



**CUMULUS**<sup>™</sup>  
PODCAST NETWORK

**SignalHill**  
Insights

# Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report

# Key areas of focus

Cumulus Media | Westwood One and Signal Hill Insights commissioned MARU/Matchbox to survey weekly podcast consumers in October 2024 for our latest Podcast Download Report. Here are the major questions we sought to address:

- What is the profile of weekly and heavy podcast consumers?
- How are Podcast Newcomers (started listening in past year) distinct from Podcast Pioneers (4+ years)?
- Do podcast consumers go back and listen to the back catalogue of episodes?
- Platform usage: What are the latest shifts in preferred platform? How does that vary by segment?
- Podcasts with video: What are consumer preferences? To what extent do they watch or listen to them?
- How interested are podcast consumers in engaging and interacting with their favorite hosts and podcasts?
- How engaged are podcast consumers with ad-free video streaming services?
- Advertiser Perceptions: What is the current state of podcast advertising consideration and usage?

# Methodology

Cumulus Media and Signal Hill Insights' Podcast Download – October 2024 Report represents the eleventh installment in the series, with the inaugural report dating back to July 2017. This study is conducted twice a year in Spring and Fall.

This study was fielded online using a nationally representative sample of 603 respondents who met the following criteria:

- Persons 18+
- All respondents spent at least one hour listening to, or watching\*, podcasts within the past week
- Respondents were not employed in the advertising, public relations, marketing, market research, AM/FM radio, television, digital, or podcasting industries
- Surveys were conducted from October 3 to 7, 2024

\* This is the 4<sup>th</sup> wave where respondents could qualify for the Download by saying they "watched" a podcast in the past week. In total, 13% of the sample qualified by saying they watched but didn't listen to podcasts in the past week. Wherever trending comparisons are made to previous waves, the difference in samples is noted.

# Key takeaways

- **The longer you have been listening to podcasts, the more podcasts you consume:** Average weekly time spent with podcasts and the average number of podcast shows and episodes listened to increases as podcast consumer tenure increases.
- **Downloads and listens underestimate the actual audience:** Current download impression model fails to account for co-listening.
- **Over half of weekly podcast consumers will go back and listen to episodes they've missed:** While 72% of weekly podcast consumers listen to episodes within 24 hours after release, over half of weekly podcast consumers will go back and listen to old episodes for new podcasts or episodes of current podcasts that they've missed.
- **Podcast consumers aged 18-34 are more tuned in to podcast discovery:** Podcast consumers 18-34 are 1.3X more likely to have listened to a new podcast in the past 3 months. They are also 1.3X more likely to follow podcast hosts on social media.
- **Podcast advertising captures hard-to-reach, ad-free video streamers:** Weekly podcast consumers are also heavy viewers of ad-free video streaming services (i.e., Netflix, Amazon Prime, ad-free Hulu, etc.).
- **Advertiser adoption of podcast ads continues to grow at a breakneck pace:** In the Advertiser Perceptions study, advertisers say their use of podcasts has jumped from 15% to 59% in the past eight years.



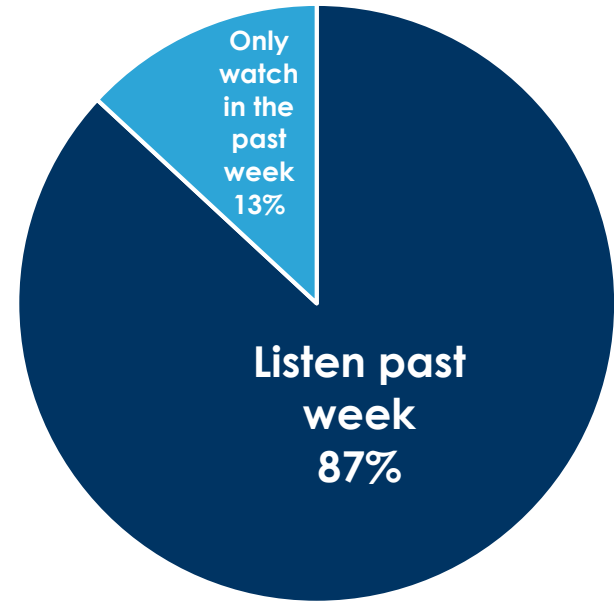
# 5 Key takeaways: Watchable podcasts

- **YouTube is the leading podcast platform:** Growing interest in video podcasts has helped to propel YouTube to overtake Spotify as the most used platform by weekly podcast consumers across major demos.
- **Watchable podcasts have grown in popularity:** Driven by Podcast Newcomers, more consumers prefer podcasts with video they can actively watch or minimize to listen in the background vs. podcasts that are just audio.
- **Podcast Discovery: YouTube is a place to be found:** YouTube acts as an entertainment search engine. 32% of weekly podcast consumers who listened to a new podcast in the past 6 months started listening to their latest podcast on YouTube.
- **YouTube is not a walled garden of podcasts:** 70% of weekly podcast consumers who have consumed podcasts on YouTube say they would switch platforms from YouTube if a podcast were to become available only on another platform. 55% of YouTube podcast consumers say they already have listened to the same podcasts they consume on YouTube in another place.
- **Podcasts are unique amongst other media platforms:** Podcasting is a unique, flexible multimedia. Podcast consumers have the option of either watching or just listening. While the video component is a growing option, the audio remains the primary mode of consumption.



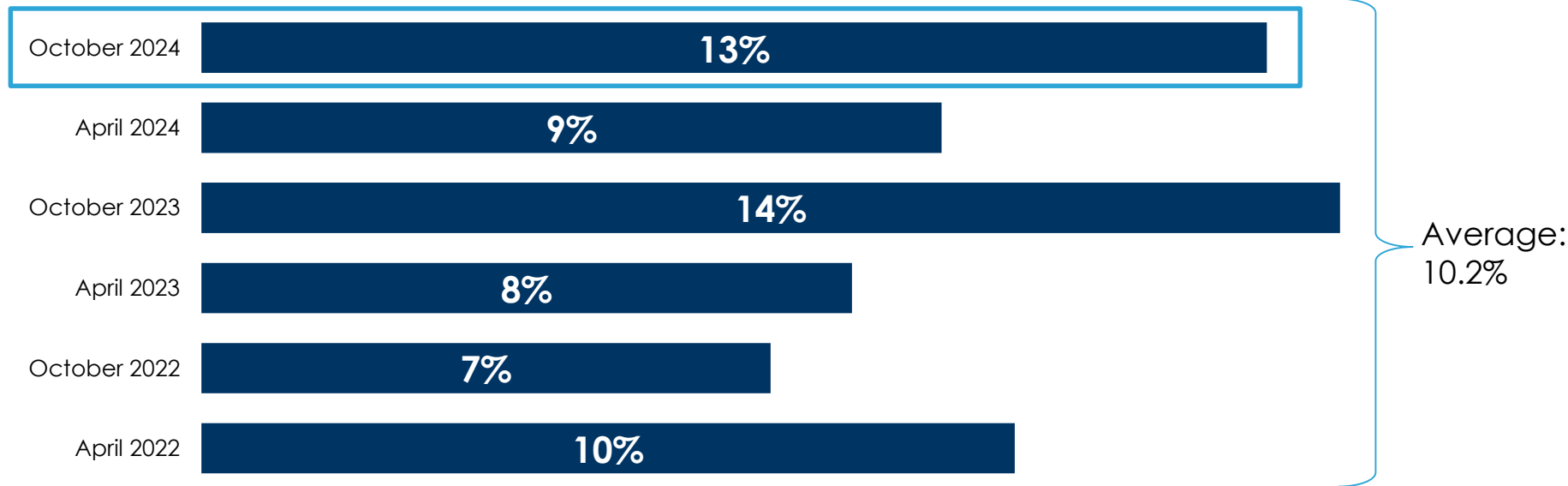
**13% say they only watched podcasts; 87% of podcast consumers say they listened to podcasts in the last week**

**Expanding the definition of the podcast audience to those who “watch” rather than just “listen” increased the podcast universe by 13%**



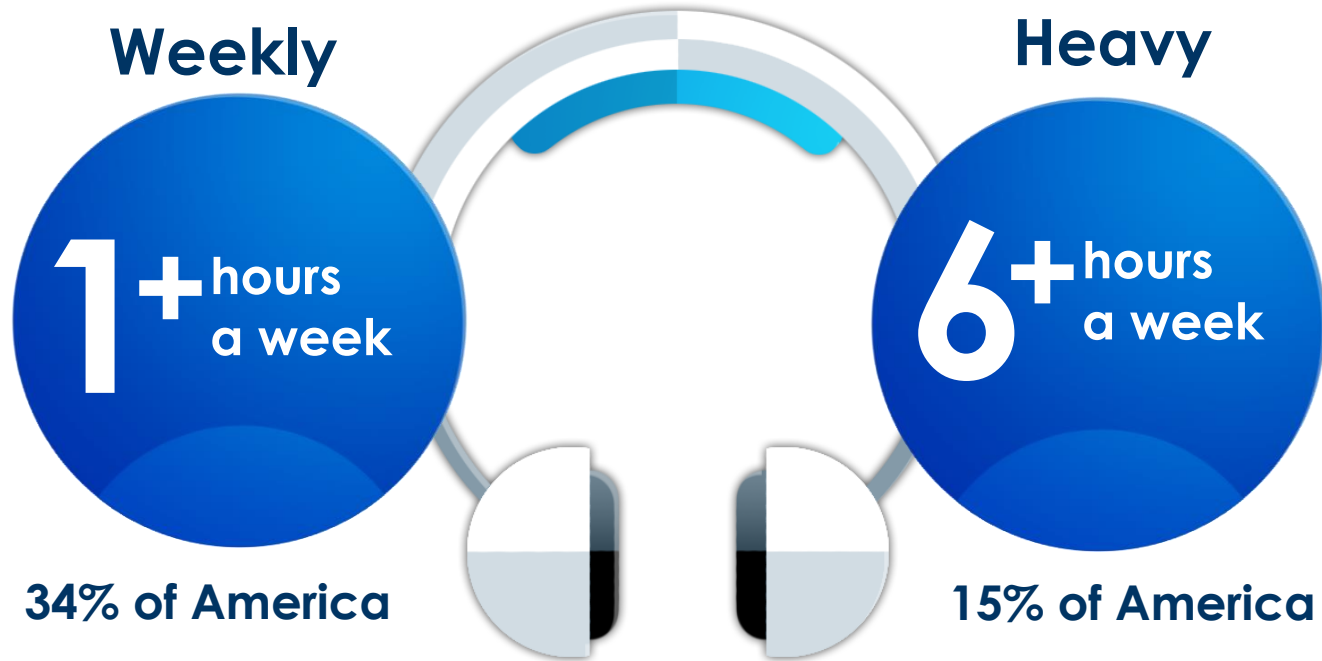
# Exclusive podcast watching has stayed consistent at 10%

% of weekly podcast consumers who only watch podcasts



**How to read:** 13% of weekly podcast consumers only watched podcasts in October 2024. This has stayed consistent from 10% in April 2022 when podcast watching was first introduced to the Podcast Download.

# Podcasts: Who's listening?



Source: Weekly podcast listening sourced from Edison Research, "The Infinite Dial 2024," persons 12+ Heavy podcast listening based on multiplying heavy podcast consumers size by total America. Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report, Cumulus Media, MARU/Matchbox National Study – Fall 2024; Q: "In the past week, approximately how many hours, if any, did you spend listening to podcasts?"



# Study terminology and definitions

Term	Definition
<b>Weekly podcast consumers</b>	Listened to or watched podcasts in the past week.
<b>Heavy podcast consumers</b>	Listened to or watched <b>6+ hours</b> of podcasts in the past week.
<b>Podcast watchers</b>	Those who have <b>watched</b> podcasts with a video component in the past week.
<b>Watchable podcasts</b>	Podcasts with a video component.
<b>Podcast Pioneers (4+ years ago)</b>	Started consuming podcasts 4 or more years ago.
<b>Podcast Intermediates (2-3 years ago)</b>	Started consuming podcasts 2-3 years ago.
<b>Podcast Newcomers (past year)</b>	Started consuming podcasts in the past 12 months.
<b>Distribution platforms</b>	Destination where podcasts are available for consumers, e.g., Apple Podcasts, Spotify, and YouTube.
<b>Apple Podcasts</b>	Podcasts accessed on iTunes or Apple Podcasts.

Podcast  
origin  
timeline

**Podcast Pioneers spend more time with podcasts and consume more episodes. Podcast Newcomers are more female and more likely to be Black/African American.**

# State of weekly podcast consumers

## Profile of the 34% of Americans who are weekly podcast consumers

### Heavy podcast listening

% who listened to 6+ hours

**44%**

of total weekly podcast consumers are heavy users

### Average weekly time spent with podcasts

Weekly podcast consumers consumed an average of

**7.3 hours**

of podcasts

### Average number of podcast episodes listened to

Weekly podcast consumers tuned into an average of

**6.0**

podcast episodes in the past week

### Average number of podcast shows listened to

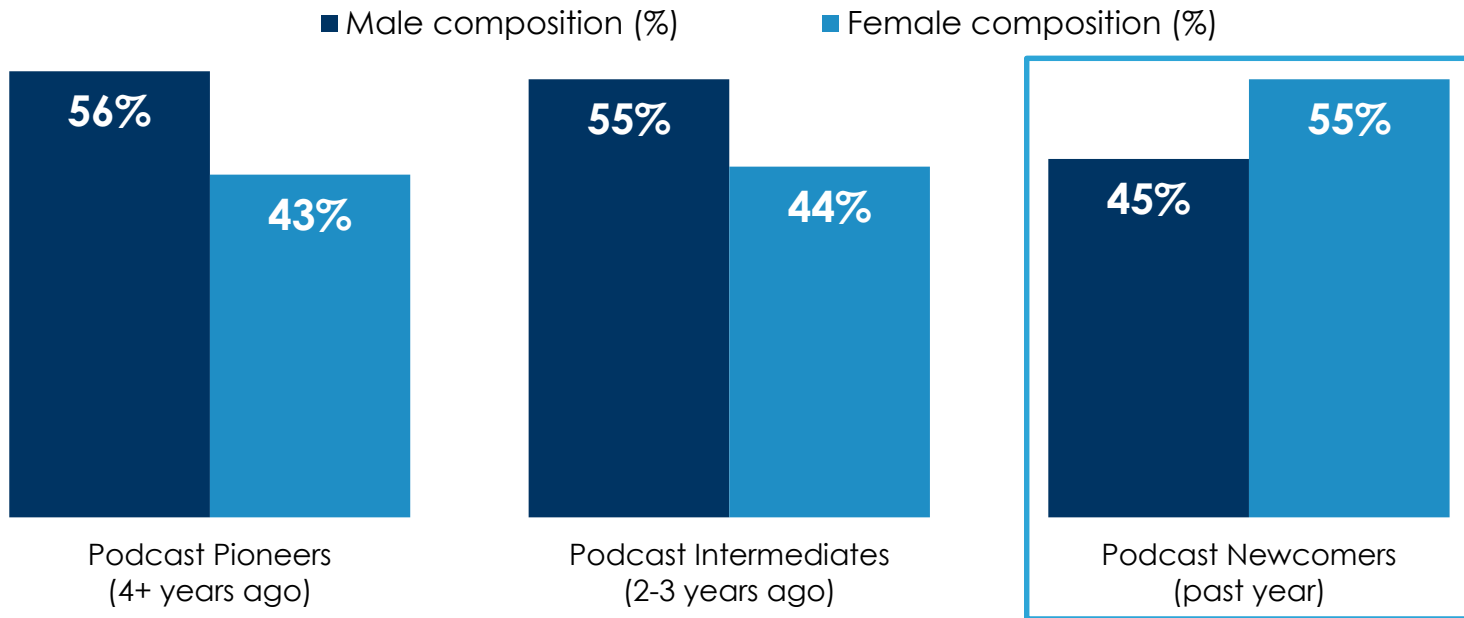
On average, weekly podcast consumers listen to

**4.9**

different shows per week

# Women are more likely to be among Podcast Newcomers

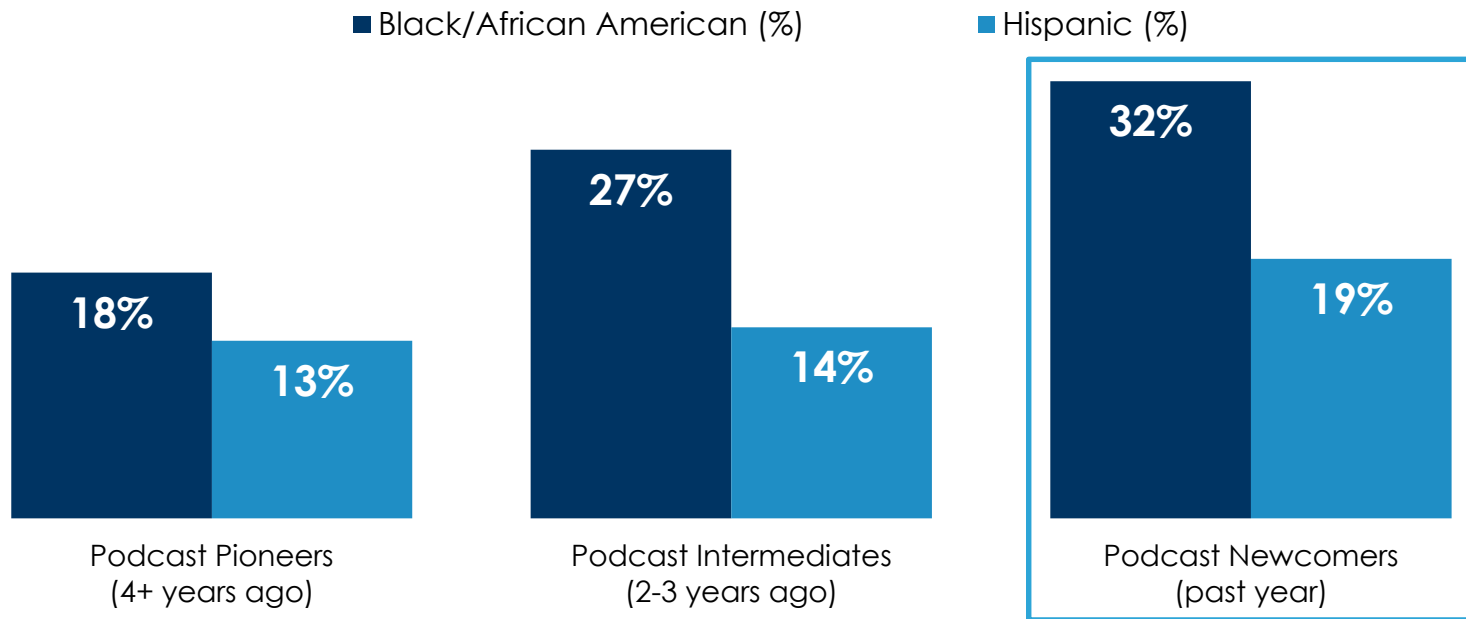
Q: "When did you first start listening to podcasts?" – gender composition (%)



**How to read:** 51% of Podcast Intermediates (those who began listening 2-3 years ago) are men.

# Podcast Newcomers are more likely to be Black/African American and Hispanic; Half of newcomers are multicultural

Q: "When did you first start listening to podcasts?" – race/ethnicity composition (%)

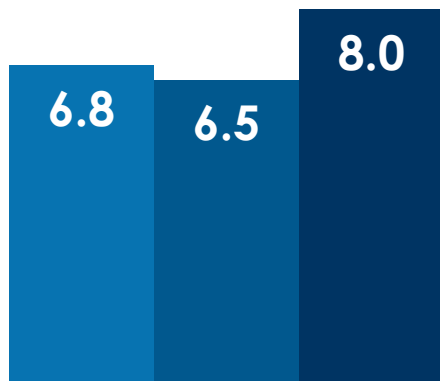


**How to read:** 27% of Podcast Intermediates (those who began listening 2-3 years ago) are Black/African American

# Podcast Pioneers listen to more podcasts and spend more time with podcasts versus Podcast Newcomers

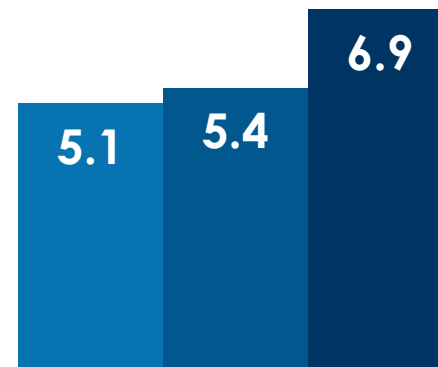
Pioneers spend +18% more time with podcasts than Newcomers

Average time (hours) spent with podcasts/past week



Pioneers listen to +35% more podcast episodes than Newcomers

Average number of podcasts episodes listened to/past week



■ Podcast Newcomers (past year)   ■ Podcast Intermediates (2-3 years ago)   ■ Podcast Pioneers (4+ years ago)

**How to read:** Podcast Newcomers spent an average of 6.8 hours with podcasts/past week.

# Once you're in, you're in: Even Podcast Newcomers listen to 5 average shows (distinct podcast titles) per week

## Average number of weekly shows

(Pioneers 4+ years)

5.3

(Intermediates 2-3 years)

4.5

(Newcomers <1 year)

4.7

(Heavy consumers  
6+ hours)

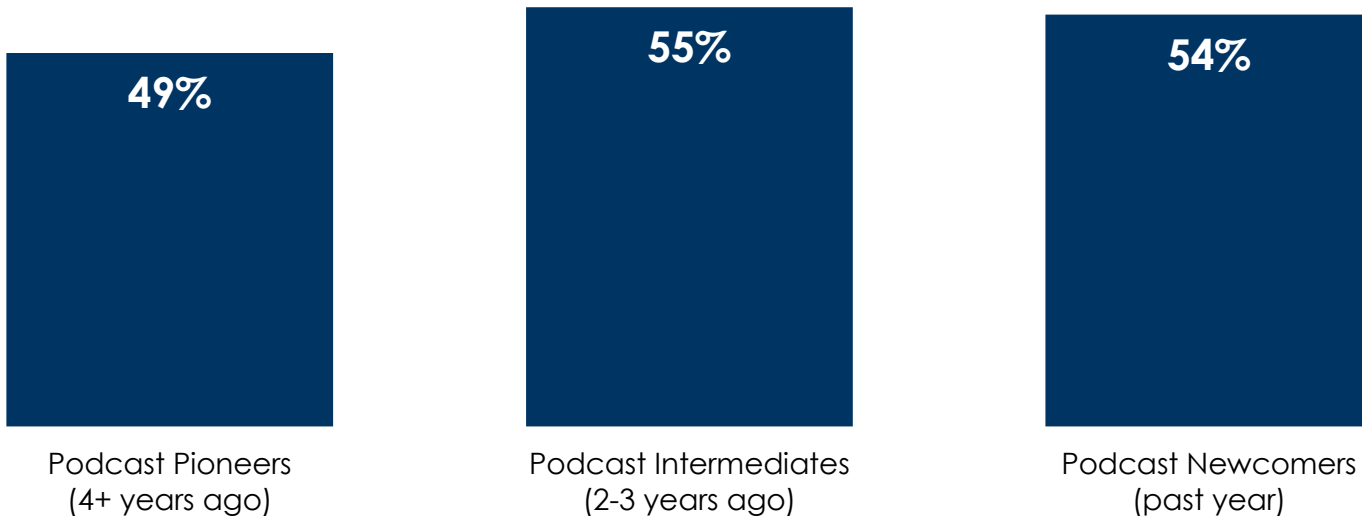
6.3

Q: "How many podcast shows have you listened to in the past week?"



