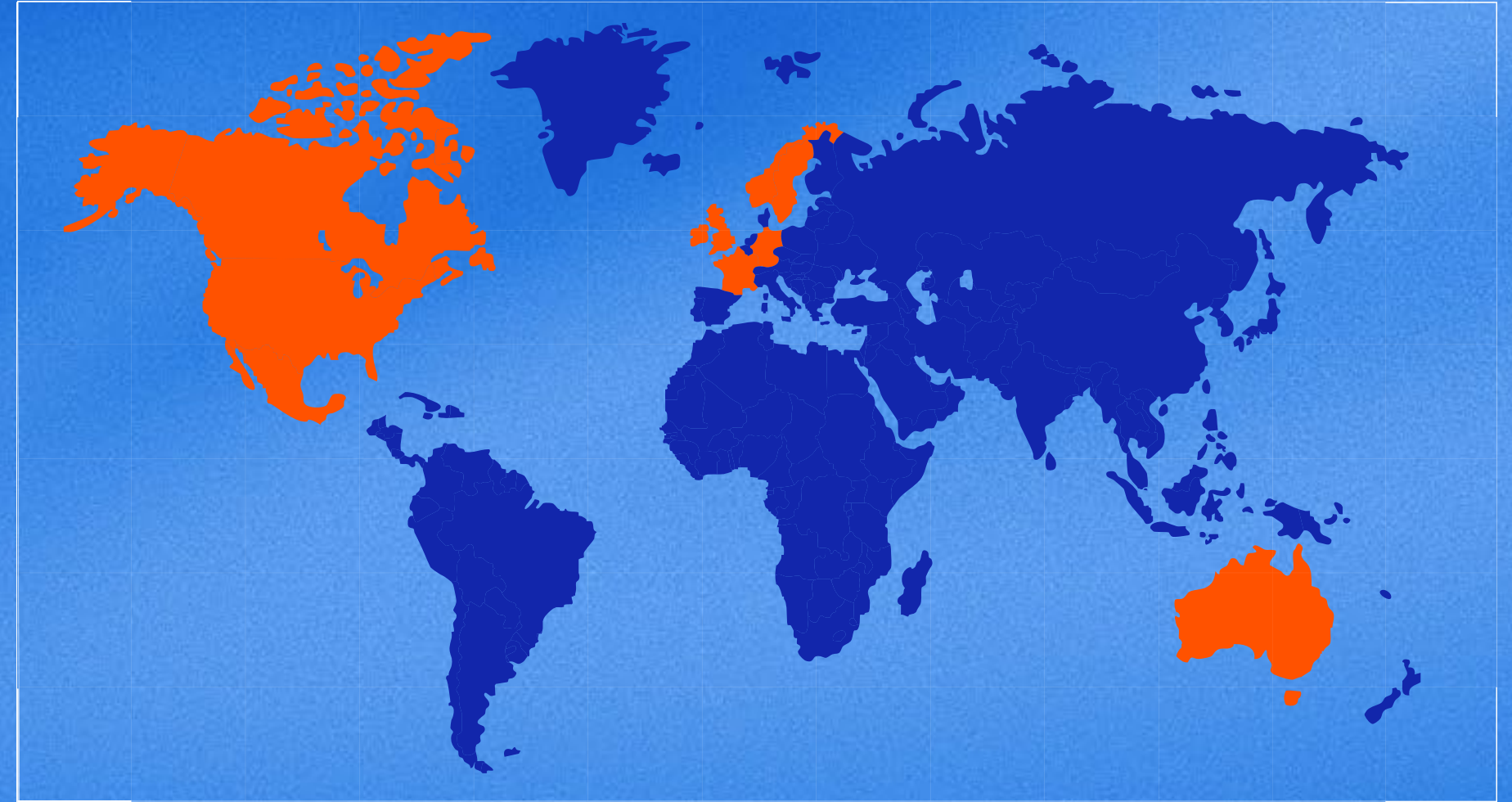


Podcast Pulse

2025

Acast



Methodology

1. **Global Consumer Study:** Acast commissioned a quantitative study from Differentology in August 2025 with 2,600 global consumers. The 2,600 respondents were from 10 markets (N=500 UK, N=500 USA, N=200 Germany, N=200 France, N=200 Mexico, N=200 Canada, N=200 Sweden, N=200 Norway, N=200 Australia, N=200 Ireland). The survey was translated into 5 different languages to ensure that respondents could answer in the language they felt most comfortable in, and age and gender quotas were utilized to ensure that the samples were representative of the relevant populations.
2. **Podcaster Study:** Quantitative study conducted by Acast via Typeform to podcasters hosted on Acast's network. N=137 respondents from USA, Canada, UK, and Australia. Study conducted in August 2025
3. **Global Marketer Study:** Quantitative study conducted by Acast via Attest with global marketers and advertisers. N=200 global respondents from USA, UK, Canada, and Australia. Study conducted in July 2025.

The definition of influence has changed.



Greg Glenday
CEO, Acast

It's no longer about how many people you can reach, it's about how deeply you can move them. That's **resonance**.

In an era of endless-scroll algorithms and recycled content, podcasting offers something curated and fresh. Podcasters aren't echoing what's already been said; they're sparking new ideas, leading the discourse, and defining cultural moments.

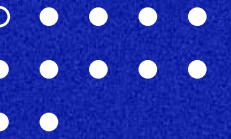
They do this by building loyal, multi-platform fandoms that audiences actively seek out. Podcasters don't just entertain. They shape opinions, create communities, and influence every stage of the consumer journey.

Because their audiences **choose** to listen, their attention is focused. Recommendations from hosts are highly credible, and this connection creates lasting impact that fleeting impressions can't deliver. Podcasting's reach has weight.

And what we know as podcasting has also evolved, with creators' relationships expanding beyond audio: turning episodes into video, live events, subscriptions, social content, and merchandise. These creator ecosystems allow brands to meet audiences wherever they are, deepening engagement and recall.

For brands, podcast partnerships aren't about trophy names. In a media landscape where trust and connection are the most valuable currency a brand can trade with, podcasters are at the heart of a creator economy. It's here that brands can tap into genuine influence, at scale, with measurable results.

We're in a new era of influence.

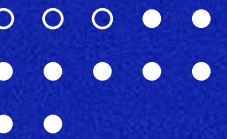


Podcast Creators **Redefine Influence**

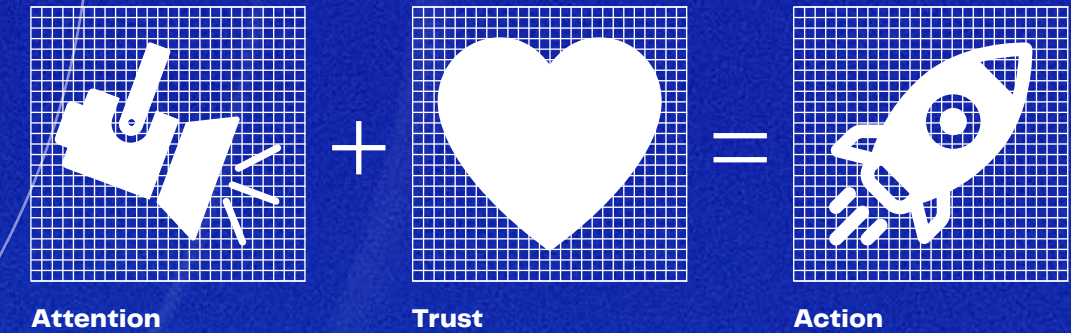
04



Influence used to be measured by follower counts. Today, it's earned through time, trust, and ideas. Podcast creators are leading this shift.



What is **Resonance**?



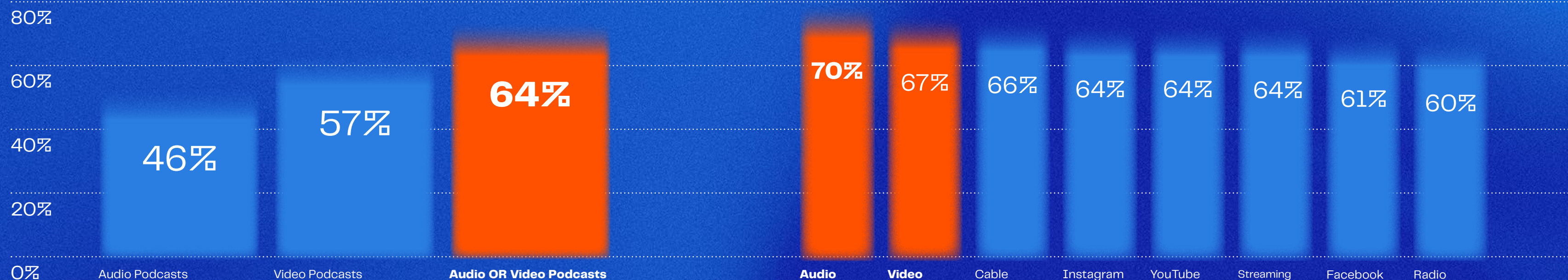
It's a simple formula. Resonance is what happens when attention meets trust. That's what drives action.

Securing attention in an increasingly noisy media landscape is the first step. But attention alone isn't enough. When that spotlight is paired with trust, earned through authentic voices, relevance, and credibility, brands can land messages that resonate. Not just to be remembered, but to act.



Podcasting has the best of both worlds: **Massive reach** with **captivating storytelling**

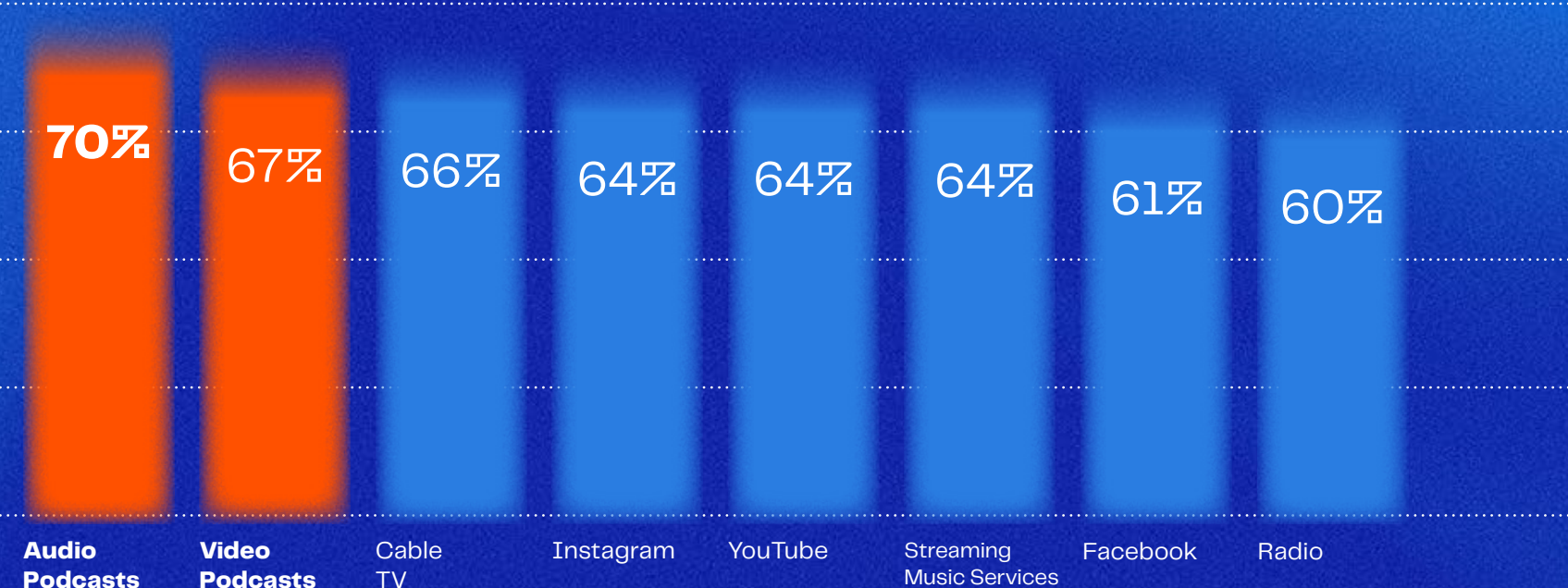
Percentage of monthly consumers reached:



Podcasting reaches **2 out of 3** global consumers monthly.

Adding video podcasts to audio extends reach by **39%** among global consumers.

Percentage who are focused when consuming media type:

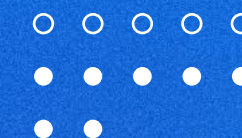


No other media commands attention like podcasts.

Video podcast focus is particularly high in the USA (**78%**), Mexico (**74%**), Canada (**71%**), and Australia (**71%**).



A conscious press of play brings focused attention.
Podcasts aren't background noise, they feel like a
one-to-one conversation between creator and listener.



