



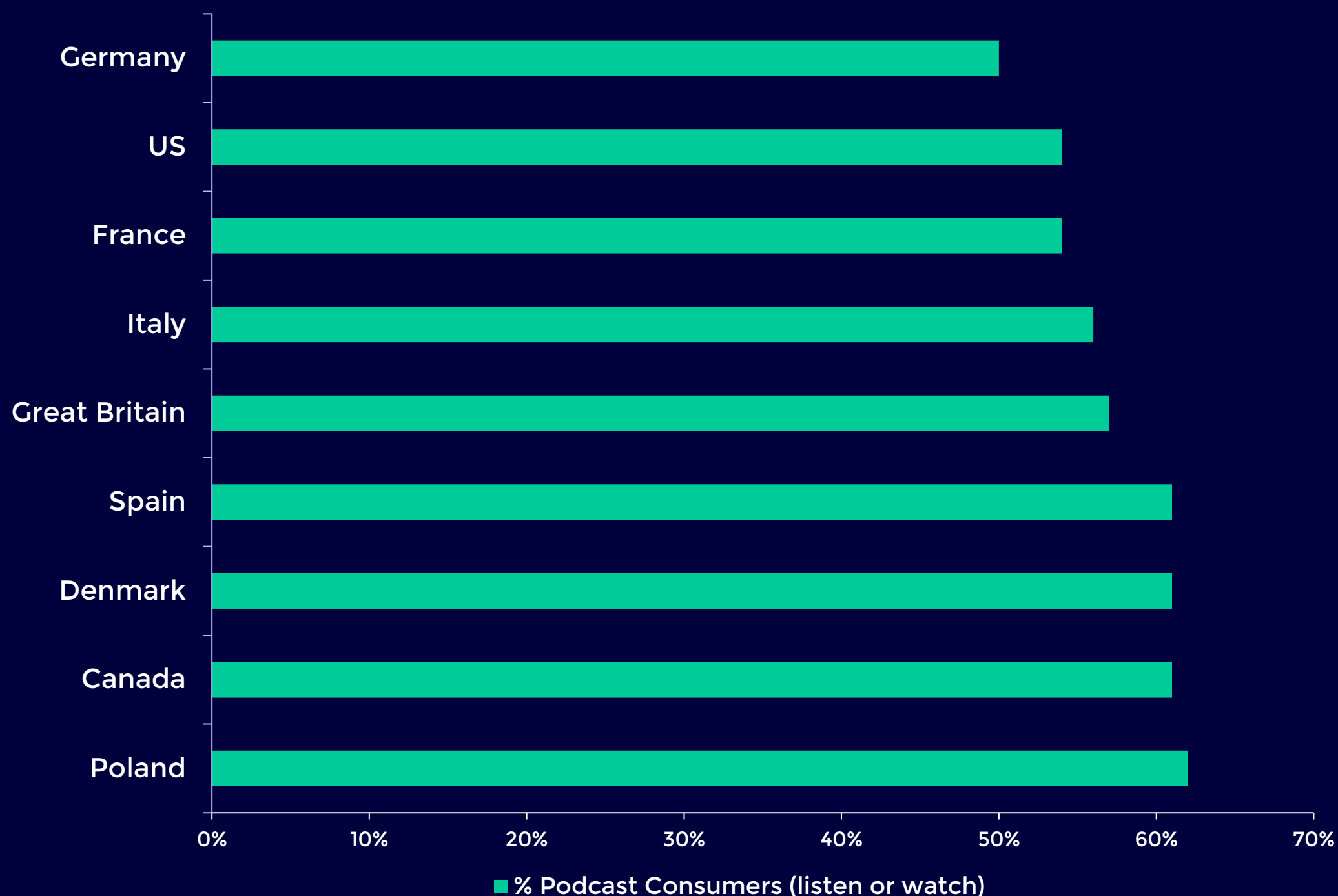
10

Latest Podcast Facts & Figures You Need to Know



1 | Podcast Momentum

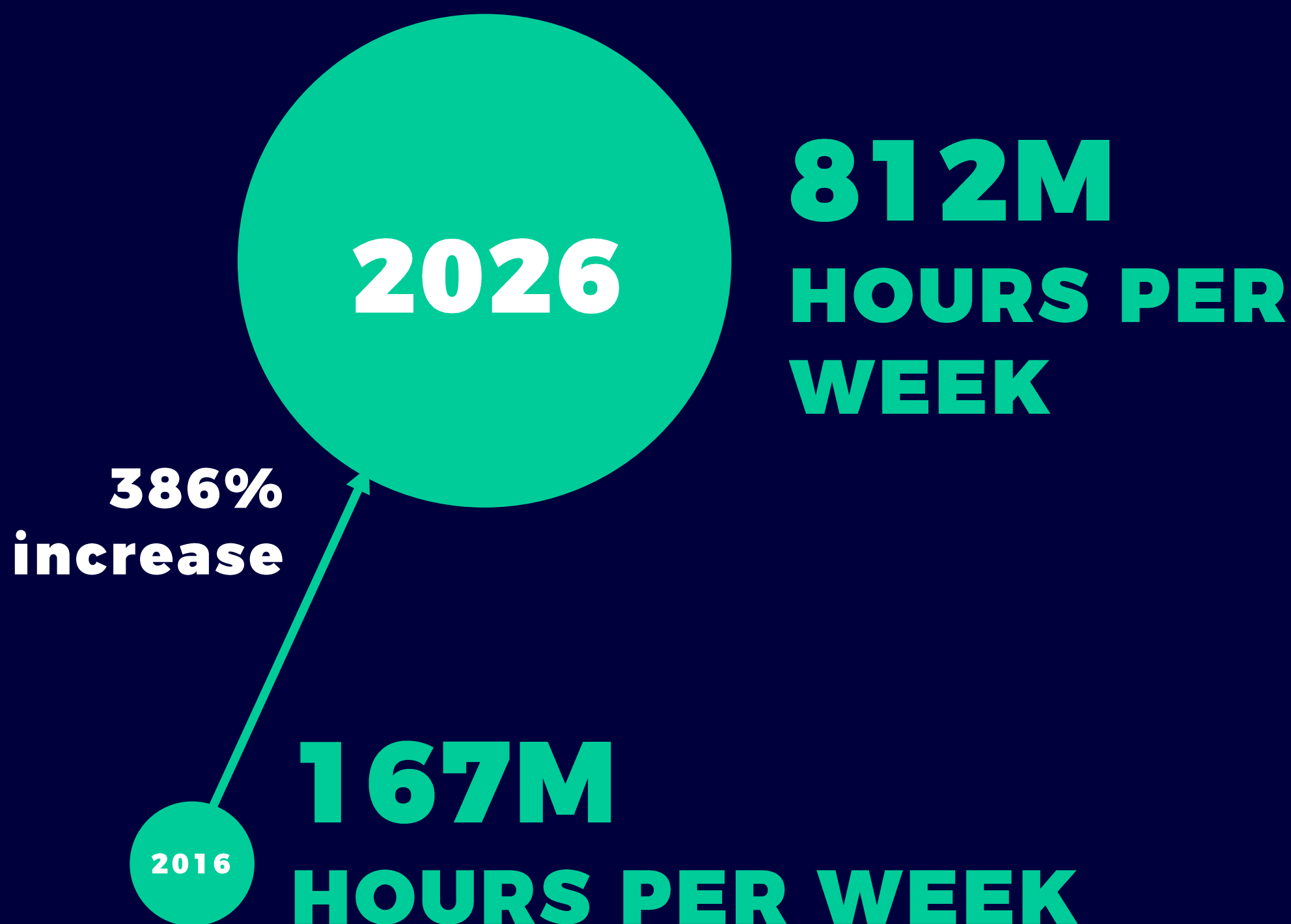
Podcasts are now a mainstream habit, with hundreds of millions of people watching or listening worldwide.



