

SOUNDS PROFITABLE

THE
BUSINESS
OF
PODCASTING

Ad Nauseam

June 12, 2024



SOUNDS PROFITABLE

THE
BUSINESS
OF
PODCASTING

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



Methodology

Goals

Ad Nauseam was designed to learn how people perceive **ad quality and quantity in podcasting**. Most people will say that they skip or ignore ads in any medium, but we also know that ads work! Ad Nauseam is a more nuanced look at what kinds of ads people skip, and their tolerance for repetition.

Sample

Ad Nauseam is based upon an online survey of **1,011 Americans**, ages 18+, who indicated that they had listened to at least one podcast in the last week. The data was weighted using data from the US Census and Sounds Profitable's 2023 study, **The Podcast Landscape**.

Methods

Respondents took an online survey designed to ascertain their tolerance for advertising in podcasts in a variety of ways, including the number of ads per podcast, the number of ad breaks in a podcast episode, drivers for ad skipping, and the effect of repetition.

Direction

Ad Nauseam was designed by **Sounds Profitable's Tom Webster**, who has been the driver for nearly two decades of podcasting studies and a leading expert in audience research. The study was produced in partnership with leading audio research firm **Signal Hill Insights**.





Podcast Ads Work.

Sounds Profitable Ad Research:

After These Messages

...We'll Be Right Back

Safe and Sound

The Medium Moves the Message

Sound You Can See

The Ad Bargain

Ad Nauseam



The Right Audience

Podcast listeners are more than a generation younger than radio and TV consumers, more likely to subscribe to ad-free content, and more likely to be affluent decision-makers.

The Right Medium

Because podcast listeners are less inundated with messages, they pay more attention to the messages they choose to be receptive to – with podcasts leading the way.

When was the last time you heard a podcast that had advertisements in it?

Less than a week ago,
29%

Today,
32%

Yesterday,
40%

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights

SOUNDSPROFITABLE

When listening to a podcast, how do you feel about the ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

libsyn ads

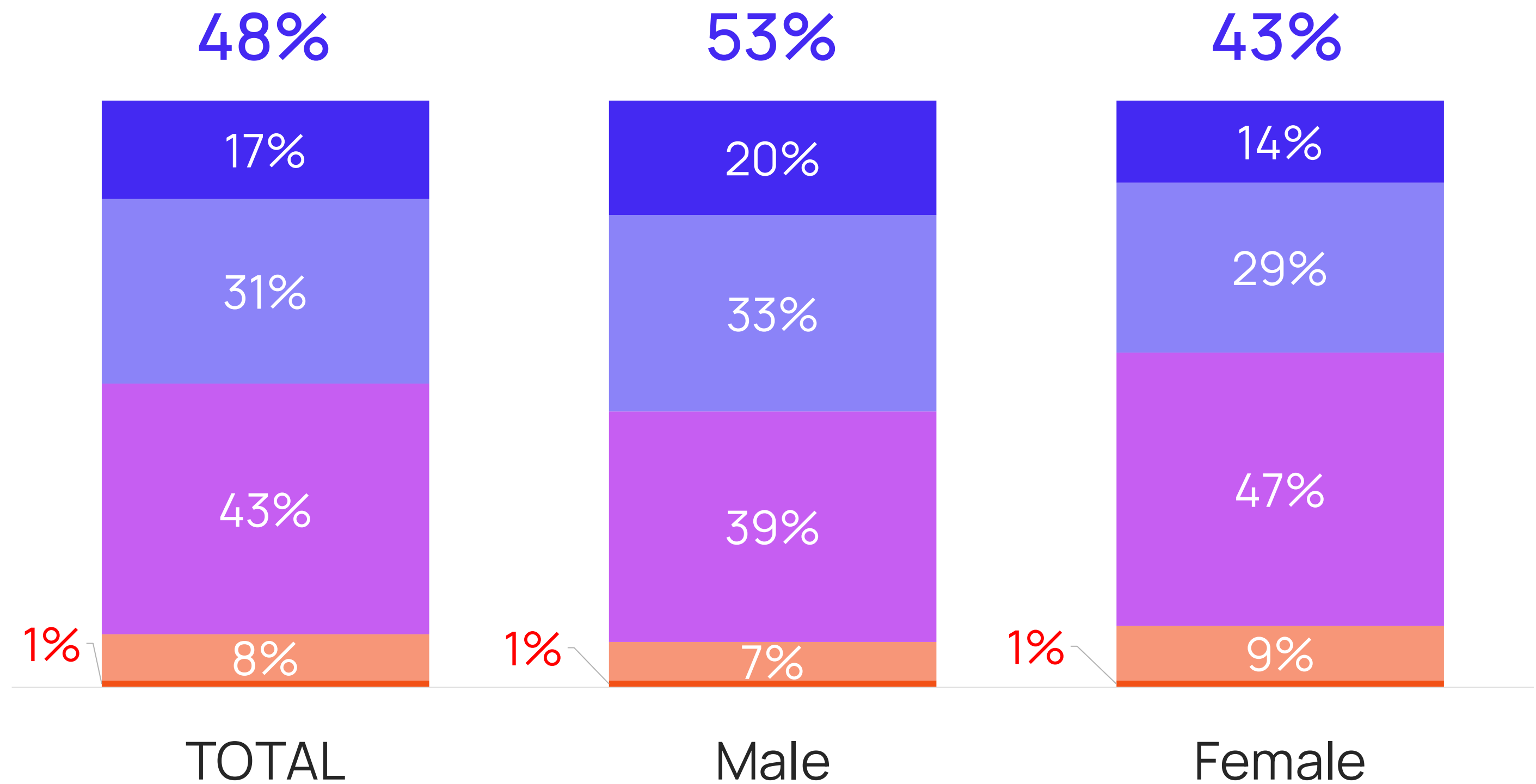
Paramount

npr

SignalHill
Insights

By gender

TOTAL Enjoy/Don't Mind



■ Generally enjoy them

■ Don't mind them

■ Slightly annoying but tolerable

■ Disruptive and barely tolerable

■ Intolerable

SOUNDSPROFITABLE

When listening to a podcast, how do you feel about the ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

libsyn ads

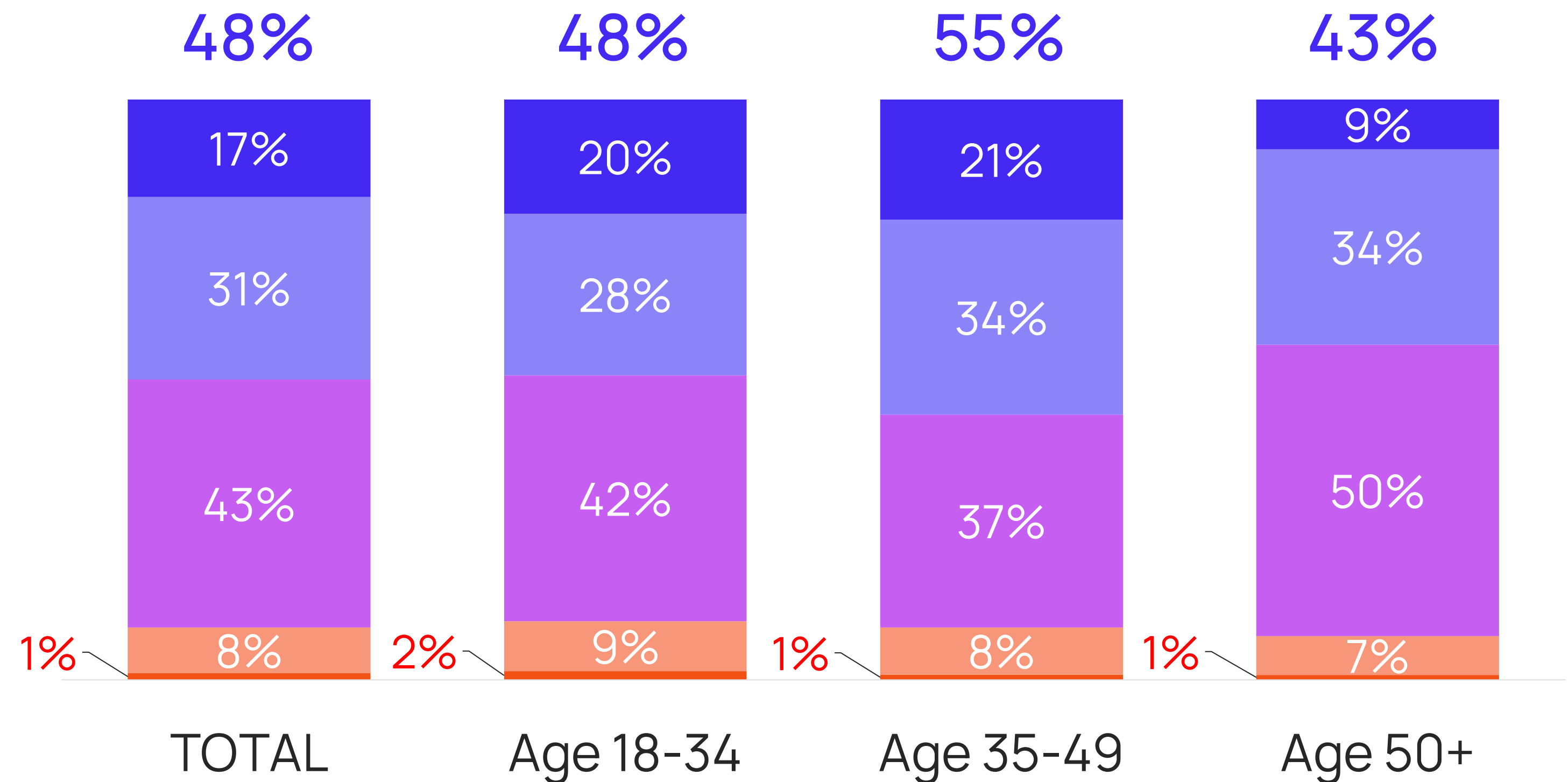
Paramount

npr

SignalHill
Insights

By age

TOTAL Enjoy/Don't Mind



■ Generally enjoy them

■ Don't mind them

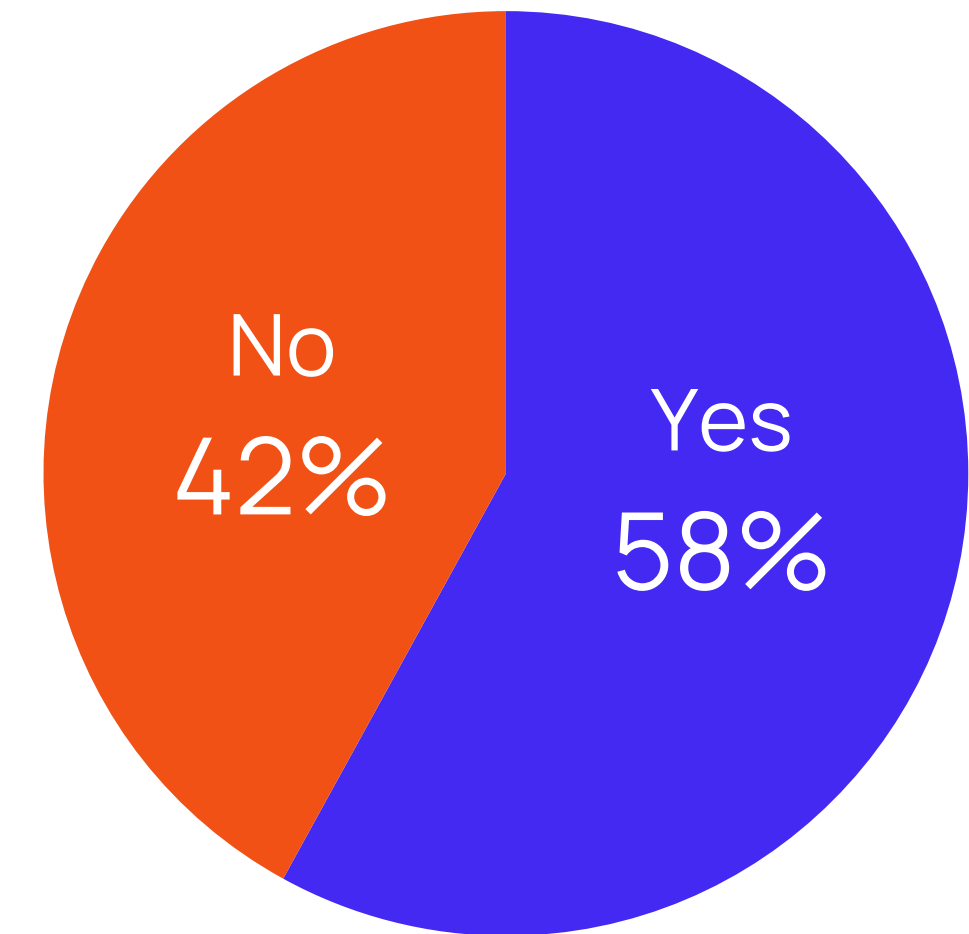
■ Slightly annoying but tolerable

■ Disruptive and barely tolerable

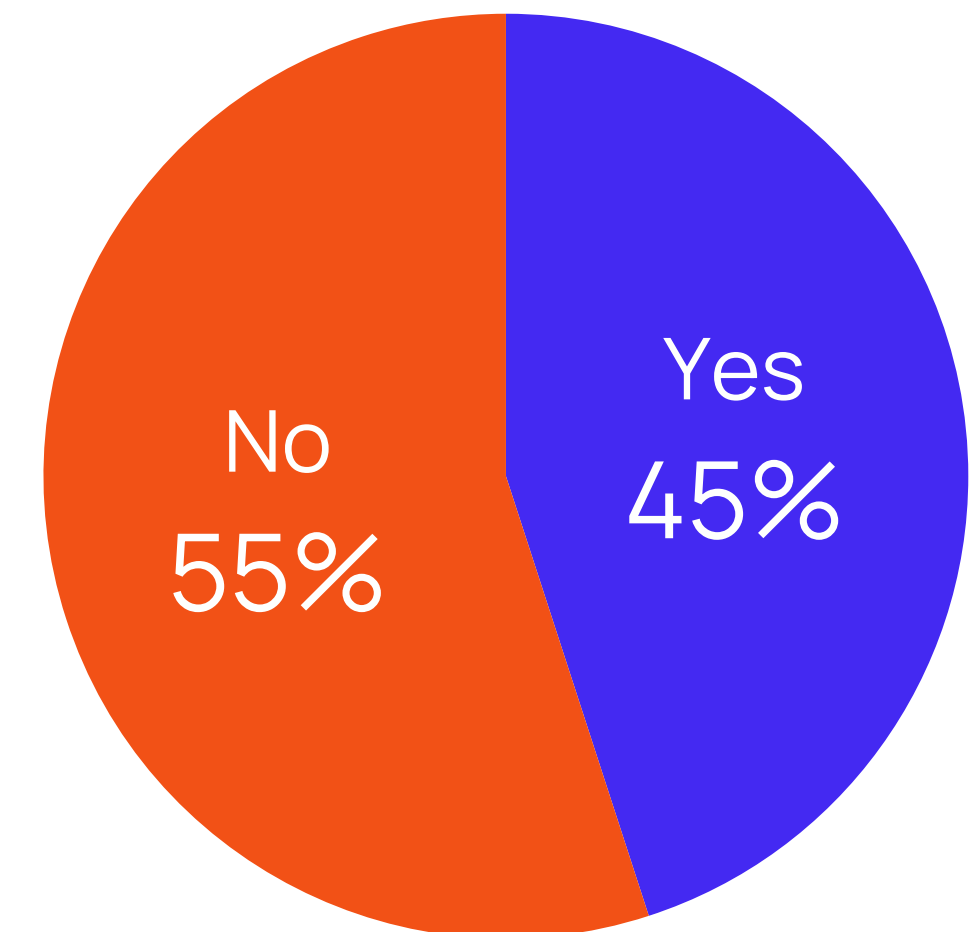
■ Intolerable

Have you ever...

...discovered a product or service you liked through a podcast ad?



...purchased a product because of an ad you heard on a podcast?



Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



Ad Skipping

Most consumers tend to overstate how often they skip ads when asked hypothetical questions. Digital video recorder researchers have been aware of this phenomenon for decades!

01

\$P

How do you typically react when an ad starts playing during a podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

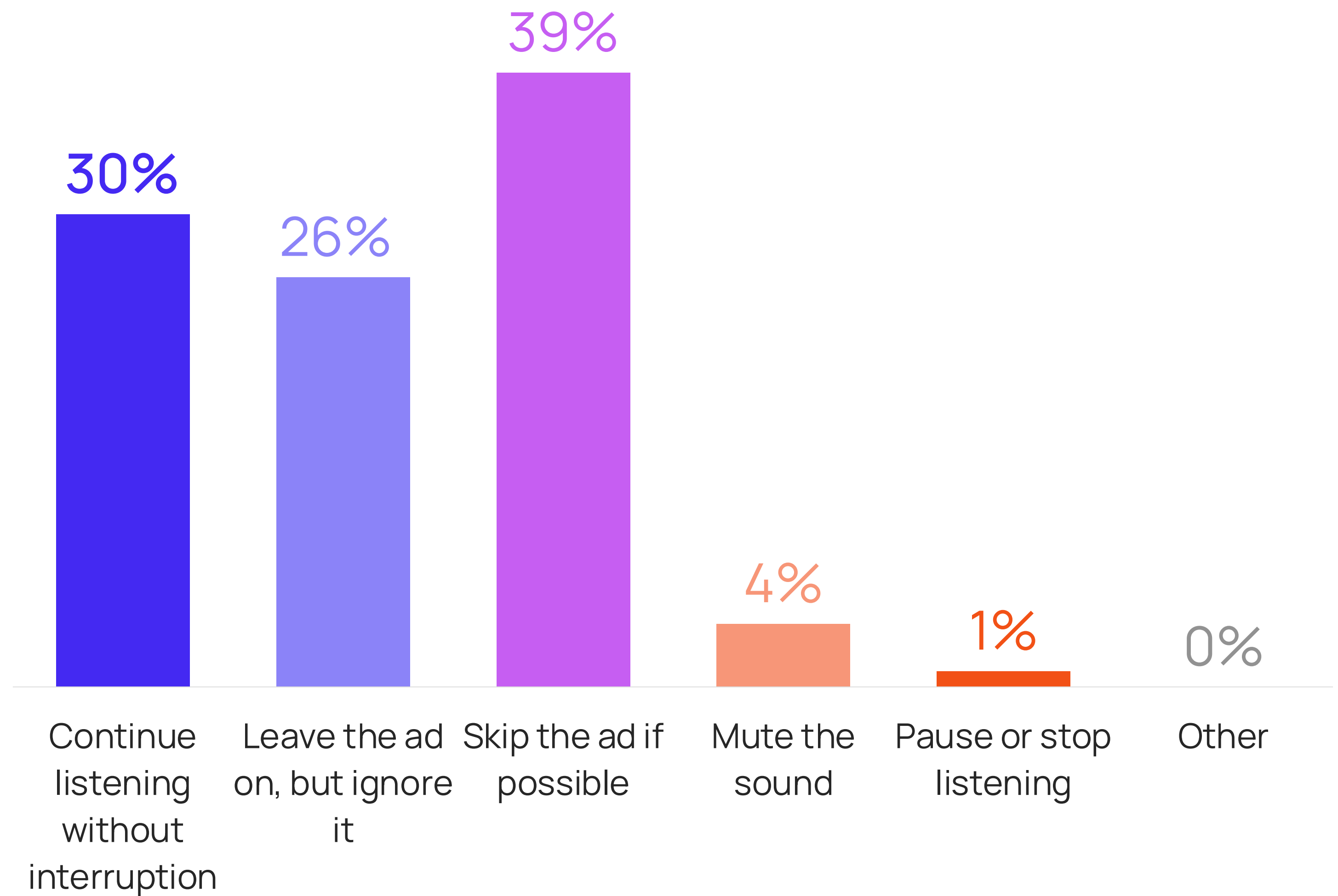
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Ad Skipping

...however, grounding the question in a specific, familiar podcast reveals a different result.

01

\$P

Think of the last podcast episode you listened to that contained ads. How did you react to them?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

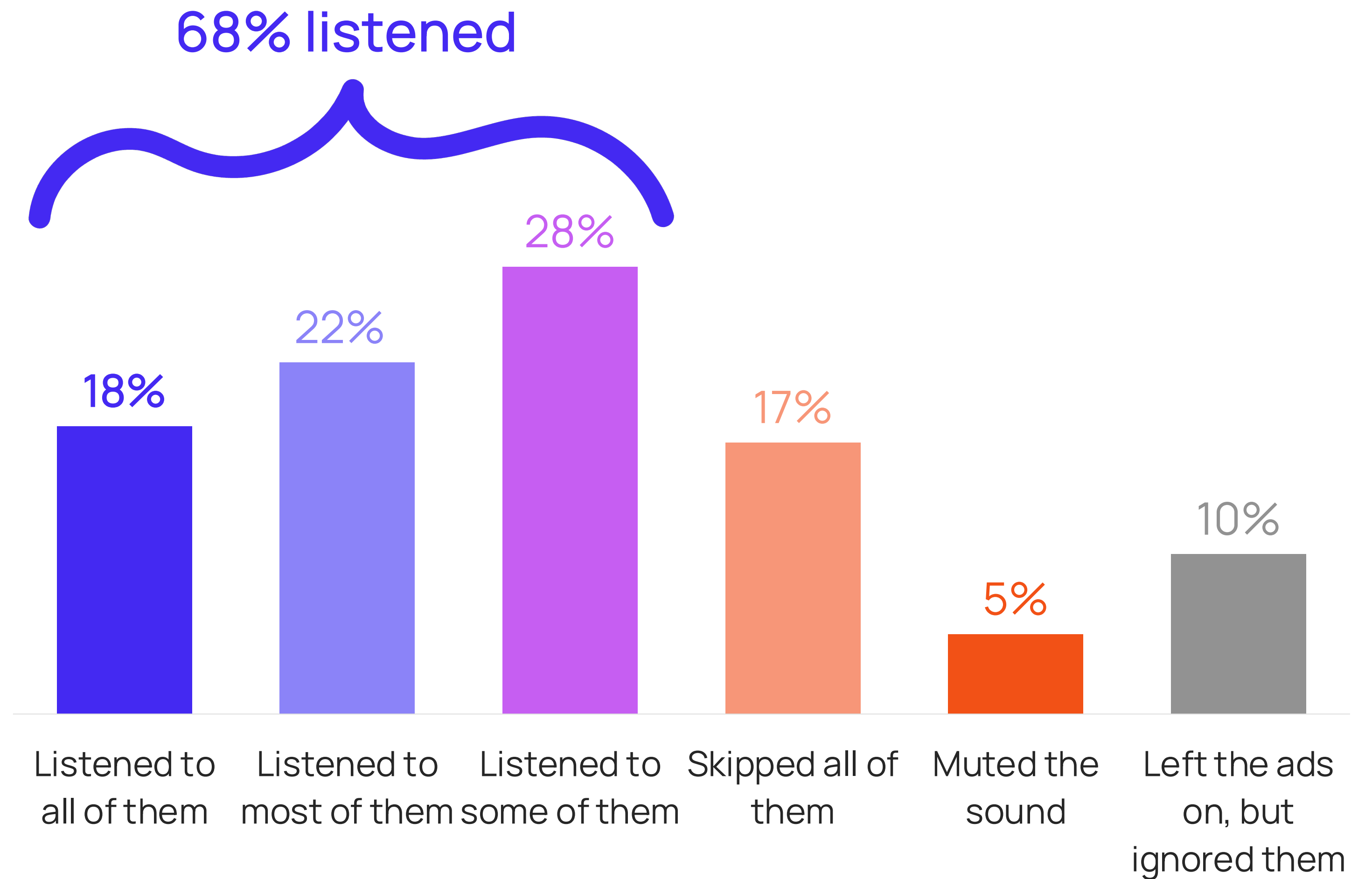
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Ad Skipping

Still, ad skipping does occur, as it does in any ad-supported medium.

01

\$P

How often do you skip ads on your favorite podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

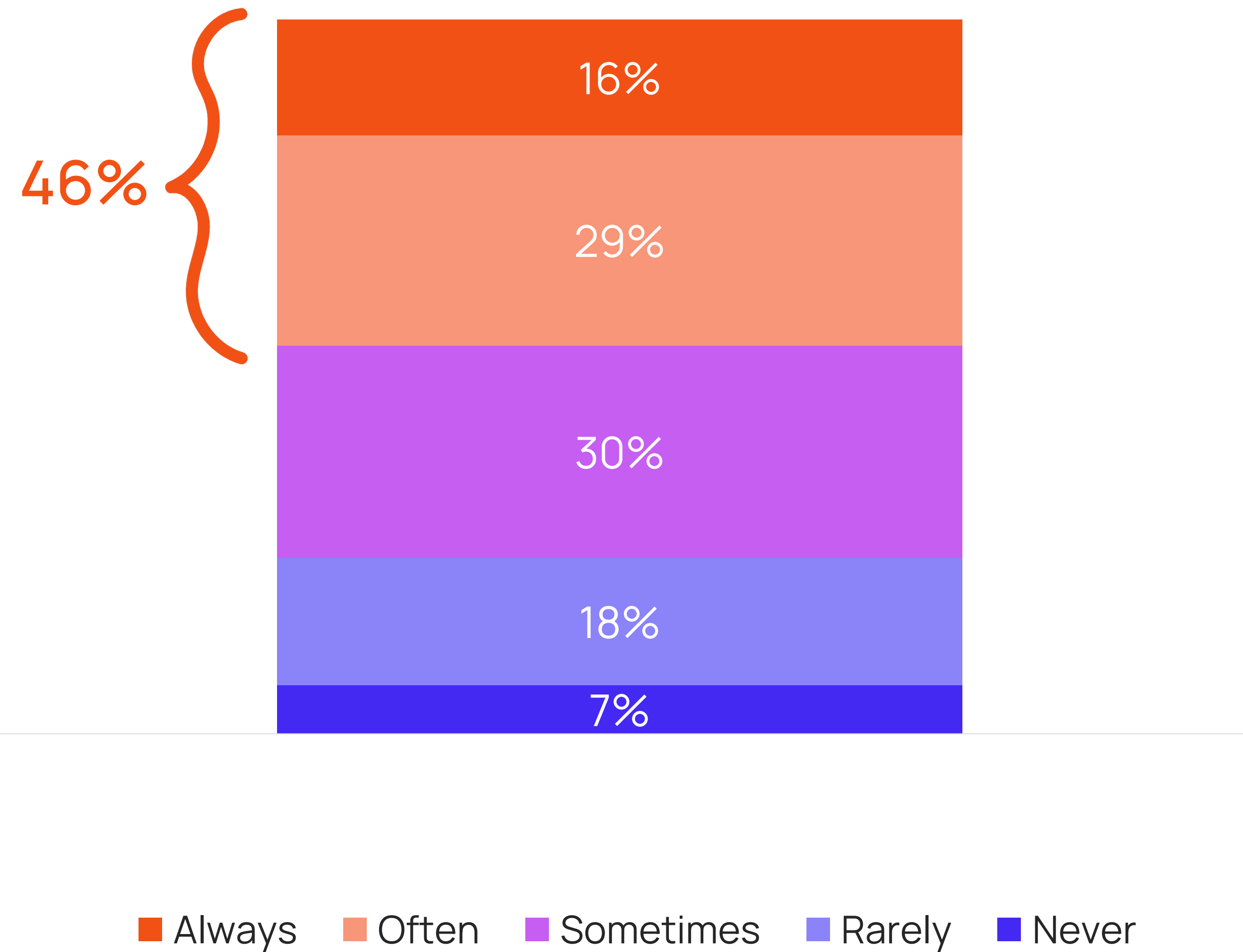
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

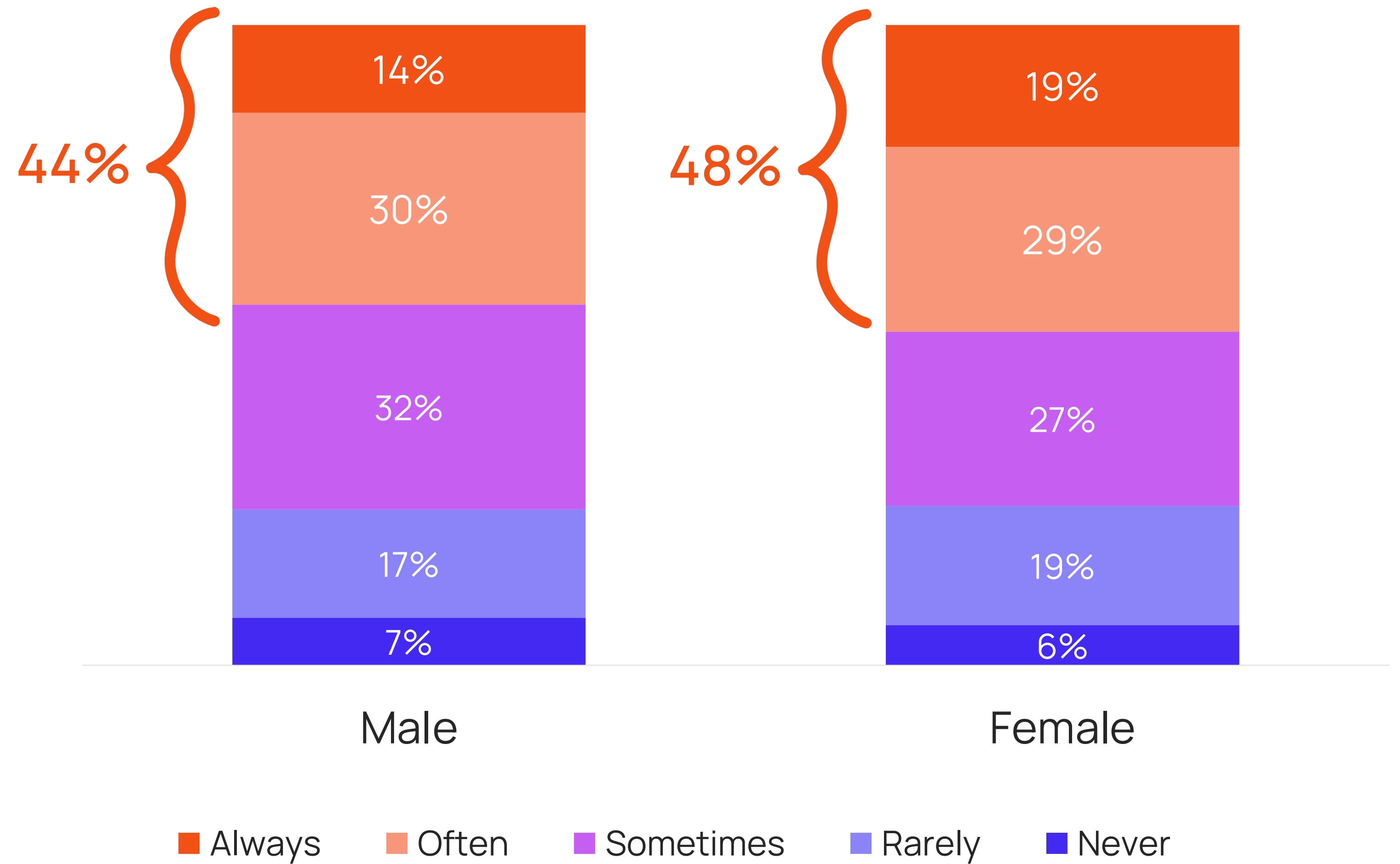
npr

SignalHill
Insights



How often do you skip ads on your favorite podcast?

