



NIELSEN PODCAST INSIGHTS

A MARKETER'S GUIDE TO PODCASTING

Q1 2018

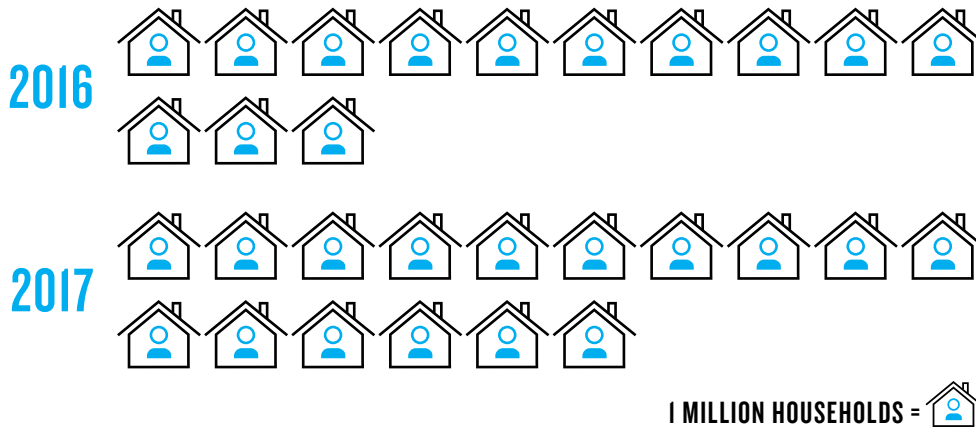


BRUCE SUPOVITZ
SVP, SALES DIRECTOR
NIELSEN AUDIO

ADVANCING PODCASTS

A lot can change in a year. The medium of podcasting continues to evolve as it engages and entertains growing audiences. Nielsen’s Fanlinks Survey asks households to rate their interest in overall podcasting as well as various genres of podcasts. The highest scores are tagged as “avid podcast fans.” In the fall of 2016, there were 13 million homes who identified as “avid fans.” In the fall of 2017, the number of homes who consider themselves “avid fans” surged to 16 million. Not only is the podcast audience growing, but the level of engagement is increasing.

