Westwood One

# AUDIOSCAPE

2019

Audio is a huge part of life for Americans. While AM/FM radio dominates the audio landscape with mass reach and significant time spent, new content and distribution platforms represent audio innovations that are experiencing significant consumer adoption growth.

In the **Westwood One 2019 Audioscape**, we review two major innovations in the audio space: podcasting and smart speakers.

In this report, we will examine:

- The podcast consumer and listening trends
- The smart speaker consumer and user trends
- Podcast consumption among smart speaker users
- Marketer and agency sentiment for advertising in podcasts and smart speaker environments

# Research partners

Edison Research is the leading authority on consumer use and adoption of new audio technology. For the last 20 years, Edison's "Infinite Dial" study has tracked usage of streaming, podcasting, and new audio platforms. Each quarter, Edison's "Share of Ear" study provides the definitive view of American time spent and usage of audio content. The data in this report is based on a Edison's Q2 2019 "Share of Ear" which represents Q3 2018, Q4 2018, Q1 2019 and Q2 2019. We also use data from Edison's "Infinite Dial" study.

MARU/MATCHBOX is a professional services firm of consultants with a deep heritage in both strategic insights consulting and technology. MARU/Matchbox brings a unique level of expertise in delivering Insight Communities, community management, and advanced research consulting services to its global client base.

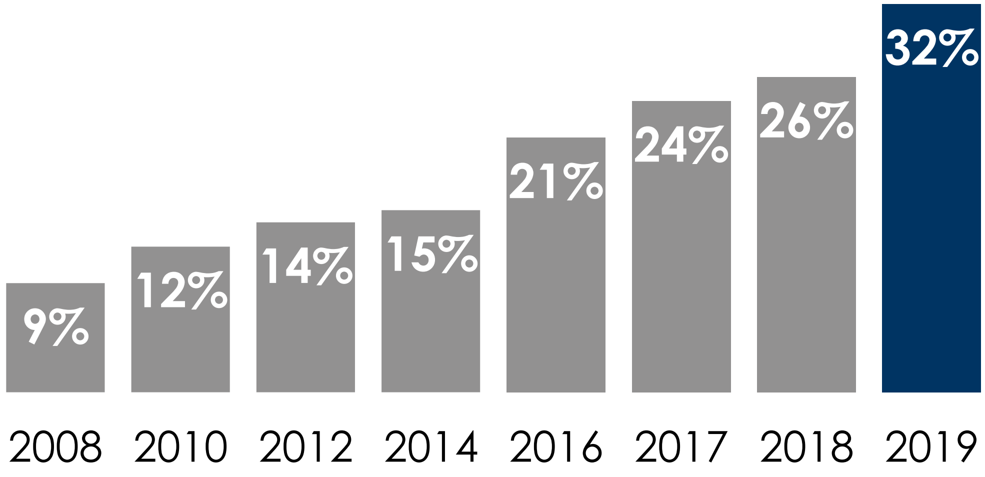
GfK MRI provides marketers with the most reliable and comprehensive view of the consumer and media marketplaces available. They produce the country's largest and most current database of consumer behavior, media usage, and consumer motivations. The survey is an encyclopedic repository of consumer insights.

Advertiser Perceptions is the gold standard of advertiser and media agency sentiment. Advertiser Perceptions conducted a series of studies on podcast advertising consideration and intended use among brands and media agencies during September 2015, July 2016, May 2017, May 2018 and May 2019. They also conducted a smart speaker survey during January 2018 and March 2019.

# Podcasts

# Podcast listening is on the rise

% persons 12+ who have listened to a podcast in the last month



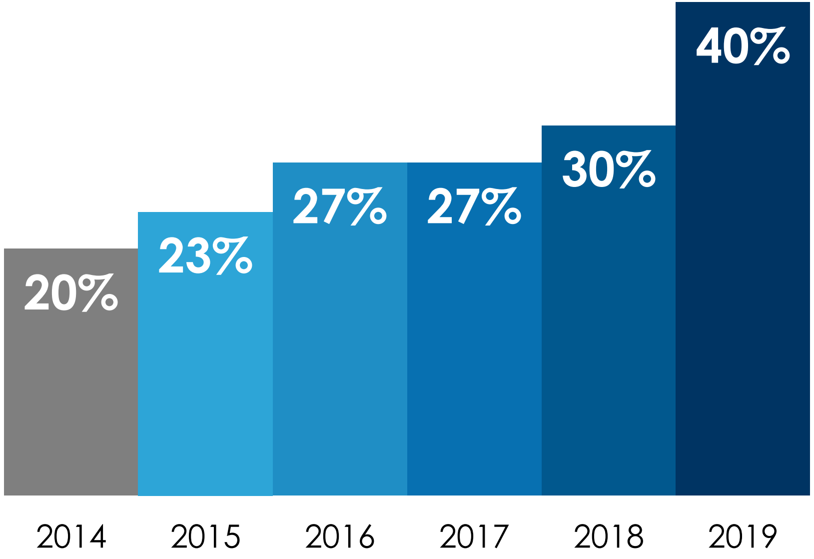

**1 in 3 Americans**

have listened to a podcast in the last month

# Podcasting sees steady growth among Gen Z, Millennials, and Gen X

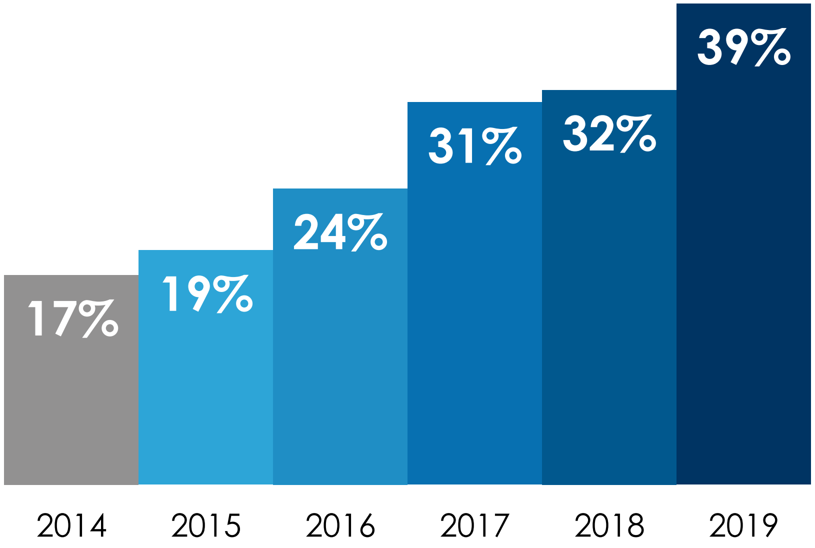
% of persons 12-24 listening to podcasts in last month

100% growth since 2014




% of persons 25-54 listening to podcasts in last month

129% growth since 2014

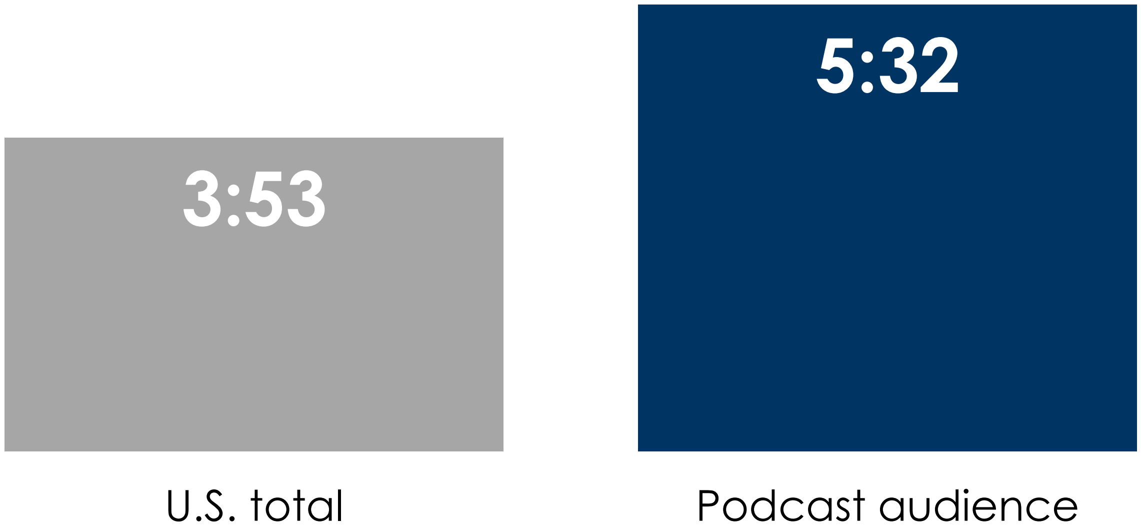



Source: Edison Research, Triton Digital, "The Infinite Dial 2019"

# Podcast listeners are super fans of audio

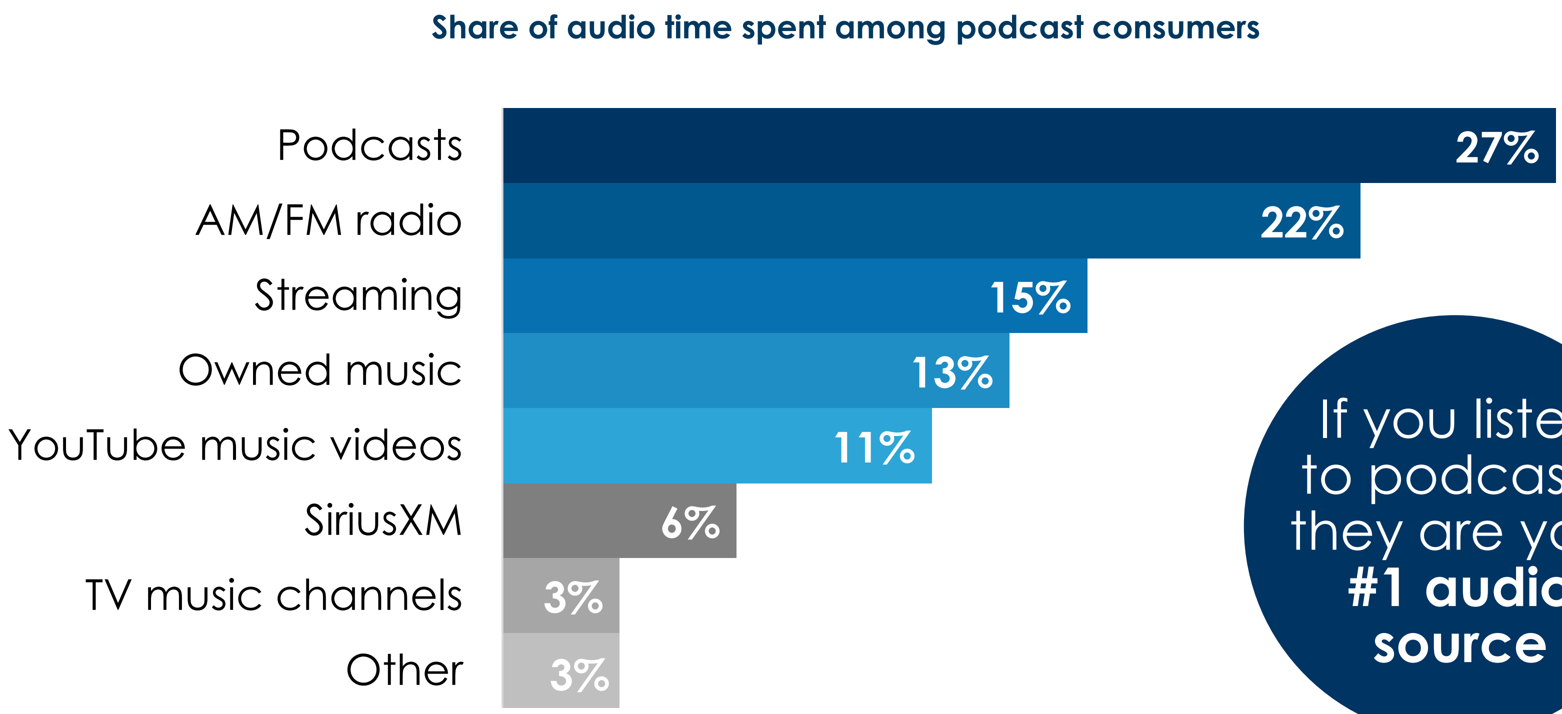
Podcast listeners spend **43%** more time with audio daily

