



national public media



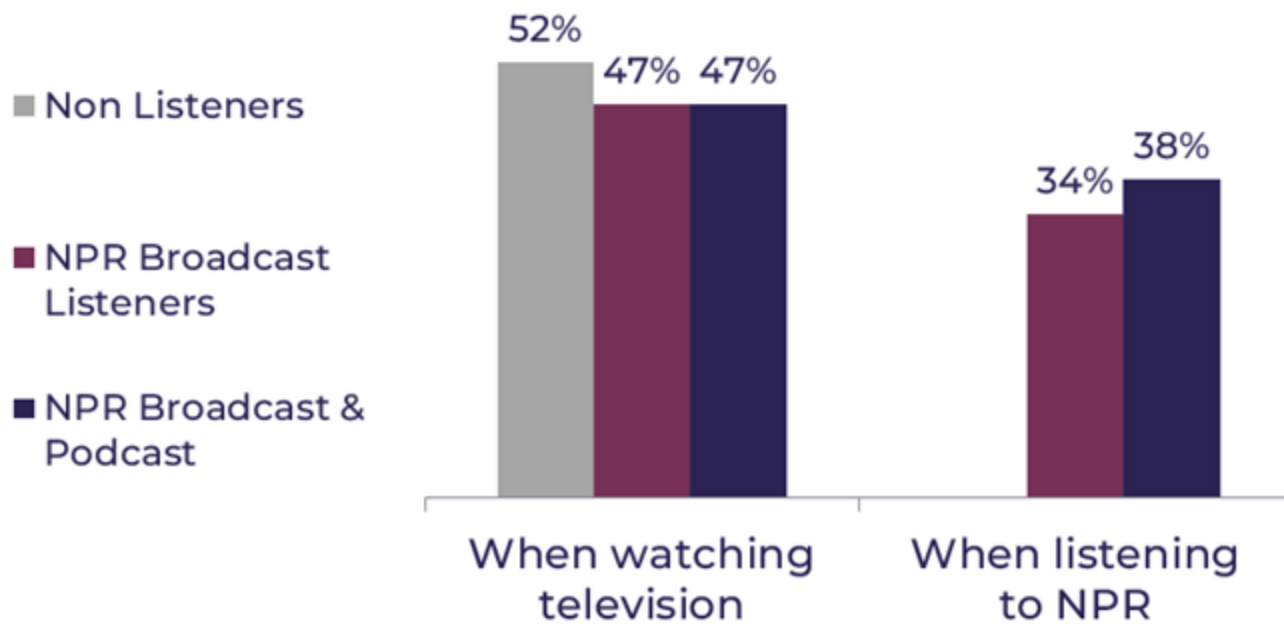
NPR Listeners Pay Attention

2024



NPR listeners are more attentive to NPR than to video

% Using Other Media at the Same Time
"All" or "Most of the time"



61% agree

"I am more attentive to the content when listening to NPR than I am when watching TV"

Q: When you have the _____ on, how often are you also using other media at the same time, such as using a computer or smartphone or reading?

Base: Listeners = Morning Edition/All Things Considered listeners (n=450). Podcast listeners n=150

Source: Kantar, NPR Sponsorship Survey, March 2024

NPR listeners: hard to reach on other platforms

80%

agree “I typically avoid watching commercials”

