



**SOUNDS
PROFITABLE**
THE BUSINESS
OF
PODCASTING



June 2025

The Advertising Landscape

Podcasting's Place in the
Ad-Supported Media Universe


betterhelp

npr

ESPN Podcasts

 **MEDIA
BODIES**

 **AMERICAN
PUBLIC MEDIA®**

SiriusXM **PODCAST
NETWORK**

SignalHill
Insights

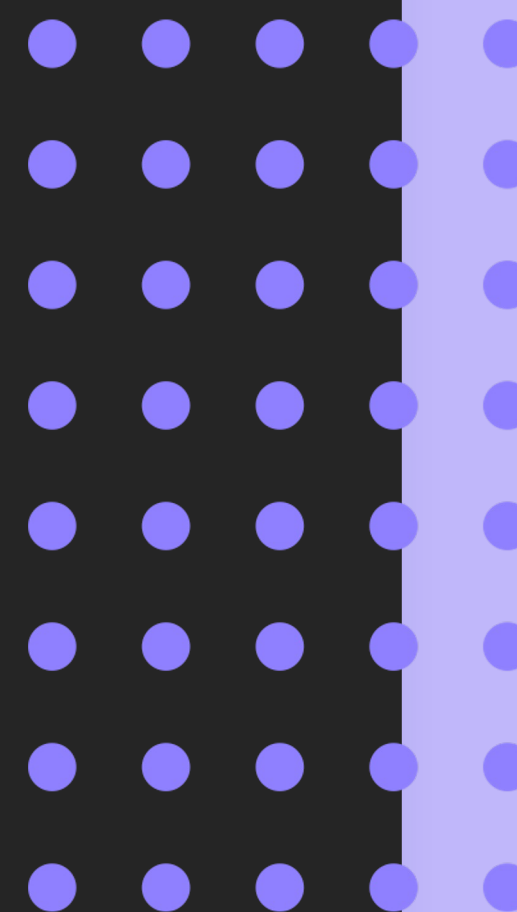
June 2025

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The Advertising Landscape

Part Three: Driving to Action



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Methodology



In Jan/Feb 2025, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5005** Americans ages 18+ - the largest public study of podcasting and advertising in America



The sample was weighted to the most recent census data to be representative of the US population, using a single source, matching The Podcast Landscape (2024)



Respondents had to consume at least one type of ad-supported media to qualify. **ALL media users were stipulated to be users of the ad-supported version of each media channel**



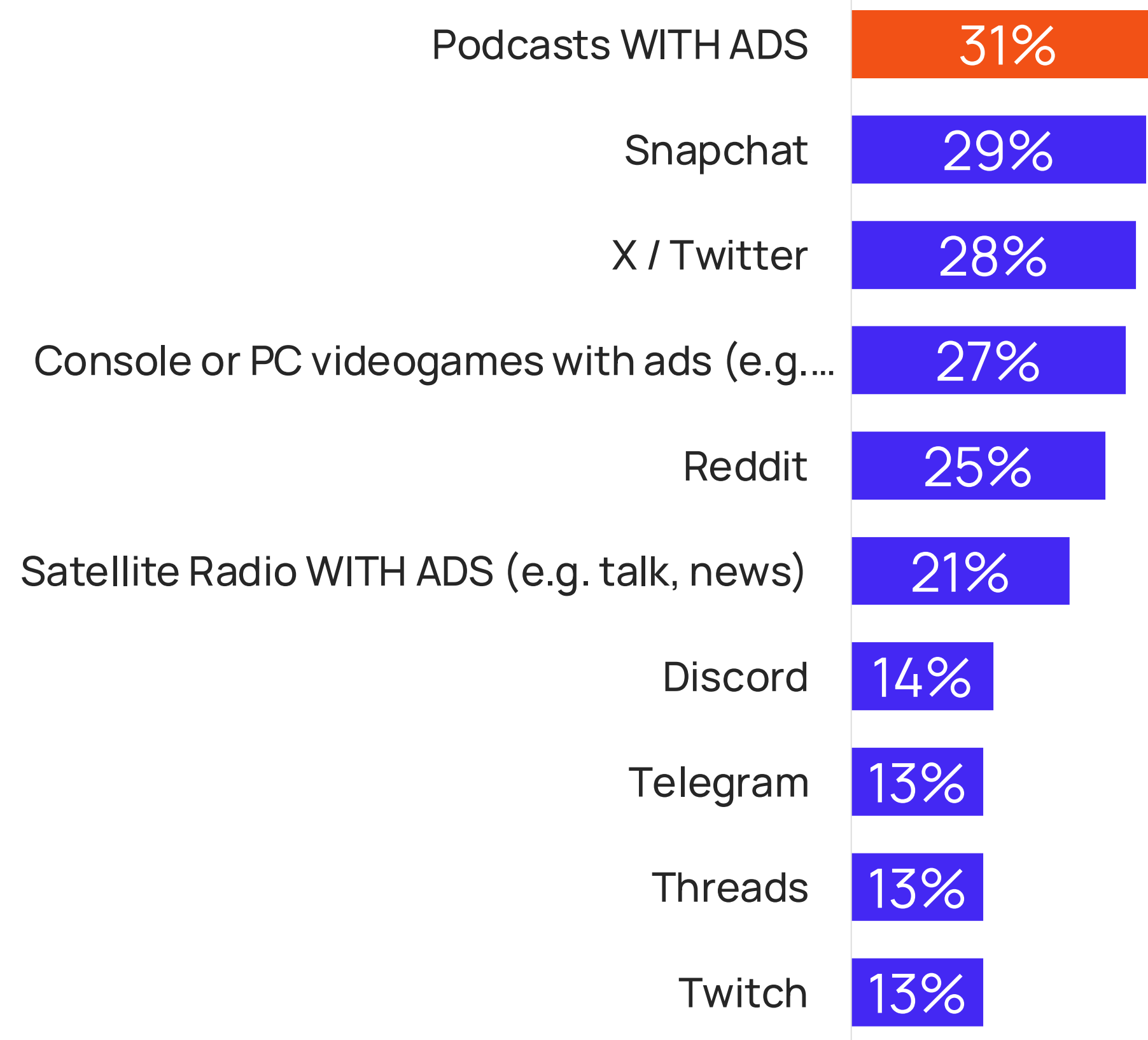
Topics included overall reach of each media, attentiveness to advertising, trust/credibility of each channel, and post-exposure effectiveness

