



 Westwood One
Podcast Network

WESTWOOD ONE'S
PODCAST
DOWNLOAD –
FALL 2018

Background



From highly personalized niche programs to brand extensions from major media networks, podcasting is where millions of media consumers are turning to for information, entertainment, and connection to the world. In fact, **one out of four Americans has listened to a podcast in the past month**, according to Edison Research's annual Infinite Dial study.

Advertisers are taking notice of this substantial audience, as **more than two-thirds of advertising media decision makers have discussed advertising in podcasts**, according to a study from Advertiser Perceptions. Yet, very little research has been done on the advertising environment within podcasts, including best practices for increasing listener engagement and brand impact.

Westwood One commissioned a study of weekly podcast listeners and their perceptions about the advertisements that they hear within podcasts. This study was created in conjunction with Maru/Matchbox and Vision Critical, a nationally recognized leader in consumer research.

This study was fielded online using a nationally representative sample of 600 respondents who met the following criteria:

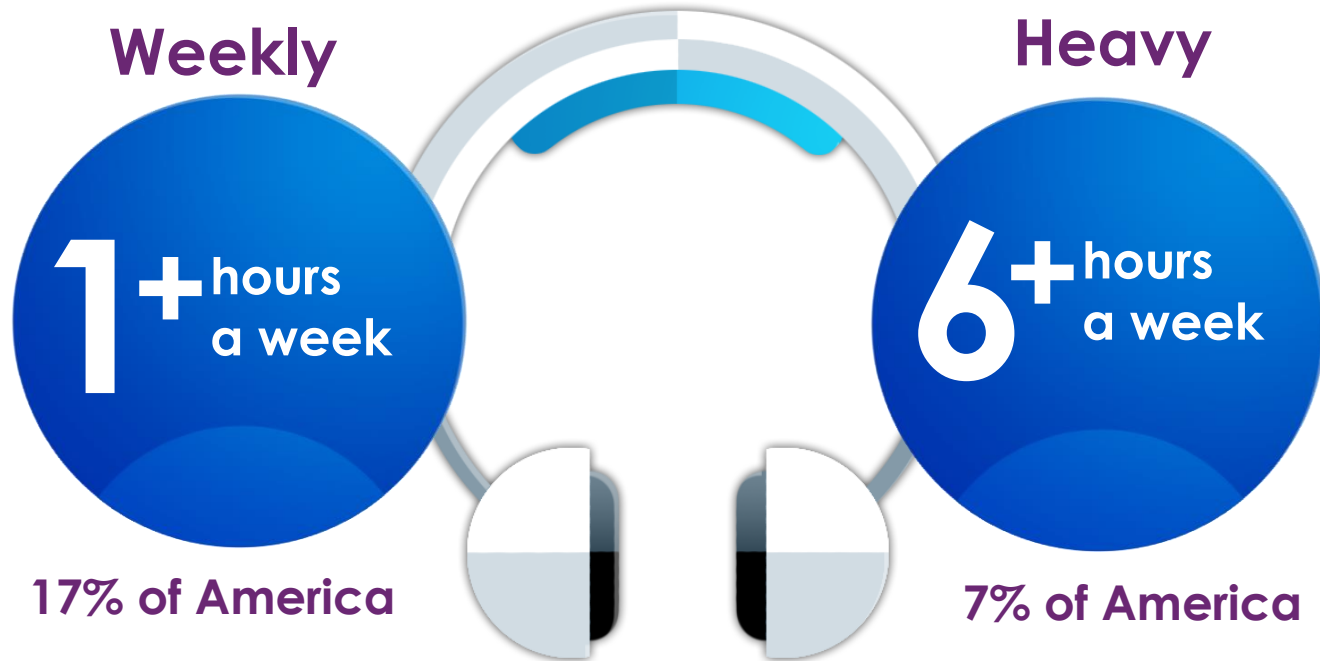
- Adults over the age of 18
- All respondents spent at least one hour listening to podcasts within the past week
- Respondents were not employed in the advertising, public relations, marketing, market research, radio, television, digital, or podcasting industries
- Surveys were conducted between July 16, 2018 and July 23, 2018

Key findings



- Women are **catching up** in the podcast environment. The heavy female podcast listener is a desirable target for advertisers.
- More podcast listeners are becoming **heavy users** of the medium. There is double digit year over year growth among the heaviest podcast listeners.
- Time spent with podcasts is **growing across the board**.
- **Smart speaker adoption** for podcast listening is on the rise, especially among women and Boomers.
- Podcast listeners say **they listen to podcasts immediately after it is downloaded**.
- Podcast listeners will **accept between two and four ads per podcast**, depending on the podcast's length. Heavy podcast listeners are willing to hear more ads.
- **Podcast ad exposure** impacts purchase behavior and social media behavior greater among heavy podcast listeners
- **Podcast listeners prefer** multiple ad breaks for 60-minute podcasts. For shorter podcasts, listeners prefer just one break.
- **Most podcast listeners prefer** ads voiced by the show's host over traditional ads, yet heavy podcast listeners are more accepting of pre-produced ads.

Podcasts – who's listening?