88%

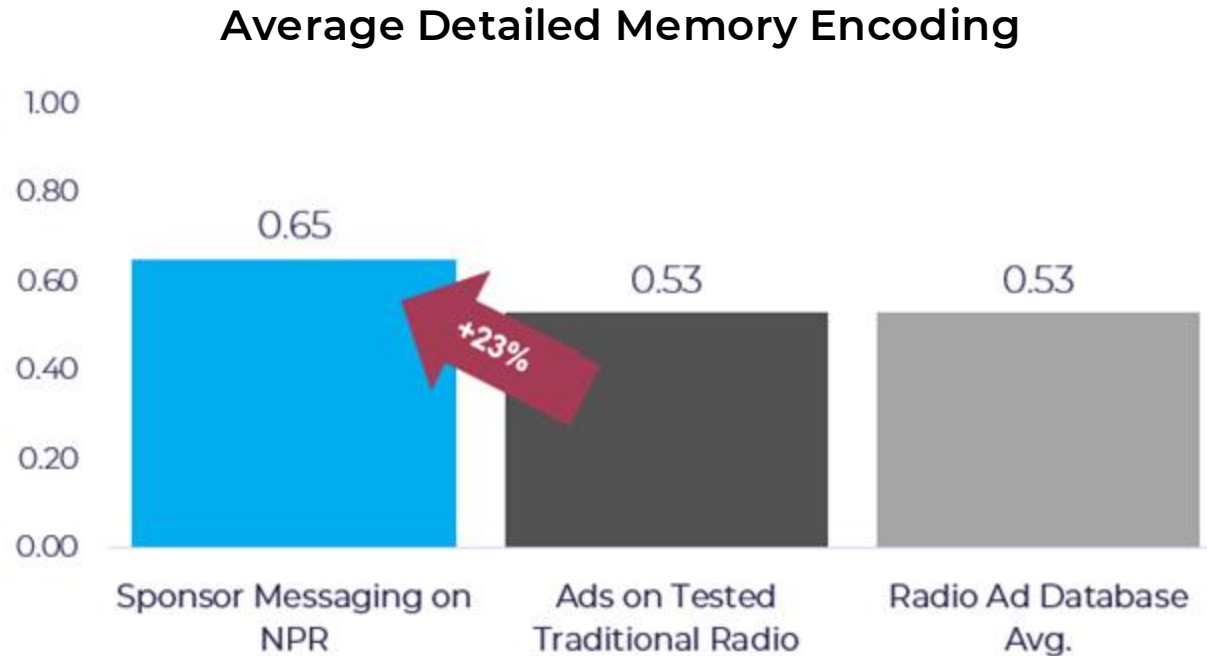
have a streaming video subscription

65%

have a paid streaming audio subscription

Neuro-Insight demonstrates NPR sponsor messages are more memorable

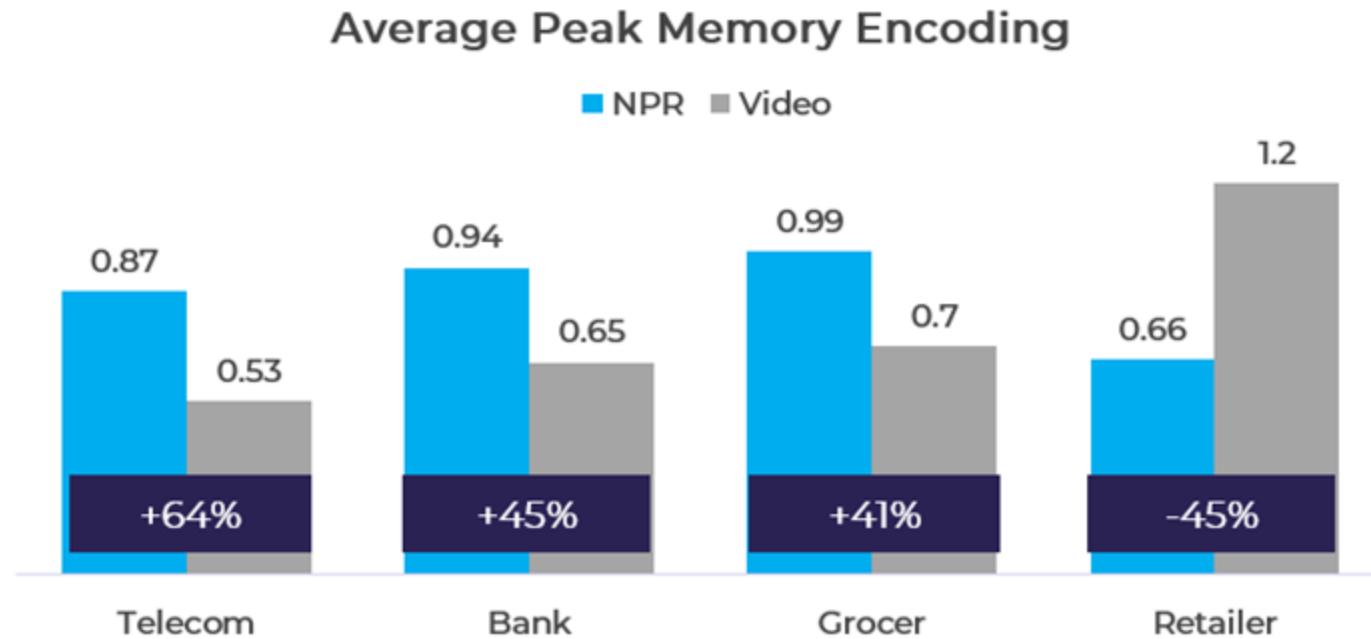
Neuro-Insight found NPR's sponsor messages to be **23% more memorable** than traditional radio ads.



