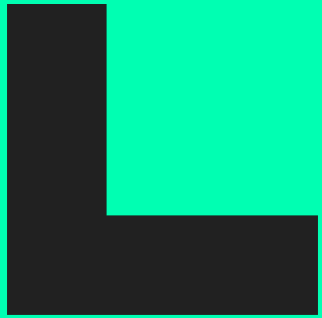


# Podcast Playbook

On-Demand Expertise: The Anatomy  
of Trusted Audio Advisors



What's so special  
about podcasts?



01

# Podcasts have built a **loyal** and **highly engaged** audience

# 76%

of podcast listeners  
listen to **multiple**  
podcasts every week

In an ever fragmenting media landscape podcast listeners are loyal and engage. **Heavier podcast listeners** (those who listen to 10 or more podcasts a month) are **more routine, ritual** and **regular** listeners, listening to podcasts at the same times daily.



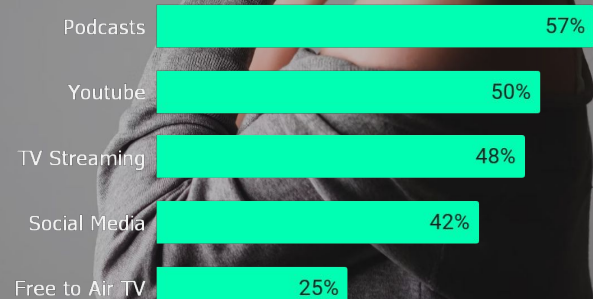
# Podcast listener engagement eclipses all other media

Of all media they consume, podcast listeners are the most engaged when they listen to podcasts. Podcasts rank **higher than all video mediums** and social media.

92%

of podcast listeners say they **are engaged** while listening. 60% of this are highly engaged

Choose Top 3 most engaged media



# Engagement goes beyond the listening experience



1in4

read **articles/ search** to learn more about the content in the podcasts

2in5

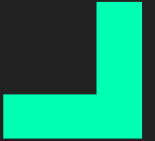
follow the **host** on social media (39%)


1in4

have watched **videos** or **live streams** of the podcasts (26%)



The **intimacy** and **authenticity**  
of podcasts foster **deep**  
**connections**





Podcasts' intimate nature  
creates a safe space for  
sensitive topics and  
authentic conversation

61%

Say that podcasting is a **personal and intimate experience**, reflected in 94% of all listening occasions being solo

79%

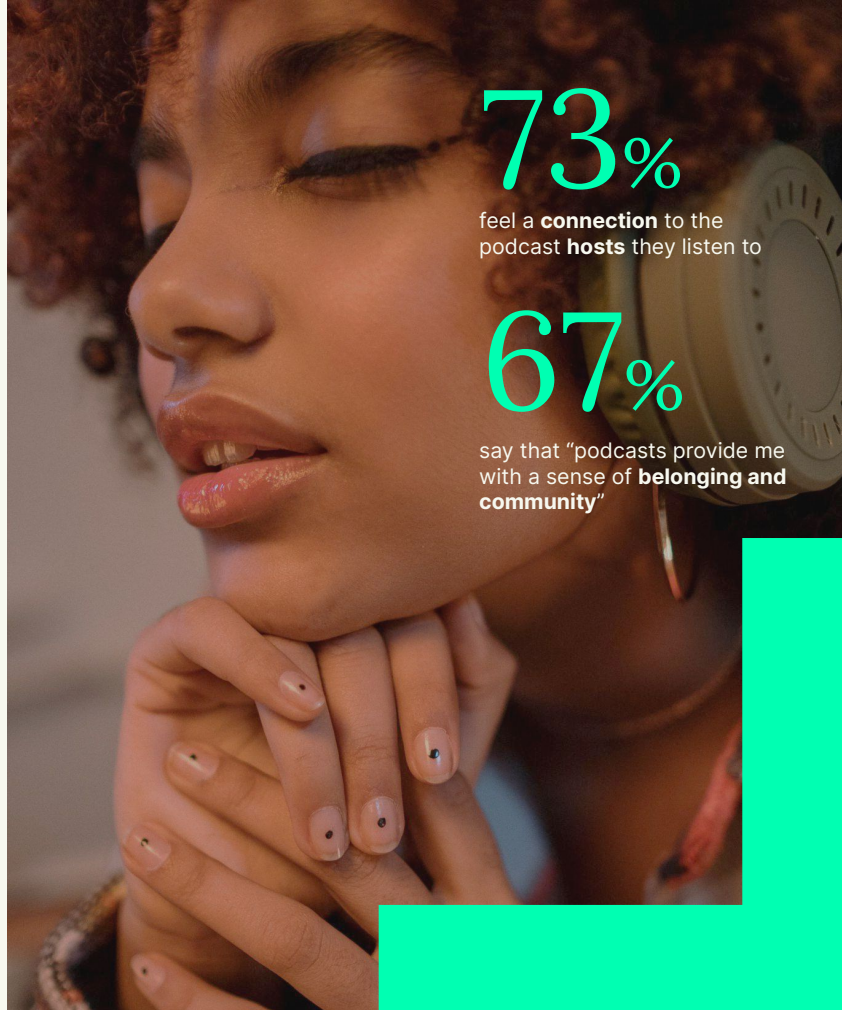
Say that podcasts are a **safe space** for more sensitive and less spoken about topics

