



PODCAST BASELINE STUDY 2023

Trustworthiness makes the difference.

Agenda



1 Media and podcast use

2 Advertising in podcasts

3 Host read vs. presenter read

4 Key facts

5 Profile of respondents & study factfile

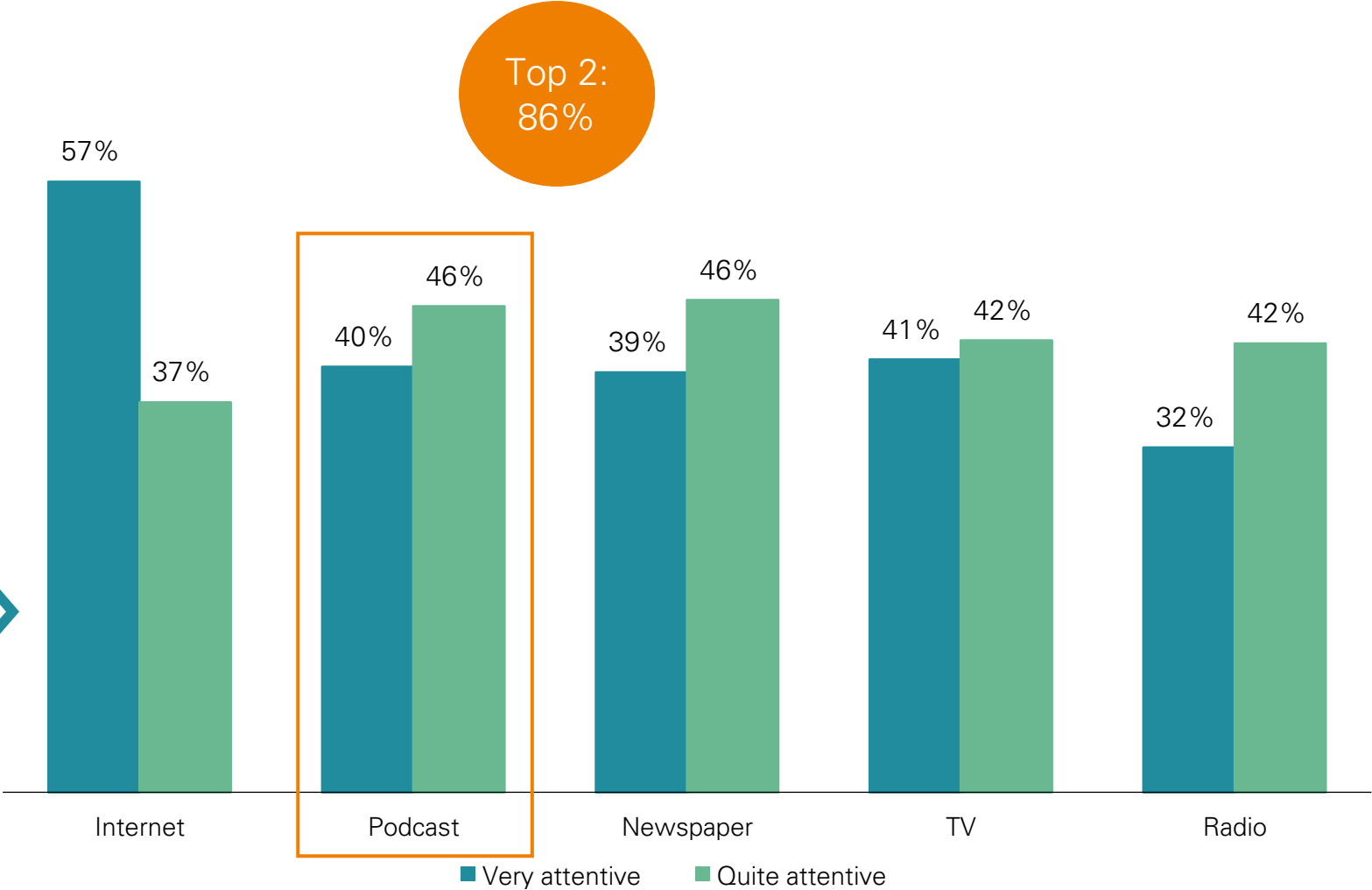
MEDIA AND PODCAST USE

Trustworthy, high-impact,
quality environment



YOUR MESSAGE IS HEARD

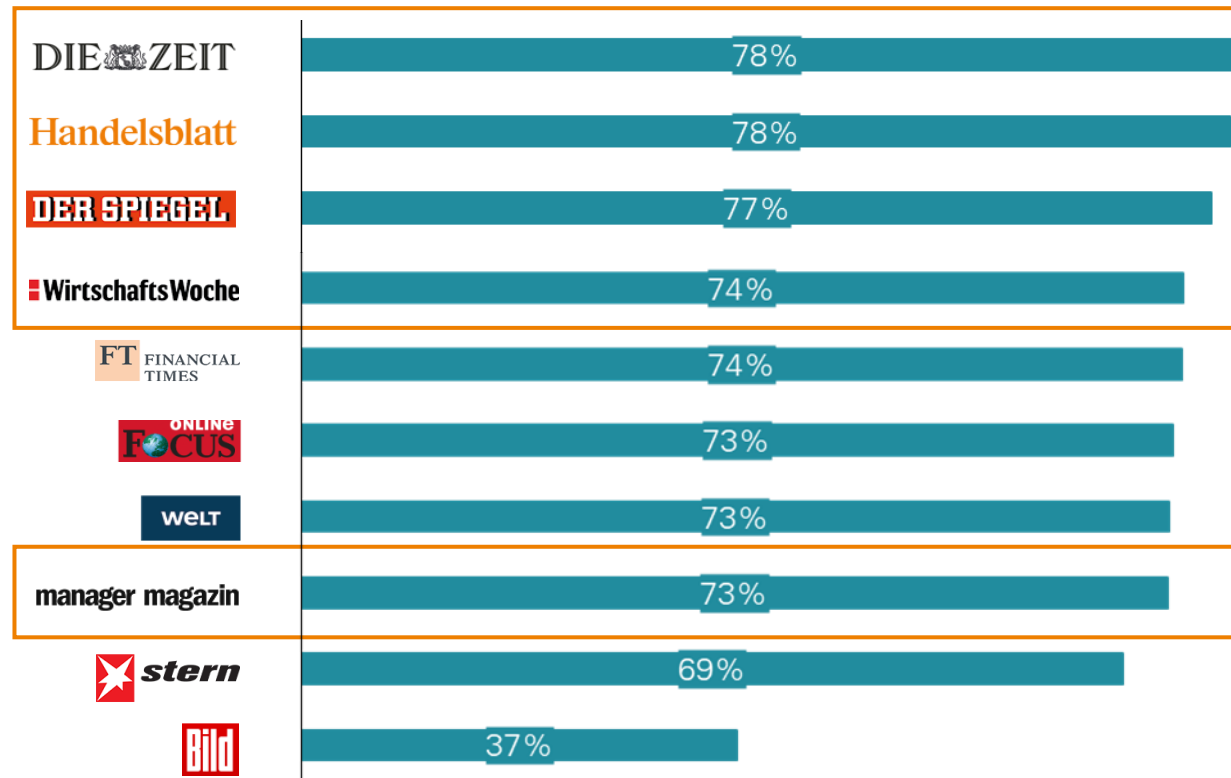