**Daily time spent with audio**




Source: Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019. Persons 13+
Audio includes: AM/FM radio, owned music, music videos on YouTube, SiriusXM, TV music channels, Pandora, other streaming audio, podcasts, Amazon Music, Apple Music

# Podcast consumers listen to podcasts the most




If you listen to podcasts, they are your **#1 audio source**

# Podcast listeners are music fans (YouTube/owned music) and use more audio platforms

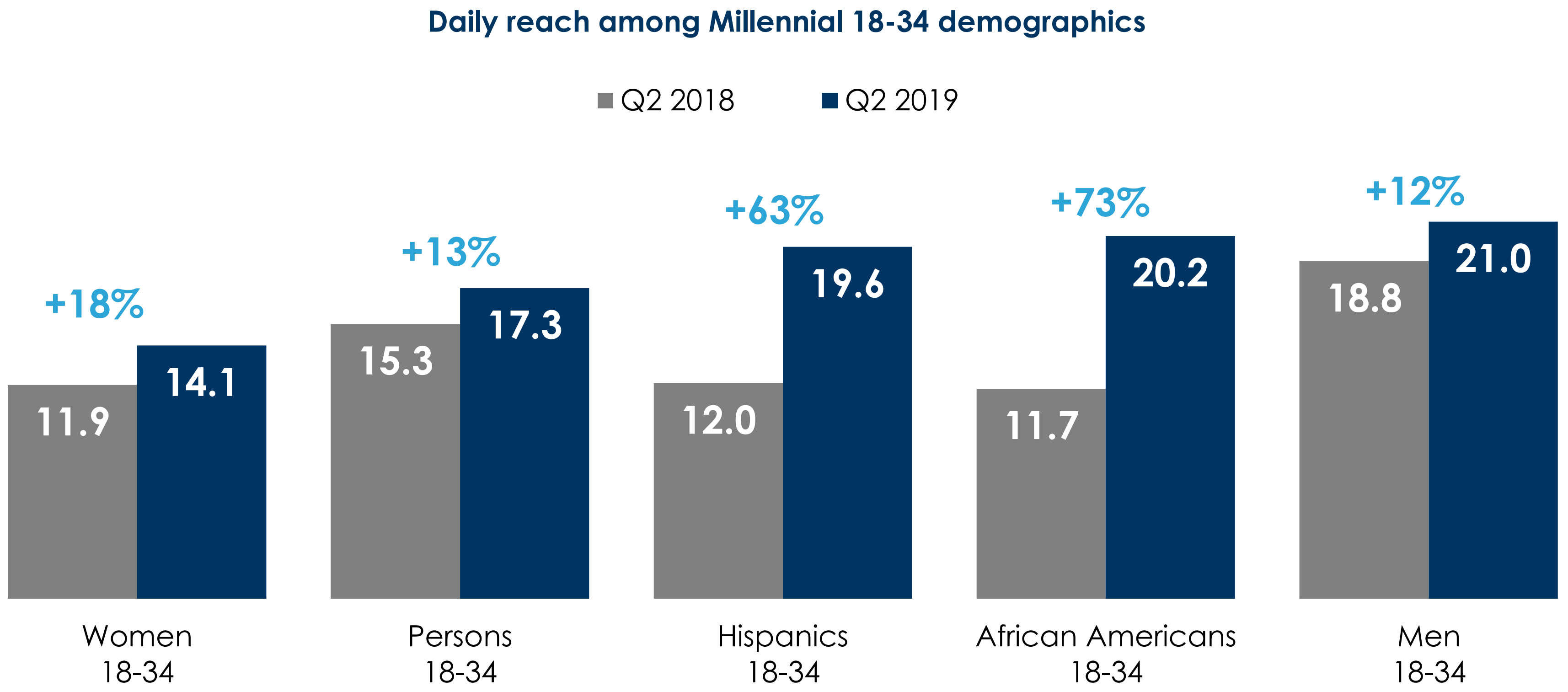
### Daily reach among podcast listeners and total audio users

| Category | Podcast listeners | Total audio consumers |
|---|---|---|
| **AM/FM radio** | **63%** | **72%** |
| Music videos on YouTube | 39% | 24% |
| Owned music | 33% | 27% |
| SiriusXM | 23% | 17% |
| Spotify | 17% | 11% |
| Pandora | 16% | 12% |
| Music channels on TV | 13% | 8% |
| Apple Music | 13% | 4% |
| Amazon Music | 5% | 4% |
| **Average # of platforms used** | 3.3 | 1.9 |

Podcast listeners use **74%** more audio platforms than the average audio consumer

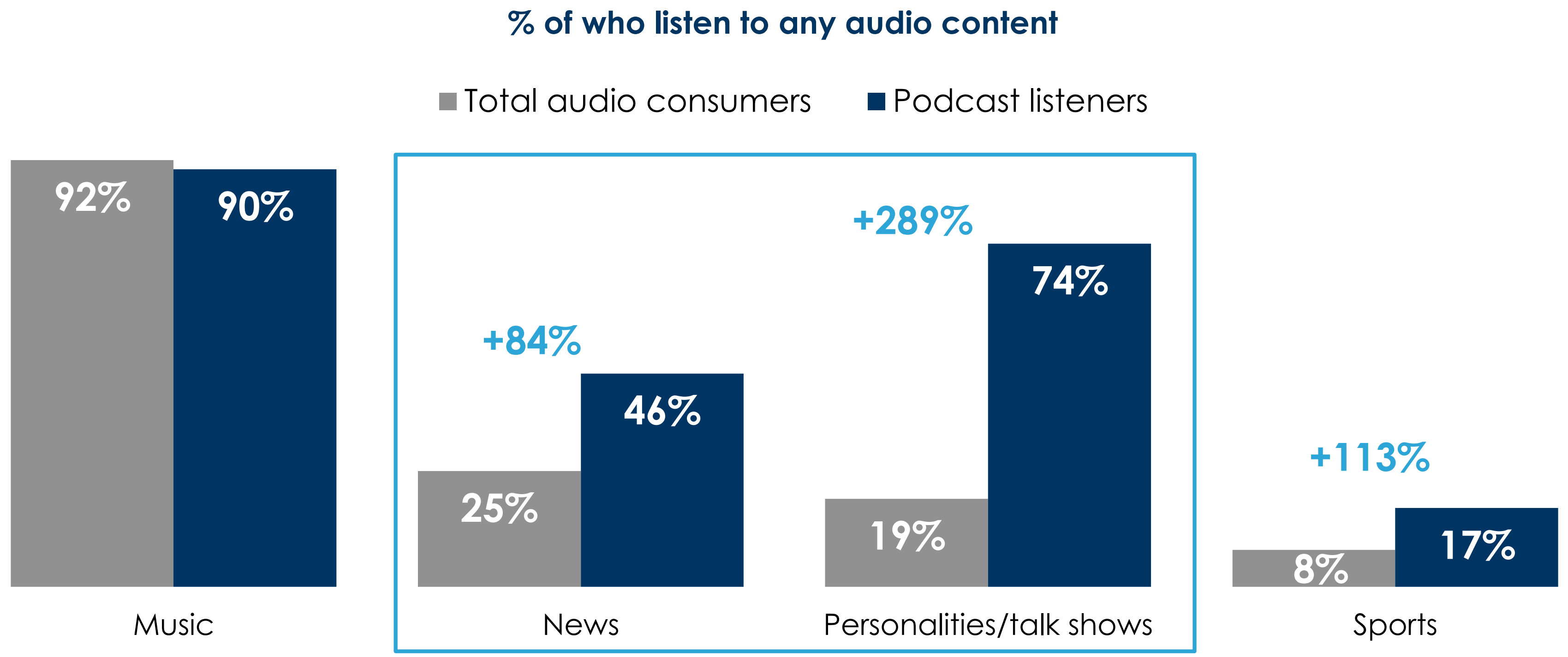
**How to read:** Among podcast listeners, 63% also listen to AM/FM radio, 39% listen to music videos on YouTube.

# Podcasting is growing the fastest among Millennial ethnic groups; women closing gender gap with faster growth




Source: Edison Research, "Share of Ear," Q2 2018 vs. Q2 2019

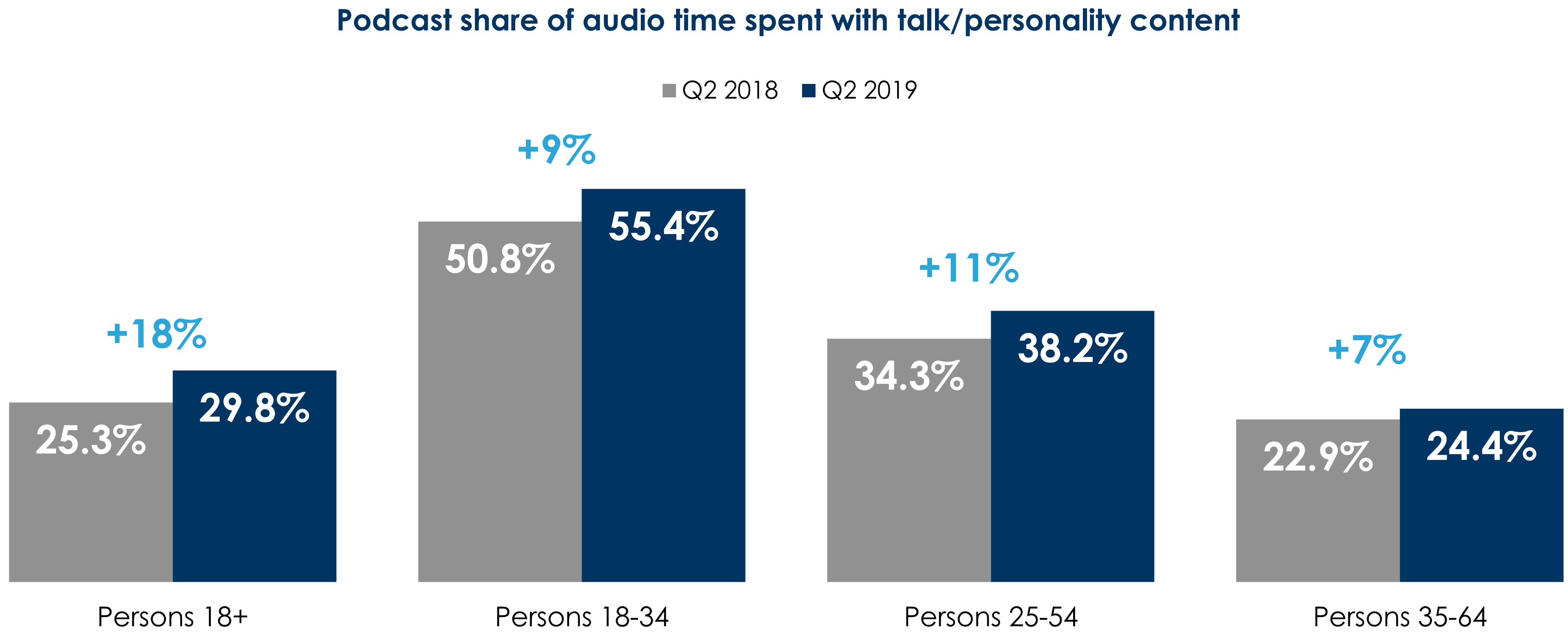
# Podcast listeners are heavy consumers of spoken word content, especially news and personalities




**How to read:** 46% of podcast consumers listen to news audio content from any source on a typical day.

Source: Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019. Persons 13+

# Among talk and personality listeners, share of time spent with podcasting grows




**How to read:** Of all the time Americans 18+ spend listening to talk/personality content, podcasting share has grown from 25.3% in Q2 2018 to 29.8% in Q2 2019.

