

# In Tune with the Facts: Demystifying Podcast Myths

## MYTH 1

Podcasts are a niche market with limited reach in the PH

## FACT 1



### NEARLY HALF OF PH INTERNET POPULATION TUNE IN TO STREAMING MUSIC

41M listen to streaming music and expected to grow by 54.5M by 2027



### PODCASTS ARE ALREADY A CULTURAL STAPLE

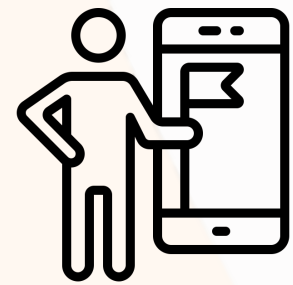
As of 2023, the PH has a base audience of 17M listeners listening weekly.



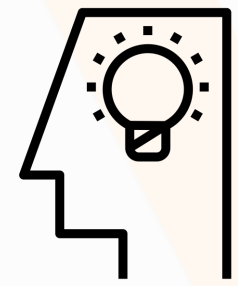
### AUDIO BOOKS GAINING POPULARITY

Around 9.4M listen to audio books

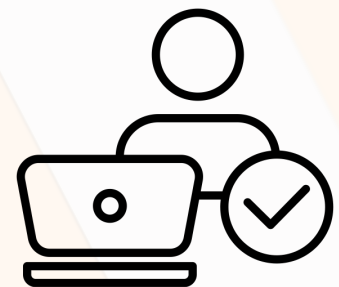
# Who's driving the listening audience?



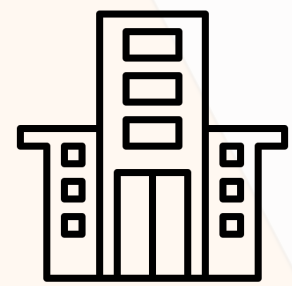
Predominantly **Millennials or Gen Ys** (25 - 34)



Highly educated, with an overwhelming majority having at least a **college degree**

