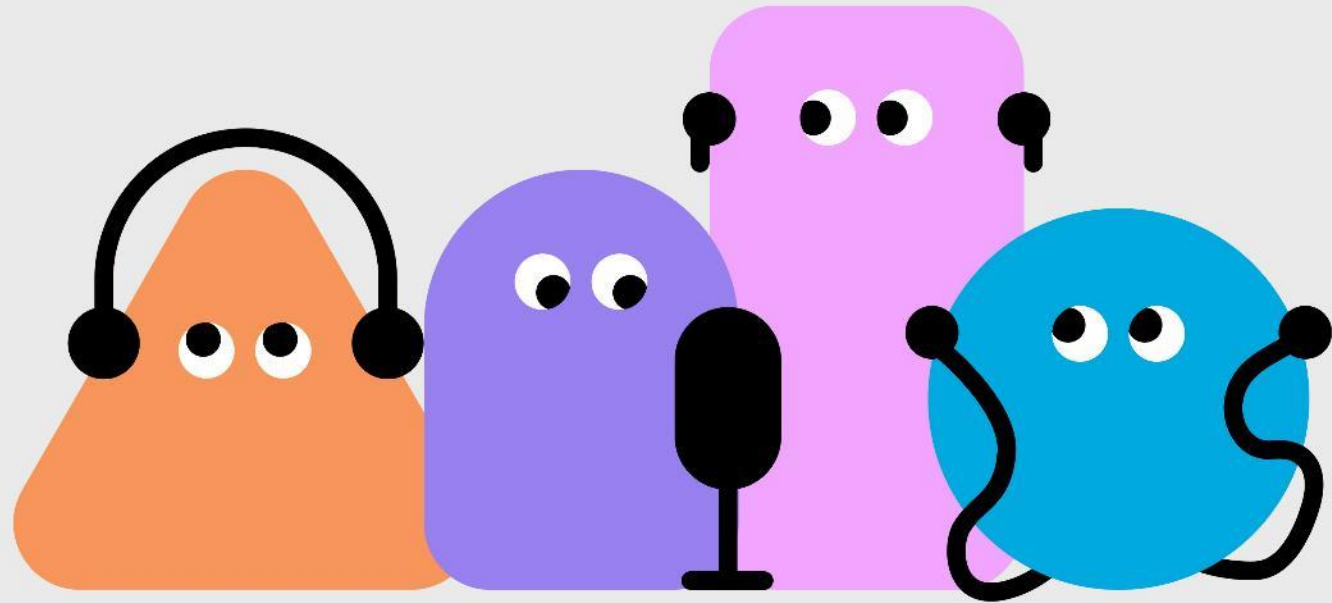


The podcast download.

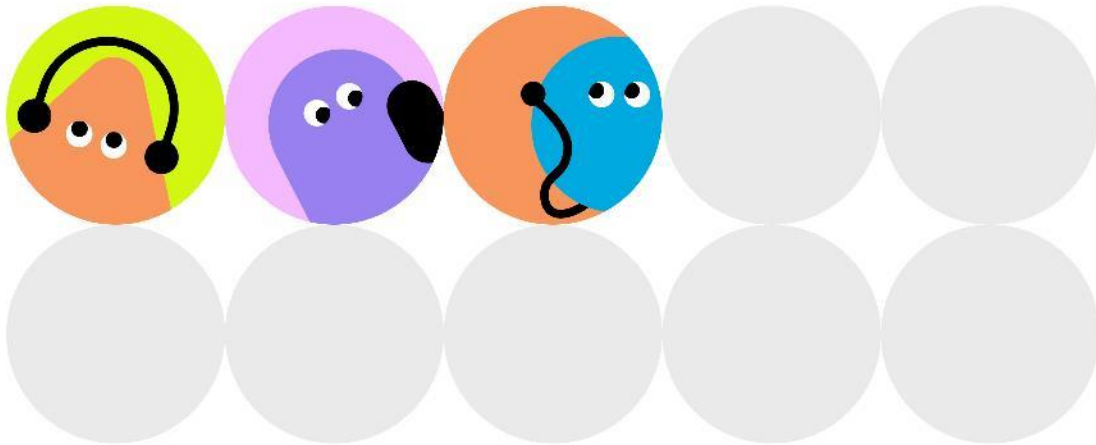
Audience insights and advertising trends



For advertisers, not all podcast and music streaming services are created equal.

Spotify

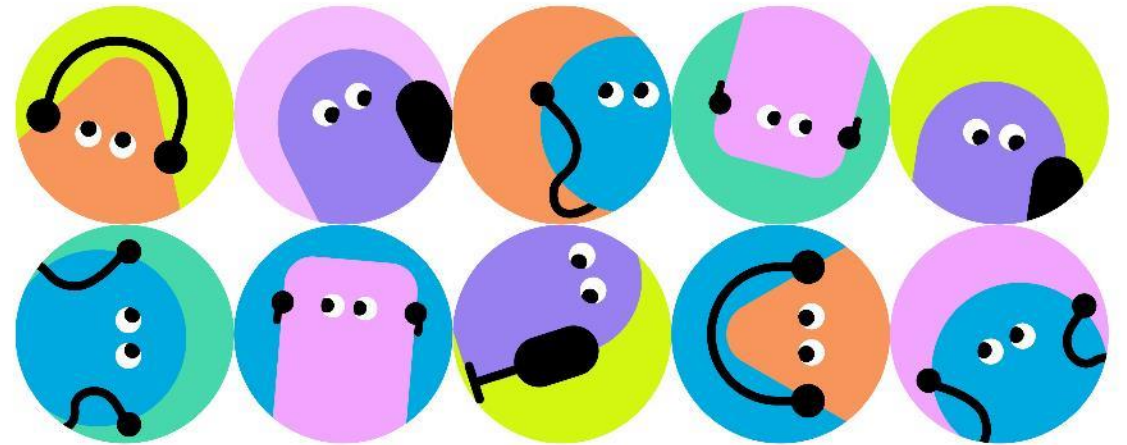
Only 3/10 of Spotify's total audience can be reached by your ad



