

ACAST SOUNDS SMART ASIA

2023

Podcasts: The Influential Media Channel

Acast

Asia's home of podcasting

The Guardian BBC TED

The New York Times FT FINANCIAL TIMES

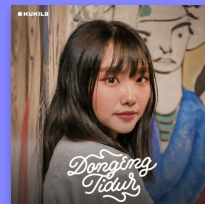
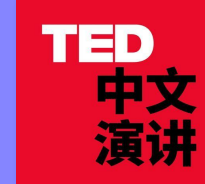
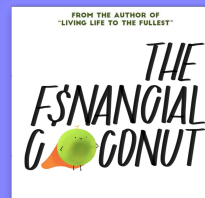
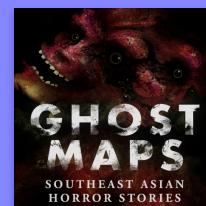
The Economist

South China Morning Post

KUKU NETWORK

Podcast Network Asia

puma! podcast



Acast audiences are exclusive, unduplicated and reachable on all listening apps



Acast

100,000+

Podcasts



Reaching

430 million

Listens monthly

- ✓ Pioneer in True Dynamic Ad Insertion in podcasting
- ✓ We can serve ads on all listening apps, including premium users
- ✓ Industry-leading programmatic solution
- ✓ Attribution through independent measurement tools

True audience addressability, possible only through the open ecosystem

- Listening apps are where people consume podcasts
- These apps own and operate some of the podcasts on their platform, but not all
- In fact, they host millions of podcasts provided by **other** publishers
- That means they cannot sell advertising on every podcast on their app
- You're also unlikely to reach the app's premium users (due to ad-free subscriptions)

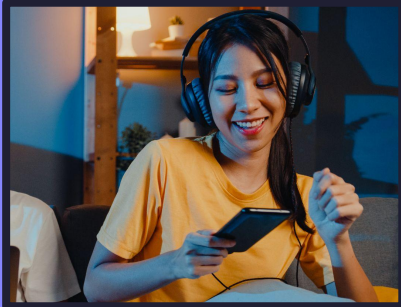
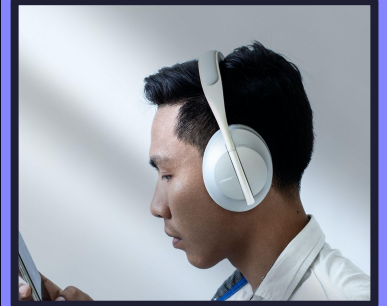


Podcasts: The Influential Media Channel

**PODCASTS
HAVE REAL
INFLUENCE**



**LISTENERS
CONNECT
WITH
PODCASTERS**



**AN IMPACTFUL,
SAFE
ENVIRONMENT
FOR BRANDS**



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METHODOLOGY

Online quantitative survey

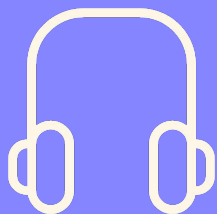
Podcast listeners in Singapore, Indonesia
and the Philippines aged 18+

Have listened to podcasts in the last month

N = 600

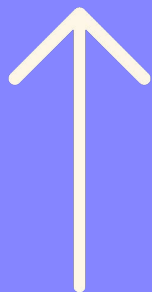


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1m

**podcast listeners
in Singapore**



53%

**listen daily or
multiple
times a week**

3-5

The average number of podcasts we listen to weekly

That's equivalent to 30-120 minutes of attention daily

Apple **57%**

Spotify **23%**

Other listening apps **20%**



**Podcasts accompany us
throughout our day**

While exercising

During the commute

While working or studying

Doing chores

While shopping

Relaxing at home

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**Podcasts have
real influence**

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**Stories we choose
to listen to**