AVID PODCAST FANS



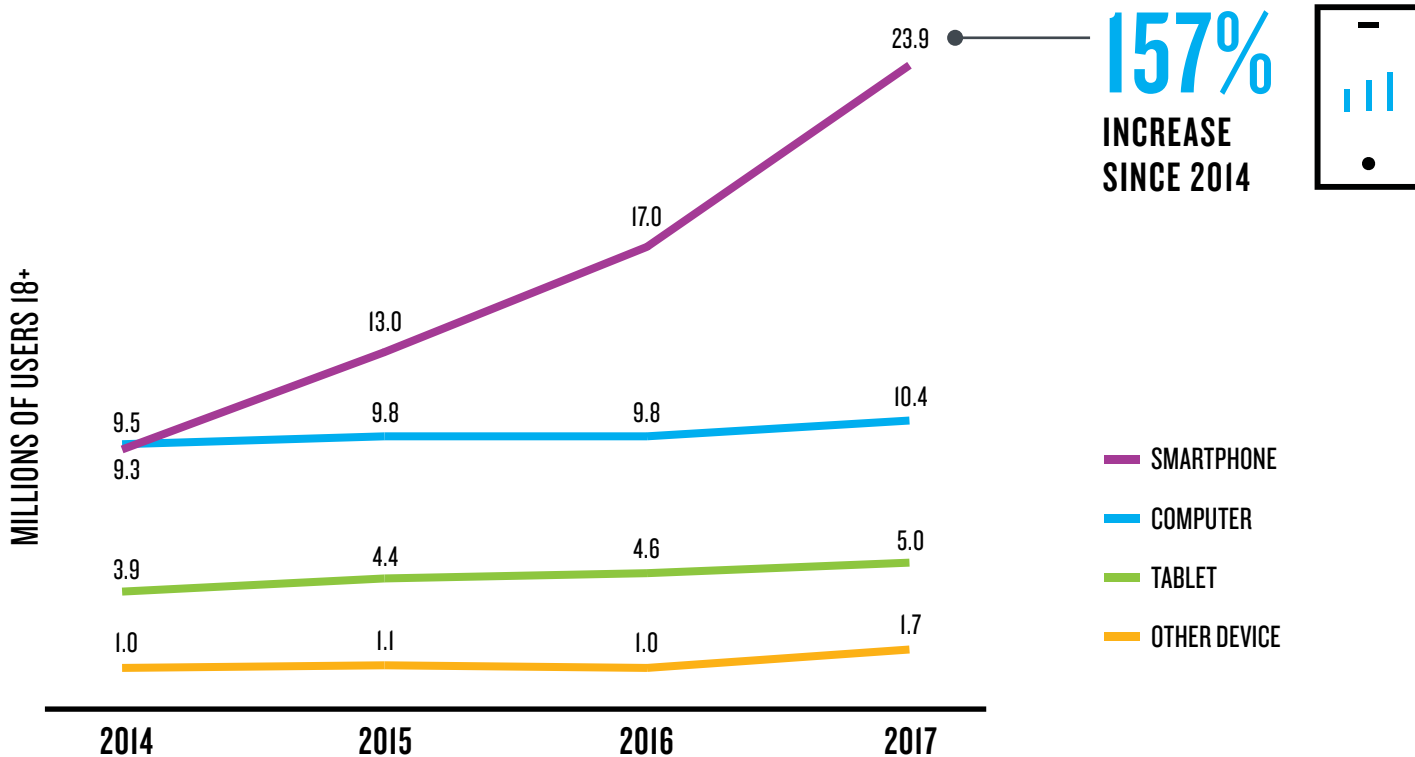
More and more advertisers are investigating and experimenting with podcast advertising. In this report, we turn the spotlight on three new product categories from Nielsen’s Fanlinks Survey: Juice, milk and cereal. These are not niche products. These are mainstream products that nearly all U.S. consumers buy on a frequent basis. Just the kind of brand-level advertisers that the medium of podcasting needs to attract.

This report also looks at the increasing role of Smartphones in podcast usage along with a summary of Nielsen’s Brand Lift studies conducted specifically for Podcast networks. We encourage you to share this report with clients or add this data to your own presentations. Please contact your Nielsen rep for more information.

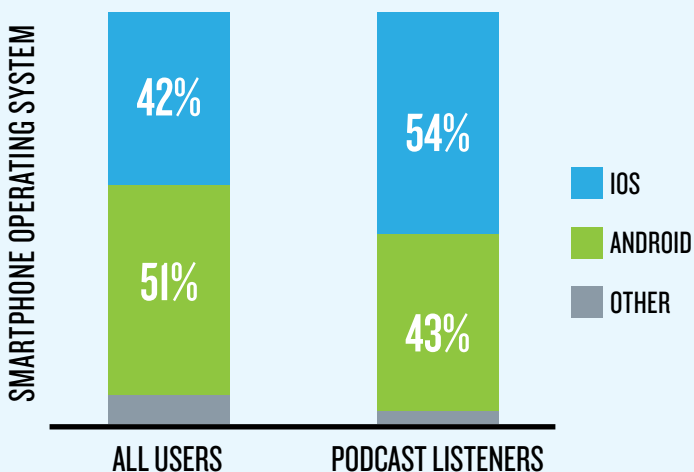
BRUCE

SMARTPHONES DRIVE PODCAST USAGE

IN THE PAST 30 DAYS, WHICH DEVICE HAVE YOU USED TO WATCH, LISTEN OR DOWNLOAD A PODCAST?



