

Acast

Podcast

 **Pulse**

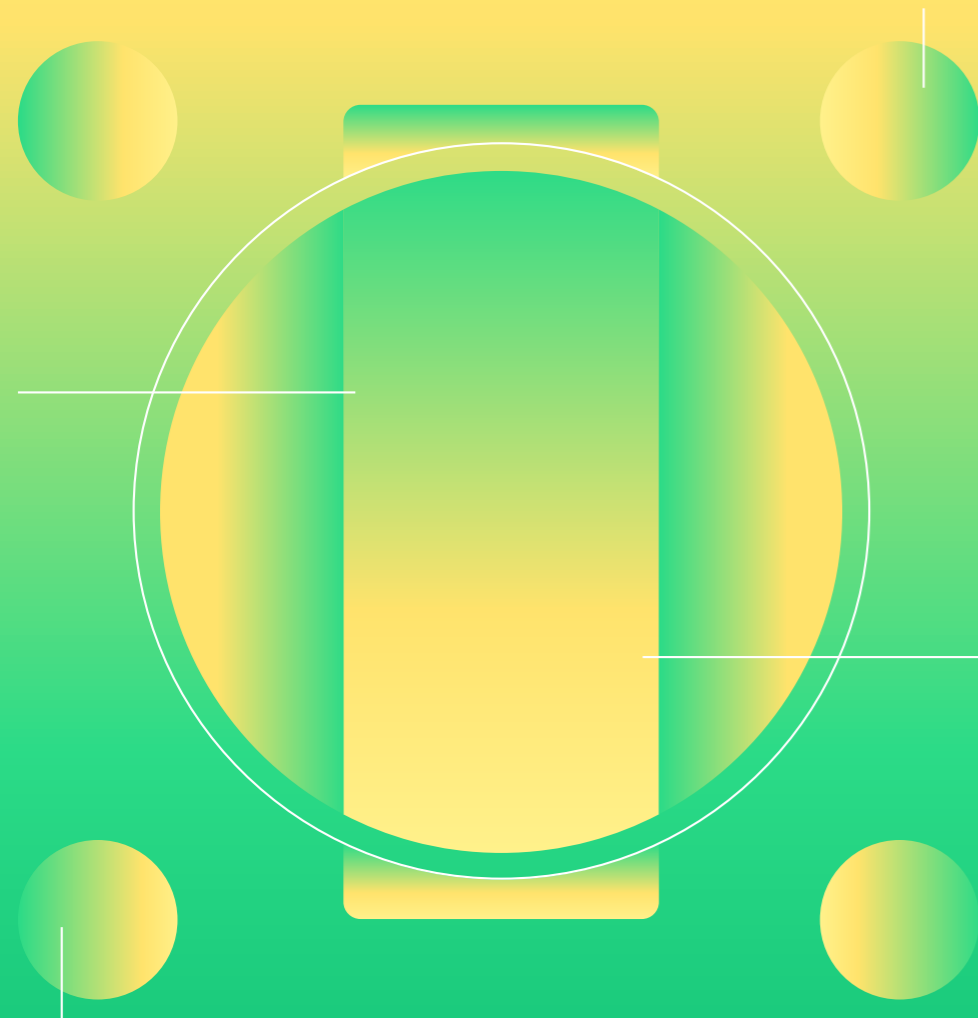
In association with

dentsu

Contents

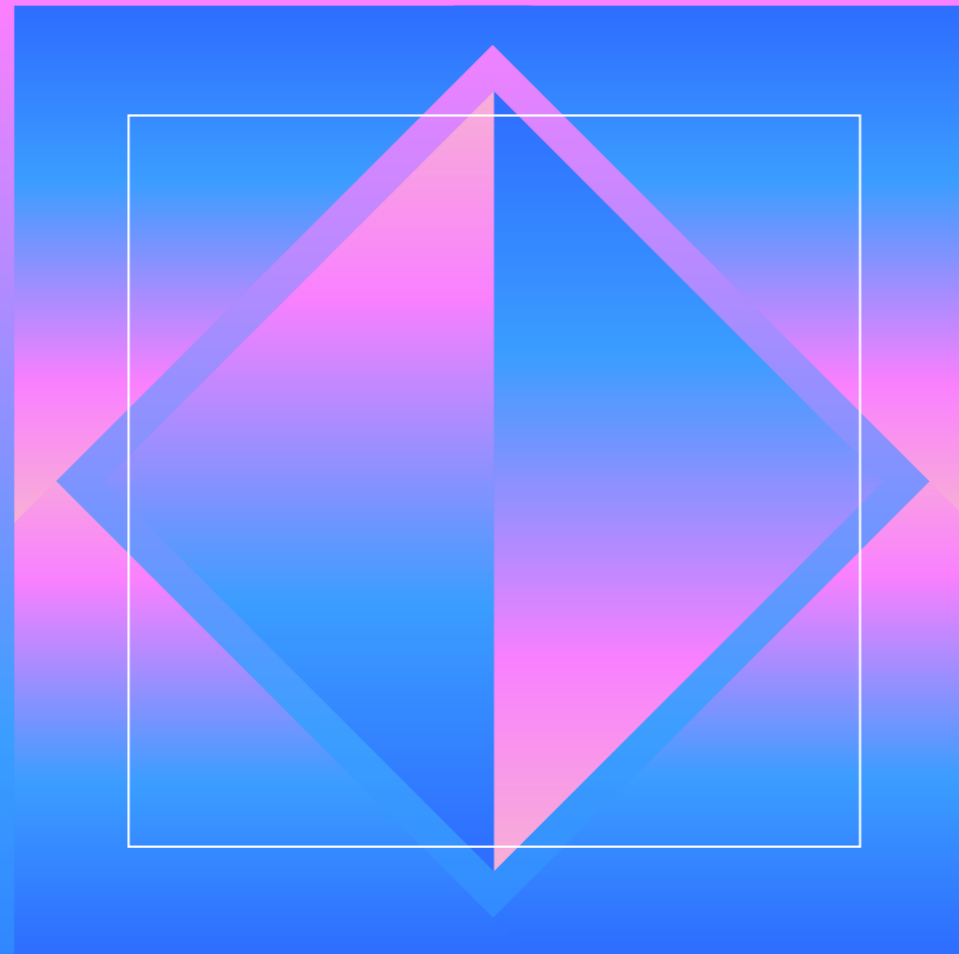
Multiverse of podcasts

4



Genuine influence

17



Beyond the podcast

30



A word from Greg Glenday, Acast's Chief Business Officer

Welcome to Podcast Pulse 2024, Acast's examination of the biggest trends in podcasting, fueled by fresh audience insights powered by Edison Research and in association with Dentsu.

One thing we understand as an industry is that podcasting is shifting. Podcasters are becoming multifaceted content creators, expanding their craft beyond the podcast to everywhere and anywhere people are getting their content fix — whether that's video, social, live events and so much more.

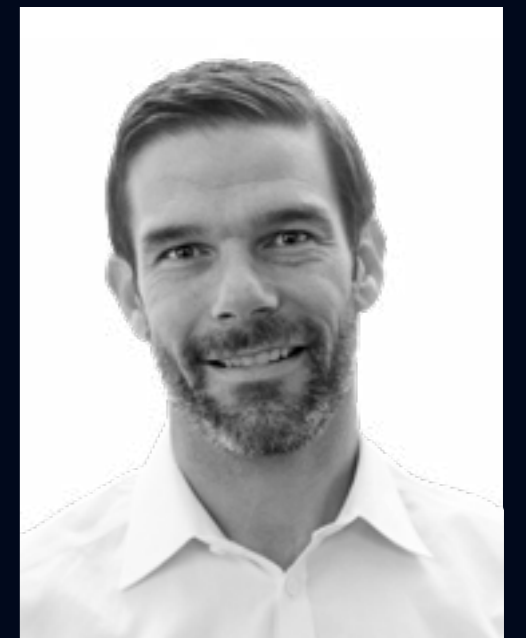
Put simply, audiences want more from their favorite podcasts — and our insights prove that they'll follow them wherever they go.

That's where podcasting remains unchanged. The devotion and unmatched engagement of its audiences is at the heart of what makes the medium tick. In this report, we discover how the cosmic expanse of content means audiences can find exactly what they love, no matter how niche — offering even deeper engagement and untapped value in the long tail of podcasting.

Podcasts fast become fandoms, where fans actively participate in the conversation, attend events and put their money where their mouths are. Podcasting is a place where creators wield genuine influence, reflected in both authenticity and impact.

For the marketers reading this (that's you), take note — the reach, engagement and opportunity in podcasts is bigger than ever. Creators are ready to monetize across all their platforms through omnichannel campaigns, and audiences continue to be receptive to brands investing in this space. By teaming up with the right partner (that's Acast) and reaching the right audience, it's your chance to build trust, spark action, and get your brand heard where it matters most.

Grab yourself a coffee — there's a lot to unpack.



