The POWER of Podcasts

YEA
NETWORKS

Greg Louganis is Alive
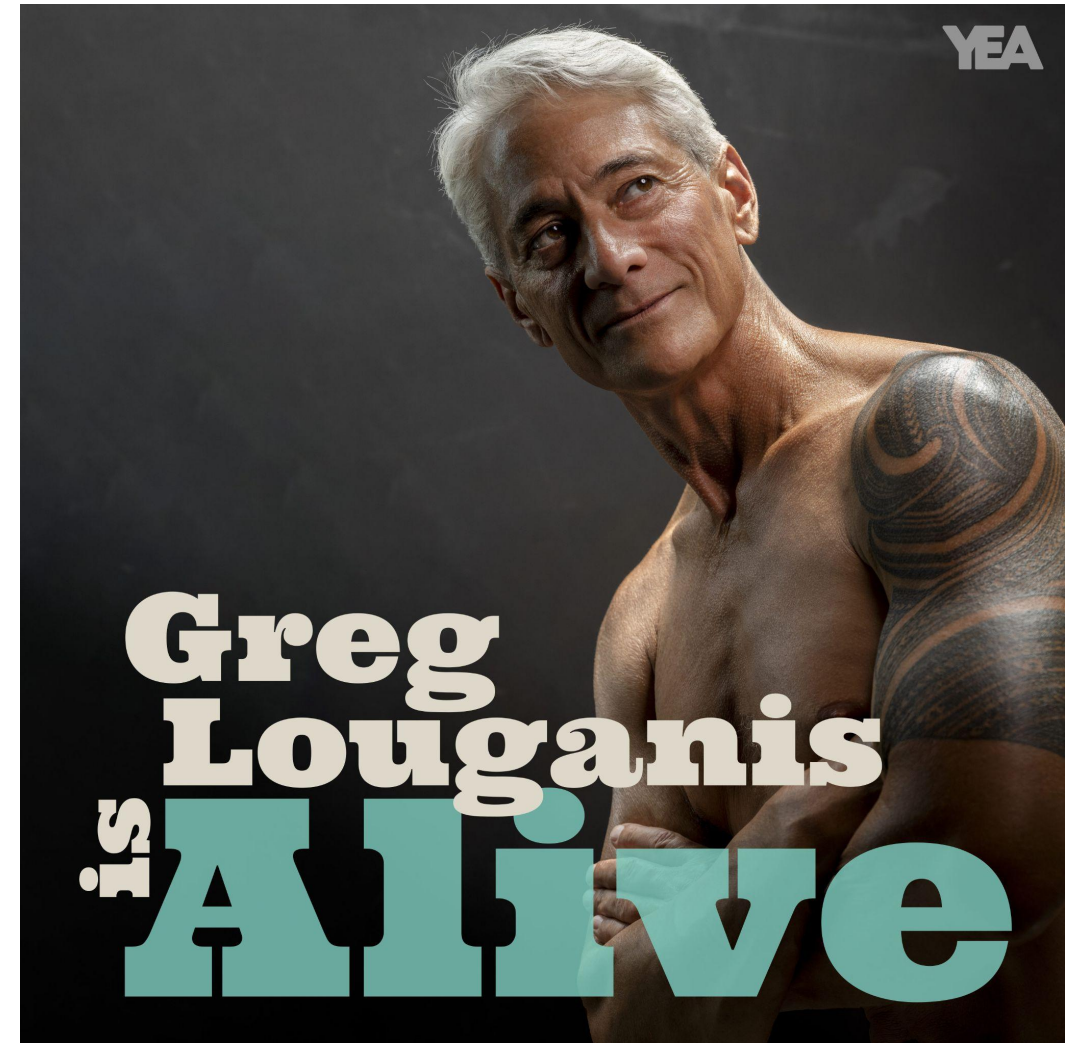
What is Podcasting and How Does Podcasting Work?

A podcast directory is an application that listeners can use to search for, store and listen to podcasts. When listeners subscribe to a podcast, their RSS feed automatically updates their device with new episodes.
Some examples of these directories are the following:

•Apple Podcasts
•Blubrry Podcasting
•Podbean
•Spotify
•Stitcher
•TuneIn

Podcasts may also be uploaded directly to Patreon, SoundCloud and YouTube streaming services.

