

THE WHO'S WHO



2023 Podcast Trends Report

Understanding the loyal fan
bases that fuel podcast popularity.

You know it. We've said it. But you want more than big, broad statements. You want the insights that really matter: Which audiences are listening? What are they listening to? How can you find them?

Welcome to the Who's Who of Podcast Listening. We're going deep into the audiences powering the biggest genres to understand who they are, why they listen, and what will resonate with them. Explore distinct podcast listening personas and find out exactly who you need to go after, and what they're listening to.

Get ready to know podcasts better.

Introduction

“

Podcasts are big and getting more popular by the minute.

“

Everyone is listening to podcasts.

“

You should be advertising on podcasts.

In this report, you will:

01

Dig beyond the surface level of podcast stats and behavioral trends for five key podcast genres

02

Discover up-and-coming shows so you can get in on the ground floor of podcast advertising, executing effective programs that drive real impact

03

Explore the anatomy of a listener through three individual personas per genre, learning about the listeners behind comedy, news, true crime, health & wellness, and lifestyle & entertainment podcasts

04

Leave with actionable ways to leverage your audience within specific genres or across the entire SiriusXM Podcast Network

With a few years, top networks, thousands of shows, and even more successful brand campaigns under our belt, we've continued to identify a large knowledge gap in the advertiser space. There are still an awful lot of presumptions when it comes to podcasts and their audiences.

“ Podcasts are not brand safe.

“ What will audiences think when they hear my brand message in the middle of a true crime episode?

“ Campaigns are not scalable.

We hear you, and we have answers.

Our goal for this year's podcast report is to address your biggest questions head on and clearly lay out who these audiences are—the most loyal fanbases in media—and what you need to know to connect with them on a deeper level.

Last year, our theme was "NEW NEW." And now it's time to go even further, learning about the "WHO'S WHO" behind the fastest-growing medium in the world.

From

SOPHIE ANDERSON

● SOPHIE ANDERSON
ASSOCIATE DIRECTOR,
PODCAST SALES MARKETING



Our methodology

Our aim is to deliver you the freshest, hot-off-the-press trends, statistics, and insights—it's one of the things we do best. We've pulled data from a combination of our own first-party proprietary data from Simplecast and Podsurvey, and got a little help from some third-party friends.

SIMPLECAST



For nearly 10 years, Simplecast has provided podcasters with industry-leading publishing, distribution, analytics, and sharing tools. Simplecast exists for the podcaster, giving shows of all shapes and sizes access to the same tools powering shows from some of the world's biggest brands.

PODSURVEY



Podsurvey is the podcast industry's largest and longest-running research panel. We survey our SiriusXM Podcast Network listeners on a rolling basis, providing in-depth listener demographics that you can't get anywhere else. Specifically, 50,000 of these listeners have opted in to participate in an ongoing panel that we survey regularly for additional psychographic insights, which fuel the genre listener insights in this report. The Podsurvey panel consists of highly engaged and largely veteran podcast listeners.

THIRD PARTY REPORTS



SiriusXM collaborates with key third-party partners in the measurement space (like Signal Hill Insights and Nielsen Podcast Ad Effectiveness) to showcase the impact of podcast advertising on advertiser KPIs like brand lift metrics. This report references several examples of campaign effectiveness data tied to actual podcast campaigns that ran on the SiriusXM Podcast Network. We also supplement our robust database of first-party audience insights with trusted third-party datasets, like Edison's Podcast Consumer Metrics.

Podcasting as a whole

From the number of listeners to the amount they consume to how often they're listening, everything is trending up when it comes to podcasts. It's the go-anywhere, can't-get-enough, just-one-more medium that is captivating fans.

