

The logo for Podcastone, featuring the word "podcastone" in a bold, lowercase sans-serif font. The "pod" is in black, "cast" is in black, and "one" is in red. A red arch is positioned above the "one" part of the word.

podcastone

SUPER LISTENERS 2019



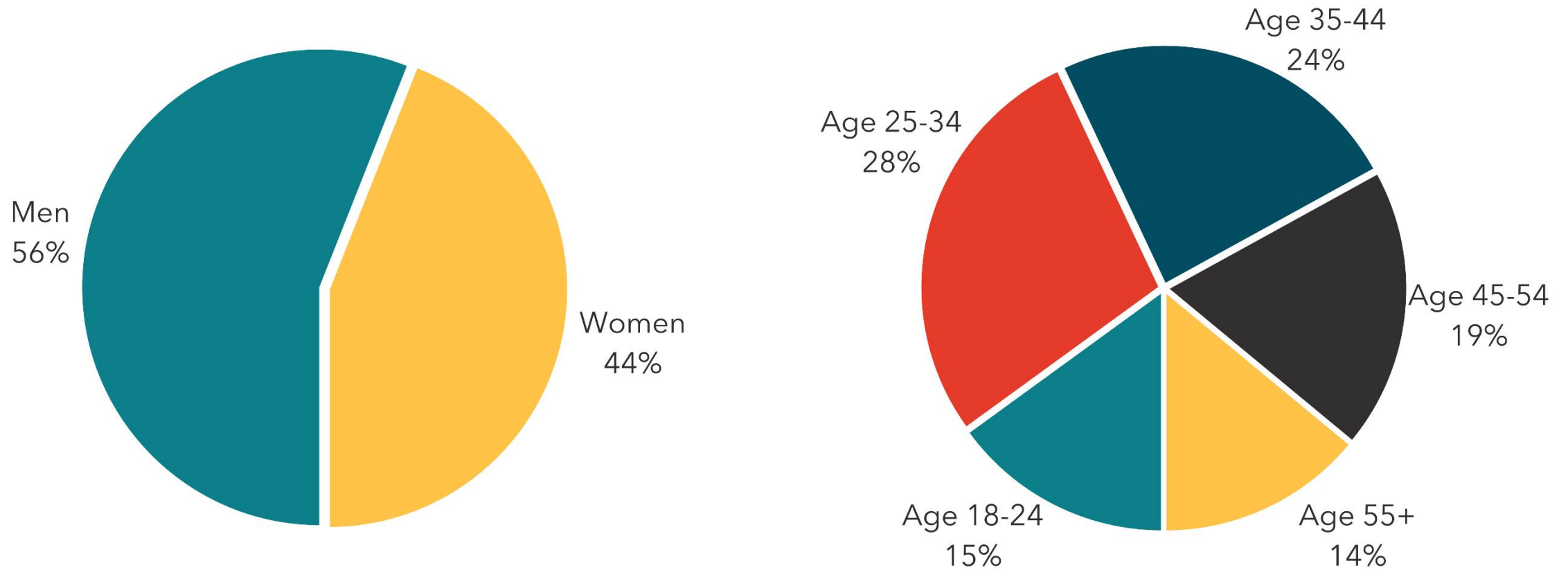


WHO ARE SUPER LISTENERS?

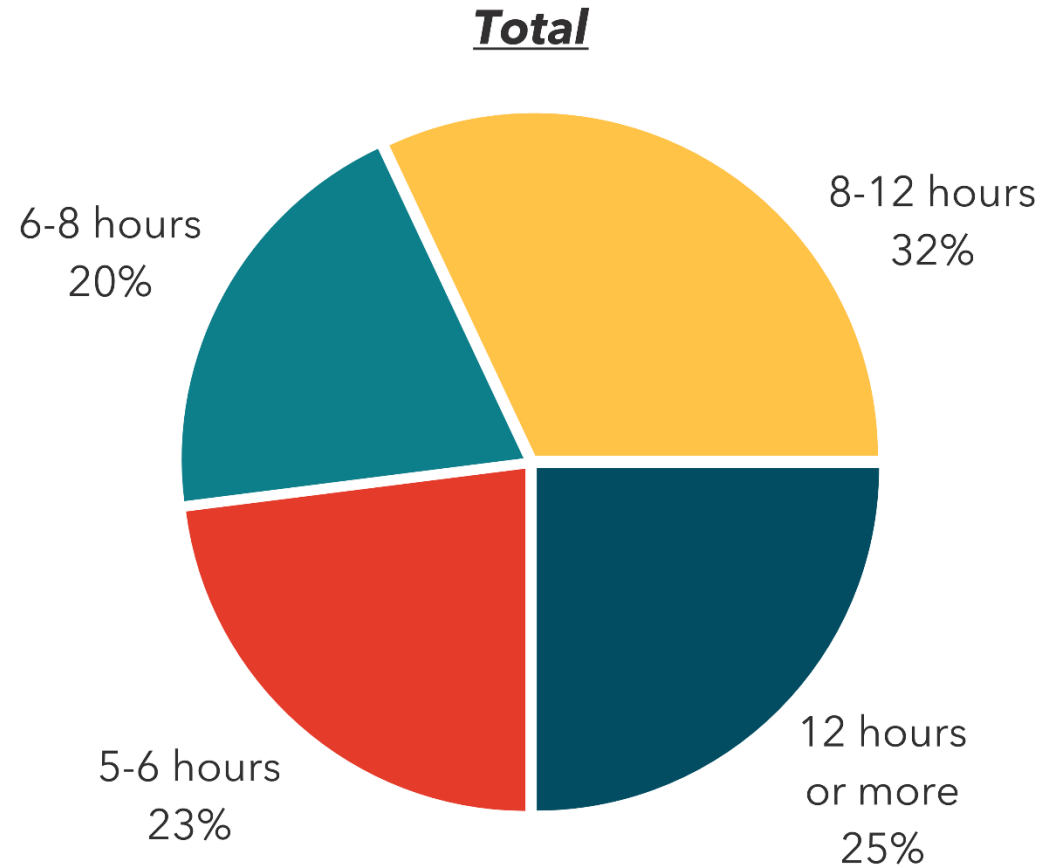
SURVEY METHODOLOGY

- 1,032 online interviews conducted in February/March 2019
- All respondents reported listening to podcasts for at least 5 hours per week
- Data were weighted by age, sex, and race to reflect the demographics of weekly podcast listeners as found in the Infinite Dial 2019

