

THE  
POD  
NETWORK

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ENTERTAINMENT

**Media Kit**

2024



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ENTERTAINMENT

Welcome to The Pod Network, where we reimagine the creator network landscape with data-driven, narrative-powered stories that care to listener passions.

Our portfolio of podcast shows caters directly to millennial and Gen Z audiences. As preferred partners of major platforms, we offer advertising campaign deployment and end-to-end branded content show production.

Committed to elevating the podcast industry in the Philippines alongside other creator networks, we unlock the value of the listening audience, providing measurable success for brands within thriving creator communities.



# Why Podcasts?

**Podcasts are the most personal channel, engaging with the most attentive audience.**

Podcasts offer a unique and immersive experience, forging deep connections that surpass the reach of legacy broadcast media. With spoken word driving active engagement, podcasting becomes a 'lean-in' medium, capturing undivided attention.

Accessible anytime, anywhere, audiences actively seek and select content, enjoying flexible consumption options. Covering a myriad of passion points, podcasts cater to both broad audiences and specialized interests, making them an indispensable medium for today's listeners.



# What we can do for brands?

**Increase Brand Awareness:** Podcasting allows brands to reach new audiences and increase brand visibility

**Narrative Marketing:** Podcasts provide a platform for brands to engage with their audience in a more personal and intimate way. Through storytelling, interviews, and discussions, brands can connect with listeners on a deeper level, fostering loyalty and trust.

**Help Drive Traffic and Sales:** Podcast advertisements, sponsorships, and mentions can drive traffic to the brand's website or specific product pages, ultimately leading to increased sales and conversions.

L<sub>1</sub> I<sub>1</sub> S<sub>1</sub> T<sub>1</sub> E<sub>1</sub> N<sub>1</sub>

T<sub>1</sub> O<sub>1</sub> A<sub>1</sub>

P<sub>3</sub> O<sub>1</sub> D<sub>2</sub> C<sub>3</sub> A<sub>1</sub> S<sub>1</sub> T<sub>1</sub>

## How do we price podcast advertising?

As businesses adapt to the digital age, many are transitioning from traditional rate card models to the more dynamic and globally recognized CPM pricing structure. Embracing CPM reflects the shift towards digital marketing platforms, offering greater flexibility and precision in audience targeting and measurement.

Overall, CPM provides a transparent and measurable pricing model that aligns with the unique characteristics of podcast advertising, making it a popular choice for advertisers looking to reach engaged audiences through this medium.

# What are the advantages of CPM?

- **Predictable Pricing:** Advertisers know exactly how much they will pay for every thousand impressions (listens) their ad receives, simplifying budgeting.
- **Comparable Metrics:** CPM allows advertisers to compare the cost of podcast advertising with other channels, facilitating informed decision-making.
- **Scalability:** Advertisers can adjust campaign scale based on budget and desired reach, calculating costs for specific listener targets.
- **Measurable Results:** Impressions (downloads or listens) are tracked, providing data on campaign reach and effectiveness.
- **Targeted Audience:** Podcasts attract niche audiences, enabling advertisers to target relevant demographics effectively.
- **Flexibility:** Advertisers can select podcasts based on audience demographics, genre, and content preferences, ensuring targeted advertising strategies.



## Who's driving the listening audience?

**The listening audience is predominantly composed of Millennials or Gen Ys, aged 25 to 34.**

They are likely highly educated, with the majority holding at least a college degree. This demographic segment is predominantly employed and concentrated in urban areas like the Greater Manila Area and key cities. They represent an influential group with significant purchasing power, shaping the landscape of podcast consumption and driving trends in content preferences.

# The Pod Network Advertising Podcast Placements

**Audio Ads: Pre-roll/Mid-Roll (15s/30s or 60s)** – for consistency, building brand recognition and conveying a standardized marketing message (can be used for promo/seasonal messaging)

**Call to Action on Description** – to promote interaction and guide the audience to explore more information, while also acting as a quantifiable metric

**Episode Buy (BRANDED EPISODES)** – for brand integration and connection with the audience; brand is permanently part of the podcast's audio content; includes:

- Intro Brand Shout Out (This Episode is Brought to you By) for recall and consistent brand integration
- Audio Ad (Pre-roll/Mid-Roll)
- Brand Logo on Episode Art
- Call to Action on Description

**Segment Buy (BRANDED SEGMENTS)** – for core message spotlight and promotion, it will be a permanent part of the podcast's audio content; includes:

- Audio Ad: (Pre-roll/Mid-Roll)
- Brand Logo on Episode Art



# Flow Chart for Campaign Deployment

**Client sends Media Brief and Budget:**

Client provides detailed objectives, target audience, messaging, and budget for the campaign.