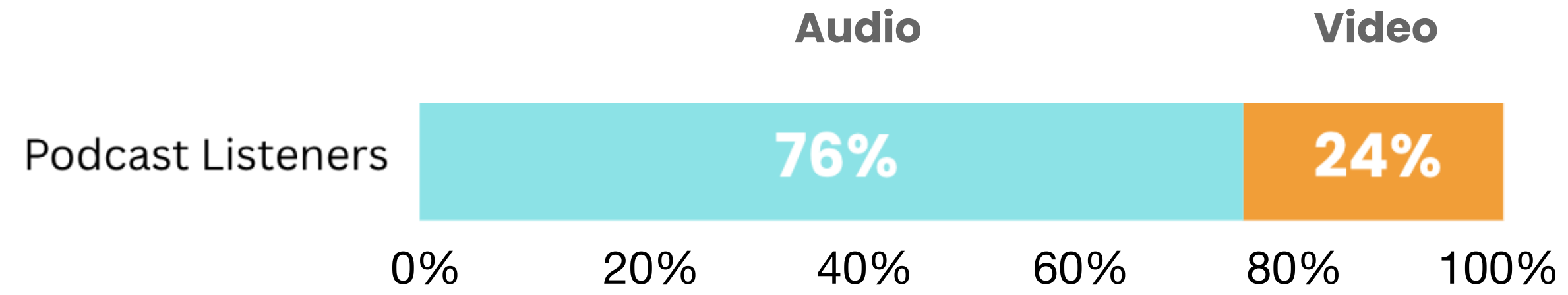


Majority are **employed**

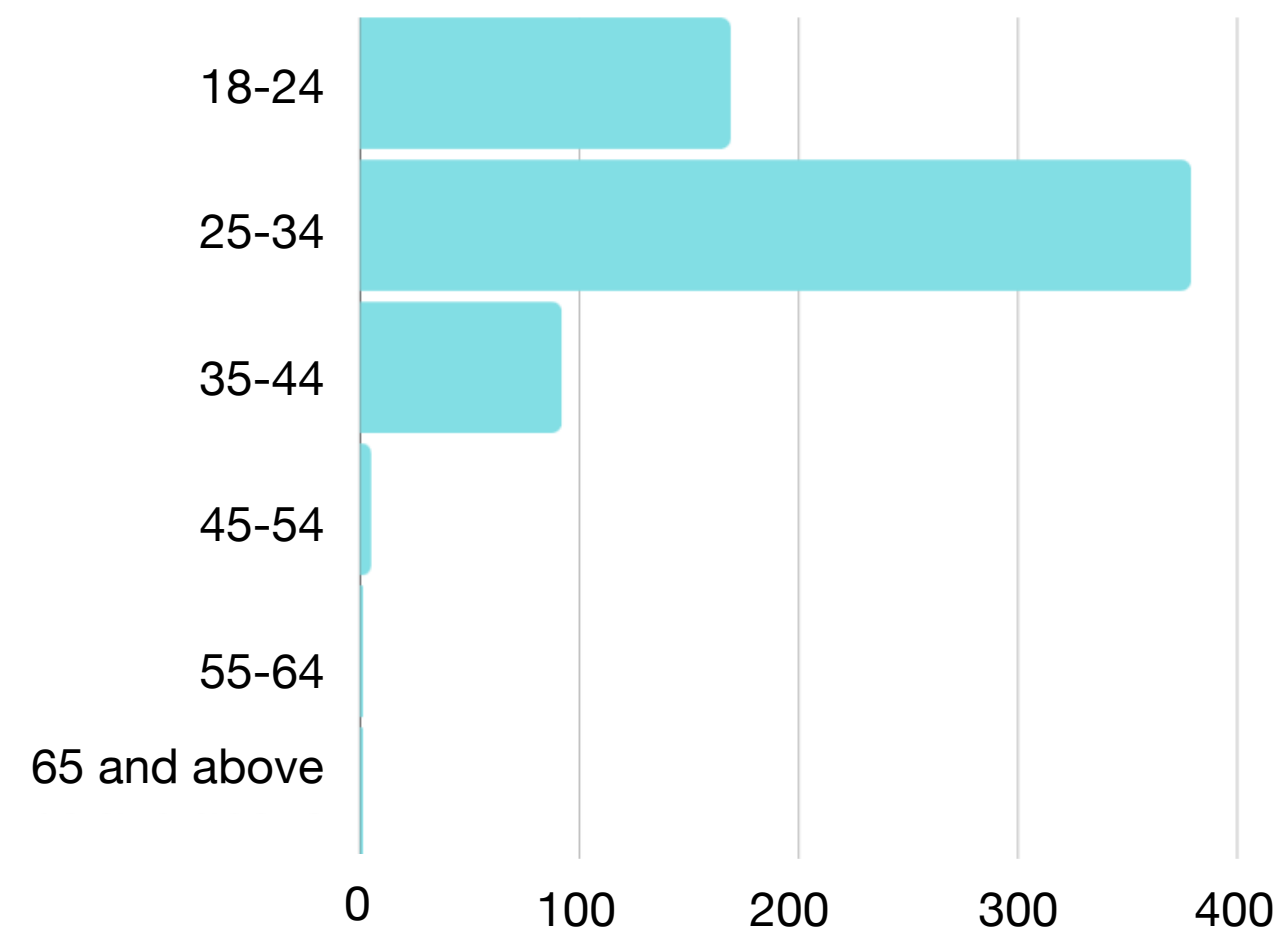


Concentrated in the **urban areas** - Greater Manila Area and key cities.

