



VTION

Digital Analytics

Podcast Advertising Effectiveness
Survey Report

August 2022

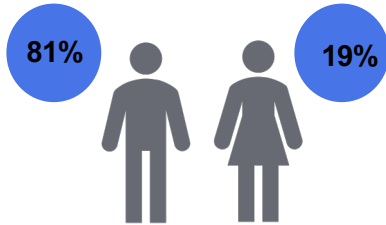


Defining the base

- ❑ VTION Digital had sent survey invites to VTION panellists in top 16 States in 1 lac (0.1mn) + town class.
- ❑ Profile of the panel is Male/Female, 18+ year olds, NCCS ABCDE. An additional filter of Music App users was added while sending the invites.



Profile Of Respondents



Age

18-24	: 58%
25-34	: 32%
35+	: 9%



NCCS

A	: 59%
B	: 15%
C/D/E	: 26%



Town Class*

Metro	: 46%
10-40 L	: 21%
1-10 L	: 33%



Zones

North	: 26%
South	: 34%
West	: 29%
East	: 11%

*Town class is based on 2011 population census
Metro cities have population of 40 Lakhs + (4 mn)
10 to 40 L cities have population between 10 Lakhs (1 mn) to 40 Lakhs (4 mn)
1 to 10 L cities have population between 1 Lakh (0.1 mn) to 10 Lakhs (1 mn)

Base for Profile; Podcast Listeners: 354

Various Podcasts Recalled



Count of Podcast Mentions

Mentioned Podcast platform like Wynk, Spotify	107
The Daily	28
The Ranveer Show	20
The Mythpat Podcast	22
This American Life	13
The Sadhguru Podcast	9
Reply All	7
Morning Muse	6
Planet Money	6
Steak for Breakfast	6
On Purpose with Jay Shetty	5
THE JOE ROGAN EXPERIENCE	5
Chanakya Neeti	4
Crime Show	4
Dear teenage me	4
Freakonomics Radio	4
Indian Noir	4
Sandeep Maheshwari	4
The Self Love Fix	4

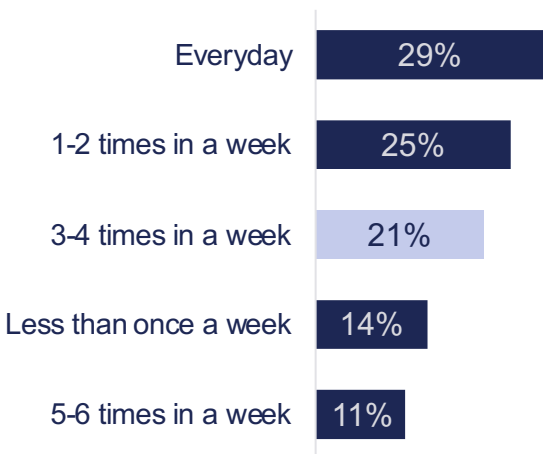
Frequency Listen to Podcast: By Demographic Profile

Median & average frequency is 3-4 times a week. Podcast listeners are largely Females, 25 years and above. In Metro cities about 7 in 10 listen to Podcasts; 3 in 10 listen everyday. In Tier 1 cities 4 in 10 listen to podcasts everyday.



Average frequency of hearing podcast
3 to 4 times a week

Frequency Listen to Podcast



	Male N : 285	Female N : 69	18-24 N : 207	25-34 N : 115	35+ N : 32	Metro N : 163	10 - 40 L N : 75	1 - 10 L N : 116
Everyday	28%	30%	22%	38%	38%	29%	35%	24%
1-2 times in a week	27%	14%	30%	15%	22%	22%	21%	30%
3-4 times in a week	20%	25%	20%	24%	19%	26%	12%	21%
Less than once a week	14%	16%	17%	10%	6%	13%	16%	15%
5-6 times in a week	11%	14%	10%	12%	16%	10%	16%	10%

Significantly Higher versus overall at 95% confidence level
Significantly Lower versus overall at 95% confidence level

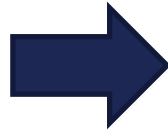
Base for Profile; Podcast Listeners: 354

Brand / Product Recall in Podcast

Almost 3/4th have heard of a product or a brand in between podcasts. 8 out of 10 of those who have heard of a product are interested in finding more about it and consider it; 6 of the 10 claim to actually buy the product / brand.



