

Podfront

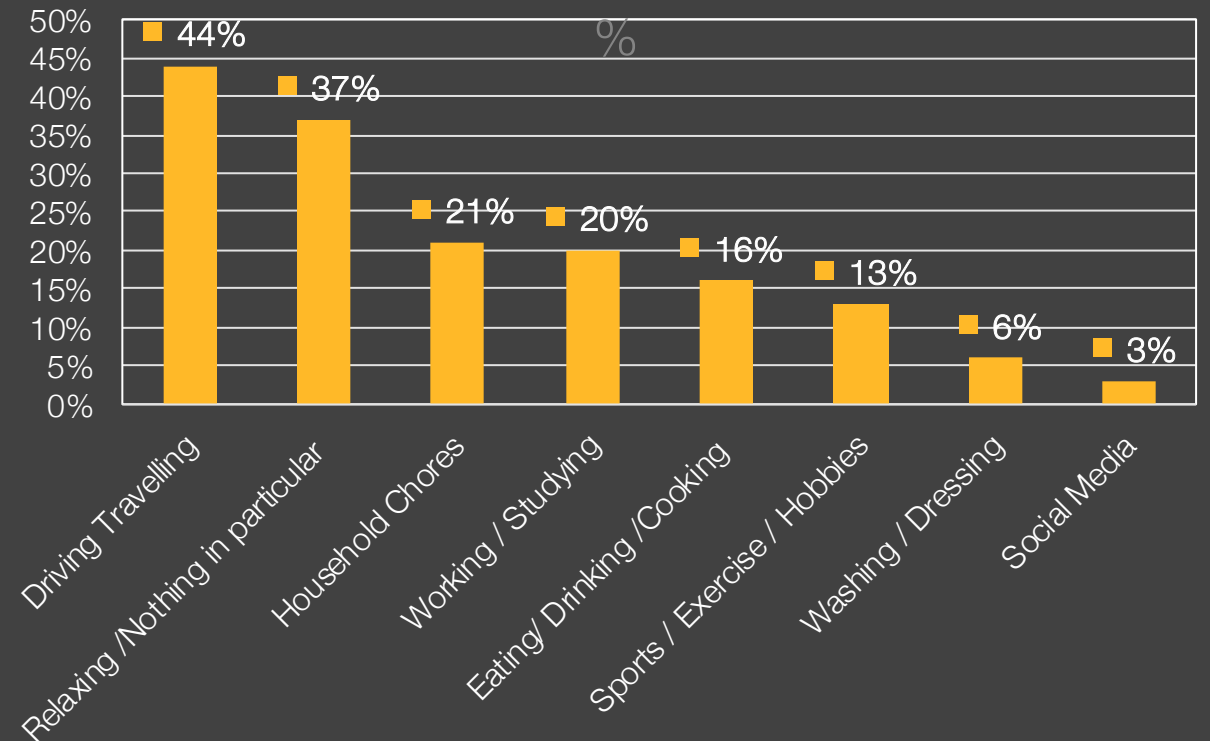


Podcasting & Covid19

Podcasts fit
into our
new 'norm'.



49% of UK listeners consume
podcasts at home.



*According to RAJAR MIDAS SURVEY WINTER 2019

**Hosts are
influencers,
speaking to
millions of
British fans.**



NETFLIX

audible 



TESCO

amazon 

in sky

 **WATCH**



Podcasts are
agile. We can
keep recording



Podcast listeners take action.



**86% of listeners have taken an action
as a result of hearing a podcast ad.**

Why Podcasts?

YOU'RE MISSING MILLIONS OF PODCAST LISTENERS WITH TV ADS:

86% OF PODCAST LISTENERS SUBSCRIBE TO A
PREMIUM VIDEO SERVICE LIKE NETFLIX,

**WHERE THEY ARE EXPOSED
TO FEW TO NO
COMMERCIALS.**





We exclusively sell all advertising around our
podcasts - wherever the user listens.



Who is
listening
right now?



**SAME GREAT SHOWS, SAME
ENGAGED AUDIENCES**

UK podcast listening stable - up 0.5%

 **7.97m February**

 **8.01m March**

**Our listening figures only includes shows available for
advertising**

8 9 10 11 12

Shifting habits under pandemic.

15 16 17 18 19

After an initial dip March 16 – 22...

22 23 24 25 26

all listening jumped back up to
91% of normal (*pre-pandemic*)
during the week of March 23 – 29.

29 30 31

**Listeners are adapting
to the suspension of
their commutes.**

Morning Drive:
(5 – 10 AM)

82% of normal
as of Mar. 29, 2020

10 AM – 5 PM :
101% of normal
as of Mar. 29, 2020

*Based on Stitcher listening and Midroll
download data*

GROWTH AND CHANGE

**Listeners are changing their listening habits.
Since 8th March listening has increased in key categories.**

49%

Music, TV &
Film

29%

Binge Listening
& Documentary

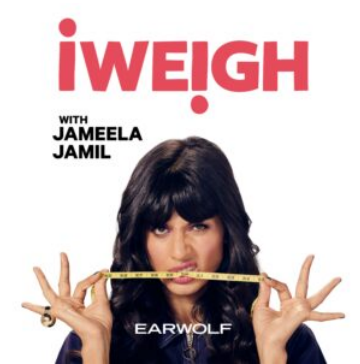
25%

Comedy

13%

News & Current
Affairs

Our Reach in Growth Categories



- 3 Million : Comedy – Conan O’Brien, Office Ladies, Bill Burr’s Monday Morning Show
- 1.2 Million : Music, TV and Film – Oprah, The Bachelor & How Did This Get Made?
- 2.4 Million : Binge Listening – Joe Exotic, School of Greatness, WeCrashed
- 1.3 Million : News and Current Affairs : All NBC, Freakonomics, Fighting Coronavirus

Why Podfront?

Our Hit Slate



**We know
podcasts are
effective.**



New challenger brands were built on podcasting.

MADISONREED®

audible
an **amazon** company

 ZipRecruiter®



quip

BEER52



SQUARESPACE



SimpliSafe™

Often or always ignore:

TV ads - 62%

Digital display - 73%

Radio ads - 66%

82% sometimes or always pay attention to
podcast ads.

OTT Video Brands

Premium
Subscription
Service

+16%*

Purchase
intent

+70%*

Brand
awareness

Free On-Demand
Video Service

+38%*

Download
intent

+47%*

Brand
affinity

**Statistically significant at 90% confidence level*



Get in touch to find out more

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