69% increase in unique listeners on Simplecast in 2022¹



61% increase in content downloads on Simplecast in 2022¹

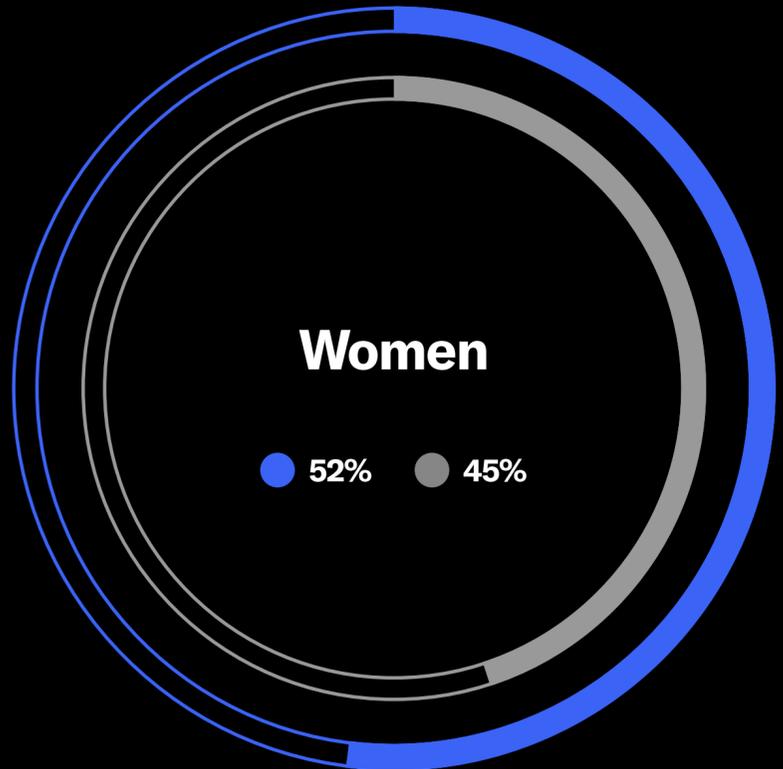
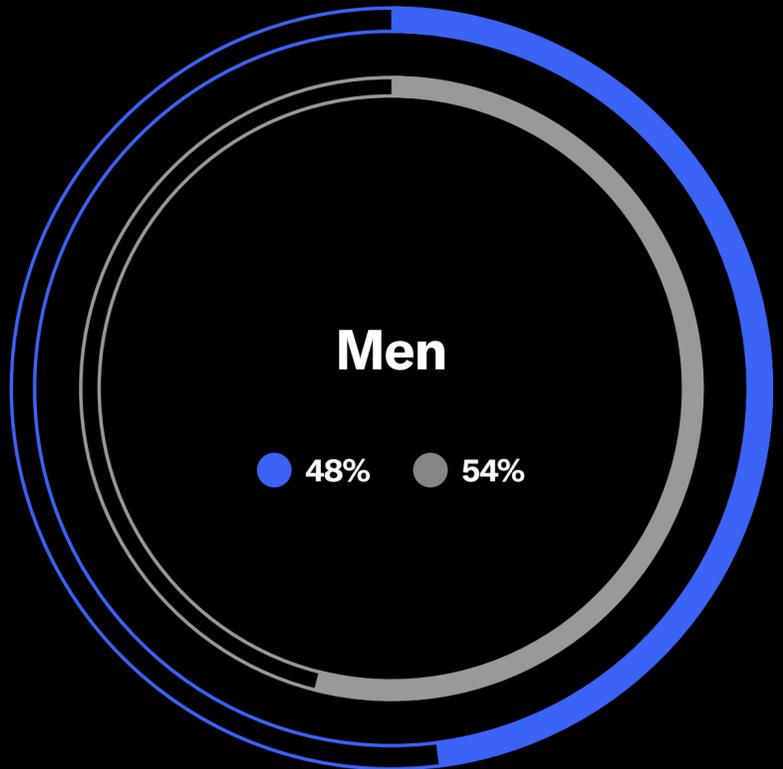
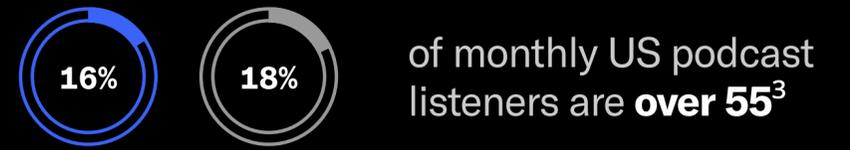
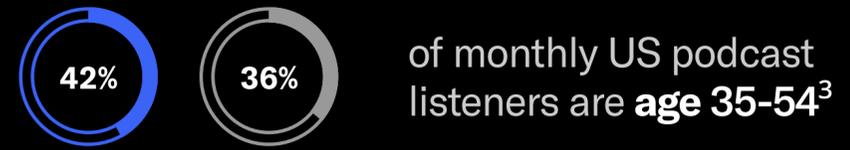
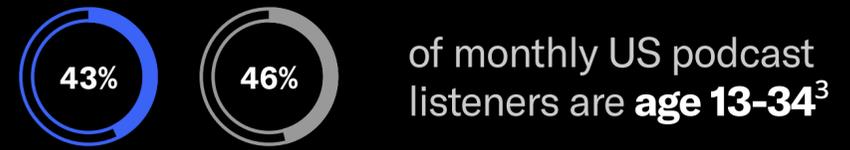


10% increase in listening hours per listener on Simplecast in 2022²



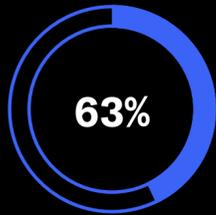
When it comes to audiences, the industry is trending younger, more diverse, and more obsessed than ever before. Here's a look at where the podcast industry is at-large, compared to the SiriusXM Podcast Network.

SiriusXM Podcast Network vs. the podcast industry



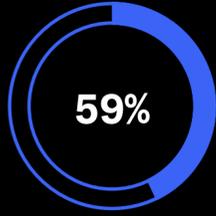
EMPLOYMENT STATUS

Employed full-time^{3,4}



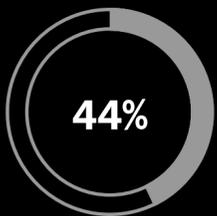
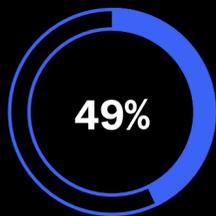
EDUCATION

College degree or higher^{3,4}



HOUSEHOLD INCOME

Have a HHI over \$75k+^{3,4}



Top of the set list.

COMEDY

No surprise here: People love to laugh. Year after year, comedy continues to claim its place as the number one podcast genre, boasting one of the most engaged fanbases.

But the comedy of today has changed and is continually evolving along with its audience tastes. Crude, slapstick jokes have been replaced with what we like to call comforting comedy.

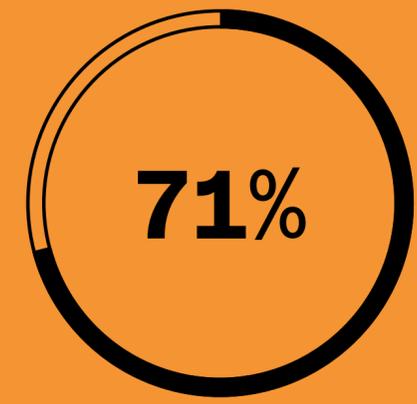
The result? A wildly loyal community and sense of camaraderie among listeners who gush over their favorite funny people to friends and strangers alike via social media, Reddit forums, and more.