The background features a complex abstract design with various green and yellow circular and semi-circular shapes. A central white circle is partially obscured by a horizontal green bar containing the text. Thin white lines connect some of the shapes, creating a network-like structure. The overall aesthetic is modern and tech-oriented.

Multiverse of Podcasts



It's a big world out there, and podcasts echo that. Just tap into your app of choice, and you'll be thrown into an expanse of content covering all topics, interests and subjects. From the weird to the wonderful – and everything in between.

That's what makes podcasting special.

Podcasts are where consumers know they'll find what they're into, no matter what they're into. Want to learn about the American Civil War? How about catching up on the gossip from the latest Bachelorette episode? Don't worry, there's a podcast for that.

Each listener actively curates their own unique universe, weaving together the shows that are meaningful to them, making their journey through this boundless space entirely personal. That's the multiverse of podcasts.

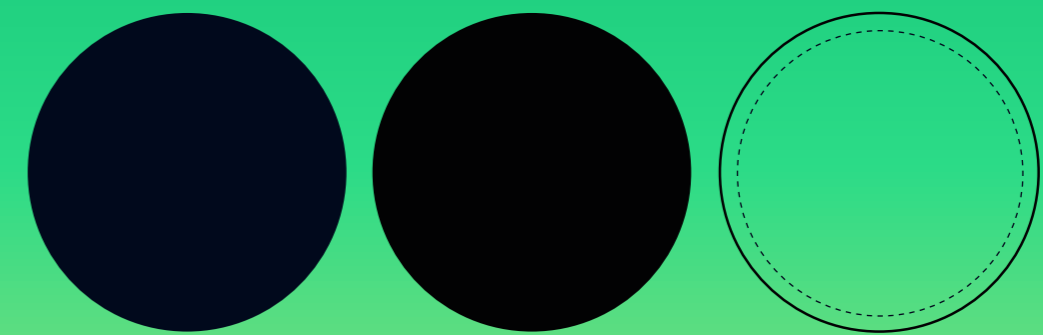


“There's a
podcast
for that”



Consumers find what they're into, no matter what they're into

In podcasting, there's no better place for consumers to hear more about what they love – or be surprised to learn something new.



2 in 3

say podcasts are the best way to learn about the things they are interested in

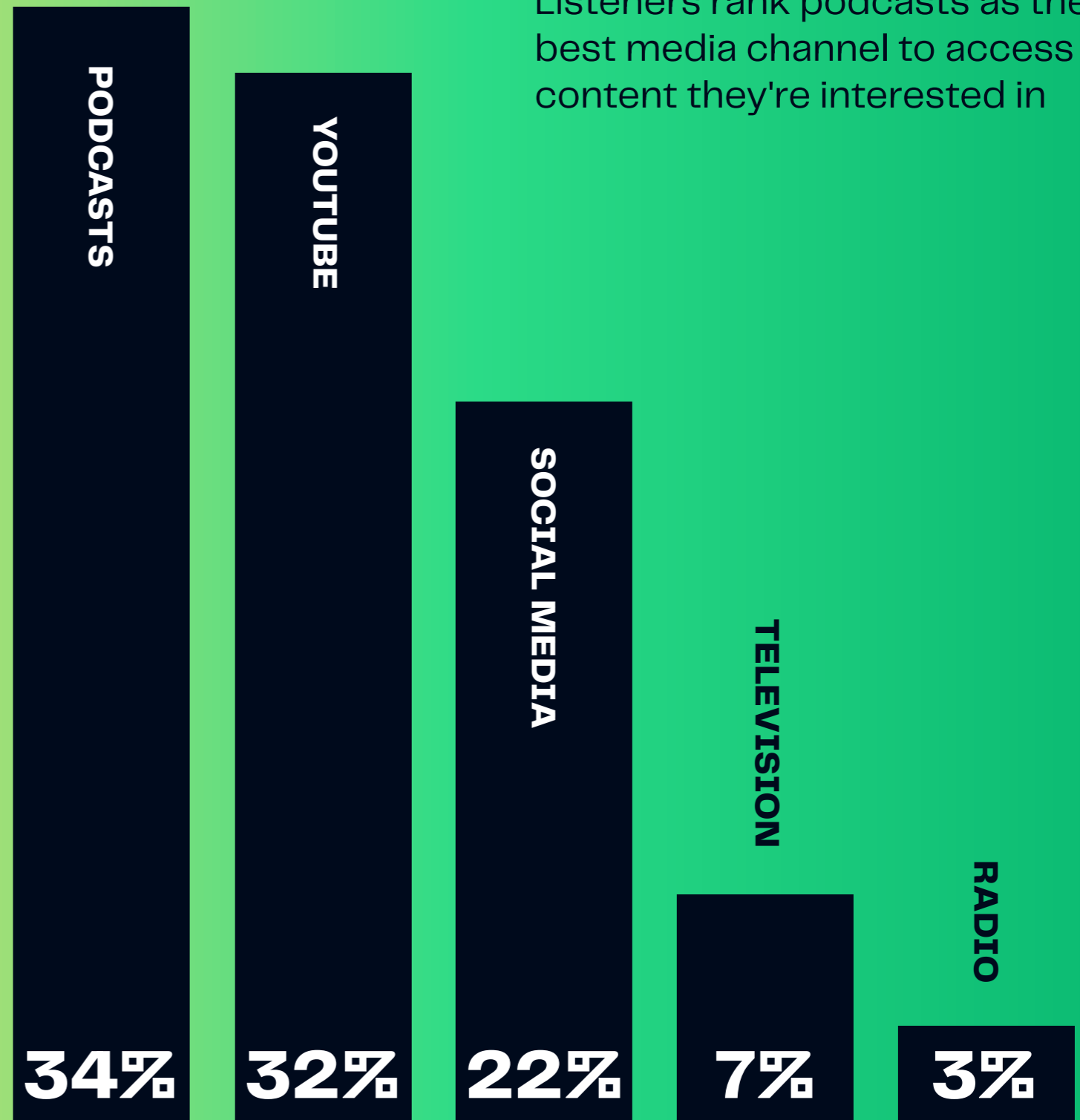


...better than anywhere else

Unlike content pushed by algorithms or traditional media, podcasts are sought, not served.

Every play button pressed is intentional, making each listen a moment of real engagement.

Listeners rank podcasts as the best media channel to access content they're interested in



Curating their personal podcast universe

Podcast fans' personal taste is reflected in the choice of content they're regularly tuning in to. Show preferences are multi-layered to fulfill their diverse interests, creative pursuits and career aspirations.

There's no one-size-fits-all podcast, so listeners' feeds are a deeply personal curation of shows that matter to them.



different topics listened to on average

Podcasts offer content like no other



64% agree podcasts cover topics not typically covered by traditional media

60% agree podcasts feature voices and perspectives not typically found in traditional media

66% agree podcasts provide more in-depth discussions of a topic than other forms of media

Gen Z is most likely to use podcasts to avoid traditional media, with **32% strongly agreeing**

Hispanic and Latinx **strongly agree (38%)** that podcasts offer voices and perspectives not typically represented in mainstream media



Why listeners are tuning in

Podcasts do content differently. Compared to traditional media, listeners tune in to their favorite shows to learn about new topics and hear from different voices and perspectives.

Content is given room to breathe, with more time to explore subjects and give a more considered take — whether it's dissecting current events, nerding out about the latest blockbuster, or a celeb interview full of unexpected detours.

This creates an environment for brand messages to be heard where audiences are more attentive, receptive, and open to new ideas.