Advertiser accessible audience: 660,000

iHeartRadio

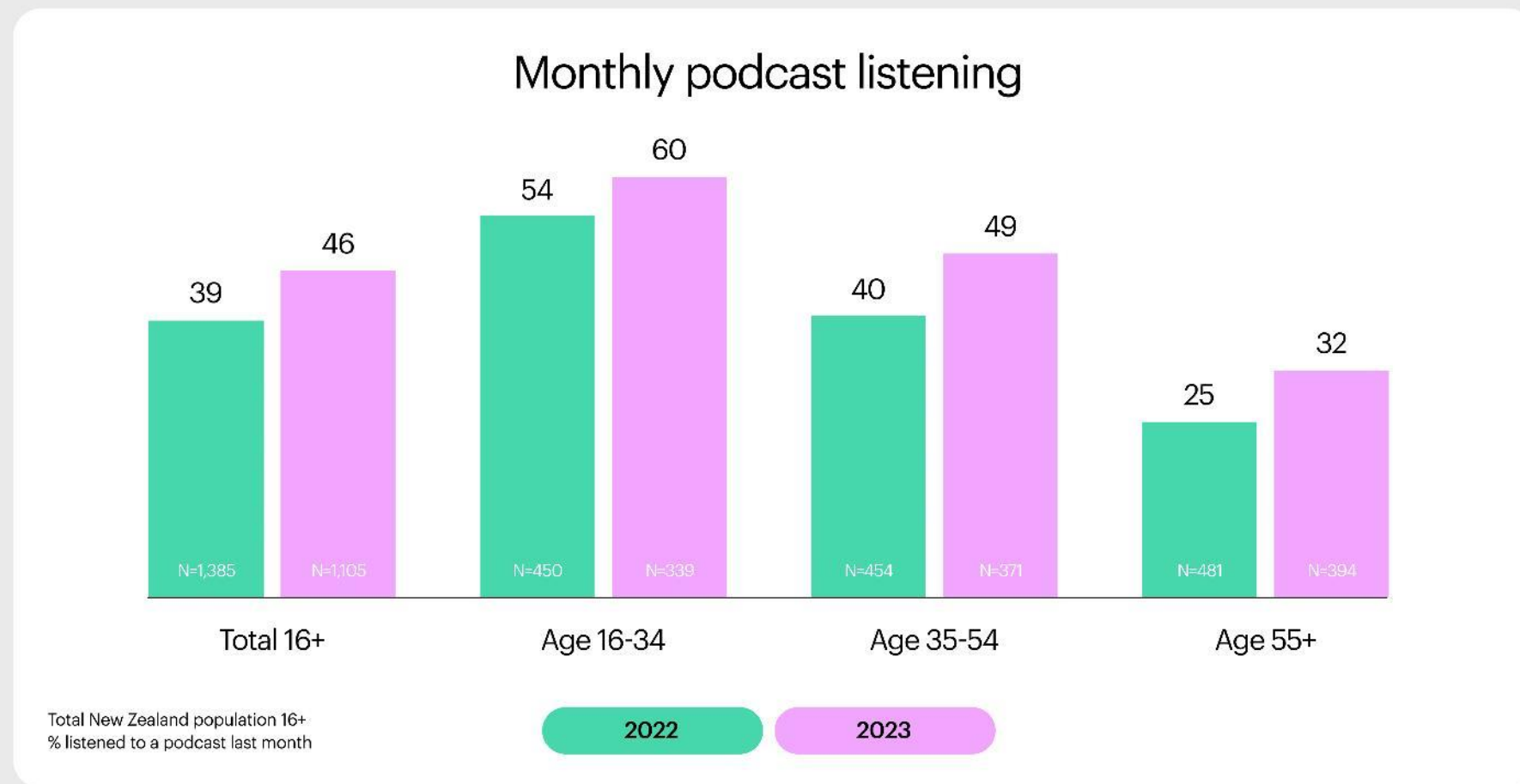
100% of the iHeartRadio total streaming audience can be reached by your ad



Advertiser accessible audience: 749,000

The popularity of podcasts is consistently increasing.

Across all demographics



Source: Infinite Dial 2023

Listening is driven by younger listeners but with consistent growth across all the age ranges.

NZME. **TellME**

But there is plenty of room to grow.

4 in 10 Kiwis never listen to a podcast

Weekly media consumption

Watch TV/video

(Free to air or video streaming services)

92

Listening to audio

(Online music, podcasts, over-the-air radio, or radio online)

92

Use social media

(TikTok or any other social media)

76

Listening to radio

(Over-the-air radio, online, or catch-up radio podcasts)

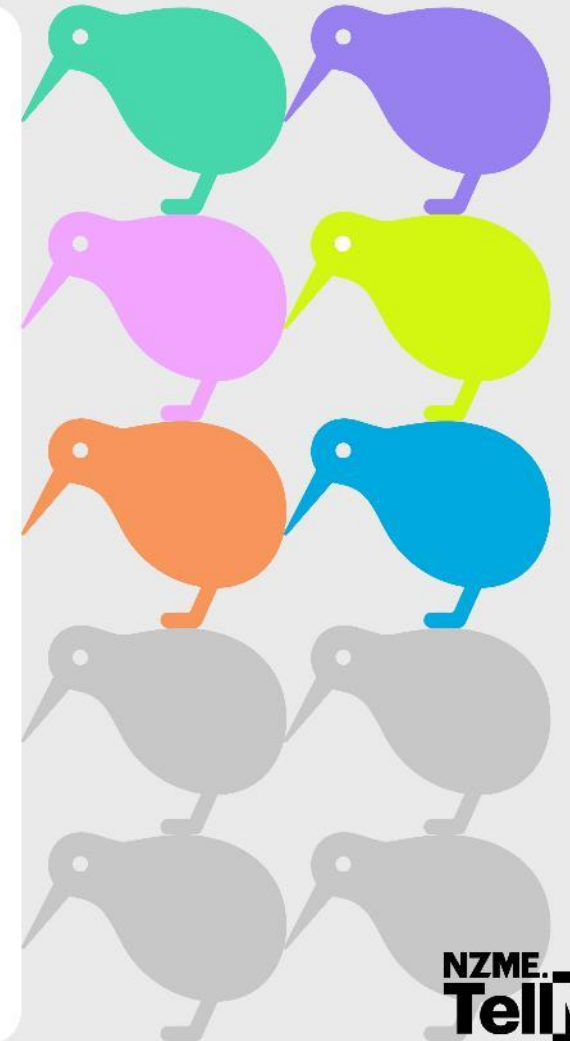
74

Listen to podcasts

(Including catch up radio podcasts)

