



# Podcasting Today

Audience levels and advertising impact  
from Nielsen and Edison Research

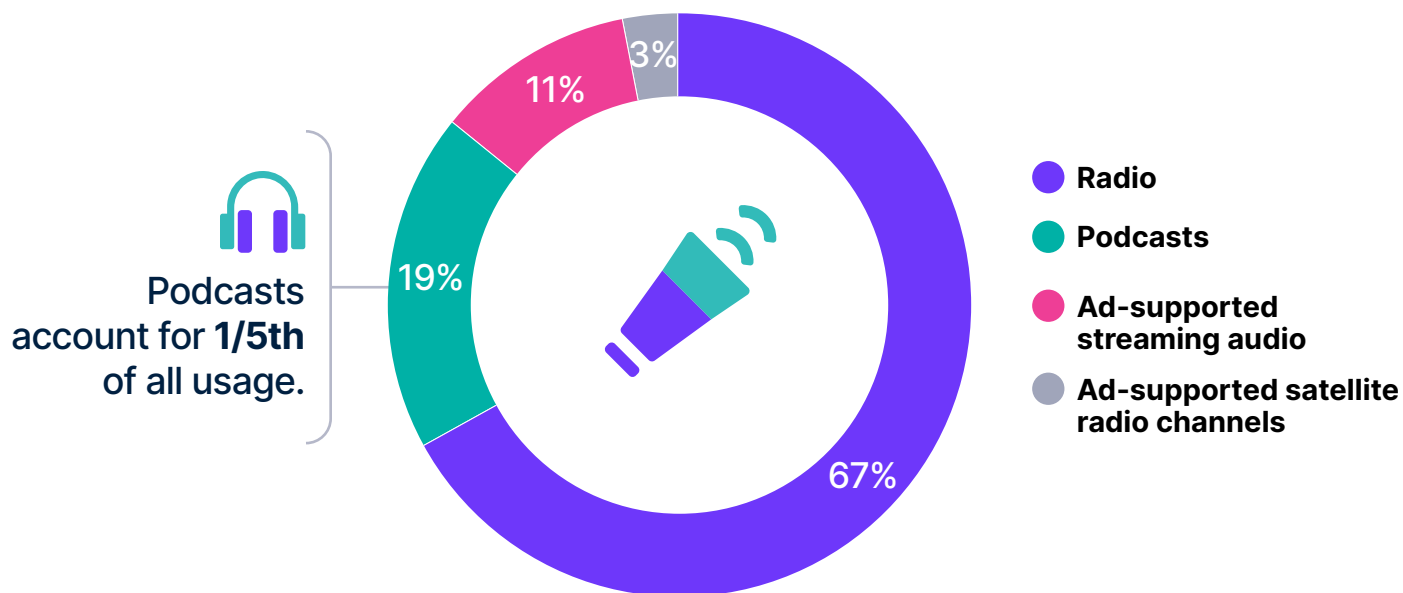


August 2024

# Podcast listening is a daily habit

Americans are spending more than four hours every day with audio; the enduring importance of personalized listening experiences has elevated podcasts as a key channel in cross-media marketing strategies.

## Share of daily time spent with ad-supported audio



Source: Edison Research, "Share of Ear," Q2 2024; Persons 18+

## Americans spend focused time with podcasts



45% listen at home and 36% listen while in transit or commuting.



91% listen alone.