Podcast: the high-impact audio champion



Question: How attentive would you say you are when using the following media offerings?
Podcast baseline study 2023 | Case number: n = 927 | In descending order by top 2 score (very attentive + quite attentive) 4

QUALITY IS DRIVEN BY JOURNALISM

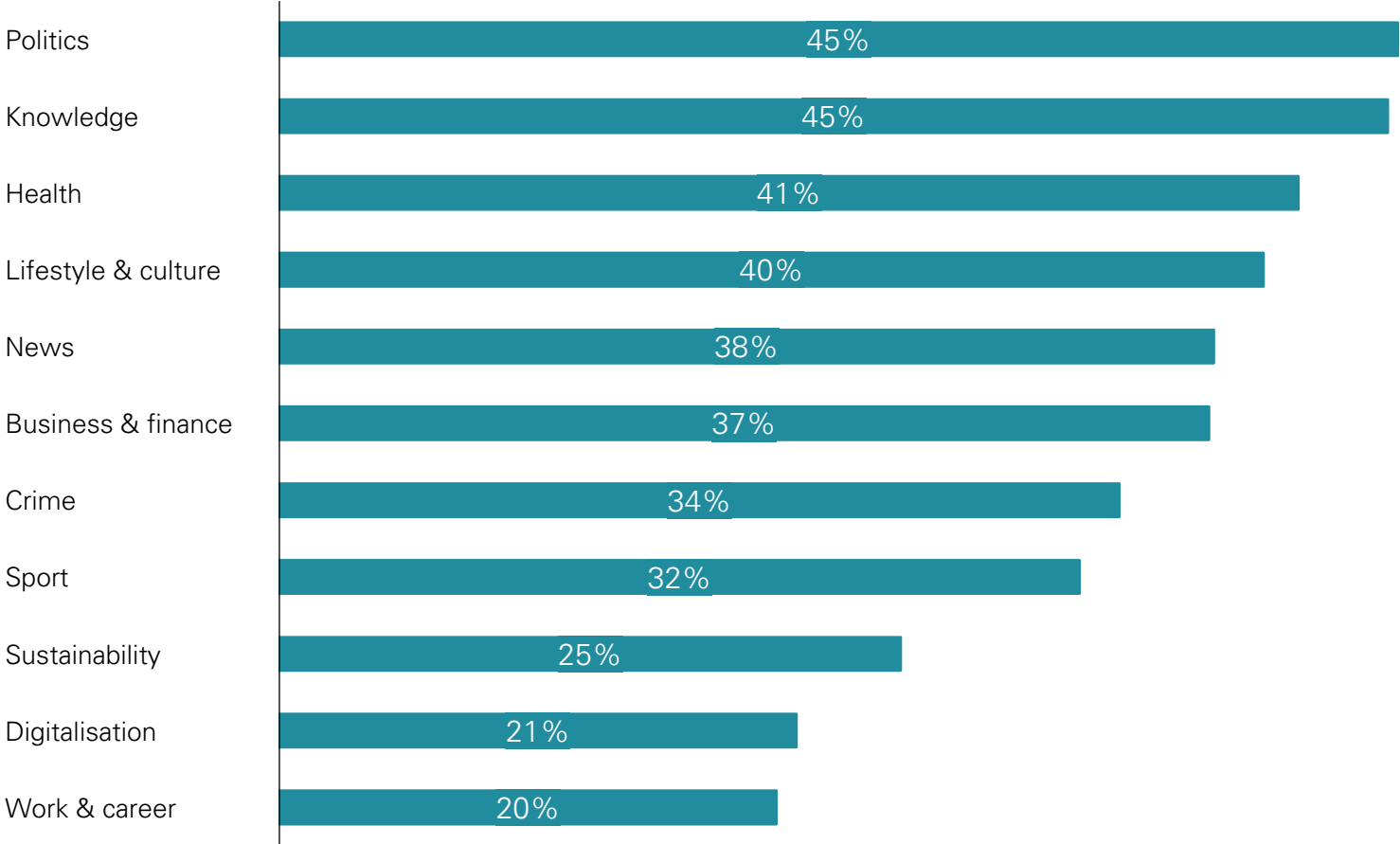
Our portfolio enjoys the highest trust.