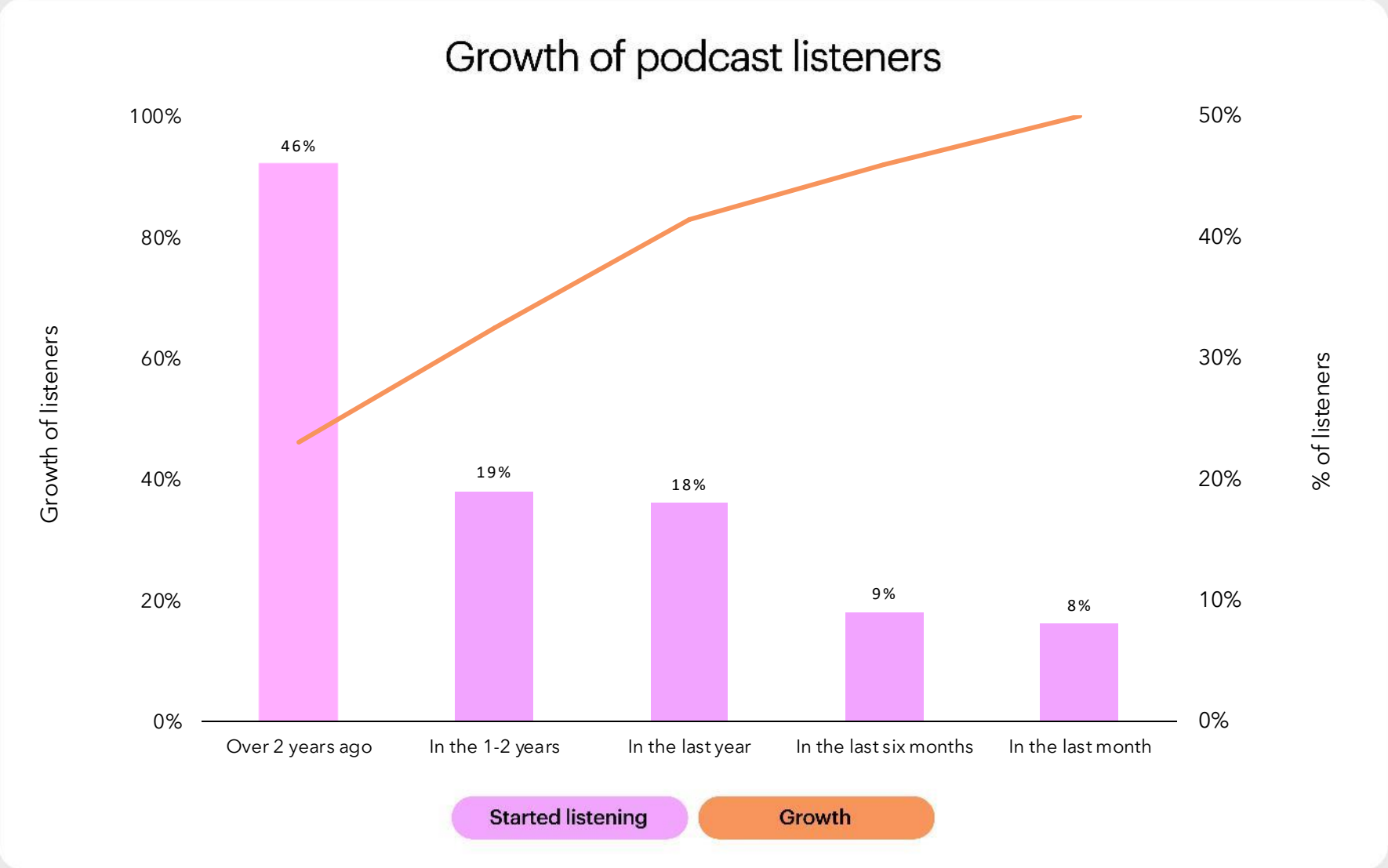
31

Total New Zealand population 16+ (N=1,105)
% doing activity in the last week



NZME.
TelME

More than 33% started listening last year.



38% of listeners expect their podcast consumption to rise, with every age group anticipating an increase in their podcast listening.

NZME. TellME

Source: NZME TellMe Podcast Study 2023

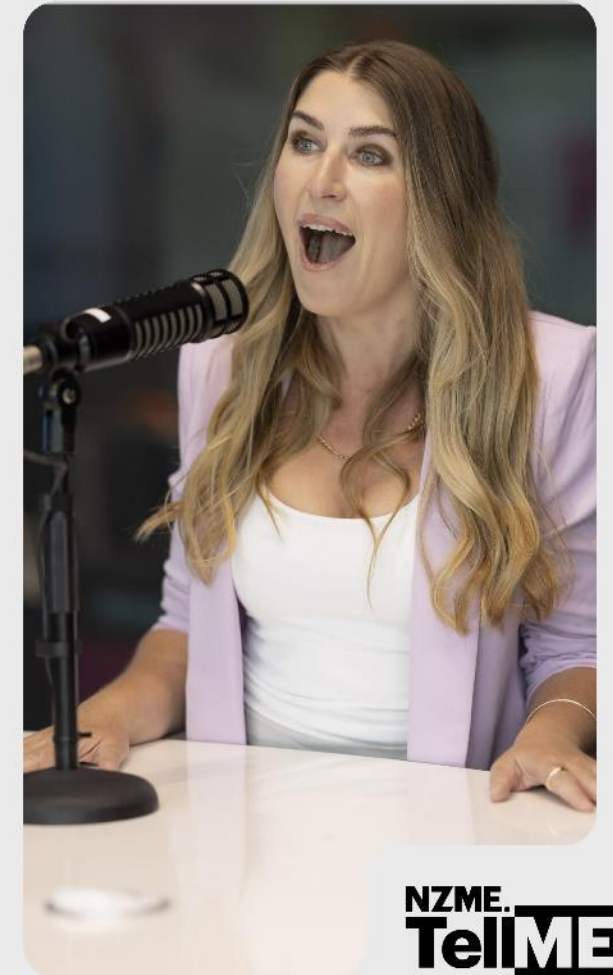
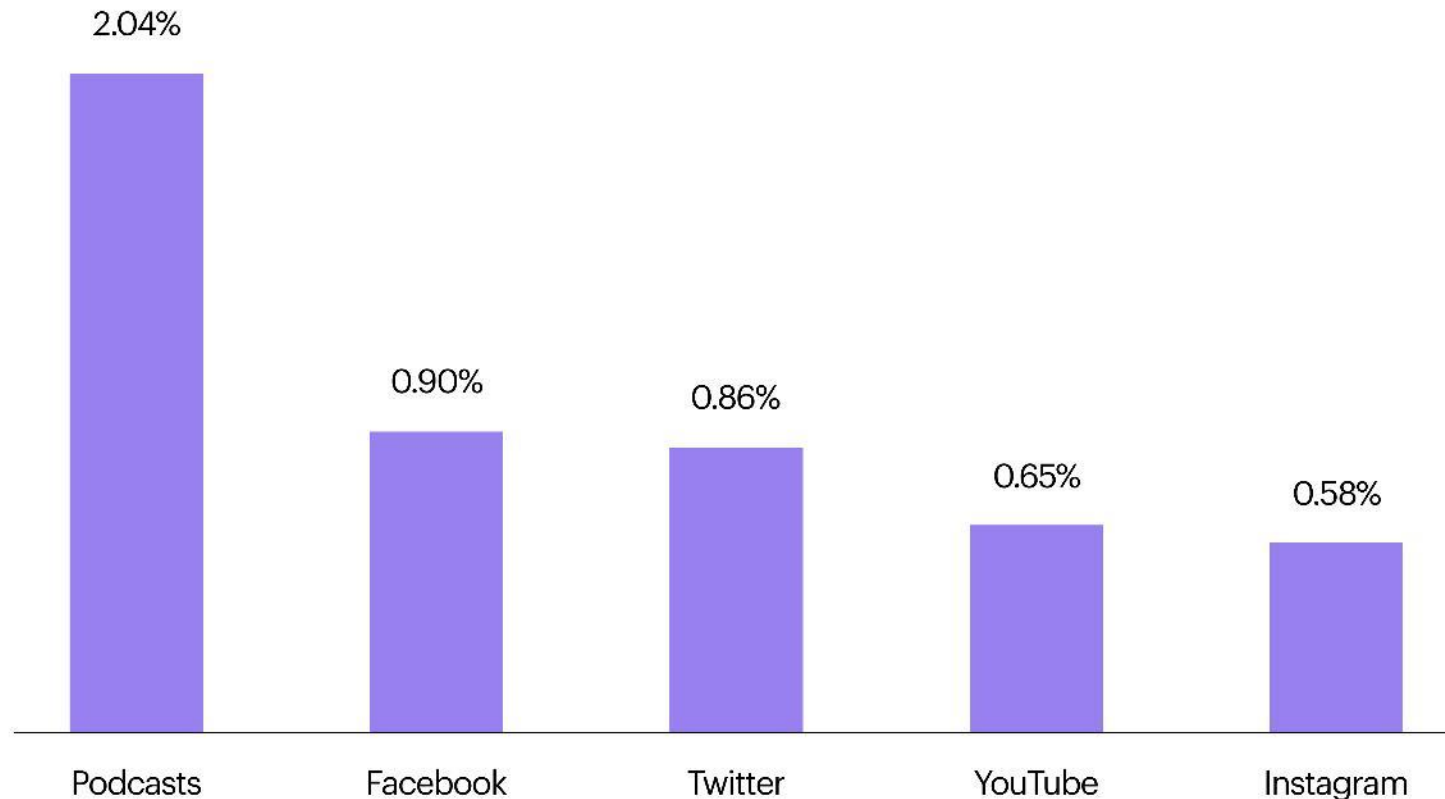
Podcast audiences are paying
more attention,
driving impactful
advertising results.