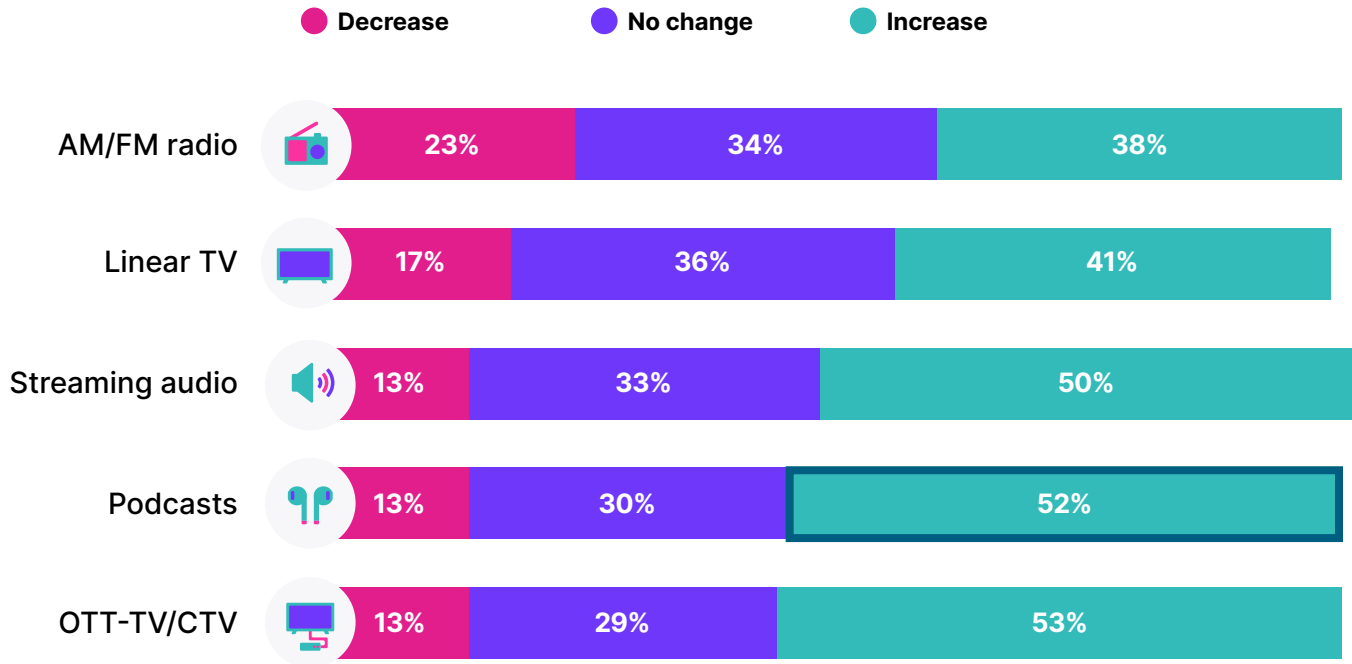
Source: Nielsen Scarborough Podcast Recontact Study (Listeners Only) 2023 Release 2 Total (May 2024); Persons 18+



# Global podcast ad spend is expected to grow

Based on Nielsen's annual marketing report, the expected advertising spend in podcasts is very likely to increase among a majority of marketers around the world.