Podcasts are typically available as a series of prerecorded talk-radio shows that users can download to their computers or mobile devices. Podcasters often publish episodes on a regular schedule.

Podcast Listeners Pay Attention to Podcast Ads and Take Action at Measurably Higher Rates Than Other Media, Creating High Levels of Consumer Interest and Purchase Intent

FACT ONE

Podcast ads have the lowest skip rate of all media, and listeners pay more attention to the ads they hear.

81%

Of Podcast Listeners Say
They Pay Attention to Podcast Ads
More Than Any Other Medium

Source: 2022 Ad Perceptions Study

FACT TWO

Podcast listeners buy from brands that support their favorite shows.

60%

Of Listeners Have Bought
Something From a Podcast Ad

Source: Midroll Media Survey

FACT THREE

If you can measure it in streaming, you can measure it in podcasting which translates to clear results that advertisers love.

83%

Of Marketers Who Have
Previously Purchased Ads Expect
to Increase Their Spend YoY
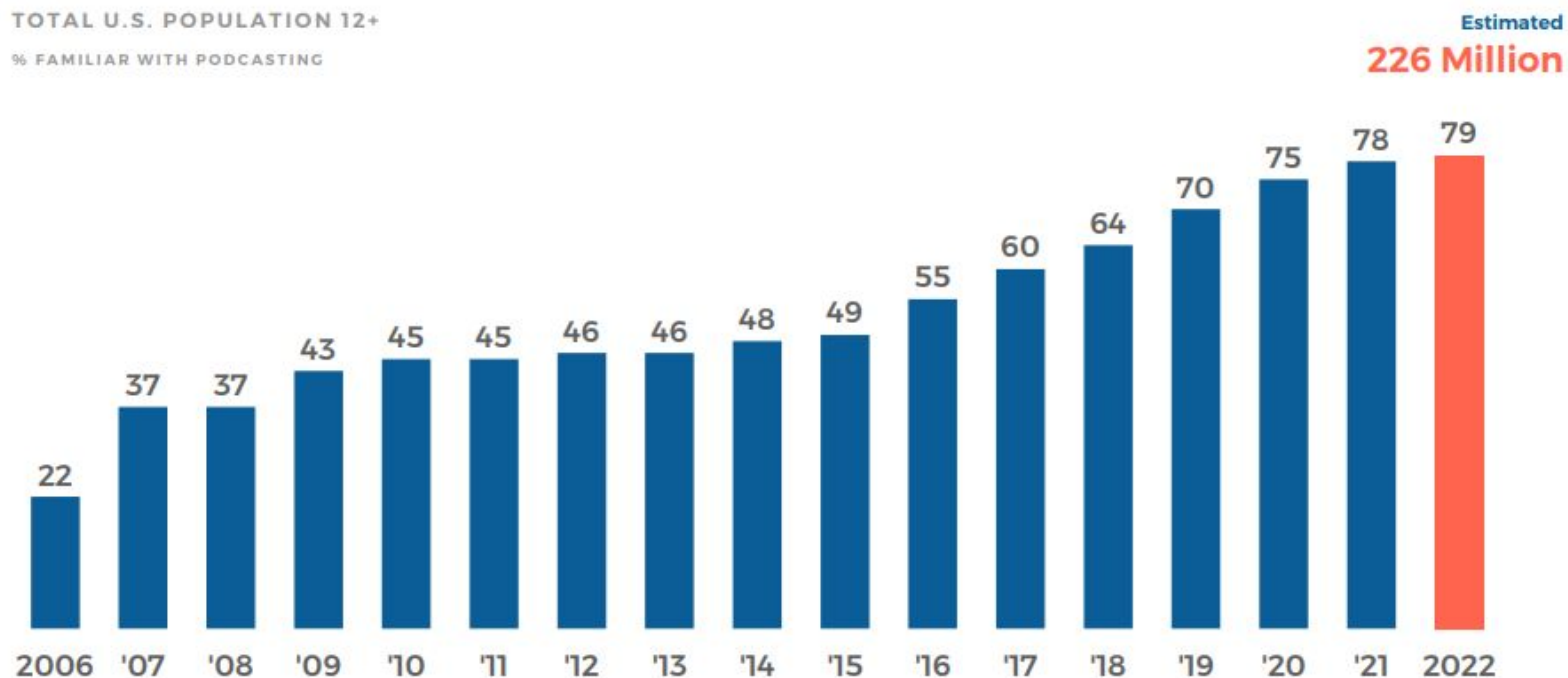
Source: AcastUS Marketers Research Study (Dec 2022)

