



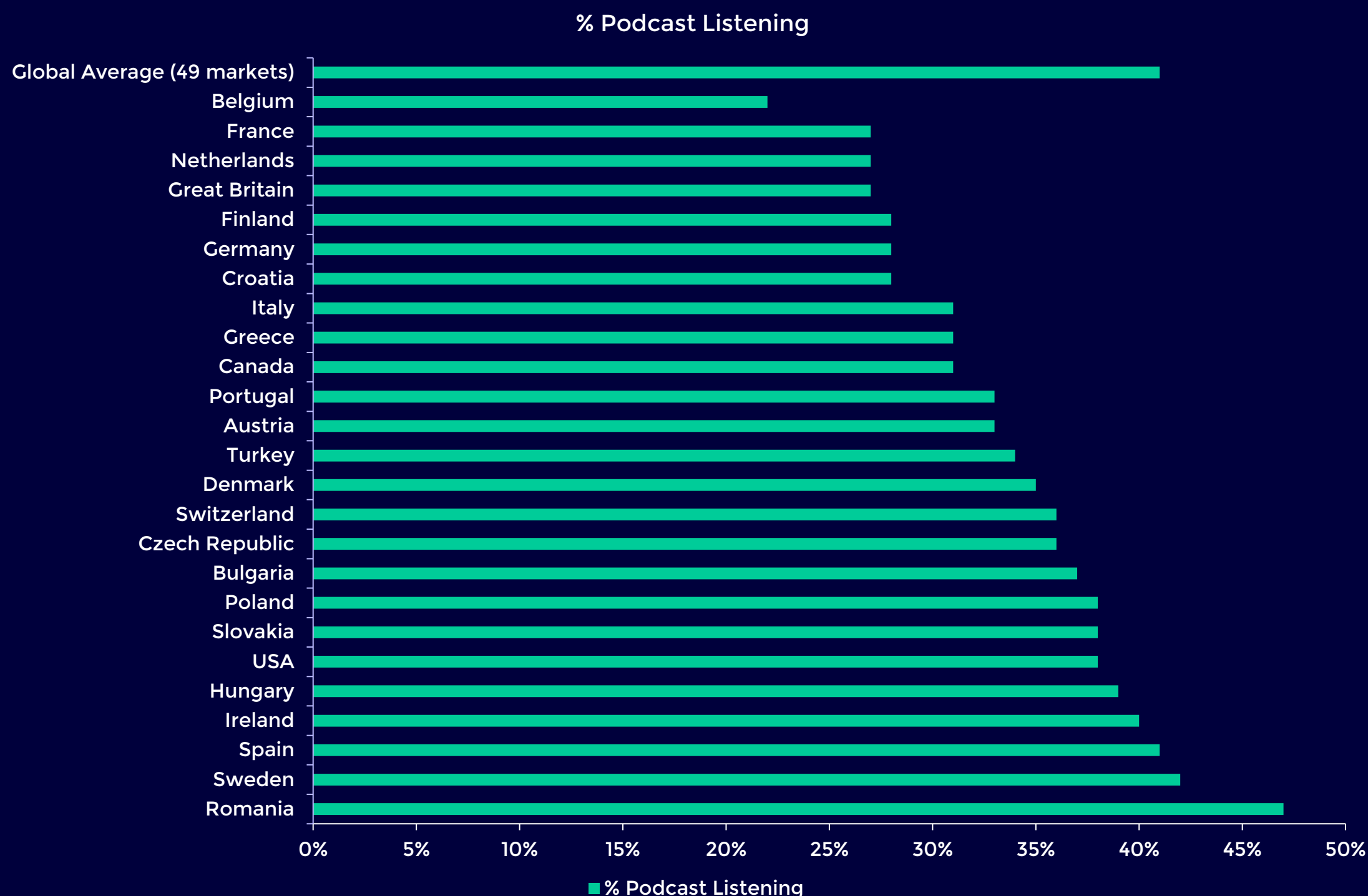
5

Latest Podcast Facts & Figures You Need to Know



1 | Global Popularity

41% of consumers across 49 markets listen to at least 1 hour of podcasts per week.