## Expected budget change in the next 12 months (global averages)

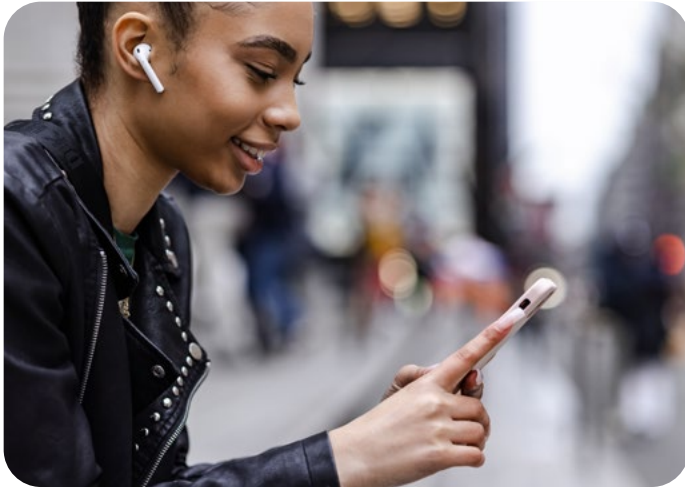


**52% of surveyed marketers plan to increase podcast spend.**



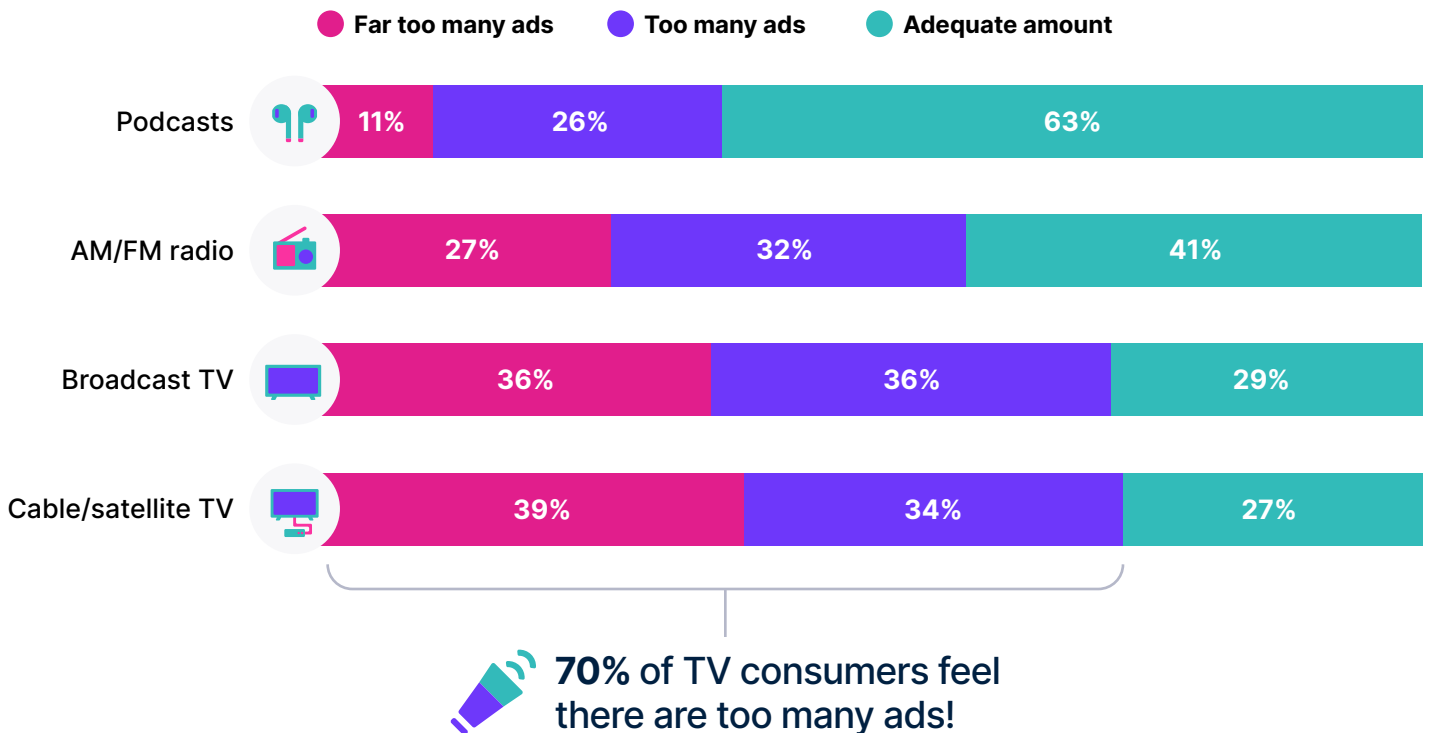
Read as: 52% of global marketers plan to increase their spending across podcast media channels.  
Source: 2024 Nielsen Annual Marketing Report

# Audio's advertising environment is attractive to consumers



Nielsen's 2023 [consumer survey report](#) found that podcasts and radio had fewer ads than their visual counterparts. In a less cluttered setting, each marketing message will drive more reaction and engagement.