Podcasts are **sought** not served,
and looked forward to daily

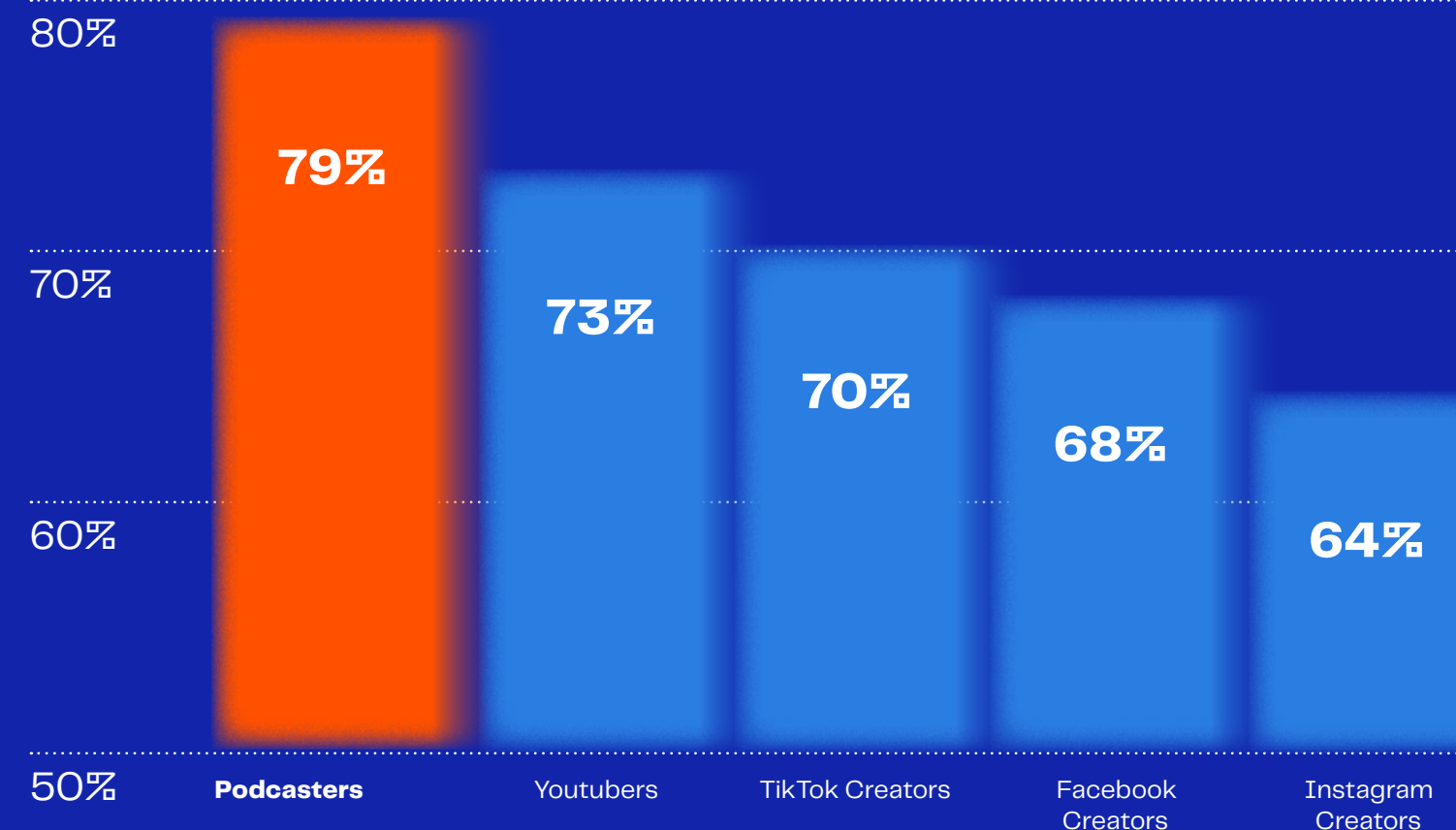


1 in 2

of daily listeners agree that listening to their favorite
podcast hosts is often a highlight of their day.

▶ This is highest in established markets
UK (**76%**) and USA (**67%**)

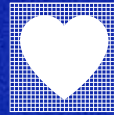
Consuming content from ___ feels like a personal, one-to one conversation:



RESONANCE

ATTENTION + TRUST

ACTION



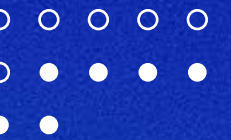
Wary of the term “influencer”?

Podcast creators sit outside this saturated space because their audience tune in by choice, not by algorithm.

This act of intentional listening means listeners are fully present, valuing a host’s perspective, not just their platform.

When a brand is a genuine match, it becomes a **trusted recommendation**, earning results.

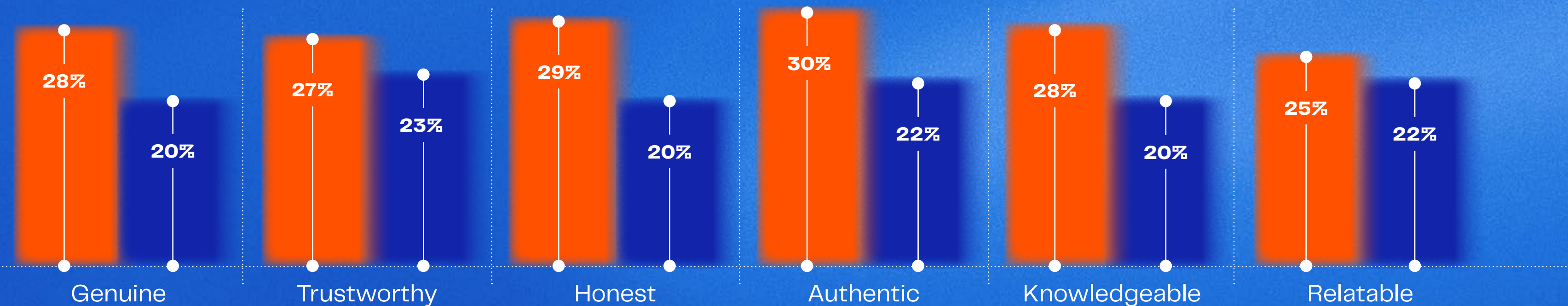
PODCAST
CREATORS
REDEFINE
INFLUENCE



Podcast creators transcend the influencer label

75% of weekly podcast listeners **do not** consider podcasters to be influencers, **but...**

▶ 84% say a podcaster has managed to **change their mind** about something they once believed in



Podcast creators build deeper connections than **social-first influencers**

Compared to other channels:

Podcasts rank #1

Podcasts rank #1

Podcasts rank #1

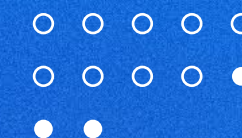
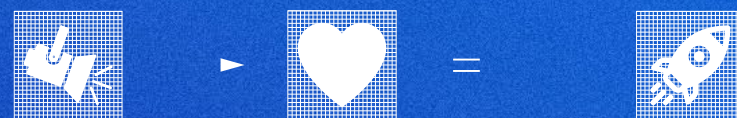
1 Feels genuine and trustworthy

2 Gives honest, unbiased opinions

3 Captures and holds my attention

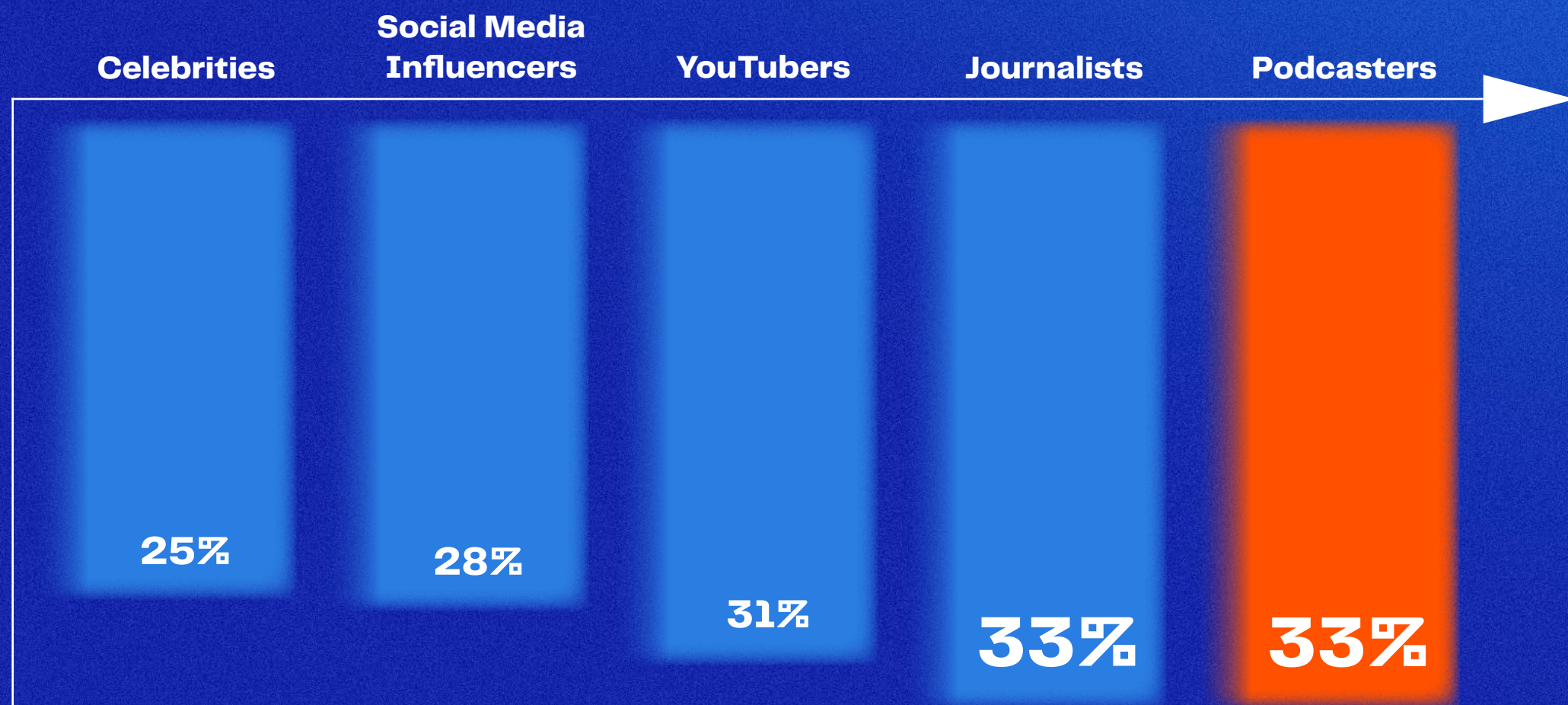
▲ Creators' most **important qualities** ranked by consumers

When you follow an influencer or creator online (on any platform), what are the most important qualities you look for?
Comparing Podcasts, Threads, X (Twitter), LinkedIn, YouTube, Snapchat, Twitch, Facebook, Tik Tok, Bloggers, Instagram



Podcasts top the charts in **credibility**

Who consumers trust for product or brand recommendations

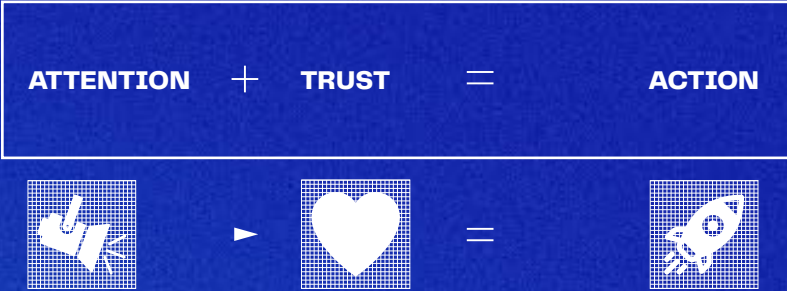


Podcast creators have what every brand wants: **trust**. The kind that actually drives decisions.

When listeners are considering a purchase, podcasters rank alongside journalists – the gold standard of credibility. Like journalists, they build a reputation for being rigorous, credible and discerning. This puts them ahead of YouTubers, social influencers, and celebrities.

It's proof that when a podcast host recommends something, it's not just a promotion.

It's a trusted endorsement.



