

ACAST'S INSIGHTS INTO PODCAST LISTENING IN A PANDEMIC

acast
INTELLIGENCE

The COVID-19 pandemic has presented new challenges for Acast, as it has for every business, and — while it's too early to know exactly how it will impact 2020 as a whole — we're fortunate that podcasting is a predominantly digital medium and that our products and services remain unaltered. Although the ad industry has of course had to adapt across the board, while podcasting is not exempt, it is in a position of strength.

So far, listens across the Acast network have been growing — including the **biggest week of listens in the UK ever and a sharp increase in weekend listening**. Overall, since March 16 to April 12, we've seen weekly listens increase 20%.

LISTENS DURING LOCKDOWN

WEEK ONE

MON 23 - SUN 29
MARCH

10% ↑

IN LISTENS

WEEK TWO

MON 30 - SUN 5
APRIL

5% ↑

IN LISTENS

WEEK THREE

MON 6 - SUN 12
APRIL

5% ↑

IN LISTENS

SIGNIFICANT MILESTONES

WEEKEND THREE

SAT 11 - SUN 12 APRIL v
SAT 21 - SUN 22 MARCH

27% ↑

IN LISTENS

OVERALL INCREASE IN WEEKLY LISTENS

MARCH 16 - 12 APRIL

20% ↑

IN LISTENS

**UK'S BIGGEST
WEEK OF
LISTENS EVER**

6 - 12 APRIL

CONTENT LISTENING TRENDS

WEEK ONE - THREE (MON 23 MARCH - SUN 12 APRIL)

COMEDY

25% ↑

IN LISTENS

FILM & ENT

13% ↑

IN LISTENS

FOOD & DRINK

16% ↑

IN LISTENS

LIFESTYLE

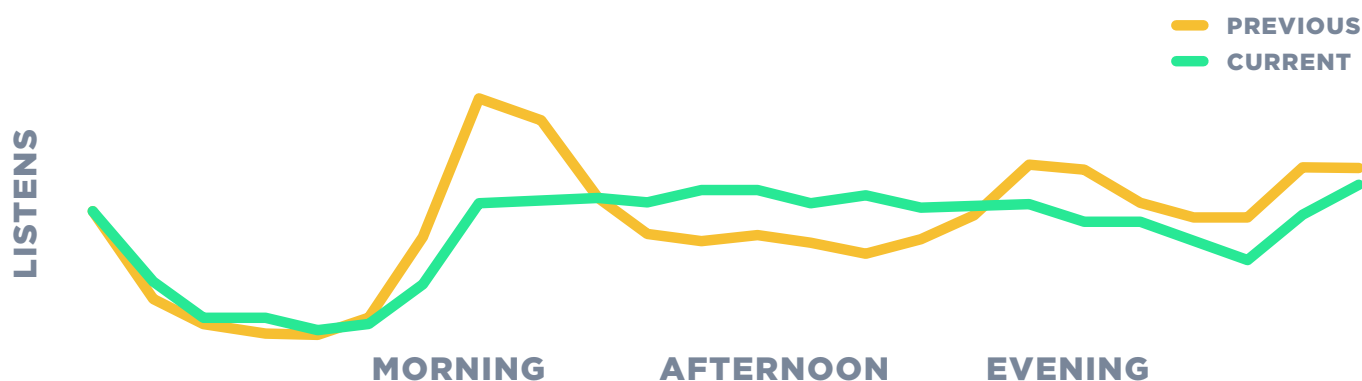
18% ↑

IN LISTENS

Alongside the sustained and consistent growth in listens across in the UK, we're seeing interesting changes in the types of content listeners are choosing to invest their time in. For example, since lockdown began there has been weekly growth in the content categories such as Film and Entertainment (+13%), Food and Drink (+16%) and Comedy (+25%), suggesting a UK appetite for distraction, lighthearted content, and learning new skills.

Creators have also been adapting to the changes brilliantly, recording remotely, changing show formats, and showing more creativity than ever before. In fact, in week of March 30 we had the most episodes published on the network ever. Acast is supporting them with tips and tricks on how to keep putting out episodes, and we recently launched our 'Staycast' campaign, with our top podcasters encouraging people to follow government advice and stay at home, while also recommending other shows for them to listen to.

Interestingly, Acast also saw changes to the times of day at which the UK audience is consuming podcasts. Consumption has moved from spikes in the morning — usually on people's journeys to work — and evening — as people choose podcasts to help them wind down — to sustained periods of listening throughout the day.



Source for all the above insights: Acast, UK, 16 March to 12 April (the end of the third week)

GEORGIE HOLT, MD ACAST UK+



Podcasting is thriving, with creators putting out regular episodes and audiences more engaged than ever before. We've hit record listens across the Acast network both globally and in the UK — and, with more people listening to shows while they stay at home, smart brands are investing in podcasting to reach immersed audiences at larger scale than ever before."



acast MARKETPLACE

Acast Marketplace is the home of podcast buying globally.

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Acast delivers premium podcast advertising through ads, sponsorship, and branded content, supported by industry-leading creative consultancy, unrivalled insight and data, and the best tools and technology available.

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