## Podcasts and Radio are less cluttered



Source: Nielsen's 2023 Consumer Survey Report

# Podcast ads (and hosts) are engaging

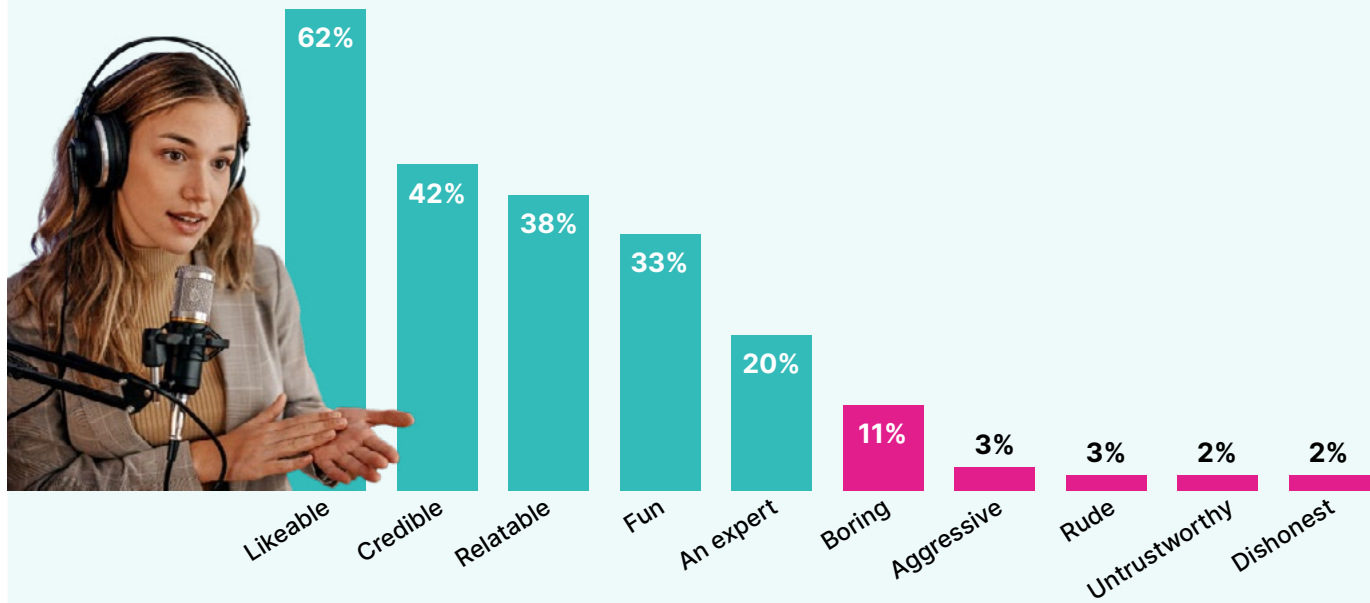
## Podcast audiences are more receptive to ads

