



Podcasting Trends in Established vs. Emerging Markets:

Acast's Global Report for International Podcast Day -
September 30th, 2024



Methodology

- Research conducted in August 2024 using Attest
- Report reflects weekly podcast listeners surveyed
- Weekly podcast listeners were aged 18-64 and had a 50%/50% male/female split
- N=2,600 weekly podcast listeners, N=200 weekly listeners per surveyed market
- Two surveys were conducted and results in the report are broken out into the following two group which were divided into these emerging and established categories based on the advertising spend and market maturity in each region.

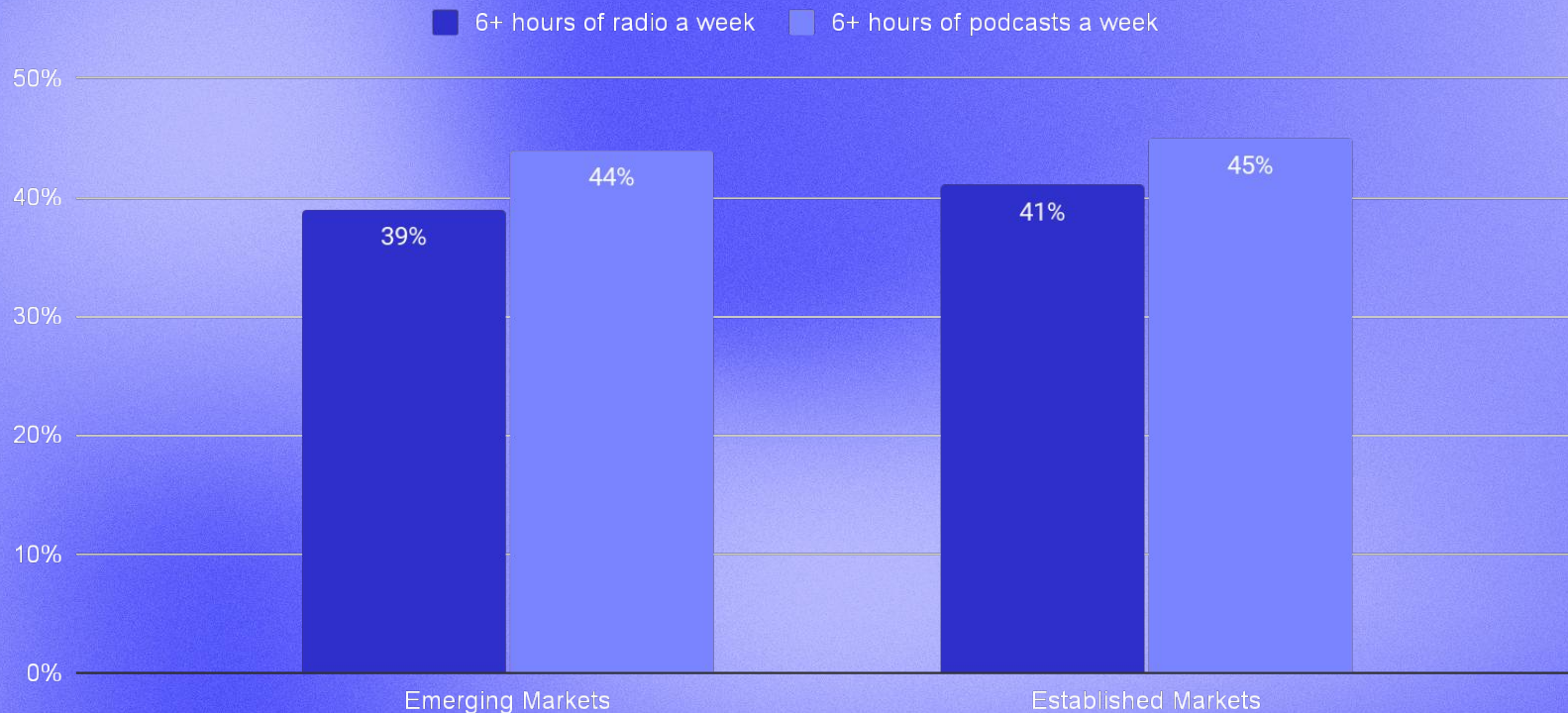
Established Markets:

- USA
- UK
- Sweden
- Canada
- Australia

Emerging Markets:

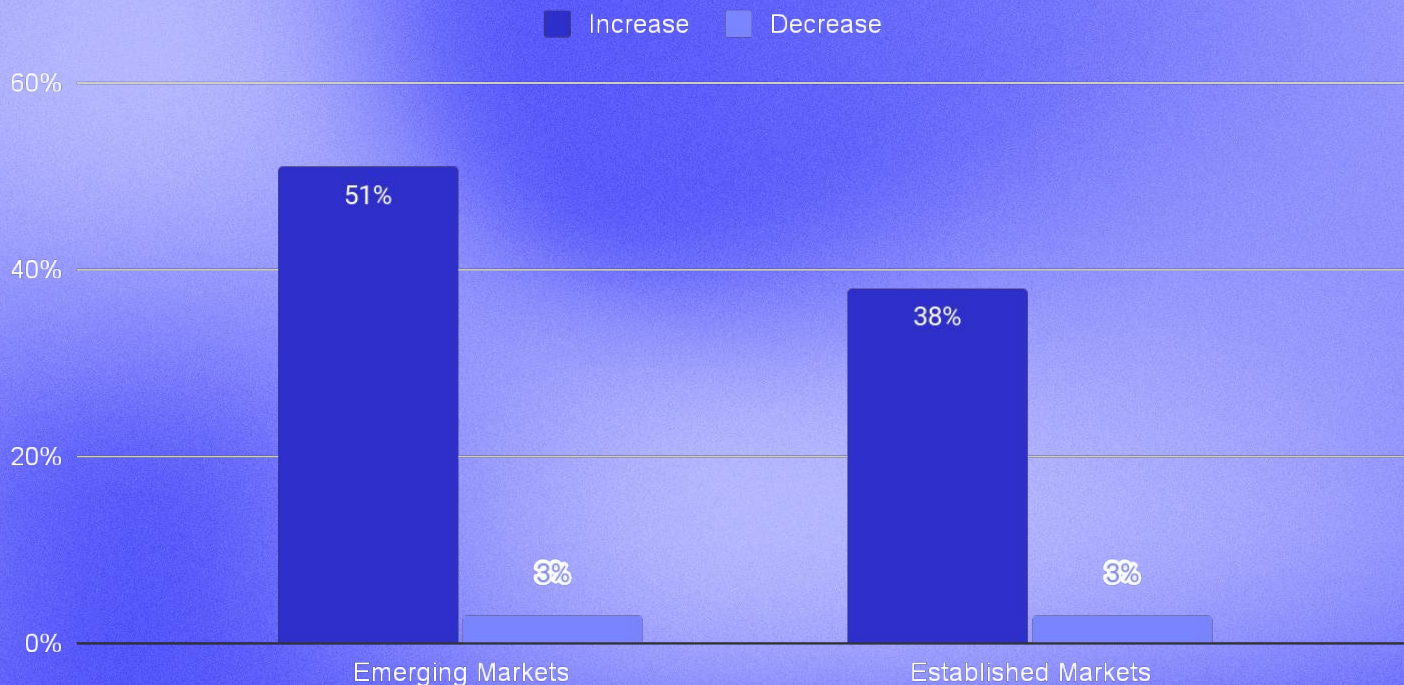
- India
- Brazil
- Singapore
- Italy
- Japan
- Indonesia
- Netherlands
- Spain

