



June 2025

The Advertising Landscape

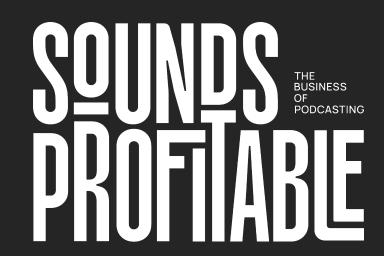
Podcasting's Place in the Ad-Supported Media Universe







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The Advertising Landscape

Part Three: Driving to Action

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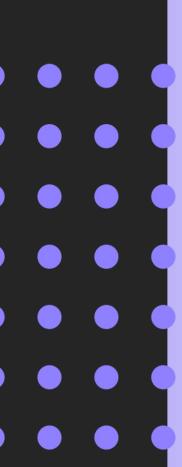














Methodology



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















Monthly Usage:

Ad-Supported Media







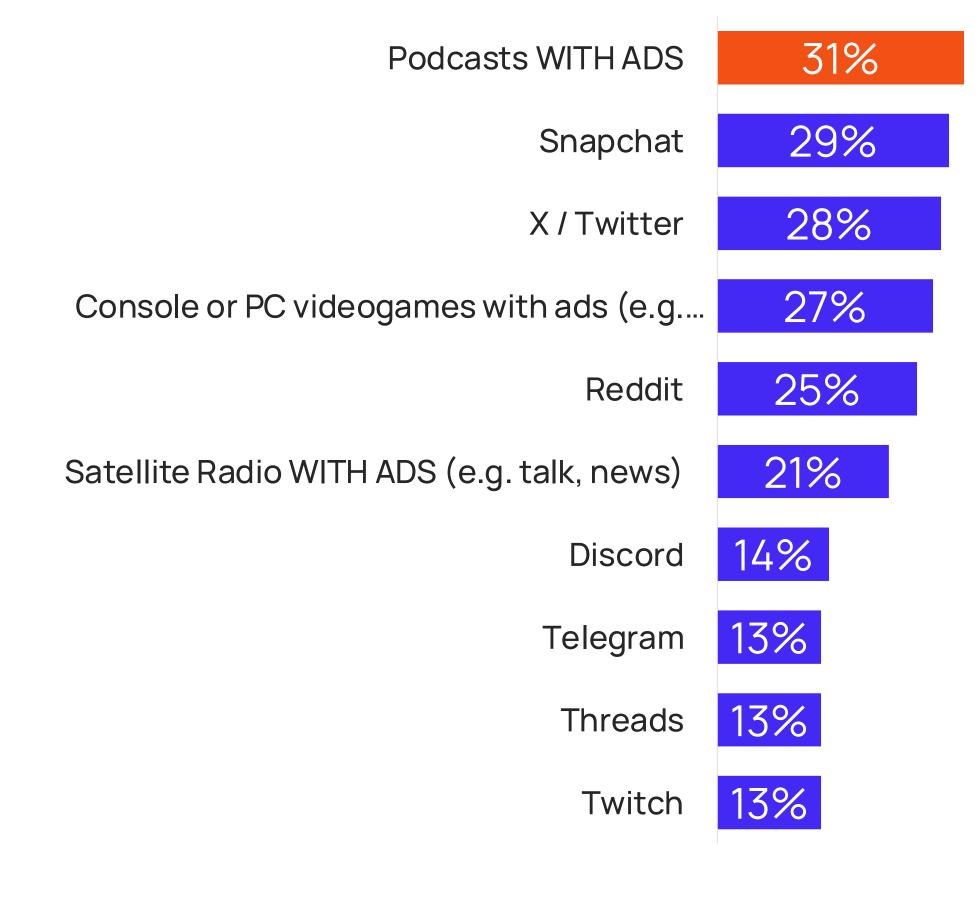






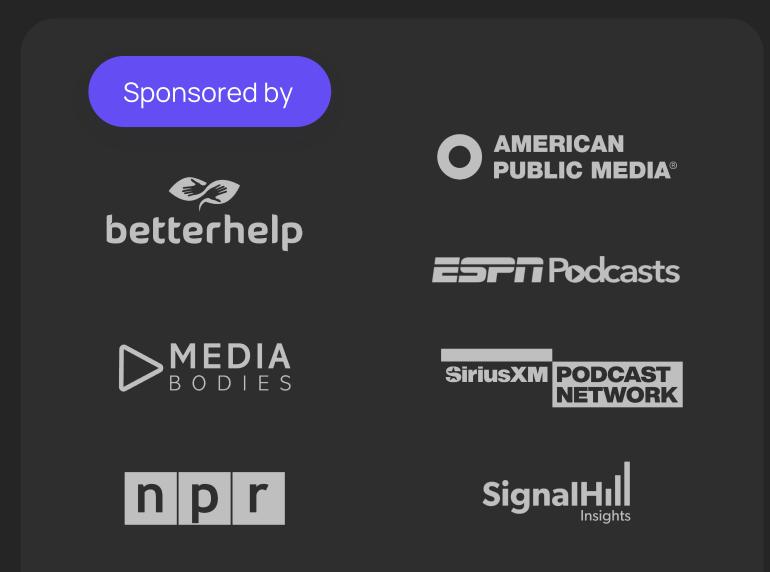


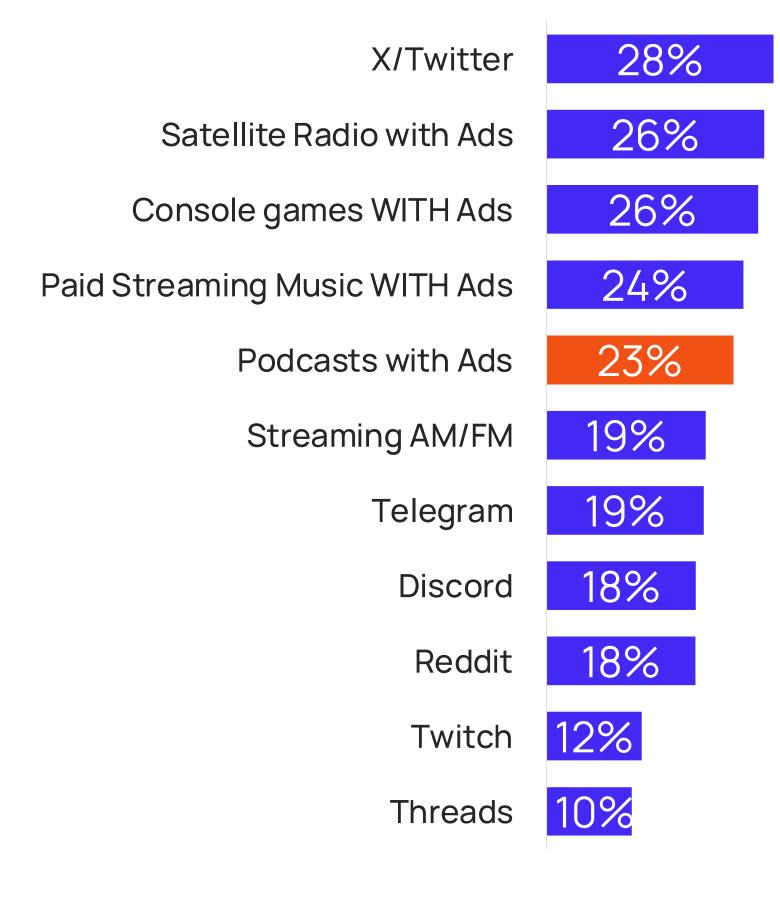




Base: Americans 18+

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



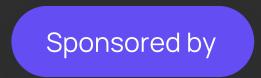


Average Conversion, Monthly-to-PRIME: 32%

MEDIA

Base: Monthly users for each media type, 18+

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

















Other Products & Services 24%

Food & Beverages 20%

Beauty & Personal Care 11%

Clothing & Apparel 1

Entertainment & Media 10%

Health & Wellness 79

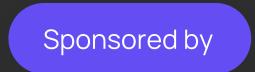
Gaming & Technology 79

Home & Cleaning

Electronics & Appliances 4

Travel & Transportation

Where did you see or hear the advertisement?

















Podcasts WITH ADS
internet and web
I7%
Radio
Television related
Streaming services
Other
Games and mobile apps

23%

22%

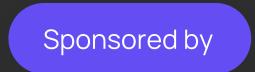
17%

69

24

Shopping and retail

What made the ad effective?