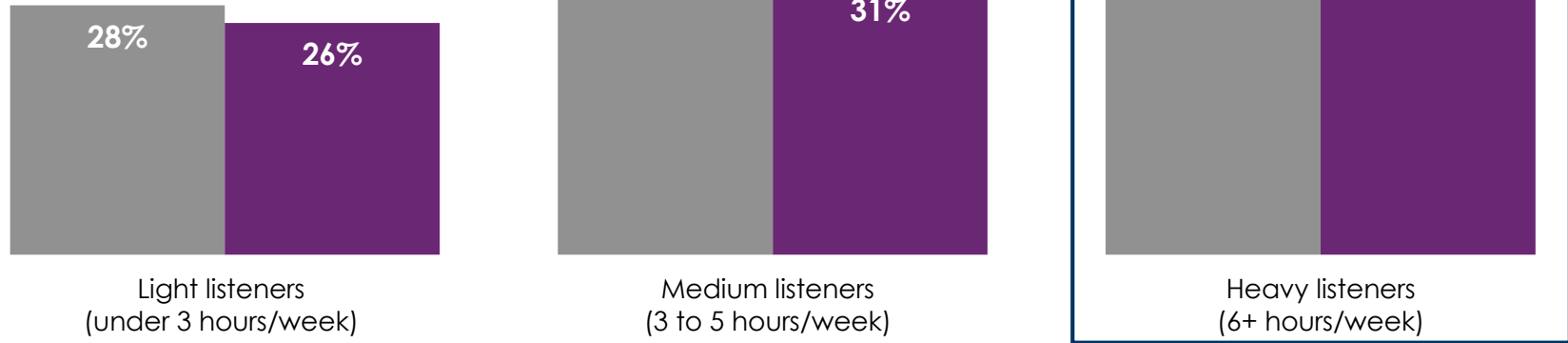


Podcast usage trends

Heavy listening is on the rise

% of weekly podcast listeners

■ July 2017 ■ July 2018

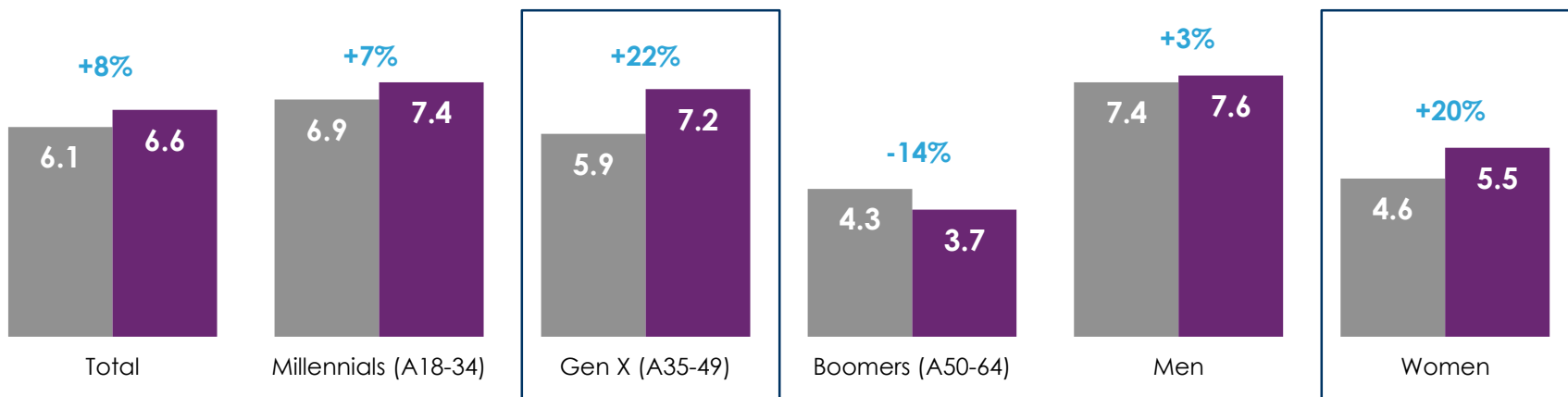


How to read: In July 2017, heavy listeners to podcasts (those who listen 6 or more hours per week) accounted for 36% of all weekly podcast listeners, compared to 43% in July 2018; resulting in a lift of +19%.

Time spent with podcasts grew, especially among Gen X 35-49 and women

Average weekly time spent with podcasts (hours)

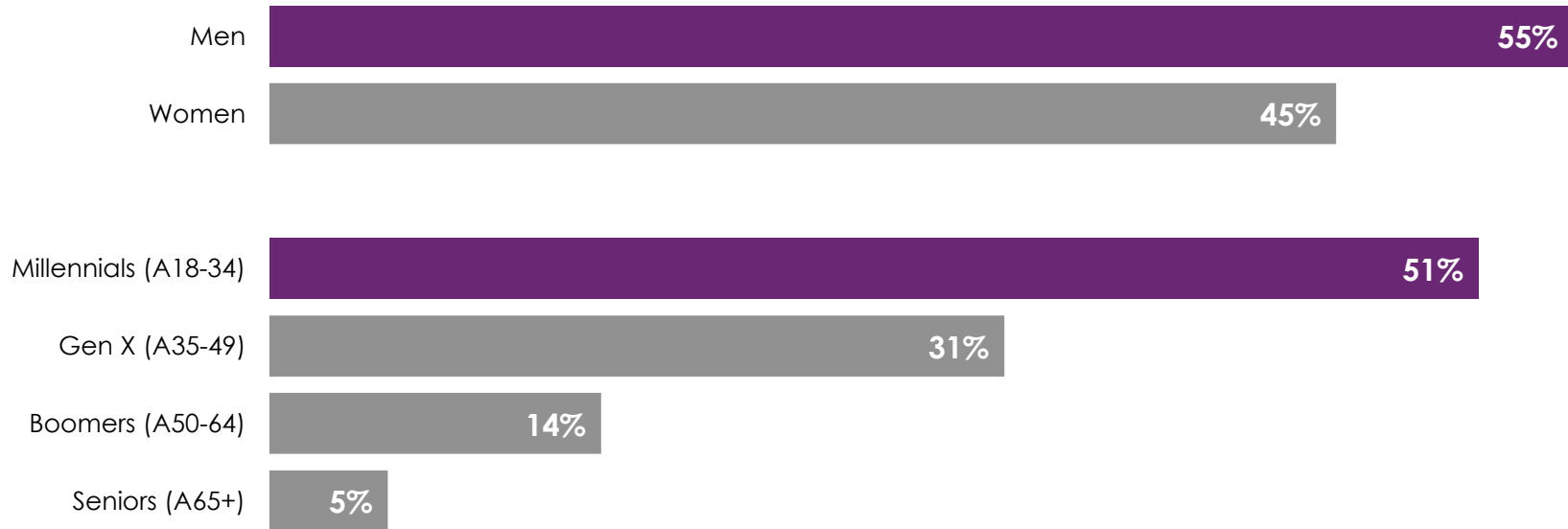
■ July 2017 ■ July 2018



How to read: On average, Gen X 35-49 who are weekly podcast listeners spent 5.9 hours per week listening to podcasts in July 2017, compared to 7.2 hours per week in July 2018; resulting in a lift of +22%.

Weekly podcast listeners skew male and Millennial

Audience composition (% of weekly podcast listeners 18+) – July 2018



How to read: 55% of weekly podcast listeners are men.

