

Podcast listeners are more receptive to ads* than consumers of other media.



76%

Podcast listeners take action when they hear podcast ads*.



Podcast listeners who hear ads* are eager to engage directly with the advertising brand.

24%



Visited the website

18%



Sought more info

18%



Shared info online

Media consumers view **podcast live host reads** more favourably than **radio ads**.

16% vs 9%

Trust

18% vs 9%

Brand +
Message Recall

18% vs 10%

Enjoyment

Key Takeaways

- 1) Higher engagement rates and more favourable consumer opinions make podcast ads superior to radio ads.
- 2) Podcast ads are especially useful for increasing website traffic.
- 3) Campaigns to encourage brand awareness and word-of-mouth marketing are also more effective on podcasts.

*For the purposes of this study, unless otherwise stated, "ads" refers to any brand message - whether a pre-recorded advert, or a live read from the host.

**Survey demographics: 1,335 male and female online UK residents were surveyed between December 18 and 26, 2017. Podcast listeners are defined as anyone who has listened to a podcast in the past month. Data was weighted to ensure online national representative proportions, using age, gender and region. For more information, visit [Acast.com](https://www.acast.com).