

# A New Era of Influence

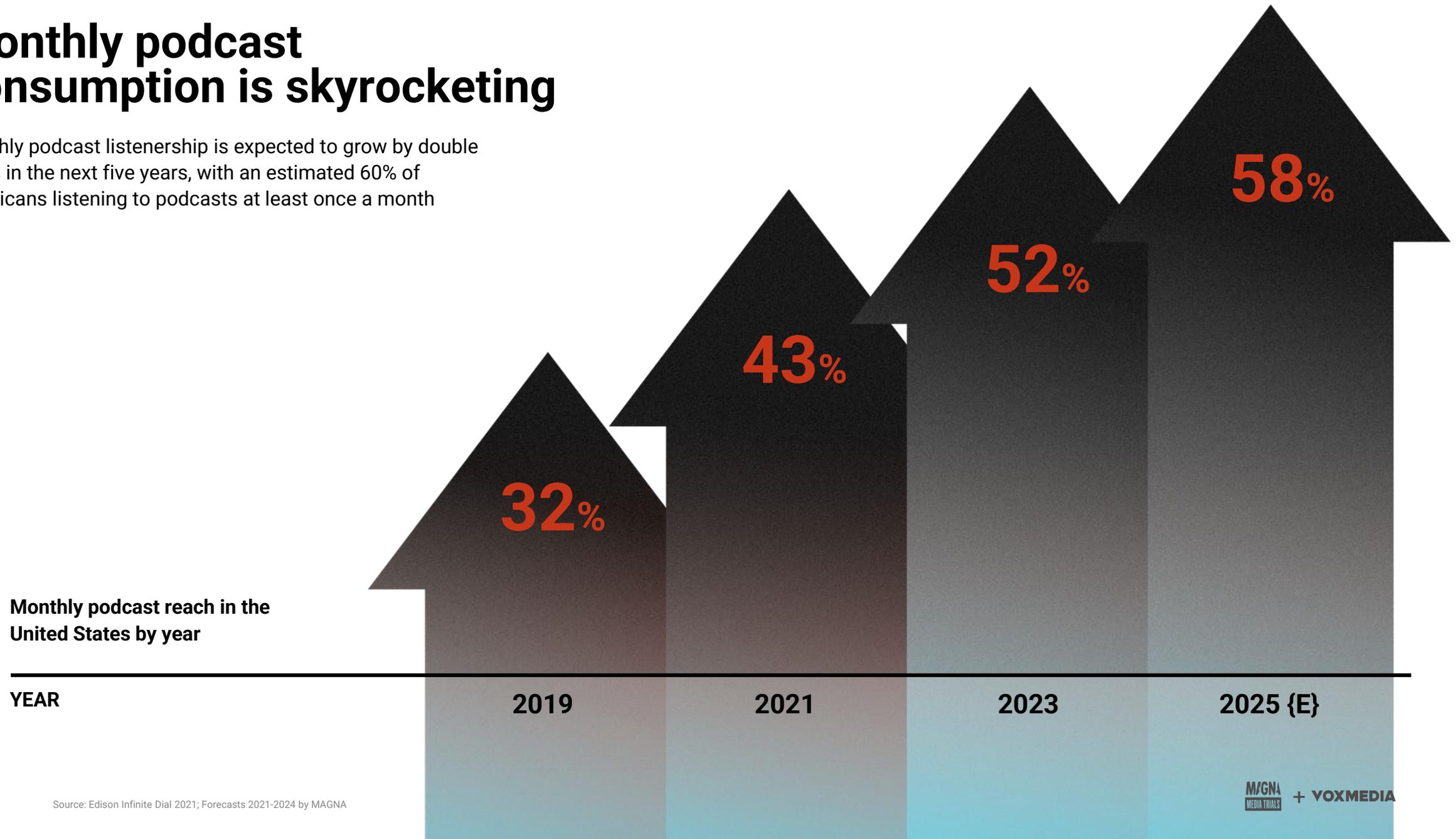
Podcasters' emergence as one of today's most influential figures in media



**MAGNA** **MEDIA TRIALS** | **VOXMEDIA**

# Monthly podcast consumption is skyrocketing

Monthly podcast listenership is expected to grow by double digits in the next five years, with an estimated 60% of Americans listening to podcasts at least once a month



# Podcasts are the main source of information for things most important

% Strongly/Somewhat Agree

# 75%

of listeners say podcasts are their main source of information for topics in which they're most passionate



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# 86%

**Millennials** are the most likely to use podcasts as their main source of information on topics in which they're most passionate

# Today's menu

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1

## **Podcasts: The Medium that Gives Back**

Learn why listeners find themselves turning to podcasts more often, and how this unique medium serves to holistically enhance their lives

2

## **When Intimacy Becomes Influence**

Understand the intimate role podcasters play in the lives of listeners, and how their unmatched authority translates into influence

3

## **Seizing Brand Opportunities**

A go-to guide of actionable steps advertisers can take to effectively leverage the podcast medium