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Monthly Usage: Ad-Supported Media

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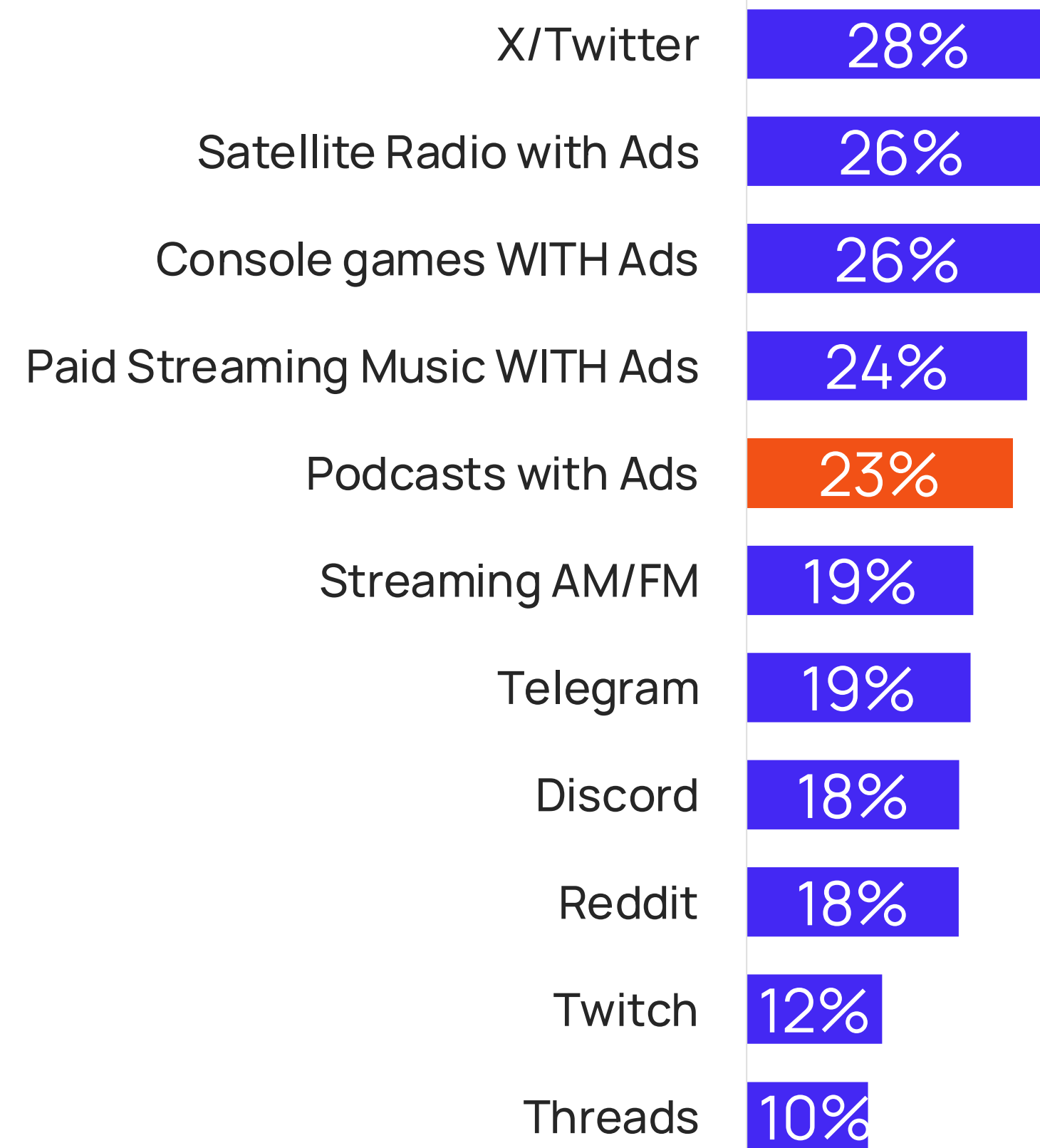
Base: Americans 18+



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Percentage of monthly users by media type who convert to **PRIME** usage (near daily AND one of top four **ad-supported** choices)

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Average Conversion, Monthly-to-PRIME: 32%