**TPN prepares a customized media plan:**

TPN crafts a tailored plan outlining strategies, tactics, channels, and timeline, aligning with client goals and budget.

**Client and TPN meet to finalize the media plan:**

Collaborative discussion ensures alignment, addressing any adjustments or concerns before proceeding.

**TPN executes the approved media plan:**

Production, content creation, advertisement deployment, and activations commence per the agreed plan.

**TPN monitors campaign performance and reports results:**

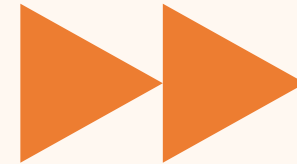
Ongoing analysis tracks metrics, with detailed reports providing insights and recommendations for optimization.

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**OUR NETWORK**





**MACHONG CHISMISAN**

**THE RJ LEDESMA PODCAST**

**Philippine Campfire Stories**

**Joelle's Sunny Outcraze**

**PUNCH LINE WITH ALEX CALLEJA**

**MURDER HISTORIES**

**POLY FUN with Chio and Gino**

**UNDER PAID WITH STANLEY CHI**

**WRESTLING-WRESTLING PODCAST**

**THE BARE IT ALL PODCAST**

**FUNNY RIDER PODCAST**

**THE EVE'S DROP**

**SMALL TALK WITH ALEC CUENA**

**TAMBALAN PODCAST**

**BW**

**FREE YOURSELF WITH GAYLE DE CHAVEZ**

**The KoolPods**

**TYPICAL PINOY CRAP PODCAST**

**BAGO MATULOG with RED OLLEDO**

**YOU CAN DO THIS! THE MYRZA SISON SHOW**

**YELLOW SPACE**

**HILAKBOT PINY HORROR STORIES | THE PODCAST**

**LADY BOSES THE PODCAST**

**THE HALO HALO SHOW**

**ON DECK WITH STAN SY**

**BINI PODCAST ng mga walang DOWA**

**+KapalarHanz with Master Hanz Cua**

**muggets**

**adoboTALKS PODCAST the business of creativity**

**KAPAMILYA JOURNEYS OF HOPE WITH FATHER TITO CALUAG**

**KERI KIT Guide for Non-Gamer Parents**

**BEST 10 BETS**

**SILLY GANG SA GABI! a podcast with jed isha mike**

**BREAKING DOWN THE BUZZ**

**MACHONG CHISMISAN**

**THE RJ LEDESMA PODCAST**

**Philippine Campfire Stories**

**Joelle's Sunny Outcraze**

**PUNCH LINE WITH ALEX CALLEJA**

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**WRESTLING-WRESTLING PODCAST**

**THE BARE IT ALL PODCAST**

**FUNNY RIDER PODCAST**

# The Pod Network In Numbers



**30+ LOCAL PODCASTS**

**Acast**

**600+ AFFILIATE SHOWS**

(with PH audience)

 **Inventory of Listens**

**OVER 100K LISTENS  
PER MONTH**

(on TPN Shows)



**Impressions**

**29M IMPRESSIONS PER MONTH**

(on TPN Network)

# How to target audiences through podcasts?

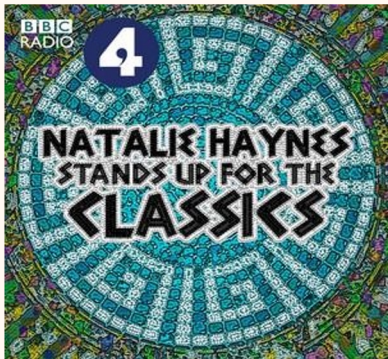
**Targeting audiences through podcasts involves three key strategies: demographic, passion point, and location/geography.**

- **Demographic targeting** utilizes audience data such as age, gender, education, and income to tailor ads to specific groups.
- **Passion point targeting** focuses on aligning ads with the interests and hobbies of listeners. Conversely, this could also allow them to target audiences they would not otherwise reach.
- **Location targeting** allows advertisers to reach audiences based on their geographic location.

