

### Podcasts

Inexpensive/Effective Marketing Option



### What is a Podcast?

pod·cast

['päd kast]

#### **NOUN**

a digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as a series, new installments of which can be received by subscribers automatically.

Podcasts have become incredibly user friendly. Once a listener subscribes to a podcast, the latest episodes of the podcast will be downloaded automatically. The listener will be able to listen to the podcast at anytime and anyplace.

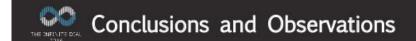


## Who's Listening to Podcasts?

- Industry experts have been keeping an eye on podcasts for quite awhile...The Smartphone has now moved podcasts into the "mainstream"
- The podcast audience is increasing every year--last year more than 98
  Million Americans listened to podcasts
- 51% of Americans ages 12-54 listened to podcasts in 2016 that number is expected to rise significantly in 2017 & beyond
- The number of vehicles with in dash entertainment systems is also increasing every year and has more than doubled in the last 3 years



# From Edison Research 2016 Infinite Dial



The Smartphone has rewritten the media landscape



#### Conclusions and Observations

 Nearly 100 million Americans have ever listened to a podcast—it has made the jump to mainstream











### Podcasts Will Reach Your Targeted Demo

- 51% of the Podcast Audience has a 4 year degree or higher
- 62% of the Podcast Audience has an annual income above \$75K
- 72% of the Podcast Audience is between 18 54 years old
- 52% of the Podcast Audience listens in the car
- 76% of the Podcast Audience is Engaged in Social Media



# Why Podcasts are Attractive Marketing Option?

- Podcasts are incredibly personal...much more personal than any other form of media
- Podcast Listeners are also very loyal
- About 90% of Podcast Listeners listen to most or all of each episode
- About 60% of Podcast Listeners have made a purchase resulting from a Podcast Advertisement



### Benefits of Advertising on a Podcast

- Engagement: Podcast Listeners are incredibly engaged—they don't tune out or change the station
- Mobility of Podcasts lead to listeners making podcasts part of their daily routine
- Selectivity: listeners actively choose to listen to specific podcasts and this leads to them being more "invested" in the host and products being talked about
- Buying Power: Podcast Listeners have real buying power and loyalty to the hosts of their chosen podcasts