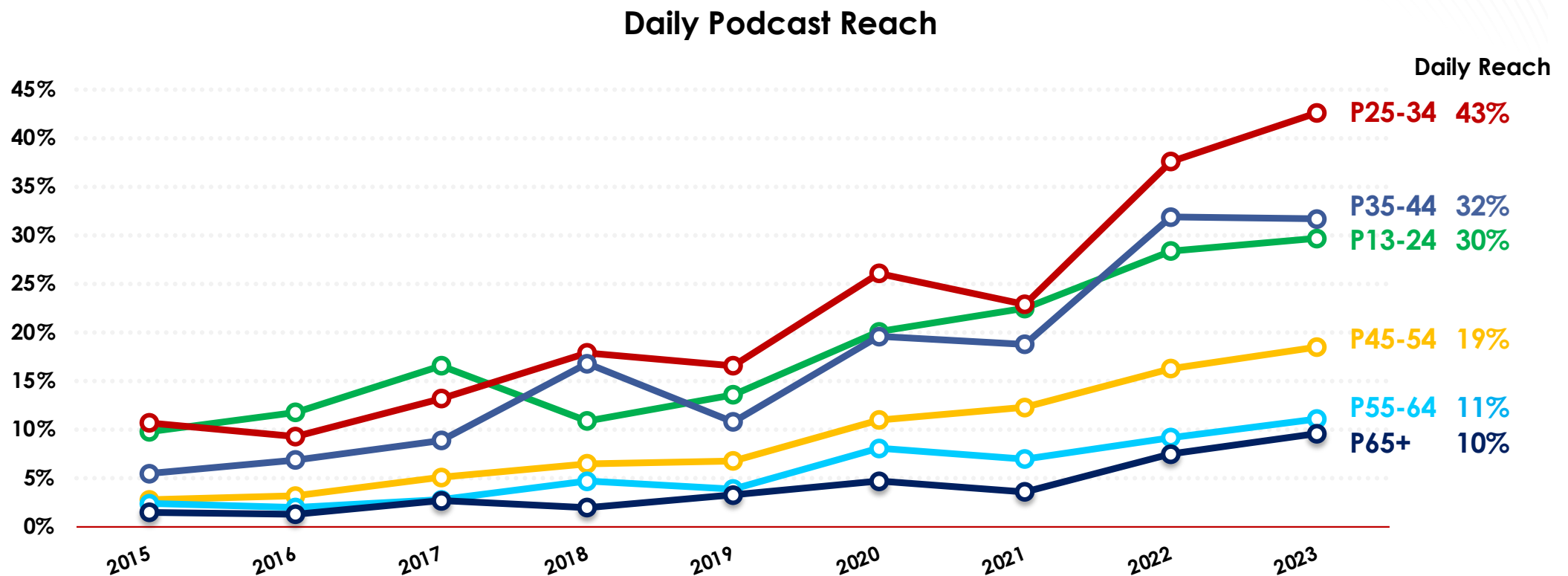




iHeart
MEDIA

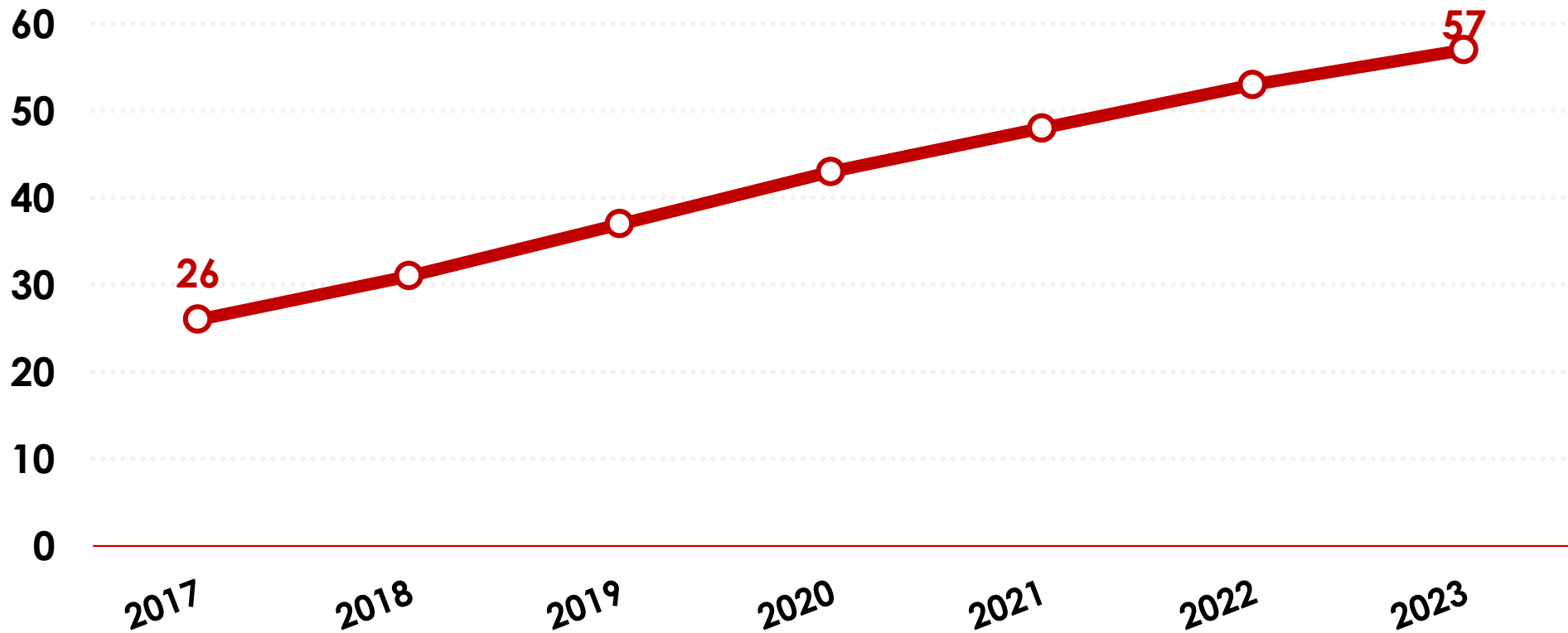
State of Podcasting 2023

Daily Podcast Reach Is Accelerating Across Every Age Group. Podcasts Hit An All-Time High In 2023



Alongside Reach, Time Spent Listening To Podcasts Up 2X in the Past 5+years

Daily Time Spent Listening To Podcasts Among Podcast Listeners
(minutes)

