June 2025

SOUNDS PROFITABLE
THE BUSINESS OF PODCASTING

The Advertising Landscape

Part Two: Attention and Trust

Sponsored by

npr



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

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

Sponsored by betterhelp npr ESPN Podcasts MEDIA BODIES AMERICAN PUBLIC MEDIA SiriusXM PODCAST NETWORK SignalHill Insights



Not all “reach” is created equal: Reach + Attention = Effective Reach

Ad-supported Podcasting reaches more than three in ten Americans 18+ every month

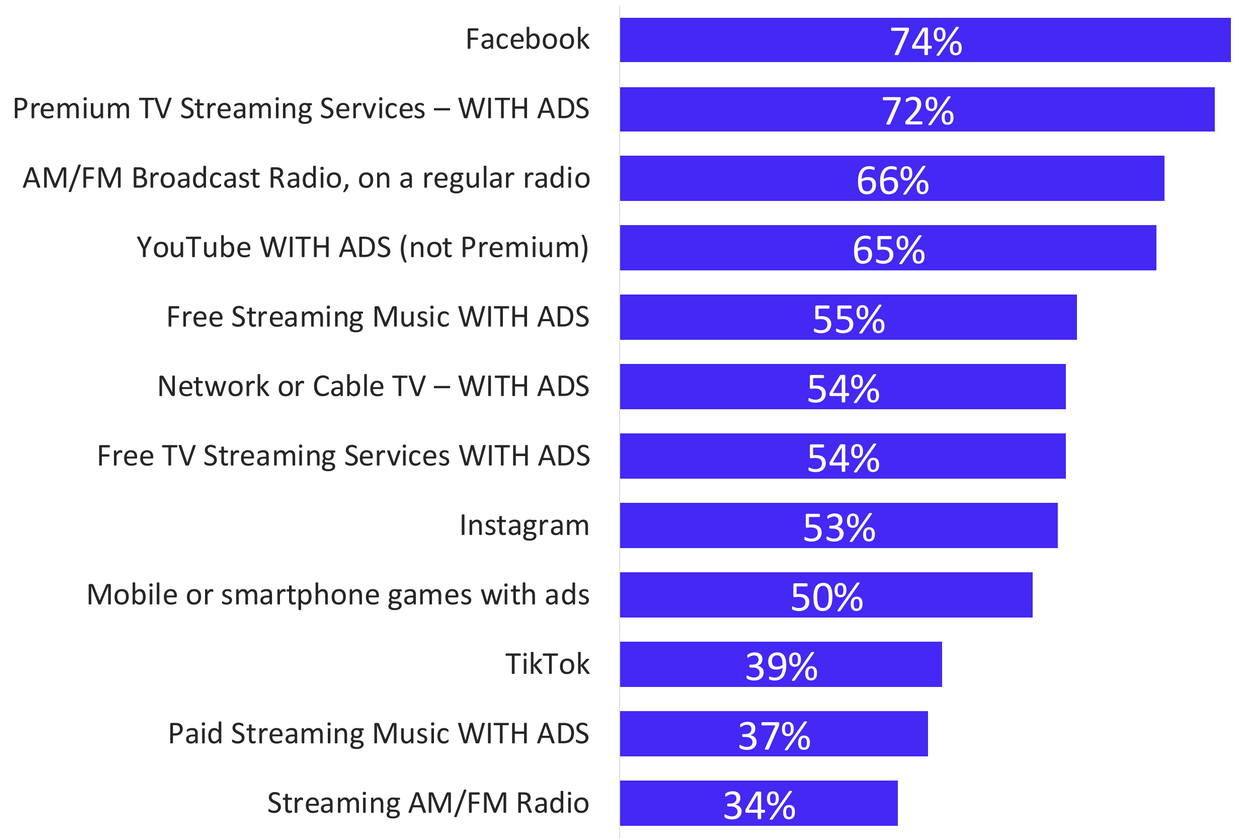
SOUNDSPROFITABLE

Monthly Usage:

Ad-Supported Media

Sponsored by

npr



Base: Americans 18+

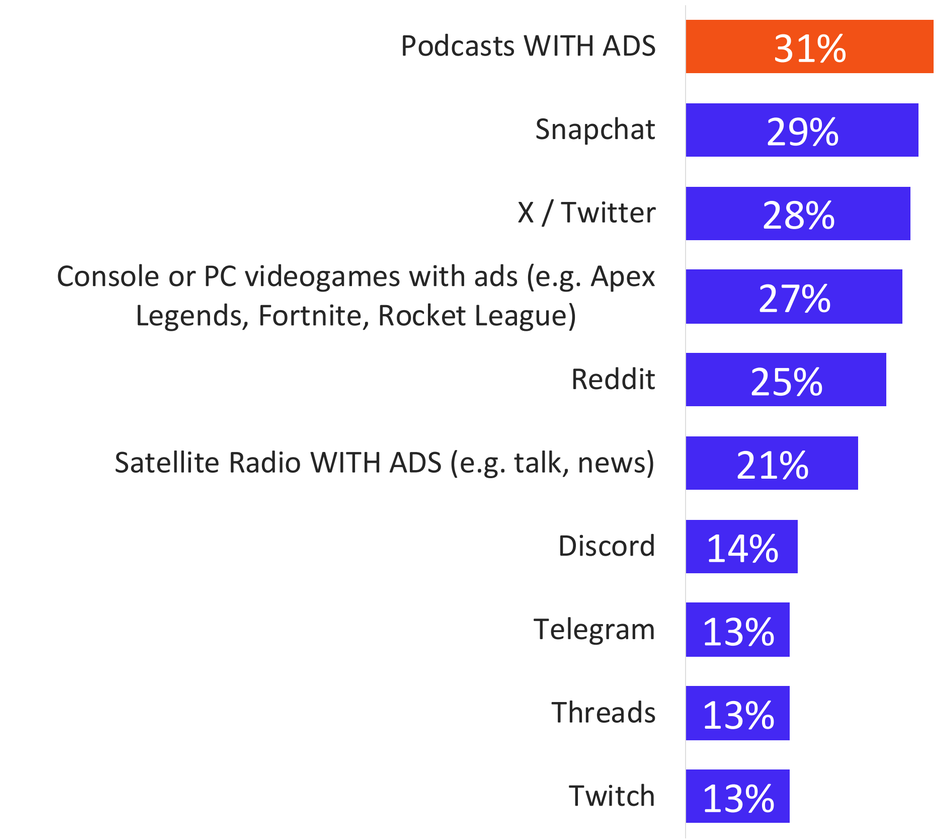
SOUNDSPROFITABLE

Monthly Usage:

Ad-Supported Media

Sponsored by

npr



Base: Americans 18+

SOUNDSPROFITABLE

Usage Profile

Ad-supported Podcast Consumers

Sponsored by

AMERICAN PUBLIC MEDIA®

betterhelp

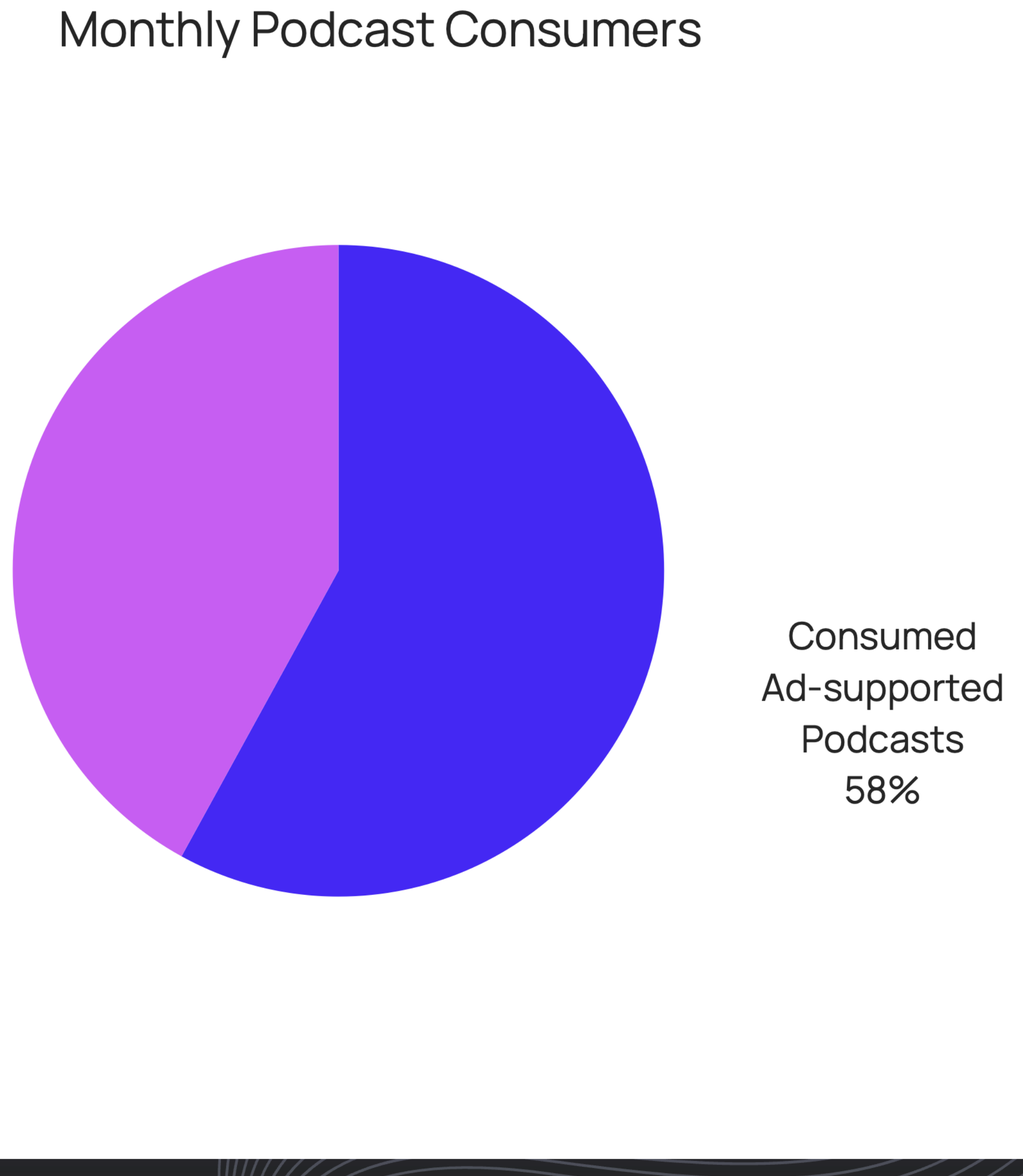
ESPN Podcasts

MEDIA BODIES

SiriusXM PODCAST NETWORK

npr

SignalHill Insights

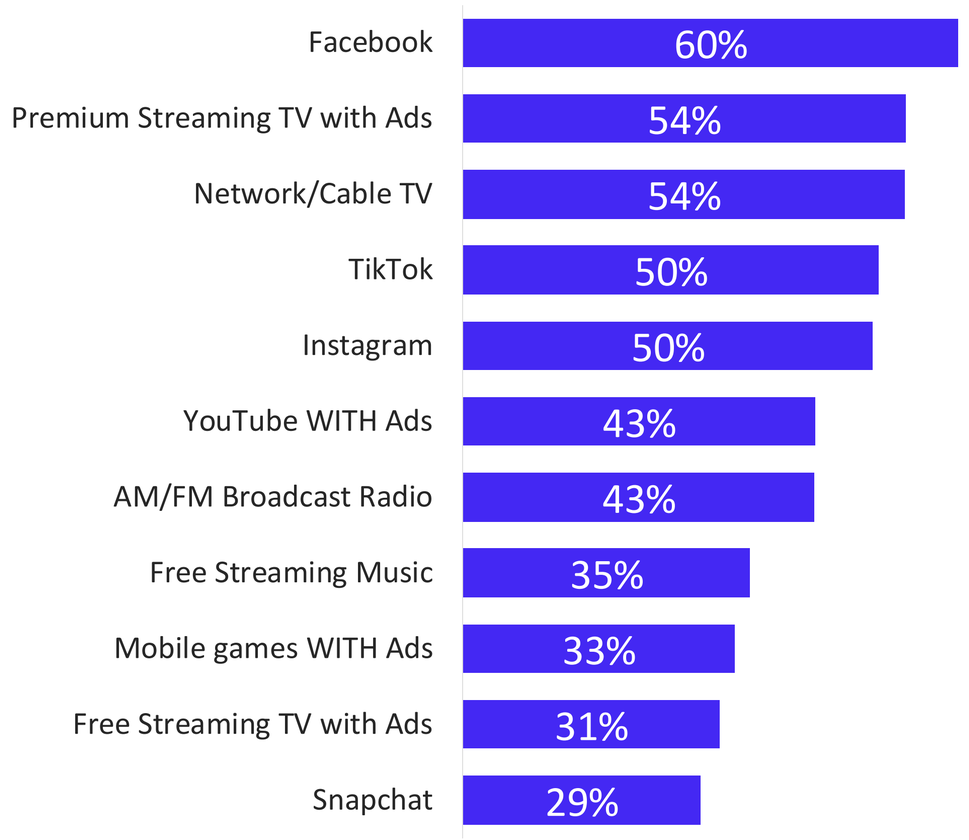


SOUNDSPROFITABLE

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

Sponsored by

npr



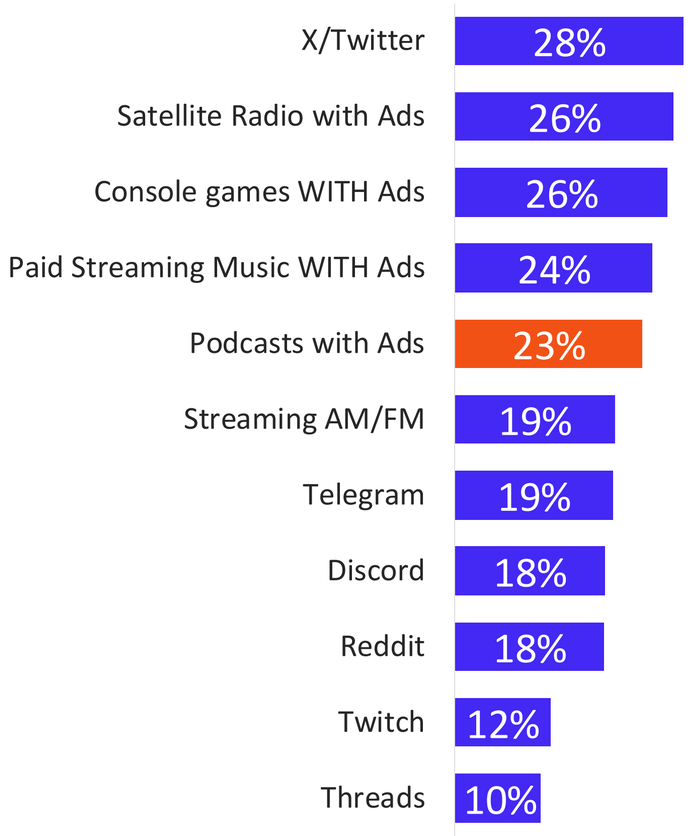
Base: Monthly users for each media type, 18+