Base: Monthly users for each media type, 18+

Please describe a recent advertisement that led you to make a purchase

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Other Products & Services

24%

Food & Beverages

20%

Beauty & Personal Care

11%

Clothing & Apparel

11%

Entertainment & Media

10%

Health & Wellness

7%

Gaming & Technology

7%

Home & Cleaning

4%

Electronics & Appliances

4%

Travel & Transportation

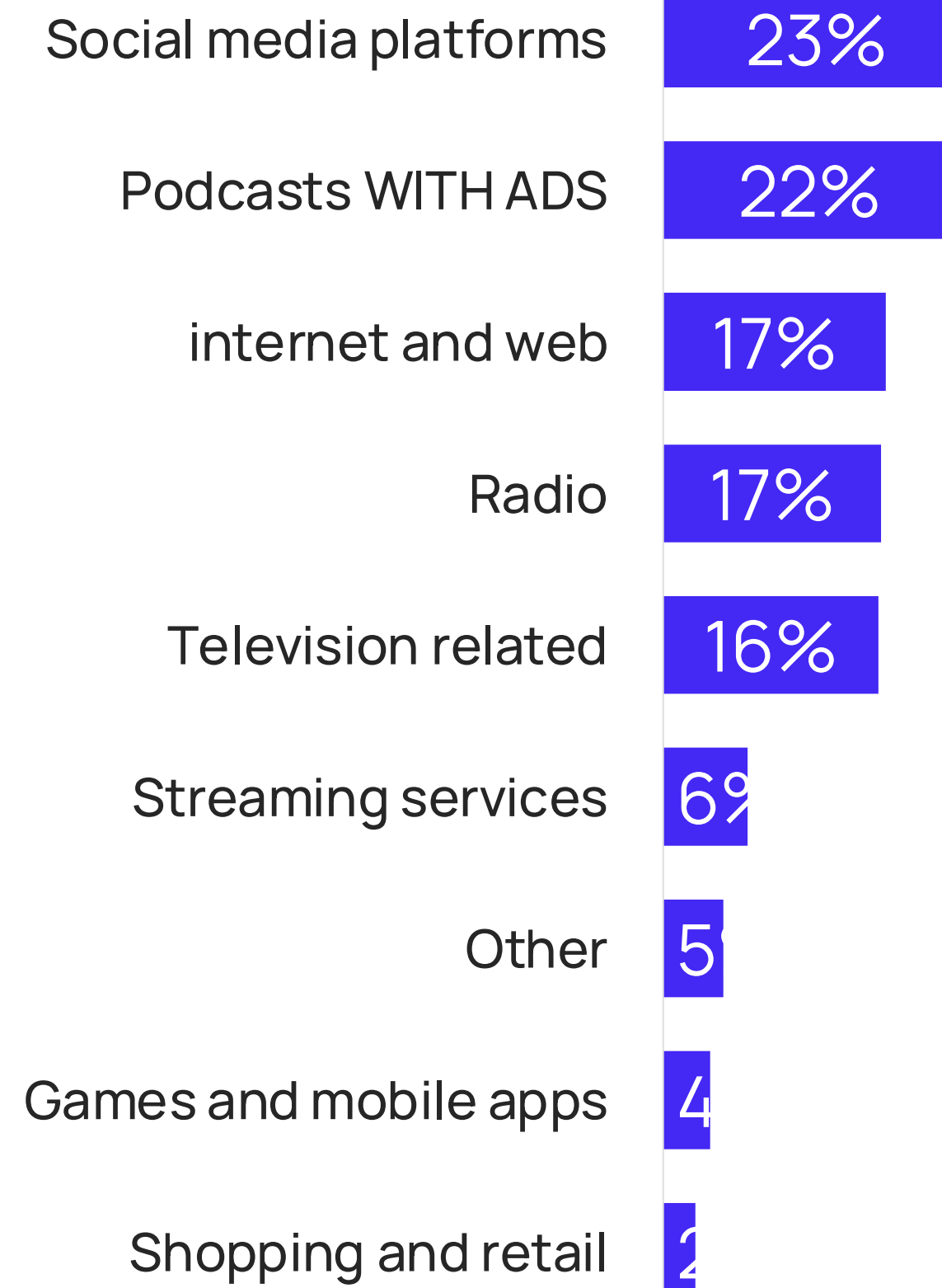
3%

Base: Podcast Primes



Where did you see or hear the advertisement?

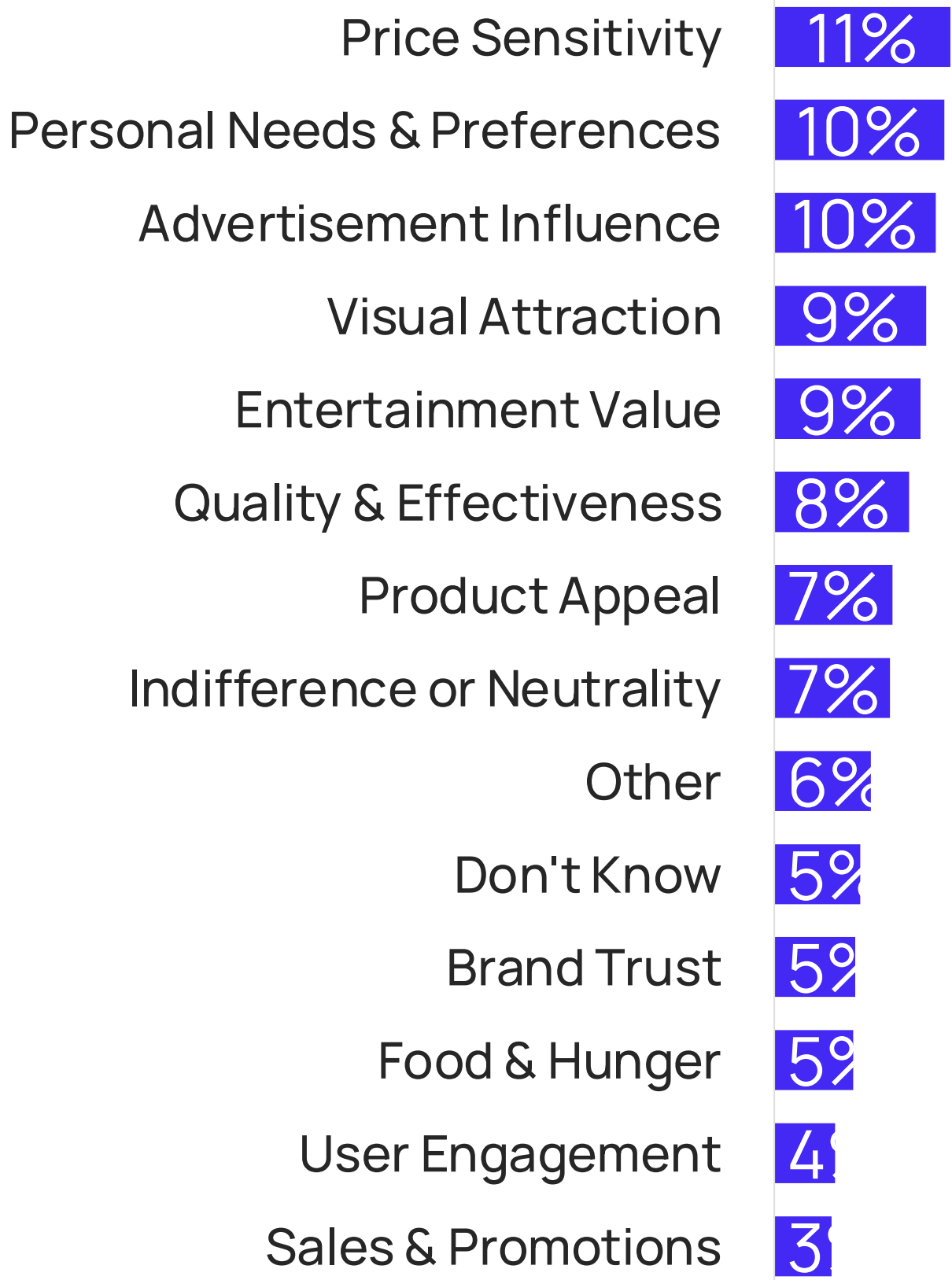
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Base: Podcast Primes