Ad elements



## Podcast hosts are received favorably overall

Host attributes norm

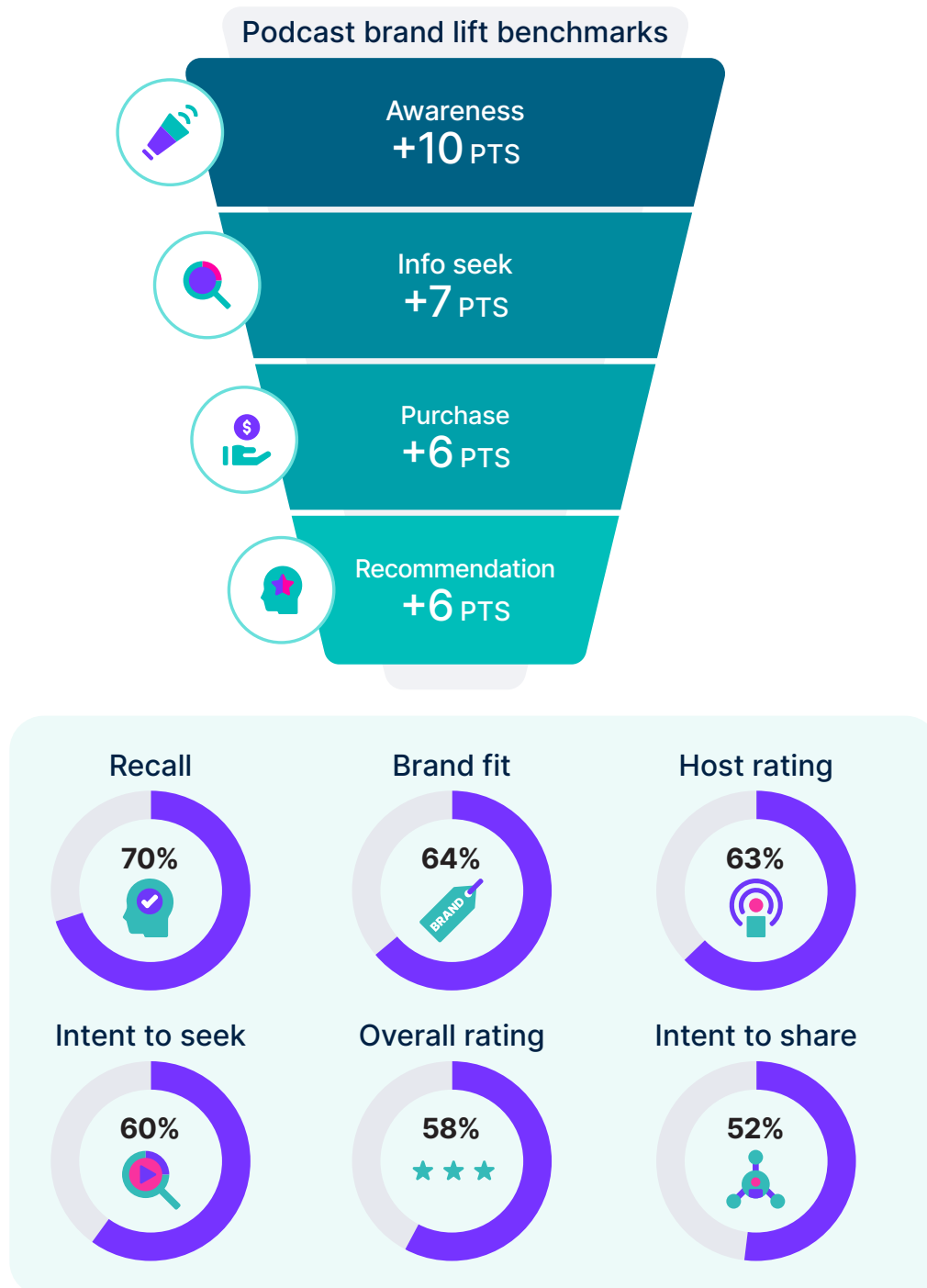


Read as: 37% of those exposed to podcast ads described them as interesting. 62% of podcast listeners described hosts as likeable.  
Source: Nielsen Podcast Brand Impact Norms Database, Q2 2024

# Podcasts drive top funnel impact

Podcast ads continue to drive strong brand awareness, motivate listeners to learn more and make purchases.

