



The Podcasting Data Kit

2017 Audience Insights & Trends

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PART I

Niche No More

Shaquille O'Neal. Katie Couric. Alec Baldwin. These are just a few of the big-name entertainers jumping in to the growing world of podcasting. As new distributors, hosts, and brands get involved, podcasting is quickly evolving from niche pastime, to mainstream media.

This shift in public awareness and mainstream adoption is reflected in the 2017 Edison Research survey "Infinite Dial" which shows that from 2009 to 2015, Americans' familiarity with the term "podcasting" remained relatively flat. In 2016, it saw it's biggest jump in awareness since 2008, followed by a 5% increase in 2017. Today, 60% of Americans ages 12+ are familiar with podcasting. That means that after six years of static growth, awareness of podcasting has grown by 22% in just two years.

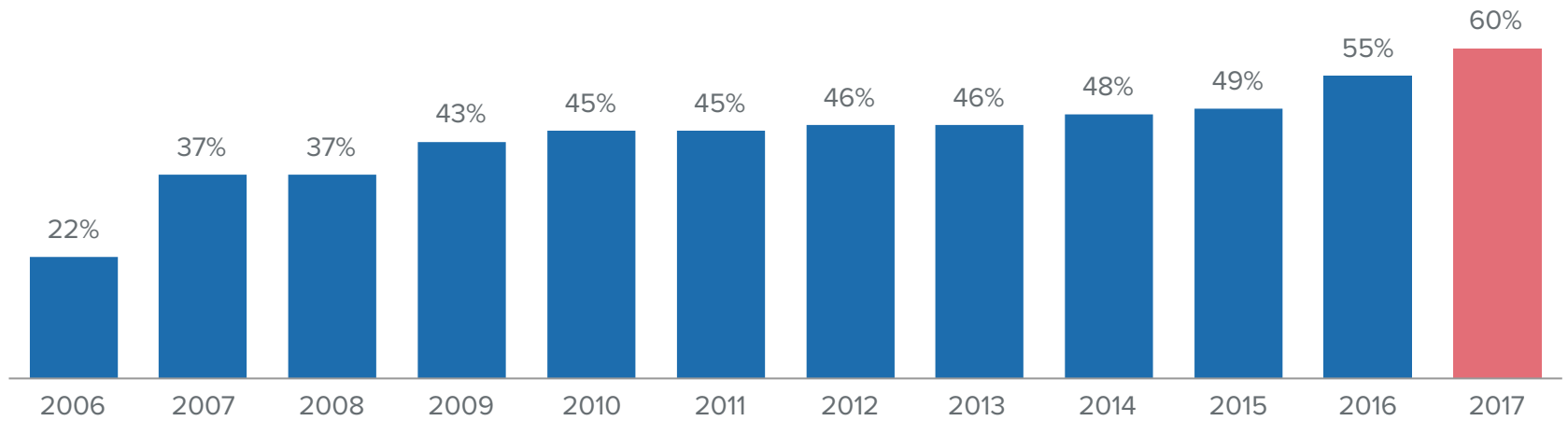
With a growing audience and it's big-star appear, the future of podcasting is undeniable.