# Podcast Newcomers aren't the only ones finding new podcasts to listen to

Q: "Have you started listening to any new podcasts over the past 3 months?"  
(% who said yes)



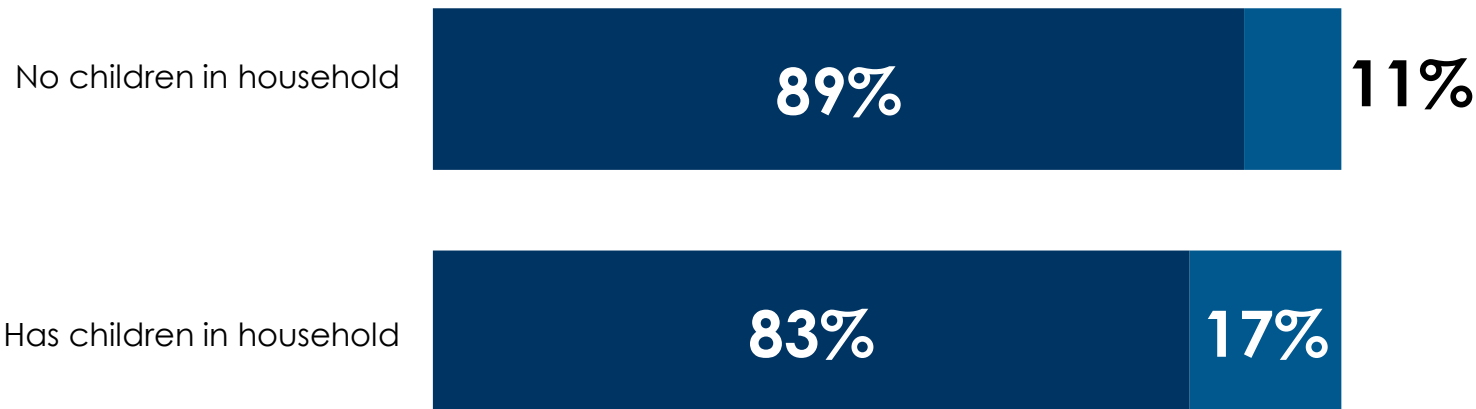
**How to read:** 49% of Podcast Pioneers have started listening to new podcasts in the past 3 months.



# Weekly podcast consumers with children in the household spend more time listening to podcasts with others

Q: "Of all the podcast listening you do, what percentage would you say you do by yourself and with others?"

■ By myself ■ With others



**How to read:** Weekly podcast consumers with children in the household spend 83% of their time listening by themselves.

# Men, heavy podcast consumers, and those who prefer video podcasts in the background are more likely to have a side hustle

Among weekly podcast consumers

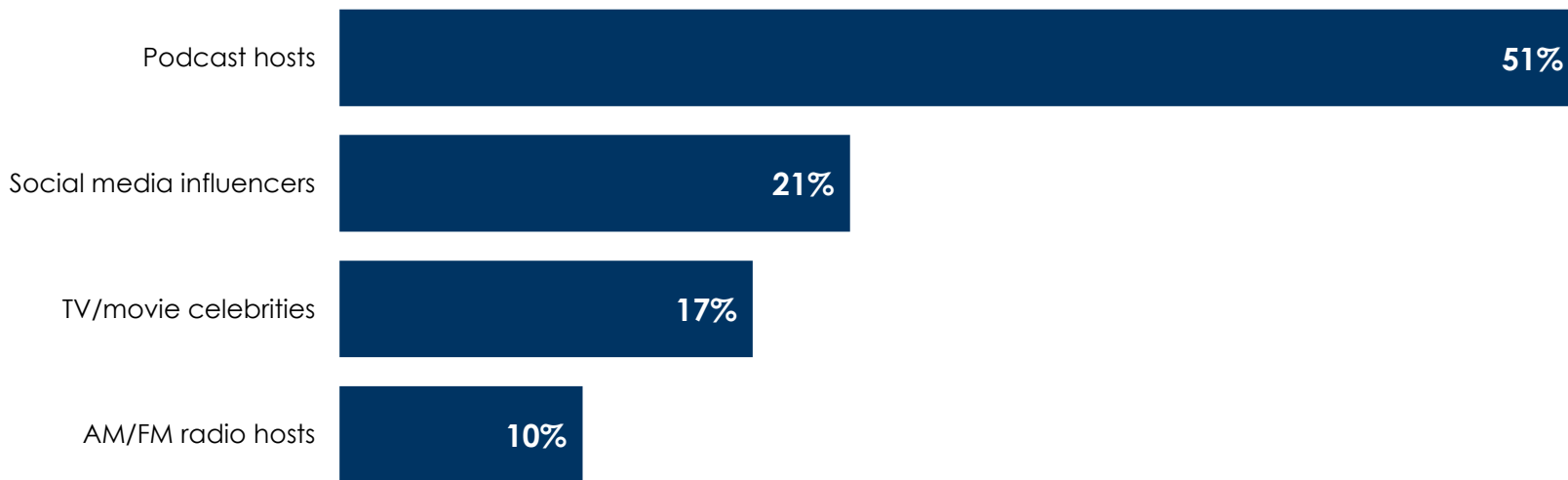
Q: Do you currently have a side hustle or gig that you do for yourself in addition to your regular occupation, to supplement your income?

% who said 'yes'

Total	40%
Men	<b>43%</b>
Women	37%
Heavy podcast consumers	<b>47%</b>
Prefer audio only	30%
Prefer video in the background	<b>51%</b>
Prefer actively watching	40%

# Weekly podcast consumers find podcast hosts more influential than social media influencers and celebrities

Q: “From the list below, whose influencer matters most to you?”  
(% of weekly podcast consumers)



**How to read:** 51% of weekly podcast consumers say they find podcast hosts influence matters most to them.

**The majority of podcast consumers have no problem with unsuitable language in podcasts.**

# As an opt-in medium, unsuitable language and graphic content is not an issue for podcast consumers

Among weekly podcast consumers

No objections to unsuitable language

70%

of weekly podcast consumers have **no problem** listening to podcasts with language or content that might be considered **unsuitable/objectionable** on TV or AM/FM radio

Unlikely to turn off unsuitable language

47%

Said they **disagreed**, "If I hear language that I find to be unsuitable/objectionable on a podcast, I **turn it off**"

Unlikely to turn off True Crime podcasts with graphic content

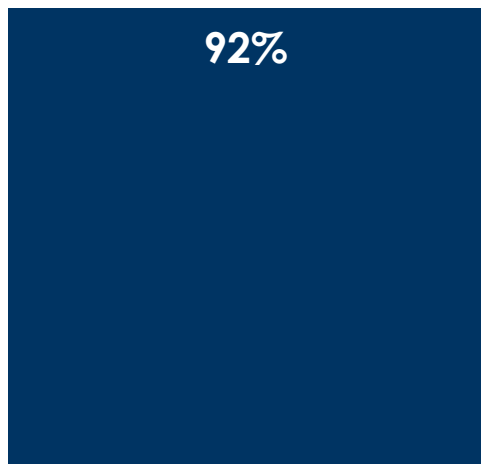
68%

Said they **disagreed**, "If there is a disclaimer about **graphic content/language** before the True Crime podcast I am listening to, I **turn the podcast off**"

**Podcasts reach voters.**

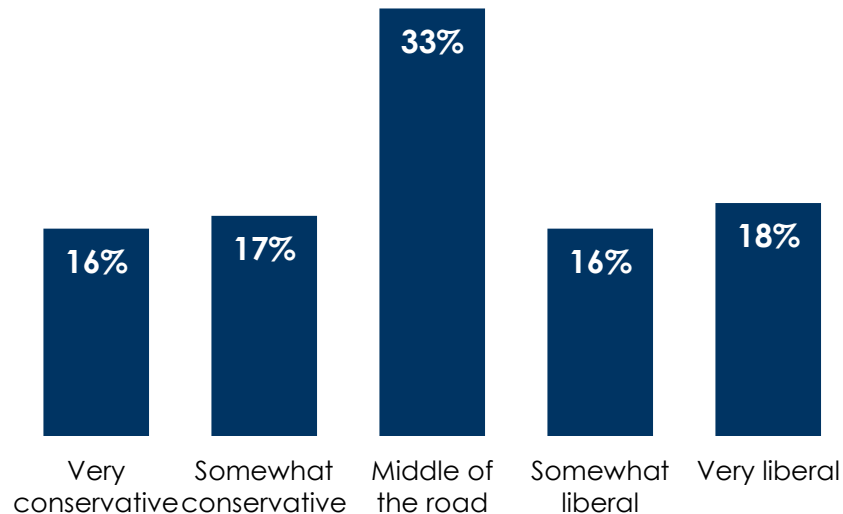
# Weekly podcast consumers are registered voters and evenly split among the spectrum of liberal to conservative

Q: “Are you registered to vote in your district of residence?”  
(% who said yes)



Total weekly podcast consumers

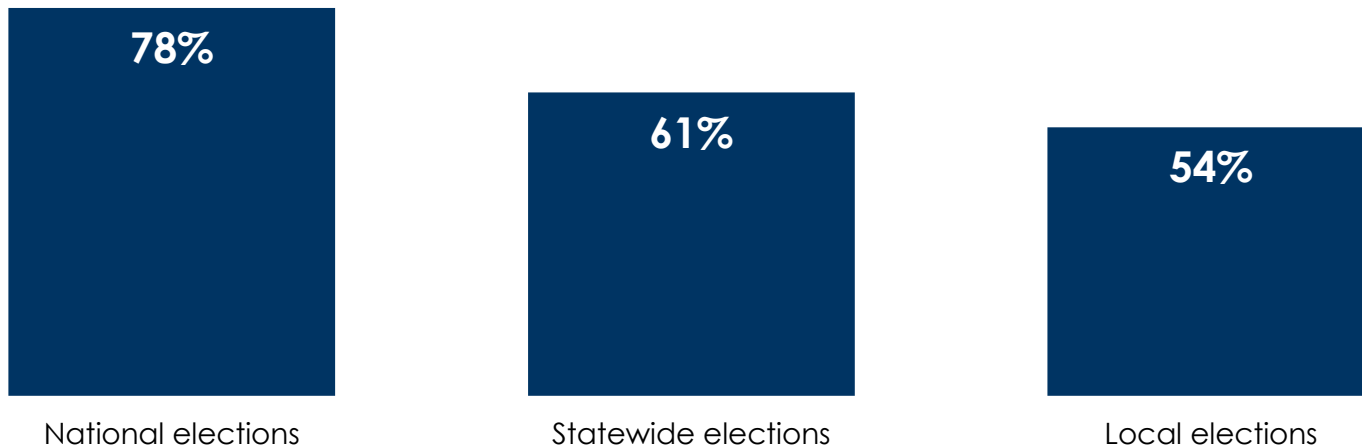
Q: “Thinking of your political outlook, which best describes how you usually think of yourself?”



**How to read:** 17% of podcast consumers consider themselves “somewhat conservative.”

# Over 3 in 4 weekly podcast consumers always vote in national elections

Q: "How often do you vote in the following types of elections?"  
(% who said always)

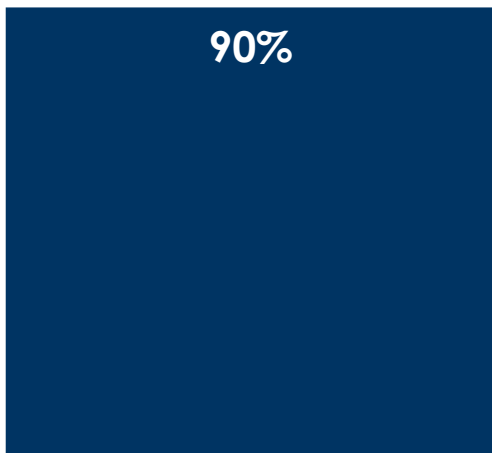


**How to read:** 78% of weekly podcast consumers say they always vote in national elections.

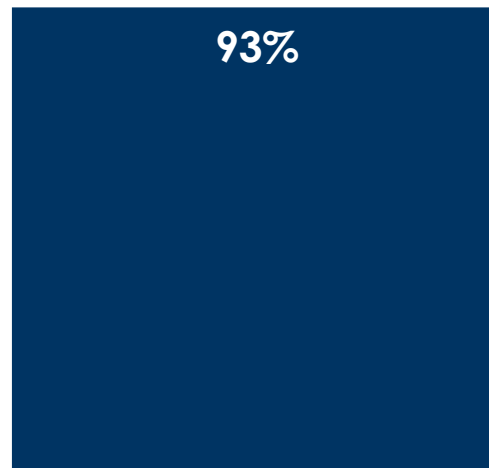


# Weekly podcast consumers planned on voting in 2024

Q: "Do you plan on voting in the 2024 election?"  
(% who said yes)



Total weekly podcast consumers



Heavy podcast consumers

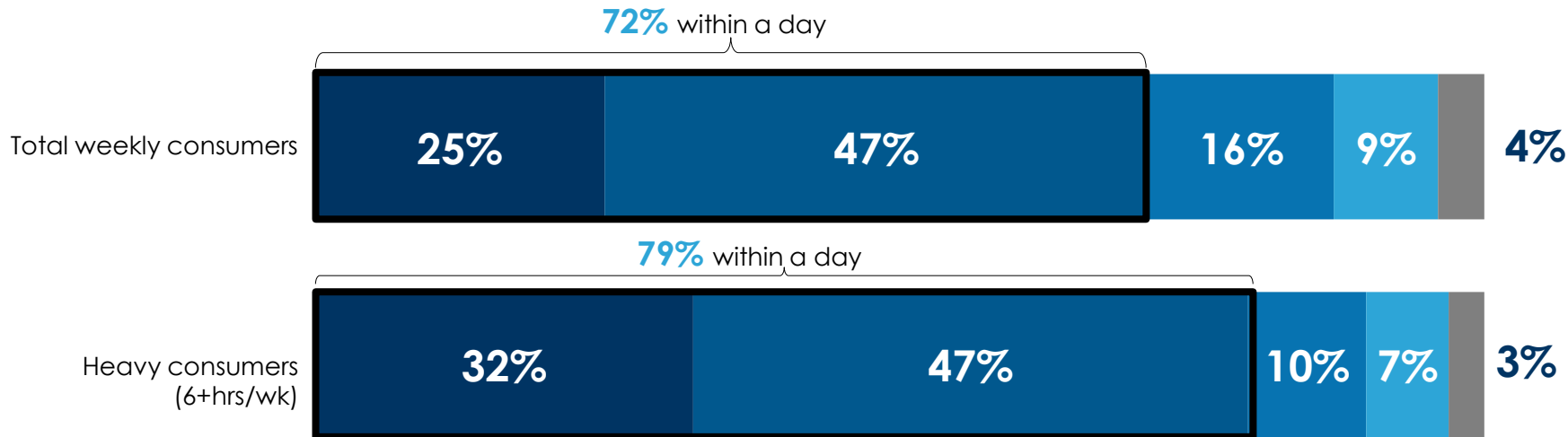
**How to read:** 90% of weekly podcast consumers said they planned on voting in the 2024 election.

**Podcast Pioneers and women like to go  
back to listen to old episodes and  
episodes they missed.**

# Over two-thirds of weekly podcast consumers and four-fifths of heavy podcast consumers listen to new episodes within 24 hours

Q: “Thinking about your favorite podcasts, which of the following describes how you listen?”