Heavy podcast listeners tend to be younger, male, and upscale

Audience composition (% of adults 18+) – July 2018

	Weekly podcast listeners	Heavy podcast listeners (6+ hours per week)
Men	55%	64%
Women	45%	36%
Millennials (Adults 18-34)	51%	57%
Gen X (Adults 35-49)	31%	35%
Boomers (Adults 50-64)	14%	6%
Seniors (Adults 65+)	5%	2%
Under \$50K	16%	9%
\$50K-\$75K	21%	11%
\$75K-\$100K	27%	34%
\$100K+	35%	44%
White (non-Hispanic)	69%	74%
Hispanic	16%	15%
African-American	7%	7%
Asian/Other	7%	4%

How to read: 64% of heavy podcast listeners are men.

Female podcast listeners tend to be younger, upscale, and have families

Audience composition (% of women 18+) – July 2018

	Weekly female podcast listeners	Heavy female podcast listeners (6+ hours per week)
Millennials 18-34	58%	66%
Gen X 35-49	24%	29%
Boomers 50-64	14%	4%
Seniors 65+	5%	1%
Married	55%	72%
Children	54%	72%
Under \$50K	19%	9%
\$50K-\$75K	24%	15%
\$75K-\$100K	24%	34%
\$100K+	31%	40%

How to read: 66% of heavy female podcast listeners are Millennials 18-34.

Male podcast listeners tend to be younger, upscale, and have families

Audience composition (% of men 18+) – July 2018

	Weekly male podcast listeners	Heavy male podcast listeners (6+ hours per week)
Millennials 18-34	46%	53%
Gen X 35-49	36%	39%
Boomers 50-64	13%	7%
Seniors 65+	5%	2%
Married	65%	73%
Children	69%	81%
Under \$50K	14%	9%
\$50K-\$75K	18%	10%
\$75K-\$100K	30%	34%
\$100K+	38%	47%
White (non-Hispanic)	74%	76%
Hispanic	15%	14%
African-American	6%	7%
Asian/Other	6%	3%

How to read: 53% of heavy male podcast listeners are Millennials 18-34.

Using smart speakers and internet-connected cars for podcast listening is on the rise

Devices used to listen to podcasts

Weekly podcast listeners

Devices	July 2017	July 2018	% Difference (July 2018 vs. July 2017)
Laptop/notebook computer	54%	52%	-4%
iPhone	53%	50%	-6%
Android phone (i.e. Samsung Galaxy)	45%	47%	+4%
Desktop computer	39%	40%	+3%
Android tablet (i.e. Samsung Galaxy)	29%	32%	+10%
iPad	33%	31%	-6%
In-car Internet-connected audio entertainment system	24%	29%	+21%
Smart Speaker (i.e. Amazon Echo, Google Home)	22%	27%	+23%
Tablet/PC Hybrid (i.e. Microsoft Surface)	24%	25%	+4%

Heavy podcast listeners (6+ hours per week)

Devices	July 2017	July 2018	% Difference (July 2018 vs. July 2017)
Laptop/notebook computer	65%	64%	-2%
iPhone	65%	61%	-6%
Android phone (i.e. Samsung Galaxy)	58%	61%	+5%
Desktop computer	55%	52%	-5%
Android tablet (i.e. Samsung Galaxy)	44%	49%	+11%
iPad	50%	46%	-8%
In-car Internet-connected audio entertainment system	38%	44%	+16%
Smart Speaker (i.e. Amazon Echo, Google Home)	39%	44%	+13%
Tablet/PC Hybrid (i.e. Microsoft Surface)	43%	41%	-5%

How to read: In July 2017, 65% of heavy podcast listeners listen to podcasts on a laptop or notebook computer, compared to 64% in July 2018, resulting in a decline of -2%.

Boomers and women are driving growth for smart speaker use among podcast listeners

Devices used to listen to podcasts – % of weekly podcast listeners who answered “Smart Speaker”

Smart Speaker %	July 2017	July 2018	% difference (July 2018 vs. July 2017)
Total	22%	27%	+23%
Millennials (A18-34)	25%	30%	+20%
Gen X (A35-49)	25%	32%	+28%
Boomers (A50-64)	8%	15%	+88%
Men	31%	33%	+6%
Women	12%	20%	+67%
Heavy podcast listeners	39%	44%	+13%

How to read: In July 2017, 39% of heavy podcast listeners listen to podcasts on a smart speaker, compared to 44% in July 2017; resulting in a lift of +13%.

Podcast content trends

Business and kids/family focused podcast listening grew the most in 2018

% of weekly podcast listeners who regularly listen to each podcast type

	July 2017	July 2018	% difference (July 2018 vs. July 2017)
News/Current Events	56%	55%	-2%
Comedy	51%	57%	+12%
Entertainment/Pop Culture	47%	50%	+6%
Music	43%	45%	+5%
Storytelling/Drama (i.e. Serial, Crimetown)	43%	44%	+2%
Sports	40%	47%	+18%
Technology	39%	45%	+15%
Education	36%	38%	+6%
Health/Fitness	36%	40%	+11%
Business	31%	38%	+23%
Kids/Family	21%	27%	+29%
Average	40%	44%	+10%

How to read: In July 2017, 51% of weekly podcast listeners regularly listened to comedy podcasts, compared to 57% in July 2018: resulting in a lift of +12%.