4

## **Vox Media Opportunity: Most Influential for All Generations**

Learn why Vox Media is the most influential of podcast networks

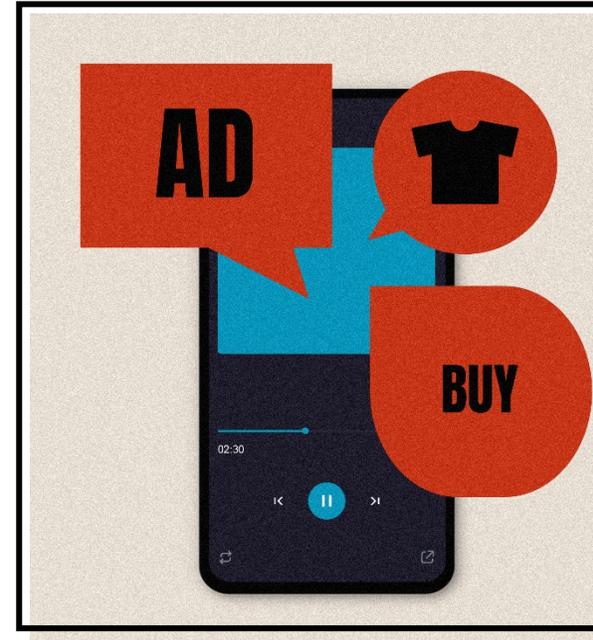
# Our mission



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## The Role of Podcasters

Understand the role podcasters play in the lives of listeners



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## Brand Opportunities

Identify opportunities for brands to effectively leverage the podcast format

# Podcasts: The medium that gives back

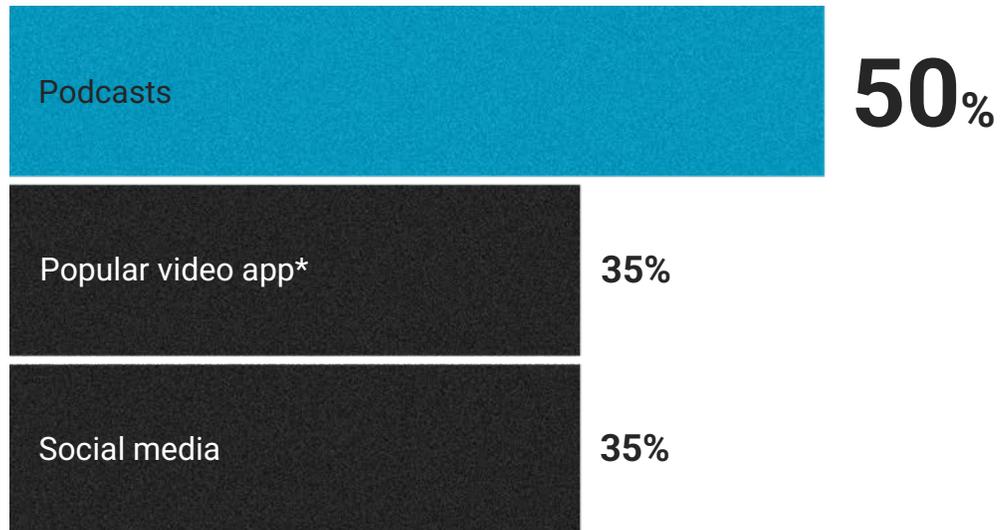


# Podcasts fill a void that shorter-form content cannot

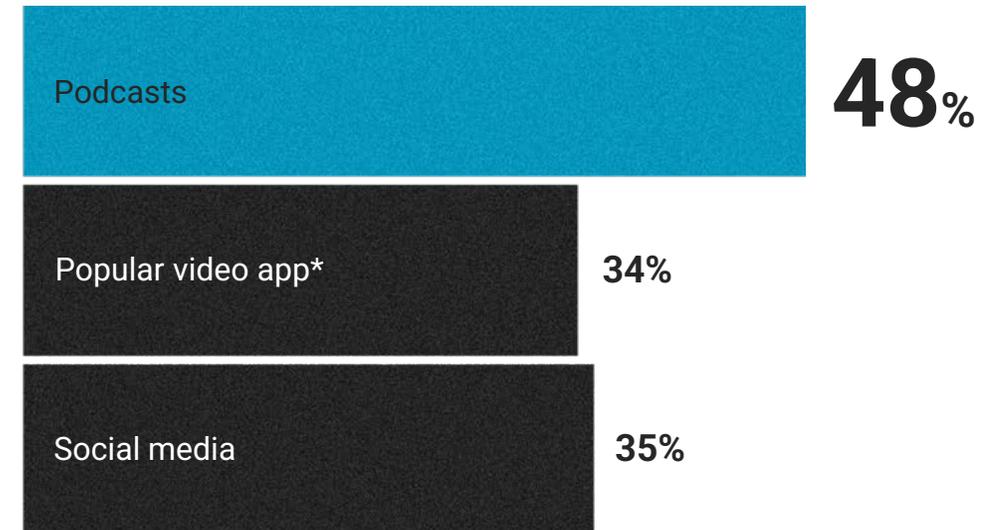
While short form content satisfies dwindling attention spans, podcasts deliver on the high-quality, in-depth information consumers crave

\_\_\_\_\_ offer(s)... % Selected

In-depth information



Exposure to current topics/conversations

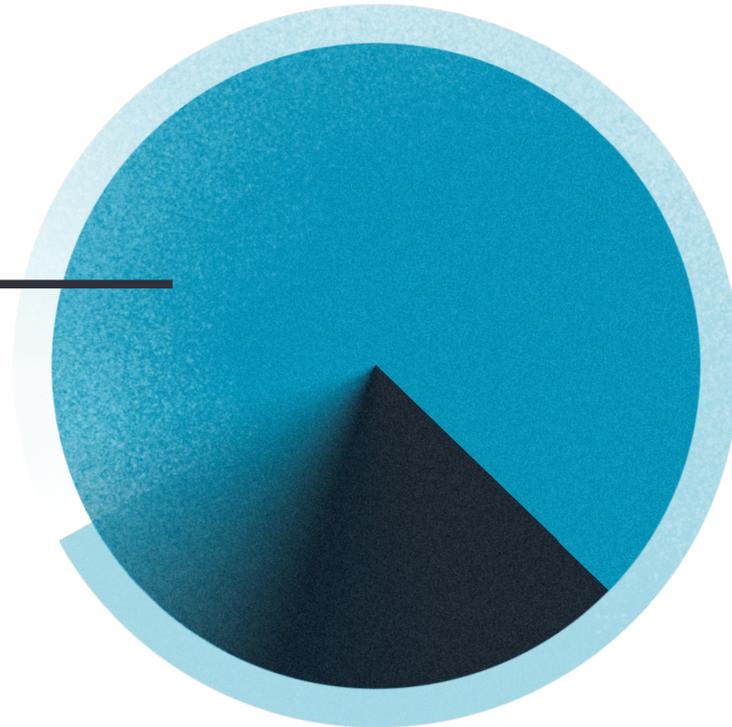


# Podcast content isn't just information, it's uniquely trusted information

% Strongly/  
Somewhat Agree

**79%**

See podcasts as being **superior** to content on social media



## Adam

”

Podcast Listener  
Millennial  
He/Him

“I can't really...have time to really educate myself on everything going on. There's just too much information out there. So for the podcasts I listen to...I'm not missing the important stuff and I trust that they're picking the important stuff.”