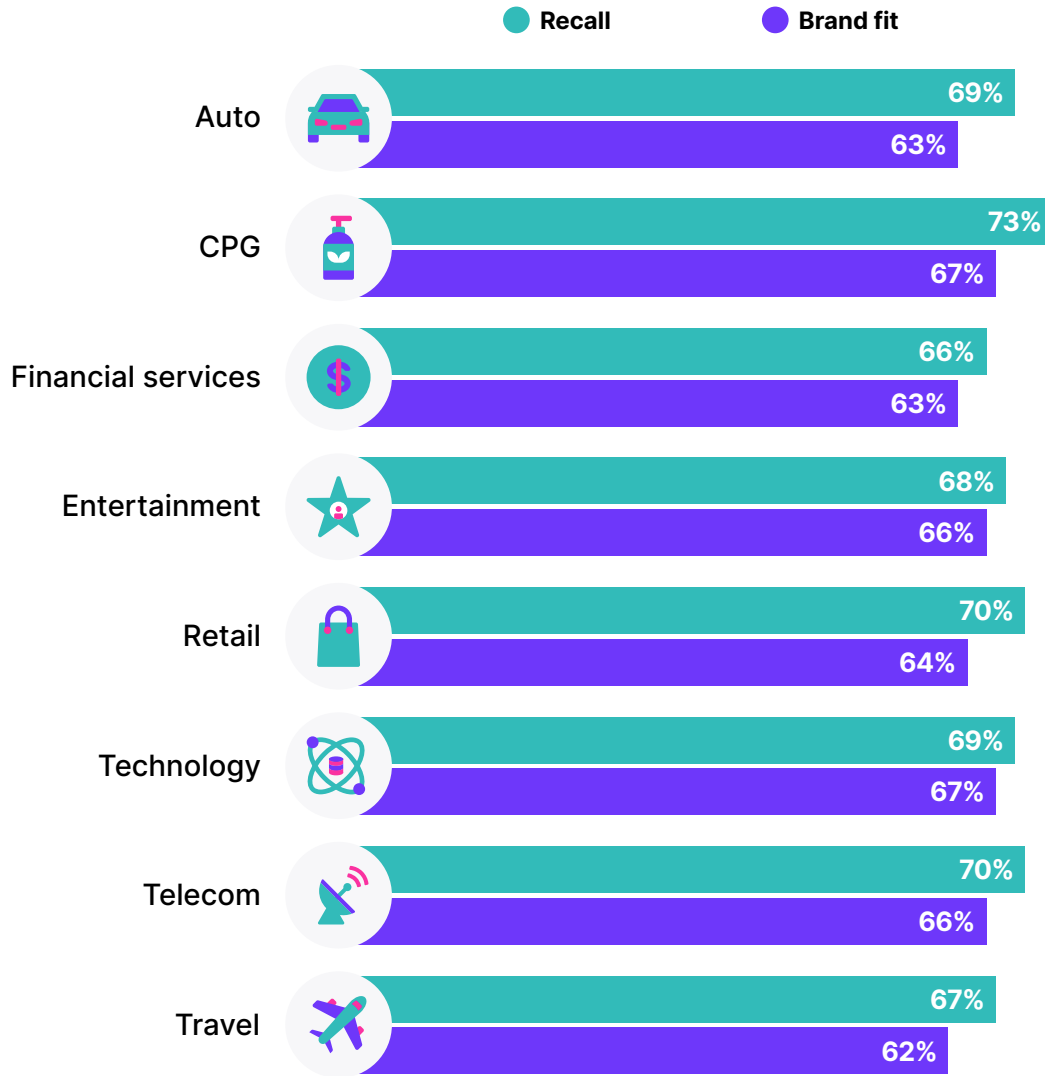
## Top funnel effectiveness across podcasts



Read as: podcast ad exposures result in a 10 point lift in awareness, on average. 64% of those exposed felt the brand was a good fit.  
Source: Nielsen Podcast Brand Impact Norms Database, Q2 2024

# Comparing top funnel metrics by ad category

The comprehensive Podcast Brand Impact Norms Database draws on nearly 1,500 studies conducted over the past eight years. This deep library of data provides actionable insights for marketers across a host of major verticals.