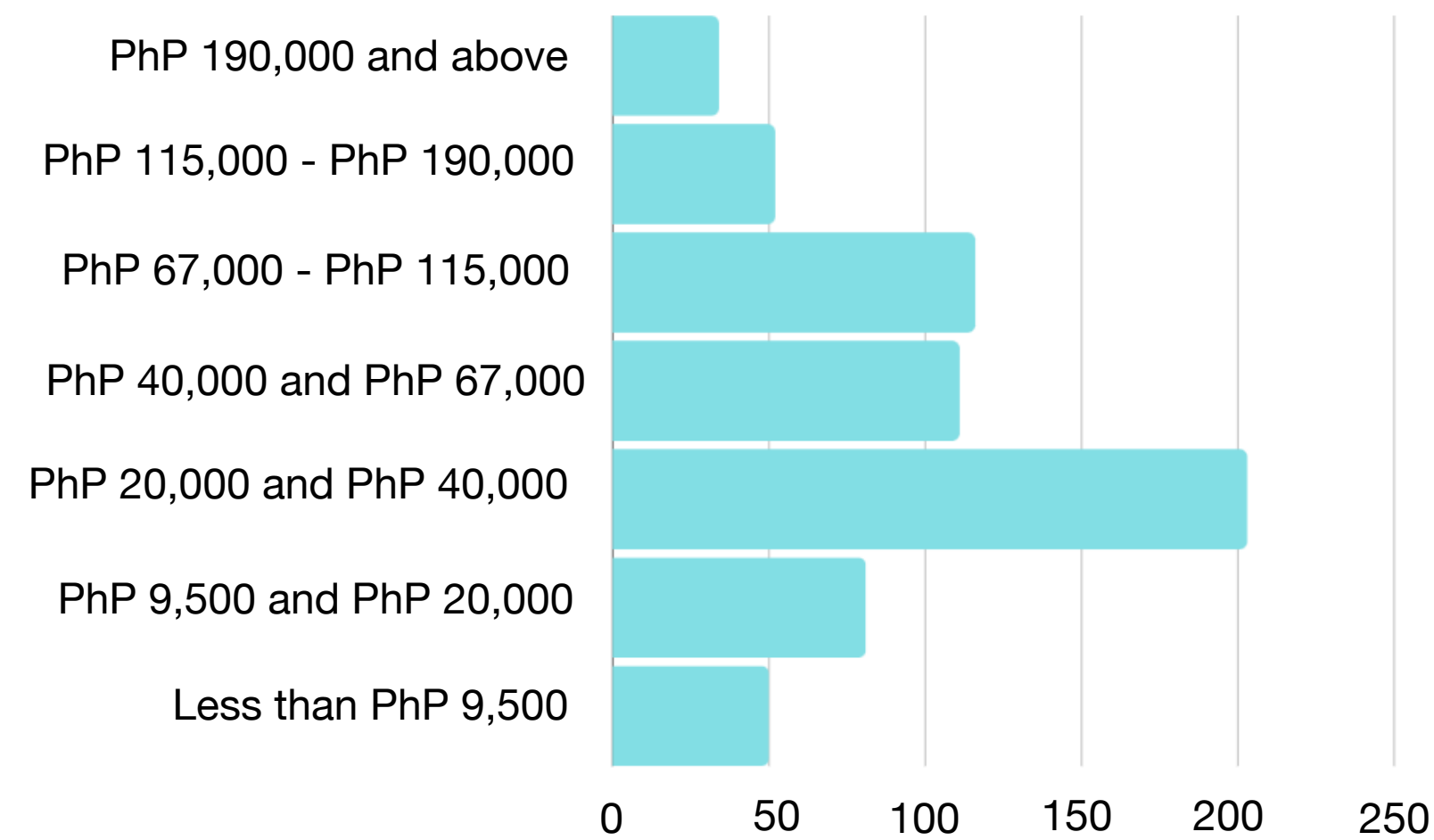
# Audio Podcast Listeners



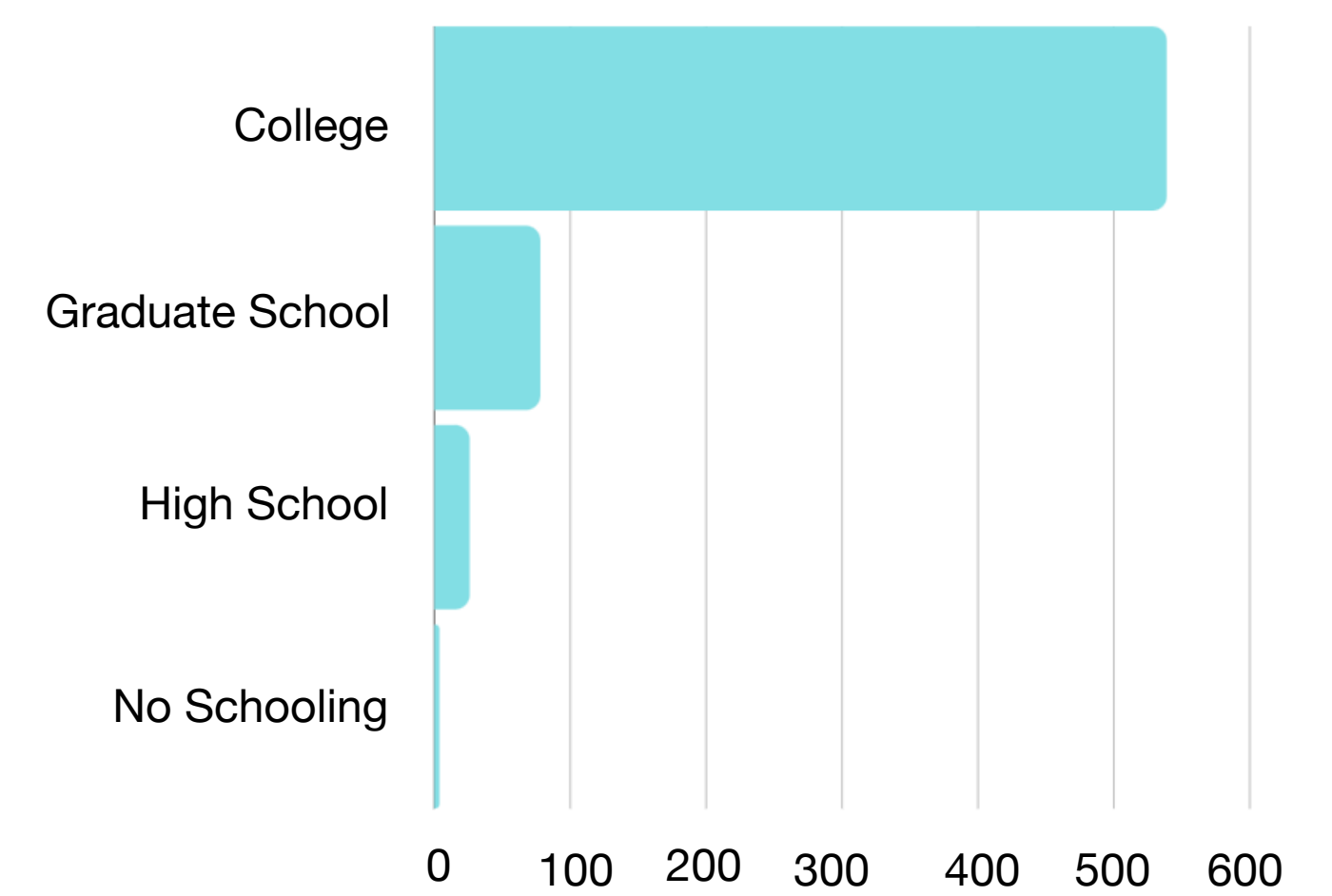
By Age



By Socioeconomic Class



By Educational Attainment



# Hours Spent Listening To Podcast Daily

Income Class	Average Hours Spent on Podcast
< PHP 9,500	2.53
PHP 9,500 - 20,000	2.41
PHP 20,000 - 40,000	2.10
PHP 40,000 - 67,000	2.11
PHP 67,000 - 115,000	2.23
PHP 115,000 - 190,000	2.35
> PHP 190,000	1.79

**Average Hours Spent on Podcast**

**2.20**

## MYTH 2

Filipino podcast listeners are passive consumers of content.

## FACT 2

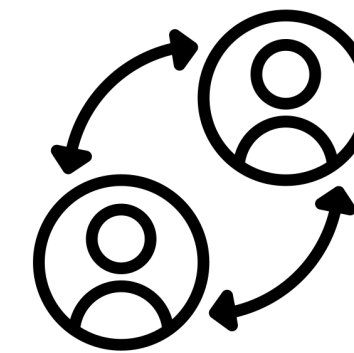
On a scale of 1 (Very Low) to 5 (Very High) ...