By gender



Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

libsyn ads



Paramount



npr



SignalHill
Insights



How often do you skip ads on your favorite podcast?

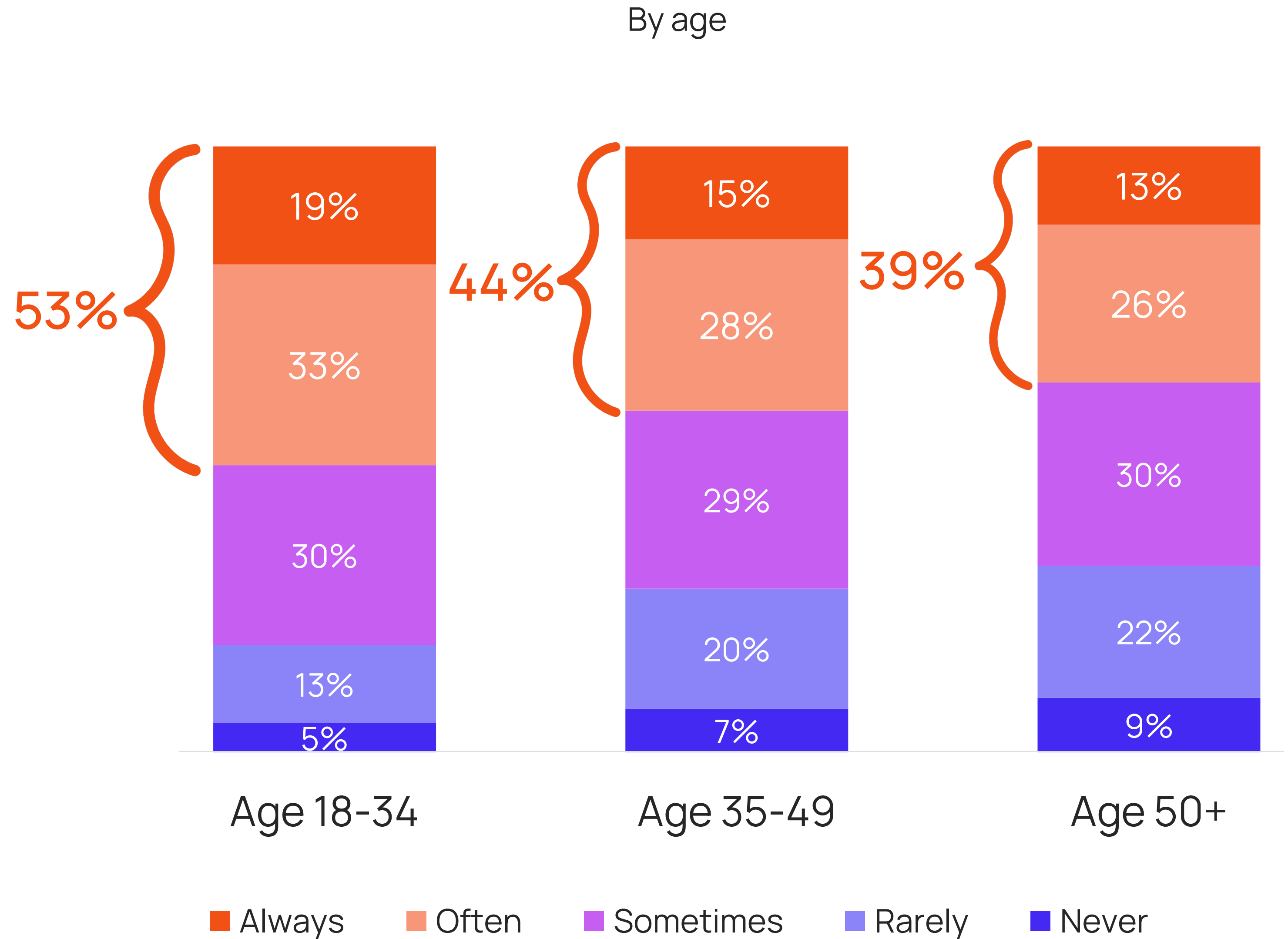
Sponsored by





Ad Skipping

The reasons behind ad skipping are myriad and not solely down to a single motivation. The creators and hosts themselves, however, do play a role.

01

\$P

SOUNDSPROFITABLE

Are you more likely to skip ads in your favorite podcast compared to podcasts you've just started listening to?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

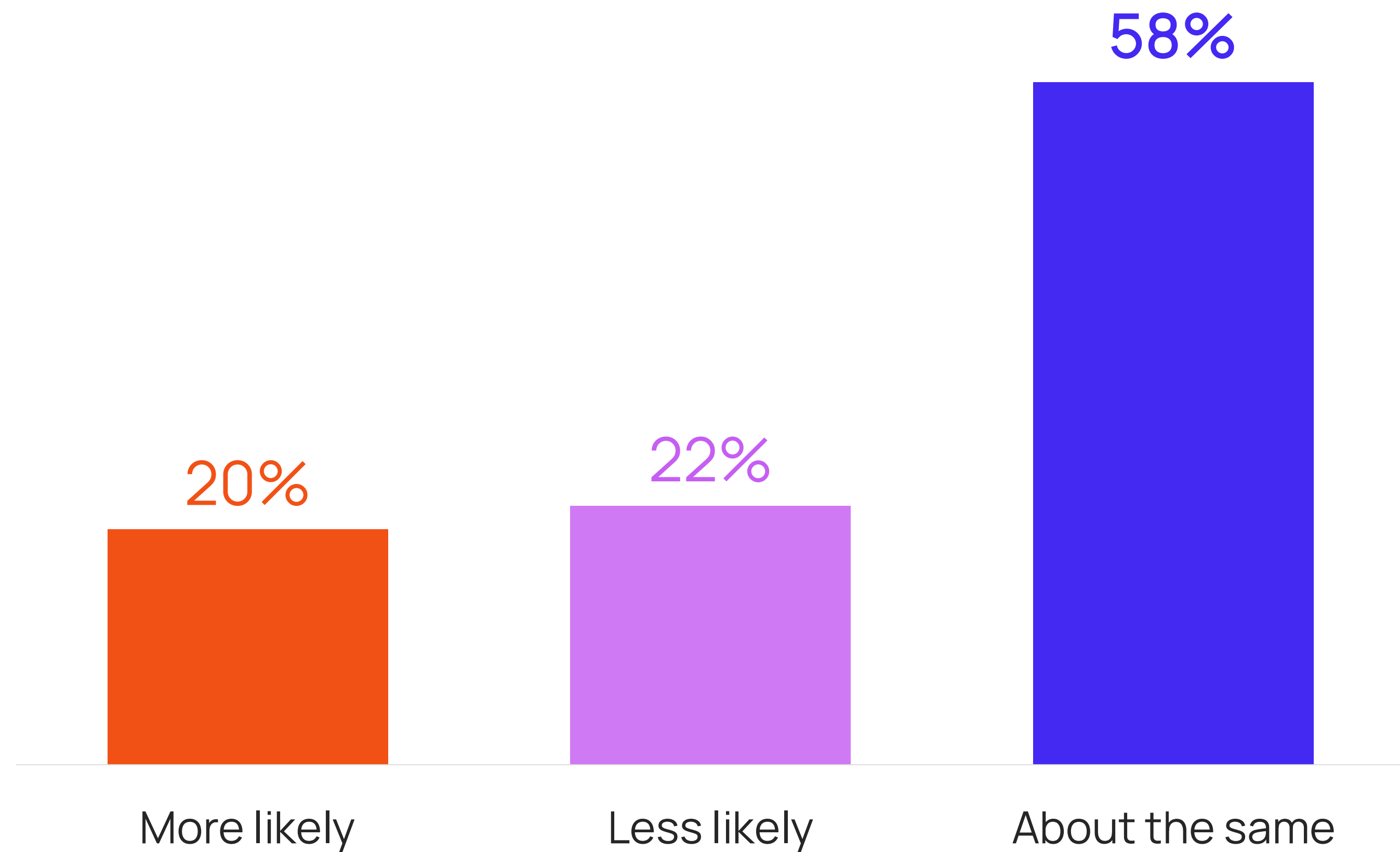
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



Do you believe skipping ads affects your support for your favorite podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

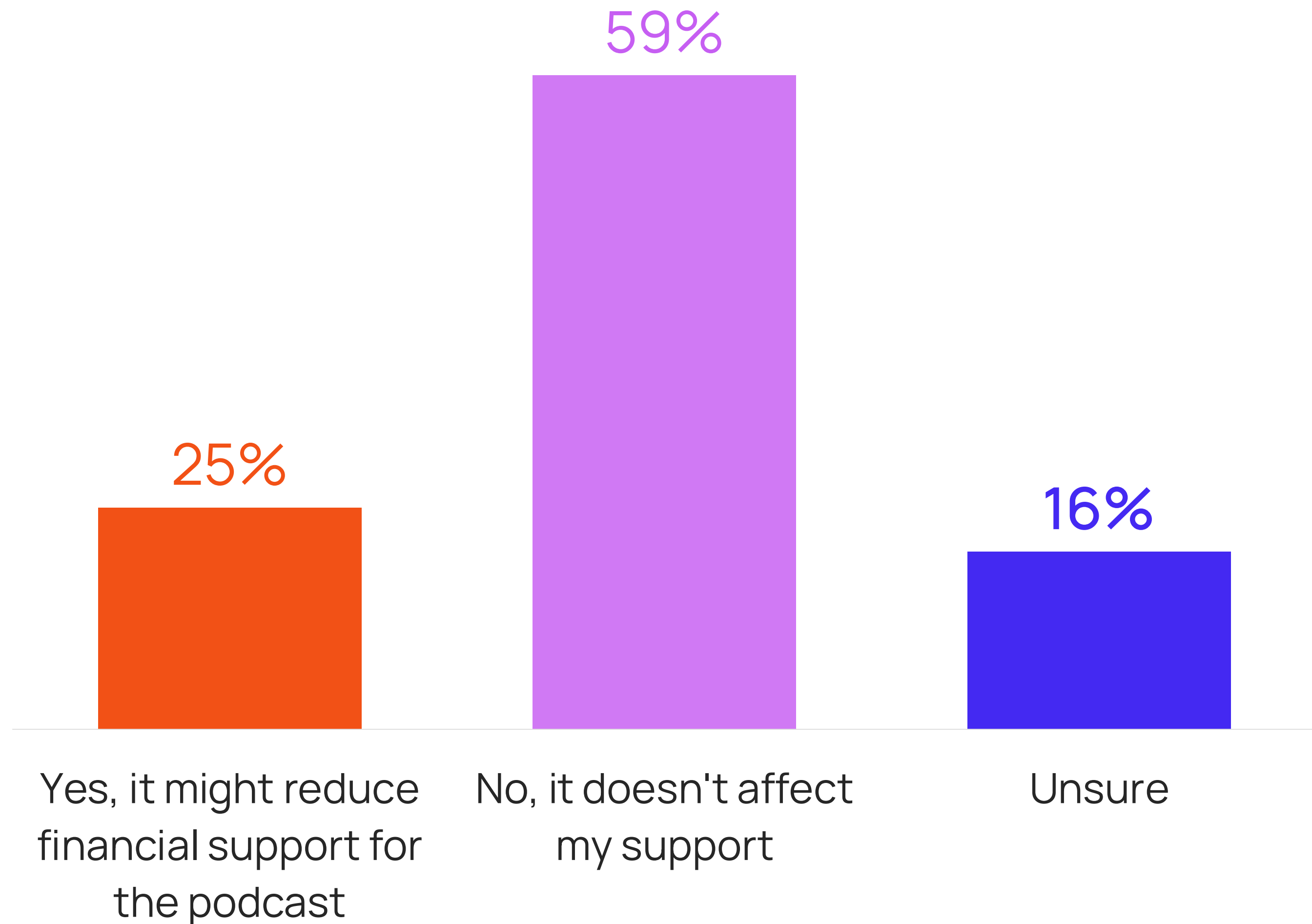
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Ad Skipping

Ultimately, when asked about how often they **pay attention** to ads, podcast listeners are the *most* attentive media consumers

01

\$P

SOUNDSPROFITABLE

Users of each medium who “watch or listen to all of the ads” they encounter on...

Sponsored by

Spreaker★
From iHeart

WONDERY

ESPN Podcasts

betterhelp

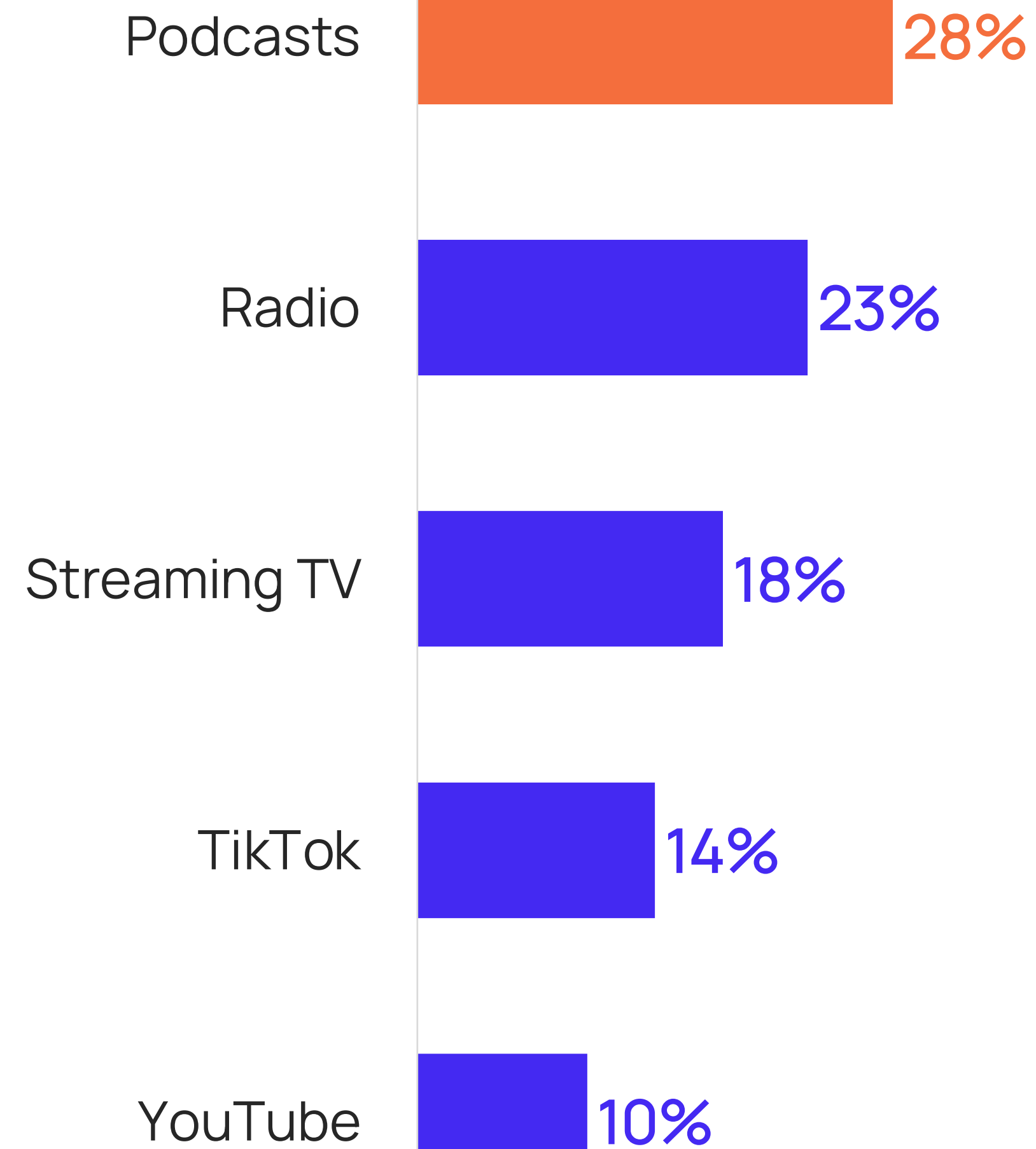
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



Source: *The Ad Bargain*, Sounds Profitable (2024)



Ad Quantity

When it comes to “how many is too many,” there may not be one single answer, but there are consumer expectations of this number that need to be considered.

02

\$P

SOUNDSPROFITABLE

Have you ever stopped listening to a podcast altogether because you felt it had too many ads, in general?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

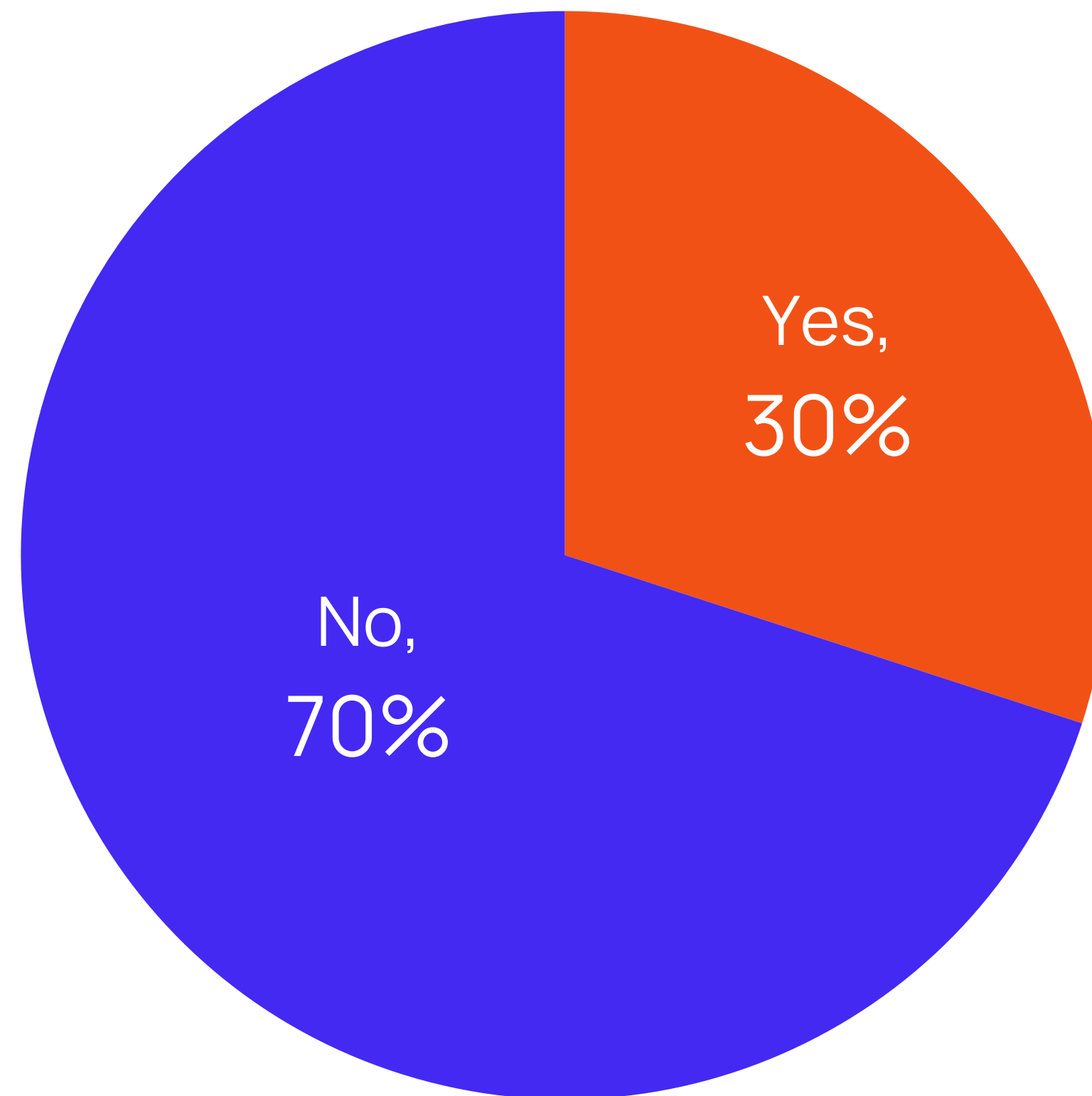
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



SOUNDSPROFITABLE

How many ads do you recall hearing in the last podcast episode you listened to that contained ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

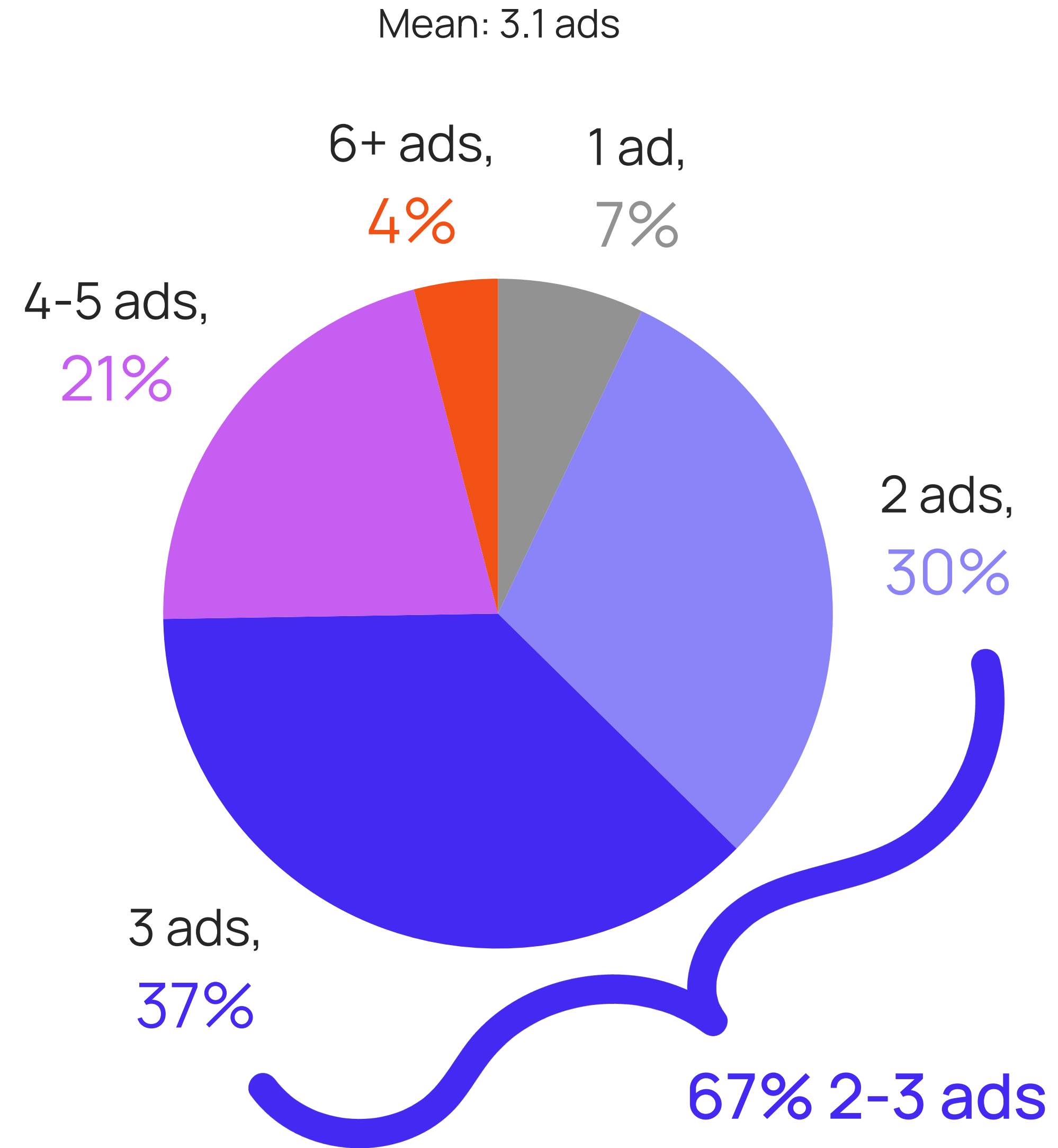
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



SOUNDSPROFITABLE

Thinking again of the last podcast episode you listened to that contained ads. In your opinion, were there too many, fewer than expected, or just the right number of ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

