

POLL: MARKETERS PLANNING TO ADVERTISE IN PODCASTS HAVE DOUBLED.

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As podcasting continues to evolve from niche to mainstream media, the number of advertisers planning to invest in the channel has doubled, new research shows. More than one in five (21%) marketers and agency reps said they plan to advertise in podcasts in the next six months, up from 10% last year.

This is according to a poll of marketers and agencies conducted by [Advertiser Perceptions](#) in July 2016 and compared to the same poll in September 2015. Advertiser Perceptions, which provides research on advertiser sentiment, polled 284 executives at marketers and agencies in July and 310 last September. The research was released Friday in conjunction with Westwood One.

In other findings from the poll:

- More advertisers have already started investing in podcasting. More than one in five (21%) said they currently advertise in podcasts, up from 15%.
- More advertisers are considering podcasting as a media investment in the near future. More than half (58%) said they have discussed podcast advertising for potential media investment, up from 41%.
- Twenty-eight percent of marketers and agency reps said they “definitely would consider” advertising in podcasting in the next six months, up from 18%.

"Podcasts are growing in popularity with advertisers, because, like broadcast radio, listeners develop personal relationships with the show and hosts," Andy Sipple, Senior VP of Media Consulting at Advertiser Perceptions, said in a news release about the poll results. "So ads that match the tenor and tone of the content come across like recommendations from a friend. The fact that podcasts are frequently more specialized or niche only makes the advertising that much more powerful."

Added Suzanne Grimes, president, Westwood One and executive VP, Corporate Marketing for Cumulus Media, "Podcast hosts have strong, devoted listeners who trust what they have to say, both on the air and across social media. Advertisers are flocking to podcasts because they can create custom branded experiences natively woven into the fabric of the show and its digital extensions -- breaking through the clutter of our ever-evolving digital world."