In Both Emerging and Established Podcast Markets, Podcast Listeners Invest Significant Amounts of Time into the Medium



And Time Spent with Podcasts is Poised to Continue Growing, Especially in Emerging Markets with Over Half of Listeners Expecting to Spend More Time with the Medium in the Coming Months

Over the next six months, how do you anticipate your time spent listening to podcasts to change?



Radio's decline in recent years has, and will continue to be, podcasting's gain. Listeners are leaving radio, but not audio.

44%

of radio listeners in established markets that expect to decrease their time spent with radio expect to increase their time spent with podcasts (16% higher than average in the study).

The most dedicated podcast listeners are moving away from television and replacing it with more podcasts.

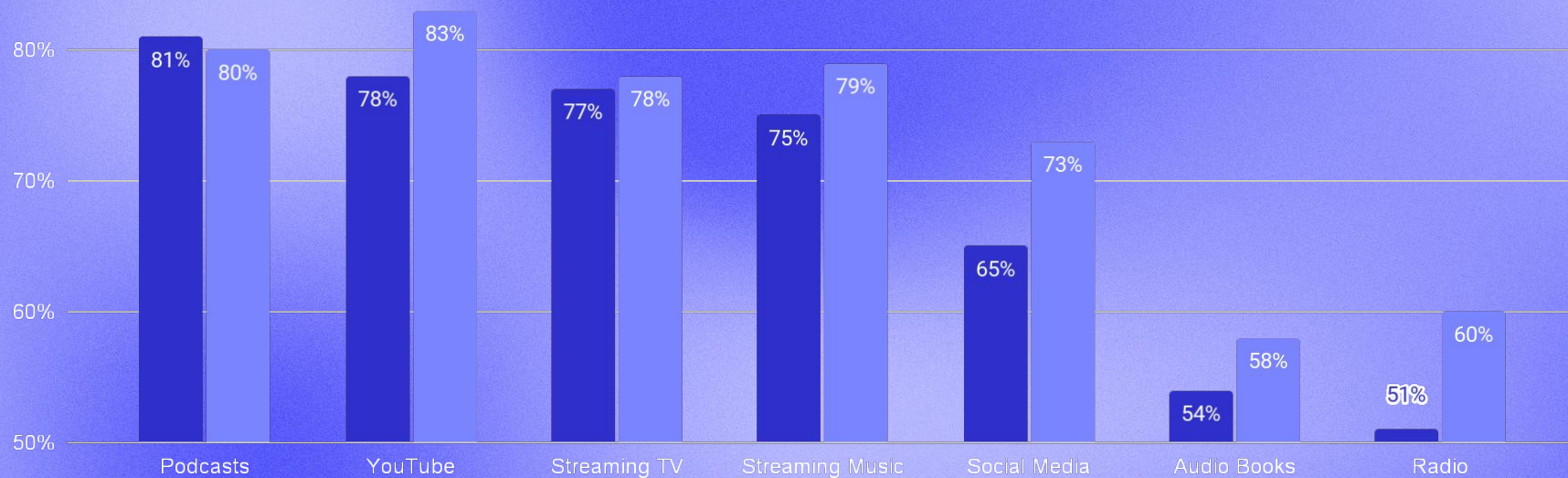
53%

of daily listeners in established markets say they pay for fewer TV streaming services than they did a year ago, up from 42% of weekly podcast listeners.