Podcast content preference varies by demographic

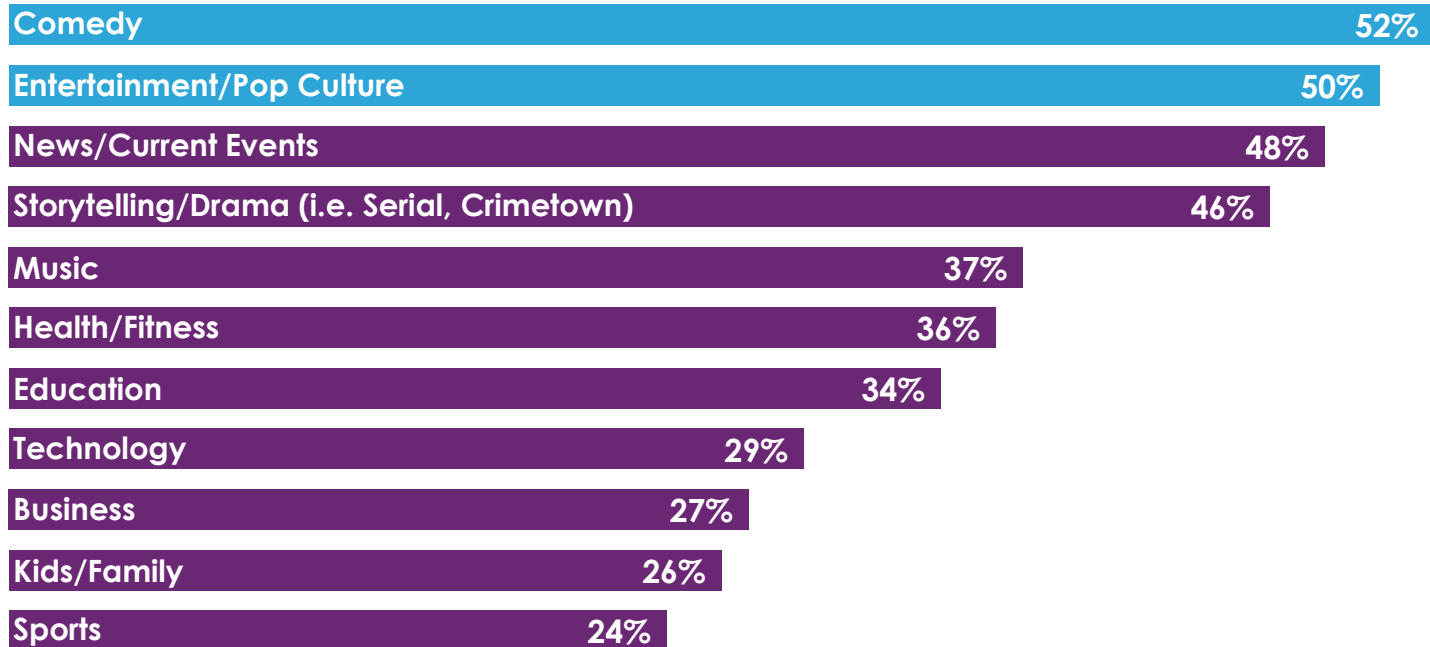
% of weekly podcast listeners who regularly listen to each podcast type (July 2018)

	Total	Millennials (A18-34)	Gen X (A35-49)	Boomers (A50-64)	Men	Women
Comedy	57%	64%	61%	33%	61%	52%
News/Current Events	55%	51%	60%	54%	60%	48%
Entertainment/Pop Culture	50%	54%	54%	37%	51%	50%
Sports	47%	48%	58%	30%	66%	24%
Technology	45%	46%	54%	26%	59%	29%
Music	45%	49%	52%	22%	51%	37%
Storytelling/Drama (i.e. Serial, Crimetown)	44%	55%	41%	17%	42%	46%
Health/Fitness	40%	42%	49%	22%	44%	36%
Business	38%	39%	45%	24%	47%	27%
Education	38%	39%	45%	26%	42%	34%
Kids/Family	27%	33%	30%	9%	29%	26%
Average	44%	47%	50%	27%	50%	37%

How to read: 64% of Millennials (Adults 18-34) regularly listen to comedy podcasts.

Comedy and entertainment/pop culture content resonates most with female podcast listeners

% of weekly female podcast listeners who regularly listen to each podcast type (July 2018)



How to read: 52% of weekly female podcast listeners regularly listen to comedy podcasts.

Sports, technology, and business podcast listening differs the most between men and women

% of weekly podcast listeners who regularly listen to each podcast type

	Men	Women	Difference (Men – Women)
Sports	66%	24%	42%
Technology	59%	29%	30%
Business	47%	27%	20%
Music	51%	37%	14%
News/Current Events	60%	48%	12%
Comedy	61%	52%	9%
Health/Fitness	44%	36%	8%
Education	42%	34%	8%
Kids/Family	29%	26%	3%
Entertainment/Pop Culture	51%	50%	1%
Storytelling/Drama (i.e. Serial, Crimetown)	42%	46%	-4%
Average	50%	37%	13%

How to read: 61% of weekly male podcast listeners regularly listen to comedy podcasts. 52% of weekly female podcast listeners regularly listen to comedy podcasts. Therefore, 9% more men regularly listen to comedy podcasts.

Gen X 35-49 and women downloaded more podcasts in 2018

Average number of podcasts consumed, past week

Podcasts downloaded			
Demographic	July 2017	July 2018	% Difference (July 2018 vs. July 2017)
Total	4.5	4.8	+7%
Millennials (A18-34)	5.1	5.4	+6%
Gen X (A35-49)	4.1	5.3	+29%
Boomers (A50-64)	3.5	2.3	-34%
Men	5.5	5.5	0%
Women	3.2	4.0	+25%
Heavy podcast listeners	7.8	8.1	+4%

How to read: In July 2017, Millennials (adults 18-34) who are weekly podcast listeners downloaded an average of 5.1 podcasts per week versus 5.4% in July 2018, resulting in a lift of +6%.

Gen X 35-49 and women listened to more podcasts in 2018

Average number of podcasts consumed, past week

Podcasts listened			
Demographic	July 2017	July 2018	% Difference (July 2018 vs. July 2017)
Total	5.6	6.1	+9%
Millennials (A18-34)	6.1	6.8	+11%
Gen X (A35-49)	5.3	6.3	+19%
Boomers (A50-64)	5.0	3.6	-28%
Men	6.9	6.9	0%
Women	4.1	5.2	+27%
Heavy podcast listeners	9.6	9.5	-1%

How to read: In July 2017, Millennials (adults 18-34) who are weekly podcast listeners listened to an average of 6.1 podcasts per week, compared to 6.8 in July 2018; resulting in a lift of +19%.