Question: How trustworthy do you find the following media offerings?
Podcast baseline study 2023 | Case number: n = 1,002 | (top 2: "agree fully" + "agree")

RELEVANT TOPIC AREAS

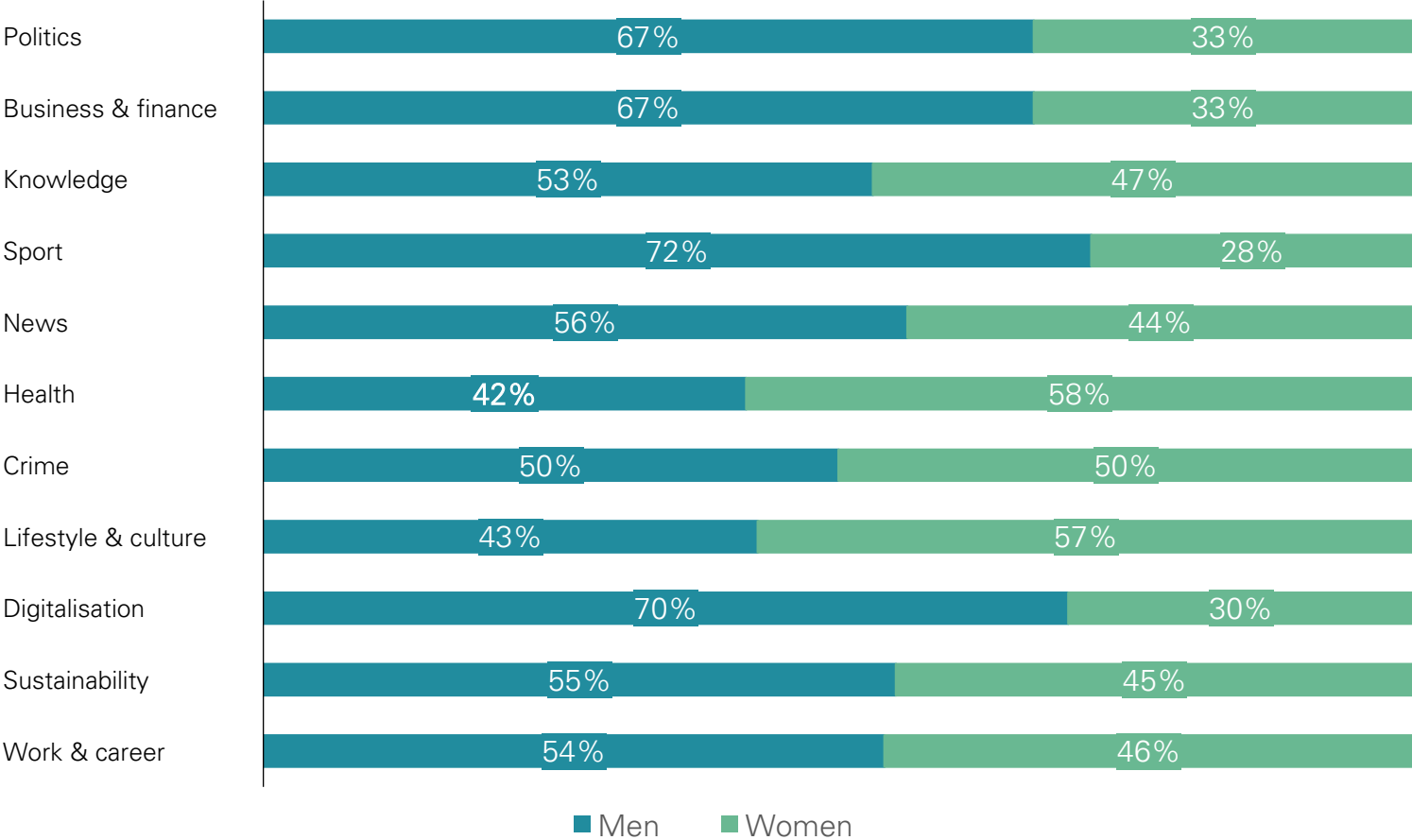
Listeners primarily use podcasts as a source of information and further education.