78%

Say that podcasts are a space for hosts to be **authentic and vulnerable** with their audience

# This openness creates a strong personal bond between podcast and listener

The majority of podcast listeners feel a **genuine connection** to the hosts they listen to, underscoring the intimate nature of the podcasting medium. This sense of connection extends beyond the individual with listeners experiencing a sense of **belonging and community** through their podcast choices.




73%

feel a **connection** to the podcast **hosts** they listen to

67%

say that "podcasts provide me with a sense of **belonging and community**"

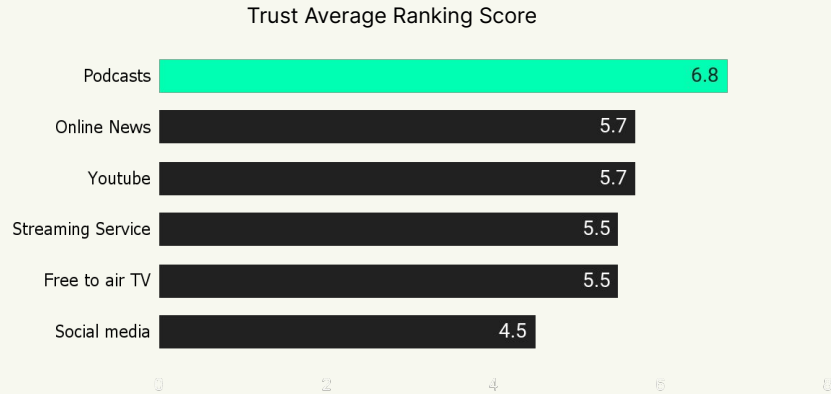




High engagement and connection gives podcasts unprecedented efficacy as trusted advisors.

# Podcast hosts are highly trusted...

When it comes to trusting the credibility and accuracy on the topics they cover podcast hosts/creators are seen as the most trustworthy sources across all medium. Trust grows with usage, over half of heavier users rank podcasts as their top two most trusted.