What made the ad effective?



Base: Podcast Primes



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In the next three months, you plan to make a purchase or change providers in the following categories?

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Grocery

Quick Service Restaurant (e.g. McDonalds, Taco Bell, KFC,...)

Entertainment (e.g. streaming services)

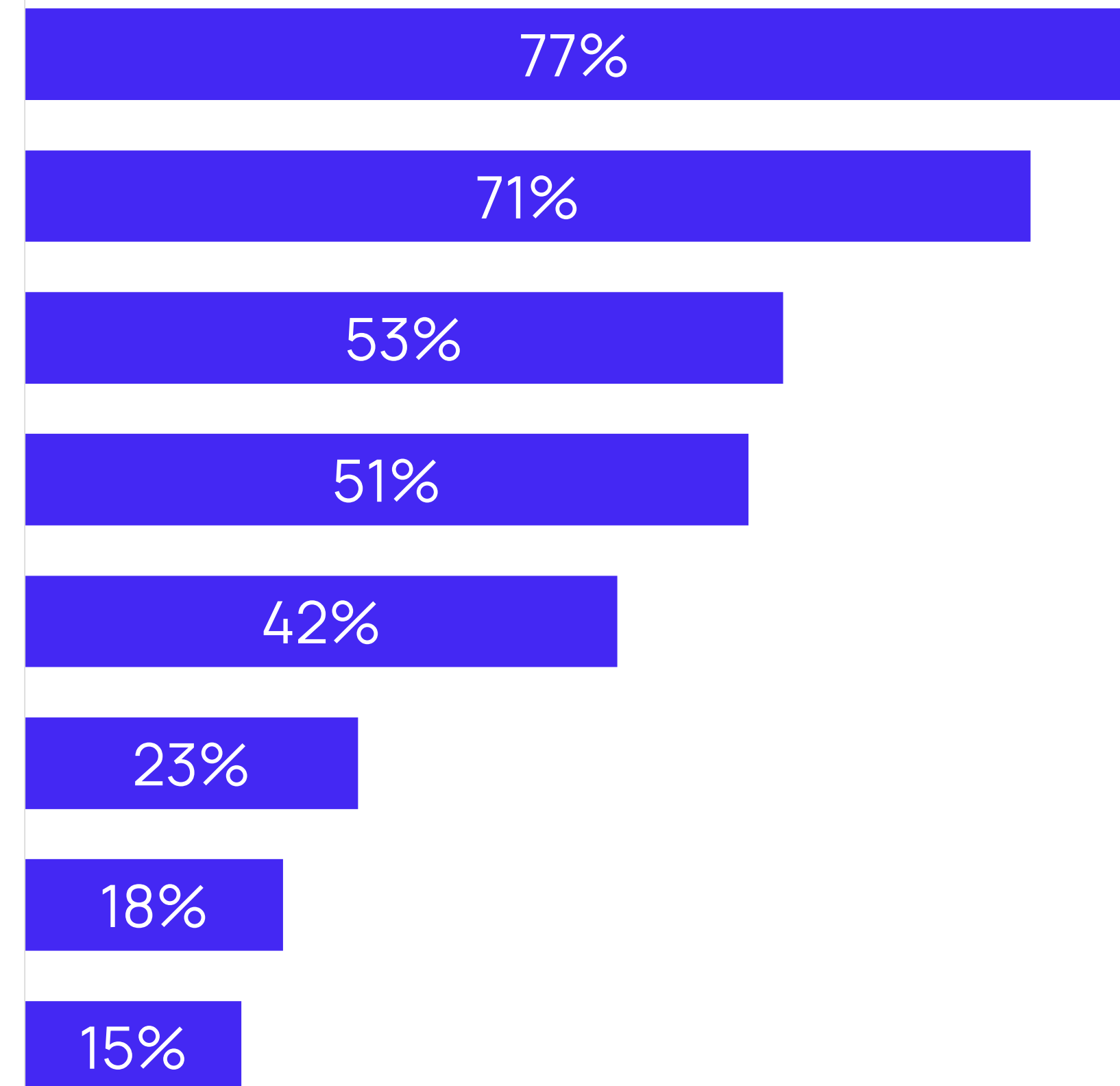
Hospitality (travel, hotels, airlines, restaurants)

Financial services (e.g. credit cards, wealth management)