Question: In which of the following topic areas do you listen to podcasts at least occasionally?
Podcast baseline study 2023 | Case number: n = 1,002 | In descending order

RELEVANT TOPIC AREAS BY GENDER

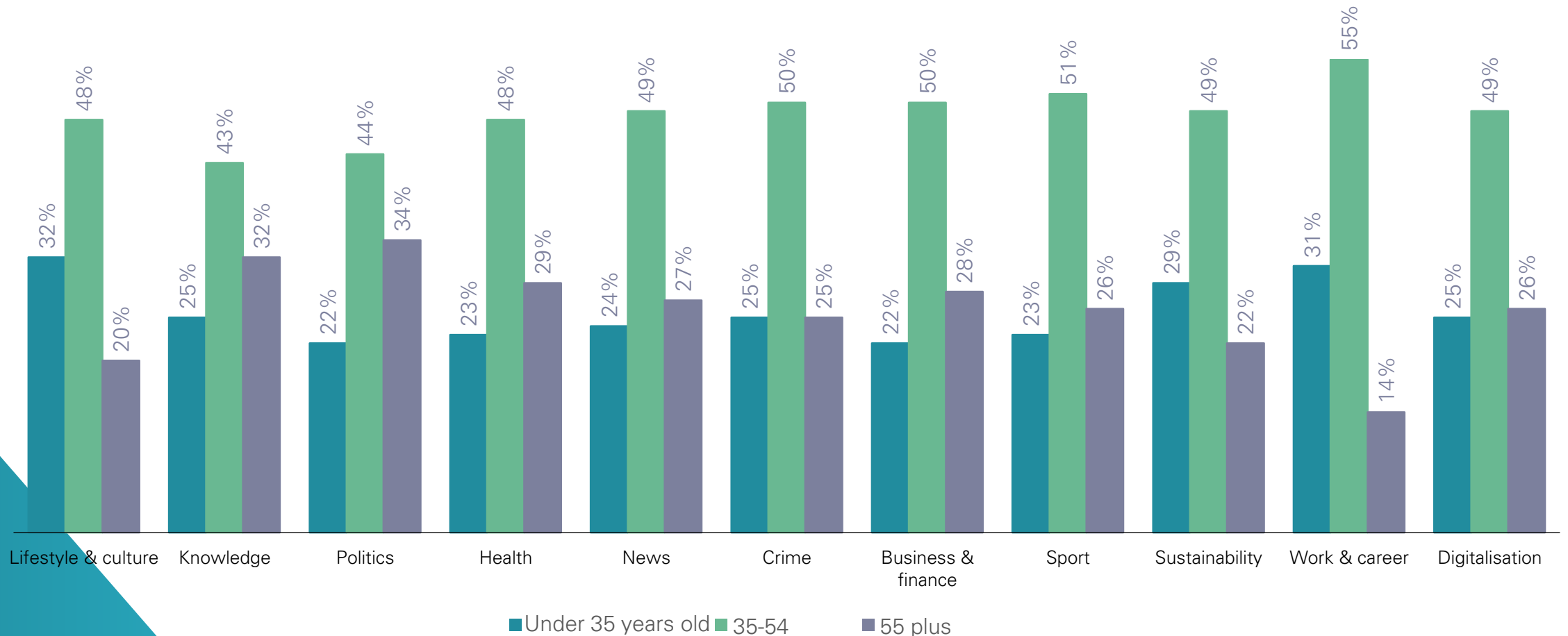
Your message, your target group – in the perfect-fit environment



Question: In which of the following topic areas do you listen to podcasts at least occasionally?
Podcast baseline study 2023 | Case number: n = 1,002 | In descending order

RELEVANT TOPIC AREAS BY AGE

Lifestyle is particularly popular among young listeners, while older listeners are more interested in knowledge and politics.



Question: In which of the following topic areas do you listen to podcasts at least occasionally?
Podcast baseline study 2023 | Case number: n = 1,002 | In descending order