PODCAST LISTENERS ARE LOYAL TO THE APPLE ECOSYSTEM



More than 23 million adults in the U.S. have listened to a podcast in the past month on a smartphone. That's double the amount who listened on a computer in 2017. Three years ago, the computer is where the largest podcast audience could be found. From 2014 to 2017, the podcasting audience on smartphones increased by 157%. The growth of podcasting is being driven by smartphones.

While the Android operating system may be the most popular smartphone OS among all users, Apple's legacy of podcasting gives it the upper hand among podcast listeners. 54% of the US podcast audience is on the Apple IOS ecosystem.

Source: Nielsen Scarborough USA+, Release 2 2014 - 2017, Adults 18+, watch, listen or download a podcast in past 30 days



MAKING THE CONNECTION

BETWEEN CONSUMER
PURCHASE BEHAVIOR AND
PODCAST AUDIENCES

BY MATCHING PURCHASE BEHAVIOR IN THE
NIELSEN HOMESCAN PANEL TO FANS OF
PODCASTS, NIELSEN IS ABLE TO QUANTIFY
THE VALUE OF CONSUMERS WHO LISTEN TO
PODCASTS.



JUICE

92 MILLION HOUSEHOLDS / 74% OF ALL HOUSEHOLDS

AVID* PODCAST LISTENERS SPEND MORE PER YEAR ON REFRIGERATED JUICE

THE PODCASTING AUDIENCE INFLUENCES **\$2,009,139,283**
OF REFRIGERATED JUICE SALES ANNUALLY



Dollars Spent Annually

	ALL HOUSEHOLDS	PODCAST FANS	AVID* PODCAST FANS
Dollars Spent Annually	\$37.98	\$39.44	\$41.32
Number of Trips	8.5	8.6	8.7
Amount Spent Per Trip	\$4.44	\$4.58	\$4.76
Buying Households	91,716,135	50,946,483	12,496,779

+8.8%

+3.8%

ALL HOUSEHOLDS

PODCAST FANS

AVID* PODCAST FANS



56% OF JUICE HOUSEHOLDS ARE PODCAST FANS

25% OF PODCAST LISTENERS ARE AVID* PODCAST FANS

74% of all households in Nielsen's Homescan Panel have purchased refrigerated juice in 2017. That is nearly 92 million homes in the U.S. 51 million of these homes indicated that someone in the home is a fan of podcasts. That is more than half of all juice-buying households. 12.5 million of these homes are avid fans of podcasts. Roughly one quarter of these podcast homes are avid fans. Avid podcast fans are also heavier consumers of juice. The average podcast household spends \$39.44 per year on juice, while avid podcast fans spend \$41.32 per year on juice.

In total, podcast households in the U.S. spent \$2 billion in 2017 on juice.

* Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., Latest 52 weeks, week ended 1/13/18

PODCAST GENRE DETAIL

JUICE CATEGORY AMONG PODCAST FANS

Annual Spend Per Household	
Business	\$ 40.77
Technology	\$ 40.22
Health & Living	\$ 39.98
Science	\$ 39.95
Sports	\$ 39.79
Society & Culture	\$ 39.78
Games & Hobbies	\$ 39.73
News & Politics	\$ 39.71
Arts	\$ 39.64
Kids & Family	\$ 39.62
Music	\$ 39.61
Religion & Spirituality	\$ 39.58
TV & Movies	\$ 39.40
Comedy	\$ 39.26

How to Read: Fans of Business podcasts spend \$40.77 a year on juice per household

% of Households Buying Juice	
Sports	78.0%
Kids & Family	77.9%
Religion & Spirituality	77.5%
Society & Culture	77.2%
Arts	77.2%
Health & Living	77.2%
Music	77.1%
Games & Hobbies	77.0%
TV & Movies	77.0%
Technology	77.0%
Comedy	77.0%
News & Politics	76.9%
Science	76.9%
Business	76.9%

How to Read: Juice is bought in 78% of all households who are fans of sports podcasts

