

The Global Podcast Opportunity

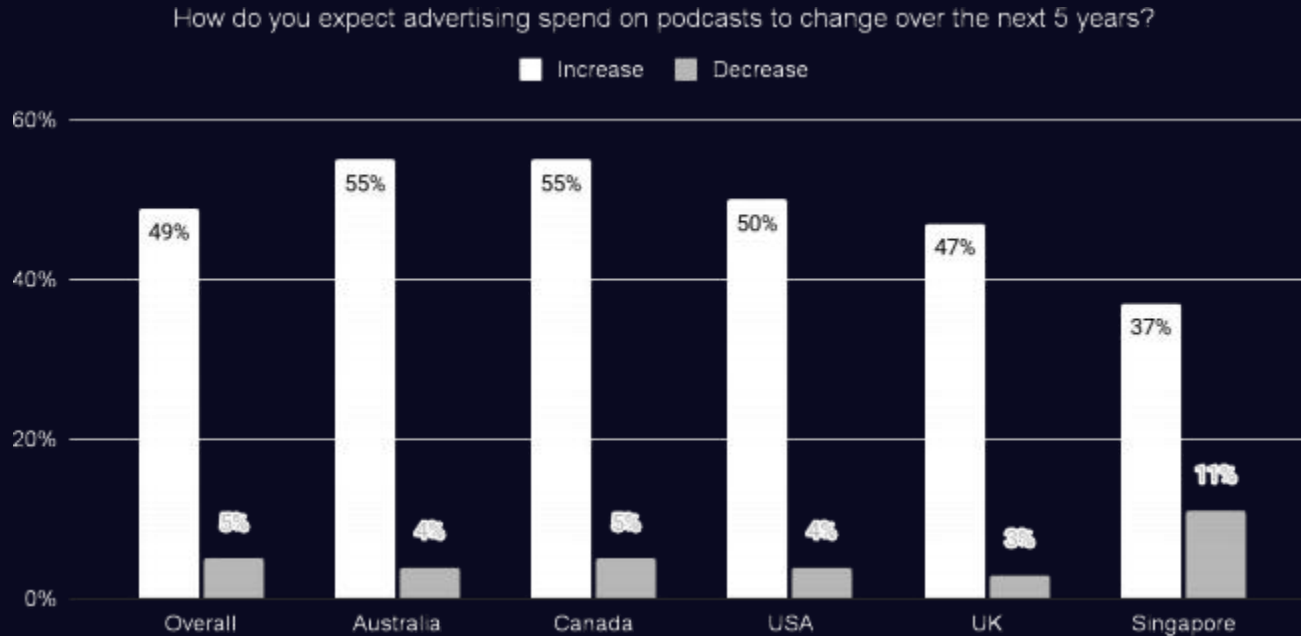
**For Global Marketers - Podcasts Promise Growth,
Untapped Audiences, and Engaged Consumers**

Methodology

- Research conducted in September and October 2023 by Acast Intelligence via 3rd party platform Attest.
- Sample includes N=500 respondents who are employed full time in marketing / advertising.
- N=100 marketers / advertisers come from each of the following seven markets: USA, Canada, UK, Australia, and Singapore.
- All surveys were conducted in English with English speakers.
- Marketers / advertisers did not need to spend on podcast advertising in order to be accepted into the study to maintain impartial results.