Podcast consumers are respondents who either listen to audio podcasts or watch podcast videos. Source: YouGov Surveys, 2026

1 | Podcast Momentum

Weekly time spent with podcasts. US population 13+



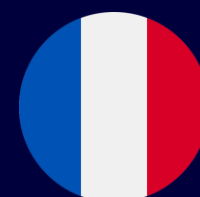
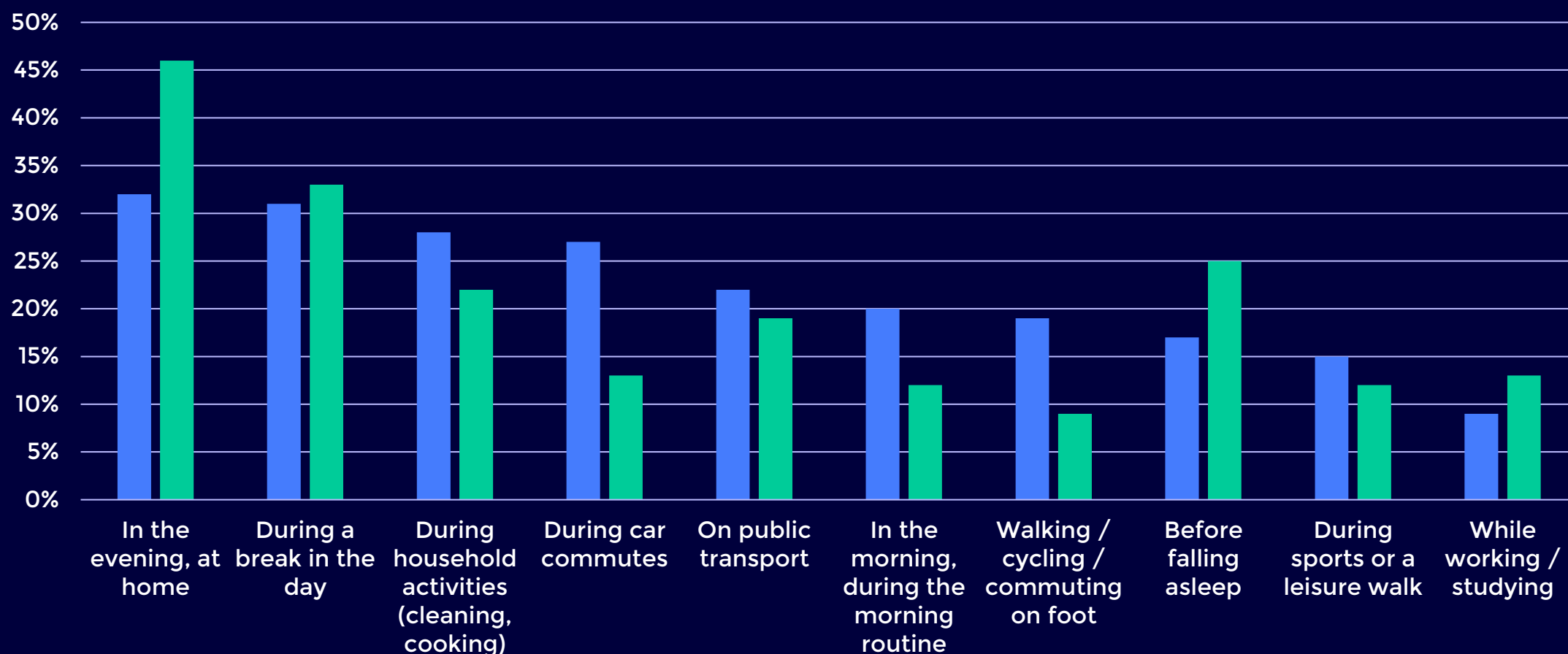
2 | Podcasts Stay On All Day Long

Podcasts and vodcasts don't compete, they take different shifts.

We listen to podcasts during the day: commutes, chores, the morning routine. We watch them during the night: evening at home, before going to bed.

When do people watch vodcasts or listen to podcasts?