Source: Neuro-Insight, NPR Radio Effectiveness Study 2018

Neuro-Insight demonstrates NPR sponsor messages are more memorable

In a test of CSR-focused ads, in most cases the NPR's audio sponsor messages were more memorable than video ads – most surpassing video by at least 40%.

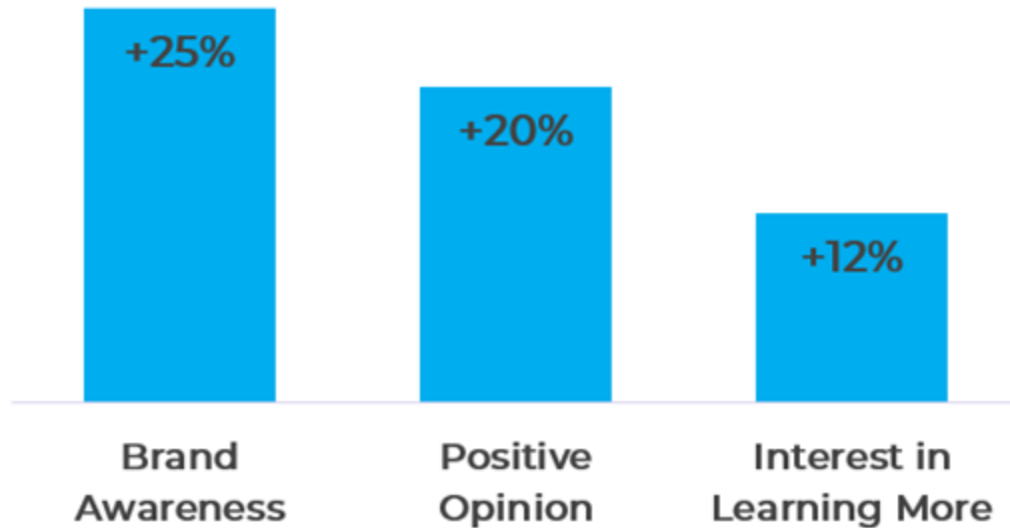


Source: Neuro-Insight, NPR Corporate Social Responsibility Message Test 2022

Greater attention & Impact for sponsors

NPR Listener attention is revealed by consistently strong impact from radio and podcast campaigns in driving improved awareness, brand opinion and interest.

Average Lift From
NPR Radio Campaigns



Average Lift From
NPR Podcast Campaigns



Source: Radio – Kantar NPR Sponsorship Studies 2017-2022. Lift for NPR radio listeners vs nonlisteners.
Podcast – NPR Listens Podcast Sponsorship Surveys, 2016-2022. Lift for campaign-exposed listeners vs. unexposed NPR listeners.



Adelaide's attention model demonstrates NPR podcasts' superior attention vs. other media



Adelaide's AU Metric

AU is an omnichannel media quality score based in attention metrics and trained to outcomes.