Podcasts Deliver Valuable Levels of Consumer Engagement

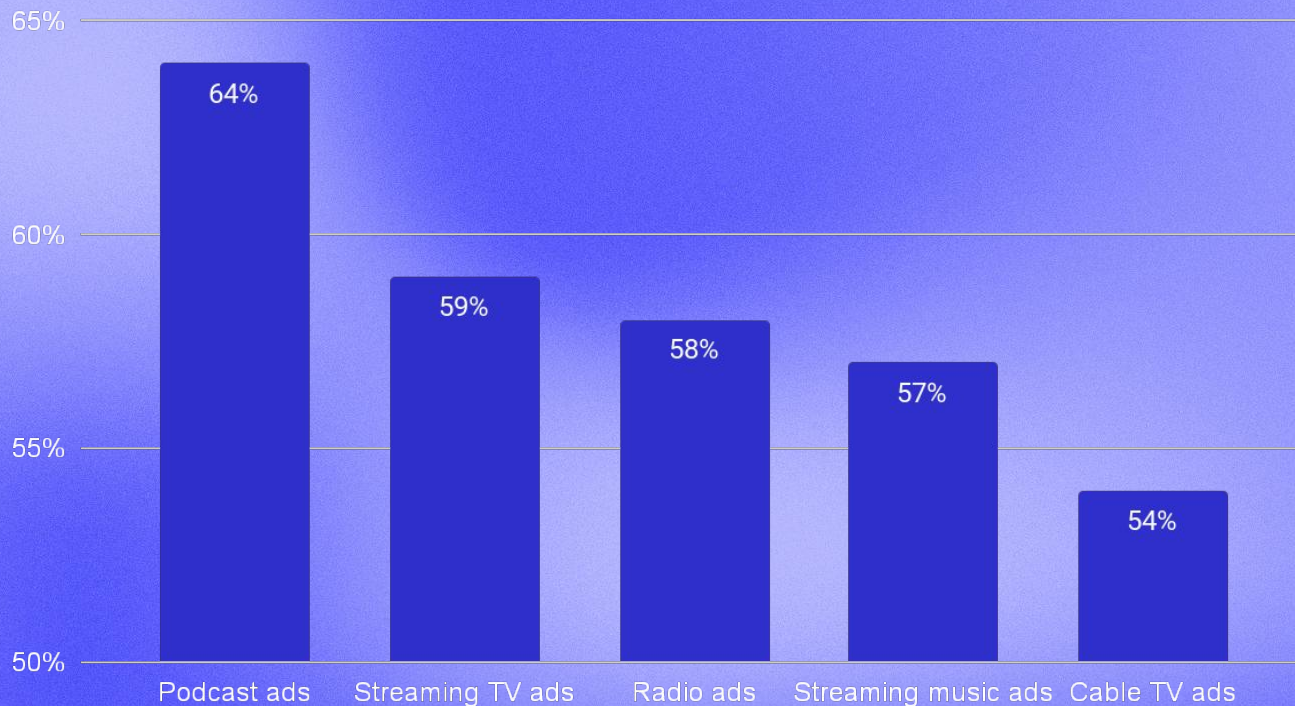
Showing % who say they are highly engaged or engaged while consuming the following types of media.

Established Markets Emerging Markets



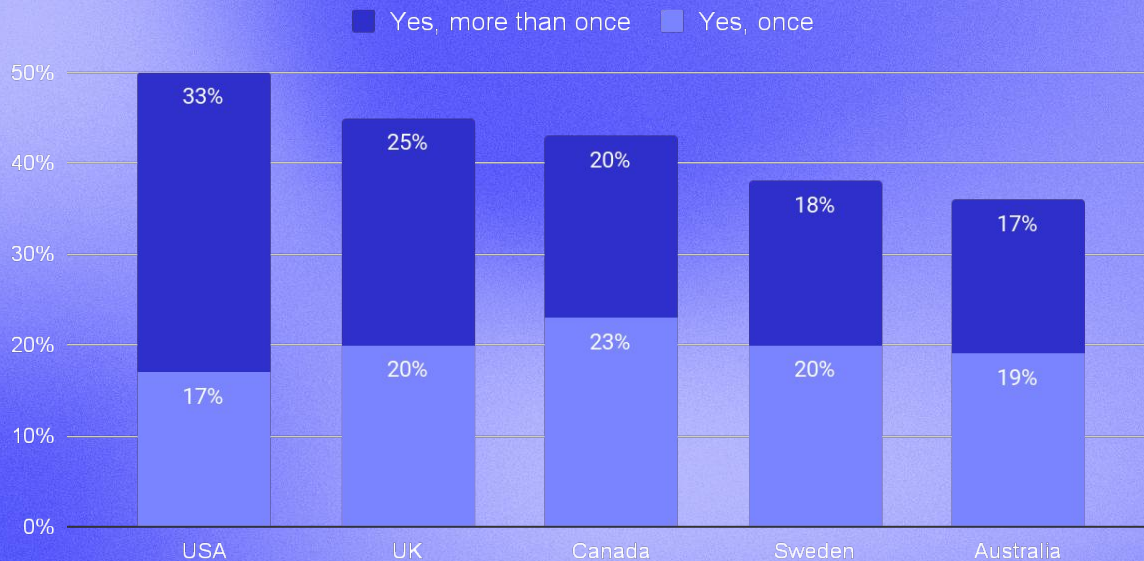
Within Audio, Consumers are Most Likely to Listen to Podcast Ads (+10% vs. radio and +12% vs. streaming music)

(Established Markets) Listen / Watch to ad type half of the time or more...



High Levels of Ad Consumption in Podcasting Translates to Actual Purchases, with Half of American Listeners Having Made a Purchase Because of a Podcast Ad

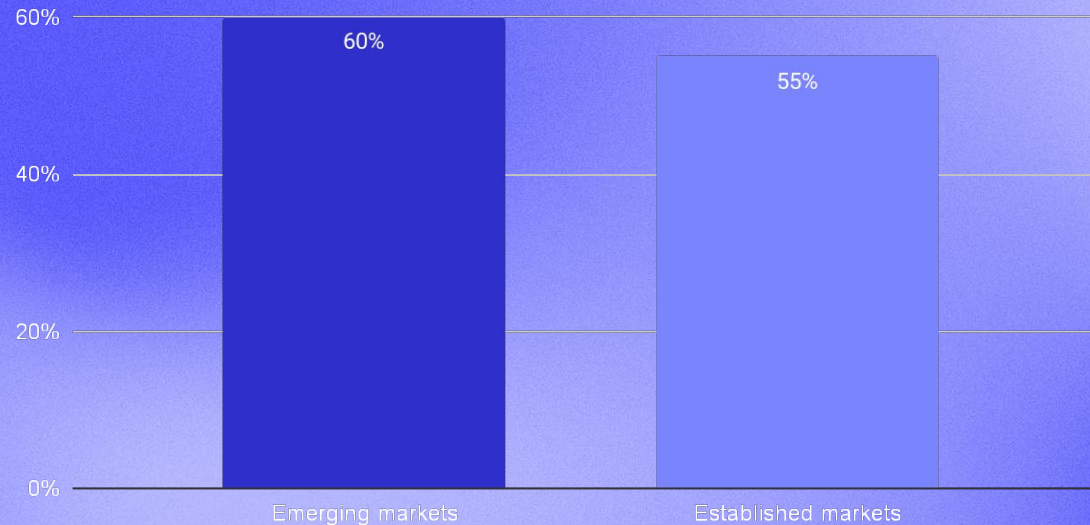
Have you made a purchase because of a podcast ad before?