Podcast listeners listen to the podcast immediately after downloading it

Methods of podcast listening among weekly podcast listeners – July 2018

	Total	Millennials (A18-34)	Gen X (A35-49)	Boomers (A50-64)	Men	Women	Heavy podcast listeners (6+ hours/week)
I listen to the podcast immediately after it is downloaded	46%	46%	46%	46%	49%	41%	52%
I listen to it 24 hours after it is downloaded	27%	27%	28%	26%	28%	26%	25%
I listen to it 1 to 3 days after it is downloaded	16%	15%	16%	18%	14%	18%	12%
I listen to it 4 to 7 days after it is downloaded	7%	8%	7%	5%	7%	8%	10%
I listen to it more than 7 days after it is downloaded	4%	4%	3%	5%	2%	6%	2%

How to read: 46% of Millennials (adults 18-34) who are weekly podcast listeners listen to the podcast immediately after it is downloaded.

Social media and word of mouth drive new podcast discovery

Methods of podcast discovery (by demographic – weekly listeners)
(July 2018)


	Total	Millennials (A18-34)	Gen X (A35-49)	Boomers (A50-64)	Men	Women	Heavy podcast listeners (6+ hours/week)
Social media	60%	63%	69%	37%	62%	58%	69%
Word of mouth (recommendations from friends/acquaintances)	57%	56%	63%	57%	56%	59%	60%
From other podcasts	53%	55%	53%	45%	56%	51%	64%
Podcast apps/software platforms (i.e. iTunes Genius)	42%	43%	47%	29%	45%	37%	59%
A favorite radio or TV program	38%	39%	42%	26%	43%	32%	52%
Ads heard on the radio	32%	36%	35%	20%	39%	24%	47%
Magazine ads	24%	26%	32%	6%	31%	15%	44%
Billboards	23%	27%	29%	6%	31%	15%	40%

How to read: 62% of men who are weekly podcast listeners learn about new podcasts via social media.

Podcast ad trends

Advertiser consideration and usage of podcast advertising soars

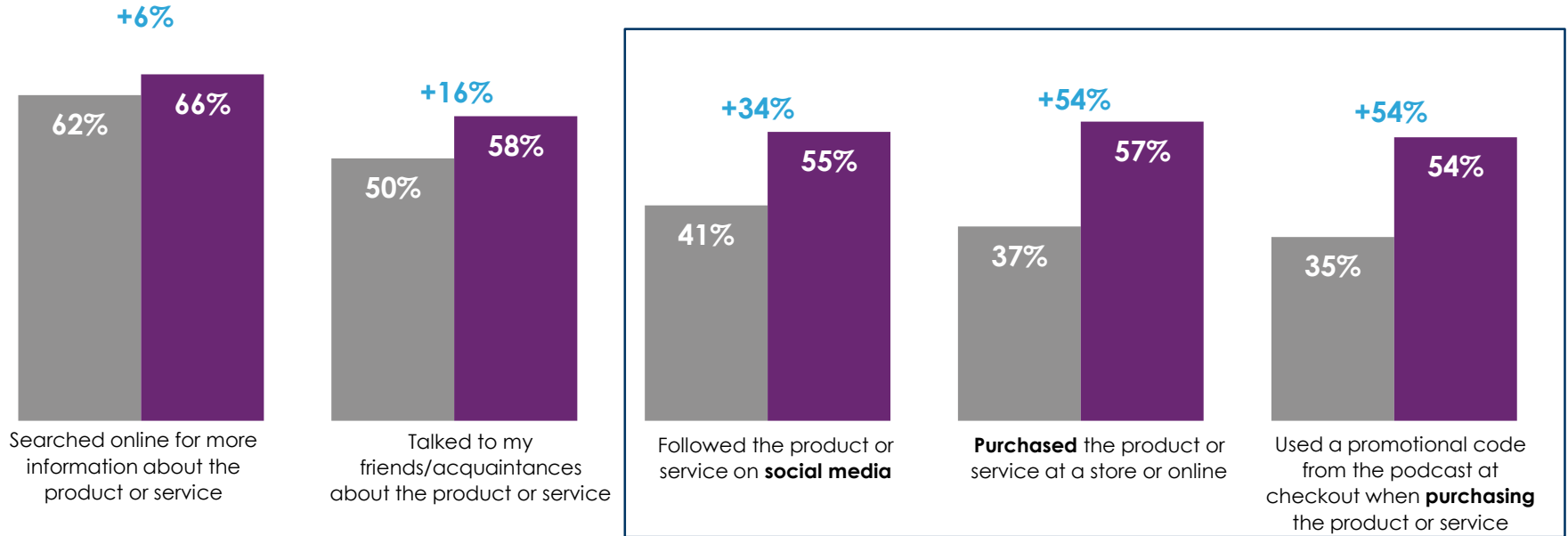
Westwood One 2018 Audioscape Findings	Sept 2015	July 2016	May 2017	May 2018
Have you and your colleagues discussed podcast advertising for potential media investment?	41%	58%	68%	70%
How likely are you to consider advertising in podcasts in the next six months?	18%	28%	37%	43%
How likely are you to actually advertise in podcasts in the coming six months?	10%	21%	27%	36%
Do you currently advertise in podcasts?	15%	21%	29%	32%



Podcast ad exposure drives greater purchase activity and social media engagement among heavy listeners

Actions taken after hearing a product advertised in a podcast – July 2018

■ Weekly podcast listener ■ Heavy podcast listener (6+ hours per week)



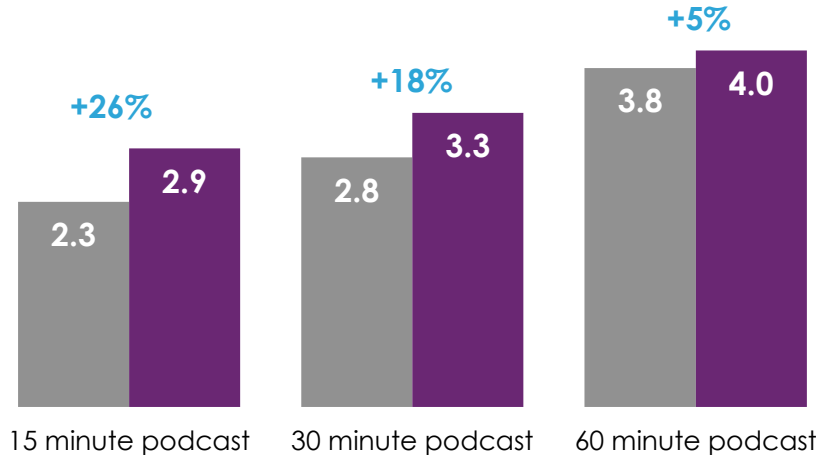
How to read: 66% of heavy podcast listeners have searched online for more information about a product or service that they have heard advertised during a podcast.