Base:: Podcast Listeners: 354



Interested in product



Consider Trying



Purchased / Tried



■ Yes ■ Sometimes ■ Rarely ■ Never

Base: Heard about a product or brand: 259

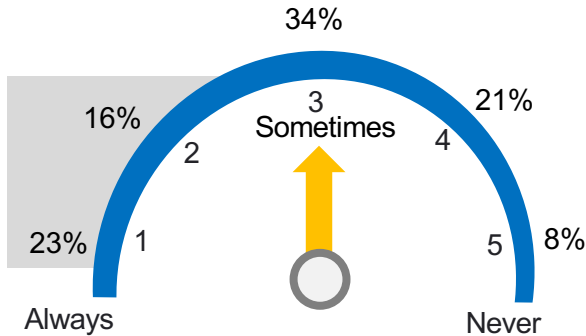
Do you recall having heard about a product or brand in a podcast? E.g. An advertisement or the host talking about a product or service.
Does hearing about a product/brand in a podcast; make you want to **find out more** about the product/brand?
Does hearing about a product/brand in a podcast make you want to **try that product/brand**?
Have you **purchased or tried** the product or service you heard about on a podcast?

Ad Recall in Podcast

4 in 10 of the listeners claim that ads in between podcasts 'Always' or 'Often' grabs their attention. 4 out of those who say that ads grab their attention 'Always' or 'Often' trust the Ads between Podcasts. Less than 10% claim to never listening to podcast ads.

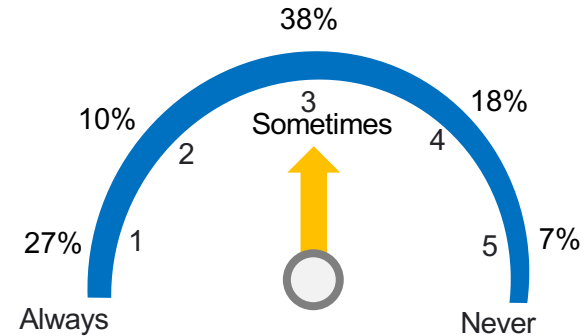


Do Ads grab attention?



Base:; Podcast Listeners: 354

Trust in Ads (Among those who listen to podcast ads : Always / Often)



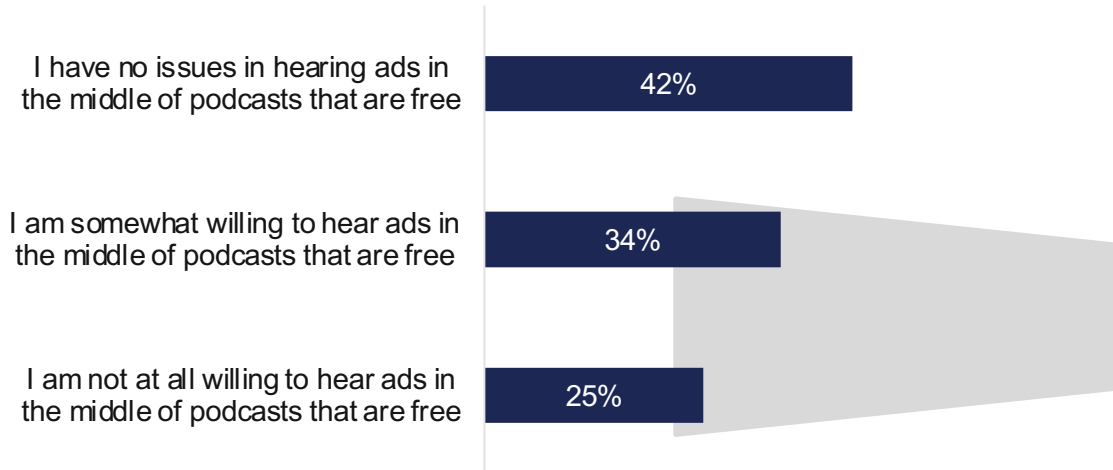
Base: Those who have heard ads 'Always' & 'Often': 135

Willingness to Listen to Ads

While 4 in 10 claim to have no issues in listening to ads between podcasts; among those hesitant or not willing to hear ad only 1/2 are willing to pay for Ad Free Podcasts.