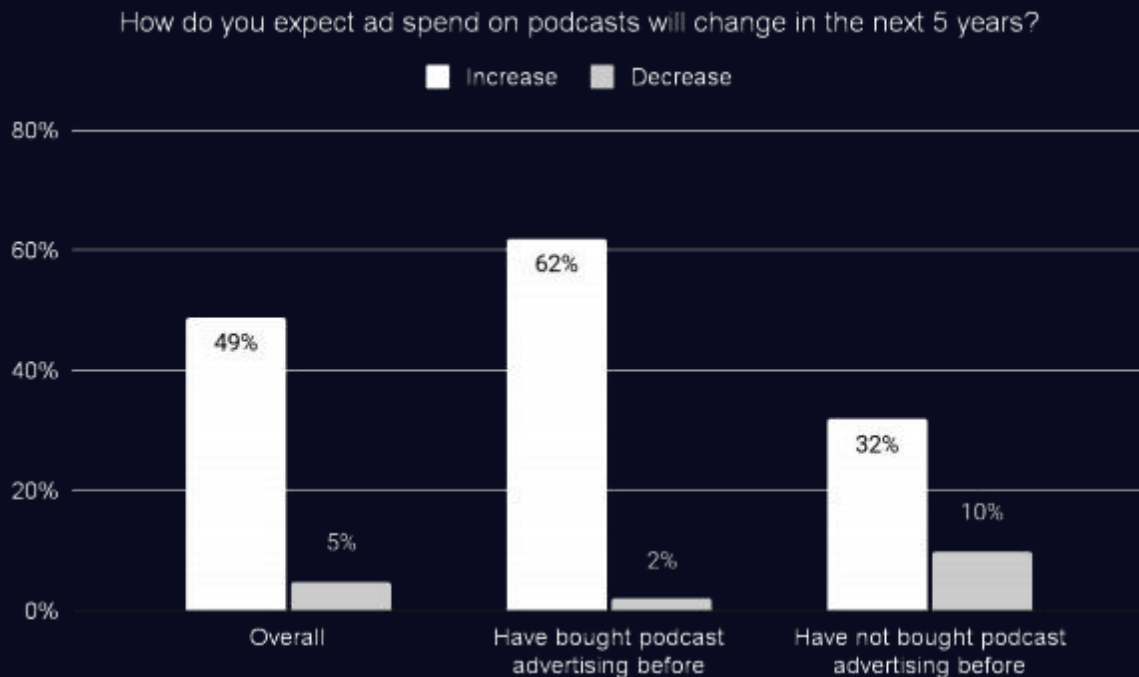
Growth Potential Around the Globe

Global marketers are 10X more likely to predict an increase in ad spend vs. a decrease in ad spend on podcasts in the next 5 years.



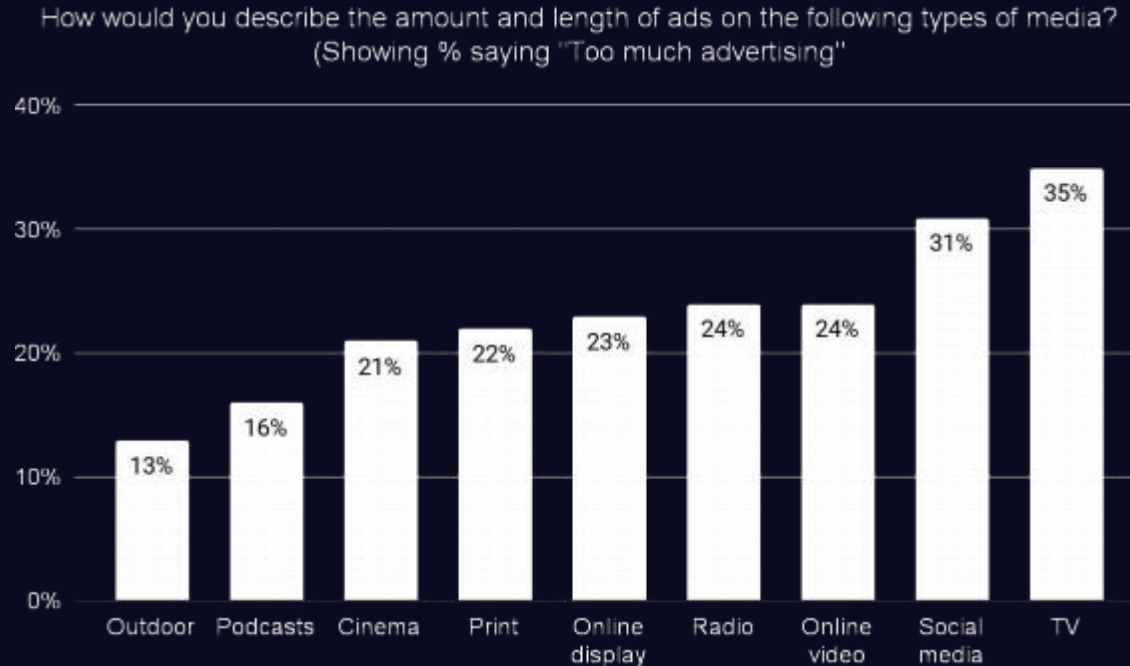
Podcast Spend Expectations - Buyers vs. Non Buyers

Marketers who have bought podcast advertising before are more likely to project podcast ad growth, indicating that the power of podcasting works for advertisers and leads to increased spending on the medium.



Low Advertising Levels Promise Untapped Consumers

Podcasts are one of the most under-advertised mediums, promising huge untapped potential for global marketers



Overall Audio Rankings

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