To learn more about specific topics

92%

Because they cover topics more in-depth

92%

They relate to podcasts personally

85%

They relate to podcasts professionally

65%



Why relevance = results

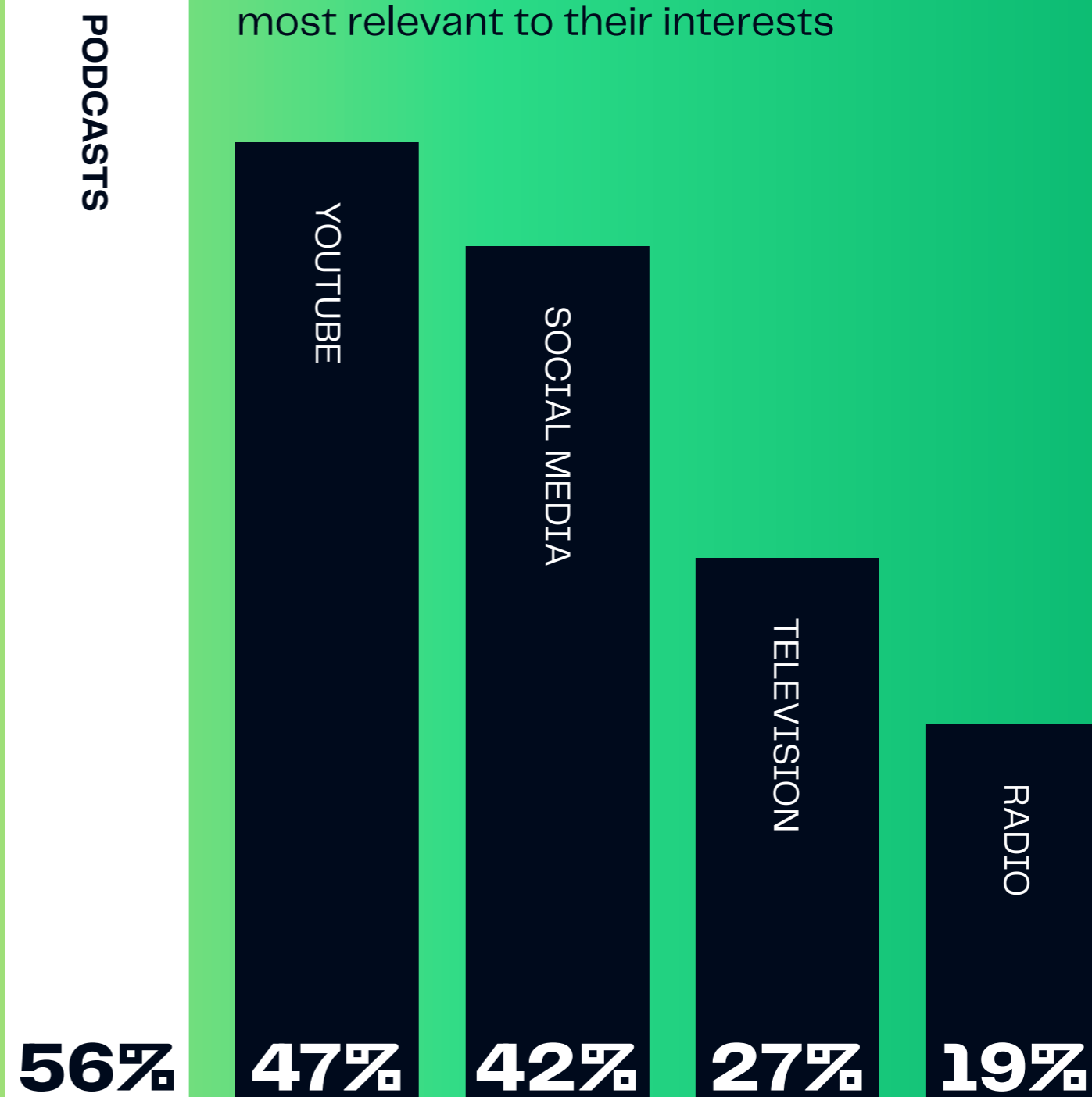
Podcast ads lead the pack in relevance – and relevant ads drive results.

Using audience targeting combined with context-aware audio creative, brands can deliver ads that align with listener interests that maximize engagement and impact.

79%

of media buyers agree that podcast advertising has effective targeting methods

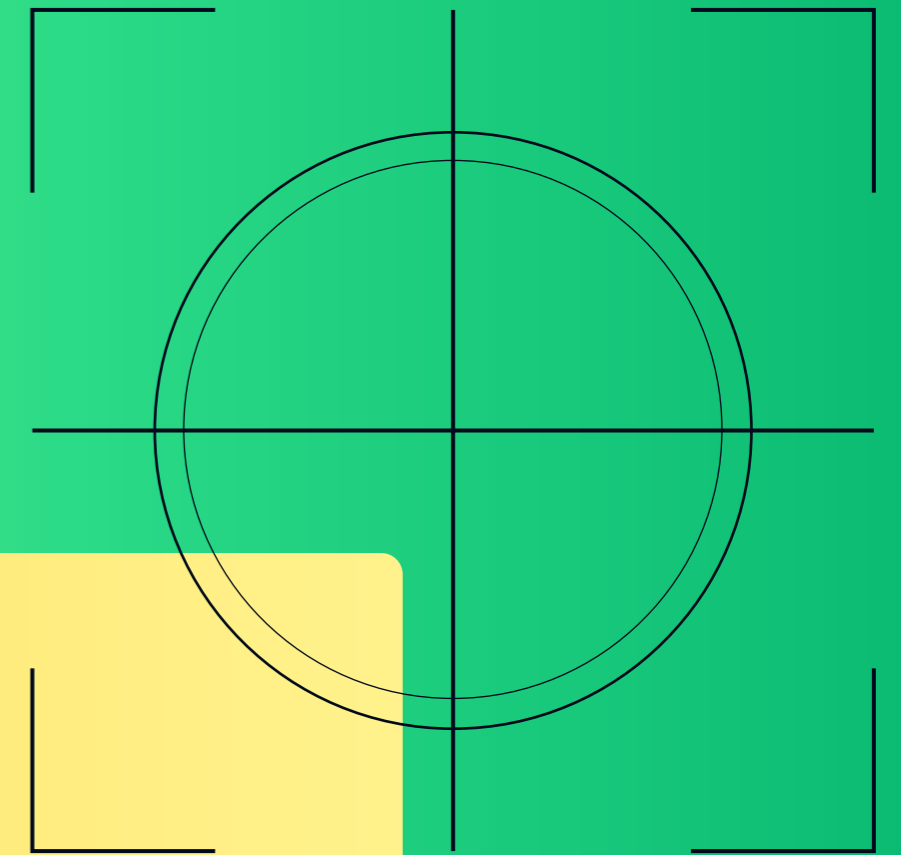
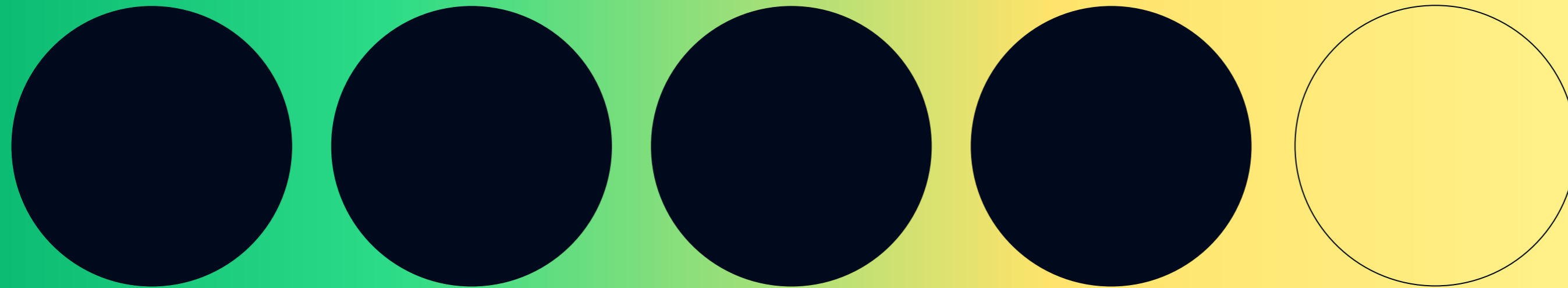
Which type of media has advertisements most relevant to their interests



Untapped value in the long tail

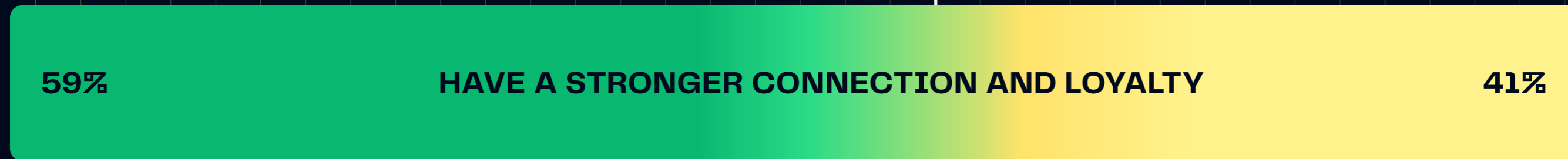
4 in 5

podcast listeners listen to podcasts with a narrow area of focus made for people with more specific interests (such as podcasts about hobbies or niche topics)