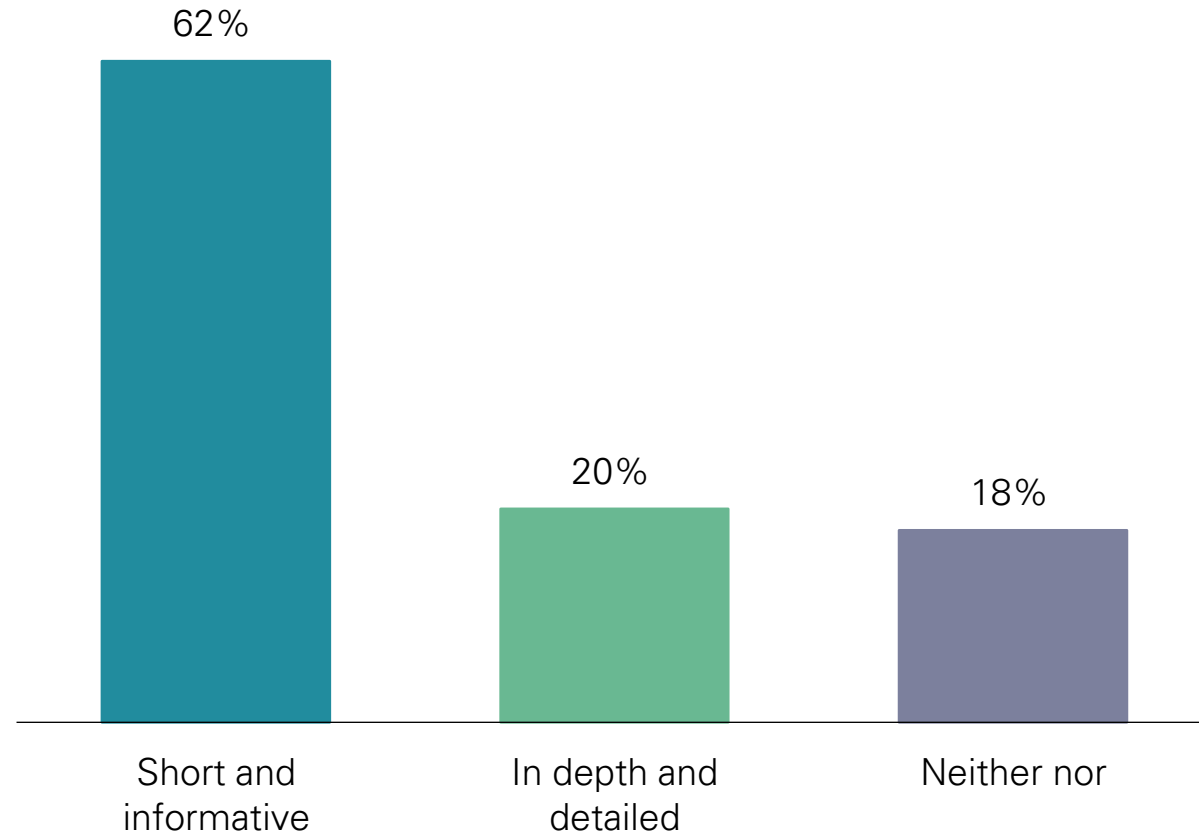
ADVERTISING IN PODCASTS

Preferences & interaction



ADVERTISING THAT GETS TO THE HEART OF THE MATTER

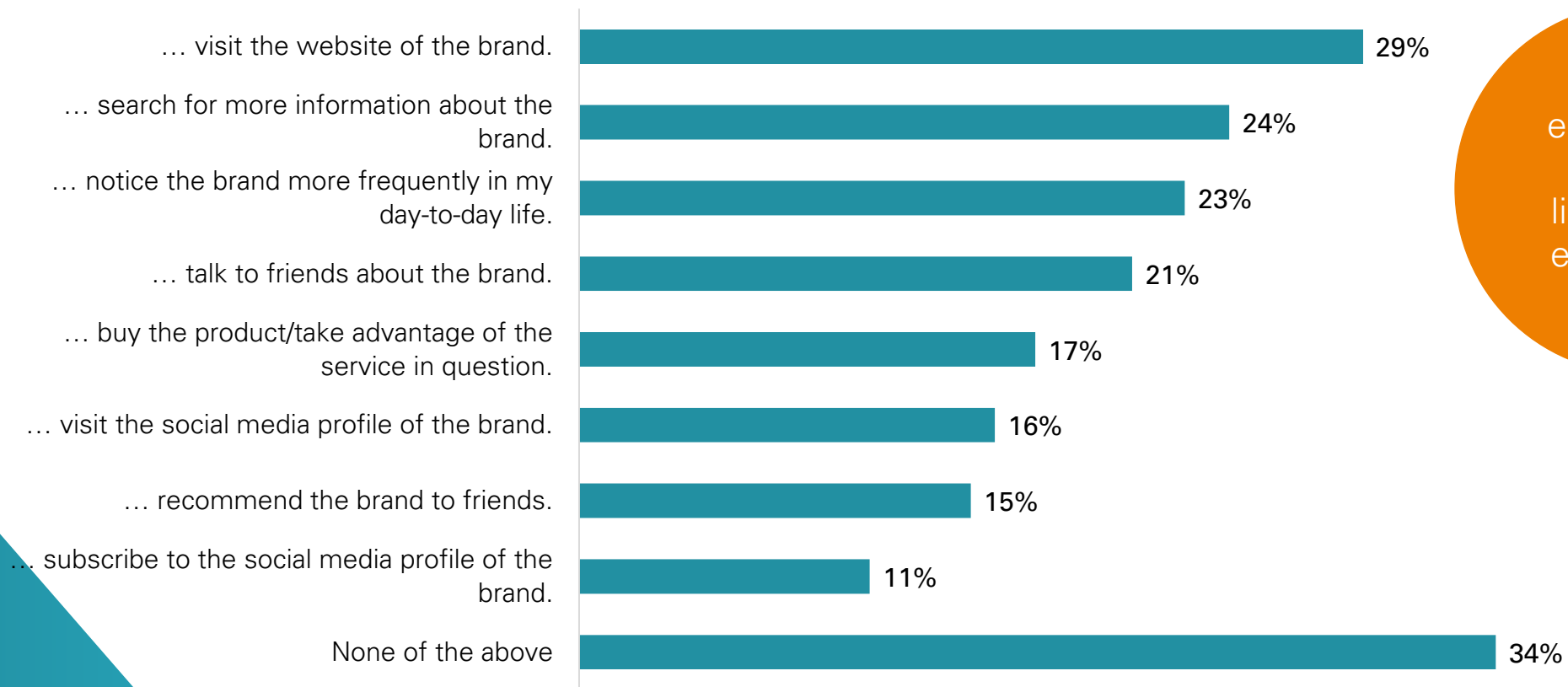
Listeners prefer short and informative spots.



