

PODCASTS ARE HERE TO STAY.

THE PUBLIC WANTS THEM, LET'S VALUE THEM!

CLEAR AND SHARED DEFINITION

Proposed to the Industry

SOLID METHODOLOGY

SAMPLE: 2.300 N base
POPULATION age 16-60
CAWI device agnostic
July 2023

YEARLY TRACKING

LISTENERS

PODCAST LISTENERS
LAST 30 DAYS

39 %
ABOUT 11,9 MLN
INDIVIDUALS

Vs.
General population

114
YOUNG

109
STUDENTS

145
QUALIFIED
PROFESSION

WHERE

74%

33%

21%

smartphone **75%**

smart speakers **13%**

THE CHOICE

BASED ON
TOPIC

57 %

2022
57%

BASED ON
SPEAKER/VOICE

27 %

2022
28%

SERIES

LISTEN
TO PODCAST SERIES

78 %

WHOLE LENGTH
OF EACH EPISODE

57 %

2022
58%

WHOLE SERIES

43 %

2022
43%

ADV

RECALL PODCAST
ADVERTISING

78 %

2022
71%

LISTENS

IN
MULTITASKING

79 %

2022
80%

RELAXING/
NO OTHER TASK

21 %

2022
20%