Automotive vehicles

Online medical services

Online mental health services



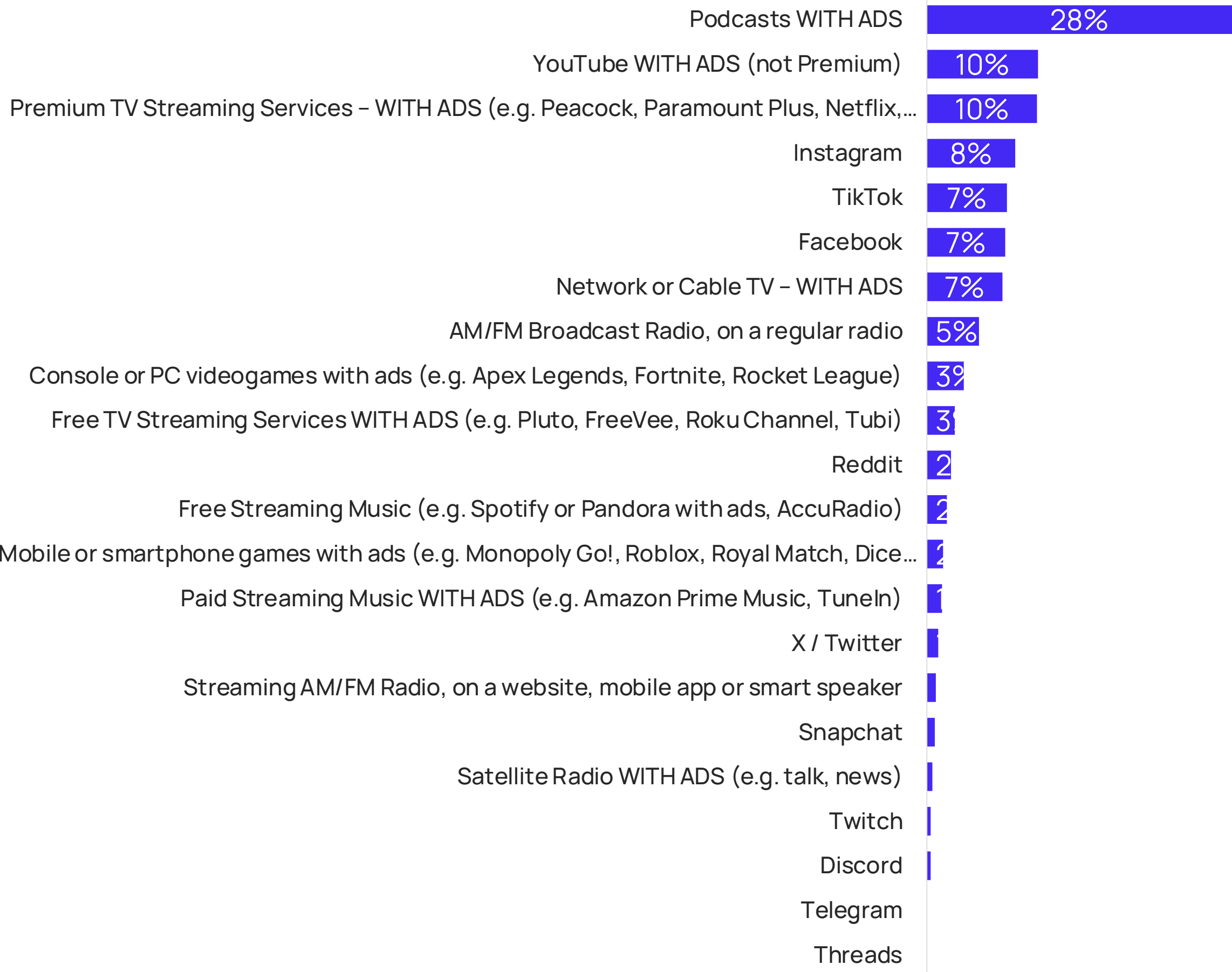
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Discussed the product with others

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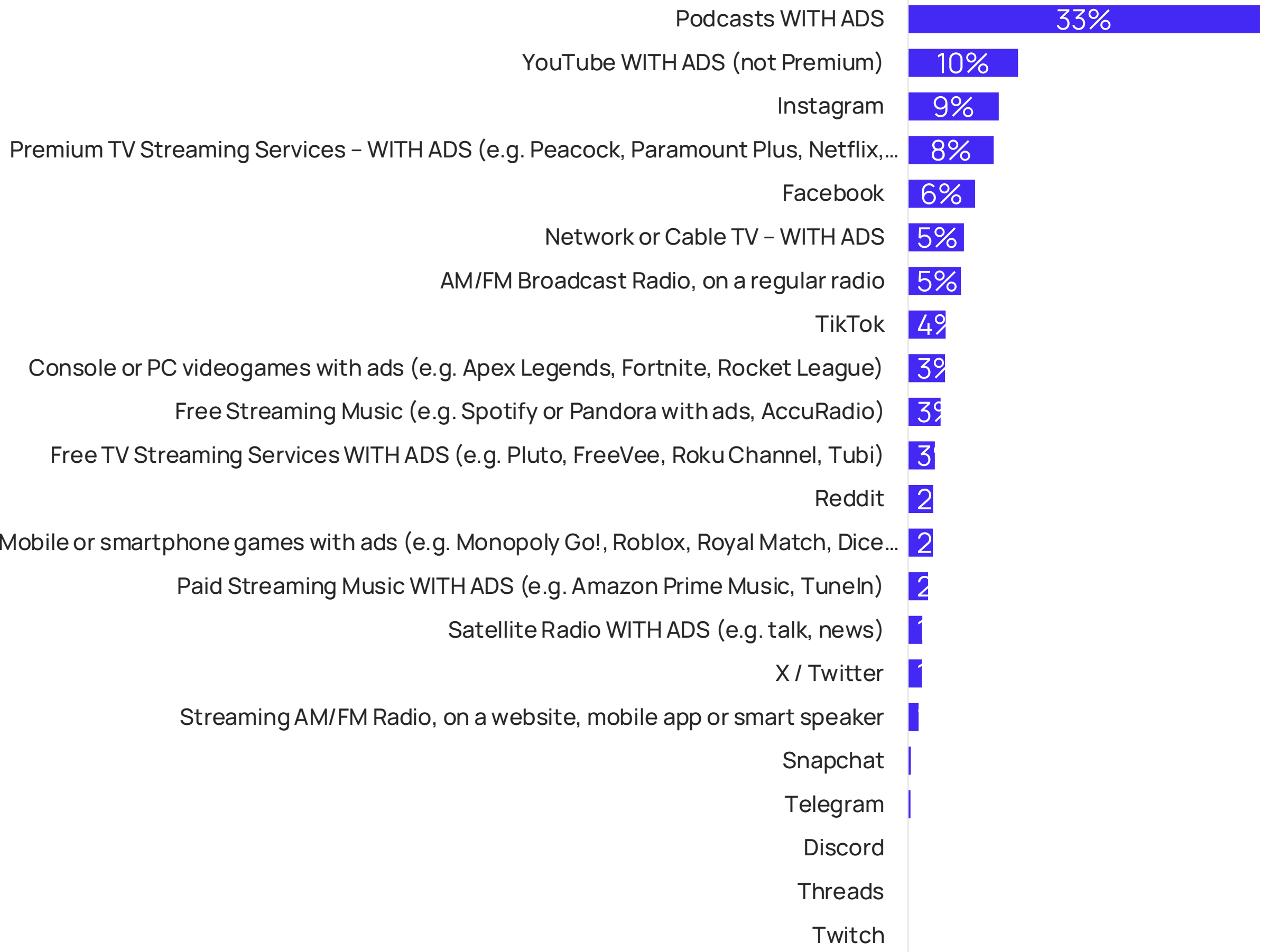
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Wrote down a promotional code