Source: Edison Research, "Share of Ear," Q2 2018 vs. Q2 2019

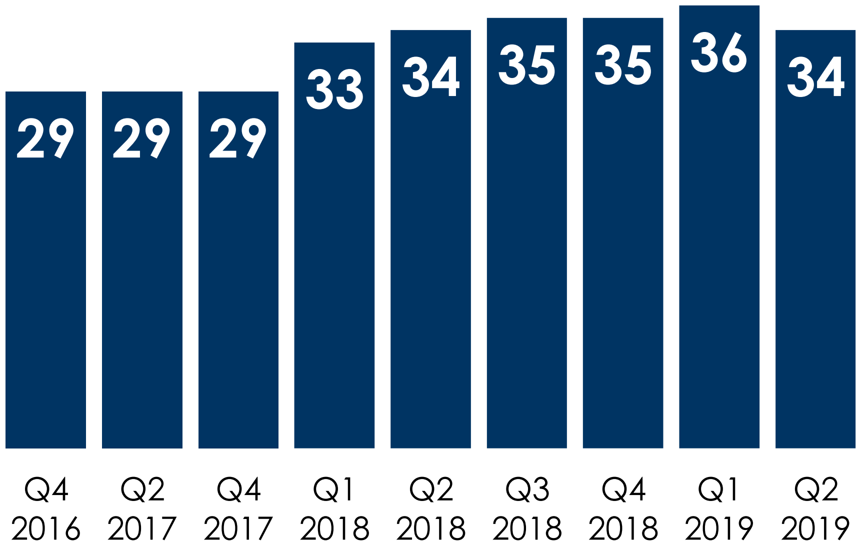
# The podcast audience is significantly younger than other media; but the audience is aging

Podcast median age: **34**

AM/FM radio median age: **47**

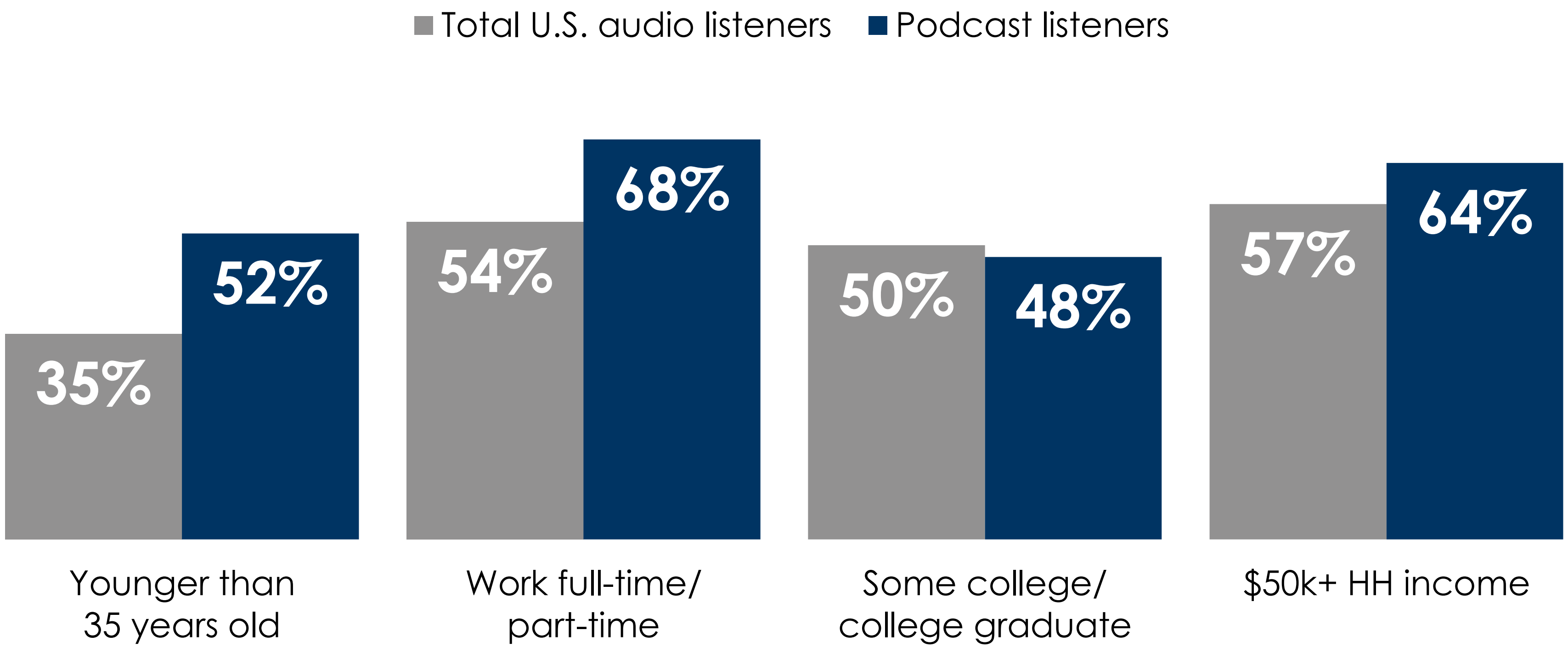
ABC/NBC/CBS median age: **52**

**Median age of podcast listeners**




Source: Podcast & AM/FM radio: Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019; Edison Research, "Share of Ear," Q4 2016 – Q1 2019. TV: Scarborough USA+ (Current 6 Months Only) 2018 Release 2 *Revised 04-19-2019* Total (Dec 2017 - Nov 2018), Base: Adults 18+

# Podcast listeners are younger, employed, and affluent



# Categories with high purchase propensity among podcast audience

| Category | Index |
|---|---|
| Tablets & E-readers apps | 171 |
| Audio equipment & accessories | 167 |
| Quick service copy/printing | 166 |
| Headphones | 165 |
| Camping equipment | 164 |
| Cameras/camcorders | 159 |
| Cell/mobile phone "apps" | 157 |
| Fine dining restaurants | 154 |
| Sports clothing | 153 |
| Domestic vacations | 151 |

| Category | Index |
|---|---|
| Video game hardware | 149 |
| Dry cleaning | 149 |
| Luggage | 149 |
| Foreign vacations | 145 |
| Contact lenses | 145 |
| Flowers by phone/Internet | 144 |
| Internet & catalog shopping | 142 |
| Sport/recreation equipment | 141 |
| Video games | 141 |
| Personal computers at home | 138 |

| Category | Index |
|---|---|
| Men's clothing: low ticket | 138 |
| Men's clothing: big ticket | 138 |
| Athletic shoes | 134 |
| Nonprescription sunglasses | 134 |
| Watches | 133 |
| Personal computers at home: software | 132 |
| Household furnishings: low ticket items | 132 |
| Barbershop | 130 |
| Home improvements | 128 |
| Shoes | 127 |

**How to read:** Podcast listeners are 71% more likely than the average population to purchase tablets & E-readers apps.

Source: 2018 Fall GfK MRI weighted to Population (000) - Base: A18+. Podcast listeners defined as: Podcasts: Listened to in the last 30 days

# Categories with high purchase propensity among podcast audience (continued)

| Category | Index |
|---|---|
| Clothing Expenditures | 126 |
| Cellular/mobile phones/smartphones | 123 |
| Any climate control appliance | 121 |
| Fine jewelry | 120 |
| Baby furniture & equipment | 120 |
| Household furnishings: big ticket items | 120 |
| Children's toys & games | 119 |
| Total health & beauty aids expenditures: for men | 117 |
| Women's clothing: low ticket | 116 |
| Children's shoes | 115 |

| Category | Index |
|---|---|
| Home remodeling | 115 |
| Family restaurants & steak houses | 114 |
| Property & garden maintenance | 114 |
| Costume jewelry | 113 |
| Women's clothing: big ticket | 112 |
| Gasoline | 112 |
| Fast food & drive-in restaurants | 112 |
| Children's clothing | 111 |
| Beauty parlor | 111 |
| Laundry/laundromats | 111 |

| Category | Index |
|---|---|
| Total health & beauty aids expenditures: for women | 111 |
| Cologne for men | 110 |
| Personal appliances | 110 |
| Food stores (household) | 110 |
| Tires | 109 |
| Bedding & Bath Goods | 109 |
| Food stores (personal) | 108 |
| Table settings | 106 |
| Paint/stain | 104 |
| Gift cards & prepaid cards | 103 |

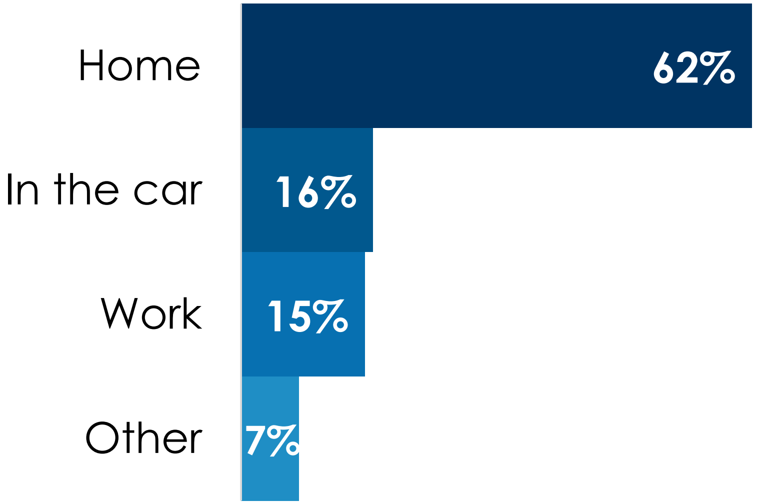
**How to read:** Podcast listeners are 20% more likely than the average population to purchase fine jewelry.

Source: 2018 Fall GfK MRI weighted to Population (000) - Base: A18+. Podcast listeners defined as: Podcasts: Listened to in the last 30 days

# Most podcast listening occurs at home and throughout the day

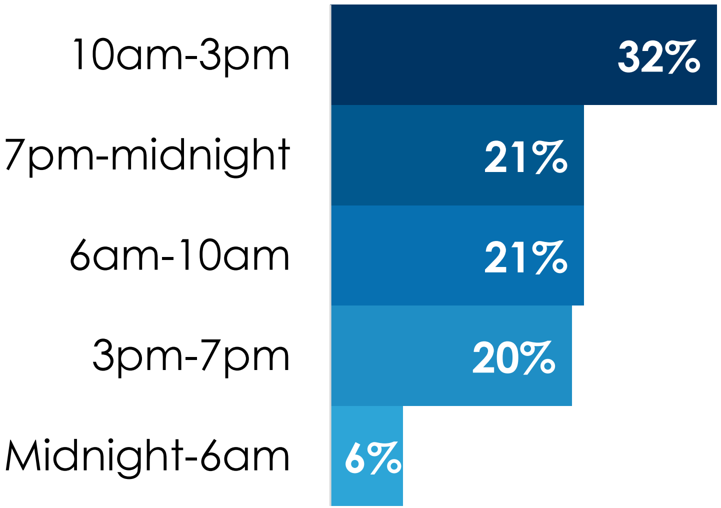
## Where:

% of time spent listening to
podcasts by location




## When:

% of time spent listening to
podcasts by time of day

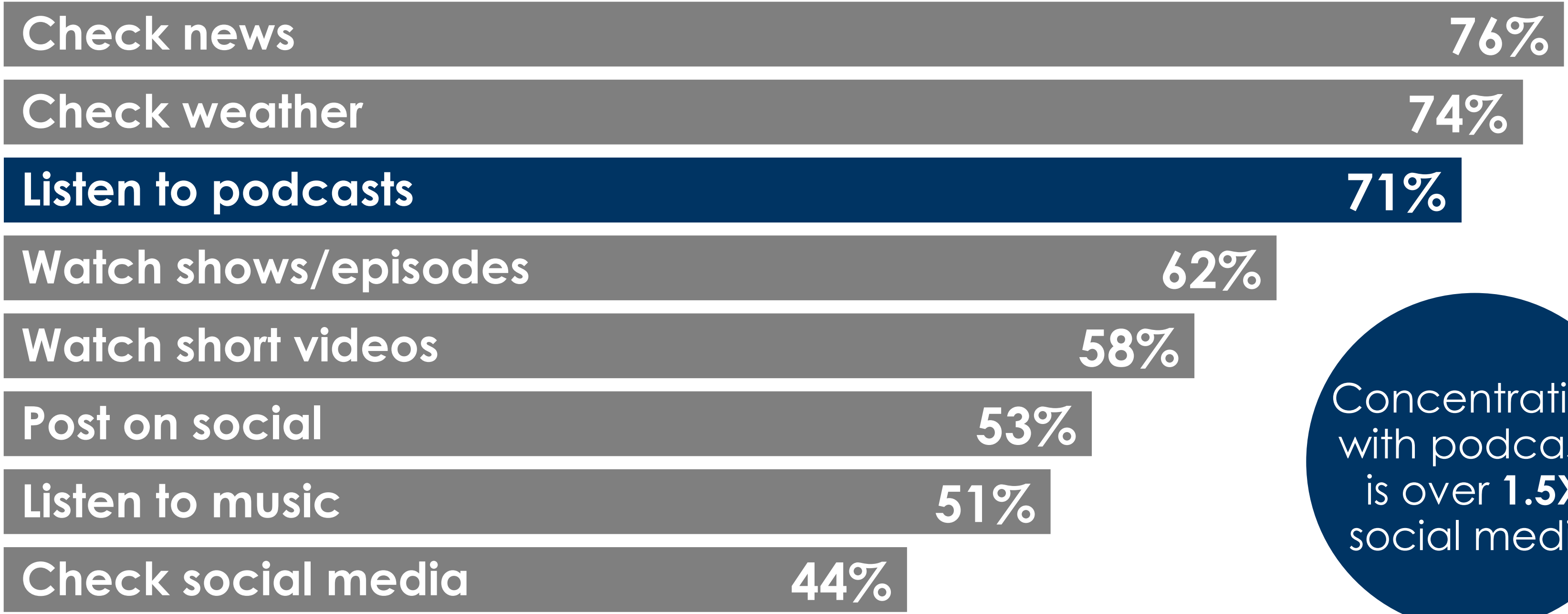



**How to read:** 62% of all time spent with podcasts occurs at home; 16% in the car. 32% of all time spent with podcasts occurs during 10am – 3pm.

Source: Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019. Persons 13+
*Percentages may not add up to 100 due to rounding*

# Podcast advertising generates strong results due to extraordinary levels of consumer concentration

**% reporting high levels of concentration**
**(4 or 5 on a scale of 1 to 5 where 1 = not concentrating a lot and 5 = concentrating a lot)**

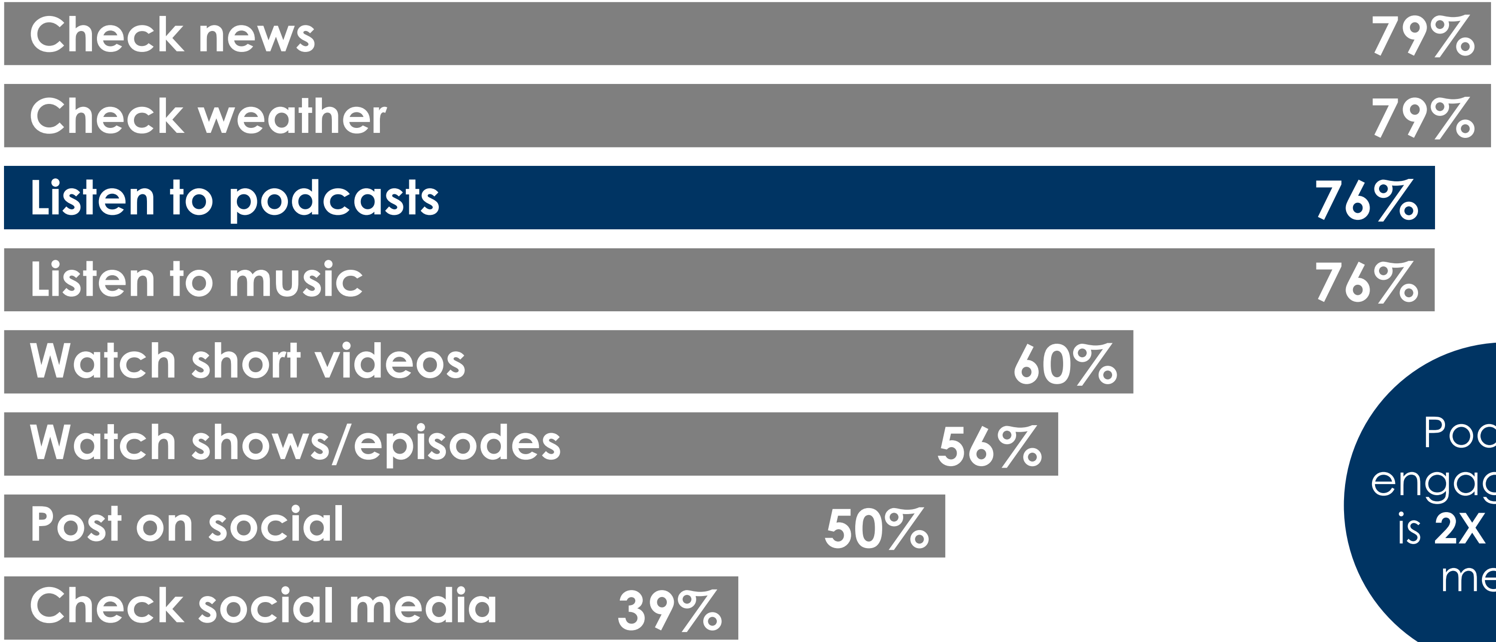



Concentration with podcasts is over **1.5X** social media

Source: IAB Research Using Maru/Matchbox's Springboard America Online Panel, Representative of General US Ages 18+ Online Population, January 2018

# High CPMs warranted:
# Podcasts generate very high levels of engagement value

**% reporting high levels of engagement value**
**(4 or 5 on a scale of 1 to 5 where 1 = little value and 5 = significant value)**




Podcast engagement is **2X** social media

Source: IAB Research Using Maru/Matchbox's Springboard America Online Panel, Representative of General US Ages 18+ Online Population, January 2018

# Podcasts: the only media content where learning and entertainment coexist

| Top need states by content | |
|---|---|
| **Listen to podcasts** | **Learn, be entertained** |
| Check news | Get information, learn |
| Check weather | Get information, learn |
| Watch short videos | Be entertained, pass the time |
| Watch shows/episodes | Be entertained, pass the time |
| Listen to music | Be entertained, pass the time |
| Check social media | Connect with others, be entertained |
| Post on social media | Connect with others, express myself |

Source: IAB Research Using Maru/Matchbox's Springboard America Online Panel, Representative of General US Ages 18+ Online Population, January 2018

# Podcasting overdelivers top ten markets

| % of adults 18+ who have watched, listened to, or downloaded a podcast on any device (past 30 days), by DMA market size | | | |
|---|---|---|---|
| DMA market size | % of total U.S. population | % of total U.S. podcast listeners | Index |
| **DMA markets 1-10** | **31%** | **38%** | **121** |
| DMA markets 11-25 | 20% | 20% | 99 |
| DMA markets 26-50 | 18% | 18% | 98 |
| DMA markets 51+ | 32% | 25% | 80 |

**How to read:** 38% of all U.S. adults 18+ who have watched, listened to, or downloaded a podcast in the past 30 days live in the top 10 U.S. DMA markets. Residents of the top 10 DMA markets are 21% more likely to have watched, listened to, or downloaded a podcast in the past 30 days.

Source: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)
Ways used Internet/apps in past 30 days on any device: Podcasts (watch, listen, or download)

# Podcasting is a way of life in the top 15 markets

## Ranked by DMA market size

| Index of adults 18+ who have watched, listened to, or downloaded a podcast on any device (past 30 days) | |
|---|---|
| **Top 15 DMA markets** | **Index** |
| **New York** | **111** |
| Los Angeles | 121 |
| Chicago | 119 |
| Philadelphia | 107 |
| Dallas-Ft. Worth | 115 |
| Washington, DC | 146 |
| Houston | 121 |
| San Francisco-Oakland-San Jose | 145 |
| Boston | 135 |
| Atlanta | 114 |
| Tampa-St. Petersburg | 81 |
| Phoenix | 99 |
| Seattle-Tacoma | 136 |
| Detroit | 105 |
| Minneapolis-St. Paul | 97 |

**How to read:** Compared to the general U.S. population, residents of the New York DMA are 11% more likely to have watched, listened to, or downloaded a podcast in the past 30 days.

Source: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)
Ways used Internet/apps in past 30 days on any device: Podcasts (watch, listen, or download)

# Coastal major markets and tech hubs over index for podcast listening

**Ranked by index**

| Index of adults 18+ who have watched, listened to, or downloaded a podcast on any device (past 30 days), top 10 highest indexing markets | |
|---|---|
| **DMA market** | **Index** |
| **Austin** | **158** |
| Washington, DC | 146 |
| San Francisco-Oakland-San Jose | 145 |
| San Diego | 137 |
| Salt Lake City | 136 |
| Seattle-Tacoma | 136 |
| Boston | 135 |
| Denver | 134 |
| Portland | 129 |
| Houston | 121 |

| Index of adults 18+ who have watched, listened to, or downloaded a podcast on any device (past 30 days), top 11-20 highest indexing markets | |
|---|---|
| **DMA market** | **Index** |
| Los Angeles | 121 |
| Chicago | 119 |
| Dallas-Ft. Worth | 115 |
| Atlanta | 114 |
| New York | 111 |
| Raleigh-Durham | 110 |
| Bakersfield | 109 |
| Cincinnati | 109 |
| Philadelphia | 107 |
| Columbus, OH | 106 |

**How to read:** Compared to the general U.S. population, residents of the Austin DMA are 58% more likely to have watched, listened to, or downloaded a podcast in the past 30 days.

Source: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)
Ways used Internet/apps in past 30 days on any device: Podcasts (watch, listen, or download)

# Podcasting delivers desirable consumers

| % of adults 18+ who have watched, listened to, or downloaded a podcast on any device (past 30 days), by qualitative category | | | |
|---|---|---|---|
| **Socio-economic category** | **% of total U.S. population** | **% of total U.S. podcast listeners** | **Index** |
| White collar occupation | 39% | 58% | 147 |
| Management, business, financial or professional/related occupation | 27% | 43% | 160 |
| Household income = $75,000+ | 39% | 53% | 136 |
| Household income = $100,000+ | 25% | 36% | 144 |
| College graduate+ | 28% | 44% | 157 |
| Post graduate degree | 10% | 17% | 165 |

**How to read:** 39% of the total U.S. is employed in a white collar occupation, while 58% of all U.S. adults 18+ who have watched, listened to, or downloaded a podcast in the past 30 days are employed in white collar occupations. Podcast listeners are 47% more likely to be employed in white collar occupations.