■ Podcast ■ Vodcast

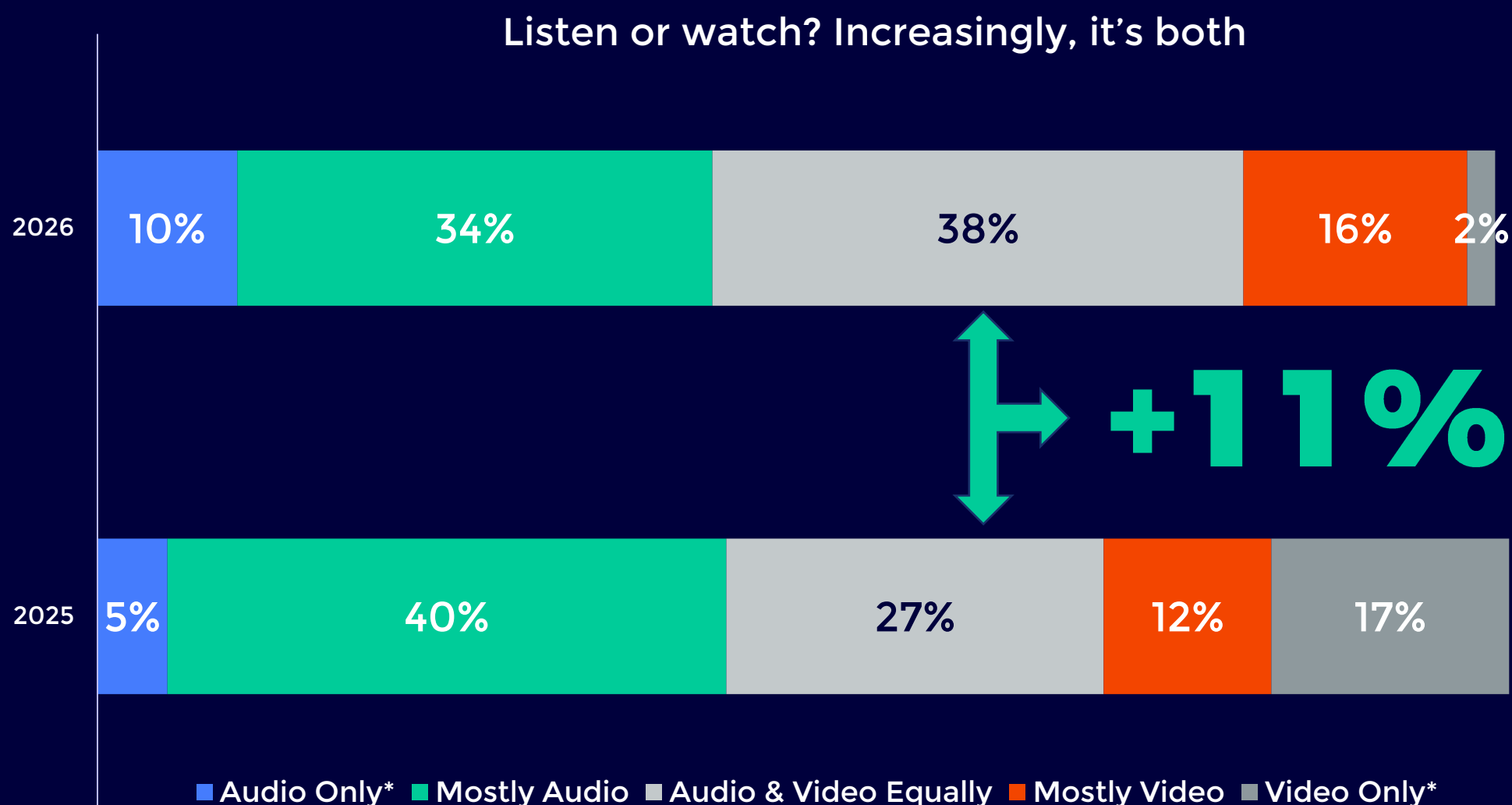


2 | Podcasts Stay On All Day Long

Audio-only and video-only are no longer separate worlds. Audiences now expect to switch between formats, and both have a part to play.



38% now consume both audio and video, up from 27% last year

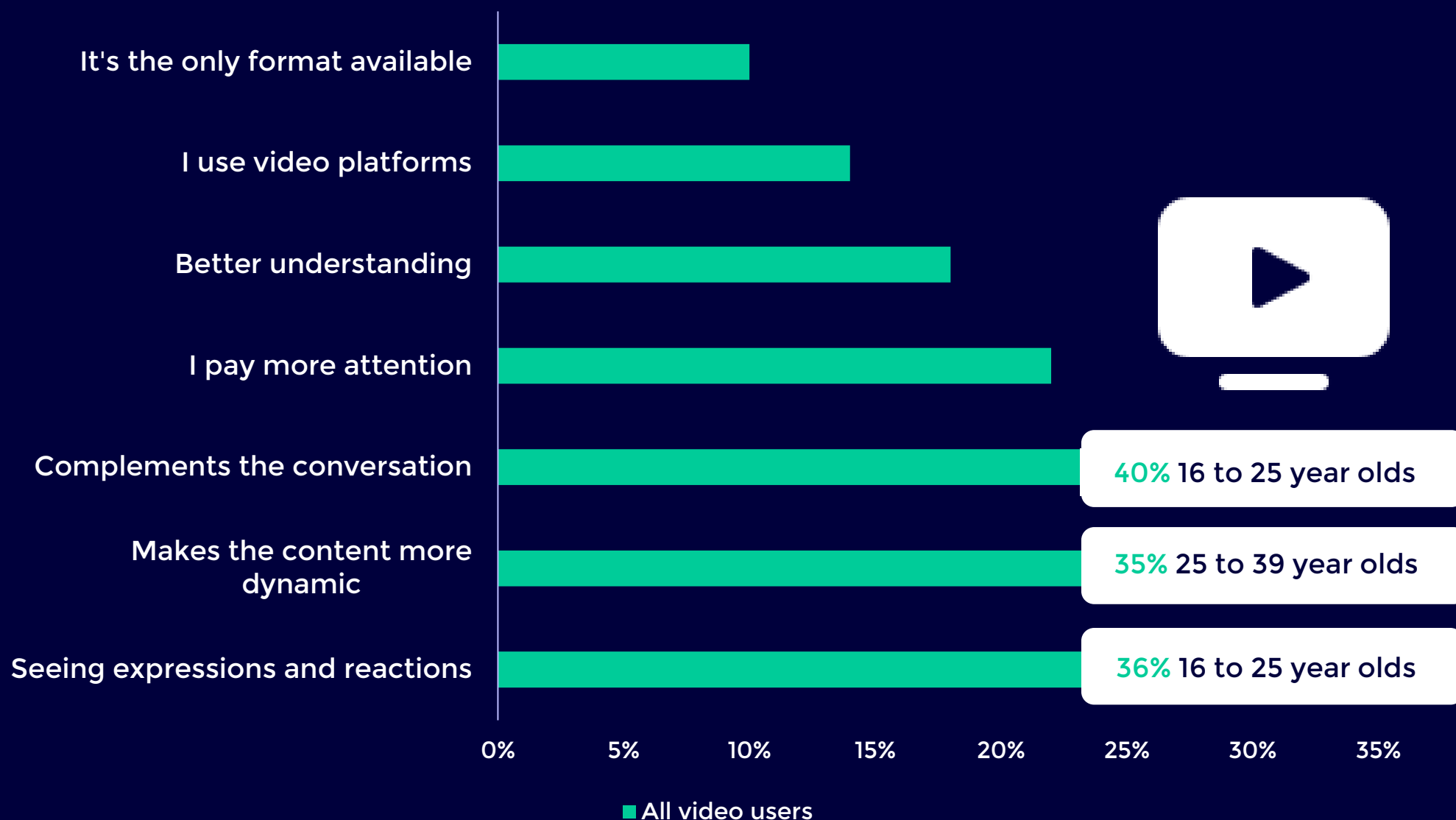


3

Listen or Watch? Podcast Fans Say Both

2 out of 3 users watch the video format of the podcasts they consume, rising to 81% among the youngest audience.