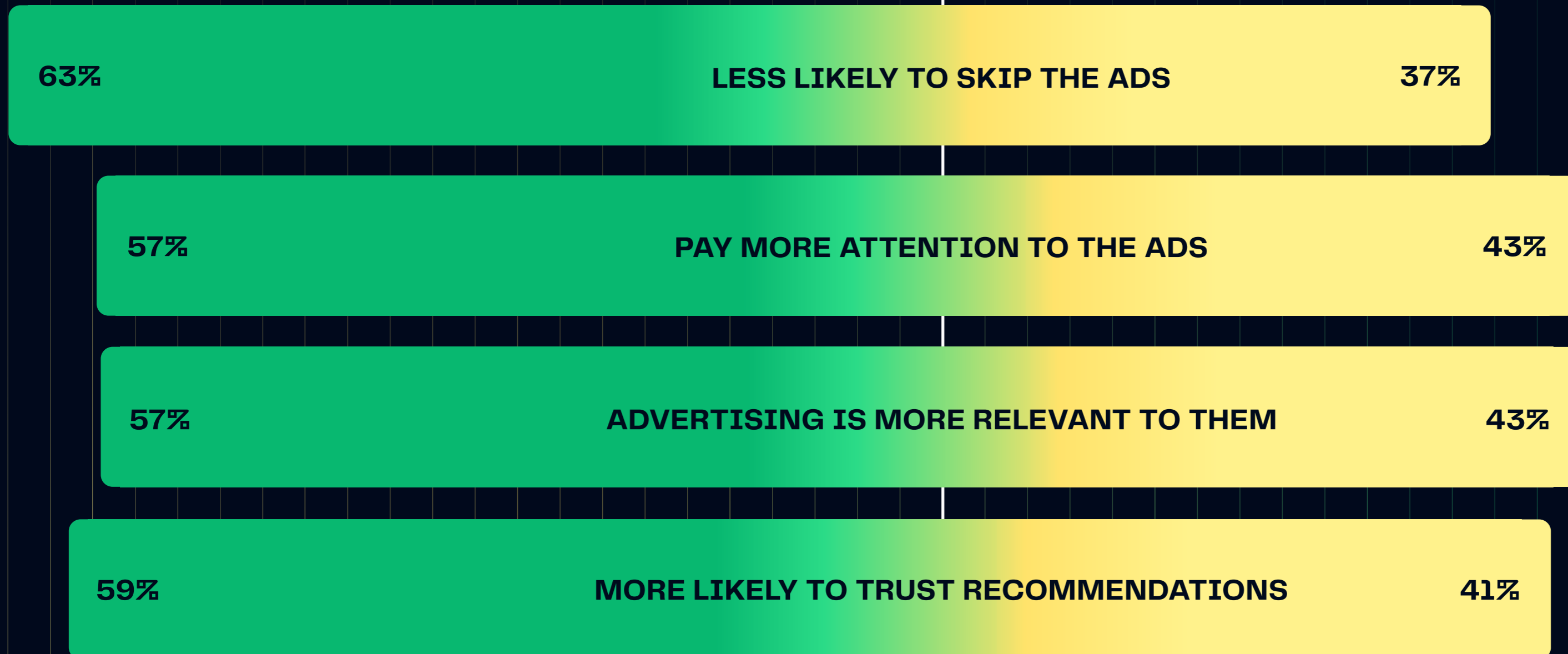
Audiences' relationship with niche shows

← Niche podcasts | Mainstream podcasts →



...means more effective advertising

← Niche podcasts | Mainstream podcasts →



Shows with smaller but devoted followings deliver real value for brands advertising within the long tail of podcast listening.

While they might not have the headline-grabbing weekly listening figures, they generally have lower ad load, higher listen-through rates and more deeply engaged audiences. Investing in these shows through audience targeting creates a larger aggregate audience and more efficient campaign performance.

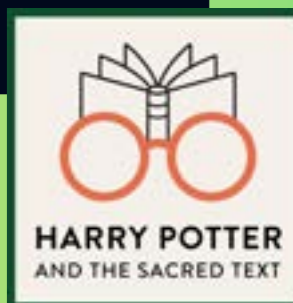
This way advertisers can benefit from the deep relationships and loyalty of these smaller shows, while still achieving that all important reach.

14%

increase in median purchase rate

35%

increase in median visit rate



Advertiser takeaways

1

Leverage the long tail

Think 'Audience First' to tap into the long tail of podcasting where engagement and ad receptivity is high.

Take advantage of Acast's targeting capabilities to find your perfect audience through content categories, demographics, conversational targeting, and first party data onboarding.

2

Reach incremental audiences

People flock to podcasts to hear in-depth discussions and diverse perspectives often missing from traditional media.

Advertisers can benefit from connecting with these hard-to-reach consumers where other channels can't.

3

Tailor your creative

Be hyper-aware of the context in which your ad will appear. Lean into the medium where obsessives and superfans hang out.

A wink and a nod to the subject matter will show listeners that you "get it" and make it relevant to them.



Genuine Influence



Trust is a valuable asset in marketing today. The demand for genuine connections and authentic recommendations has never been greater. While social media influencer marketing continues to thrive, podcast advertising is ushering in a new era of influence.

Podcasts by their very nature are curated and intimate, creating a powerful bond between hosts and listeners. This handpicked quality fosters a sense of familiarity, as though listeners are sharing a personal conversation with a friend. Whether it's hearing about a host's latest TV binge or their favorite toothpaste brand, these moments create a deeply personal experience.

Podcast advertising offers authentic word-of-mouth marketing at scale, from voices you can trust. Brands investing in the channel can harness the genuine relationships that podcasters have with their audience, and even build their own.

There's a new sound for influencer marketing, and it's podcasting.



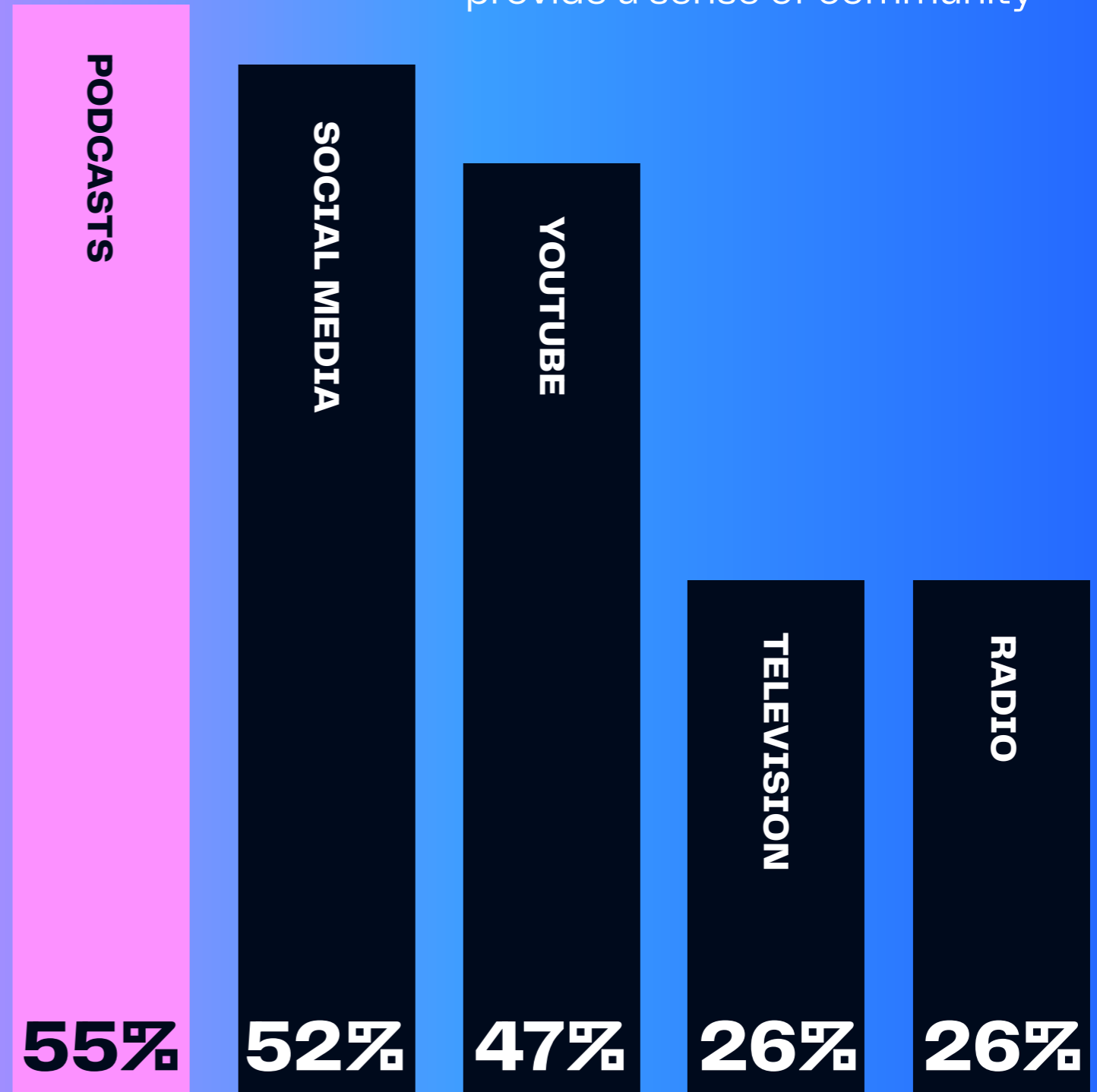
**Voices
you can
trust**

Podcasts create communities

1 in 2

feel part of a community by listening to podcasts

Podcasts rank first for media that provide a sense of community



...and they're proactive about it

Podcast fans aren't passive consumers, they're actively engaging with their favorite shows.