SAMPLE DEMOGRAPHICS: (SEX/AGE)

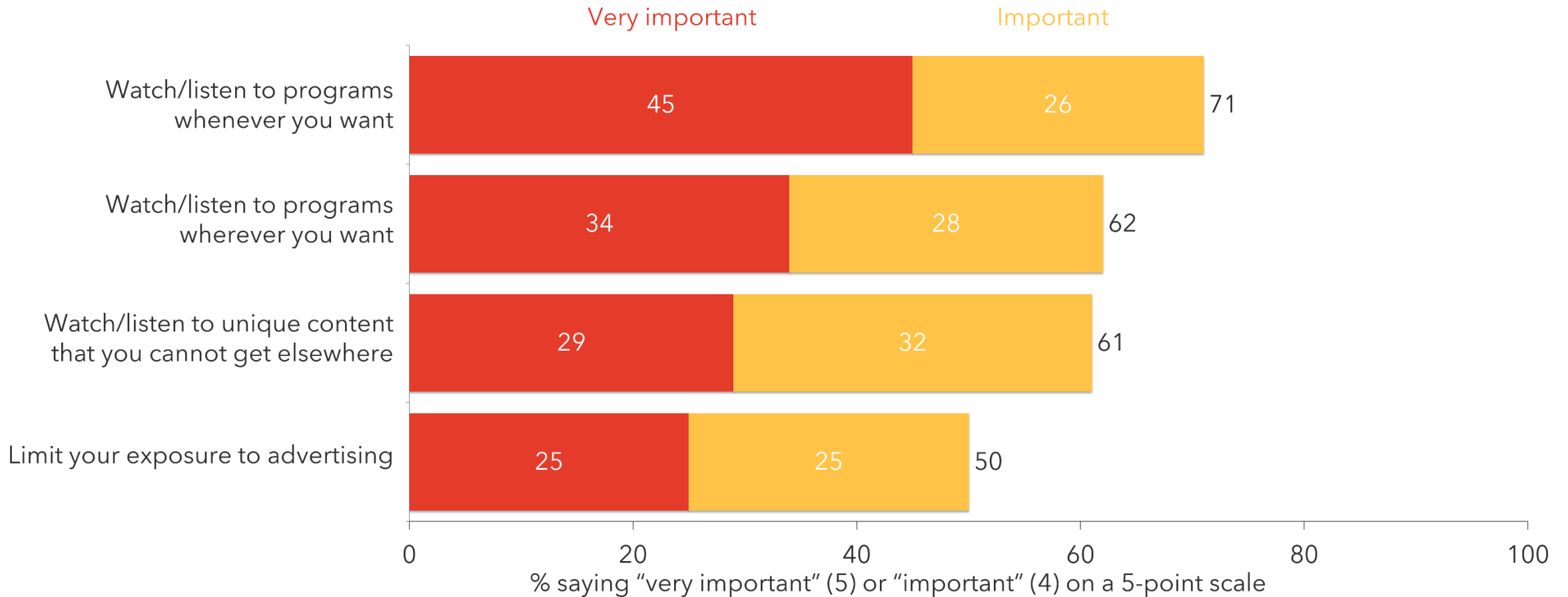


WEEKLY TIME SPENT LISTENING TO PODCASTS:



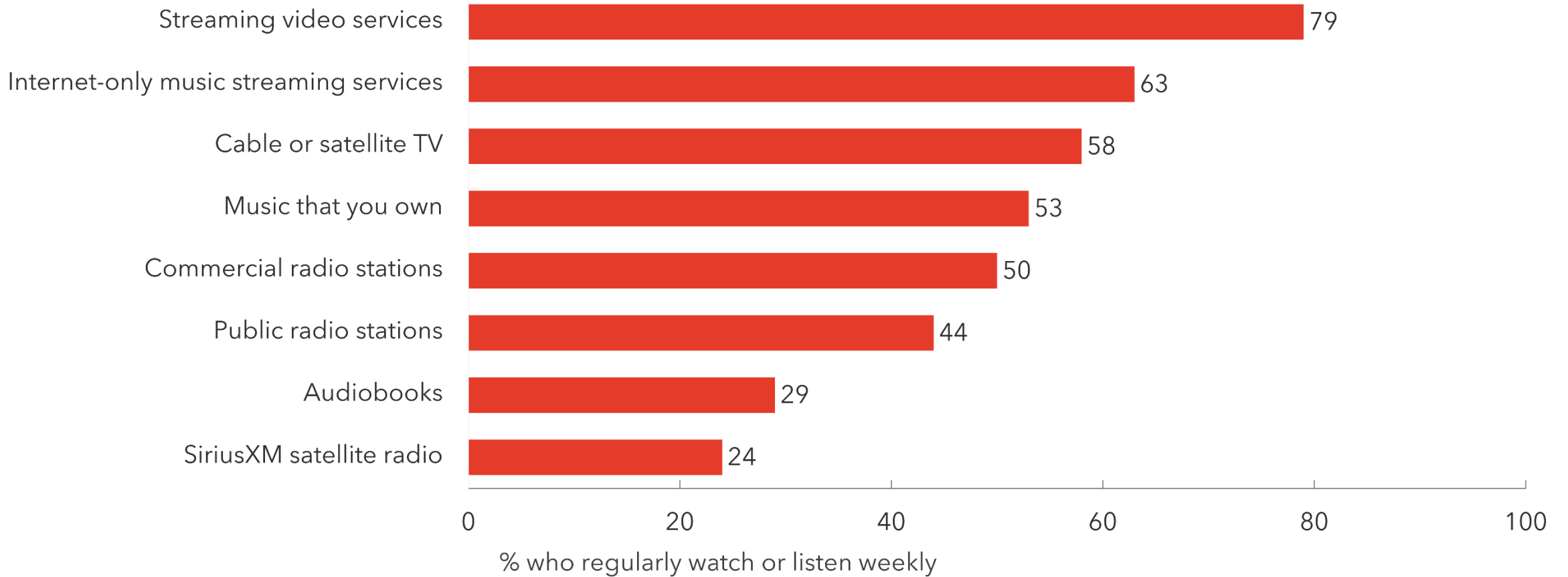
Base: Listen to podcasts for at least 5 hours per week

HOW IMPORTANT IS IT YOU...?



