

A New Era of Influence

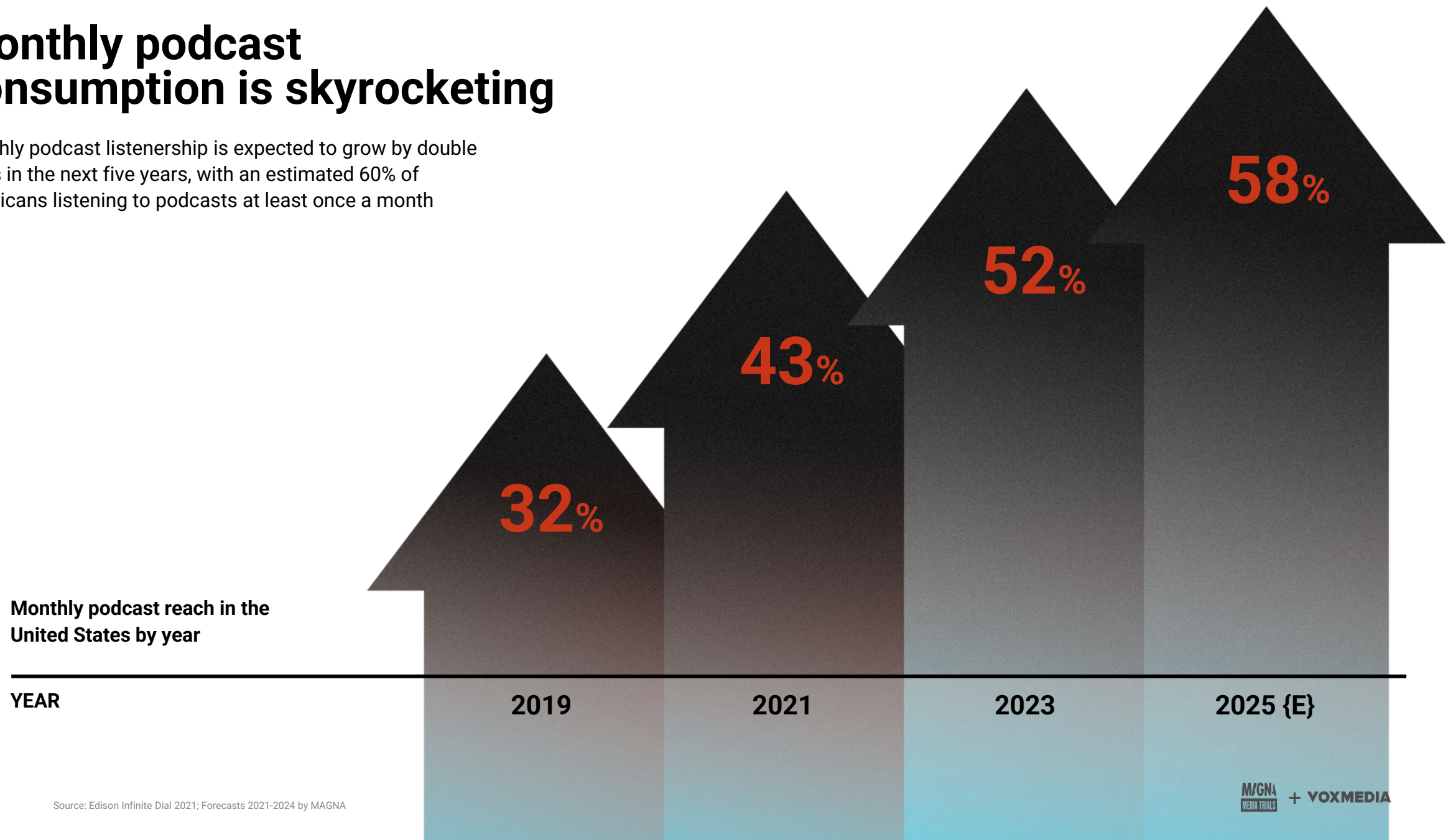
Podcasters' emergence as one of today's most influential figures in media

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



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

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

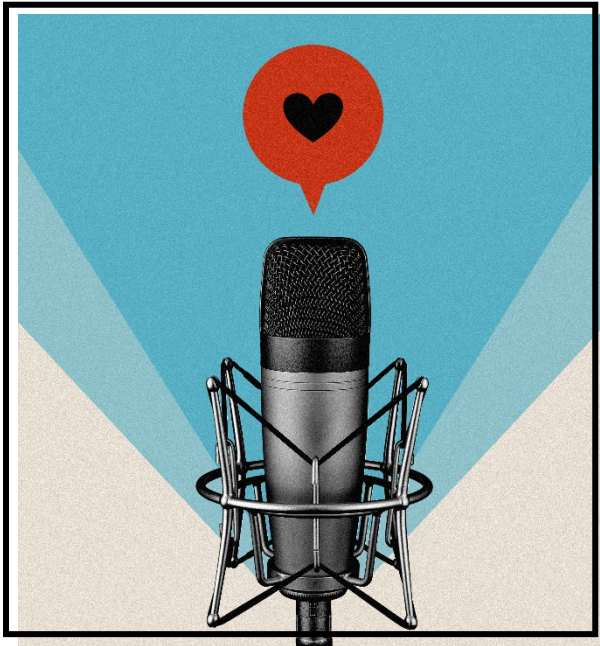
A go-to guide of actionable steps advertisers can take to effectively leverage the podcast medium

4

Vox Media Opportunity: Most Influential for All Generations

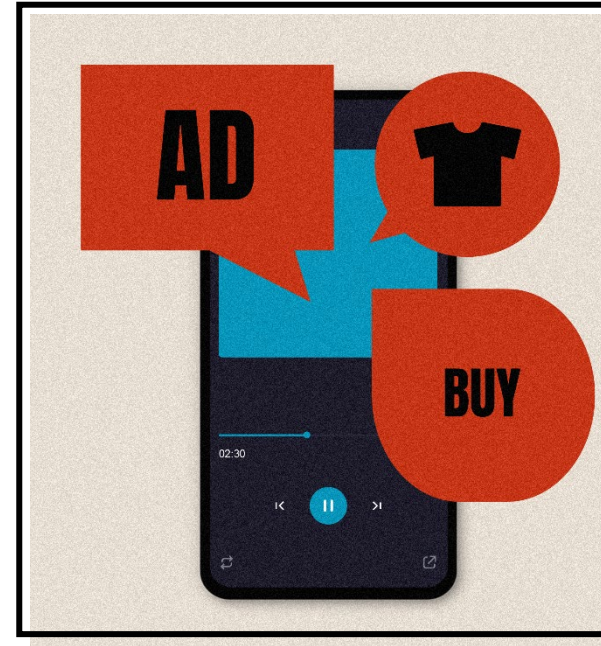
Learn why Vox Media is the most influential of podcast networks