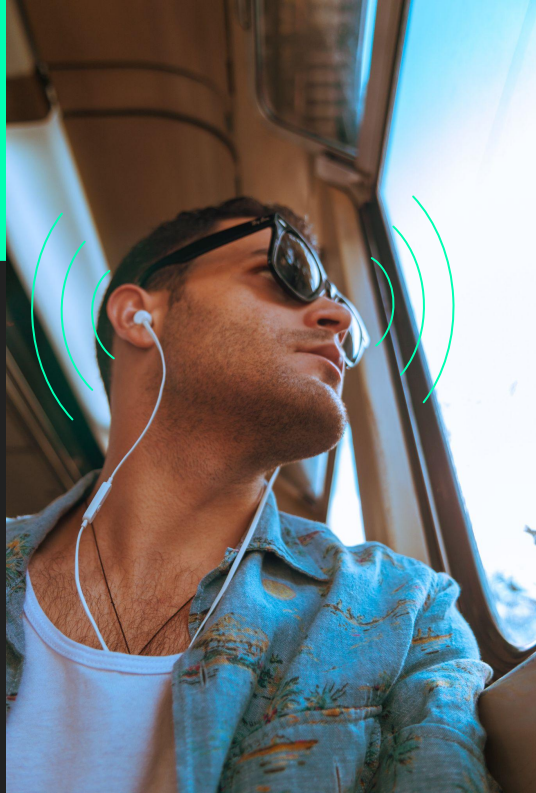


## ...and their recommendations are influential

Trust goes beyond the content, making recommendations from podcast hosts highly effective and influential.

# 53%

of podcast listeners say they **trust brand/ product recommendations** from the podcast hosts



The on the go and on demand nature of podcasts makes them **constant trusted companions.**





# Access to a world of content, has created on-demand experts at listeners' fingertips

Podcast listeners value the format's convenience and ease, meaning they can listen anytime, anywhere and on their terms. This on demand and on the go nature has integrated podcasts into daily life.

1 in 2

podcast occasions happen  
**out of the home.**

---

1 in 3

podcast occasions **are on  
the go**, while out and about,  
exercising, driving or  
commuting.

---

1 in 10

listen **before/ as they go to  
bed.**

---

# The ability to listen while doing something else opens up unique listening experiences where most other media can not play.

## Multi-tasking

1 in 2

Podcasters are **doing something else** whilst they listen.

Specifically whilst

- Driving or traveling (35%)
- Working or studying (18%)
- Doing chores (16%)

## No screens

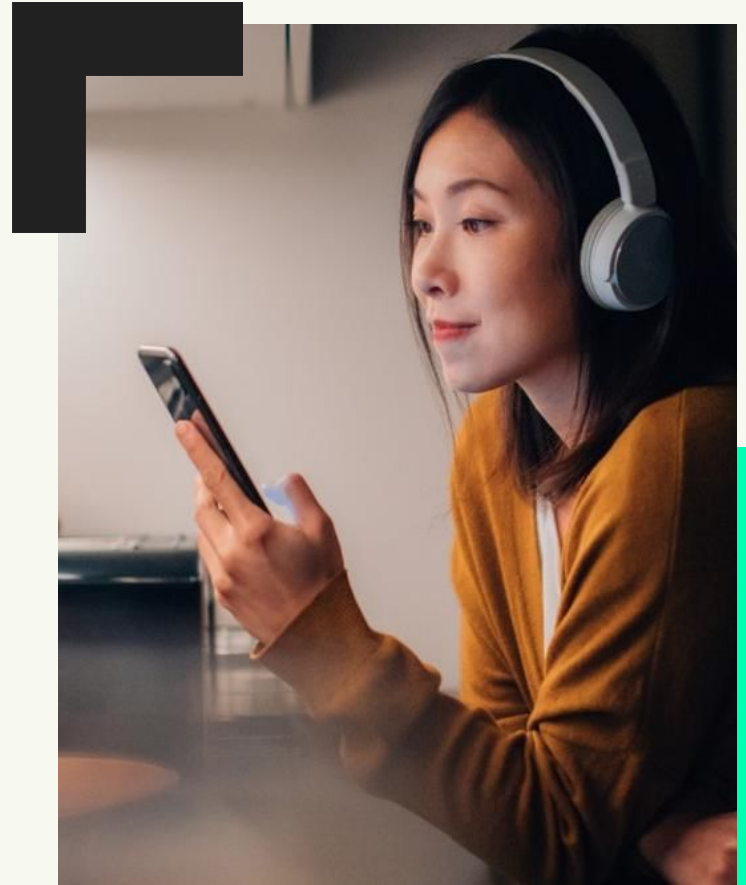
72%

Listen to podcasts as a way to take a **break from screen-based media** or to reduce **screen fatigue**

## Portable devices

82%

**Smartphones** rule when it comes to podcasts, with 82% listening on a smartphone



# Why people choose to listen to podcasts can be grouped into 4 core motivations.

## Learn

Staying **up to date**, being **informed** and **learning something new**. It's about finding focus and using podcasts to spark joy and inspiration for the day.

