



**CUMULUS™**  
PODCAST NETWORK

**CUMULUS MEDIA** | **Westwood One**  
**AUDIO ACTIVE**  
G R O U P

# Cumulus Media podcast promotion study

**AM/FM radio is a great place to promote podcasts: The majority of the podcast audience listens to AM/FM radio & vice versa**

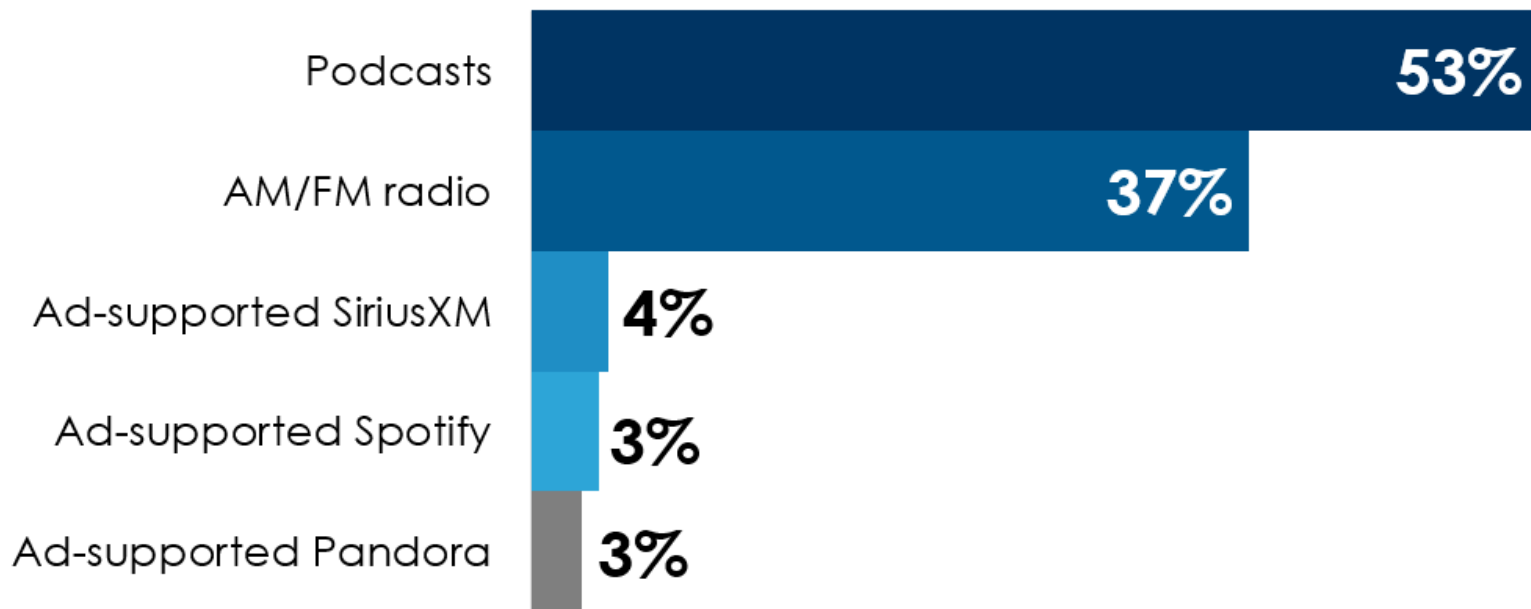
Edison's "Infinite Dial" study reveals of the weekly AM/FM radio audience:

- **45%** listen to podcasts weekly
- **55%** listen to podcasts monthly
- **77%** have ever listened to podcasts

Edison's "Share of Ear": two-thirds of podcast audience also listens to AM/FM radio