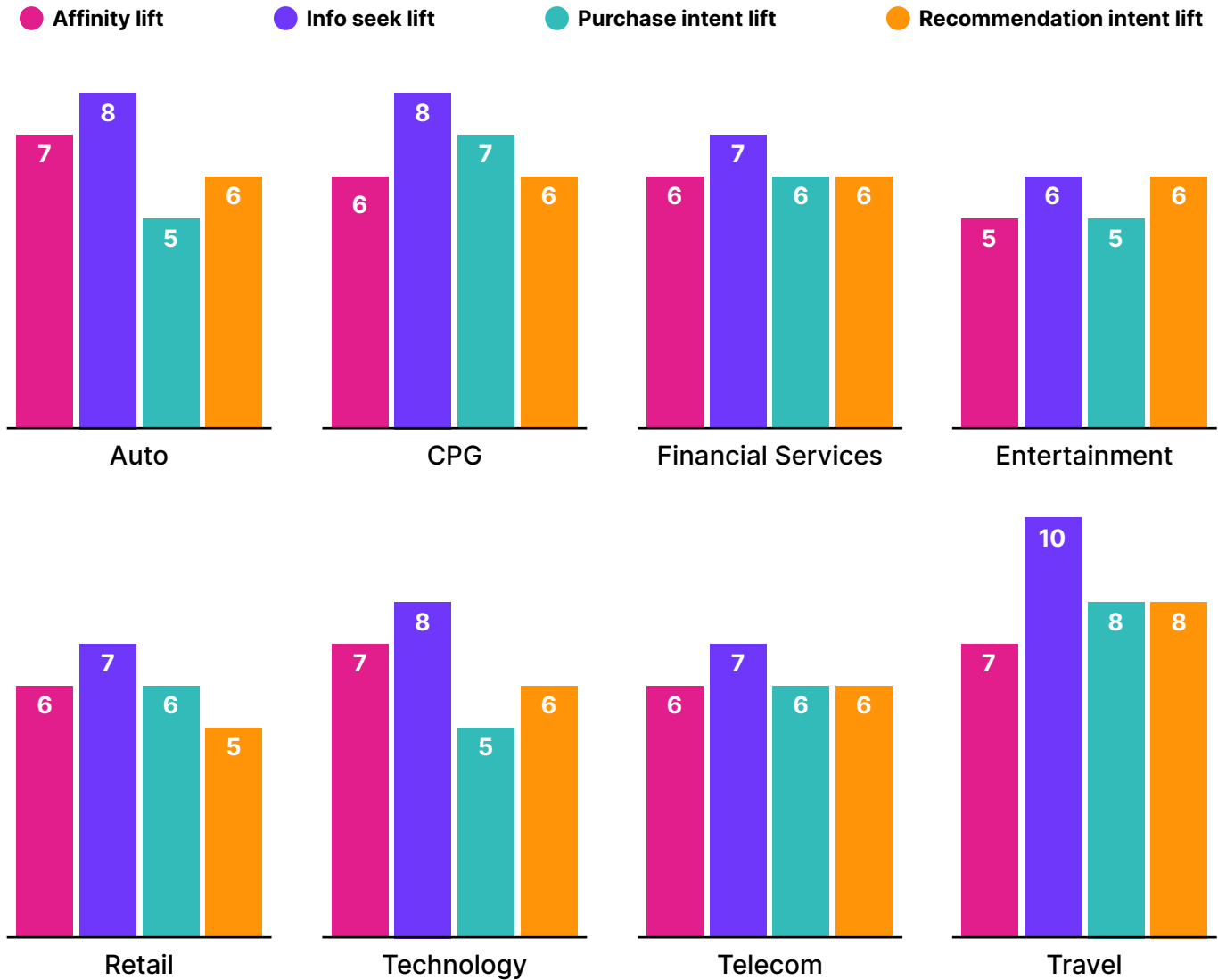


Read as: 69% of those exposed to auto ads were able to recall the message, with aid. 63% felt the brand was a good fit.

Source: Nielsen Podcast Brand Impact norms database, Q2 2024

# How did each ad category generate lift for key marketing elements?

There are also more than ten other marketing metrics which can be sourced by ad category across the norms database. This chart lays out some of the most popular elements by the lift points generated among exposed listeners.