Daily podcast listeners in emerging markets are already more likely than those in established markets to have made a purchase because of a podcast ad.

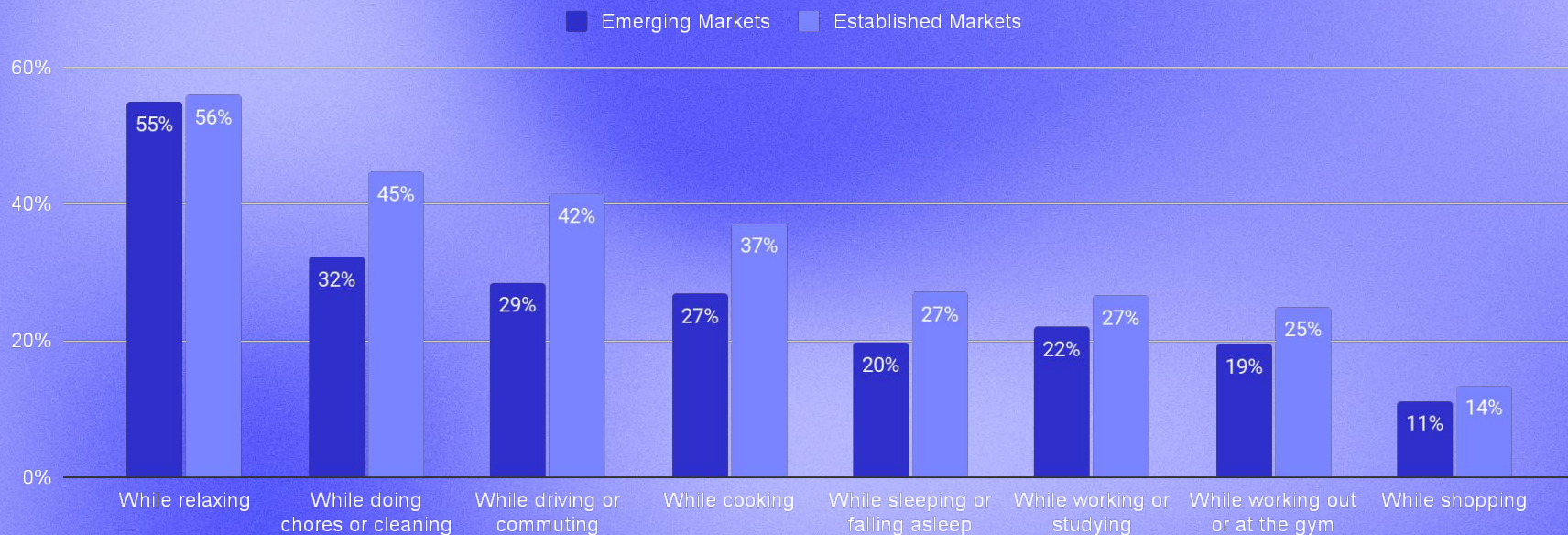
This indicates big ad spend growth potential in emerging markets as consumption rises.

(Daily podcast listeners) Showing % that have made a purchase because of a podcast advertisement...

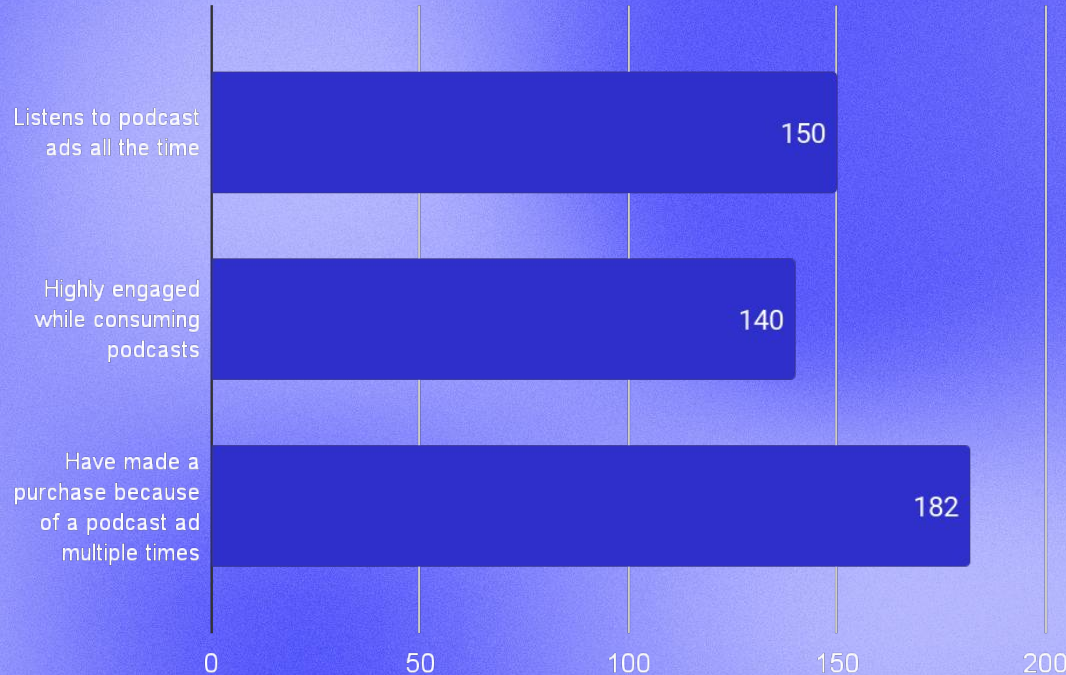


As Podcasting Grows in Emerging Markets, Expect The Medium to Move Beyond Relaxation and to be Used More Often While Commuting and Doing Daily Tasks

In what situations do you commonly listen to podcasts?