Willingness to hear ads?



Base: Those who have heard ads: 327

Willing to subscribe for paid podcast to avoid hearing ads?



Base: Those who have heard ads: 184

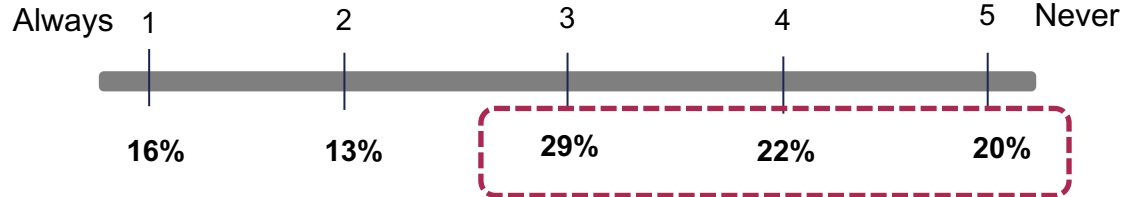
Which statement best describes your willingness to hear ads in the middle of free podcasts?
Are you willing to subscribe for paid podcasts to avoid hearing ads in middle of podcasts?

Call to Action Statement

3 in 10 keep the Podcast app open and look at the Device Screen while listening to Podcasts.



“While listening to a podcast I keep my podcast app open and look at the device screen”



Ad Appeal

Video ads on OTT have the highest appeal followed by Podcast ads. Video ads have a higher appeal among females, age group 35 +. Podcast Ad appeal is largely similar across segments.



Ad Appeal: 'Appeals the most'		Male N : 285	Female N : 69	18-24 N : 207	24-35 N : 115	35+ N : 32	Metro N : 163	10 - 40 L N : 75	1 - 10 L N : 116
Video on OTT	25%	24%	33%	24%	27%	31%	27%	23%	25%
Podcast Ads Appeal	21%	21%	19%	22%	19%	19%	22%	23%	17%
Banner on OTT	19%	18%	23%	20%	17%	16%	18%	19%	20%
Audio Ads on OTT	18%	20%	10%	18%	17%	19%	19%	19%	16%
Audio Ads on Music Platforms	17%	18%	14%	16%	19%	16%	14%	17%	22%

Base for Profile; Podcast Listeners: 354

Vidhi Technnovation Opportunities Private Limited

Company Confidential

Which of these types of ads are appealing to you. Rank in order of preference. 10

About Vtion

VTION, a leading digital consumer behaviour intelligence platform, provides Android smartphone based real time behavioural data from a representative panel of consumers, using patented technology. With a 40,000+ strong consumer panel, statistically representing over 224 million Android smartphone users in 17 states of India, VTION platform generates more than 20 million unique events every day and is used by marquee brands for sharper segmentation and efficient campaign activation.

The USP of VTION lies in the fact that it is privacy-safe, has complete opt-in from the consumer; the behavioural data provided is significantly accurate and is completely scalable across geographies and Android devices. For more information visit: www.vtion.in.

About Triton Digital

Triton Digital® is the global technology and services leader to the digital audio and podcast industry. Operating in more than 80 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading online audio measurement service and Podcast Metrics, one of the first IAB certified podcast measurement services in the industry. With unparalleled integrity, excellence, teamwork, and accountability, Triton remains committed to connecting audio, audience, and advertisers to continuously fuel the growth of the global online industry. For more information, visit www.TritonDigital.com.

The logo features the word "VTION" in a bold, white, sans-serif font. The letter "O" is partially enclosed by a circular ring with a rainbow gradient, transitioning from red on the left to blue on the right. The ring is positioned behind the text, with the "O" overlapping it.

VTION

Leveraging Smartphones, Innovating Insights