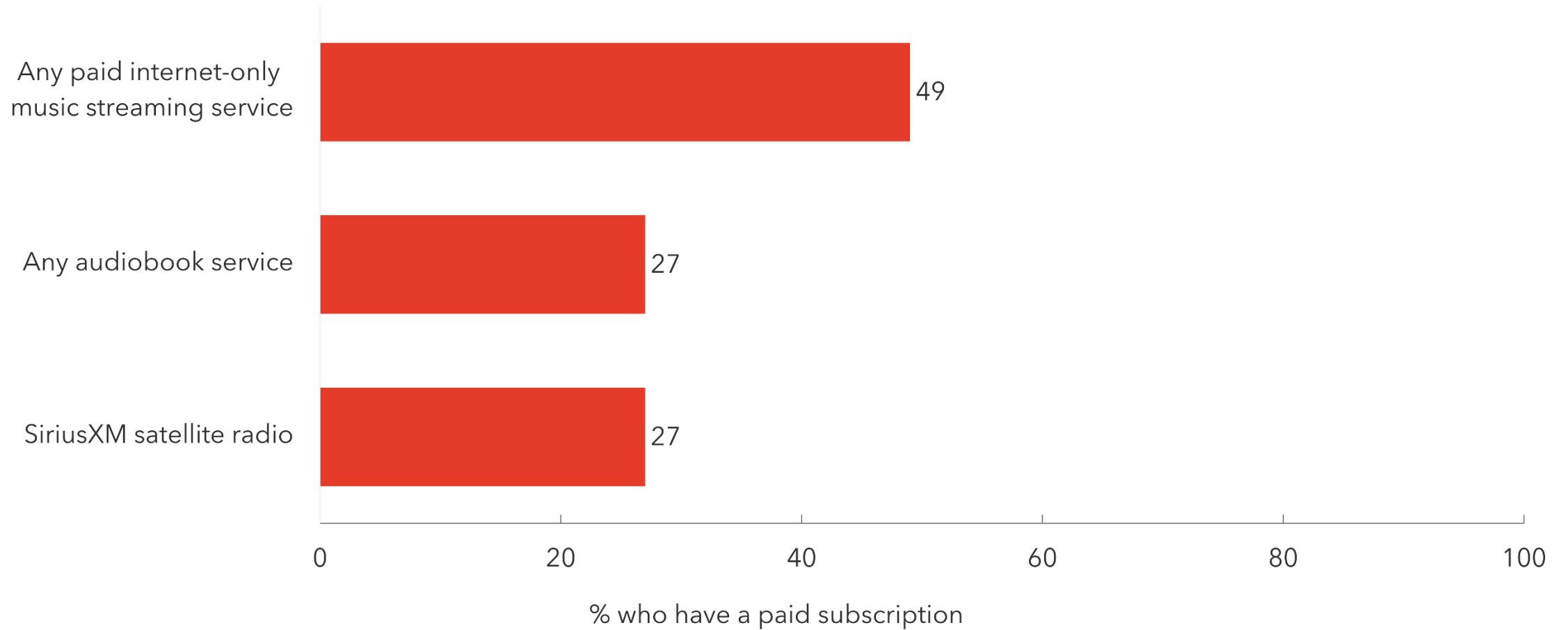
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WEEKLY MEDIA CONSUMPTION:



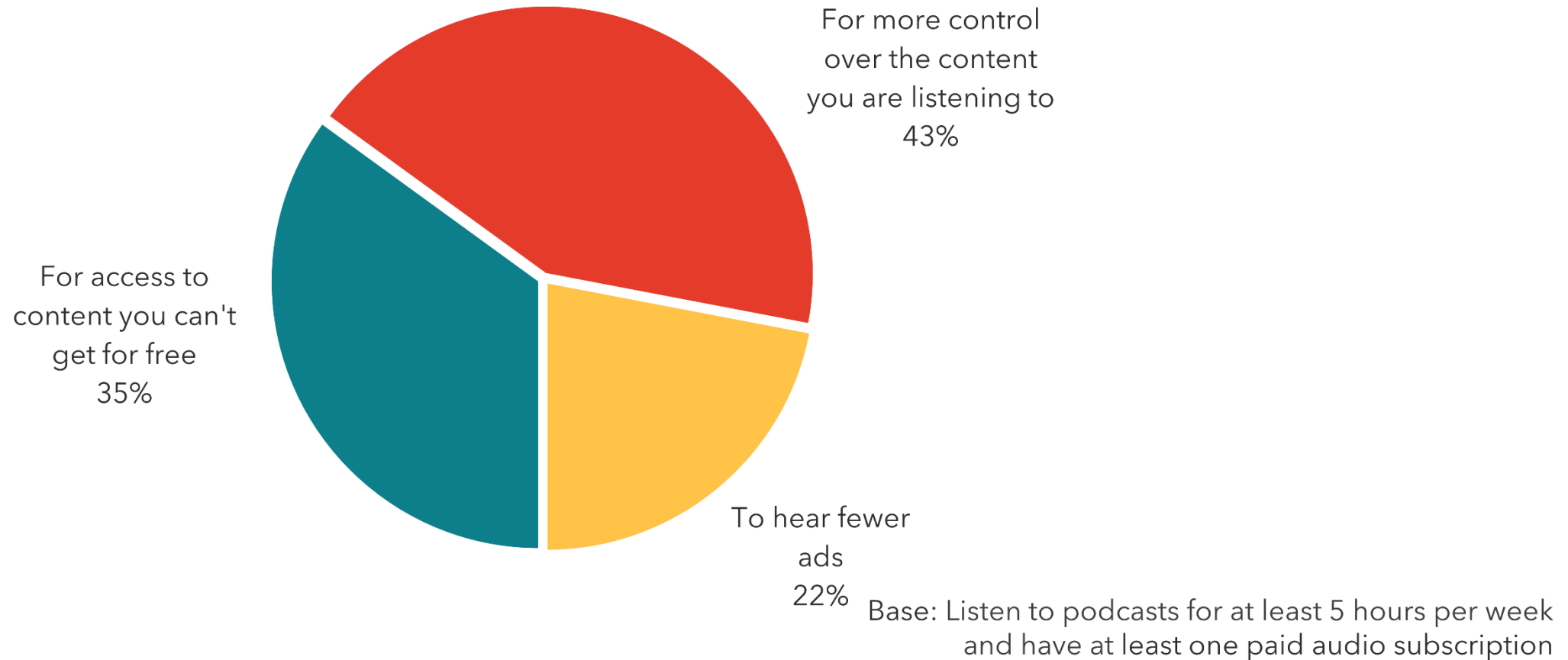
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WEEKLY MEDIA CONSUMPTION:

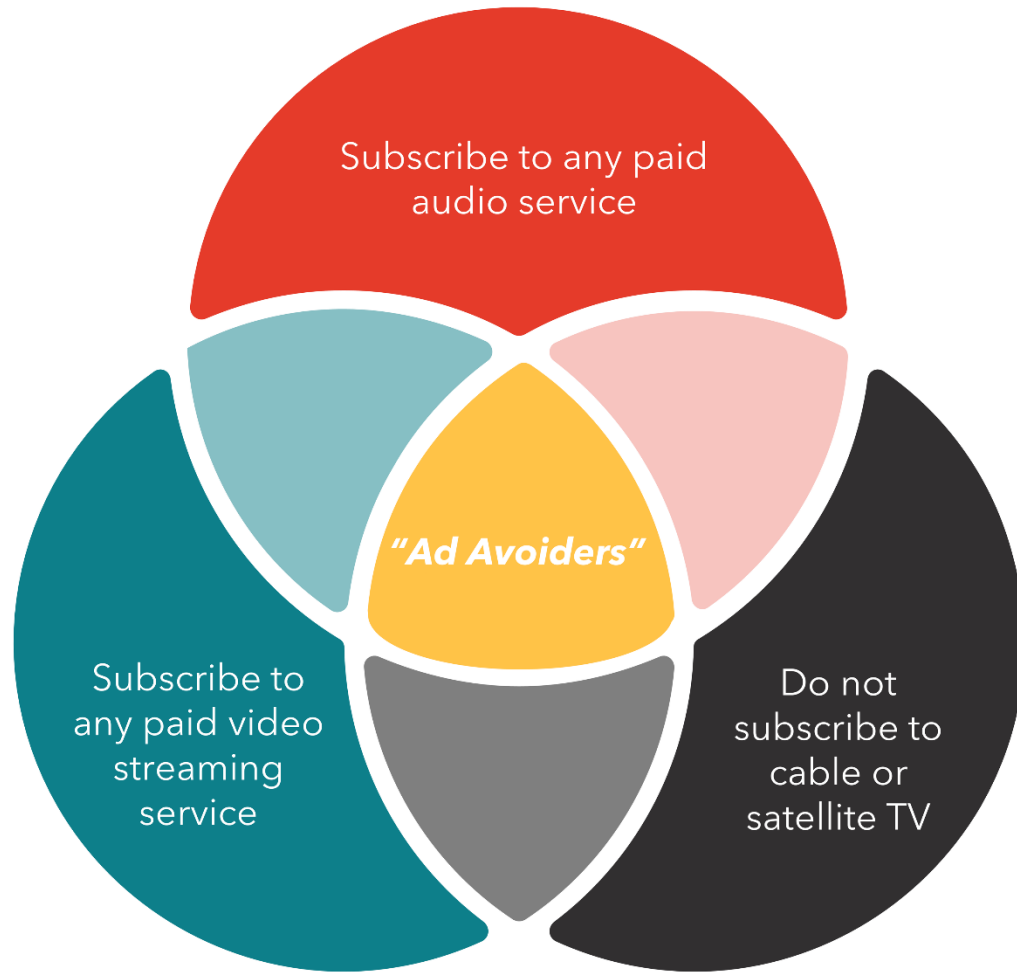


Base: Listen to podcasts for at least 5 hours per week

WHICH IS THE MOST IMPORTANT REASON WHY YOU CURRENTLY HAVE A PAID AUDIO LISTENING SUBSCRIPTION?



ON-DEMAND CONTENT SUMMARY:



Subscribe to any paid audio service: 62%

Paid subscriptions include: any internet-only music streaming services, SiriusXM, or any audiobook service

Do not subscribe to cable or satellite TV: 37%

Subscribe to any paid video streaming service: 86%

Paid video subscriptions include: any premium cable channels, internet-only television streaming services, and live TV streaming services

"Ad Avoiders": 18%

Do not subscribe to any paid video or audio services

Base: Listen to podcasts for at least 5 hours per week

PODCAST ADVERTISING: (AGREE/DISAGREE)

44%

agree

You pay more attention to
advertising on podcasts than on
other forms of media

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

PODCAST ADVERTISING: (AGREE/DISAGREE)