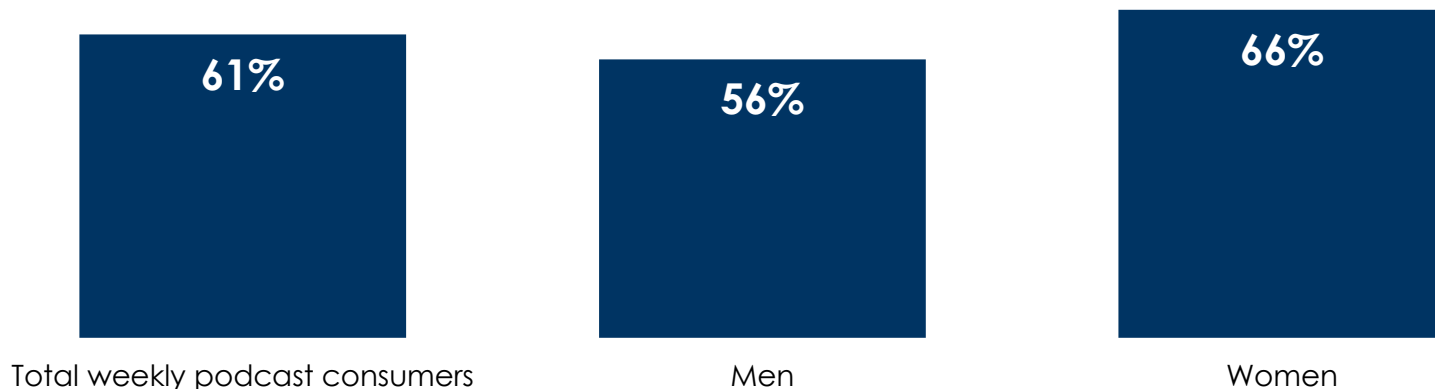
■ Listen immediately after release ■ Within 24 hours ■ 1 to 3 days after release ■ 4 to 7 days after release ■ More than 7 days



**How to read:** 25% of weekly podcast consumers selected “I listen to the podcast immediately after it is released.”

# Women are more likely to go back and listen to older episodes when they start listening to a new podcast

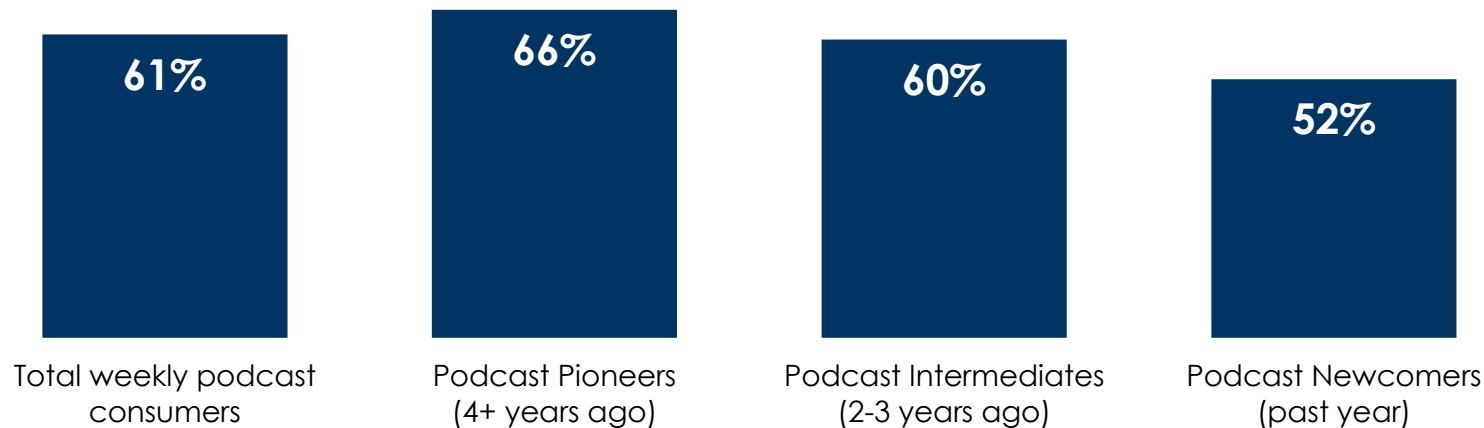
Q: “When you start listening to a new podcast do you listen to only current episodes, or do you go back and listen to older ones?” (% who said ‘go back and listen to older ones’)



**How to read:** 61% of weekly podcast consumers say they would go back and listen to older episodes.

# Podcast Pioneers are more likely to go back and listen to older episodes when they start listening to a new podcast

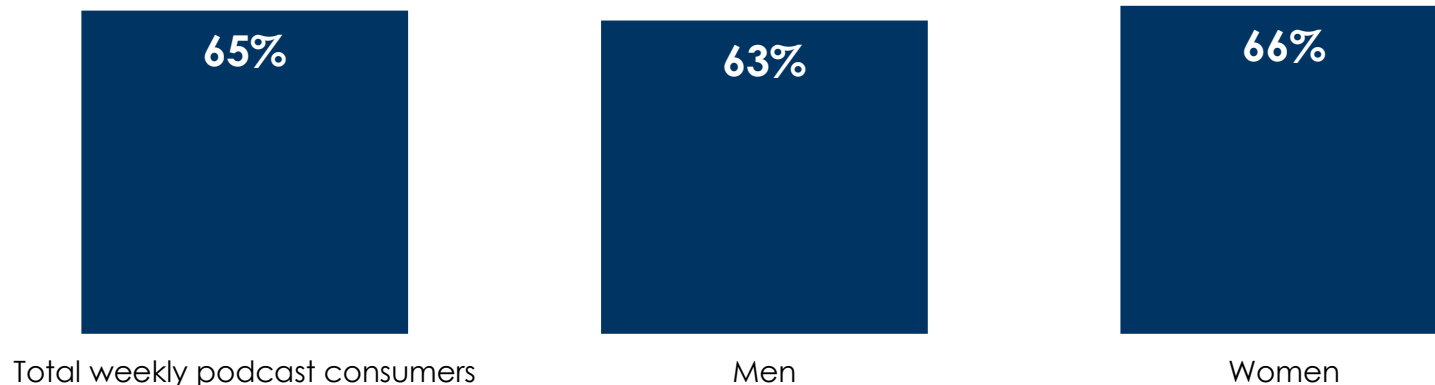
Q: “When you start listening to a new podcast do you listen to only current episodes, or do you go back and listen to older ones?” (% who said ‘go back and listen to older ones’)



**How to read:** 66% of Podcast Pioneers say they would go back and listen to older episodes.

# Women are more likely to go back and listen to episodes they've missed

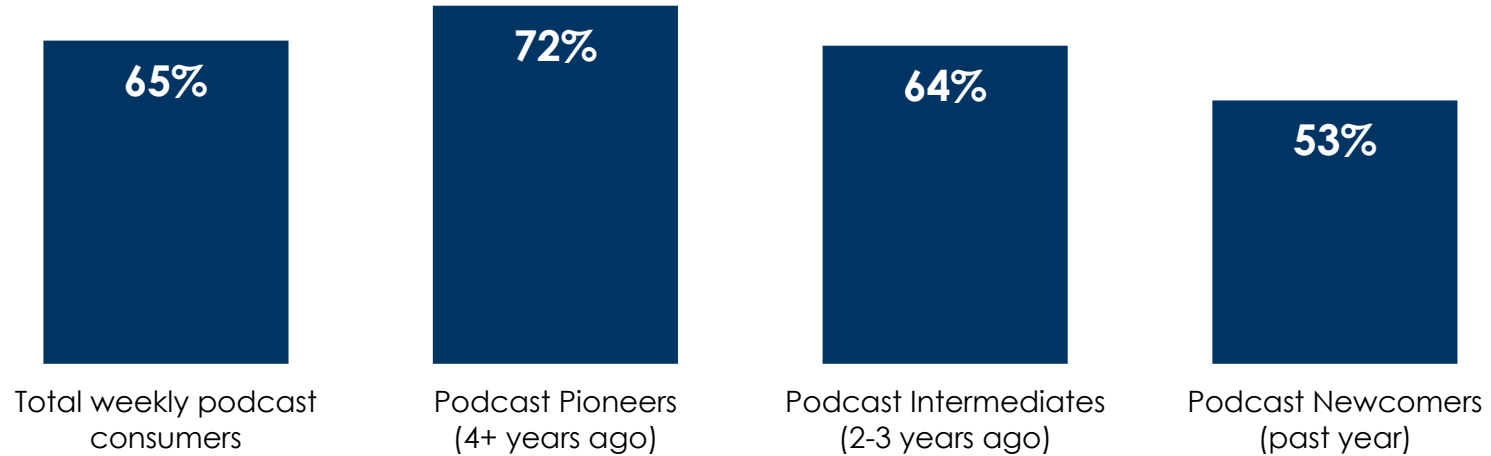
Q: "Thinking of the podcasts you usually listen to, do you go back and listen to podcasts you've missed?"  
(% who said 'go back and listen to episodes I've missed')



**How to read:** 65% of weekly podcast consumers say they would go back and listen to episodes they've missed.

# Podcast Pioneers are more likely to go back and listen to episodes they've missed

Q: "Thinking of the podcasts you usually listen to, do you go back and listen to podcasts you've missed?"  
(% who said 'go back and listen to episodes I've missed')



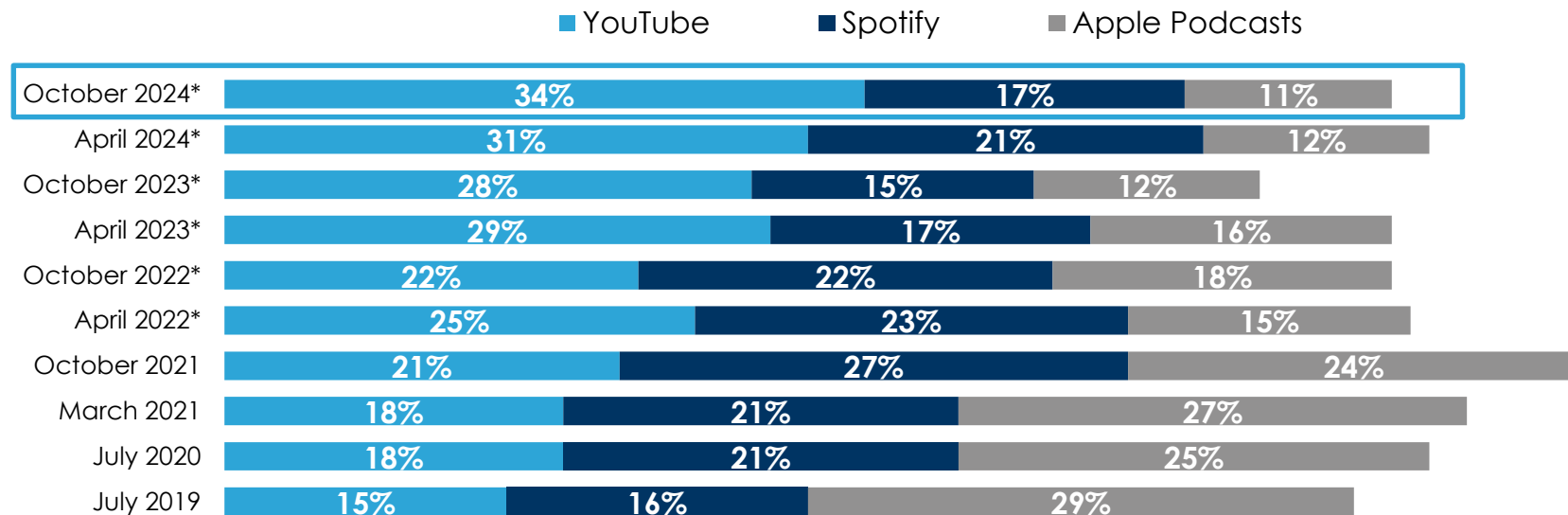
**How to read:** 72% of Podcast Pioneers say they would go back and listen to episodes they've missed.

**More disruption in podcast platform wars: Video podcasts and YouTube continue to grow as a podcast platform.**



# YouTube as a podcast platform reaches an all time high

% of weekly podcast consumers who use platform the most for podcast consumption



\* April 2022, October 2022, April 2023, October 2023, April 2024, and October 2024 surveys include those who watch podcasts weekly in addition to weekly listening (13% of sample).

**How to read:** 34% of weekly podcast consumers used YouTube the most in October 2024. The big three make up 62% of weekly podcast consumers' most used platforms in October 2024.

# Triton Digital: YouTube grows as most used platform over the past year while Spotify softens

Q: “Which of the following places do you use *the most* to access the podcasts you listen to?”  
 (% of weekly podcast consumers, Triton Digital Podcast Metrics Demos+)

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
YouTube	27%	28%	26%	28%	29%	33%	34%	34%	30%	34%
Spotify	27%	25%	27%	26%	22%	25%	26%	27%	28%	27%
Apple Podcasts/ iTunes	19%	16%	14%	15%	16%	16%	12%	13%	14%	12%

**How to read:** 34% of weekly podcast consumers in the Triton Digital Podcast Metrics Demos+ study from Q3 2024 used YouTube the most to access podcasts.

# A tale of three studies: Weekly podcast consumers use YouTube and Spotify most often

% of weekly podcast consumers who use platform the most for podcast consumption

Cumulus Media and Signal Hill Insights'  
Podcast Download – October 2024



Triton Digital Podcast Metrics  
Demost+ - Q3 2024



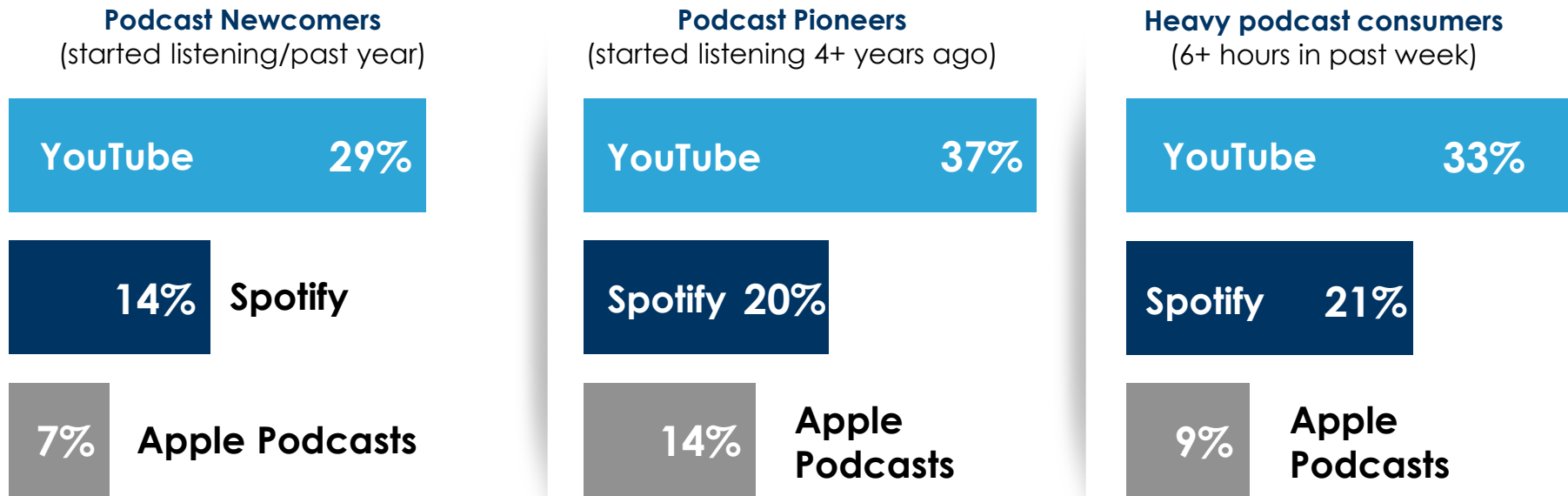
Edison Podcast Metrics  
Q3 2024



**How to read:** 34% of weekly podcast consumers in the Triton Digital Podcast Metrics Demost+ study used YouTube the most to access podcasts.

# YouTube is the #1 most used platform among consumers regardless of tenure or heavy use

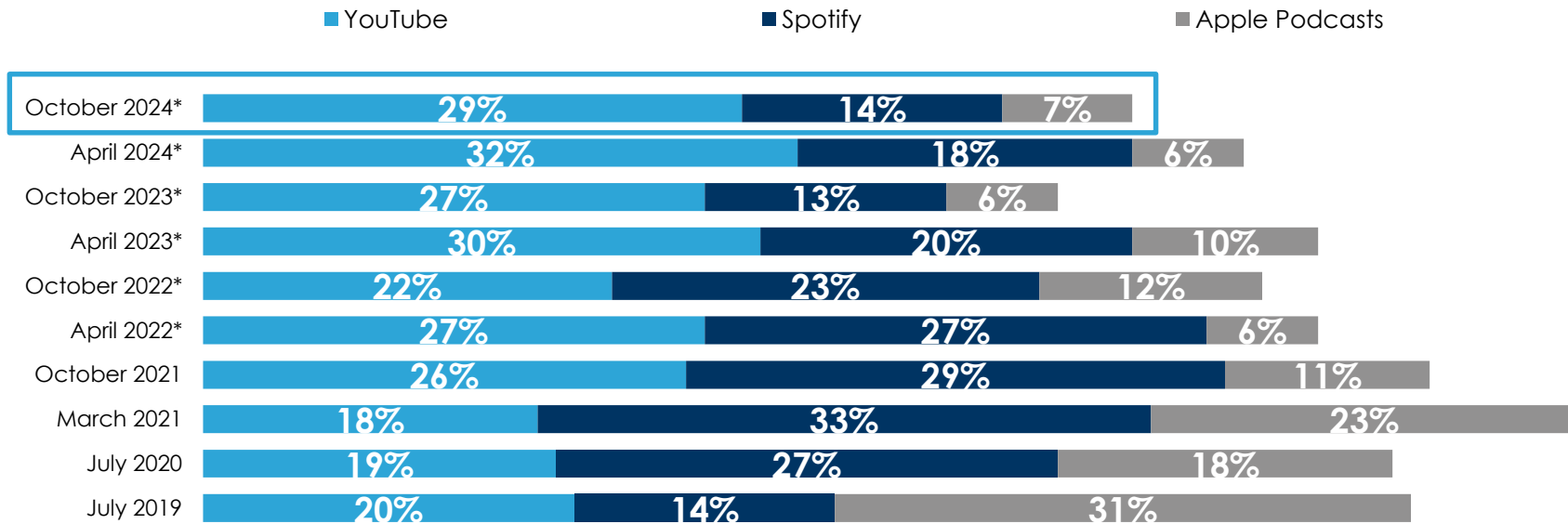
% of weekly podcast consumers who use platform the most for podcast consumption



**How to read:** 29% of Podcast Newcomers use YouTube the most to access podcasts.

# Among Podcast Newcomers: YouTube and Spotify have been growing among at the expense of Apple Podcasts

% of Podcast Newcomers who use platform the most for podcast consumption



\* April 2022, October 2022, April 2023, October 2023, April 2024, and October 2024 surveys include those who watch podcasts weekly in addition to weekly listening (13% of sample).

**How to read:** 29% of Podcast Newcomers (started listening/past year) used YouTube the most in October 2024.

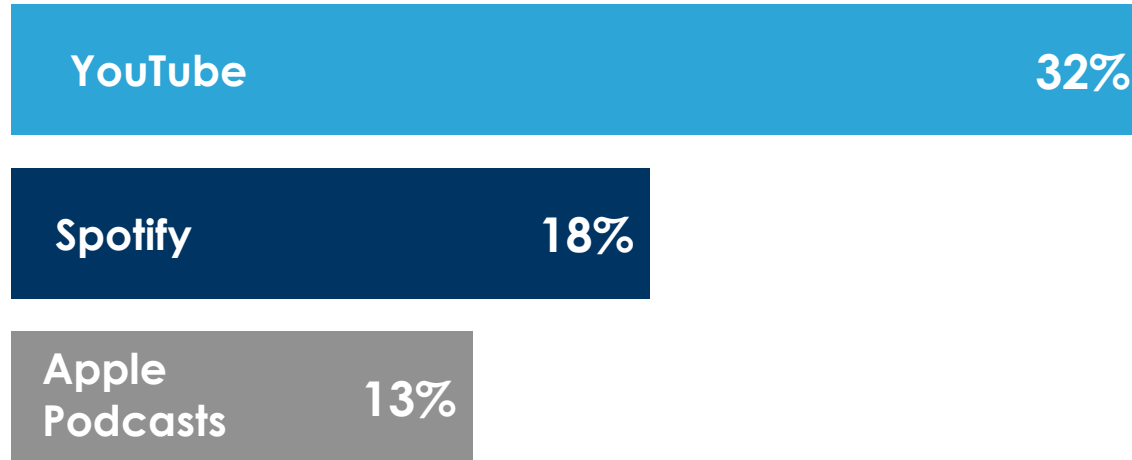
# Spotify skews young, Apple skews to Podcast Pioneers and YouTube leans male (60%)

	Q: "Which of the following places do you use the most to access the podcasts you listen to?"			
	Total weekly U.S. podcast consumers	% of weekly podcast consumers, by most used		
		YouTube	Spotify	Apple Podcasts
18-34	42%	43%	<b>56%</b>	38%
35-49	29%	29%	27%	31%
50+	28%	28%	17%	31%
Mean age	40.8	40.9	36.1	42.1
% male	53%	<b>58%</b>	51%	49%
% female	47%	41%	46%	51%
% non-binary	<1%	1%	3%	-
Podcast Newcomers	26%	22%	22%	16%
Podcast Intermediates	28%	28%	25%	25%
Podcast Pioneers	46%	50%	54%	<b>59%</b>

**How to read:** 58% of weekly podcast consumers who use YouTube the most to listen to podcasts are male.

# YouTube is #1 for podcast discovery

% of weekly podcast consumers who listened to a new podcast in past 6 months who used place/app start listening to their latest podcast



**How to read:** 32% of weekly podcast consumers who listened to a new podcast in the past 6 months, started listening to their latest podcast on YouTube.

# Weekly podcast consumers stick with YouTube for the video element, info/entertainment, recommendations, comments, community, and platform features

Q: “For the podcasts you started on YouTube, why do you continue to watch/listen to any/all of them on YouTube?”  
(% of weekly podcast consumers)



**How to read:** 21% of weekly podcast consumers continue to watch/listen to podcasts they started on YouTube because they like the video part of the podcasts.



