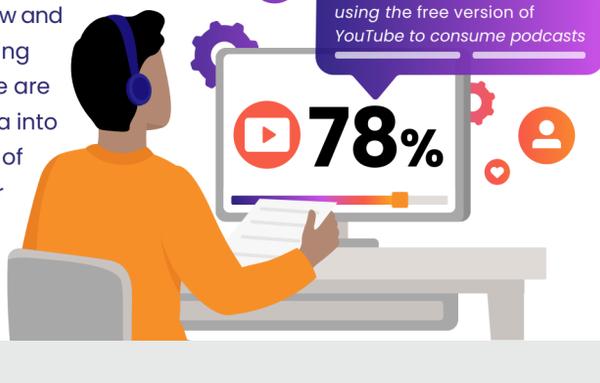


# Podcast Consumption on YouTube

An impressive **78% of podcast listeners** who are aware of YouTube have actively utilized its free version to consume podcasts. As a measurement provider, it's important that we not only understand that podcast listening is happening on YouTube and can measure it, but how and why consumers are listening there. With this in mind, we are pleased to unveil new data into U.S. podcast listeners' use of YouTube to consume their favorite shows. Here is what we uncovered...



**Almost half of podcast consumers in the U.S. report watching their favorite podcasts at least once per week on YouTube.**



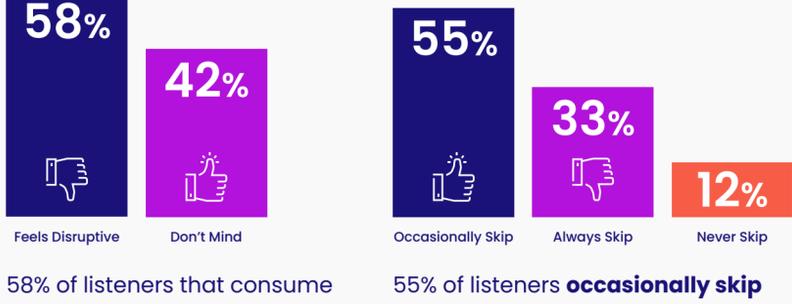
**54%** of podcast consumers report watching podcasts on YouTube because they **like to see** hosts and their guests have conversations, as opposed to just listening in.

46% report that they **pay more attention** to the show and the conversations they have when they can physically see the host and their guests.

**77%** report being more **engaged** in a podcast when they are watching it, as opposed to just listening to it.

87% report feeling **more connected** to the podcast host and their guests when they are watching them speak, as opposed to just listening.

## Let's Talk About Ads

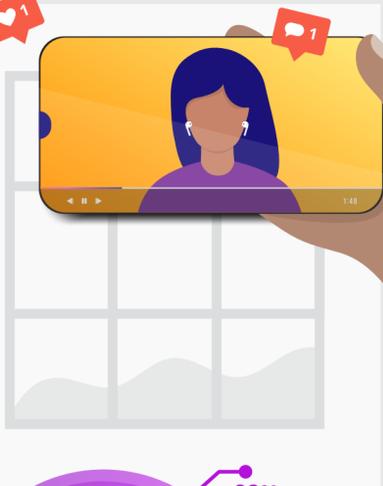
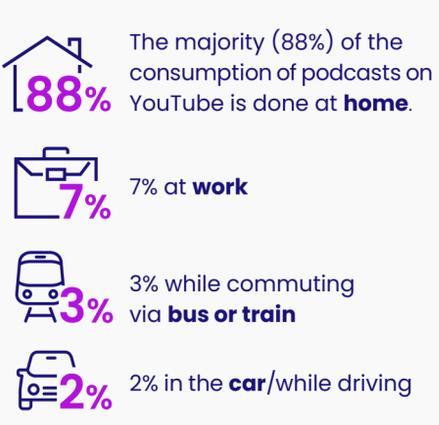


58% of listeners that consume podcasts on YouTube report that the advertisements in the content **feel disruptive**. 42% **don't mind them**.

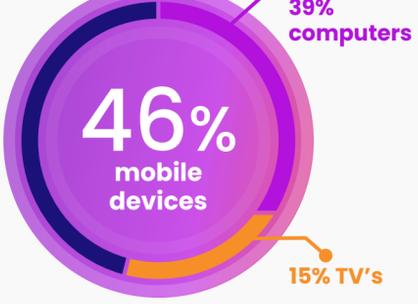
55% of listeners **occasionally skip ads** on YouTube while consuming a podcast. 33% **always skip ads**. 12% **never skip ads**.



## Where and How



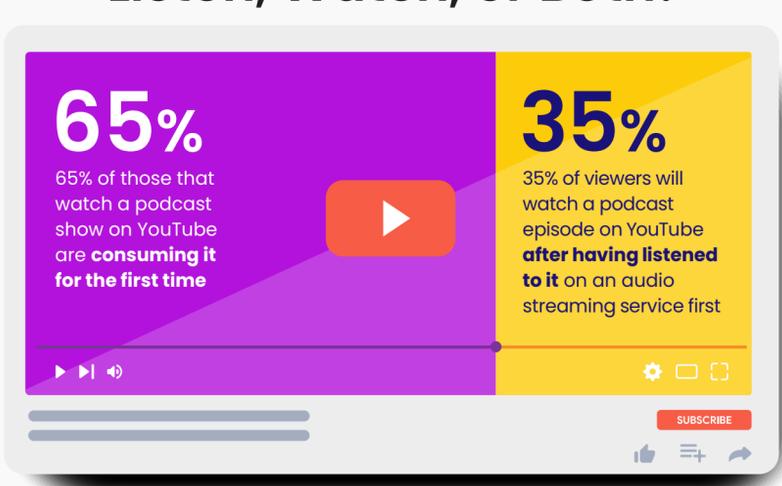
The **majority** of podcast consumption on YouTube is done using **mobile devices** (46%), followed by desktop/laptop **computers** (39%) and **TV's** (15%)



It's a near-even split of consumption of podcasts using the **YouTube App** (55%) as opposed to accessing YouTube on an **internet browser** (45%)



## Listen, Watch, or Both?



**60%** of podcast listeners say they will **sometimes look up a podcast episode** on YouTube that they've already listened to on a streaming service if the host/guests make references to things they want to see.

14% say they always listen to an episode **and** watch it on YouTube, as they like to consume it at least one podcast in both ways.

25% of listeners say it's all or nothing - they **either only stream** an episode, **or, they'll only watch** it on YouTube.

**Now that you understand how and why podcast audiences are consuming podcasts on YouTube, it's time to ensure you are measuring it accurately.**



To learn how Veritonic's Audio Attribution solution can provide you with expansive and harmonized data across YouTube and other channels, contact [sales@veritonic.com](mailto:sales@veritonic.com).

Source: Veritonic June 2023. Data based on an analysis of online survey responses conducted by Veritonic of 300+ individuals in the U.S. who reported listening to podcasts on a daily or weekly basis and have watched at least one podcast on YouTube. For more information, contact [marketing@veritonic.com](mailto:marketing@veritonic.com)