SOUNDSPROFITABLE

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

Sponsored by

npr



Base: Monthly users for each media type, 18+



Not all “reach” is created equal: Reach + Attention = Effective Reach

Ad-supported Podcasting reaches more than three in ten Americans 18+ every month

However, when attention is factored in, the *effective* reach of podcasting punches well above its weight

SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

Sponsored by

npr

PRIME Users

Podcasts WITH ADS	**86%**
Network or Cable TV – WITH ADS	82%
AM/FM Broadcast Radio, on a regular radio	81%
Free TV Streaming Services WITH ADS	79%
TikTok	78%
Premium TV Streaming Services – WITH ADS	77%
Twitch	77%
Streaming AM/FM Radio	76%
YouTube WITH ADS (not Premium)	75%
Mobile or smartphone games with ads	73%
Instagram	71%
Free Streaming Music WITH ADS	71%
X / Twitter	68%
Facebook	67%
Reddit	63%
Paid Streaming Music WITH ADS	59%
Console or PC videogames with ads	59%
Snapchat	56%
Satellite Radio WITH ADS (e.g. talk, news)	56%
Telegram	56%
Threads	54%
Discord	34%

Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

Sponsored by

npr

	Monthly Reach	% Ad Recall (PRIME Users)	"Effective" Ad Reach (Reach x Recall)
Premium TV Streaming Services – WITH ADS	72%	77%	55%
AM/FM Broadcast Radio, on a regular radio	66%	81%	53%
Facebook	74%	67%	50%
YouTube WITH ADS (not Premium)	65%	75%	49%
Network or Cable TV – WITH ADS	54%	82%	44%
Free TV Streaming Services WITH ADS	54%	79%	43%
Free Streaming Music WITH ADS	55%	71%	39%
Instagram	53%	71%	38%
TikTok	39%	78%	30%
Podcasts WITH ADS	31%	86%	27%
Streaming AM/FM Radio	34%	76%	26%
Paid Streaming Music WITH ADS	37%	59%	22%
X / Twitter	28%	68%	19%
Snapchat	29%	56%	16%
Reddit	25%	63%	16%
Satellite Radio WITH ADS (e.g. talk, news)	21%	56%	12%
Twitch	13%	77%	10%
Telegram	13%	56%	7%
Threads	13%	54%	7%
Discord	14%	34%	5%

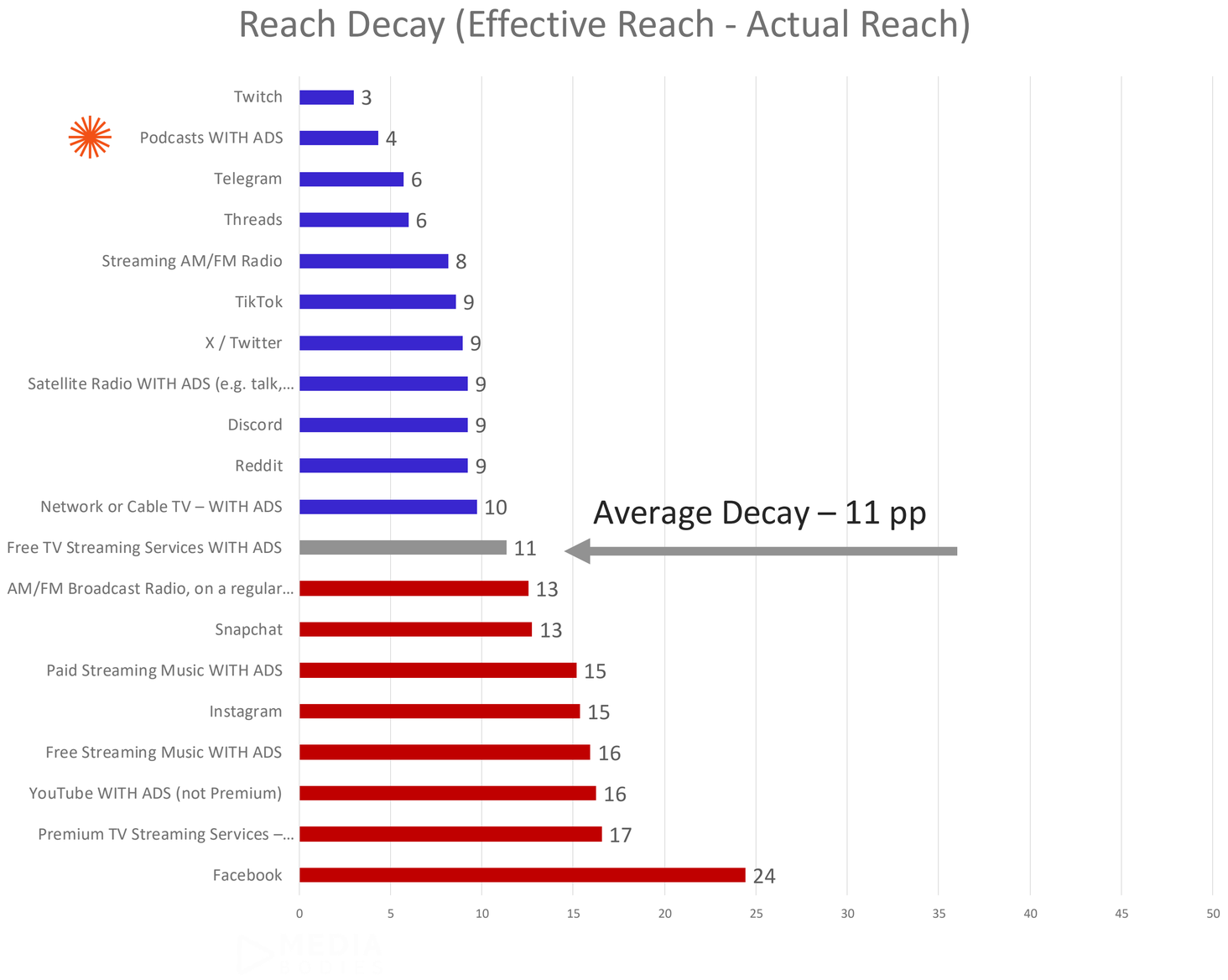
Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

Sponsored by

npr





Not all “reach” is created equal: Reach + Attention = Effective Reach

Ad-supported Podcasting reaches more than three in ten Americans 18+ every month

However, when attention is factored in, the effective reach of podcasting punches well above its weight

Podcasting’s real superpower? Its unique ability to attract equal attention across gender and demographics

SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

Sponsored by

npr

PRIME Users

Podcasts WITH ADS	**86%**
Network or Cable TV – WITH ADS	82%
AM/FM Broadcast Radio, on a regular radio	81%
Free TV Streaming Services WITH ADS	79%
TikTok	78%
Premium TV Streaming Services – WITH ADS	77%
Twitch	77%
Streaming AM/FM Radio	76%
YouTube WITH ADS (not Premium)	75%
Mobile or smartphone games with ads	73%
Instagram	71%
Free Streaming Music WITH ADS	71%
X / Twitter	68%
Facebook	67%
Reddit	63%
Paid Streaming Music WITH ADS	59%
Console or PC videogames with ads	59%
Snapchat	56%
Satellite Radio WITH ADS (e.g. talk, news)	56%
Telegram	56%
Threads	54%
Discord	34%

Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

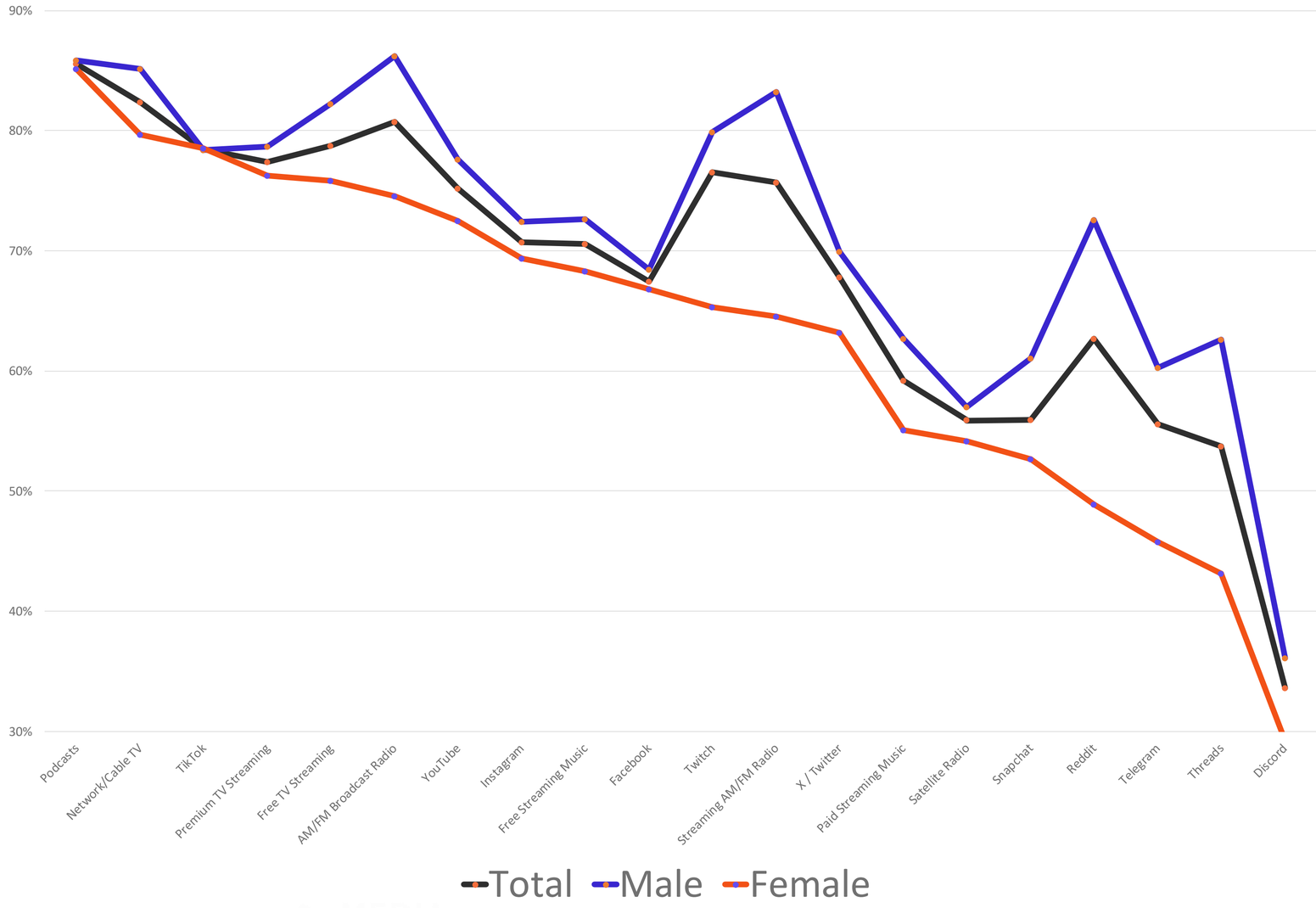
SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