• **Two in three**

say podcasters have changed the way I think about certain brands



Over two thirds

say I've discovered new brands or products on podcasts that I now view positively

• **64%**

say I trust podcast hosts to give genuine endorsements

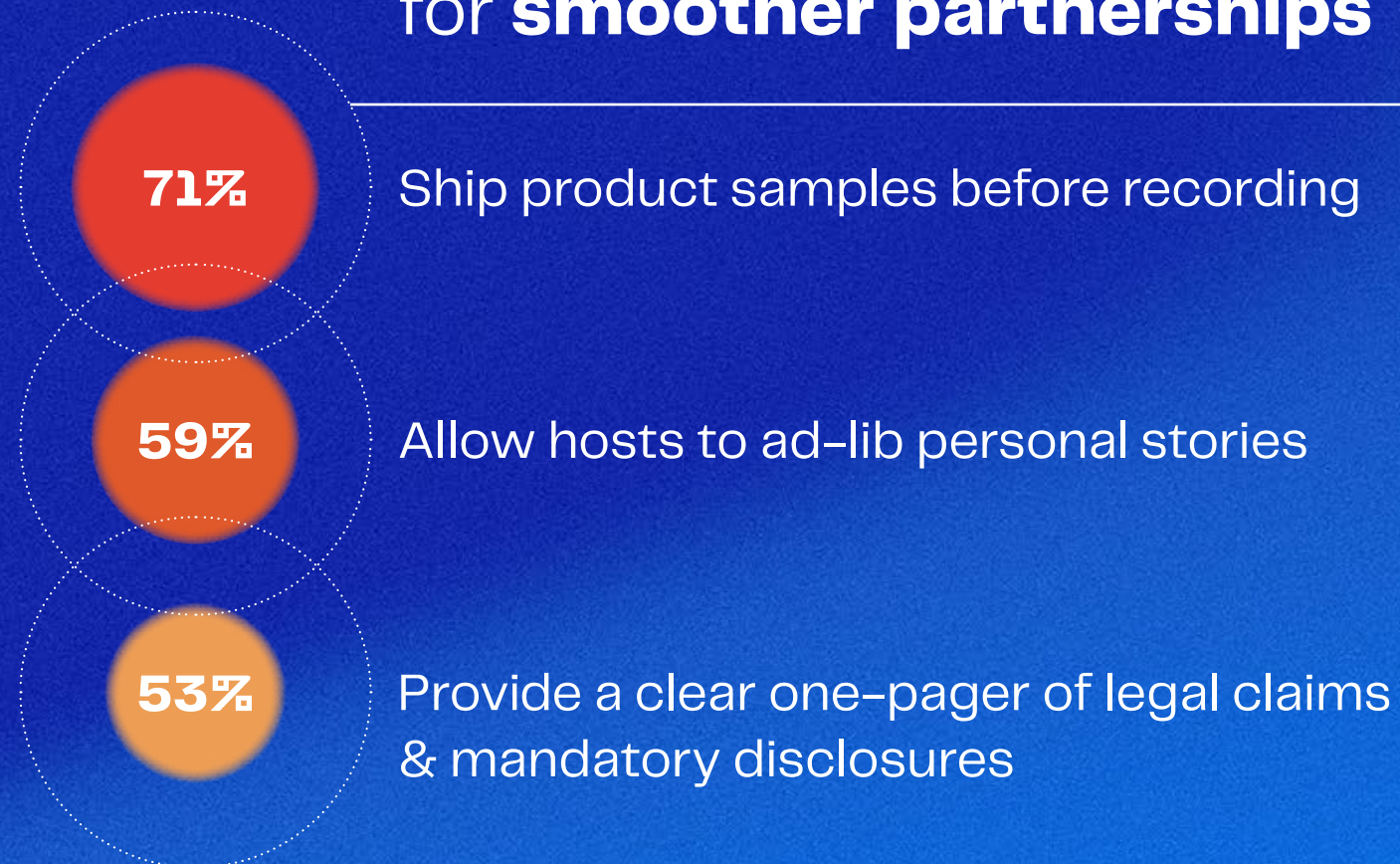
70%

say a recommendation from a podcast host has made me consider a brand I had never heard of before

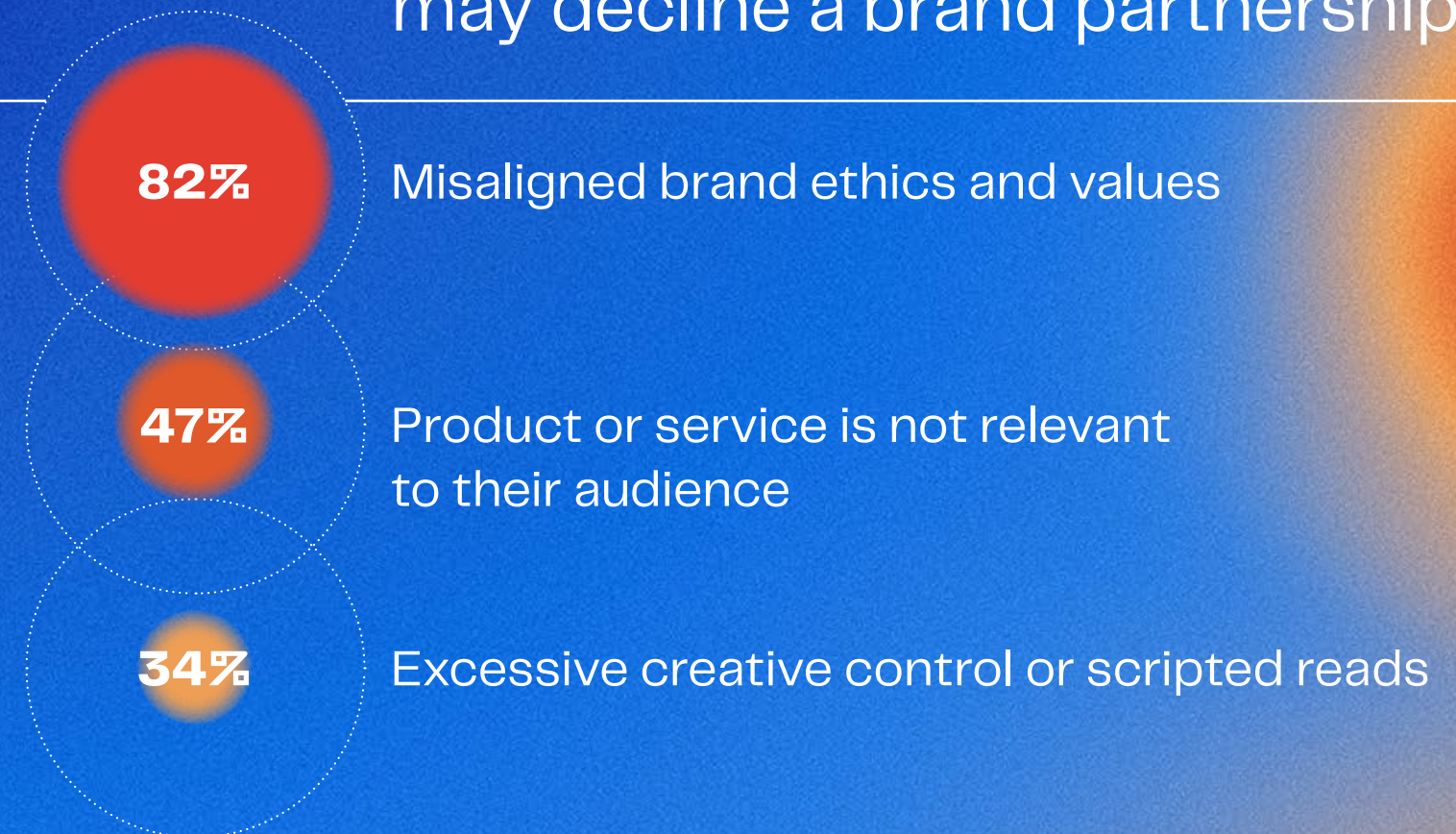
From resonance to results

Podcaster's tips for **brand partnerships**

Top 3 requests from creators for **smoother partnerships**



Dealbreakers: why creators may decline a brand partnership



The world of media has fundamentally changed. Algorithms and creators have redefined distribution, turning audiences into communities and viewers into fans. People no longer gather around channels — they gather around passions. Niche content, at scale. This is the era of digital community and fandom.

At the same time, consumers have become increasingly sceptical of traditional advertising. To thrive in a world driven by community and fandom, brands need to earn their way in. What matters most now is authenticity, trust, and credibility — and that is where podcasting excels.

Podcasters build influence differently. Over hours of conversation, trust is formed, opinions are shaped, and genuine relationships are built. So when a podcaster recommends a product or partners with a brand, the message carries a credibility that few other platforms can match.

From a media agency perspective, this shift is crucial. More and more, we're working with brands that want to align themselves with voices audiences already trust — seeking environments

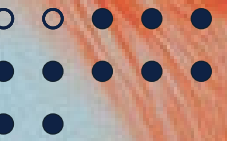
where messages cut through the noise and feel like part of the story, not an interruption. Podcasting provides exactly that opportunity.

And crucially, podcasters are not just media owners; they are collaborators. They bring creativity, cultural relevance, and an instinctive understanding of what engages their community. When brands approach these partnerships with the same collaborative spirit, the results can be transformative. Branded content feels more authentic, campaigns achieve stronger cut-through, and brands become part of the ongoing conversation between creator and audience.

Nick Palmer,
Global Head of Creative Transformation
at EssenceMediacom

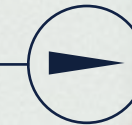


Podcast creators build **multi-platform fandoms**

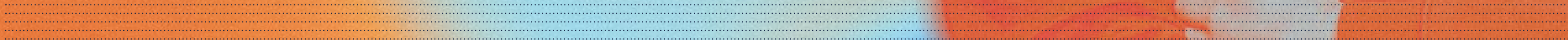


Podcasters are no longer confined to audio, they're **building creator ecosystems that encompass video, social, live events, and merchandise.**

Their influence spans formats and feeds, meeting fans wherever they are, whenever they want more.



For advertisers, this creates more than just frequency. It creates familiarity. The same brand message can show up across multiple touchpoints, each time embedded in content that audiences actively choose and care about. That means higher recall, deeper engagement, and stronger outcomes.

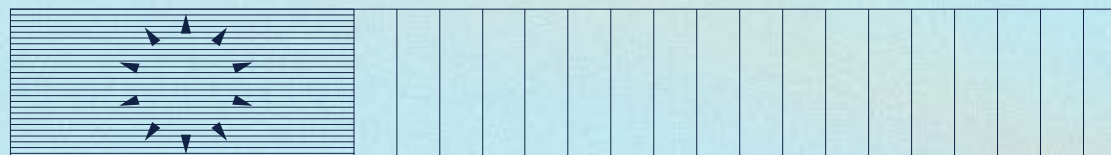


INFLUENCE

SPANNING

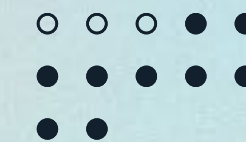
FORMATS

MULTI-PLATFORM



Acast

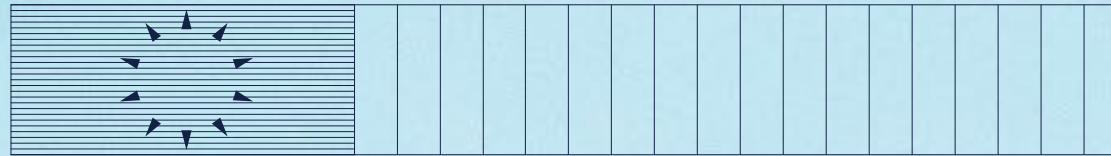
PODCAST
CREATORS
BUILD MULTI-
PLATFORM
FANDOMS



Acast podcasts & creators have **over 2.66 billion followers across social networks**, extending their relationships far beyond the podcast feed.



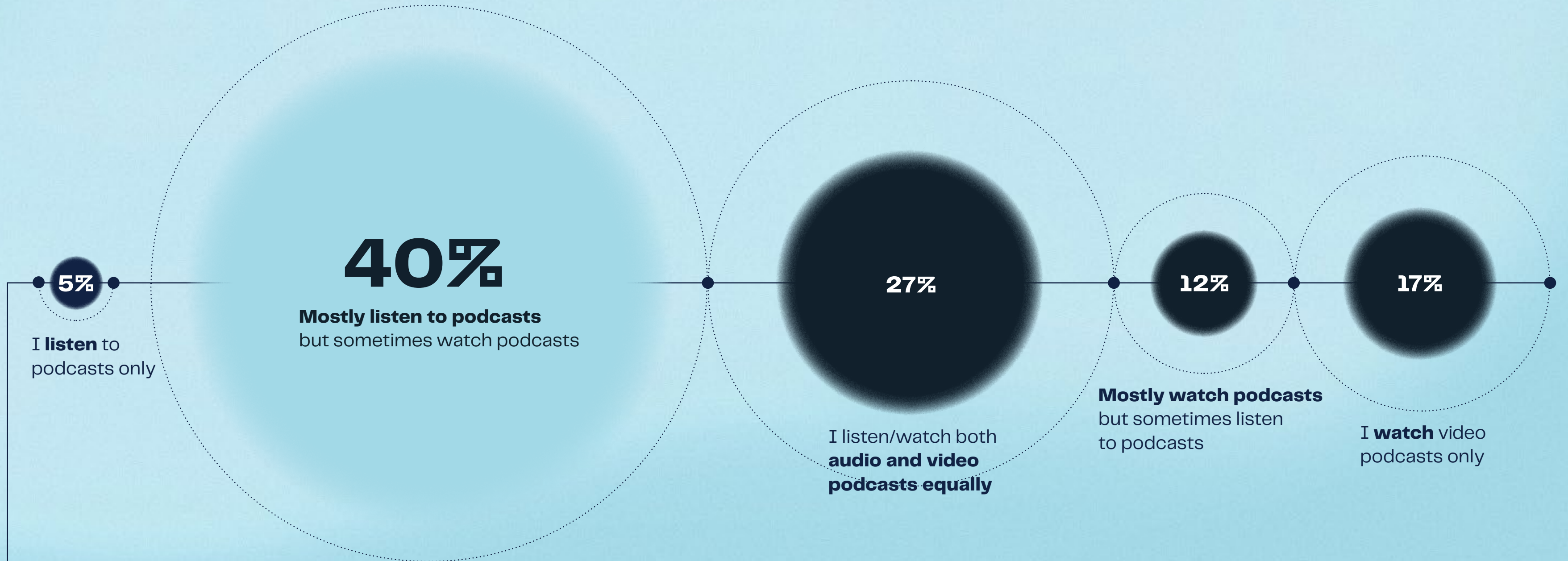
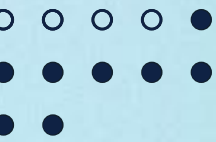
MULTI-PLATFORM