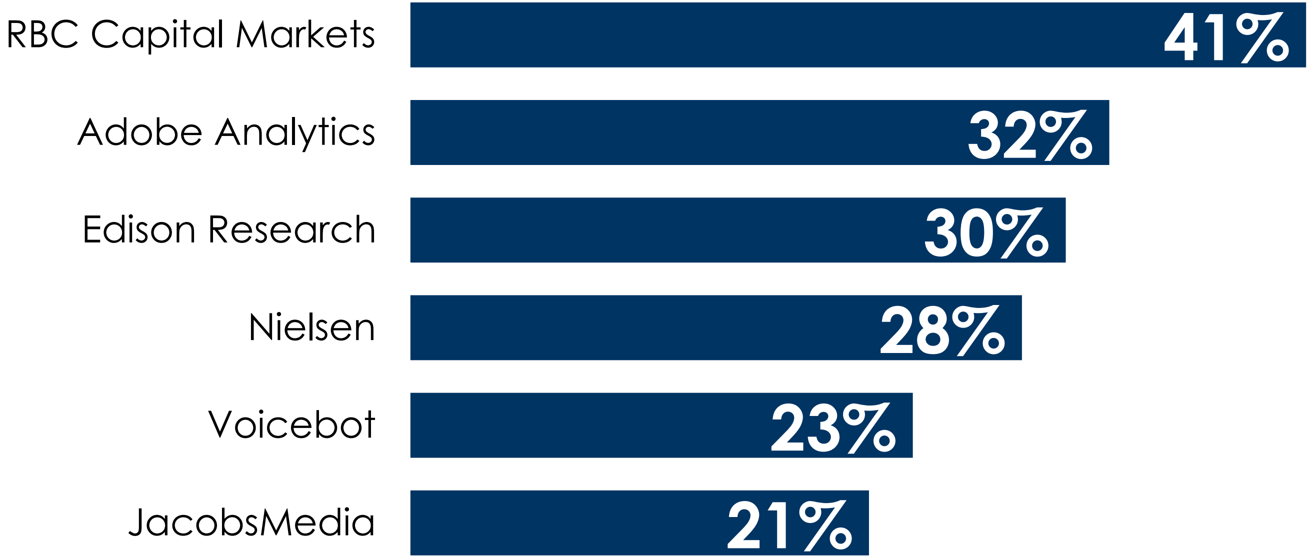
Source: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)
Ways used Internet/apps in past 30 days on any device: Podcasts (watch, listen, or download)

# Smart speakers

# So, what percentage of Americans have a smart speaker?

**Well it depends on who you ask…**

**% of Americans who own a smart speaker**

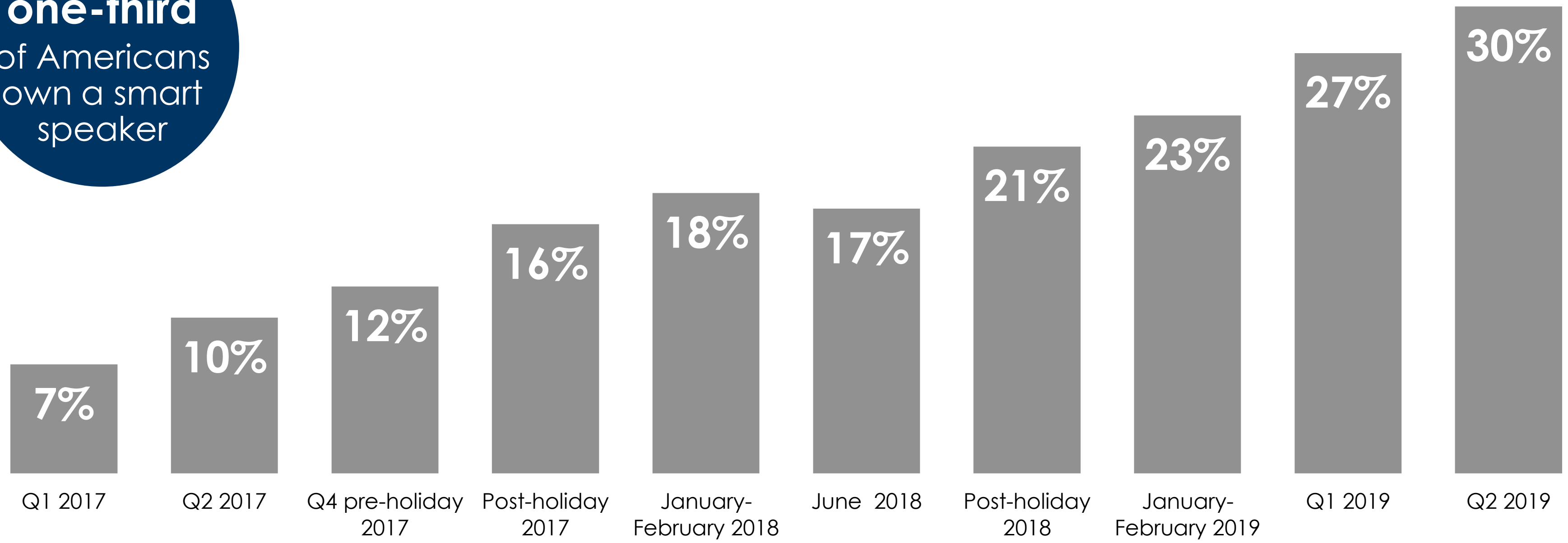



Source: RBC Capital Markets – December 2018; Adobe Analytics – ADI States of Voice Assistants; Voicebot – Voice Assistant Consumer Adoption Report 2018; Edison Research – Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019; JacobsMedia – TechSurvey 2018

# Smart speaker ownership has tripled in 2 years

Nearly
**one-third**
of Americans own a smart speaker

**% of Americans who own a smart speaker**

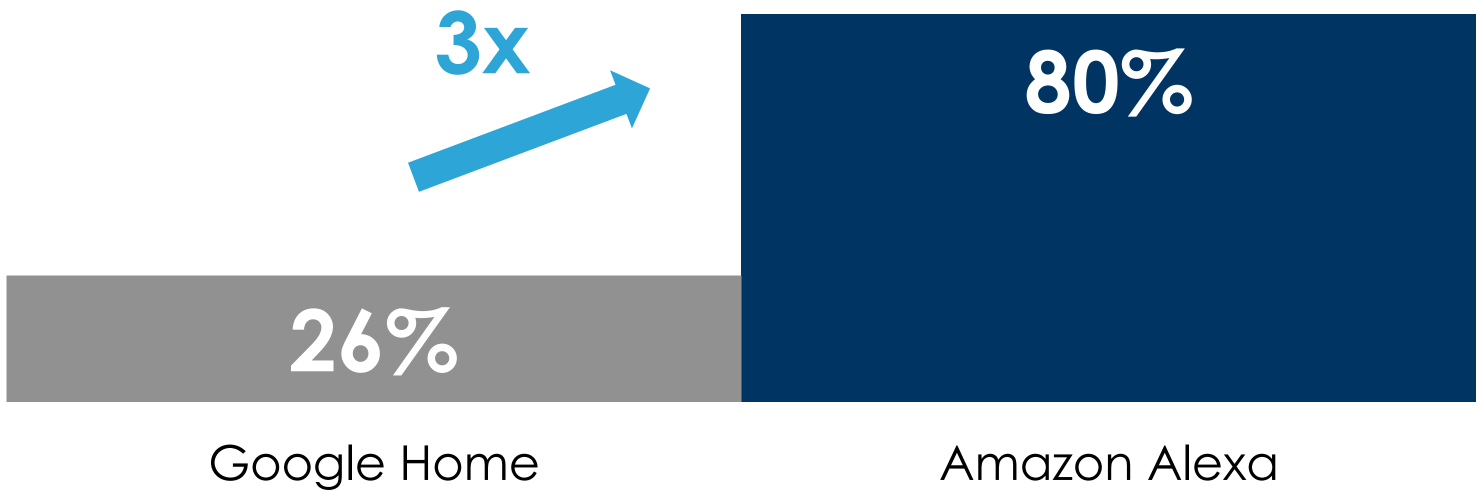



Source: Q1 2017: The Infinite Dial 2017; Q2 2017 & Q4 pre-holiday: Edison Research "Share of Ear"; Post-holiday 2017: NPR & Edison Research: "Following Holiday Surge, One In Six Americans Owns A Voice-Activated Smart Speaker"; Jan-Feb 2018: The Infinite Dial, 2018, Triton Digital and Edison Research; June 2018: Edison Research "Share of Ear"; Post-holiday 2018: Edison Research "The Smart Audio Report" December 2018; Jan-Feb 2019: The Infinite Dial, 2019, Triton Digital and Edison Research; Edison Research, "Share of Ear," Q2 2019

# Among smart speaker owners, Amazon Alexa ownership is 3x greater than the Google Home

**Google Home and Alexa ownership shares total more than 100% as 6% of those with a smart speaker own both.**

**Among smart speaker owners**




**How to read:** Among smart speaker owners, 80% own an Amazon Alexa.

# Smart speaker owners have a broad age profile; 35-54 is the top demo

| | Owns a smart speaker | Total U.S. population |
|---|---|---|
| Gen Z<br>13-17 | 11% | 8% |
| Millennials<br>18-34 | 29% | 26% |
| Gen X<br>35-54 | 38% | 32% |
| Boomers<br>55+ | 22% | 34% |

**How to read:** 29% of smart speaker owners are 18-34 Millennials. 26% of the total U.S. population falls in that age demographic. Compared to the total U.S. population, smart speaker owners are 38% more likely to be in the Gen Z (13-17) demo.

# Smart speaker owners skew male, educated, and affluent

| | Owns a smart speaker | Total U.S. population |
|---|---|---|
| Male | 57% | 48% |
| Female | 43% | 52% |
| College graduate/ advance degrees | 60% | 46% |
| Household income of $75K+ | 52% | 37% |

**How to read:** 60% of smart speaker owners have graduated college or obtained an advance degree compared to 46% of the total U.S. population.