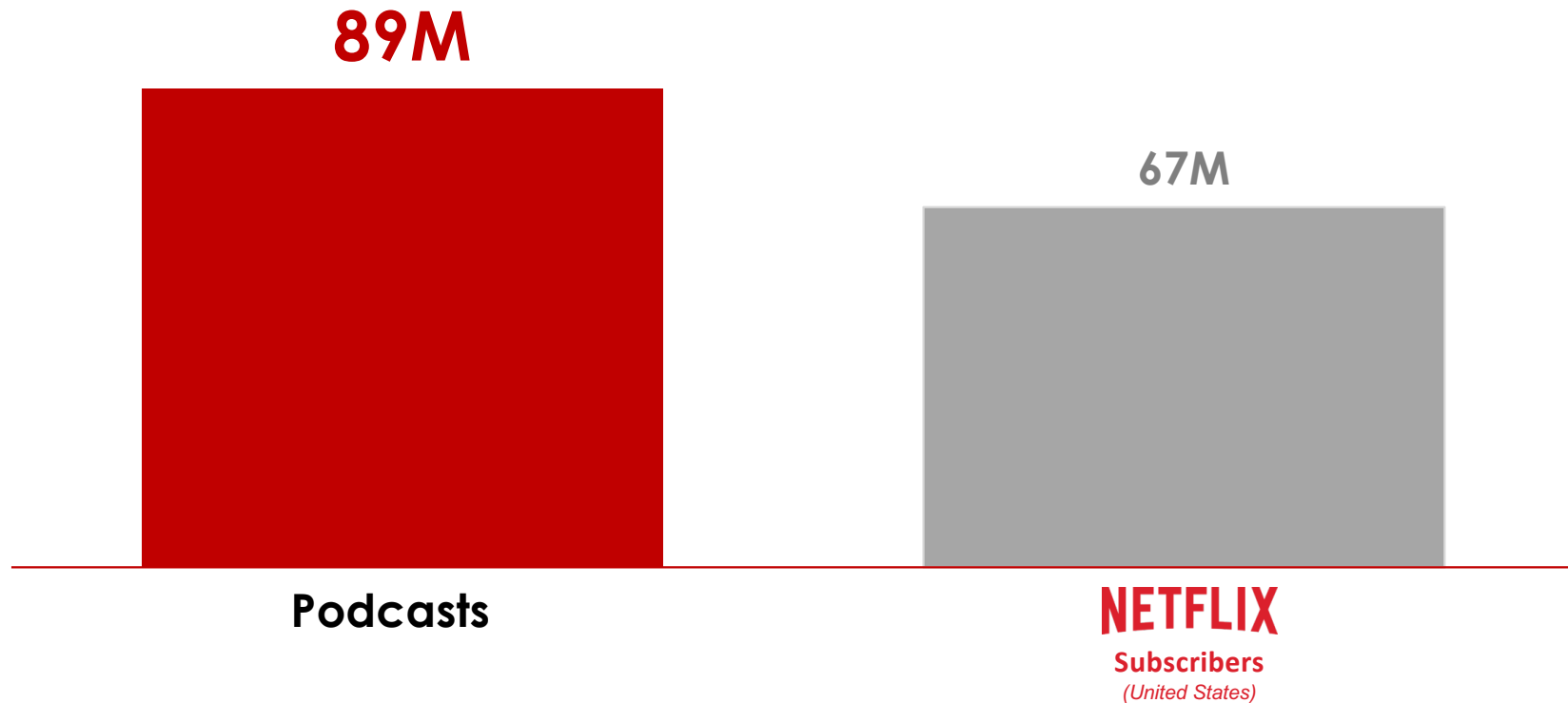


3 Source: eMarketer



There Are Now More Weekly Podcast Listeners In The U.S. Than Netflix Subscribers

Weekly Reach



Heavy Podcast Listeners Are The New Majority Now

Podcast Listening Frequency

Frequency	2019	2020	2021	2022
Light Listener	47%	49%	47%	37%
Medium Listener	18%	17%	17%	17%
Heavy Listener	20%	18%	19%	24%
Super Listener	15%	15%	17%	22%

Light Listener: 1-3 times a month

Medium Listener: 4-7 times a month

Heavy Listener: 8+ times a month but not every day

Super Listener: Every day

61%

Consider Podcast
Listening Part Of Their
Daily Routine