 0-100 score rates placement quality

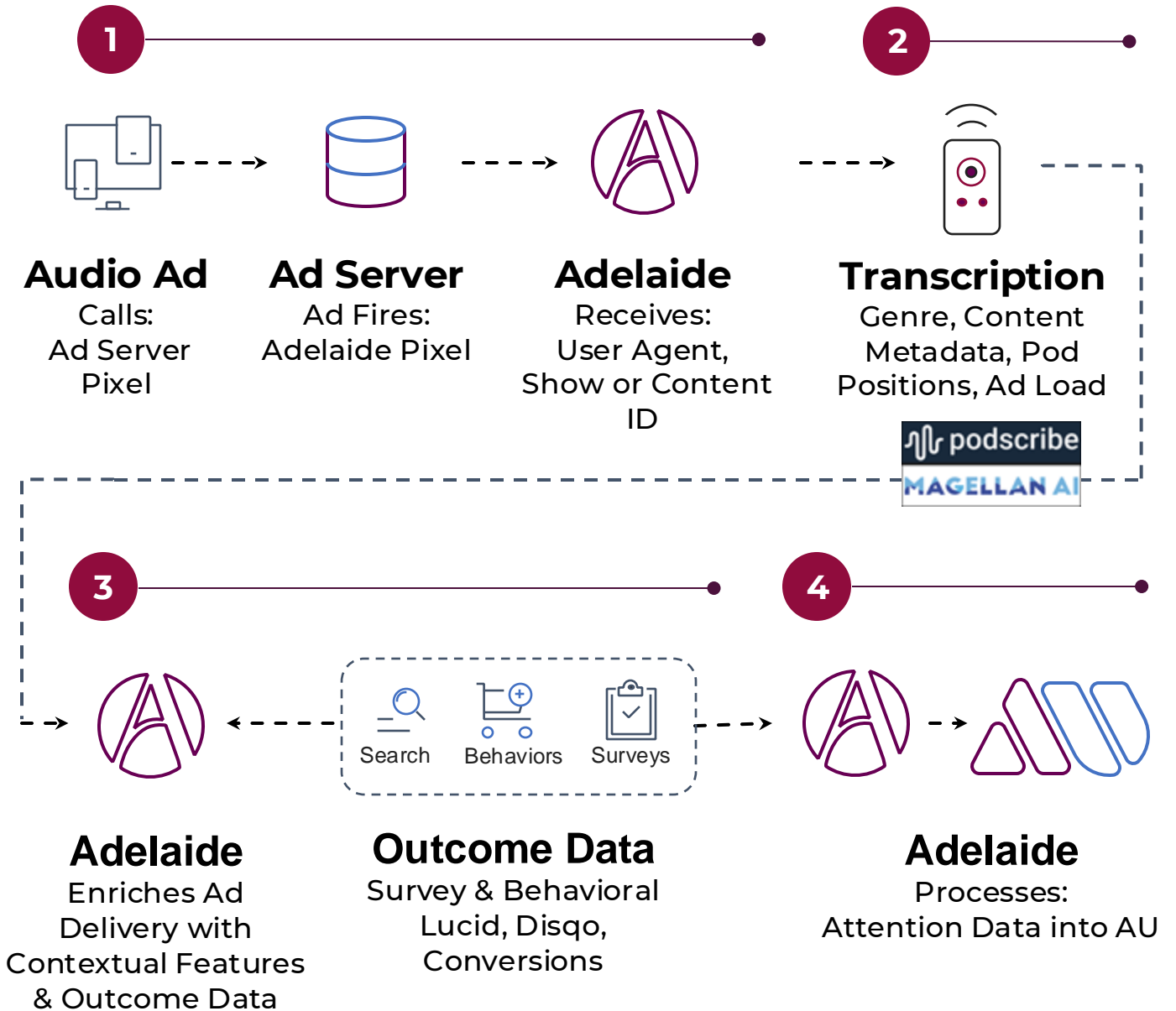
 Proven to predict outcomes

 Apples-to-apples across all media



How Adelaide Measures AU on Podcasts

- 1 Apply pixel to ads to gather ad delivery data by show
- 2 Partnering with podcast transcription providers, process contextual data for episodes, including genre, ad positions, and ad load
- 3 Enrich ad delivery data with contextual features and join this data with outcomes to train the AU model
- 4 Process the above data sets to output AU reporting for podcast campaigns