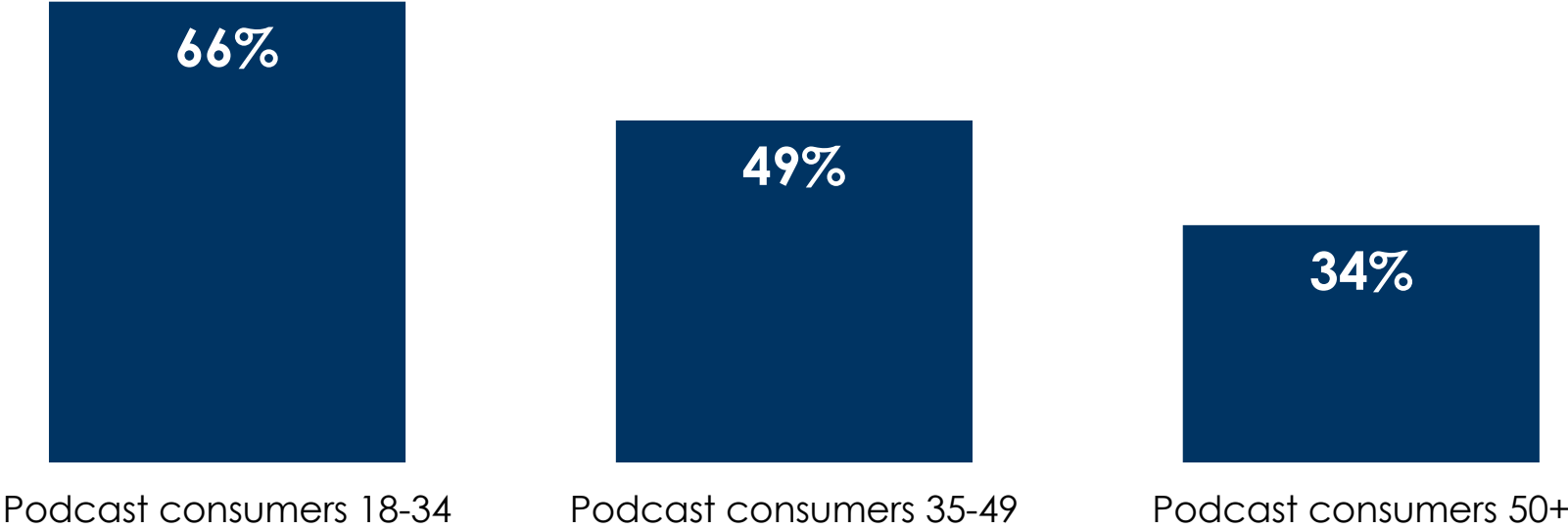
# Edison Podcast Metrics: The vast majority of the Apple and Spotify platform audience uses the smartphone, while a third of YouTube's podcast audience uses laptops and TV

Method used most	Total weekly podcast audience	YouTube	Apple	Spotify
Mobile phone	70%	55%	88%	80%
Computer/laptop	12%	20%	4%	8%
A TV	8%	17%	2%	3%
Tablet	5%	5%	4%	4%
Smart speaker	5%	1%	2%	5%

**18-34 podcast consumers are more inclined to seek out new podcasts.**

# 18-34 podcast consumers are more likely to have started a new podcast in the past 3 months

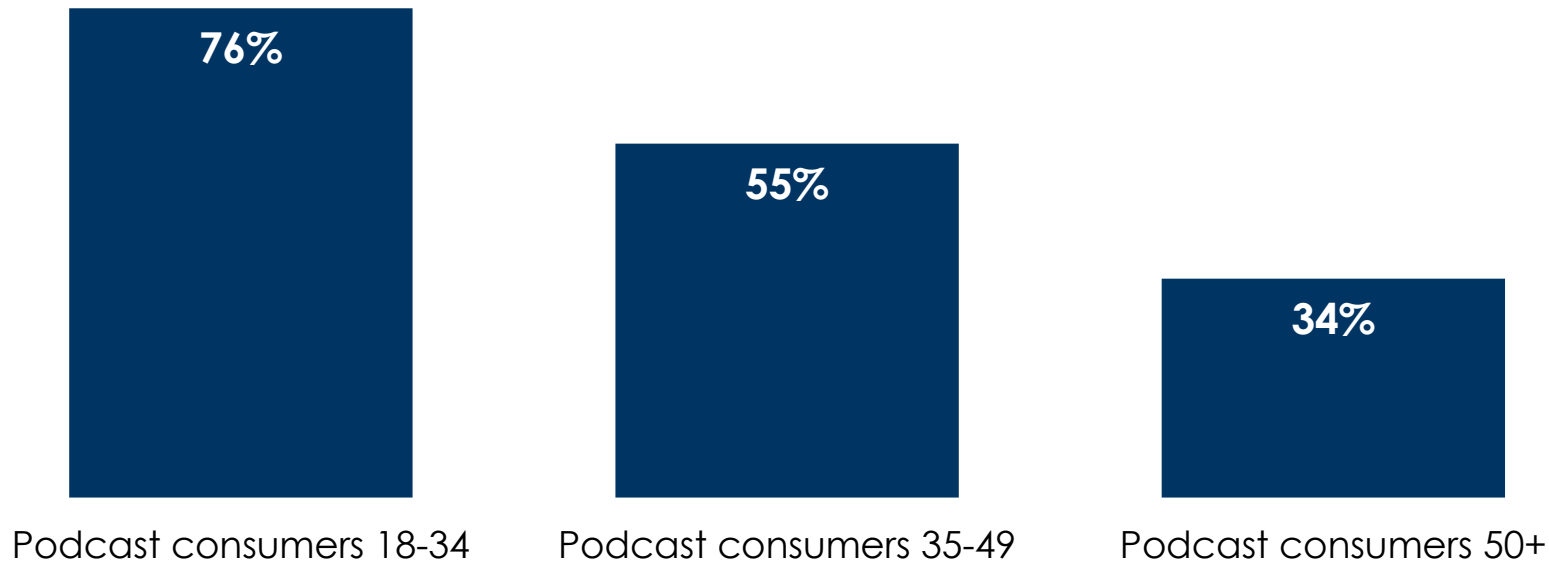
Q: “Have you started listening to any new podcasts over the past 3 months?”  
(% who said yes)



**How to read:** 66% of 18-34 podcast consumers have started listening to new podcasts in the past 3 months.

# 18-34 podcast consumers are more likely to follow their favorite podcast hosts on social media

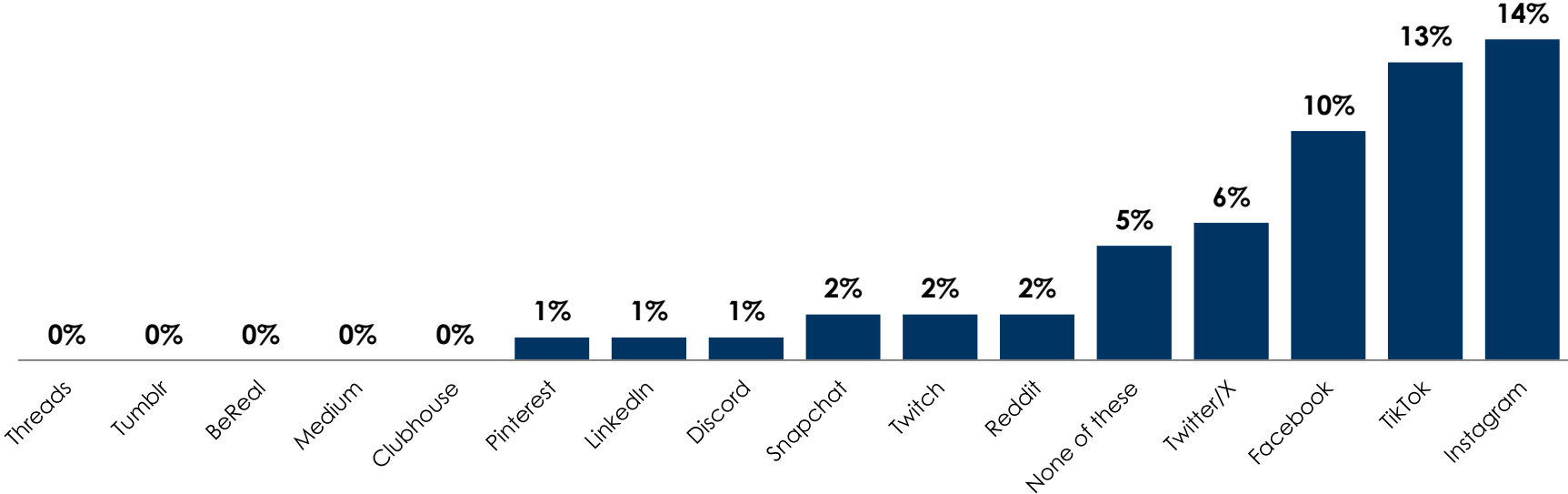
Q: "Do you follow any of your favorite podcast hosts on social media?"  
(% who said yes)



**How to read:** 76% of 18-34 podcast consumers follow their favorite podcast hosts on social media.

# Weekly 18-34 podcast consumers find the most podcasts on Instagram and TikTok

Q: "Where have you found the most podcasts?"  
(% of weekly podcast consumers 18-34)



**How to read:** 13% of weekly 18-34 podcast consumers found the most podcasts on TikTok out of all social media platforms.

# Persons 18-34 are more likely to have a side hustle

Among weekly podcast consumers

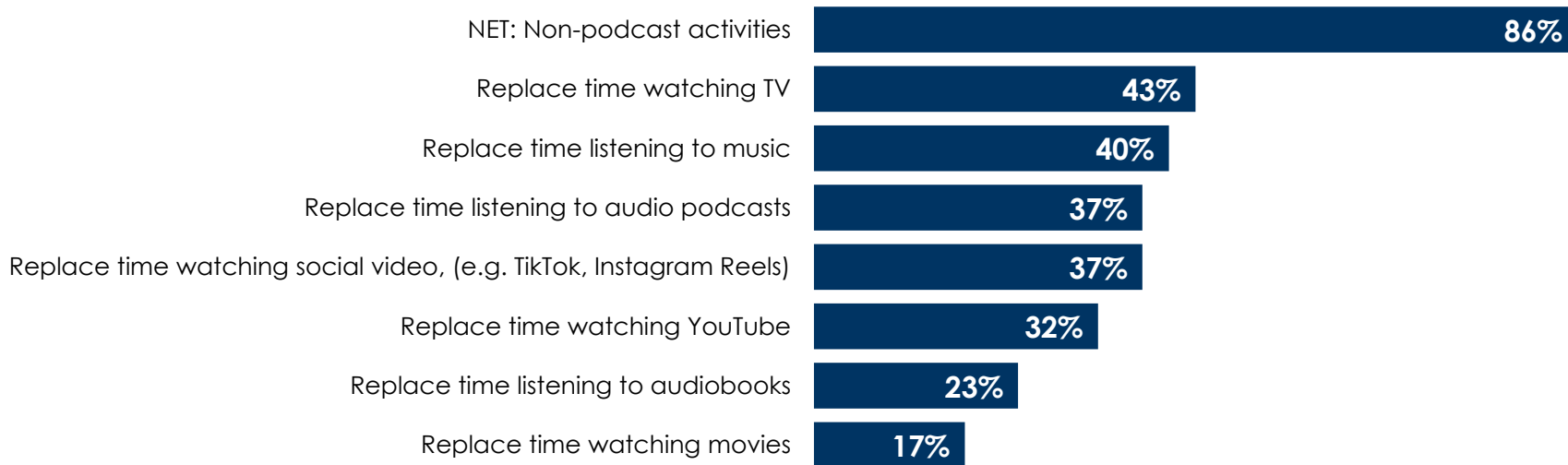
Q: Do you currently have a side hustle or gig that you do for yourself in addition to your regular occupation, to supplement your income?

% who said 'yes'

Total	40%
Persons 18-34	<b>58%</b>
Persons 35-49	41%
Persons 50+	13%

# Podcast consumers 18-34: Podcast watching is more likely to replace time spent with non-podcast activities

Q: “Does watching a podcast replace time you would spend watching or listening to something else?”  
(% of weekly podcast consumers 18-34)



**How to read:** 43% of weekly podcast consumers 18-34 replace time spent watching TV with watching podcasts.

**Content wears the crown:  
YouTube podcast consumers are  
not tied to the platform.**



# More than half of YouTube podcast consumers listen to the same shows on other platforms

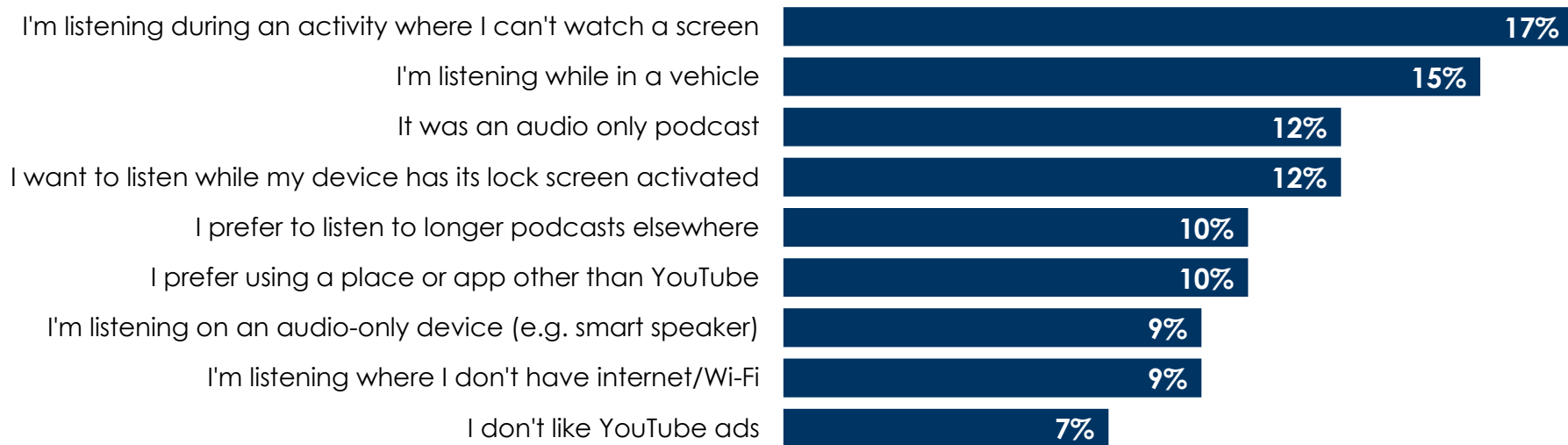
Q: “Again, think about all of the podcasts you listen to/watch on YouTube. Do you ever listen to the same podcasts in another place?”  
(% who have listened to/watched podcasts on YouTube)



**How to read:** 55% of weekly podcast consumers who have listened to/watched podcasts on YouTube say they have listened to the same podcasts they listen to/watch on YouTube in another place.

# Utility is the main reason podcast consumers listen to the same podcasts on platforms in addition to YouTube

Q: “Why do you listen to these podcasts somewhere other than YouTube?”  
(% of weekly podcast consumers)

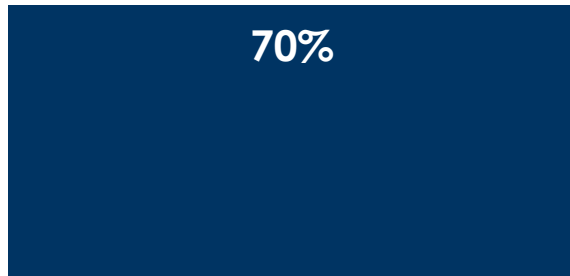


**How to read:** 17% of weekly podcast consumers listen to the same podcasts they watch on YouTube on other platforms because they are listening while in a vehicle.

# YouTube podcast consumers will switch platforms to follow their shows

Q: “Think of the podcast you access most often on YouTube. If that podcast were to become available ONLY on another platform (such as Spotify or Apple Podcasts), which best describes how your relationship with that podcast would change?”

(% who have listened to/watched podcasts on YouTube)



I would use the new platform to listen to that podcast



I would stop listening to/watching that podcast and find other content on YouTube

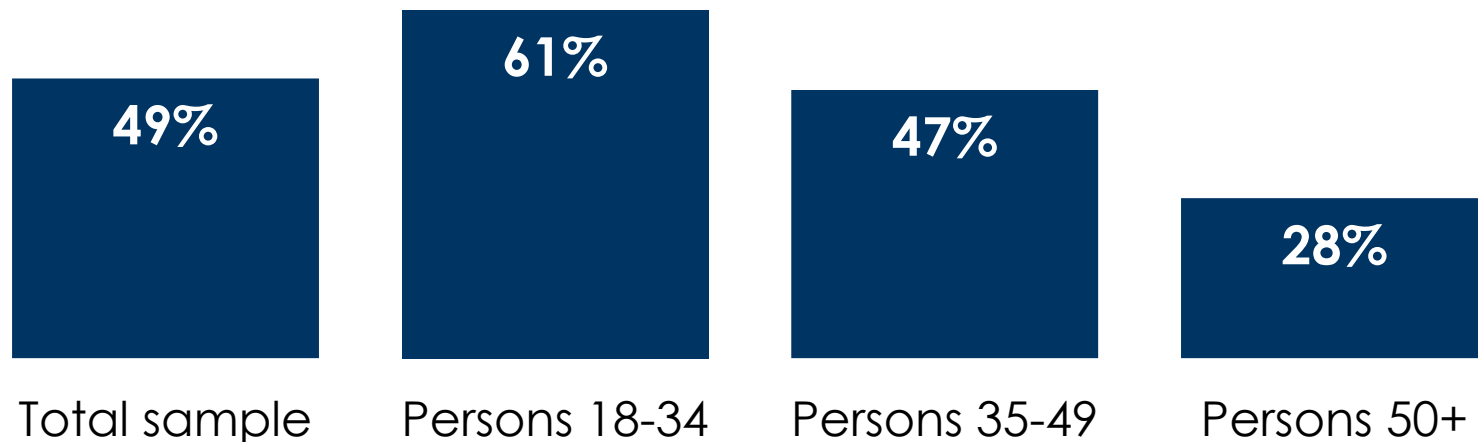
**How to read:** 70% of weekly podcast consumers who have listened to/watched podcasts on YouTube say they would switch platforms from YouTube if a podcast were to become available only on another platform.

# YouTube thumbnails matter: Thumbnails help draw in podcast consumers.



# Persons 18-34 are more likely to consume a podcast on YouTube because of the thumbnail

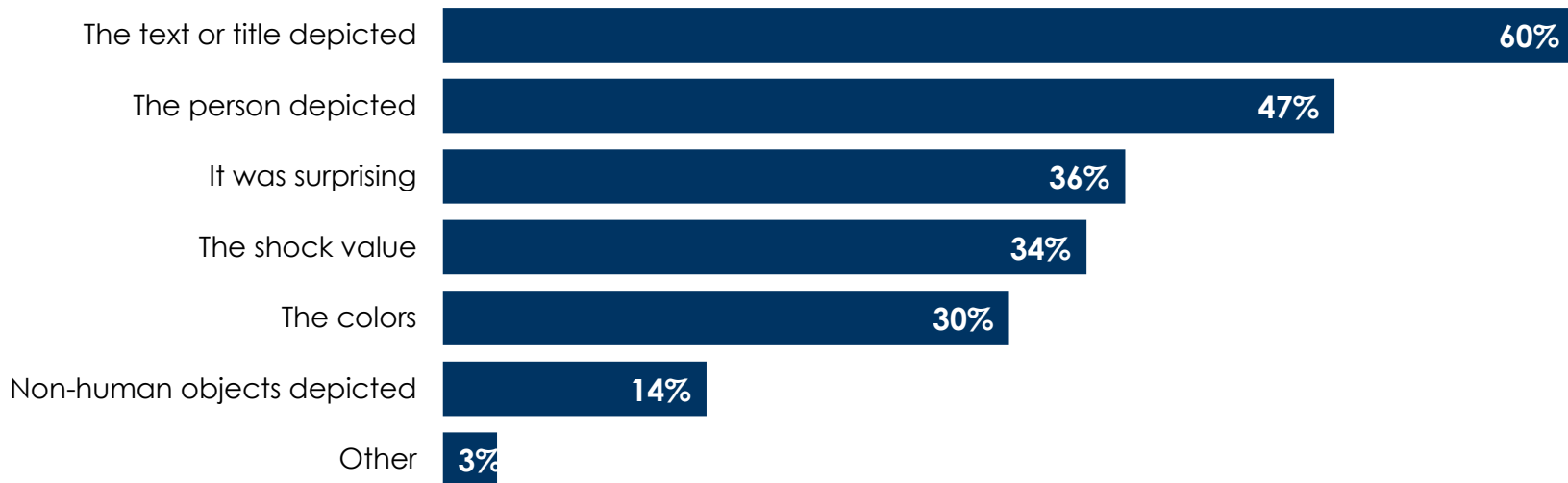
Q: "Have you ever consumed a podcast on YouTube because of the thumbnail?"  
(% who have listened to/watched podcasts on YouTube who said 'yes')



**How to read:** 49% of weekly podcast consumers who have listened to/watched podcasts on YouTube say they have consumed a podcast on YouTube because of the thumbnail.

# The text/title is the biggest reason podcast consumers chose to consume a podcast on YouTube due to the thumbnail

Q: “What about the thumbnail made you consume the podcast?”  
(% who have consumed a podcast on YouTube due to the thumbnail)



**How to read:** 60% of weekly podcast consumers who consumed a podcast on YouTube due to the thumbnail say it was because of the text or title.

A man with short dark hair and a beard is wearing large black over-ear headphones. He is smiling and looking towards the left. He is wearing a dark button-down shirt over a white t-shirt. He is sitting at a desk with a laptop open in front of him. The background is a blurred indoor setting with a bookshelf. The entire image has a blue color overlay.