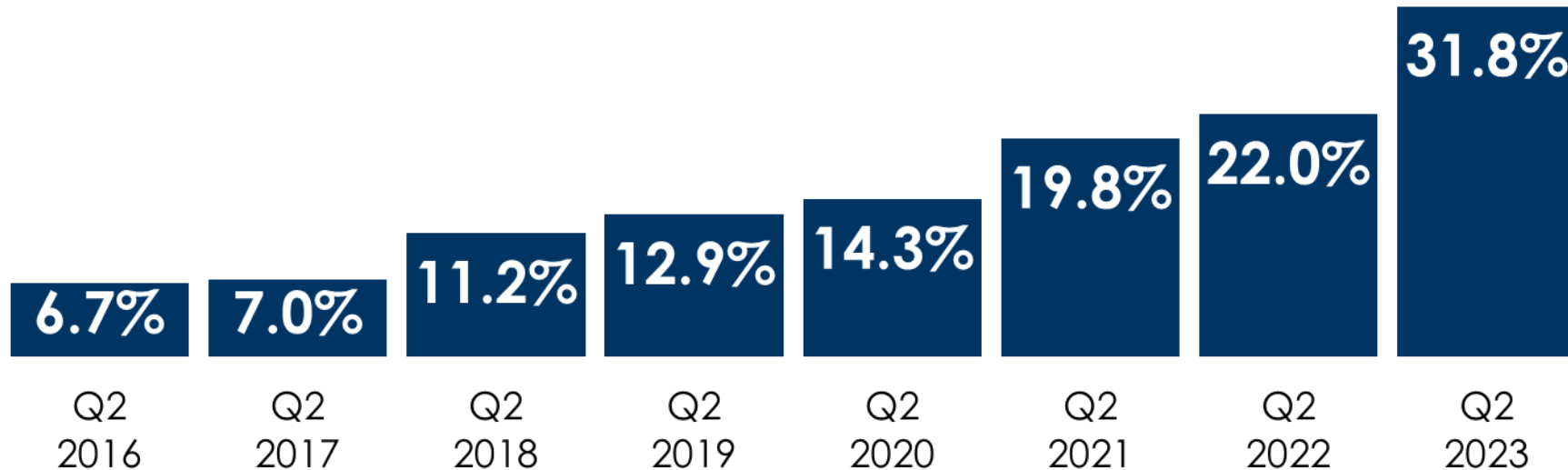
# Ad-supported audio time spent: Podcast consumers listen to podcasts the most; AM/FM radio is a close second

Share of ad-supported audio time spent among podcast consumers



# 25-54 podcast reach surges: Almost one out of three are reached daily, up 5X from 2016

% of 25-54 Americans reached daily by podcasts



**How to read:** In 2016, 6.7% of U.S. persons 25-54 listened to podcasts in an average day. In 2023, 31.8% of persons 25-54 listen in a typical day, a fivefold increase.

# AM/FM radio/podcast promotion study methodology

The Cumulus Media | Westwood One Audio Active Group® commissioned MARU/Matchbox to conduct a study of Cumulus Media radio listeners to understand awareness and consideration of podcasts that were promoted on Cumulus Media stations. A series of Cumulus Podcast Network podcast titles were tested.