# Podcasters are leaving a positive imprint on listeners

**82%**

Have had a **positive impact** on their life



**Impact podcasters have had on listeners' lives**  
% Strongly/Somewhat Agree

**80%**

**Feel like a friend** to listeners as they listen to the podcast

# Podcasts draw in listeners for personal fulfillment

Why people listen to podcasts

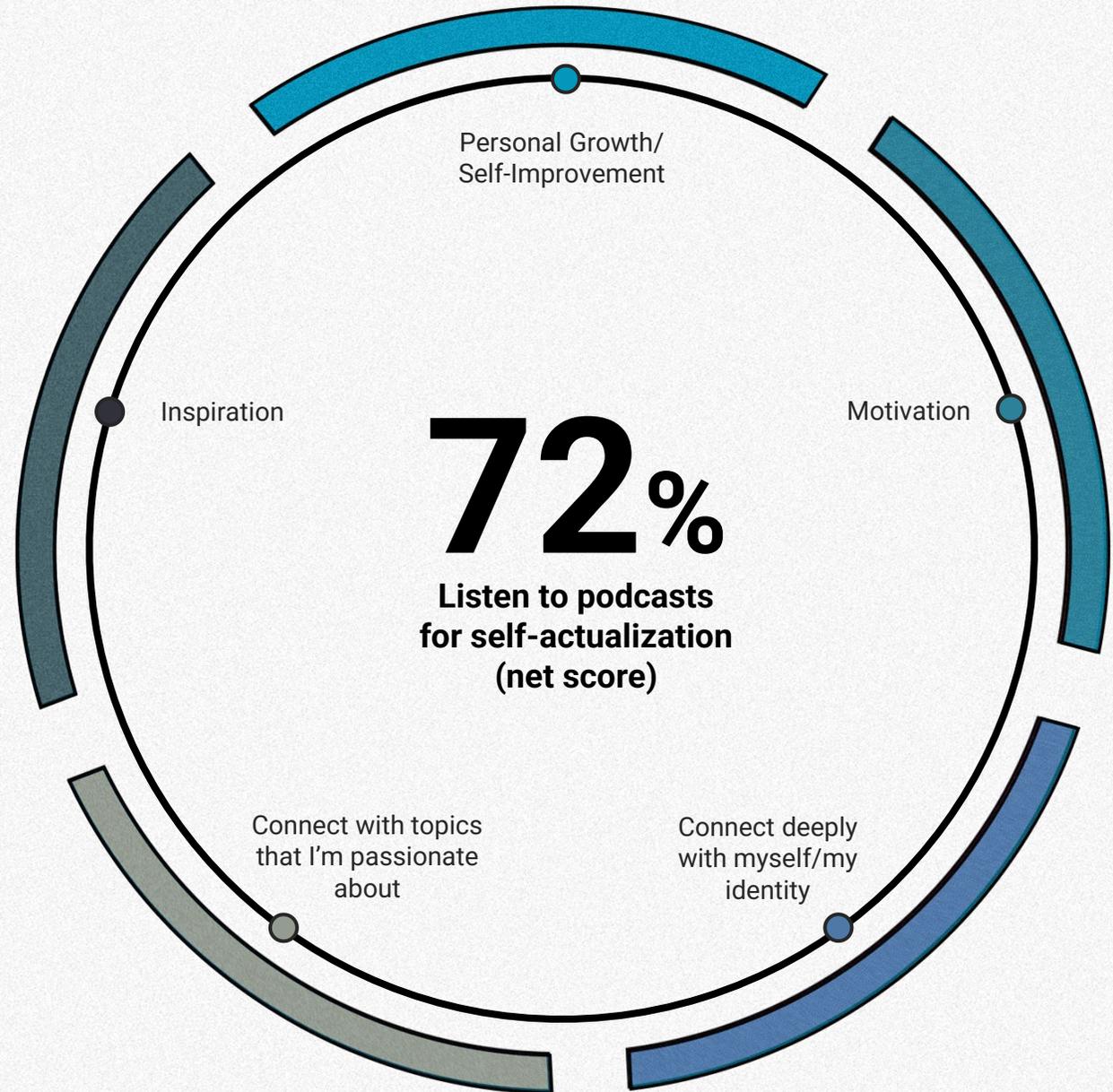
# 80%

Millennials are most likely to listen to podcasts for self-actualization,

followed by **Adult Gen Z** (70%)



and **Gen X** (70%)





# 79%

of listeners say listening to podcasts motivates them to be better versions of themselves



# Podcasts deliver on the desire for self-actualization

% Selected

# 86%

of heavy listeners agree that podcasts motivate them to be better versions of themselves

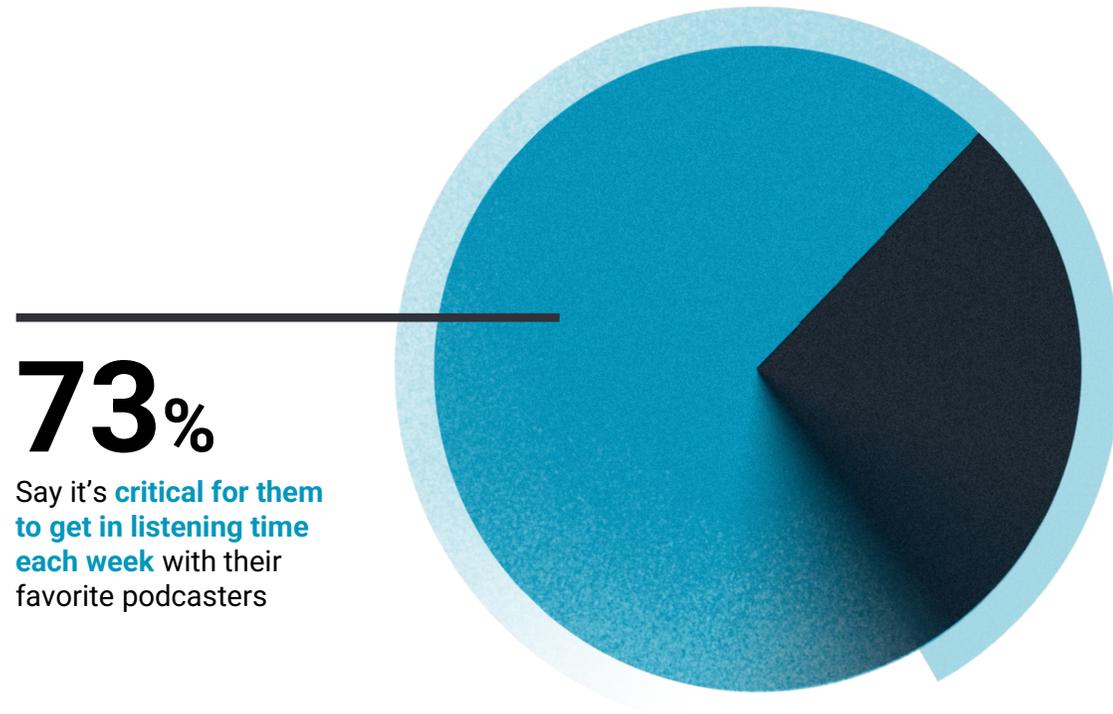
Question: How much do you agree or disagree with the below statements about the podcasts you listen to?  
Total N (Weekly Podcast Listeners) = 2,028  
Total N = Heavy Listeners: 1,776  
Heavy Listeners: Listen to podcasts ≥multiple times a week

# When intimacy becomes influence



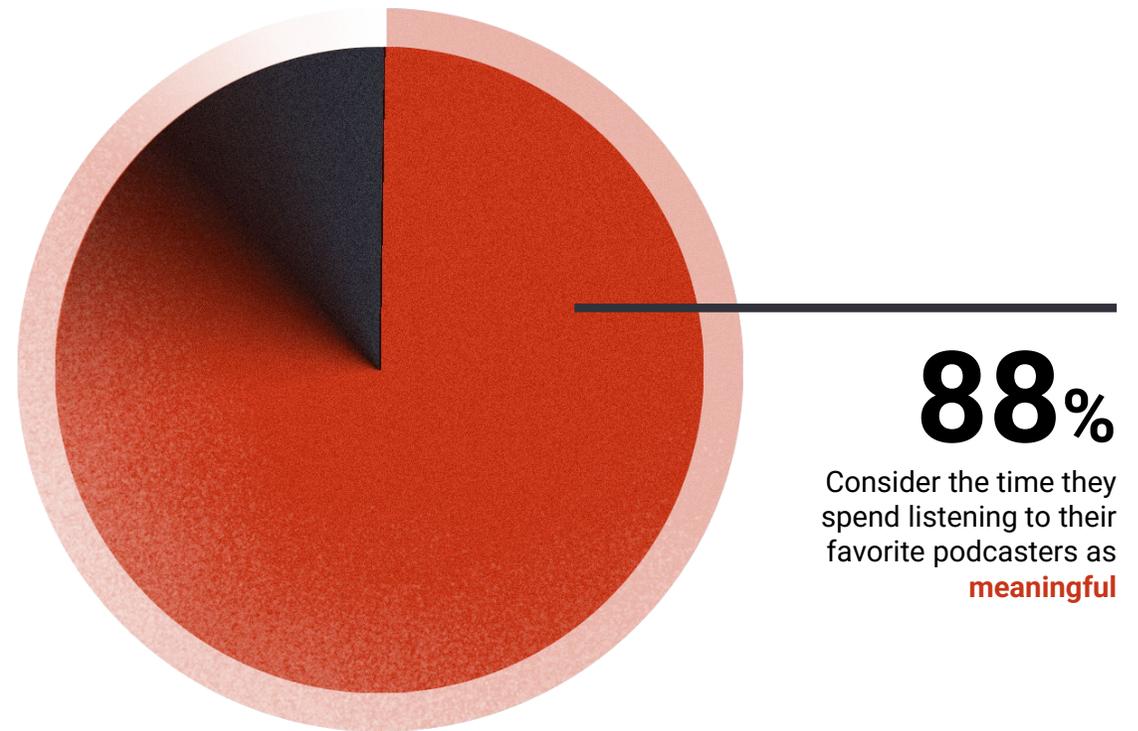
# Listeners make time and consider that time meaningful and valuable