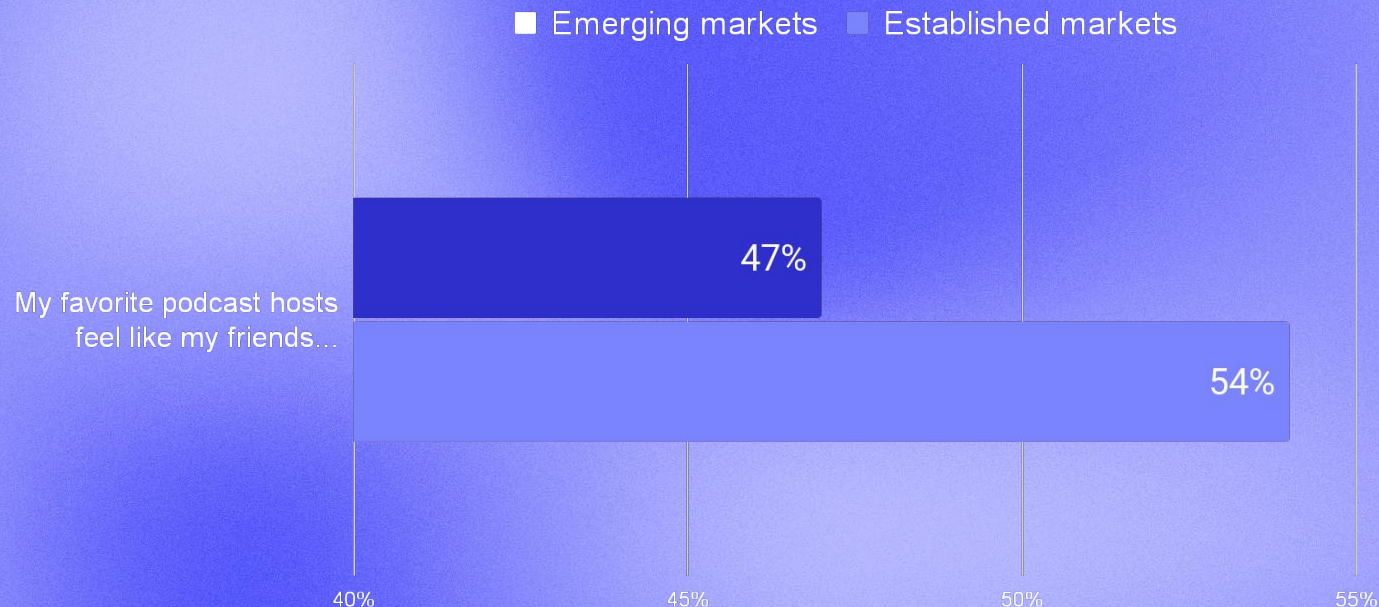
Showing index of consumers who listen to podcasts while shopping vs. overall weekly listeners (established markets)



The segment of 14% of consumers that listen to podcasts while shopping is a highly valuable audience.

Being able to reach consumers as they actively make purchase decisions with ads they don't skip and find engaging is a unique selling point of podcasting as a medium.

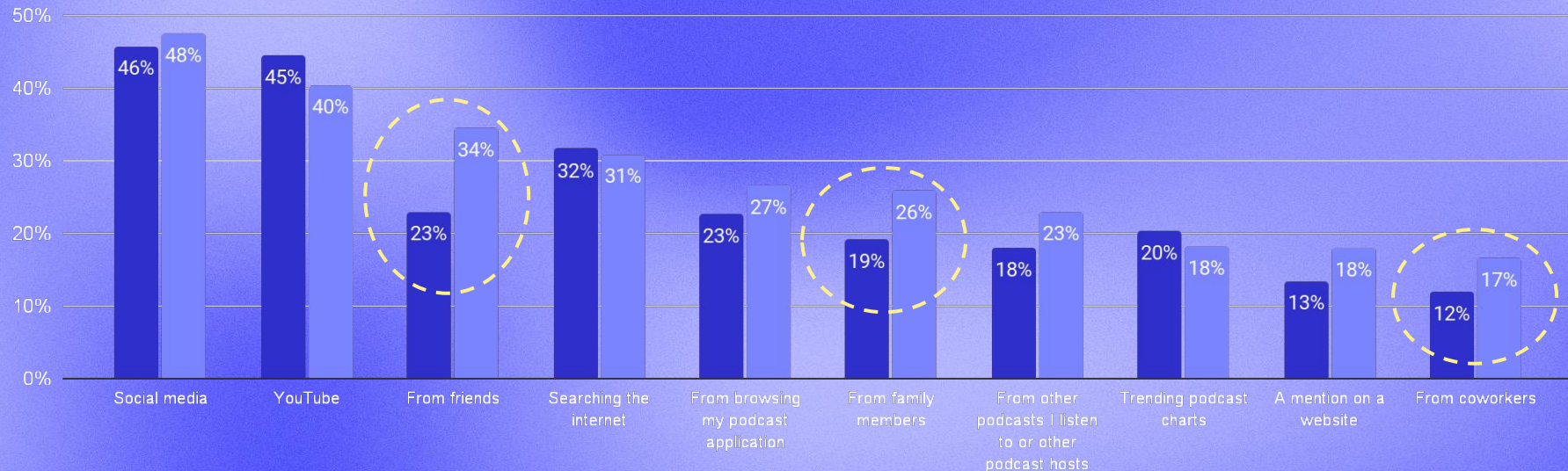
In Established Markets, More than Half of Listeners are so Connected to Their Favorite Hosts that they say they Feel like Their Friends. Expect this Sentiment to Expand in Emerging Countries as Podcasting Grows.



Social Media Platforms and YouTube are Key Discovery Tools Globally; As Podcasting Grows in Emerging Markets, Expect Word of Mouth Promotion to Greatly Increase

Where do you learn about new podcasts?