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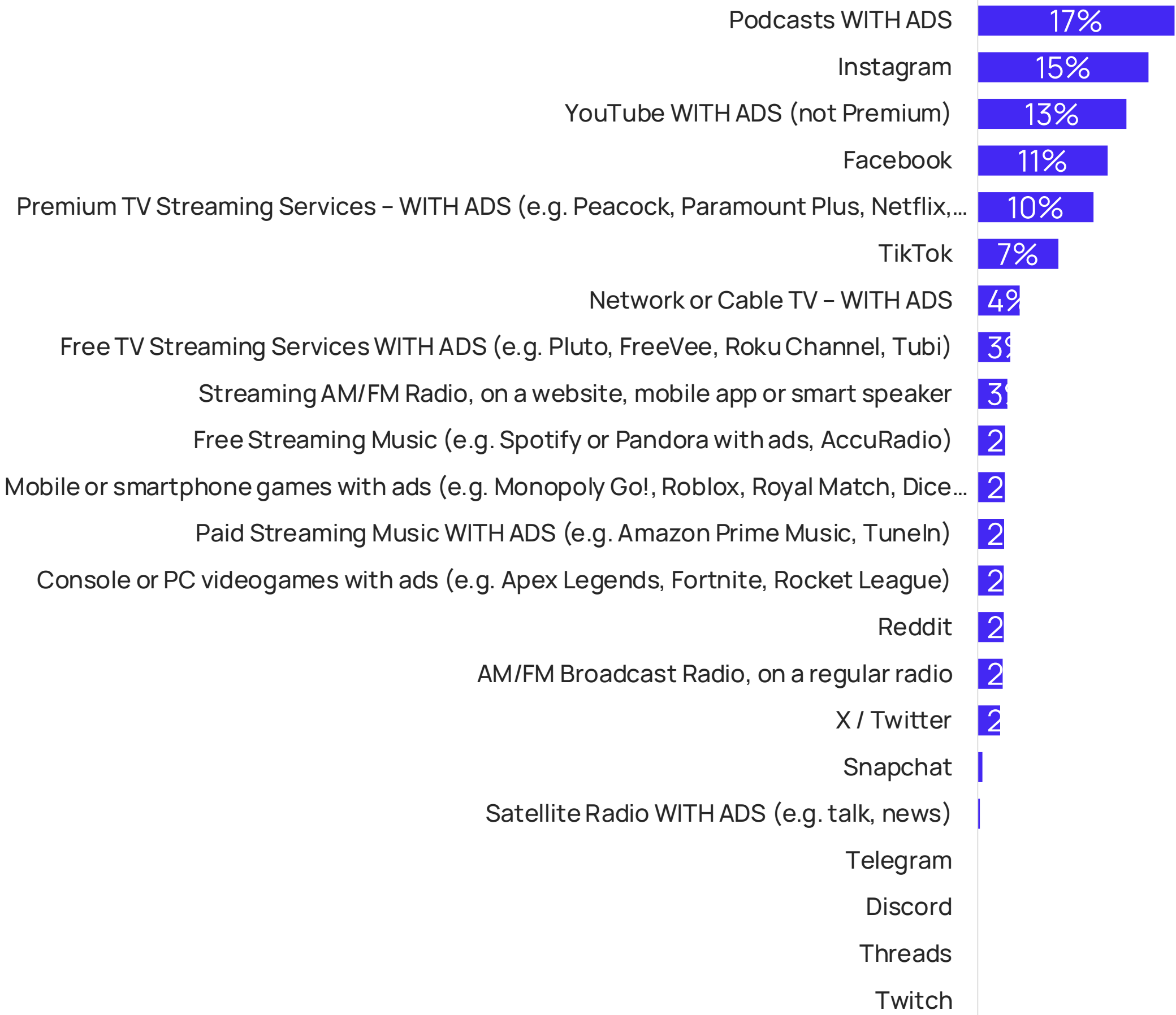
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Took a screenshot or picture