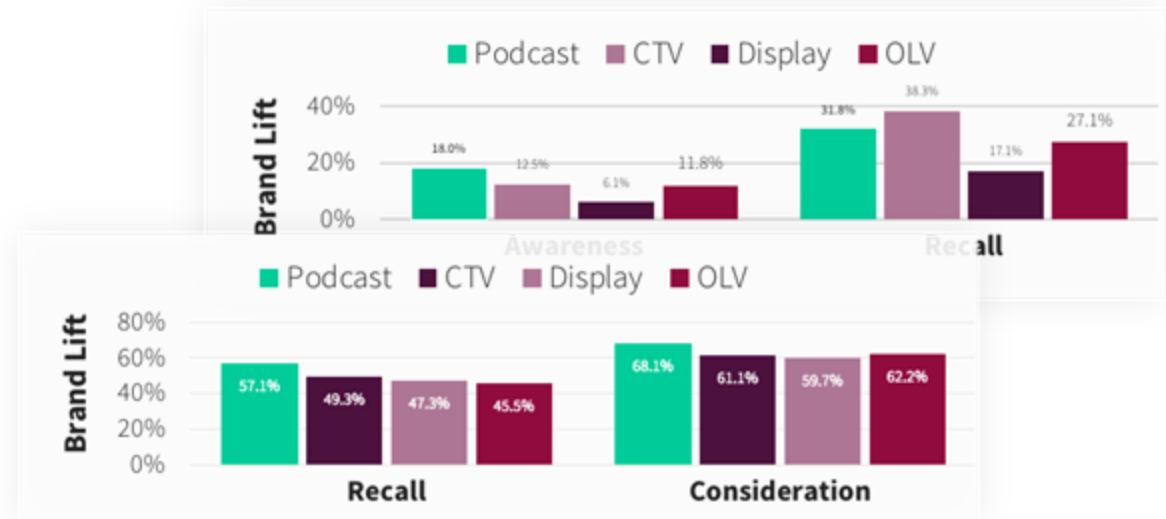
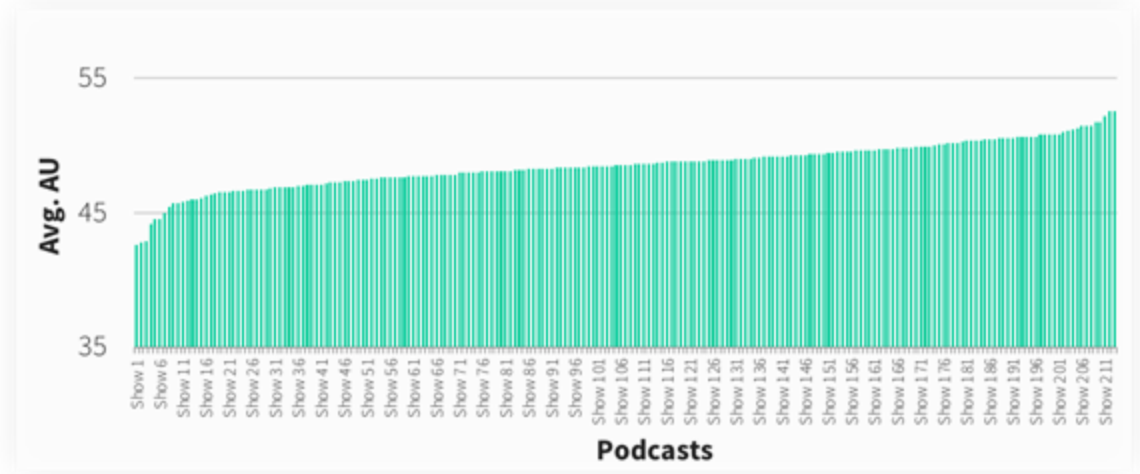


AU for Podcasts

Understand & optimize attentive quality across shows & episodes using a metric trained towards outcomes

The AU is constantly evolving metric trained based on cross-channel outcomes data, meaning it will continue to evolve and can help quantify media quality even as user identity degrades.

Adelaide has found large levels of variance across shows, driven by different genres, durations, ad loads, pod positions and ad formats or types. Variance in attentive quality can drive planning and optimization.



How Adelaide Measured & Proved NPR Media Quality

Working with NPR, Adelaide has assessed podcast and display campaign delivery and outcomes data across multiple campaigns including over 250 million impressions to further refine the AU Model for podcasting



Campaigns spanned verticals: Financial, automotive, business technology, clothing, CPG, retail, education



Outcomes data included both brand survey data and site conversion data



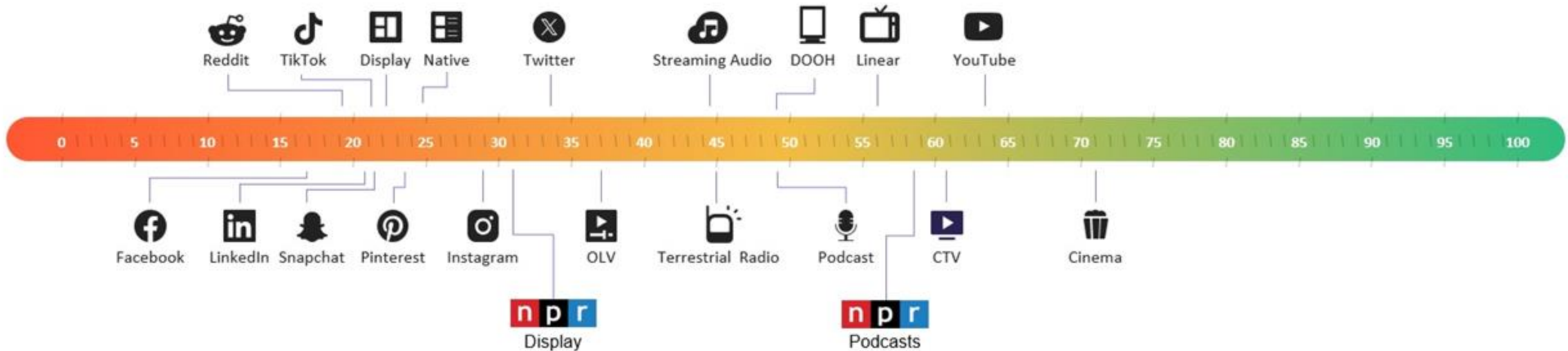
Adelaide has found that features such as **Genre, Pod Positions, Ad Load, Ad Content Ratios,** and **Show Durations** impact attentive media quality for podcasts



