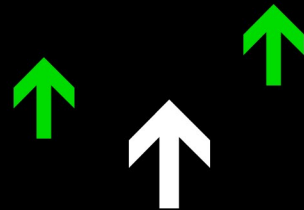


HARNESSING AUDIO GROWTH IN THE USA



In 2021, the number of monthly US podcast listeners is expected to **increase by 10.1% YoY** to 117.8 million. By the end of 2025, its projected that there will be over **144 million monthly podcast listeners** in the USA.

PODCASTS SHOULD BE CONSIDERED AS PART OF THE MEDIA PLAN FOR MANY ADVERTISERS, THEY ENABLE BRANDS TO:

**1**

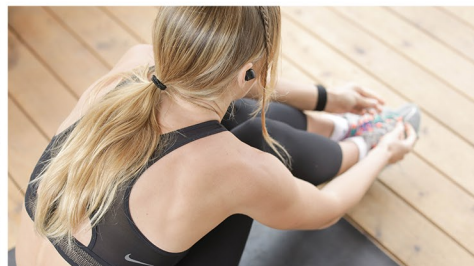
Reach target audiences in a one on one environment

2

Build on the trust many listeners have with hosts

3

Find both broad and niche subjects and match these with target audience interests



DID YOU KNOW? |||●||●||●●|||●|●||



59% of podcast listeners prefer tuning in while doing their daily chores



News is the most popular genre at 52% interest



52% prefer to tune in while driving



44% tune in while exercising



51% tune in while cooking

Sources: (GWI, Q1 2021, U.S.), (Edison Research - The Podcast Consumer 2019), (Nielsen - Podcasting Today Feb 2021), (Insider Intelligence - Podcast Industry Report 2021)



TALK TO US

Contact us@mcсаatchiperformance.com to find out how we are helping our clients include podcasts in their media mix with great success in the USA.