Our mission



The Role of Podcasters

Understand the role podcasters play in the lives of listeners



Brand Opportunities

Identify opportunities for brands to effectively leverage the podcast format

Podcasts: The medium that gives back

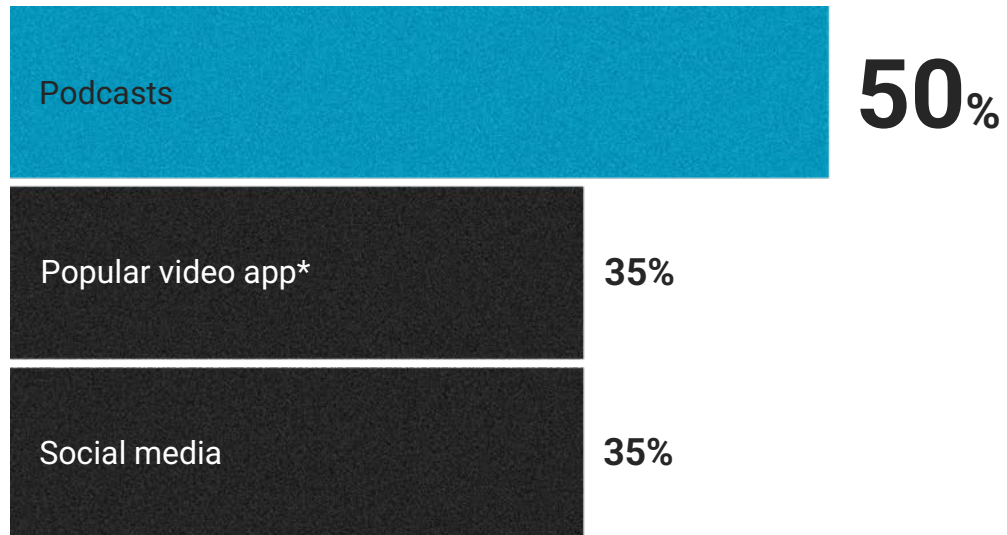


Podcasts fill a void that shorter-form content cannot

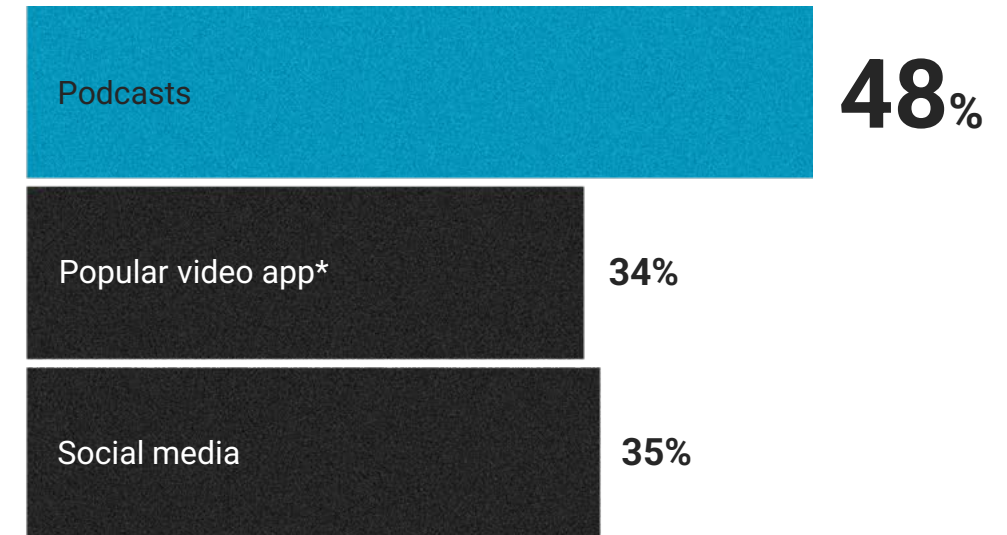
While short form content satisfies dwindling attention spans, podcasts deliver on the high-quality, in-depth information consumers crave

_____ offer(s)... % Selected

In-depth information



Exposure to current topics/conversations

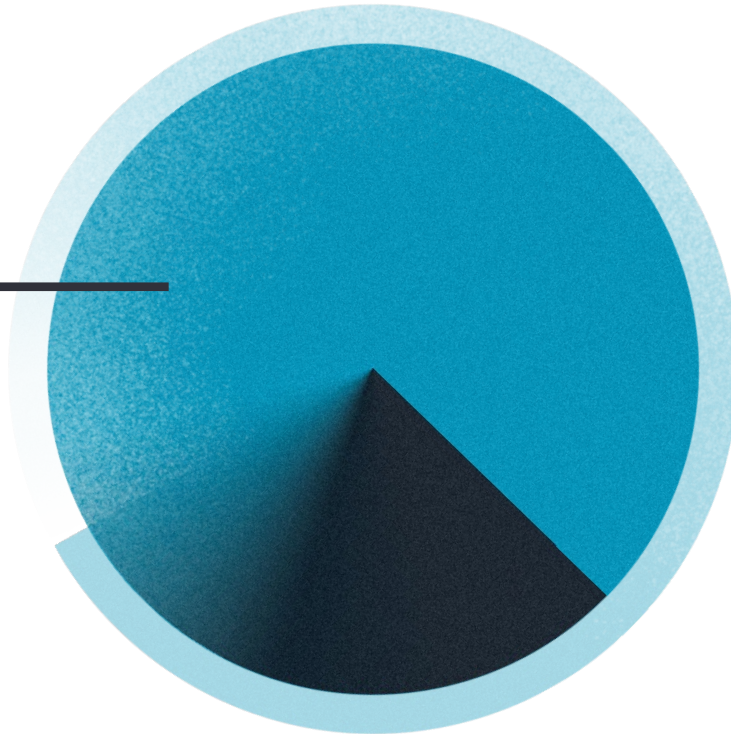


Podcast content isn't just information, it's uniquely trusted information

% Strongly/
Somewhat Agree

79%

See podcasts as being
superior to content on
social media



Adam

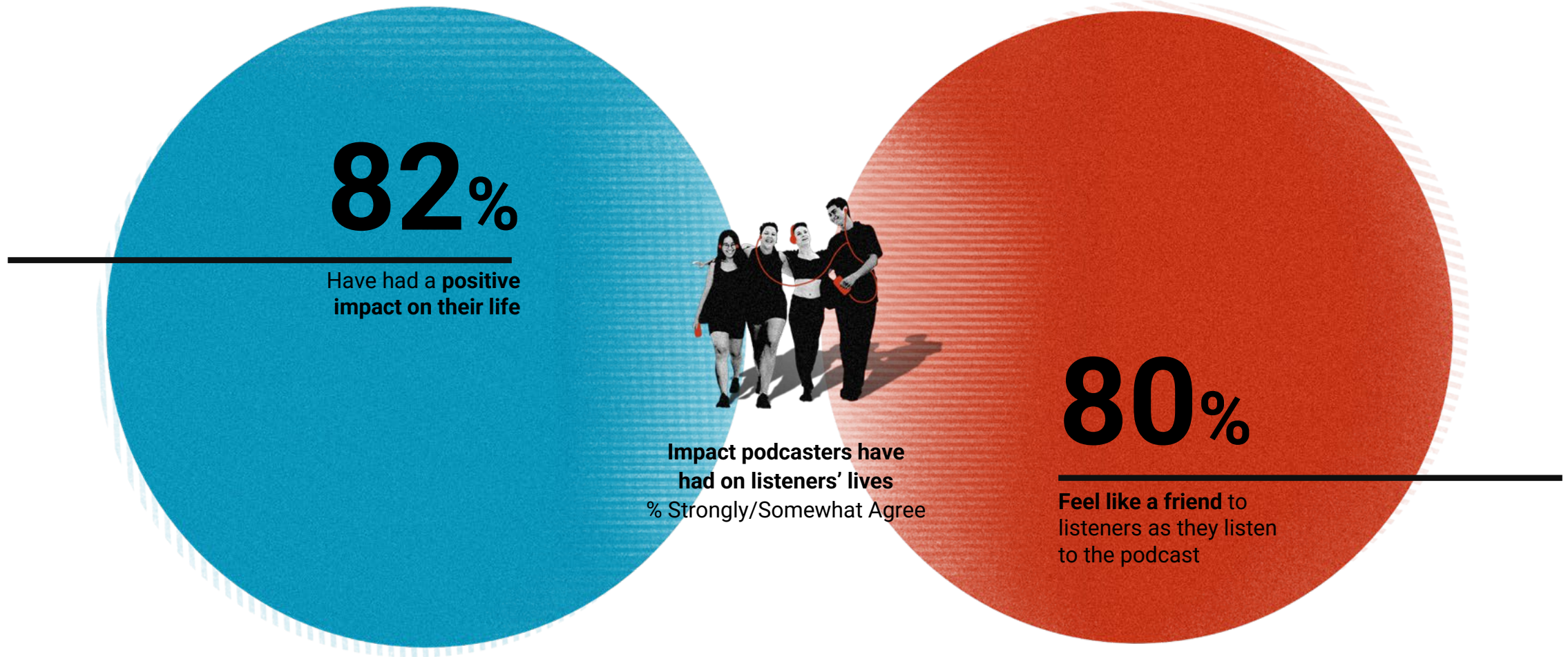
”

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.”