Average Level of **Trust** in Listening to Podcasts

**3.70**

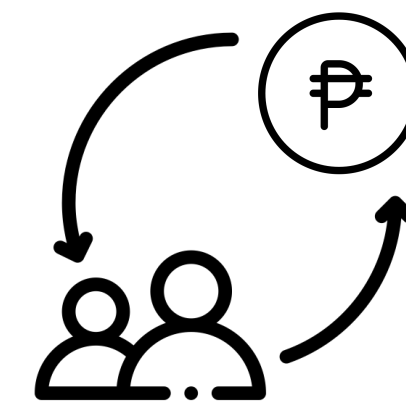
High



Average Level of **Engagement** in Podcasts

**3.24**

Moderate

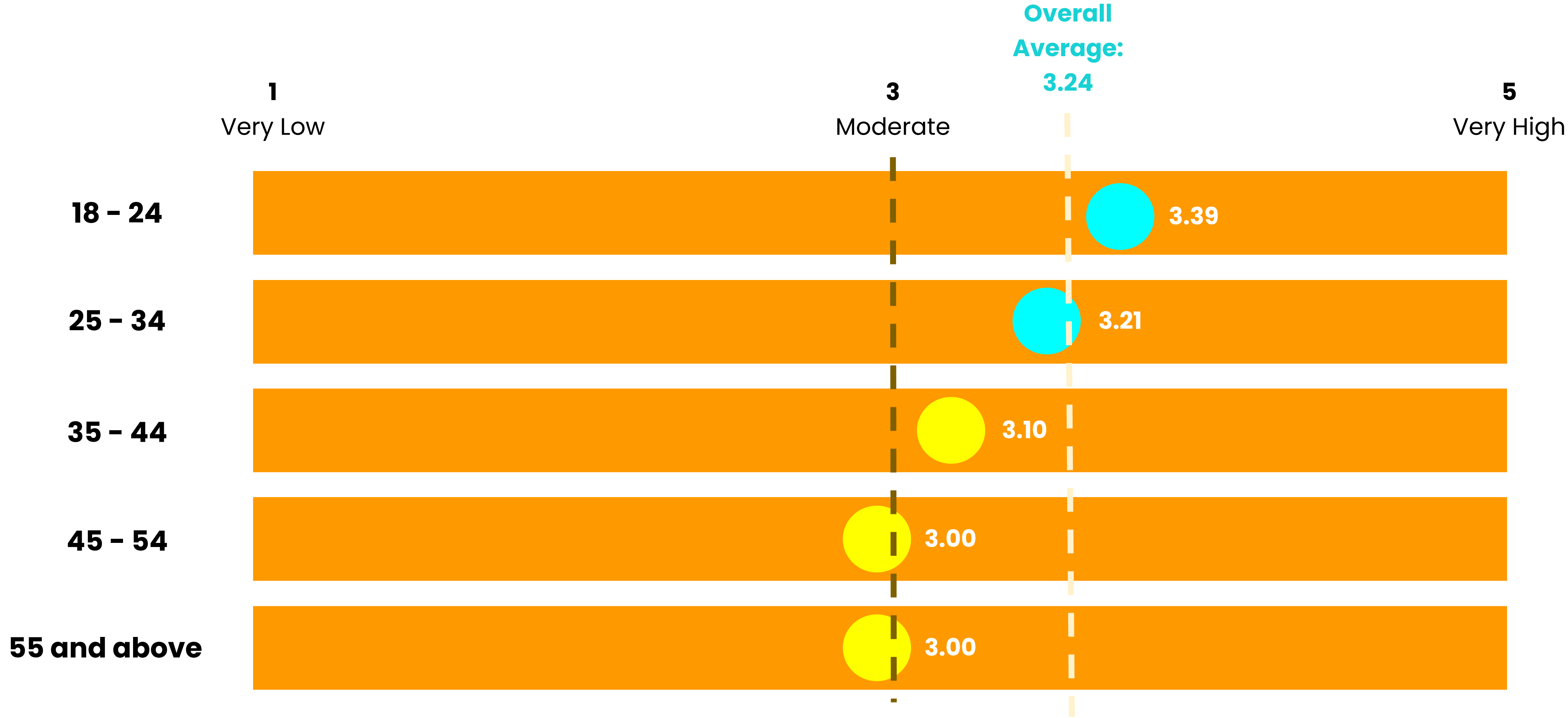


Average Likelihood of **Conversion** to Buy