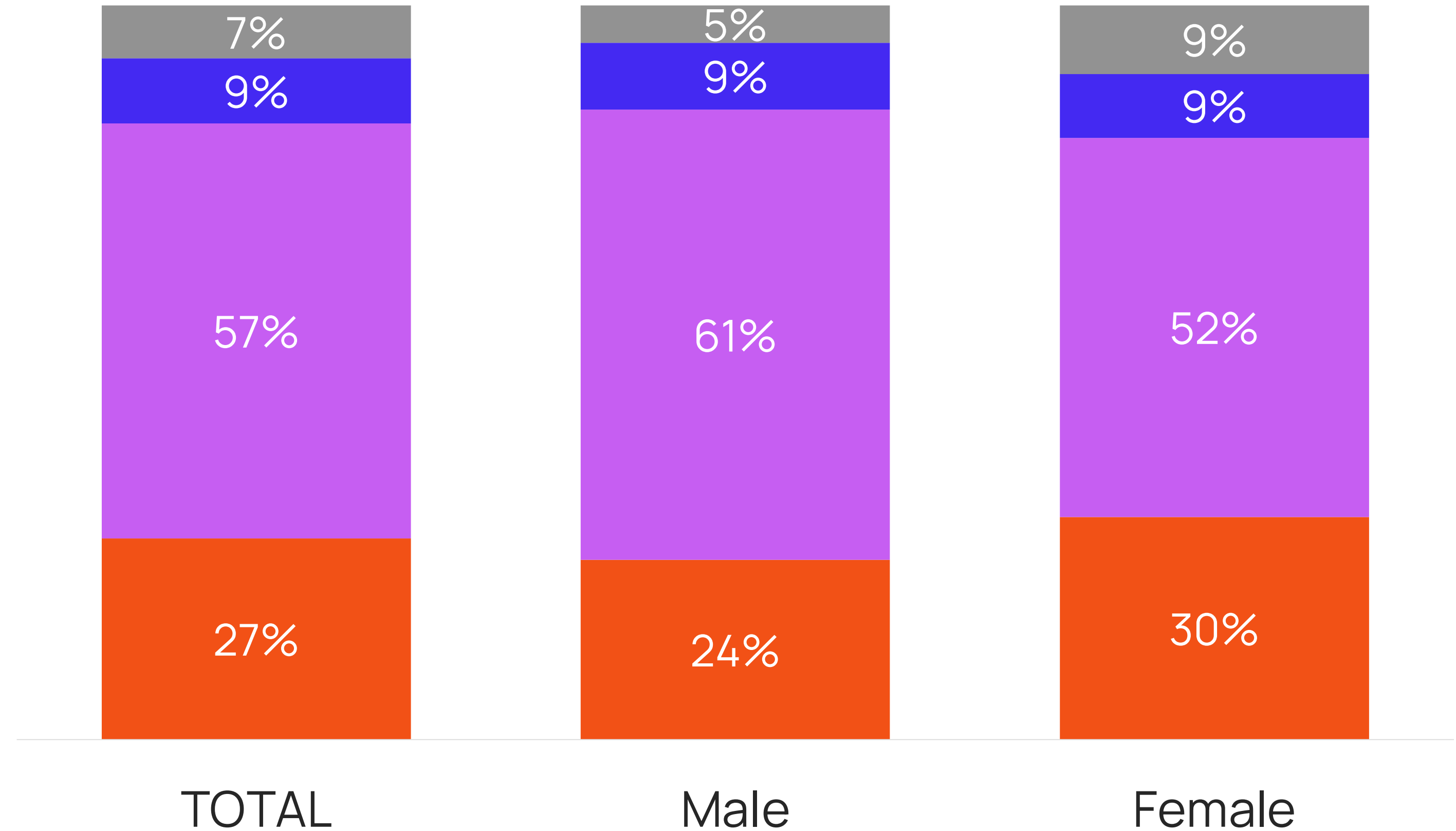
SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



66% Just right/Fewer than expected

■ No opinion
■ Fewer than expected
■ Just the right amount of ads
■ Too many ads

SOUNDSPROFITABLE

In your opinion, were there too many, fewer than expected, or just the right number of ad breaks?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

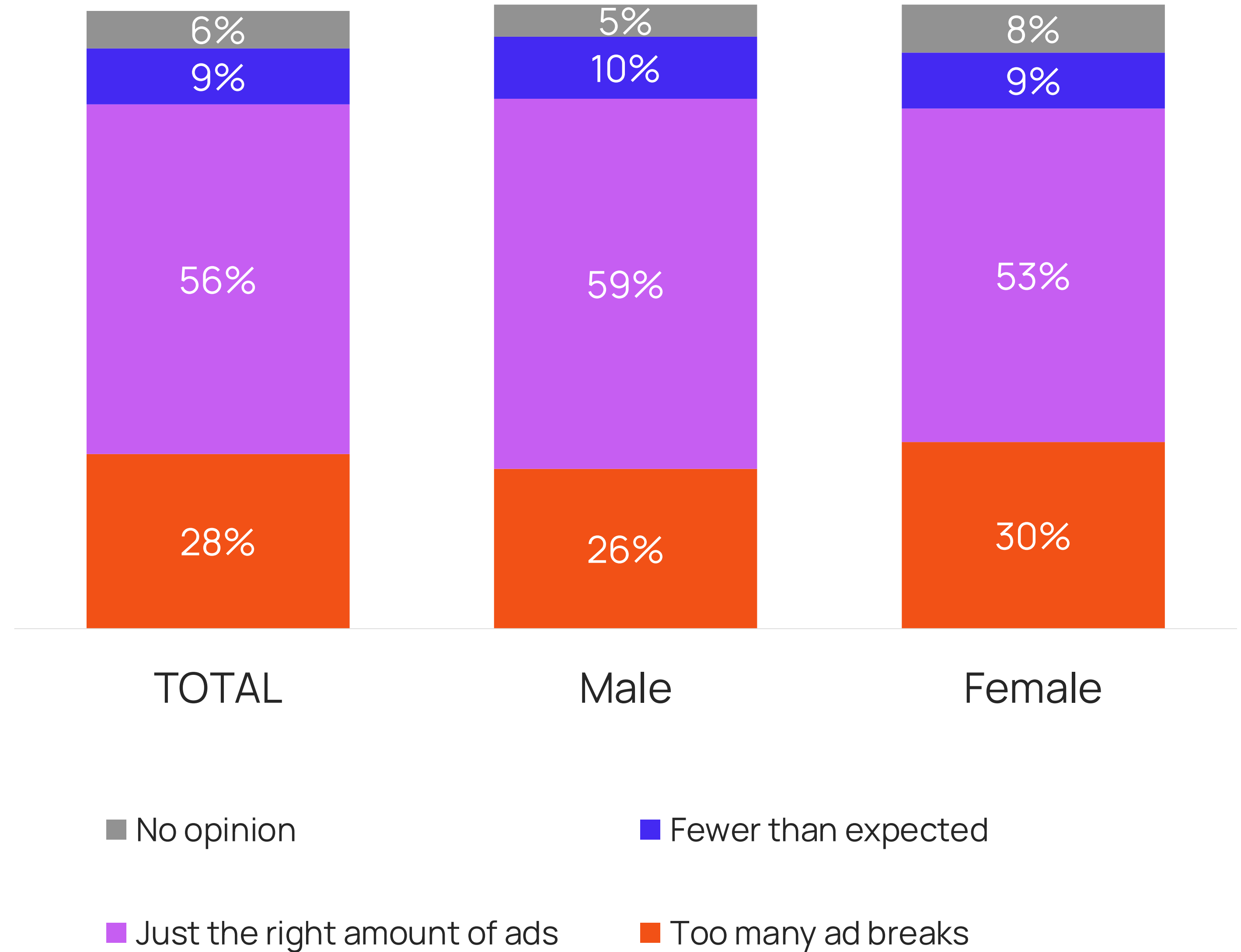
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



SOUNDS PROFITABLE

Think about your favorite podcast that also has ads. How many total ads do you expect to hear in a typical episode of that podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

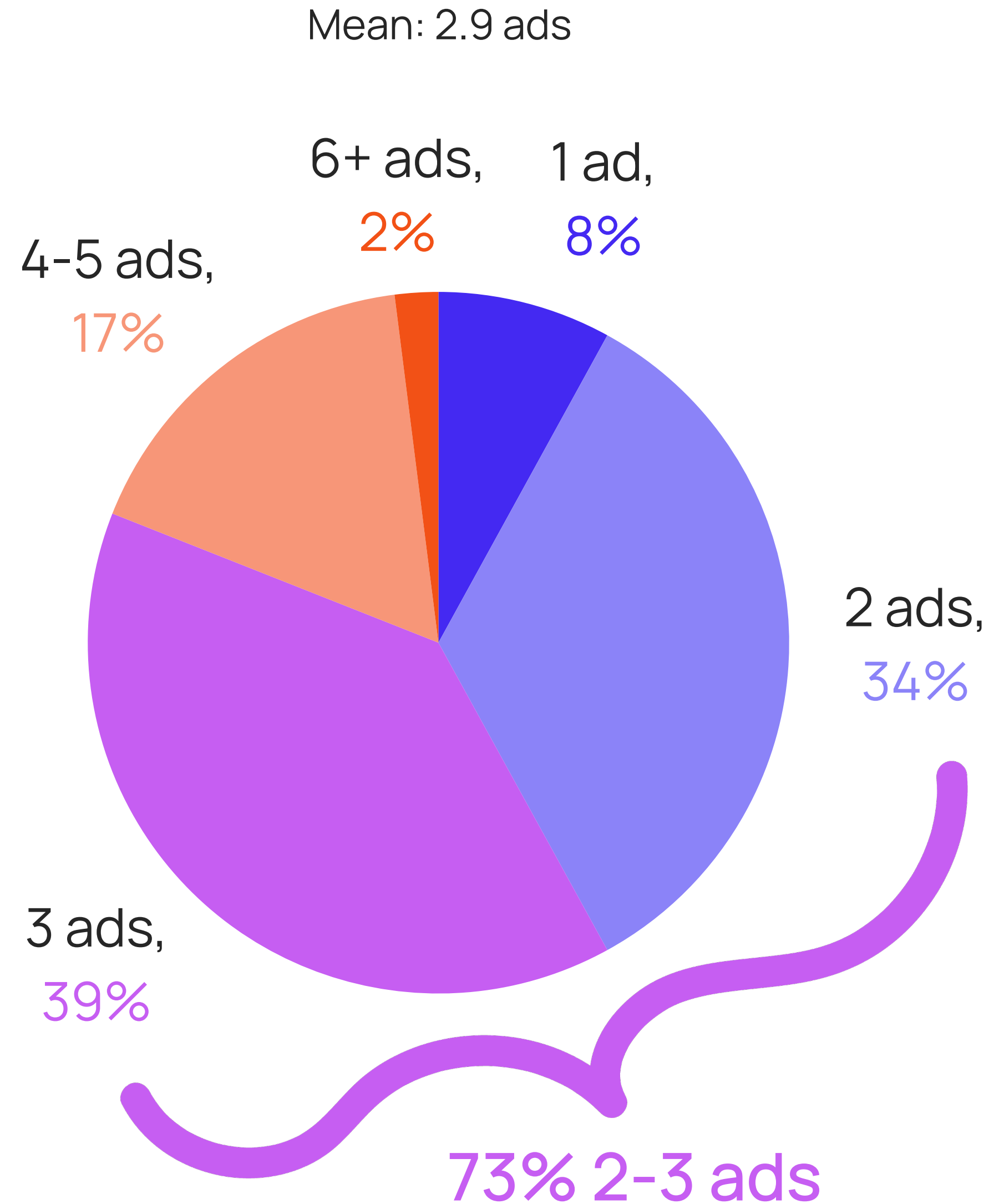
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Ad Quantity

While the actual number of ads that feature in a listener's favorite show may exceed that, the general sense is that perceiving 2-3 in a typical episode is "just right" ...but consumers are forgiving.

02

\$P

SOUNDSPROFITABLE

If an episode of your favorite podcast had more ads than you expected, what would you likely do?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

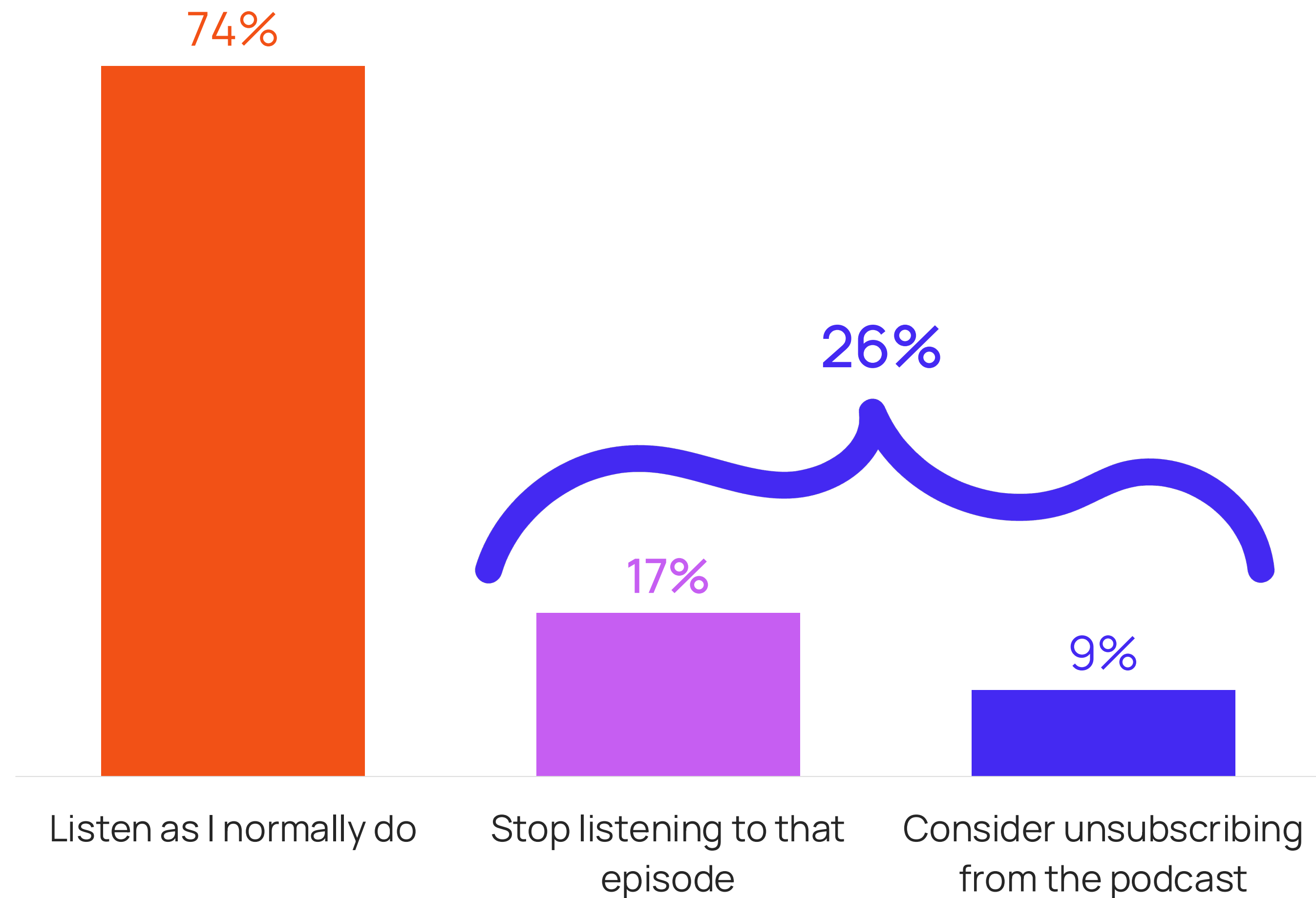
SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



SOUNDS PROFITABLE

Imagine your favorite podcast has an episode that is twice as long as usual, but you hear more ads compared to a typical episode. How would this impact your listening?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

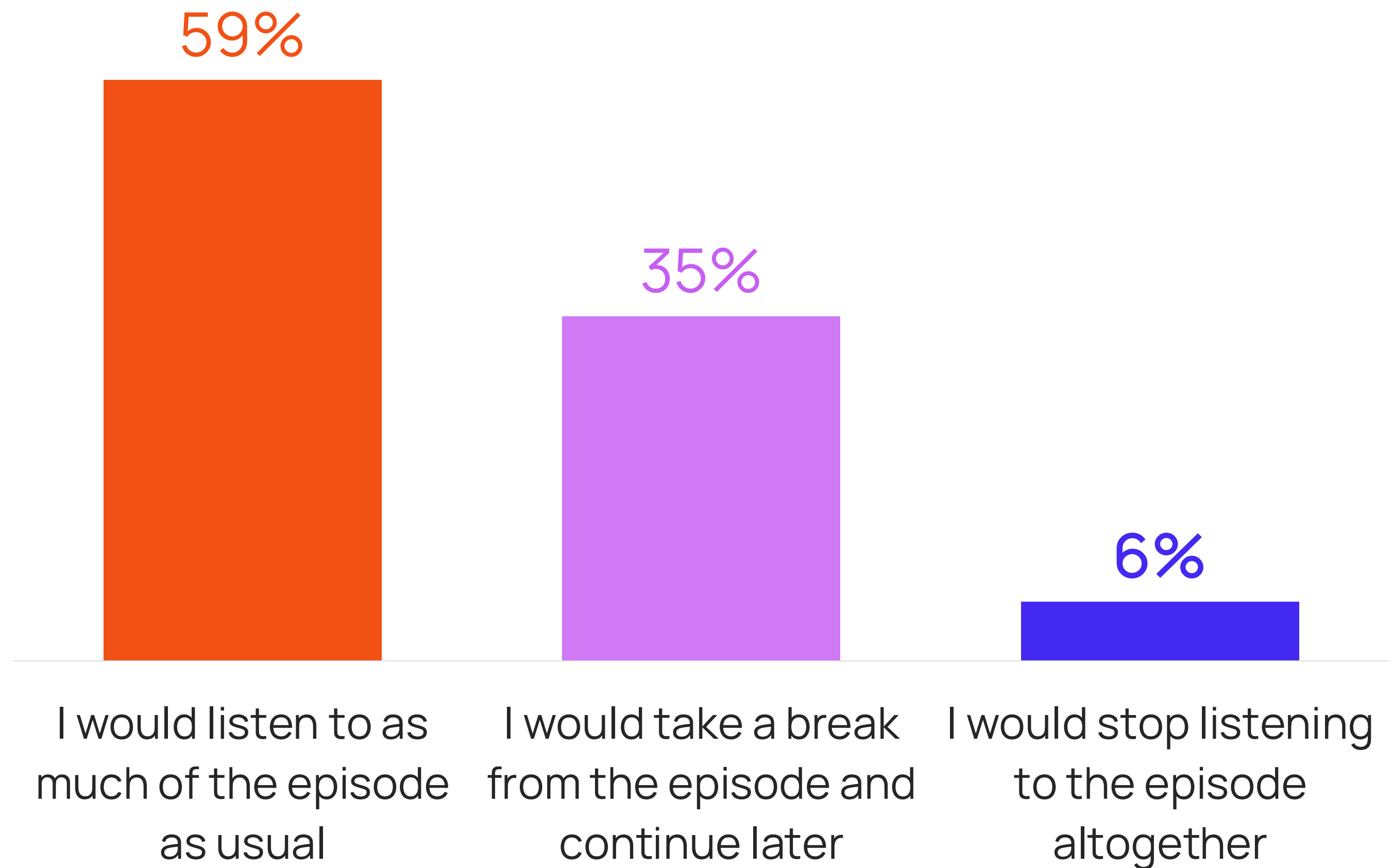
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Structure and Positioning

Consumers are not reliable narrators of the quantity of ads in a given piece of content, however. One factor that influences perception is how ads are placed in the context of a show.

03

\$P

How many times was there an ad break in the podcast episode that you heard?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

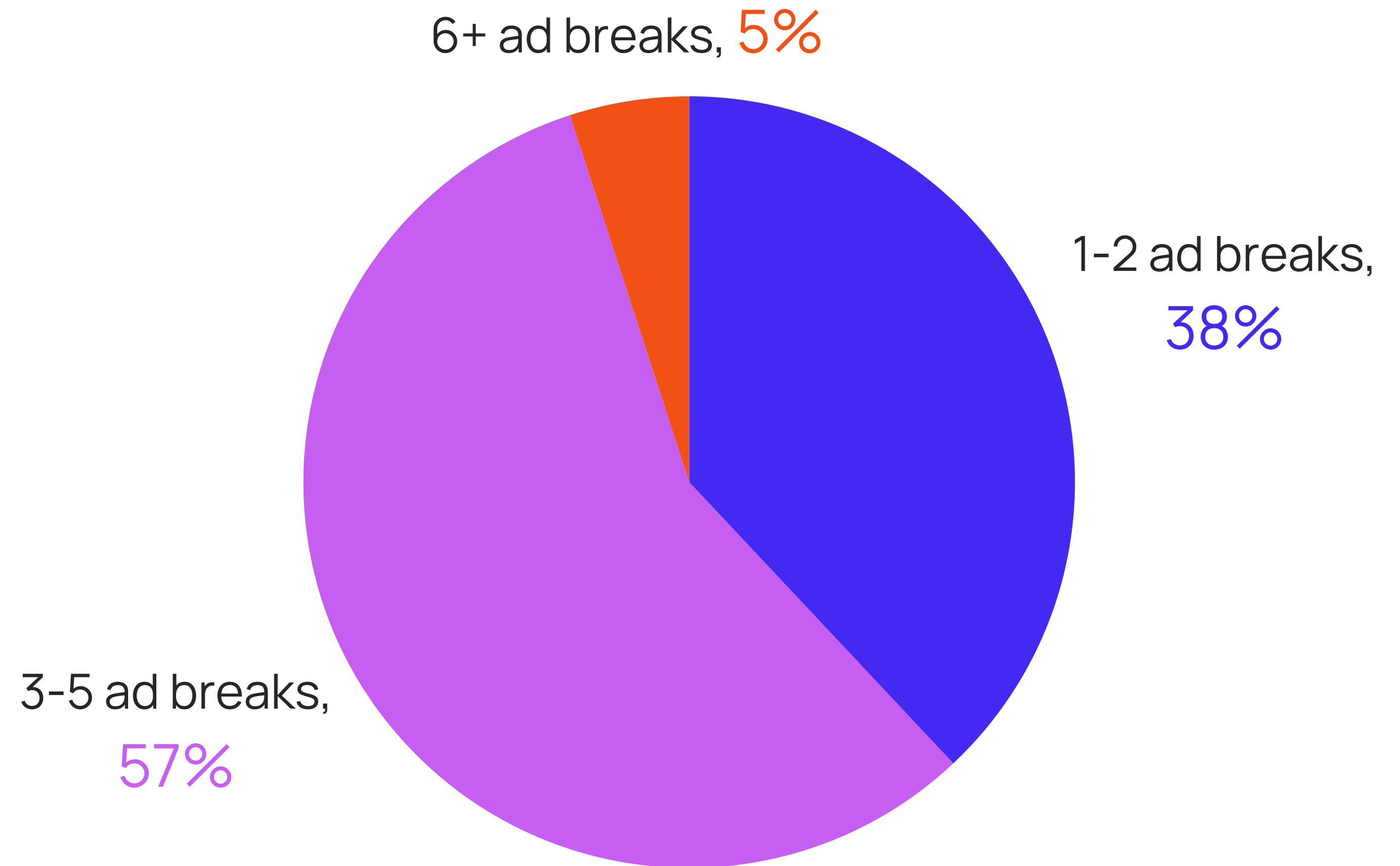
libsyn ads

Paramount

npr

SignalHill
Insights

Among those hearing 2 or more ads in last podcast



SOUNDSPROFITABLE

Where do you prefer to hear podcast ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

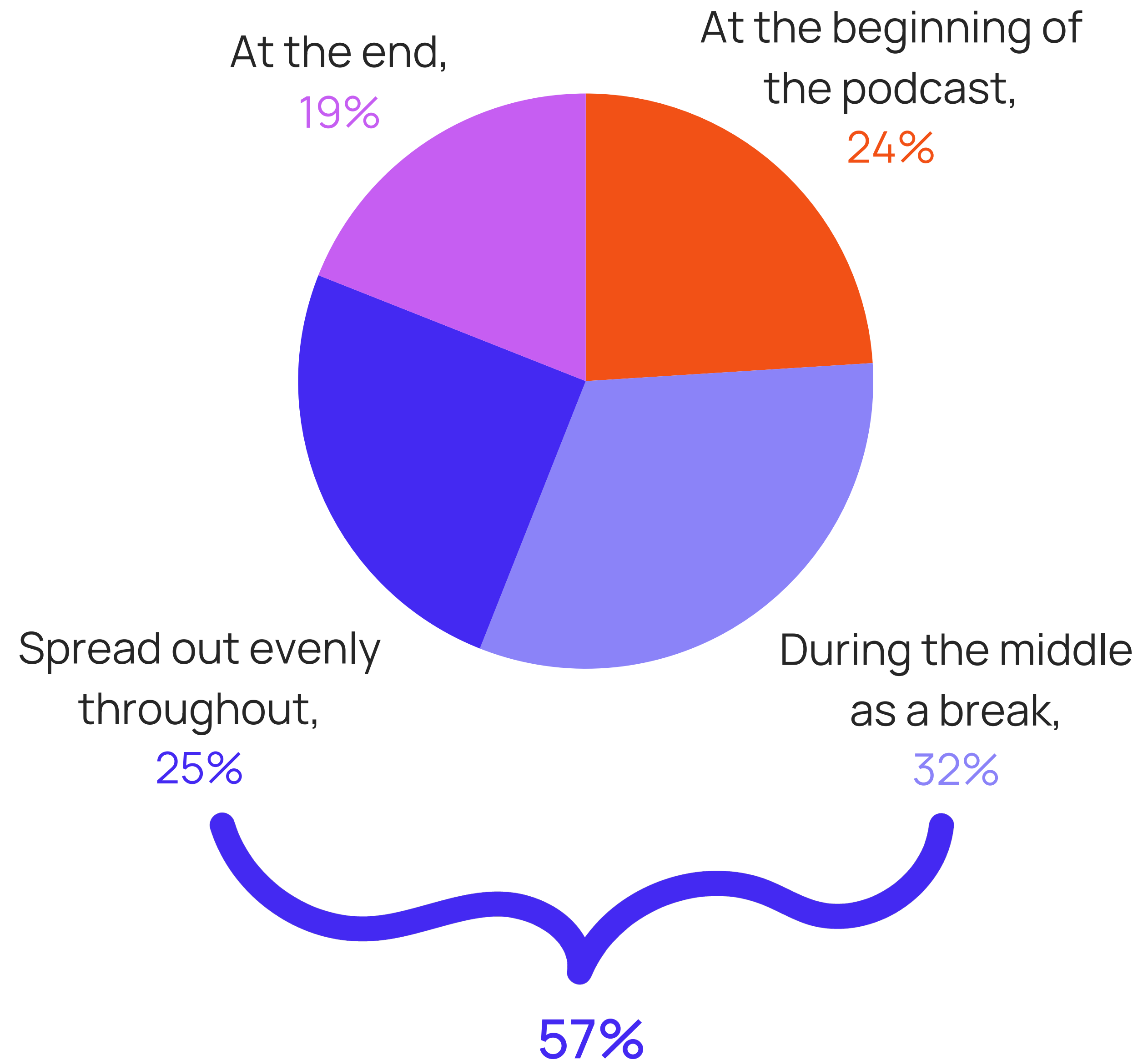
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Structure and Positioning

Consumers prefer to have ads “sandwiched” within the content they enjoy – and when that happens, they are certainly tolerant and even expectant of two ad breaks.

03

\$P

SOUNDSPROFITABLE

How many times do you expect a 30-minute podcast episode to take a break for ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

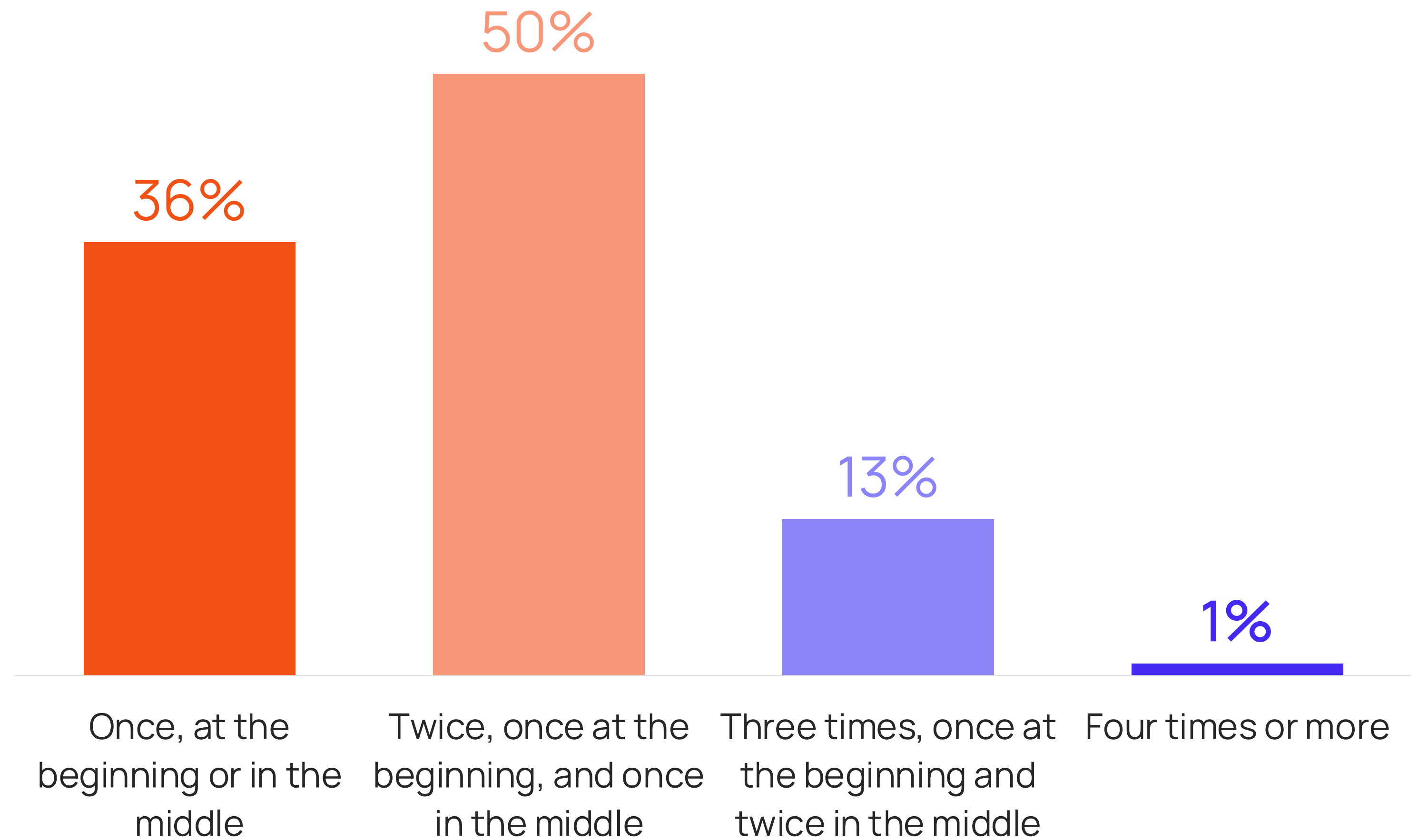
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Frequency and Repetition

You can have too many ads. More importantly, it can feel like there are too many ads when people hear the same ads – and the same creative execution – multiple times in an episode.