SPREAD THE WORD



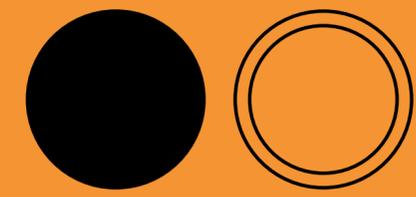
78% of comedy listeners say they recommend and share podcasts with others⁵

LAUGH OUT LOUD



71% of comedy listeners say that podcasts improve their mood (109 index)⁵

360° FANDOM



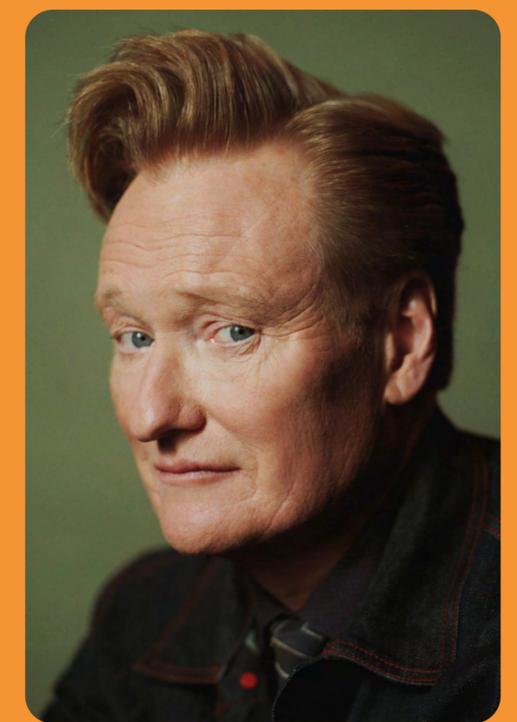
1 in 2 say they look for other content from the podcast hosts they listen to on YouTube, social media, etc⁵



“I started podcasting a little over three years ago, and I immediately loved it because it is such an intimate medium. I think some of my favorite moments have happened on a podcast. People are very unguarded. Things get very real. The comedy is very organic. I think the format is incredible. I think there's a lot more exploration to be done in podcasting. I think for comedy, it's fantastic.”

● CONAN O'BRIEN

CONAN O'BRIEN NEEDS A FRIEND
TEAM COCO



THE HUMORIST



These listeners know comedy. They've been following their favorite players for years, from albums to specials—and now to podcasts. These highly active millennials find time for laughter even while balancing a busy schedule (and their responsibilities as pet parents).

INTERESTS

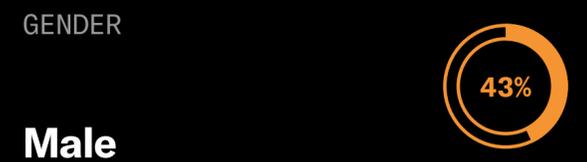
- 62% enjoy live entertainment
- 48% purchase organic food and/or groceries
- 55% own a pet
- 38% told a friend about a product advertised on a podcast

EXAMPLE SHOWS

-  **Thredom**
-  **Why Won't You Date Me?**
-  **Ask Iliza Anything**

PERFECT FOR

- FOOD
- QSR
- RETAIL
- TECH



THE ENTERTAINER

This is where comedy and entertainment collide. Looking to be in the know, these listeners seek out podcasts that provide insight into their favorite film and television series and stars. Primarily highly educated, married men and women, they're pop culture enthusiasts who love to travel and never miss an episode of their favorite TV show.

INTERESTS

- 86%** have a premium ad-free streaming video service subscription
- 62%** travel for vacation
- 92%** listen to most or every episode



EXAMPLE SHOWS



How Did This Get Made?



Jeff Lewis Has Issues



Page 7

PERFECT FOR

MEDIA/BOOKS

ENTERTAINMENT

TRAVEL & TOURISM

RETAIL

GENDER



Male

GENDER



Female

AGE



25-44

EDUCATION



Bachelors or higher

MARRIAGE



Married

HHI



\$100k+

THE CLASS CLOWN

These listeners get it: The human experience is inherently funny. The Class Clown is the big personality; the one who doesn't take themselves too seriously. However, what they do take seriously is their podcast listening—rarely missing an episode. Expendable income goes to music and products they've heard on podcast ads.



INTERESTS

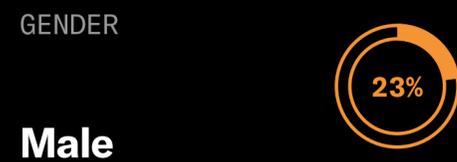
- 1 in 2 bought a product they heard advertised on a podcast
- 62% frequently purchase music
- 73% listen in the car

EXAMPLE SHOWS

- 
Where My Moms At?
- 
Hyphenated
- 
Best Friends

PERFECT FOR

- LEISURE
- ENTERTAINMENT
- FOOD
- CPG



Brand opportunity

A huge percentage—94%—of comedy listeners take action after hearing a podcast ad.⁵ Yes, that's very close to everybody who listens.

If that doesn't sum up the opportunity for advertisers, let's try this: Most listeners describe the brands advertised with positive attributes like fun, likable, relevant, and relatable.⁷ That means working within the comedy genre gives your brand personality and dimension in a way that attracts consumers even more.

When it comes to your campaign, we know that nearly one in two comedy listeners cite their favorite podcast networks as one of the primary ways of discovering new content.⁵ By using inventory source targeting, brand messages can be reinforced across multiple publishers like Earwolf, Team Coco, and YMH Studios.

These results are no joke

A major auto brand used content targeting (comedy podcast fans through contextually aligned subject matter on YMH Studio's *2 Bears, 1 Cave* podcast) and audience targeting (matched lookalike audience) to build affinity and drive consideration.

RESULTS

- +18 pt lift** in affinity
- +20 pt lift** in consideration intent
- +20 pt lift** in life in value and price attribution



WE'VE GOT A PODCAST ABOUT THIS.



The Genrelist: Comedy

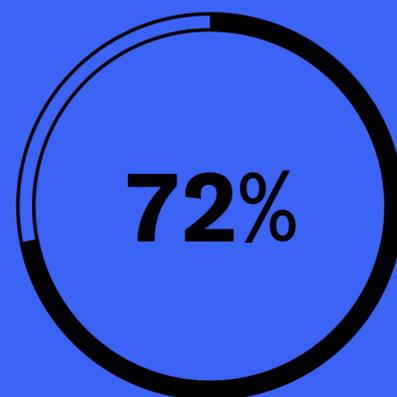
Going behind the headlines.