Podcast Familiarity

% familiar with the term podcasting

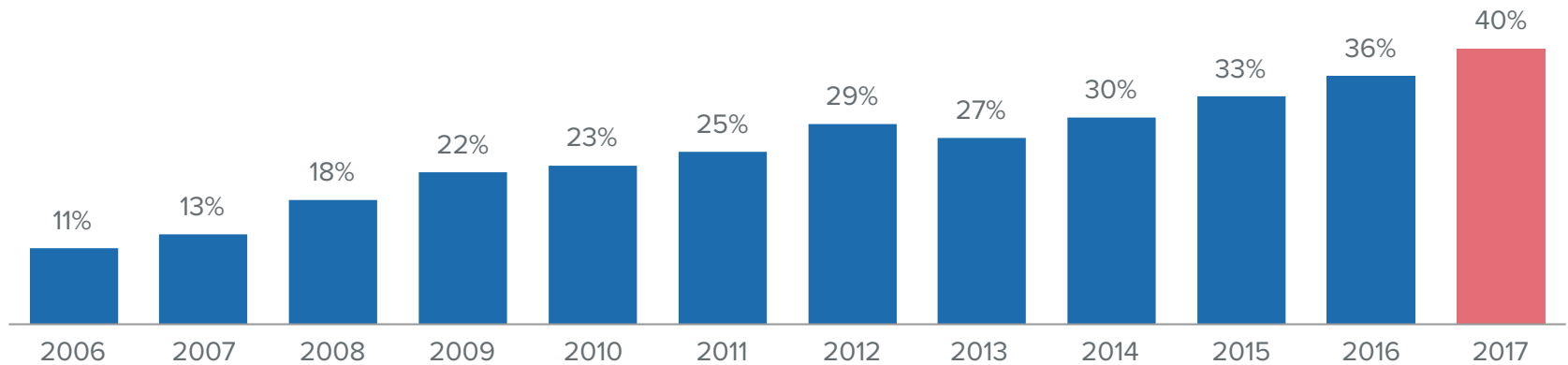
Estimated
168 Million



Podcast Listening

% ever listening to a podcast

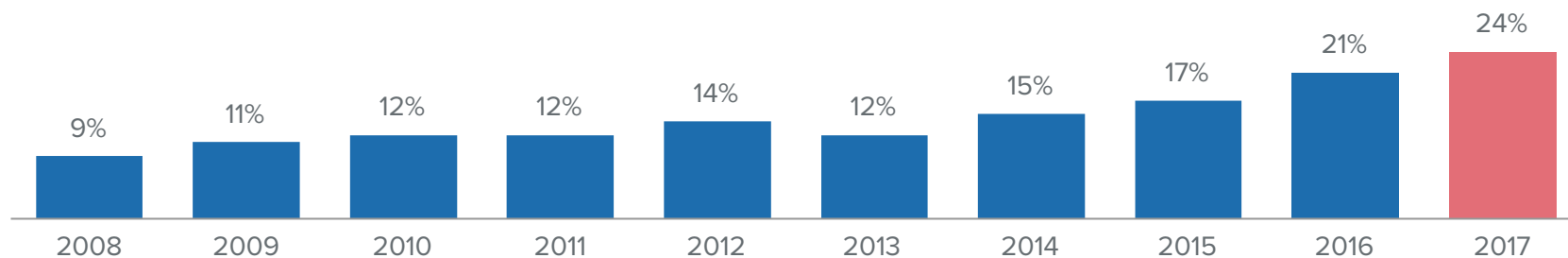
Estimated
112 Million



Monthly Podcast Listening

% listening to a podcast in last month

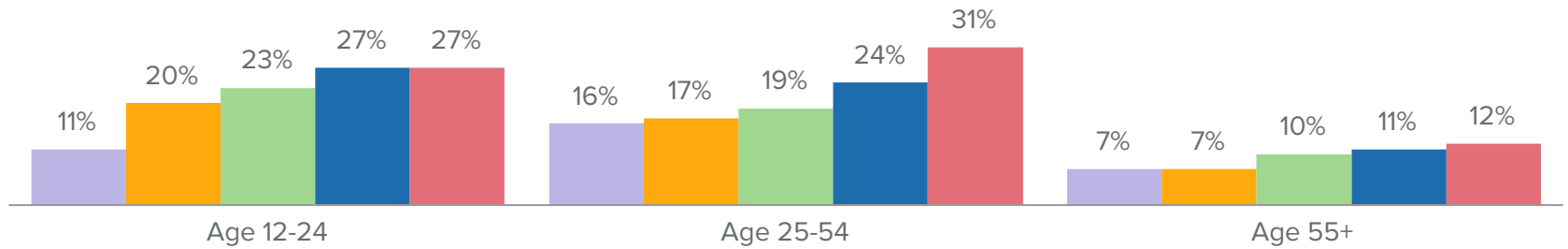
Estimated
67 Million