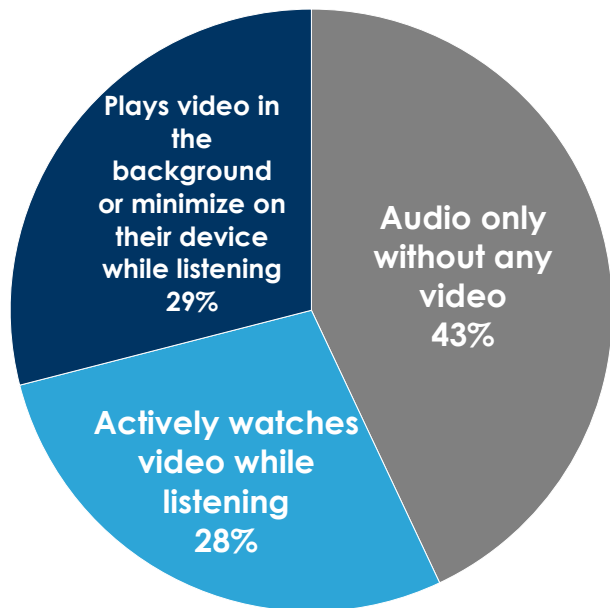
**Podcast watching is a  
growing segment of  
podcast consumption.**

# Watchable podcasts are growing in popularity; 1 in 3 now say they prefer actively watching podcasts with videos

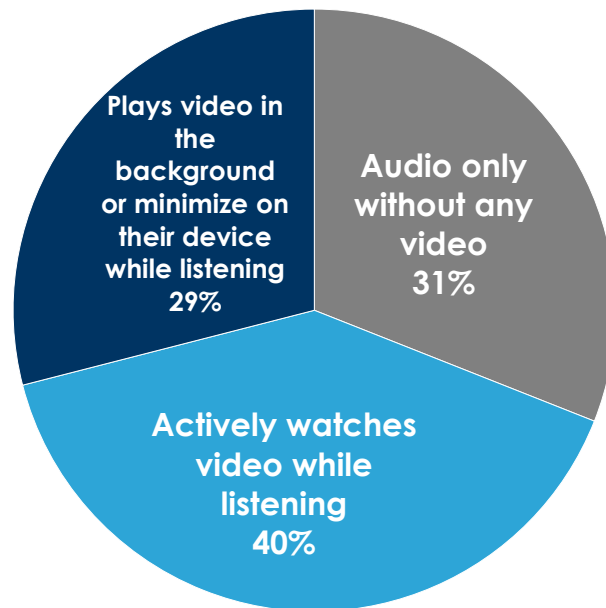
Q: "How do you prefer to listen to podcasts?"

Podcast audience preference in listening

October 2022



October 2024





# Advertiser Perceptions: Advertisers believe that podcast consumers prefer podcasts without video components slightly more than reality

## Podcast audience preference in listening

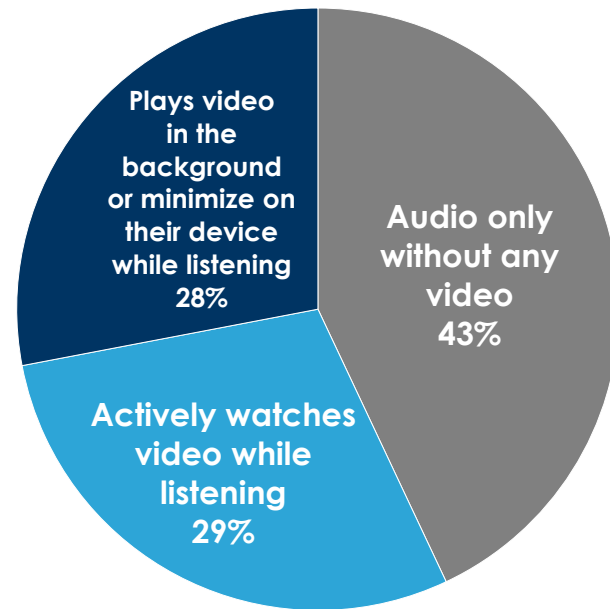
Q: "How do you prefer to listen to podcasts?"



## Advertiser Perceptions July 2024: Podcast audience

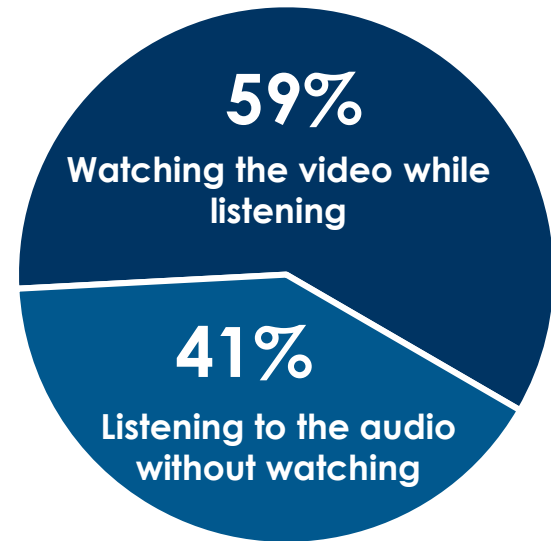
### preference in listening

Q: Of the following three options, what percentage of the podcast audience do you think prefer listening to podcasts in the following ways?



**Podcast consumers like video components but it is not the deciding factor; Consumers will also listen without actively watching**

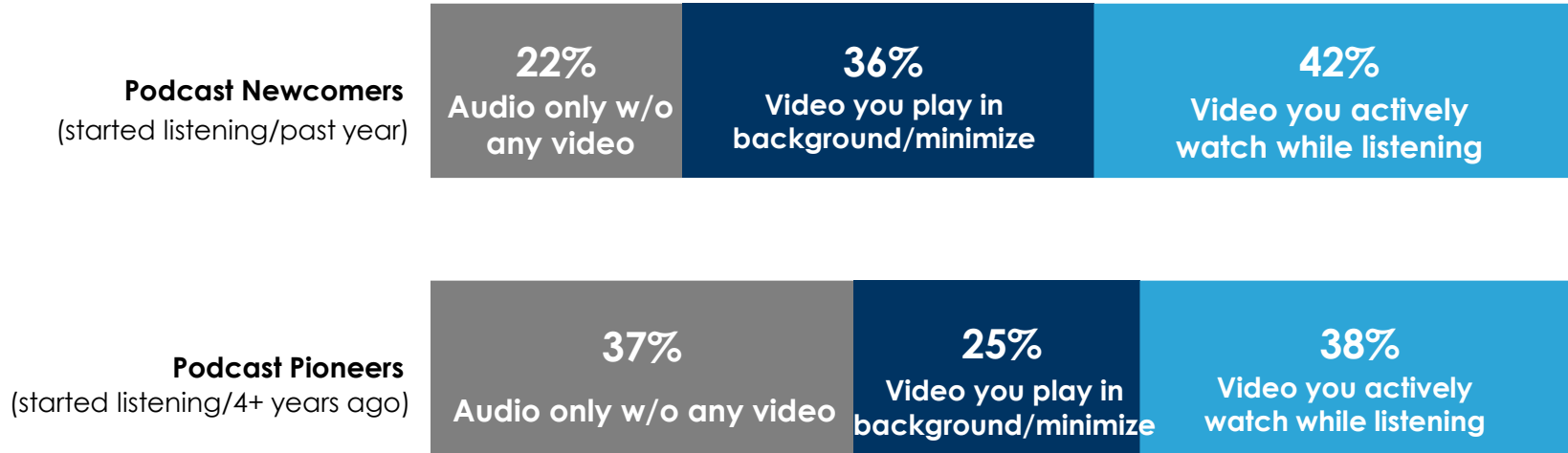
**Average % of time spent accessing podcasts on YouTube**



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report, Cumulus Media, MARU/Matchbox National Study – October 2024; Q: "Thinking about all the time you use YouTube for podcasts, what proportion are you...?"

# Podcast Newcomers are more interested in watchable podcasts

Q: "How do you prefer to listen to podcasts?"

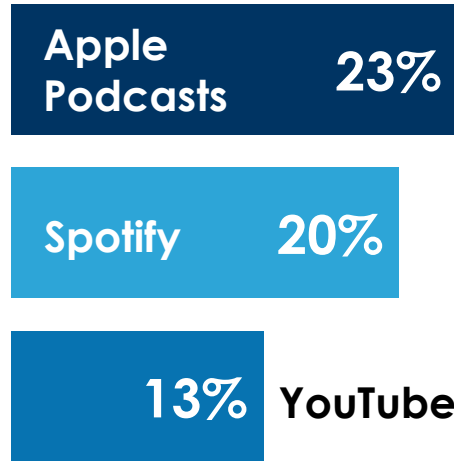


**How to read:** 37% of Podcast Pioneers prefer audio-only podcasts.

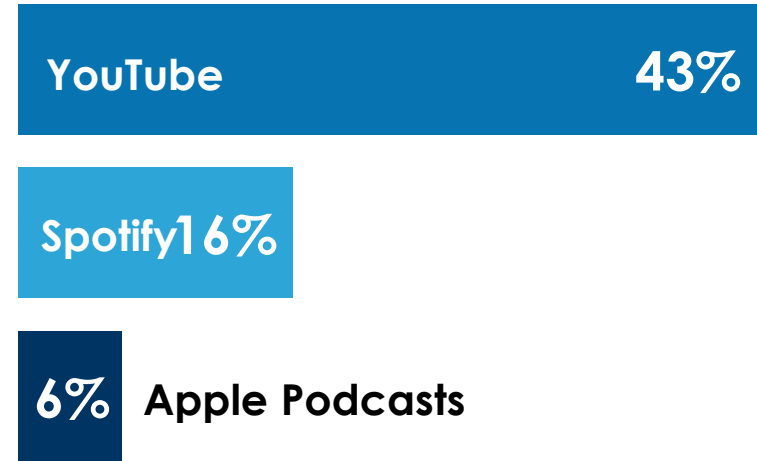
# Preference for watchable video is a key driver in platform used most: YouTube is a runaway #1 among podcast consumers who prefer video

% of weekly podcast consumers who use platform the most for podcast consumption

Among people who prefer podcasts with audio only  
(31% of total weekly consumers)



Among people who prefer podcasts with video you actively watch or minimize/listen in background  
(69% of total weekly consumers)

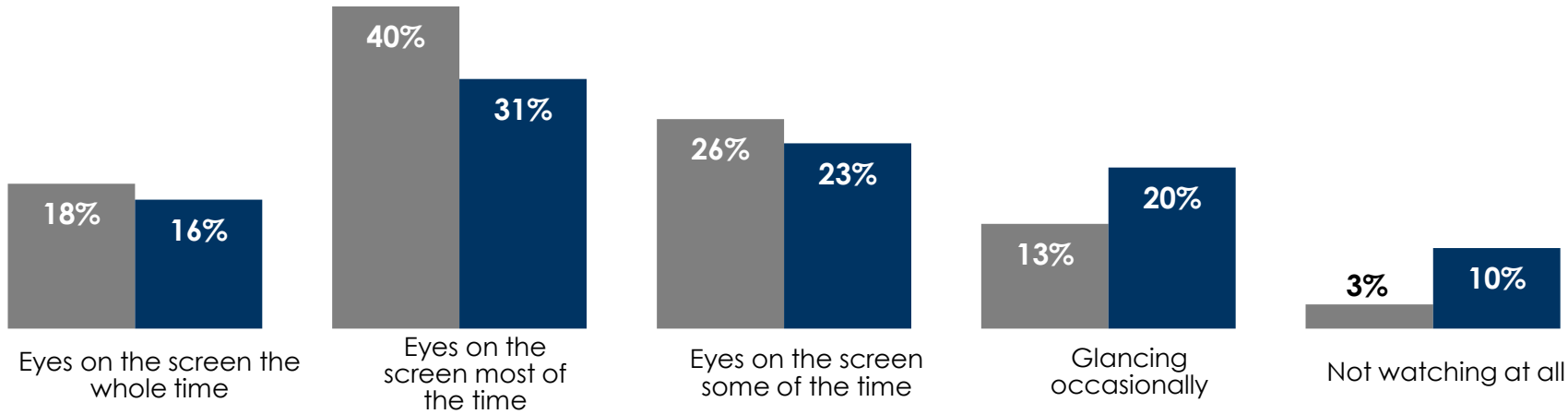


**How to read:** 43% of weekly podcast consumers who prefer podcasts with video name YouTube as the podcast platform they use the most.

# Podcast consumers who watch video podcasts often have eyes on the screen with over 7 in 10 looking at the screen at least some of the time, even during ads

Q: "How would you describe how often your eyes are on the screen (e.g., phone screen, laptop screen, TV screen) while the podcast episode is playing?"  
(% of weekly podcast consumers who watch podcasts)

■ During the episode                      ■ During the ad



**How to read:** 40% of podcast consumers who watch podcasts say they keep their eyes on the screen most of time while watching an episode.

# Over the past three years, podcast watchers are increasing their time spent with eyes on the screen

Q: "Since you watched a podcast before, how would you describe how often your eyes are on the screen (e.g., phone screen, laptop screen, TV screen) while the podcast episode is playing?"  
 (% of weekly podcast consumers who watch podcasts)

	October 2021	October 2024
Eyes on the screen the whole time	11%	18%
Eyes on the screen most of the time	39%	40%
Eyes on the screen some of the time	34%	26%
Glancing occasionally	15%	13%
Not watching at all	1%	3%

**How to read:** In October 2024, 18% of weekly podcast consumers who watch podcasts say they have their eyes on the screen the whole time while watching podcasts.

# Podcast video ads are seen more: TV ads aren't seen 61% of the time

% of time TV ads are airing

Eyes on the screen

**39%**



Eyes on a second screen

**40%**



Out of the room

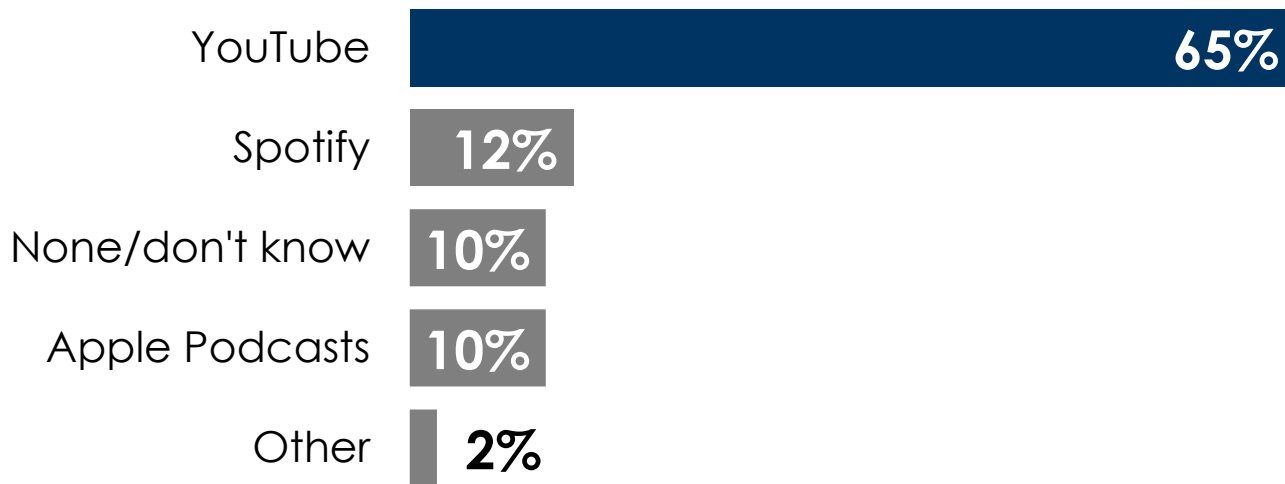
**21%**



# Weekly podcast consumers overwhelmingly associate YouTube with watching podcasts

Q: "Please identify which podcast platform or platforms, if any, you would associate with each of the following? Can watch as well as listen to podcasts."

(% of total weekly consumers)

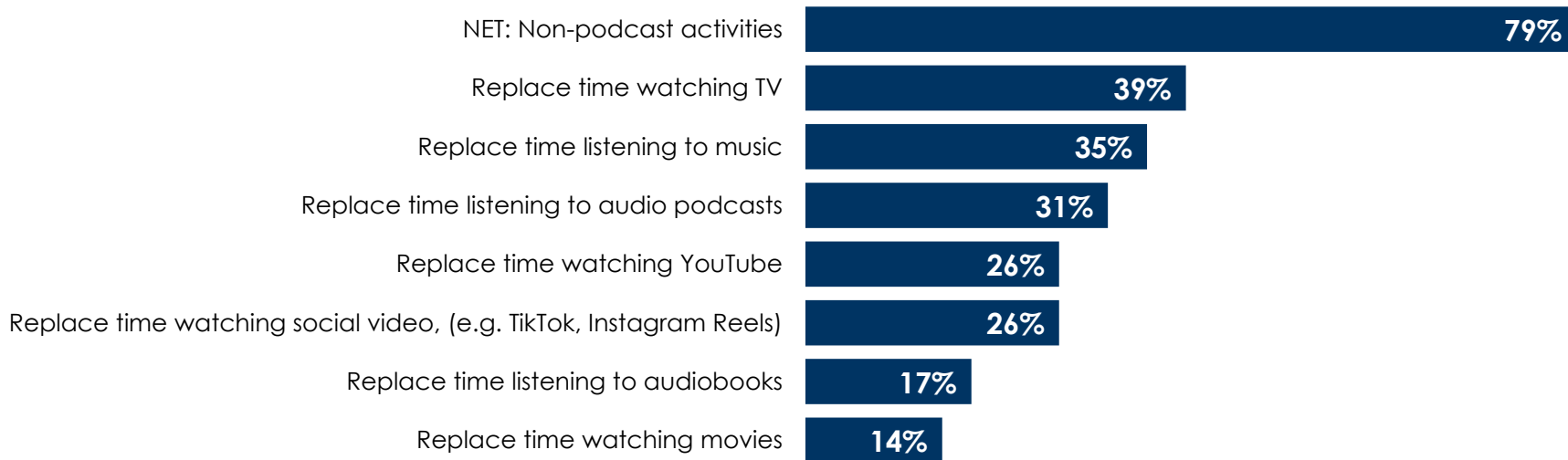


**How to read:** 65% of weekly podcast consumers associate YouTube with watching as well as listening to podcasts.



# Podcast watching is more likely to replace time spent with non-podcast activities

Q: “Does watching a podcast replace time you would spend watching or listening to something else?”  
(% of weekly podcast consumers)



**How to read:** 39% of weekly podcast consumers replace time spent watching TV with watching podcasts.

**Podcast watchers skew younger and more male than those who prefer audio only.**

**(Podcast watchers are podcast consumers who have *watched* podcasts with a video component in the past week.)**

# Those who prefer to have the video component in the background skew younger

	Q: "How do you prefer to listen to podcasts?"			
	Total weekly U.S. podcast consumers	% of weekly podcast consumers, by preference		
		Audio only without any video	Video you actively watch	Video you minimize/listen in background
18-34	42%	24%	47%	56%
35-49	29%	36%	26%	26%
50+	28%	40%	26%	18%
Mean age	40.8	45.9	39.7	36.7
% male	53%	51%	54%	53%
% female	47%	48%	45%	47%
% non-binary	<1%	1%	1%	-
Podcast Newcomers	26%	18%	28%	33%
Podcast Intermediates	28%	27%	29%	27%
Podcast Pioneers	46%	55%	43%	40%

**How to read:** 48% of weekly podcast consumers who prefer audio-only podcasts are female.

# Consumers who prefer actively watching podcasts are more likely to say they like to listen to Music and Entertainment podcasts than the audio-only consumers who lean towards True Crime

## Q: Which types of podcasts do you like to listen to on a regular basis?

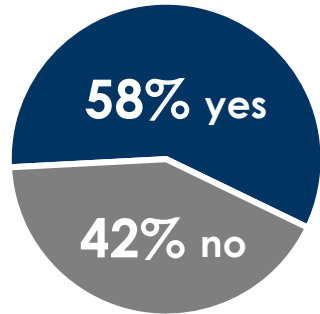
Rank	Prefer audio only	Prefer actively watching videos	Prefer videos in the background
1	News/Current Events	Comedy	Comedy
2	True Crime	News/Current Events	News/Current Events
3	Comedy	Entertainment/Pop Culture	True Crime
4	Entertainment/Pop Culture	Music	Entertainment/Pop Culture
5	Sports	True Crime	Music
6	Music	Sports	Technology
7	Business	Technology	Sports
8	Technology	Education	Health/Fitness
9	Education	Health/Fitness	Education
10	Health/Fitness	Business	Business
11	Fiction	Fiction	Fiction
12	Rewatch podcasts	Rewatch podcasts	Rewatch podcasts
13	Kids/family	Kids/family	Kids/family

**How to read:** True Crime is the #2 genre listened to on a regular basis for weekly podcast consumers who prefer audio.