NEWS

Breaking: Traditional news consumption is on the decline. As we continue to navigate a deep political divide and economic uncertainty, Americans have grown tired of the barrage of doomsday headlines and one-sided reporting. As a result, audiences are protecting their peace, turning off their TVs, and turning to podcasts to stay in the know.

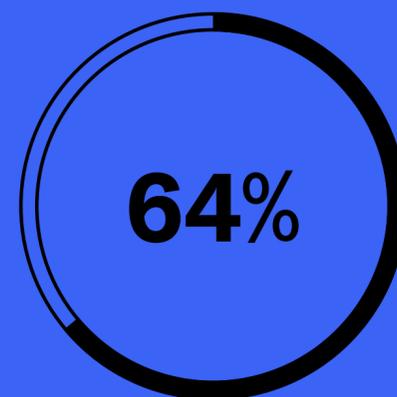
Podcasts have completely transformed news coverage. The genre is now younger and more diverse, with voices of all kinds exploring topics and stories from every angle. Conversations are also going deeper. Hosts and listeners talk through how headlines impact them and their communities and what they can do to make a difference.

JOIN THE ROUTINE



72% say they listen to podcasts as they start and end their days⁵

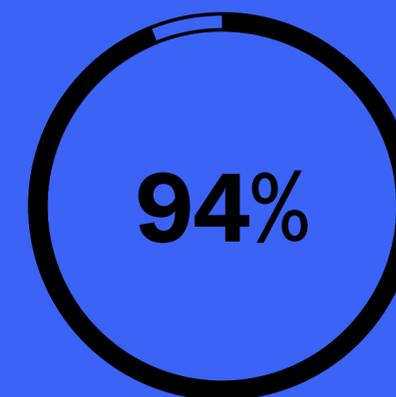
TO THE POINT



News & politics listeners are 64% more likely to enjoy short form content⁵

(tip: short form content = fewer ad breaks = your brand can own more SOV)

MORE TRUST THAN TV



94% of news & politics listeners do not view cable and broadcast TV as authentic or trustworthy⁵

“

“Having done journalism for many, many, many, many years, I think all three of us are making the show we wish we had been hearing for years in the industry. I wish this kind of show was in mainstream newsrooms for the last decade, so I'm happy we're making it now.”

● SAM SANDERS

VIBE CHECK
STITCHER STUDIOS



THE ACTIVIST



Looking for shows that take a microscope to important issues, they are champions for political and social change. These driven individuals want to contribute and create change in their communities. They're working millennial women—smart, on-the-go people who travel often for work, are devoted pet parents, and are ready to take action.

INTERESTS

- 85% read books or ebooks
- 65% travel often
- 57% own a pet

EXAMPLE SHOWS

-  Rachel Maddow Presents: Ultra
-  Strict Scrutiny
-  Dreamtown: The Story of Adelanto

PERFECT FOR

- TRAVEL & TOURISM
- MEDIA/BOOKS
- NON-PROFIT
- POLITICAL
- BEAUTY & WELLNESS

GENDER



Male

GENDER



Female

AGE



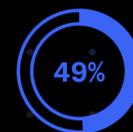
25-44

EDUCATION



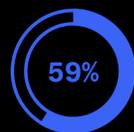
Bachelors or higher

MARRIAGE



Married

HHI



\$75k+

THE INFORMANT

Following current events and politics closely, these listeners have a sense of what's happening in the world. The Informant skews slightly older, is more established, and tends to be married with a high-paying job. They're likely to be sports fans, savvy with spending, and are keyed into investment products that will ensure a financially secure future.



INTERESTS

- 44% invest
- 43% attend live games regularly
- 68% listen in a private vehicle

EXAMPLE SHOWS

-  **The Megyn Kelly Show**
-  **Inside with Jen Psaki**
-  **Civics 101**

PERFECT FOR

- POLITICAL
- FINANCIAL SERVICES
- AUTOMOTIVE
- TECH
- HEALTHCARE

GENDER



Male

GENDER



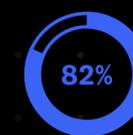
Female

AGE



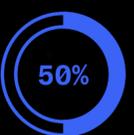
45+

EDUCATION



Bachelors or higher

HHI



\$100k+

THE CULTURIST



News and culture are not mutually exclusive for this group. Podcasts with a relatable style and comedic tone satisfy their craving for community and connection as they absorb information. Skewing Gen Z and younger millennial, The Culturist values education and making strong personal connections with the people in their lives.

INTERESTS

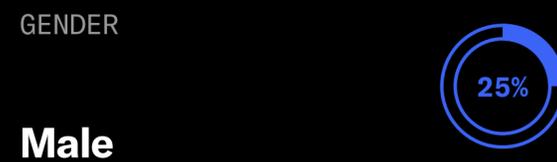
- 72% consume beer, wine, or liquor
- 65% enjoy live entertainment
- 74% travel often

EXAMPLE SHOWS

-  Vibe Check
-  Abe Lincoln's Top Hat
-  Keep It!

PERFECT FOR

- TRAVEL & TOURISM
- ENTERTAINMENT
- MEDIA/BOOKS
- FOOD
- RETAIL



Brand opportunity

The biggest thing to take note re: news listeners? They are completely leaned-in and ready to take action. Case-in-point: Through its Vote Save America program, Crooked Media helped raise millions of dollars for candidates in 2022 and moved 3,850 listeners to step up and serve as poll workers.⁸

On top of that, 25% of the news audience makes business decisions and 94% have taken action after hearing a podcast ad.⁵ So even for non-political industries, this is access to a very influential and educated audience—one that's generally turning away from TV and listening to podcast hosts' calls to action.

This just in: An increase in purchase intent

A big-time media company wanted to drive subscription intent while increasing positive brand association through show alignment (finding an engaged audience through NBC News podcasts like *Dateline*) with authentic messaging (ads read directly from a key executive from the media company).