04

\$P

SOUNDSPROFITABLE

Have you ever stopped listening to a podcast episode because you heard the same ad too many times?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

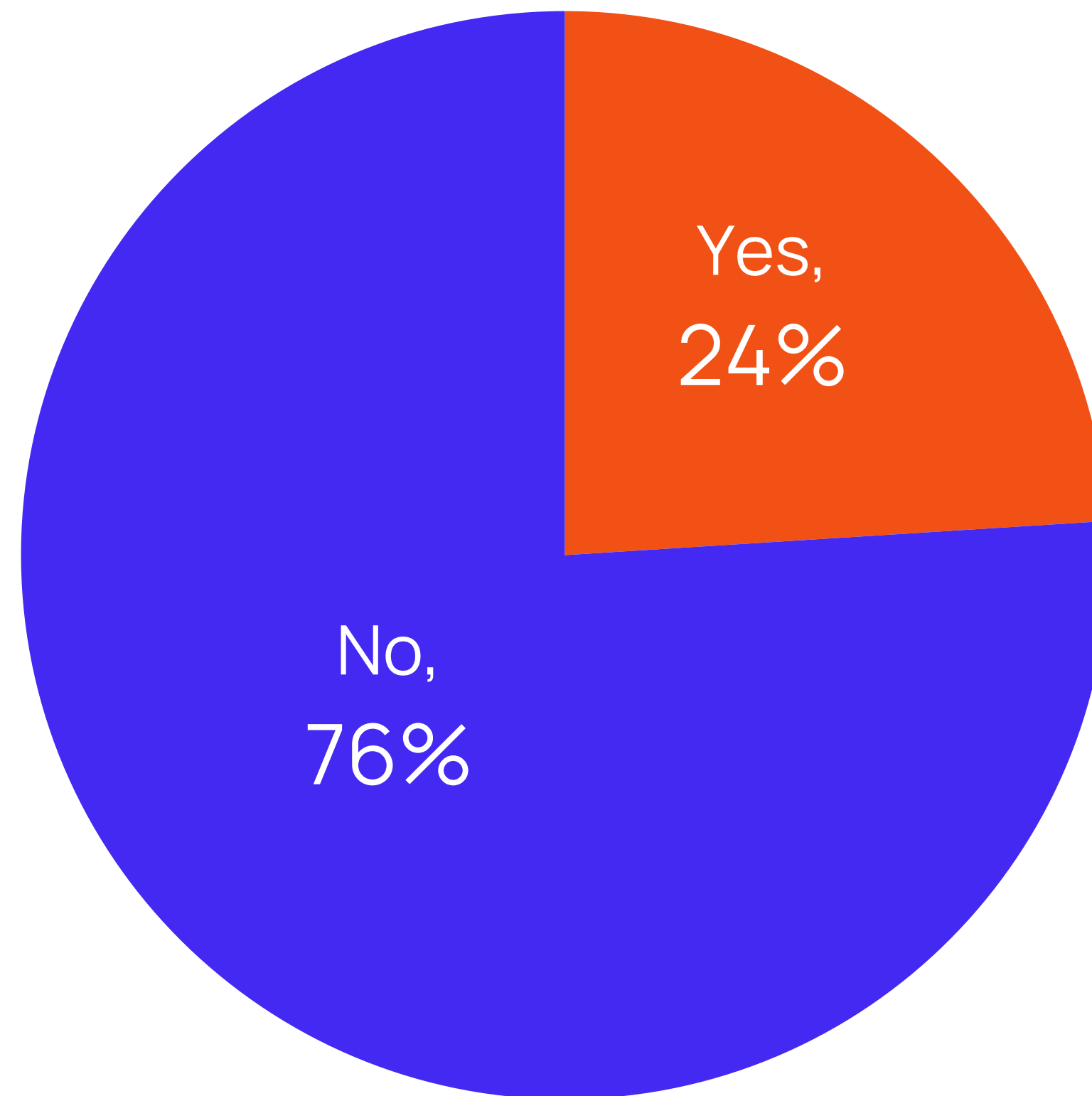
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



SOUNDS PROFITABLE

How do you feel about hearing the same ad more than once in a single podcast episode?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

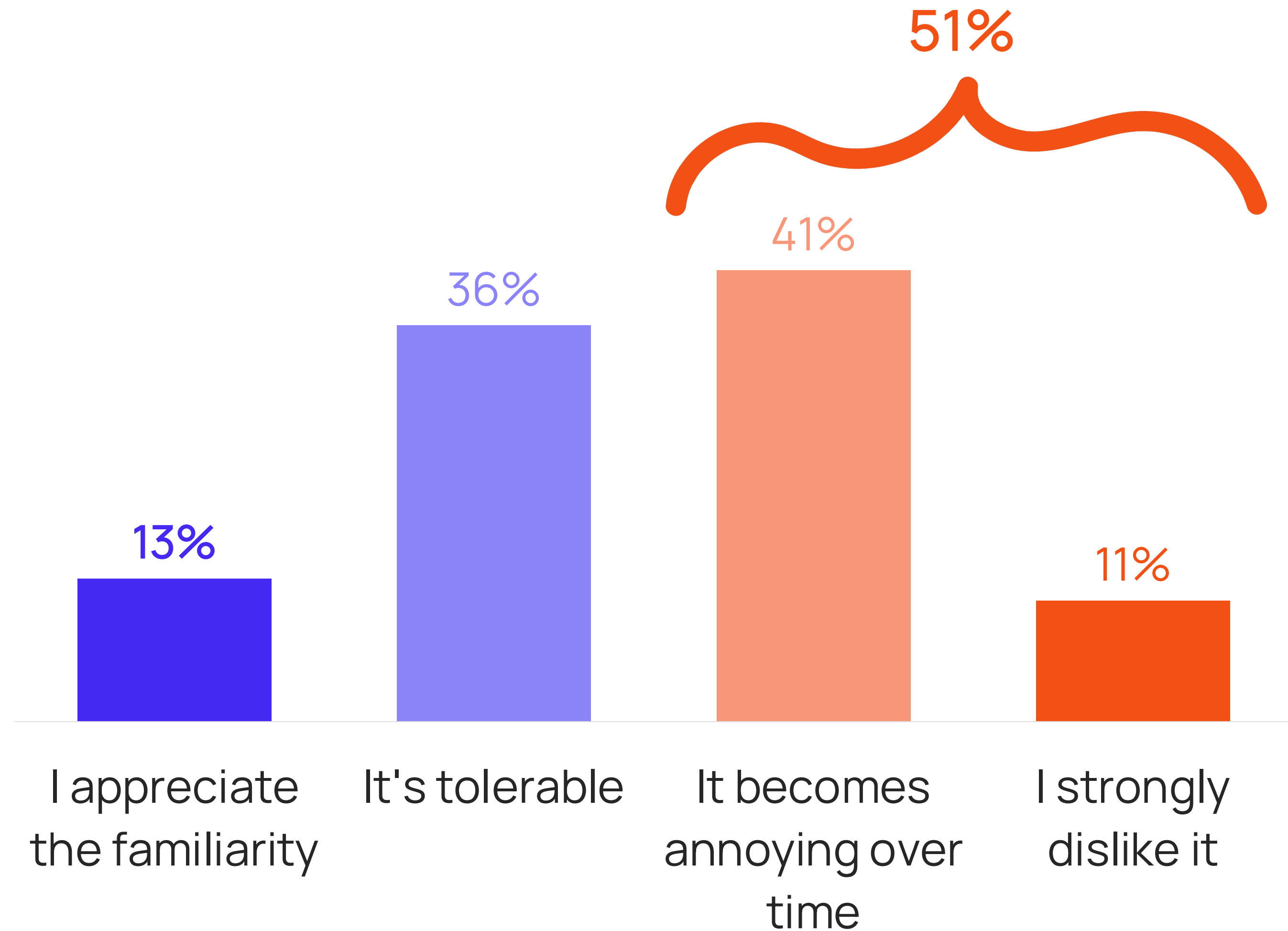
SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights

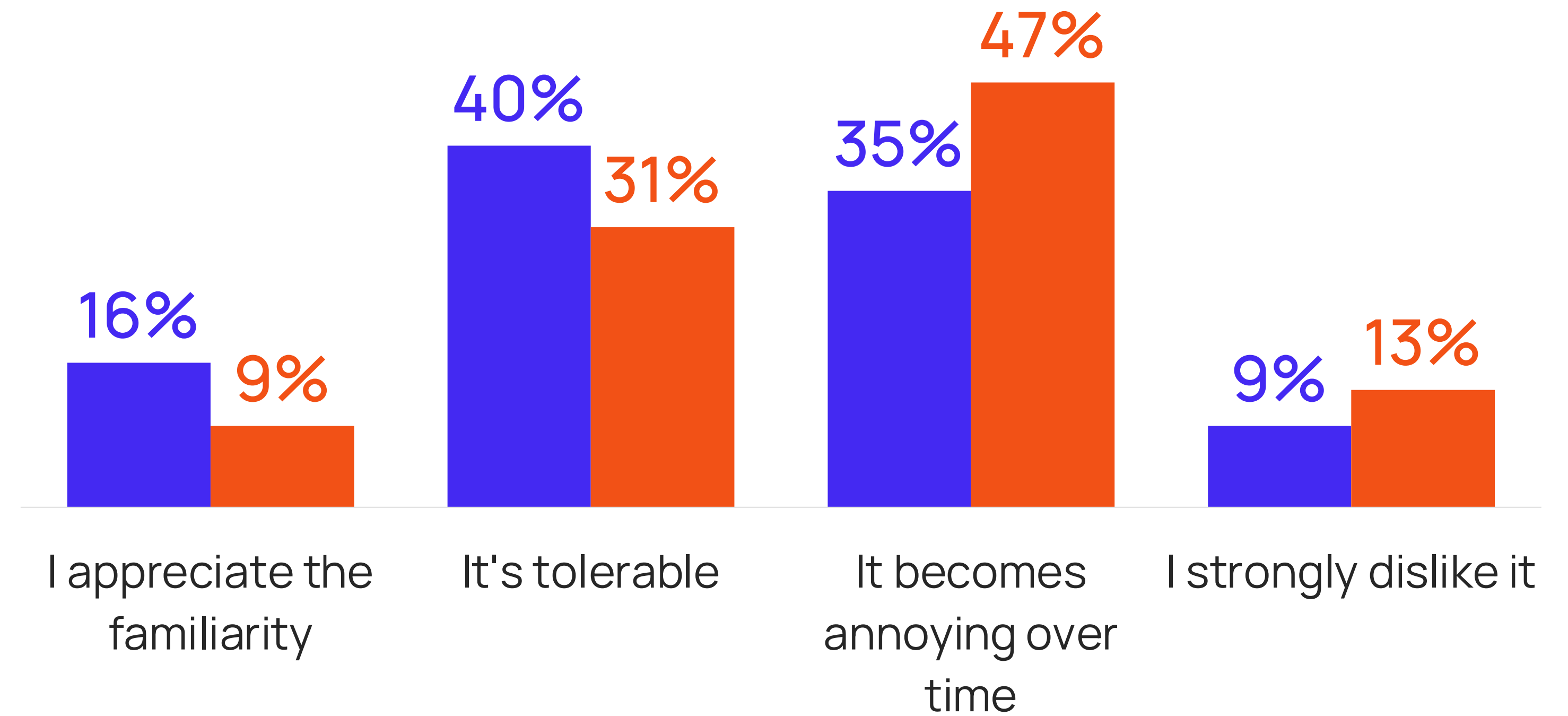


SOUNDSPROFITABLE

How do you feel about hearing the same ad more than once in a single podcast episode?

By gender

■ Male ■ Female



Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



Frequency and Repetition

Opinions are split on the number of times it is acceptable to hear the same ad in an episode (one or two, but not three or more).

04

\$P

SOUNDSPROFITABLE

In your opinion, what is an acceptable number of times to hear the same ad during a single podcast episode?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

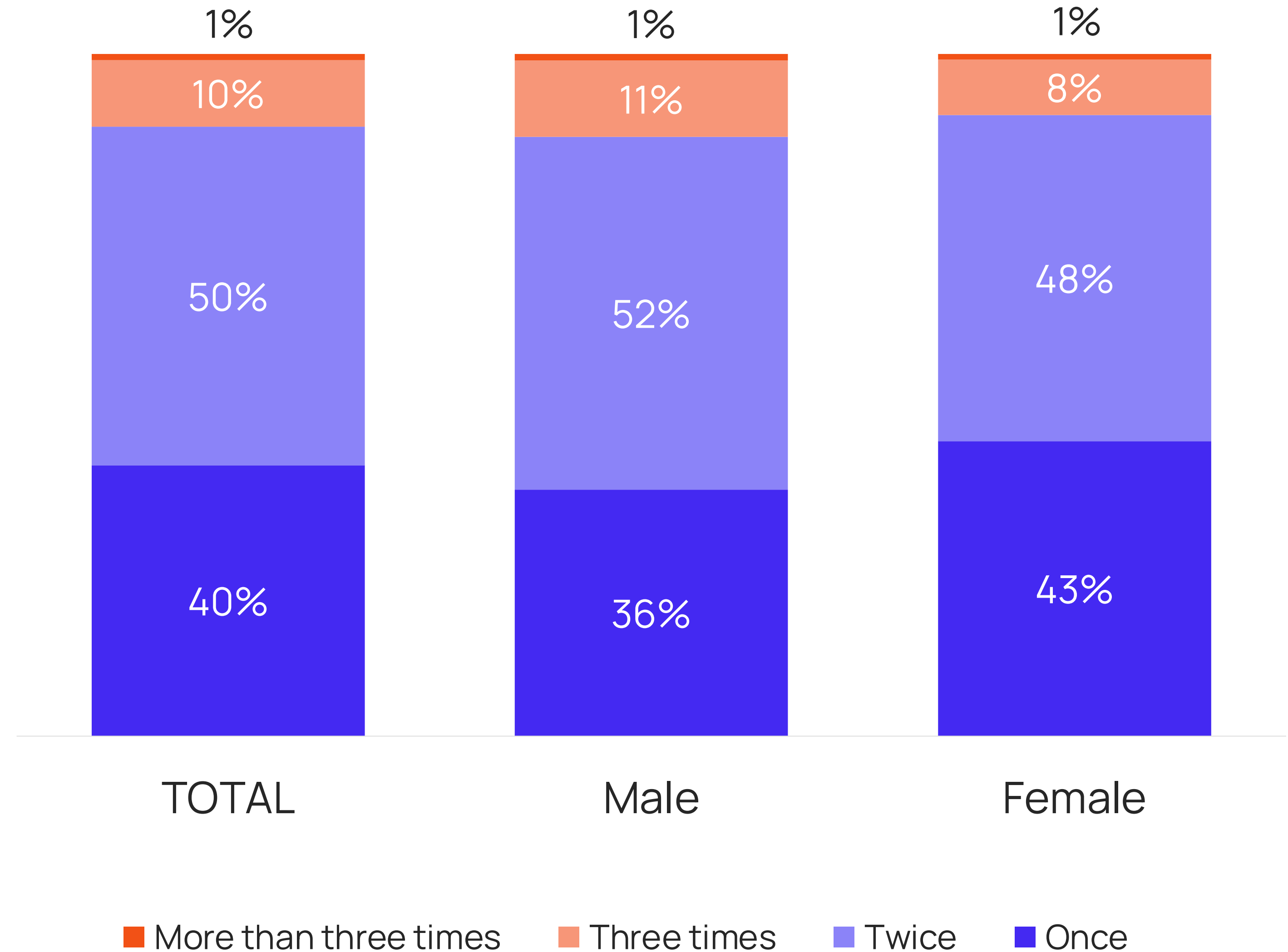
SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Frequency and Repetition

Perceptions of repetitive ads initially affect consumer attitudes about the product or service advertised, but over time can also erode perceptions of the podcast itself

04

\$P

SOUNDS PROFITABLE

How does hearing the same ad more than once in a single podcast episode affect your perception of the advertised product/ service?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

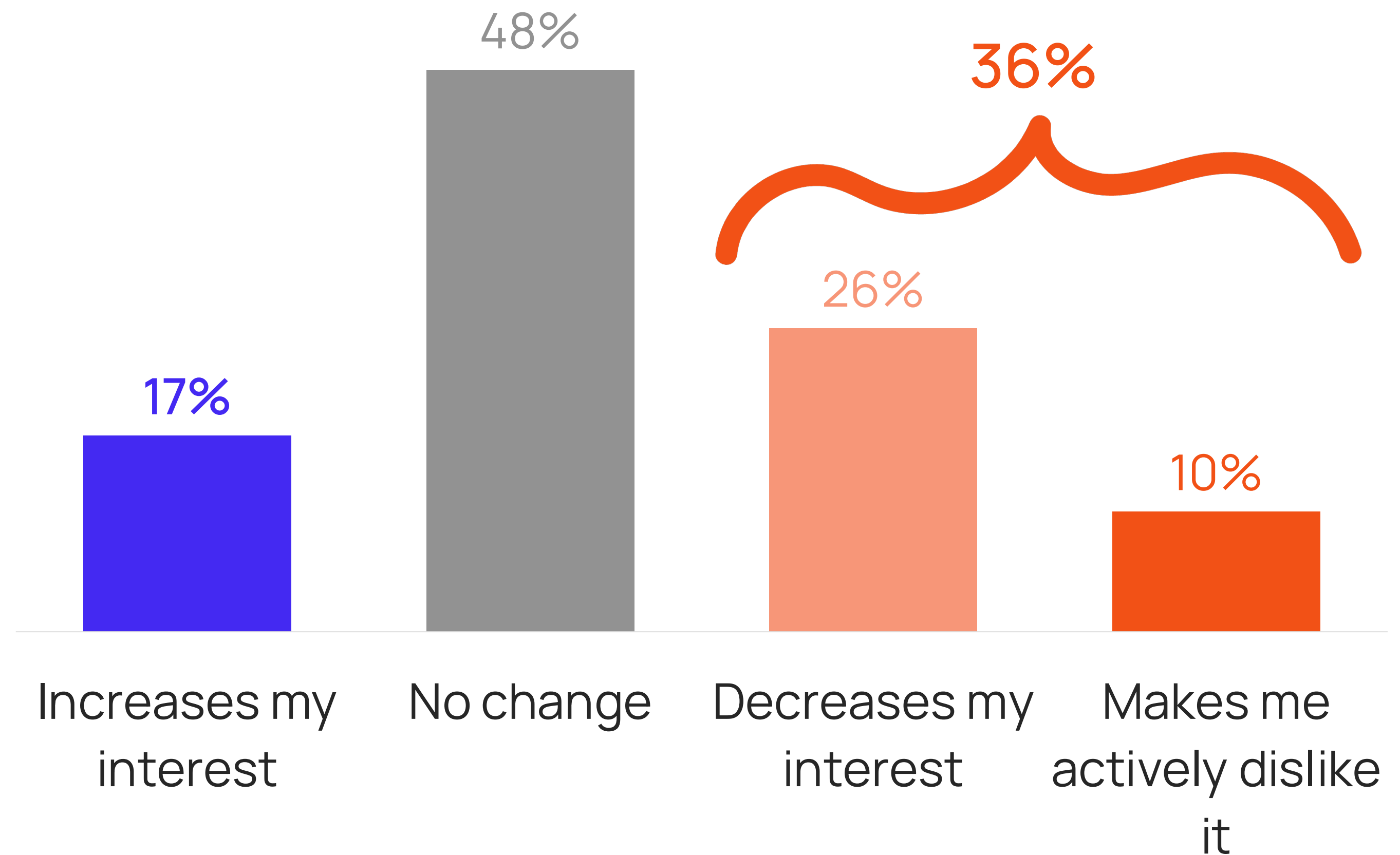
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



Thinking about your favorite podcast that has ads, does hearing the same ad more than once affect your overall attention to that podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

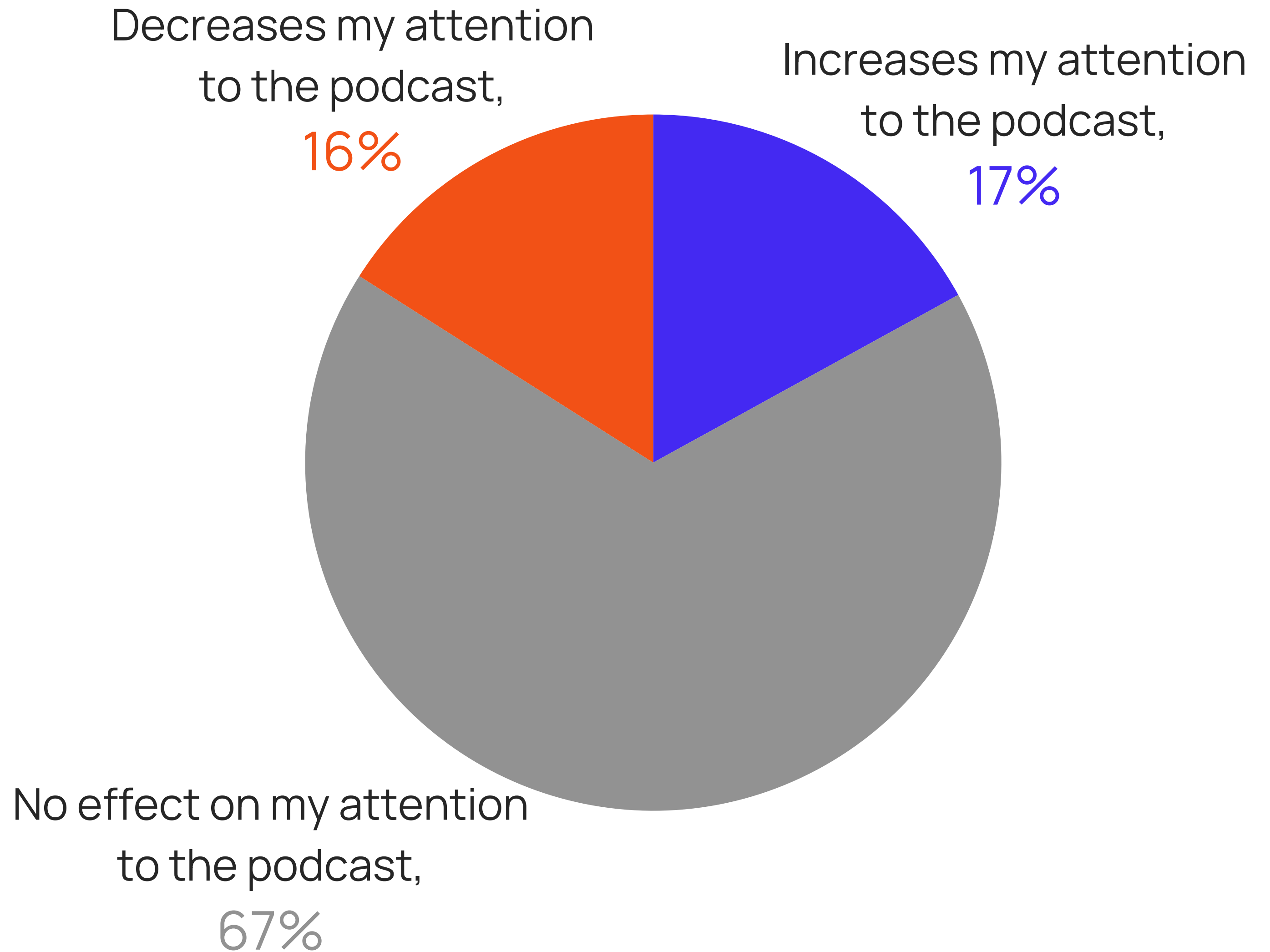
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



SOUNDSPROFITABLE

Does the repetition of the same products or brands affect your overall attention to your favorite podcast that has ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

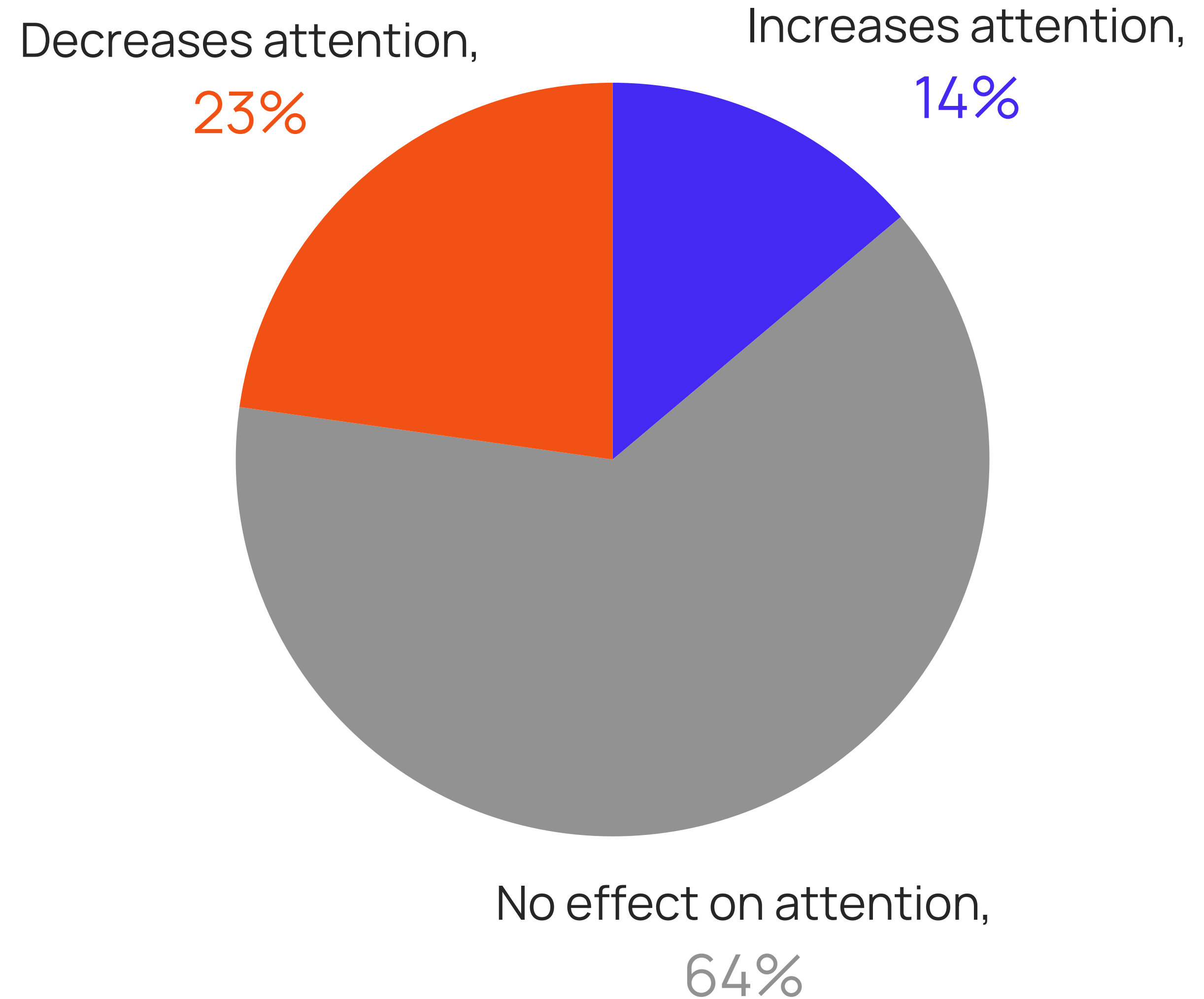
SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