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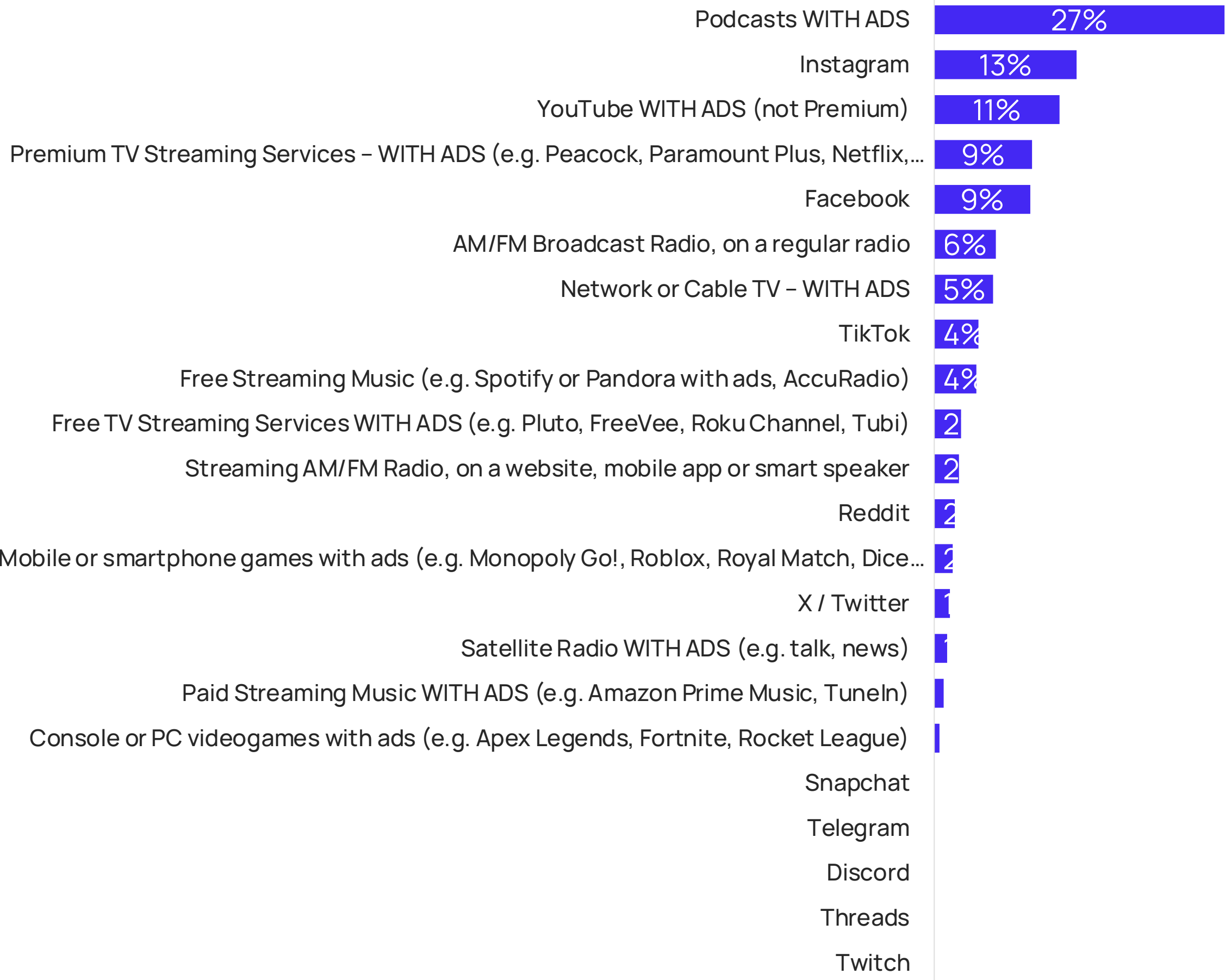
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Searched for more information about the brand

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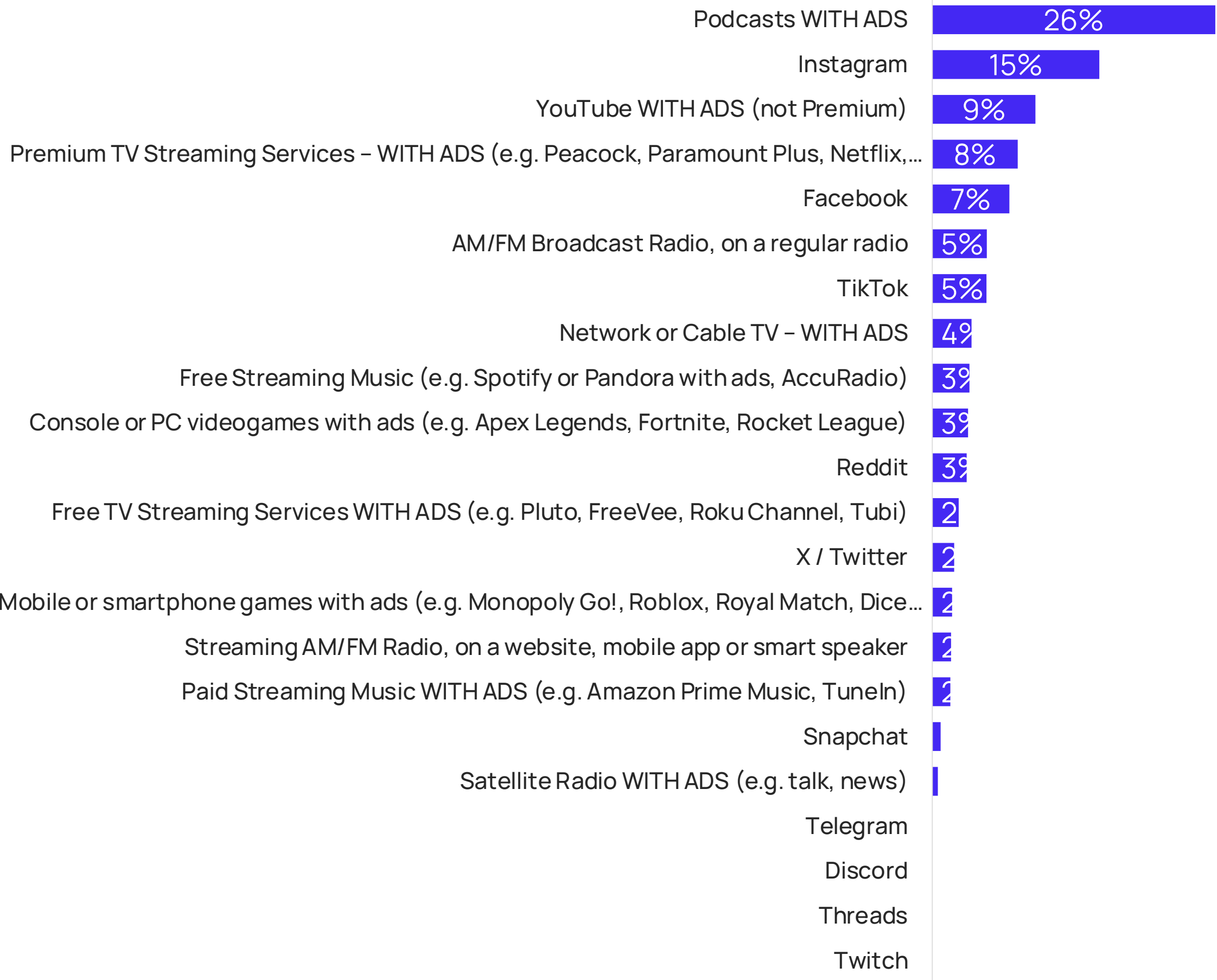
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Visited the brand’s social media

