



Westwood One

AUDIO ACTIVE
G R O U P

Knit podcast promo study

About Knit

- Knit is an end-to-end Insights Platform combining the power of quant, video, and AI to help brands get a quicker and more holistic understanding of their target audience.
- Knit's panel gives you on-demand access to over 5,000,000 consumers (aged 13-65) that you can tap into for real thoughts, feedback and opinions on-demand. Knit's AI-powered respondent & video qualification ensures data quality is heavily vetted across 10+ key metrics.

Methodology and sample size

Approach and methodology

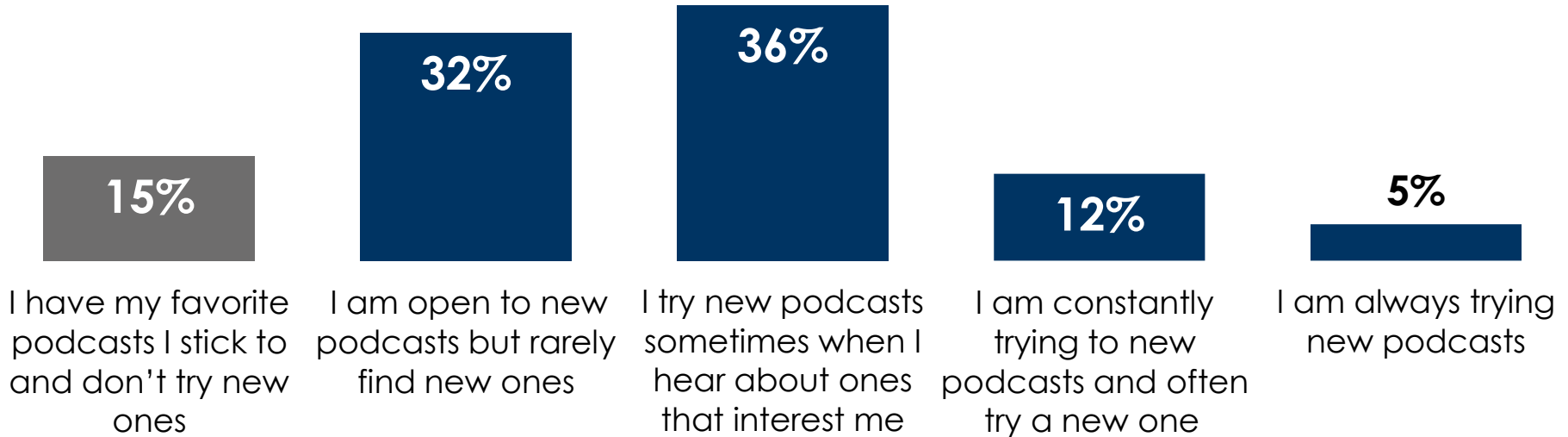
- Online survey with Knit sample of monthly podcast consumers
- Fielded 9/26/23 – 9/29/23
- Ages 18+

Sample

- N=156 total respondents (census representation based on age, gender, and ethnicity of USA)

Most podcast consumers are open to finding new podcasts

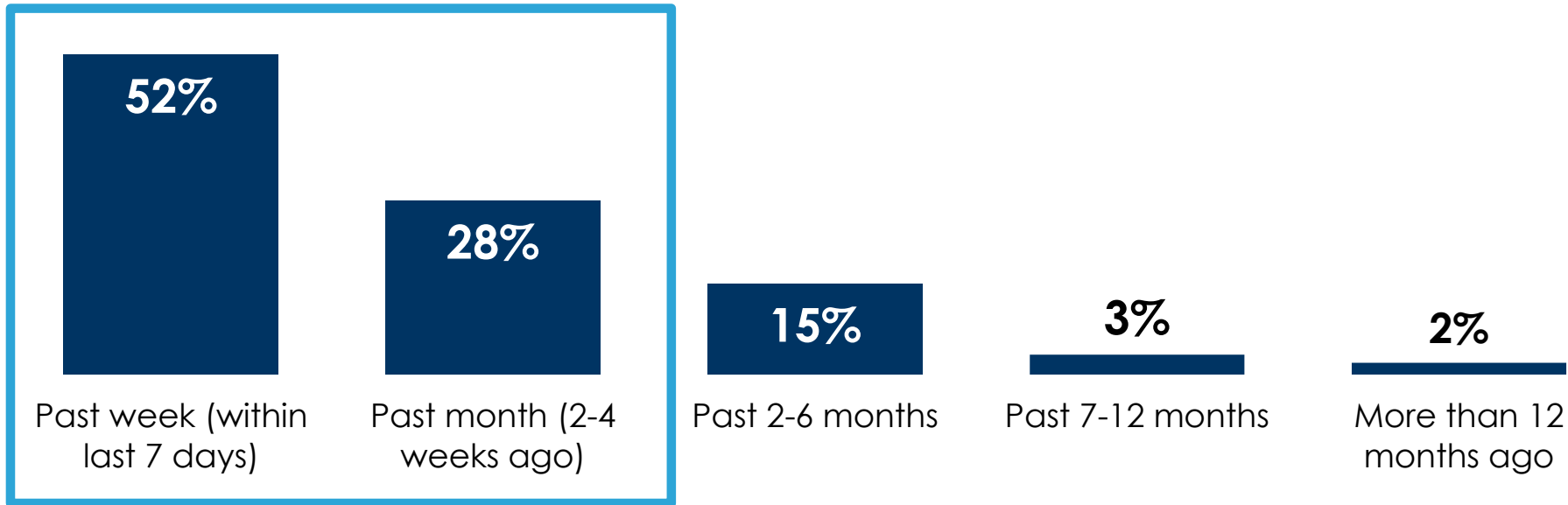
Q: How would you characterize yourself?
(% among monthly podcast consumers)