Podcasts achieve twice the impact.

Looking at annual audience growth vs revenue growth by channel, podcasts significantly outperform other media

Podcasts achieve twice the impact

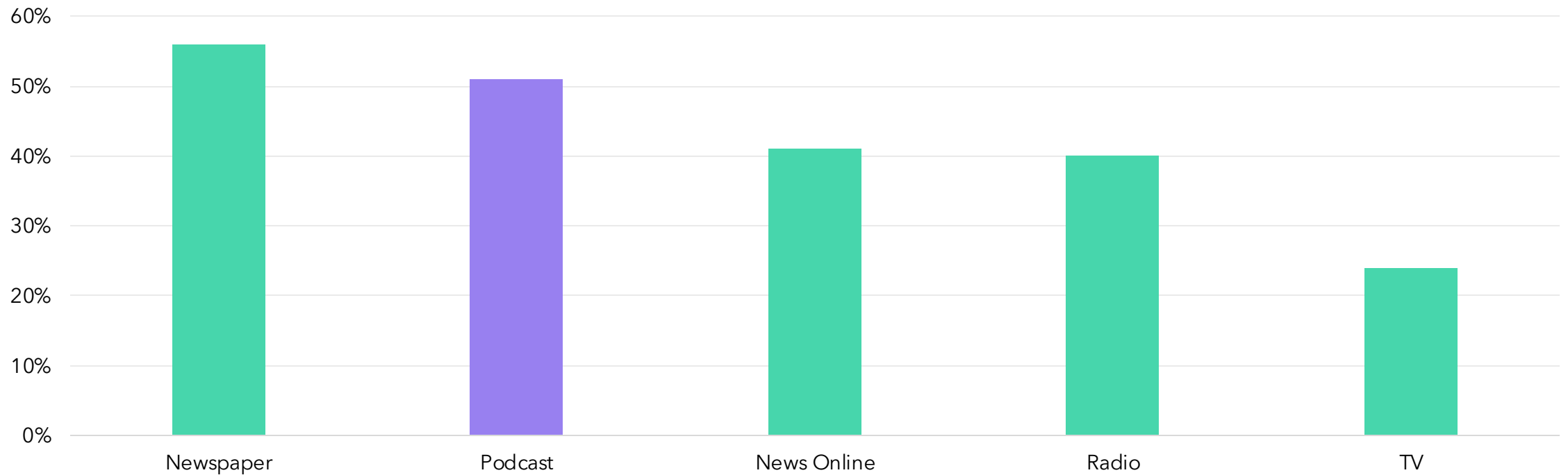


NZME.
TelME

Because listeners are paying more attention.