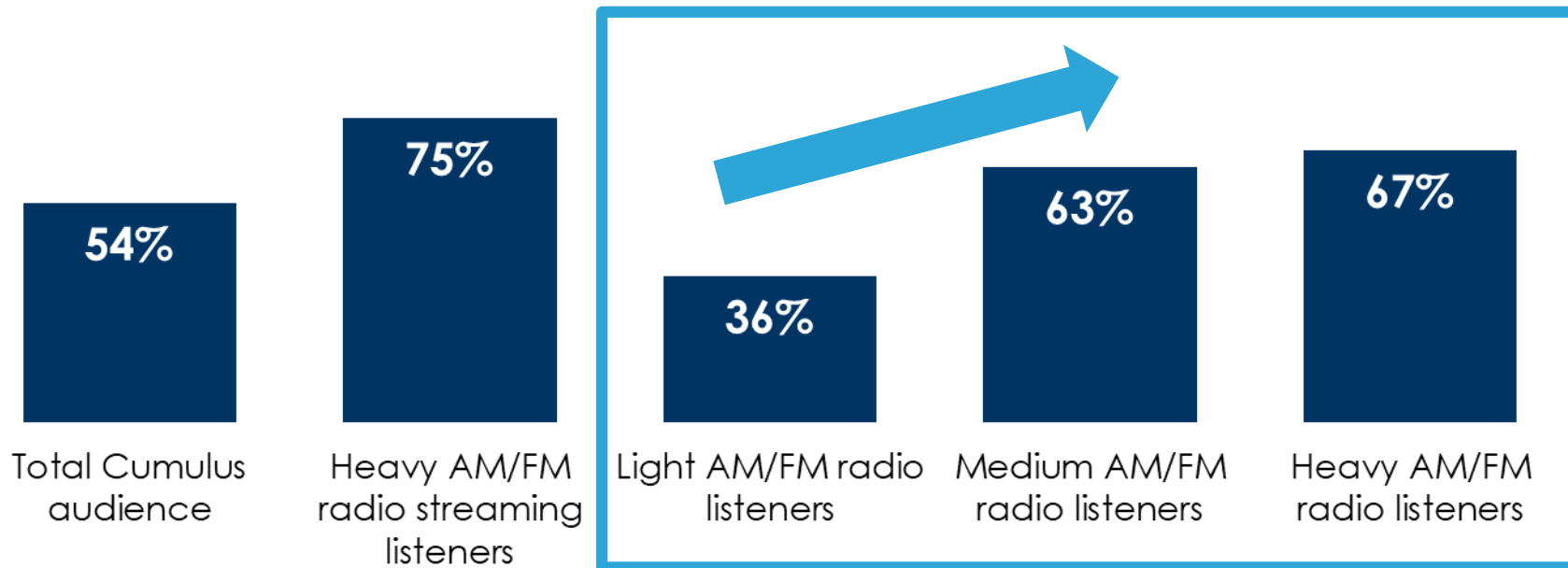
This study was fielded online among 439 respondents who met the following criteria:

- Persons 18+ were probed on 8 Cumulus Podcast Networks podcasts
- All respondents spent at least one hour listening to Cumulus Media radio stations in Dallas, Chicago, Detroit, San Francisco and Atlanta
- Respondents were not employed in the advertising, public relations, marketing, market research, AM/FM radio, television, digital, or podcasting industries
- Surveys were conducted from May 5-11, 2023

# Awareness: On average, the greater the time spent with AM/FM radio, the greater the awareness for podcast titles

Q: "Which of the following podcasts have your heard of?"

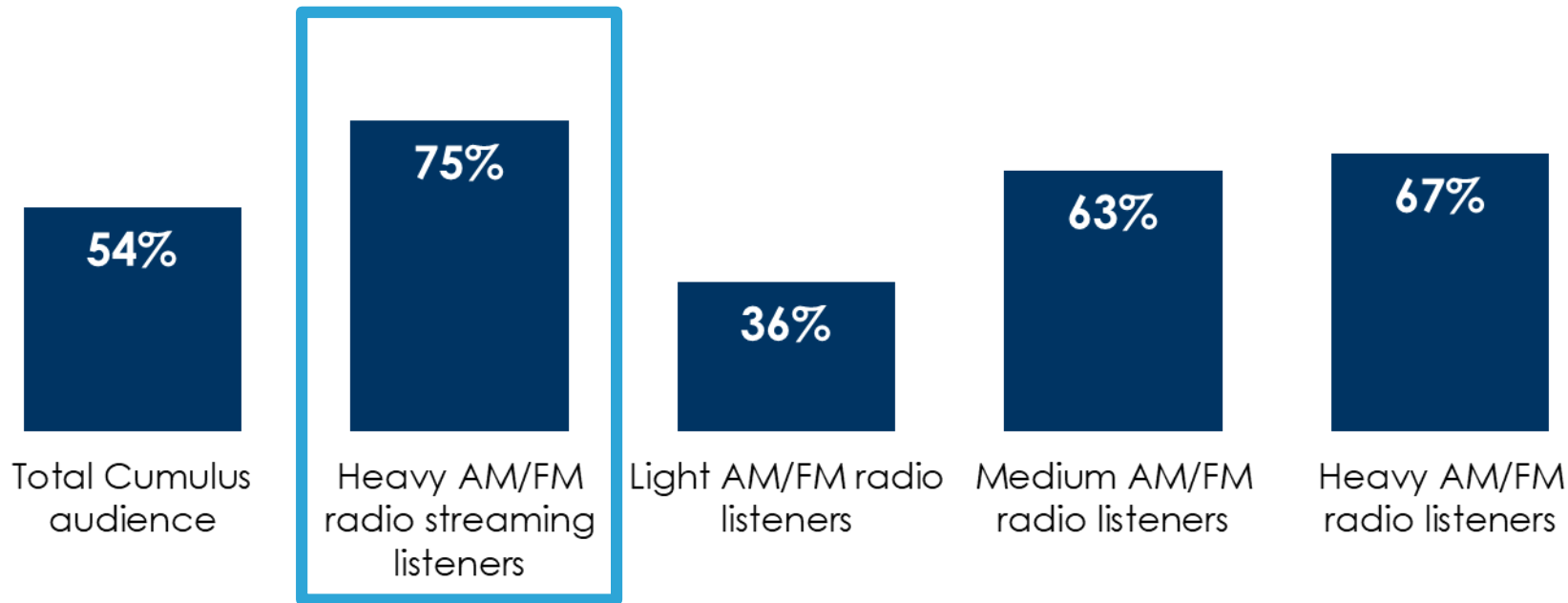
% of Cumulus radio station listeners who are aware of the 8 Cumulus Podcast Network podcasts