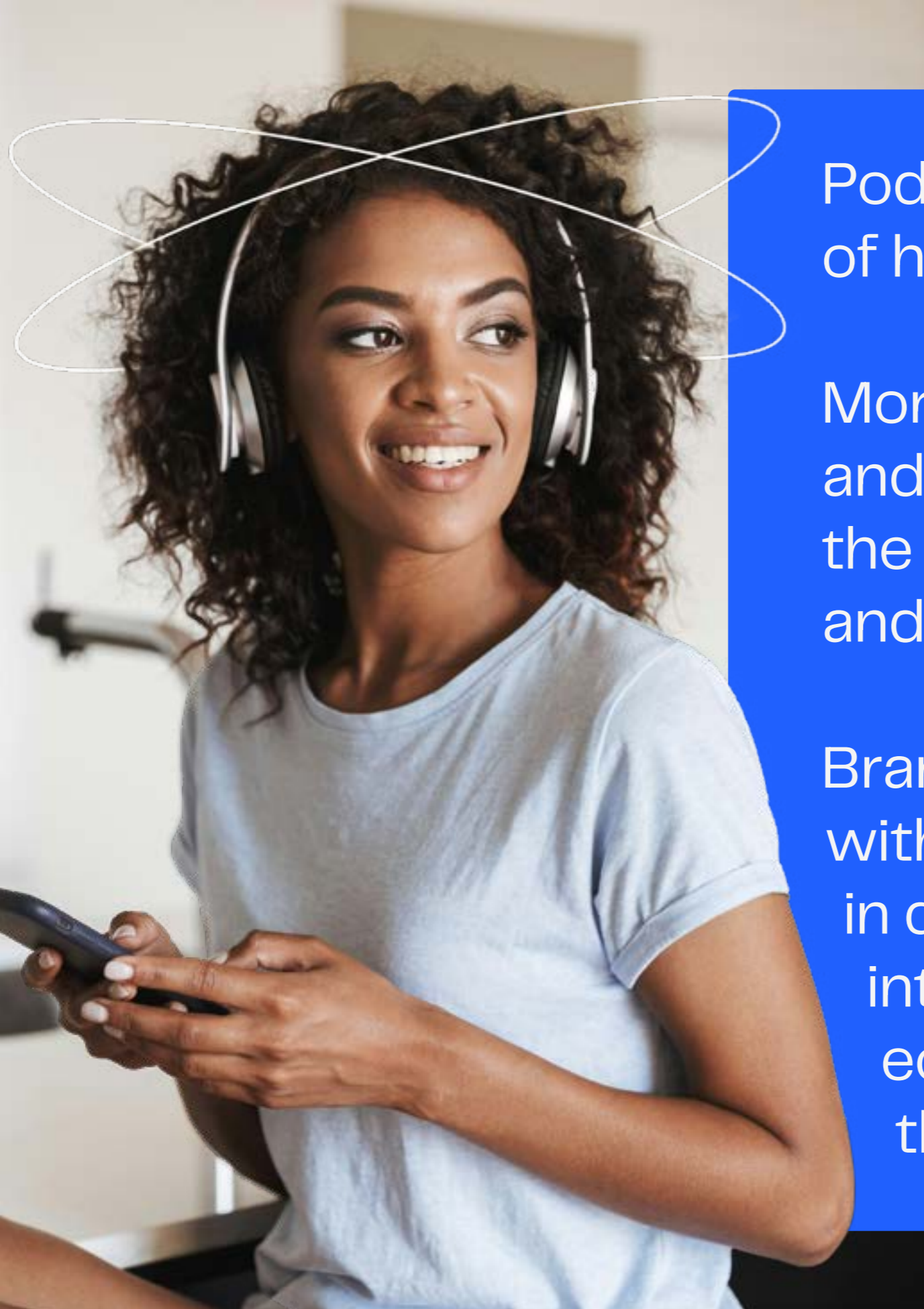
1 in 4 have joined a paid subscription or membership

2 in 5 participate in a podcast's online community or forum

1 in 4 have purchased merchandise from podcast

Even more likely to financially support are **millennials (1 in 3)** and **niche podcast listeners (1 in 3)**

The most active participants are **millennials** and **niche podcast listeners (1 in 2)**



Podcast listening isn't a passive experience of hitting play on the latest episode.

More often than not, podcasts foster vibrant and proactive communities that strengthen the relationships between listeners and hosts, and among listeners themselves.

Brands have a unique opportunity to engage with these tightly-knit audiences by participating in discussions, sharing relevant content, and integrating seamlessly into the podcasting ecosystem that can actually add value to the community.



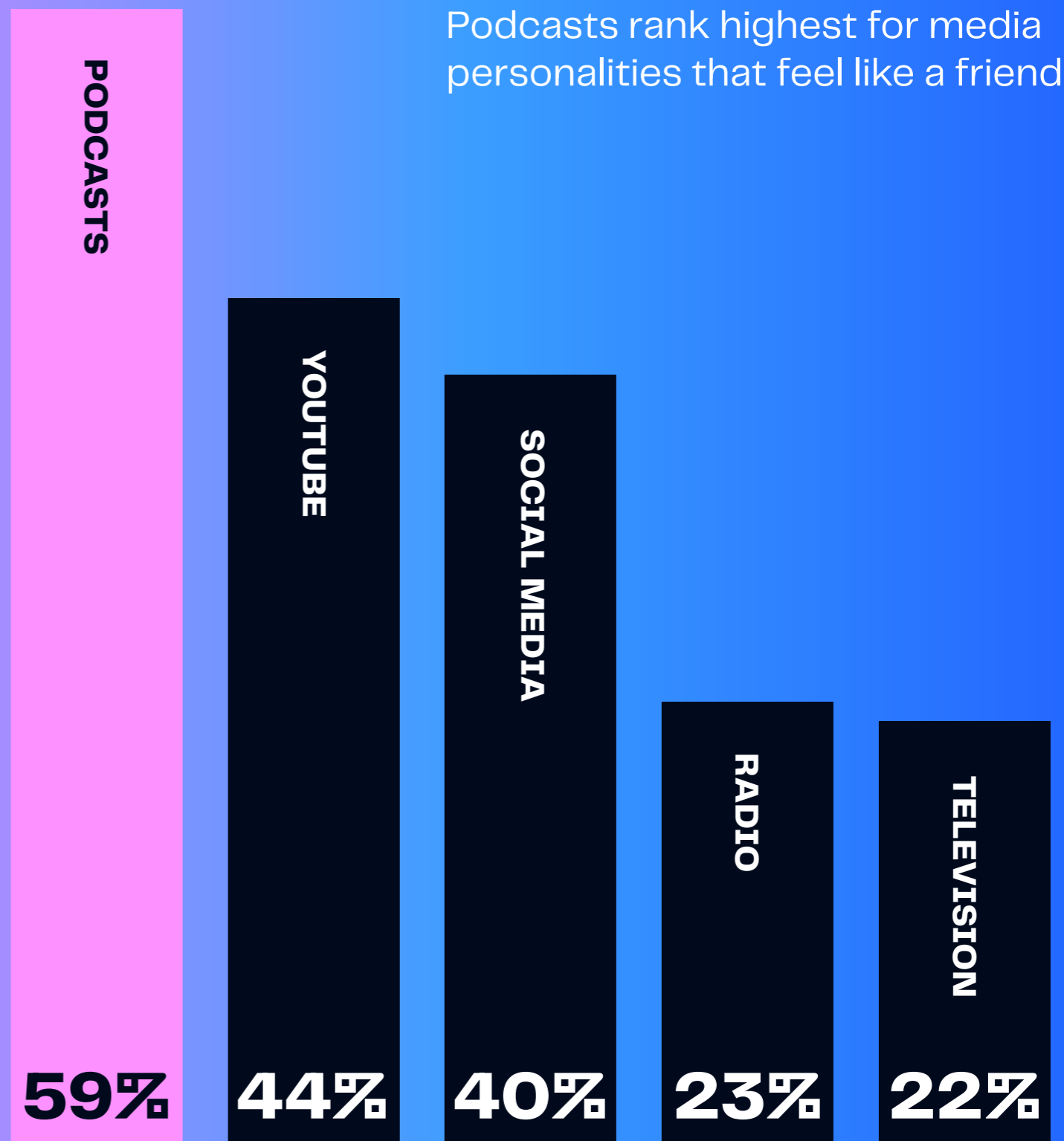
Podcasters feel like friends

Brands looking to influence consumers effectively can invest in podcasts to build trust right from the start.