Listeners' feelings about their podcast-listening experience  
% Strongly/Somewhat Agree



**73%**

Say it's **critical for them to get in listening time each week** with their favorite podcasters



**88%**

Consider the time they spend listening to their favorite podcasters as **meaningful**

# Listeners feel intimate connections with podcasters

% Strongly/Somewhat Agree

# 68%

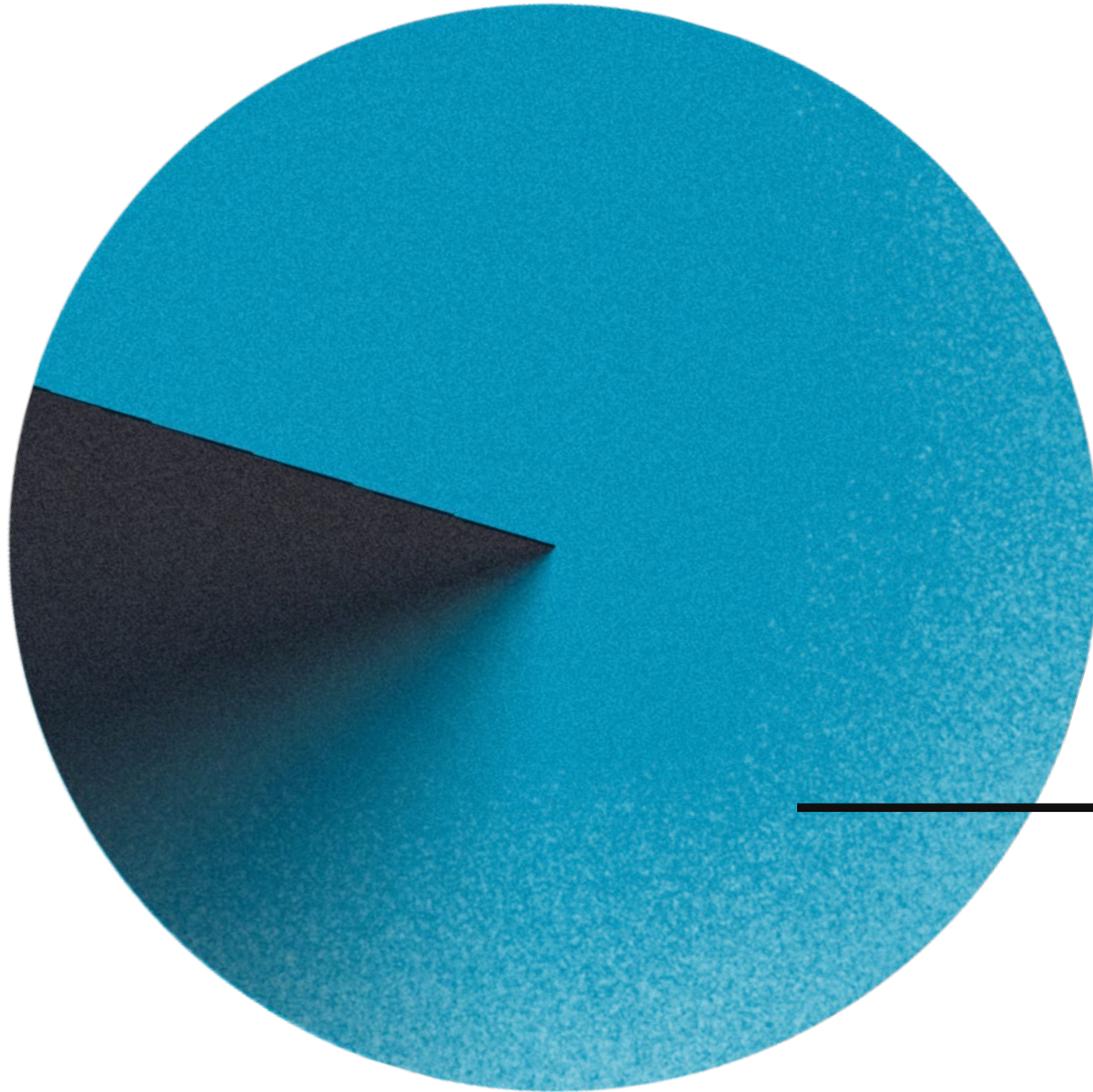
say they have a **deep connection** with their favorite podcasters



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# 81%

of **Millennials agree** that they have a deep connection with their favorite podcasters

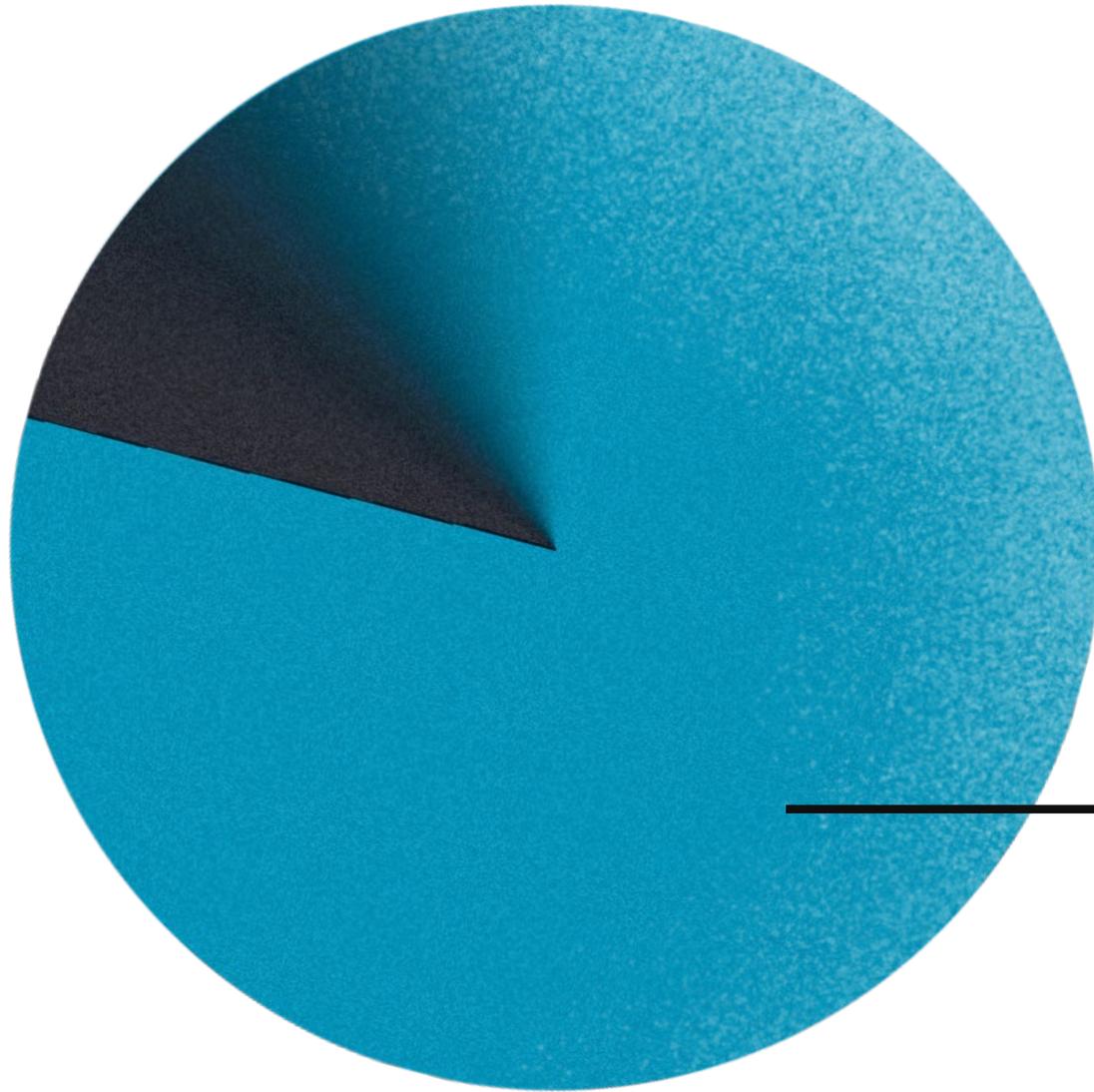


Since the personal connection runs deep, listeners are eager to show support for their favorite podcasters