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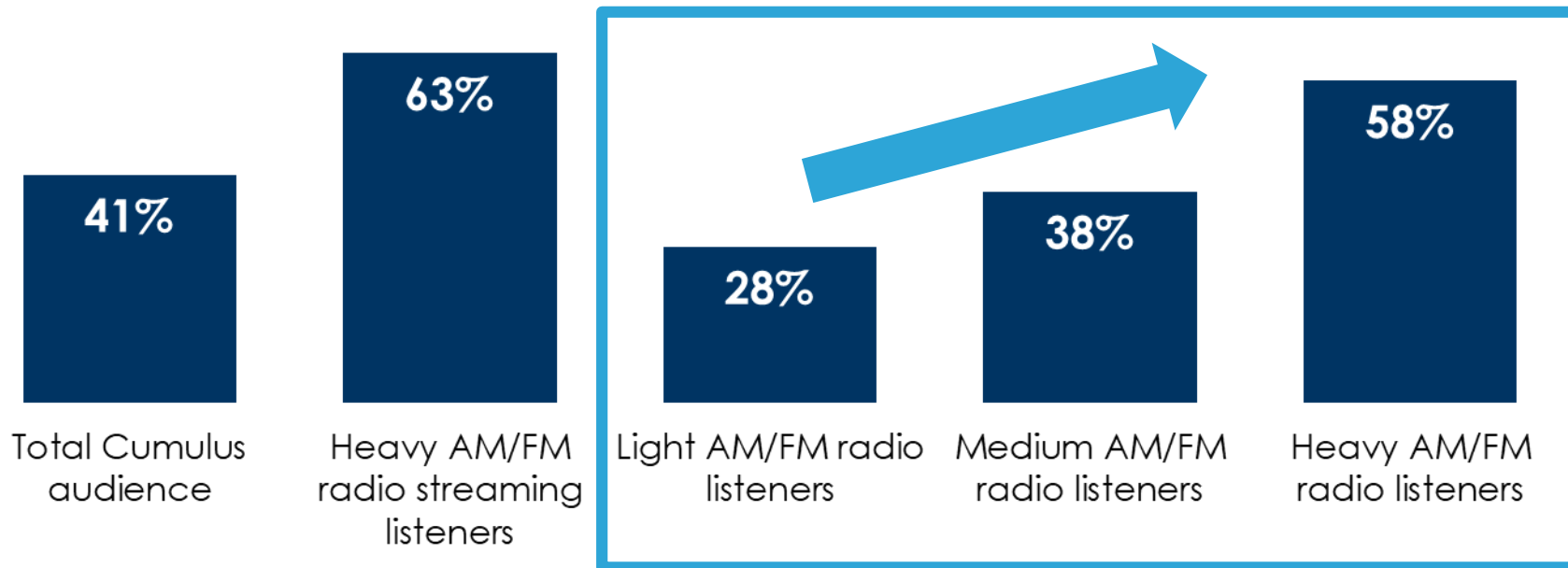
% of Cumulus radio station listeners who are aware of the 8 Cumulus Podcast Network podcasts