**By leveraging these strategies, brands can maximize relevance and engagement, ultimately achieving their marketing objectives effectively.**

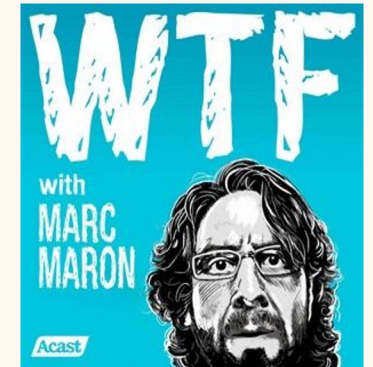
# COMEDY AND HUMOR

## Example Cluster



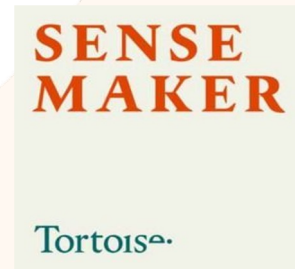
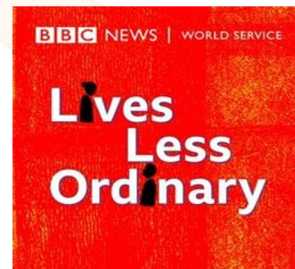
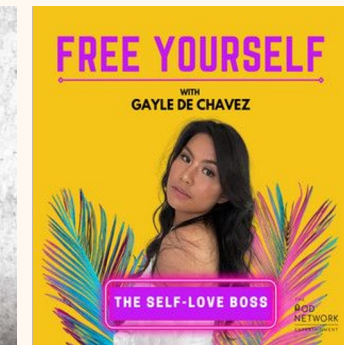
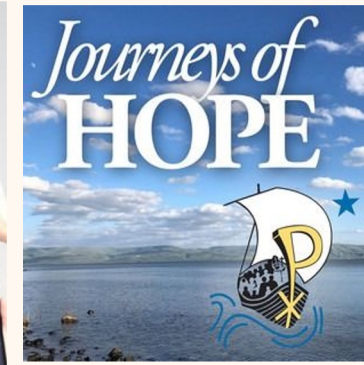
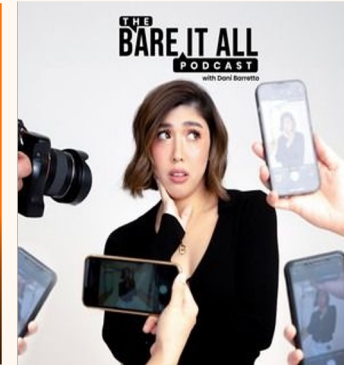
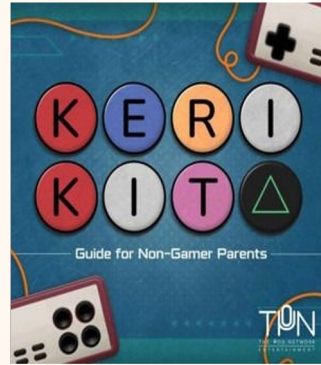
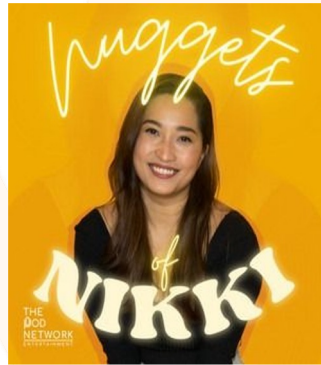
# ENTERTAINMENT AND POP CULTURE

## Example Cluster



# LIFESTYLE, SOCIETY, AND RELATIONSHIPS

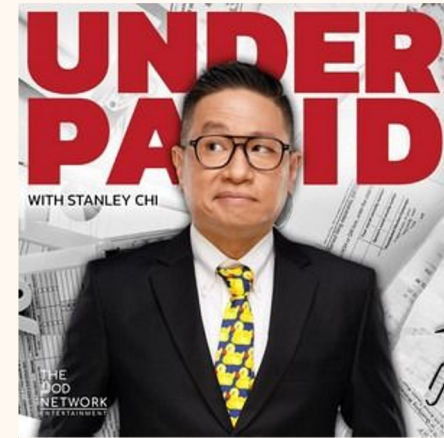
## Example Cluster





# BUSINESS, POLITICS, AND NEWS

## Example Cluster



# DRAMA, HORROR, AND TRUE CRIME

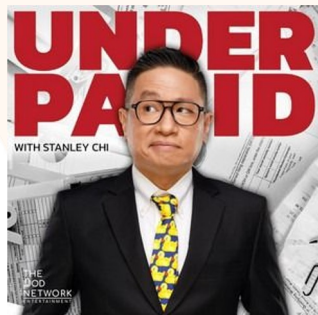
## Example Cluster



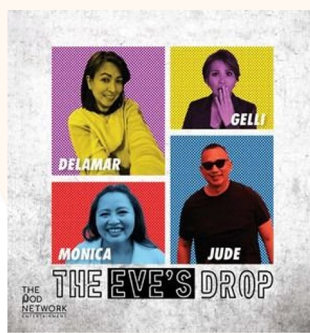
# SHOWS BY AUDIENCE

## Example Cluster

23-27



28-34



35-59



# SHOWS BY LOCATION

## Example Cluster

### Metro Manila



### Metro Cebu



### Metro Davao





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