SOUNDSPROFITABLE

If you start to notice more frequent repetition of the same product or brand in your favorite podcast, how does your reaction change over time?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM
PODCAST
NETWORK

libsyn ads

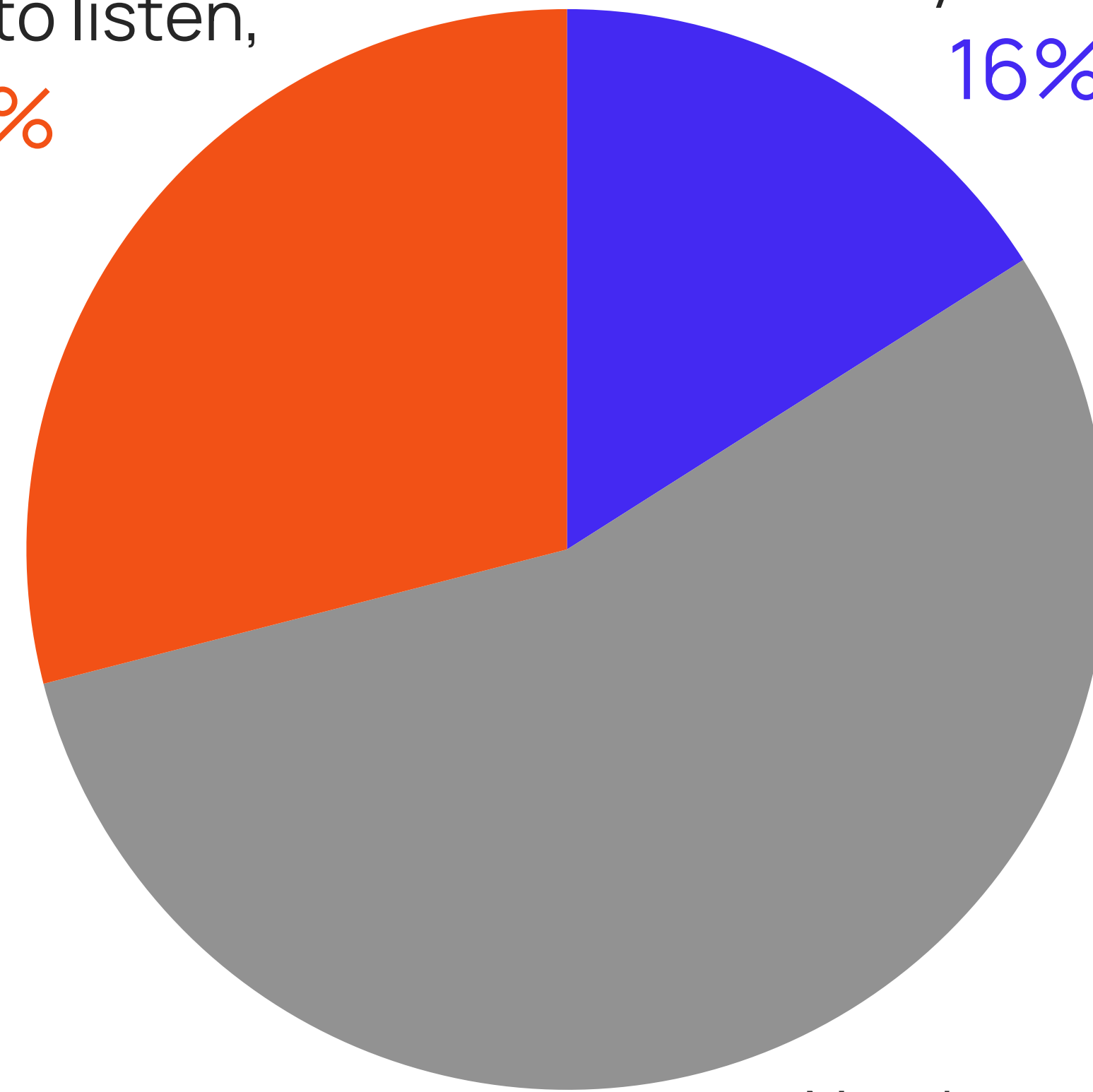
Paramount

npr

SignalHill
Insights

Become more annoyed/
less likely to listen,
29%

Become more
likely to listen,
16%



No change in
behavior,
55%



Frequency and Repetition

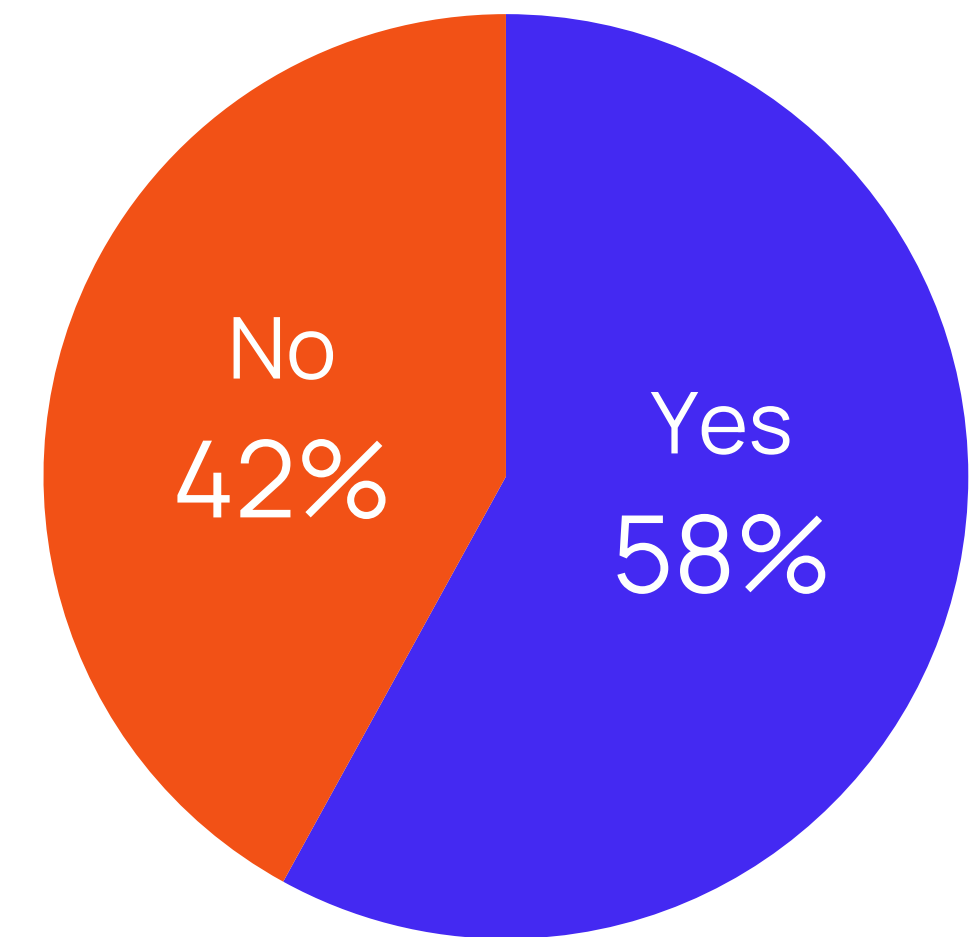
Frequency obviously plays a role in driving action...

04

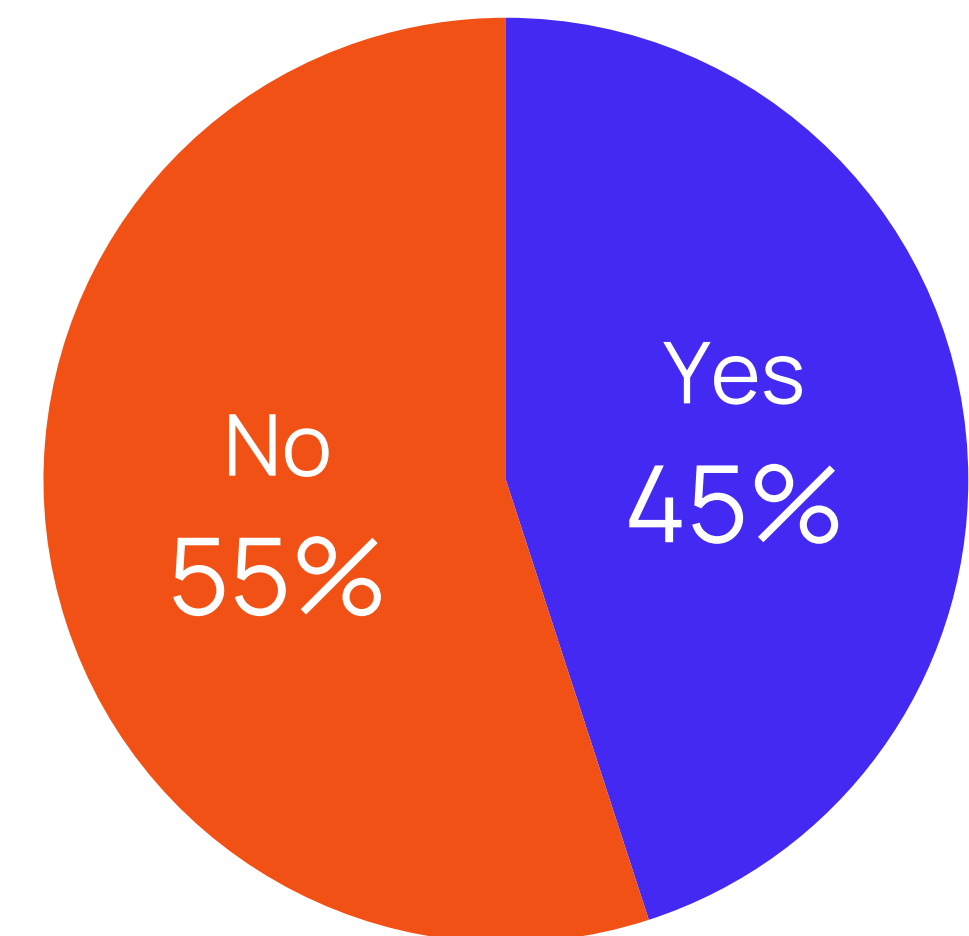
\$P

Have you ever...

...discovered a product or service you liked through a podcast ad?



...purchased a product because of an ad you heard on a podcast?



Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights

Before making the purchase, how many times do you estimate you heard the ad?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM
PODCAST
NETWORK

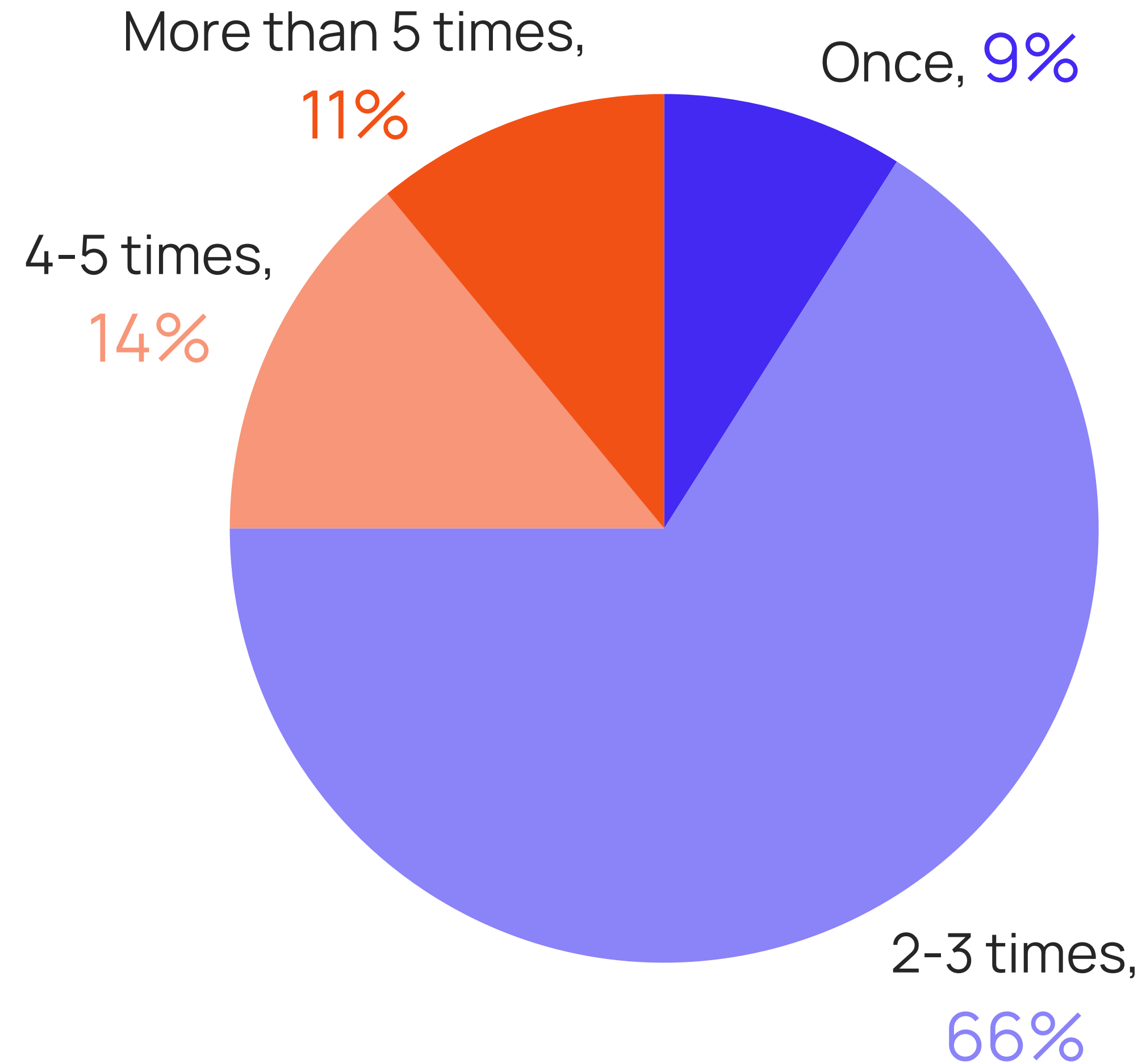
libsyn ads

Paramount

npr

SignalHill
Insights

Among purchased product or service due to ad in podcast



How long after hearing the ad for the last time did you decide to make the purchase?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

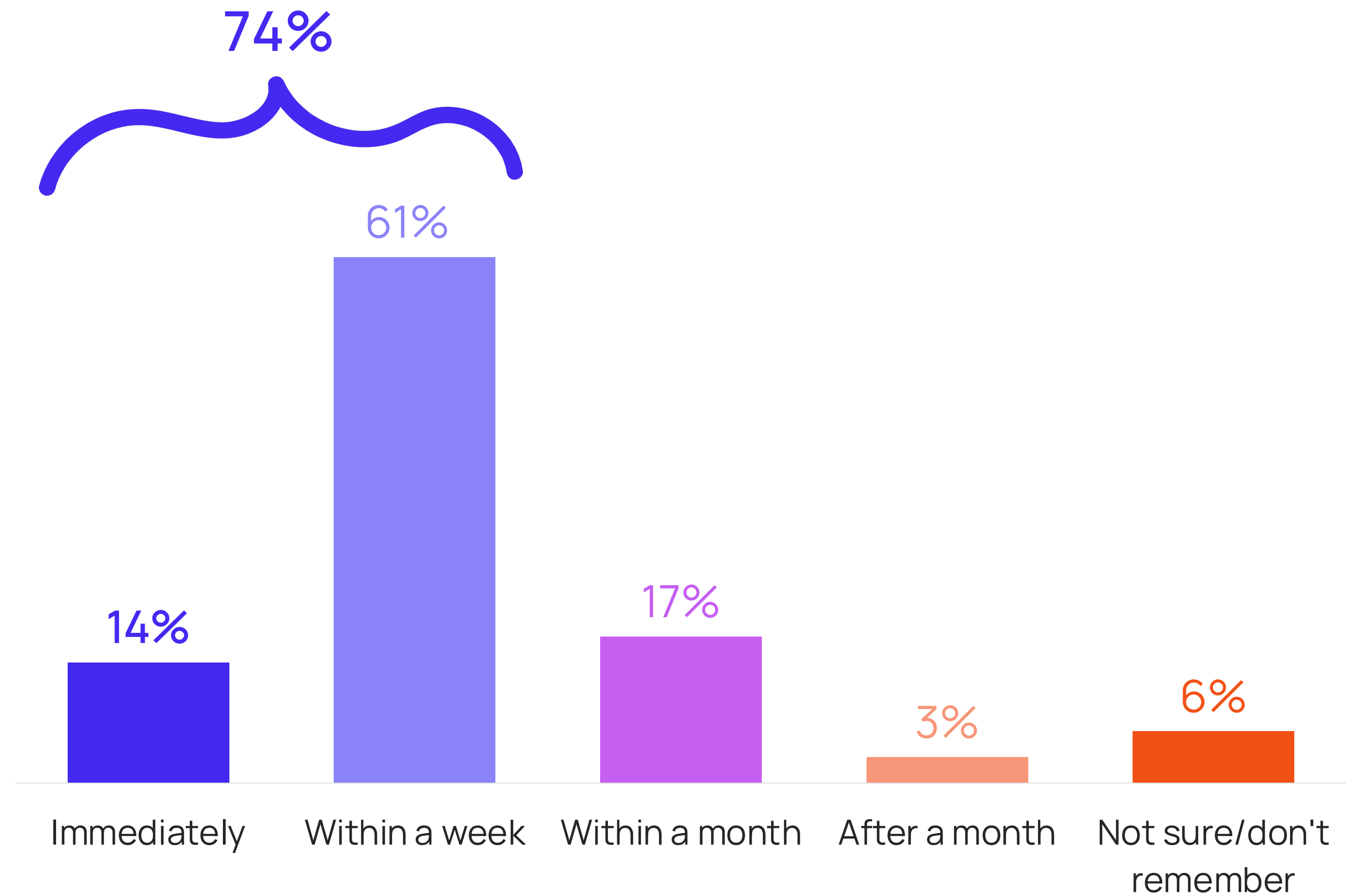
libsyn ads

Paramount

npr

SignalHill
Insights

Among purchased product or service due to ad in podcast





Frequency and Repetition

...but we can never forget a holistic view of the listener, and planners must consider the entire campaign when gauging frequency.

04

\$P

Did you hear that
ad on just one
podcast, or on
multiple podcasts?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

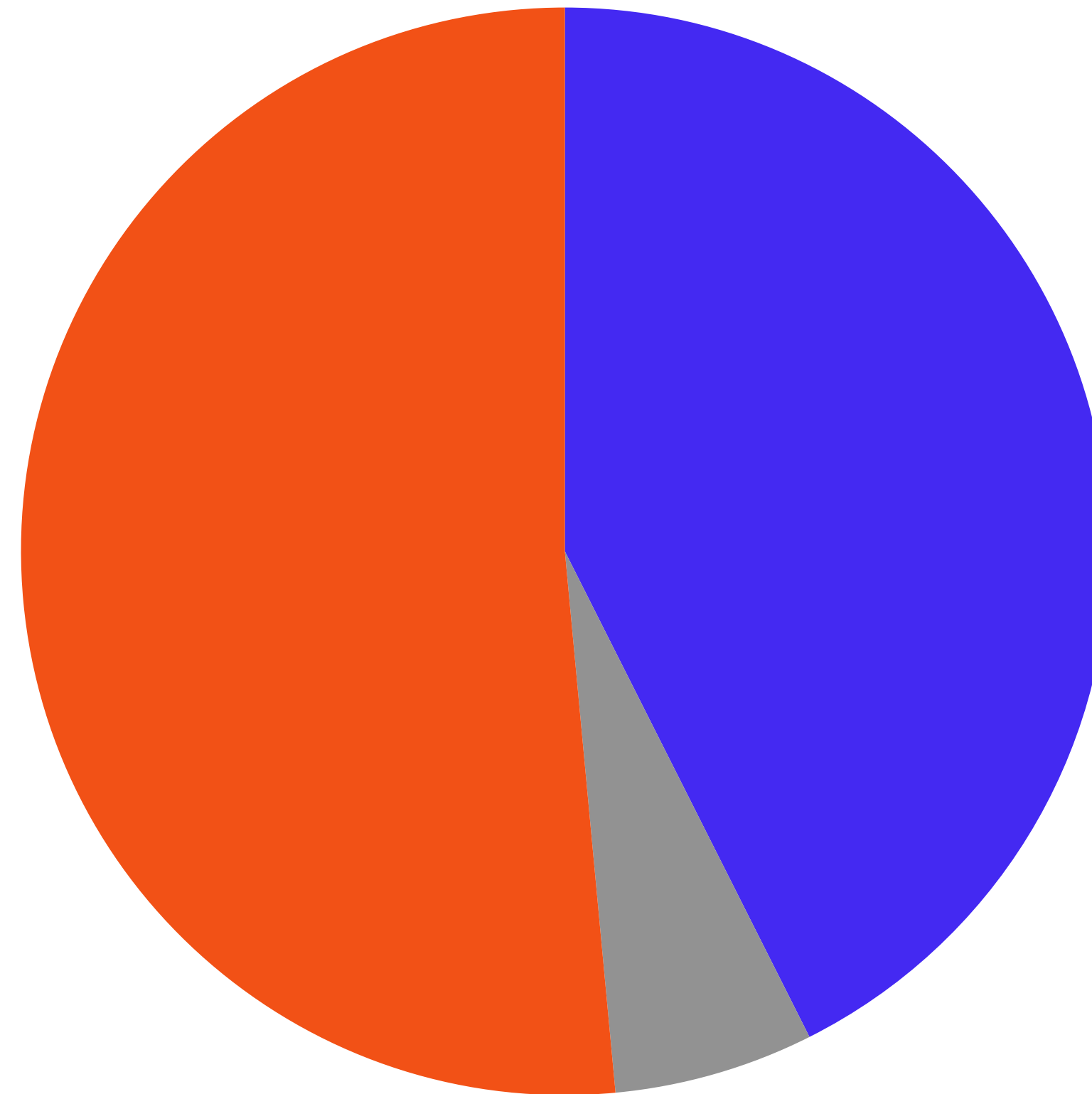
SignalHill
Insights

Among purchased product or service due to ad in podcast

Multiple
podcasts,
52%

Just one
podcast,
43%

Don't remember,
6%



Did you encounter an ad for the product/service on other channels?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

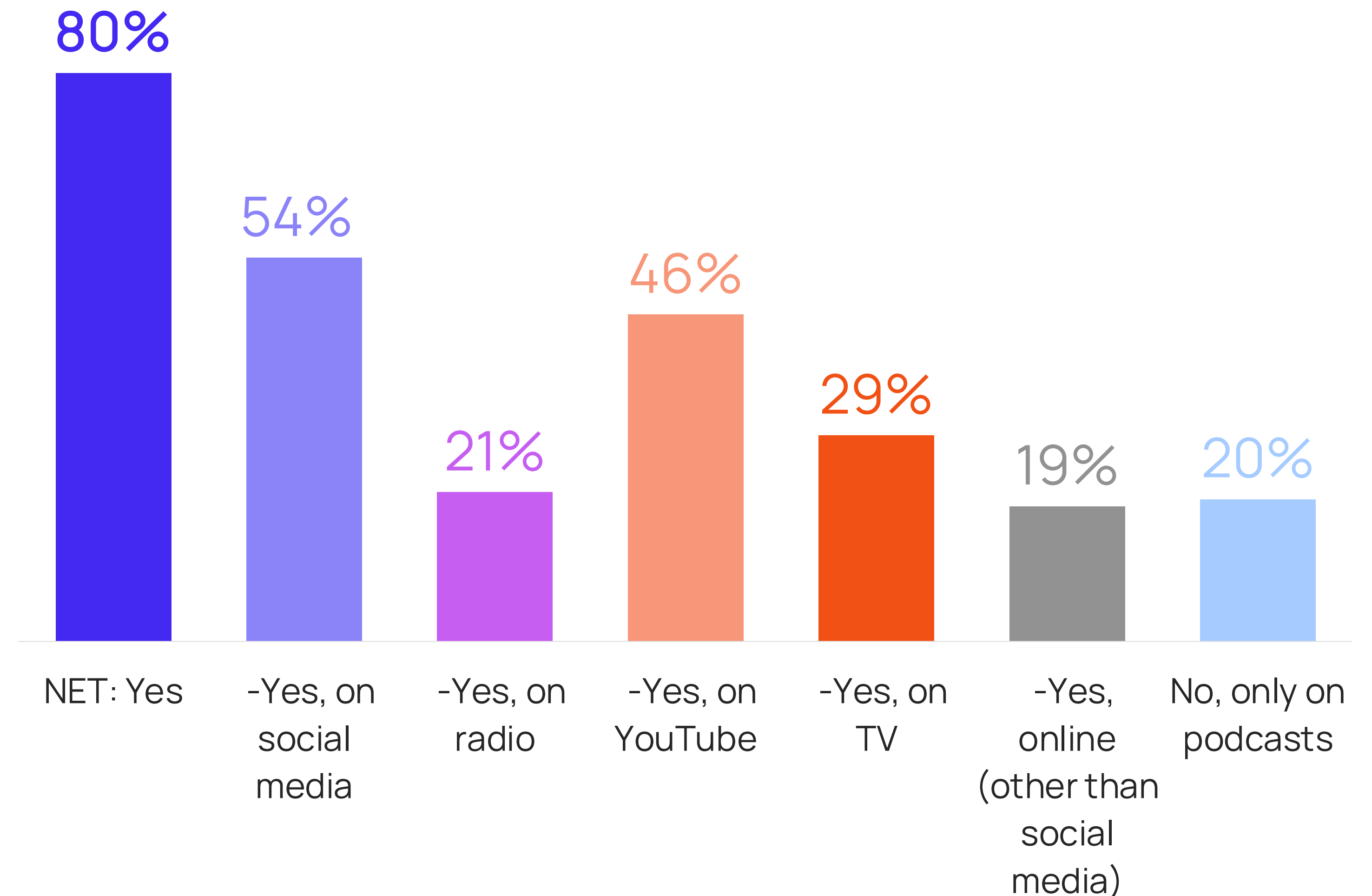
libsyn ads

Paramount

npr

SignalHill
Insights

Among purchased product or service due to ad in podcast





Frequency and Repetition

Ultimately, if we don't annoy the listener, they are very likely to credit the podcast ad for their interest in a product, even in a multi-channel campaign.

04

\$P

How influential would you say the podcast ad was in your decision to purchase?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

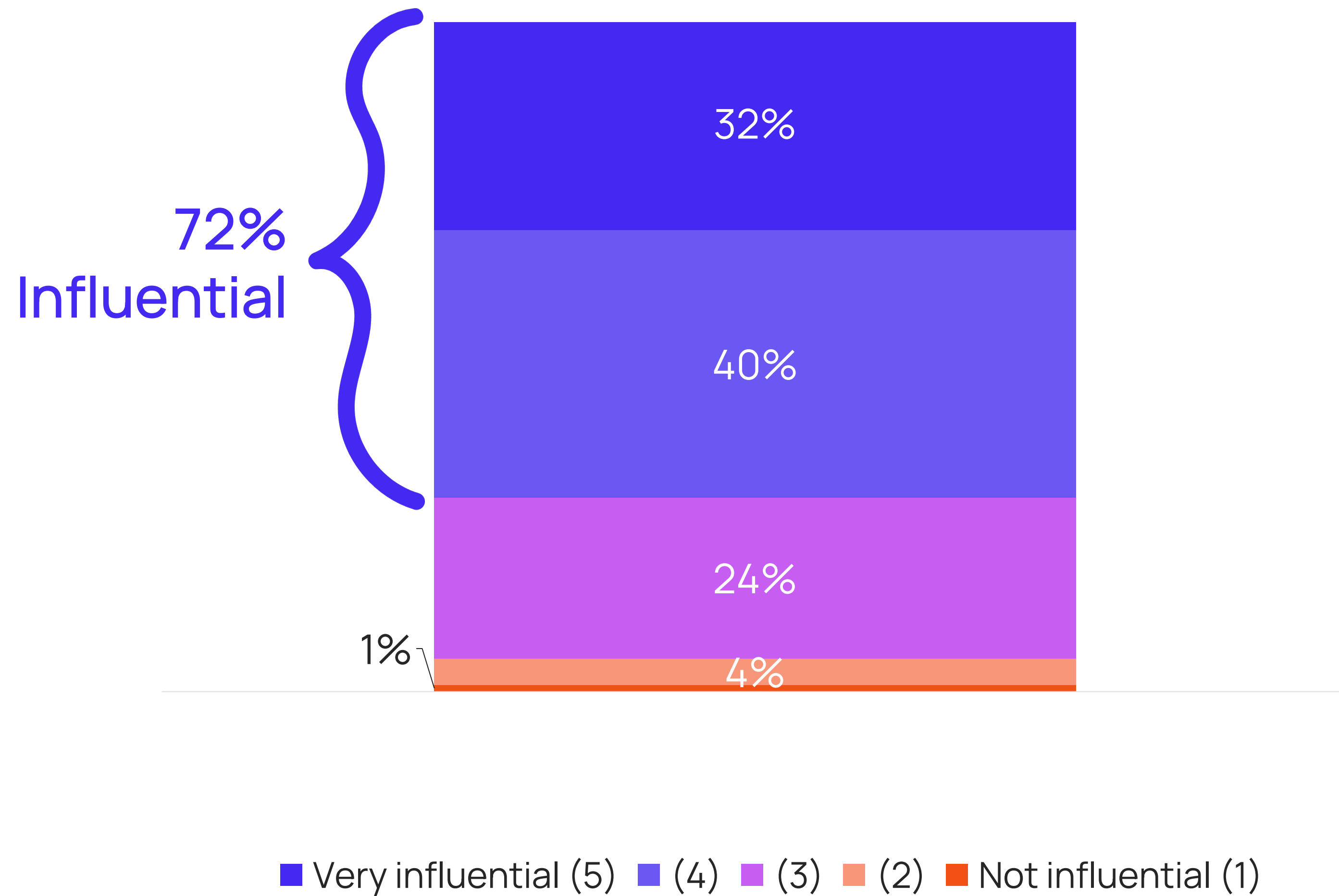
libsyn ads

Paramount

npr

SignalHill
Insights

Among purchased product or service due to ad in podcast





The Promo Code

Finally, some repetition can be forgiven...if it results in remembering a good deal!