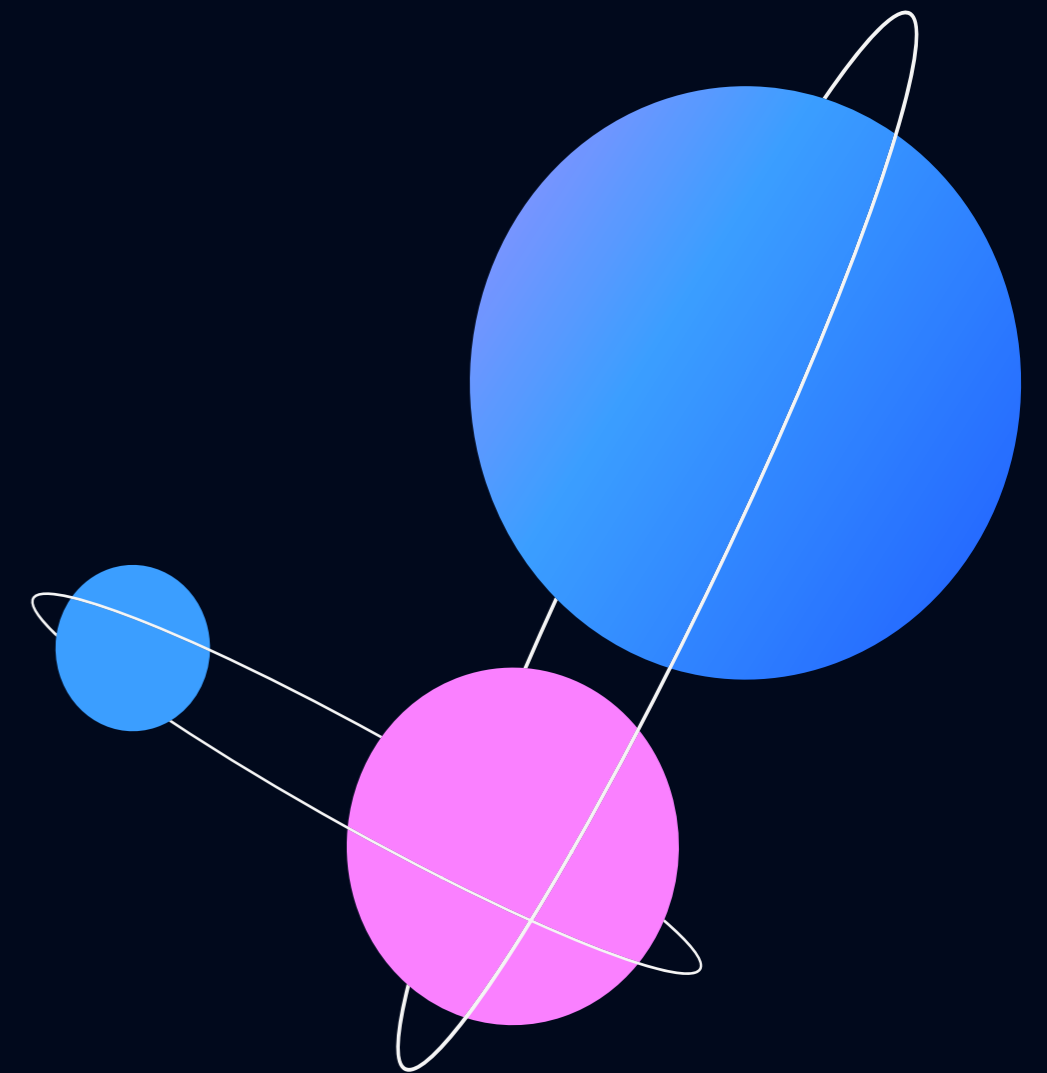
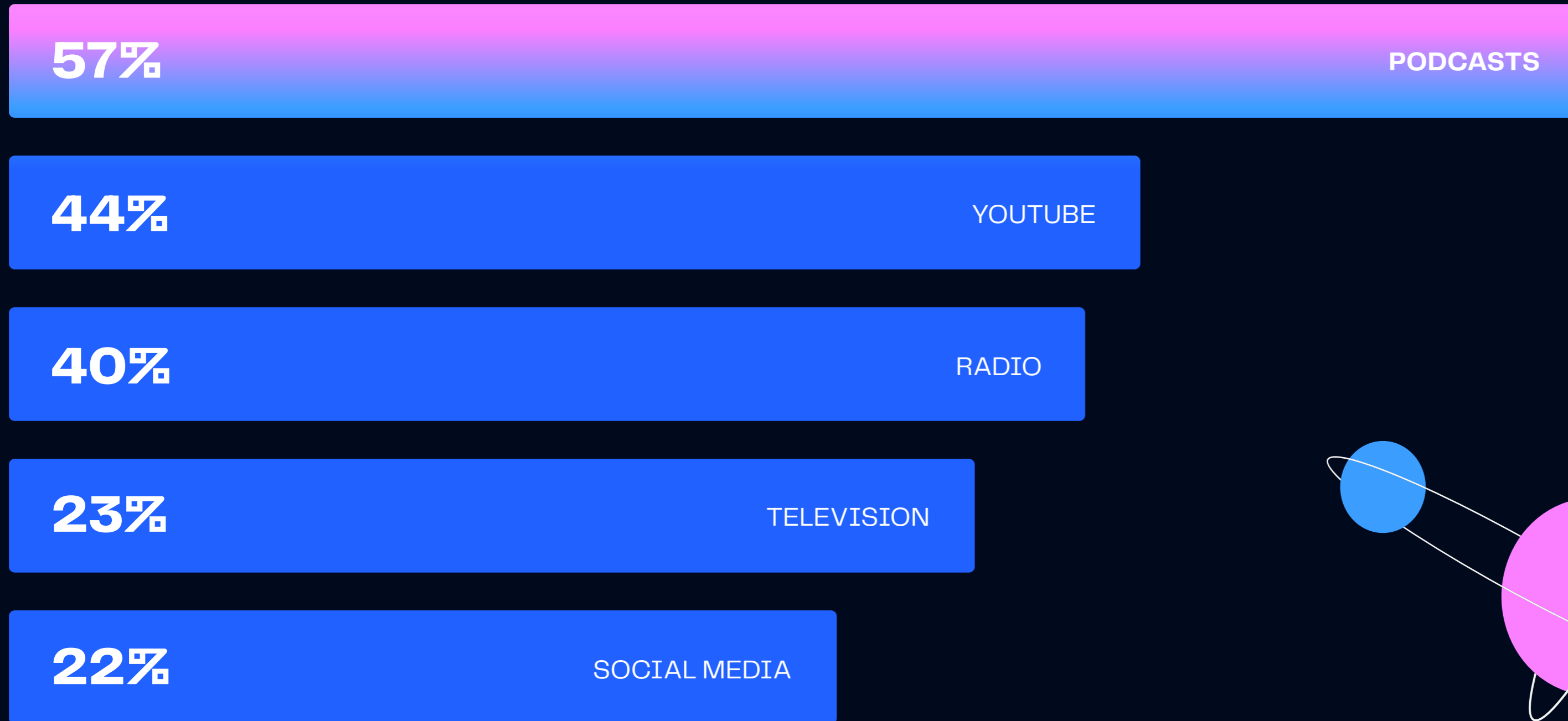
A host's endorsement is like getting a recommendation from a friend. This parasocial relationship means that a podcast host's endorsement can resonate more deeply than traditional advertising, cultivating a genuine sense of credibility and trust.