Podcast Stats

Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING

THE INFINITE DIAL 2022

Estimated
226 Million

Year	%
2006	22
'07	37
'08	37
'09	43
'10	45
'11	45
'12	46
'13	46
'14	48
'15	49
'16	55
'17	60
'18	64
'19	70
'20	75
'21	78
2022	79

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Podcast Stats

Finding The Right Podcast

Podcast advertising really comes down to finding the right podcast for your brand/series. You want to be looking at:

1. Podcast Content
What is the podcast about? Does it match up with the focus of your company or podcast? Do they cover relevant topics/guests for your industry?

2. Values/Mission
Does the mission of the podcast align with your brand? Do you feel that the host could be a good speaker for your brand?

3. Audience Size
Yes, we're supporters of niche audiences, but you want to make sure the show has a reasonable number of listeners so that your advertising efforts yield results.

4. Price
Does the cost of advertising on this podcast align with your budget? Do you feel that it's fair?

MISSION+VALUES+CONTENT….
A POWERFUL COMBINATION

Aligning your Brand's values and mission with your Podcast host's content, values and mission activates a POWERFUL storytelling platform with six (6) KEY brand benefits

1. TRUST

2. AUTHENTICITY

3. LOYAL AUDIENCE

4. ENGAGEMENT

5. SAFE & FRAUD FREE ENVIRONMENT

6. RESULTS

Greg Louganis is Alive!

Launch Date: TBD
Trailer Release: TBD
Day of Weekly Episode Release: TBD
Podcast Category: TBD

About:

Greg Louganis is known as the GOAT of Diving, having amassed more awards than anyone in the sport including 5 Olympic medals. Some of these he won while undergoing grueling treatment for HIV in the 1980's. In fact, Greg is so iconic that his name is a verb, most often associated with resiliency and excellence. He now brings that same inquisitive nature and passion for peak performance into everything he does as an author, public speaker, dog trainer and podcast host.

Greg Louganis is Alive Podcast Description:

The Greg Louganis podcast will challenge what you think you know. From mental health, to human potential and the imaginary boundaries that we put on others and ourselves. Each week he will examine both age-old and emerging topics, while getting to know the visionaries and everyday heroes of our time. Greg takes listeners on an eye opening and at times cathartic journey, captivating them through his masterful storytelling and genuine curiosity.

Greg Louganis is Alive!

AUDIENCE STATS

❖ **Estimated # of Social Followers Across Platforms:** 212.6k
❖ **Average # of Views per YouTube Video:** N/A
❖ **Audience Male/Female %:** 30% Female/70% Male
❖ **Core Audience Age Range:** 65% Adults 25 to 54
❖ **Audience Location:** United States, China, UK and Australia

CORE CAUSES
❖ Dogs/ Animals
❖ HIV/AIDS/LGBTQ+
❖ Adoption/Foster Care
❖ Environmental
❖ Health + Wellness
❖ Mental Health

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Podcast Inventory and Placement

Host-Read or Produced

There are two common approaches to ad creation. Host-reads usually have a low entry barrier for creators and provide a smooth listening experience with a high trust factor for the podcast audience. Produced ads are typically made by a brand or agency, pre-recorded, and often feature music and high production value.

Baked-In Ads

Can be host-read or produced ads baked into the content. Dynamically inserted ads facilitate technology to determine what kind of ad gets served based on factors such as daypart, context, and geography. These can be re-sold via back catalogs.

Ad Type

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Podcast Inventory and Placement

Ad Targeting

Today's robust targeting capabilities enable brands to reach the right listeners by context, device type, geo, demo, behavioral segments, and more.