Question: Which type of advertising would you yourself prefer?
Podcast baseline study 2023 | Case number: n = 1,002

MOBILISING EFFECT FOR YOUR BRAND

Advertising in podcasts drives interaction with the brand.



Podcast encourages 66% of listeners to engage the brand.

Question: You said you have previously heard advertising for a brand in a podcast. What effect did this advertising have on you? It prompted me to ...
Podcast baseline study 2023 | Case number for "have previously heard advertising in a podcast: n = 660 | In descending order

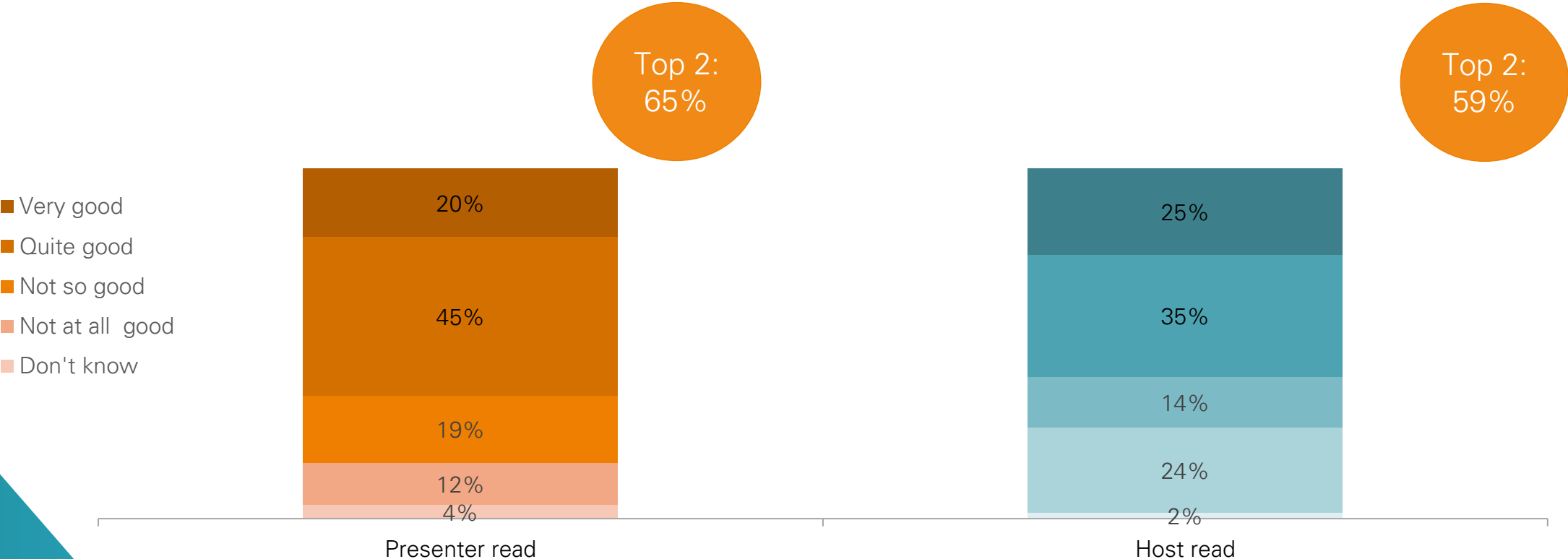
A man with a beard and short brown hair is shown in profile, wearing large black headphones. He is smiling slightly and looking towards the right. In front of him is a professional microphone on a boom arm. The background is a blurred studio or office environment with computer monitors and warm lighting. A large white triangle with a blue border is overlaid on the left side of the image, containing the text.