Why do you choose the video format?
Base: 415 respondents



Source: IAB Spain, Estudio Audio Digital 2026 (Digital Audio Study 2026)

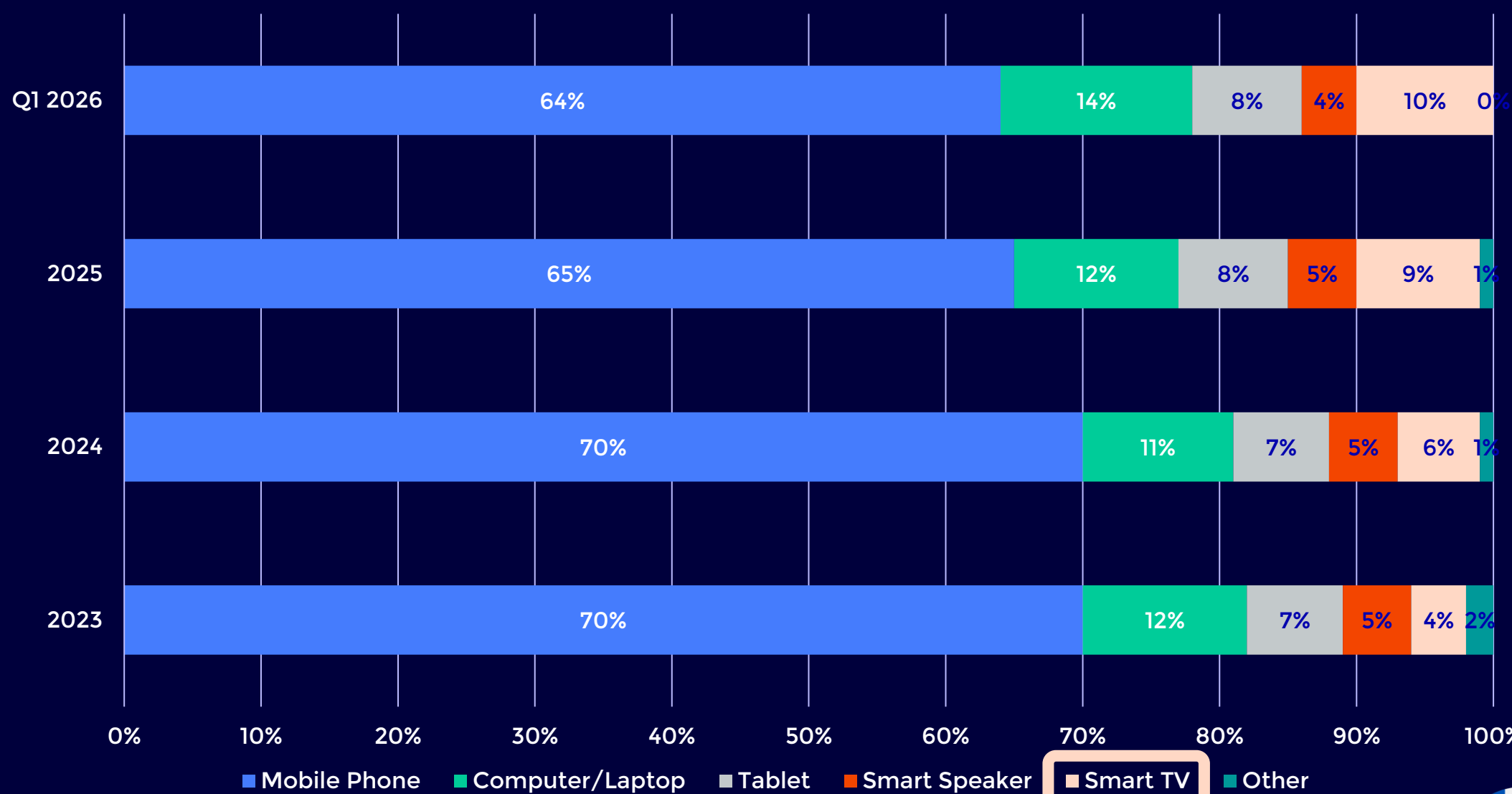


4

Podcasts Across Devices

64% of UK weekly podcast listeners mainly use their phones, but the audience is spreading to more devices, especially smart TVs.

Device Used Most Often to Consume Podcast
UK weekly consumers 15+



5 | Podcast Ad Growth

Podcast advertising keeps expanding as brands chase increasingly engaged audiences.



+19%

**of podcasting ad
revenue growth
in the US**

**\$2.23B → \$2.66B
(2024-2026)**



+11%

**of podcasting ad
revenue growth
in Europe**

**\$0.46B → \$0.51B
(2024-2026)**

5

Podcast Ad Growth



56%

of daily podcast users don't skip advertising tailored to the podcast

71%

of podcast users in Germany accept advertising in return for free content

Source: RMS Podcast Study 2026





5

Podcast Ad Growth

18%

Nearly 1 out of 5 new brands included **Sports** podcasts in their media plan.

+23%

Podcast ad spending remained healthy **year-over-year**, increasing 23% in Q2.

8 of 10

Eight of the top 10 Q2 spenders also ranked in Q1's top 10, with two new brands breaking into the list this quarter.