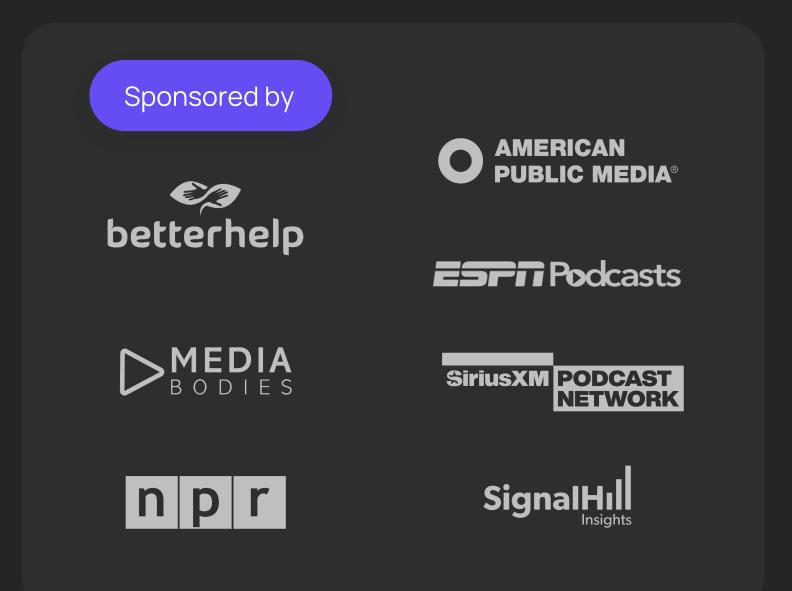


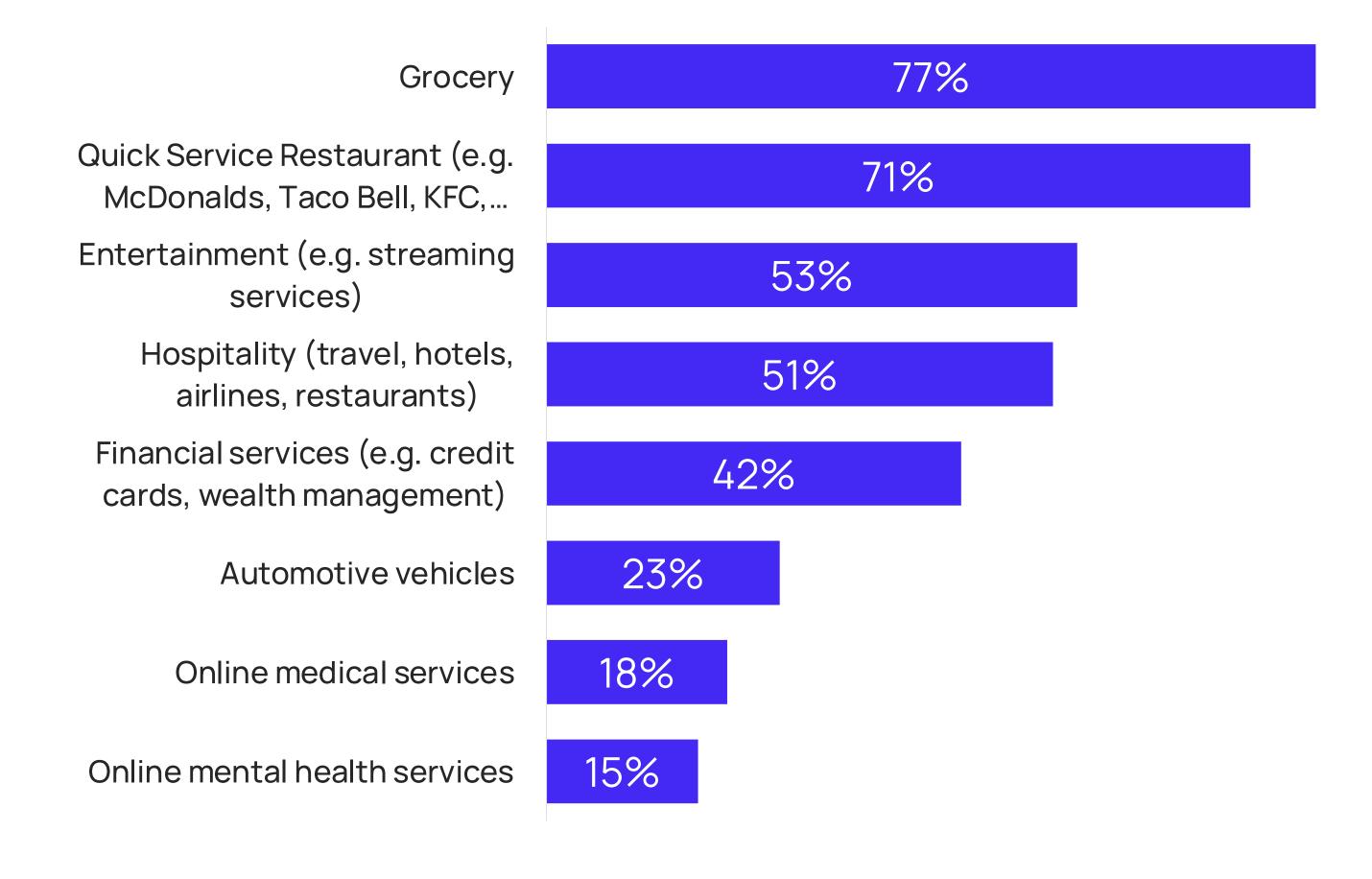




11% Price Sensitivity 10% Personal Needs & Preferences 10% Advertisement Influence 9% Visual Attraction **Entertainment Value** 9% 8% Quality & Effectiveness Product Appeal 7% Indifference or Neutrality 6% Other 5% Don't Know 5% **Brand Trust** Food & Hunger User Engagement Sales & Promotions