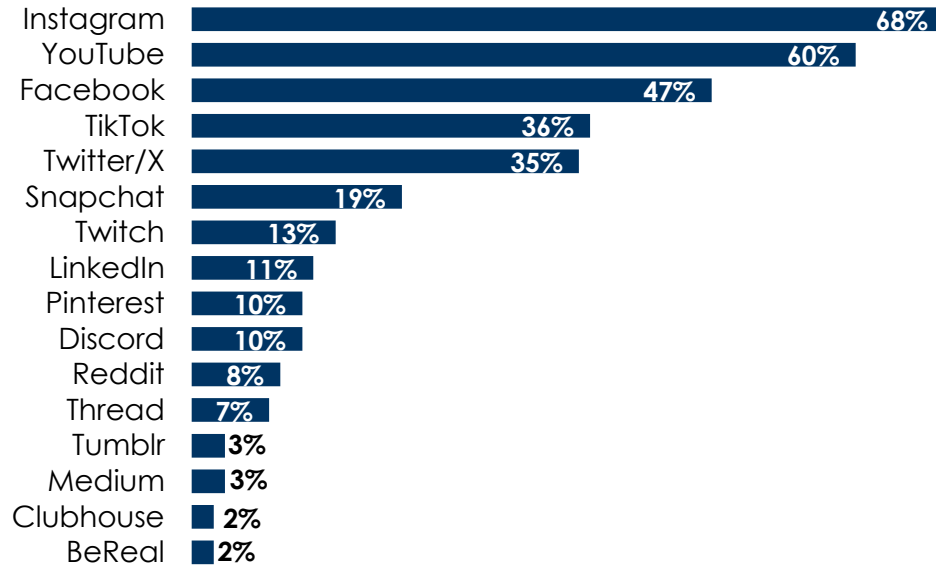
**Podcast consumers seek out social  
media to keep up with their  
favorite podcasts.**

# Half of weekly podcast consumers follow a favorite host on social media

Q: “Do you follow any of your favorite podcast hosts on social media?”  
(% of total weekly podcast consumers)



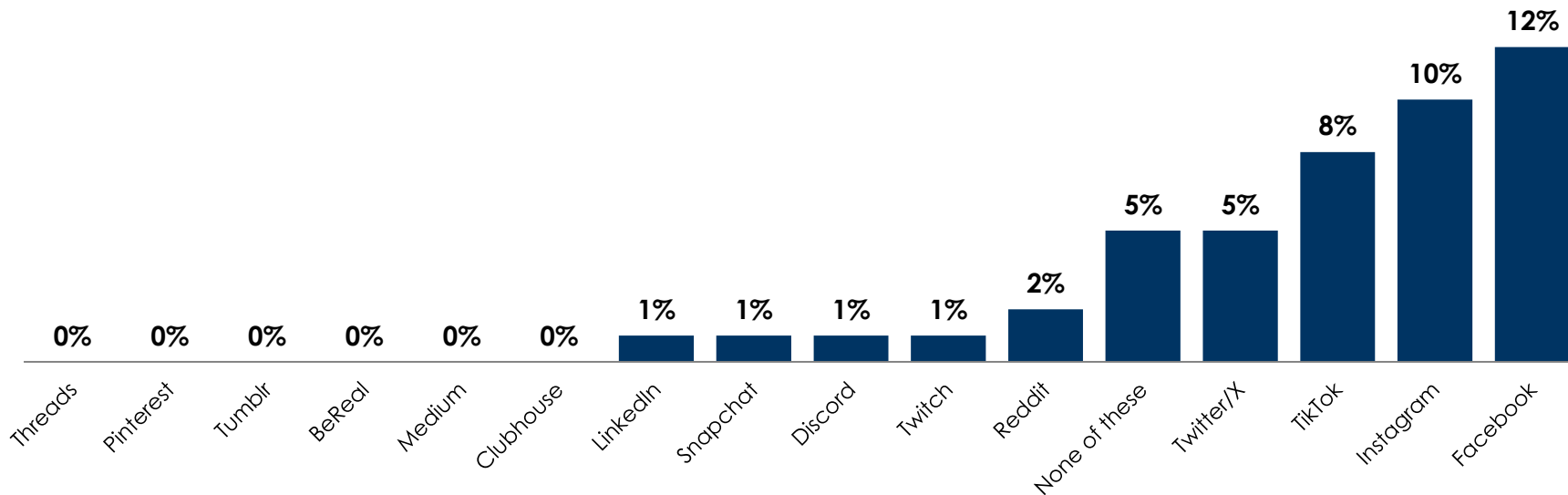
Q: “On which social media do you follow your favorite podcast hosts?” - leading platforms only  
(% who follow hosts on social media)



**How to read:** 68% of weekly podcast consumers who follow hosts said they follow them on Instagram.

# Weekly podcast consumers find the most podcasts on Facebook out of all social media platforms

Q: "Where have you found the most podcasts?"  
(% of weekly podcast consumers)



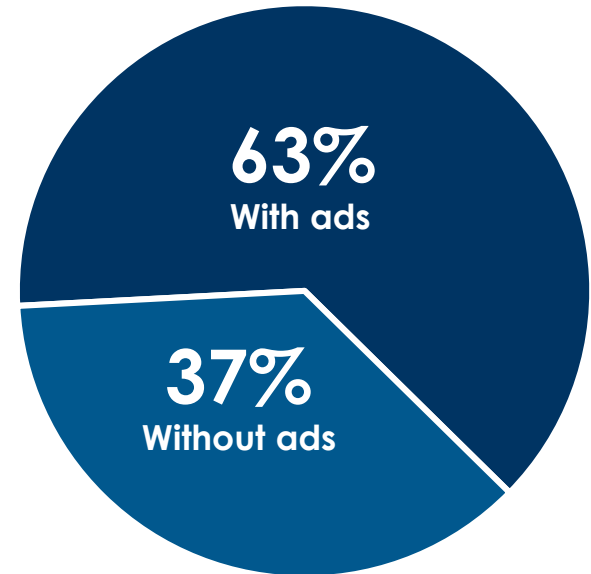
**How to read:** 12% of weekly podcast consumers found the most podcasts on Facebook out of all social media platforms.

**Podcast advertising is a great way to reach the ad-free video streaming audiences of Netflix, Amazon Prime, and Disney+.**



Podcast consumers  
spend one third of  
all viewing time with  
ad-free video

Average % of time spent watching video  
(TV, streaming, etc.) among total weekly  
podcast consumers

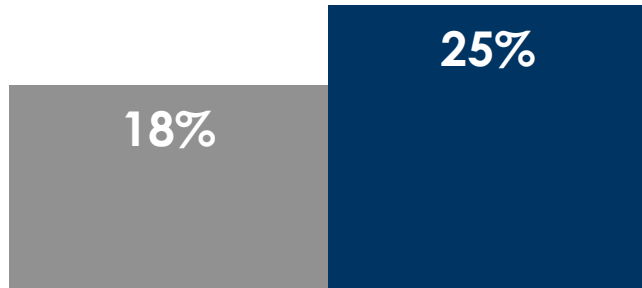


Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report, Cumulus Media, MARU/Matchbox National Study – October 2024; Q: "Thinking about all the time you spend with video (TV, video streaming, online video, etc.), how much of your video time are you...?"

# Heavy podcast consumers are massive users of ad-free video streaming

**+39%** more likely to be a heavy ad-free TV streamer

Watch 11+ hours in past week



Spend **+17%** more time with ad-free TV streaming services

Average weekly time spent with ad-free TV streaming services

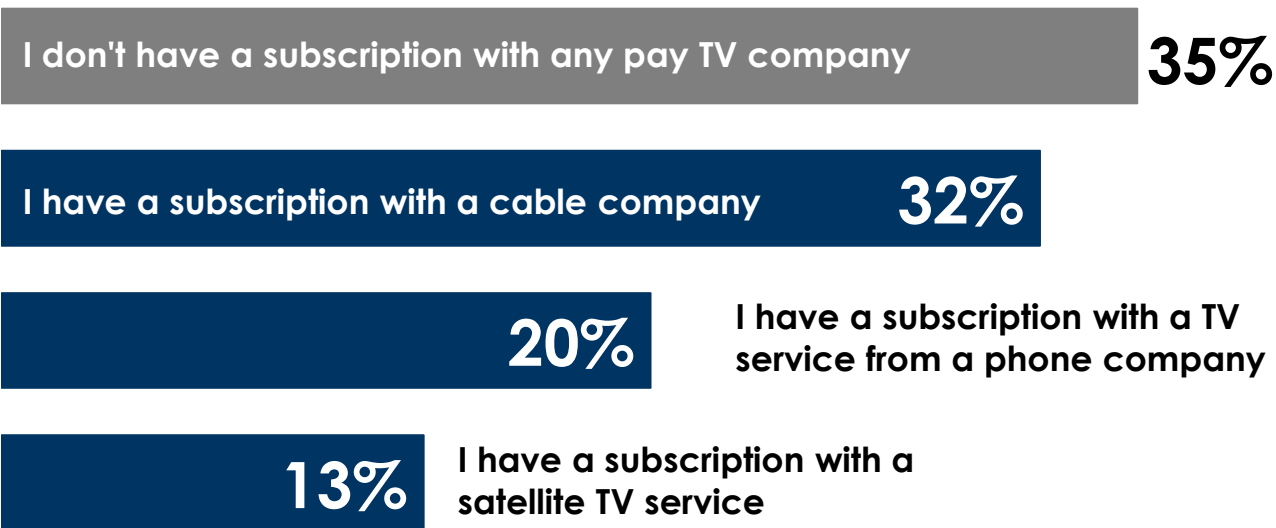


■ Total weekly podcast consumers ■ Heavy podcast consumers (6+ hrs/week)

**How to read:** 25% of heavy weekly podcast consumers are heavy ad-free TV streaming viewers (watch 11+ hours of TV programs using a streaming service).

# Podcasts reach cord cutters: Over one in three weekly podcast consumers do not subscribe to pay TV

Q: “Which one of the following statements best describes how you currently get your TV:”  
(% of total weekly podcast consumers)



**How to read:** 35% weekly podcast consumers don't have a subscription with any pay TV company.

# Weekly podcast consumers are avid users of video streaming services

Q: “When is the most recent time, if ever, you spent time doing the following types of activities?”  
(% of total weekly podcast consumers)

Used a video streaming service in the past month

92%

Used an ad-free video streaming service in the past month

85%

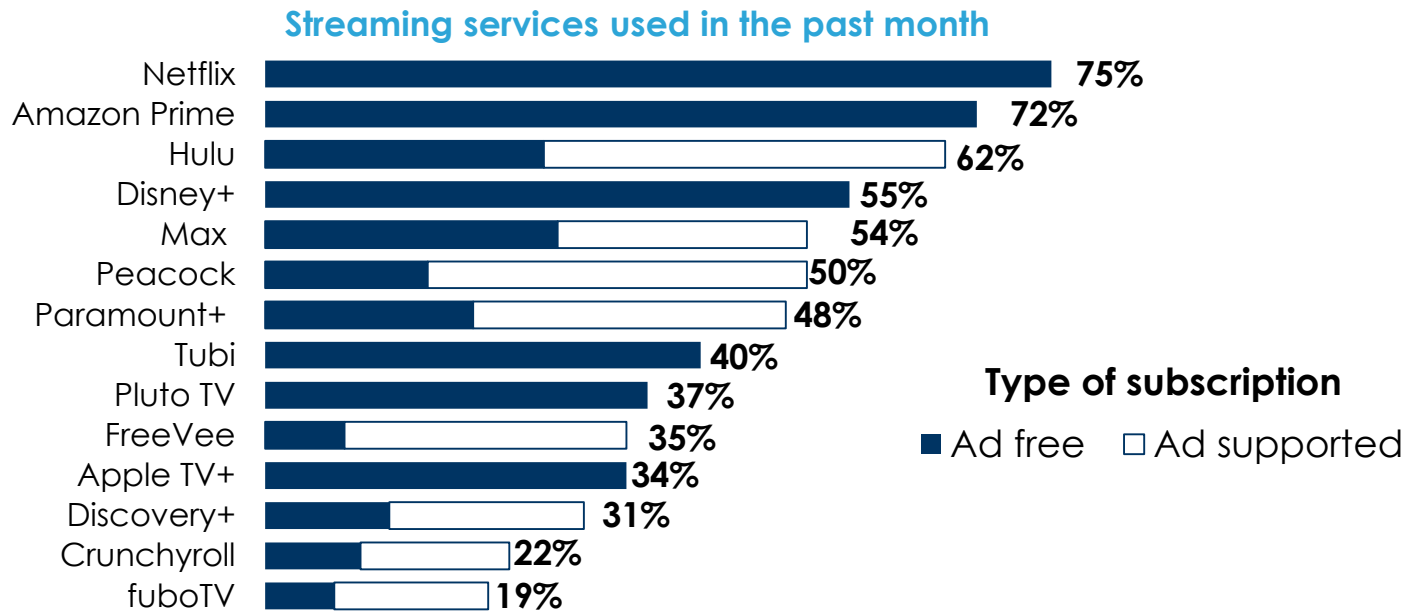
Used an ad-supported video streaming service in the past month

81%

**How to read:** 85% of weekly podcast consumers used an ad-free streaming service in the past month.

# 3 of the top 4 video streaming services watched by weekly podcast consumers are mostly ad free

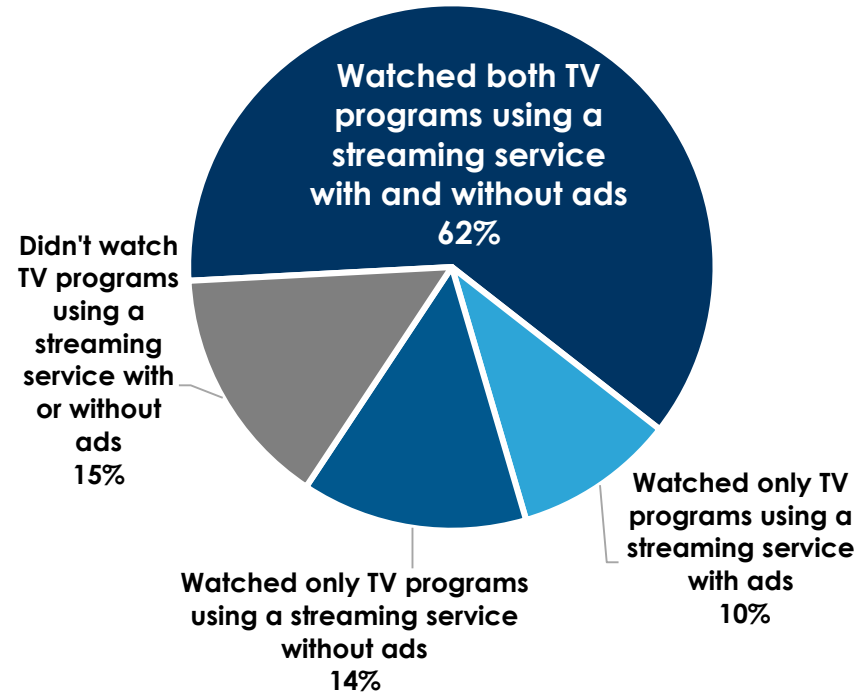
Q: “When is the most recent time, if ever, you used the following streaming services on any device?”  
(% of total weekly podcast consumers)



**How to read:** 75% of weekly podcast consumers used Netflix in the past month.

**29% of weekly  
podcast consumers  
are not reached  
weekly by TV  
streaming service  
ads**

**When is the most recent time, if ever, you  
spent time doing the following types of  
activities? (% who said 'past week')**



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report, Cumulus Media, MARU/Matchbox National Study – October 2024; Q: "When is the most recent time, if ever, you spent time doing the following types of activities?"

# Podcast advertising reaches heavy users of ad-free subscription video

Among weekly podcast consumers

Ideal medium for reaching ad-free streaming audiences



85%

of weekly podcast consumers used an **ad-free video streaming** service in the past month

Strong TV streaming tune-in

63%

of weekly podcast consumers spend at least **3 hours per week** watching TV programs via ad-free streaming services

Reach cord-cutters and linear TV “ad-nevers”

35%



of weekly podcast consumers **do not have pay TV** to see network or cable TV ads

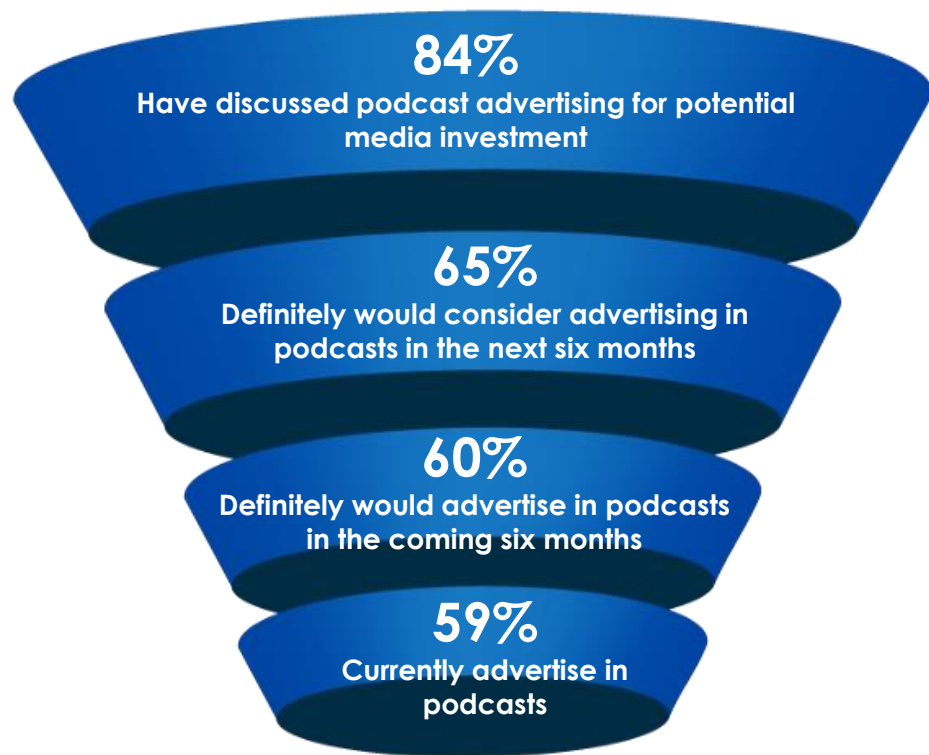
**Advertiser Perceptions June 2023 study of 302  
media agencies and marketers: Podcast  
advertising consideration, intention, and  
usage are high.**





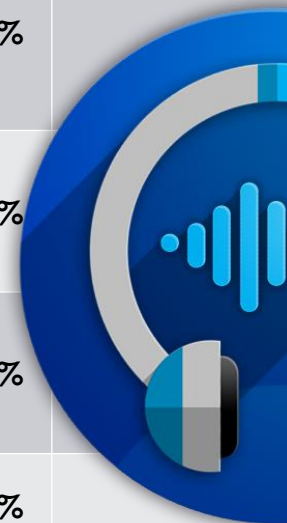
Agency/advertiser interest is significant at every stage of the podcast ad purchase funnel

## Among agencies and brands



# Advertiser Perceptions: Advertiser discussion, intention, and usage of podcast continue to be high

Advertiser Perceptions	Sept 2015	July 2016	May 2017	May 2018	May 2019	July 2020	Nov 2021	June 2022	June 2023	June 2024
Have you and your colleagues discussed podcast advertising for potential media investment?	41%	58%	68%	70%	75%	66%	71%	87%	77%	84%
How likely are you to consider advertising in podcasts in the next six months?	18%	28%	37%	43%	42%	46%	53%	51%	62%	65%
How likely are you to actually advertise in podcasts in the coming six months?	10%	21%	27%	36%	34%	37%	44%	48%	58%	60%
Do you currently advertise in podcasts?	15%	21%	29%	32%	39%	34%	45%	61%	58%	59%



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301

# Key takeaways

- **The longer you have been listening to podcasts, the more podcasts you consume:** Average weekly time spent with podcasts and the average number of podcast shows and episodes listened to increases as podcast consumer tenure increases.
- **Downloads and listens underestimate the actual audience:** Current download impression model fails to account for co-listening.
- **Over half of weekly podcast consumers will go back and listen to episodes they've missed:** While 72% of weekly podcast consumers listen to episodes within 24 hours after release, over half of weekly podcast consumers will go back and listen to old episodes for new podcasts or episodes of current podcasts that they've missed.
- **Podcast consumers aged 18-34 are more tuned in to podcast discovery:** Podcast consumers 18-34 are 1.3X more likely to have listened to a new podcast in the past 3 months. They are also 1.3X more likely to follow podcast hosts on social media.
- **Podcast advertising captures hard-to-reach, ad-free video streamers:** Weekly podcast consumers are also heavy viewers of ad-free video streaming services (i.e., Netflix, Amazon Prime, ad-free Hulu, etc.).
- **Advertiser adoption of podcast ads continues to grow at a breakneck pace:** In the Advertiser Perceptions study, advertisers say their use of podcasts has jumped from 15% to 59% in the past eight years.