Monthly Podcast Listening

% listening to a podcast in last month

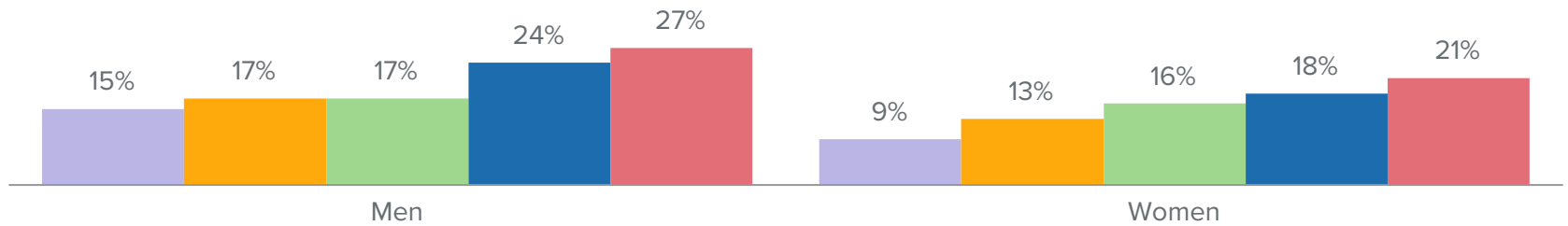
■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017



Monthly Podcast Listening

% listening to a podcast in last month

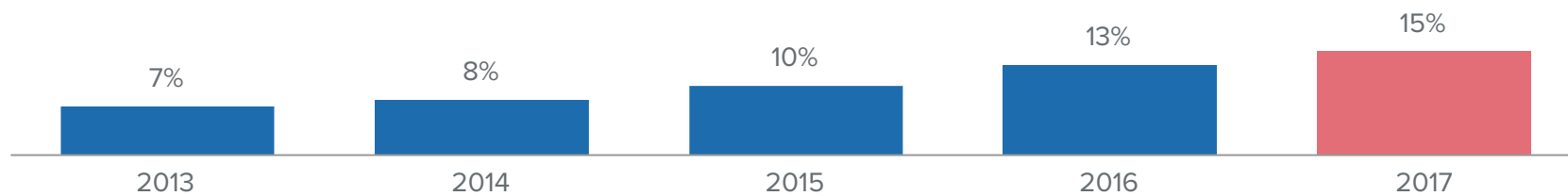
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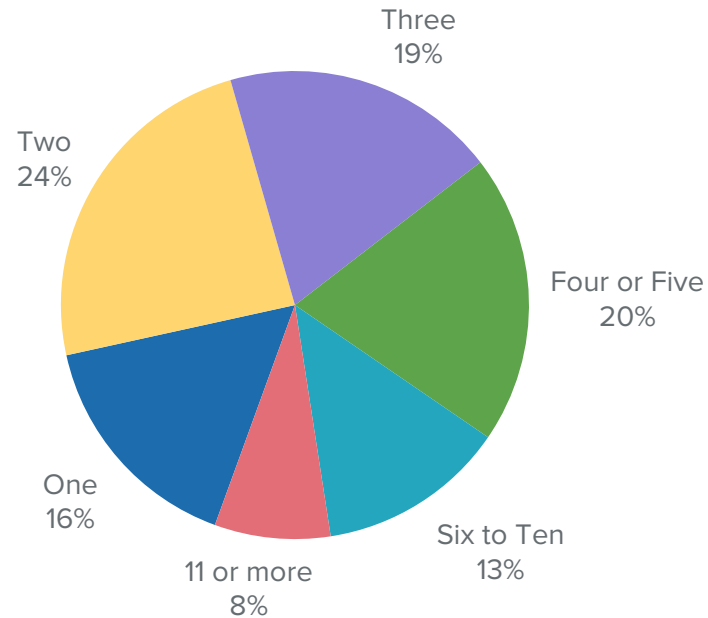
Weekly Podcast Listening