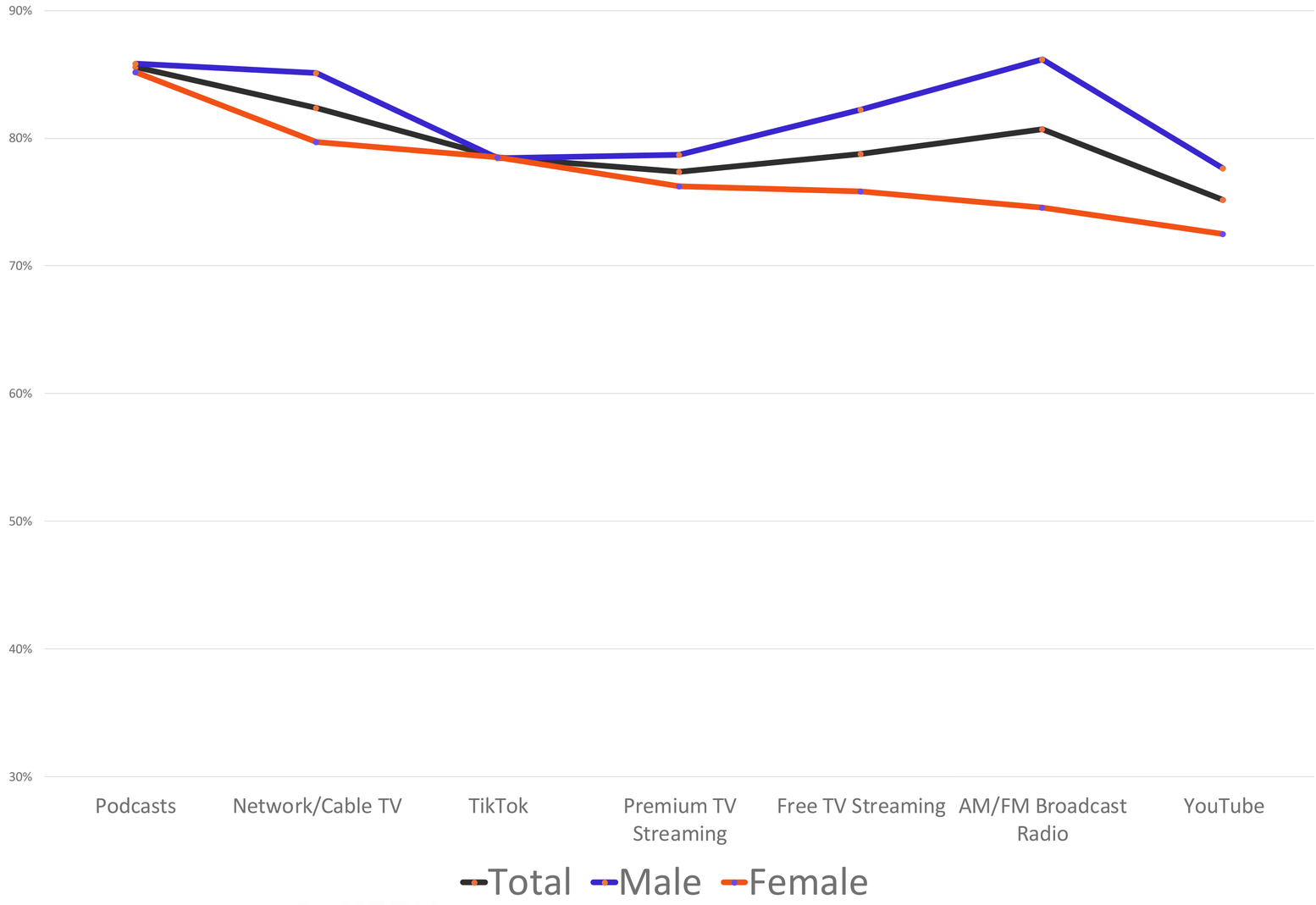
SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

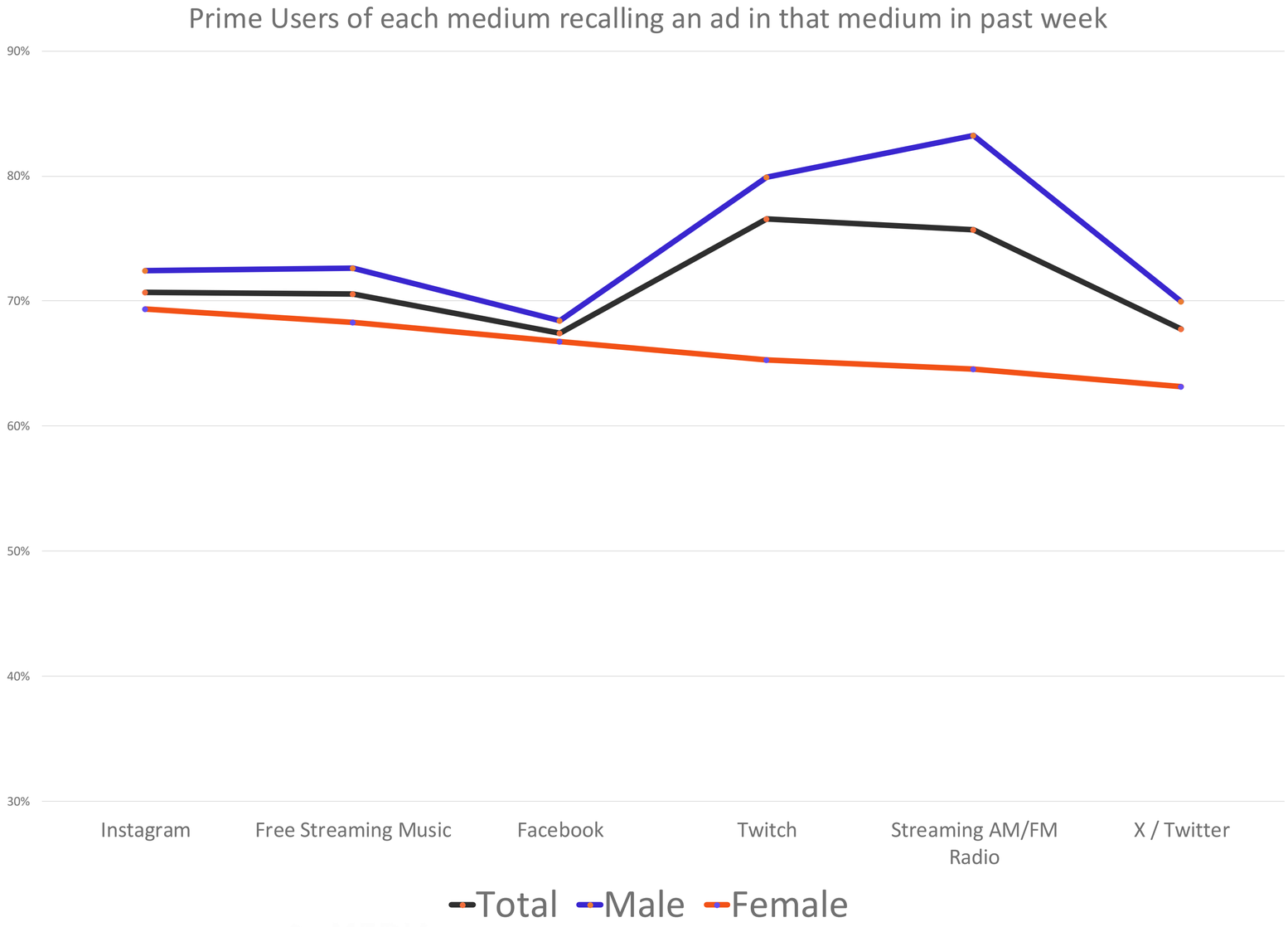
SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

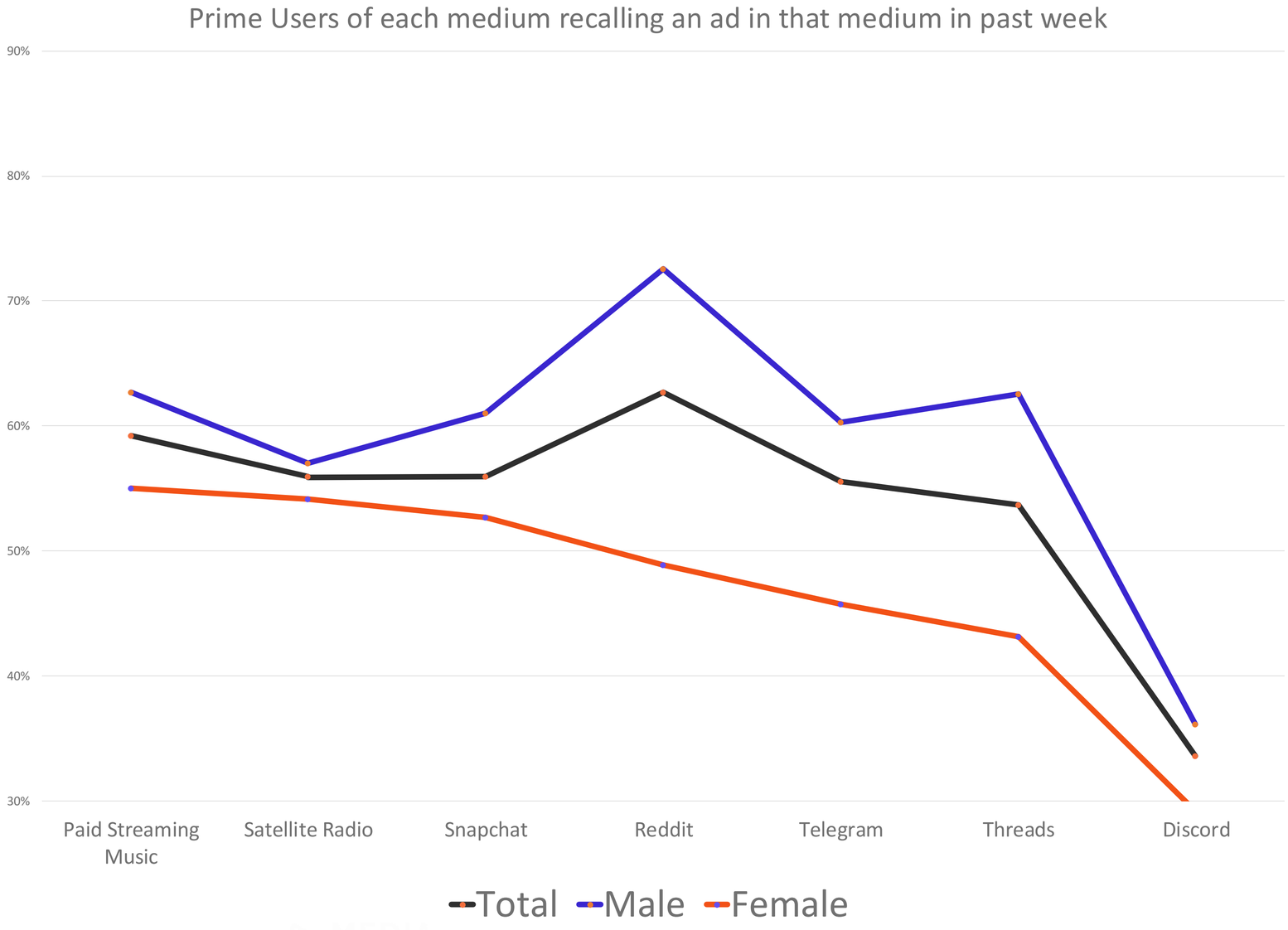
SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