RESULTS

- +21 pt lift** in agreement that company is "trustworthy"
- +16 pt lift** in agreement that company is "a good fit for me"
- +6 pt increase** in purchase intent



WE'VE GOT A PODCAST ABOUT THIS.



The Genrelist: News

Solving the unsolved.

TRUE CRIME

Since the dawn of podcasting, people have struggled to solve the mystery of the true crime listener, wondering, "How can such a morbid subject matter capture the attention of this audience so intensely?"

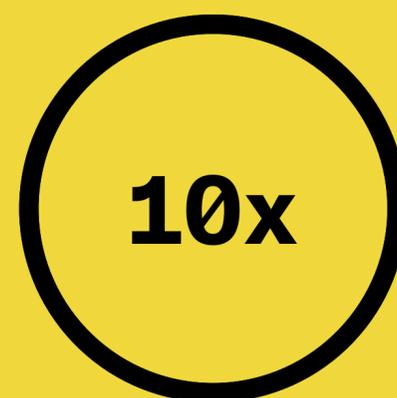
Our take: It's not about the gory details. These listeners are a deeply empathetic group who are in search of justice for the victims. Looking for a mental escape, these women trade in the mundanity of everyday life for a detective hat—and are thoroughly invested in understanding the psychology of a criminal and cracking unsolved cases.

BIG CONTENT GROWTH



207% more growth in true crime content compared to other categories¹

DANGEROUSLY ADDICTIVE



10x more likely to binge multiple podcast episodes back-to-back in a single listening session⁵

TRUE CRIME IS ME TIME



56% of true crime listeners say that podcasts “help me escape” (113 Index)⁵

“

“We’ve been able to harness the power of millions of caring followers who want to do more than listen. They want to create change in the true crime community by supporting victims, by solving real cases. And I’ve seen first-hand the power of our listeners, the power that they have, and I feel honored to be able to bridge the gap between those who are seeking help and those who are willing to give it.”

● ASHLEY FLOWERS

CRIME JUNKIE
AUDIOCHUCK



THE ARMCHAIR DETECTIVE



Deeply empathetic, they seek out shows that offer details into investigations such as court documents and witness testimony in hopes of catching a key detail. They're working, millennial moms who make most of the household purchasing decisions. They're constantly on-the-go, often traveling for work or leisure.

INTERESTS

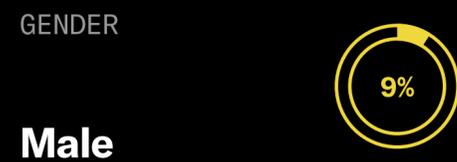
- 52% purchase live event tickets
- 61% travel for vacation regularly
- 43% buy organic foods and/or groceries

EXAMPLE SHOWS

-  **Crime Junkie**
-  **Park Predators**
-  **Strangeland**

PERFECT FOR

- BUSINESS PRODUCTS
- ENTERTAINMENT
- BEAUTY & WELLNESS
- FOOD
- CPG



THE MINDHUNTER



Curious and eager to learn, they are fascinated by dark history and seek to understand the psychology of the criminal. As the most educated audience in the true crime segment, these listeners skew Gen X, are high-earners, and are more likely to be empty nesters, with a heavy disposable income and a taste for luxury goods and services.

INTERESTS

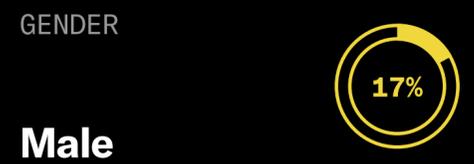
- 61% purchase vacation travel
- 65% regularly purchase alcohol
- 69% are book buyers

EXAMPLE SHOWS

-  **Dateline**
-  **Bear Brook**
-  **Motive For Murder**

PERFECT FOR

- FINANCIAL SERVICES
- AUTOMOTIVE
- MEDIA/BOOKS
- ENTERTAINMENT
- BEAUTY & WELLNESS



THE ESCAPIST



Cognizant of the world's harsh realities, this group seeks to be entertained with humor to distance themselves from the crimes in question. This is the youngest true crime audience. They're more likely to be highly active thrill-seekers who attend live events regularly, travel often, and value their independence. They're notably socially conscious and interested in eco-friendly purchasing options.

INTERESTS

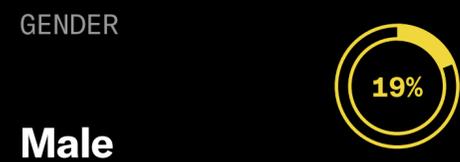
- 53% purchase live entertainment
- 41% regularly organic food and/or groceries
- 69% regularly purchase alcohol

EXAMPLE SHOWS

-  Last Podcast On The Left
-  And That's Why We Drink
-  The First Degree

PERFECT FOR

- TRAVEL & TOURISM
- ENTERTAINMENT
- FOOD
- RETAIL
- TECH



Brand opportunity

The only thing to fear when it comes to the true crime listener is missing out. These shows have a massive cultural impact. We're talking merch, live tours, and TV show spinoffs. Not to mention, they account for more hit shows than any other genre.¹⁰

When it comes to brand safety concerns, our podcast listeners reassured us that there's nothing for advertisers to worry about. In a recent survey, they described advertisers in the true crime category with positive attributes, such as interesting, relevant, likable, and edgy. They also take action after hearing ads; they're doing research, visiting websites, talking to friends, using promo codes, and making purchases.⁵

The case of the positive affiliation

If you want to reach moms, you go where the mothers are. Case-in-point: a popular diaper brand strategically utilized the true crime genre (number one with women) and worked with *Crime Junkie* (27M listeners, skews high with Audiochuck's women) on the number one podcast network (that's us).

Host Ashley Flowers delivered a powerful host-read ad to her audience of *Armchair Detectives*—primarily driven young mothers. A working mom herself, Flowers was able to incorporate meaningful perspective from her own postpartum experience.



WE'VE GOT A PODCAST ABOUT THIS.



