

# PODCAST ADVERTISING MARKET REPORT

The growing importance of podcasts within the advertising industry cannot be ignored. With numerous streaming platforms, rapidly evolving audio advertising technology, and an ever-expanding collection of content, there is a need for relevant information and effective sales strategies. The [Podcast Advertising Market Report](#) assesses the unique role of podcasts in the marketplace and provides insight into their impact on the future of the industry.

Developed in partnership with audio heavyweights, The Podcast Report is calibrated and finely tuned to the needs, questions, and goals of those in the industry.

## BRANDS MEASURED

*Subject to Change*

- Acast
- AdLarge/Cabana
- AudioBoom
- Authentic
- Barstool Sports
- Cadence13 (Entercom)
- ESPN
- iHeartRadio
- Kast Media
- Megaphone
- Midroll Media
- NBC News
- NPR
- Pandora
- PodcastOne
- PRX (Market Engineuity)
- Public Media Marketing
- SoundCloud
- Spotify (Spotify Studios, Gimlet, The Ringer)
- Stitcher
- Studio71
- The New York Times (Serial Productions)
- ViacomCBS
- Vox Media Podcast Network
- WarnerMedia Podcast Network (Turner properties, Rooster Teeth)
- Westwood One
- WNYC Studios
- Wondery

## Report Overview

### RESPONDENT QUALIFICATIONS

- Manager and above job title
- Mix of podcast users (past 12 or next 6 months) and digital/streaming audio users
- Min: \$1 million+ annual ad spend

### TOPICS COVERED BY OUR RESEARCH

- Podcast spend optimism and funding sources
- Advertiser comprehension of podcast advertising audiences, ad formats, creative best practices and attribution/ROI
- Key criteria for selecting podcast programs
- Willingness to buy outside the top 50 podcasts and challenges to address to consider buying inventory for smaller podcasts
- Effectiveness of creative formats
- Importance of campaign measurement methods
- Podcast providers on short list for consideration
- And much more...



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Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

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Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or [info@AdvertiserPerceptions.com](mailto:info@AdvertiserPerceptions.com).