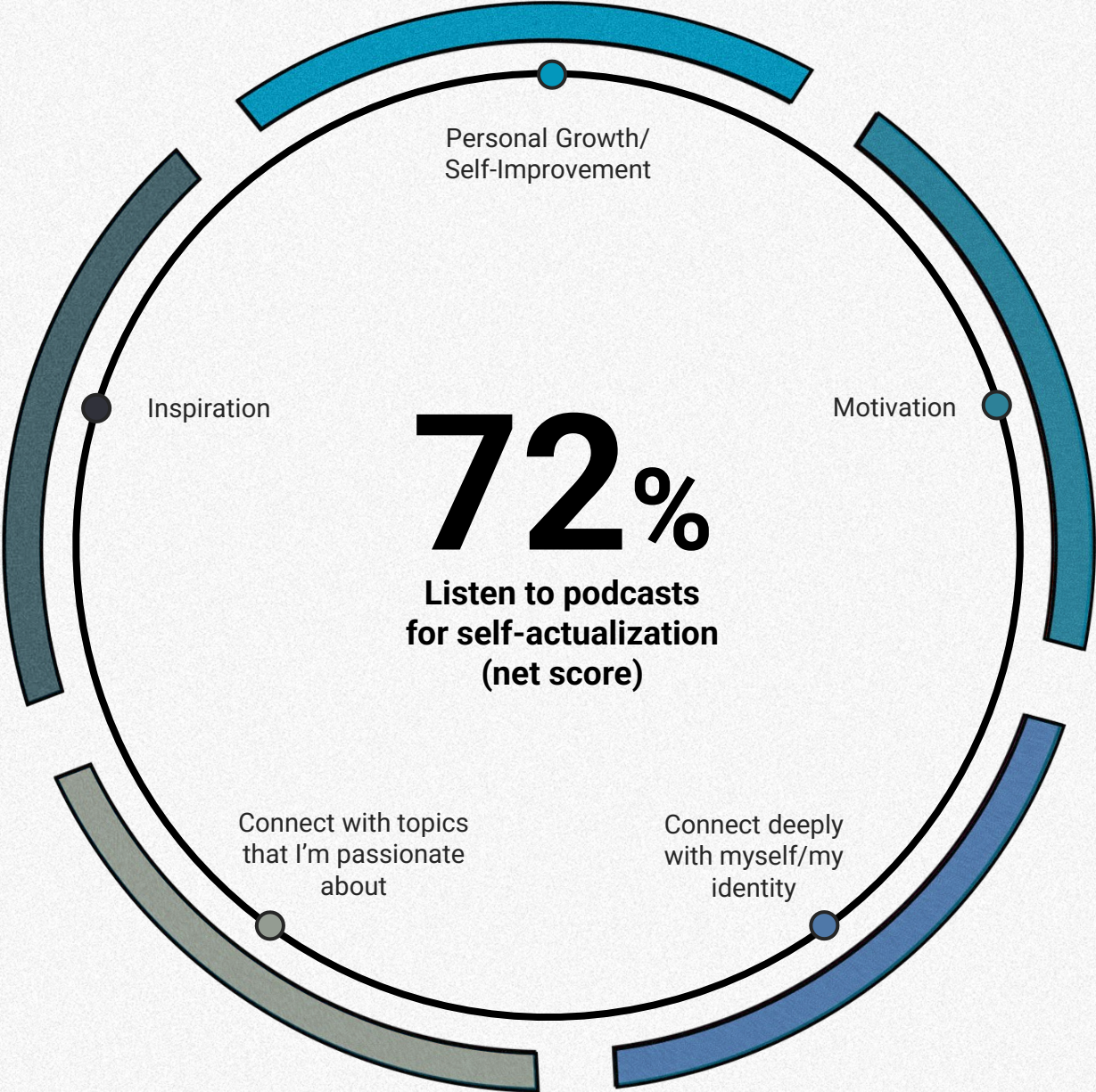
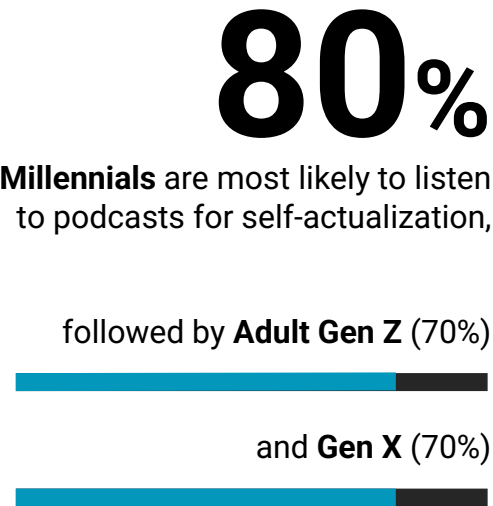