The Genrelist: True Crime

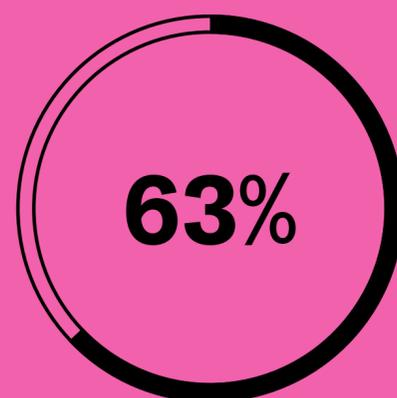
Breaking down barriers.

HEALTH & WELLNESS

The phrase “self-care” has graduated from nice-to-haves like massages and manicures to something far more powerful. Today, the idea of self-care encompasses everything from physical to mental health.

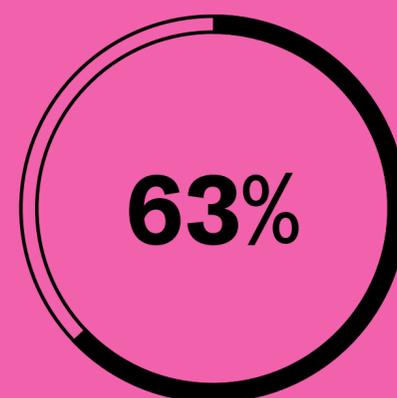
Podcasts have played a huge part in normalizing conversations around health and wellness, as well as democratizing valuable, necessary tools. From coping with grief, to training for a marathon, to achieving career ambitions, there is a show and an episode to help listeners tackle goals of all kinds. Podcasts are bringing like listeners together and building positive communities in a way we haven’t seen before.

PROTECT THE PEACE



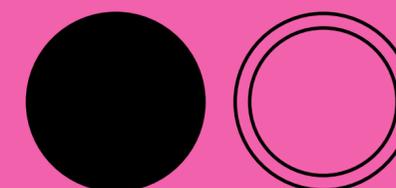
63% of health & wellness listeners say that podcasts are good for their mental health (116 index)⁵

DEEP BREADTH



63% of health & wellness listeners say that podcasts offer diverse perspectives and opinions (123 index)⁵

ELEVATED & ENERGIZED



1 in 2 health & wellness listeners say that podcasts inspire them (157 index)⁵

“

“And I, with The Mel Robbins Podcast, have blended entertainment with everybody's God-given right and desire to evolve and create a better life and become a happier person.”

● MEL ROBBINS

THE MEL ROBBINS PODCAST
STITCHER STUDIOS



THE SPIRITUALLY ENLIGHTENED

On the path to a higher sense of self, this devoted audience eschews quick fixes and generic advice. They're seeking meaningful, philosophical insights from credible spiritual and thought leaders. This audience is ideal for advertisers hoping to reach highly educated, accomplished millennial women who seek clean products and healthy lifestyles.

INTERESTS

- 82% read books or ebooks
- 1 in 2 purchase natural personal care products
- 62% purchase organic food/groceries



EXAMPLE SHOWS

-  Eckhart Tolle: Essential Teachings
-  Making Space with Hoda Kotb
-  The Happy Hour with Jamie Ivey

PERFECT FOR

- TRAVEL & TOURISM
- BEAUTY & WELLNESS
- FOOD
- MEDIA/BOOKS

GENDER

Male



GENDER

Female



AGE

25-44



EDUCATION

Bachelors or higher



HHI

\$75k+



THE ADVICE-SEEKER

With a focus on self-optimization, Advice-Seekers turn to podcasts for unbiased guidance on love, relationships, parenthood, work/life balance, and more. These young women prioritize enriching experiences like live events, weekend getaways, and a little escapism with their favorite tv shows.

INTERESTS

- 82%** have a premium ad-free streaming video service subscription
- 54%** spend money on live entertainment
- 58%** travel for vacation regularly



EXAMPLE SHOWS

-  **Better Tomorrow with Hannah Brown**
-  **Dr. Laura Call of the Day**
-  **How To Be Fine**

PERFECT FOR

- MEDIA/BOOKS
- ENTERTAINMENT
- TRAVEL & TOURISM
- RETAIL

GENDER

Male



GENDER

Female



AGE

21-34



EDUCATION

Bachelors or higher



HHI

\$75k+



THE SELF-ACTUALIZED



Interested in the physiology and psychology of why we feel the way we do, this group looks for tangible evidence and actionable advice to implement into their daily routines. They're busy folks, but they still make the time to exercise, find healthy food options, prioritize their careers, and educate themselves.

INTERESTS

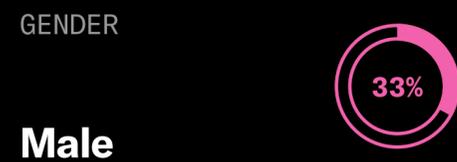
- 58%** purchase organic food and/or groceries
- 1 in 3** are entrepreneurs
- 44%** invest

EXAMPLE SHOWS

- HIDDEN BRAIN** Hidden Brain
- Savvy PSYCHOLOGIST** Savvy Psychologist
- NO STUPID QUESTIONS** No Stupid Questions

PERFECT FOR

- HEALTHCARE
- FOOD
- BUSINESS PRODUCTS
- TECH



Brand opportunity

Health and wellness listeners are looking to improve all aspects of their lives. The content is not only how they start and end their day, but **71% say they listen to podcasts in a hands-free manner, like when they're cooking, working, and exercising.**⁵ In these leaned-in moments, brands have an opportunity to reach listeners with relevant self-improvement messages.

Trust is paramount for this audience segment. They look for leaders they can lean on for life-changing advice. As a brand, that type of respect and host-fan relationship is a very powerful tool to tap into and be a part of.

A healthy dose of purchase intent

Contextually relevant ads in *Nutrition Diva* drove significant lifts in intent and action for a CPG personal care product, exceeding Nielsen norms. How? By targeting an engaged audience with relevant themes in the ads, as well as utilizing host-read ads to drive a positive connection.