Transactions

- *Direct Sales*
  - **Via the Host** - a transaction happens between the content owner using an insertion order (IO) with execution parameters.
  - **Via the Publisher** - can be host-read or dynamic ad insertion (DAI) - there is an ad ops team that is entering IO into the campaign management system, which is tied to an ad server. The campaign management system can include all targeting parameters and can match them to the ad (matchmaker, matchmaker, make me a match).

- *Programmatic*
  - Negotiations are made on digital platforms on private marketplaces, programmatic guarantees, and public or open marketplaces. Advertisers can buy audiences by age, gender, genre, and behavior (income, interest in cars, etc.) Advertisers can also purchase impressions on specific channels/shows. That said, audience buying opens up more potential audiences an advertiser would have missed by just a channel or a show.

Podcasting Terminology 101

- **Pre-roll:** an ad that plays at the start of the podcast.

- **Mid-roll:** an ad that plays in the middle.

- **Outro:** an ad that (wait for it) plays a final call to action before the podcast ends.

- **Offer code:** a code included in your call-to-action to track where signups, downloads, or purchases come from.

- **Native ads:** ads hosts read as part of the natural flow of their shows.

- **Direct response:** URL or offer codes for podcasts that can be tracked.

- **Cost per Mille (CPM):** how to measure the ad expense per 1000 podcast listens.

- **Cost per Acquisition (CPA)**: how to measure how much it costs you to acquire a new customer through an ad.

Podcast Structure

There is no prescribed format, length or style for a podcast. They may cover a range of subject areas, but an episode often focuses on one topic or story. Some podcasters read from a script, while others improvise.

- Podcast release dates vary based on Podcast content. Release dates can be daily, weekly, seasonal, etc

- Podcast lengths vary

- Podcast Ad Structure Varies but typically, you'll find the following per episode

    - One (1) x :15-:30 Pre-Roll
    - Three (3) x :60 Mid-Rolls or Host-Reads could go up to :90
    - One (1) x :15-:30 Post-Roll

Configuring a Campaign for Attribution

There are two components to attribution: the exposure to the ad and the capturing of the conversion action. The following steps will guide you on how to configure your campaign for podcast attribution.

Attribution Pixel

- Before the campaign begins, ask the brand for their comfort level with placing attribution pixels on their websites
    - Note: Some companies may not allow third-party pixels on their websites, which would prevent this campaign from tracking attribution
- Other companies may require the attribution pixel in a specific format or to be placed inside of a tag manager
    - Note: Always check with your attribution partner on what tag managers they support

Conversion Pixel

- Identify the exact page or action that you would like to track as a conversion
    - Note: Confirm with the brand that they can place a pixel on that page or action
- Create a conversion pixel with your attribution partner, either in their platform or by request, and have the brand
- Get the pixel placed on the brand's website and confirm that you see it firing, at least 14 days before the campaign starts
    - Note: Check on this pixel at the 7 and 3 day mark, to confirm it's still firing correctly

Exposure Pixel

- Create one attribution pixel per placement or line item, depending on the granularity of your goals. You can always aggregate up, but you can't split up aggregated data
  - Note: Only URL-based pixels are supported for podcast delivery, not iframe or JavaScript pixels
- Direct-Served Campaigns
  - If you're building your campaign through Triton, you can utilize up to 8 different tracking pixels per placement
  - Triton passes the podcast listener's IP address through the header, but can also provide you with a macro to add directly into the pixel
- Programmatic Campaigns
  - Configure the pixels in your DSP by entering the correct macros for the listener IP to be passed
  - Generate the VAST URL and provide it to Triton for serving
  - Triton passes the podcast listener's IP address through the header, but can also provide you with a macro to add directly into the pixel
  - Note: VAST URLs should not exceed three wrappers

Weekly Check-Ins

- Brands should check their website weekly to confirm that the tracking pixel is still live

2023 PODSCAPE

Produced by Magellan AI in partnership with Sounds Profitable.
Last updated in January 2023. Email podscape@magellan.ai with questions.
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Thank You!

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APPENDIX

Podcast advertising can be a great way to gain awareness, boost conversions, and grow your business (or podcast)!

Some quick statistics:

•81% of podcast listeners pay attention to podcast ads.

•54% are **more likely** to consider the brand advertised (only 7% are less likely.

•60% of podcast listeners have bought something from a podcast ad.

Discover more stats on podcast advertising.