93%

**People look forward
to listening to
podcasts as part of
their daily routine**

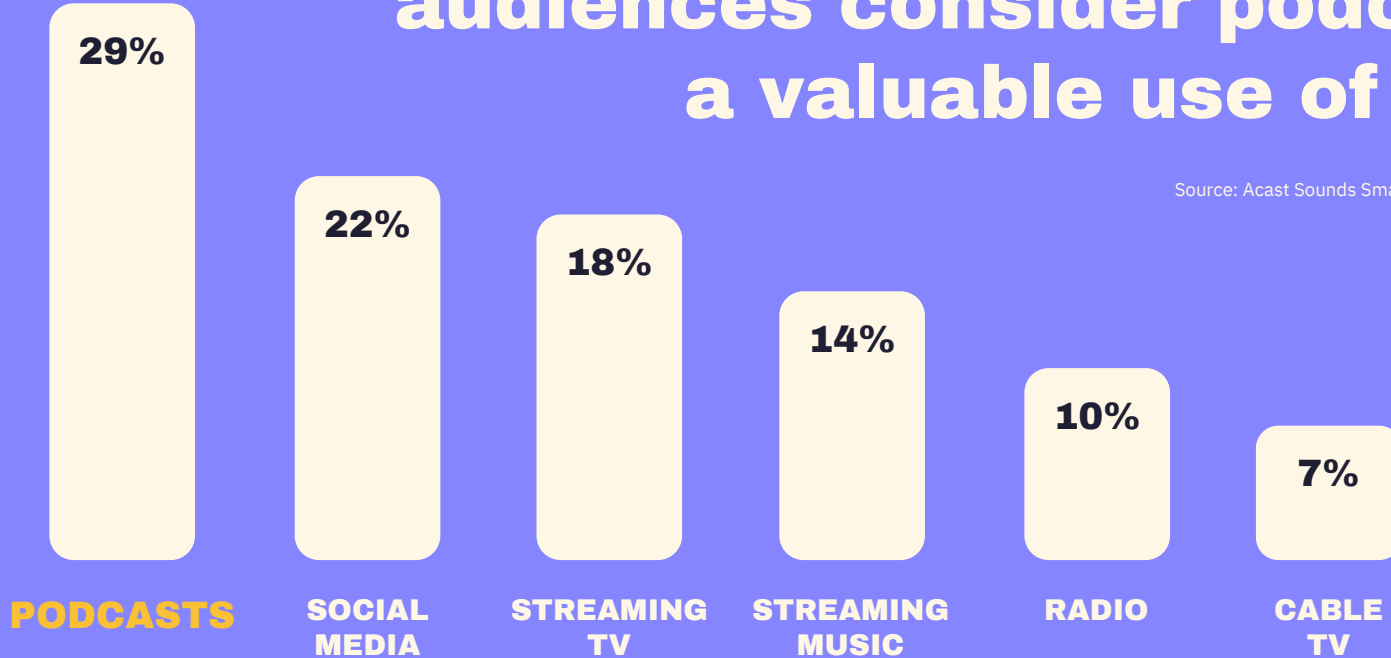
Source: Acast Sounds Smart Southeast Asia 2023



Acast

**Instead of aimless scrolling
or passive watching,
audiences consider podcasts
a valuable use of time**

Source: Acast Sounds Smart Southeast Asia 2023



WE LISTEN TO A WIDE RANGE OF TOPICS

No matter what you're interested in,
there's a podcast for that.