Half of podcast consumers have listened to a new podcast in the past week; 80% in the last month

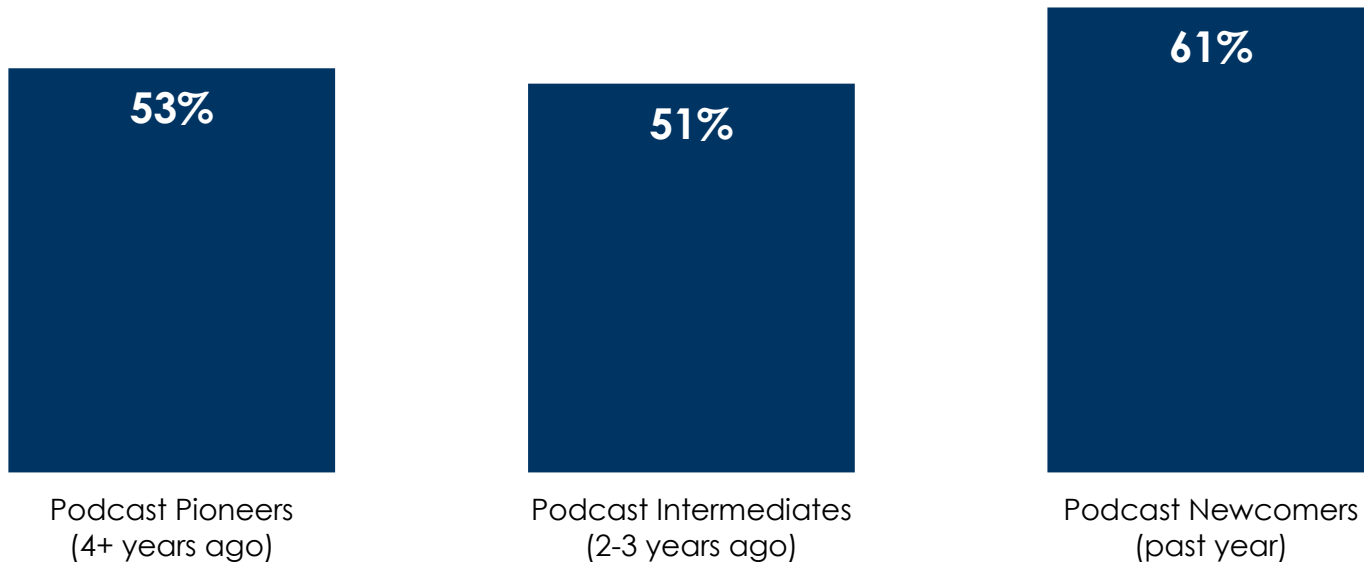
Q: When was the last time you listened to a new podcast?