% listening to a podcast in last week

Estimated
42 Million



Number of Podcasts Listened to in Last Week



**Average of five
podcasts listened
per week**

PART II

The Way We Listen

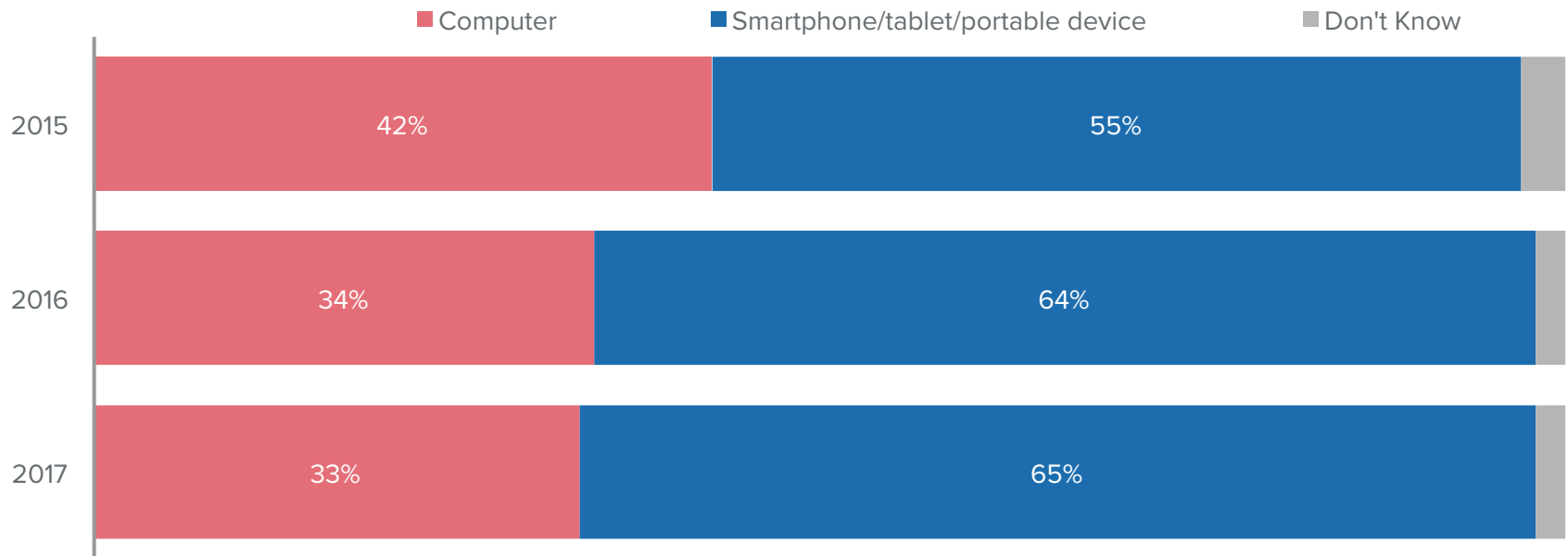
Podcast listeners are a highly mobile, engaged, and sought-after digital audience. Edison Research reports that 65% of podcast consumption now takes place on a mobile device, and while this may not come as a surprise, where they listen likely will. Today, 80% of listening happens while at home, a sharp contrast to the workday trend seen in streaming music.

The way we are consuming podcasts has also changed. A decade ago it was understood that podcasts were something you downloaded and listened to at later time, but that is no longer the case. Today, 77% report that when listening to podcasts, they click and listen immediately.