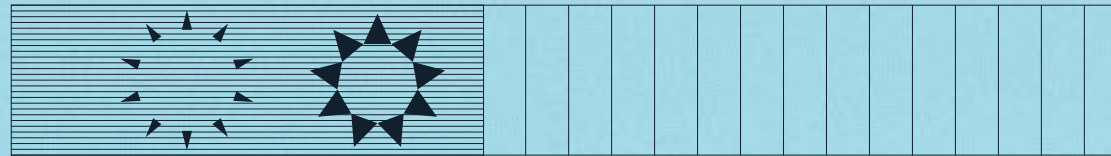
PODCAST
CREATORS
BUILD MULTI-
PLATFORM
FANDOMS

Podcasts go **full-spectrum**

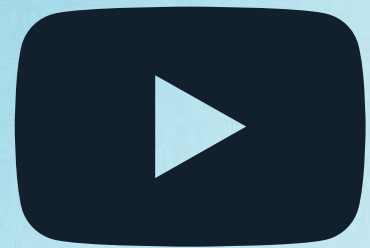
► Nearly **4 in 5** global podcast consumers both **listen & watch**, but **audio** remains the main consumption channel for podcasts



MULTI-PLATFORM

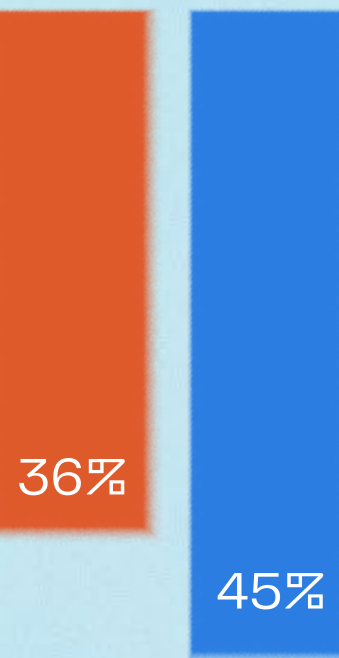
PODCAST
CREATORS
BUILD MULTI-
PLATFORM
FANDOMSPodcast fans follow creators **everywhere** they go

Outside of listening to the audio, where else
do you follow or interact with podcast creators?



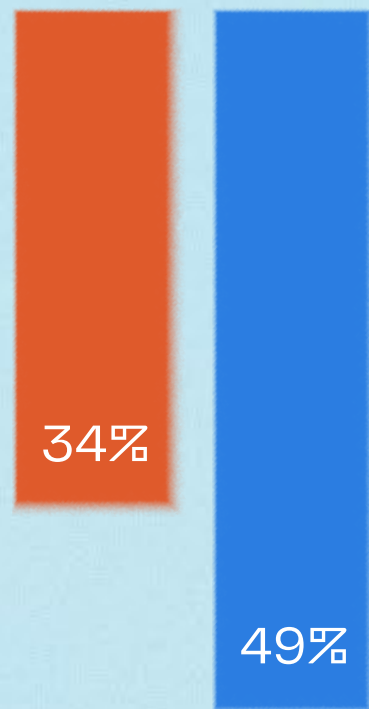
41%

40%



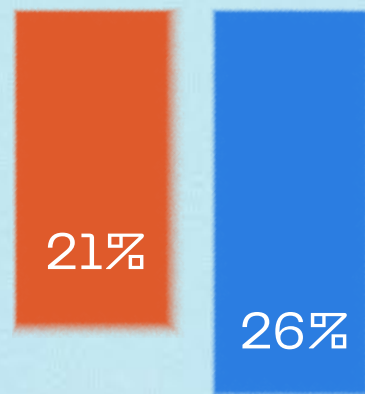
36%

45%



34%

49%



21%

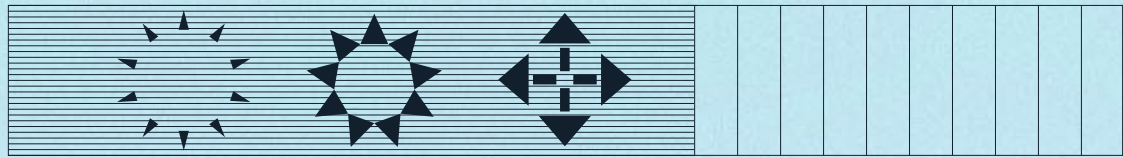
26%

Podcast creators don't just have listeners;
they have followers.

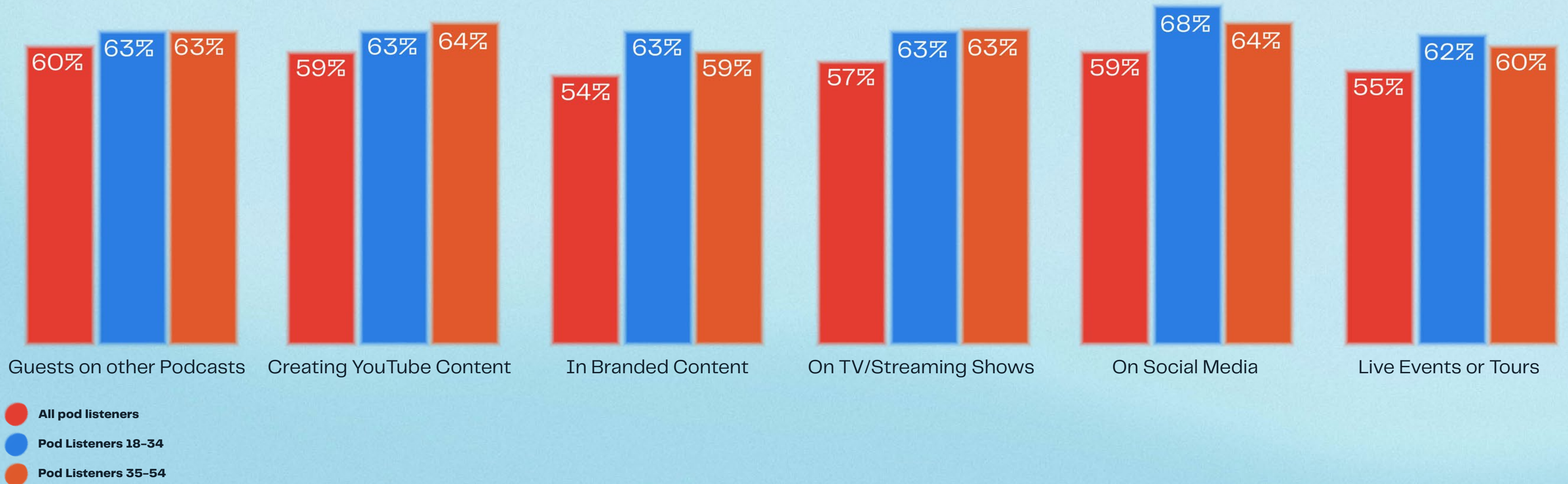
Whether it's behind-the-scenes content
on Instagram, bonus clips on TikTok, or
longer-form video on YouTube, podcast
fans go where their favorite creators go.

And younger audiences in particular are
connecting across platforms.

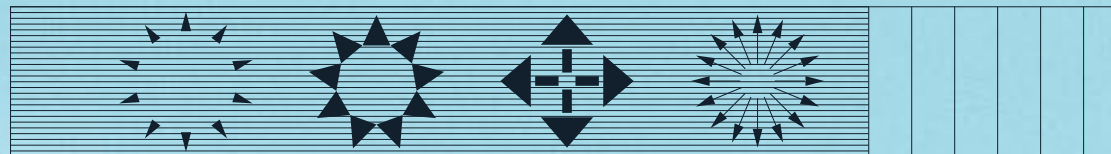
MULTI-PLATFORM



True fandom: we love to see our favorite podcasts everywhere



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BUILD MULTI-
PLATFORM
FANDOMS

Social media is where podcast creators spend most of their time **actively interacting** with fans

Where creators spend the largest share of audience interaction time
(% ranking each as their #1 channel)

46% Social media (any platform)

29% Podcast feed & episode comments

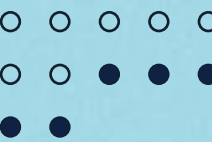
9% Community forums

7% Membership platform

6% Email/newsletter replies

4% Live events or livestream chat

But audio remains the space where creators build their **strongest connection**



Where creators feel they build the **strongest** connection
(% ranking each as their #1 channel)

55% Podcast audio feed

15% Social media (any platform)

8% Membership platforms

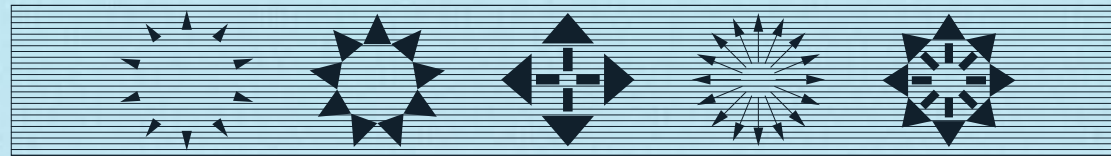
9% Video podcast

7% Community forums

4% Live shows or meet-ups

The podcast feed is where the deepest connections happen. Audio creates an intimate, one-to-one space that no other channel can replicate. But those bonds don't end there. As creators extend their presence on social platforms, the conversation becomes two-way. For brands, this means opportunities to build on that connection with social extensions, like competitions or fan engagement mechanics, that keep audiences leaning in.

MULTI-PLATFORM



PODCAST
CREATORS
BUILD MULTI-
PLATFORM
FANDOMS

Turning **multi-platform fandoms** into **omnichannel impact**

○ ○ ○ ○ ○
○ ○ ○ ● ●
● ●

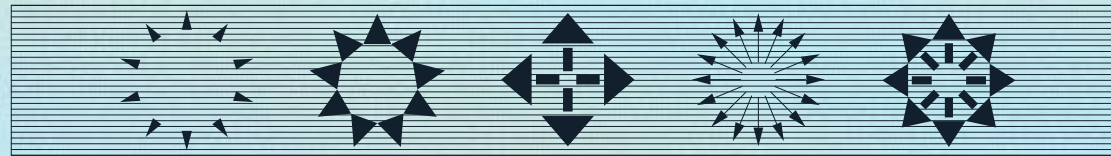
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in

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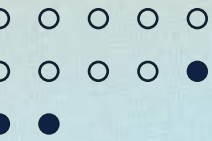
podcast fans say their trust in a creator's
recommendation grows when they see
products featured across multiple platforms

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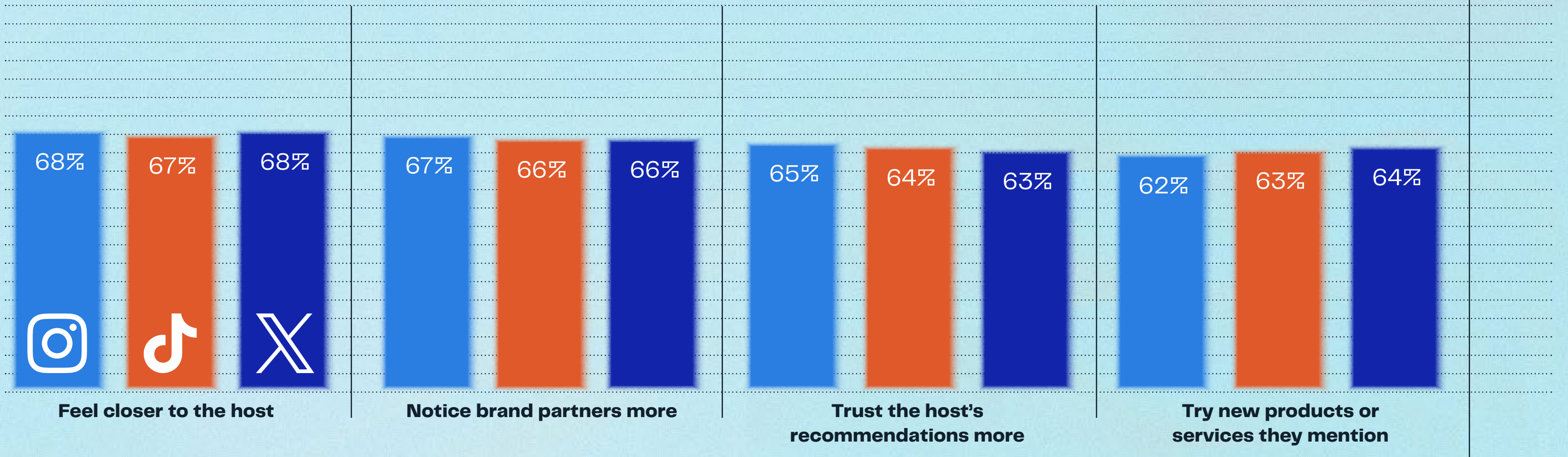


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PLATFORM
FANDOMS

The social multiplier effect: following podcast hosts on social leads to a more impactful listener relationship

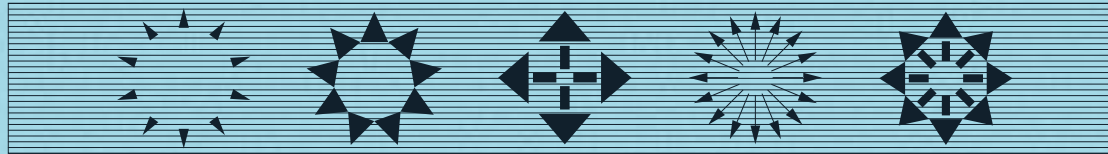


Compared with the podcast itself, additionally following the podcast creator on ____ makes you...