80% in the past month



Podcast Newcomers aren't the only ones finding new podcasts to listen to

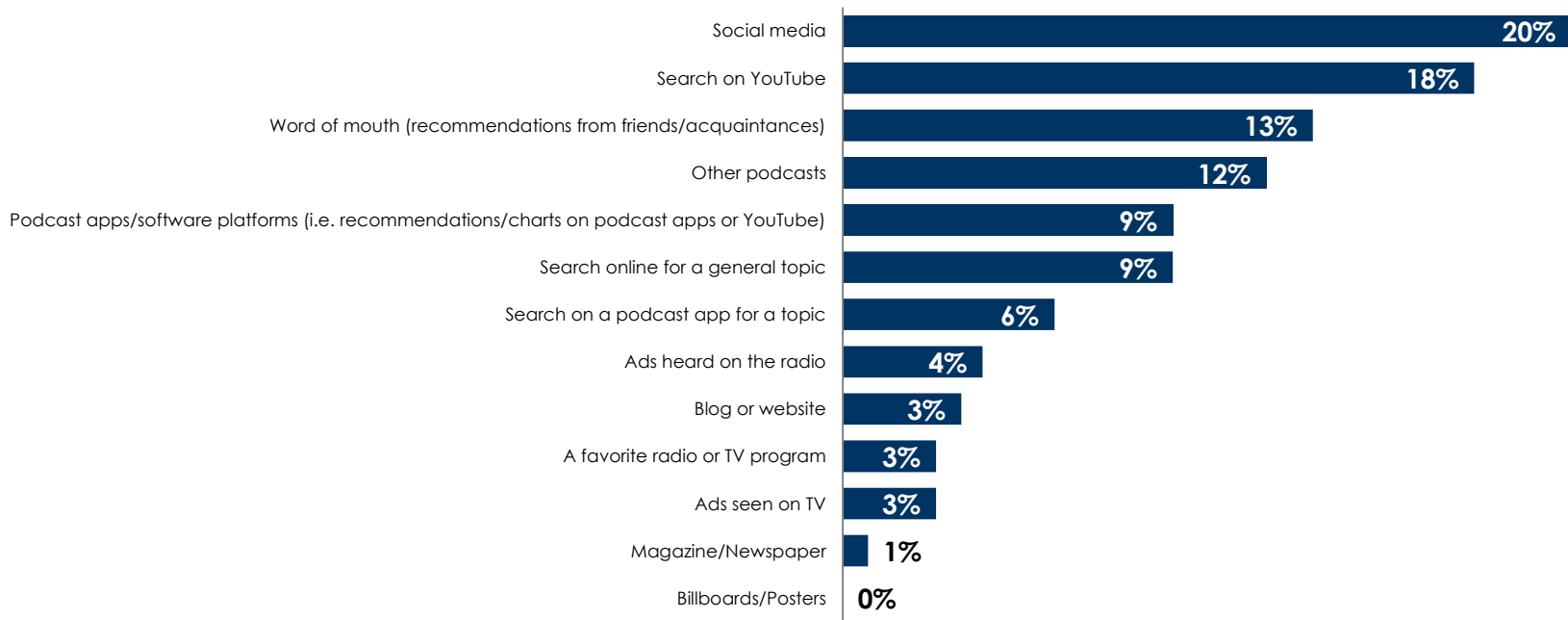
Q: "Have you started listening to any new podcasts over the past 3 months?"
(% who said yes)



How to read: 53% of Podcast Pioneers have started listening to new podcasts in the past 3 months.

Social media is the #1 discovery tool for new podcasts

Q: You mentioned that you listened to a new podcast, how did you learn about the podcast?
(% of respondents who listened to a new podcast in the past 12 months – 153 respondents)



Source: Knit National Study – September 2023, 156 total respondents, 153 respondents who listened to a new podcast in the past 12 months; Q: You mentioned that you listened to a new podcast, how did you learn about the podcast? (% of respondents who listened to a new podcast in the past 12 months)