Source: Cumulus Podcast Network Promotion Study; 439 listeners to Cumulus Media radio stations; AM/FM radio listeners include both over-the-air and streaming listeners

# Advertising awareness: The greater the time spent with AM/FM radio and AM/FM radio streaming, the greater the awareness for podcasts running AM/FM radio ads

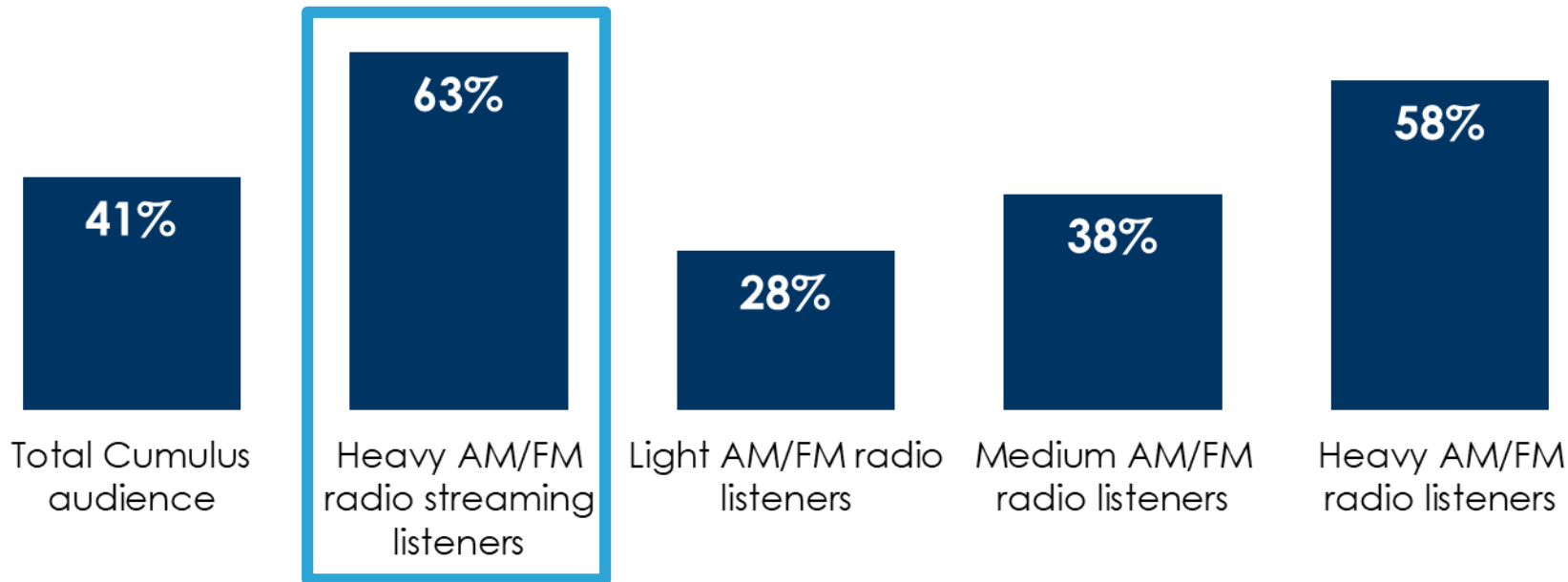
Q: "Have you heard any advertisements for podcasts on over-the-air AM/FM radio recently?"  
% of Cumulus radio station listeners who are aware of AM/FM radio ads for podcasts