In The Last 2 Years The Number Of Black And Hispanic Podcast Listeners Have Jumped Over 30%

Monthly Reach %

Black Podcast Listeners

+26%

43%

34%

2020

2022

Hispanic Podcast Listeners

+36%

34%

25%

2020

2022



Podcasts fuel curiosity and help us feel connected

Top 3 reasons to listen

ENTERTAINED

DISCOVER
SOMETHING NEW

BE IN THE KNOW

**For Gen Z, it's about
companionship**

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**For Millennials, it's about
being productive**

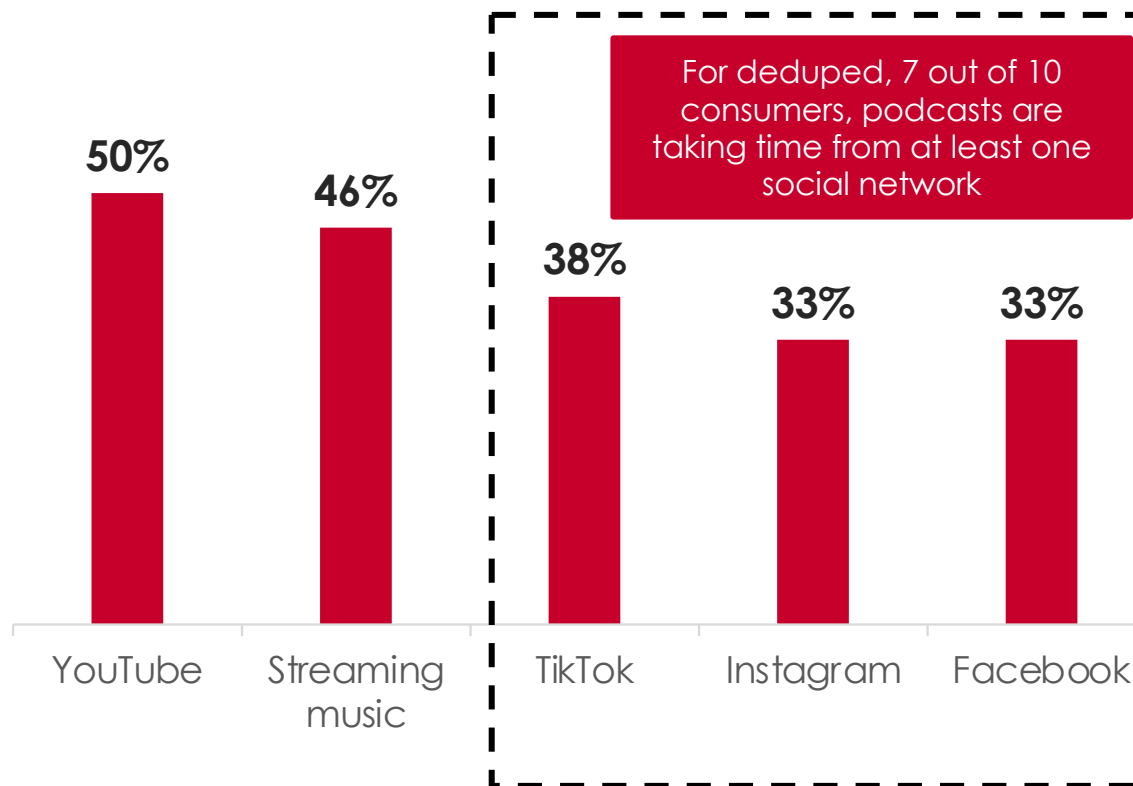
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Source: iHeartMedia Podcast listening Suzy Study 2022, <https://firstsiteguide.com/podcast-stats/>