Podcast listeners are comfortable hearing more ads

Average accepted ad occasions per podcast – by podcast length

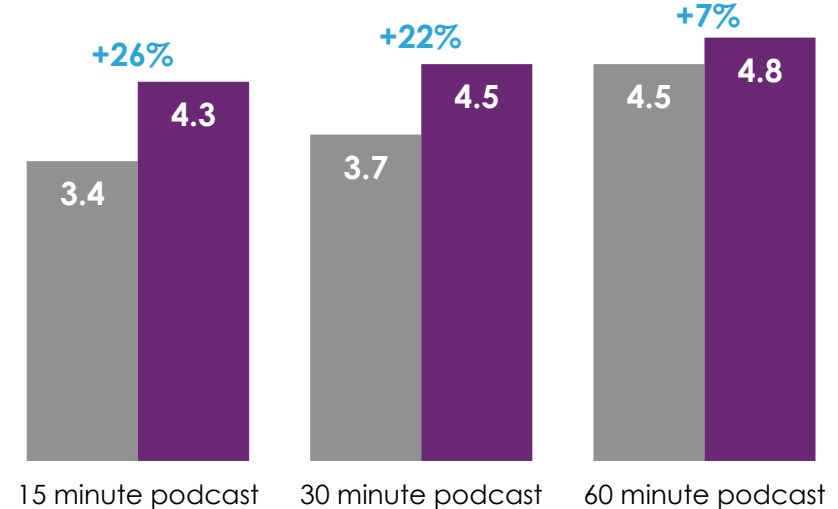
Weekly podcast listeners

■ July 2017 ■ July 2018



Heavy podcast listeners (6+ hours per week)

■ July 2017 ■ July 2018



How to read: In July 2017, for a 60 minute podcast, weekly podcast listeners would consider an average of 3.8 ads per podcast to be appropriate, compared to an average of 4.0 ads per podcast in July 2018, resulting in a lift of 5%.

Gen X's tolerance for ads mirrors the overall podcast audience; women are less tolerant

Accepted ad occasions per podcast (by demographic – weekly listeners)

Length of podcast	Total	Millennials (A18-34)	Gen X (A35-49)	Boomers (A50-64)	Men	Women
60 minutes	4.0	4.1	4.2	3.7	4.2	3.8
30 minutes	3.3	3.6	3.4	2.1	3.6	2.9
15 minutes	2.9	3.5	2.8	1.3	3.2	2.5

How to read: For a 60 minute podcast, Millennials (adults 18-34) who are weekly podcast listeners would consider an average of 4.1 ads per podcast to be appropriate.

Podcast listeners are more receptive to podcast ads in 2018

% of weekly podcast listeners who answered “strongly agree” or “somewhat agree” to each statement

	July 2017	July 2018	% Difference (July 2018 vs. July 2017)
I wouldn't mind a couple of extra ads per show so that my favorite podcasts can continue	65%	68%	+5%
Most of the ads that I hear on podcasts are engaging	47%	53%	+13%
Most of the ads that I hear on podcasts are relevant to me	45%	52%	+16%
Most of the ads that I hear on podcasts are memorable	45%	52%	+16%
I like most of the ads that I hear on podcasts	44%	53%	+20%
I go out of my way to support brands that advertise on my favorite podcasts	40%	49%	+23%

How to read: In July 2017, 47% of weekly podcast listeners agree with the following statement: “Most of the ads that I hear on podcasts are engaging,” compared to 53% in July 2018; resulting in a lift of +13%

Listeners prefer one break for shorter podcasts, multiple breaks for longer ones

Preferred number of ad breaks by podcast length/number of ads among weekly podcast listeners (July 2018)

	60 minute podcast with 6 ads	30 minute podcast with 3 ads	15 minute podcast with 3 ads
One break	29%	44%	66%
Two breaks	29%	35%	17%
Three or more breaks	37%	18%	12%

How to read: 66% of all weekly podcast listeners would prefer to hear all three ads within a 15 minute podcast in one break.

Preference for mid-roll ads grew in 2018

% of weekly podcast listeners who answered “strongly agree” or “somewhat agree” to each statement concerning pre-roll ads

“It doesn't bother me - I know that the podcast will start right after the commercial”			
Demographic	July 2017	July 2018	% Difference (July 2018 vs. July 2017)
Total	71%	69%	-3%
Millennials (A18-34)	74%	67%	-9%
Gen X (A35-49)	69%	77%	+12%
Boomers (A50-64)	68%	67%	-1%
Men	72%	72%	0%
Women	70%	66%	-6%
Heavy podcast listeners	75%	77%	+3%

“I would rather have the ad run in the show and just begin the podcast”			
Demographic	July 2017	July 2018	% Difference (July 2018 vs. July 2017)
Total	48%	57%	+19%
Millennials (A18-34)	48%	60%	+25%
Gen X (A35-49)	48%	60%	+25%
Boomers (A50-64)	45%	44%	-2%
Men	54%	60%	+11%
Women	40%	52%	+30%
Heavy podcast listeners	54%	74%	+37%

How to read: In July 2017, 71% of weekly podcast listeners agreed with the following statement regarding pre-roll ads: “It doesn't bother me - I know that the podcast will start right after the commercial,” compared to 69% in July 2018; resulting in a -3% decline.