# 5 Key takeaways: Watchable podcasts

- **YouTube is the leading podcast platform:** Growing interest in video podcasts has helped to propel YouTube to overtake Spotify as the most used platform by weekly podcast consumers across major demos.
- **Watchable podcasts have grown in popularity:** Driven by Podcast Newcomers, more consumers prefer podcasts with video they can actively watch or minimize to listen in the background vs. podcasts that are just audio.
- **Podcast Discovery: YouTube is a place to be found:** YouTube acts as an entertainment search engine. 32% of weekly podcast consumers who listened to a new podcast in the past 6 months started listening to their latest podcast on YouTube.
- **YouTube is not a walled garden of podcasts:** 70% of weekly podcast consumers who have consumed podcasts on YouTube say they would switch platforms from YouTube if a podcast were to become available only on another platform. 55% of YouTube podcast consumers say they already have listened to the same podcasts they consume on YouTube in another place.
- **Podcasts are unique amongst other media platforms:** Podcasting is a unique, flexible multimedia. Podcast consumers have the option of either watching or just listening. While the video component is a growing option, the audio remains the primary mode of consumption.



# Recommendations

- **Podcast studies should include podcast watchers:** If you are running a study on podcasts but only including podcast listeners you are missing around 13% of total podcast consumers.
- **Create norms for co-listening:** Current audience calculations based off downloads does not account for the percentage of podcast consumers who say they listen with others.
- **Podcasters and publishers should contemplate the inclusion of video in their podcast planning:** As podcast listening grows, it picks up new consumers who use YouTube as their one-stop entertainment/information destination. Spotify and Apple's recently expanded access to video provides more choice for consumers. Even audio-only podcasts should consider video trailers as a tool to drive discovery to their audio feeds.
- **Target emerging small business owners and side hustlers with podcasts:** Two in five weekly podcast consumers have a side hustle in addition to their regular occupation. Heavy podcast consumers, those who prefer watching podcasts, and men are more likely to have a side hustle.

# Recommendations

- **Consider YouTube:** Even audio-only podcasts should consider using YouTube as a distribution and discovery platform. People often use YouTube to listen while not actively watching the video portion. You don't always need to post full episodes to reach audiences on YouTube.
- **Capitalize on consumers' deep engagement with their must-listen podcasts:** Paid subscriptions could have advertising. Podcast consumers are in it for the content. Exclusive content (e.g., bonus episodes, extended episodes, early release) is a bigger driver than ad-free content.
- **Advertisers can use podcasts to reclaim consumers lost to ad-free video streaming:** As an on-demand medium, podcasts deliver heavy viewers of ad-free video streaming. 85% of weekly podcast consumers say they have watched an ad-free video streaming service in the past month.
- **Keep an eye on the newcomers:** Podcast newcomers are where growth is coming in.
- **Put effort into your YouTube thumbnail:** Thumbnails help draw in podcast consumers so design a thumbnail instead of just using a screen grab. Text/title is the #1 draw so make sure it's included in your thumbnail.



# Thank You

For more about the  
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Westwood One  
MDevine@Westwoodone.com

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study, please contact:

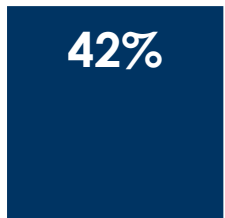
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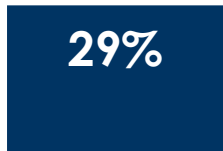
# Appendix



# Weekly podcast consumers: Skew 18-34 and 26% started listening in the past year

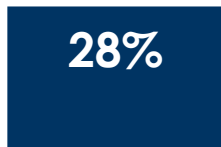


Persons 18-34



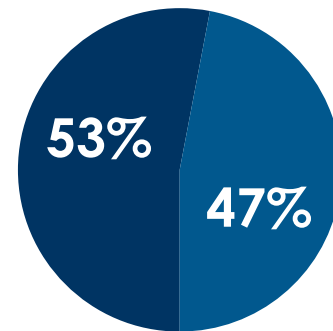
Persons 35-49

Mean age: 40.8



Persons 50+

■ Male (%)  
■ Female (%)



## Composition of tenure

Podcast Newcomers  
(past year)

26%

Podcast Intermediates  
(2-3 years ago)

28%

46%

Podcast Pioneers  
(4+ years ago)

**How to read:** 47% of weekly podcast consumers are women.

# Heavy podcast consumers (6+ hours in past week): Spend 1.8X the time listening than average; Less than a third are Podcast Newcomers

# 44%

of total weekly podcast consumers are heavy podcast consumers

Average weekly time spent with podcasts (hours):

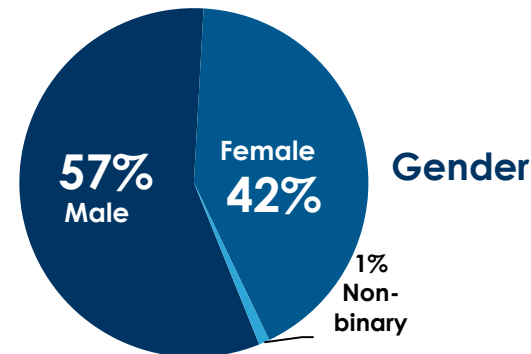
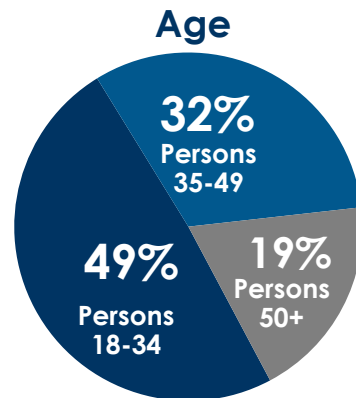
# 12.9

1.8X greater than podcast consumers

Average number of podcast episodes listened to in the past week:

# 7.7

1.3X greater than podcast consumers



Q: "When did you first start listening to podcasts?"



**How to read:** 49% of heavy podcast consumers (those who listened/watched to 6+ hours of podcasts in the past week) are 18-34.

# Podcast Pioneers (started listening 4+ years ago): Skew male and are heavier podcast consumers than average

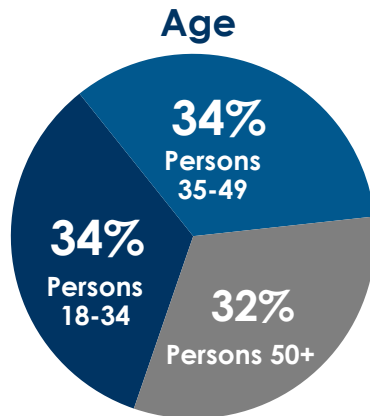
# 46%

of total weekly podcast consumers are Podcast Pioneers

% who are heavy podcast consumers (6+ hours/week)

# 48%

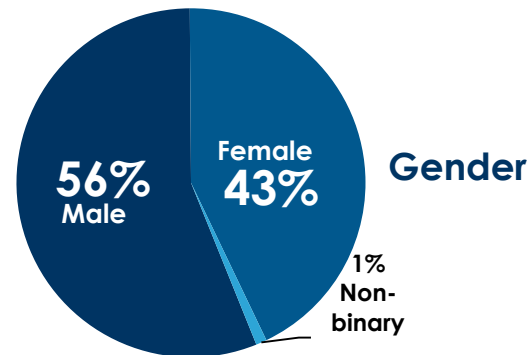
+9% greater than podcast consumers



Average weekly time spent with podcasts (hours):

# 8.0

+10% greater than podcast consumers



Average number of podcast episodes listened to in the past week:

# 6.9

+15% greater than podcast consumers

**How to read:** 56% of Podcast Pioneers (those who started listening to podcasts 4 or more years ago) are men.

# Podcast Newcomers (started listening in past year): More likely to be female and 18-34; 1 in 4 Newcomers are 50+

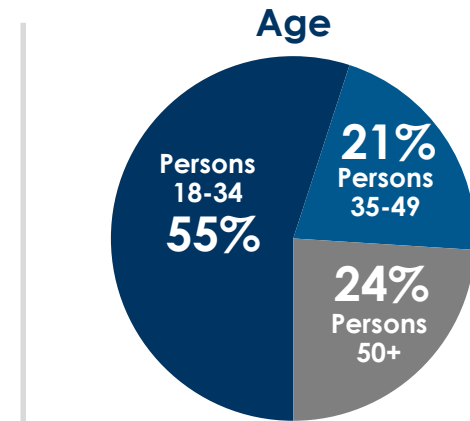
# 26%

of total weekly podcast consumers are Podcast Newcomers

% who are heavy podcast consumers (6+ hours/week)

# 43%

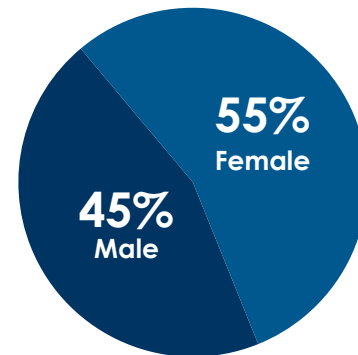
-2% lower than podcast consumers



Average weekly time spent with podcasts (hours):

# 6.8

-7% lower than podcast consumers



Average number of podcast episodes listened to in the past week:

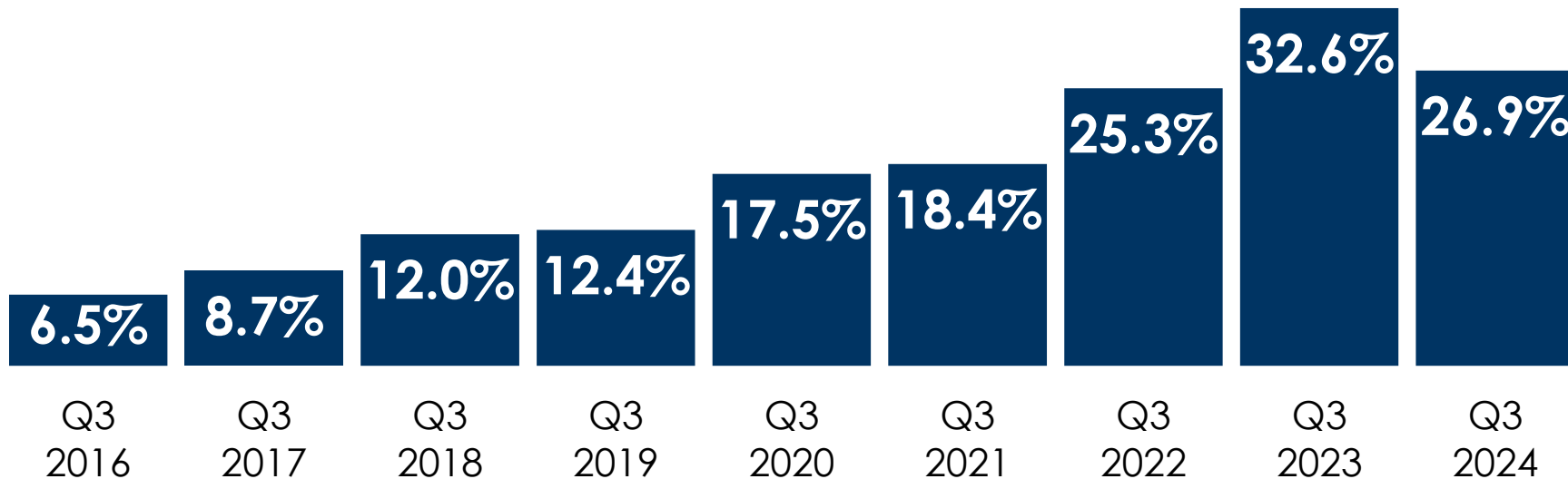
# 5.1

-15% lower than podcast consumers

**How to read:** 55% of Podcast Newcomers (those who started listening to podcasts in the past year) are women.

# 25-54 podcast reach surges: Over one out of four are reached daily, up 4X from 2016

% of 25-54 Americans reached daily by podcasts



**How to read:** In 2016, 6.5% of U.S. persons 25-54 listened to podcasts in an average day. In 2024, 26.9% of persons 25-54 listen in a typical day, a fourfold increase.

# Profile of weekly podcast consumers

	% of respondents – October 2024					
	Total (weekly podcast consumers)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women
Mean age	40.8	27.0	41.1	61.0	39.9	42.0
Men	53%	55%	56%	46%	100%	—
Women	47%	44%	43%	54%	—	100%
Podcast Pioneers	46%	37%	<b>53%</b>	<b>53%</b>	<b>49%</b>	43%
Podcast Intermediates	28%	29%	29%	25%	29%	26%
Podcast Newcomers	26%	34%	19%	22%	22%	31%
Apple mobile owner	54%	68%	47%	40%	54%	53%
Android mobile owner	45%	31%	52%	55%	45%	46%

**How to read:** 54% of weekly podcast consumers are Apple mobile owners.

# YouTube dominates as most used platform

Q: "Which of the following places do you use the most to access the podcasts you listen to?" (% of respondents) – October 2024

	Total (weekly podcast consumers)	Heavy podcast consumers (6+ hrs/week)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women	Podcast Pioneers (4+ years ago)	Podcast Newcomers (past year)
YouTube	34%	33%	34%	34%	34%	37%	30%	37%	29%
Spotify	17%	21%	23%	16%	10%	17%	17%	20%	14%
Apple Podcasts/iTunes	11%	9%	10%	12%	12%	10%	12%	14%	7%
Facebook	5%	7%	6%	2%	6%	4%	6%	4%	9%
Amazon Music/Audible	4%	4%	2%	4%	6%	3%	5%	3%	5%
TikTok	4%	5%	7%	3%	2%	4%	5%	3%	6%
iHeartRadio	3%	3%	1%	3%	5%	3%	3%	2%	4%
Site/app of the people who produced the podcast	3%	3%	0%	4%	6%	3%	3%	3%	2%
Pandora	2%	2%	2%	4%	2%	2%	3%	1%	4%
SiriusXM	2%	1%	1%	2%	3%	2%	2%	2%	1%
App/website of a specific radio station	2%	3%	2%	3%	2%	2%	2%	2%	4%
Google Podcasts	1%	1%	1%	1%	1%	1%	1%	0%	2%
NPR One	1%	0%	0%	2%	2%	2%	1%	1%	1%
Overcast	1%	1%	0%	2%	1%	1%	1%	1%	1%
Pocket Casts	1%	1%	0%	1%	1%	1%	1%	1%	1%
Podcast Addict	1%	1%	2%	1%	0%	1%	1%	1%	1%
RadioPublic	1%	1%	1%	1%	1%	1%	1%	0%	1%
Twitter	1%	1%	2%	0%	0%	1%	1%	1%	1%
Audacy	0%	0%	0%	1%	1%	1%	0%	1%	0%
Castbox	0%	0%	0%	0%	1%	0%	0%	0%	0%
Luminary	0%	0%	0%	0%	0%	0%	0%	0%	0%
Soundcloud	0%	0%	1%	1%	0%	1%	0%	1%	1%
Spreaker	0%	0%	0%	1%	1%	1%	0%	0%	0%
TuneIn	0%	1%	1%	0%	1%	1%	0%	0%	1%

**How to read:** 31% of Podcast Pioneers use YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report, Cumulus Media, MARU/Matchbox National Study – October 2024; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts

# Facebook is the 4th most used place for accessing podcasts the most among weekly podcast consumers despite no longer having a dedicated podcast channel

**Q: “Which of the following places do you use *the most* to access the podcasts you listen to?” (% of respondents) – October 2024**

Top 10 places listed	Q: “Which of the following places do you use <i>the most</i> to access the podcasts you listen to?” (% of respondents) – October 2024								
	Total (weekly podcast consumers)	Heavy podcast consumers (6+ hrs/week)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women	Podcast Pioneers (4+ years ago)	Podcast Newcomers (past year)
YouTube	34%	33%	34%	34%	34%	37%	30%	37%	29%
Spotify	17%	21%	23%	16%	10%	17%	17%	20%	14%
Apple Podcasts/iTunes	11%	9%	10%	12%	12%	10%	12%	14%	7%
Facebook	5%	7%	6%	2%	6%	4%	6%	4%	9%
Amazon Music/Audible	4%	4%	2%	4%	6%	3%	5%	3%	5%
TikTok	4%	5%	7%	3%	2%	4%	5%	3%	6%
iHeartRadio	3%	3%	1%	3%	5%	3%	3%	2%	4%
Site/app of the people who produced the podcast	3%	3%	0%	4%	6%	3%	3%	3%	2%
Pandora	2%	2%	2%	4%	2%	2%	3%	1%	4%
SiriusXM	2%	1%	1%	2%	3%	2%	2%	2%	1%

**How to read:** 37% of Podcast Pioneers use YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report, Cumulus Media, MARU/Matchbox National Study – October 2024; Q: “Which of the following places do you use the most to access the podcasts you listen to?” Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts



# YouTube is consistently the most used platform for all age demos

Q: "Which of the following places do you use *the most* to access the podcasts you listen to?"  
 (% of respondents) – October 2024

	Total (weekly podcast consumers)	Persons 18-34	Persons 35-49	Persons 50+
YouTube	34%	34%	34%	34%
Spotify	17%	23%	16%	10%
Apple Podcasts/iTunes	11%	10%	12%	12%

**How to read:** 34% of persons 18-34 use YouTube the most to access podcasts.

# YouTube leads Spotify and Apple for frequently accessed podcast platforms

Q: "How frequently do you use each of the following places to access the podcasts you listen to?"  
(% who answered "Frequently") – October 2024

	Total (weekly podcast consumers)	Heavy podcast consumers (6+ hrs/week)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women	Podcast Pioneers (4+ years ago)	Podcast Newcomers (past year)
YouTube	61%	69%	72%	59%	47%	67%	55%	61%	60%
Spotify	34%	41%	47%	35%	15%	37%	31%	35%	32%
Facebook	24%	30%	31%	24%	14%	25%	24%	16%	39%
Apple Podcasts/iTunes	23%	24%	29%	21%	17%	24%	23%	24%	24%
TikTok	20%	24%	31%	17%	5%	21%	18%	13%	32%
Amazon Music/Audible	18%	25%	21%	20%	13%	18%	19%	12%	27%
Site/app of the people who produced the podcast	17%	21%	21%	17%	12%	17%	18%	13%	27%
Twitter	16%	23%	26%	14%	5%	20%	13%	11%	26%
Pandora	16%	21%	18%	21%	8%	17%	16%	11%	21%
iHeartRadio	15%	21%	17%	16%	11%	16%	15%	11%	22%
App/website of a specific radio station	15%	18%	19%	15%	10%	16%	15%	14%	20%
SiriusXM	14%	19%	18%	13%	9%	17%	11%	11%	20%
Google Podcasts	14%	19%	19%	13%	6%	17%	10%	8%	22%
Spreaker	12%	16%	16%	11%	6%	14%	9%	8%	17%
RadioPublic	11%	13%	15%	10%	5%	12%	9%	7%	14%
Soundcloud	10%	15%	18%	9%	1%	14%	7%	8%	16%
Podcast Addict	9%	12%	13%	10%	2%	10%	7%	7%	13%
NPR One	9%	9%	10%	8%	7%	10%	7%	7%	10%
Pocket Casts	8%	12%	13%	7%	1%	10%	6%	5%	13%
Audacy	8%	11%	12%	6%	3%	10%	5%	6%	11%
TuneIn	7%	9%	8%	9%	2%	10%	3%	4%	11%
Overcast	7%	8%	10%	7%	2%	7%	6%	5%	12%
Castbox	6%	8%	8%	7%	1%	8%	3%	3%	10%
Luminary	5%	6%	8%	5%	1%	7%	2%	2%	9%

**How to read:** 61% of total weekly podcast consumers frequently access podcasts through YouTube.

# YouTube, Facebook, TikTok, and Twitter are all in the top ten platforms podcast consumers frequently use to access podcasts

Q: "How frequently do you use each of the following places to access the podcasts you listen to?"  
(% who answered "Frequently") – October 2024

Top 10 places listed	Q: "How frequently do you use each of the following places to access the podcasts you listen to?" (% who answered "Frequently") – October 2024								
	Total (weekly podcast consumers)	Heavy podcast consumers (6+ hrs/week)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women	Podcast Pioneers (4+ years ago)	Podcast Newcomers (past year)
YouTube	61%	69%	72%	59%	47%	67%	55%	61%	60%
Spotify	34%	41%	47%	35%	15%	37%	31%	35%	32%
Facebook	24%	30%	31%	24%	14%	25%	24%	16%	39%
Apple Podcasts/iTunes	23%	24%	29%	21%	17%	24%	23%	24%	24%
TikTok	20%	24%	31%	17%	5%	21%	18%	13%	32%
Amazon Music/Audible	18%	25%	21%	20%	13%	18%	19%	12%	27%
Site/app of the people who produced the podcast	17%	21%	21%	17%	12%	17%	18%	13%	27%
Twitter	16%	23%	26%	14%	5%	20%	13%	11%	26%
Pandora	16%	21%	18%	21%	8%	17%	16%	11%	21%
iHeartRadio	15%	21%	17%	16%	11%	16%	15%	11%	22%