% Selected

**88%**

Engage in activities to **support their favorite podcasters** outside of the podcast



## Podcasters hold unrivaled influence among their listeners

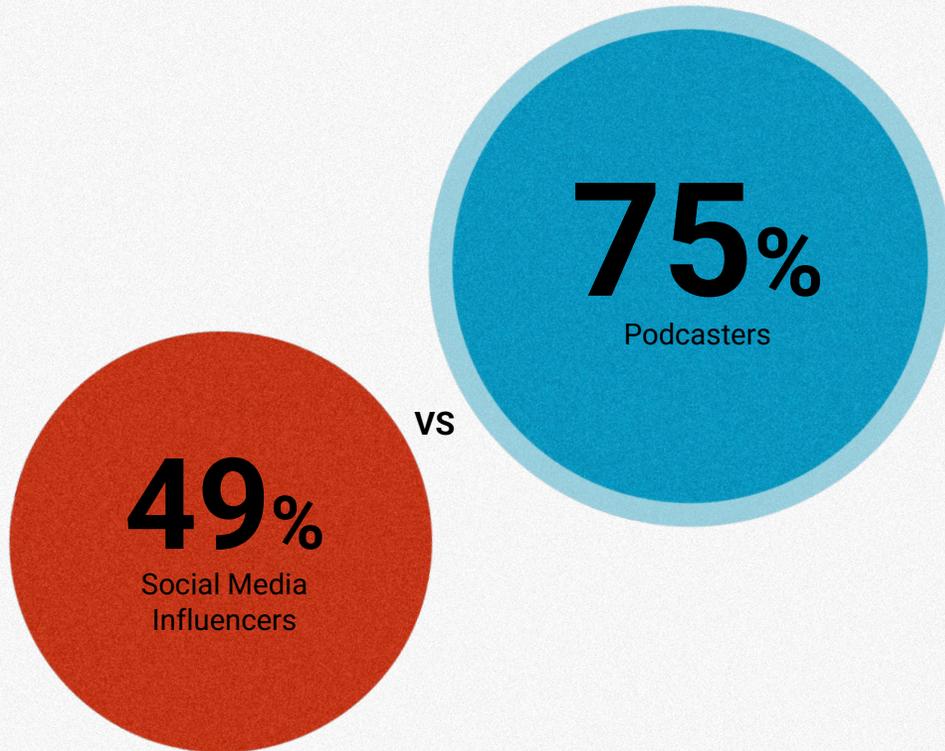
% Strongly/Somewhat Agree

90%

Agree that **listening to podcasts have made them more open** to new perspectives and/or topics

# Podcasters are more influential than social media influencers

How often \_\_\_\_ have changed my mind on something I once believed in % Very/Somewhat Often



How often \_\_\_\_ have changed my mind on something I once believed in, by Generation % Very/Somewhat Often