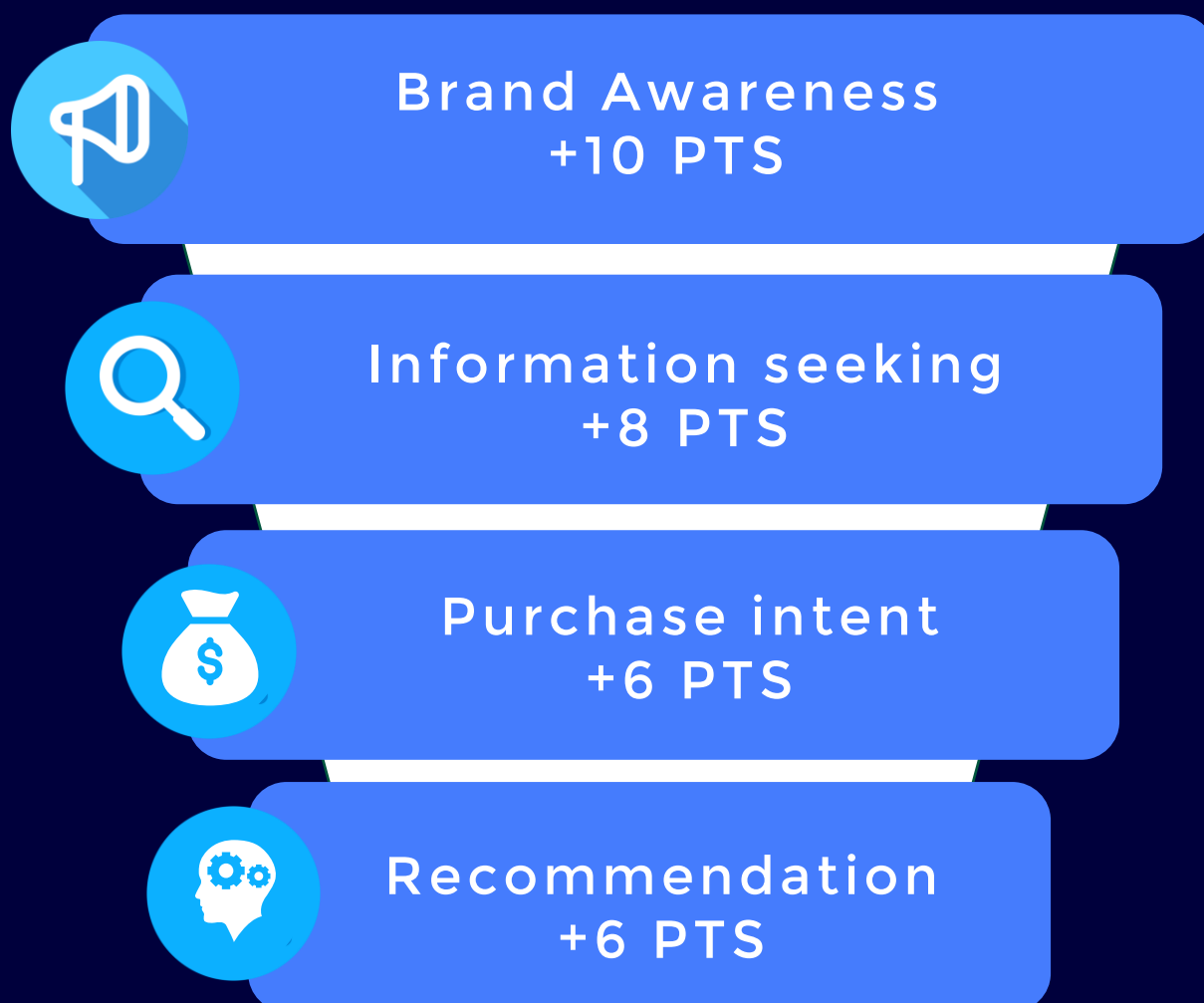
The chart highlights the share of regular podcast listeners – defined as those who listen for one or more hours each week – in each surveyed market.