6

Podcasts Fuel Trust and Connection

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

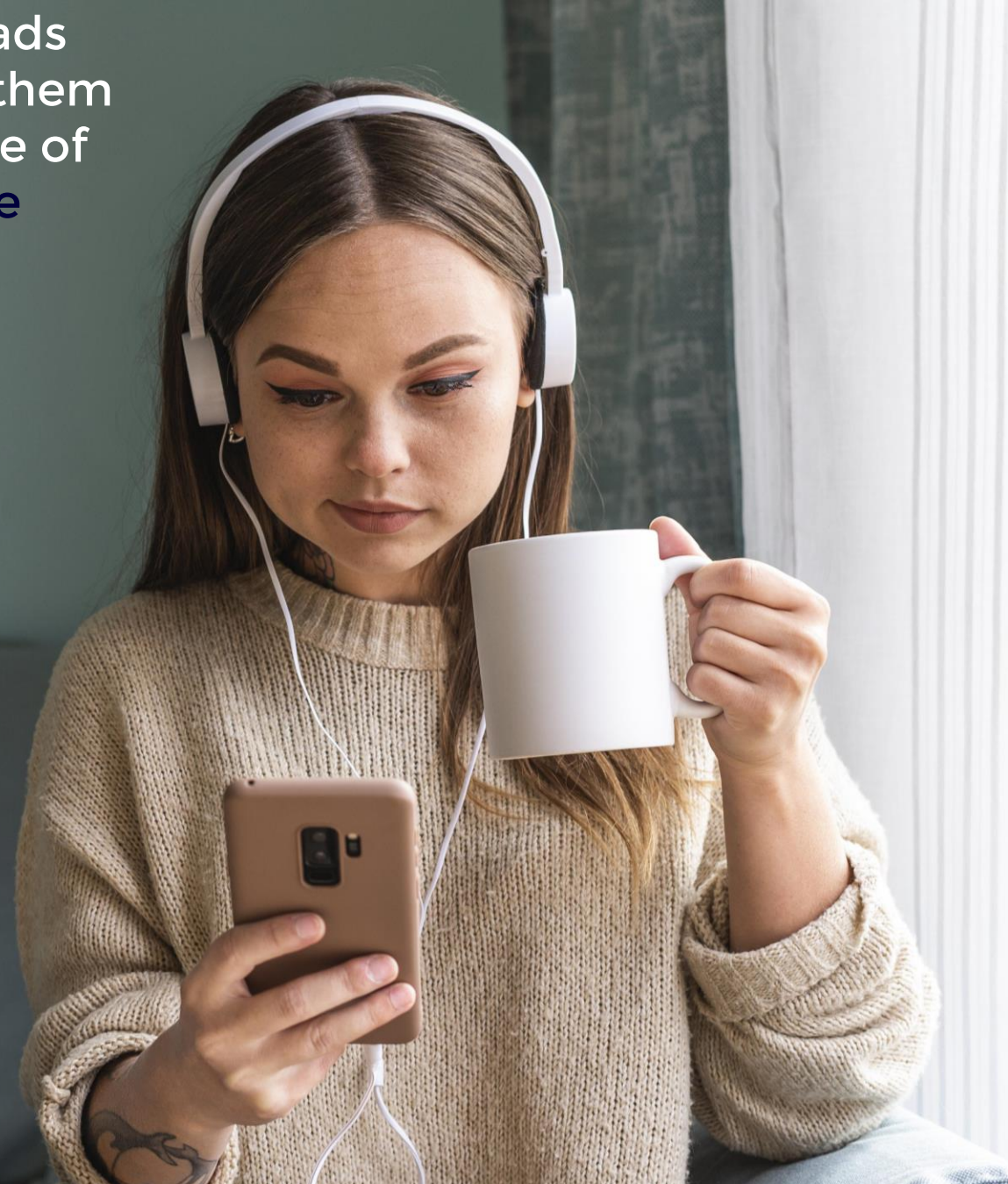
1 in 3

1 in 5

Feel more trust towards brands who sponsor their favourite podcasts repeatedly

Source: Sirius XM Media
The Great Podcast Debate 2026

Say podcast ads have helped them discover some of their favourite brands and products





6

Podcasts Fuel Trust and Connection

+50%

of listeners feel a deeper connection to podcast hosts than to other media personalities

58%

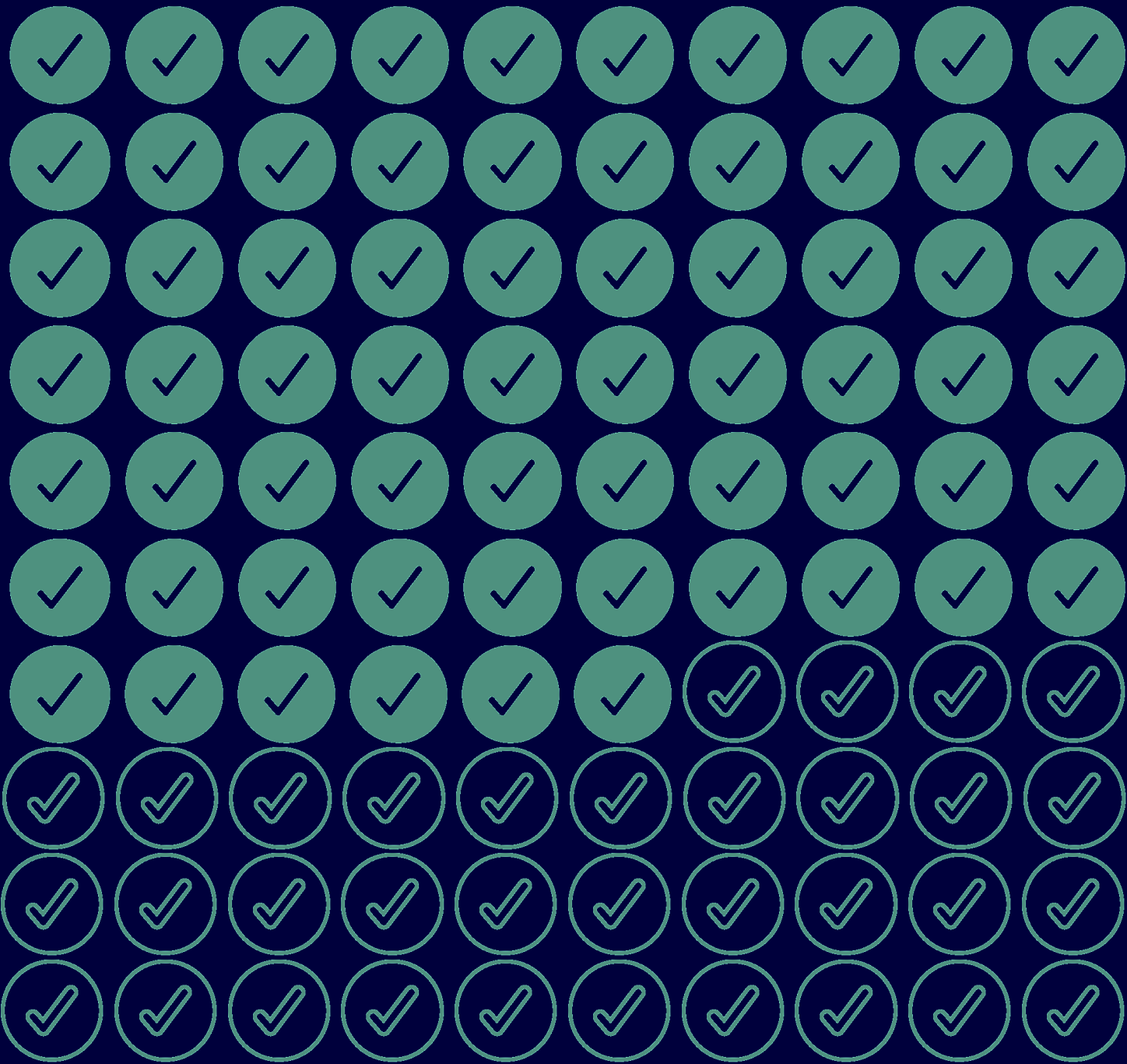
agree that the podcasts they listen to say a lot about who they are

64%

of heavy podcast listeners follow podcast host recommendations on products and services when shopping

7

Podcast Ads Win on Action



76%

of weekly podcast consumers 13+ have acted* as a result of hearing an ad on a podcast

Actions include: visited a company/ product website, recommended a product, gathered more information, purchased a product/ service, or used a promo code that was mentioned.