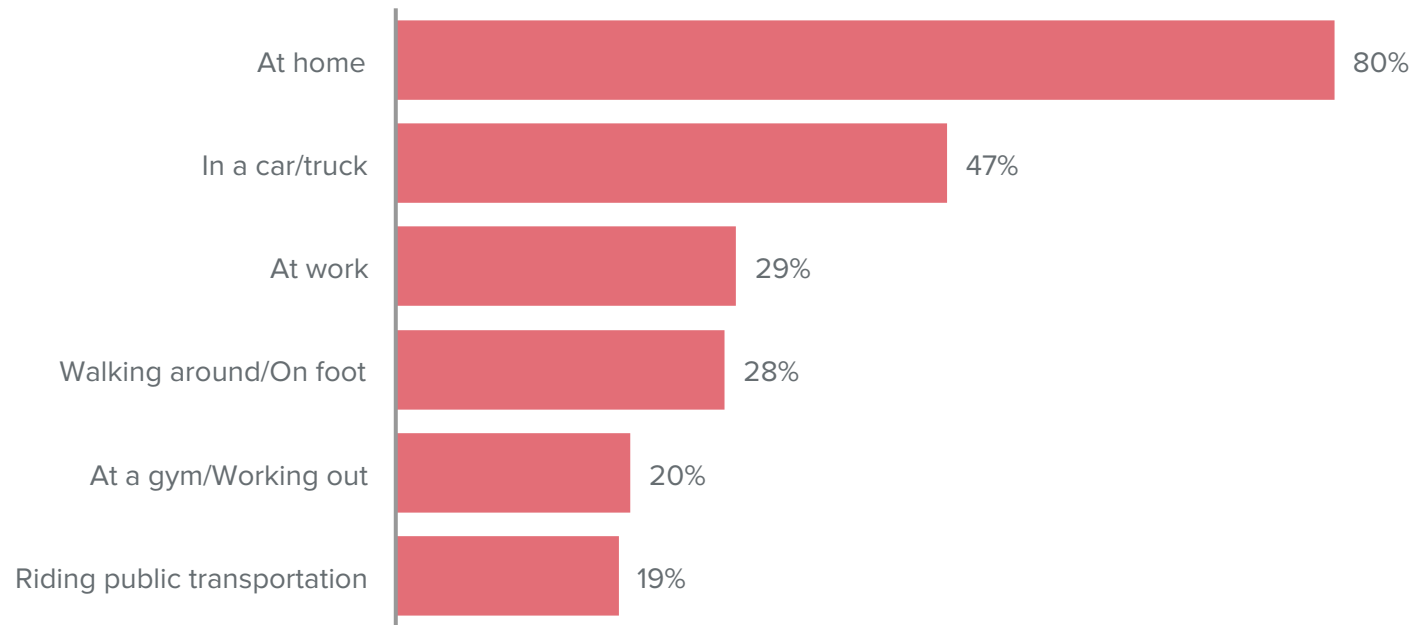
This combination of mobility, immediacy, and intimacy makes the podcast audience increasingly valuable to both content providers and brands.



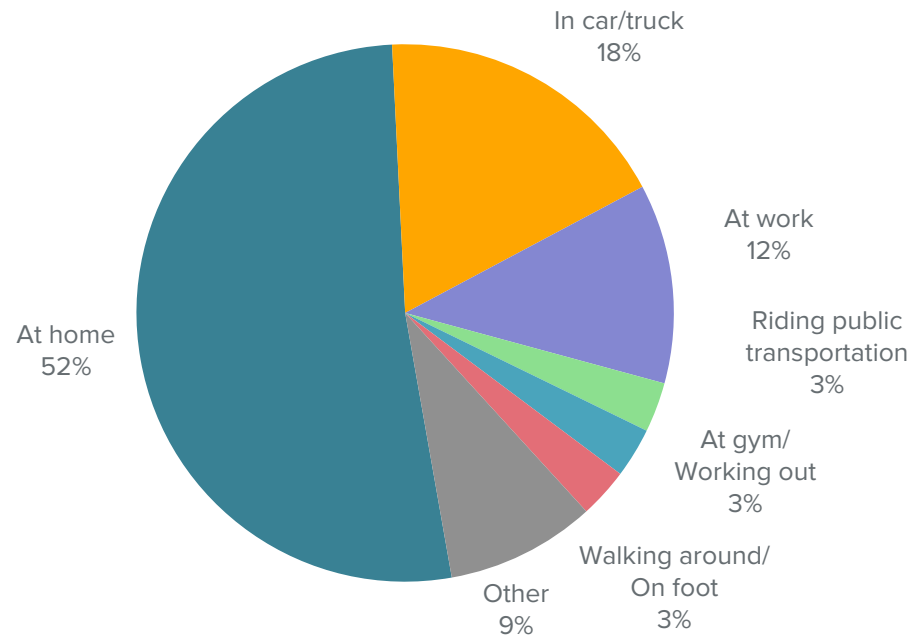
Device Used Most Often to Listen to Podcasts