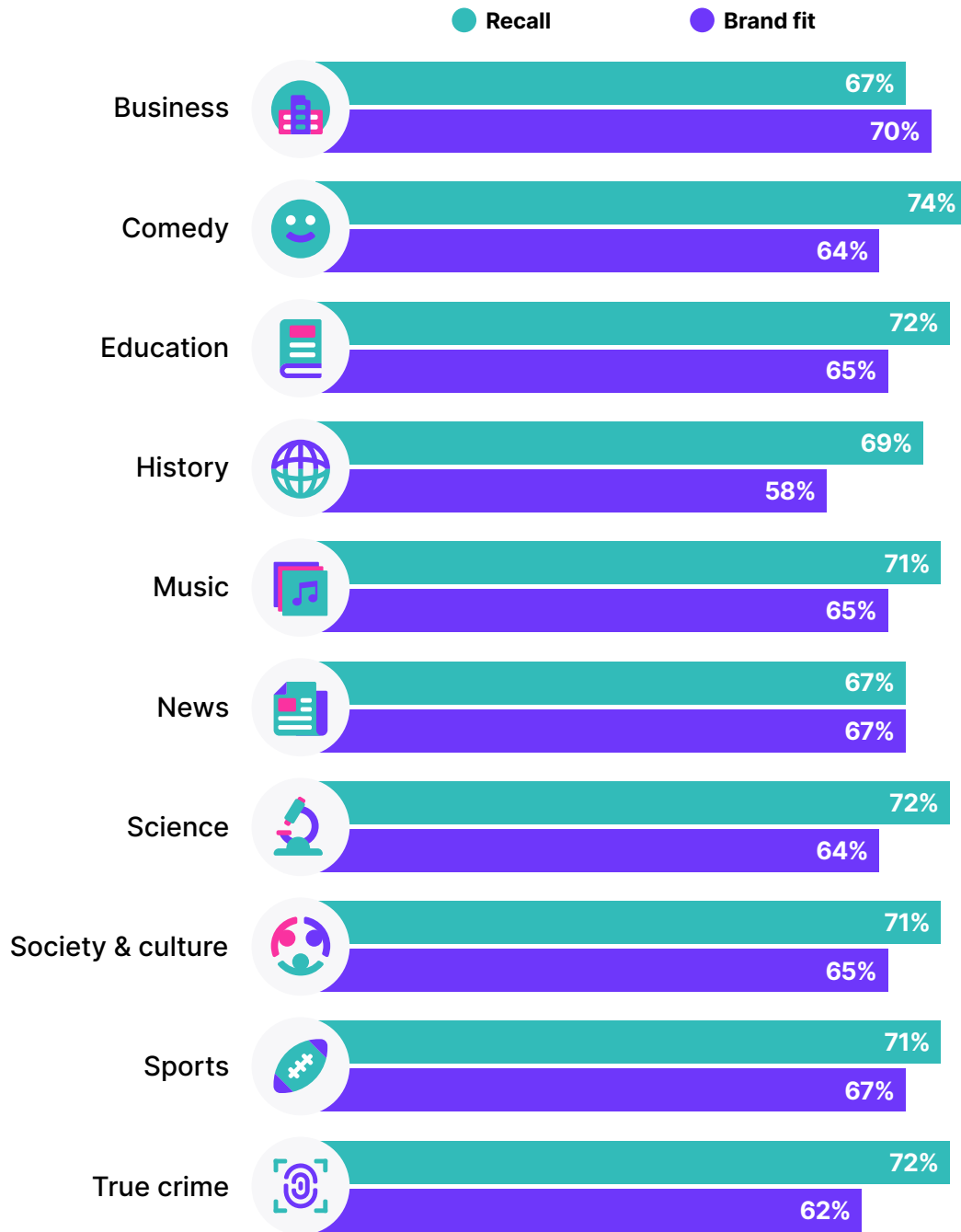
Read as: podcast auto ads generated, on average, 7 lift points for affinity and 8 points for info seek.

Source: Nielsen Podcast Brand Impact norms database, Q2 2024



# Recall & brand fit scores by genre

Comedy, news, society & culture, true crime and history are the most popular podcast genres in 2024. They each offer slightly different recall and brand fit scores, as do all of the other major genres monitor by our database.



Read as: 67% of those exposed to ads in business podcasts were able to recall the message, with aid. 70% felt the brand was a good fit there.

Source: Nielsen Podcast Brand Impact norms database, Q2 2024

## About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at [www.nielsen.com](http://www.nielsen.com) and connect with us on social media.

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