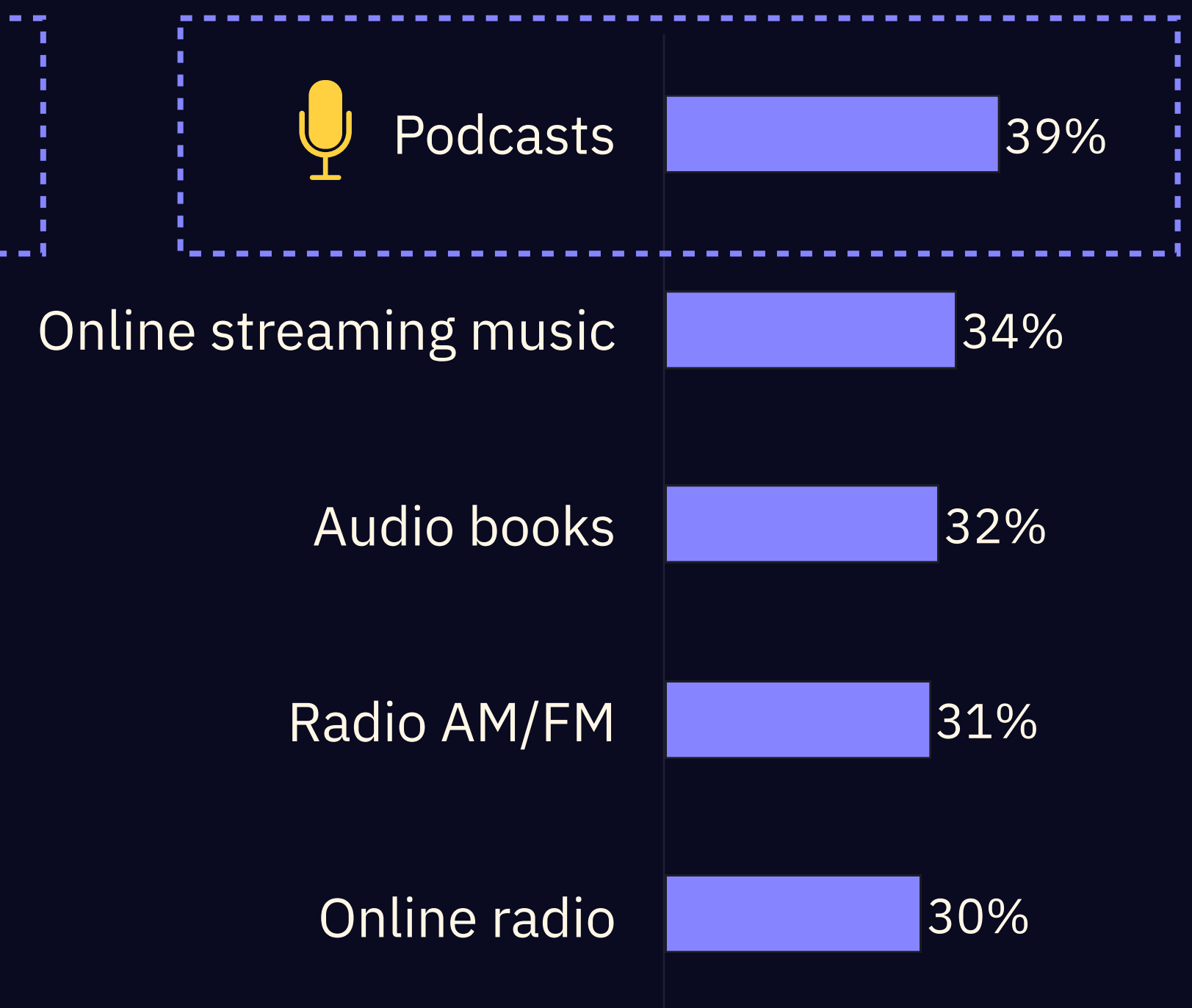
### RACE MINORITIES



### GENDER MINORITIES



### SEXUAL ORIENTATION MINORITIES



# Acast

THANK YOU

◀▶ Nielsen

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[www.acast.com](http://www.acast.com)