Source: Edison Research, Share of Ear Q3-Q4 2018, Q1-Q2 2019

# AM/FM radio use is strong among smart speaker owners

## Identical daily time spent
(hours:minutes)

Daily time spent with AM/FM radio among **smart speaker owners**: **1:43**

Daily time spent with AM/FM radio among **total 13+ U.S. consumers**: **1:43**

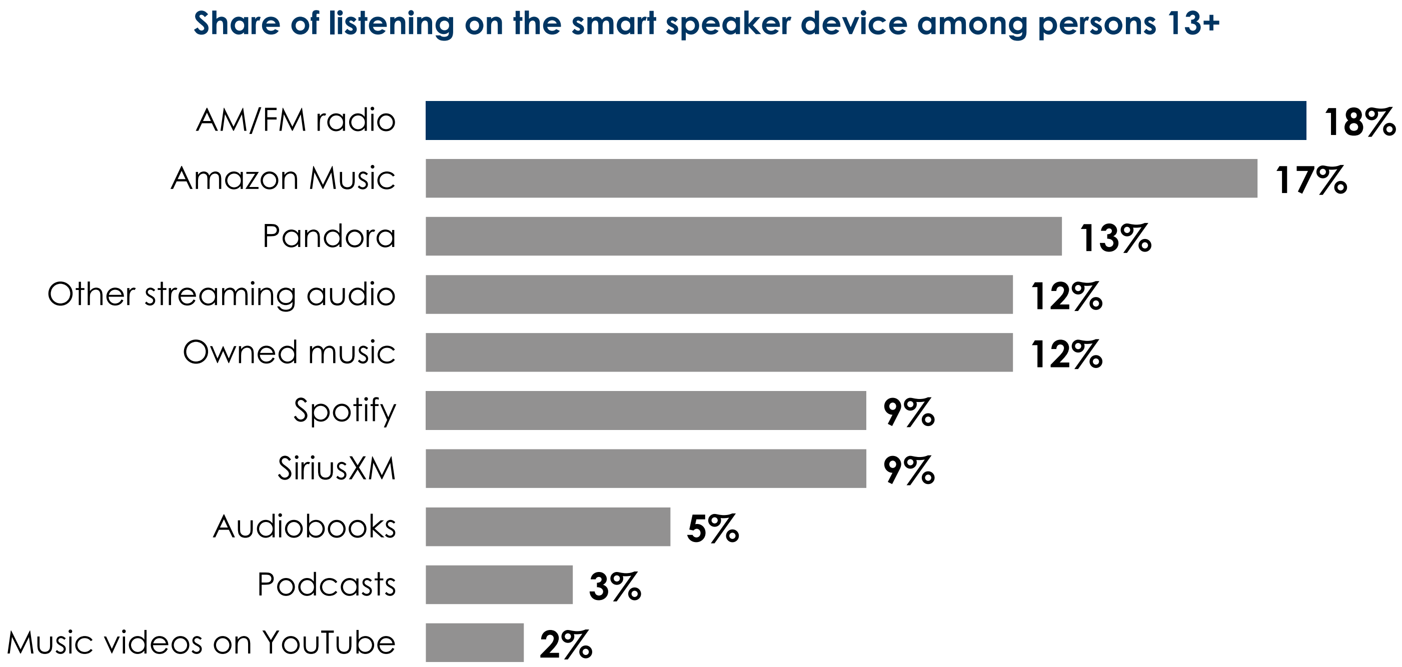
## Nearly identical daily reach

AM/FM radio daily reach among **smart speaker owners**: **72%**

AM/FM radio daily reach among **total 13+ U.S. consumers**: **69%**

Source: Edison Research, Share of Ear Q3-Q4 2018, Q1-Q2 2019

# AM/FM radio and Amazon Music lead in smart speaker audience share

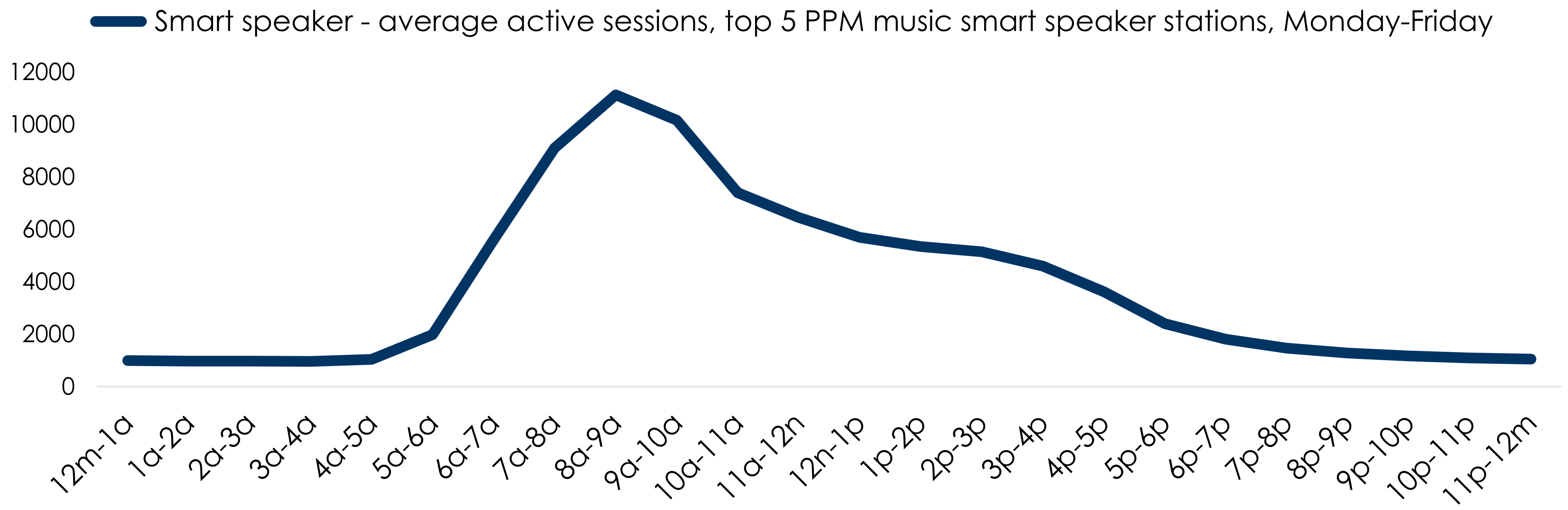



**How to read:** Among persons 13+, 18% of listening on the smart speaker in Q2 2019 is to AM/FM radio.

Source: Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019. Persons 13+

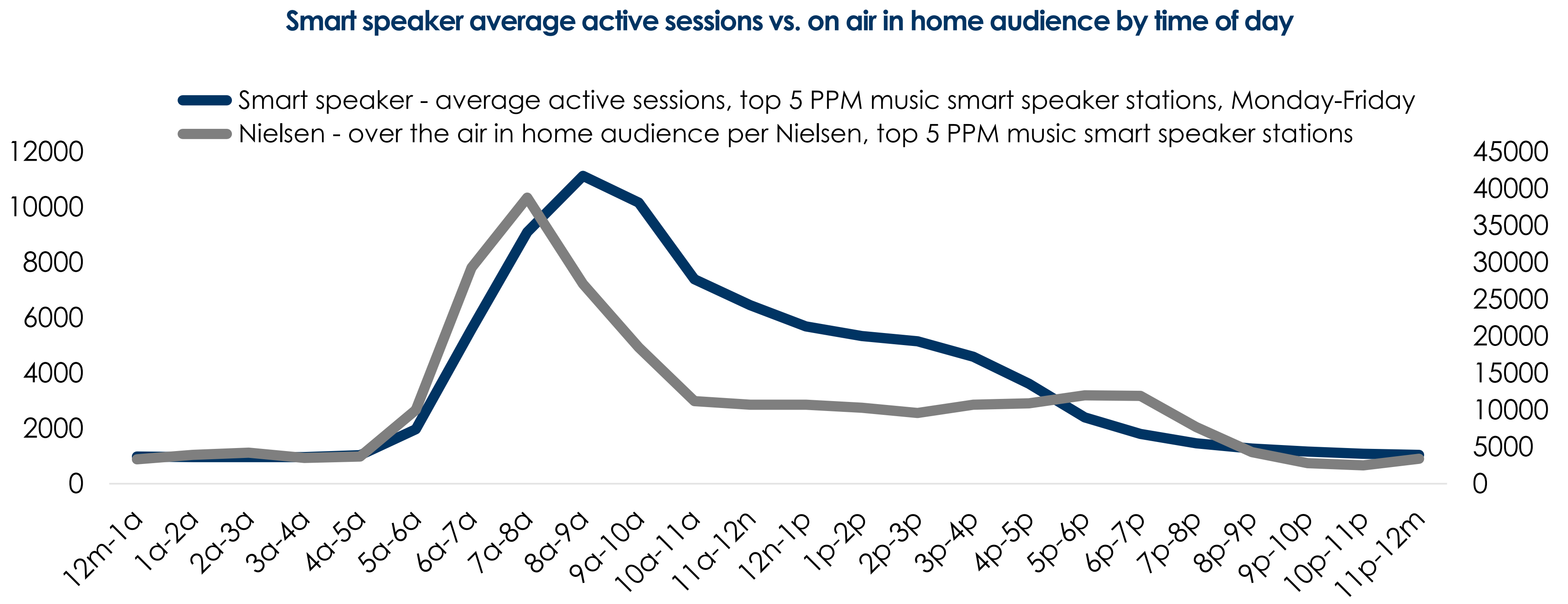
# Music stations: smart speaker usage peaks in mornings

**Cumulus Radio Station Group streaming average active sessions occurring via smart speakers, top 5 PPM music smart speaker stations**



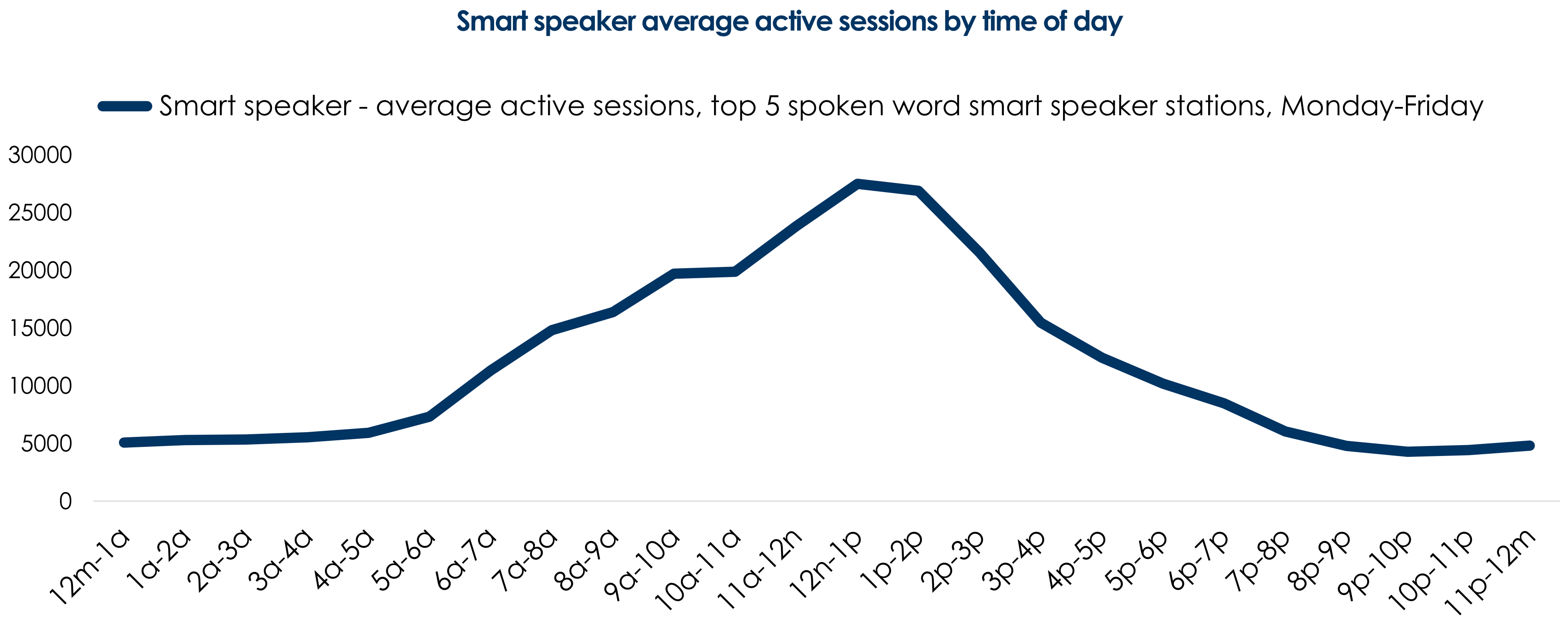

Source: Triton Digital Webcast Metrics, average active sessions by hour, 2/11/19 through 2/15/19
Top 5 PPM Cumulus Radio Station Group music smart speaker stations: KRBE-FM/Houston, KPLX-FM/Dallas, KSCS-FM/Dallas, WWWQ-FM/Atlanta, KQRS-FM/Minneapolis

# Music stations: peak smart speaker usage matches Nielsen on-air in home listening



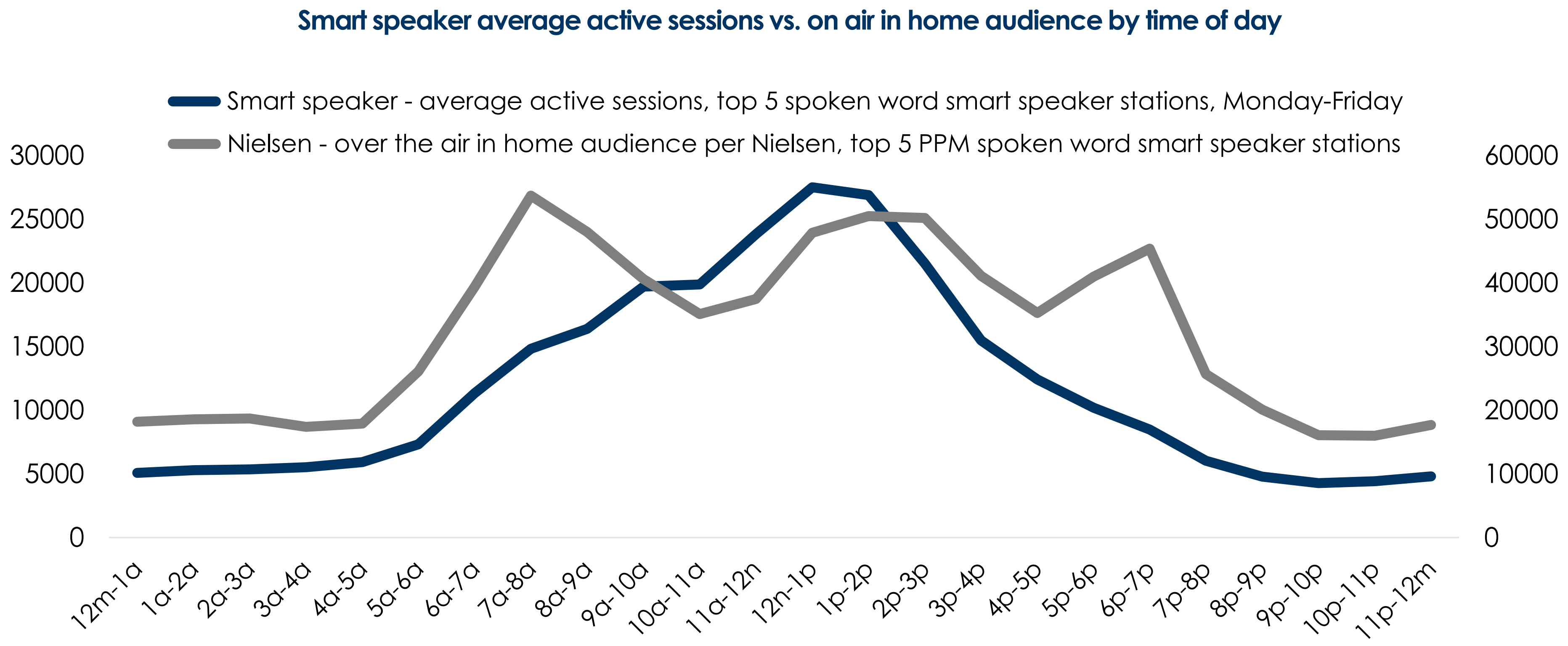

Source: Over the air audience: Nielsen Audio, January 2019, station home Metro Survey Area, hour by hour Average Quarter Hour Persons, Persons 18+, M-F 12m-12m, In Home Listening. Smart speaker data: Triton Digital Webcast Metrics, average active sessions by hour, 2/11/19 through 2/15/19. Top 5 PPM Cumulus Radio Station Group music smart speaker stations: KRBE-FM/Houston, KPLX-FM/Dallas, KSCS-FM/Dallas, WWWQ-FM/Atlanta, KQRS-FM/Minneapolis