RESULTS

- +30 pt lift** in awareness
- +15 pt lift** in intent to seek more info
- +12 pt lift** in purchase intent



WE'VE GOT A PODCAST ABOUT THIS.



The Genrelist:
Health & Wellness

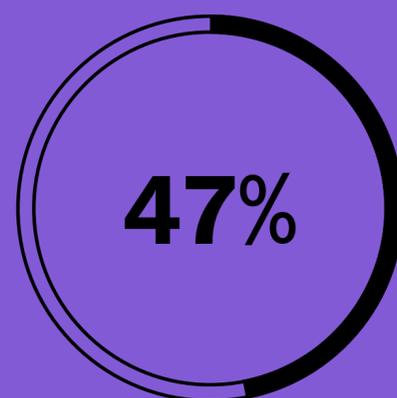
It's a vibe.

LIFESTYLE & ENTERTAINMENT

Secrets, behind the scenes info, good ol' fashioned gossip. You can't deny that we are all drawn to the latest chat and want to be up-to-date on all things culture. And thanks to podcasts, we now have another format for access to hot topics—often in much deeper context and from the celebrities, athletes, and influencers themselves.

There's a million reasons why listeners can't get enough of this content, but here's a few. These podcasts emulate best friend/water cooler/group text vibes, offering fans fun conversation about any and every cultural topic. Pop culture never stops, which means content is always flowing and listeners tune-in frequently to keep up.

AUTHENTICITY FTW



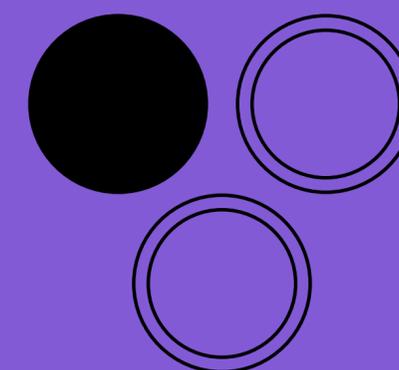
47% of lifestyle & entertainment listeners say that podcasts are authentic and trustworthy compared to just 7% for streaming video and 3% for social media⁵

TUNED-IN



91% say they look forward to new episodes of their favorite podcast⁵

#1 STANS



1 in 3 lifestyle & entertainment listeners say they go out of their way to support brands that support their favorite podcasts (109 index)⁵

“

“Personally, I feel closest with my podcast listeners because they're opting in, right? And so, I actually am the most raw and the most honest and vulnerable on my podcast. And I think that that's why we have such a close relationship. Specifically, I give all the real personal tea on my podcast.”

● TINX

IT'S ME, TINX
SIRIUSXM



THE RE-WATCHER



Re-Watchers are TV and film buffs. They want the expert perspective, whether it's from top critics, acclaimed directors, or the actors themselves. The wealthiest of the bunch, these homebodies are down to curl up with their spouses and revisit a movie or show multiple times in order to glean new insights and pick up on anything they might have missed the first time around.

INTERESTS

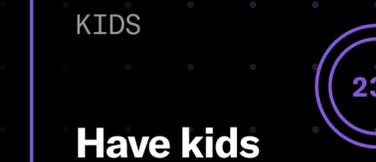
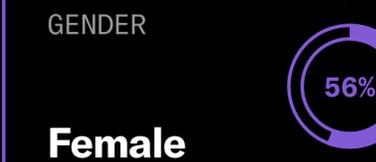
- 80%** are cord cutters who do not have access to cable television
- 79%** purchase books or ebooks
- 64%** purchase beer, wine, or liquor

EXAMPLE SHOWS

-  **Love To See It**
-  **Unspooled**
-  **Parks & Recollections**

PERFECT FOR

- ENTERTAINMENT
- MEDIA/BOOKS
- CPG
- FINANCIAL SERVICES



THE STAGEHAND



These listeners want to dim the stage lights, cut the camera, and get to know their favorite celebrities and influencers on a deeper level. What are their fears? What do they like to do in their free time? Stagehands know that when it comes to their favorite media personalities, there is more to explore than what meets the eye. And that curiosity is part of what makes this young, female-skewing segment the tastemakers they are.

INTERESTS

84% pay for a premium ad-free streaming video service

37% subscribe to a fashion service

63% spend money on vacation travel

EXAMPLE SHOWS



Let's Talk Off Camera with Kelly Ripa



Literally! with Rob Lowe



Podcrushed

PERFECT FOR

ENTERTAINMENT

RETAIL

BEAUTY & WELLNESS

TRAVEL & TOURISM

GENDER



Male

GENDER



Female

AGE



21-34

EDUCATION



Bachelors or higher

KIDS



Married

KIDS



Have kids

HHI



\$100k+

THE HOBBYIST



From music to esports, this diverse group of millennial men, who over-index for being parents, like to fill their free time with a wide range of activities, and they turn to podcasts to keep them in the know on all the latest entertainment news and trends. Sports fans are a huge part of this segment—tuning in to get the rundown of their favorite leagues, teams, and players.

INTERESTS

63% spend money on streaming music, CDs, or vinyl

61% attend live events regularly

1 in 3 invest

EXAMPLE SHOWS

-  **New Rory & Mal**
-  **I Am Athlete**
-  **Game Scoop!**

PERFECT FOR

- ENTERTAINMENT
- FITNESS
- FOOD
- LEISURE

<p>GENDER</p> <p>74%</p> <p>Male</p>	<p>GENDER</p> <p>24%</p> <p>Female</p>	<p>AGE</p> <p>59%</p> <p>21-34</p>	<p>EDUCATION</p> <p>63%</p> <p>Bachelors or higher</p>	<p>MARRIAGE</p> <p>47%</p> <p>Married</p>	<p>KIDS</p> <p>33%</p> <p>Have kids</p>	<p>HHI</p> <p>37%</p> <p>\$100k+</p>	<p>ETHNICITY</p> <p>1 in 3 are multicultural</p>
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Brand opportunity

As the streaming wars rage on and social media usage continues to plateau (only growing 2.5% since 2017), brands may be souring to lifestyle & entertainment content. But rest assured, this category continues to rake in a valuable audience of diverse, young listeners in the podcast space—and they are open to hearing what brands have to say.