Source: Edison Podcast Metrics Q2 '25 - Q1 '26

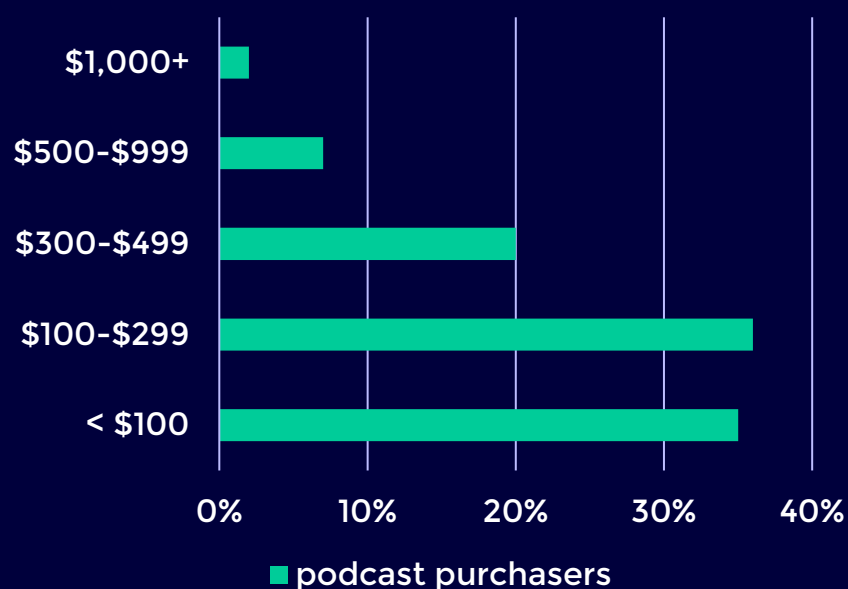
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Podcast Ads Win on Action

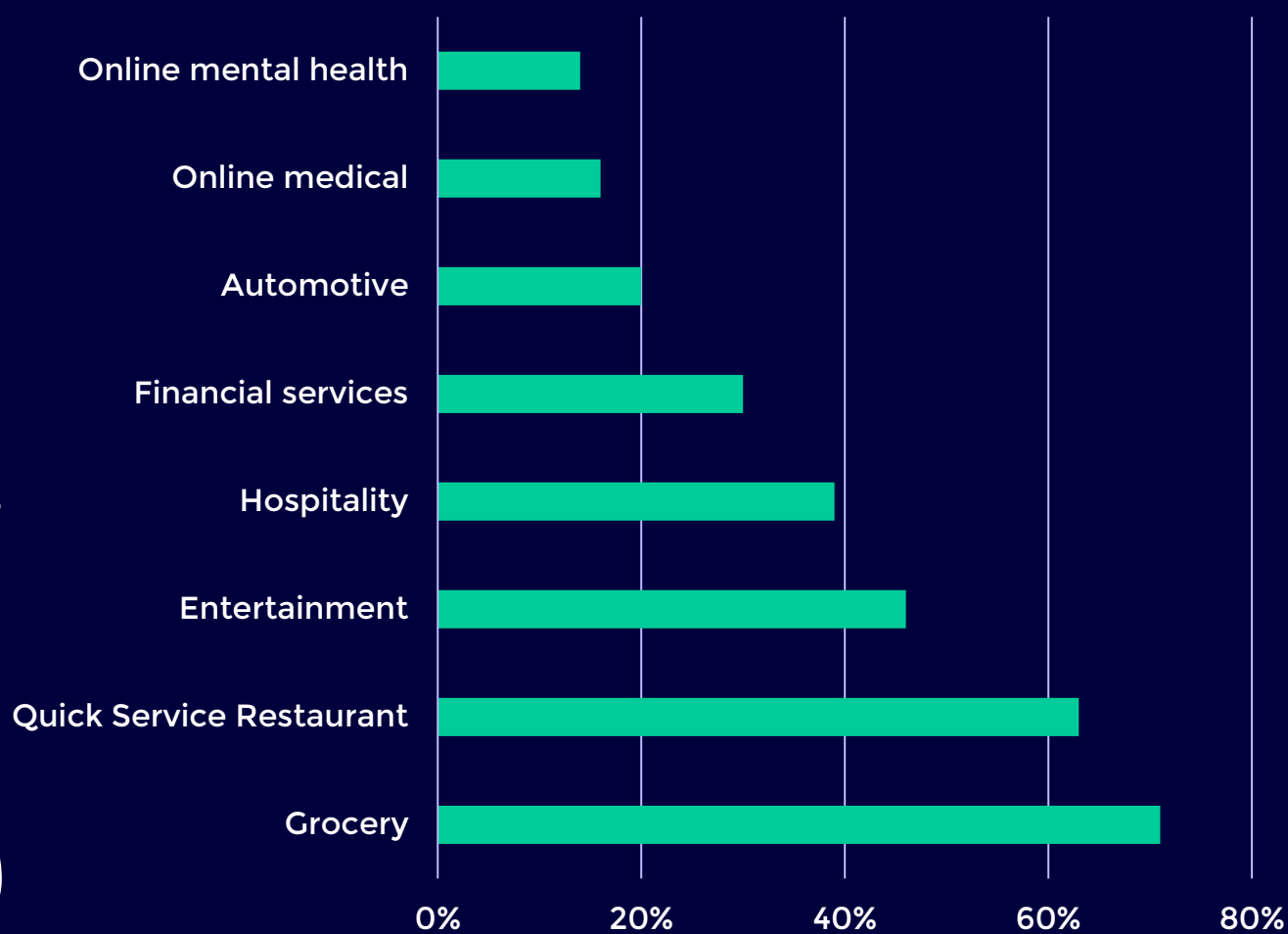
46%

of ad-supported platform users have bought a product after a creator recommended it in an ad