53% of daily listeners feel emotionally connected to hosts they listen to

63% trust the podcast hosts they listen to



Podcasts rank highest for media they trust the most



From influence to impact

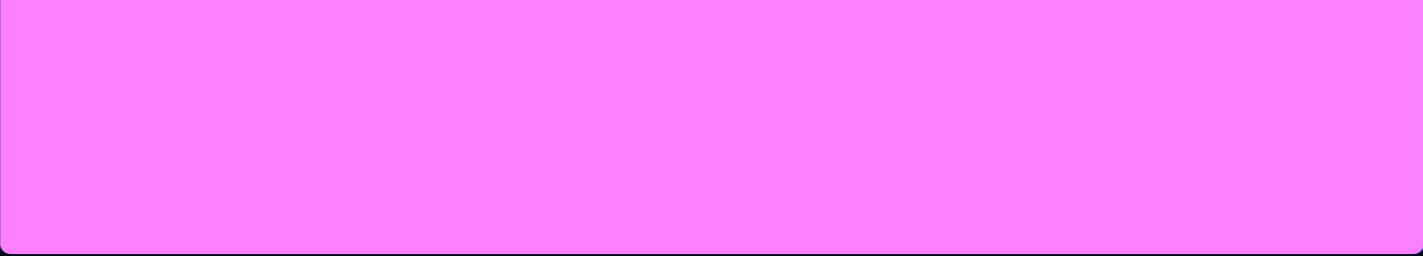
4 in 5

will consider a brand or product promoted by their favorite host



46%

say ads on podcasts are more relevant to them than ads in other media



44%

pay more attention to the ads on podcasts compared to other media



1 in 2

trust recommendations from podcast hosts



...that drives action



88%

have taken some form of action
because of a podcast ad

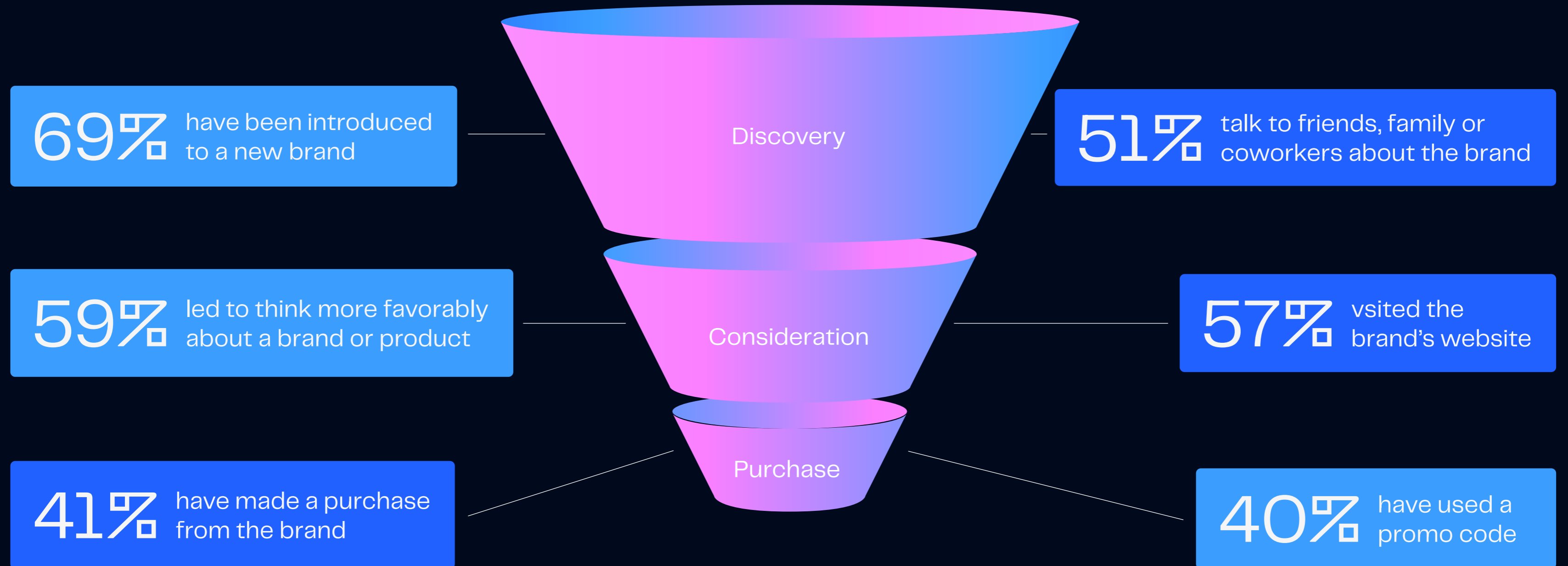


92% of daily listeners
have taken action

94% of niche podcast listeners
have taken action



...all the way down the funnel



How podcast ads stack up against other media



Podcast fans are valuable consumers

87% more likely to subscribe to paid content or services compared to non-podcast listeners

50% more likely to make an online purchase at least once a week, compared to average consumers



...and tastemakers themselves

57% more likely than average consumers to recommend new products, services or content to friends



Advertiser takeaways

1

Immerse your brand in the community

With over half of listeners feeling part of a community, this creates a unique space for advertisers to engage with loyal audiences. Work with podcast experts at Acast who have the tools to launch activations where your brand participates and adds value to the community.

2

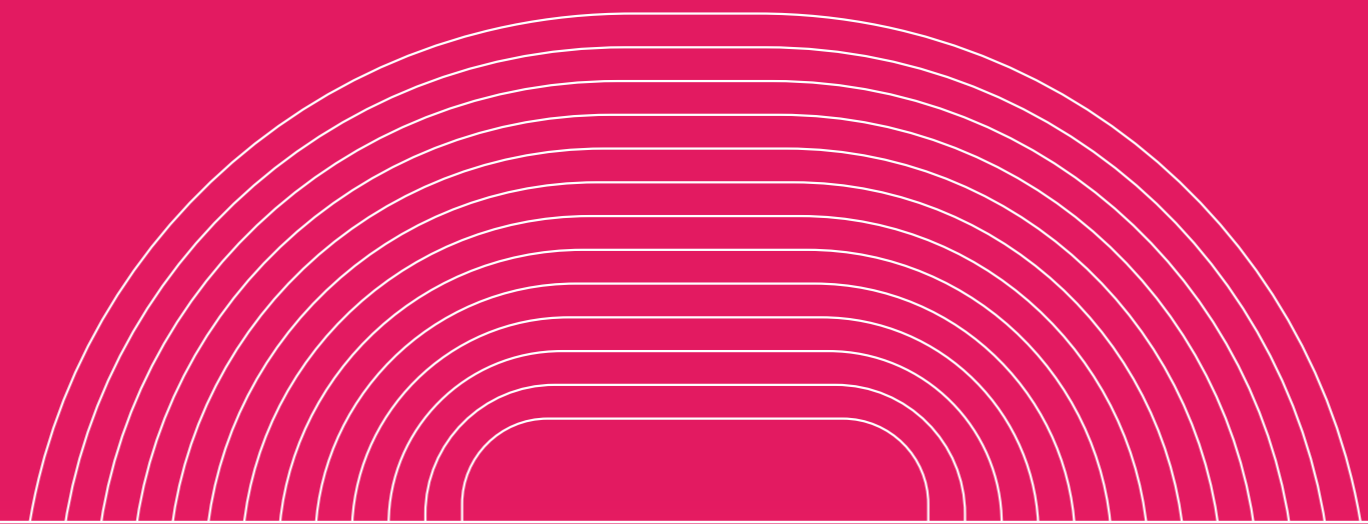
Partner with trusted voices for instant credibility

Brands looking to build genuine connections can leap ahead by partnering with podcast creators who've already earned their audience's trust. Acast matchmakes your brand with the perfect podcasts to engage with your target audience.

3

Listeners take action on podcast ads

Podcast advertising drives significant consumer action with full-funnel effectiveness, with 88% of listeners taking steps like making a purchase or visiting a website. And with podcast fans being tastemakers themselves, the ROI of podcast ads multiplies.



Beyond the Podcast





Podcasters are no longer just voices behind a microphone. They're becoming all-encompassing content creators meeting their audiences across video, social media, live events, and more.

Podcasts are still the main course, but fans are hungry for more — and will follow them on whatever platform their favorite creators are on. Whether it's a preference for the video version of the show, an extra dose of content on social media, or coming together in-person at a live event.

And the best part? The authenticity and trust built through podcasting seamlessly carries over to engagement on other platforms — thanks to the unique, personal connection first forged through the podcast.

Advertisers need to shift their perception of a podcast's audience away from just "listeners", and harness entire podcasting ecosystem through omnichannel campaigns — investing in podcasts first, not only.

Podcasts
first,
not only



Audiences follow podcasters wherever they go

4 in 5

follow media personalities across multiple platforms



1 in 2

like seeing their favorite podcasters in places outside of the show such as social media or Youtube