■ Podcasters ■ Social Media Influencers

Adult Gen Z



Millennials



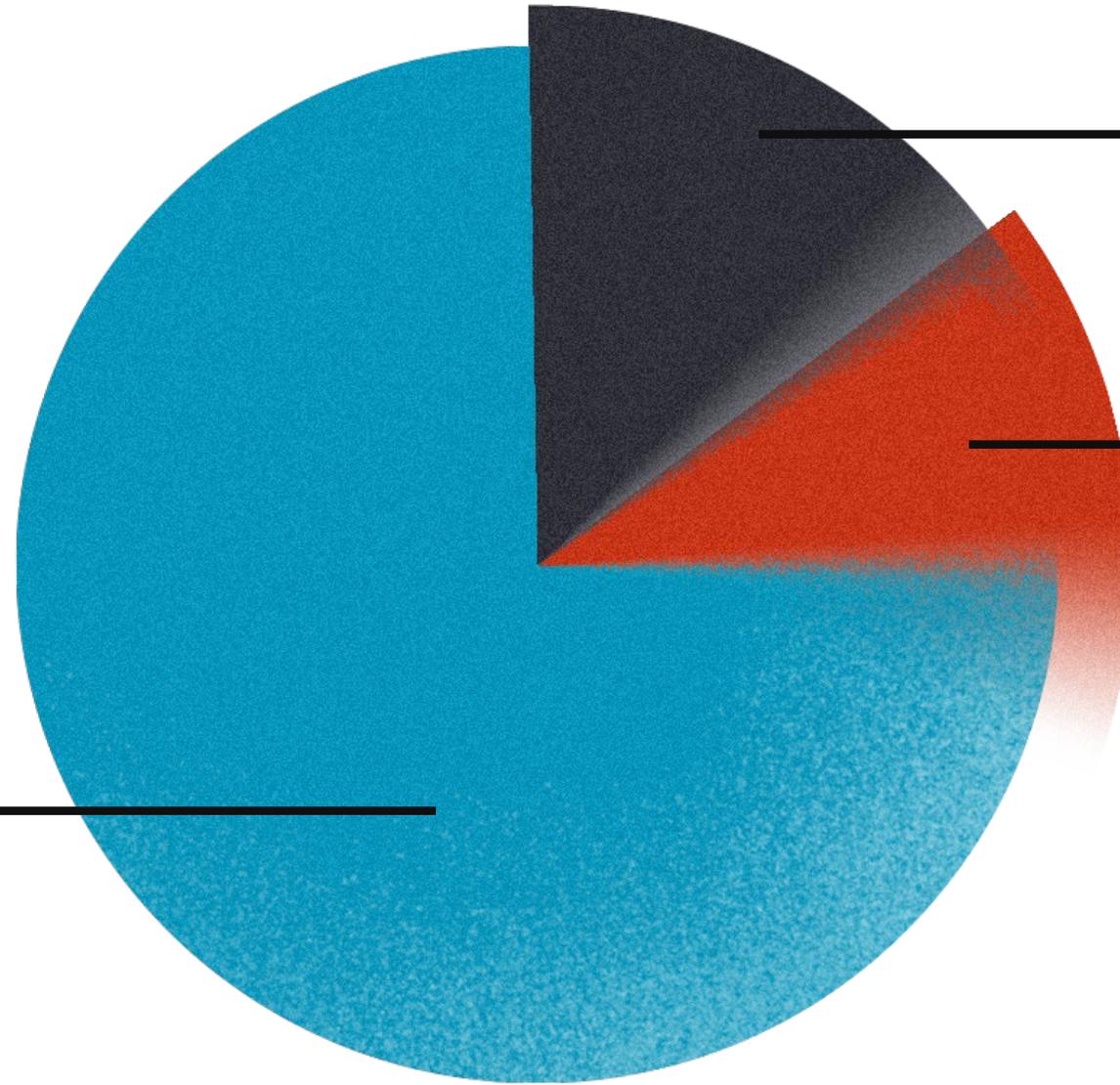
Gen X



# Podcasters are now more influential than the original influencers

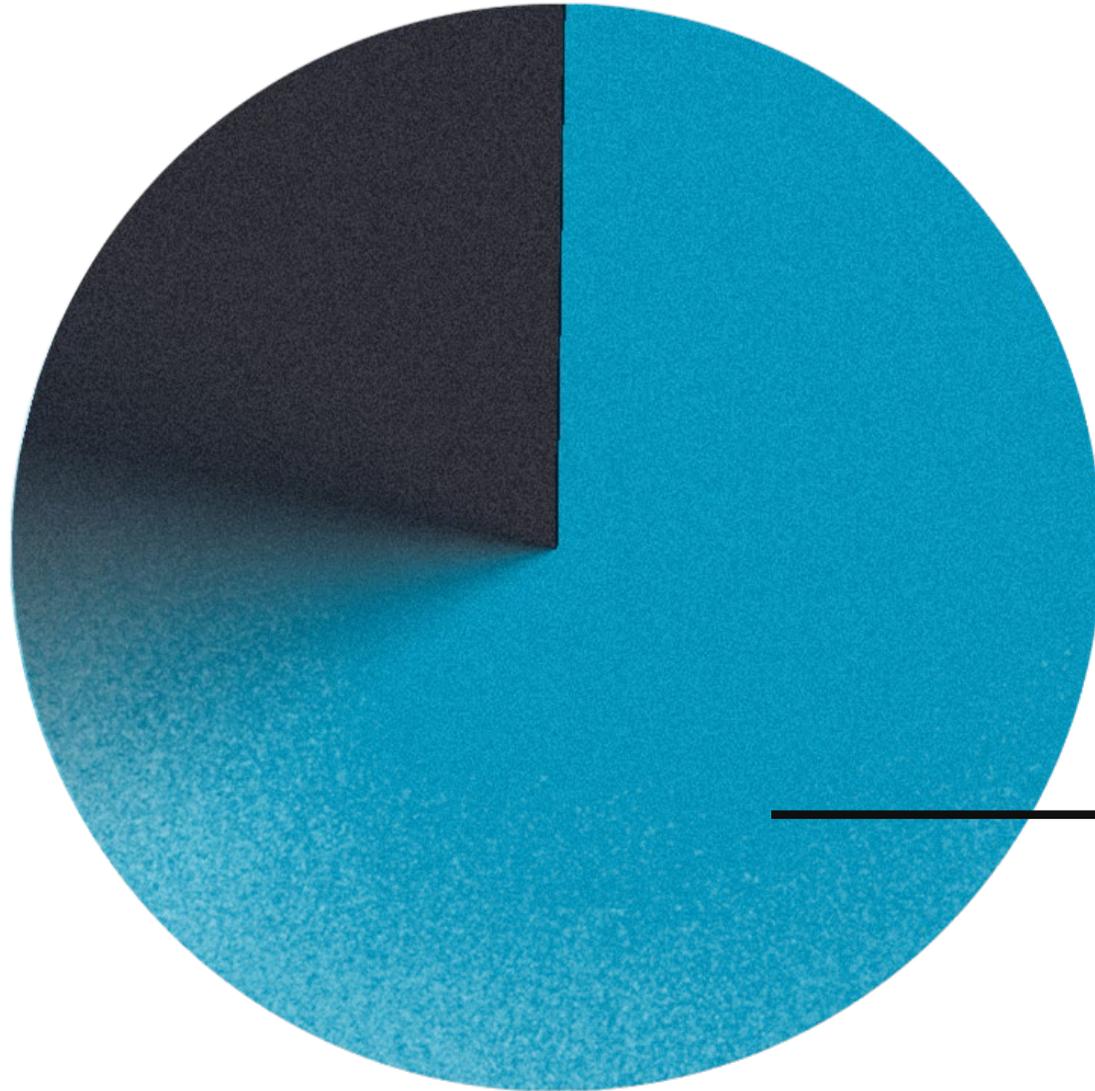
Media figures whose influence matters most to listeners  
% Selected