37%

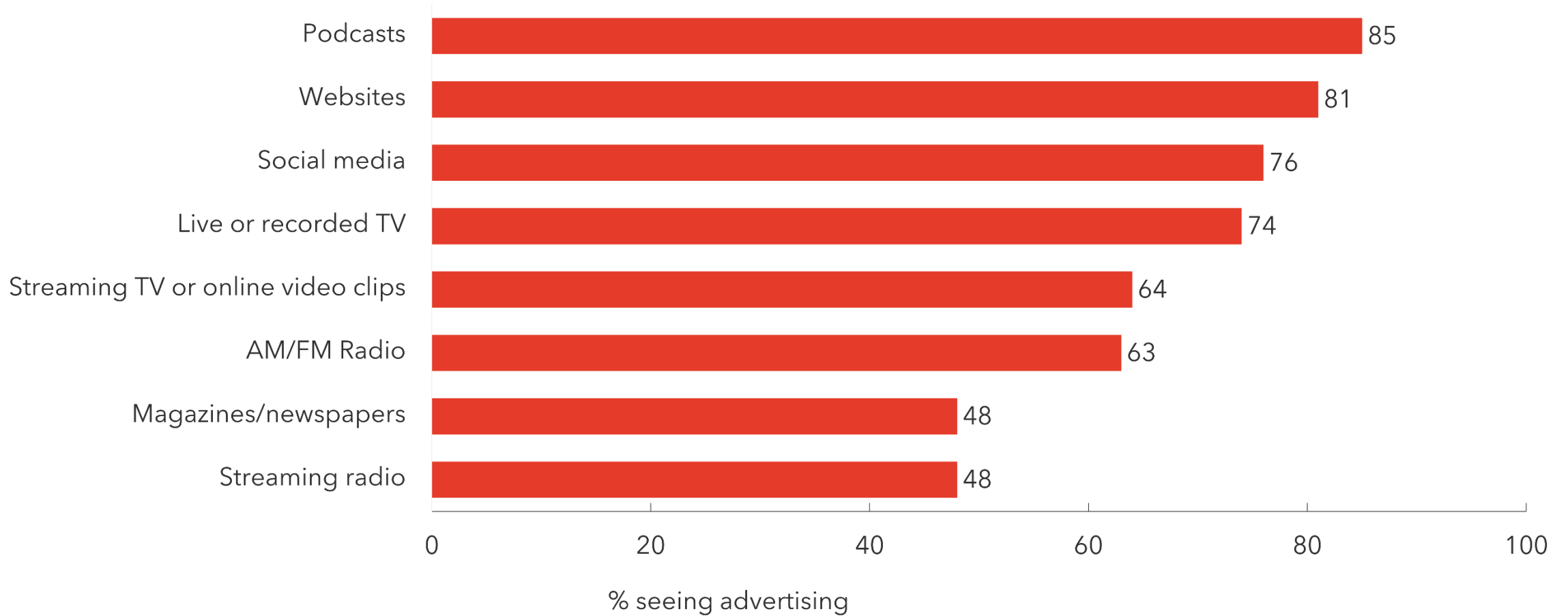
agree

Advertising on a podcast is the **best** way for a brand to reach you

% agreeing ('4' or '5' on a 5-point scale)

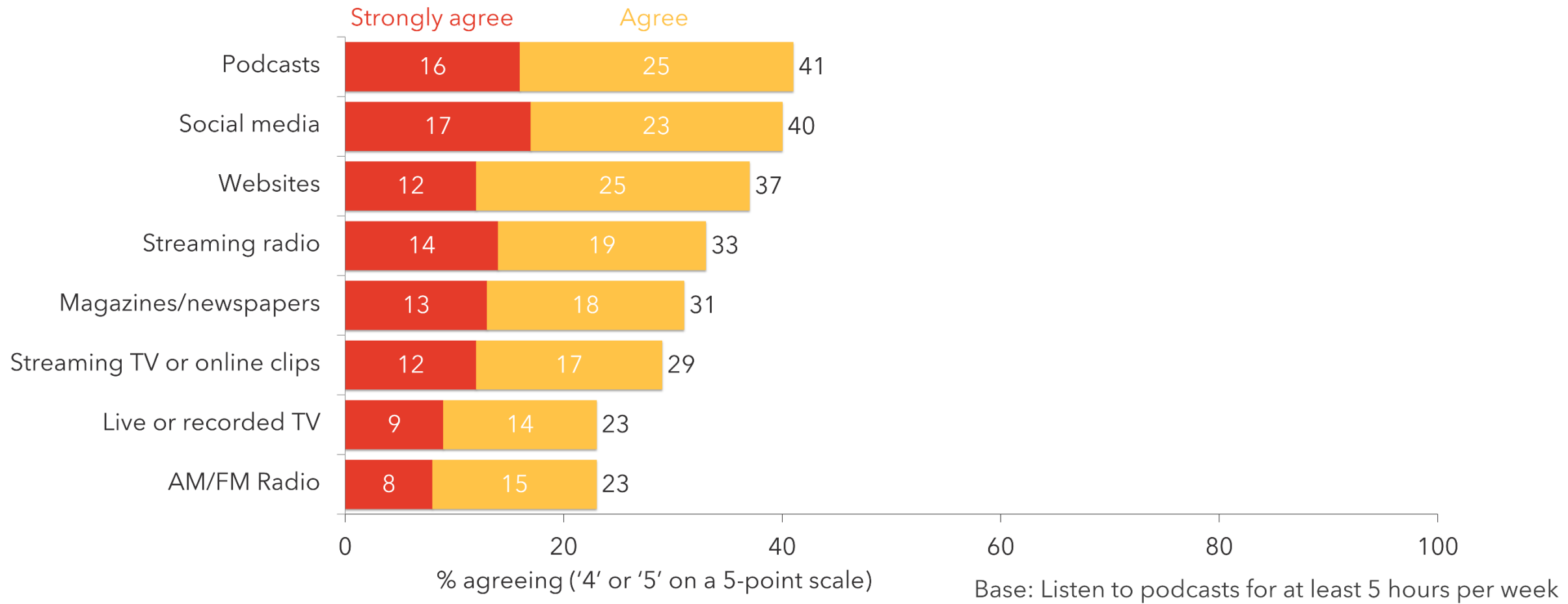
Base: Listen to podcasts for at least 5 hours per week

IN THE PAST WEEK, HAVE YOU SEEN OR HEARD ADVERTISING IN ANY OF THE FOLLOWING PLACES?