PRESENTER READ VS. HOST READ

Trustworthiness & acceptance

GREATER ACCEPTANCE FOR PRESENTER READ

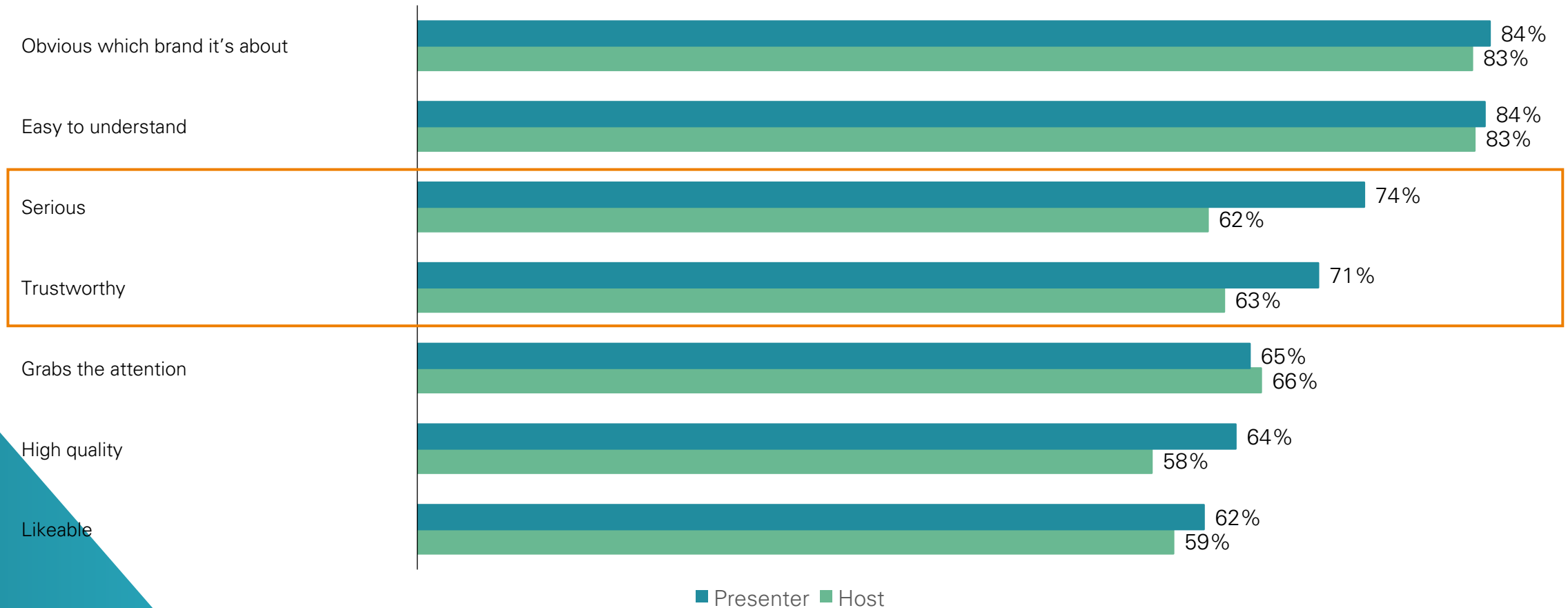
Host read tends to produce extreme approval or rejection scores – while presenter read enjoys general acceptance with far fewer outliers.



Question: How did you find this kind of advertising in general, regardless of the brand being advertised?
Podcast baseline study 2023 | Case number: n = 1,002 | Top 2 (very good + quite good)

POSITIVE ASSESSMENT SUPPORTS PRESENTER READ

It is above all in terms of being taken seriously and being trustworthy that presenter read outperforms host read.



Question: To what extent do you agree with the following statements on the advertising in the podcast clip you have just listened to?
Podcast baseline study 2023 | Case number: n = 1,002 | In descending order by top 2 score (agree fully + tend to agree)

USING THE PRESENTER READ OPTION PAYS DIVIDENDS

The acceptance rate increases by 18% and the dropout rate falls by 31%

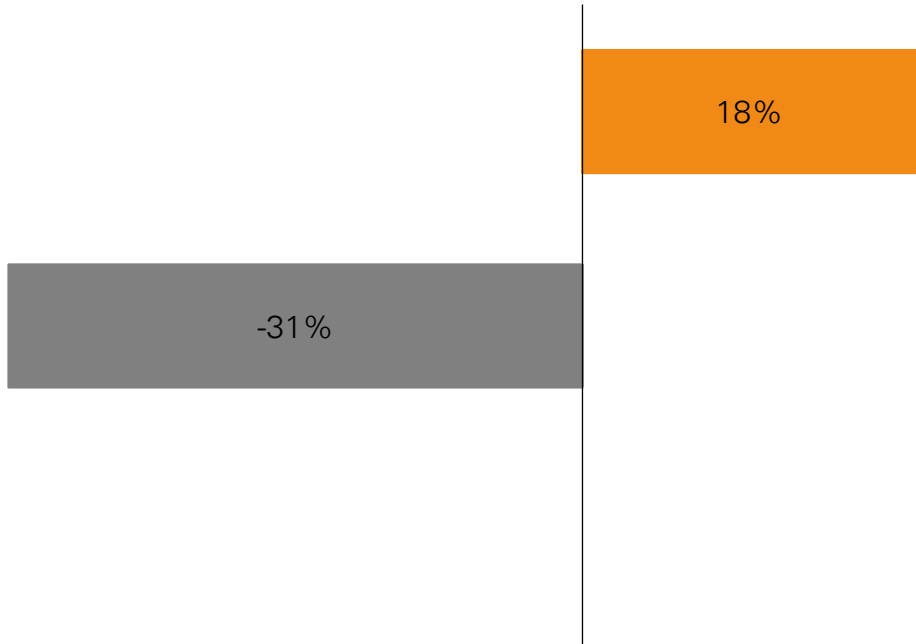


Presenter read vs. host read

Uplift and falloff with presenter read

I accept this kind of advertising in return for free access to podcasts.