Source > Podcast Pulse 2025 // Base > Monthly podcast listeners that also follow or interact with podcast creators on Instagram, TikTok, or X

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PLATFORM
FANDOMS

Podcast fandoms don't stop at audio.

They spill into social feeds, sell out live shows, and light up group chats around every episode drop.

.....

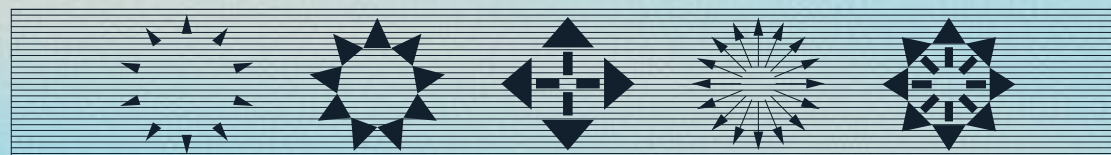
Cross-platform creator brands are becoming more commonplace, with fans turning up in merch, quoting in-jokes, and sharing every moment.

This kind of engagement isn't passive, it's participatory. And for brands, it means **more meaningful impressions, across more meaningful moments.**

.....



MULTI-PLATFORM



Giggly Squad: from podcast to **cultural powerhouse**



Hannah Berner and Paige DeSorbo launched Giggly Squad with one simple goal: to make fun of everything, including themselves. That unfiltered humor and relatability has since turned their podcast into a cultural phenomenon.

With more than 2.4 million monthly listeners and a 30% year-on-year increase in RSS listens, Giggly Squad has become one of the fastest-rising shows in podcasting. Their influence extends far beyond audio, with a combined social reach of more than 5 million followers and a 35% year-on-year lift across Instagram and TikTok.

This growth has translated into cultural impact. They've sold out iconic venues like Radio City Music Hall, published a New York Times best-selling book, launched a successful YouTube series, and continue to appear across national media outlets, including The Tonight Show Starring Jimmy Fallon.

2.4M+

US Monthly
Podcast Listeners

SOCIAL FOLLOWING



763K

1.6M

1.6M



494K

2.9M

728K

IN THE NEWS

VARIETY

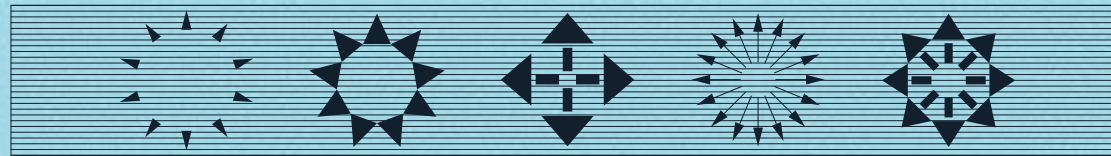
COSMOPOLITAN

CBS

DEADLINE

**THE
Hollywood
REPORTER**

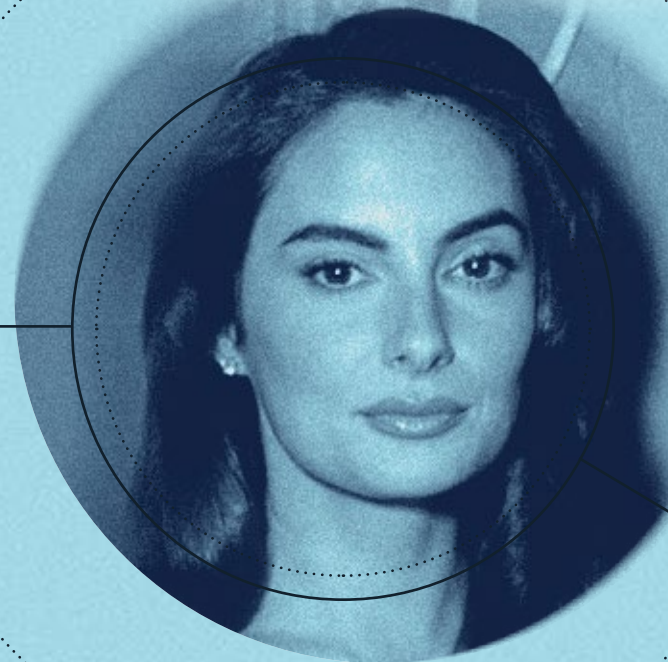
MULTI-PLATFORM

PODCAST
CREATORS
BUILD MULTI-
PLATFORM
FANDOMS

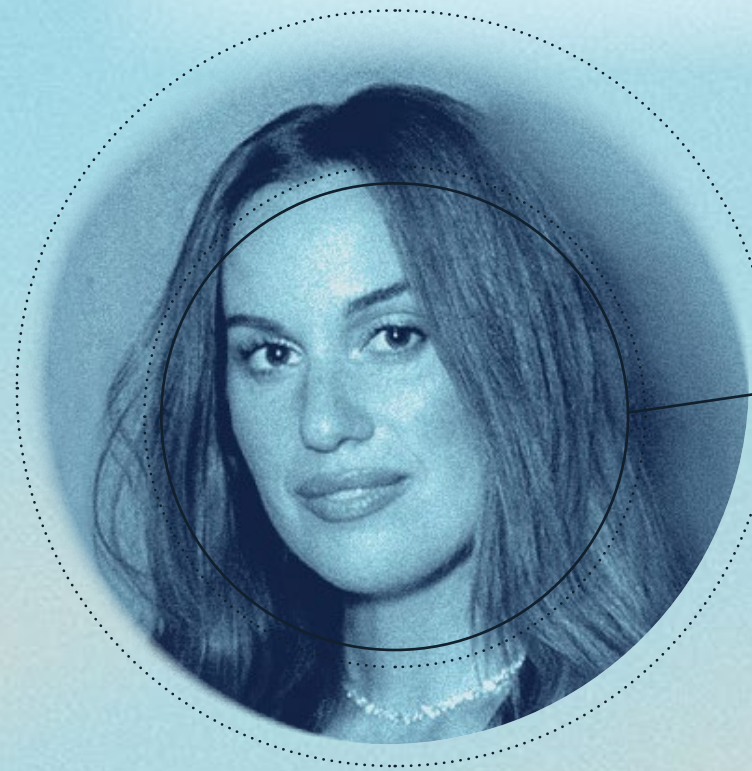
In their own words

○ ○ ○ ○ ○
○ ○ ○ ○ ○
○ ○

“When we started Giggly Squad, it was literally just us laughing about ourselves and everything else happening in the world – but into microphones. Now it’s wild to see how many people who have connected to it because they’re going through the same exact thing, or went through it, or are about to go through it.”

● **Paige DeSorbo**

“We have such an amazing community (the Gigglers). I’m biased but they are all incredibly smart, funny, and hot. And they’re part of the show as much as us. We love finding different ways to connect and laugh with our community; from the podcast to YouTube series to our live shows to our book. I think brands like to join the party because they know we are honest and love to find the comedy in everything.”

● **Hannah Berner**



Podcasts are at the **Heart of Culture**

28

PODCAST
PULSE

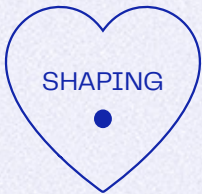
20
25

Culture today is fast-moving, fragmented, and fiercely shaped by those who speak with purpose.

In this landscape, podcasts aren't just part of the conversation, they're leading it. And making it personal. From presidential campaigns, to establishing new lines of investigation in criminal cases, to Taylor Swift album drops. Podcasts set the stage where moments become movements.

Listeners tune in for perspective, not just soundbites, shaping their perception. For brands, it's not just media placement, it's presence in spaces where trust is high, attention is earned, and influence is real."





Podcasters are the new **cultural leaders**



of daily global podcast listeners say podcasts significantly shape the cultural conversation



When you want to understand a topic in depth, how often are podcasts your first stop?

Always / Often / Sometimes first

All

46%

18–24

58%

25–34

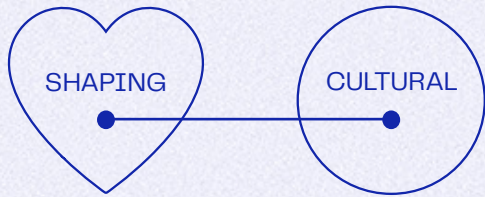
62%

35–44

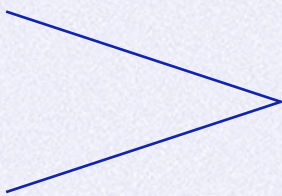
60%

45–54

47%

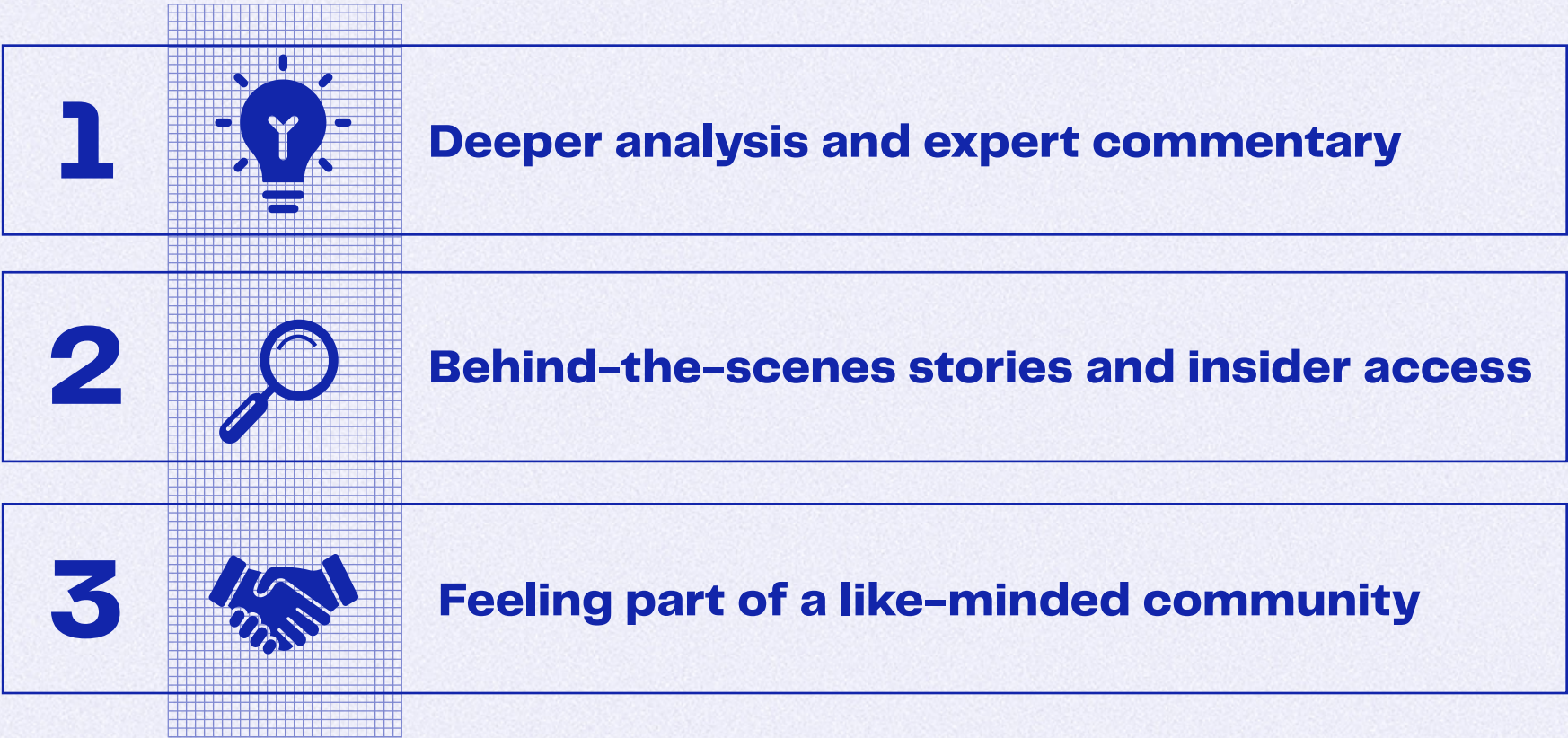


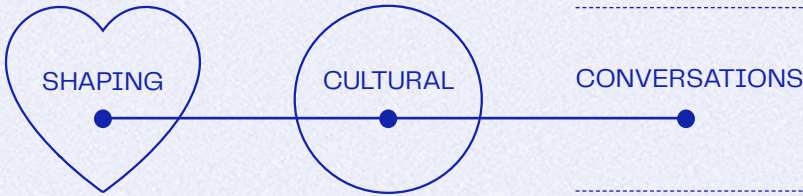
When culture takes place,
audiences flock to podcasts



Why listeners tune in
at these moments

During which cultural moments or events do you consume
more podcasts than usual?