**How to read:** 61% of total weekly podcast consumers frequently access podcasts through YouTube.

# Even iPhone owners use YouTube most often

Q: "Which of the following places do you use *the most* to access the podcasts you listen to?" (% of respondents) – October 2024

	Total (weekly podcast consumers)	iPhone owners	Android mobile phone owners
YouTube	34%	30%	38%
Spotify	17%	19%	15%
Apple Podcasts/iTunes	11%	19%	1%
Facebook	5%	2%	8%
Amazon Music/Audible	4%	4%	4%
TikTok	4%	5%	4%
iHeartRadio	3%	3%	3%
Site/app of the people who produced the podcast	3%	2%	4%
Pandora	2%	2%	2%
SiriusXM	2%	2%	2%
App/website of a specific radio station	2%	2%	2%
Google Podcasts	1%	0%	2%
NPR One	1%	1%	1%
Overcast	1%	2%	0%
Pocket Casts	1%	0%	1%
Podcast Addict	1%	1%	1%
RadioPublic	1%	0%	1%
Twitter	1%	1%	1%
Audacy	0%	0%	1%
Castbox	0%	0%	0%
Luminary	0%	0%	0%
Soundcloud	0%	1%	0%
Spreaker	0%	0%	0%
TuneIn	0%	0%	1%

**How to read:** 38% of Android mobile phone owners use YouTube the most to access podcasts.

# YouTube leads for most frequently accessed platform among iPhone and Android owners

Q: "How frequently do you use each of the following places to access the podcasts you listen to?"  
(% who answered "Frequently") – October 2024

	Total (weekly podcast consumers)	iPhone owners	Android mobile phone owners
YouTube	61%	58%	66%
Spotify	34%	40%	28%
Facebook	24%	21%	29%
Apple Podcasts/iTunes	23%	36%	8%
TikTok	20%	22%	18%
Amazon Music/Audible	18%	17%	20%
Site/app of the people who produced the podcast	17%	15%	19%
Twitter	16%	20%	13%
Pandora	16%	17%	16%
iHeartRadio	15%	15%	16%
App/website of a specific radio station	15%	15%	16%
SiriusXM	14%	16%	12%
Google Podcasts	14%	13%	14%
Spreaker	12%	15%	8%
RadioPublic	11%	11%	11%
Soundcloud	10%	13%	7%
Podcast Addict	9%	10%	8%
NPR One	9%	9%	8%
Pocket Casts	8%	8%	8%
Audacy	8%	9%	7%
TuneIn	7%	8%	6%
Overcast	7%	8%	5%
Castbox	6%	6%	5%
Luminary	5%	6%	4%

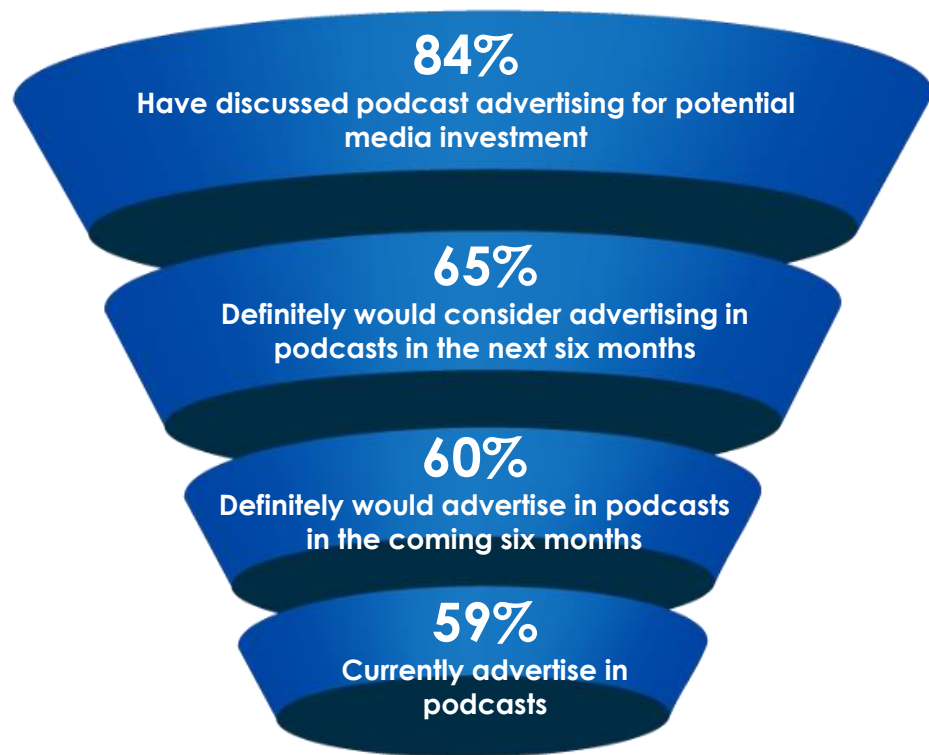
**How to read:** 36% of iPhone owners frequently access podcasts through iTunes/Apple Podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report, Cumulus Media, MARU/Matchbox National Study – October 2024; Q: "How frequently do you use each of the following places to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts



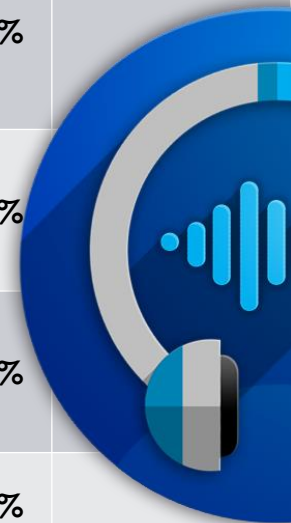
Agency/advertiser interest is significant at every stage of the podcast ad purchase funnel

## Among agencies and brands



# Advertiser Perceptions: Advertiser discussion, intention, and usage of podcast continue to be high

Advertiser Perceptions	Sept 2015	July 2016	May 2017	May 2018	May 2019	July 2020	Nov 2021	June 2022	June 2023	June 2024
Have you and your colleagues discussed podcast advertising for potential media investment?	41%	58%	68%	70%	75%	66%	71%	87%	77%	84%
How likely are you to consider advertising in podcasts in the next six months?	18%	28%	37%	43%	42%	46%	53%	51%	62%	65%
How likely are you to actually advertise in podcasts in the coming six months?	10%	21%	27%	36%	34%	37%	44%	48%	58%	60%
Do you currently advertise in podcasts?	15%	21%	29%	32%	39%	34%	45%	61%	58%	59%

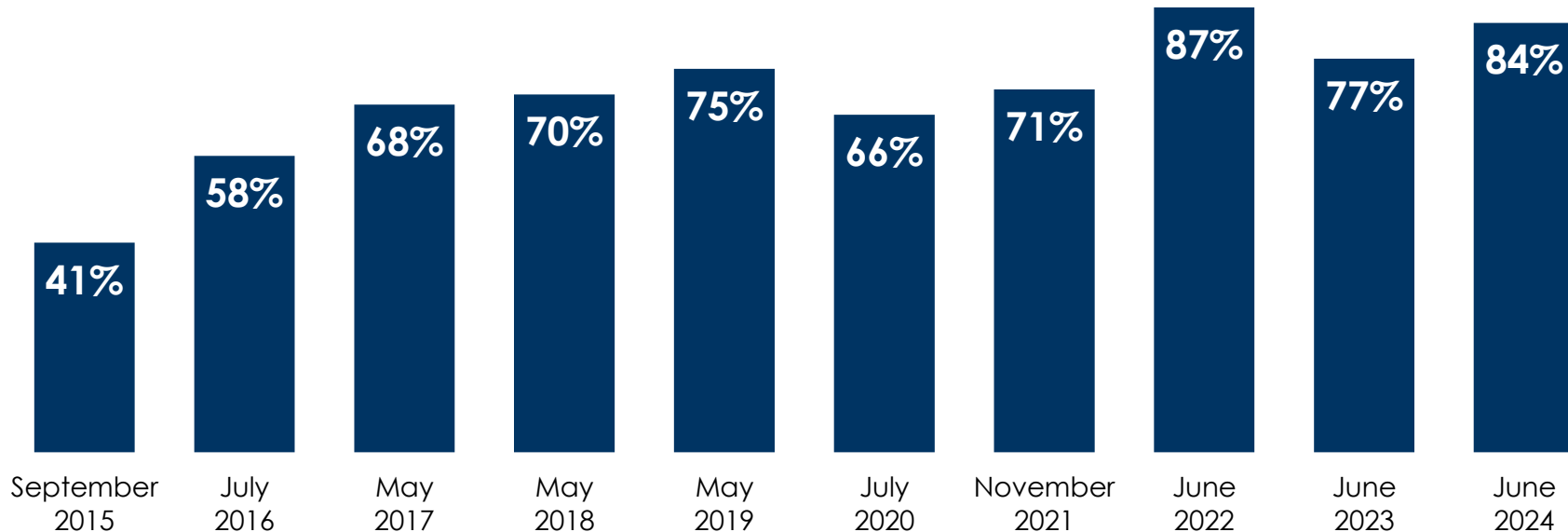


Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301

# Discussion: Over 80% of agencies/advertisers have discussed podcast advertising as a potential media investment

Q: Have you and your colleagues discussed podcast advertising for potential media investment?

% who said yes

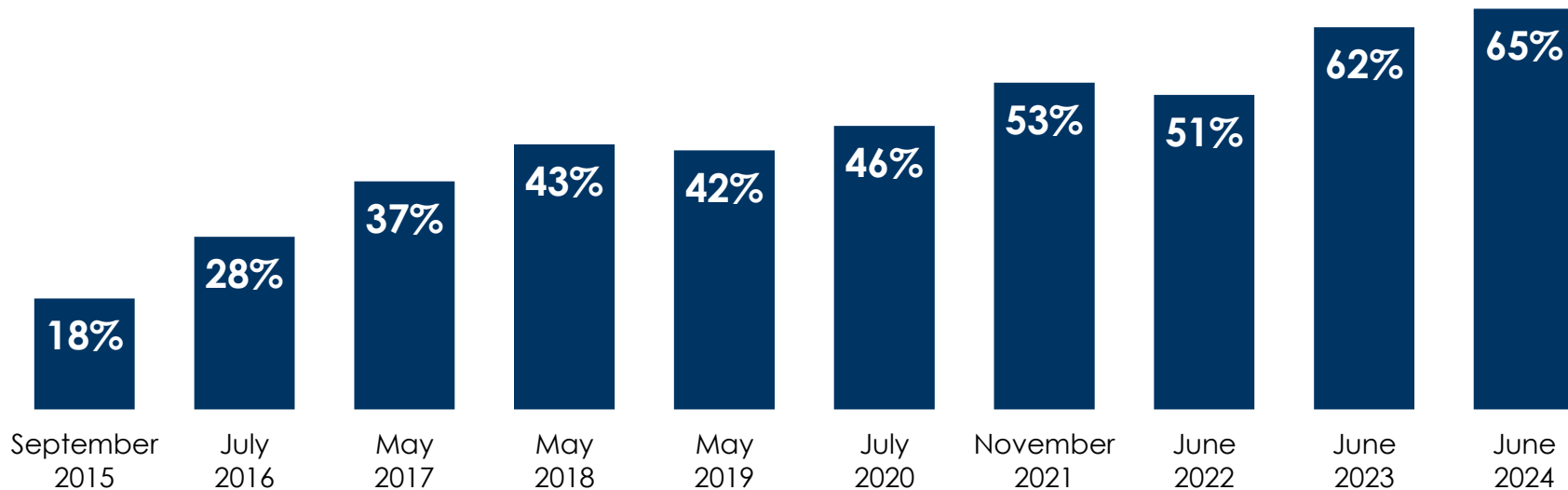


Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301



# Consideration: 65% of agencies/advertisers would definitely consider advertising in podcasts in the next six months, an all time high

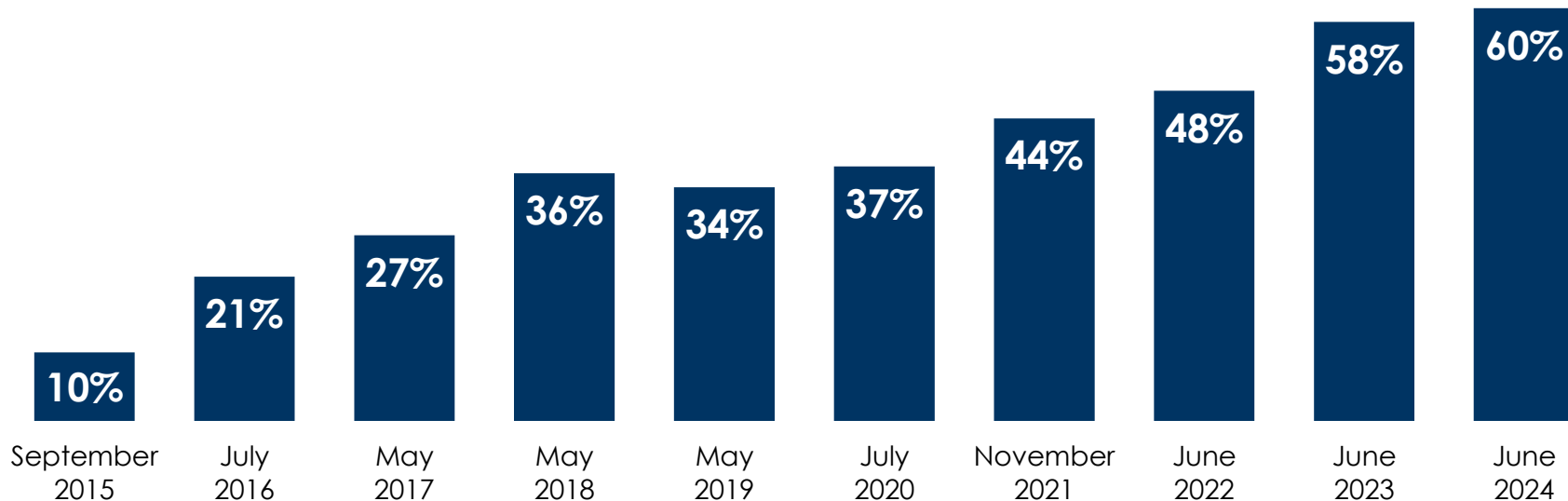
Q: How likely are you to consider advertising in podcasts in the next six months?  
% who said definitely would consider



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301

# Spend intention: 60% of agencies/advertisers say they will definitely advertise on podcasts in the next six months, an all time high

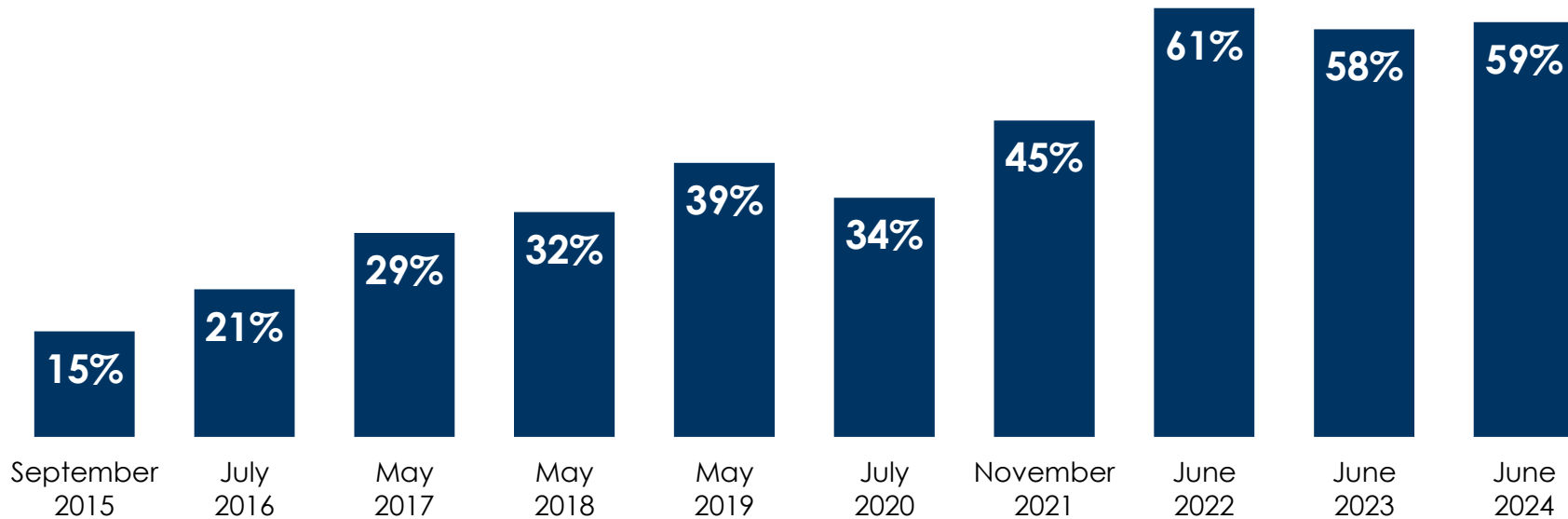
Q: How likely are you to actually advertise in podcasts in the coming six months?  
% who said definitely will advertise



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301

# Currently advertise: Nearly 60% of agencies/advertisers currently advertise in podcasts, growing substantially since 2021

Q: Do you currently advertise in podcasts?  
% who said yes

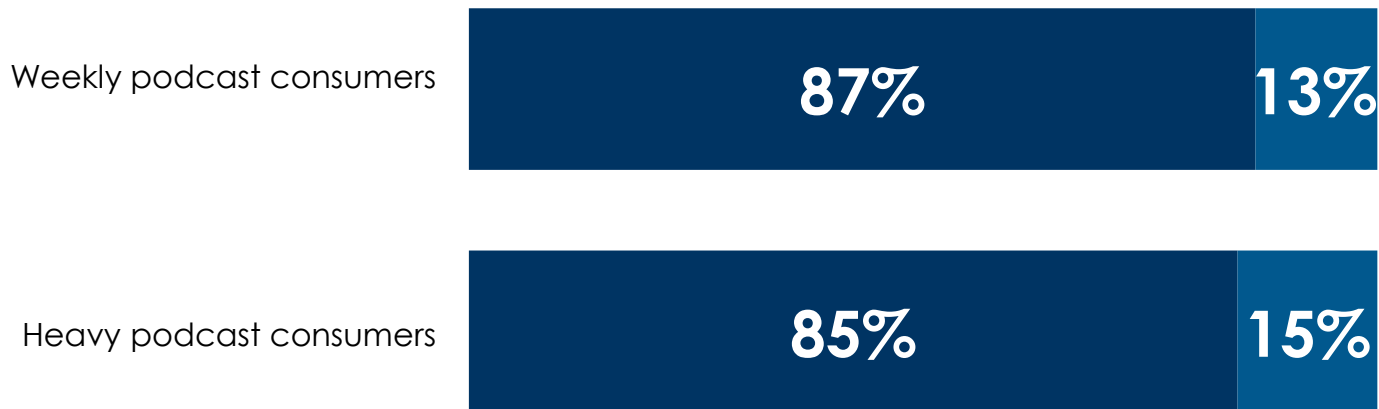


Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301

# Podcast consumers mostly listen to podcasts by themselves, even heavy consumers

Q: "Of all the podcast listening you do, what percentage would you say you do by yourself and with others?"

■ By myself ■ With others



**How to read:** Weekly podcast consumers spend 87% of their time listening by themselves.

# Those who prefer the video component in the background are more likely to be heavy podcast consumers

	Q: "How do you prefer to listen to podcasts?"			
	Total weekly U.S. podcast consumers	% of weekly podcast consumers, by preference		
		Audio only without any video	Video you actively watch	Video you minimize/listen in background
Heavy podcast consumers (6+ hours/week)	44%	41%	42%	52%
Average weekly time spent with podcasts (hours):	7.3	6.6	6.7	8.7
Average number of podcast episodes listened to in the past week:	6.0	6.2	5.6	6.4

**How to read:** 41% of weekly podcast consumers who prefer audio-only podcasts are heavy podcast consumers.

# Entertain for emotional gain

"Embrace the idea that advertising is at least as much showmanship as it is salesmanship. It is time to rediscover the fact that **advertising builds brands best when it is entertaining, popular and memorable**, when it is not just a pitch, but a performance."

Paul Feldwick

*Why Does The Pedlar Sing? What Creativity Really Means In Advertising*

"The buying of time or space is not the taking out of a hunting license on someone's private preserve, **but it is the renting of a stage on which we may perform.**"

Howard Luck Gossage, advertising visionary frequently referred to as "The Socrates of San Francisco"