More podcast listeners prefer host voiced ads versus pre-produced ads

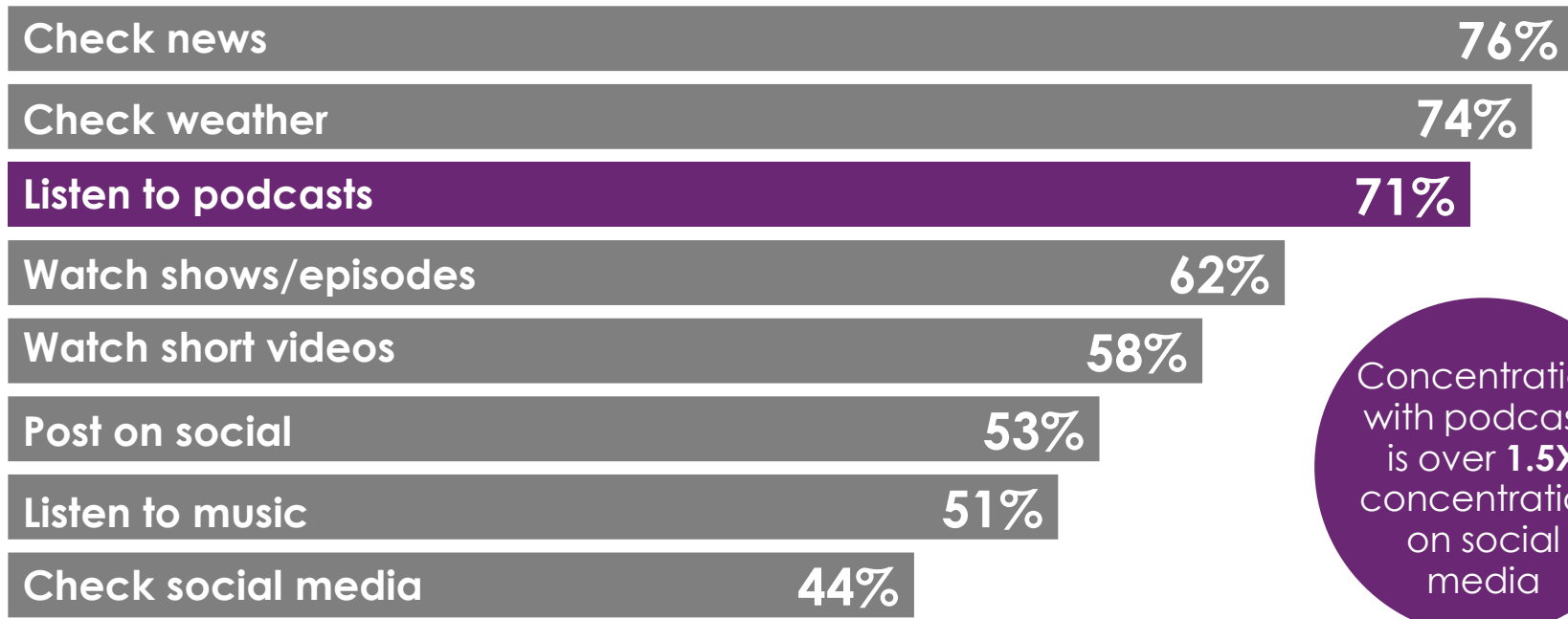
% of weekly podcast listeners by ad creative preference
(July 2018)

	Total	Millennials (A18-34)	Gen X (A35-49)	Boomers (A50-64)	Men	Women	Heavy podcast listeners (6+ hours/week)
An ad voiced by the show's host	48%	49%	41%	59%	45%	51%	44%
An ad that sounds like one heard on AM/FM radio	39%	37%	51%	24%	42%	35%	48%
Don't know/no opinion	14%	15%	9%	17%	14%	14%	8%

How to read: Given a choice, 48% of weekly podcast listeners would prefer to hear an ad voiced by the show's host versus an ad that sounds like one heard on AM/FM radio.

Podcast advertising generates strong results due to extraordinary levels of consumer concentration

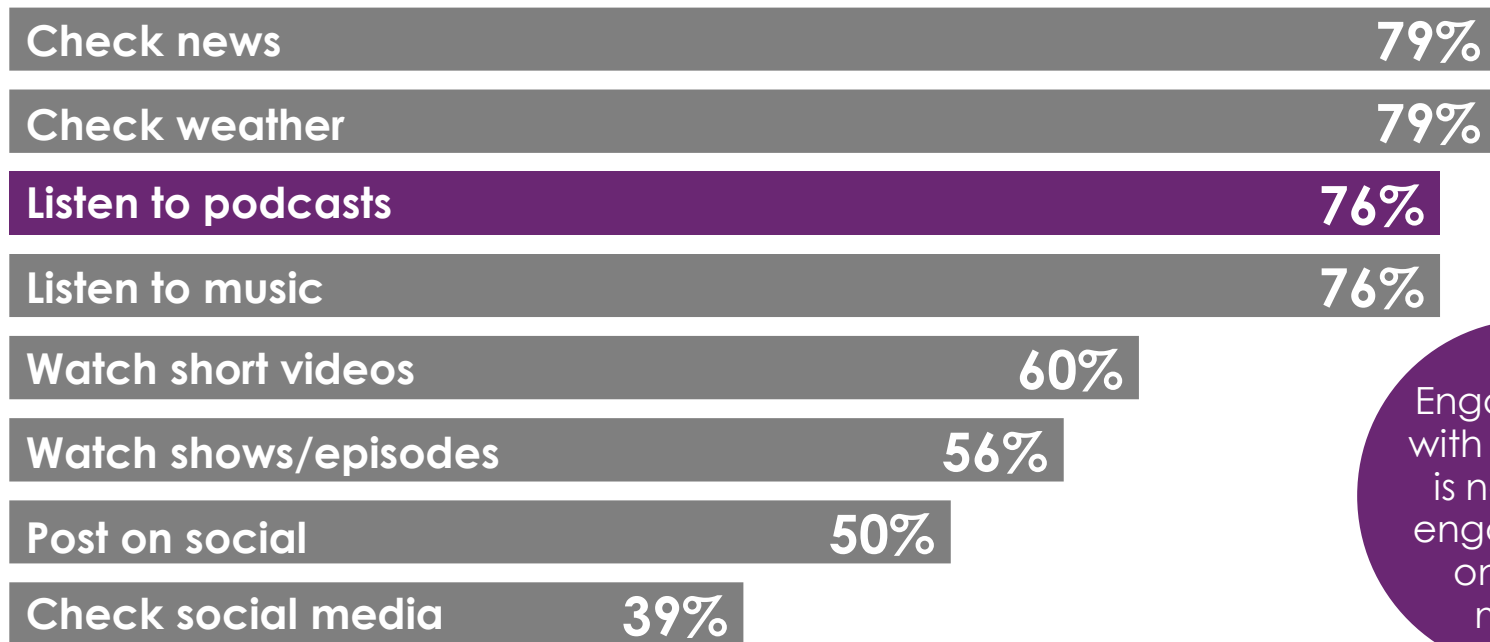
% reporting high levels of concentration
(4 or 5 on a scale of 1 to 5 where 1 = not concentrating a lot and 5 = concentrating a lot)