Source: YouGov Global Profiles

2 | Advertising Impact

 **Podcast ads deliver brand lifts marketers dream of:**

Top funnel effectiveness across podcasts

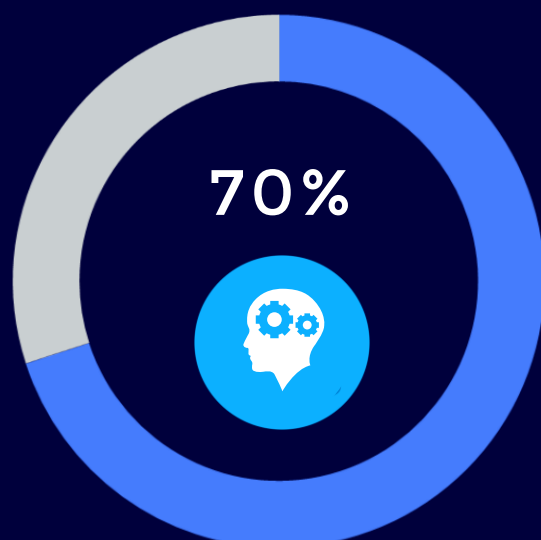


Podcast brand lift benchmarks

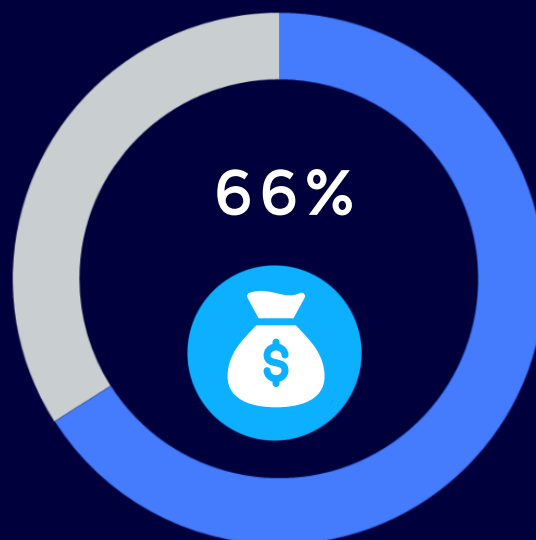
2 | Advertising Impact

Podcast ad exposures result in a 10-point lift in awareness, on average. 66% of those exposed felt the brand was a good fit.