The Pablo Torre Phenomenon

Pablo Torre’s fearless reporting and razor-sharp storytelling have turned Pablo Torre Finds Out into one of the fastest-rising podcasts in sports media. From exposing NFL owner collusion to breaking news about Bill Belichick’s personal life, Pablo delivers exclusives that spark national conversation.

Award-Winning Journalism

With two Edward R. Murrow Awards (2022, 2024) and a 2025 Peabody Award nomination, Pablo’s investigations and features consistently set the agenda in sports coverage.

Massive & Growing Audience

The show is building a loyal following across every major platform, with rapid growth in both audio and video.

220K

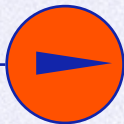
Audio listens
per week

125K

YouTube episode
views per week

750K

Social video
views per week



Watchdog journalism’s future may lie in the work of independent reporters like Pablo Torre

Published: October 6, 2025 1:23pm BST



Mark Cuban accidentally led Pablo Torre to more smoking gun evidence against Clippers

The case against Clippers cap circumvention was helped by its biggest critic, Mark Cuban

by Ricky O'Donnell

Sep 18, 2025, 6:35 PM GMT+1

1 Comment (All New)



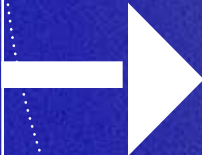
New Pablo Torre Report Questions Adam Silver's Claim About Clippers, Aspiration Deal

Torre brought receipts, as usual.

Kristen Wang | Sep 16, 2025



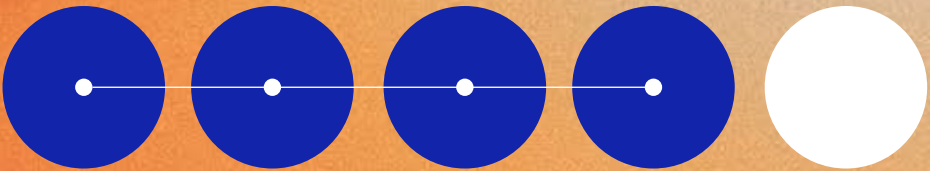
60%

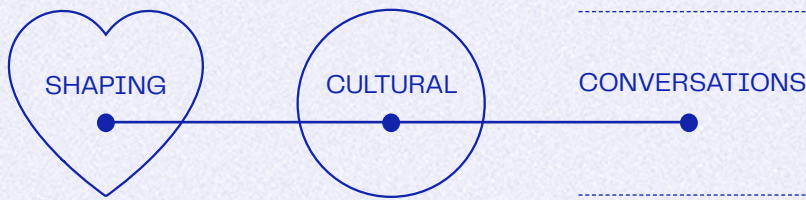


of daily podcast listeners say that compared to other types of media, they are **more likely to change their opinion after hearing something on a podcast**

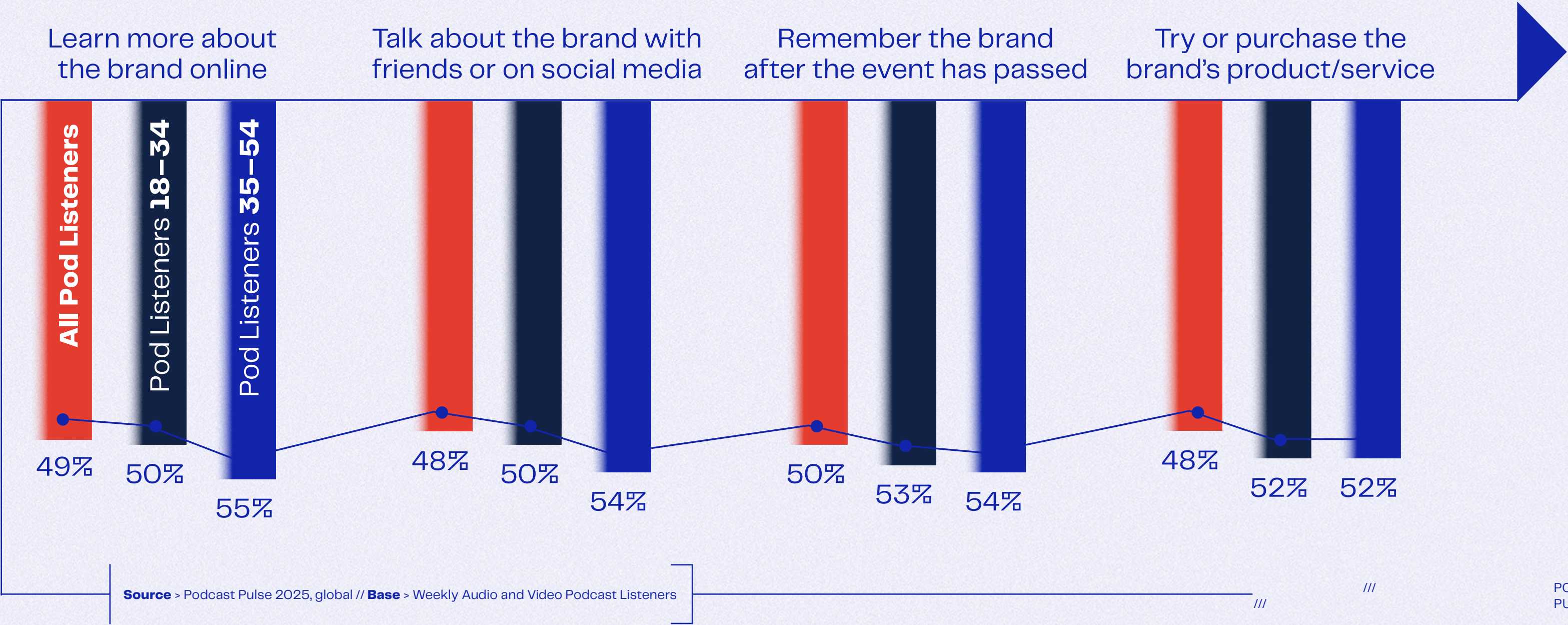
Marketers Agree

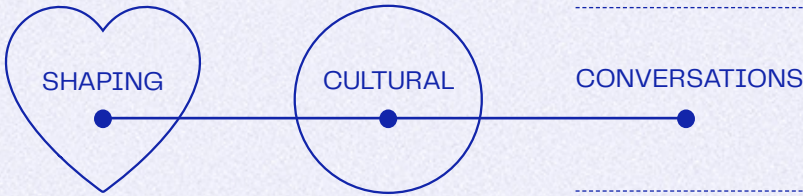
4 in 5 global marketers say podcast hosts are effective at shaping consumer perceptions of brands





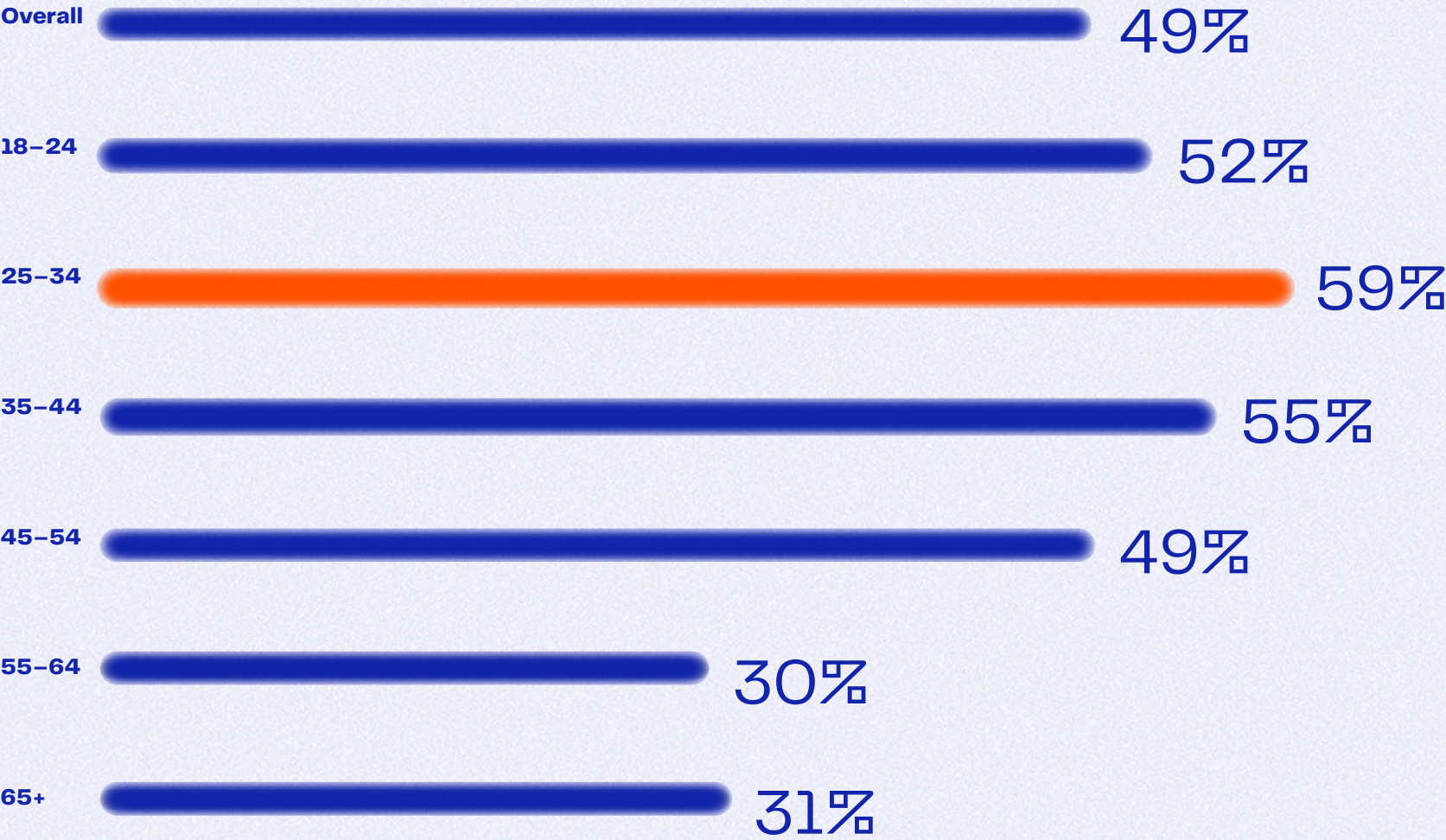
When listening during cultural moments, **hearing a brand message** makes listeners more likely to...





Perception shifts across demographics...

Agreement, “Podcasts have changed the way I think about certain brands”



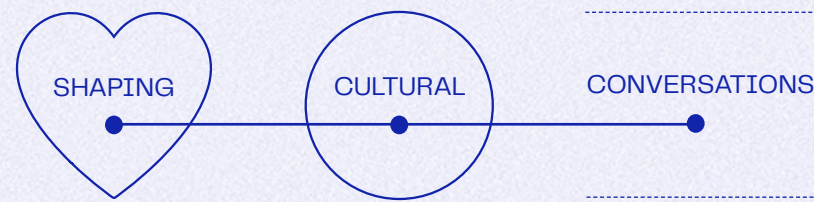
winning brand favorability
and driving purchase intent

58%

of daily podcast listeners say they’ve
discovered new brands or products on
podcasts that they now view positively

67%

of global podcast listeners say they’ve
made a purchase directly because of
a recommendation from a podcast



Keeping it **real** in the AI era

Consumers are almost **3X** more likely to see human-created content as trendsetting compared with AI.



Podcasters warn that AI-generated content threatens their listener bond, with concern averaging **7.3 out of 10** ●●●●●●●○ ○ ○



When AI chatbots only tell you what you want to hear, audiences are **craving what feels real**.