Podcast-driven purchase amounts



Purchase intent by category

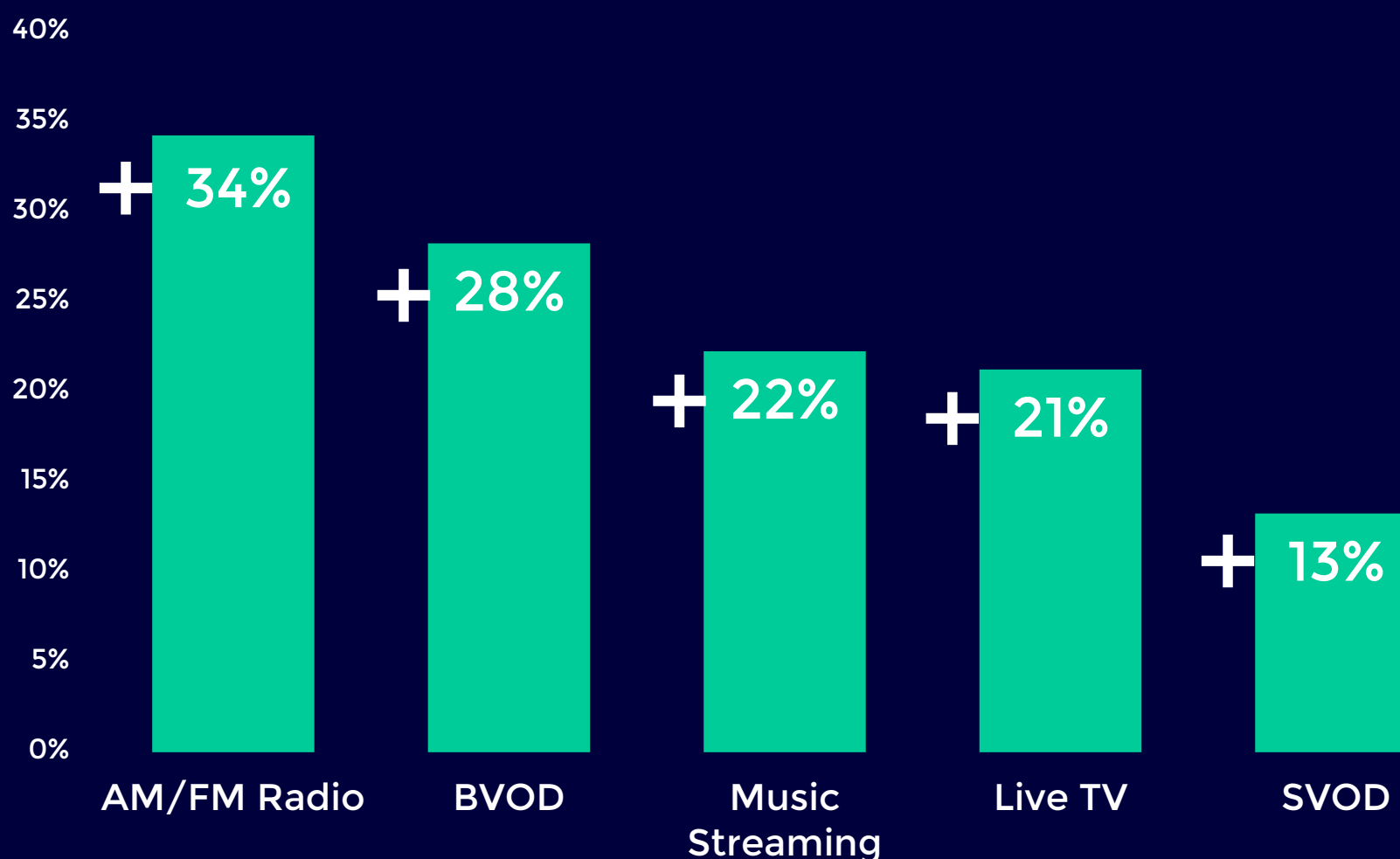


8

Podcasts Deliver Reach and Attention at Scale

Podcasts open doors to new audiences and multiply your campaign reach.

Incremental Reach: Podcast Audience
(Audio and/or Video)



Incremental reach: the percentage of people who listened/watched podcasts but didn't consume the other media channels

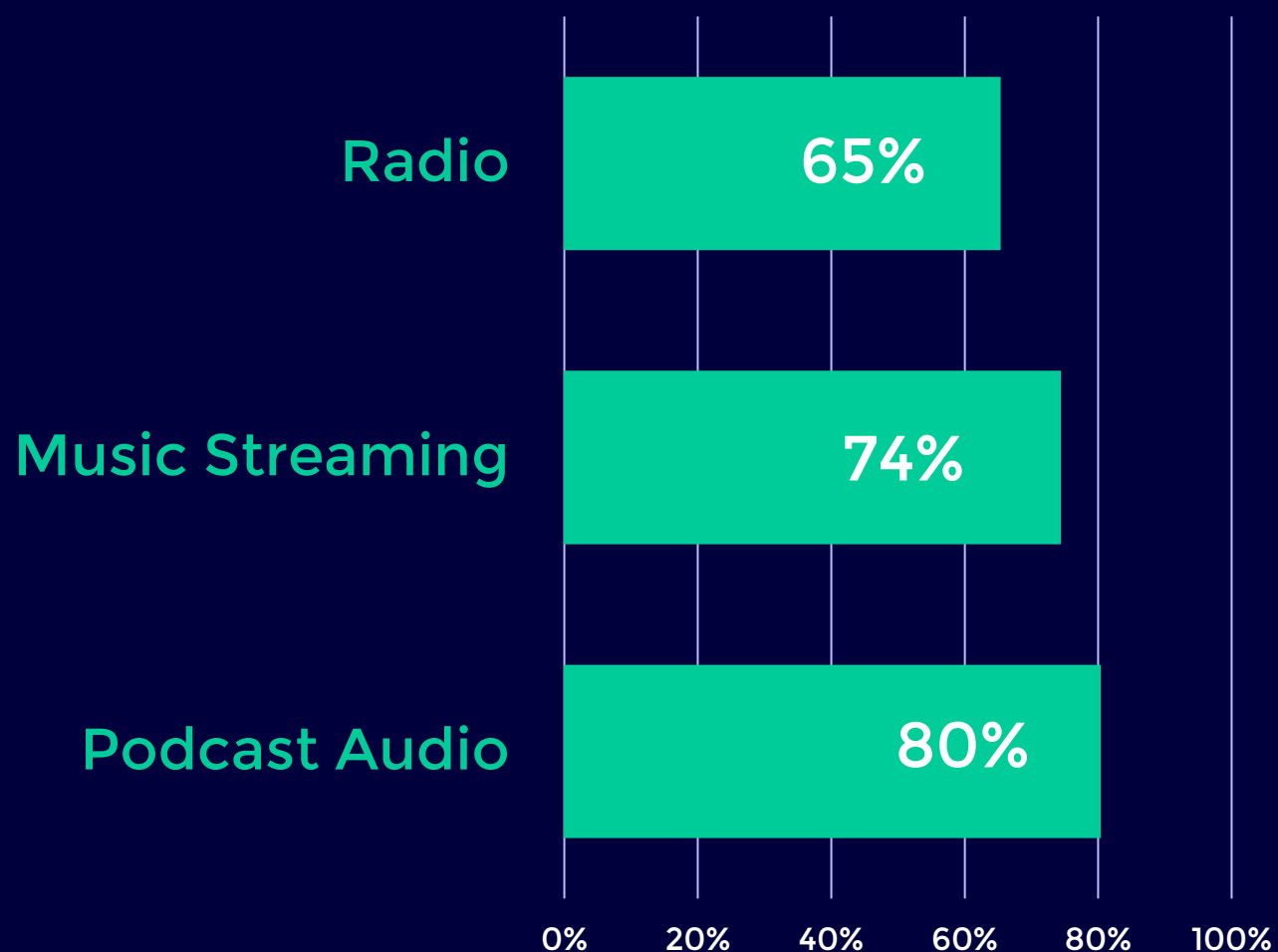
Source: Acast Incremental Impact Report UK, 2025