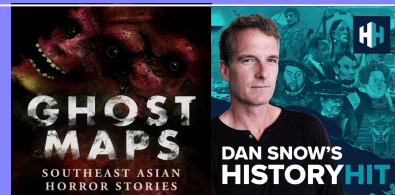


NEWS
EXPLAINERS

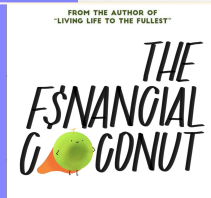


The
Daily

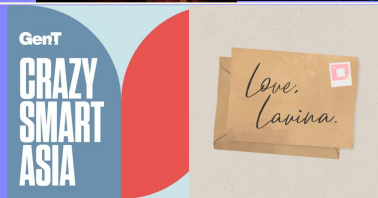
STORY
TELLING



BUSINESS &
FINANCE



SOCIETY &
CULTURE



CURIOUS
THINKERS

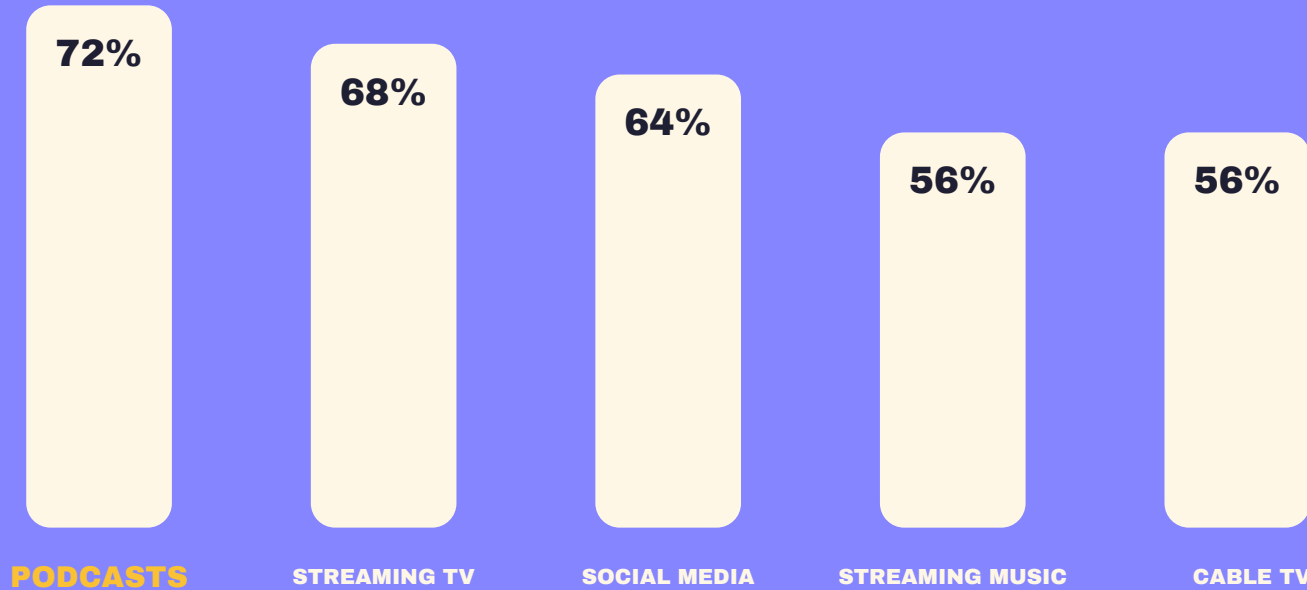


FANDOMS



People are listening with intent

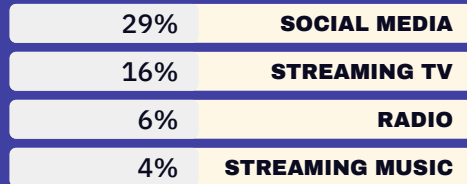
How focused are you when consuming the following types of media?



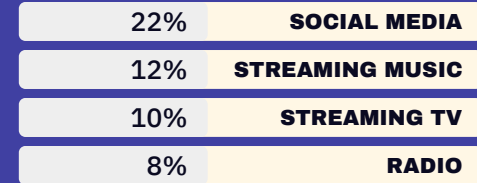
Singapore choose podcasts to fuel their minds.

LISTENERS IN SINGAPORE USE PODCASTS BECAUSE THEY ARE...

