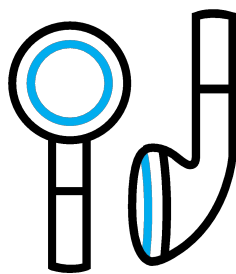




NIelsen DIGITAL MEDIA LAB

PODCAST SPONSORSHIP EFFECTIVENESS

STATS & STORIES FOR COURTING ADVERTISERS & AUDIENCES



UNDERSTANDING PODCAST AD EFFECTIVENESS

INVESTIGATING HOW PODCAST SPONSORSHIPS IMPACT LISTENERS

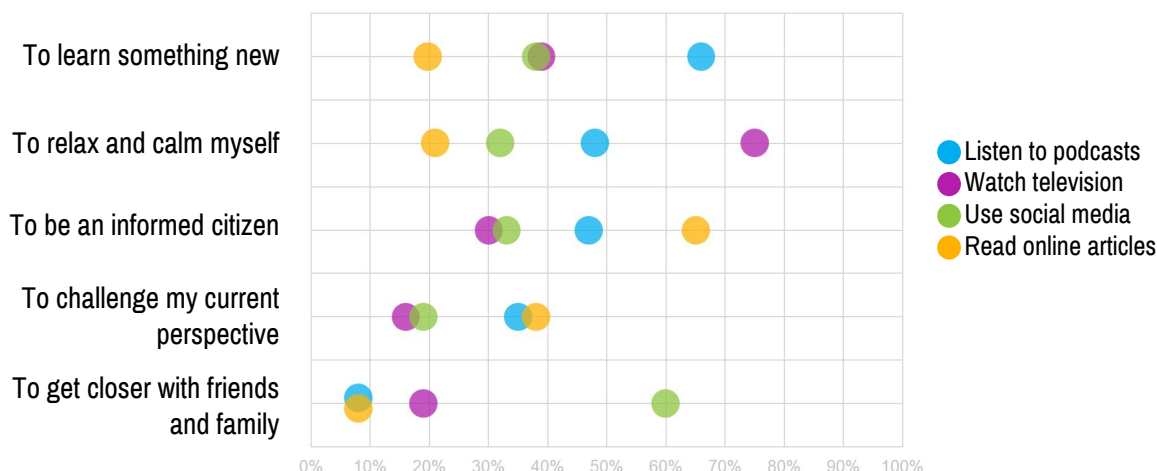
The Takeaways

Podcast listeners are driven by an interest in learning new information. Perhaps this is why the majority of podcast ads we've tested in this study outperform even video pre-roll in driving key brand metrics. The most effective podcast ads tested were host read, capitalizing on podcast listeners' strong relationships with their favorite hosts.

WHAT DRIVES PODCAST LISTENERS

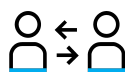
Podcast listeners want to learn something new

When asked to select the reasons why respondents listen to podcasts, 66% selected “to learn something new” while less than 10% selected “to get closer with friends and family”. Nearly half indicated they listen to podcasts to relax and to be an informed citizen.



Respondents report positive ad experiences

When asked about the ad experience on a podcast respondents listen to regularly, a majority indicated the ads are authentic and well integrated.



83%

The host is authentic and natural in delivering the ads.



74%

The sponsors fit well with the content of the show.



78%

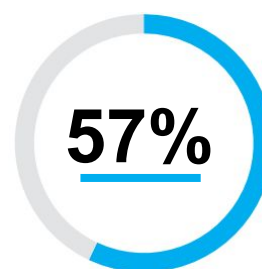
I don't mind the ads/sponsors because I know they support the podcast.

PODCAST ADS ARE EFFECTIVE

Over half of the podcast ads tested outperformed pre-roll in driving purchase intent lift

Of the 46 podcast ads tested in this study, 26 outperformed a comparison video pre-roll ad in driving lift in purchase intent for the brands advertised. Among these 26 podcasts, 85% included sponsorships that were host read. Host read ads included in the study were significantly more likely to be described as authentic and believable and 2x less likely to be perceived as forced.

Purchase Intent Lift



Percentage of podcast ads tested that outperformed pre-roll in driving purchase intent lift

Nearly 70% of respondents exposed to podcast advertising agreed the podcast ad they experienced increased their awareness of new products/services

62% correctly recalled the brand advertised within the podcast clip and indicated the ad made them consider new products/services.



62%

Correctly recalled the brand advertised in the podcast



69%

Agreed the podcast ad experienced in the study "made me aware of new products/services"



62%

Agreed the podcast ad experienced in the study "made me consider new products/services"

EMPOWERING CREATORS

Podcast listeners want to support their favorite shows & hosts

Though we collected a balanced sample evenly distributed across gender and age, we discovered interesting characteristics about the respondents who indicated a likelihood to support their favorite podcasts by purchasing a membership. These respondents were more likely to be male than female but just as likely to be either ages 18-34 or 34-49. They also over indexed in listenership across all podcast genres tested relative to the total group sampled.

Demographic breakdown among willing supporters

Gender

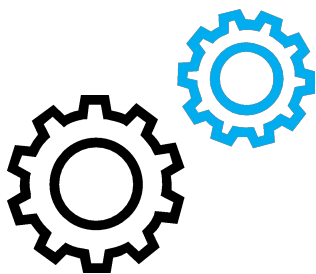
44% female 56% male

Age

50% 18-34 50% 35-49

Listenership across podcast genres among willing supporters

Genre	% genre listeners among willing supporters	Listenership Index
Fiction	30%	125
TV & Film	45%	120
Kids & Family	23%	117
Business	35%	114
True Crime	29%	108
Society & Culture	53%	107
Comedy	72%	107
Sports	43%	107
News & Politics	57%	104



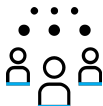
METHODOLOGY

Objectives

The purpose of this study is to better understand the consumer impact of podcast advertising. Specifically, the research will evaluate the effectiveness of podcast sponsorship in driving lifts in key brand metrics relative to pre-roll advertising.



Nielsen recruited 7000 U.S. podcast listeners ages 18-49. Respondents were evenly distributed across gender and age.



Each respondent reported listening to podcasts a few times a month or more in at least one of the following categories: (1) Business, (2) Comedy, (3) News & Politics, (4) Society & Culture, (5) Sports & Recreation.

Methodology

The study was conducted through an online panel using a pre/post exposure methodology. It included 46 podcast clips, testing 38 unique podcasts and advertising for 18 brands.



After a pre-survey each respondent listened to a 10-minute podcast clip or viewed a comparison video experience with pre-roll advertising.



A post survey was then used to measure lift across key brand measures for the brand advertised within each podcast or pre-roll experience.

NIELSEN MEDIA LAB

About the Media Lab

Nielsen's Media Lab explores how new media technology and trends impact consumers, advertisers & publishers. We use a mix of Nielsen data and primary research to demonstrate the power of new media platforms, to help clients improve ad experiences for consumers, and to help inform the creation and distribution of content viewers will love. The lab's research studies have been featured at conferences and events around the world including the Consumer Electronics Show, Advertising Week, Cannes Lions, Mobile World Congress & VidCon.

About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.