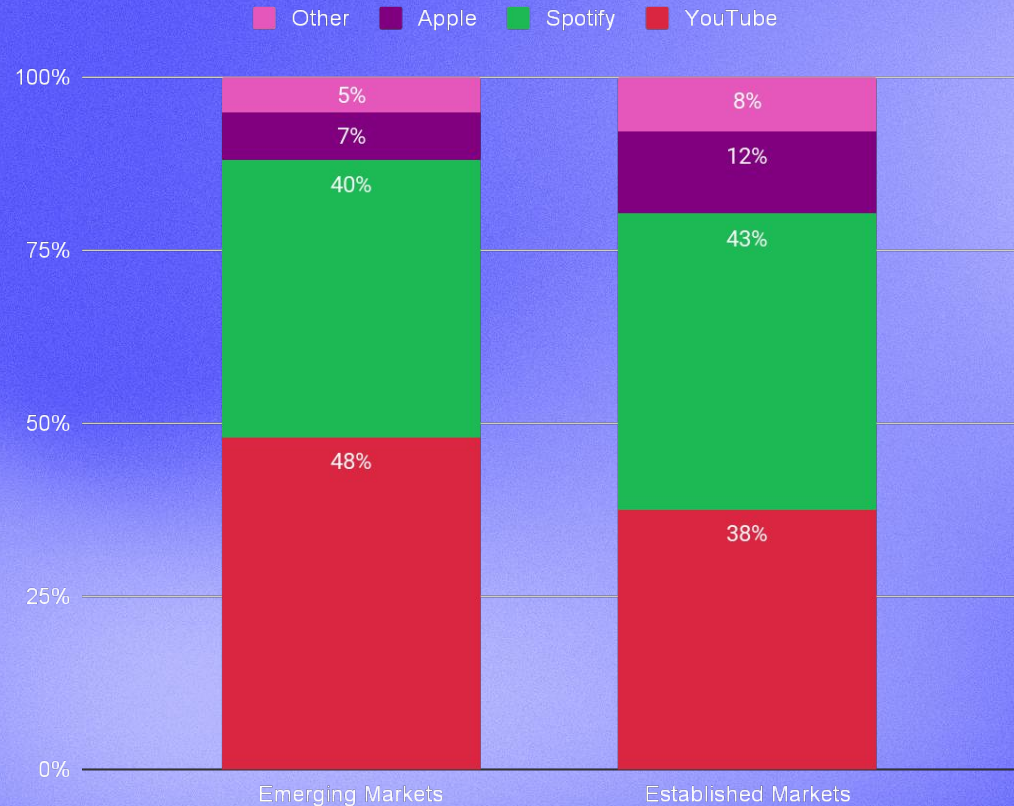
■ Emerging Markets ■ Established Markets



YouTube isn't just a discovery tool, in emerging markets, it is the platform that listeners most commonly use to listen to podcasts.

Because of this trend, listeners in emerging markets (71%) are just as likely as listeners in established markets (72%) to have watched a video podcast before.

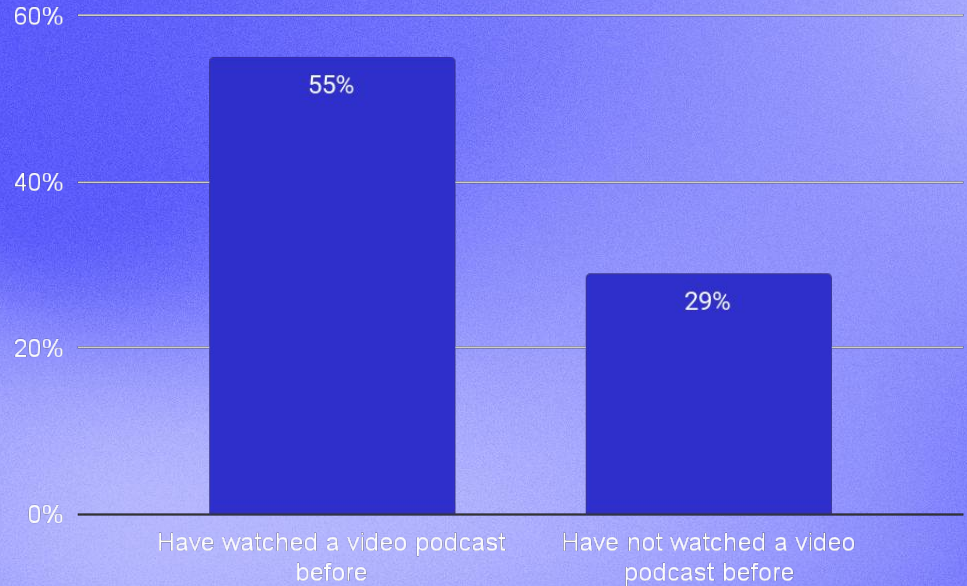
On which platform do you most commonly listen to podcasts?



Consumers that have watched a video podcast before are significantly more likely than those who have not to agree that their favorite podcasters feel like their friends.

Engaging listeners in multiple ways (audio, video, social) fosters a deeper connection between podcaster and consumer.

"My favorite podcasters feel like my friends" (Emerging markets)



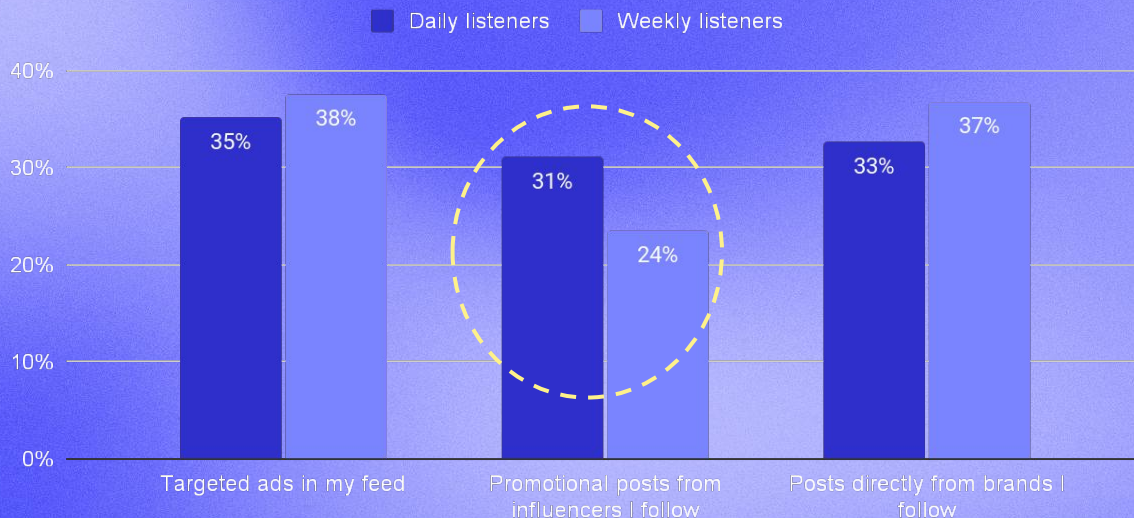
In established markets, podcasting is increasingly expanding marketing campaigns to platforms where creators' audiences live, in particular on YouTube and social media.