# Spoken word stations: smart speaker usage peaks in early afternoon




Source: Triton Digital Webcast Metrics, average active sessions by hour, 2/11/19 through 2/15/19. Top 5 PPM Cumulus Radio Station Group spoken word smart speaker stations: WMAL-FM/Washington, KTCK-AM/Dallas, WBAP-AM/Dallas, WJR-AM/Detroit, and WABC-AM/New York

# Spoken word stations: midday smart speaker surge complements Nielsen on-air in home listening




Source: Over the air audience: Nielsen Audio, January 2019, station home Metro Survey Area, hour by hour Average Quarter Hour Persons, Persons 18+, M-F 12m-12m, In Home Listening. Smart speaker data: Triton Digital Webcast Metrics, average active sessions by hour, 2/11/19 through 2/15/19. Top 5 PPM Cumulus Radio Station Group spoken word smart speaker stations: WMAL-FM/Washington, KTCK-AM/Dallas, WBAP-AM/Dallas, WJR-AM/Detroit, and WABC-AM/New York

# Smart speakers overdeliver top ten markets

| % of adults 18+ who currently own a smart speaker by DMA market size | | | |
|---|---|---|---|
| DMA market size | % of total U.S. population | % of total U.S. smart speaker owners | Index |
| **DMA markets 1-10** | **31%** | **37%** | **120** |
| DMA markets 11-25 | 20% | 21% | 108 |
| DMA markets 26-50 | 18% | 18% | 103 |
| DMA markets 51+ | 32% | 23% | 73 |

**How to read:** 37% of all U.S. adults 18+ who currently own a smart speaker live in the top 10 U.S. DMA markets compared to 31% for the total U.S. Residents of the top 10 DMA markets are 20% more likely to own a smart speaker.

Source: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

# Smart speakers are more likely to be found in homes in the top 15 DMA markets

| Index, adults 18+ who currently own a smart speaker by DMA market size | | |
|---|---|---|
| DMA rank | Top 15 DMA markets | Index |
| 1 | New York | 121 |
| 2 | Los Angeles | 106 |
| 3 | Chicago | 108 |
| 4 | Philadelphia | 113 |
| 5 | Dallas-Ft. Worth | 107 |
| 6 | Washington, DC | 151 |
| 7 | Houston | 138 |
| 8 | San Francisco-Oakland-San Jose | 133 |
| 9 | Boston | 123 |
| 10 | Atlanta | 122 |
| 11 | Tampa-St. Petersburg | 108 |
| 12 | Phoenix | 106 |
| 13 | Seattle-Tacoma | 142 |
| 14 | Detroit | 103 |
| 15 | Minneapolis-St. Paul | 102 |

**How to read:** Compared to the general U.S. population, residents of the New York DMA are 21% more likely to own a smart speaker.

Source: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

# Smart speaker ownership profile is upscale and educated

| % of adults 18+ who currently own a smart speaker by qualitative category | | | |
|---|---|---|---|
| Category | % of total U.S. population | % of total U.S. smart speaker owners | Index |
| **White collar occupation** | **39%** | **56%** | **144** |
| Management, business, financial OR professional/related occupation | 27% | 41% | 155 |
| Household income = $75,000+ | 39% | 62% | 160 |
| Household income = $100,000+ | 25% | 45% | 182 |
| College graduate+ | 28% | 41% | 147 |
| Post graduate degree | 10% | 15% | 155 |

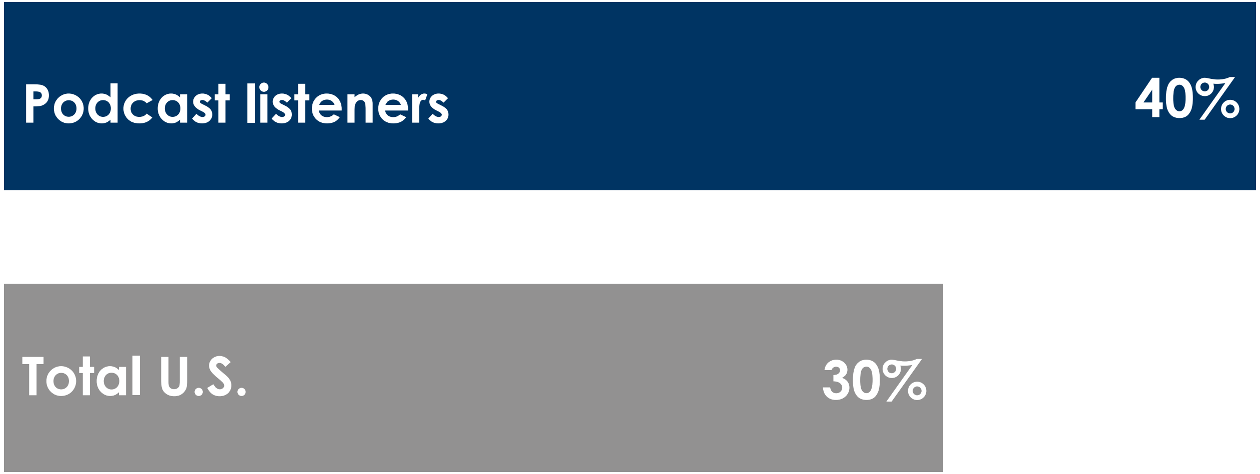
**How to read:** 39% of the total U.S. is employed in a white collar occupation, while 56% of all U.S. adults 18+ who own a smart speaker are employed in white collar occupations. Smart speaker owners are 44% more likely to be employed in white collar occupations.

Source: Scarborough USA+ 2018 Release 2 *Revised 04-19-2019* Total (Jul 2017 - Nov 2018)
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

# Smart speaker use among podcast listeners

# Podcast listeners are more likely to be smart speaker owners

% of persons who own a smart speaker




Podcast listeners are **33%** more likely to own a smart speaker than the average consumer

**How to read:** 40% of podcast listeners own a smart speaker.

Source: Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019. Persons 13+

# Smart speaker owners spend more time with digital audio, especially Amazon Music

### Share of audio time spent among total U.S. and smart speaker owners

| Category | Total U.S | Smart speaker owners | Smart speaker advantage |
|---|---|---|---|
| Spotify | 6.0% | 6.2% | +3% |
| Pandora | 5.0% | 4.8% | -4% |
| Podcasts | 3.8% | 4.8% | +26% |
| Amazon Music | 1.3% | 3.0% | +131% |
| Apple Music | 1.1% | 1.6% | +45% |

**How to read:** Among smart speaker owners, 3.0% of their audio time spent is with Amazon Music, 131% more than the average American.

Source: Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019. Persons 13+

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# Marketer sentiment

# More marketers and agencies have discussed podcasts, spending consideration plateaus

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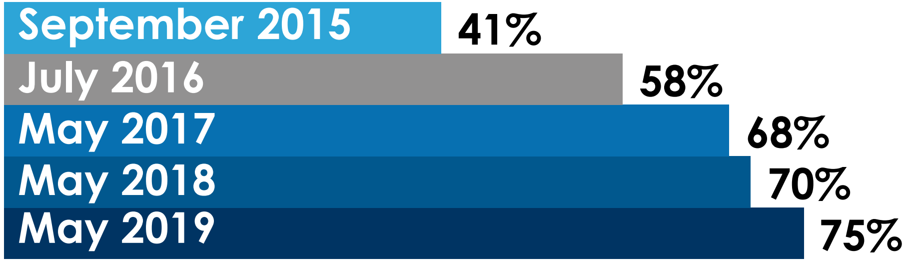
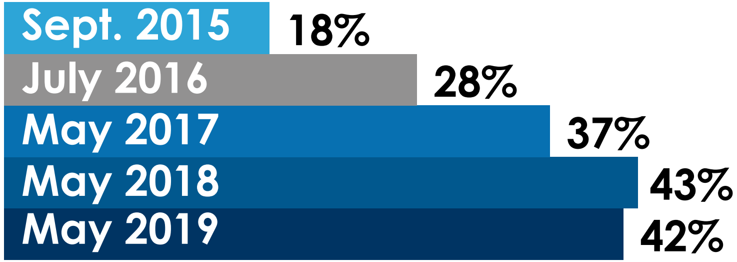
Have you and your colleagues discussed podcast advertising for potential media investment?

% yes




How likely are you to consider advertising in podcasts in the next 6 months?

% "definitely would consider"




Source: Advertiser Perceptions, September 2015, July 2016 & May 2017 | September 2015 study of 310 marketers and agencies | July 2016 study of 284 marketers and agencies | May 2017 study of 316 marketers and agencies | May 2018 study of 300 marketers and agencies | May 2019 study of 302 marketers and agencies

# Marketer/agency use of podcast surges; spending intention cools

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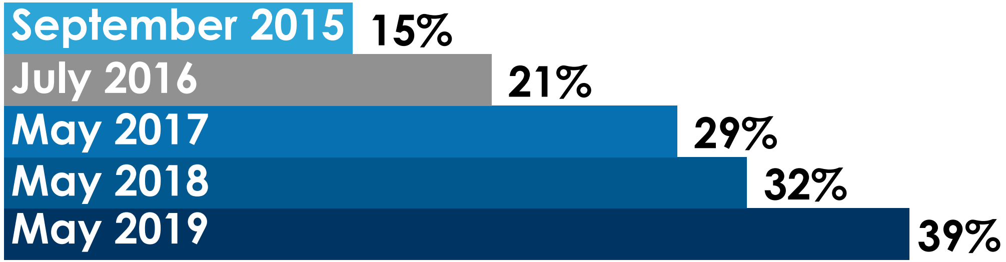
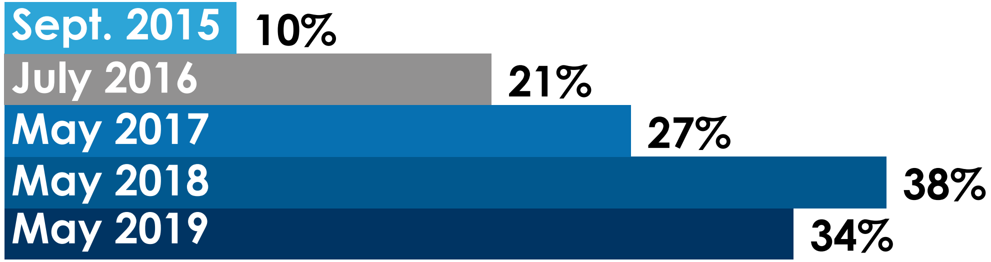
Do you currently advertise in podcasts?

## % yes




How likely are you to actually advertise in podcasts in the coming 6 months?