In fact, 60% of our listeners say that they pay attention to podcast ads compared to just 28% for social media and 25% for streaming video.⁵ That's over double! And podcast listeners are more likely to pay for premium, ad-free streaming, meaning many of them can't be reached across other entertainment platforms.

Hey, big spender

A recent study conducted by Sounds Profitable and Signal Hill Insights and sponsored by SiriusXM looked at the largest spenders in TV, radio, and podcasting to gauge consumers' awareness, consideration, favorability, and actions taken across those brands.

Looking at two major insurance brands with omnichannel spending, podcasts outperformed AM/FM and TV in mid-funnel metrics. Furthermore, when evaluating the average increases across brand metrics for the top five advertisers per medium, podcasts generated the strongest lifts across the board.¹³

RESULTS

- +7 pt average lift** in awareness
- +14 pt average lift** in favorability
- +15 pt average lift** in consideration
- +16 pt average lift** average lift in action¹³



WE'VE GOT A PODCAST ABOUT THIS.



The Genrelist:
Lifestyle & Entertainment

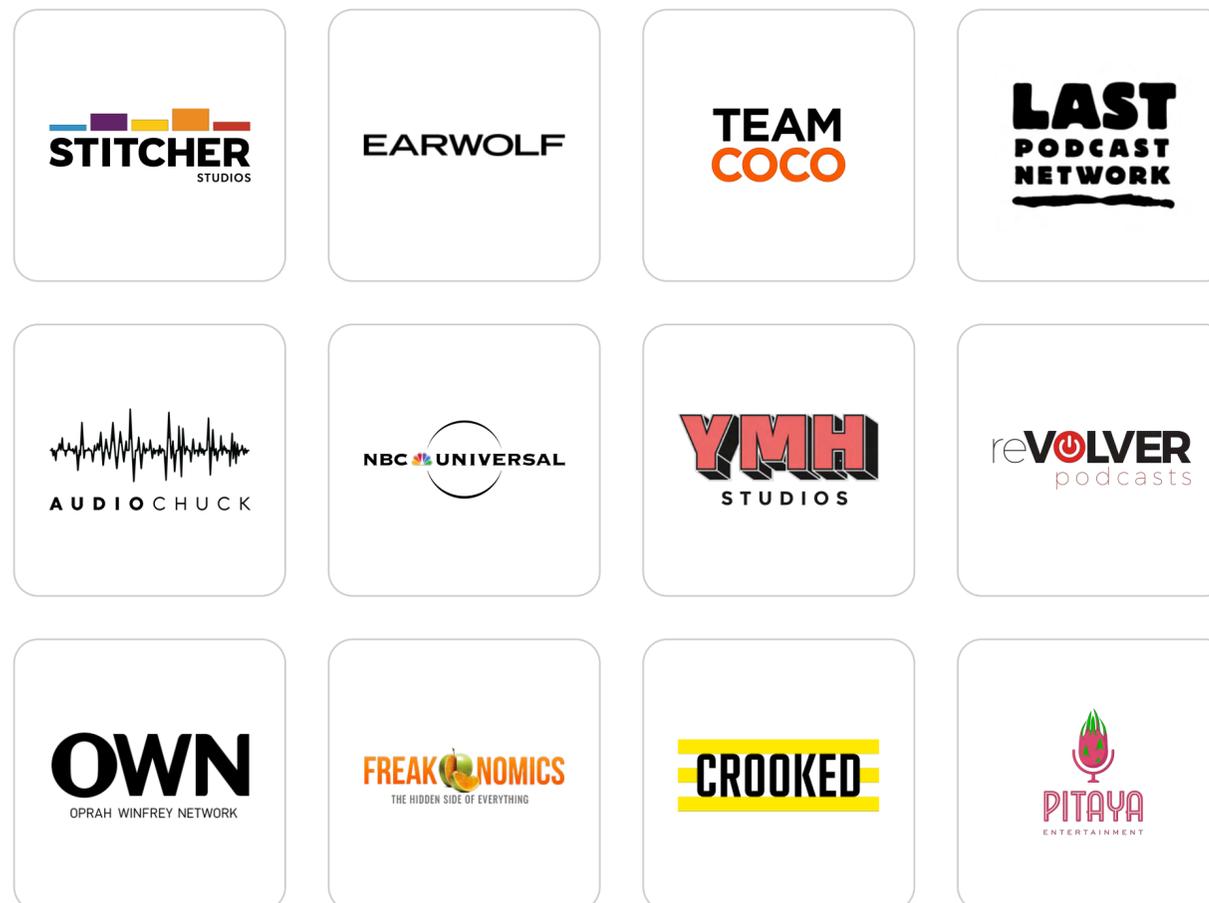
The Who's Who of Podcast Advertising



It's us. And as a partner, it's our goal to make you a who's who of podcast advertising, too.

The SiriusXM Podcast Network includes thousands of shows, the most celebrated podcast studios, and beloved hosts of our time, amplifying voices that listeners know and love.

- **69M** listeners
- **1 in 2** podcast listeners in the US
- **#1 podcast network** with women
- **More shows** in the Top 25 and Top 50 than any other network



We offer:

- 01 The insights and data-backed recommendations you need to find your audience in this must-buy medium
- 02 Options to meet your objectives, from cross-network campaigns at-scale, hand-picked host reads, or custom activations in partnership with top shows
- 03 A robust targeting menu inclusive of genre alignment, contextual targeting down to the episode level, anti-targeting, and more
- 04 An in-house creative agency that works hand-in-hand with you to create innovative-yet-impactful campaigns that resonate

If you're ready to meet our listeners, let's chat.

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THE WHO'S



**Thank
You**