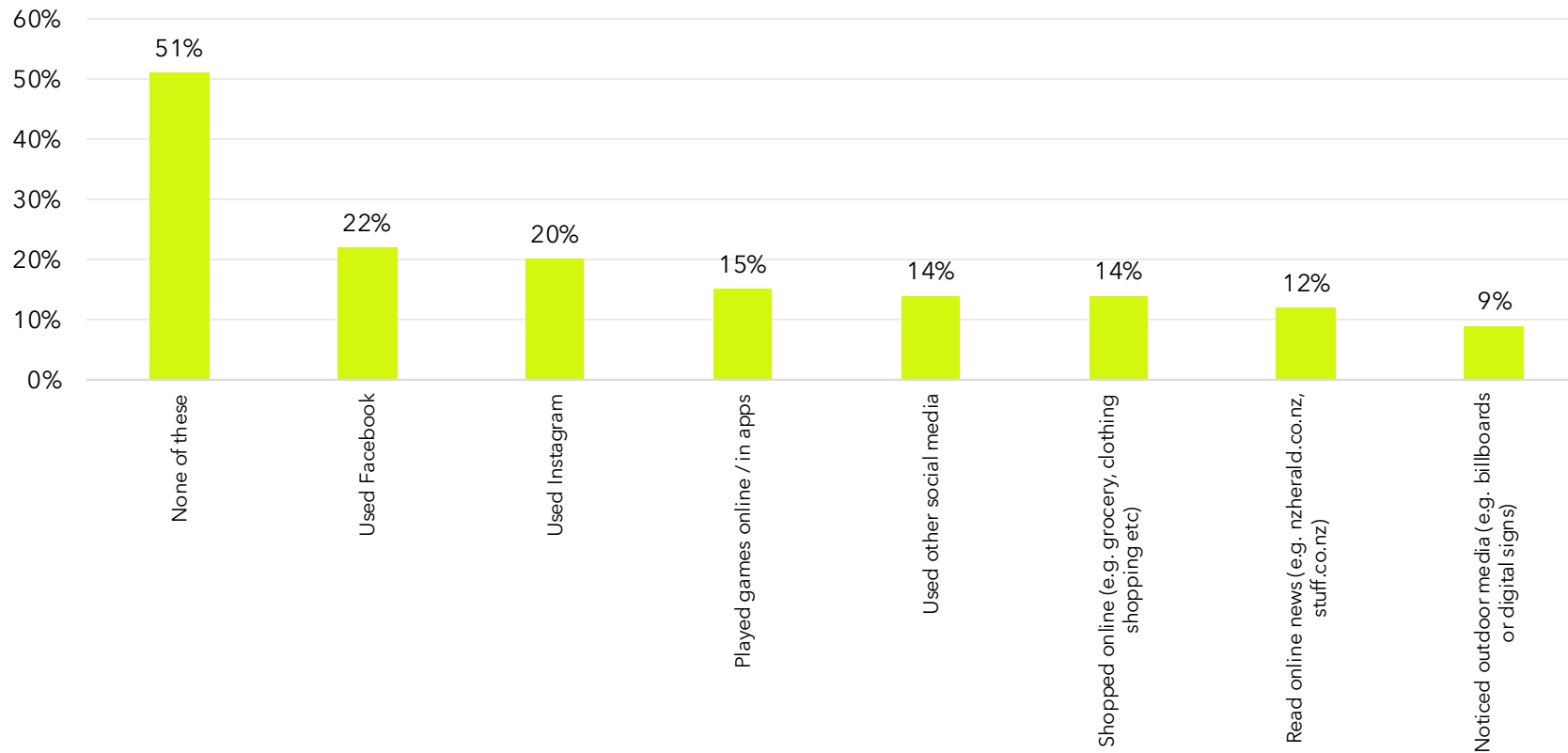


Least distracted media



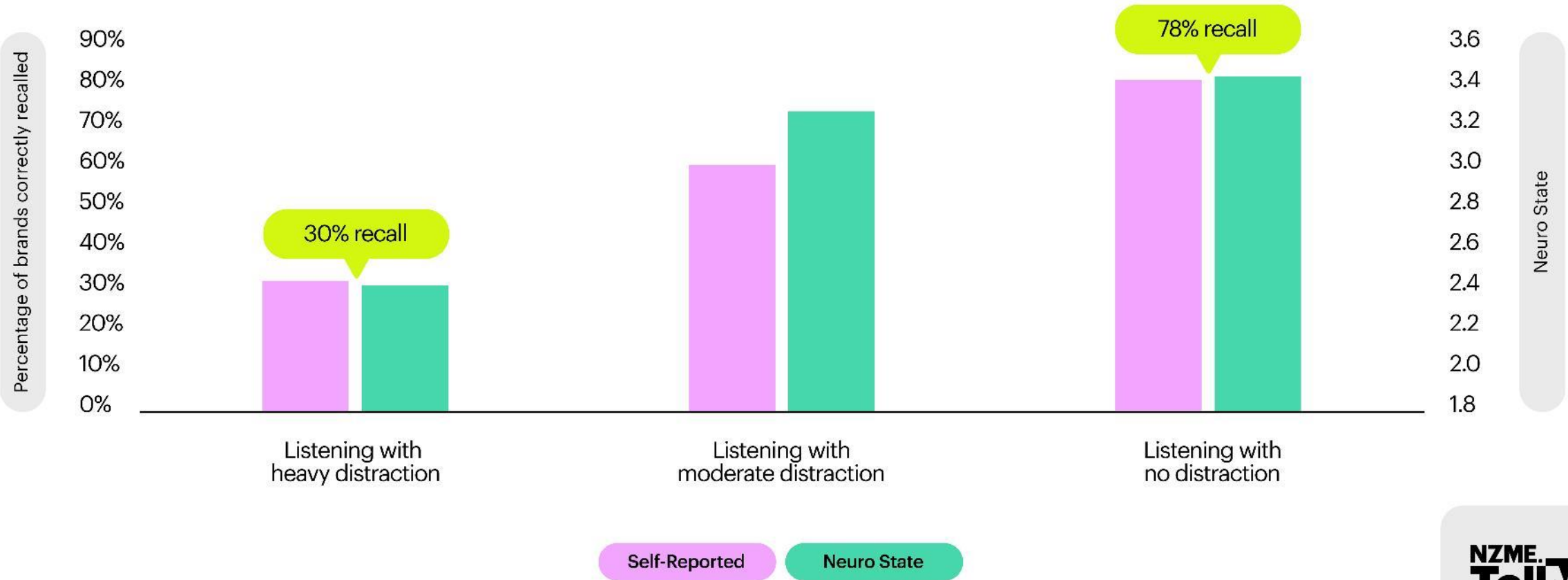
More than 50% of podcast users are consuming no other media when listening.

Podcast & other media



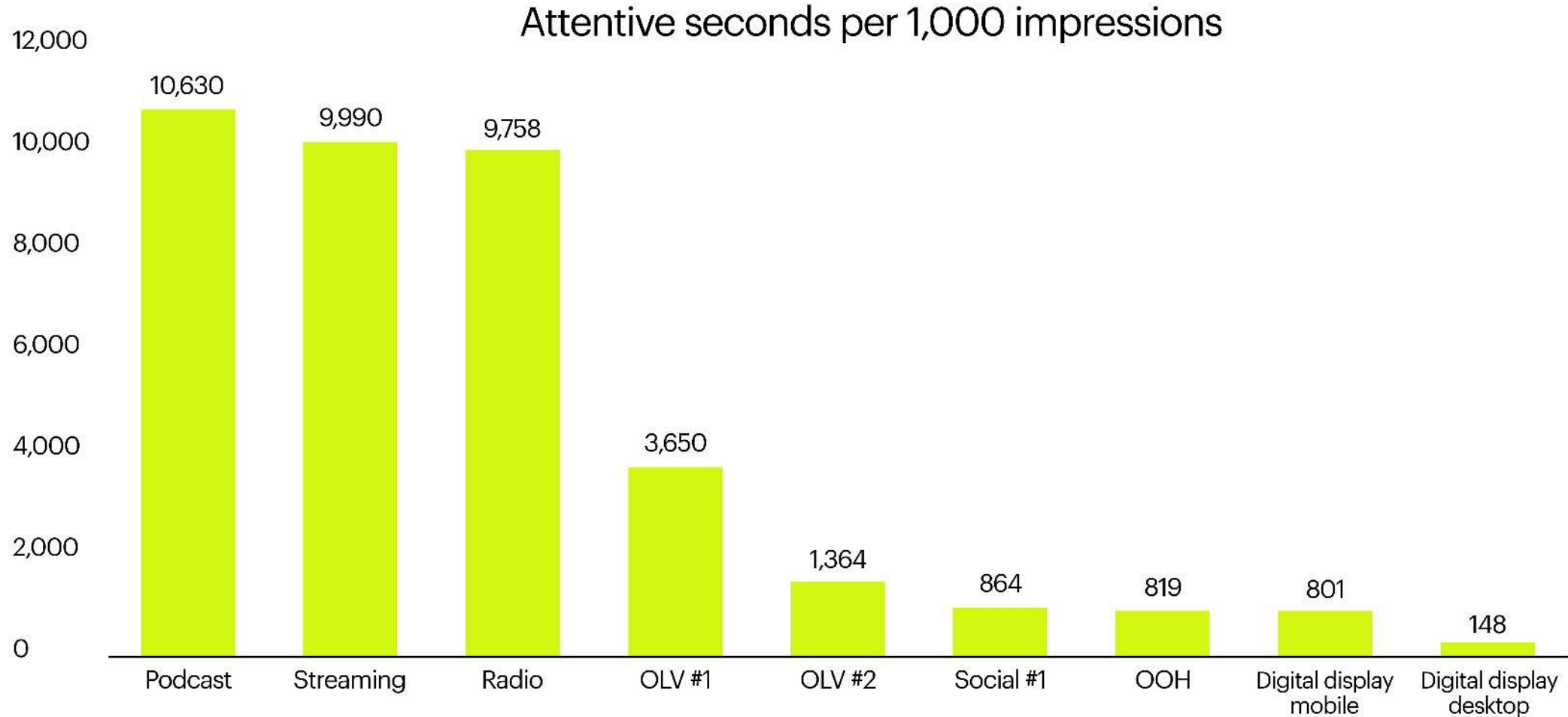
Attention in a focused audio environment generates 78% recall.