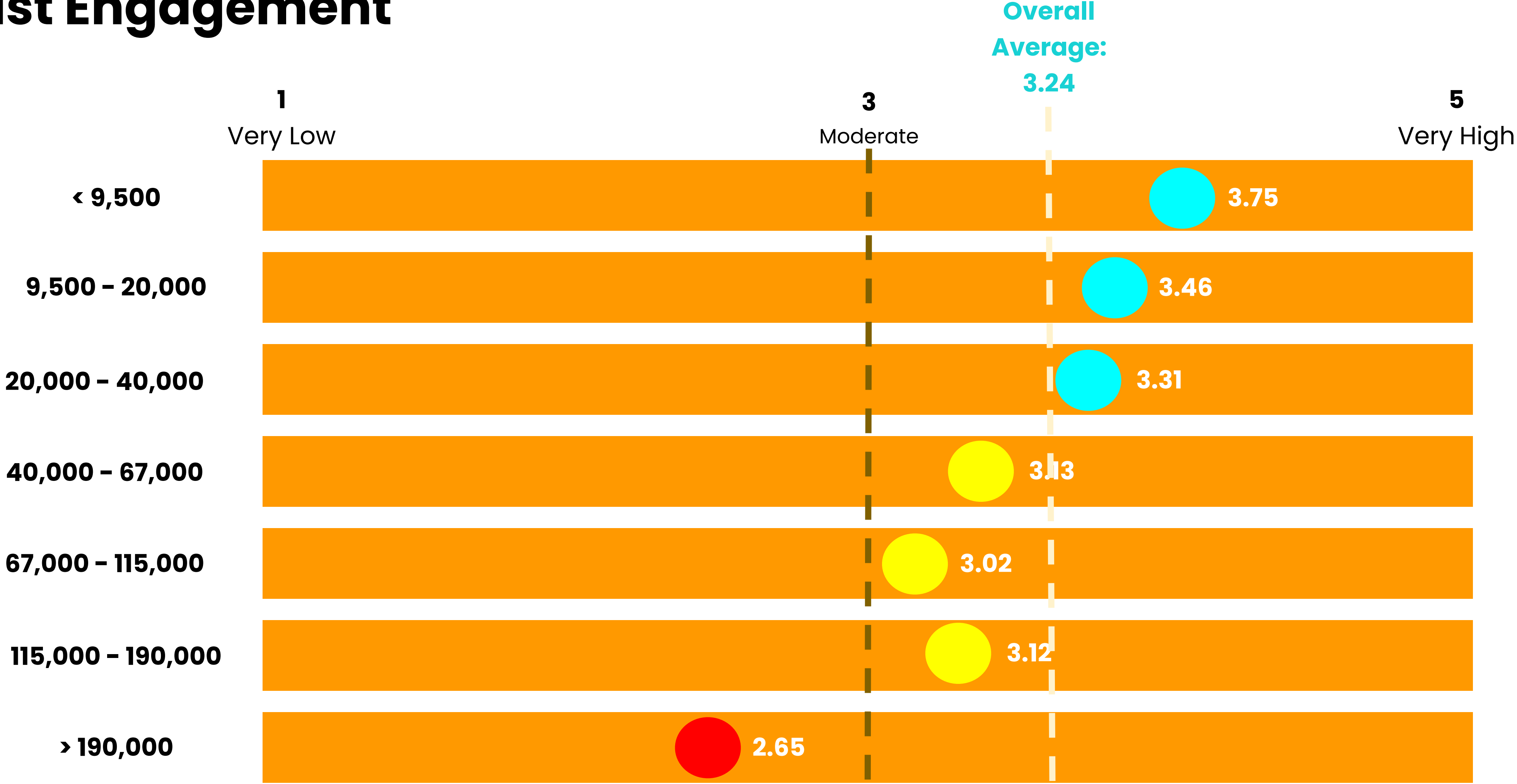
**3.26**

Moderate

# Podcast Engagement



# Podcast Engagement

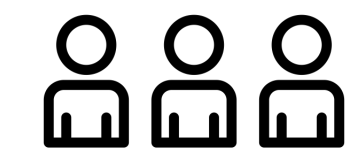




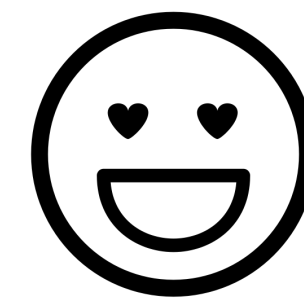
## MYTH 3

Podcast advertising is only for PR and influencer content.