05

\$P

What makes it more tolerable to hear an ad repeatedly?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

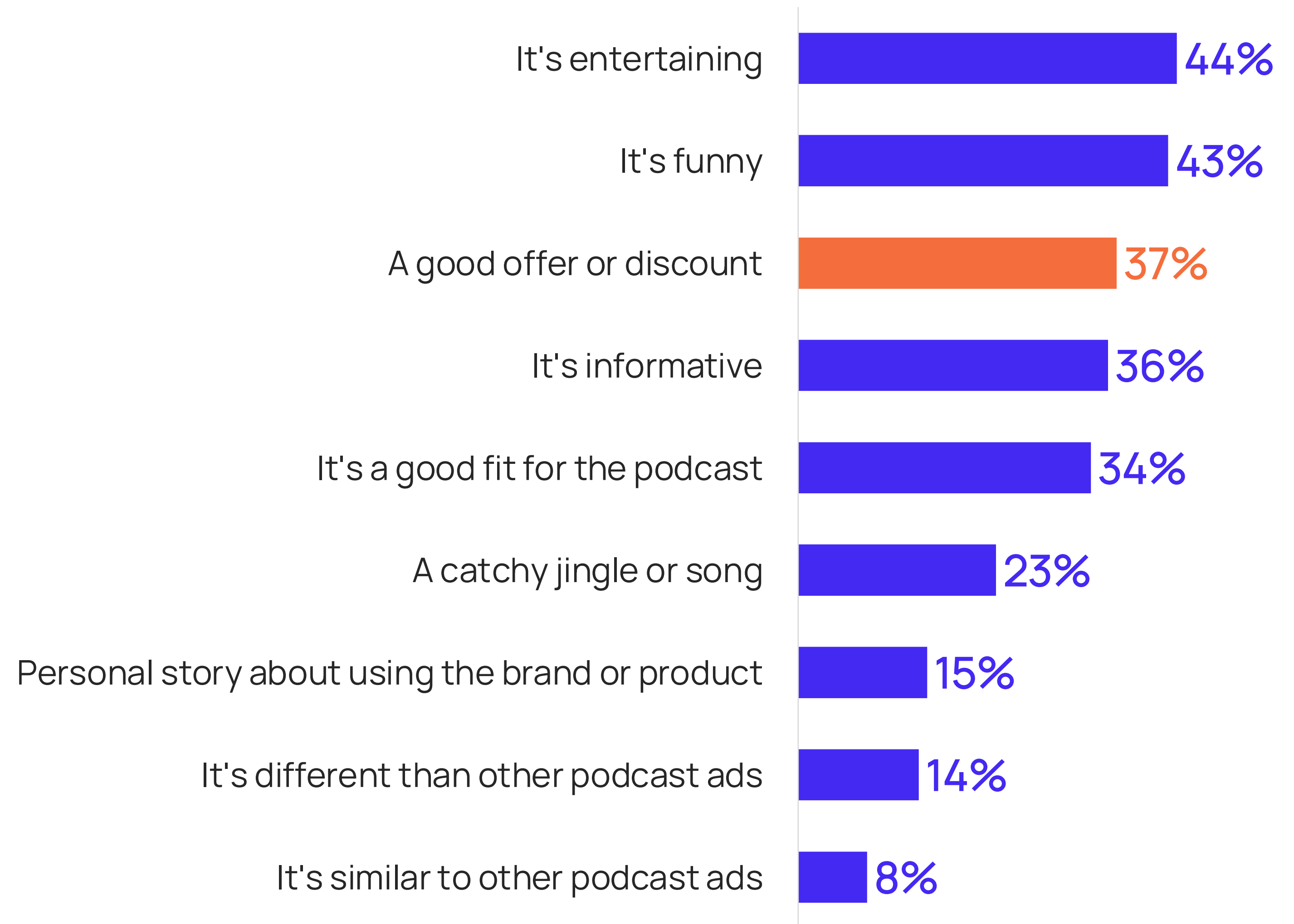
libsyn ads

Paramount

npr

SignalHill
Insights

Among listeners who hear the same ads or brands too much



SOUNDS**PROFITABLE**

Have you ever
used a promo
code you heard
in a podcast ad?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

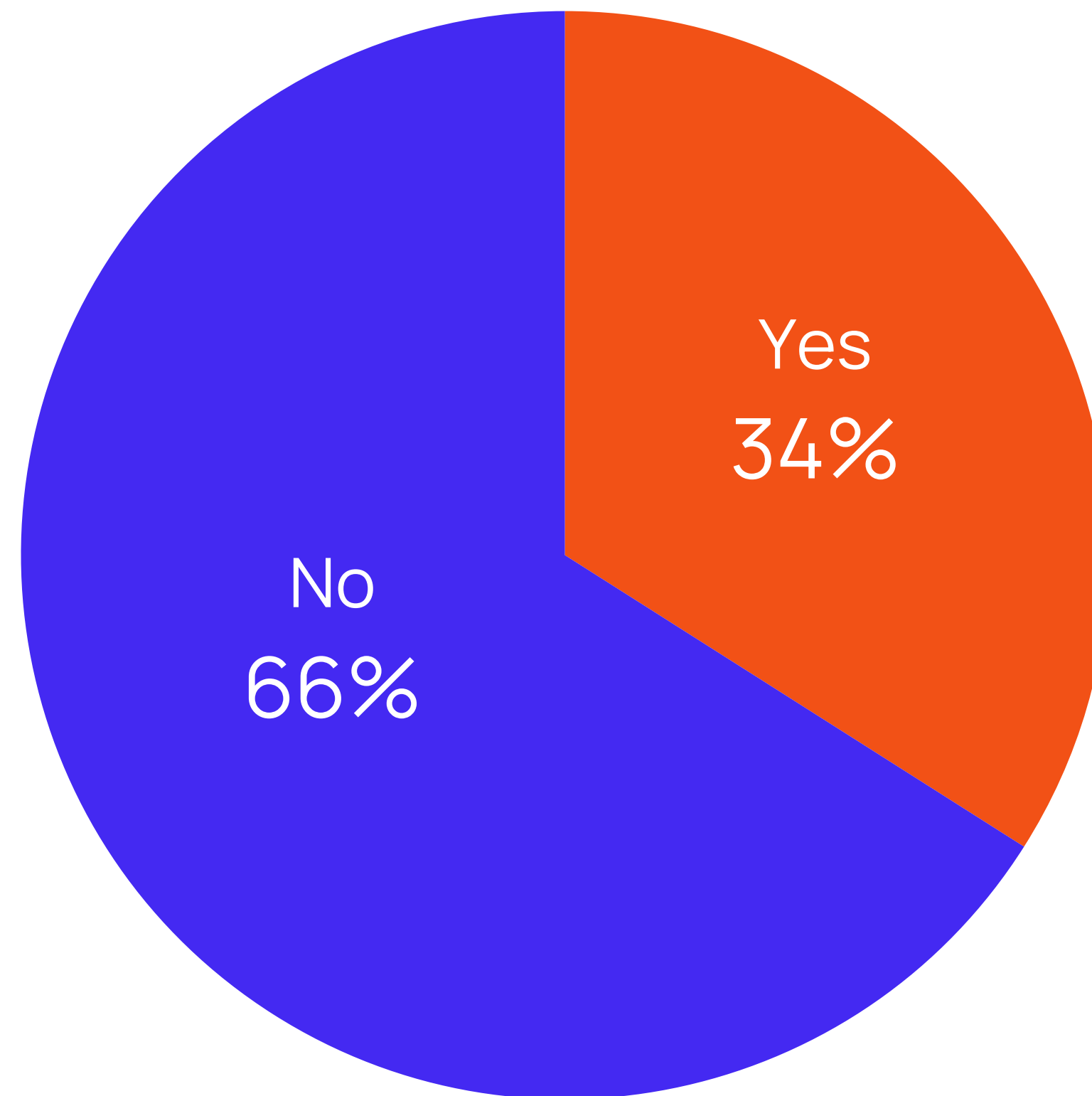
SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



SOUNDSPROFITABLE

Have you ever used a promo code you heard in a podcast ad?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

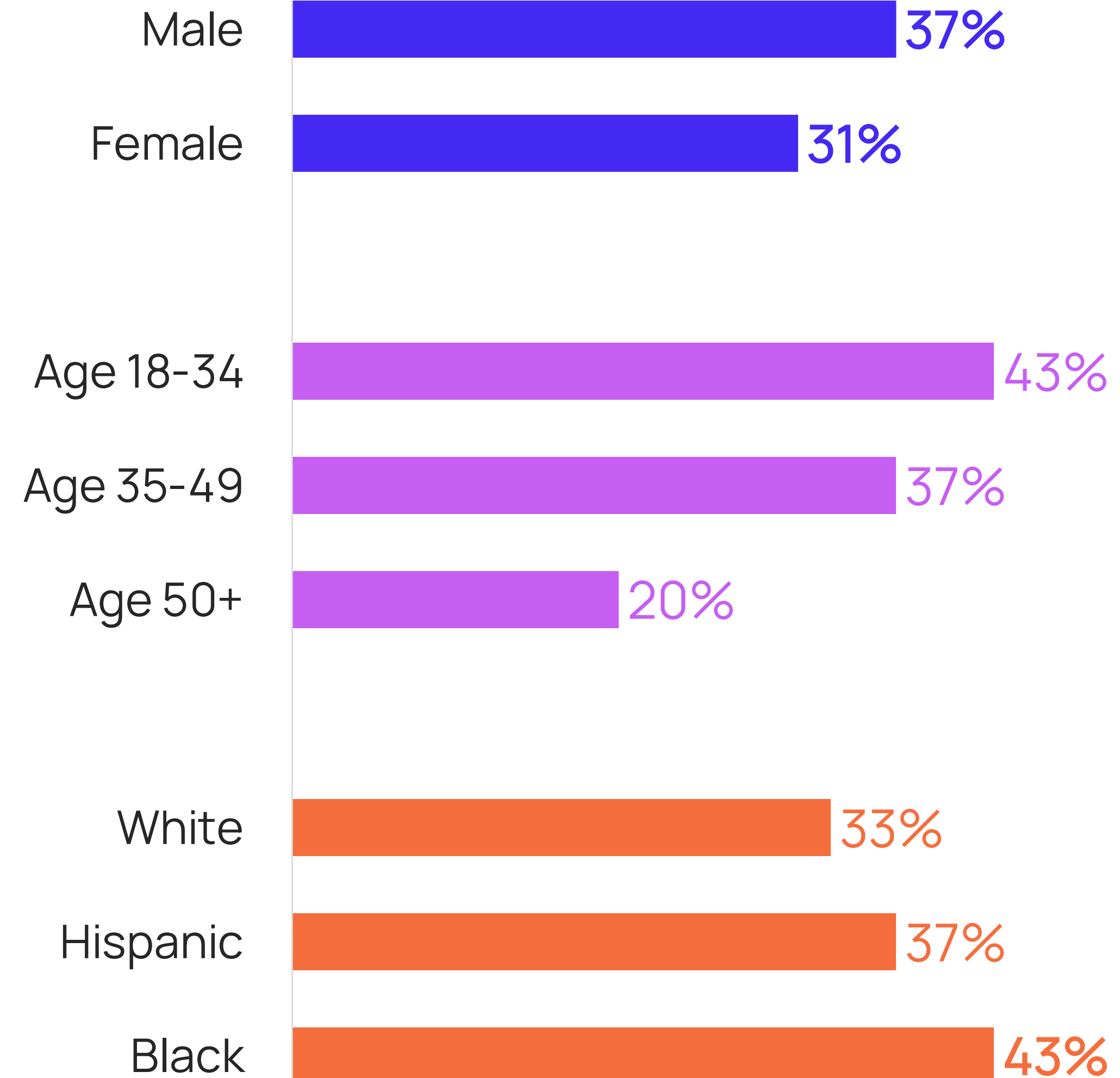
libsyn ads

Paramount

npr









SignalHill
Insights

% Yes

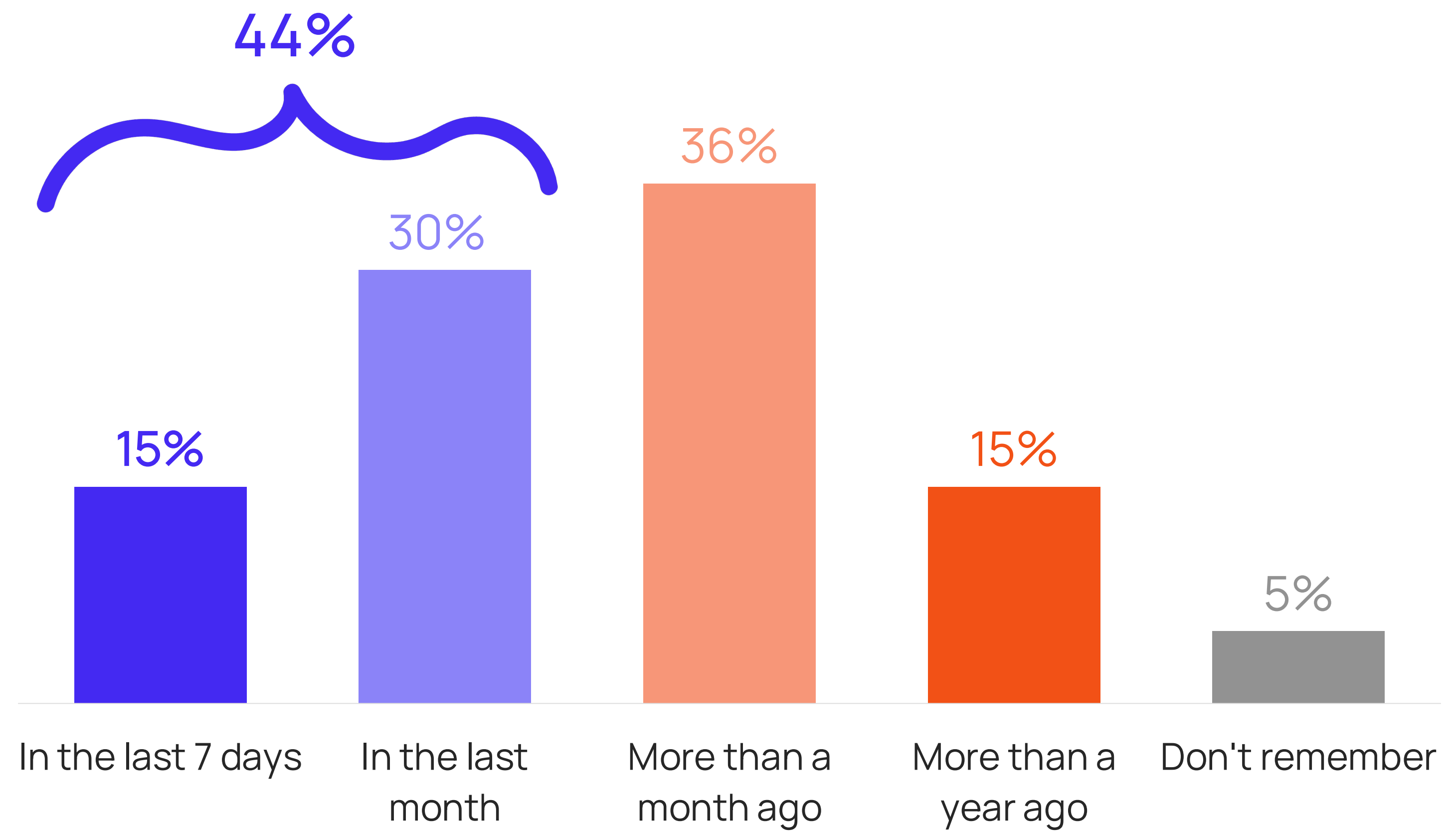


When was the last time you used a promo code you heard in a podcast ad?

Sponsored by







Among used promo code heard in podcast ad







How did you remember that last promo code?

Sponsored by

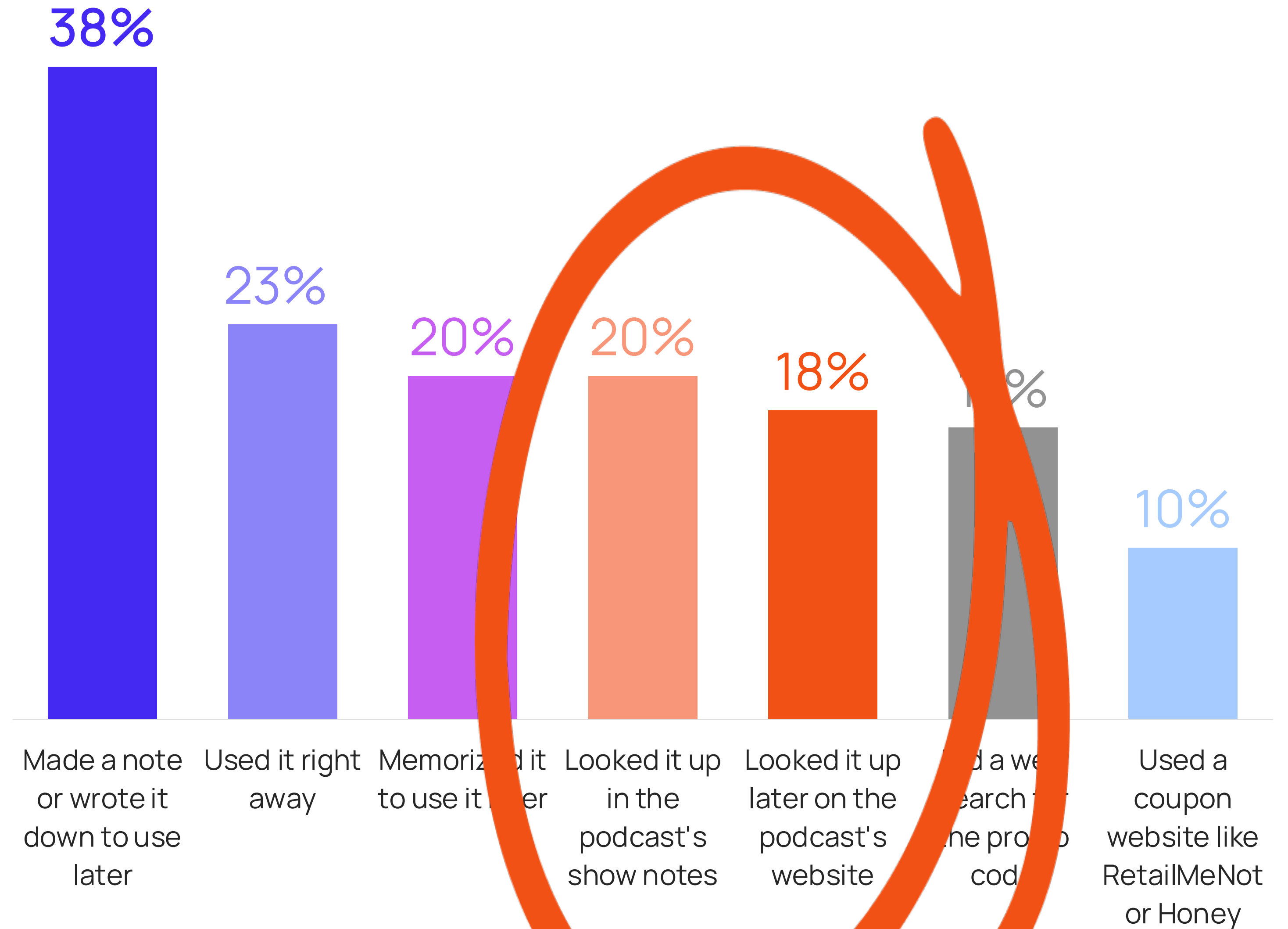



Among used promo code heard in podcast ad





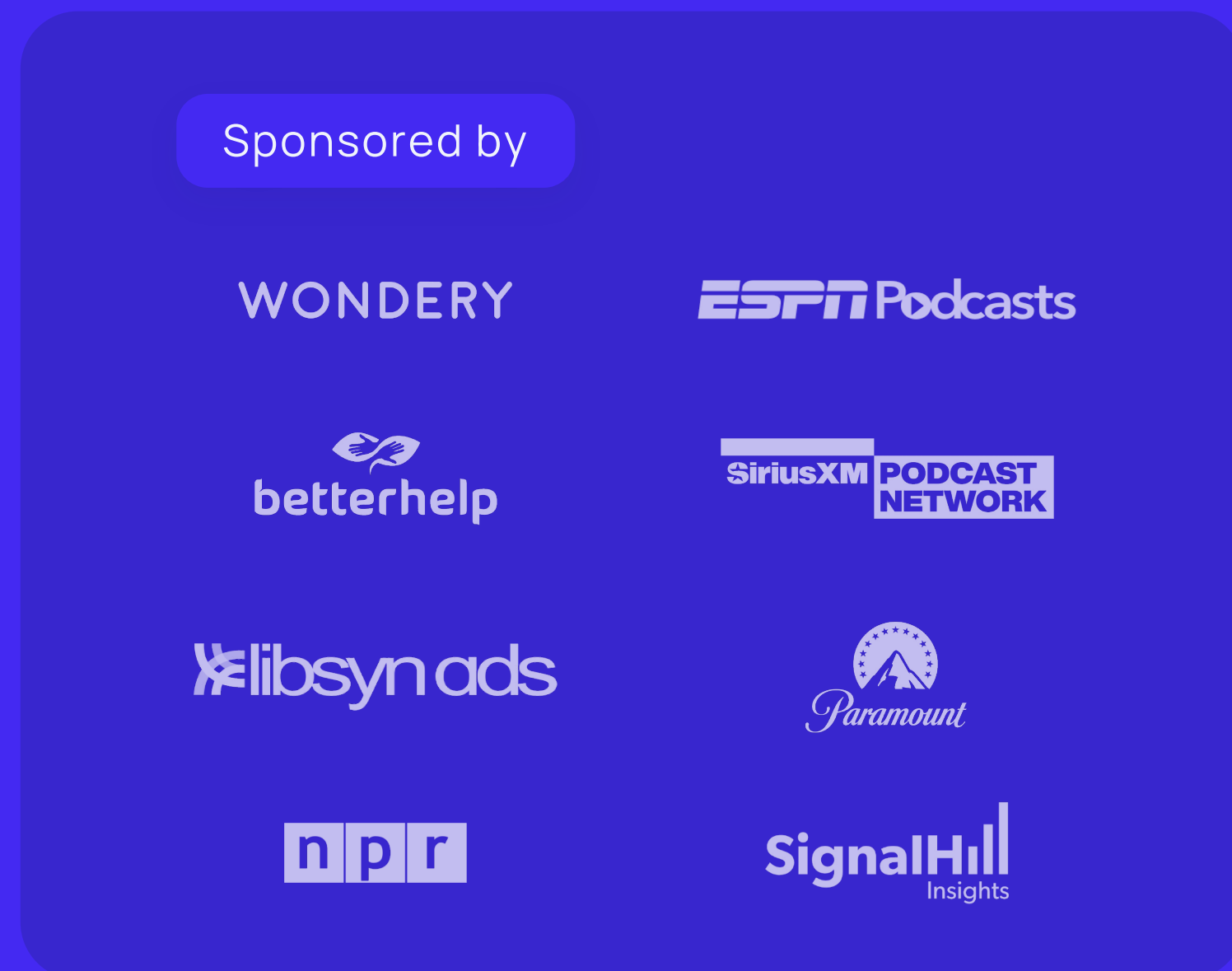
The Promo Code

Creators and hosts need to do a better job tying the performance of these codes and discounts to the success and continued production of the show.

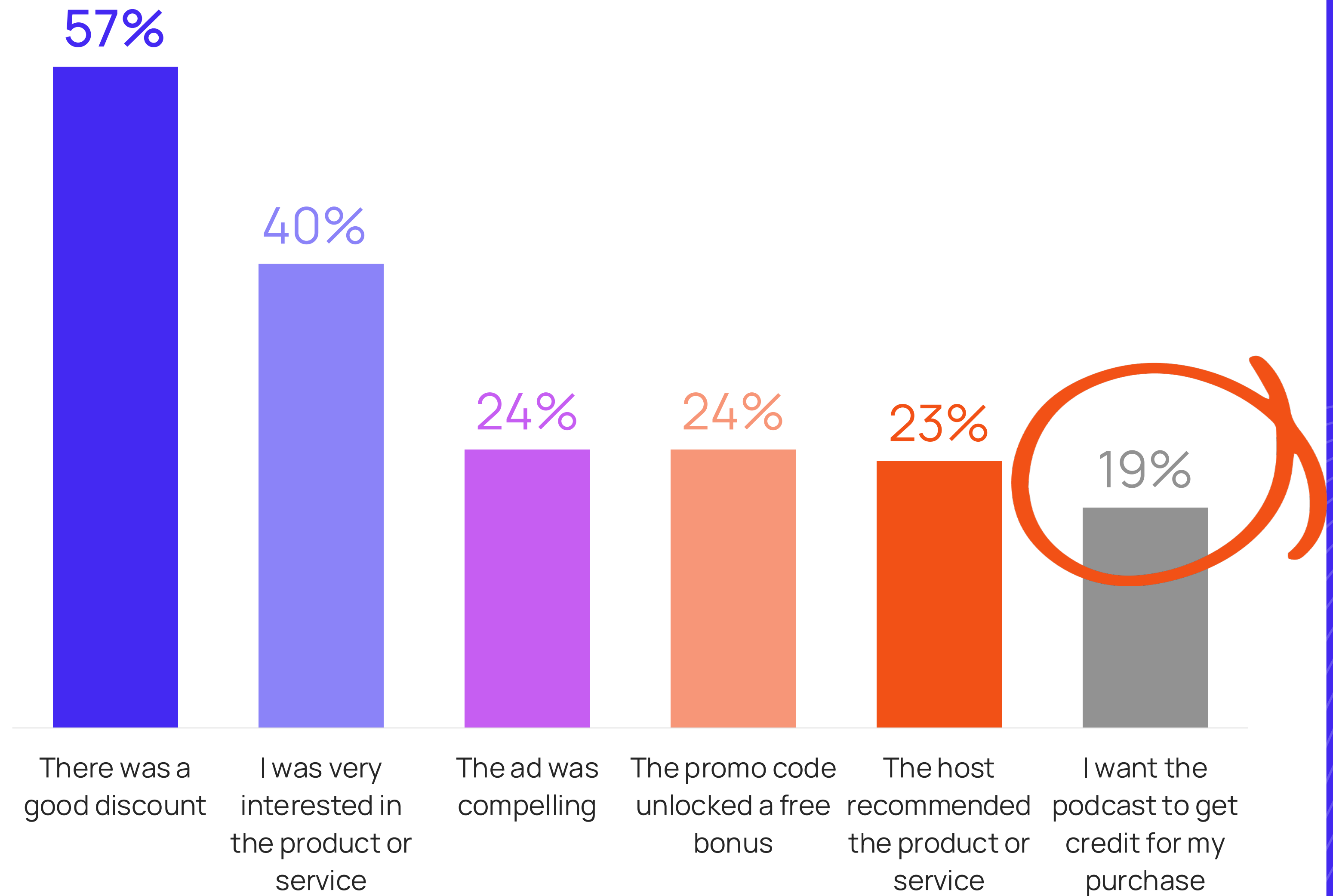
05

\$P

Why did you choose to use the promo code?