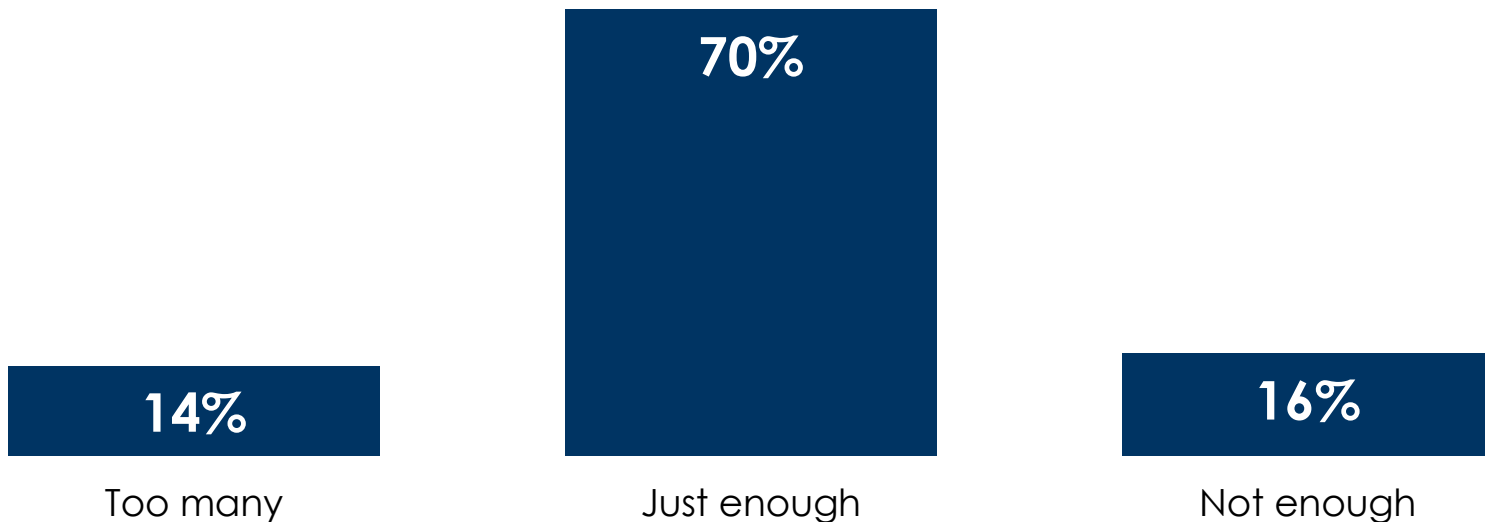
An interest in specific topics drives podcast listening

Q: What made you listen to the new podcast?



Most podcast listeners think they are hearing just the right amount of podcast promos

Q: Are you hearing too many/just enough/not enough podcast promos?



Thought-provoking messages in podcast promos are the most important factor to podcast listeners

Q: How important are the following brand messages in a podcast promo to you?
(% of respondents who said very important)



Podcast ads that aren't relevant to current podcast listening are seen as bad

Q: I want you to think about an ad you recently heard for a podcast that really didn't do a good job. What about the ad made it so bad?

Informative Ad Preference Misinformation Dislike Engagement Level
Insertion Timing Podcast Promotions Personal Endorsements
Entertainment Value Irrelevant Ad Usage
Listener Interest Alignment Product/Service Details
Product/Service Relevance Scripting Quality

Podcast Content Connection

Audience Suitability **Message Clarity**
Interest in Ads Script Quality Annoyance Degree
Interest Level Duration Suitability **Content Disagreement**
Flow Interruption Dislike Repetition Strategy Preference for Sample Clips
Host's Authenticity Celebrity Involvement Relevance Appreciation

Similarly, podcast ads that were similar to the podcast being listening to were associated as being good

Q: Now I want you to think about an ad you recently heard for a podcast that did a really good job. What about the ad made it so good?

Online Gambling Ad as a Separate Segment
Visual Appeal (for video podcasts) Dramatic Themes Guest Inclusion
Listener's Relatability Inclusion of Podcast Clips Humor-Centric
Relevance to Listener's Lifestyle Genuine Personal Testimony
Post-Ad Actions Promoted Offerings Humorous Elements TikTok Clips

Listener's Interest Alignment

Engrossing Presentation **Comprehensive Product Details**
Comfortable Shoes Advertised Offerings Interest Narrative Style
Host Recognition Advertised Podcast Curiosity Crime Narratives
Faith Discussions Motivational Sports and Fantasy Personal Lifestyle
Brevity Preference Discord Channels Mid-Podcast Interruption

Podcast consumers want to hear funny and entertaining podcast ads

Q: Imagine an advertisement for a podcast. What would the ad have to have to capture your attention? What would the ad have to have to make you interested in that podcast?



Key takeaways

- **Most podcast listeners are open to finding a new podcast:** The majority of podcast listeners say they are at least open to finding a new podcast, if not actively searching. Only 15% of podcast listeners say they don't try new podcasts.
- **Context matters:** Respondents said a good podcast promo is one that is relevant to the podcast on which it is being promoted. Podcast promos that don't match the context of the podcast are deemed as “bad” and sometimes consumers even zone out.
- **Showmanship is important:** Video respondents said that being entertaining in podcast promos is a good way to capture their attention.

Recommendations

- **Promote on relevant podcasts:** Even with a great podcast promo, if that promo is put on the wrong podcast, audiences will not grow. Placing podcast promos on podcasts that are similar helps ensure a receptive audience will be reached.
- **Be entertaining and informative:** While being informative is a top priority for podcast promos, the promos need to be entertaining as well in order to stand out amongst other types of media and other podcasts. As one video respondent said, “Be entertaining...or else I could just read a book.”



Thank You

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