Podcasters are leaving a positive imprint on listeners



Podcasts draw in listeners for personal fulfillment

Why people listen to podcasts





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

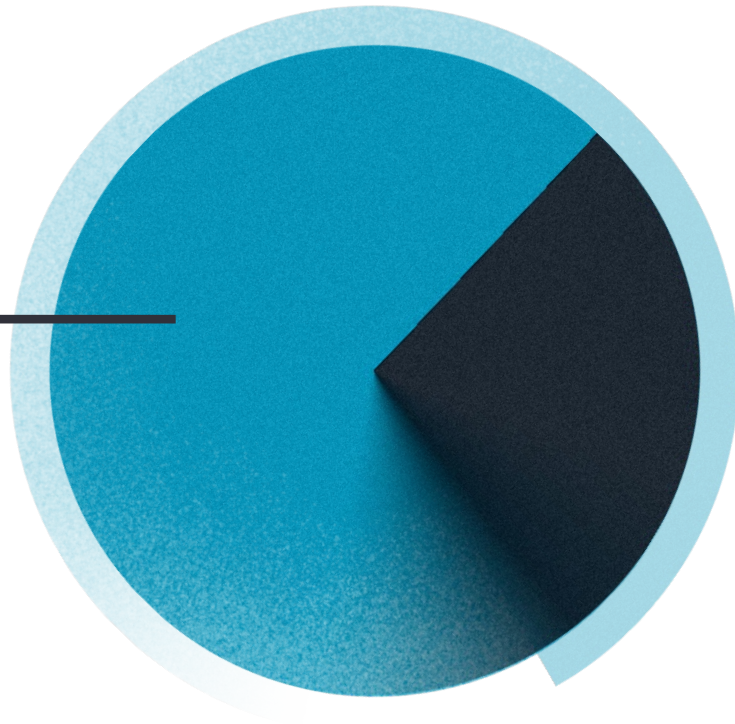


Listeners make time and consider that time meaningful and valuable

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

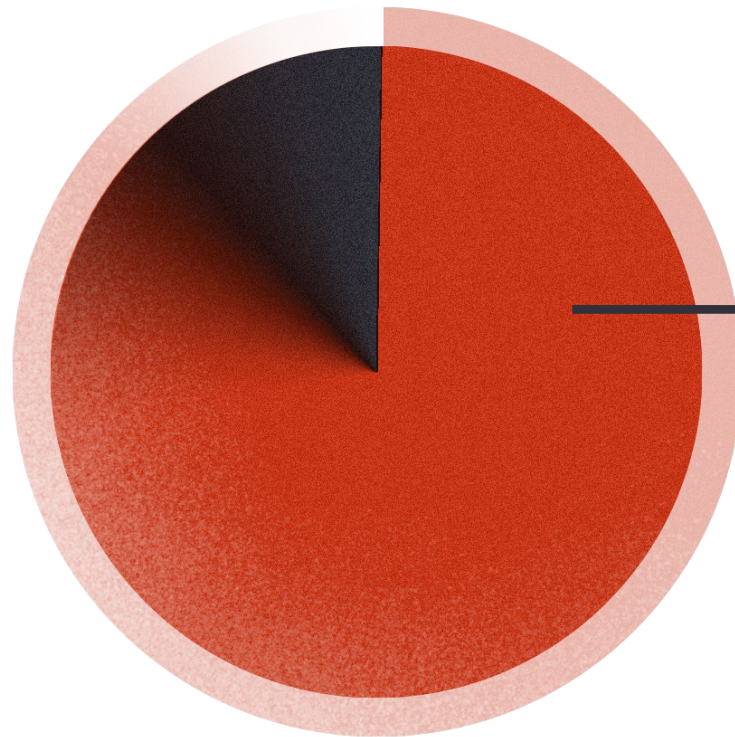
73%

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

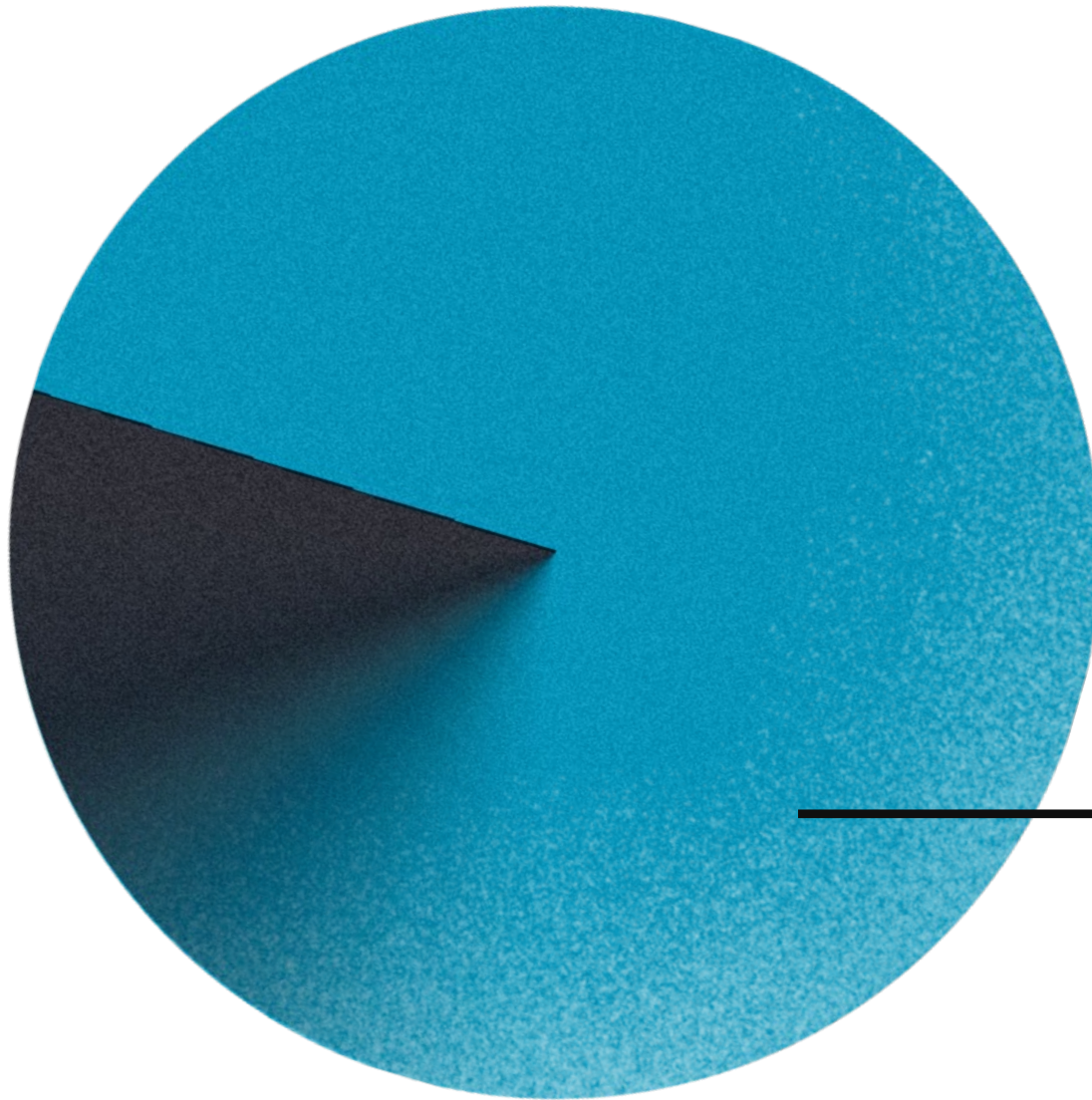
68%

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



81%

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

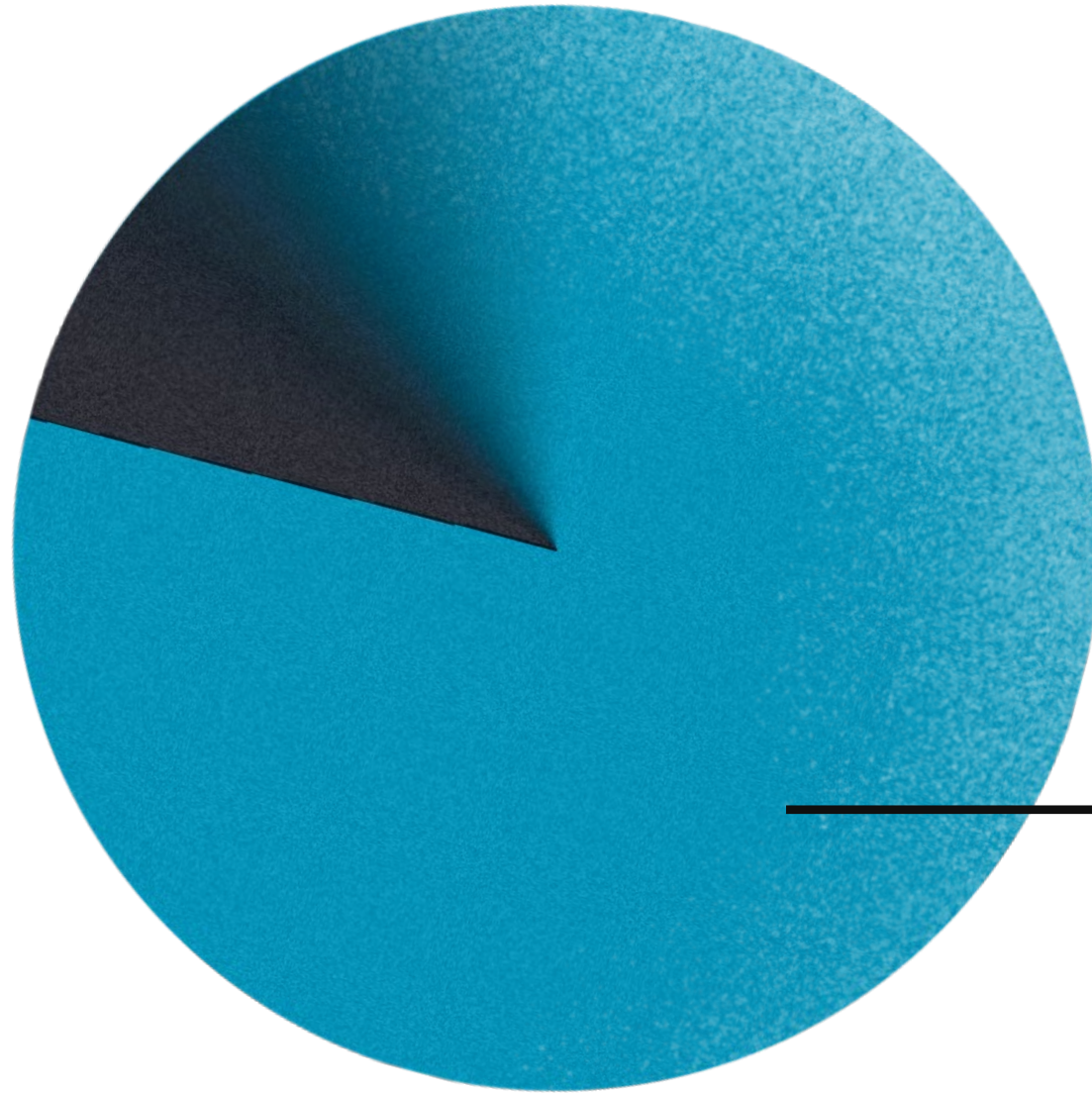


Since the personal connection runs deep, listeners are eager to show support for their favorite podcasters

