



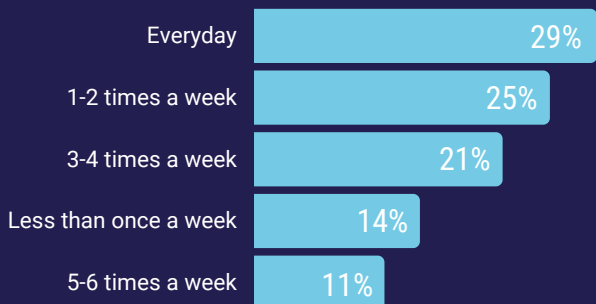
PODCAST LISTENING IN INDIA IS ON THE RISE



Engaged Listeners: 8.5 in 10 listen to podcasts every week, with an average frequency of 3 to 4 times a week

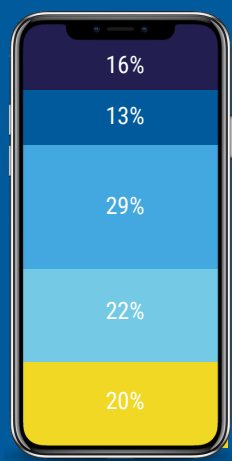
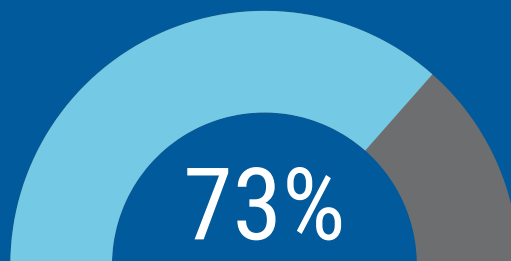


Podcast Listener Frequency



38% aged 25+ listen everyday

Participants Who Heard of a Brand or Product in a Podcast



1. Always

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

5. Never

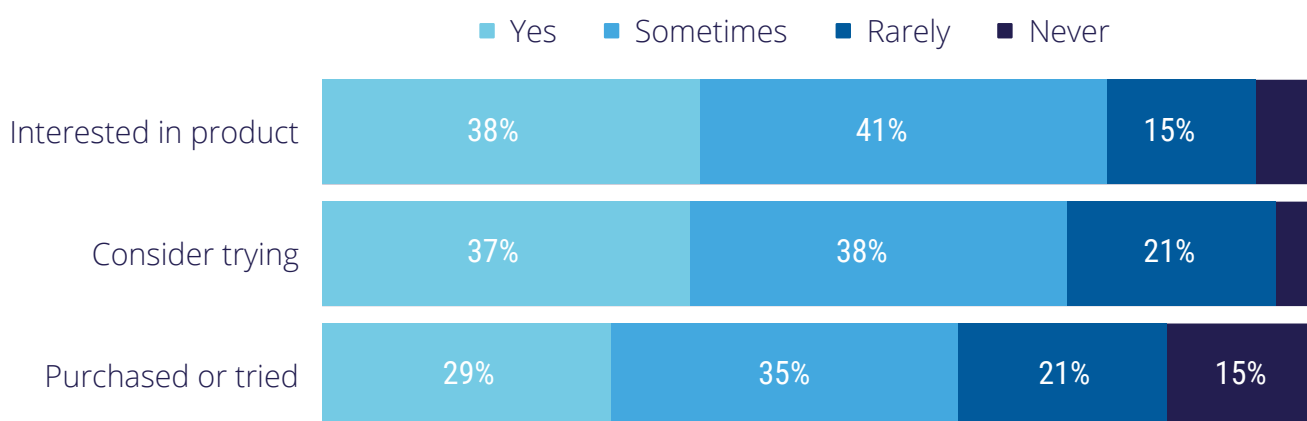
3 out of 4 Accept Hearing Ads



42% had no issues with hearing ads in the middle of podcasts that are free

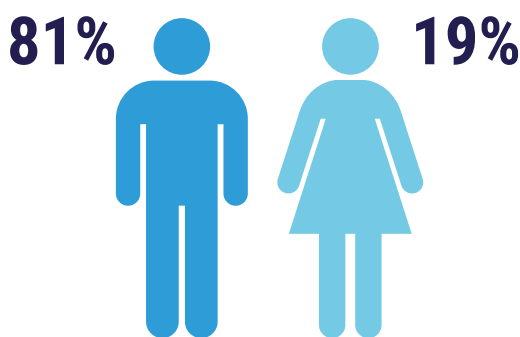
34% are somewhat willing to hear ads in the middle of podcasts that are free

Advertisements Often Lead to Purchases

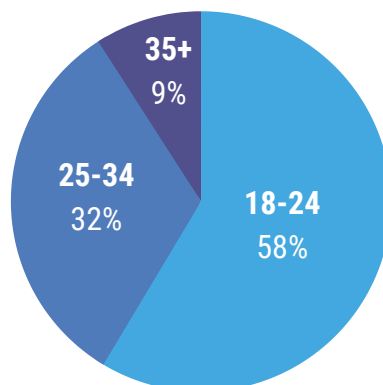


80% of listeners who have heard of a product are interested in learning more about it
29% claimed to have bought the product they heard advertised

Profile of respondents:



Age:



Base: 354 podcast listeners

The majority of listeners who participated in this study are male, aged 18 to 24, living in Metro cities



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.

Survey Methodology:

- VTION Digital's survey invites VTION panelists in the top 16 States in 1 lac (0.1mn) + town class.
- The panel profile is Male/Female, 18+ year-olds.
- 591 audio listening respondents participated in the survey and 354 respondents defined themselves as podcast listeners.
- The survey was conducted in August 2022.