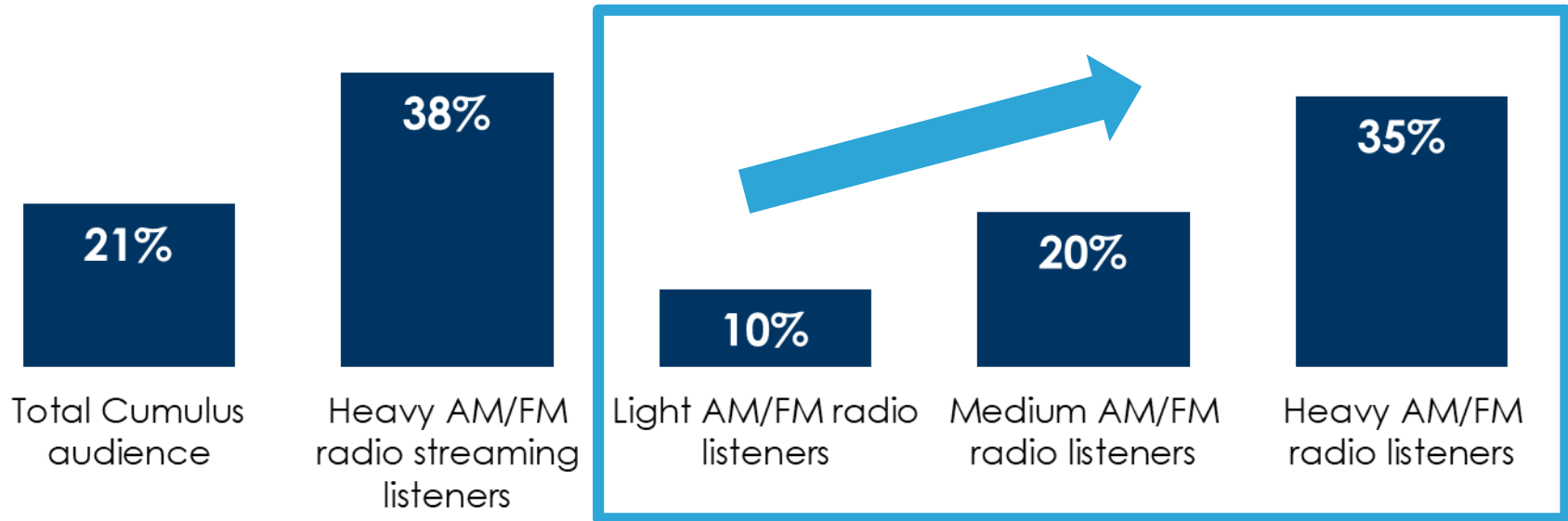
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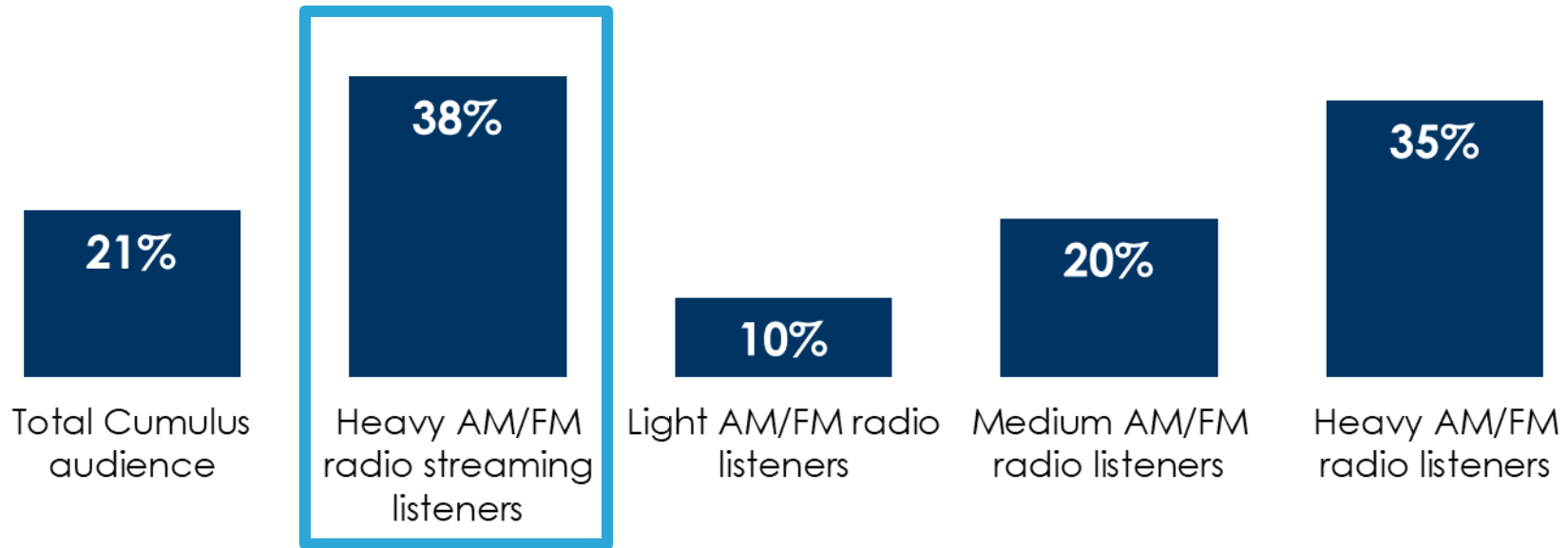
# Podcast title ad recall: On average, heavy AM/FM radio listeners exhibit greater awareness of AM/FM radio ads for specific podcasts