With a 30% cut-through even with heavy distraction



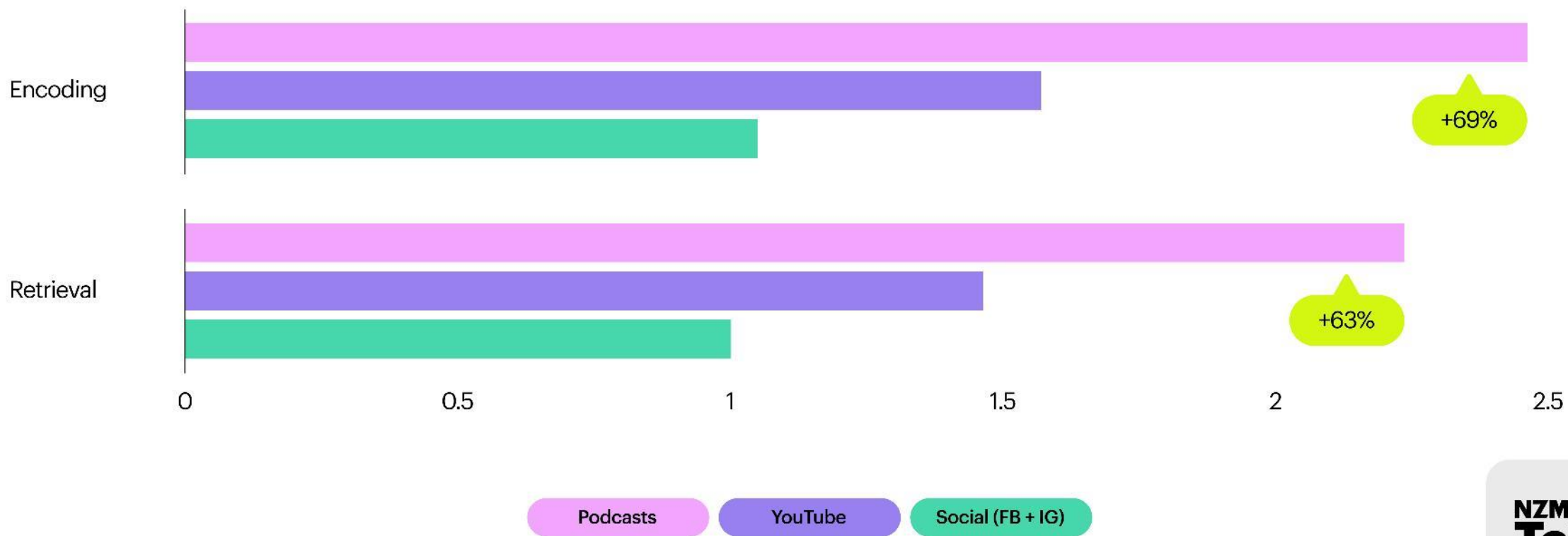
Podcasts perform.

In fact, they boast the strongest overall performance in terms of attentive seconds



This environment makes your ads work harder.

For both encoding and retrieval metrics



Consumption is up as
podcasts become part of
daily routines,
accompanying audiences
everywhere, anytime.



Podcast listeners are frequently engaging.

20%

of all podcast listeners
have listened in the
last day.



30-39 year olds are

78%

more likely to
listen daily.*



Kiwi podcast listeners,
on average, consume

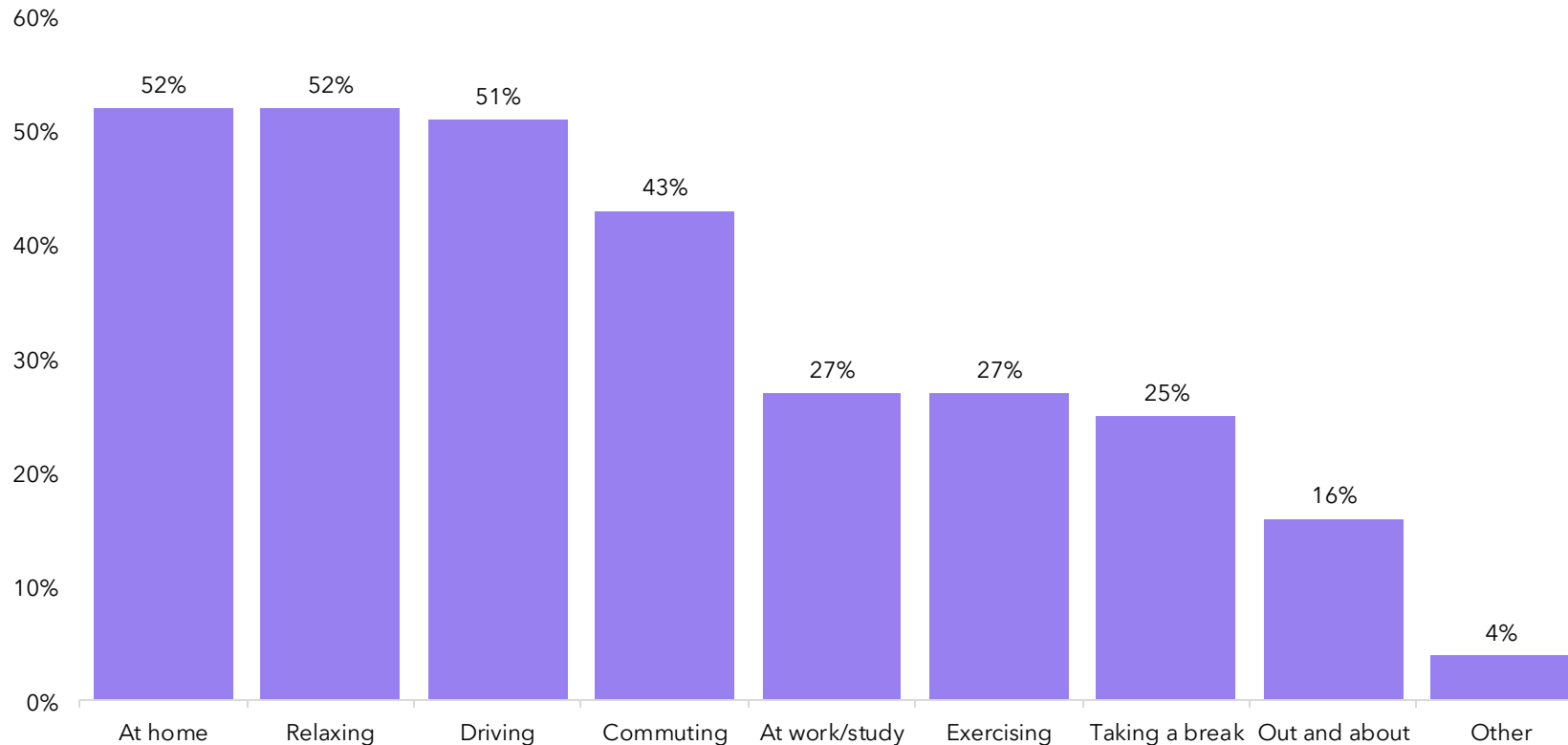
five

podcast episodes
each week.



