

NIELSEN PODCAST INSIGHTS

A MARKETER'S GUIDE TO PODCASTING

QI 2018

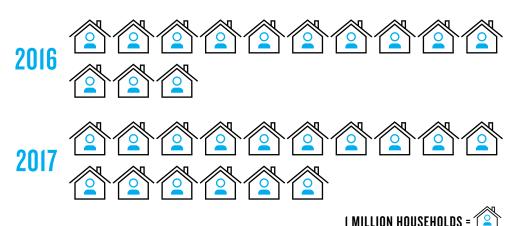


BRUCE SUPOVITZ SVP, SALES DIRECTOR NIELSEN AUDIO

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



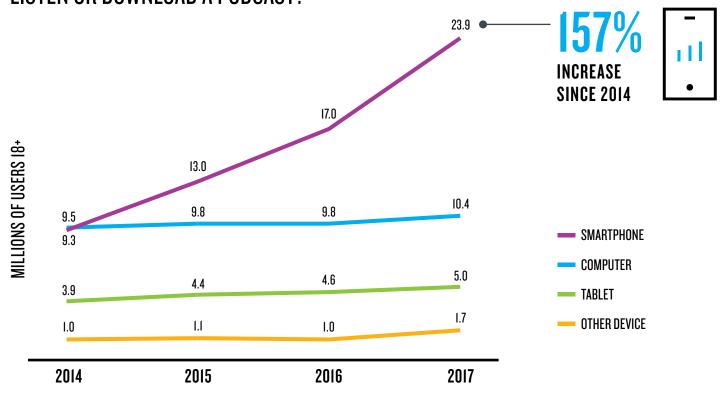
More and more advertisers are investigating and experimenting with podcast advertising. In this report, we turn the spotlight on three new product categories from Nielsen's Fanlinks Survey: Juice, milk and cereal. These are not niche products. These are mainstream products that nearly all U.S. consumers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

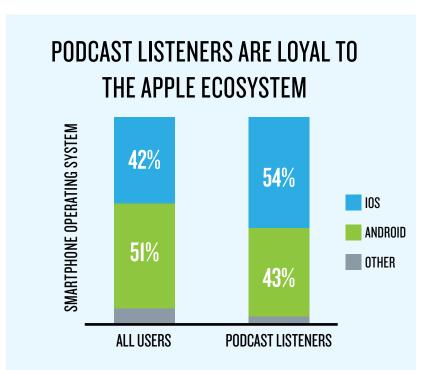
This report also looks at the increasing role of Smartphones in podcast usage along with a summary of Nielsen's Brand Lift studies conducted specifically for Podcast networks. We encourage you to share this report with clients or add this data to your own presentations. Please contact your Nielsen rep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



SMARTPHONES DRIVE PODCAST USAGE

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





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



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.

CATEGORY SPOTLIGHT

JUICE, MILK AND CEREAL

AUDIO VIDEO TAPES - CLEANING IMPLEMENT AND SUPPLY - DOG LITTER - FROZEN BAGELS - HAIR CARE ACCESSORIES - AUTOMOTIVE - CLEANING PAD SPONGE AND CLOTH - DRIED FRUIT - FROZEN BAKED GOODS - HAIR COLORING - BABY ACCESSORY - CLOTHING DYE - DRY PASTA - FROZEN BREADED CHICKEN - HAIR GROWTH PRODUCT - BABY FOOD - COCKTAIL MIXERS - DRY POTATO TOPPING - FROZEN BREAKFAST ENTREE - HAIR SPRAY AND HAIR STYLING PRODUCT - BABY FORMULA AND CHILD NUTRITIONAL DRINK - COFFEE - EAR DROP

AND MEDICATION - FROZEN BREAKFAST SANDWICH - HAIR TONI
BREAD - COFFEE FILTER - EGGS - FROZEN EGG SUBSTITUTE - HAI
SPICE SEASONING - BAKING SUPPLIES - COMPUTER ACCESSORY GRAVY AND SAUCE - HOME AND OUTDOOR WEATHER SUPPLY - B,
TISSUE - COOKING SAUCE - FABRIC TREATMENTS - FROZEN PAST
- HOME HEALTH TESTING - BATTERY CHARGERS - COSMETICS -