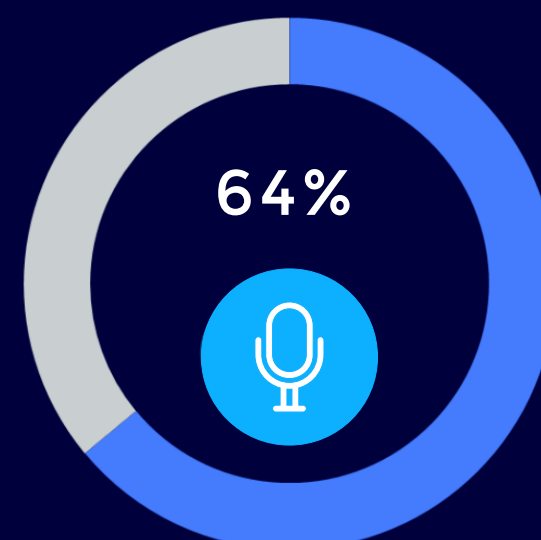
RECALL



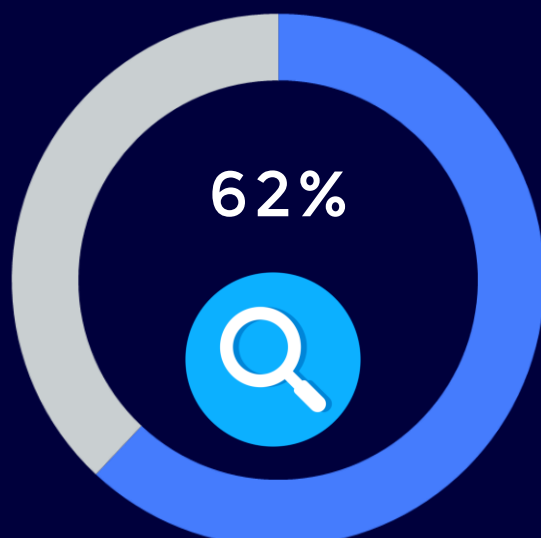
BRAND FIT



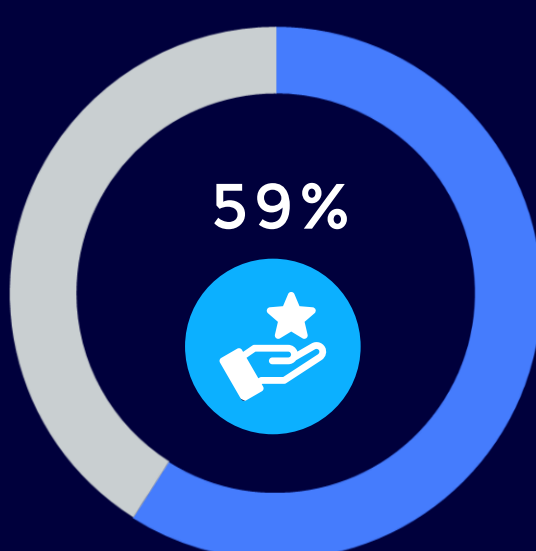
HOST RATING



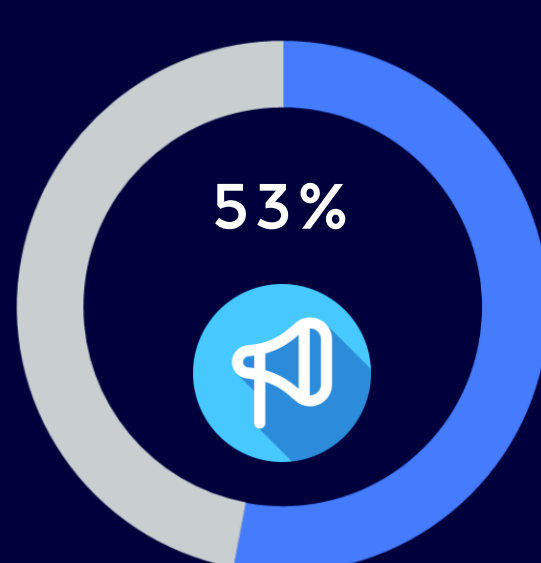
INTENT TO SEEK



OVERALL RATING



INTENT TO SHARE



3

Podcast Ads Win on Trust – and Action



4 in 5

**podcast listeners will
consider a brand or a
product promoted by
their favourite host**

1 in 2

**podcast listeners
trust recommendations
from podcast hosts**

Source: Acast | Podcast Pulse 2024,
Edison Research. Monthly podcast listeners



3

Podcast Ads Win on Trust – and Action

88%

**of podcast listeners
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**

Source: Acast | Podcast Pulse 2024, Edison Research. Monthly podcast listeners



4

Podcast drive Gen Z Action

For brands, podcasts are one of the strongest ways to reach the next generation of consumers.

Base: US population 13-24,
Listened to/watched podcast in the last month

43%

have discovered
new brands or
products while
listening to
podcasts

41%

pay attention to
brands that sponsor or
collaborate with their
favourite podcast
show or host

37%

prefer brands that
share the same
values
as podcast shows
or hosts they like

36%

are more likely to
purchase a product
if it is promoted by a
podcast show or
host they like