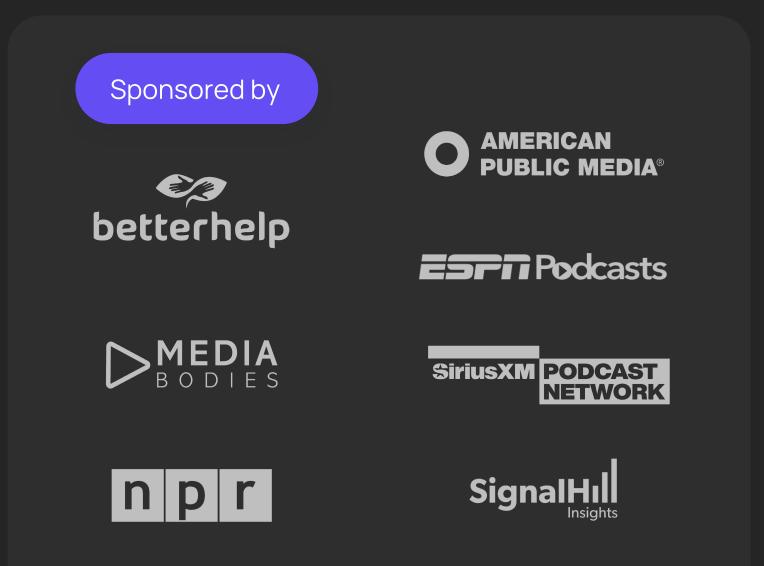
In the next three months, you plan to make a purchase or change providers in the following categories?





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

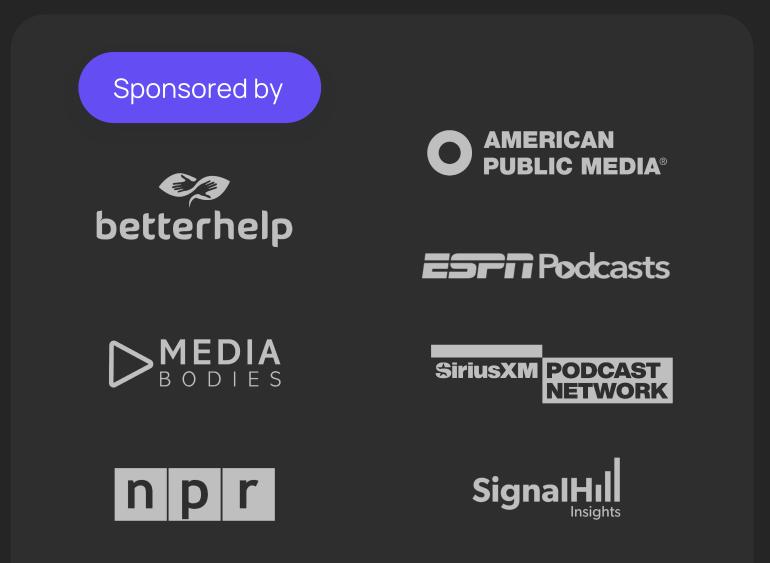
Discussed the product with others



28% Podcasts WITH ADS YouTube WITH ADS (not Premium) Premium TV Streaming Services - WITH ADS (e.g. Peacock, Paramount Plus, Netflix,... Facebook Network or Cable TV - WITH ADS AM/FM Broadcast Radio, on a regular radio Console or PC videogames with ads (e.g. Apex Legends, Fortnite, Rocket League) Free TV Streaming Services WITH ADS (e.g. Pluto, FreeVee, Roku Channel, Tubi) Free Streaming Music (e.g. Spotify or Pandora with ads, AccuRadio) Mobile or smartphone games with ads (e.g. Monopoly Go!, Roblox, Royal Match, Dice... 2 Paid Streaming Music WITH ADS (e.g. Amazon Prime Music, TuneIn) X / Twitter Streaming AM/FM Radio, on a website, mobile app or smart speaker Snapchat Satellite Radio WITH ADS (e.g. talk, news) Twitch Discord Telegram Threads