Human voices, perspectives, and storytelling have the ability to create culture that algorithms just can't replicate.

For podcasters, human creativity is their greatest asset. For brands, it's your chance into tap into their authenticity. **Real talk, no prompts.**

Consumers ignore ads.

In a world saturated with noise, brands can't interrupt their way in – they need to be invited. Podcasting, and its extensions across video and social, offers that invitation. It's an intimate, trusted, and highly personal format that allows brands to step out of the ad break and into the narrative through authentic, compelling storytelling.

By partnering with trusted creators, or becoming one through branded podcasts that leverage trusted talent and experts, brands aren't just buying airtime – they're earning a seat at the table in conversations that matter. And when that connection is built naturally and intentionally, it becomes more than advertising. It's impact. It's community. It's a meaningful place in culture, not just a passing presence in it.

Michelle Fernandez,
Director, Creative Partnerships & Strategy,
Acast Creative Studios



▼

Creator marketing that delivers **real** **results for brands**

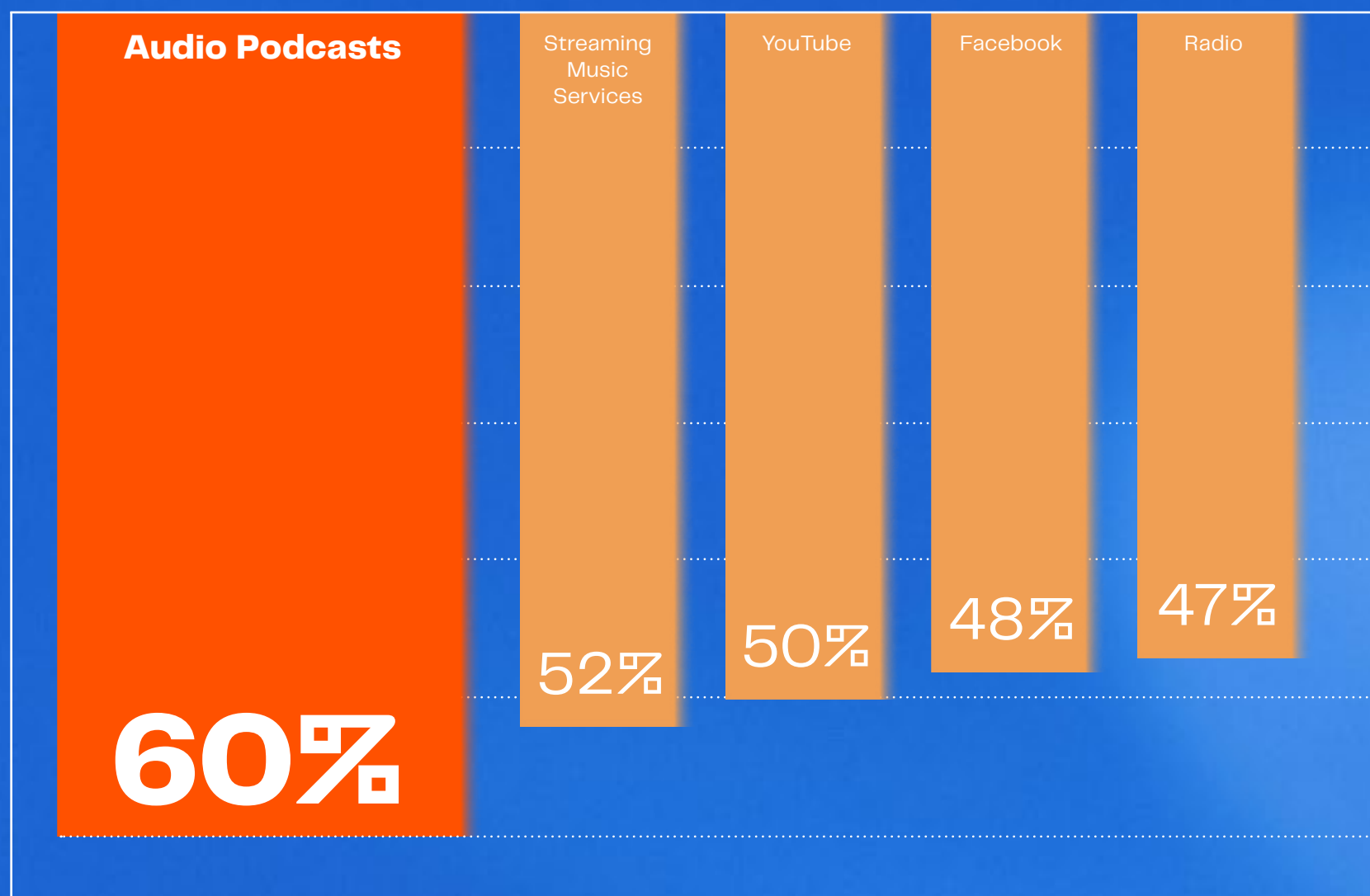
38

Influence only matters when it delivers results. Podcasting's unique environment of trust and attention turns **cultural connection** into **measurable brand impact**.

Listeners don't just hear ads, they lean into them, with higher ad consumption than other media, and low saturation that keeps attention high.



Podcast ad consumption is **way up** compared to other media



67% Hear pre-rolls

71% Hear mid-rolls

62% Hear post-rolls

*half the time or more.

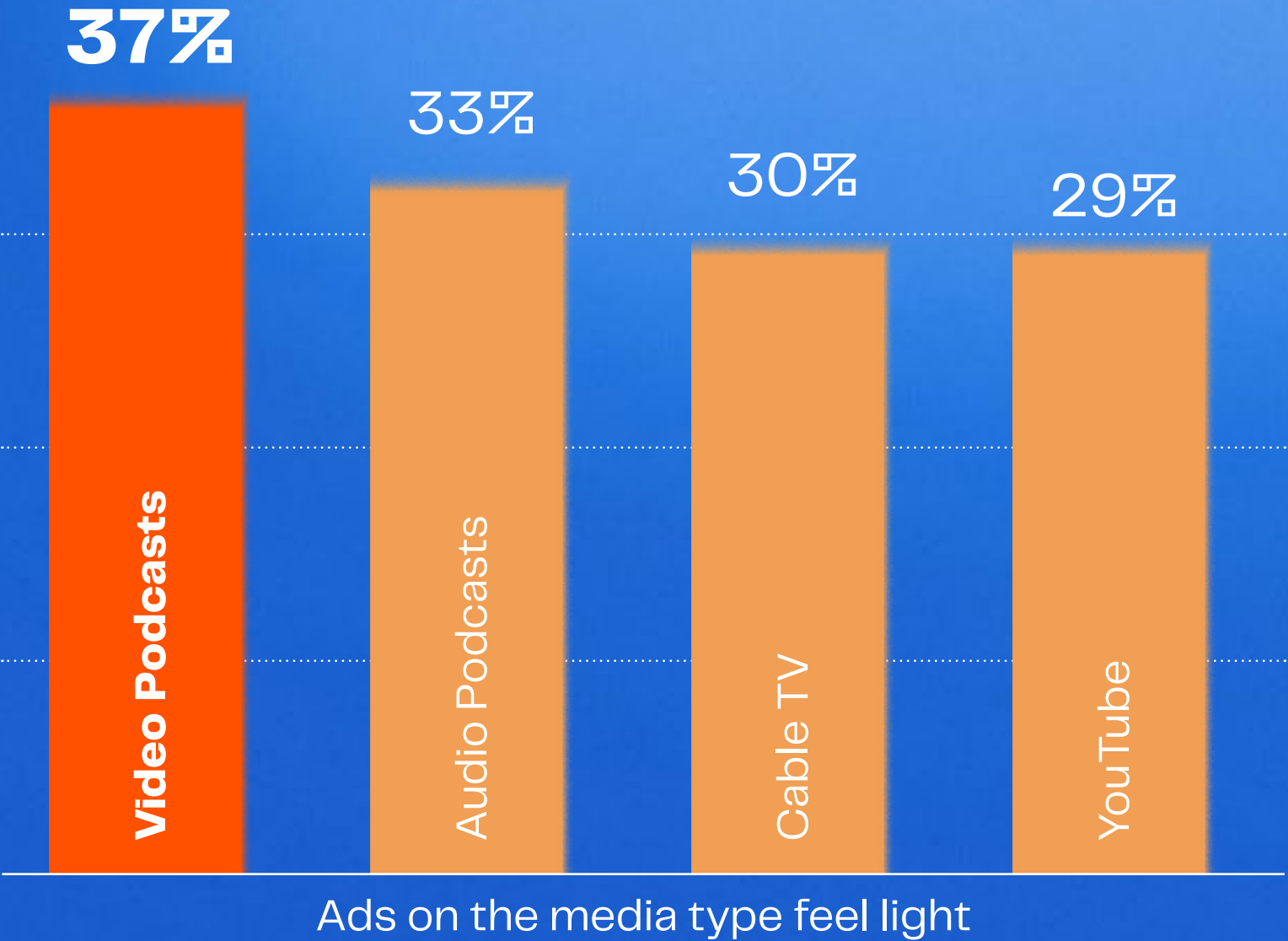
With consumers **paying attention** to ads throughout podcast episodes

Source > Podcast Pulse 2025 // "How often, if at all, do you actively watch or listen to the ads that you see or hear on the following media?" (All of the time + more than half of the time + about half of the time)

Source > Podcast Pulse 2025 // Base > 18+ monthly podcast listeners, N=1664 // "When you listen to podcasts, how often do you hear ads in each of these positions within a podcast?" (Every episode + most episodes + about half of the time)

///

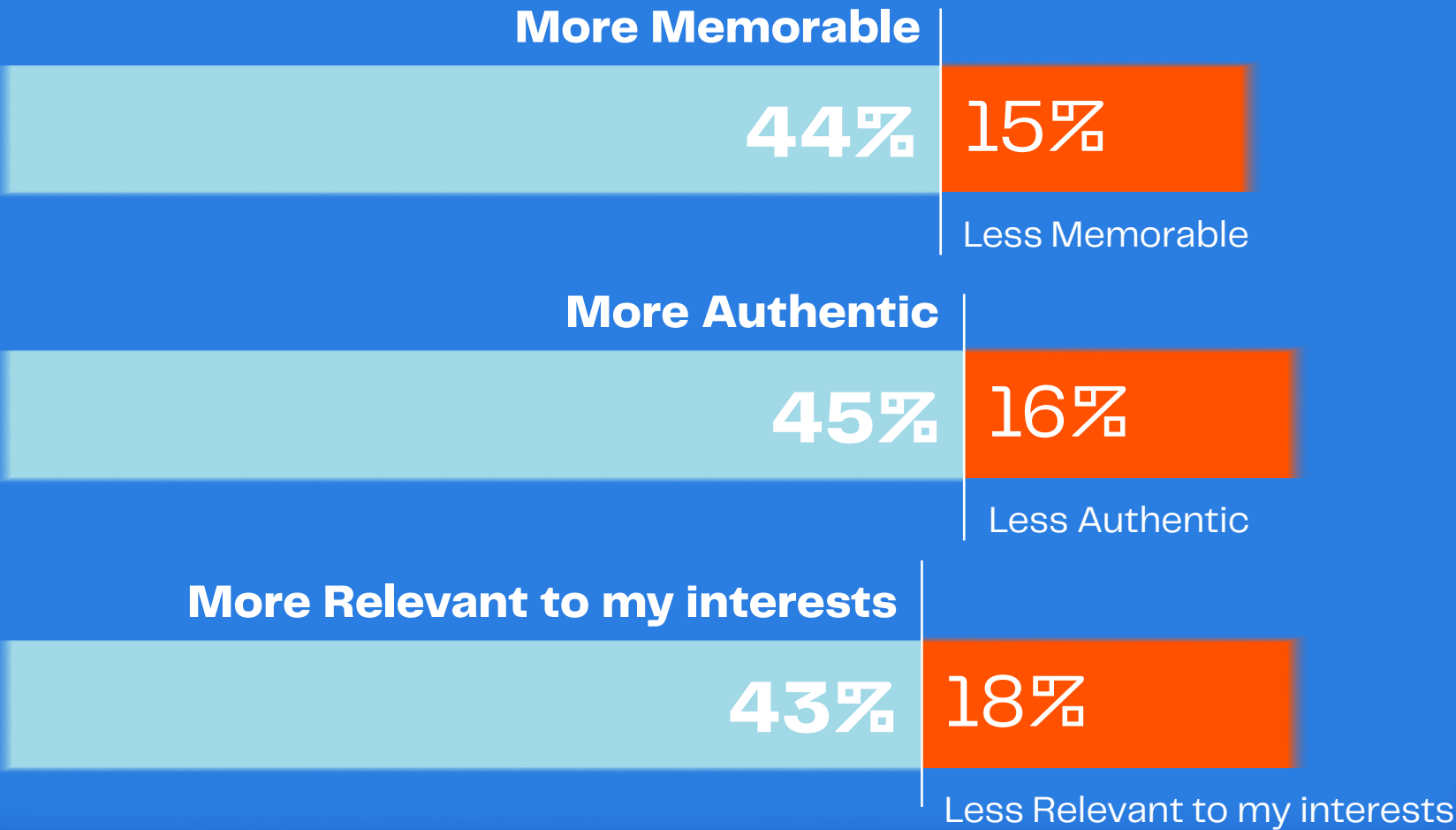
COMMERCIAL IMPACT



Low levels of ad saturation keeps **engagement high**

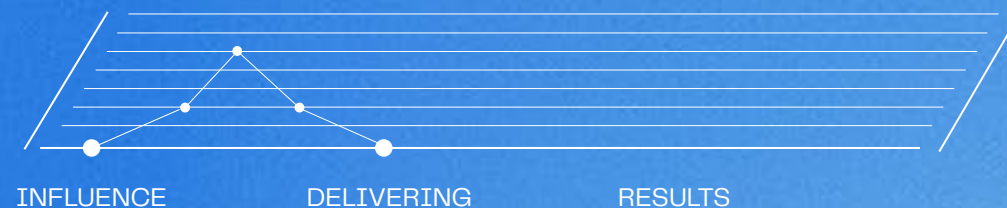
For advertisements they actually **want to hear**

Compared with ads you notice on other platforms, podcast ads are...