Q: "Which of the following podcasts have you heard advertised on AM/FM radio?"  
% of Cumulus radio station listeners who have heard the 8 Cumulus Podcast Network podcasts advertised on AM/FM radio



# Podcast title ad recall: On average, heavy AM/FM radio listeners exhibit greater awareness of AM/FM radio ads for specific podcasts

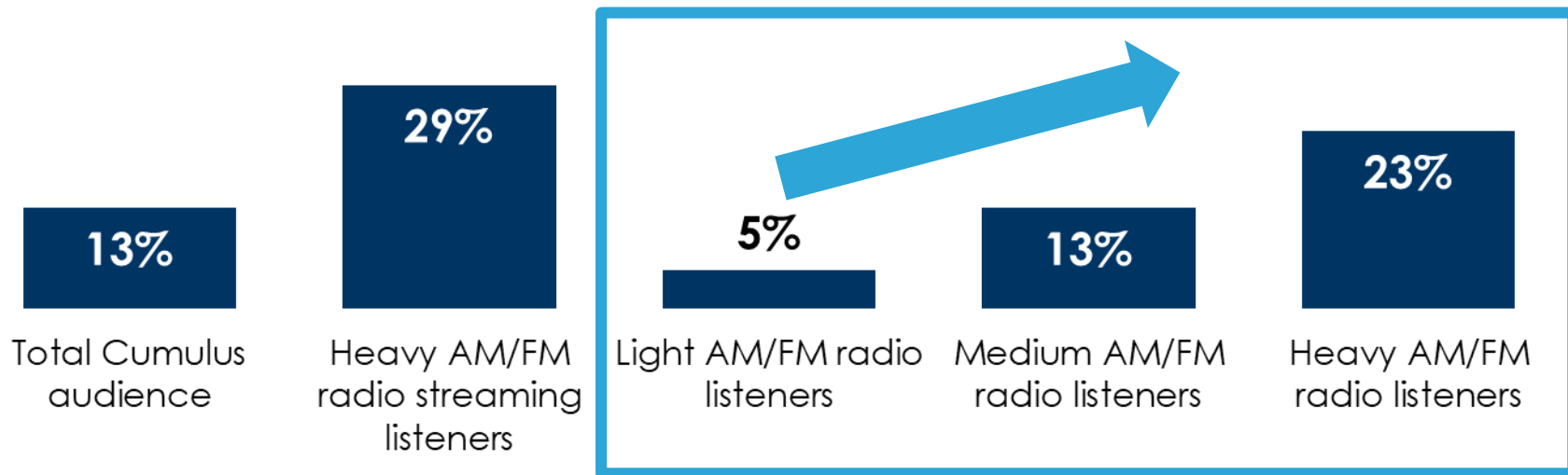
Q: "Which of the following podcasts have you heard advertised on AM/FM radio?"  
% of Cumulus radio station listeners who have heard the 8 Cumulus Podcast Network podcasts advertised on AM/FM radio



# Consideration: On average, heavy AM/FM radio listeners indicate they are more likely to try listening to advertised podcasts

Q: "You mentioned that you have heard the following podcast(s) advertised on AM/FM radio. After hearing these ads, how likely are you to try listening or continue listening to these podcast(s)?"