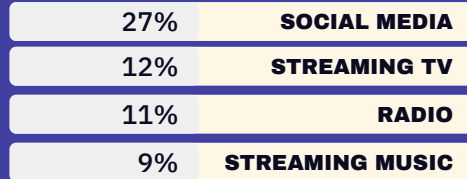
THOUGHT PROVOKING 38% PODCASTS



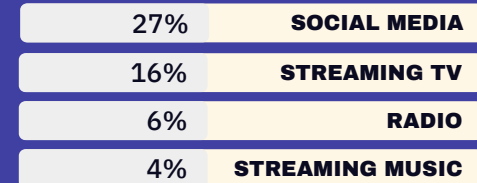
THE MOST MOTIVATIONAL 41% PODCASTS



THE MOST USEFUL MEDIA 34% PODCASTS



GOOD FOR LEARNING 41% PODCASTS



**Listeners have a
connection with
podcasters**

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CONVERSATIONS THAT RESONATE

Podcasters are influencers

95% Podcasts talk about things interesting to me

92% Hosts are highly entertaining

85% I feel a connection with a podcast host

84% Podcasts align with my values

Source: Acast Sounds Smart Southeast Asia 2023

Podcast hosts are trusted sources of information

Listeners consider podcast hosts to be...

64% more trustworthy than other media

86% highly knowledgeable

89% authentic

Source: Acast Sounds Smart Southeast Asia 2023



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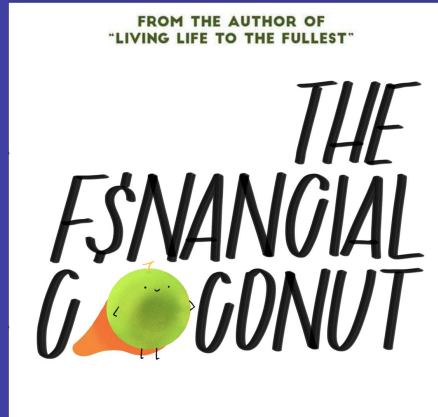
Podcasts give rise to passionate, dedicated, loyal communities

Culture for curious thinkers



Singapore's digital water cooler

Personal finance for millennials



Active savers and investors

Gen Z women navigating adult life



Dedicated to self-development and mental health

Brands can be part of the conversation, with authenticity and relevance.

82%

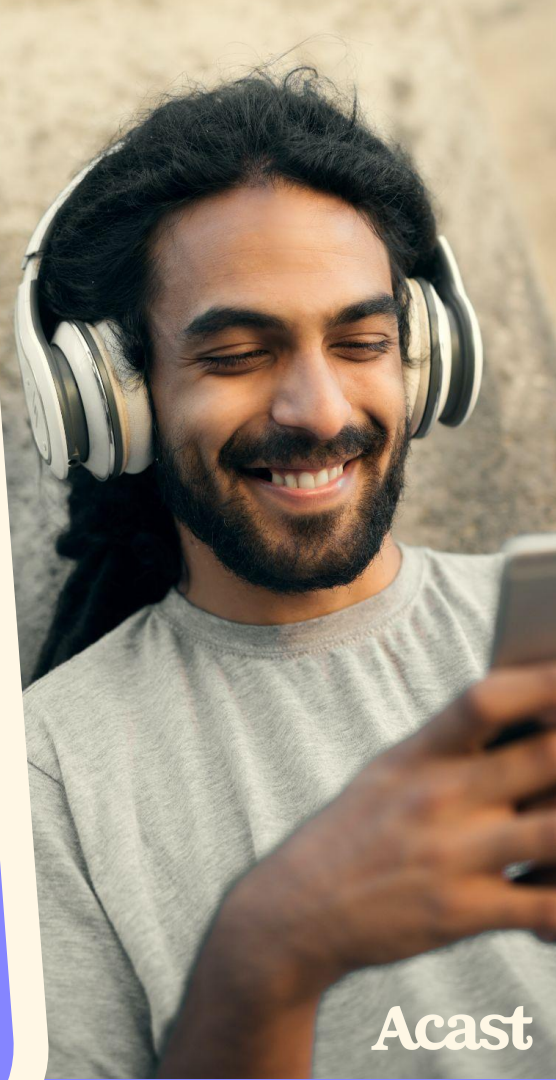
of podcast listeners say hearing a brand in a podcast improves their perception of the brand

66%

of podcast listeners trust hosts to genuinely endorse a brand

21%

of podcast listeners have discovered a new brand on a podcast



Harness podcaster influence beyond the podcast



TIKTOK

**LIVE
SHOWS**



**INSTA
GRAM**

PODCAST



YOUTUBE



**Podcasts are
impactful
for brands**

Acast

**Podcasts drive real
consumer action**

96%

**of podcast listeners in
Singapore have taken action
after hearing a podcast ad**

Source: Acast Sounds Smart Southeast Asia 2023



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Podcasts drive consideration, word of mouth and conversion

Which of the following actions have you taken because of a podcast ad?