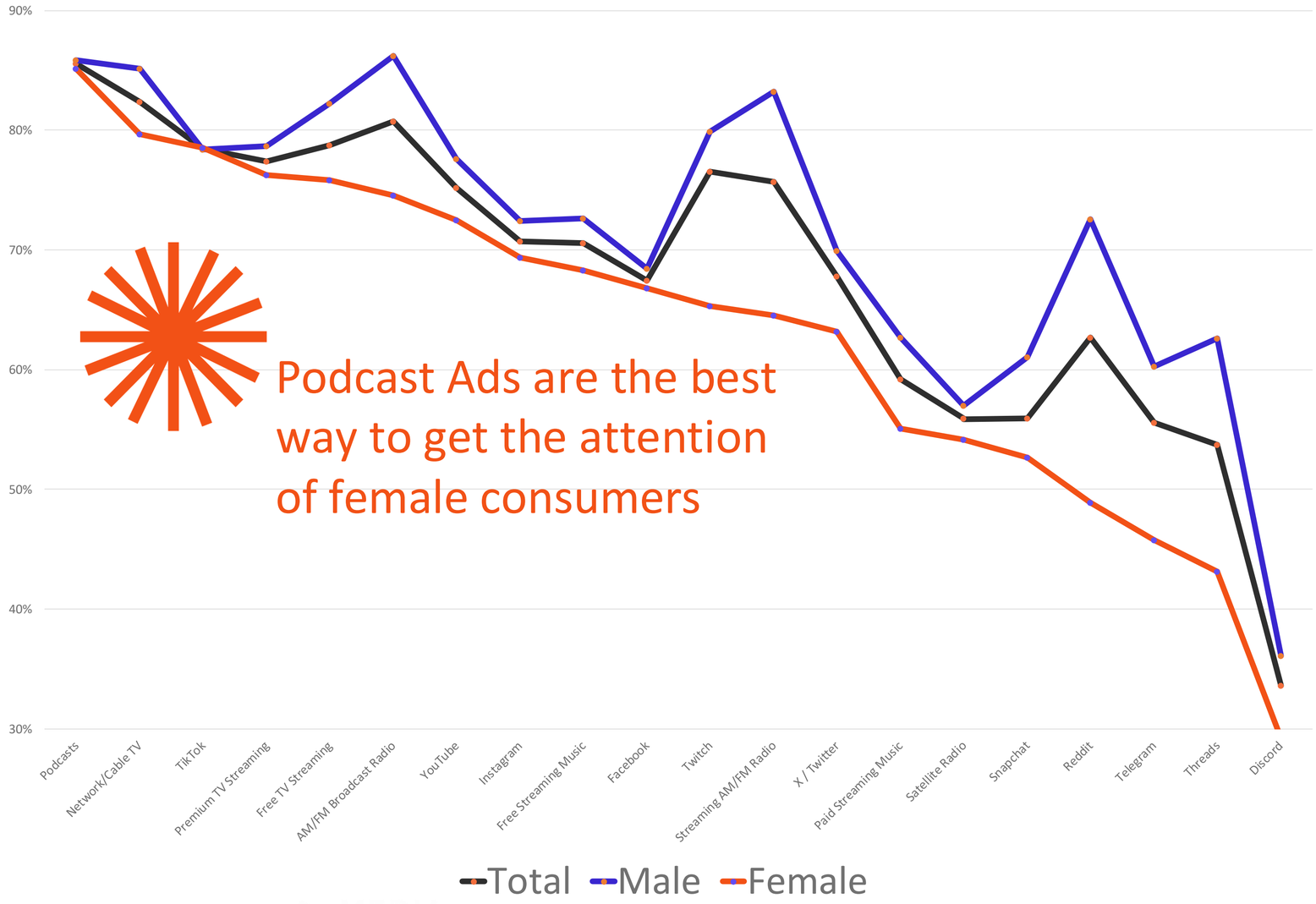
SOUNDSPROFITABLE

Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

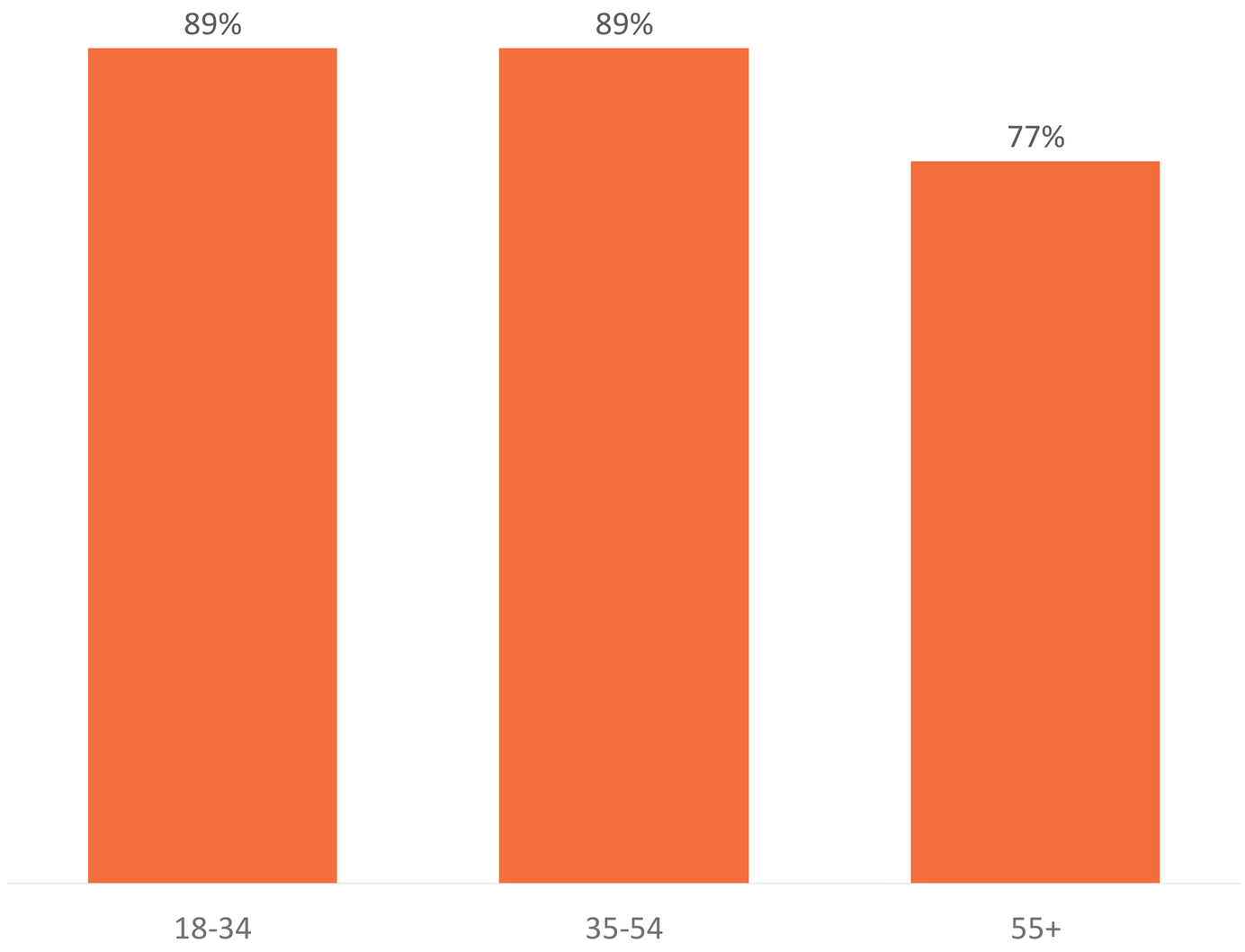
SOUNDSPROFITABLE

Have you seen or heard an advertisement on a **podcast** in the past week or seven days?

PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"



Podcast audiences trust the content – and that trust extends to advertising

Audiences trust podcast content innately – they self-select for the content they trust and believe the most

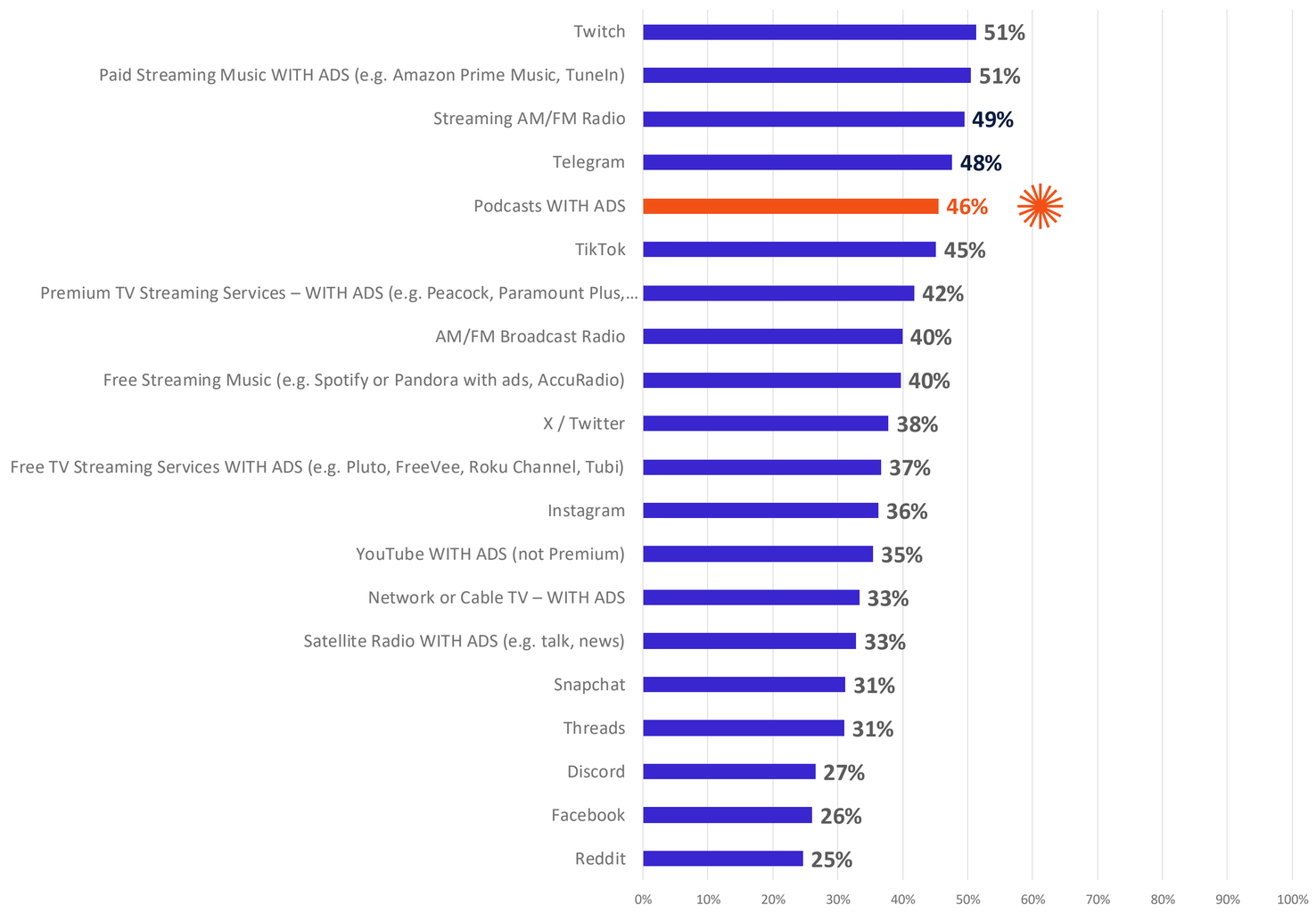
SOUNDSPROFITABLE

“I trust the content moderation and/or quality control on [MEDIA]

% Agree – PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

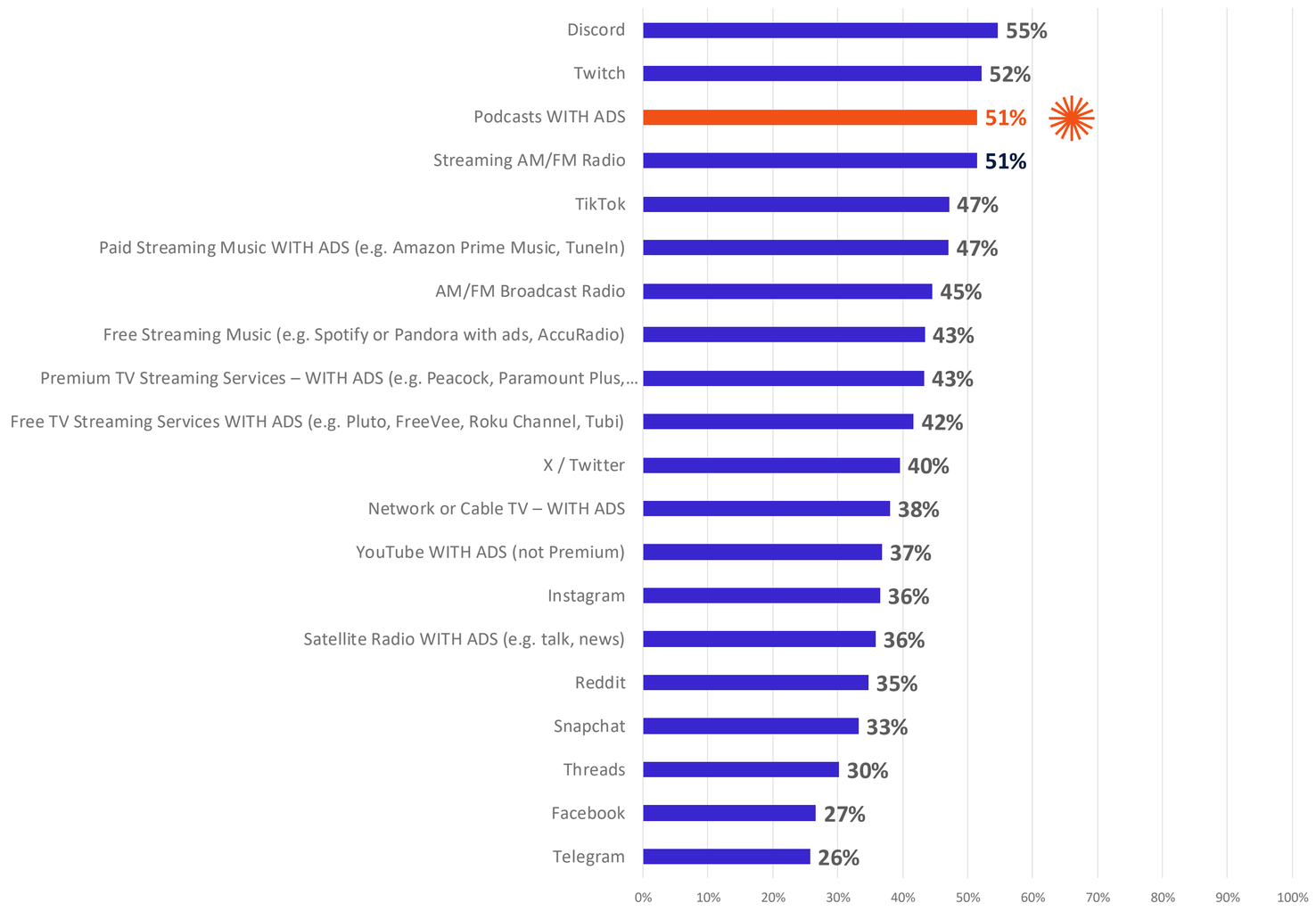
SOUNDSPROFITABLE

“The content on [MEDIA] is generally factual and accurate”

% Agree – PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"



Podcast audiences trust the content – and that trust extends to advertising

Audiences trust podcast content innately – they self-select for the content they trust and believe the most

That trust extends to the believability of the advertising messages in podcasting, while social media suffers from a lack of credibility