NPR Shows on average **outperform Adelaide AU benchmarks for Podcasts and Display**

NPR surpasses AU benchmark for the already-high podcast category

Analysis of NPR sponsorship demonstrated an average attention score **14% above** the already superior attention typical of podcasts. NPR Display ad units surpassed the display average by 43%.

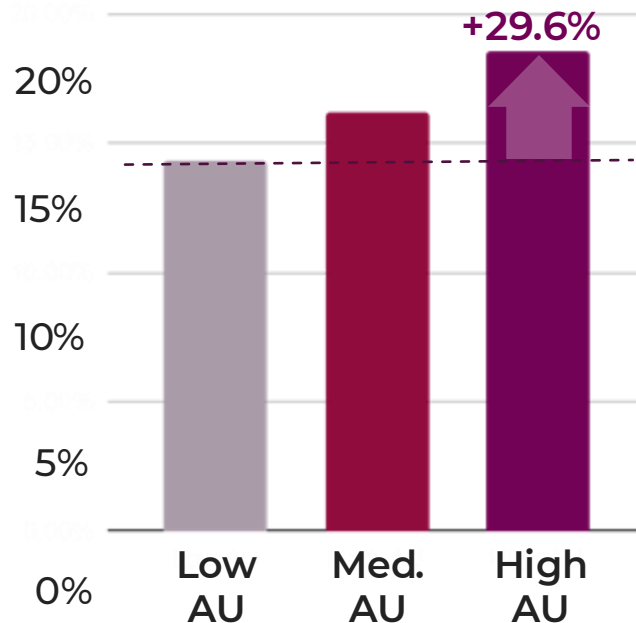


NPR Podcast Analysis Results

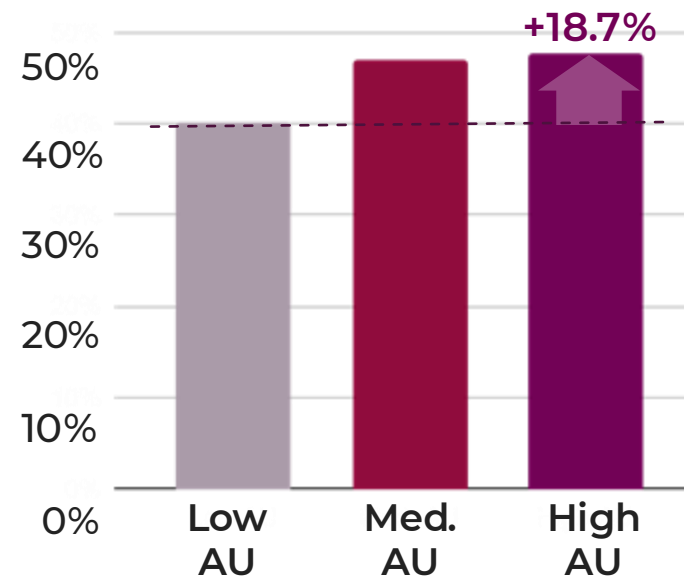
Across campaigns, AU ratings correlated to full-funnel outcomes.

On average, NPR AU scores exceed Adelaide's Podcast AU Benchmark by 14%.