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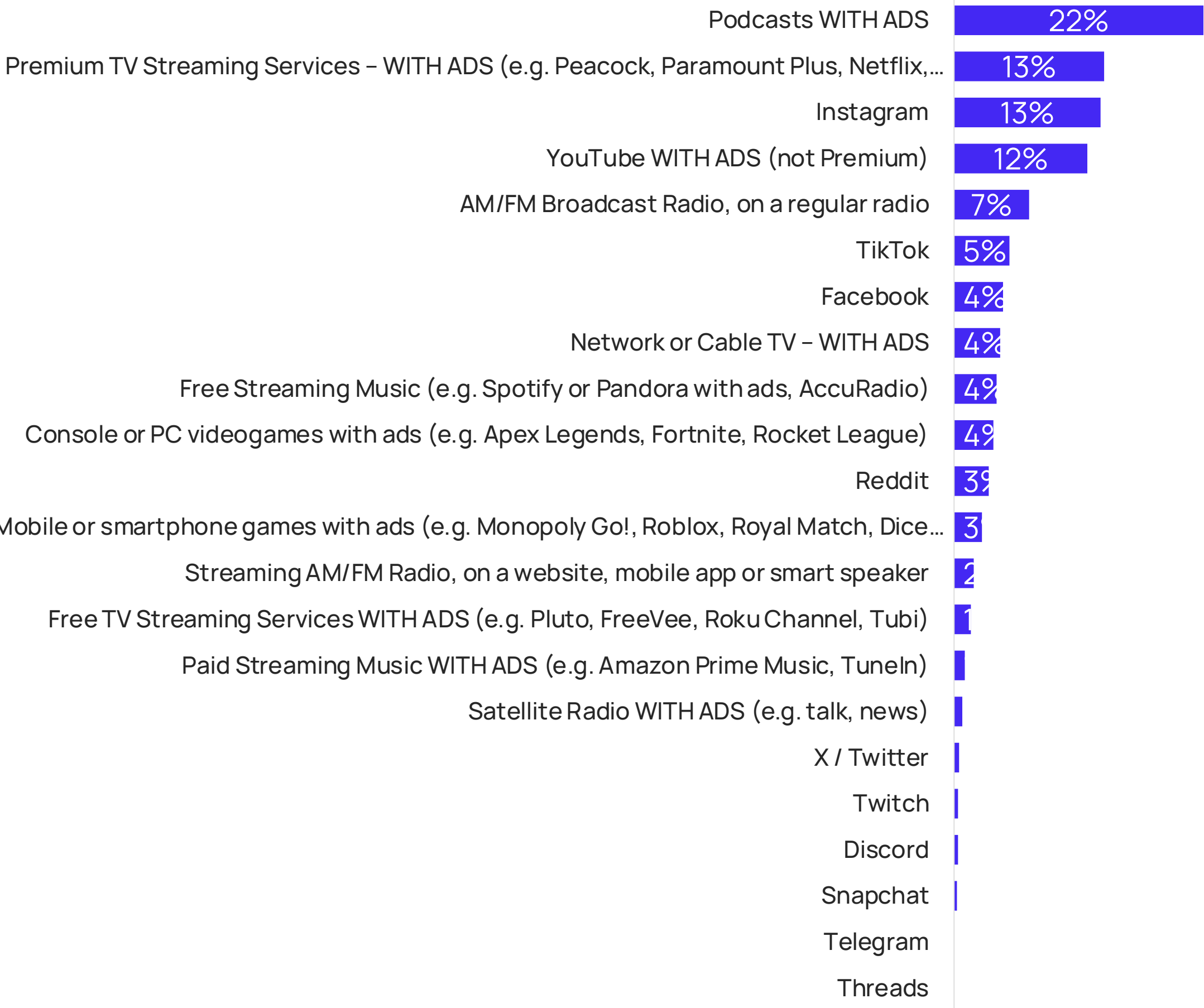
Base: Podcast Primes



What actions have you taken in the last six months with respect to ads on each media?

Made an immediate purchase

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Base: Podcast Primes



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Thank You.

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