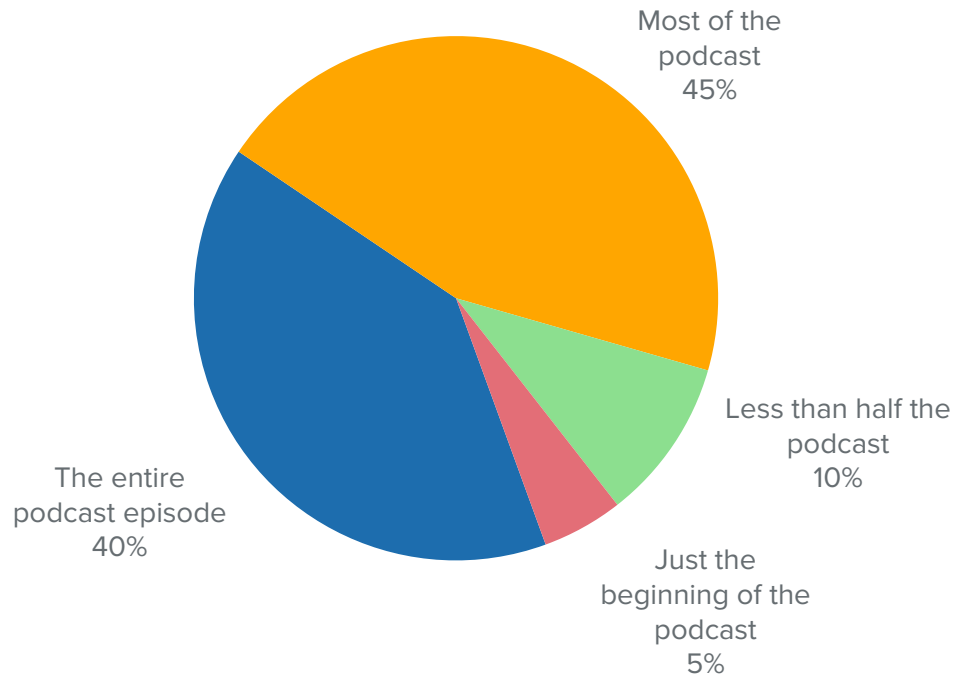
Podcast Listening Locations



Location Listened to Most Often



Podcasting Listening





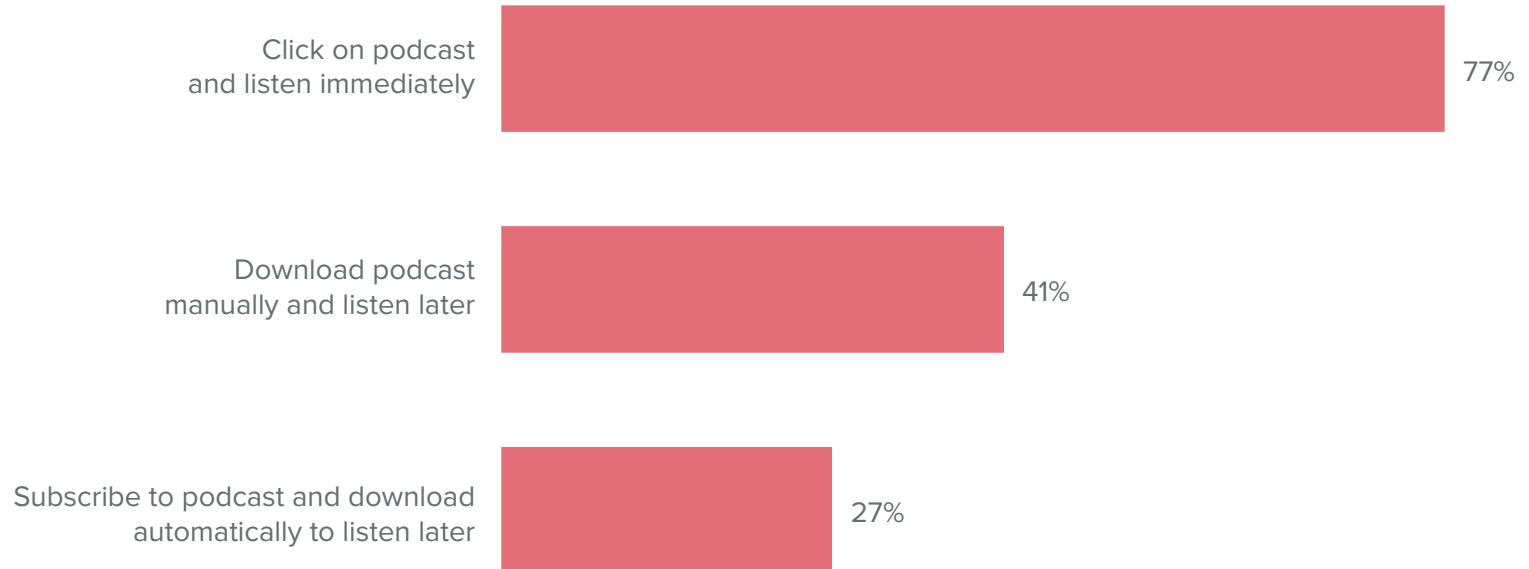
Consumer behavior has changed. Listening immediately has become the dominant paradigm...The concern that people click on a podcast to download it and then never listen to it — it's really fading into the background.