SITE VISITATION



CONSIDERATION

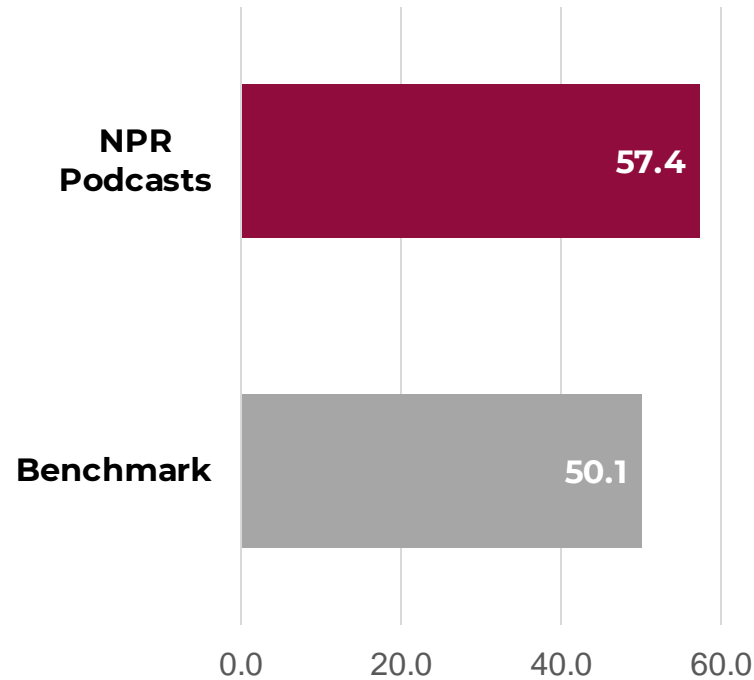


Source: Adelaide Metrics, NPR Attention Audits 2023 & 2024

NPR Podcast Attention Insights

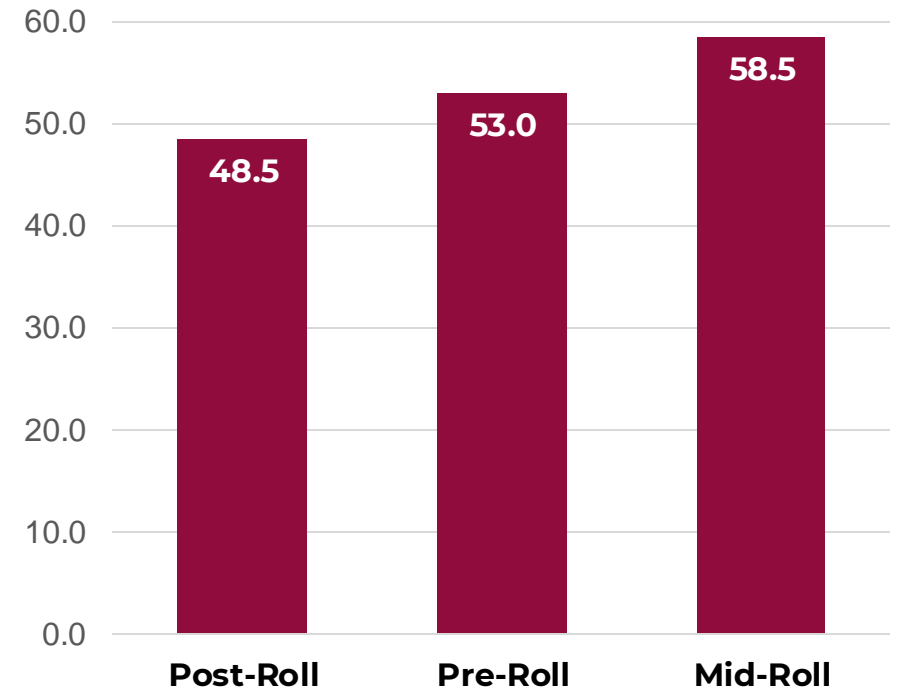
OVERALL AU SCORE

NPR Podcasts overall score a 57.4 AU score – 14% above Adelaide’s benchmark.



PERFORMANCE BY POD POSITION

Mid- & Pre-Roll placements outperform Post-Roll placements by up to +21%.

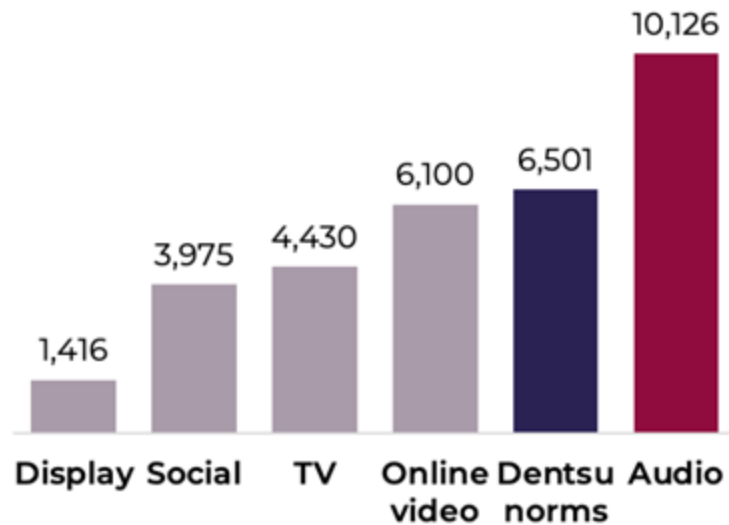


Source: Adelaide + NPR Podcast AU Audit, September 2024

Lumen: Audio attention & brand equity comparable to visual media; Audio is the most cost efficient.