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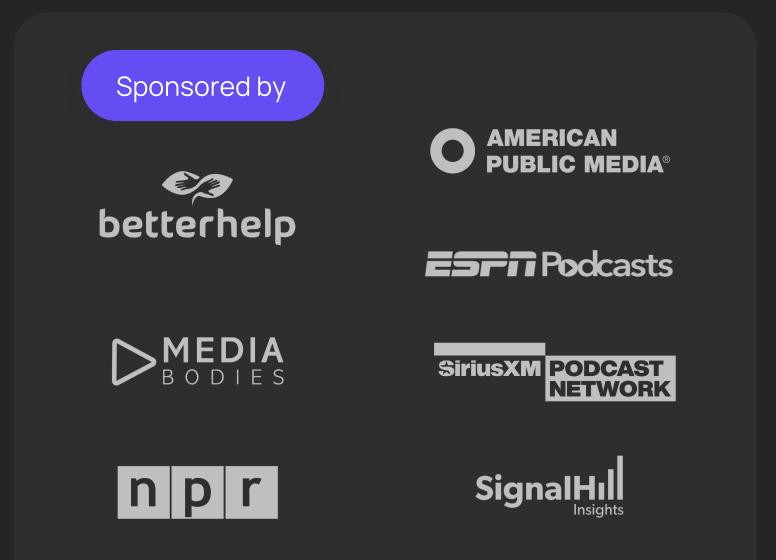
Wrote down a promotional code

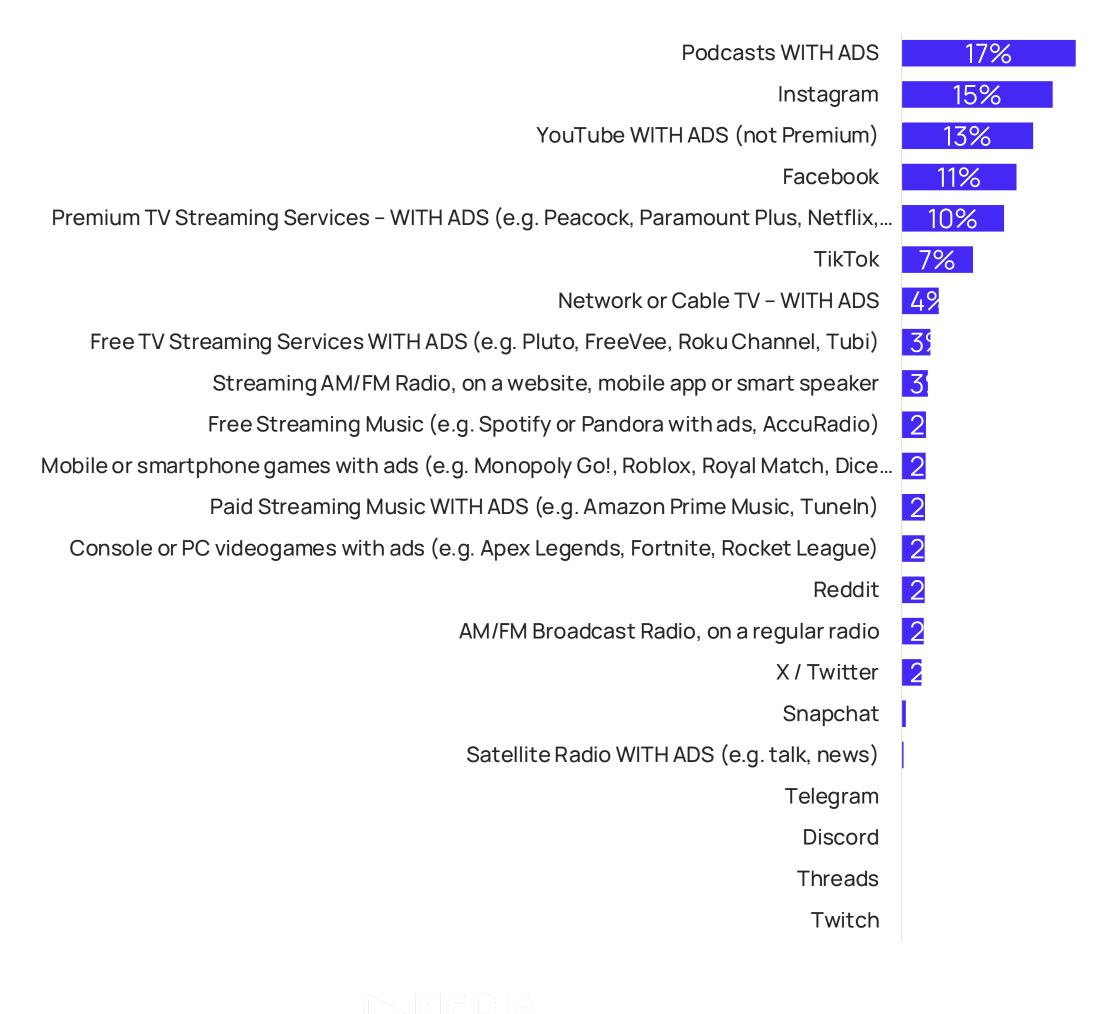


33% Podcasts WITH ADS YouTube WITH ADS (not Premium) 9% Premium TV Streaming Services – WITH ADS (e.g. Peacock, Paramount Plus, Netflix,... 8% 6% Network or Cable TV - WITH ADS 5% AM/FM Broadcast Radio, on a regular radio Console or PC videogames with ads (e.g. Apex Legends, Fortnite, Rocket League) Free Streaming Music (e.g. Spotify or Pandora with ads, AccuRadio) Free TV Streaming Services WITH ADS (e.g. Pluto, FreeVee, Roku Channel, Tubi) Reddit Mobile or smartphone games with ads (e.g. Monopoly Go!, Roblox, Royal Match, Dice... 2 Paid Streaming Music WITH ADS (e.g. Amazon Prime Music, TuneIn) Satellite Radio WITH ADS (e.g. talk, news) X / Twitter Streaming AM/FM Radio, on a website, mobile app or smart speaker Snapchat Telegram Discord Threads Twitch