STITUTE - FROZEN CREAMERS - HAND AND BODY LOTION - BAKED

ND FILTERS - ETHNIC BEAUTY CARE - FROZEN ENTREES - HERB AND

AR AND LIQUID SOAP - COMPUTER SOFTWARE - EYE CARE - FROZEN

R - FROZEN JUICE - HOME AND SCHOOL AND OFFICE SUPPLY - BATH

COOLERS - FACIAL CLEANSER AND MOISTURIZER - FROZEN PIZZA

CRACKERS - FAMILY PLANNING - FROZEN POTATOES AND ONION RINGS - HOME TESTING KIT - BEER AND WINE MAKING KIT - CREAM - FEMININE HYGIENE - FROZEN SANDWICHES - HONEY - BIRD ACCESSORIES - CREAM CHEESE - FILM - FROZEN SAUSAGE - HOT CEREAL - BIRD FOOD - DELI SALADS - FIRST AID - FROZEN SEAFOOD - HOT COCOA - BLEACH - DELI TRAY - FIRST AID COTTONS AND SWABS - FROZEN SOUP CHILI STEW - HOT DOG - BOWLS - DEODORIZER AND FRESHENER AND SCENT - FIRST AID HOT AND COLD - FROZEN SWEET GOODS - HOUSE AND CARRIERS - BOXED PREPARED DINNERS - DEPILATORY - FIRST AID OTHER - FROZEN TOASTER PASTRIES - HOUSEHOLD AREA ALLERGEN CONTROL - BREADING AND STUFFING - DESSERTS - FISH CARE - FROZEN VEGETABLES - HOUSEHOLD CLEANING - BREAKFAST MEAT - DIABETIC - FISH FOOD - FROZEN WAFFLES PANCAKES AND FRENCH TOAST - HOUSEHOLD PLASTICS - BUTTER - DIARRHEA REMEDY PRODUCT - FLASHLIGHT - FROZEN WHIPPED TOPPING - ICE - CAMPING - DIP DAIRY REFRIGERATED - FLEA AND TICK PET PRODUCT - FRUIT - ICE CREAM - CANDLES - DIP DELI - FLORAL - FRUIT AND VEGETABLE WASH - ICE CREAM CONES - CANDY - DIP FROZEN - FLOUR AND MEAL - FRUIT ENROBING KIT - ICE CREAM TOPPINGS - CANNED HAMS - DIPPING SAUCE - FOOD COLORING - GARDEN AND PATIO - IN STORE MEAL - CANNING SUPPLIES - DISH DETERGENT - FOOD STORAGE AND LUNCH BAG - GLAZE MEAT - INSECTICIDE AND PESTICIDE - CAT LITTER - DISPOSABLE DIAPER AND TRAINING PANT - FOOT CARE - GRAIN AND DRY BEANS - INSTANT BREAKFAST - CATSUP - DISPOSABLE DISH - FRAGRANCES - GRAIN CAKES - INSTANT TEA AND TEA DRINK MIX - CHARCOAL LOGS AND ACCESSORIES - DOG CONTROL - FRESH DESSERTS - GUM - INSULATED CONTAINERS - CHEESE - DOG FOOD -

OVER 300 CATEGORIES OF ADVERTISERS MEASURED

FROZEN APPETIZER - GUM WITH PREMIUM - ISOTONIC BEVERAGE - JAM AND JELLY AND PRESERVES - MILK MODIFIERS - PICKLE AND RELISH - REFRIGERATED WRAPS - SOUR CREAMJOCKI TCH PRODUCT - MOTH PREVENTATIVE - PIEC RUSTS MIXES AND PREPARED - RICE - SPECIALTY GRAIN - KITCHEN ACCESSORY - MOTION SICKNESS - PIE FILLING - RODENTICIDE
AND TRAP - SPORTING GOODS - KITCHEN MATCH - MUSTARD - PIECROGIE FROZEN - RTE CEREAL - STOMACH UPPER G.I. - LAUNDRY AND IRONING ACCESSORY PRODUCT - NEW AGE
BEVERAGE - PIZZA KITS - SALAD DRESSING - SUGAR - LAUNDRY DETERGENT - NOVELTY - PIZZA SAUCE - SALAD TOPPING - SUNBURN TREATMENT - LAWN AND SOIL FERTILIZER
AND TREATMENT - NUTRITIONAL - POULTRY FRESH - SALTY SNACKS - SUNTAN PRODUCTS - LICE TREATMENT - NUTS - POULTRY FROZEN - SALTY SNACKS DIP - SUSHI - LIGHT
BULBS - OLIVES - POWDERED INSTANT DRINKS - SAUCE MIX GRAVY MIX AND SEASONING MIX - TEA PACKAGED AND BAG:

IXED ALCOHOL
COCKTAIL - SAUSAGE FRESH - TELEPHONE AND ACCESSORY - LIQUID TEA - ORIENTAL SAUCE - PREPARED BEANS - SCRAPBO

ACCESSORIES - PREPARED FOODS - SEASONAL - TOBACCO ALTERNATIVES - LITTER SUPPLIES - OVEN COOKING BAG - PREP

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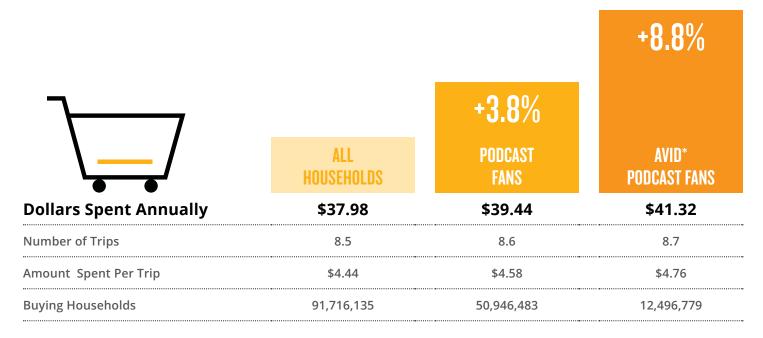
TOMATO PAST

TO



AVID* PODCAST LISTENERS SPEND MORE PER YEAR ON REFRIGERATED JUICE

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



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



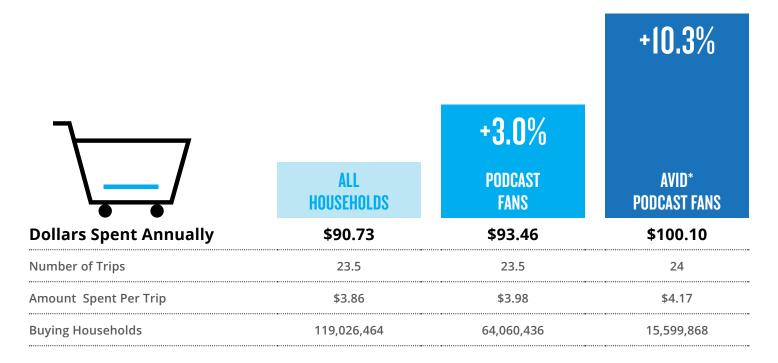
Households Buying Juice	
Music	47,124,947
TV & Movies	46,577,383
Comedy	46,079,124
Technology	45,344,853
Health & Living	45,286,897
Science	44,195,042
Society & Culture	44,074,420
Games & Hobbies	44,048,215
News & Politics	43,853,187
Arts	42,250,805
Kids & Family	40,904,614
Business	40,017,686
Sports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



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



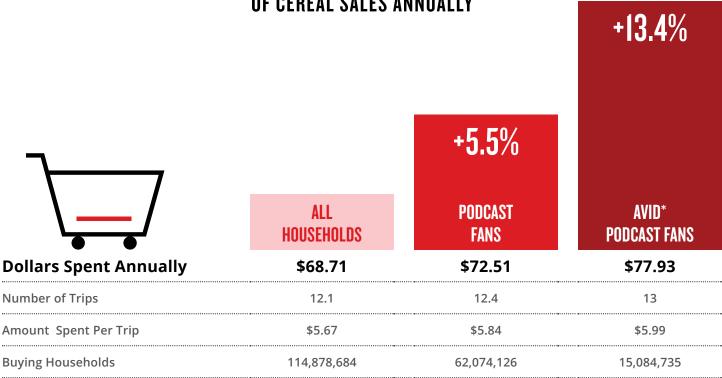
Households Buying Milk	
Music	59,181,265
TV & Movies	58,588,830
Comedy	57,949,133
Technology	56,964,813
Health & Living	56,774,034
Science	55,505,147
Games & Hobbies	55,395,262
News & Politics	55,164,116
Society & Culture	55,148,679
Arts	52,935,730
Kids & Family	51,021,868
Business	50,276,258
Sports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



AVID* PODCAST LISTENERS SPEND MORE PER YEAR ON CEREAL

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





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

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



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 NEWS



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

Source: Nielsen Digital Media Lab, 2017 Podcast Sponsorship Study

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.



THE SCIENCE BEHIND WHAT'S NEXT™