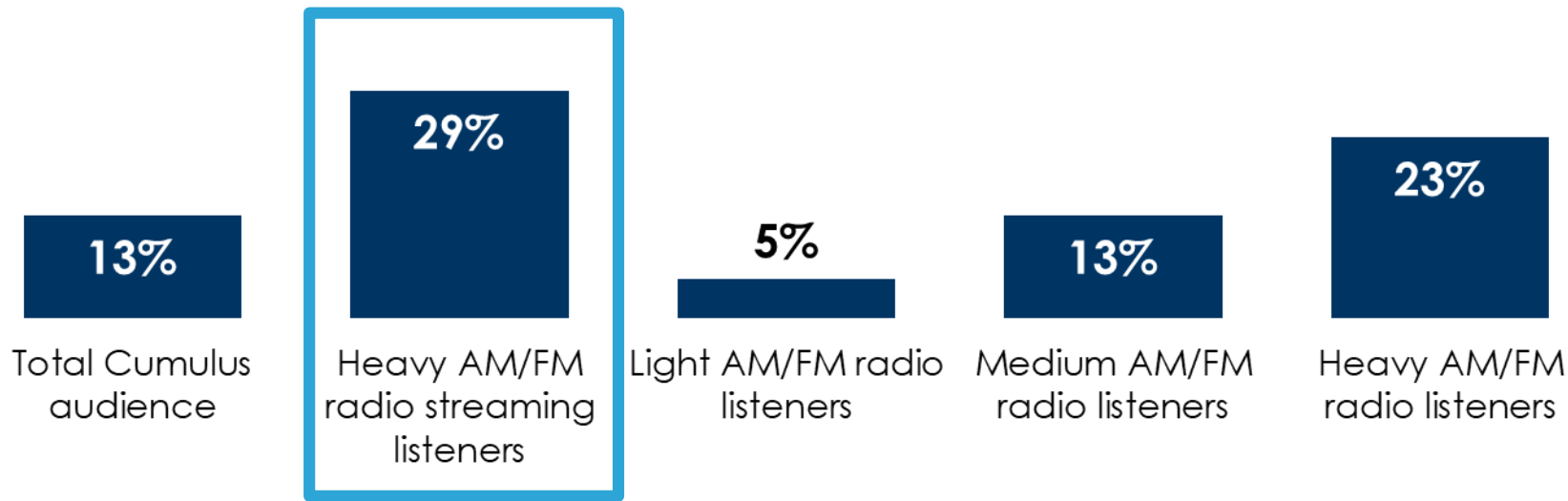
% of Cumulus radio station listeners who have heard the podcasts advertised on AM/FM radio multiplied by the % of Cumulus radio station listeners who were aware of the podcast who say "very likely" for the 8 Cumulus Podcast Network podcasts



# Consideration: On average, heavy AM/FM radio listeners indicate they are more likely to try listening to advertised podcasts

Q: "You mentioned that you have heard the following podcast(s) advertised on AM/FM radio. After hearing these ads, how likely are you to try listening or continue listening to these podcast(s)?"

% of Cumulus radio station listeners who have heard the podcasts advertised on AM/FM radio multiplied by the % of Cumulus radio station listeners who were aware of the podcast who say "very likely" for the 8 Cumulus Podcast Network podcasts



# Key takeaways

- **AM/FM radio stations are a great place to promote podcasts:** The more time spent with AM/FM radio, the greater the engagement, awareness, and interest in podcasts.
- **Advertising podcasts on AM/FM radio works:** Those who were exposed more (heavy AM/FM radio listeners) to podcast ads were more likely to consider listening to the advertised podcasts.
- **AM/FM radio streaming is also an excellent platform to promote podcasts:** Not surprisingly, those who listen to the streams of AM/FM radio stations are even more engaged and interested in podcasts. As such, AM/FM streaming is a powerful platform to promote podcasts.



**Full-service advisory for national brands offering media planning recommendations, creative best practices, and measurement services**

The **Cumulus Media | Westwood One Audio Active Group®** is a true comprehensive marketing advisory that partners with clients to measure the impact of the **entire** audio campaign (not just the Cumulus Media | Westwood One investment), specializing in the following areas:

- **Audio creative best practices**
- **Media planning**
- **Strategic allocation within audio**
- **Measure the impact of the entire audio investment**

# For more, please visit the Cumulus Media | Westwood One Audio Active Group® blog

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