**75%**  
Podcast Hosts



**15%**  
Social Media Influencers

**10%**  
TV/Movie Celebrities



# Listeners are making smarter decisions because of what they hear in podcasts

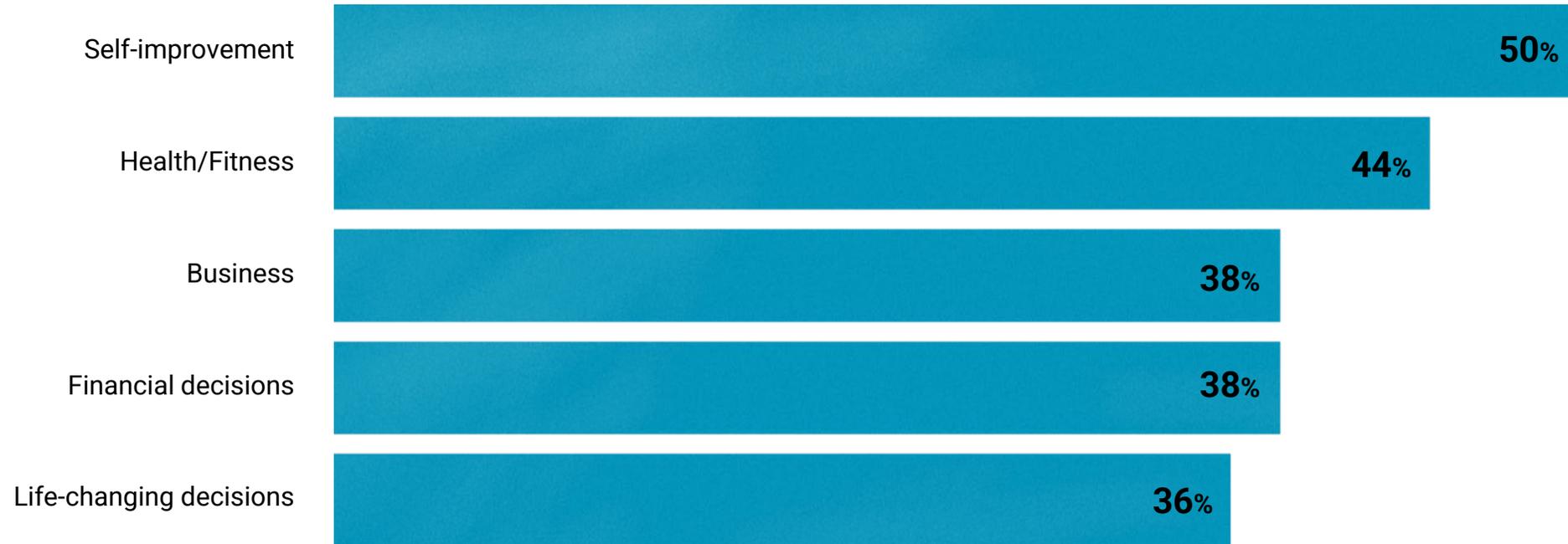
% Strongly/Somewhat Agree

**77%**

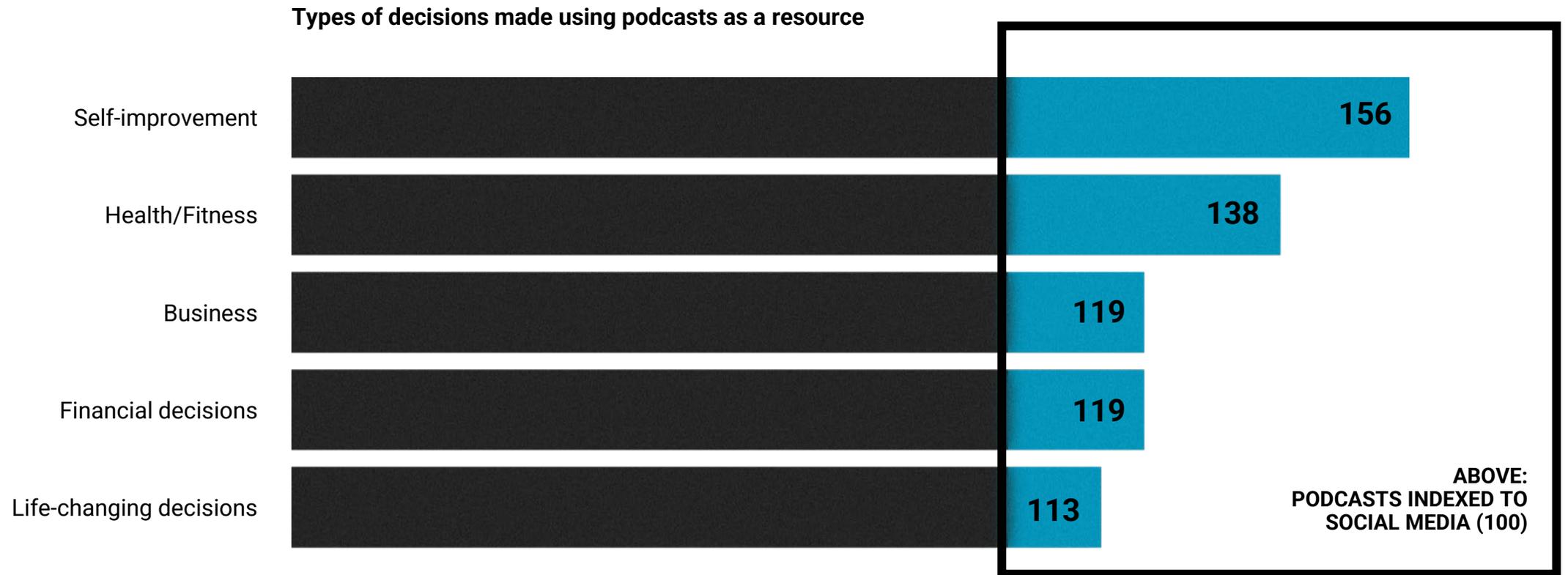
Say they have **made smarter decisions** because of what they have heard in a podcast

# Podcasts serve as a resource for decision-making across nearly every facet of listeners' lives

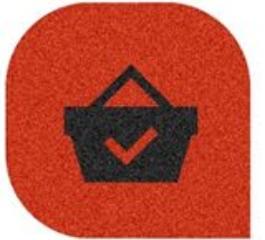
Types of decisions made using podcasts as a resource



# Podcasts inform all types of decisions, big and small, more so than social media



# Seizing brand opportunities



# Podcast ads capture the attention of consumers like no other medium, ultimately driving purchases for the majority

68%

Pay more attention to **podcast ads** than ads they come across elsewhere (e.g., TV, social media)

% Strongly/Somewhat Agree

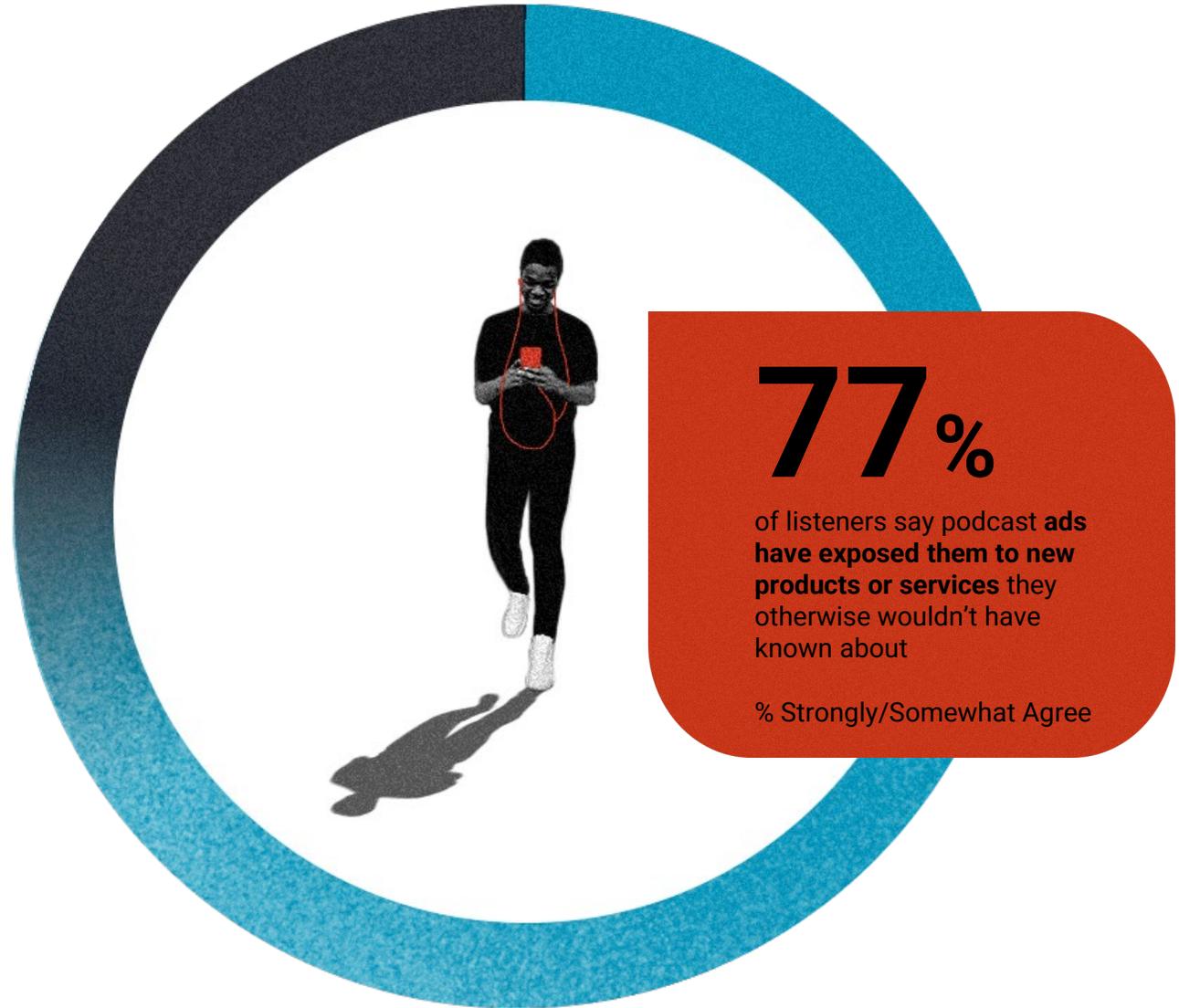


51%

Have been **persuaded by a podcast ad** to purchase or try the product/service

% Selected

# Beyond driving purchases, podcast ads are highly effective in introducing new services or products



# Listeners prefer more high impact and substantive podcast ad formats

## Ad formats preferred by listeners



# Don't shy away from sharing descriptive information

Podcasts are an ideal environment for brands to share strong brand propositions/details as listeners are most receptive to detailed information while listening