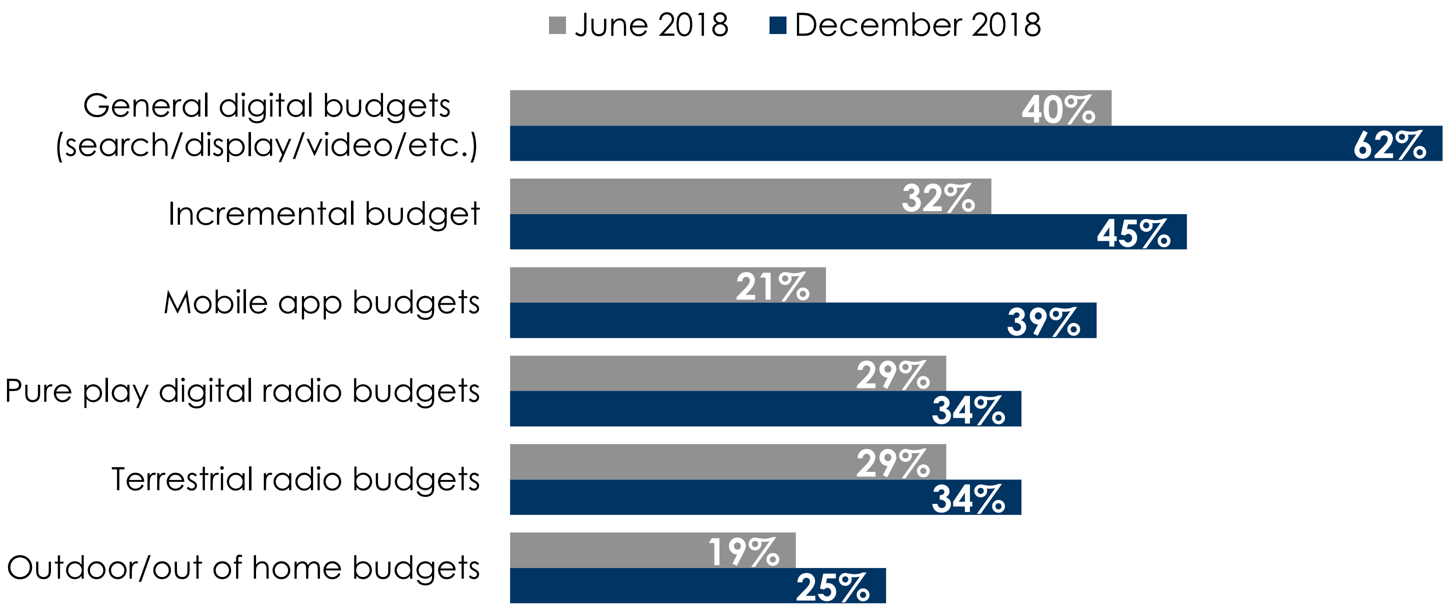
## % “definitely will advertise”




Source: Advertiser Perceptions, September 2015, July 2016 & May 2017 | September 2015 study of 310 marketers and agencies | July 2016 study of 284 marketers and agencies | May 2017 study of 316 marketers and agencies | May 2018 study of 300 marketers and agencies | May 2019 study of 302 marketers and agencies

# Podcast funding continues to be primarily sourced from general digital budgets

**Q. You noted that you will be spending on podcasts in the next 6 months, where will the budget be coming from?**

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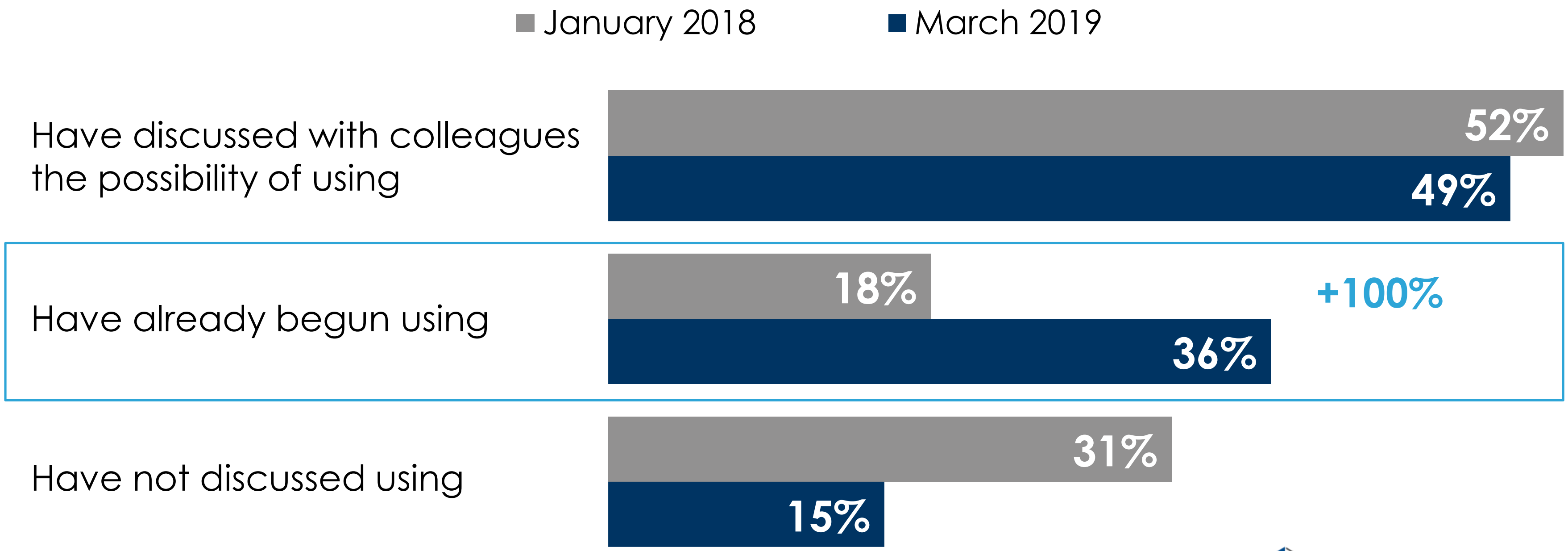
# Since last year, marketers and agencies using smart speaker applications increased twofold

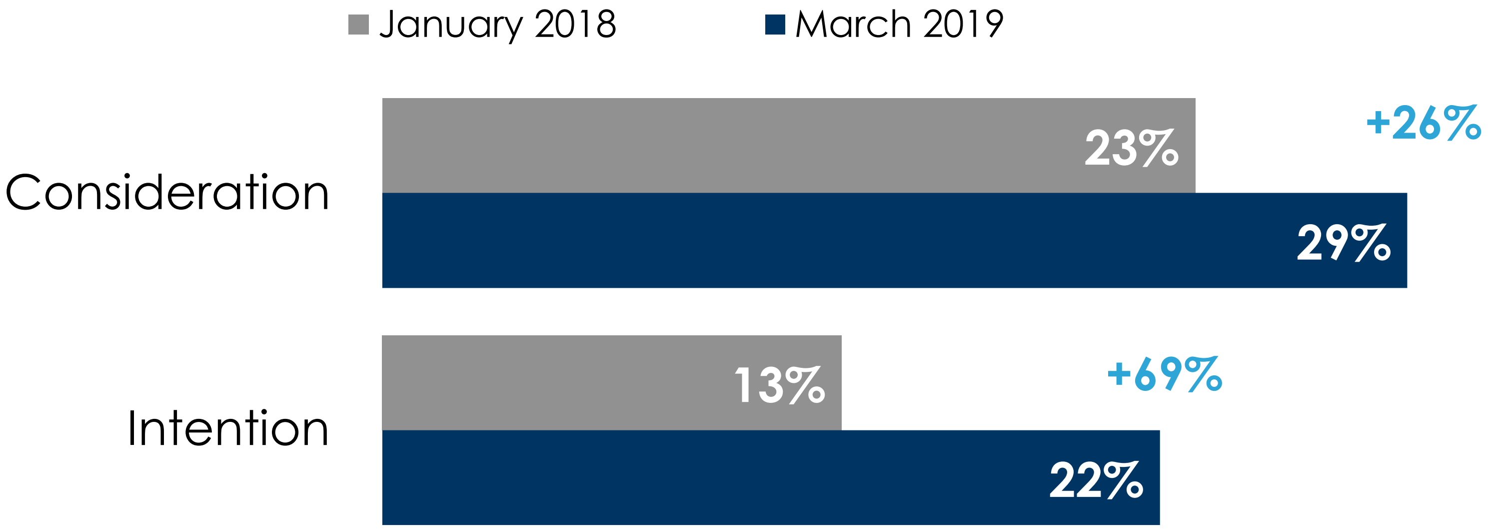
**Q: Which of the following describes your utilization of voice-activated marketing opportunities/smart-speaker skills (e.g. Amazon Alexa, Google Home) for your [brands/clients]?**




Advertiser Perceptions

# Among those not using voice-activated opportunities, intention grew 69% since January 2018

**Q. How likely are you to consider voice-activated marketing opportunities and initiatives in the next 6 months?**
**Q. How likely are you to actually use voice-activation marketing opportunities and initiatives in the next 6 months? Base: Not utilizing voice-activated opportunities**



# Key takeaways

- Podcast listening and smart speaker usage is on the rise and shows no signs of slowing down.
- Podcast listening is driven by Millennials and Generation Z, while smart speaker ownership reflects a broader demographic.
- Podcast listeners are a desirable group for advertisers.
- Smart speaker owners are likely to be podcast listeners, spending more time with the medium than the average consumer.
- Smart speaker users spend more time with audio than the average American.
- Podcast advertising is surging, while marketer/agency spending consideration and intention stabilize.

# Thank You

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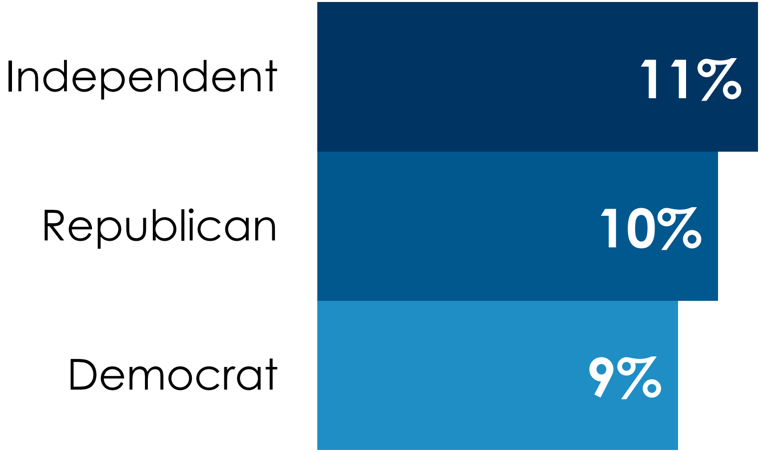
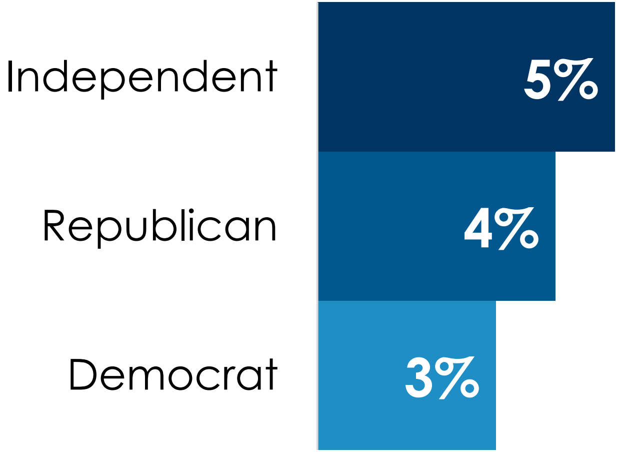
# Appendix

# Podcasting resonates across political party lines

**Daily reach:** Podcast listener reach is similar by party affiliation




**Daily share of time spent:** Democrats and Independents spend more time with podcasts




**How to read:** 11% of Independents listen to podcasts in a typical day. Among Independents, podcasting generates a 5% share of total audio time spent.

Source: Edison Research, "Share of Ear," Q3-Q4 2018, Q1-Q2 2019. Persons 18+

# Podcasting reaches 1 out of 6 voters every month

**Among persons 18+**

| | Monthly podcast reach |
|---|---|
| Registered voters | 17% |
| Democrat | 18% |
| Independents | 17% |
| Republican | 12% |
| Always vote in presidential election | 18% |
| Always vote in statewide election | 18% |
| Always vote in local election | 16% |

**How to read:** 17% of registered voters watched/listened/downloaded podcasts in the last 30 days on any device.

Source: Scarborough USA+ (Current 6 Months Only) 2018 Release 2 *Revised 04-19-2019* Total (Dec 2017 - Nov 2018). Persons 18+