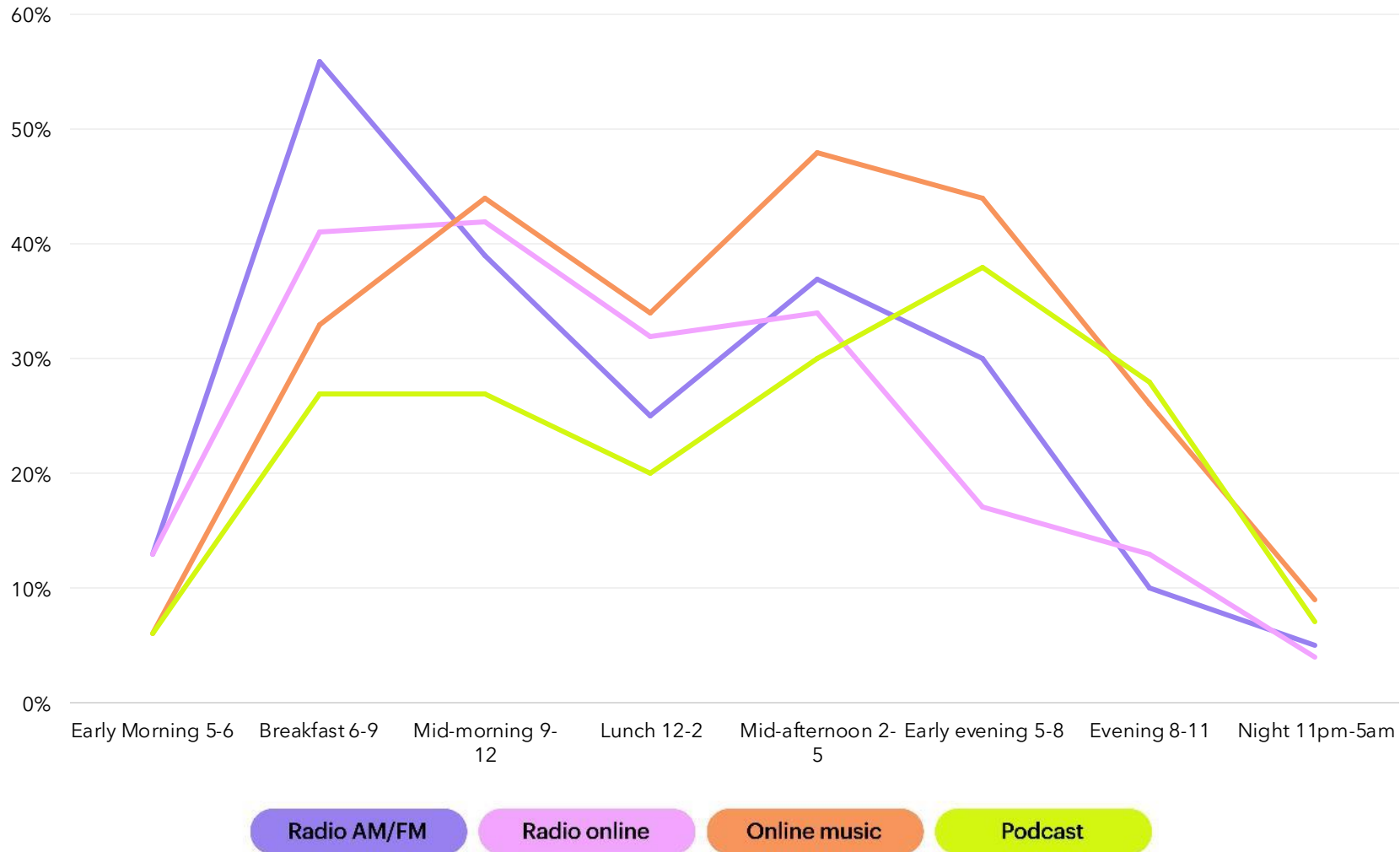
NZME podcasts accompany audiences across a variety of activities.

Activities when listening to podcasts



NZME.
TellME

Throughout the day.



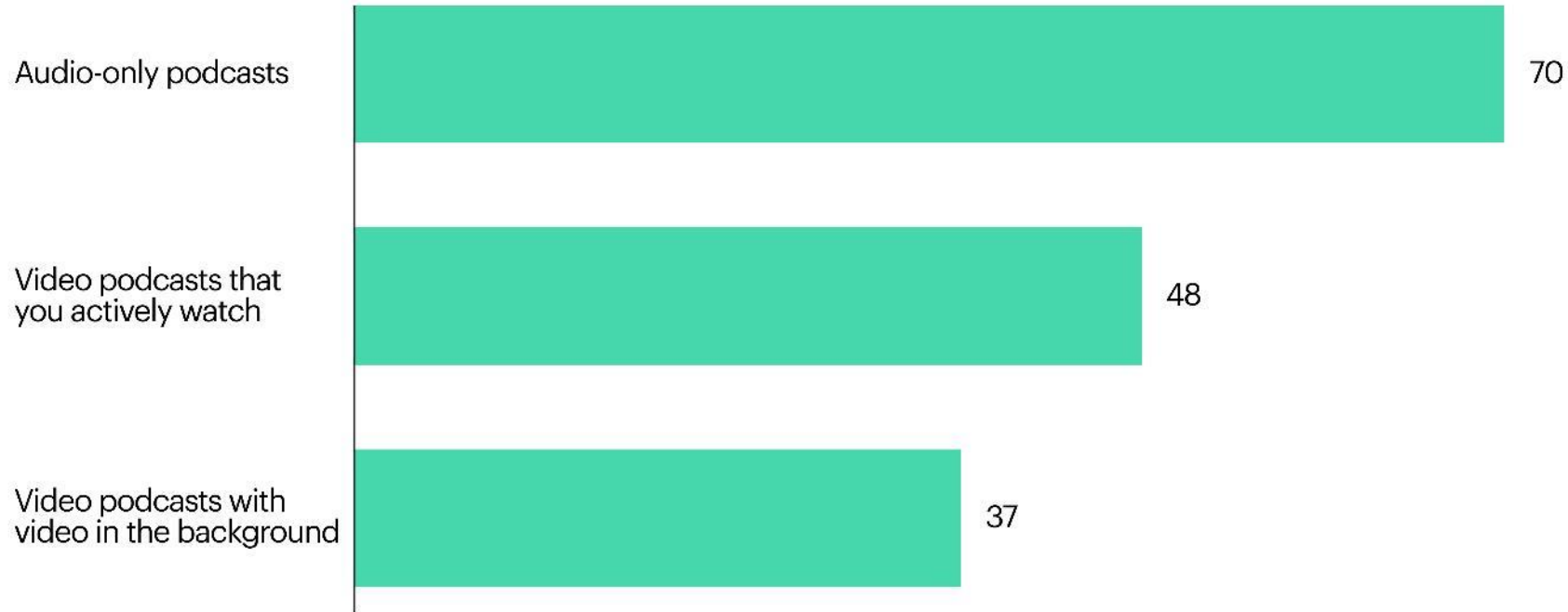
With podcast engagement continually increasing, we are now seeing usage shifting into the evening routine, peaking after 5pm.