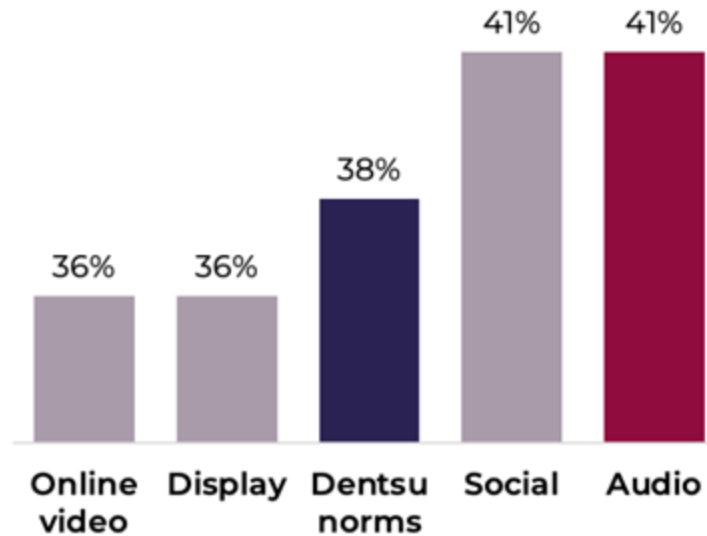
Audio has +56% greater attentiveness scores versus Dentsu norms

Average attentive seconds per (000) - APM



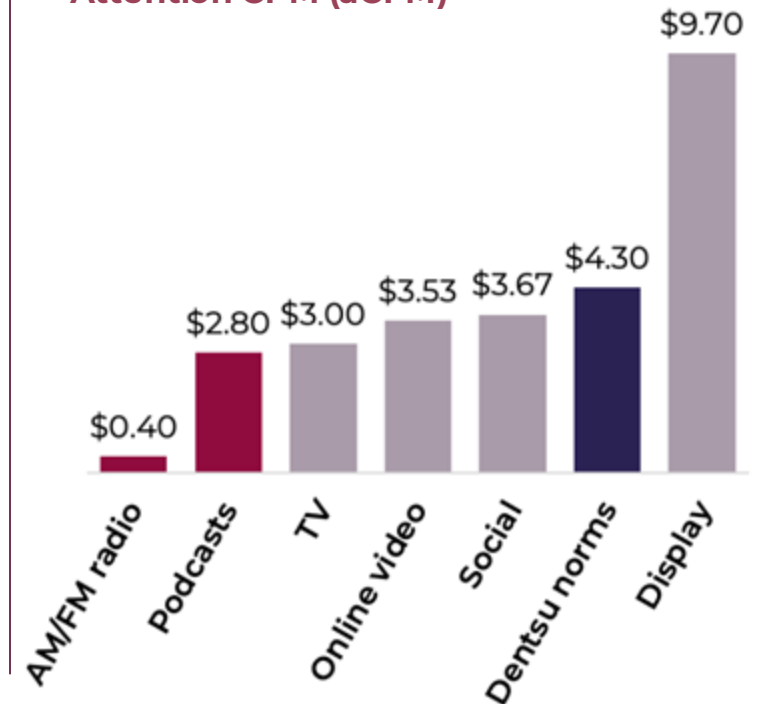
Audio generates +8% greater brand recall versus Dentsu norms

Brand recall



AM/FM radio and podcasts are more cost efficient than TV and Dentsu norms

Attention CPM (aCPM)



For radio, attentiveness is highest to NPR.

How much attention do you pay while listening to the following AM/FM radio stations?

% frequent listeners to each format who said extremely or very close attention



Source: U.S. Media Attention Study, MARU/Matchbox National Survey, Persons 18+, 1,617 total respondents, April 2024.
Base: among frequent listeners to each AM/FM radio programming format

Contact us.

sponsorship@npr.org