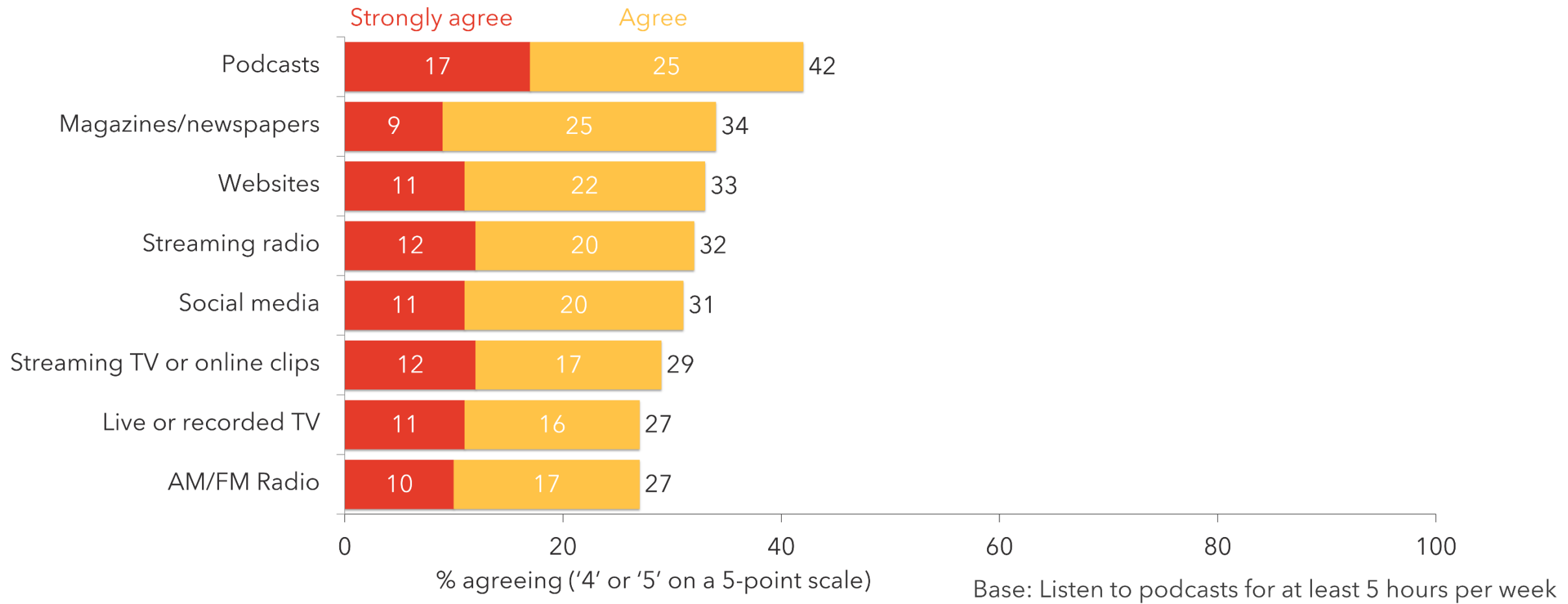


Base: Listen to podcasts for at least 5 hours per week

THE PRODUCTS AND SERVICES YOU LEARN ABOUT ON **(MEDIUM)** ARE GENERALLY RELEVANT TO YOUR INTERESTS



YOU ARE MORE WILLING TO CONSIDER PRODUCTS AND SERVICES AFTER YOU LEARN ABOUT THEM ON (MEDIUM)



PODCAST ADVERTISING: (AGREE/DISAGREE)

60%

agree

You appreciate podcast advertisers for supporting your favorite podcasts

44%

agree

Your opinion of a company is more positive when you hear it mentioned on a podcast you regularly listen to

% agreeing ('4' or '5' on a 5-point scale)

43%

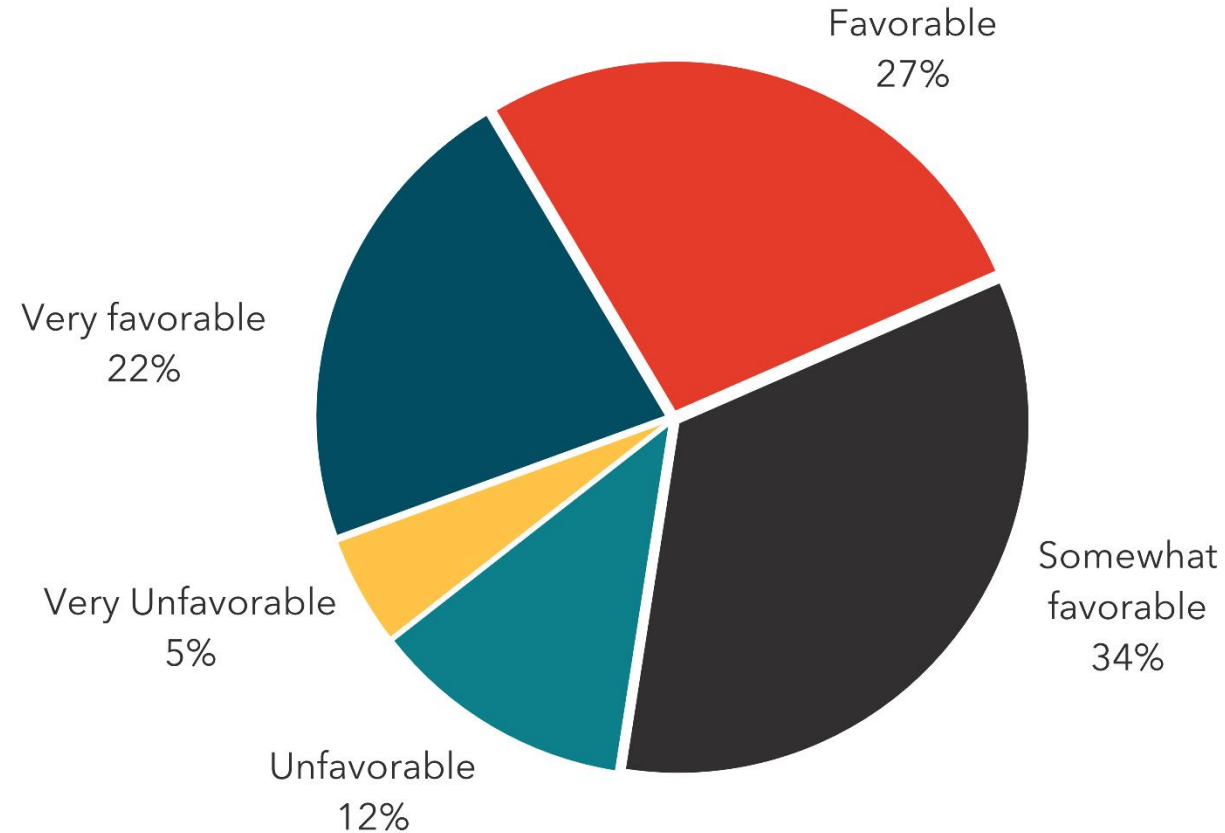
agree

When price/quality are equal, you prefer to buy products from companies that advertise on podcasts you regularly listen to