## FACT 3

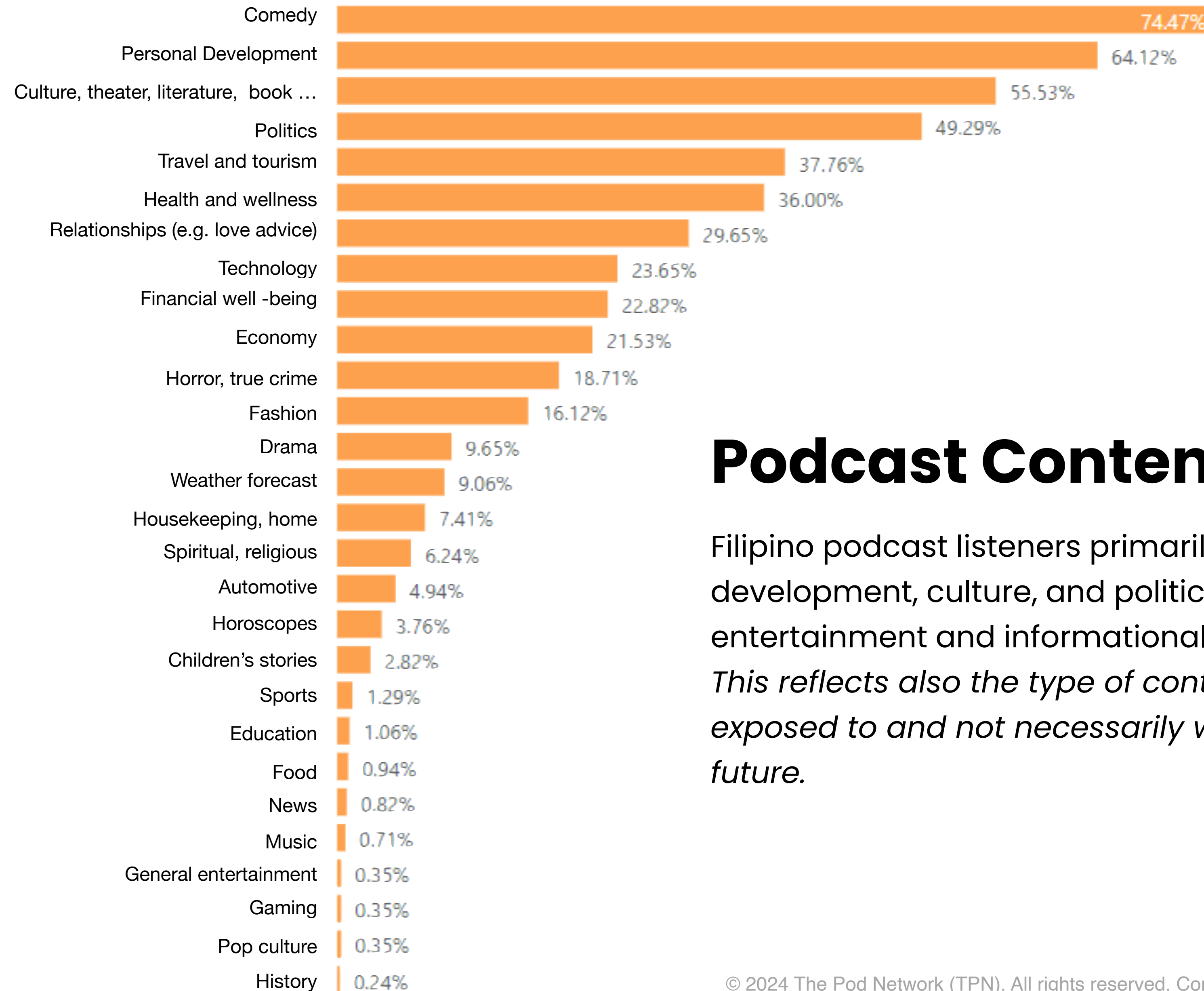


**Diverse Content:** Podcasts offer a broad range of topics beyond PR, from entertainment to education.



**Listener Preferences:** Data shows a strong preference for genres like comedy and personal development, highlighting varied listener interests.

## Top Contents Consumed.



## Podcast Content Preference

Filipino podcast listeners primarily enjoy comedy, personal development, culture, and politics, indicating a mix of entertainment and informational content preferences. *This reflects also the type of content they are currently exposed to and not necessarily what they still might like in the future.*

## MYTH 4

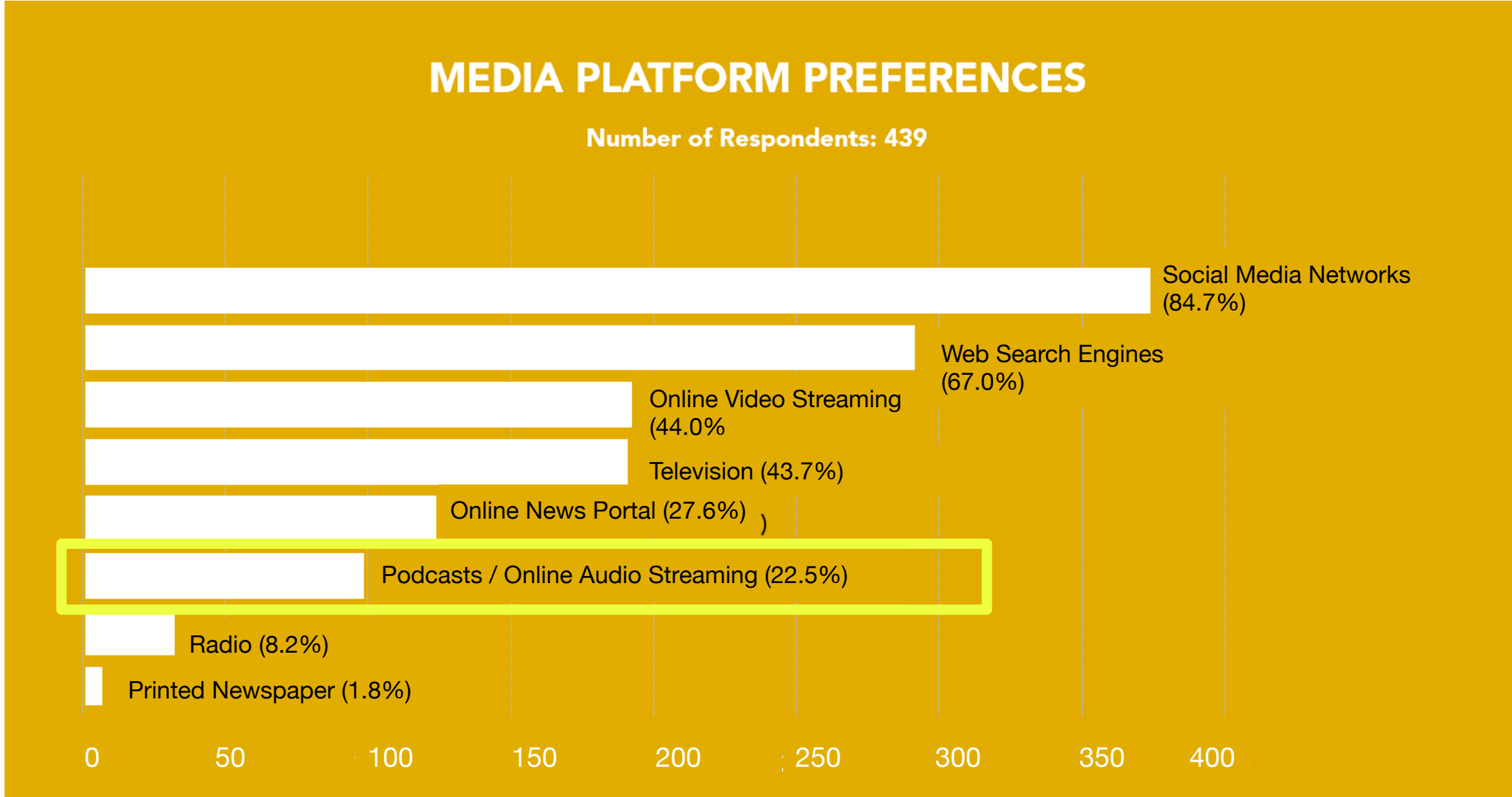
Social media is  
more effective vs  
podcast advertising

## FACT 4

Podcast advertising **complements** social media by deepening audience engagement through immersive storytelling and trusted endorsements, creating a comprehensive advertising strategy.