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, Total U.S., latest 52 weeks, week ended 1/13/18

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Households Buying Juice	
Music	47,124,947
TV & Movies	46,577,383
Comedy	46,079,124
Technology	45,344,853
Health & Living	45,286,897
Science	44,195,042
Society & Culture	44,074,420
Games & Hobbies	44,048,215
News & Politics	43,853,187
Arts	42,250,805
Kids & Family	40,904,614
Business	40,017,686
Sports	38,847,119
Religion & Spirituality	38,052,154

How to Read: There are 47,124,947 households buying juice who are fans of music podcasts

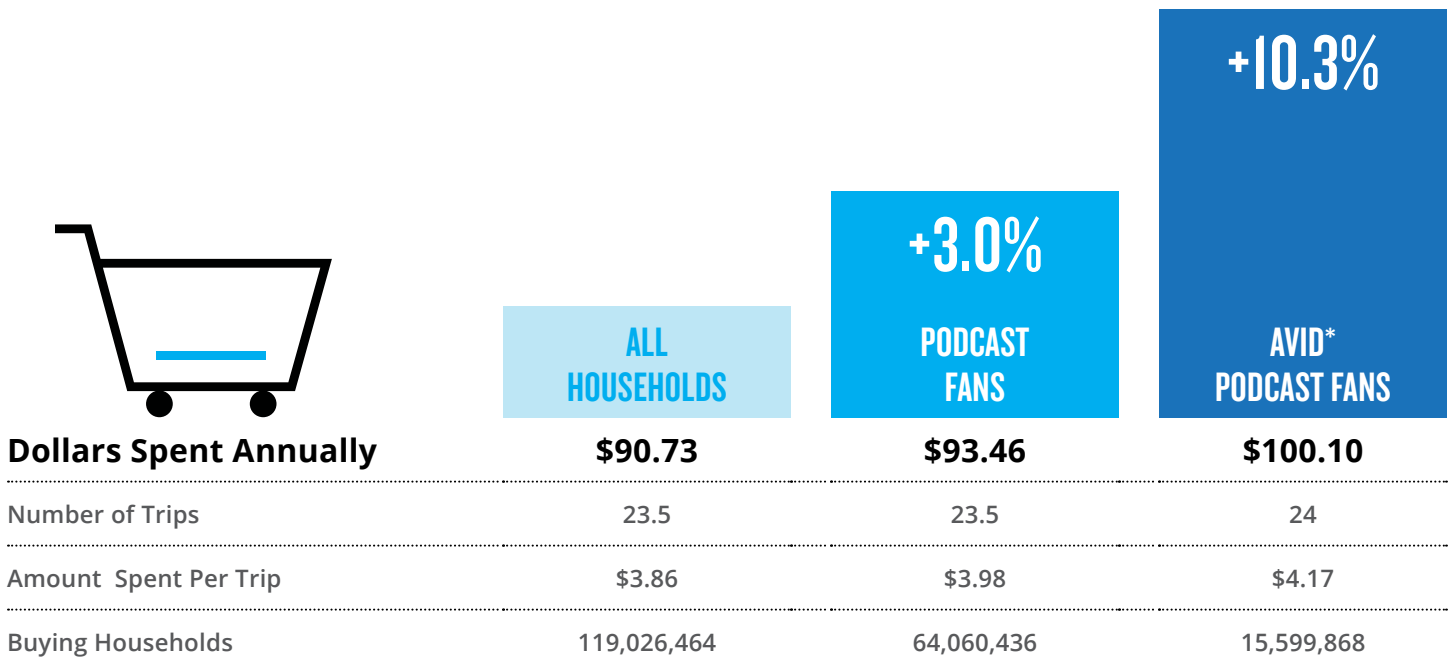


MILK

119 MILLION HOUSEHOLDS / 96% OF ALL HOUSEHOLDS

AVID* PODCAST LISTENERS SPEND MORE PER YEAR ON MILK

THE PODCASTING AUDIENCE INFLUENCES **\$5,986,927,422**
OF MILK SALES ANNUALLY



54% OF MILK HOUSEHOLDS ARE PODCAST FANS

25% OF PODCAST LISTENERS ARE AVID* PODCAST FANS

96% of all households in Nielsen’s Homescan Panel purchased milk at a store in 2017. That is over 119 million homes in the U.S. 64 million of these homes indicated that someone in the home is a fan of podcasts. That’s more than half of all milk-buying households. Fifteen million of these homes are avid fans of podcasts. Roughly one quarter of these podcast homes are avid fans. Avid podcast fans are also heavier consumers of milk. The average podcast household spends \$93.46 per year on milk, while avid podcast fans spend \$100.10 per year on milk.

In total, \$6 billion were spent in 2017 on milk among podcast households in the U.S.

* Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)