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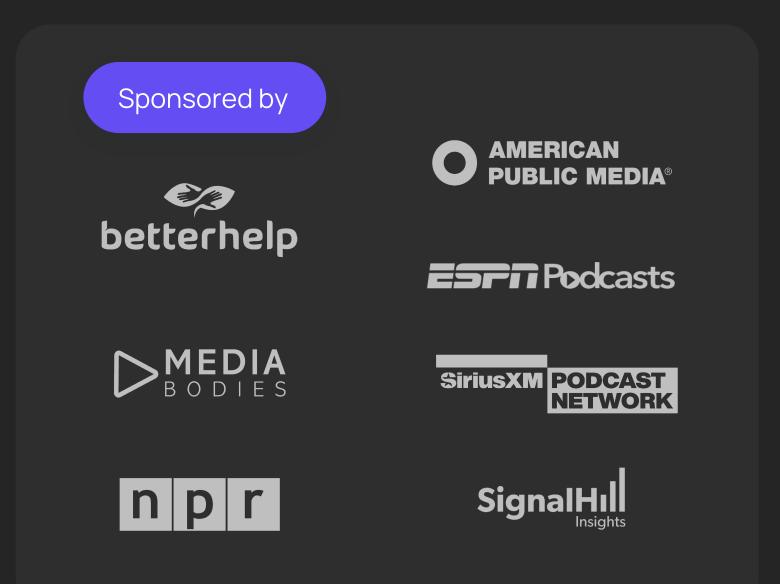
Took a screenshot or picture