% Selected

88%

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



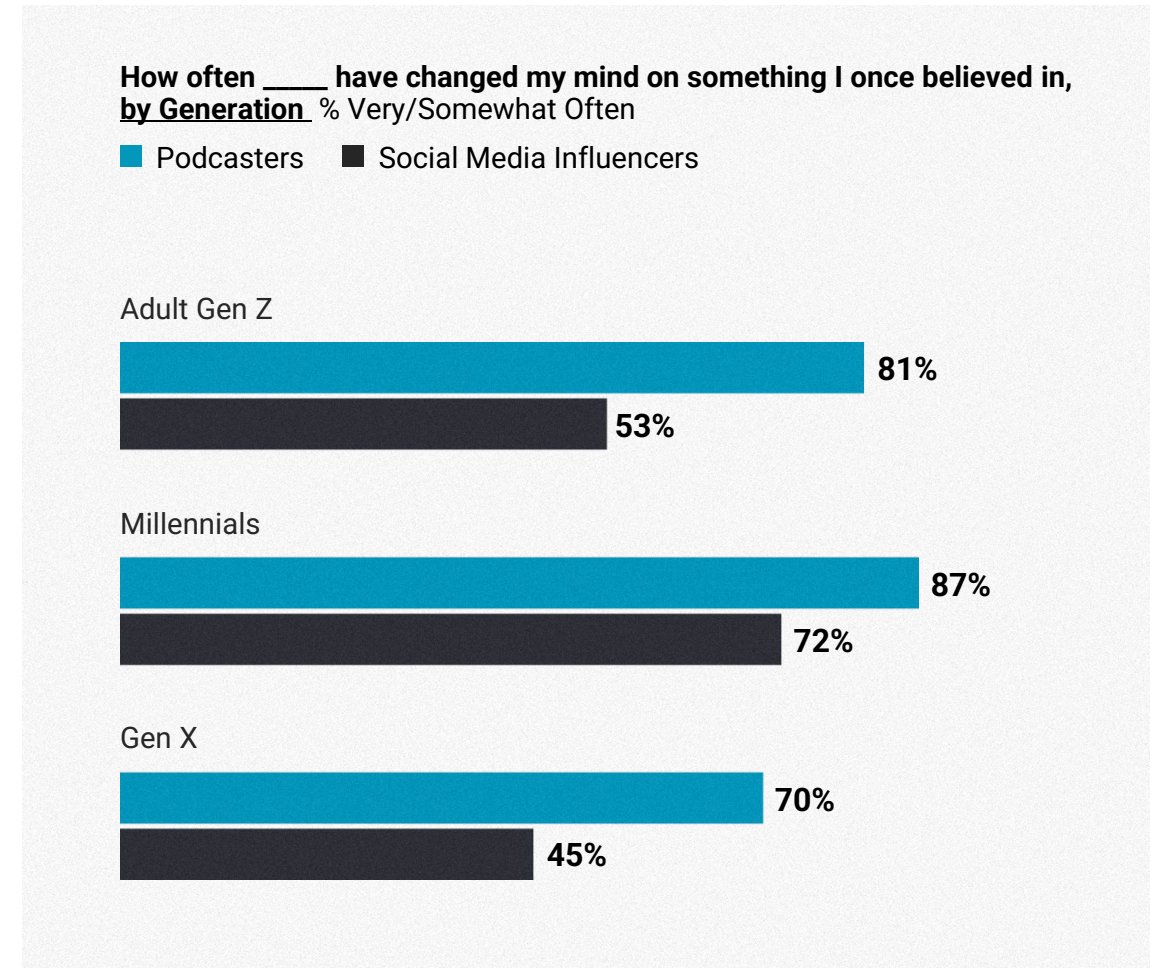
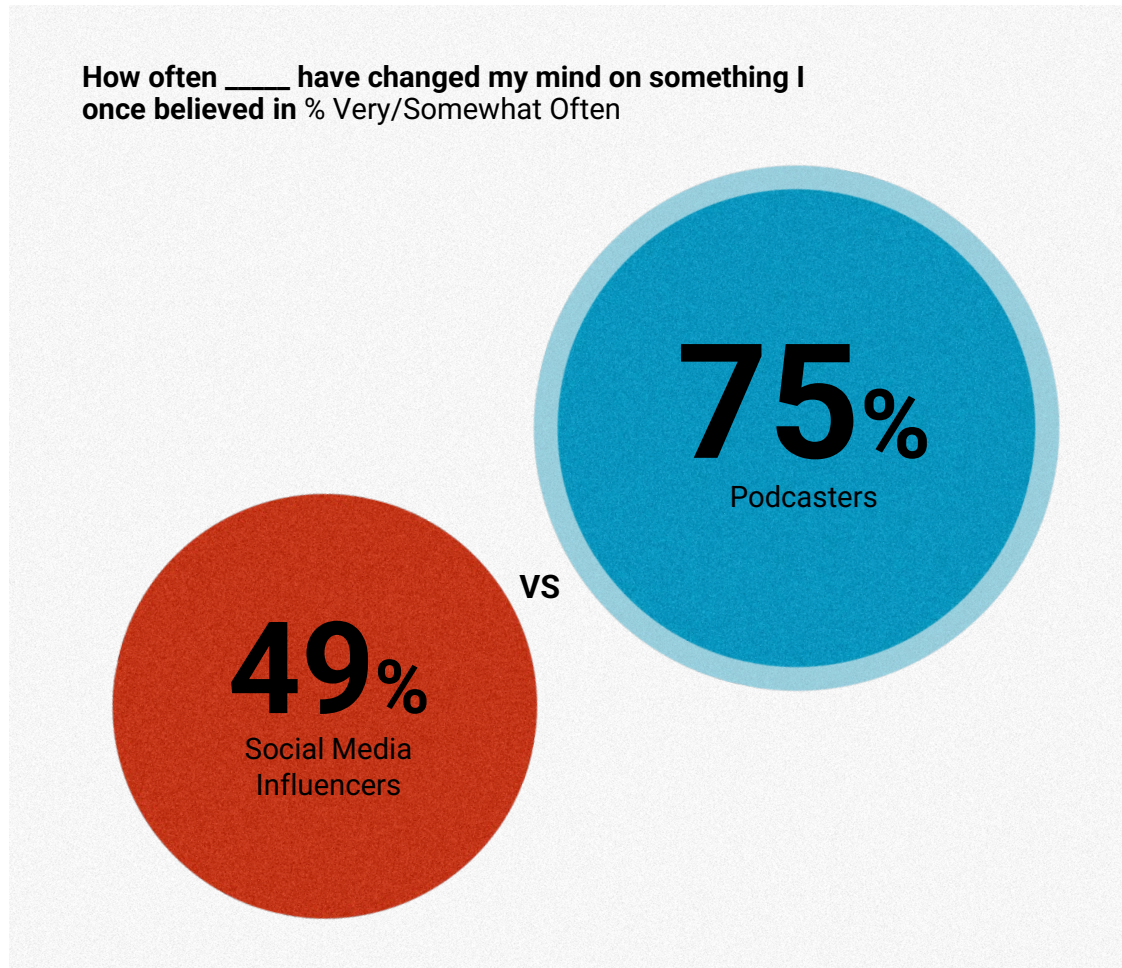
Podcasters hold unrivaled influence among their listeners

% Strongly/Somewhat Agree

90%

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

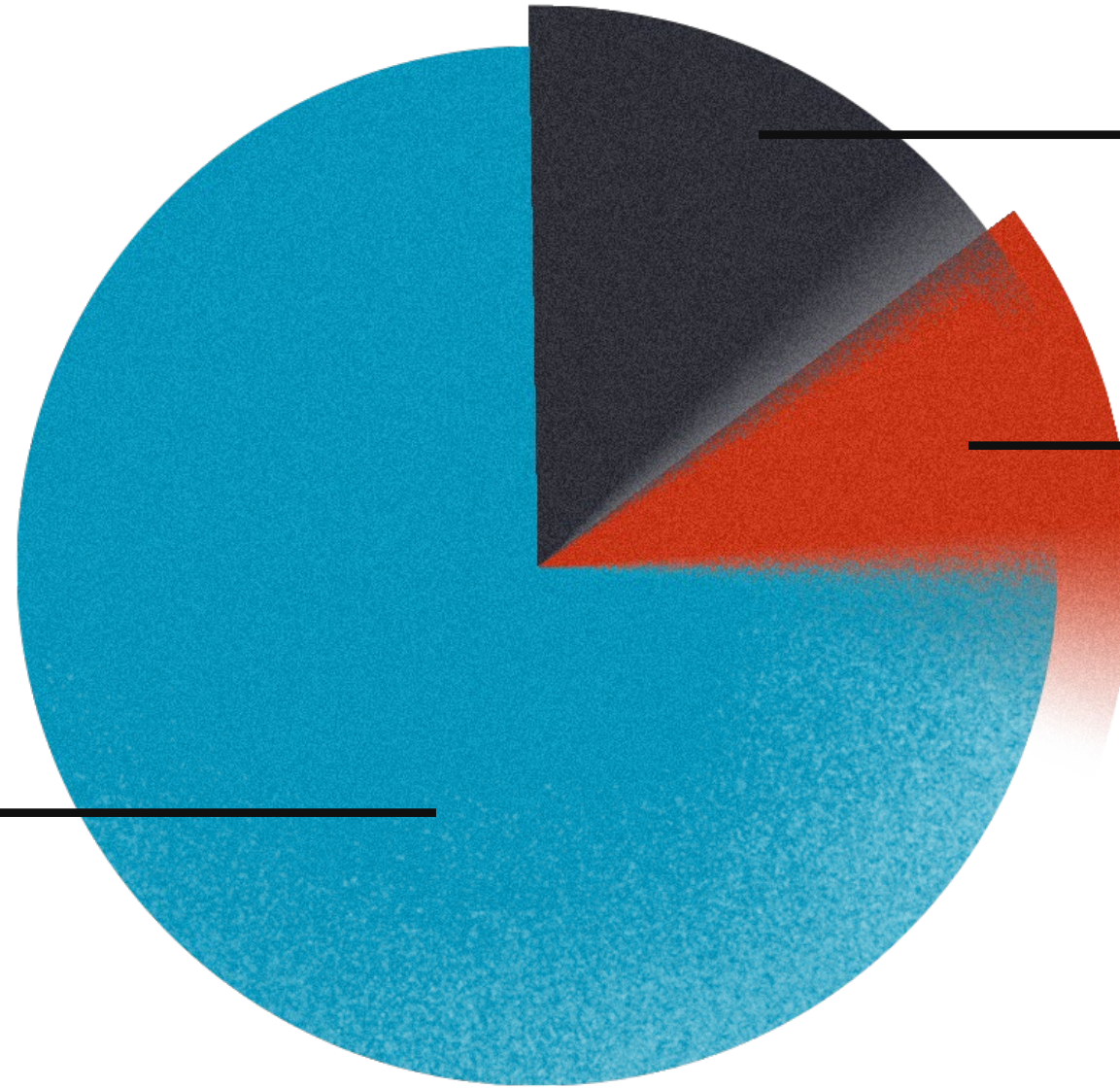
Podcasters are more influential than social media influencers