TOM WEBSTER
VP FOR STRATEGY & MARKETING
EDISON RESEARCH

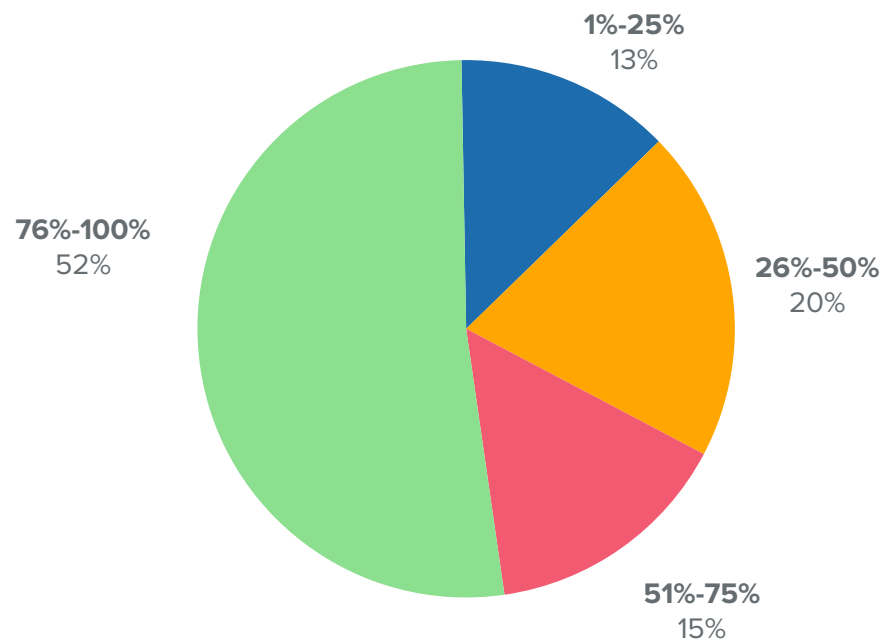


Method of Listening to Podcasts

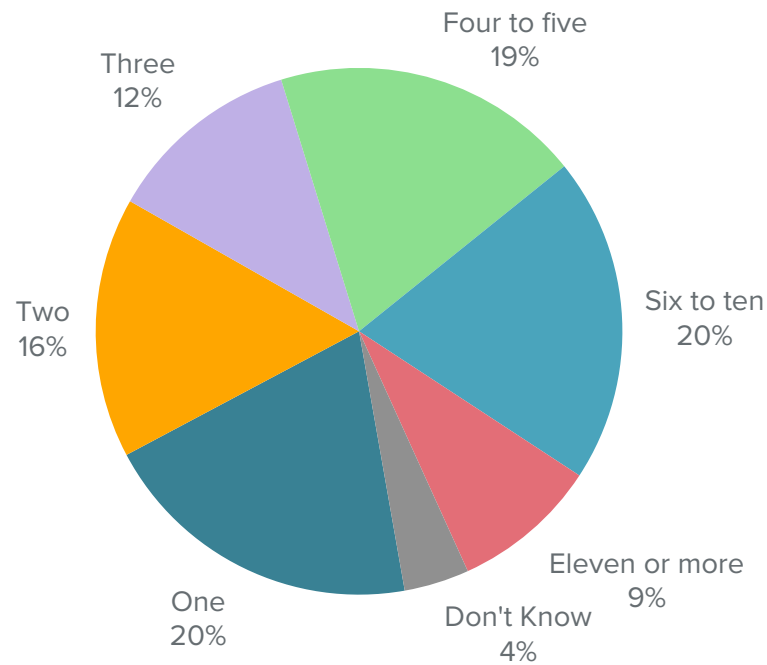
% ever using method to listen to a podcast



Percent of all podcasts downloaded and then listened to



Number of Podcasts Subscribed to



**Average of
six podcasts
subscribed to**

The Power of Podcast Advertising

In addition to growing audience numbers and increasing engagement, podcast listeners tend to be the target audience marketers are hoping to reach. The Edison Research study “The Podcast Consumer” reported that roughly 24% of Americans with a college degree listen to podcasts monthly, as do 26% of Americans earning more than \$100,000 annually.

In a survey of nearly 1,000 podcast listeners conducted by the IAB, it was found that nearly two-thirds of listeners are more willing to consider purchasing products and services they learn about during a podcast.

This research confirms that podcast listeners are not only open to advertising within in the medium, but they are highly receptive to it as well.



“Podcast audiences are devoted fans whose enthusiasm carries over to the companies that sponsor their favorite shows. That ‘halo-effect’ is impressive. It is no surprise that more and more brands are including podcast strategies as part of their marketing mix.

ANNA BAGER
SENIOR VICE PRESIDENT & GM
MOBILE & VIDEO, IAB



60%

Of podcast listeners state that, given equal price and quality, they prefer to buy products from companies that advertise on their favorite podcasts

45%

State they visit a sponsor's website after hearing a sponsorship message or advertisement during a favorite podcast





A Brand Study

New York Life Insurance recently announced¹ a test campaign on New York Public Radio's WNYC in an effort to reach an audience of older millennials. They commissioned Colen Research to measure the results, and saw brand awareness increase by 14% among the target audience, brand favorability jump by 47%, and purchase consideration rise by 33%.

¹Published in InsideRadio.com

About Triton Digital

Triton Digital provides the technology needed to easily and efficiently create, deliver, and dynamically insert ads into podcast content. Our technology allows advertisements to stay relevant no matter when or where a podcast is being consumed.

To learn more about our podcasting solution, [contact us here](#).