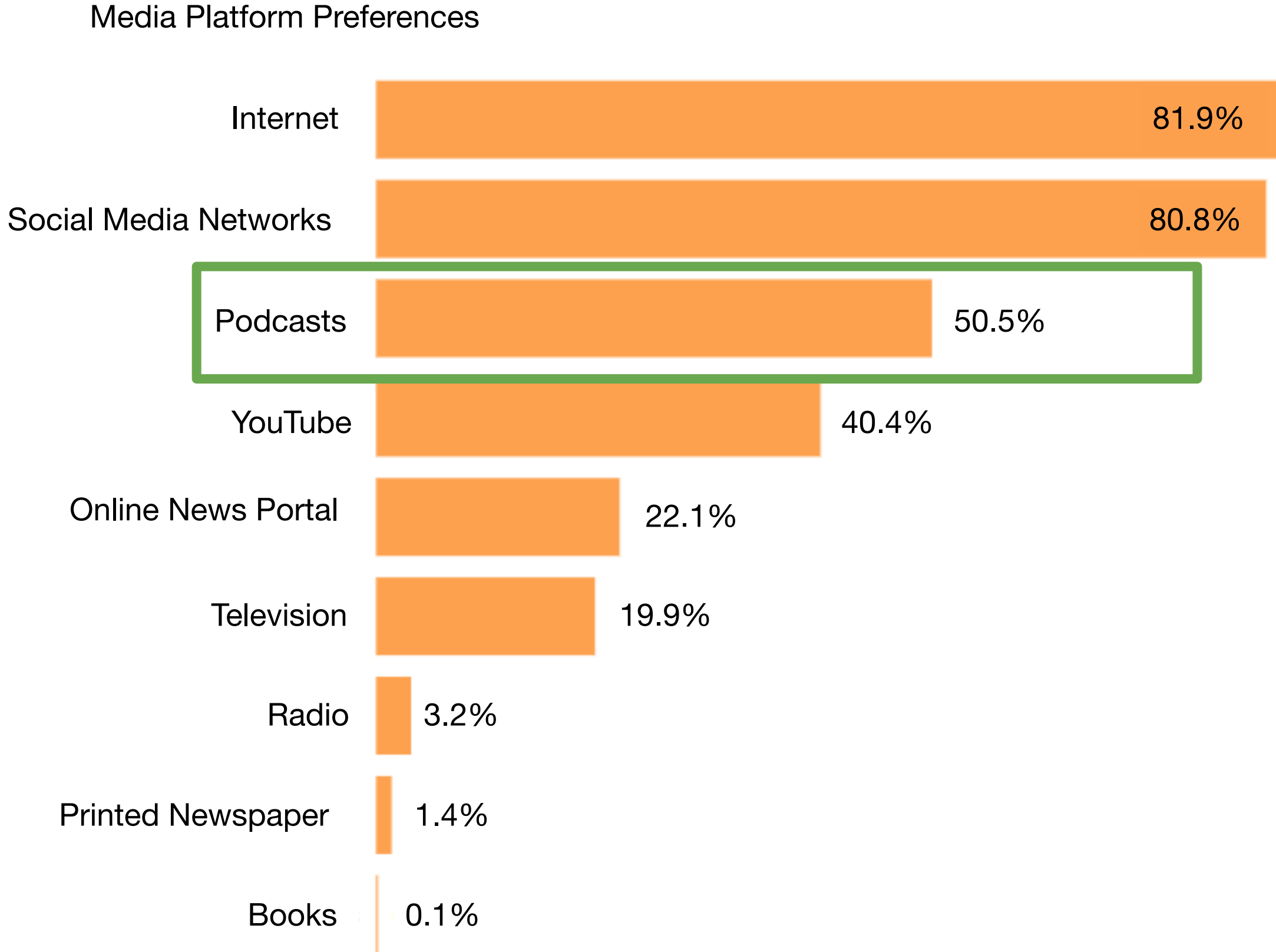
# Podcast now in the top 3 for source of info

2020



2023

Number of Respondents: 850



## MYTH 5

Podcast advertising isn't as impactful or measurable as other digital formats.

## FACT 5

Before measuring podcast ads, pinpoint your goals. Clear objectives ensure relevant insights and effective strategy.

- Reach and audience size —> **Download numbers**
- Who's listening —> **Listener Demographics**
- Listen time and completion rates —> **Engagement Metrics**
- Availment of promo codes or click to landing pages —> **Conversion Tracking**
- Changes in brand awareness —> **Brand Lift Studies**
- Increases in activity post-campaign —> **Social Media Mentions**
- Comments from the podcast community —> **Direct Feedback**

## MYTH 6

Podcasting, has limited targeting options.

## FACT 5

We have identified **eight dominant psychographic profiles** of Filipino podcast listeners based on their level of trust and engagement.



# PH PODCAST LISTENER PERSONAS

**High-Level Harolds:** Ambitious and goal-oriented, these listeners are interested in content that aligns with their personal and professional growth objectives.

**Sophisticated Sophias:** They have refined tastes and seek out content that reflects their sophisticated interests, often in culture and high-quality storytelling.

**Happy Hazels:** These listeners look for joy and positivity in their podcasts, favoring uplifting and fun content.

**Laidback Lances:** Preferring easy listening, they enjoy content that's relaxing and entertaining without requiring too much focus.