Podcasters are now more influential than the original influencers

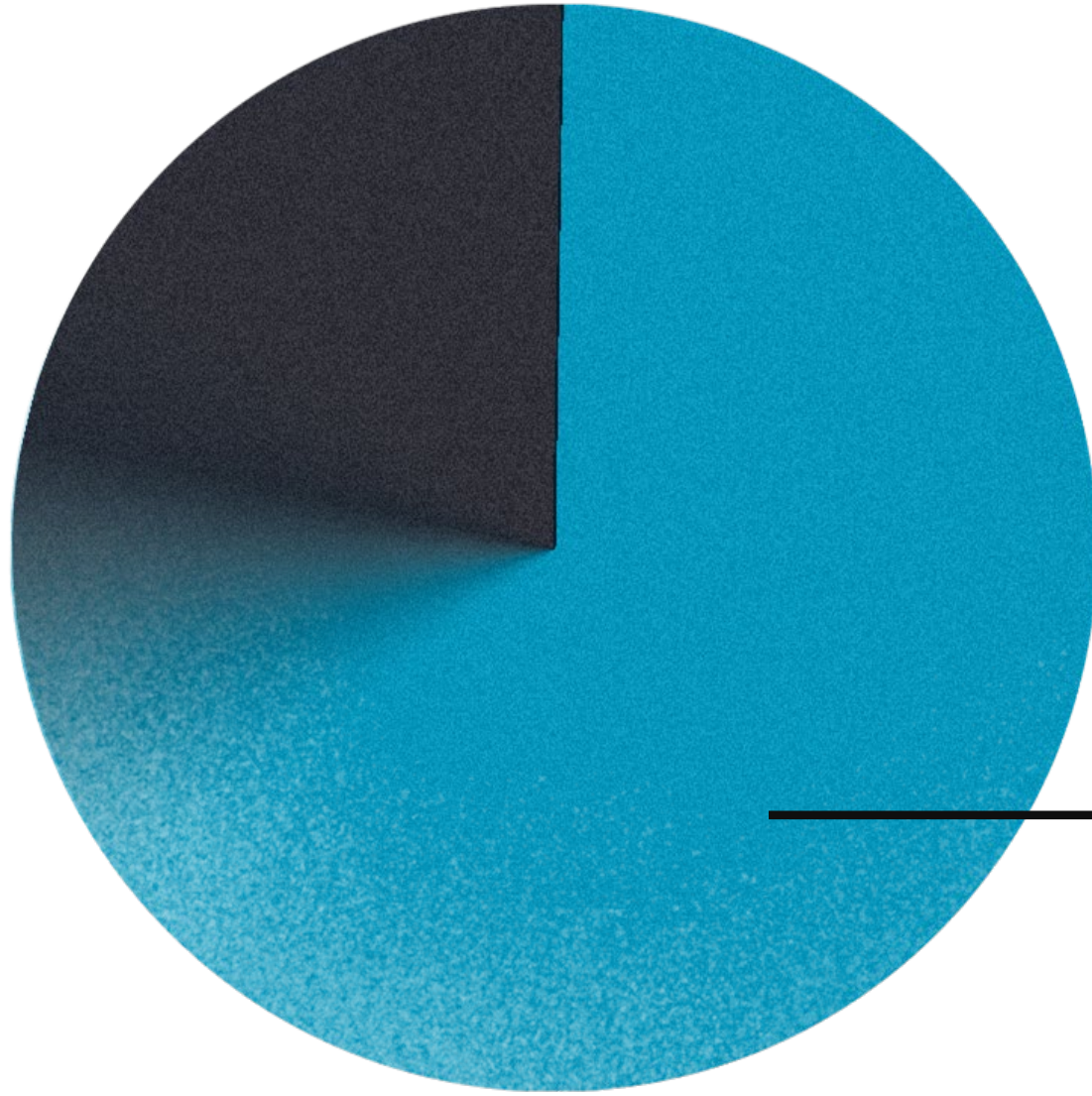
Media figures whose influence matters most to listeners
% Selected