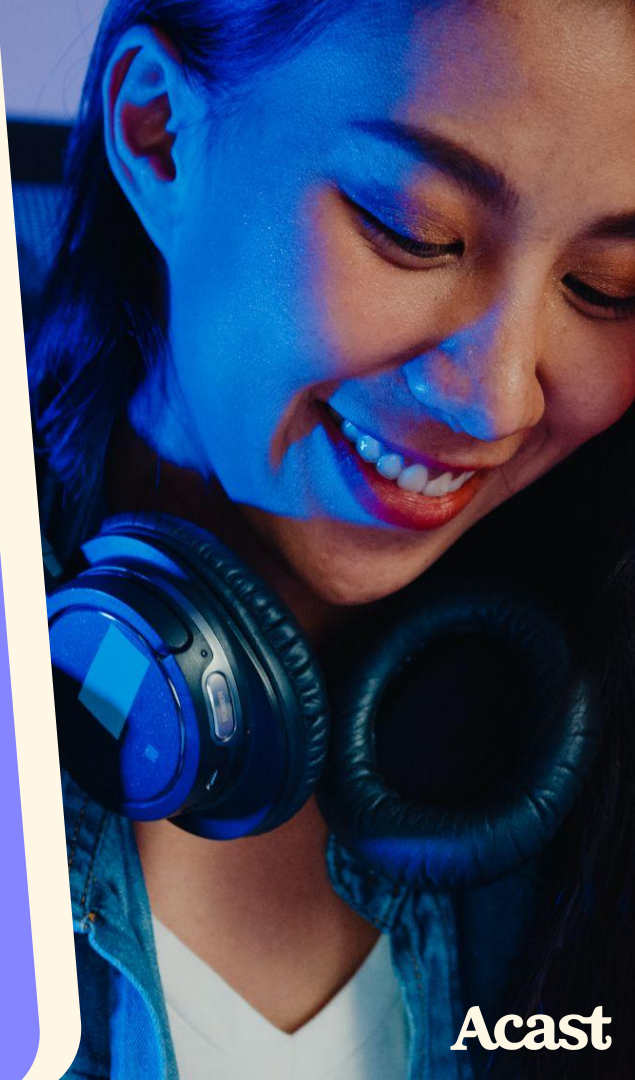
49% looked at the brand's social media

38% visited the brand's website

33% told friends & family about the brand

20% made a purchase

21% found a new favorite brand



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Podcast advertising gives brands a voice. A voice people want to hear.



Host Reads

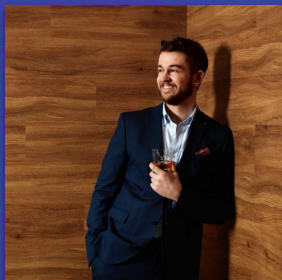


246%

LIFT IN UNPROMPTED
BRAND RECALL



Ads



Glenfiddich

139%

LIFT IN BRAND
FAVORABILITY



Branded Episode



PayPal

445%

INCREASE IN SPONTANEOUS
AWARENESS

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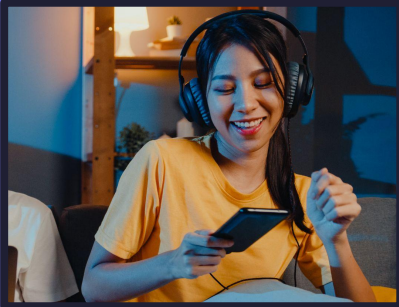
**REAL
INFLUENCE**



**AUTHENTIC
CONNECTION**



**IMPACT
FOR BRANDS**



Acast