8

Podcasts Deliver Reach and Attention at Scale

Podcasts put your brand in listeners' ears when they're focused, turning attention into engagement.

Attention by audio format



Source: Acast Incremental Impact Report UK, 2025



9

Podcasts Bring Us Together

Podcasts are often enjoyed together. In the US, 69% of weekly listeners who share podcasts with friends or family did so in the past week.

Q: When is the most recent time you listened to podcasts with ...
% of weekly podcast consumers who listen to podcasts with the following groups who said 'past week'

Friends	Children/Family members under 18	Adult family members	Net: Friends or family	Net: Friends/family/children
54%	75%	72%	69%	72%



10

Podcast Engagement Lasts Beyond the Episode

7 in 10 listeners want a TV show or film based on their favourite podcast, nearly 2 in 3 would attend a live event, and half are interested in merchandise.

70%

of listeners want to be able to watch video podcasts on video streaming services



70%

of listeners would watch a TV show or movie based on their favourite podcasts



64%

of listeners would attend a live event hosted by their favourite podcasters



55%

of listeners would subscribe to an email newsletter from their favourite podcasts



52%

of listeners would buy merchandise that features quotes or logos from their favourite podcasts

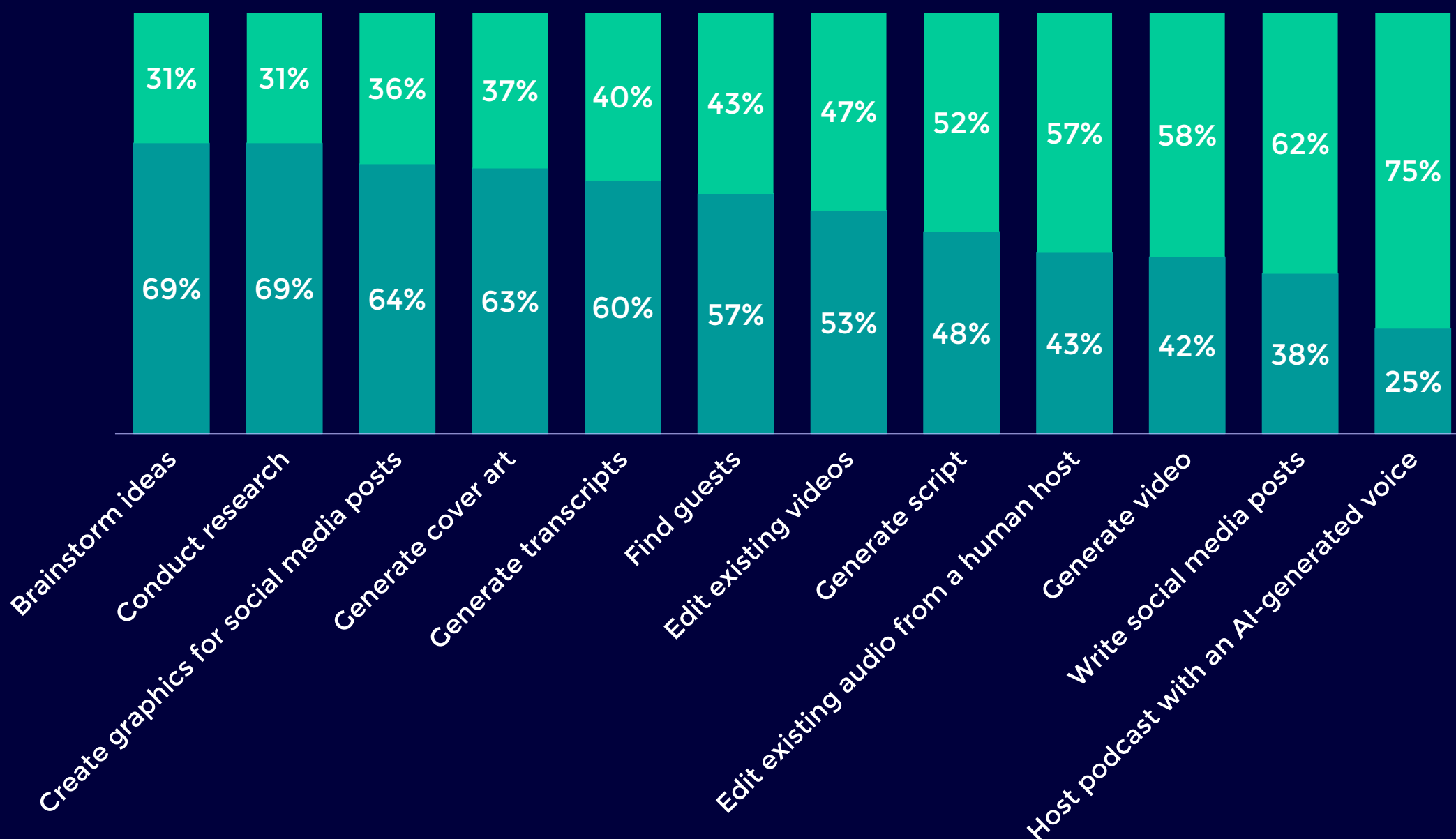


BONUS: The AI Debate

Listeners accept AI in podcasting, as long as it stays behind the scenes. Efficiency, targeting and workflow tools get a thumbs up. The host or the storytelling? Support drops sharply.

Do you approve or disapprove of podcasts using generative AI to complete the following steps of the podcast creation process?

■ Approve ■ Disapprove



Source: Audacy, Edison Research at SSRS, Podcast Metrics, U.S. weekly podcast consumers aged 13+, Q1 2026.



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