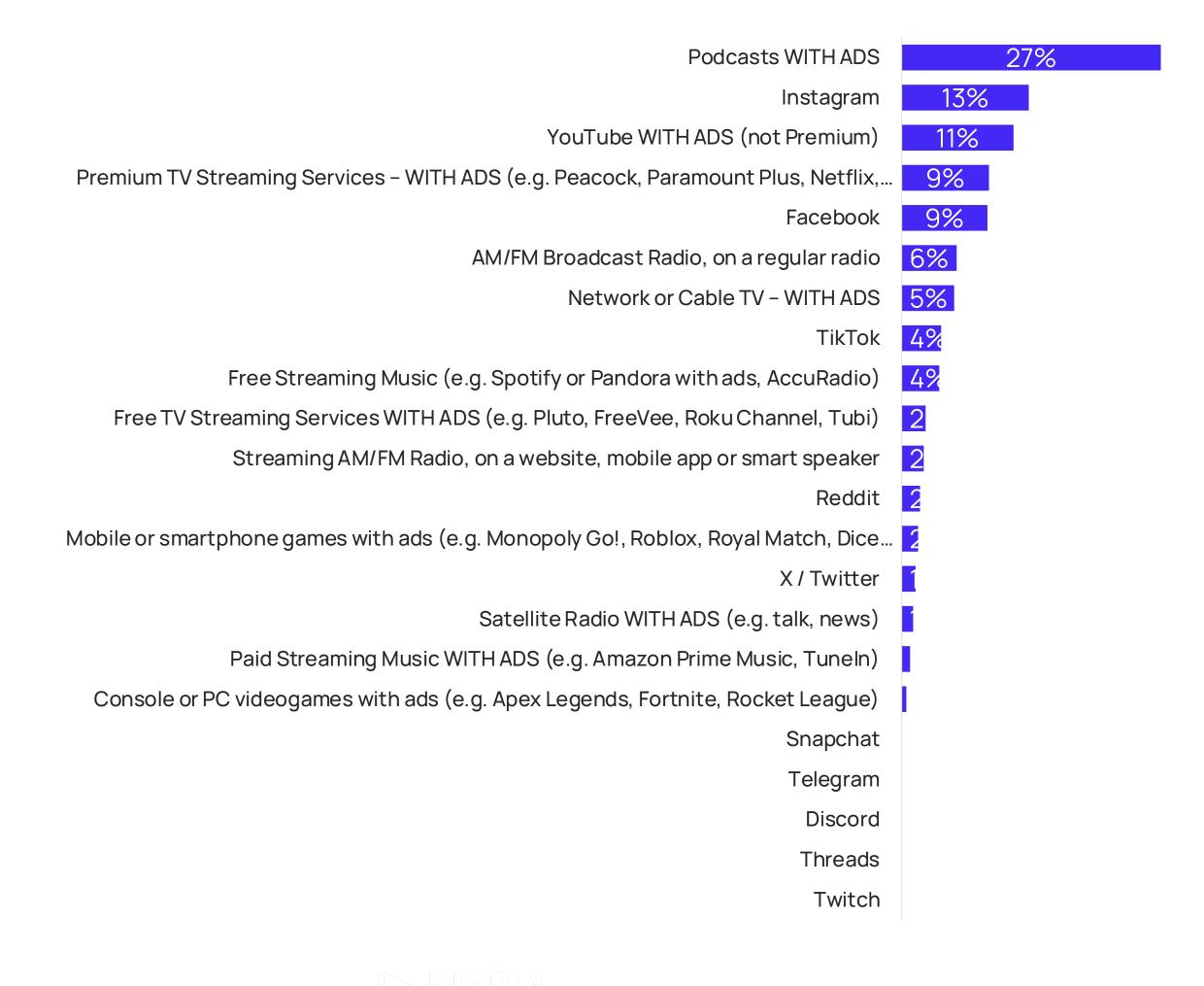




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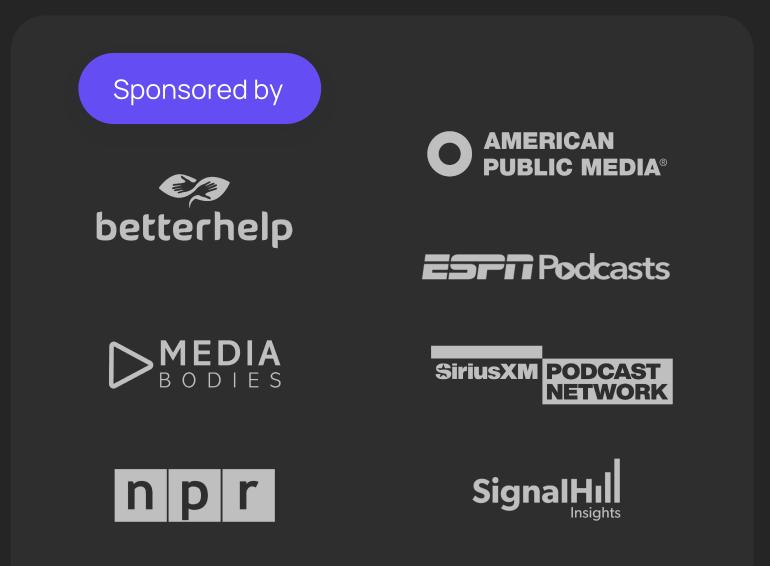
Searched for more information about the brand