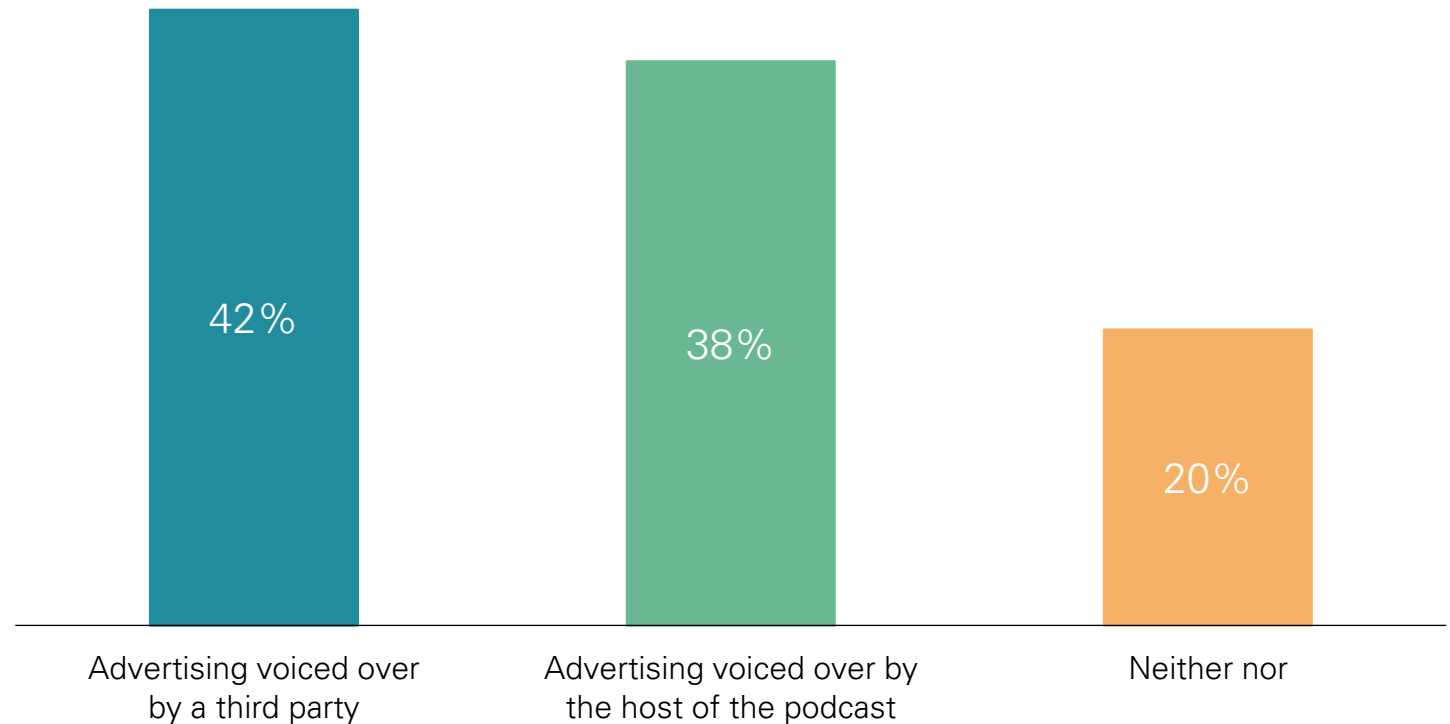
If a podcast uses this kind of advertising, I stop listening.



Question: To what extent do you agree with the following statements on the advertising format you have just listened to?
Podcast baseline study 2023 | Case number: n = 1,002 | In descending order by top 2 score (agree fully + agree)

PRESENTER READS ARE PREFERRED TO HOST READS

Stronger preference for advertising voiced over by a professional third party.



Question: Which type of advertising would you yourself prefer?
Podcast baseline study 2023 | Case number: n = 1,002

KEY FACTS



THE FINDINGS UNDERLINE OUR SUCCESS

TRUST

RELEVANCE


INTERACTION

IMPACT

APPROVAL

TRUSTWORTHINESS

- The exceptionally high level of trustworthiness attracts listeners to our portfolio.
- The topic areas of politics, knowledge and health are of particular relevance for listeners.
- Advertising in podcasts generally encourages listeners to interact with the brand.
- 62% of listeners attach importance to short and informative advertising spots.
- Presenter read is preferred by 42% of respondents and hence records the highest approval scores.
- Granular assessment of the advertising spots also shows a clear preference for presenter read, which is seen as being more serious, more trustworthy, more likeable and of higher quality. This in turn matches the trustworthy image of the media offerings marketed by iq digital.



**PROFILE OF
RESPONDENTS &
STUDY FACTFILE**

PROFILE OF RESPONDENTS



Gender:

Men: 53% | Women: 47%

Age:

18-34: 24% | 35-54: 48% | 55 plus: 27%

Net household income:

Less than 2,000€: 23% | 2,000 to below 4,000€: 48%
| 4,000€ plus: 29%

Educational status:

Low: 2% | Mid-level: 39% | High: 59%

Occupational status:

Full or part-time: 80% | Student (uni/school): 4% |
Not/No longer in employment: 16%

STUDY FACTFILE

Methodology

Recruitment:

- Online access panel talk
- Target group: podcast listeners (at least once a month), aged 18 and above

Methodology:

- Comparison of host and presenter read campaigns from the same advertiser in the identical topic area

Returns

Case numbers:

n = 1,002

Survey period:

June 22 – July 3, 2023