

Podcast is the media that gets the most attention

An Ipsos survey reveals the virtuous and unsuspected challenges of podcasting

Digital Audio Advertising Attention Score



PODCAST

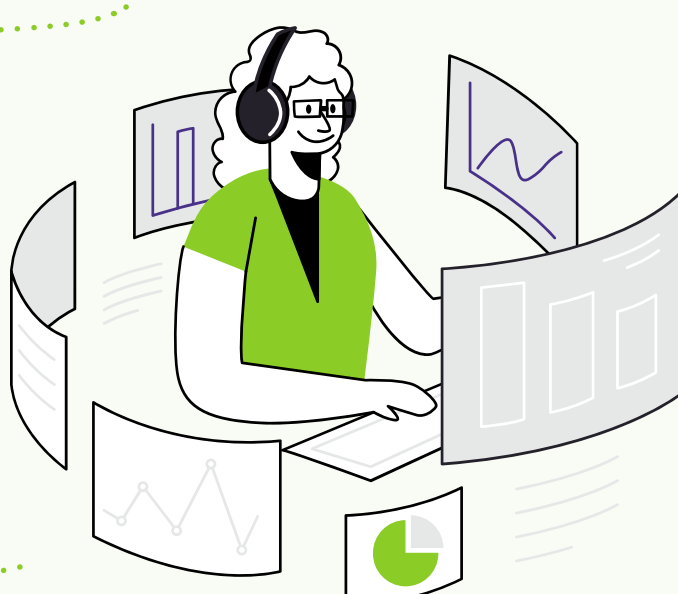
25 %

TELEVISION

20%

For 35-54-year-olds, the attention score for podcasts reaches

30 %



RADIO FM

16%

SOCIAL MEDIA

16%

Ipsos x Targetspot, 2022

The enormous potential of podcasts is still under-exploited



Less than 1% of advertisers use digital audio in their communication plan today, and it only represents 0.6% of digital advertising expenditure.

Unified Advertising Market Barometer, 2022

3 terms listeners use to describe advertising in podcasts



« relevant »

« credible »

« inspiring »

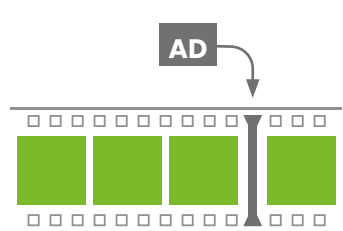
Typical native podcast listener: 35 years old, urban, highly educated, ultra-connected, **difficult to reach through traditional media** such as radio or television. For them, the podcast is a slow medium, a personal bubble that allows them to open up to the world.



Havas Paris and CSA, 2022

The different podcasts ad formats

Should my brand advertise, sponsor or create?



Dynamic ad insertion (Pre-roll- Midroll)



Sponsoring / Host-read



Branded Podcasts