THE PODCAST CONSUMER 2016
A Report From The Infinite Dial
Podcast Listening

% ever listened to a podcast:

- 2006: 11%
- 2007: 13%
- 2008: 18%
- 2009: 22%
- 2010: 23%
- 2011: 25%
- 2012: 29%
- 2013: 27%
- 2014: 30%
- 2015: 33%
- 2016: 36%

Source: Edison Research and Triton Digital Infinite Dial 2016

Estimated 98 Million
Monthly Podcast Listening

% listened to a podcast in last month

Estimated 57 Million

Source: Edison Research and Triton Digital Infinite Dial 2016
Who Listens to Podcasts?

US Population 12+
- Age 35-54: 31%
- Age 55+: 32%
- Age 18-34: 28%
- Age 12-17: 9%

Podcast Consumers 12+
- Age 35-54: 34%
- Age 55+: 17%
- Age 18-34: 38%
- Age 12-17: 11%
Device Used Most Often to Listen to Podcasts

<table>
<thead>
<tr>
<th>Year</th>
<th>Computer</th>
<th>Smartphone/tablet/portable device</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>2014</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>2015</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>2016</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>

Source: Edison Research and Triton Digital Infinite Dial 2016
Follow Companies/Brands on Social Media

U.S. Population 12+ 28%
Podcast Consumers 12+ 47%

Source: Edison Research and Triton Digital Infinite Dial 2016
Share of Ear®

On average, people spend 4 hours listening to audio.
Share of Ear®

Americans’ Share of Time Spent Listening to Audio Sources

- AM/FM Radio: 54%
- Streaming Audio: 15%
- SiriusXM: 7%
- TV Music Channels: 5%
- Podcasts: 2%
- Owned Music (CDs, Digital music files, etc.): 16%
- Other: 1%
Share of Ear®

Americans' Share of Time Spent Listening to Audio Sources

- AM/FM Radio: 25%
- Podcasts: 32%
- Streaming Audio: 14%
- Owned Music (CDs, Digital music files, etc.): 17%
- SiriusXM: 4%
- TV Music Channels: 4%
- Other: 4%
36% of Americans 13+...listen to audio on a smartphone each day
Share of Ear®
Americans’ Share of Time Spent Listening to Audio Sources on a Smartphone

- Streaming Audio: 38%
- Owned Music: 43%
- AM/FM Radio: 8%
- Podcast: 7%
- Other: 4%
New Research: IAB-Edison Research Podcast Advertising Study

953 Online Interviews
Adults 18+
Current Podcast Listeners
Conducted August 2016
<table>
<thead>
<tr>
<th>Feature</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not at all Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>The ability to listen to programs whenever you want</td>
<td>76</td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>The ability to listen to programs wherever you want</td>
<td>71</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>The ability to listen to programs on demand, the instant you click on them</td>
<td>70</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>The ability to listen to content you cannot get anywhere else</td>
<td>58</td>
<td>34</td>
<td>8</td>
</tr>
</tbody>
</table>

Scale: 0-3 "Not At All Important", 4-7 "Somewhat Important", 8-10 "Very Important"
How much do you agree/disagree...

"The products and services you learn about on podcasts are generally relevant to your interests."

Strongly Agree/Agree: 70%
How much do you agree/disagree...

"You are more willing to consider products and services after you learn about them on podcasts."
How much do you agree/disagree...

"Your opinion of a company is more positive when you hear it mentioned on one of the podcasts you regularly listen to."

Strongly Agree/Agree: 63%
How much do you agree/disagree...

"When price and quality are equal, you prefer to buy products from companies that advertise on the podcasts you regularly listen to."

Strongly Agree/Agree: 60%
How much do you agree/disagree...

"You believe that the hosts of podcasts you regularly listen to are actual users of the products/services mentioned on their programs."

Strongly Agree/Agree:

52%
How much do you agree/disagree...

"The products and services you hear or see advertisements or sponsorships for on podcasts are ones you personally use or purchase."

Strongly Agree/Agree: 44%
How do you feel about [item] on podcasts you regularly listen to?

"Sponsorship messages e.g., 'This program is brought to you by...')"

61%

% expressing positive sentiment: "You don’t mind them and occasionally find them useful" or "You are interested in them and/or often find them useful"
How do you feel about [item] on podcasts you regularly listen to?

"Mentions of products and services that are discussed by the host(s)"

55% express positive sentiment: "You don't mind them and occasionally find them useful" or "You are interested in them and/or often find them useful"
How do you feel about [item] on podcasts you regularly listen to?

"Pre-recorded advertisements from a brand, company, or sponsor"

34% expressing positive sentiment: "You don't mind them and occasionally find them useful" or "You are interested in them and/or often find them useful"
Which, if any of the following actions have you taken as a result of sponsorship or advertising you have heard in the podcast you enjoy?

<table>
<thead>
<tr>
<th>Action</th>
<th>% Taken Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited a sponsor’s web site</td>
<td>45%</td>
</tr>
<tr>
<td>Considered a new product or service</td>
<td>42%</td>
</tr>
<tr>
<td>Gathered more info about a company or product</td>
<td>37%</td>
</tr>
<tr>
<td>Read a book</td>
<td>29%</td>
</tr>
<tr>
<td>Used a promotional discount code mentioned in podcast</td>
<td>28%</td>
</tr>
<tr>
<td>Watched a television program</td>
<td>27%</td>
</tr>
<tr>
<td>Seen a movie</td>
<td>26%</td>
</tr>
<tr>
<td>Purchased a product or service</td>
<td>25%</td>
</tr>
<tr>
<td>Visited a store or location</td>
<td>20%</td>
</tr>
<tr>
<td>Purchased or downloaded music</td>
<td>18%</td>
</tr>
<tr>
<td>Recommended a product or service to others</td>
<td>17%</td>
</tr>
<tr>
<td>Attended a performance, cultural event or exhibit</td>
<td>15%</td>
</tr>
<tr>
<td>Switched to a different brand</td>
<td>9%</td>
</tr>
<tr>
<td>Purchased a product or service for your business</td>
<td>8%</td>
</tr>
</tbody>
</table>

%- taken action as a result of podcast ad/sponsorship