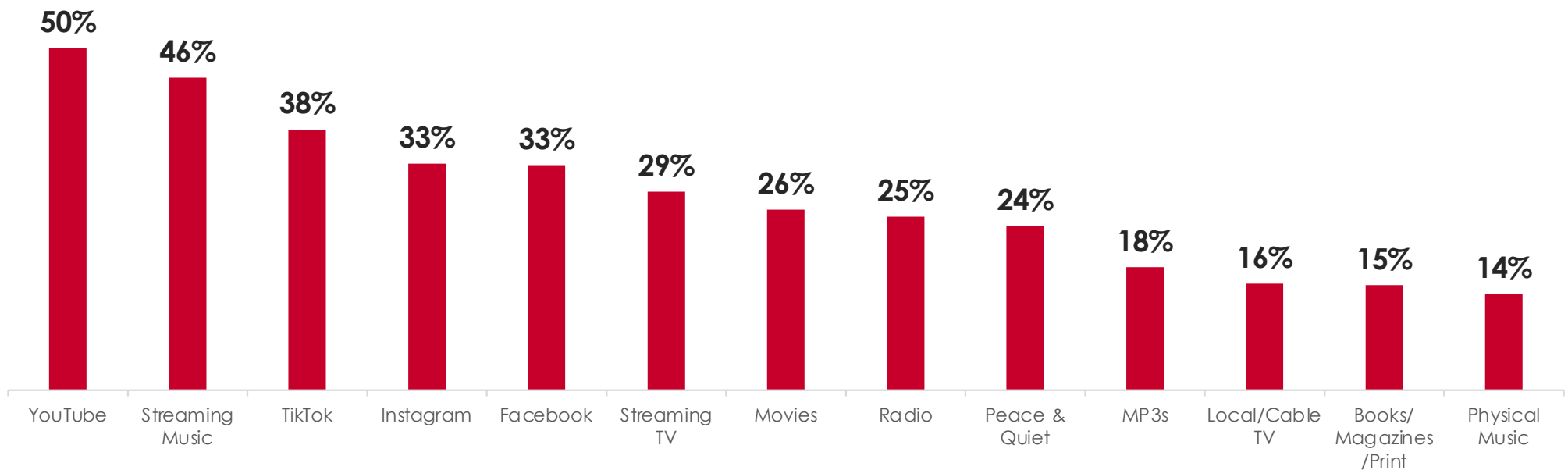
Americans are making more time for podcasts mostly by reducing time with streaming video/music and social media

Has your podcast listening taken the place of time you used to spend with any the following? (Select all that apply)



Americans are making more time for podcasts mostly by reducing time with streaming video/music and social media

Has your podcast listening taken the place of time you used to spend with any the following? (Select all that apply.)



Majority of Radio Listening Happens Out-Of-Home and Majority of Podcast Listening at Home