SOUNDSPROFITABLE

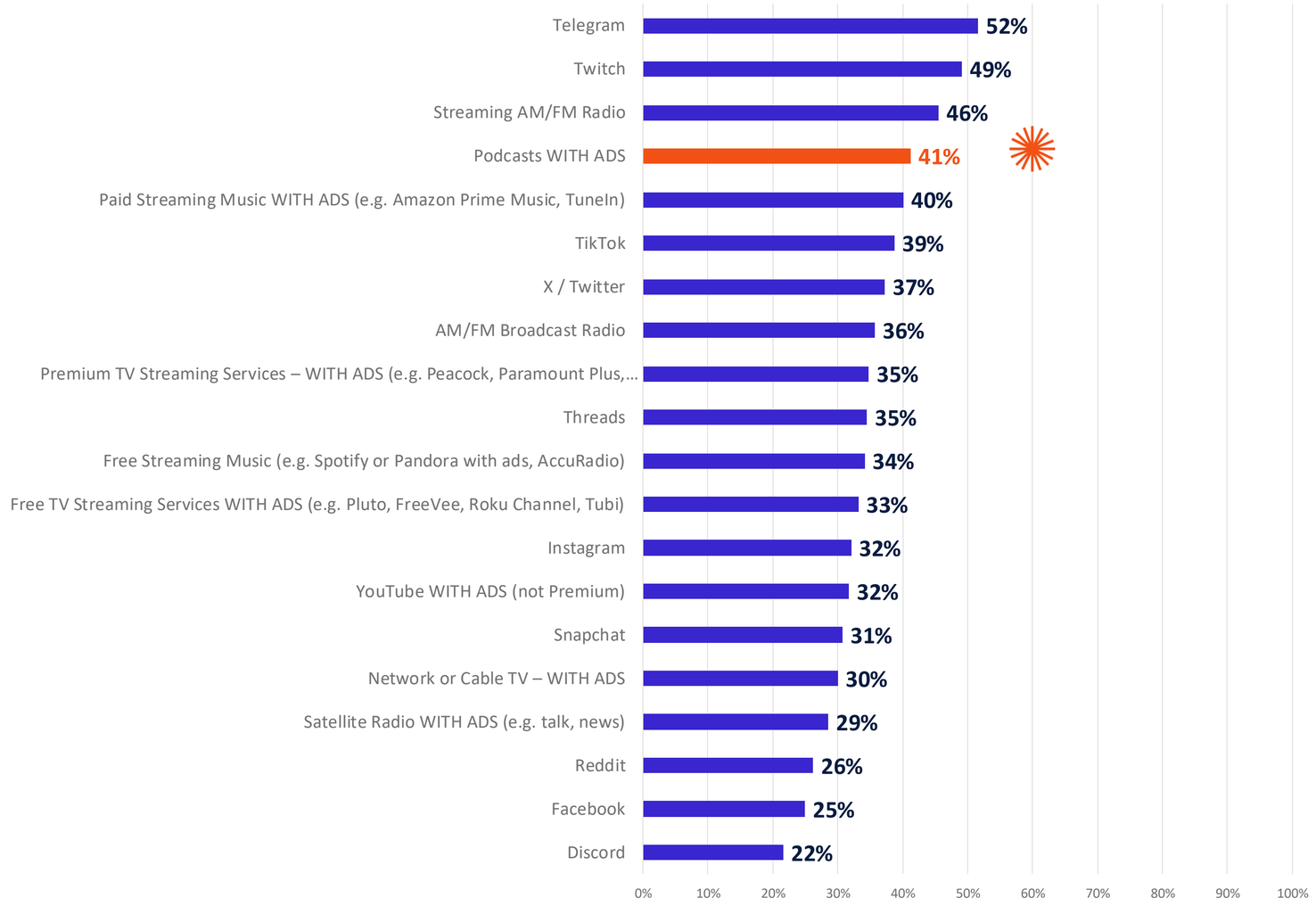
”[MEDIA] effectively prevents misleading or false advertising”

% Agree– PRIME Users

Sponsored by

npr

Podcasting Perceived as Safe from False Claims



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

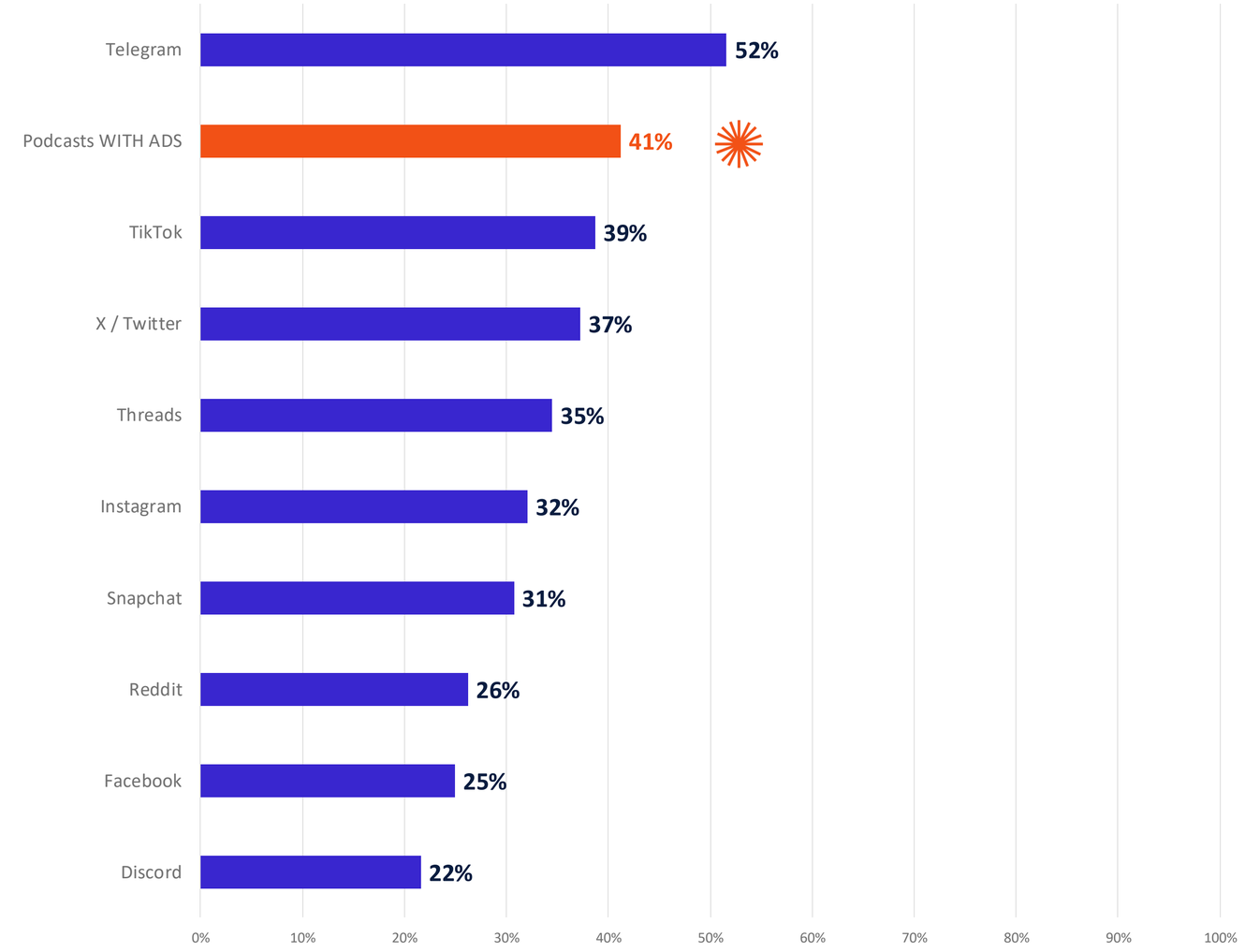
SOUNDSPROFITABLE

”[MEDIA] effectively prevents misleading or false advertising”

% Agree– PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

SOUNDSPROFITABLE

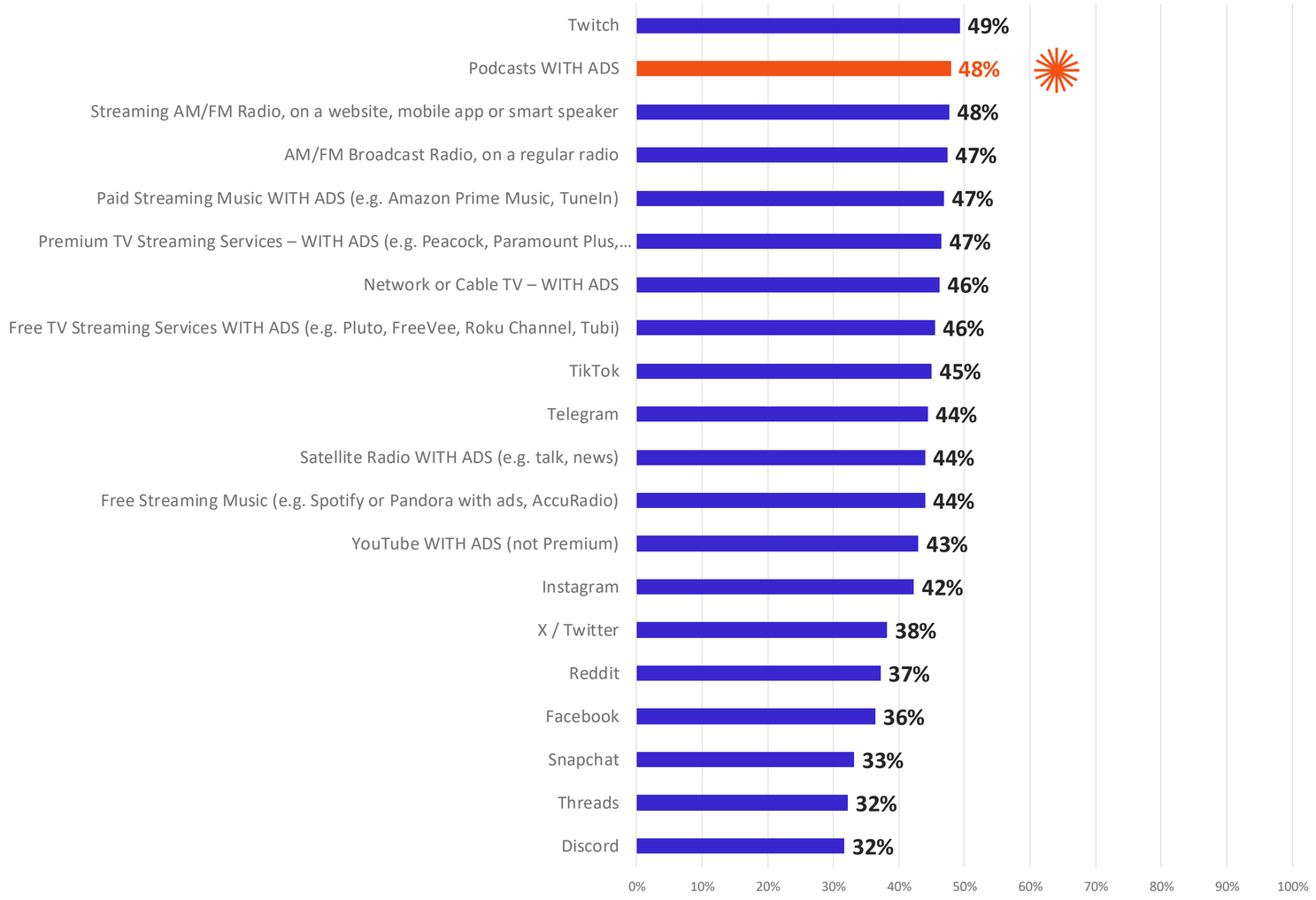
“What percentage of the advertising claims made on [MEDIA] do you believe to be true?”