48%

feel more engaged with podcast hosts they see/hear outside the show



64%

follow a podcast host on social media



...and engage with podcasts outside the show



1 in 2
have commented or posted on a podcast's social media account

1 in 5
have attended a podcast live show or event

77%
have watched a video version of a podcast

32%
have subscribed to a podcast's newsletter

1 in 4
have purchased merch from a podcast



Where podcast fans follow beyond the feed

75%

YOUTUBE

59%

INSTAGRAM

54%

FACEBOOK

41%

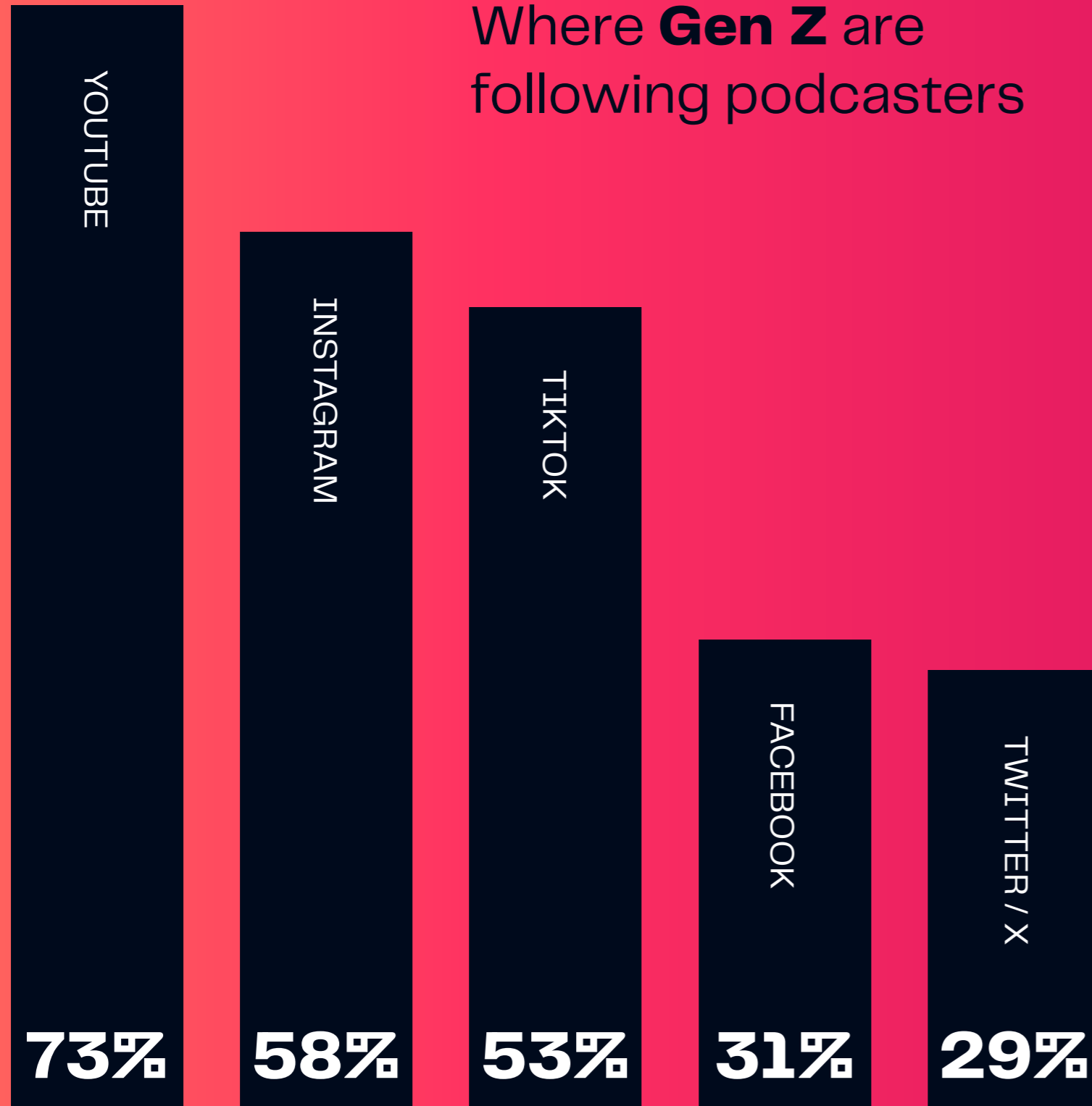
TIKTOK

37%

TWITTER / X



Where **Gen Z** are following podcasters



68%

of listeners follow 3 or more podcasters on social media

Listeners' attitude to omnichannel campaigns

Going omnichannel pays off in podcasting.

The bond between creators and their audiences spans all platforms, omnichannel allows brands to center campaigns around where creators' meet their fans. By extending your campaign across these channels, you can reinforce your brand message with a unified, audience-focused approach.

74%

will consider a brand from their favorite hosts' social media

72%

will consider brands advertised by podcasters in TV ads

72%

will consider brands advertised by podcasters in YouTube ads

71%

will consider brands advertised by podcasters in online ads

...and take action with that advertiser

84%

have taken action after seeing/hearing brands promoted in podcast-first omnichannel campaigns

44% have made a purchase

56% have visited advertisers website

57% have been led to think more favorable about a brand

49% have checked their social media

66% have been introduced to a new brand

52% have talked to friends, family and coworkers about the advertiser

What media buyers are saying

A circular infographic with a yellow-to-orange gradient background. The number '86%' is centered in a large, bold, black font. The percentage sign is stylized with small squares at the top and bottom right. The circular border is partially filled with a yellow-to-orange gradient, indicating 86% completion.

86%

are interested in omnichannel campaigns featuring podcasts/podcasters

A circular infographic with a yellow-to-orange gradient background. The number '93%' is centered in a large, bold, black font. The percentage sign is stylized with small squares at the top and bottom right. The circular border is partially filled with a yellow-to-orange gradient, indicating 93% completion.

93%

agree podcast hosts are valuable cross-platform influencers

A circular infographic with a yellow-to-orange gradient background. The number '100%' is centered in a large, bold, black font. The percentage sign is stylized with small squares at the top and bottom right. The circular border is completely filled with a yellow-to-orange gradient, indicating 100% completion.

100%

agree podcast advertising is complementary to a media mix

A best-in-class case study

A perfect example of a podcast-first omnichannel campaign is BrewDog and That Peter Crouch Podcast. Peter Crouch first dreamed up "La-out" on the podcast, a daring combination of lager and stout beer. So Acast worked with BrewDog to join the party, with a partnership centered entirely in making this beer a reality. The campaign delivered across multiple channels including YouTube, social media, live events, OOH, and, of course, bringing the product to life and available to buy.

Results:

80K cans sold in 2 minutes

95% LTR across all content

2x Drum Awards



Social



Outdoor



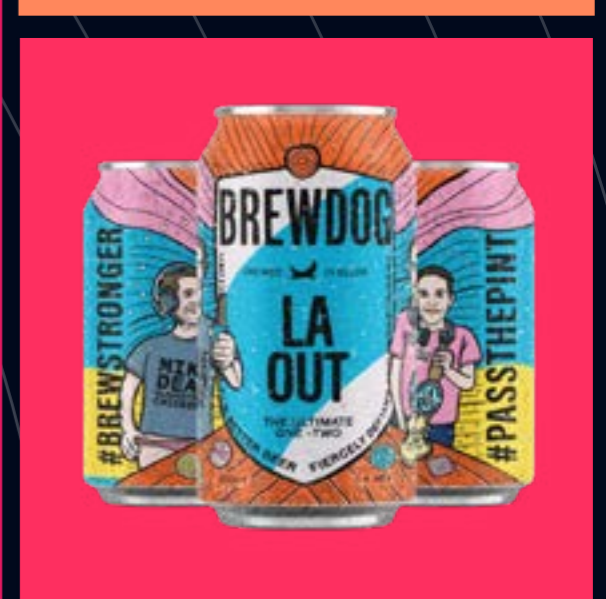
YouTube



Live event



Podcast



Product / merch



Advertiser takeaways

1

Podcasts are no longer audio-only

Podcast listeners are highly engaged and loyal, following their favorite creators beyond the audio feed to platforms like YouTube, social media, and live events.

This cross-platform loyalty presents advertisers with an opportunity to extend their reach.

2

Podcasters boost brand consideration across media

Ads featuring podcast hosts resonate with audiences across various platforms, with listeners considering brands or products promoted by their favorite hosts across social media, live events, and even TV ads.

3

Take a podcast-first omnichannel approach

84% of podcast listeners have taken action after seeing or hearing brands promoted by their favorite podcasters outside of the podcast itself, so take an omnichannel campaign approach

Acast specializes in building powerful, podcast-first campaigns that span multiple platforms, ensuring your message resonates far beyond the headphones.

The Acast Difference



PODCAST EXPERTS

We know our podcasters intimately and can find the best show matches for your audience



AUDIENCE FIRST

Target engaged podcast listeners with digital precision



SCALE & EXCLUSIVITY

125K shows exclusive to Acast, reaching unduplicated audiences across every listening platform



MEASUREMENT

Trusted third-party verified measurement solutions across the full marketing funnel and certified in all IAB metrics



OMNICHANNEL

Specialists in delivering omnichannel podcast campaigns that extend beyond audio, including social, video, live events, products and much more



INNOVATION

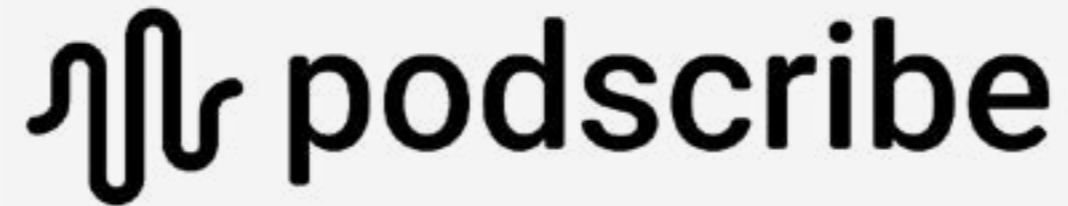
Game-changing ad formats and flexible buying routes with programmatic and self-serve advertising



Methodology



Podcast Pulse 2024 is a US online study conducted by Edison Research between August 14 and August 20, 2024. The study included a national sample of 1031 respondents, aged 13 and older, from the United States and the District of Columbia. The data was weighted for age, gender, ethnicity, and region using the U.S. Census Bureau's American Community Survey to reflect the demographic composition of the United States, and for podcast listening habits based on Edison Research's Infinite Dial.



Podscribe attribution data for Acast-hosted shows was analysed to measure campaign performance of large vs small (niche) shows. Niche shows were defined as fewer than 50k weekly listens based on Acast's show analytics October, 2024. 3372 campaigns were analysed (defined as a single show, a single audience target, or a single RON line item)

Purchase rate for campaigns on niche shows was calculated using the median average visit rate per show. Visit rate for campaigns on niche shows was calculated using the median average visit rate per advertiser.



Media Buyer Survey with Dentsu 2024. For this report, Acast sent out a survey to media buyers at Dentsu US. Data was collected in Q4 2024.



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