Source: Nielsen Homescan Panel, Fanlinks 2017 survey, Total US, Latest 52 weeks, week ended 1/13/18

PODCAST GENRE DETAIL

MILK CATEGORY AMONG PODCAST FANS

Annual Spend Per Household	
Kids & Family	\$ 95.86
Games & Hobbies	\$ 93.74
Religion & Spirituality	\$ 93.58
Music	\$ 93.58
TV & Movies	\$ 93.58
Health & Living	\$ 93.41
News & Politics	\$ 93.32
Comedy	\$ 93.30
Sports	\$ 93.27
Technology	\$ 93.20
Science	\$ 93.03
Society & Culture	\$ 92.52
Business	\$ 92.48
Arts	\$ 92.47

How to Read: Fans of kids & family podcasts spend \$95.86 a year on milk per household

% of Households Buying Milk	
Kids & Family	97.1%
Sports	96.9%
Games & Hobbies	96.8%
TV & Movies	96.8%
Music	96.8%
Comedy	96.8%
Religion & Spirituality	96.8%
Health & Living	96.8%
Arts	96.8%
News & Politics	96.8%
Technology	96.7%
Society & Culture	96.6%
Business	96.6%
Science	96.6%

How to Read: Milk is bought in 97.1% of all households who are fans of kids & family podcasts

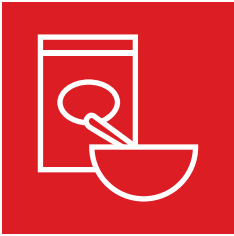
Source: Nielsen Homescan Panel, Fanlinks 2017 survey, Total U.S., latest 52 weeks, week ended 1/13/18

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Households Buying Milk	
Music	59,181,265
TV & Movies	58,588,830
Comedy	57,949,133
Technology	56,964,813
Health & Living	56,774,034
Science	55,505,147
Games & Hobbies	55,395,262
News & Politics	55,164,116
Society & Culture	55,148,679
Arts	52,935,730
Kids & Family	51,021,868
Business	50,276,258
Sports	48,253,017
Religion & Spirituality	47,505,047

How to Read: There are 59,181,265 households buying milk who are fans of music podcasts