% of true claims – PRIME Users

Sponsored by

npr

Podcast Advertising Claims are Trusted



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

SOUNDSPROFITABLE

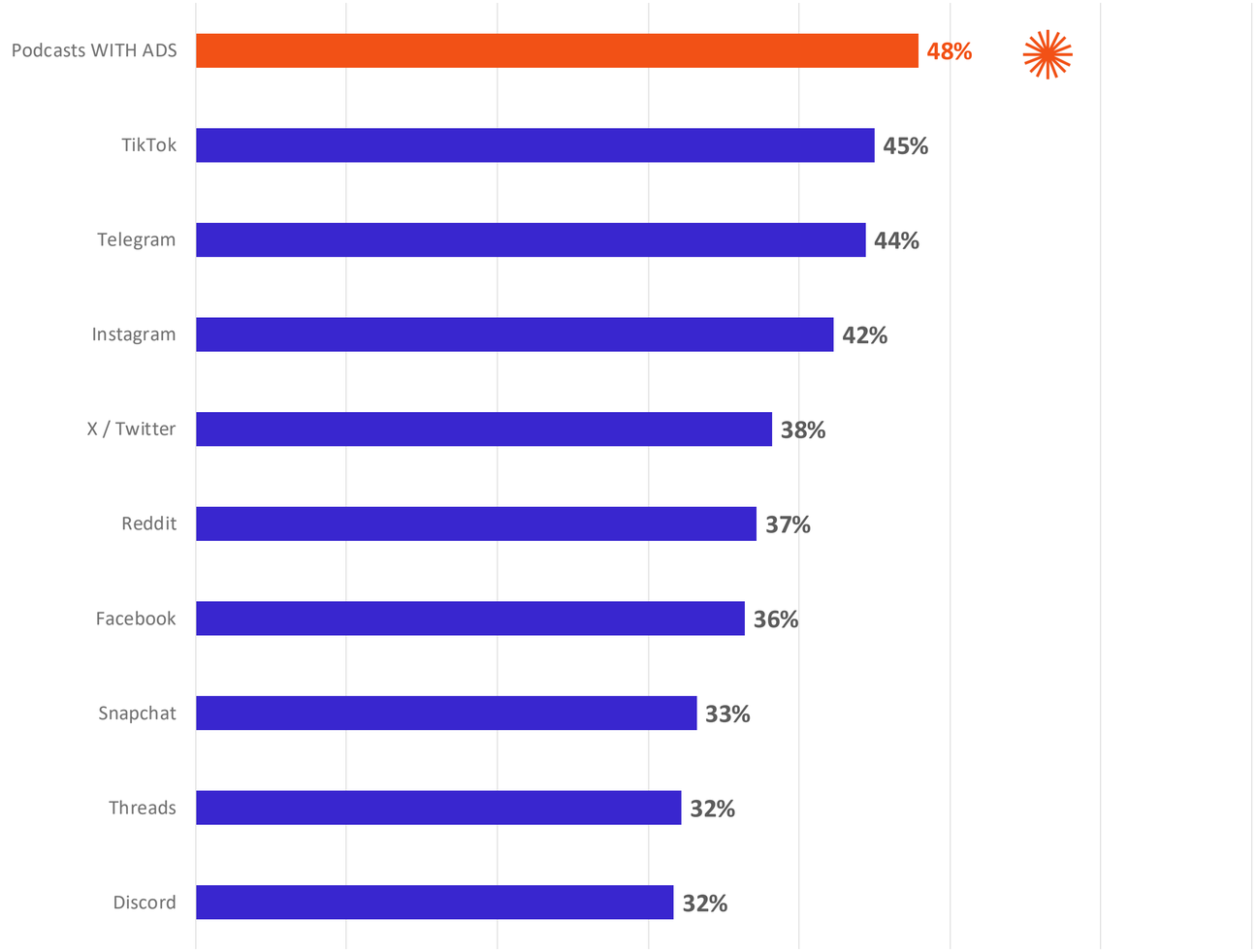
“What percentage of the advertising claims made on [MEDIA] do you believe to be true?”

% of true claims – PRIME Users

Sponsored by

npr

Podcasting Outperforms Social by an Average of 10 Points



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"



Podcast audiences trust the content – and that trust extends to advertising

Audiences trust podcast content innately – they self-select for the content they trust and believe the most

That trust extends to the believability of the advertising messages in podcasting, while social media suffers from a lack of credibility

The key to podcasting’s advantage is *authenticity*

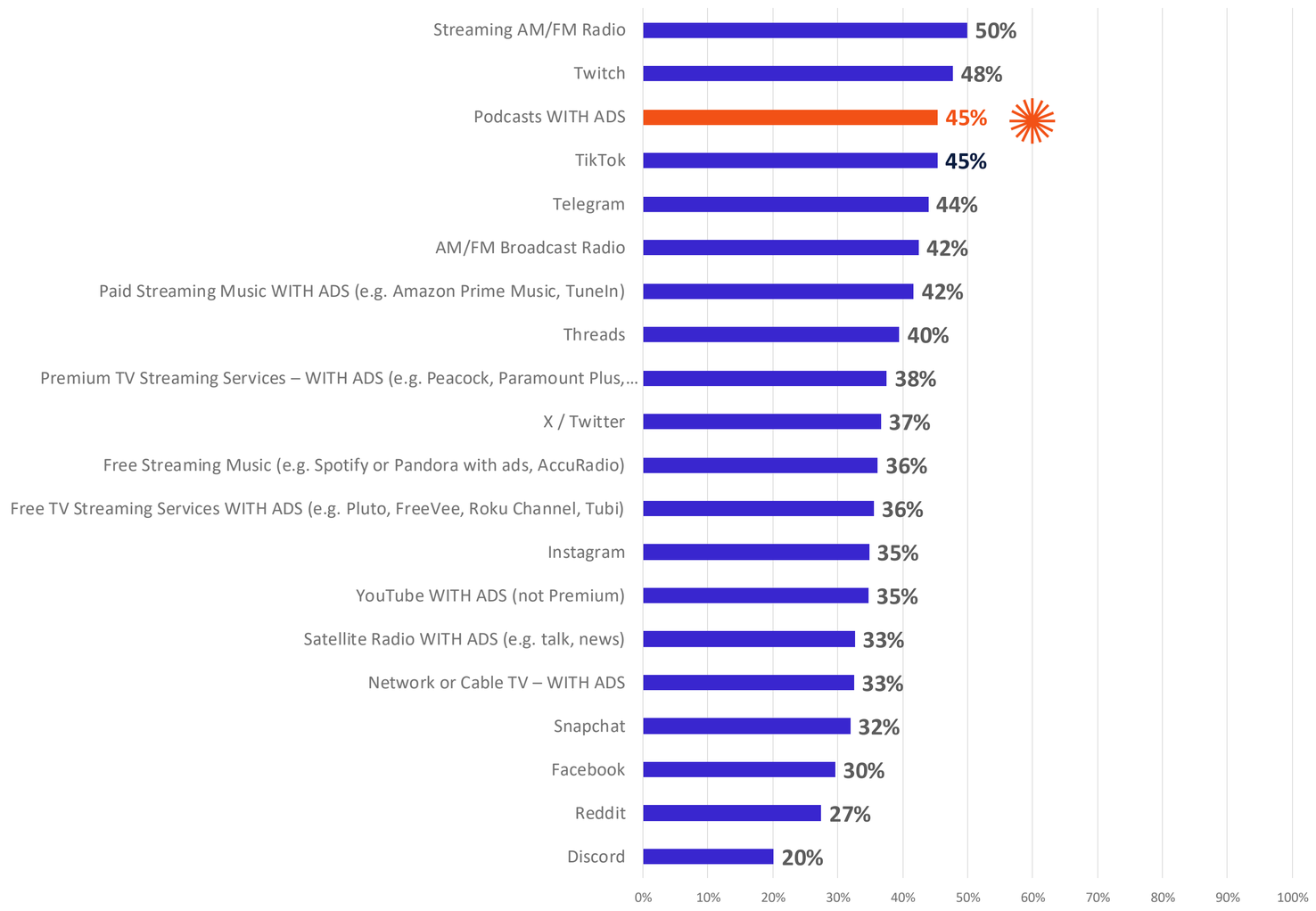
SOUNDSPROFITABLE

“The advertising on [MEDIA] feels authentic and natural”

% Agree – PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

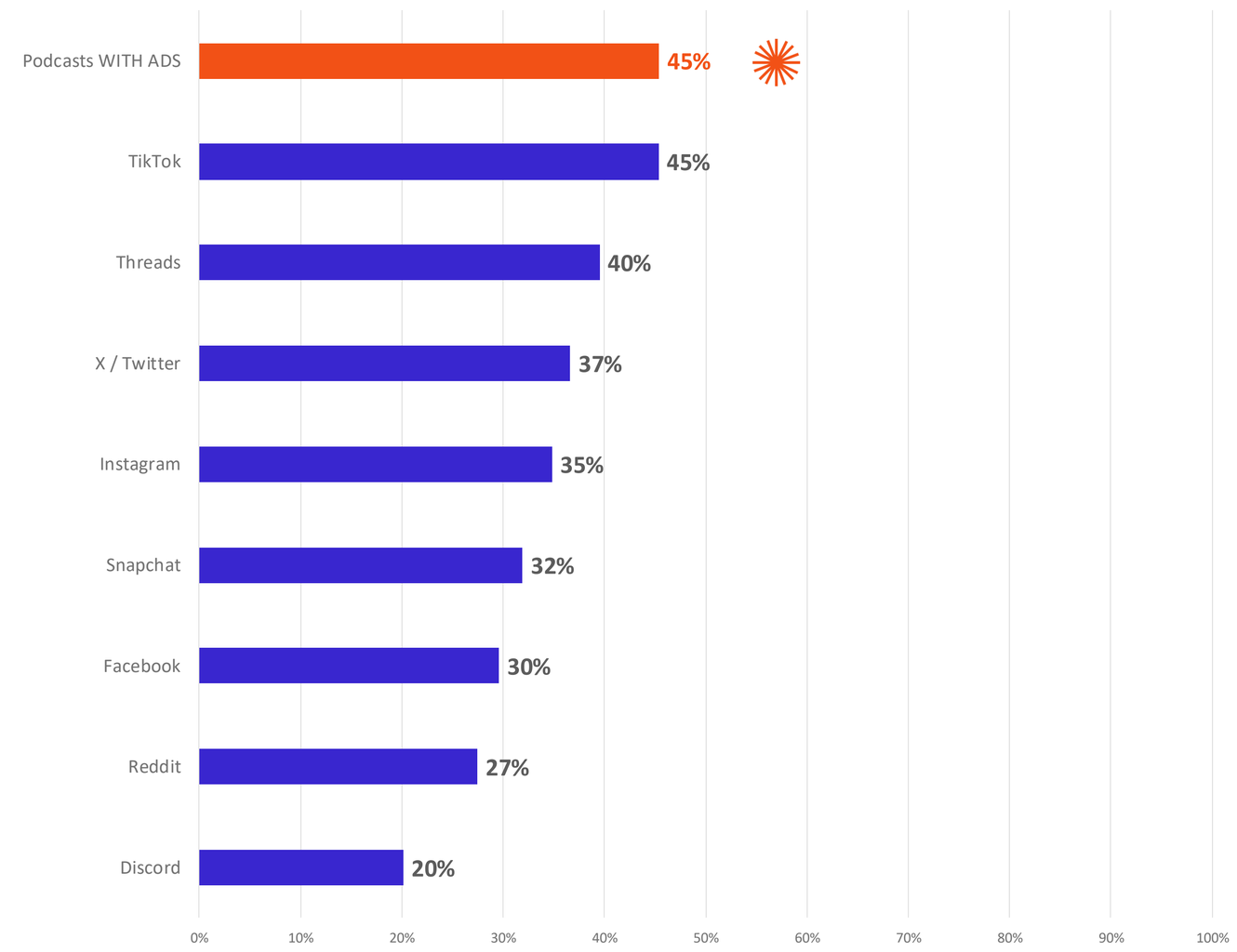
SOUNDSPROFITABLE

“The advertising on [MEDIA] feels authentic and natural”

% Agree – PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

SOUNDSPROFITABLE

“The advertising on [MEDIA] feels authentic and natural”

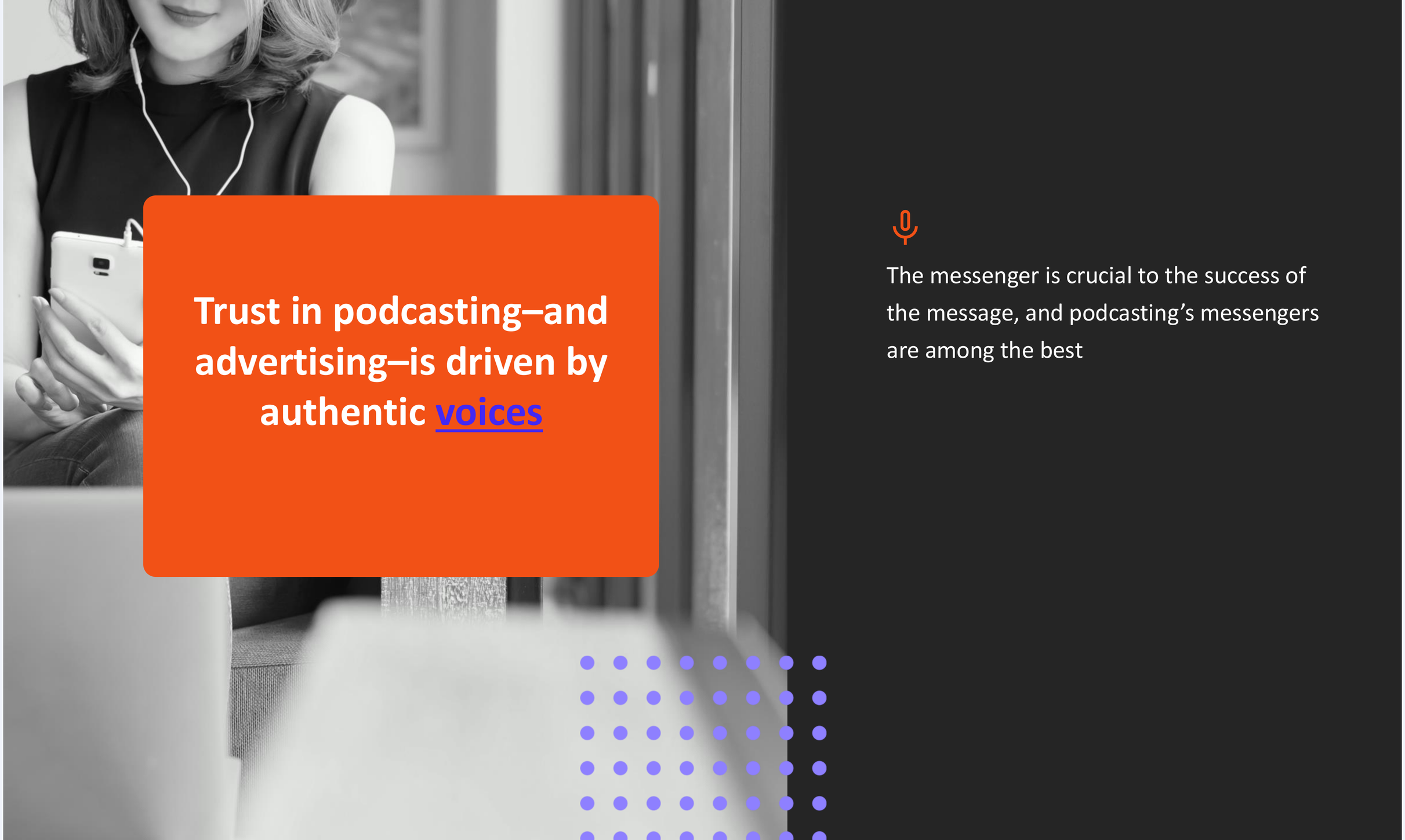
% Agree – PRIME Users

Sponsored by

npr

Demographic	Podcast Advantage	Podcast Score	Social Media Average
Hispanic/Latino	+19 Points	59%	40%
55+ Adults	+17 Points	42%	25%
LGBTQ+	+14 Points	53%	39%
Male	+12 Points	49%	37%
18-34	+12 Points	48%	36%
Female	+8 Points	39%	31%
35-54	+5 Points	43%	38%

Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"



Trust in podcasting–and advertising–is driven by authentic voices

The messenger is crucial to the success of the message, and podcasting's messengers are among the best

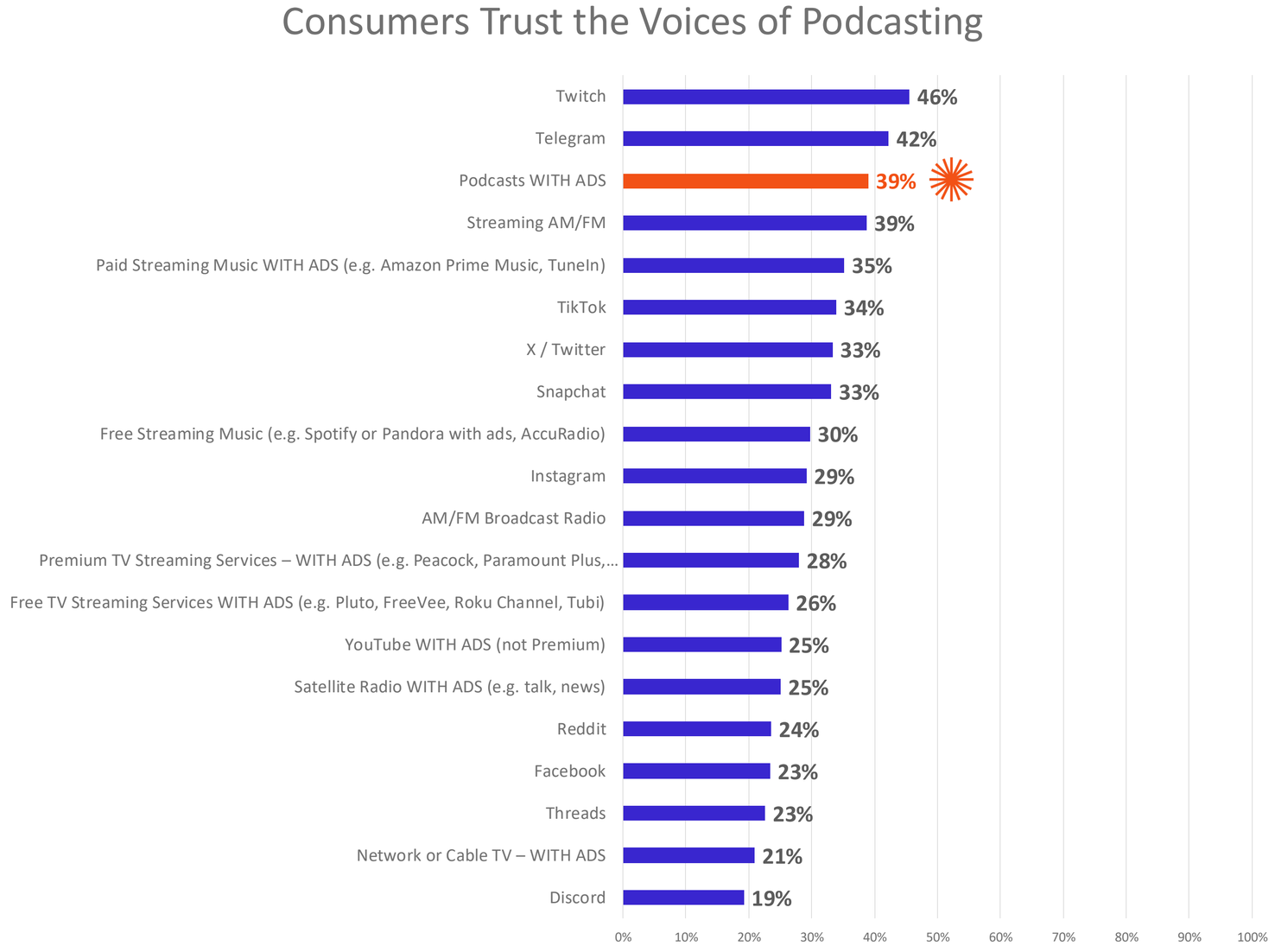
SOUNDSPROFITABLE

“I trust the people delivering the advertising messages on [MEDIA]”

% Agree – PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

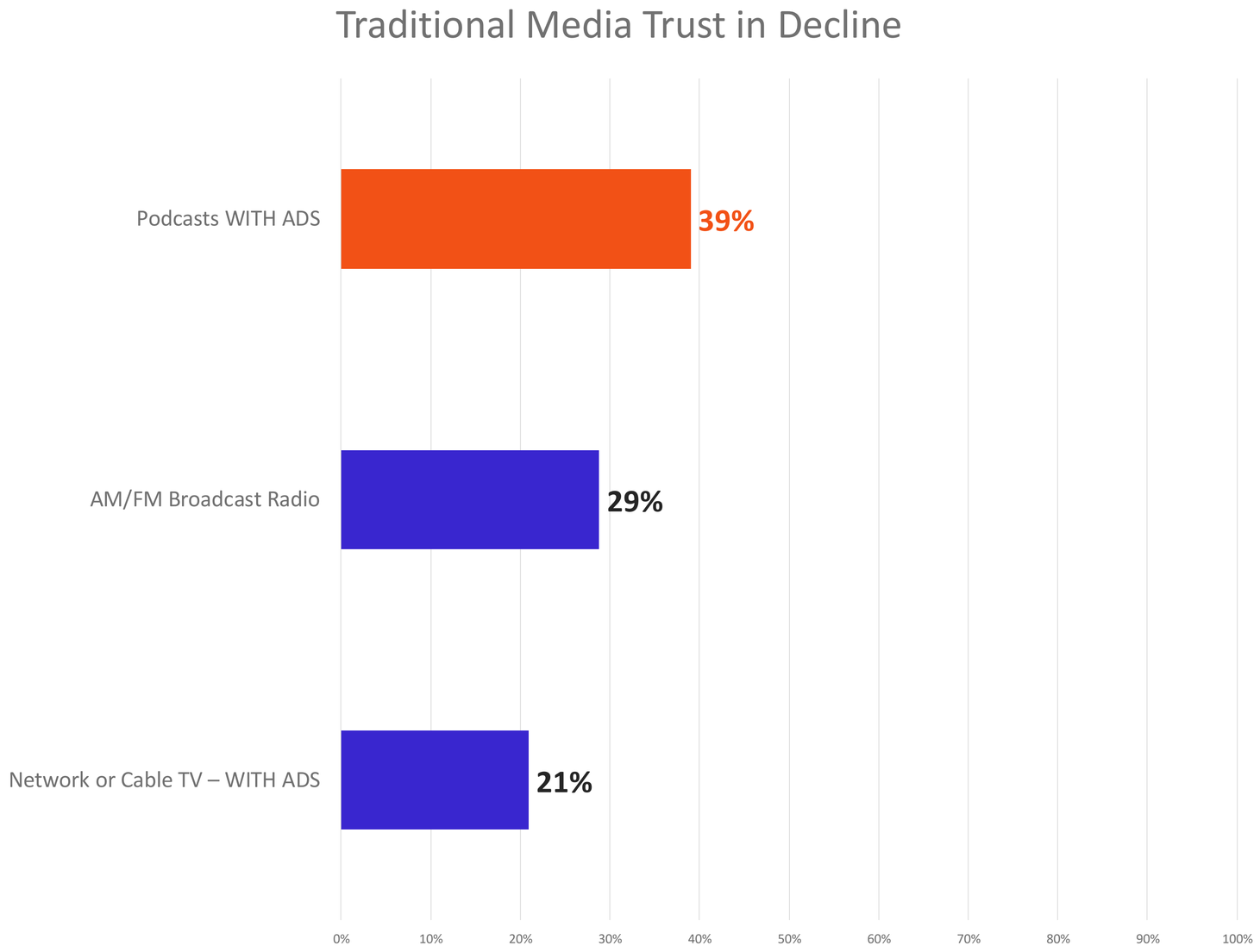
SOUNDSPROFITABLE

“I trust the people delivering the advertising messages on [MEDIA]”

% Agree – PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

SOUNDSPROFITABLE

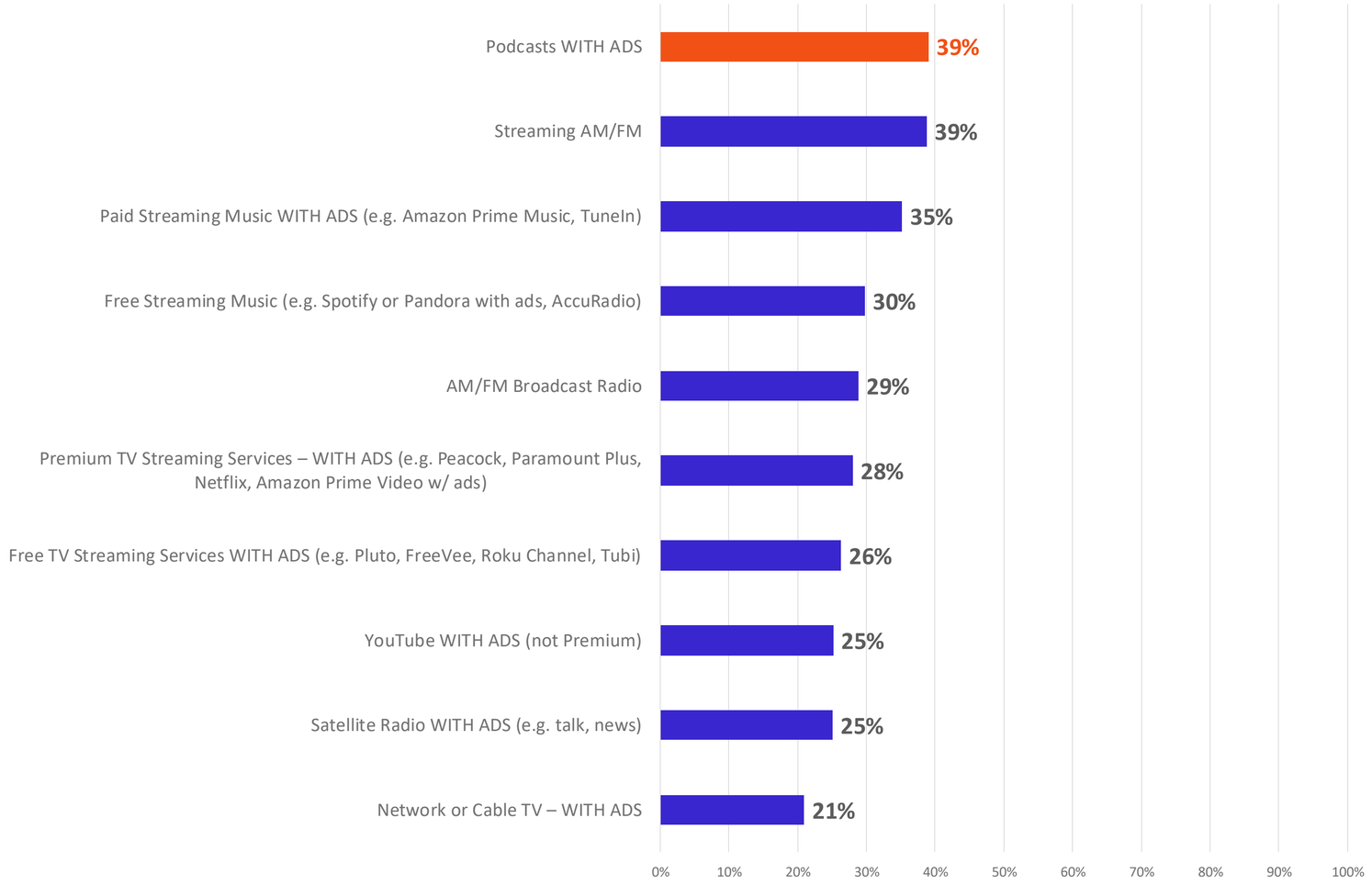
“I trust the people delivering the advertising messages on [MEDIA]”