75%
Podcast Hosts



15%
Social Media
Influencers

10%
TV/Movie
Celebrities



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

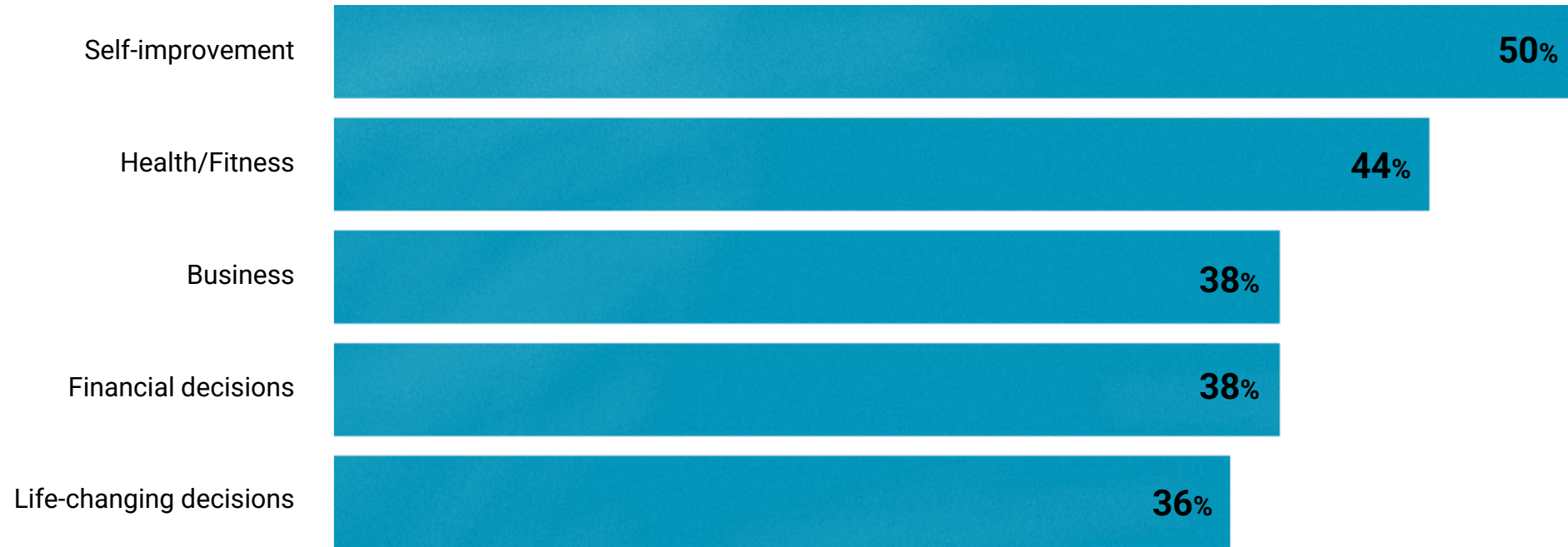
% Strongly/Somewhat Agree

77%

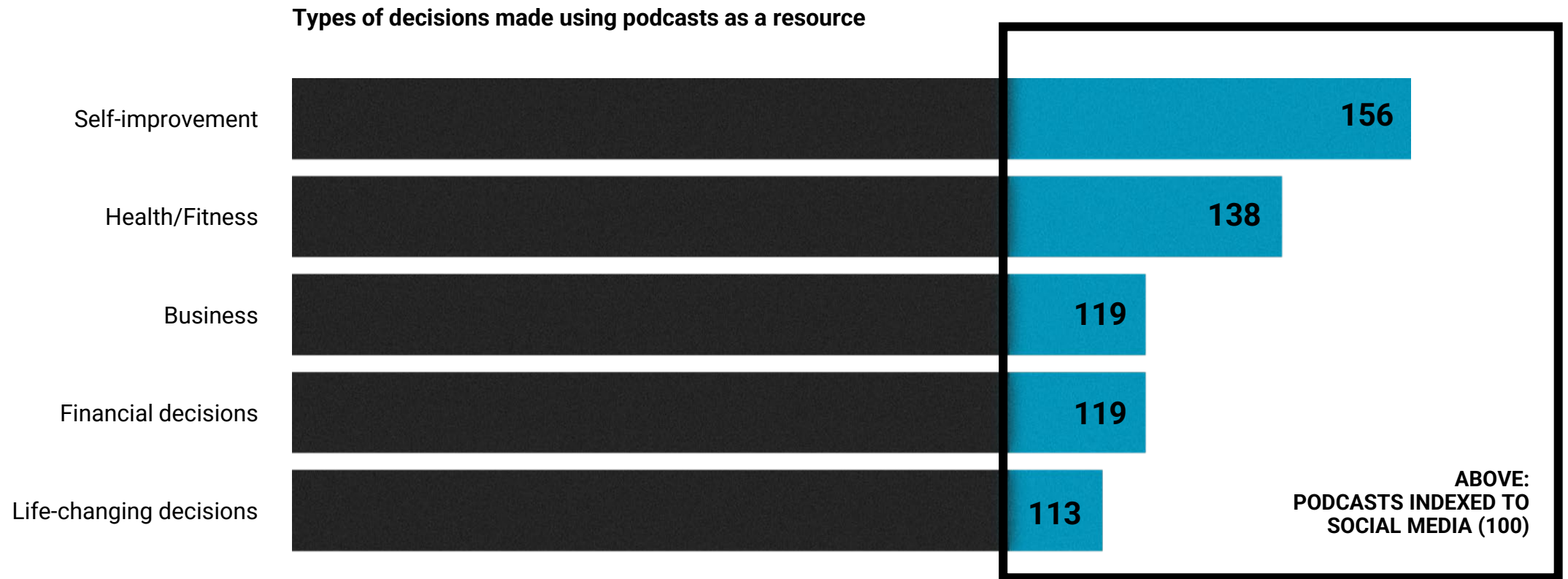
Say they have **made smarter decisions** because of what they have heard in a podcast