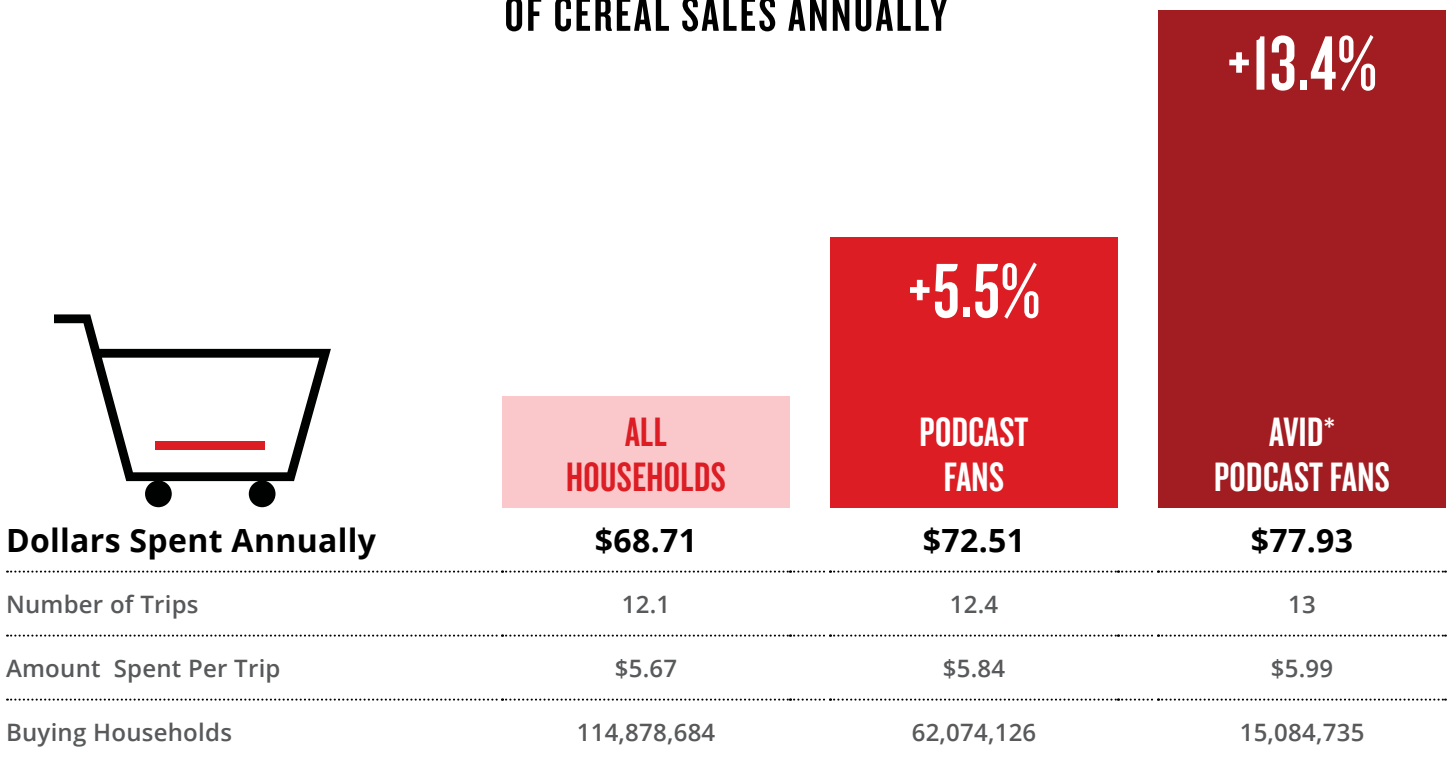


CEREAL

115 MILLION HOUSEHOLDS / 93% OF ALL HOUSEHOLDS

AVID* PODCAST LISTENERS SPEND MORE PER YEAR ON CEREAL

THE PODCASTING AUDIENCE INFLUENCES **\$4,500,717,485**
OF CEREAL SALES ANNUALLY



54% OF CEREAL HOUSEHOLDS ARE PODCAST FANS

25% OF PODCAST LISTENERS ARE AVID* PODCAST FANS

93% of all households in Nielsen’s Homescan Panel have purchased breakfast cereal in 2017. That is nearly 115 million homes in the U.S. 62 million of these homes indicated that someone in the home is a fan of podcasts. That is more than half of all cereal-buying households. 15 million of these homes are avid fans of podcasts. Roughly one quarter of these podcast homes are avid fans. Avid podcast fans are also heavier consumers of cereal. The average podcast household spends \$72.51 per year on cereal while avid podcast fans spend \$77.93 per year on cereal.

In total, \$4.5 billion was spent in 2017 on cereal among podcast households in the U.S.

* Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)
Source: Nielsen Homescan Panel, Fanlinks 2017 survey, Total U.S., Latest 52 weeks, week ended 1/13/18

PODCAST GENRE DETAIL

CEREAL CATEGORY AMONG PODCAST FANS

Annual Spend Per Household

Kids & Family	\$ 75.32
Religion & Spirituality	\$ 73.93
Sports	\$ 73.14
News & Politics	\$ 72.94
Games & Hobbies	\$ 72.81
Comedy	\$ 72.74
Health & Living	\$ 72.71
Music	\$ 72.69
Society & Culture	\$ 72.60
Arts	\$ 72.54
TV & Movies	\$ 72.33
Technology	\$ 72.32
Science	\$ 72.26
Business	\$ 72.24

How to Read: Fans of Kids & Family podcasts spend \$75.32 a year on cereal per household

% of Households Buying Cereal

Kids & Family	94.4%
Religion & Spirituality	94.3%
Sports	94.1%
Games & Hobbies	94.0%
Health & Living	93.8%
TV & Movies	93.8%
Comedy	93.7%
Music	93.7%
News & Politics	93.7%
Arts	93.7%
Technology	93.6%
Science	93.6%
Society & Culture	93.6%
Business	93.4%

How to Read: Cereal is bought in 94.4% of all households who are fans of kids & family podcasts



Households Buying Cereal

Music	57,274,911
TV & Movies	56,768,450
Comedy	56,114,628
Technology	55,149,696
Health & Living	55,047,054
Games & Hobbies	53,781,064
Science	53,770,483
News & Politics	53,409,523
Society & Culture	53,397,354
Arts	51,239,534
Kids & Family	49,595,221
Business	48,601,252
Sports	46,846,284
Religion & Spirituality	46,264,094

How to Read: There are 57,274,911 households buying cereal who are fans of music podcasts



PODCAST ADVERTISING EFFECTIVENESS

Nielsen's Media Lab explores how new media technology and trends impact consumers, advertisers and publishers. We use a mix of Nielsen data and primary research to demonstrate the power of new media platforms, to help clients improve ad experiences for consumers, and to help inform the creation and distribution of content viewers will love. The lab's research studies have been featured at conferences and events around the world including the Consumer Electronics Show, Advertising Week, Cannes Lion, Mobile World Congress & VidCon.

PODCAST ADS LIFT PURCHASE INTENT FOR A VARIETY OF ADVERTISERS

PERCENTAGE INCREASE OF PEOPLE WHO ARE VERY OR SOMEWHAT LIKELY TO PURCHASE THE PRODUCT OR SERVICE AFTER HEARING THE AD IN A PODCAST

9.2% LIFT 

IN PURCHASE INTENT
FOR BRANDS WHO
ADVERTISE IN
**SOCIETY
& CULTURE**
PODCASTS

12.8% LIFT 

IN PURCHASE INTENT
FOR BRANDS WHO
ADVERTISE IN
**NEWS
& POLITICS**
PODCASTS

7.3% LIFT 

IN PURCHASE INTENT
FOR BRANDS WHO
ADVERTISE IN
COMEDY
PODCASTS

9.3% LIFT 

IN PURCHASE INTENT
FOR BRANDS WHO
ADVERTISE IN
SPORTS
PODCASTS

14% LIFT 

IN PURCHASE INTENT
FOR BRANDS WHO
ADVERTISE IN
BUSINESS
PODCASTS

An online survey of 7,000 podcast listeners age 18-49 was conducted in 2017 to gauge their response to advertising in podcasts. Respondents were asked to score their likelihood to purchase a product or service from a variety of advertisers. After hearing the ads during a podcast, the respondents were once again asked how likely they would be to purchase a product or service from a variety of advertisers. Not only did podcast advertising lift purchase intent, it also drove awareness:

69% AGREED THE PODCAST ADS MADE ME AWARE OF NEW PRODUCTS OR SERVICES

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



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