% Agree – PRIME Users

Sponsored by

npr

Podcasting, Streaming AM-FM Lead “Spot” Media in Trustworthiness



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

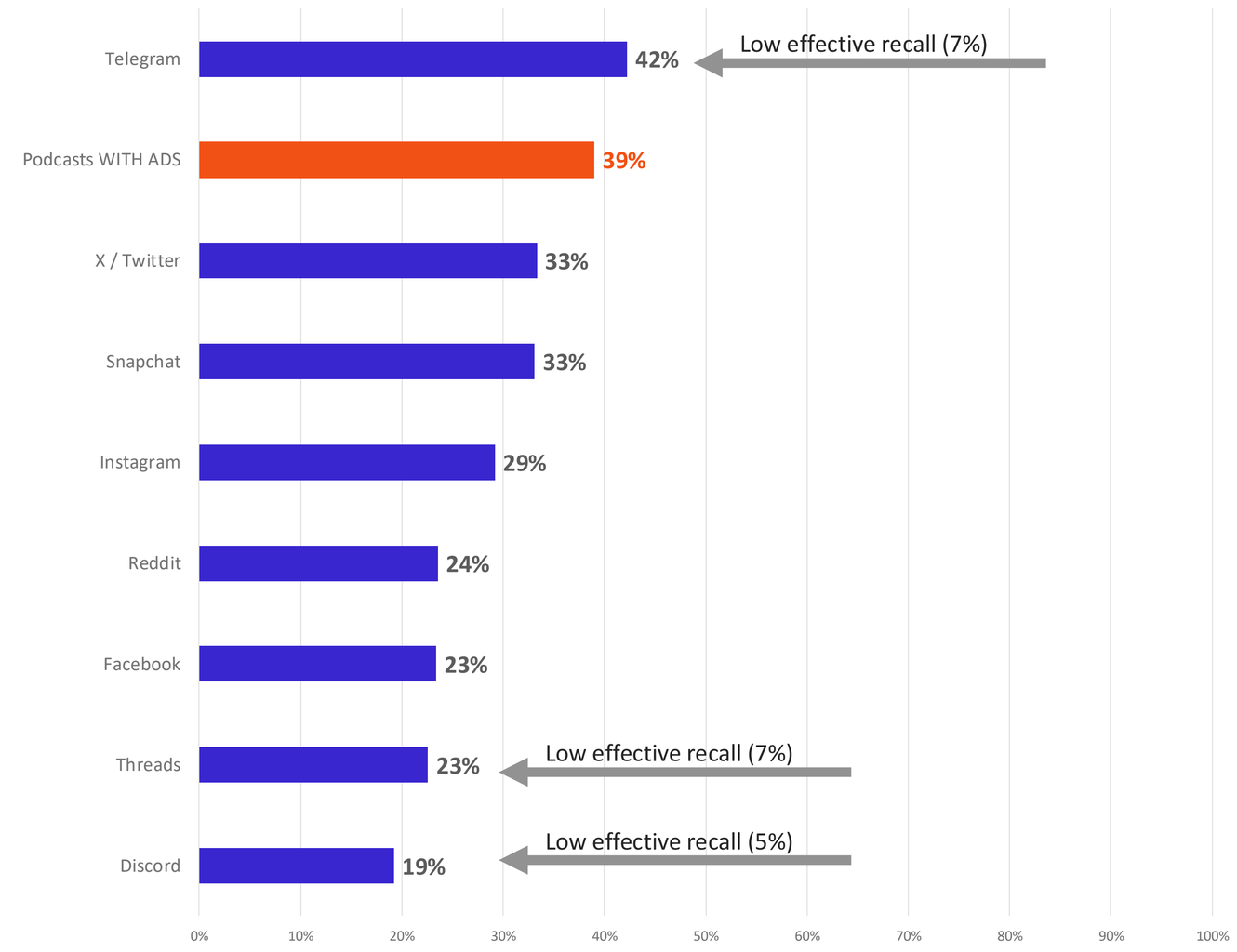
SOUNDSPROFITABLE

“I trust the people delivering the advertising messages on [MEDIA]”

% Agree – PRIME Users

Sponsored by

npr



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"



Trust in podcasting–and advertising–is driven by authentic voices

The messenger is crucial to the success of the message, and podcasting's messengers are among the best

The trust in podcasting's authentic voices crosses all divides, regardless of age, gender, or race/ethnicity

SOUNDSPROFITABLE

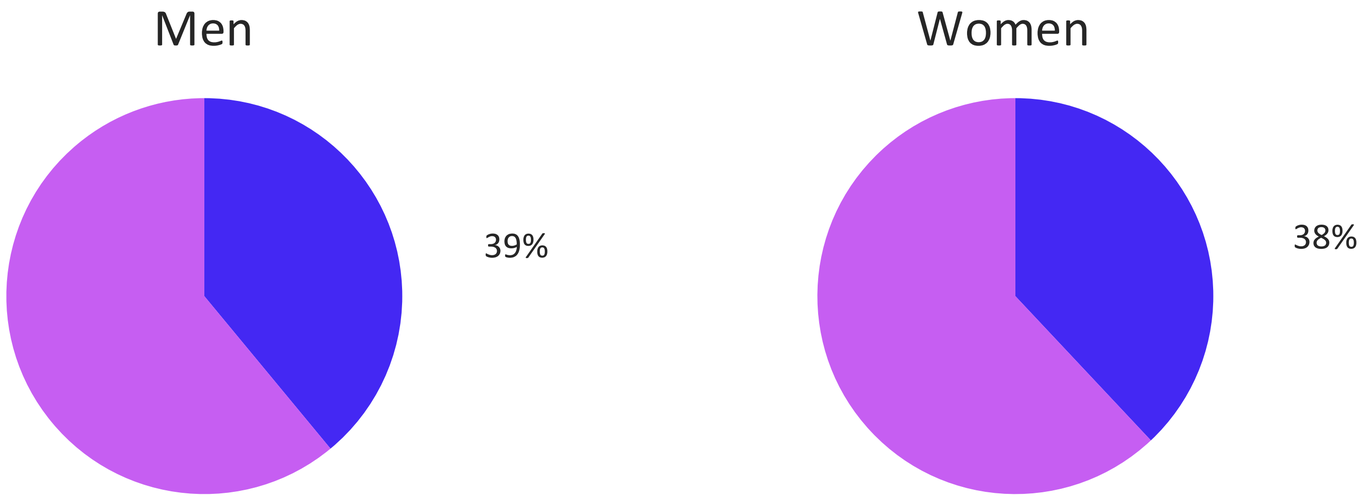
“I trust the people delivering the advertising messages on Podcasts”

% Agree – PRIME Users

Sponsored by

npr

Men and Women Trust Podcast Advertising Equally



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

SOUNDSPROFITABLE

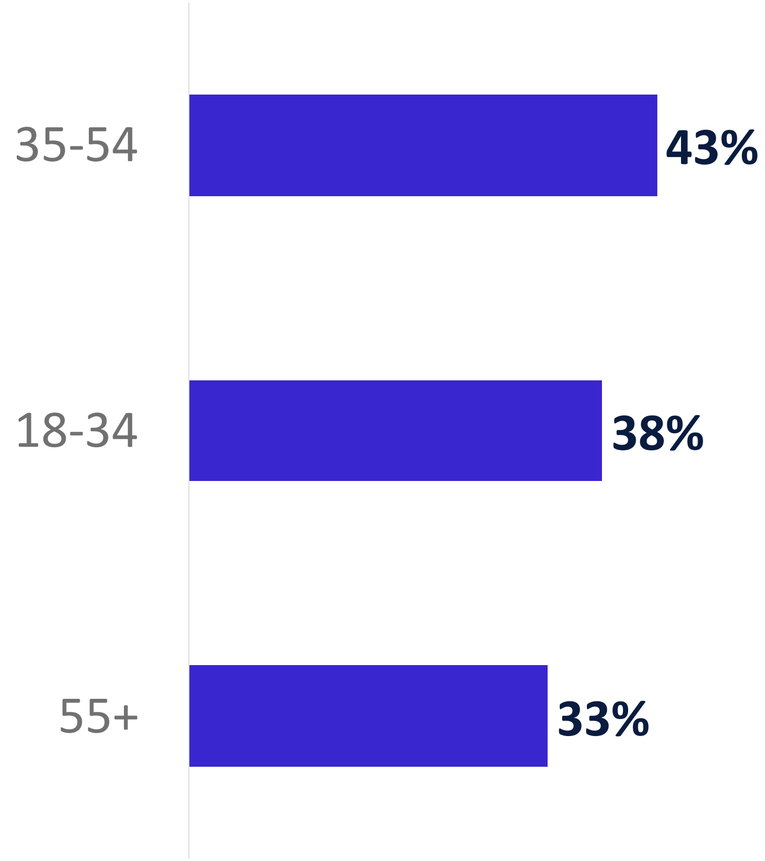
“I trust the people delivering the advertising messages on Podcasts”

% Agree – PRIME Users

Sponsored by

npr

Trust In Podcast Advertising Highest Among 35-54s, Podcasting Still #1 In Trust Among All Media for 55+



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

SOUNDSPROFITABLE

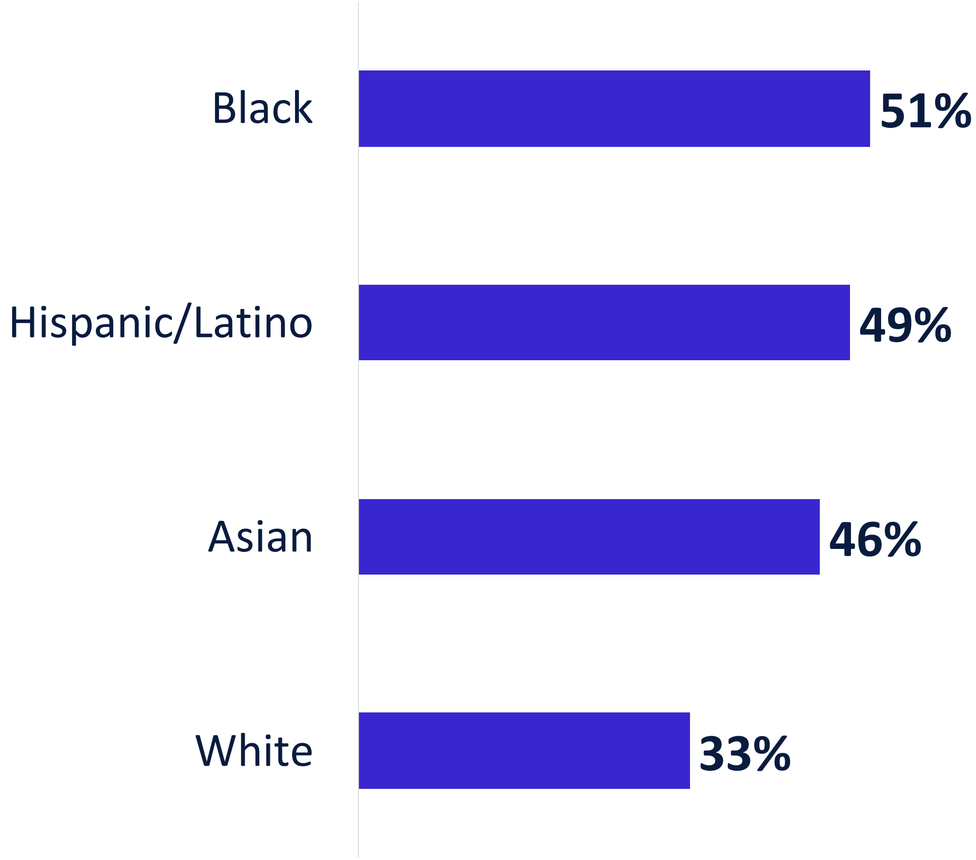
“I trust the people delivering the advertising messages on Podcasts”

% Agree – PRIME Users

Sponsored by

npr

Podcasting Particularly Trustworthy With Multicultural Audiences



Base: For each media type, “Prime” users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

Summary

1 **Podcasting punches well above its weight in attracting attention for advertisers**

Podcasting may not have the overall reach of platforms like Facebook or Streaming TV, but the *effective* reach – the percentage of users recalling ads on each platform – reveals that audiences pay disproportionately more attention to podcast ads than other forms

Summary

2 **Attentiveness to podcast ads is equal with men and women**

Podcasting’s ability to gain the attention of women is particularly strong – where most other media show a significant attention gap, there is no drop-off in attentiveness with women to podcast advertising

Summary

3

Podcasting is the most trusted medium

Reach and attention get your message heard – but podcast audiences’ trust in the hosts of their favorite shows ensures that those messages get a fair shake

Summary

4 **Trust in podcast advertising is driven by credible content and authentic voices**

Audiences perceive podcasting to be a medium that protects them from misleading information AND misleading advertising claims

Summary

5

Trust in Podcast Ads is particularly high with multicultural audiences, women, and cuts across all demos

The self-selected nature of podcasts ensures that audiences gravitate towards hosts they find relatable, and that relatability translates to increased trust

Summary

6

Social Media’s lower credibility negatively impacts advertising messages

The “halo” effect extends in both directions – Americans’ lower faith in the accuracy of content in social is associated with lower belief in the advertising claims made on social

SOUNDS PROFITABLE
THE BUSINESS OF PODCASTING

Thank You.

Sponsored by

betterhelp npr ESPN Podcasts MEDIA BODIES AMERICAN PUBLIC MEDIA SiriusXM PODCAST NETWORK SignalHill Insights