**Conscious Connies:** Focused on awareness and learning, they gravitate towards educational and cultural topics.

**Resilient Ryans:** Characterized by their strength and perseverance, they prefer content that motivates and empowers.

**Romantic Roxys:** They are drawn to stories of love and emotion, engaging with content that resonates on a personal level.

**Idealist Iñigos:** These listeners are driven by aspirations and ideals, seeking content that inspires and provokes thought.

What this means for advertisers?

**Better targeting**

**Personalized ads**

**Content matching**

**Higher conversions**

**Optimized campaigns**

## MYTH 7

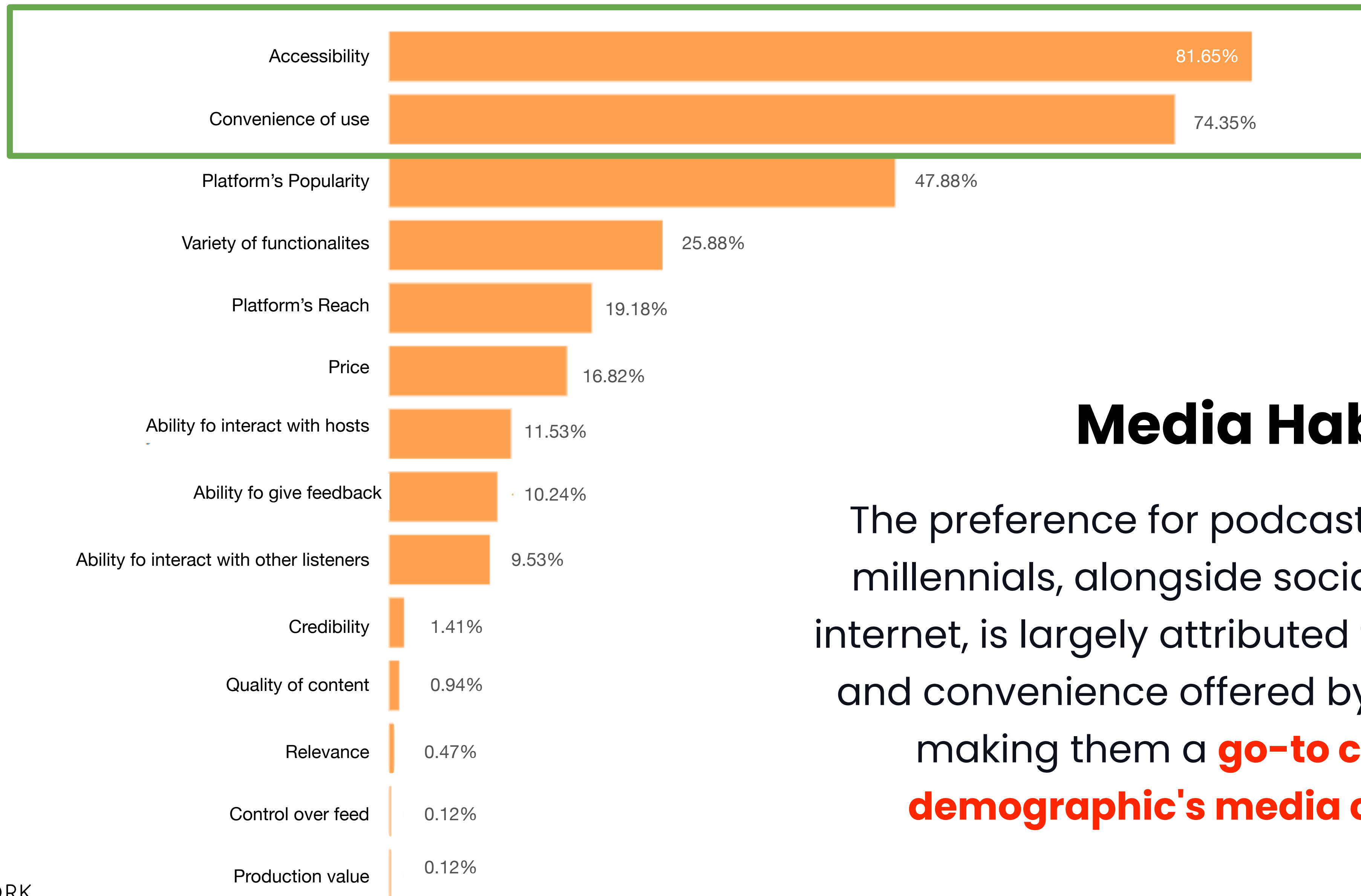
Podcasting is inferior to radio advertising.

## FACT 7

Podcasts provide on-demand access, better targeting, and detailed analytics, complementing traditional radio's strengths - **to reach the on-the-go millennial audience.**



## Top Considerations in Media Platform Choice.



## Media Habits

The preference for podcasts among Filipino millennials, alongside social media and the internet, is largely attributed to the accessibility and convenience offered by these platforms, making them a **go-to choice for this demographic's media consumption.**



## Podcast Listening Habits

Podcast audiences tend to listen to podcasts **before and after work/school hours**, such as **in the morning**, **when commuting** or in the **evening**, **while doing household chores**, **exercising**, or **at bedtime**.

## MYTH 8

Podcast advertising is like influencer pricing — based on rate cards and menu.

## FACT 8

We've shifted to CPM pricing for podcast ads: **clear, accountable, transparent, and clear value for every ad placed.**

It's about the listening audience.



# TION

THE POD NETWORK  
ENTERTAINMENT

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