73%

Of podcast listeners have listened to learn in the last year.

## Entertain

Entertainment can come in many forms, from **comedy and fun** through to **connection**. It's about content that **stimulates** and gives a **positive uplift** to their mood.

67%

Of podcast listeners have listened to entertain in the last year.

## Escape

To provide a welcome **distraction**, an **escape from reality** and find **companionship** during chores, work, or quiet times.

60%

Of podcast listeners have listened to escape in the last year.

## Relax

This is a ritualistic event to **wind down** and **switch off**. Whilst the content may vary, it's all about the **self-care** and focused intention of listening.

46%

Of podcast listeners have listened to relax in the last year.

# These motivations break down into a diverse mix of needs that podcasts deliver



## Relax

This includes the motivations...

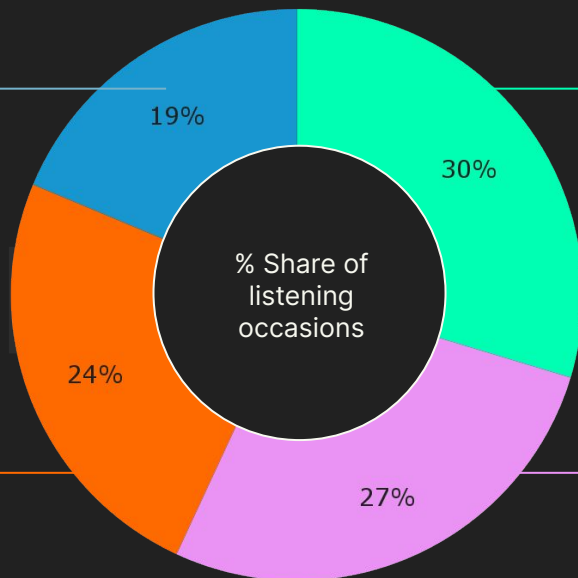
- Wind down and switch off
- Aid sleep or mindfulness



## Escape

This includes the motivations...

- Keep me company
- Pass time
- Escape or block out world



## Learn

This includes the motivations...

- To learn for fun
- To learn for Work
- Stay up to date or informed
- Personal Growth



## Entertain

This includes the motivations...

- Entertainment and enjoyment
- To lift mood
- Connect with others



The true power of podcasts lies in their **on-demand expertise**, fostering **high trust and engagement**.

When harnessed effectively they have unprecedented efficacy as **trusted audio advisors**.





# The anatomy of a trusted audio advisor



# 02

To be a trusted audio advisor requires more than just shared interests and relatability. Podcast listeners want...

Content that's

**Informative**

Delivered in a way that's

**Engaging**

By hosts that are

**Expert**

And feel

**Authentic**

# 1 Informative content

## Why this is important:

Informative content is the cornerstone of trust and the number one reason people choose to listen to podcasts.

## Action:

Elevate the depth of research and fact-checking that goes into the development of podcasts. Consistently deliver well-structured, substantial content that educates and enriches the audience's knowledge.

# #1

Most important feature when choosing a podcast is **interesting topics or content** (57%)

# 1 in 2

Podcast listeners highlight **learning and content** as what they love most about podcasts.

Specifically

- To learn new things -23%
- Variety of content- 17%
- Interesting/ in depth topics and conversations 17%



# #2

Most important feature when choosing a podcast is an **engaging host** (43%) - much higher than reliability at #8

## 1 in 3

Say that **great storytelling** (37%) and **humour or entertainment value** (38%) are the most important features

## 1 in 3

Focus on technical aspects - **easy to listen/clear sound** (39%) and



# 2 Engaging Delivery

## Why this is important:

High-quality audio and engaging delivery are key to building trust in podcasts. Clear sound ensures the content is heard without distraction, and a compelling presentation keeps listeners tuned in, valuing engagement over reliability.