Among used promo code heard in podcast ad





Creative Execution

Turns out, ad quantity is less important than ad *quality*. Just as consumers will remember a great ad, a lousy ad will dramatically influence ad skipping and perceptions of ad quantity. Let's tackle these one by one!

06

\$P

What primarily motivates you to skip ads in your favorite podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

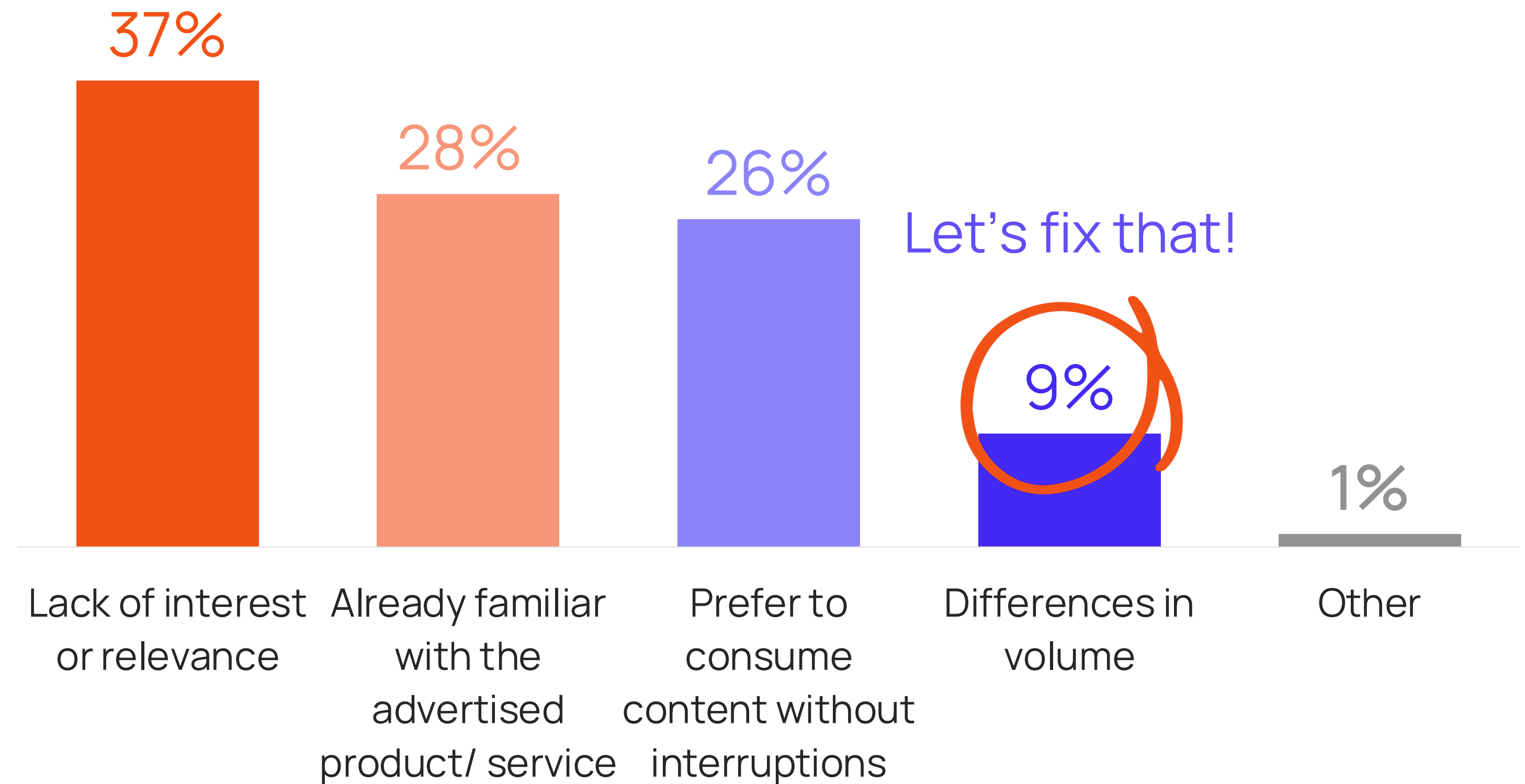
libsyn ads

Paramount

npr

SignalHill
Insights

Among listeners who ever skip ads





Creative Execution

Some people just don't like *any* ads – but podcasting has fewer of those than other media options.

06

\$P

What primarily motivates you to skip ads in your favorite podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

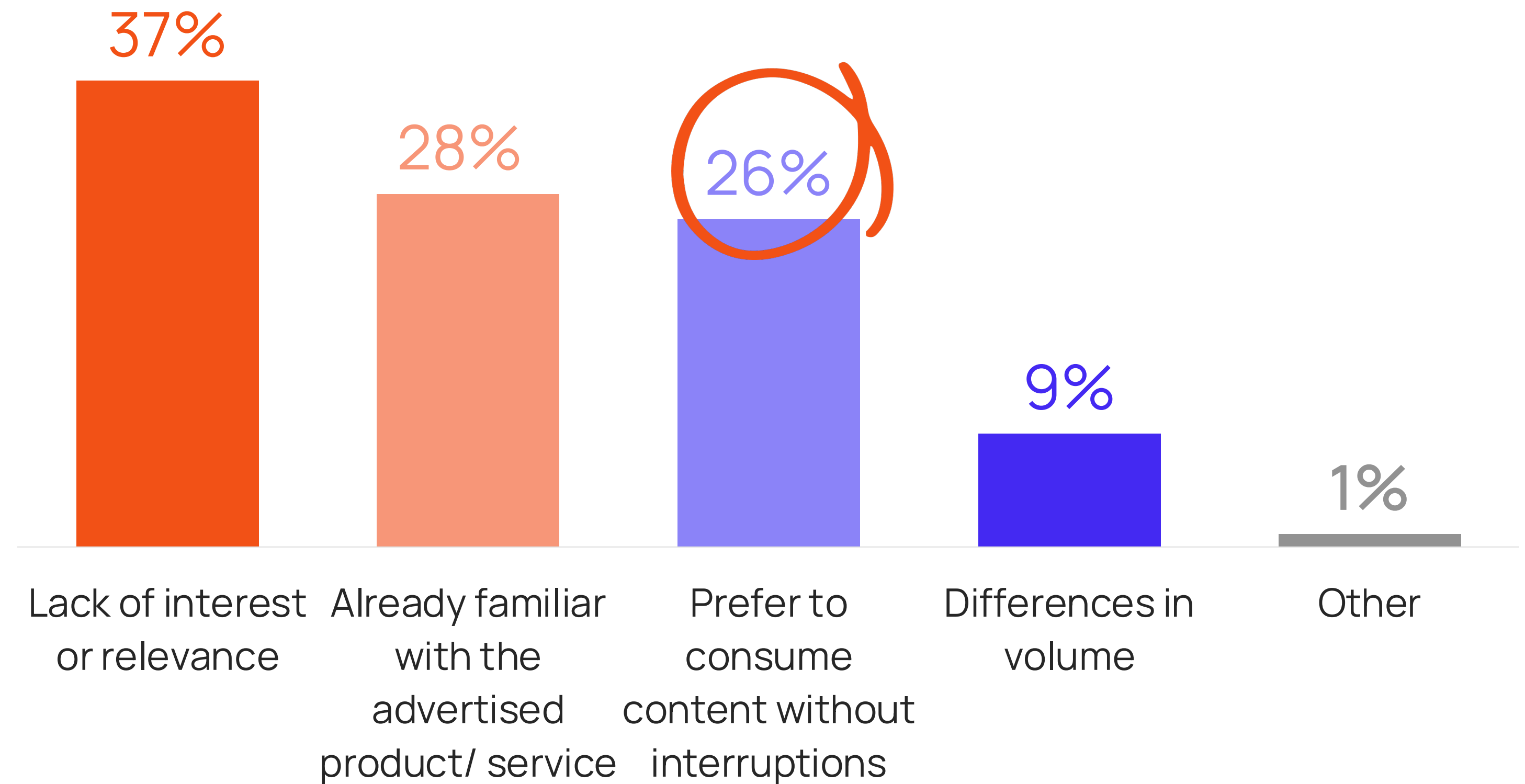
libsyn ads

Paramount

npr

SignalHill
Insights

Among listeners who ever skip ads



SOUNDSPROFITABLE

Users of each medium who “watch or listen to all of the ads” they encounter on...

Sponsored by

Spreaker★
From iHeart

WONDERY

ESPN Podcasts

betterhelp

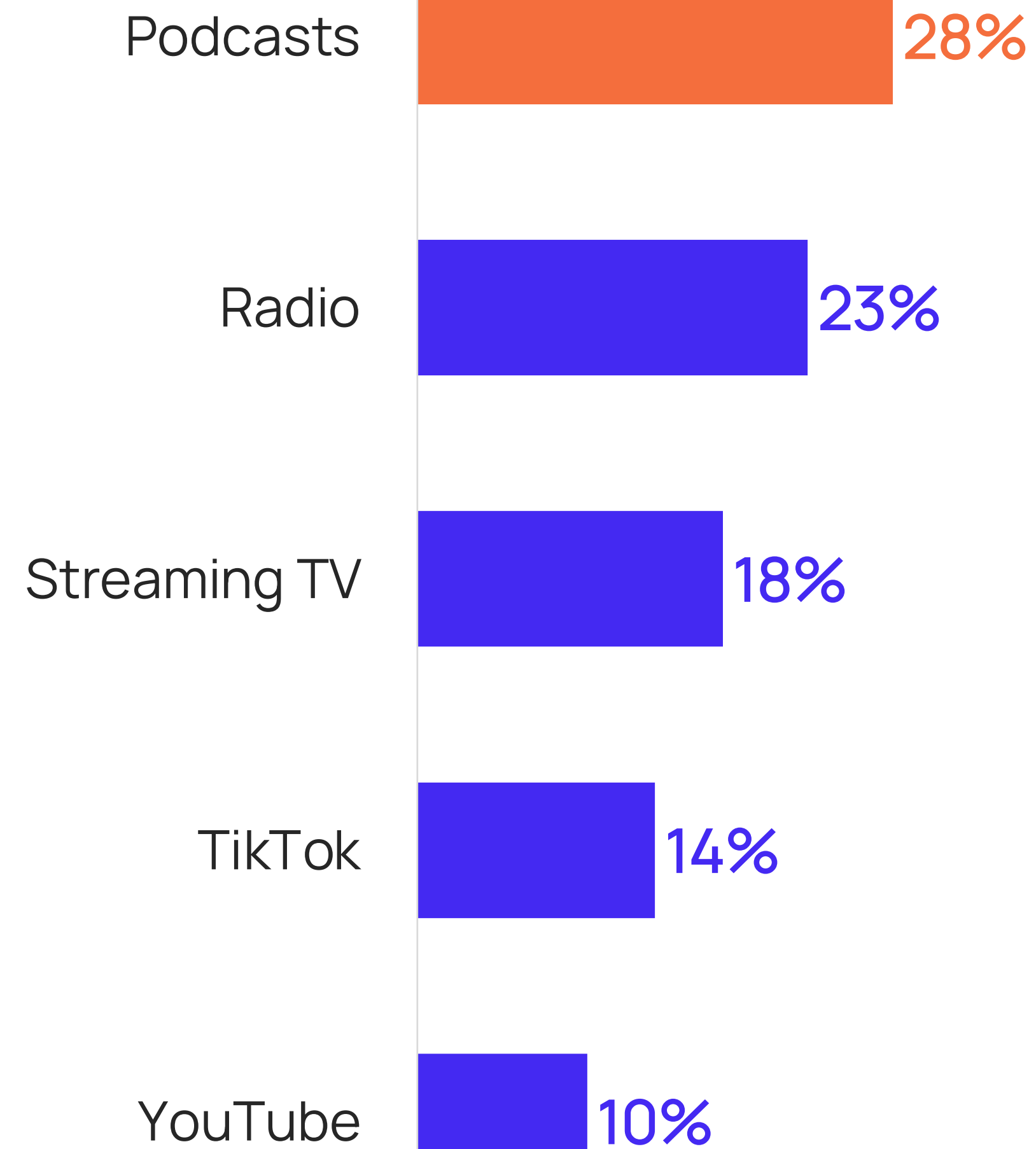
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



Source: *The Ad Bargain*, Sounds Profitable (2024)



Creative Execution

We can never forget the top reason many people come to the medium: to learn something new. Excessively repeated executions of the same ad violate that expectation.

06

\$P

What primarily motivates you to skip ads in your favorite podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

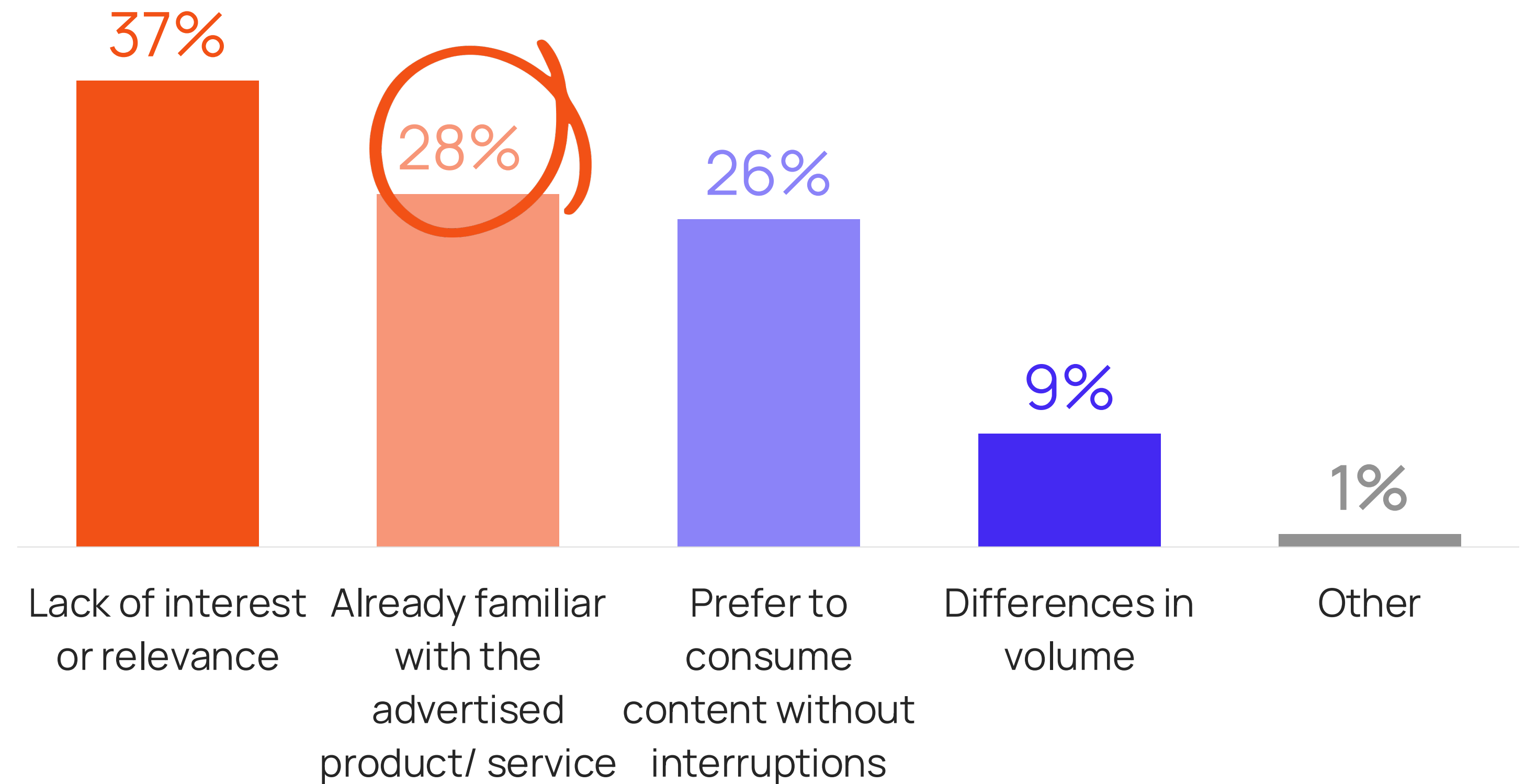
libsyn ads

Paramount

npr

SignalHill
Insights

Among listeners who ever skip ads



SOUNDSPROFITABLE

Thinking about the brands and products you hear advertised on podcasts, do you agree or disagree with the following?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

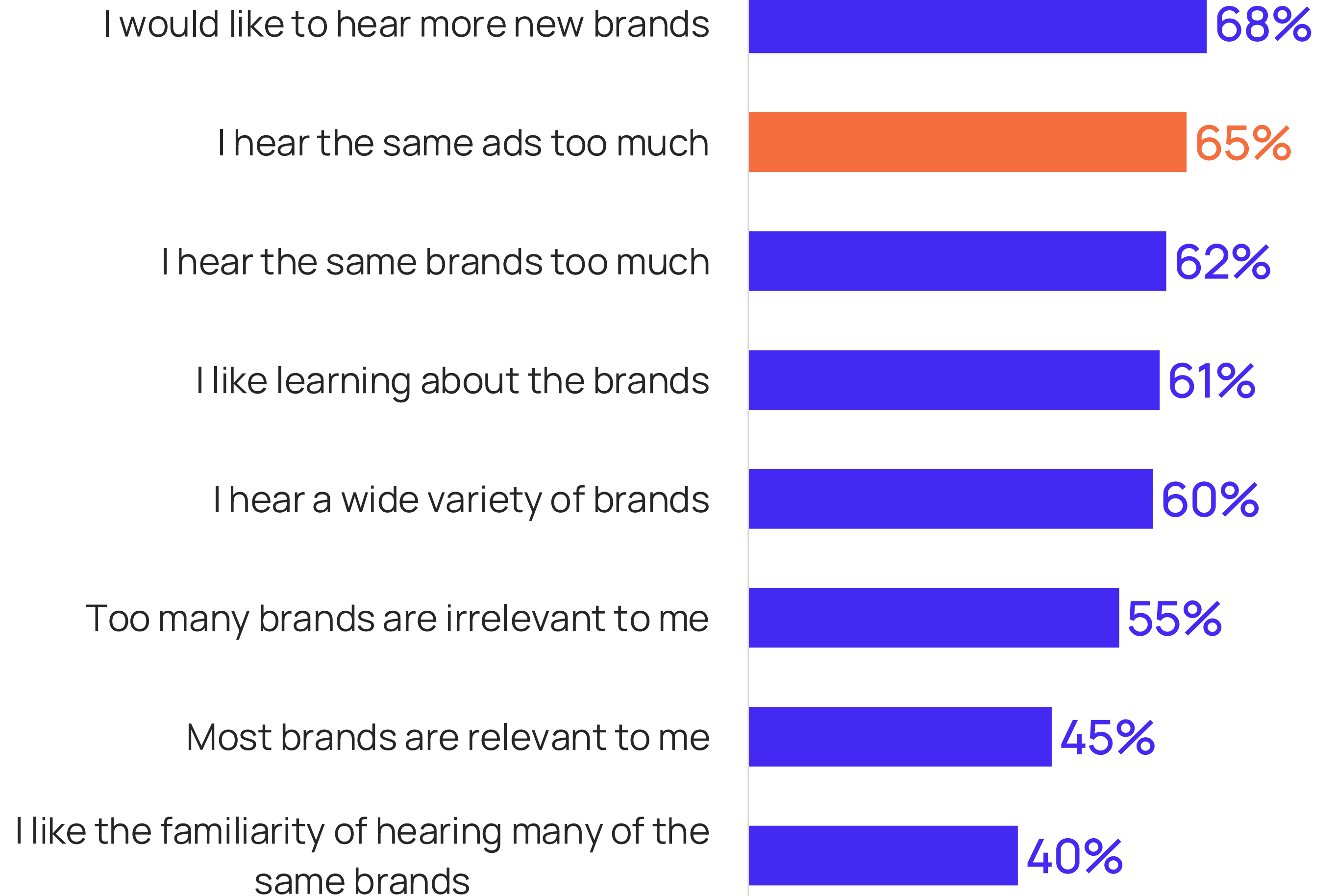
libsyn ads

Paramount

npr

SignalHill
Insights

% agree



Why are you tired of hearing the same ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

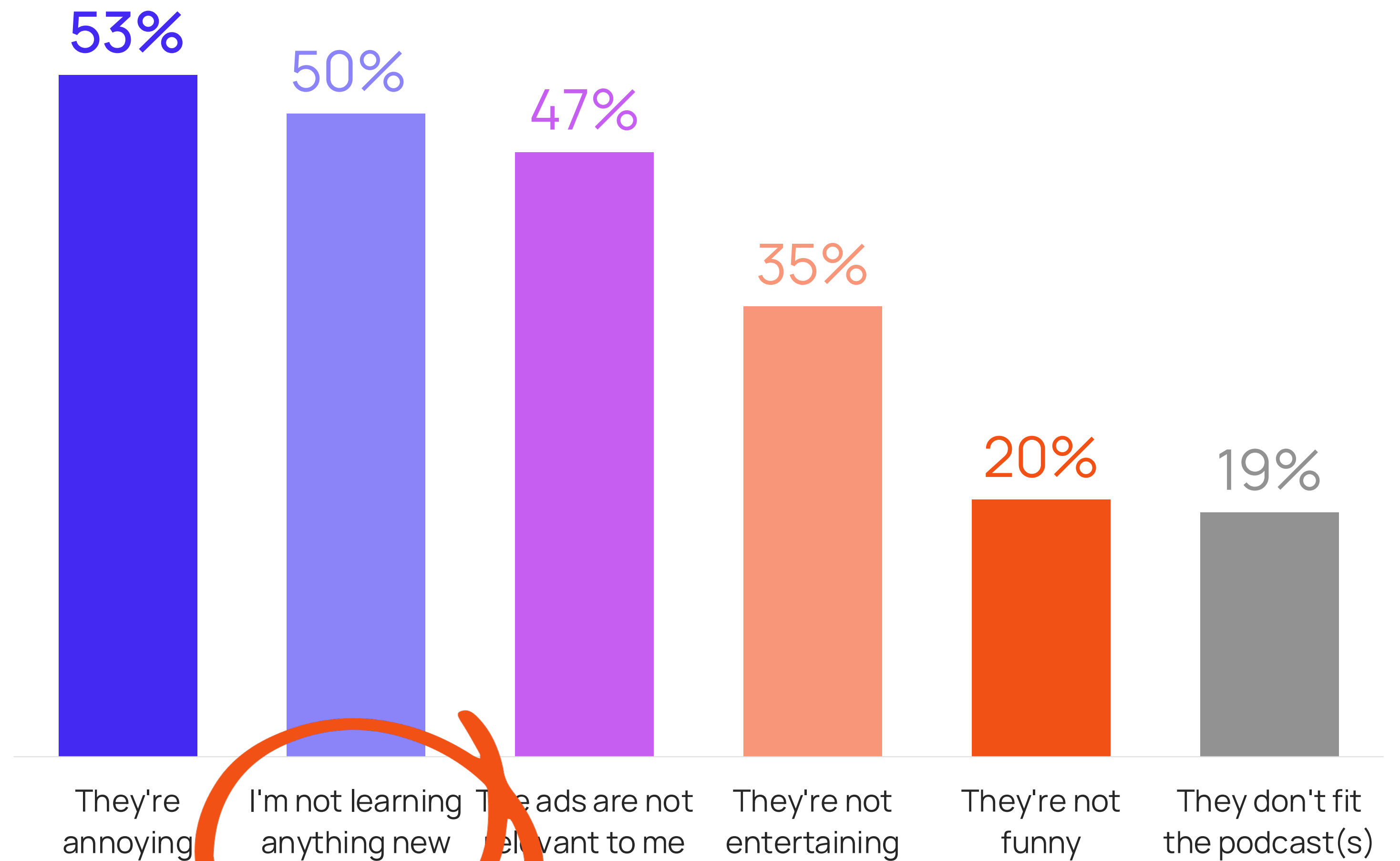
libsyn ads

Paramount

npr

SignalHill
Insights

Among listeners who hear the same ads too much



SOUNDSPROFITABLE

Thinking about your favorite podcast that has ads, would you prefer more variety in the products or brands advertised even if it means a higher number of ads?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

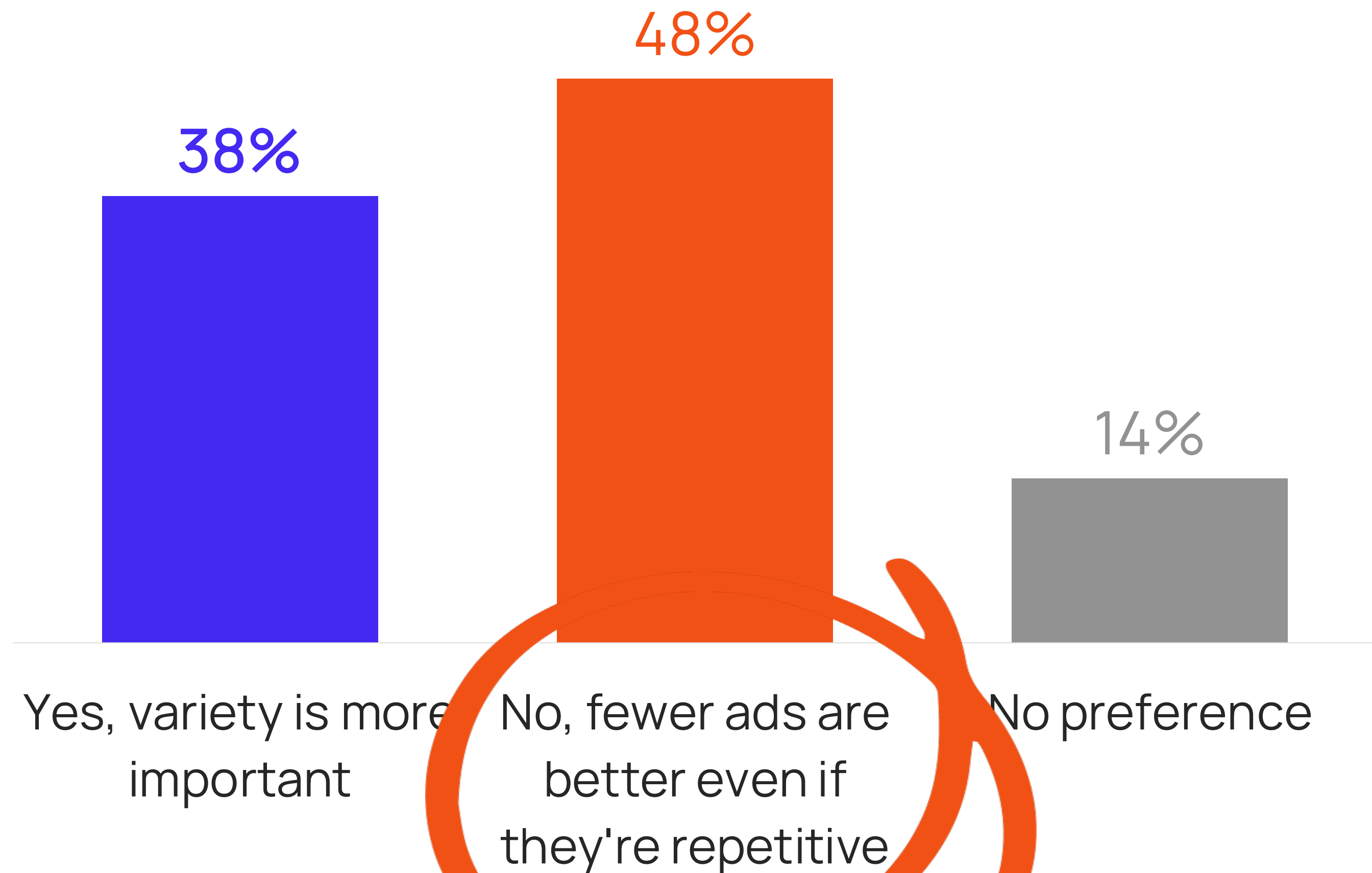
SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Creative Execution

Finally, podcasting is *entertainment*. Creators put a lot of effort into making 26 minutes of every :30 entertaining, funny, and interesting. The best we can do is to hold our ads to the same standard!