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

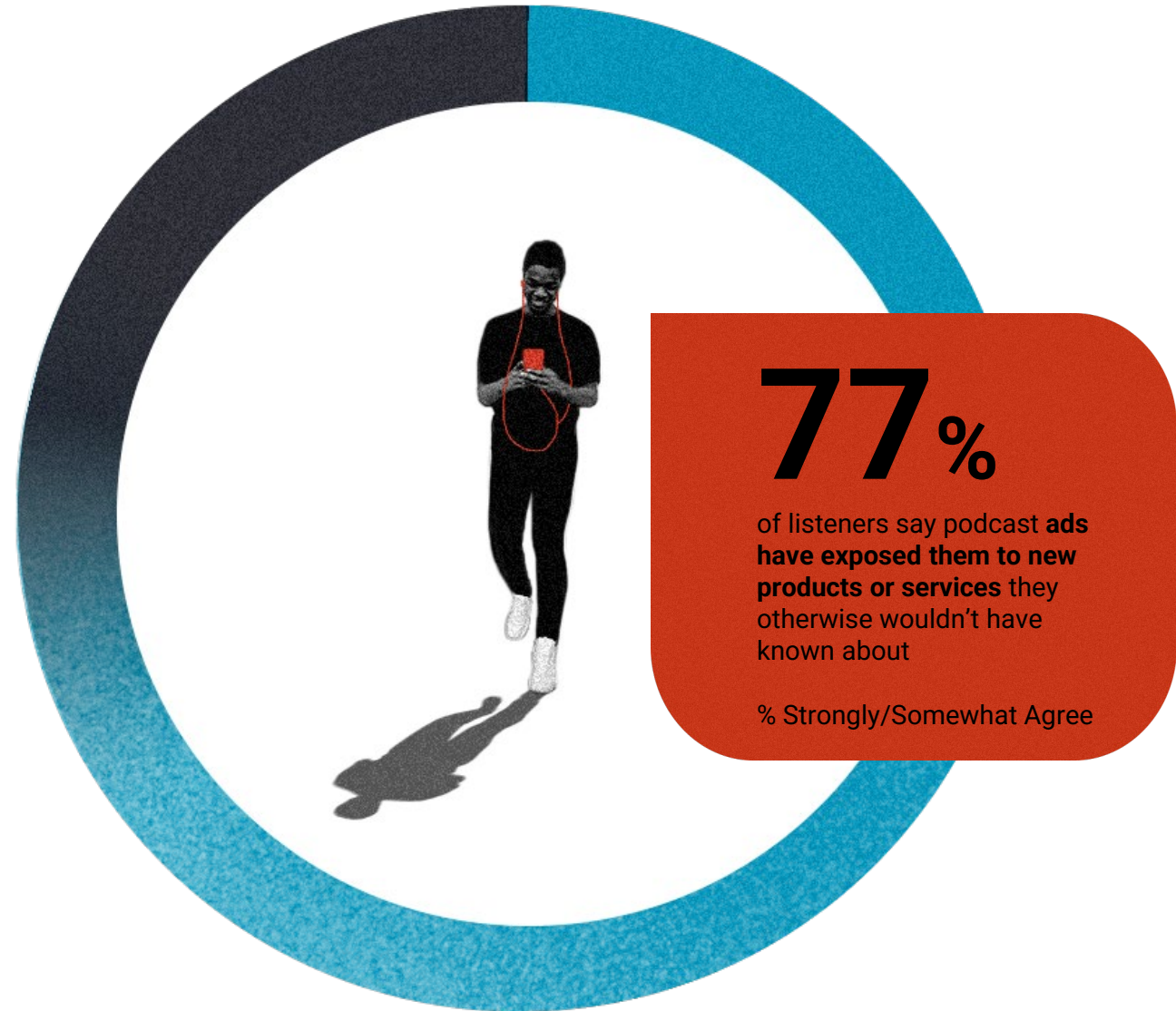
51%

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

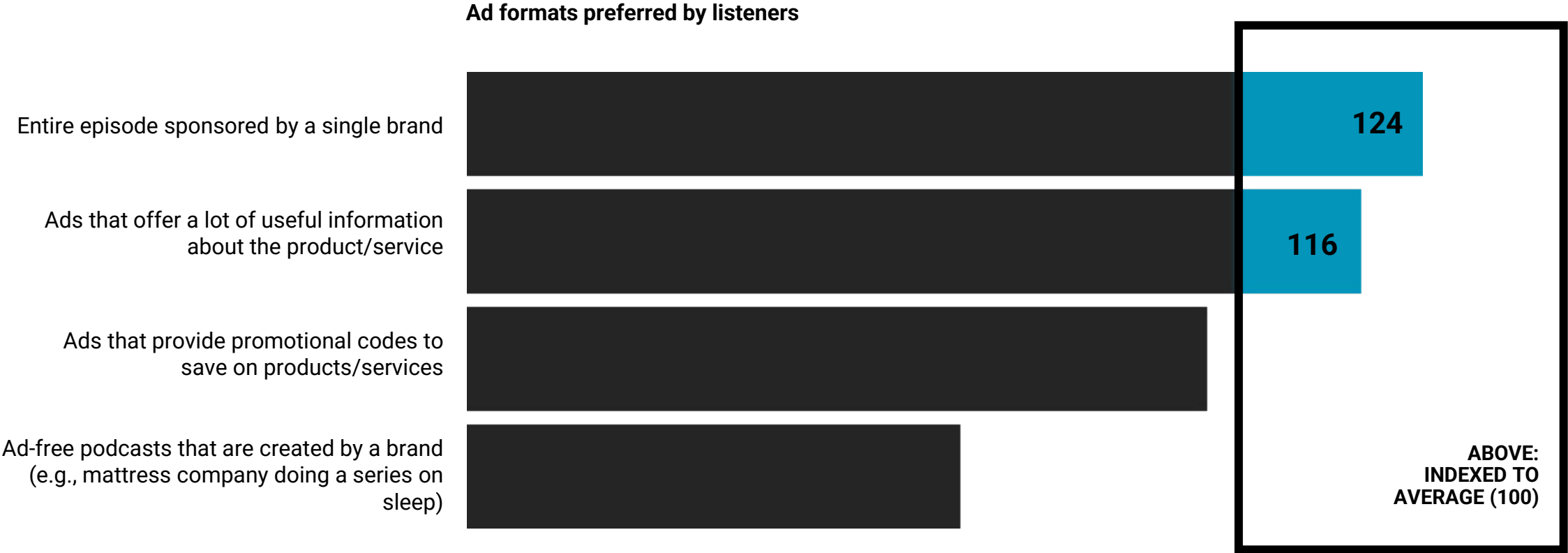
% Selected



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



Listeners prefer more high impact and substantive podcast ad formats



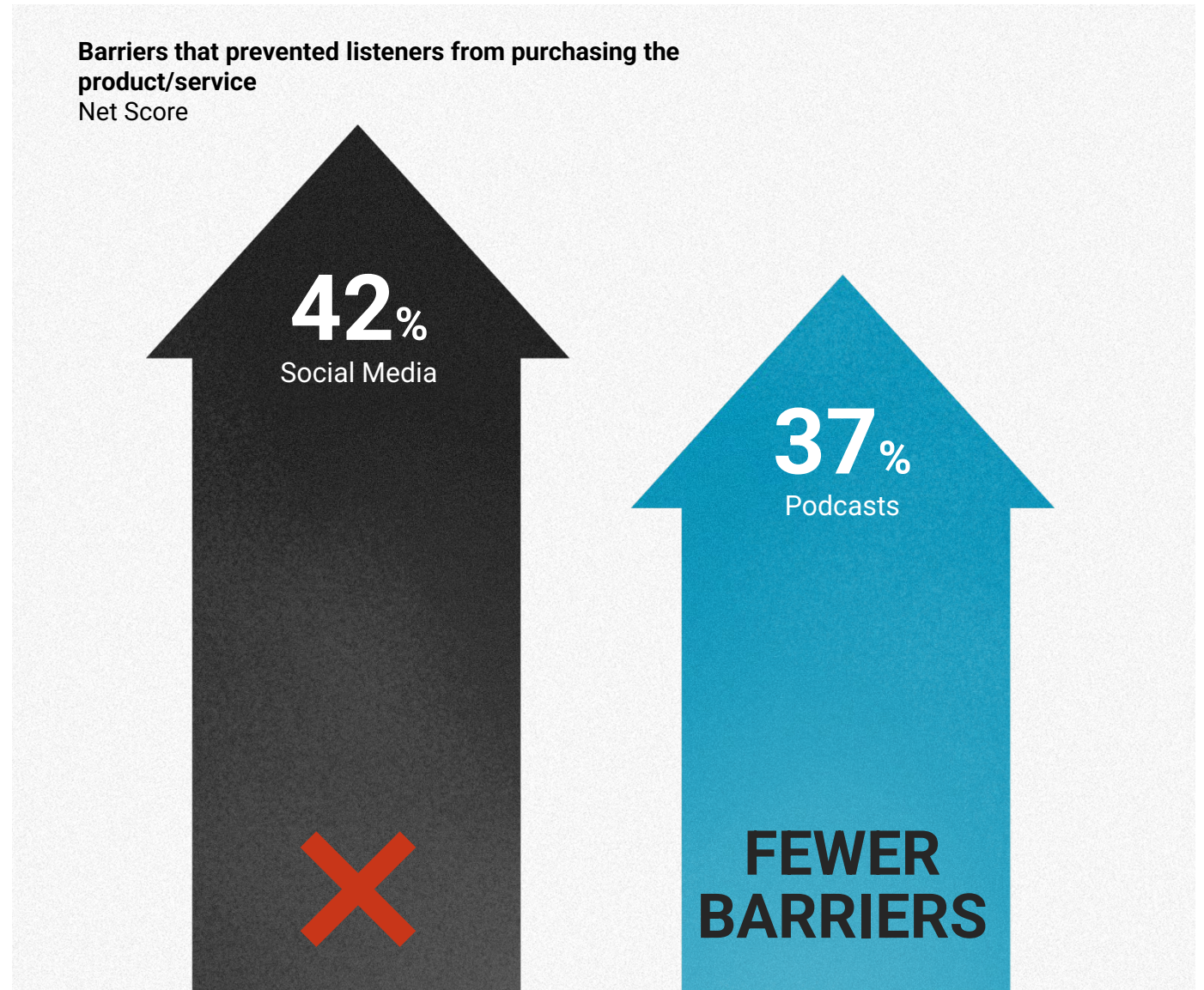
Don't shy away from sharing descriptive information

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



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

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



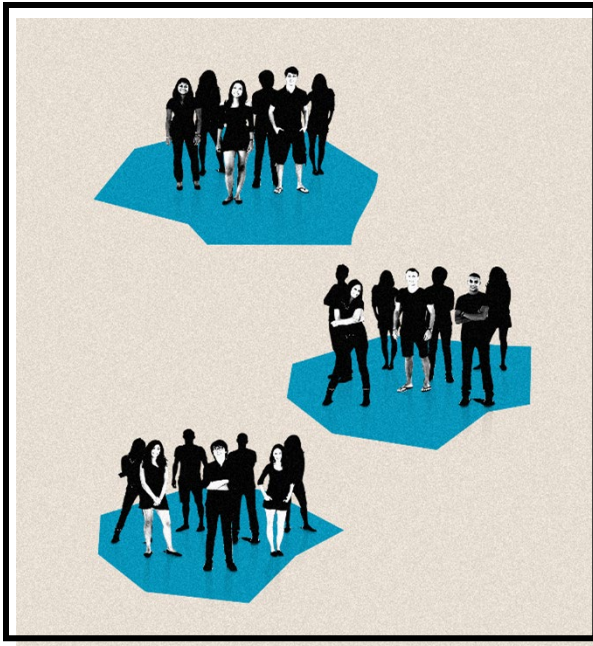
Activation ideas

- 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

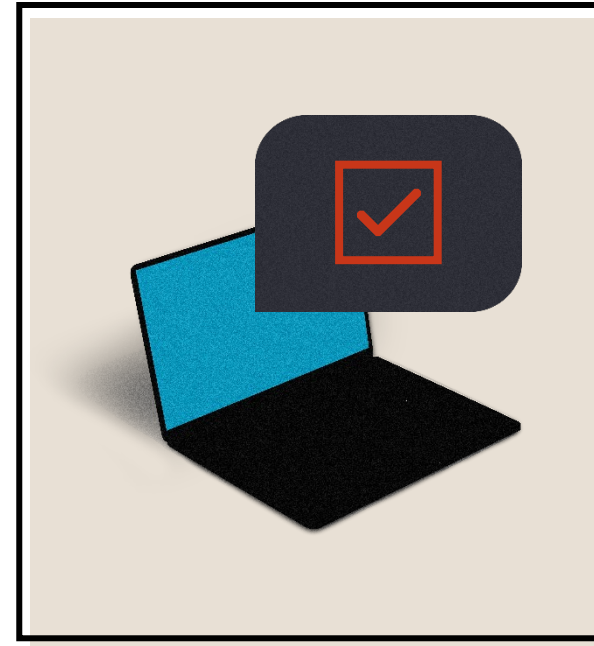


Focus groups

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