## Action:

- Use a dynamic and expressive narrative style, incorporate storytelling elements to create an immersive and engaging listening experience.
- Leverage high-quality audio production to elevate podcast experience and ensures content is not only heard but also enjoyed

# 3 Expert Hosts

## Why this is important:

People trust hosts that are seen to have credibility on the topic they discuss, either through their professional credentials, lived experience, learning, research or a genuine passion for the topic.

## Action:

- Elevate professional experience, credentials and expertise in storytelling, investigative journalism, network, research etc.
- Be passionate about your topics, share information freely and invite expert guests to contribute, to enhance the podcast's authority.



# #3

Most important feature when choosing a podcast is **knowledgeable hosts (39%)**

# 1 in 3

Say that **in depth research and analysis (35%)** is an important features to make a great podcast.



# #1

Preferred **format** for podcasts is **conversational style** (41%) making the listener feel like part of a personal discussion

# 1 in 2

Podcast listeners agree that podcasts are a space for **hosts to be authentic and vulnerable**.

*"I love the intimacy and candidness of the guests and the host. You get to listen to the person's life experiences in a more authentic way and spontaneously given."*

- Podcast listener.

# 4 Feel Authentic

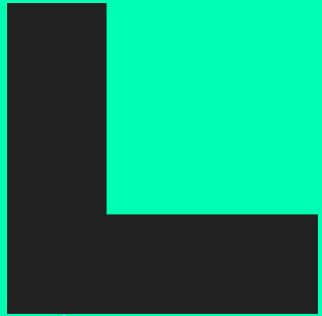
## Why this is important:

Authenticity fosters a genuine connection, with listeners gravitating towards hosts who are honest, real, and conversational.

## What great looks like::

- Balancing professional delivery and expertise with being authentic and transparent about thoughts and experiences, engage with your audience/guests in a genuine conversation.
- Sharing your unscripted reactions and insights to create a relatable and honest atmosphere and resonate with the audience on a personal level

# How brands can harness podcasts



03



Podcasts are the **ultimate matchmaker**, with the ability to create a halo effect on both podcast and brand

#1

**Most preferred** place to see advertising for regular podcast listeners

1 in 2

Regular listeners say they **pay attention to the adverts** in a podcast

Podcasts, with their highly engaged and deeply connected audience, provide a unique environment where **trust in hosts** translates to **positive perceptions of featured brands**.



# Effective brand placement can fast-track consideration

Harnessing podcasts role as a trusted advisor can propel brands and products directly into audience's consideration sets. The on-demand expertise effectively bypasses any initial skepticism, making listeners more inclined to consider and try the brands or products advertised.



1 in 10

Heavy podcast listeners (listen to more than 10 podcasts a month), have **bought something** they have heard from a podcast advertisement.

# Context is critical: Brands have three ways to align advertising and build relevance

## Motivation

Align to the motivation for why people are choosing to listen.

## Content

Align to the content vertical, topic or genre of the podcast

## Host


Align to the personal preferences and usage of the host.

# 1 Motivation

*Align to the motivation of why people are choosing to listen.*

Tailor your brand's message to align with the audience's motivation for listening. By aligning products that offer similar benefits - like relaxation, educational value, entertainment, or escapism - with the listener's intent, the brand can create a harmonious and impactful advertising experience that feels both relevant and beneficial to the audience.





Most appealing content topics to see advertising

1. Cooking, food and drink
2. Travel
3. Lifestyle
4. Technology
5. Film and TV
6. Health and Wellness

# 2 Content

*Align to the content vertical, topic or genre of the podcast*

Optimise your brand's impact by aligning with the podcast's theme, content or topic to create a seamless and relevant experience. This works particularly well in lifestyle-related areas where listener interest is already piqued. This strategy ensures advertising not only feels relevant but is also eagerly anticipated by an audience already engaged and open to learning about related products and services.

# 3 Host

*Align to the personal preferences and usage of the host.*

Leveraging the host's personal preferences or actual usage of a product and service can significantly enhance brand appeal. Brands should seek to collaborate with hosts who genuinely resonate with their products or services, as endorsements or mentions from these trusted voices can be highly persuasive and feel authentic to the audience.



# 1.4x

**Host read ads** are 1.4x more appealing than pre produced radio style adverts

# Thanks

---