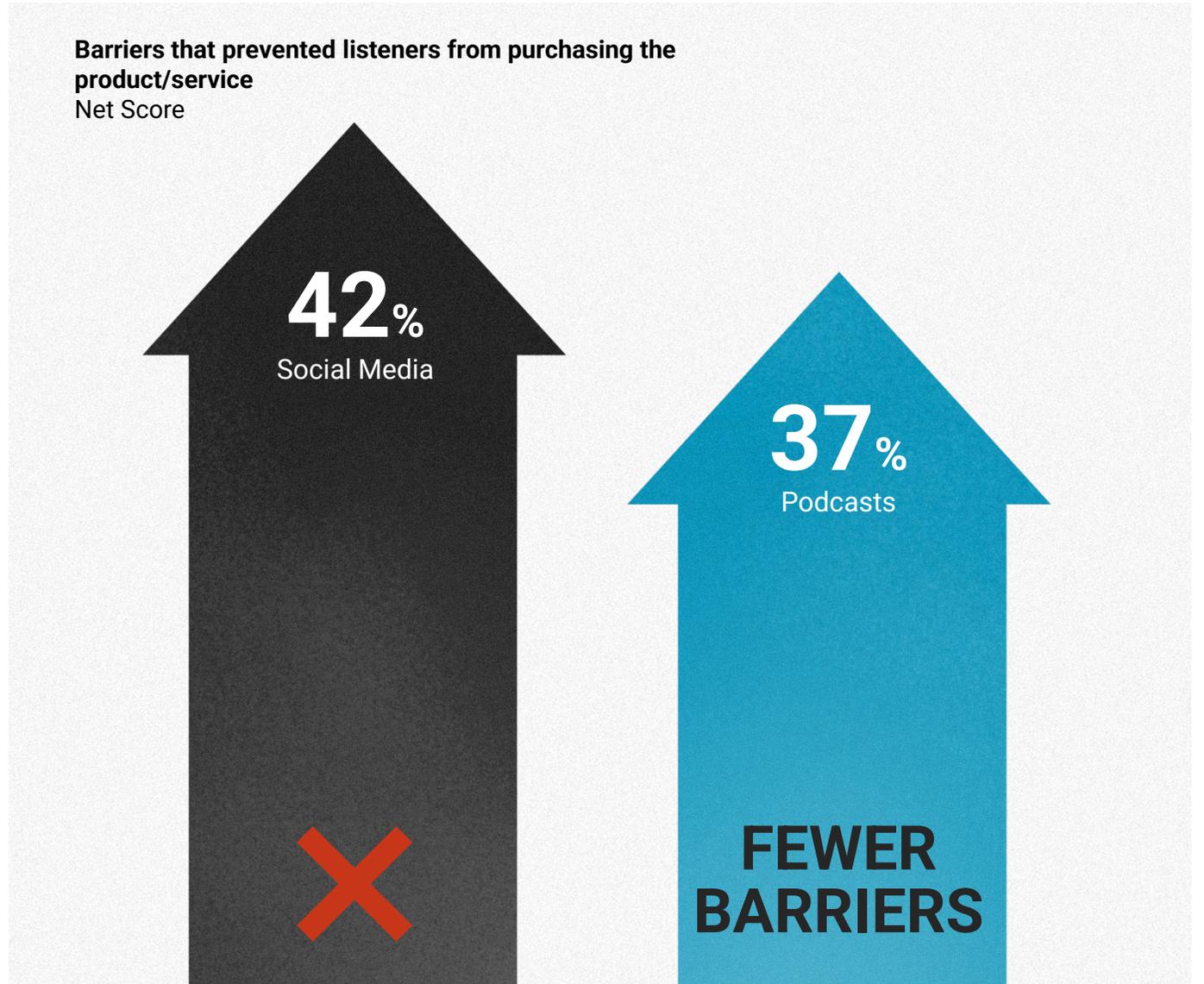
## Ad attributes that motivate listeners to purchase



# Podcast ads present fewer barriers to purchase than ads on other platforms

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Even though podcasts present the least number of barriers, **there is still ample opportunity to streamline the purchase process** – most notably, making it easier for listeners to find and purchase advertised products



# Recommendations



## Leverage podcasts to drive purchase decisions

Podcasts serve as a uniquely trusted resource of information and have been the basis of many decisions, including purchase decisions



## Collaborate with podcasters for their unrivaled influence

Work with podcasters – as a trusted authority in people’s lives, they are quickly emerging as the next wave of influencers



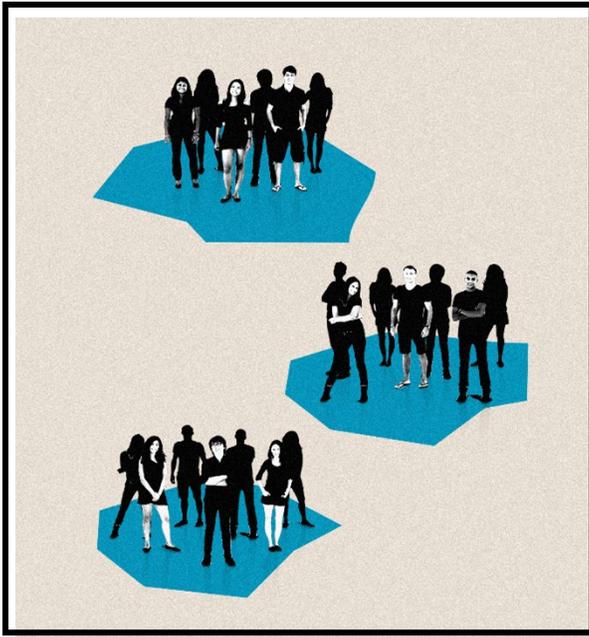
## Activation ideas

- Take advantage of podcasts throughout the purchase funnel, including awareness-building
- Involve the podcaster in the creative when possible
- Ensure the creative is relevant for the podcaster and the show
- Consider ways to streamline the purchase process for listeners

# Thank You



# We used a mixed-methods approach

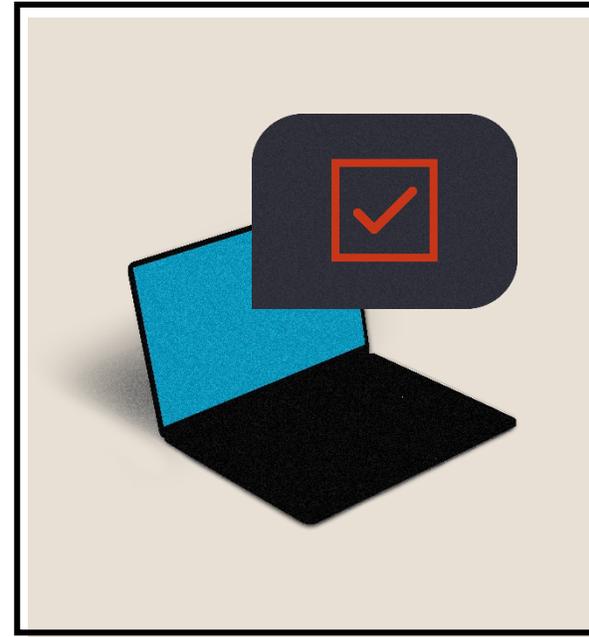


## Focus groups

Total: n = 15  
3 Focus groups  
1 hour interview

Diverse representation  
across age, gender,  
race/ethnicity, and income

Weekly podcast listeners



## Online interviews

Total: n=2,028

Nationally representative  
across age, gender,  
race/ethnicity, and income

Weekly podcast listeners