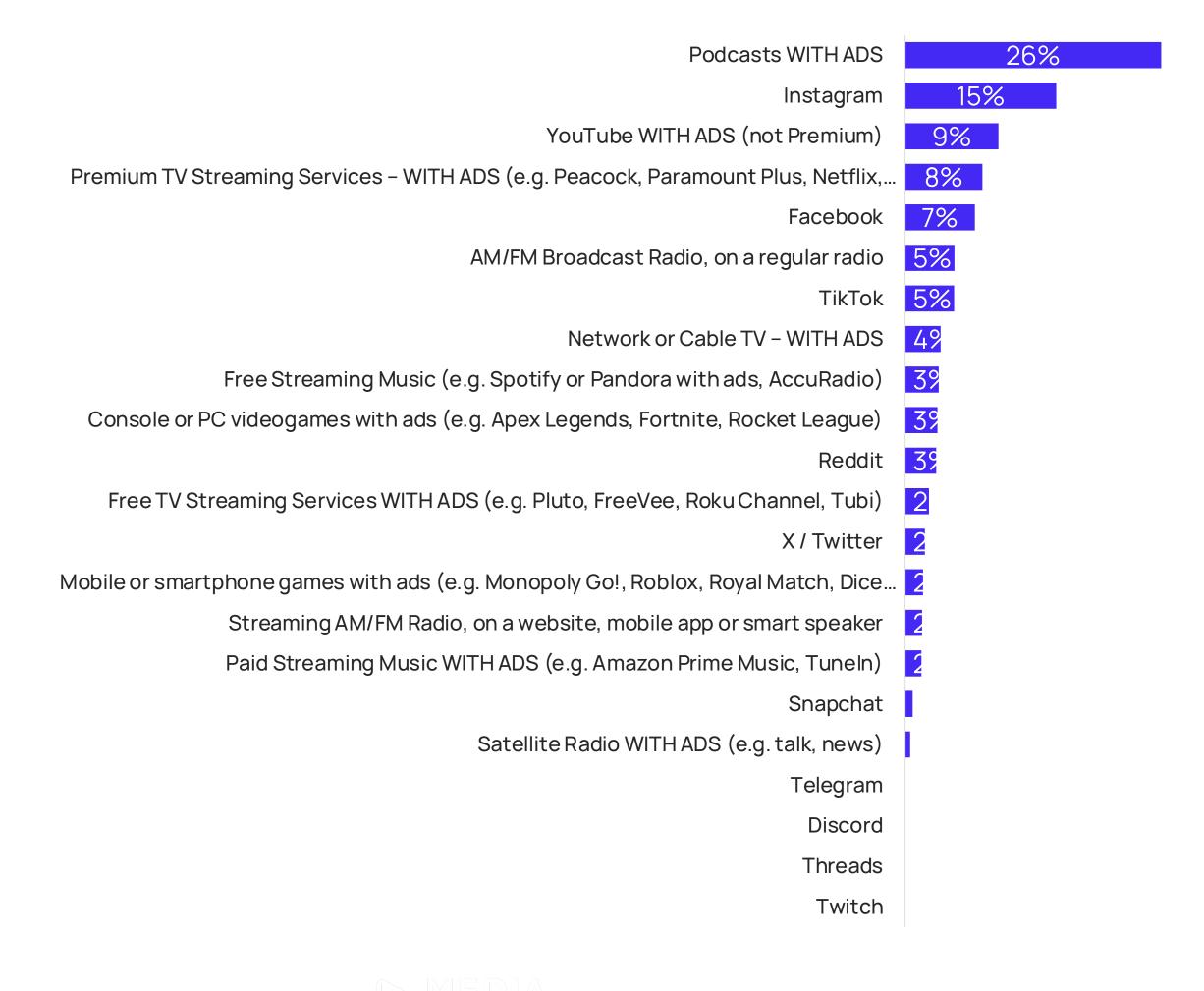




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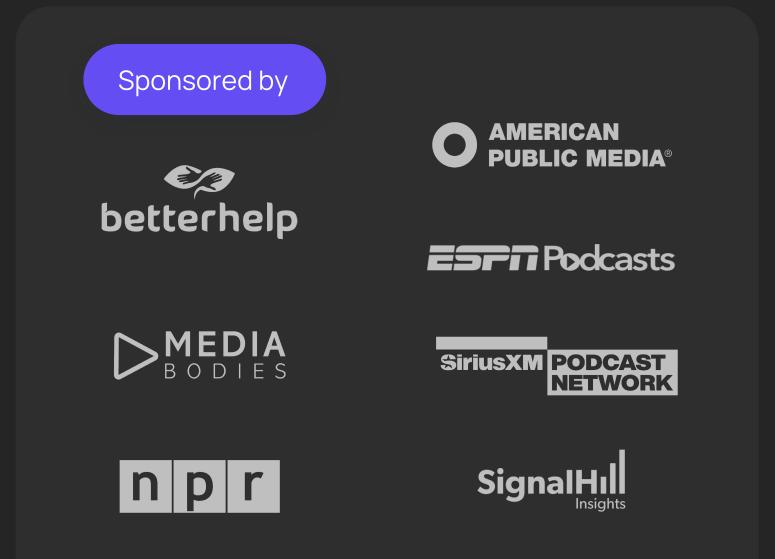
Visited the brand's social media





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

Made an immediate purchase



| Podcasts WITH ADS | 22% |
|---|-----|
| Premium TV Streaming Services – WITH ADS (e.g. Peacock, Paramount Plus, Netflix, | 13% |
| Instagram | 13% |
| YouTube WITH ADS (not Premium) | 12% |
| AM/FM Broadcast Radio, on a regular radio | 7% |
| TikTok | 5% |
| Facebook | 4% |
| Network or Cable TV - WITH ADS | 4% |
| Free Streaming Music (e.g. Spotify or Pandora with ads, AccuRadio) | 4% |
| Console or PC videogames with ads (e.g. Apex Legends, Fortnite, Rocket League) | 49 |
| Reddit | 39 |
| Mobile or smartphone games with ads (e.g. Monopoly Go!, Roblox, Royal Match, Dice | 3 |
| Streaming AM/FM Radio, on a website, mobile app or smart speaker | 2 |
| Free TV Streaming Services WITH ADS (e.g. Pluto, FreeVee, Roku Channel, Tubi) | |
| Paid Streaming Music WITH ADS (e.g. Amazon Prime Music, Tuneln) | |
| Satellite Radio WITH ADS (e.g. talk, news) | |
| X / Twitter | |
| Twitch | |
| Discord | |
| Snapchat | |
| Telegram | |
| Threads | |
| | |

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Thank You.

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