Base: Listen to podcasts for at least 5 hours per week

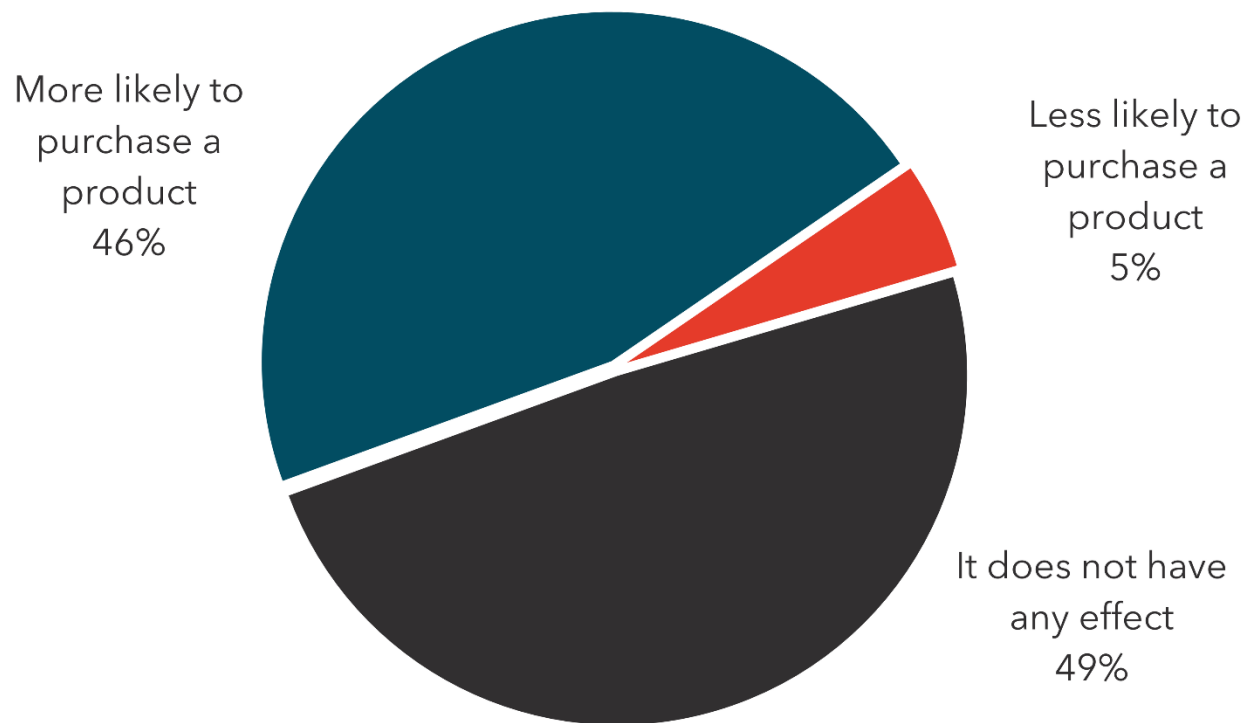
WHAT IS YOUR OPINION OF PODCASTING ADVERTISING THAT USES...

Personalized discussions about products by the host



Base: Listen to podcasts for at least 5 hours per week

COMPARED TO OTHER PLACES WHERE YOU MIGHT HEAR ADVERTISEMENTS, DOES HEARING AN AD ON A PODCAST MAKE YOU...?



Base: Listen to podcasts for at least 5 hours per week and have at least one paid audio subscription

AS A RESULT OF HEARING A SPONSORSHIP OR ADVERTISEMENT ON A PODCAST YOU REGULARLY LISTEN TO, HAVE YOU EVER...?