% saying "strongly" or "somewhat" agree



5

YouTube & Video Reality

YouTube is now the #1 podcast platform – but here's the twist... ➡

Service Used Most Often to Listen to Podcasts

36%



YouTube

26%



Spotify

14%



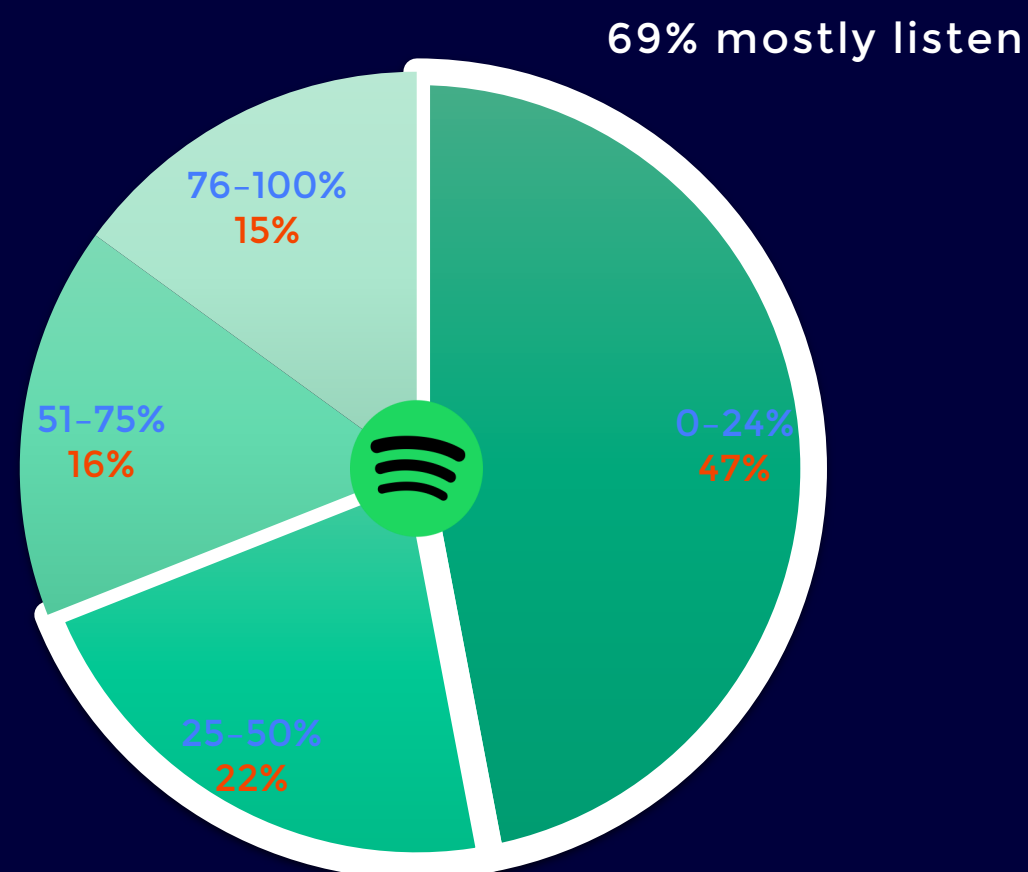
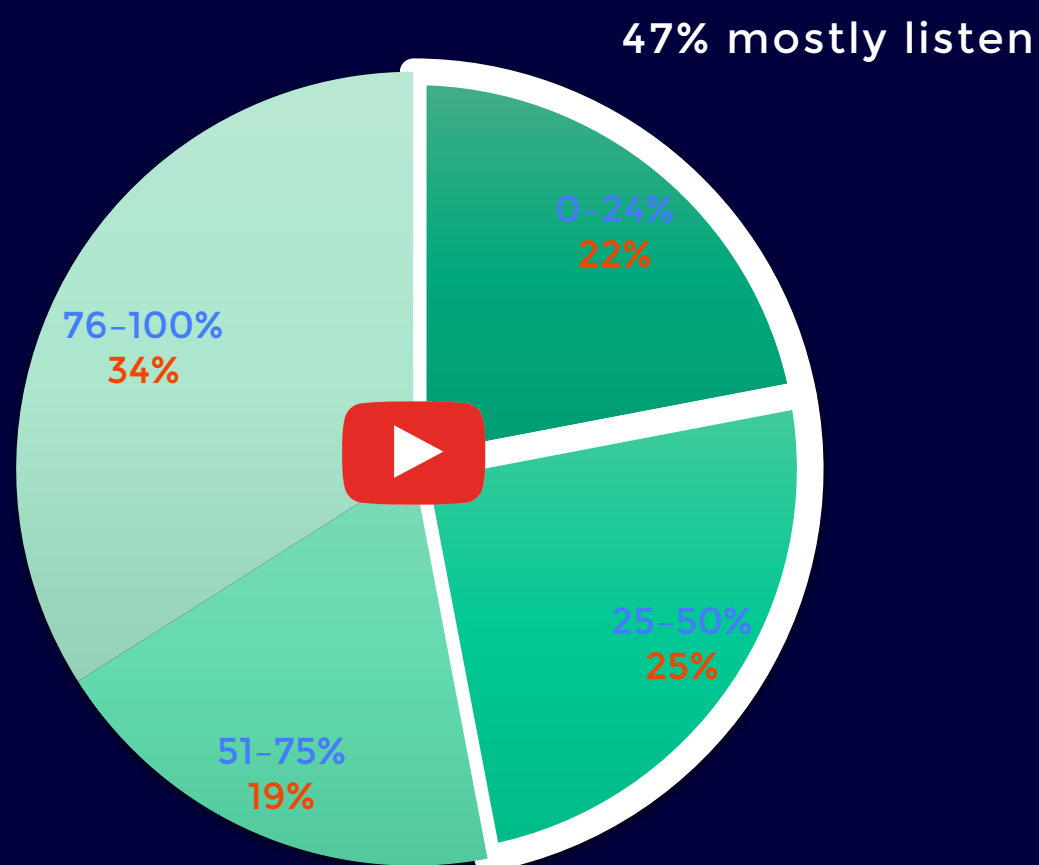
Apple Podcast

% of U.S. Weekly Podcast Listeners 13+ use each service most for podcasts

5

YouTube & Video Reality

...nearly **half of YouTube** podcast users **listen** rather than watch. Podcasts remain an audio-first medium, even on video platforms.



% of podcasts consumed by watching video, per platform
% of monthly podcast consumers

BONUS: Taylor Swift Rewrites Podcast History

Taylor Swift's appearance on New Heights with Travis Kelce broke the Guinness World Record with **1.3 million concurrent YouTube viewers** – sending the show soaring.

- Per-episode downloads jumped 8× to 3.2 million
- Monthly downloads climbed 6× to 31.8 million
- The episode has now racked up over 22 million total views, proving **podcasts can create global cultural moment**.





Hungry for more?