Source > Podcast Pulse 2025 // "How heavy does the advertising feel on each channel you use?" // Ads feel very light – I rarely notice them + Ads feel fairly light

Source > Podcast Pulse 2025 // Base > Daily podcast listeners, N=779 // "Compared with ads you notice on other platforms (such as TV, radio, social media, or streaming video), how do podcast ads usually feel?"



Low risk, high reward for brands

On which of the following kinds of media do you see content that occasionally **offends or aggravates you**



25%
Facebook

19%
YouTube

16%
Instagram

16%
TikTok

Video Podcasts

8%

Audio Podcasts

6%

Podcast advertising cuts through the clutter. With fewer ads than other media, listeners stay engaged and receptive.

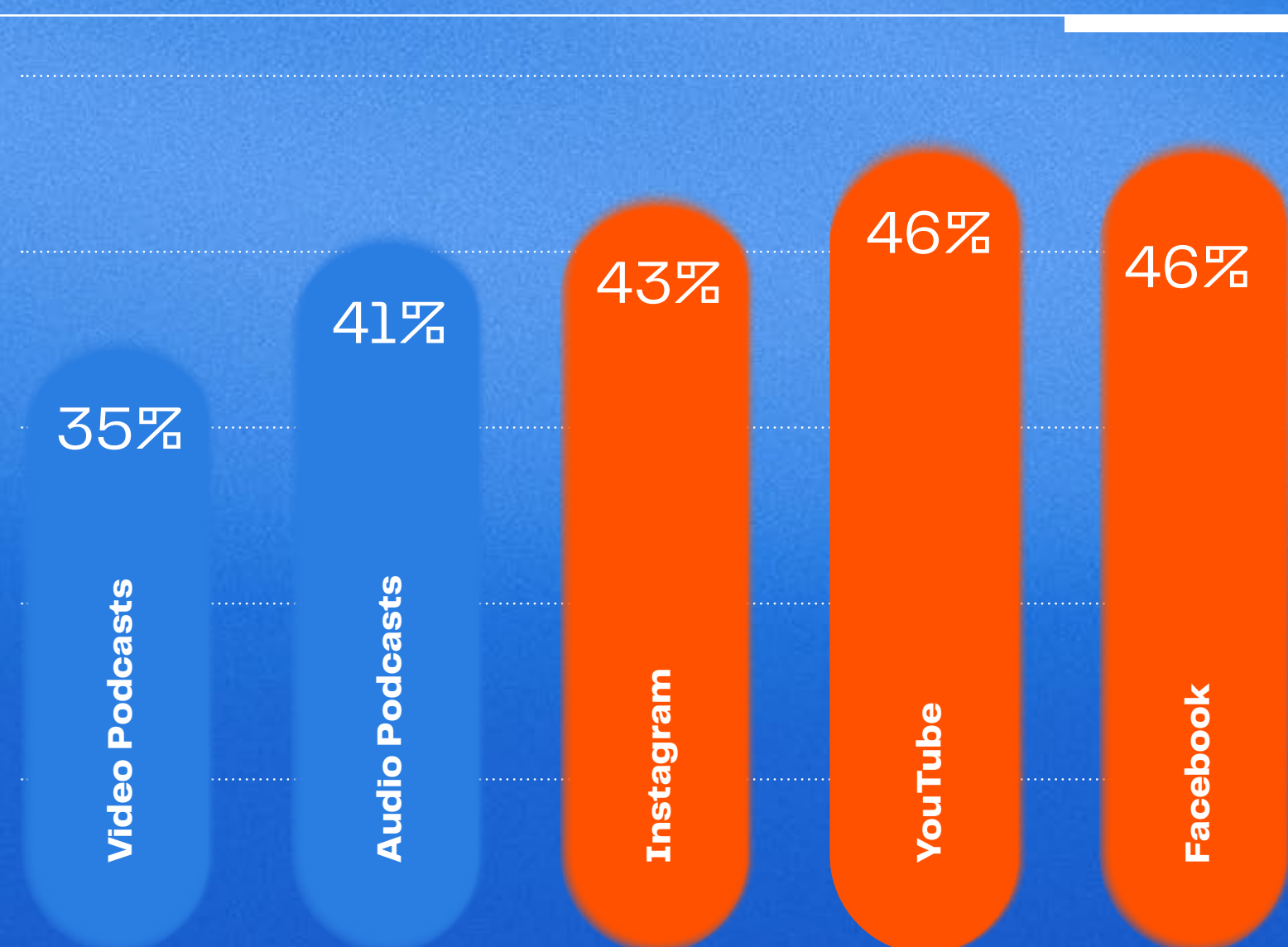
And unlike elsewhere, podcast ads don't just get noticed, they're remembered, trusted, and often feel like a natural part of the show.

Crucially, they also sit in one of the safest ad environments, with far lower risk of brand irritation or offense compared to other channels.

It's the advertiser's sweet spot:
light ad load, high impact, low risk.



Podcast impressions **work harder**



In podcasting, **every** impression carries more weight

Listeners don't need to be bombarded with the same message over and over before they take a brand seriously.

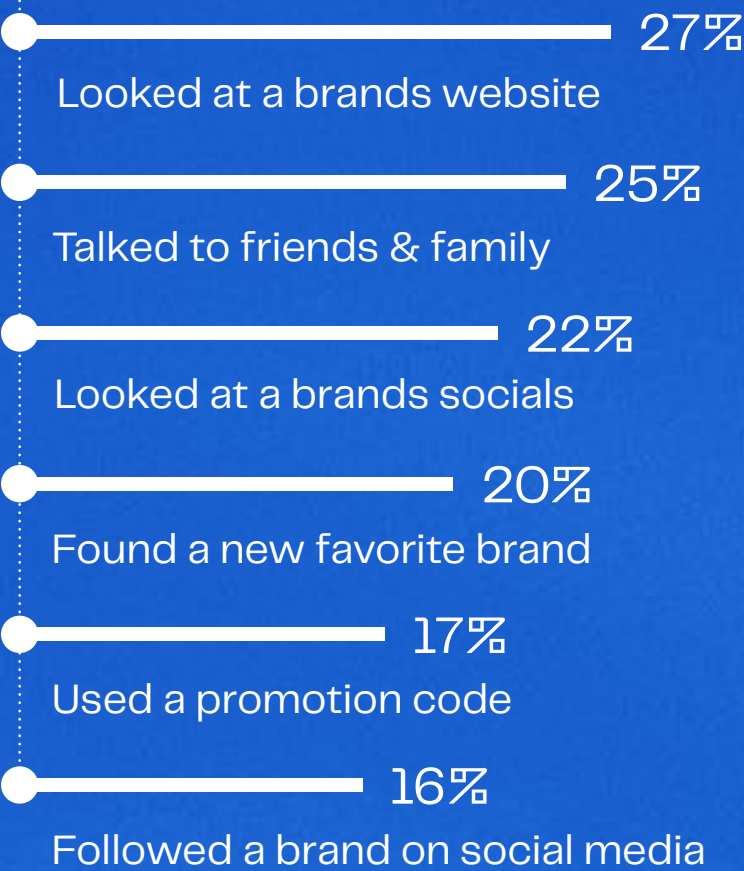
That efficiency means fewer wasted exposures and faster impact, giving advertisers **more value** from every dollar spent.

Need over **5x ad exposure** on media type to seriously consider the brand



85%

of global daily podcast audiences have taken **some form of brand action** after consuming podcasts



Including Purchases

Action taken: made a purchase from a brand in the last 12 months

73%

Age 18–34

65%

Age 35–54

60%

Overall

Source > Podcast Pulse 2025 // Base > Podcast listeners 18+, N=1663. “Which of the following actions have you taken because of a podcast ad before” & “When was the last time that you made a purchase directly because of a recommendation from a podcaster?”



Key takeaways for marketers

Where reach meets resonance

Podcasting blends focused attention with trusted voices, creating credibility and brand influence that other channels can't match.

From culture to commercial impact

Podcasts turn conversations and cultural moments into lasting brand recall and real-world action.

Creator fandoms fuel omnichannel reach

Creator ecosystems span audio, video, live, and social, extending messages across platforms while keeping intimacy intact.

Smarter spend, stronger return

With lighter ad loads and highly receptive audiences, podcast ads work harder and deliver greater value for every spend.

COMMERCIAL IMPACT

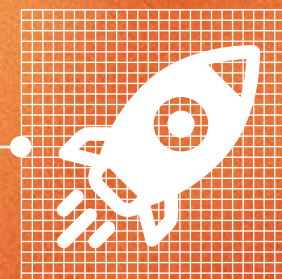


Acast

The world's leading
podcast network

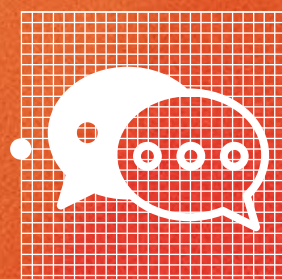
Acast

CREATOR
MARKETING
THAT DELIVERS
REAL RESULTS
FOR BRANDS



The Industry Leaders

Acast has been leading podcast growth & innovation globally since 2014



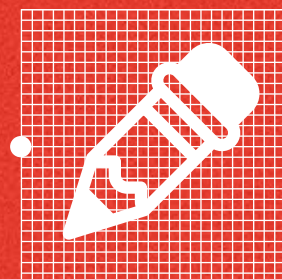
140,000+ Shows

The world's largest independent podcast company



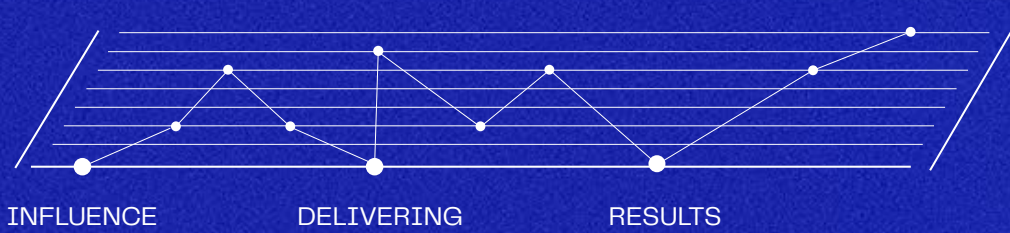
Human-Powered Connection, Built on Smart Tech

We help you find the right audience by blending human expertise with data and tech, all with proven measurement



Award-Winning Creativity

Creating impactful, effective campaigns across all podcasting channels



► Who are Weekly Podcast Listeners (Indexed)?: **young, educated**, and **affluent**



		Australia	Canada	France	Germany	Ireland	Mexico	Norway	Sweden	UK	USA
Income	16–24	109	128	124	134	106	95	104	128	135	105
	25–34	122	135	135	141	121	107	122	131	149	132
	35–44	109	124	112	114	109	104	116	116	128	125
	45–54	87	97	89	92	93	94	88	97	104	105
	55–64	67	79	74	71	68	93	68	69	75	82
Gender	Male	107	107	110	103	107	96	104	100	114	110
	Female	93	93	91	97	93	103	96	100	87	91
Education	Undergraduate degree	117	107	118	127	113	109	113	114	125	116
	Postgraduate degree	121	130	135	141	116	112	126	106	149	124
Income Top 1/3, Middle 1/3, Bottom 1/3	High	113	117	110	121	115	108	108	112	131	114
	Medium	100	98	94	90	98	99	102	104	91	100
	Low	79	91	99	88	89	95	94	93	80	85
Urban Context	Urban	119	112	112	112	108	102	113	106	126	119
	Suburban	95	91	102	96	104	98	94	98	90	94
	Rural	90	82	84	84	88	90	88	89	79	83

THANK YOU
Acast

advertise.acast.com