62%

This is made possible by 62% of listeners following podcasters on social media.

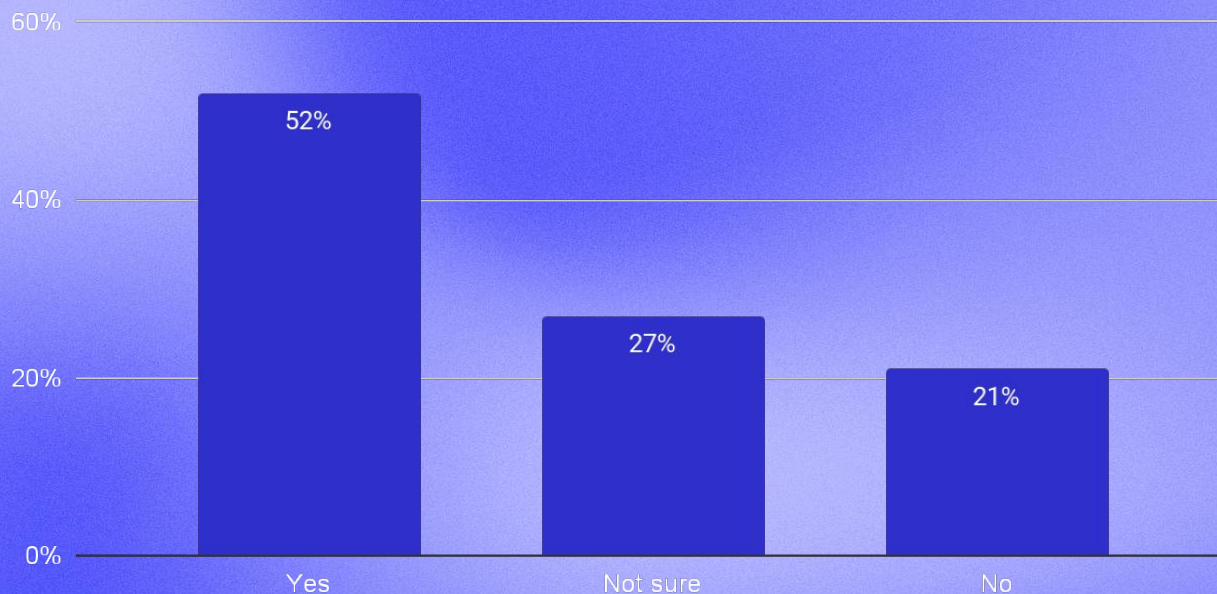
The Most Avid Podcast Listeners are More Likely to be Swayed by Promotional Posts from Influencers, Underscoring the Value of Multichannel Campaigns that Utilize a Podcaster's Social Media Following

While on social media, which of the following types of ads do you find most effective at influencing your purchasing decisions?



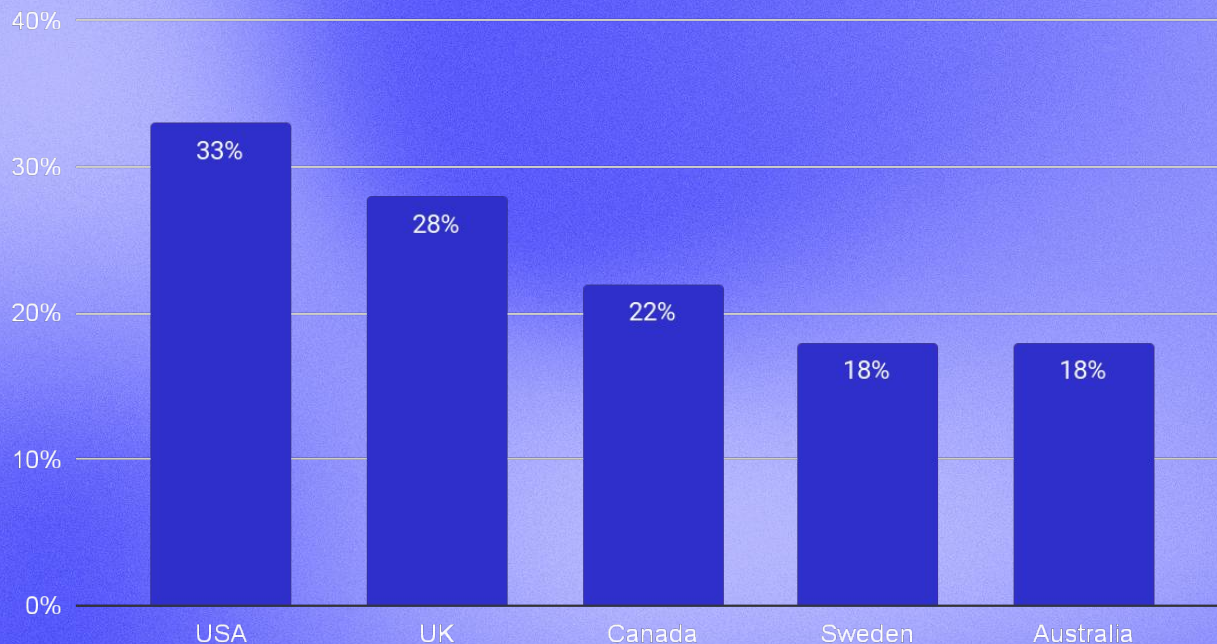
24% of Podcast Listeners in Established Markets have Attended a Live Podcast Event Before. Expect this Trend to Follow in Emerging Markets.