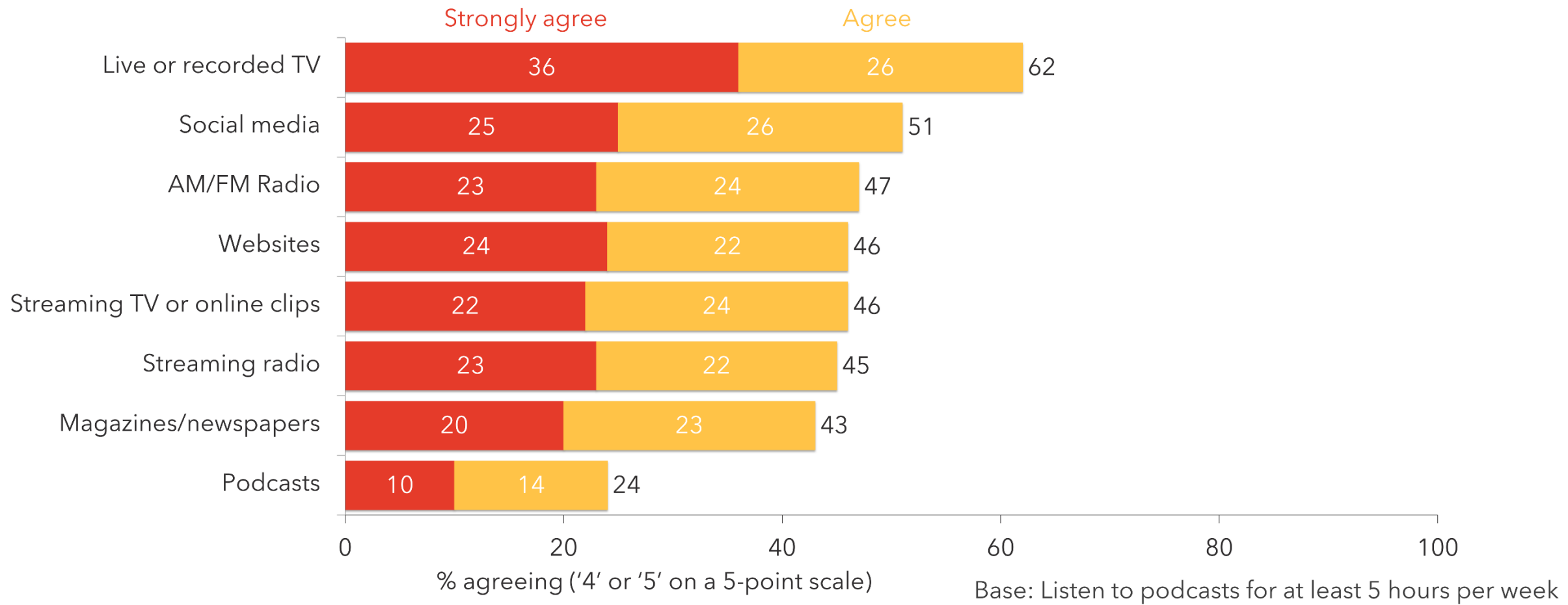
70%

Considered a new product or service

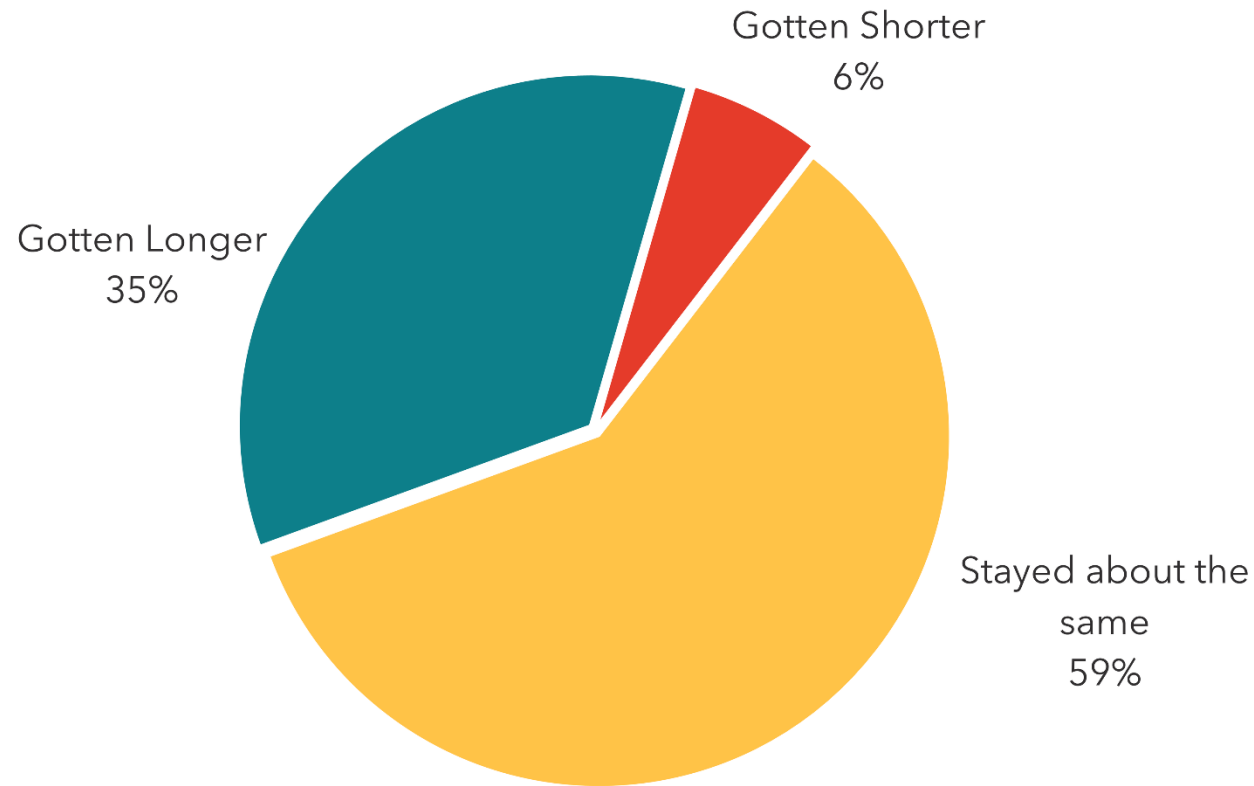
% saying yes

Base: Listen to podcasts for at least 5 hours per week

RELATIVE TO OTHER TYPES OF MEDIA, THERE ARE WAY TOO MANY ADS ON (MEDIUM)

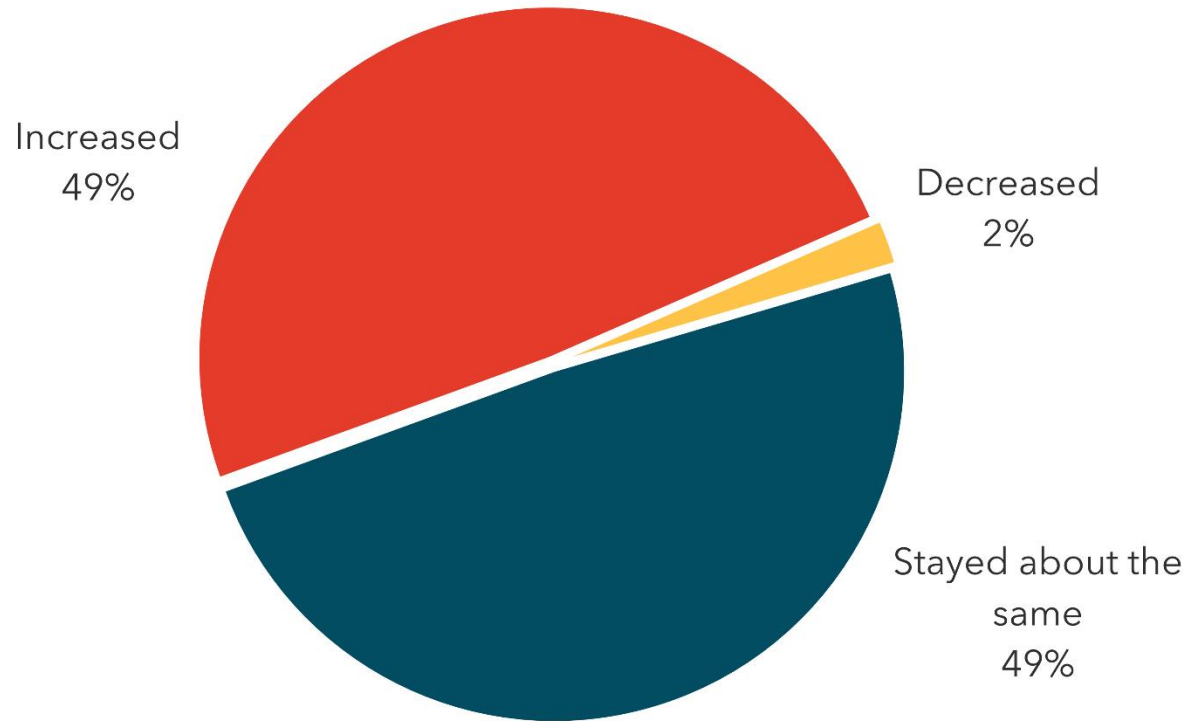


DO YOU THINK THAT THE LENGTH OF THE AVERAGE AD BREAK IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



Base: Listen to podcasts for at least 5 hours per week

COMPARED TO ONE YEAR AGO, DO YOU THINK THAT THE TOTAL NUMBER OF ADS IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



Base: Listen to podcasts for at least 5 hours per week



KEY FINDINGS

- 70% of Super Listeners have considered a new product or service based on a podcast ad
- Even though Super Listeners generally avoid ads, they agree podcast ads are an effective way to reach them
- While podcasts are generally not perceived as having too many ads, half of Super Listeners are noticing more ads lately

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podcastone

SUPER LISTENERS 2019