Concentration with podcasts is over **1.5X** concentration on social media

High CPMs warranted: Podcasts generate very high levels of engagement value

% reporting high levels of engagement value
(4 or 5 on a scale of 1 to 5 where 1 = little value and 5 = significant value)



Engagement with podcasts is nearly **2X** engagement on social media

Podcasts are the only content where learning and entertainment coexist

Top need states by content

Listen to podcasts	Learn, be entertained
Check news	Get information, learn
Check weather	Get information, learn
Watch short videos	Be entertained, pass the time
Watch shows/episodes	Be entertained, pass the time
Listen to music	Be entertained, pass the time
Check social media	Connect with others, be entertained
Post on social media	Connect with others, express myself

AM/FM radio personalities matter to listeners

68%



of listeners are able to name their favorite AM/FM radio DJ, personality, or show

52%



of listeners say the main reasons they choose to listen to their favorite radio station are their favorite DJs, personalities, and shows

Listeners form meaningful connections with AM/FM radio personalities

% who strongly or somewhat agree with the statement when thinking about their favorite AM/FM radio DJ, personality, or show

They make me laugh

87%

My daily routine
wouldn't be the
same without them

59%

If they went to
another station, I'd
probably follow them

64%

They are like my
friends or family

51%

They make me think

61%

They are
opinion leaders
that I trust

46%

Women are closing the gap in podcasting

Rising time spent with podcasts

Average time spent with podcasts is up

+20%

among weekly female podcast listeners from July 2017

Growing appetite for podcast consumption

Since July 2017, weekly female podcast listeners have:

Downloaded

+25%

more podcasts

Listened to

+27%

more podcasts

Fueling technology trends

Smart speaker use for podcast listening grew

+67%


among weekly female podcast listeners from July 2017

Heavy female podcast listeners are a desirable audience

Female podcast listeners who listen to 6+ hours of podcasts per week

Young and upscale

66% of heavy female podcast listeners are Millennials 18-34

Nearly **3 out of 4**  have an annual income of **\$75K+**

Family-oriented

72%

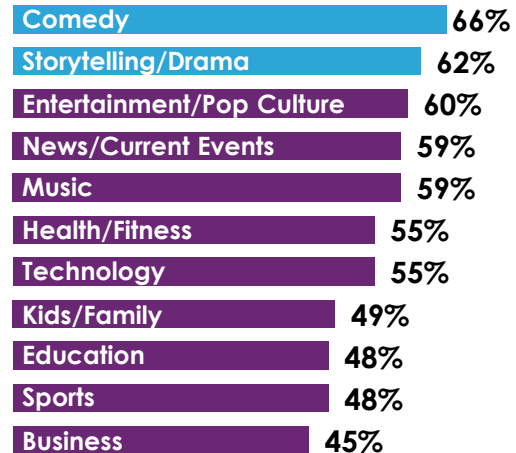


of heavy female podcast listeners:

- Are married
- Have children

Various podcast categories resonate

% of heavy female listeners who regularly listen to each podcast type



Conclusions



- **Overall weekly podcast listeners are becoming more avid users:** Almost half (43%) of weekly podcast listeners identify as heavy users (listen 6+ hours per week). This has grown +19% since July 2017.
- **Women are closing the gap in podcast listening:** Weekly female podcast listeners are spending +20% more time with podcasts versus last year. This growth in time spent is 6x that of weekly male podcast listeners. Female consumption of podcasts have risen too. Weekly female podcast listeners have downloaded +25% more podcasts and they listened to +27% more podcasts compared to July 2017.
- **Heavy female podcast listeners are a desirable audience:** Two-thirds (66%) of this group are Millennials 18-34. They are an affluent target, with 34% making \$75K-100K annually and 40% earning \$100K+ per year. Heavy female podcast listeners are spouses and parents; 72% are married and 72% have children.
- **Smart speakers and podcasts are destined for each other:** Smart speaker usage for podcast listening has grown +23% from last year. Who's driving that growth – women and Boomers. Since July 2017, smart speaker adoption for podcast listening has grown +67% among women and +88% among Boomers. Yet, using smart speakers for podcast listening is the highest among heavy podcast listeners; close to half (44%) say they use one.

Conclusions continued



- **Heavy podcast consumers are more accepting of pre produced ads:** While overall weekly podcast listeners prefer host voice reads (48%), heavy podcast listeners are more accepting of pre-produced ads (48%).
- **Podcast ads drive significant listener response:** More than half of heavy podcast listeners took some type of action involving a product or service they have heard advertised in a podcast. Majority (66%) of heavy podcast listeners searched online for more information after hearing the advertisement in a podcast. Compared to weekly podcast listeners, heavy podcast listeners are more likely to engage brands on social media and make purchases after podcast ad exposure.



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A DIVISION OF CUMULUS MEDIA

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WESTWOOD ONE PODCAST NETWORK offers podcasters and content creators promotional support, production services, marketing, sales representation, research, creative services, and access to America's largest audio network reaching **almost a quarter of a billion people each week.**



MASSIVE PROMOTIONAL POWER

245 million
Weekly Listeners

2 million+
Event Consumers

200+
Syndicated Shows &
Services

90
Digital & Mobile
Distribution Platforms

1.3 billion
Press/Media Impressions

ONE-STOP SHOP FOR PODCAST ADVERTISERS

100% Share of Voice

Personality Voiced Reads

Pre-Mid-Post
Roll Ads

Custom Ad
Development

Content Creation

Industry Publicity

Radio & Streaming
Campaigns

Social Media &
Experiential

Source: Nielsen Comparable Metrics Report Q2 2017, A18+; comScore August 2015, Desktop and Mobile, A18+; Nielsen Audio Fall 2016 Nationwide Weekly CUME of Westwood One-Affiliated Stations, Mon-Su 6a-12m, Persons 12+ / 1.3 Billion Source: Dollinger Communications

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