Would you attend a live event hosted by your favorite podcaster:
(emerging market listeners)



Live Podcast Events are Huge in the USA, Fostering Communities Within Podcasting and Providing Additional Revenue Streams to Podcasters

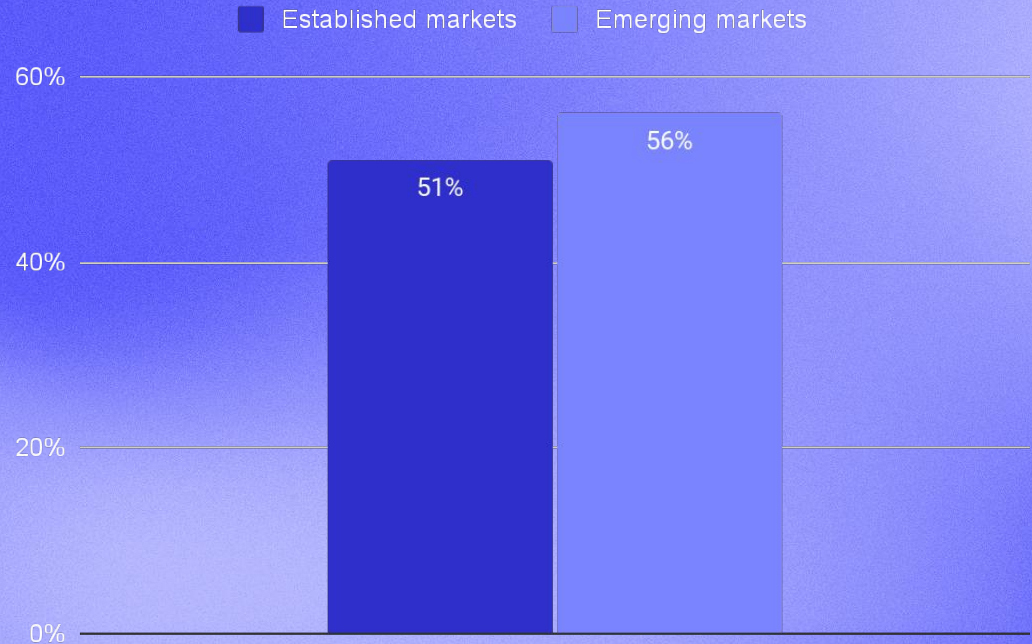
Have attended a live podcast event:



Co-listening to podcasts with others is interestingly more common in emerging markets than established markets. These habits are great for marketers looking to maximize their reach.

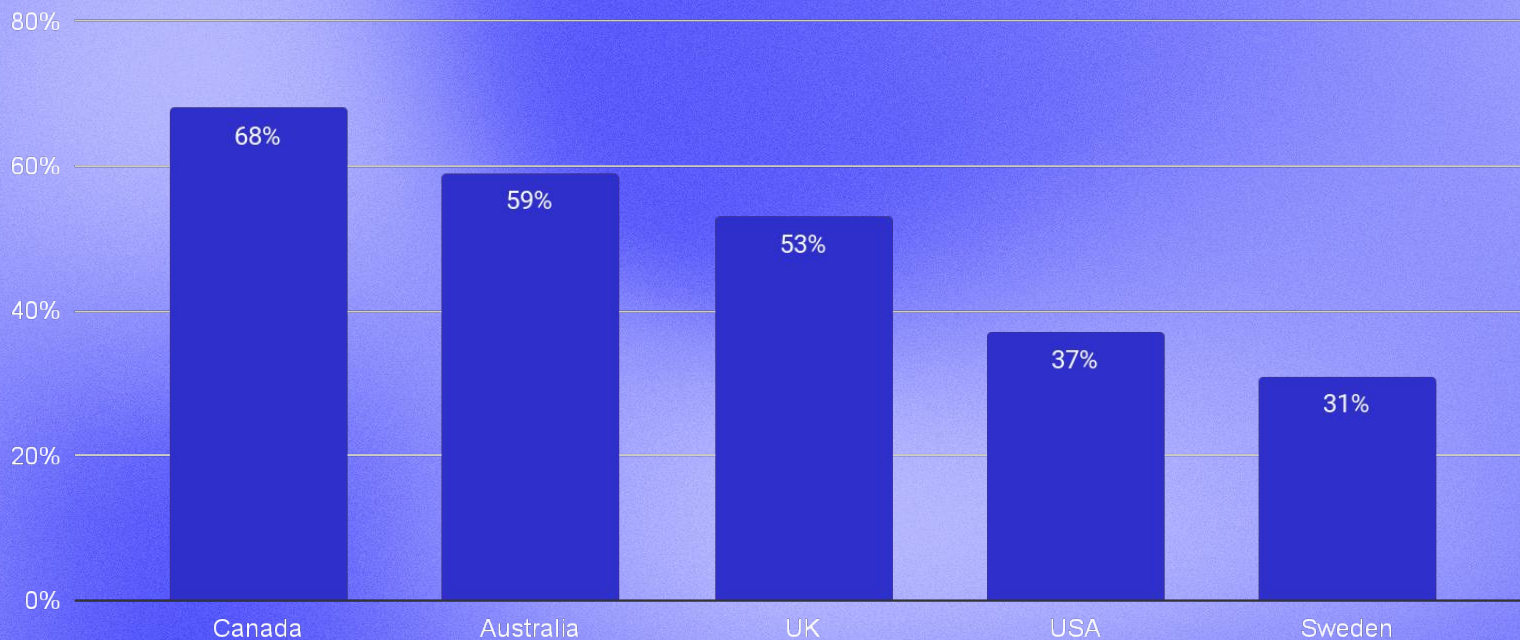
The 25-44 age group is most likely to co-listen to podcasts as many parents are listening to podcasts with their kids.

I sometimes listen to podcasts with other people:



Podcast Listeners are Seeking out the Content they Want to Listen to, With Canadians Most Likely to Listen to Podcasts from Another Country

I often listen to podcasts from a country that I don't live in:



In emerging markets, podcast listeners desire more content from their favorite podcasters. Look for more content to pour into emerging markets to meet listener demand.

49%

of listeners would consider paying for additional content from their favorite podcast host.

The Acast Difference: Global Podcast Experts

#1 Independent Podcast Network Globally

125K

Shows
worldwide

c.400M

Monthly
listens

15

Countries with
sales teams

Pioneer

of many of today's leading targeting
and performance solutions, including
DAI, 1PD Onboarding, and
Sponsorship+

Award-winning

creative team with 360°
campaign expertise across
podcasting, video, social media,
live events, & more!



From Team Acast

Contact: sales@acast.com

**THANK
YOU**