06

\$P

What makes it more tolerable to hear an ad repeatedly?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

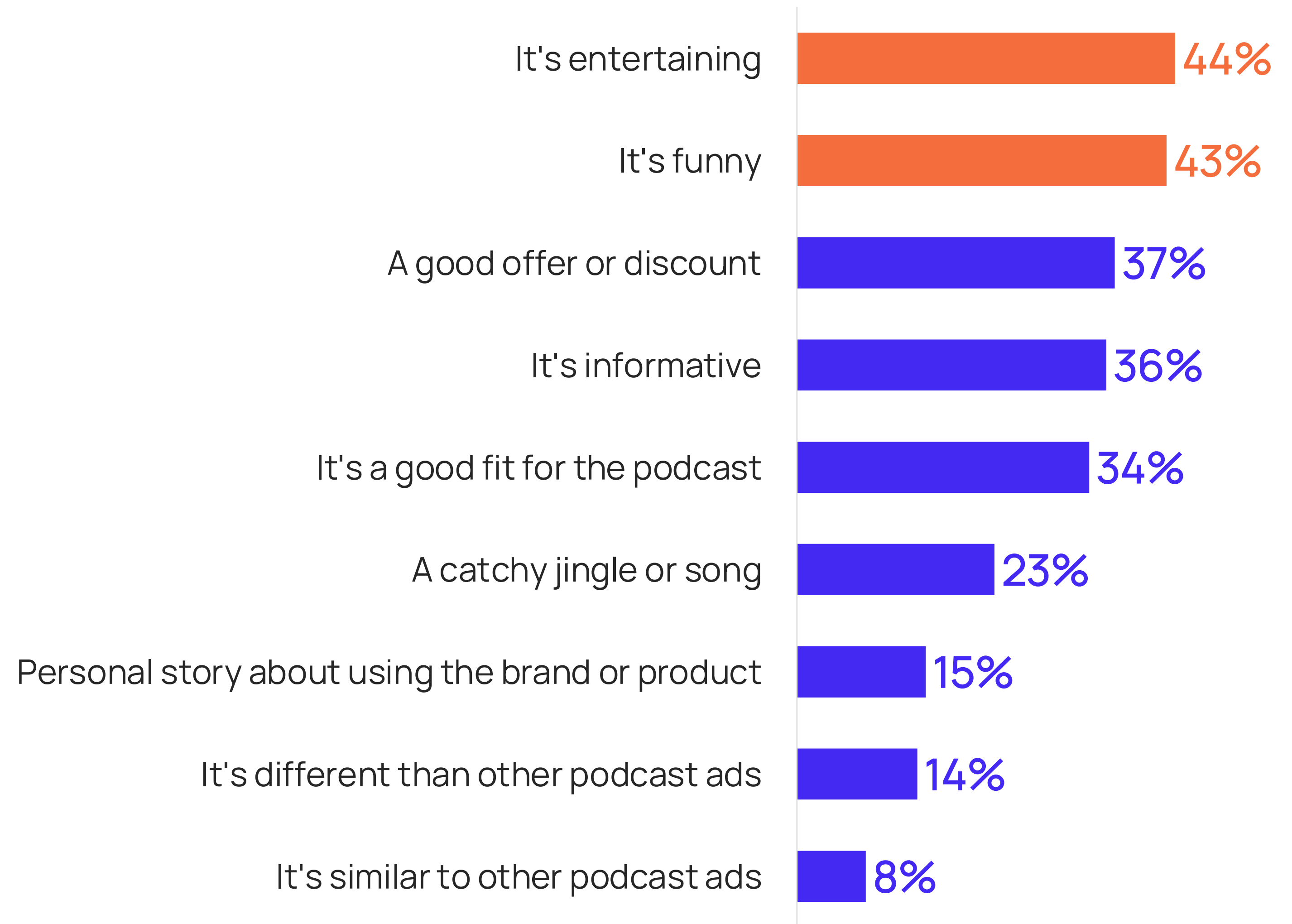
libsyn ads

Paramount

npr

SignalHill
Insights

Among listeners who hear the same ads or brands too much



What primarily motivates you to skip ads in your favorite podcast?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

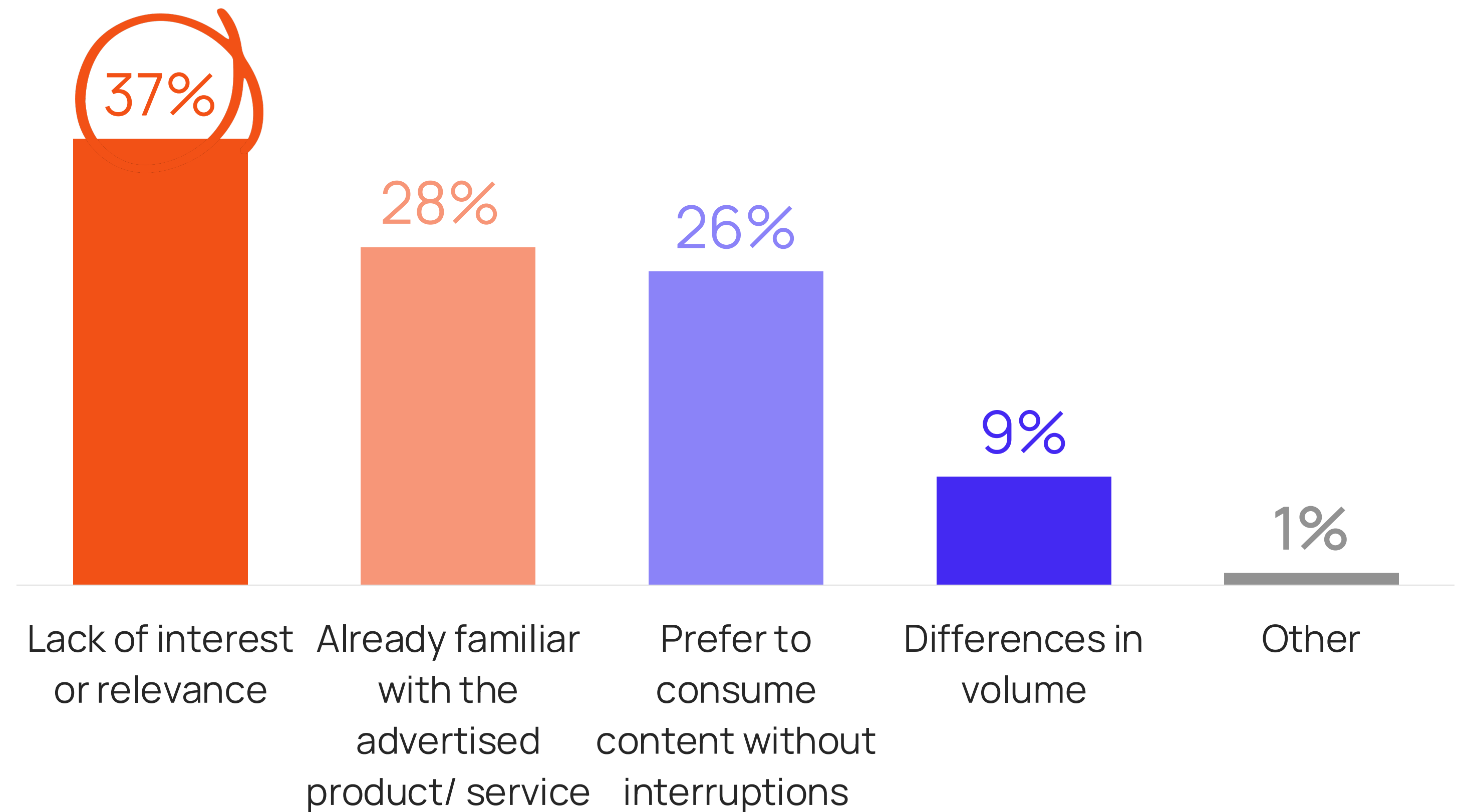
libsyn ads

Paramount

npr

SignalHill
Insights

Among listeners who ever skip ads



Think about the last podcast ad you remember hearing. What made it memorable?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

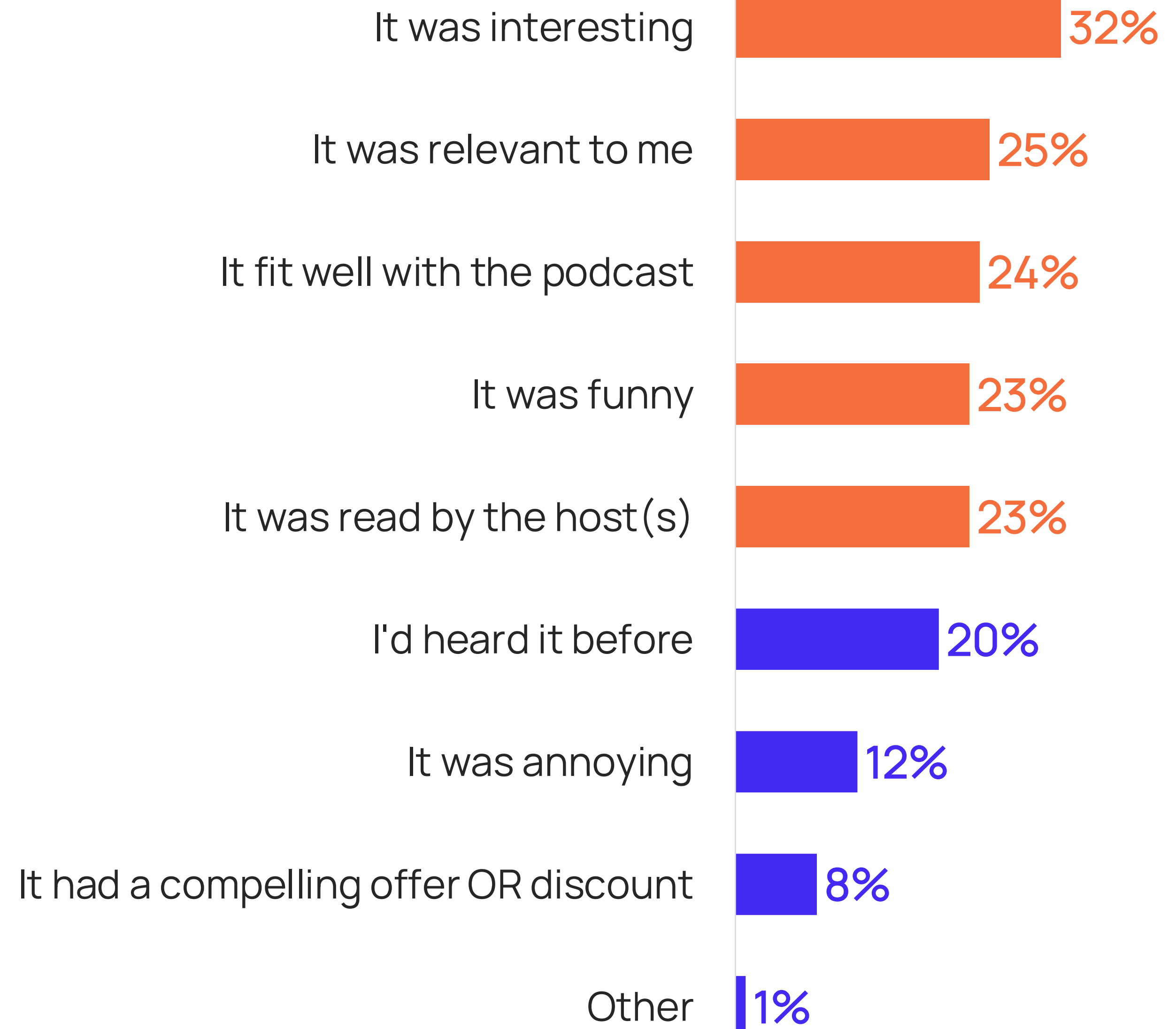
SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights





Creative Execution

One solution? Variety in form.

06

\$P

Think about an ad
you're tired of
hearing, what type
of ad is it?

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST
NETWORK

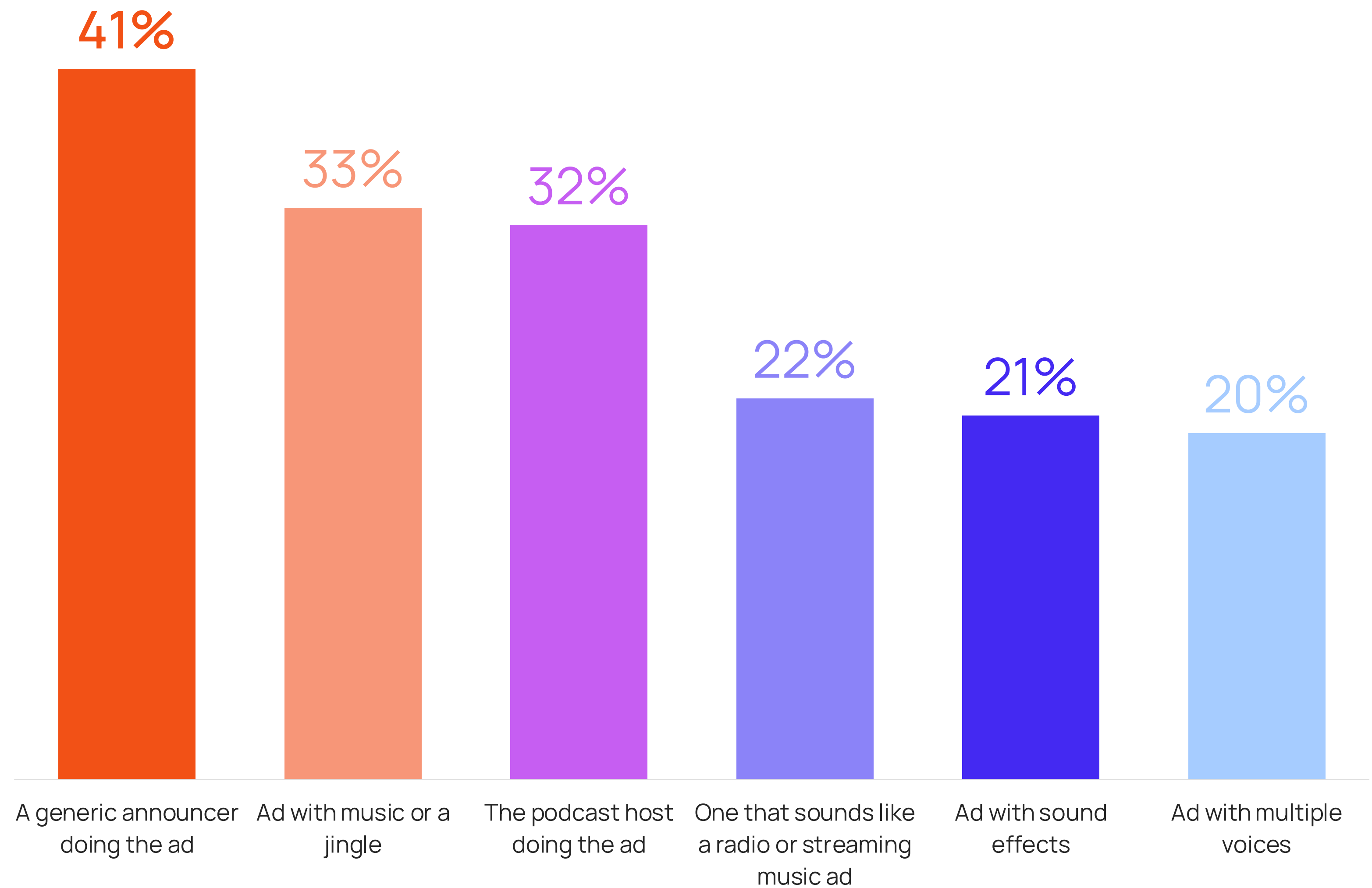
libsyn ads

Paramount

npr

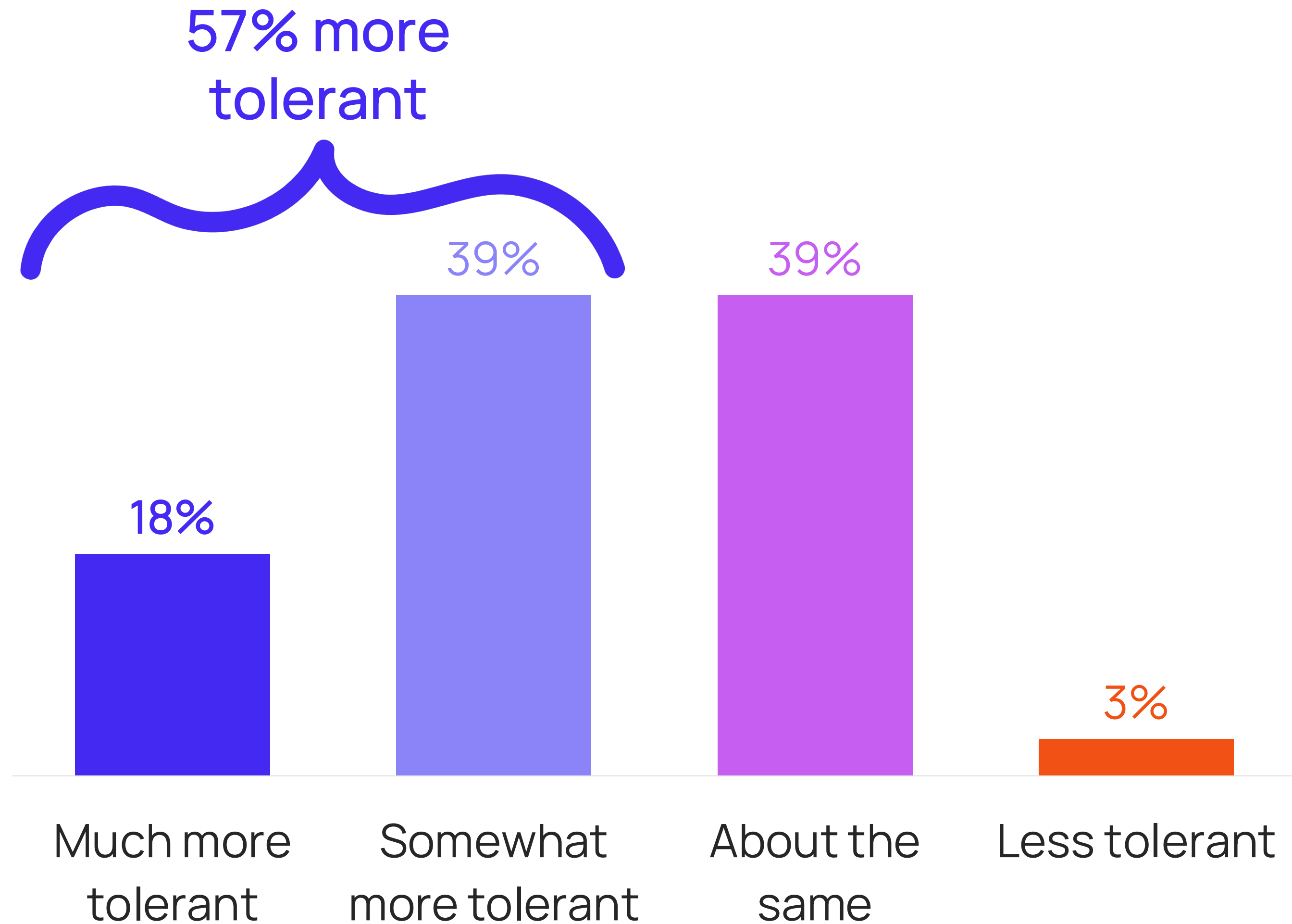
SignalHill
Insights

Among listeners who hear the same ads or brands too much



SOUNDSPROFITABLE

Would you be more tolerant of ads in podcasts if they were different than what you typically hear (e.g., a mini-drama, a song, a quick interactive segment)?



Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM PODCAST NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights

SOUNDS PROFITABLE

THE BUSINESS
OF
PODCASTING

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

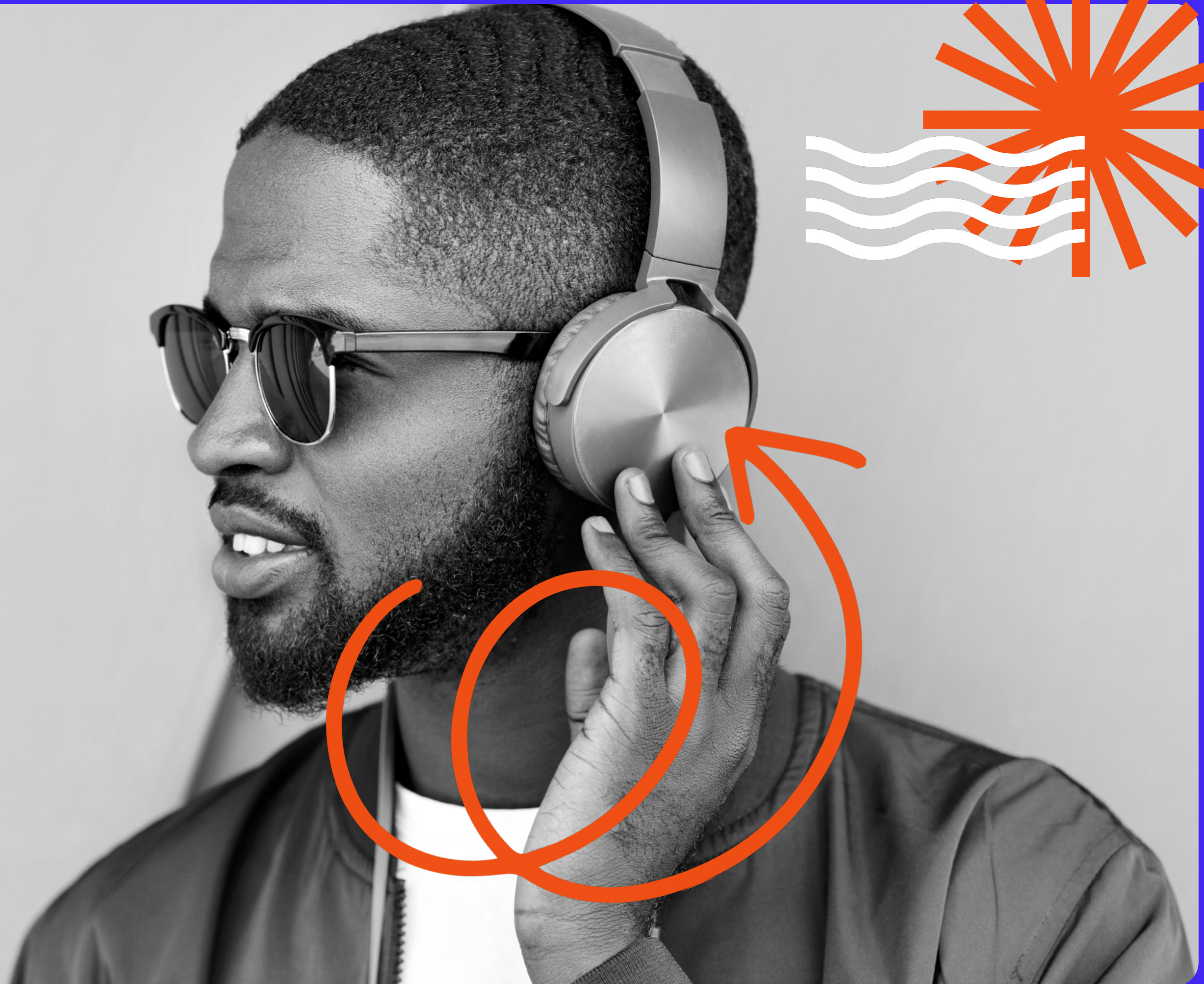
SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights



Key Findings

Ad Effectiveness

58% have discovered a product/service they liked through a podcast ad, and 45% have made a purchase because of a podcast ad.

Most listeners (66%) heard an ad 2-3 times before making a purchase, with 75% purchasing within a week of last hearing the ad.

Podcast ads were influential in the purchase decision for 72% of those who bought a product/service advertised.

34% have used a promo code heard in a podcast ad. Of those, 19% did so to credit the creator or podcast. Promo codes are often searched later in show notes or the website.



Ad Skipping

46% of listeners say they “always or often” skip ads on podcasts. When asked about the last specific episode they consumed, however, that percentage dropped. 68% listened to at least some of the ads on their last episode.

28% of listeners say they listen to “all of the ads” on podcasts, the highest percentage among all media channels tested.

Lack of interest/relevance (37%) and familiarity with the advertised product/service (28%) are the primary motivators for skipping ads.

Key Findings



Ad Frequency

67% of listeners recall hearing 2-3 ads in the last podcast episode with ads, with an average of 3.1 ads perceived.

Most listeners (56-59%) feel the number of ad breaks in their favorite podcast is just right.

73% expect to hear 2-3 ads in a typical episode of their favorite podcast, with most preferring 1-2 breaks.

Distributed within the content is the expected positioning for ad breaks.

Ad Repetition

51% find hearing the same ad more than once in a single episode annoying or strongly dislike it.

90% think hearing the same ad once or twice in one episode is acceptable, with 40% agreeing on once.

Ad repetition decreases interest in the advertised product/service for 26% of listeners and decreases attention to the podcast for 23%.

29% become more annoyed and less likely to listen when noticing frequent repetition of the same product/brand.

Key Findings

Creative Execution

The top reason for ad skipping is a lack of interest or relevance of the ad (37%) followed by already being familiar with the product or service (28%).

Listeners don't find interesting, funny, or novel ads fatiguing. They do find a lack of variety in form and repetition of the same brand/message tiresome.

While host-read ads are singled out as preferred, 75% felt that skipping ads on podcasts did not actively affect "support" for the show, and 19% used promo codes to ensure the show got credit, the lowest cited reason for using them.

Most podcast listeners hear the same ad on multiple podcasts (52%) and four in five perceive encountering the same ad in other media.

The podcast ad is credited by 72% of consumers as "influential" in their decision to purchase a product or service they heard about on a podcast, even if it was encountered in other media.





AD NAUSEAM

Actions

One

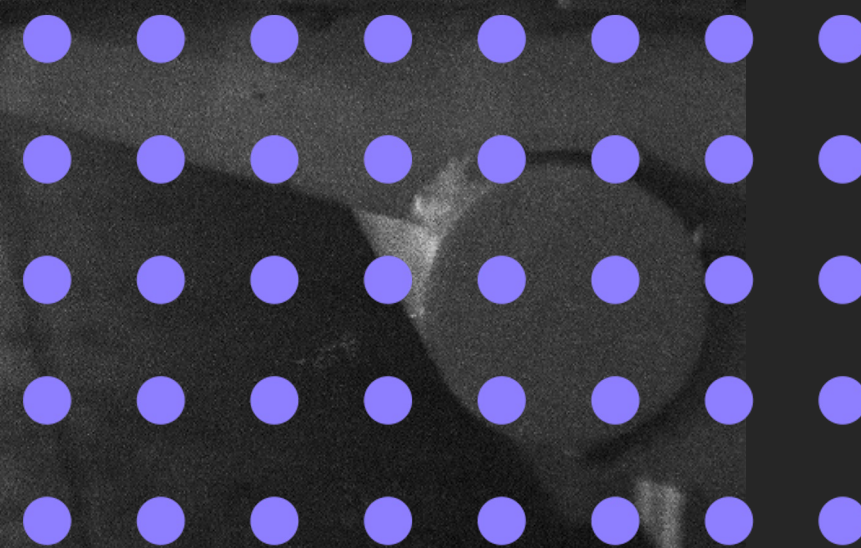
Don't push it with quantity. There may not be a "right" answer for the number of ads, but there are expectations, and we violate them at the risk of both show and sponsor.

Two

People strongly remember two types of ads: really great ones, and really terrible ones. The quality of the creative has a significant impact on perceptions of quantity and repetition.

Three

Filling in unsold inventory with "value added" spots for the same ad likely doesn't help the brand, or the show.





AD NAUSEAM

Actions

Four

We have a great gift in the podcast listener. They aren't afraid of ads, and they won't reject them – in fact, they will pay more attention to them if we apply the same filter to the ads as we do the content: ads should help someone learn something new that is *genuinely* interesting, be entertaining, and be unafraid to challenge traditional advertising forms.

Five

Hosts and creators need to do a better job explaining how this whole advertising deal works. If they don't love them, and tie their success to the show, the listeners won't either.

The background is a solid orange color. It features several decorative elements: a 5x5 grid of small orange dots in the upper center; a bright blue sunburst with 18 rays in the upper right; a faint orange sunburst in the center; a faint orange sunburst in the lower right; and wavy orange lines at the bottom. The text is centered in a white, sans-serif font.

Podcast listeners
don't skip ads.

The background is a solid orange color. It features several abstract geometric patterns: a grid of small dots in the upper left, a cluster of wavy lines in the upper left, a large blue starburst in the upper right, a smaller orange starburst in the lower right, and a series of concentric wavy lines at the bottom. The text "They skip crap." is centered in a white, sans-serif font.

They skip crap.

SOUNDS PROFITABLE

THE
BUSINESS
OF
PODCASTING

Sponsored by

WONDERY

ESPN Podcasts

betterhelp

SiriusXM
PODCAST
NETWORK

libsyn ads

Paramount

npr

SignalHill
Insights