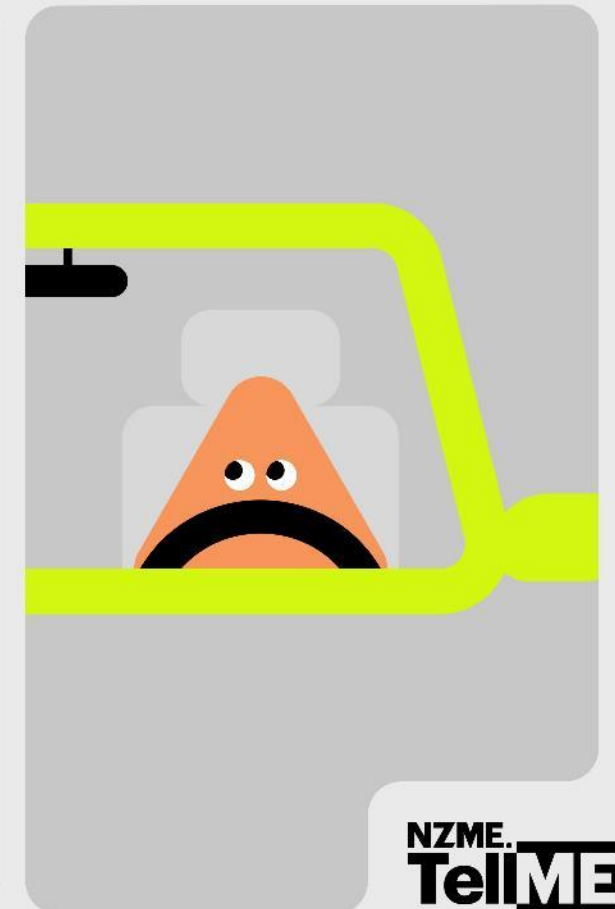
NZME.
TelME

70% of listeners consume podcasts via audio.

Consumption behaviours will shift over time with the pull of podcasts



Base: New Zealand monthly podcast listeners age 16+; 46% (N=511)
% currently ever watch type of podcast



The NZME Podcast Network continues to see exponential growth.

+320%

increase of NZME podcast downloads from 2021 to 2024.



60%

of our downloads are of NZME created content with 1.6 million hours spent listening monthly.

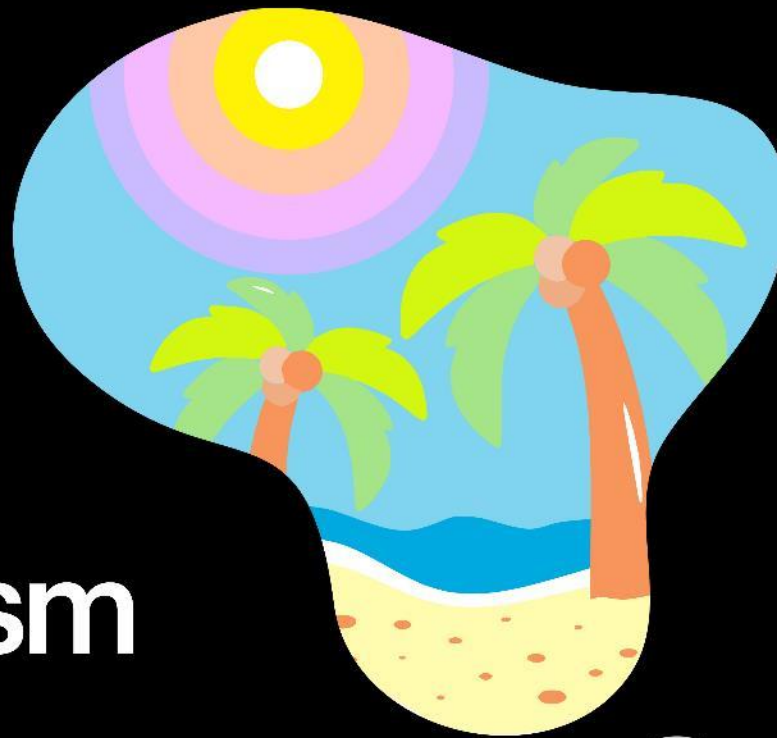


NZME is the go-to incubator for New Zealand's top podcast content and creators.

We produce more local, and **advertiser accessible content** than any other publisher.







Podcast listeners
turn to us to
seek out
information, escapism
and connection.



Choosing podcasts that match their current need.



Learn

Information

-  60% listen because they are interested in the topic
-  53% listen to learn something new
-  38% listen to keep themselves informed
-  56% of podcast listeners feel more educated on a topic, more than any other media
-  48% of podcast listeners feel informed





Escape

Escapism

-  11% listen as an alternative to screen time
-  30% of podcast listeners feel inspired by podcasts
-  32% listen to pass time i.e. when travelling
-  24% listen as it helps them relax

Connect

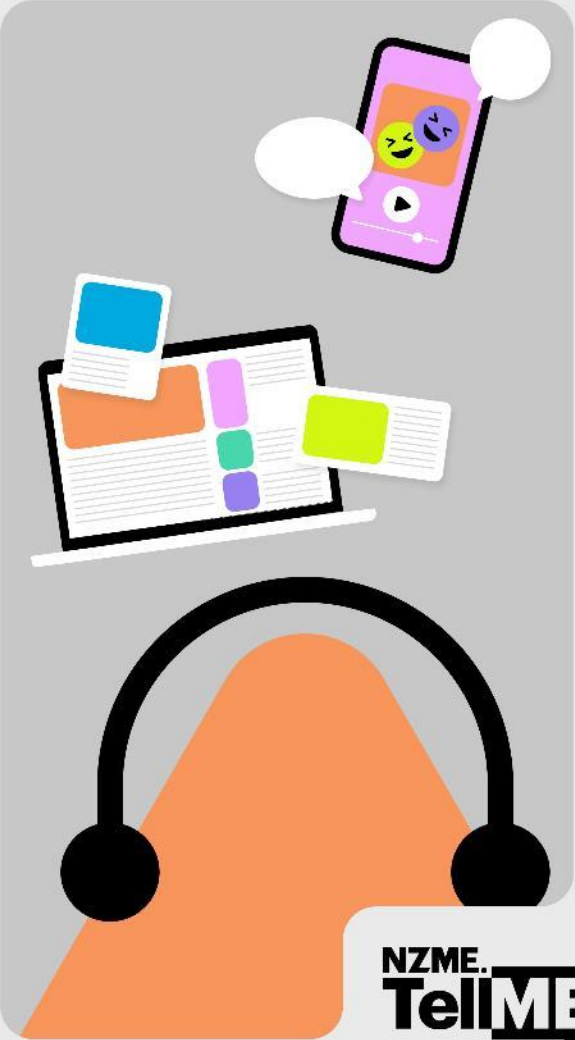
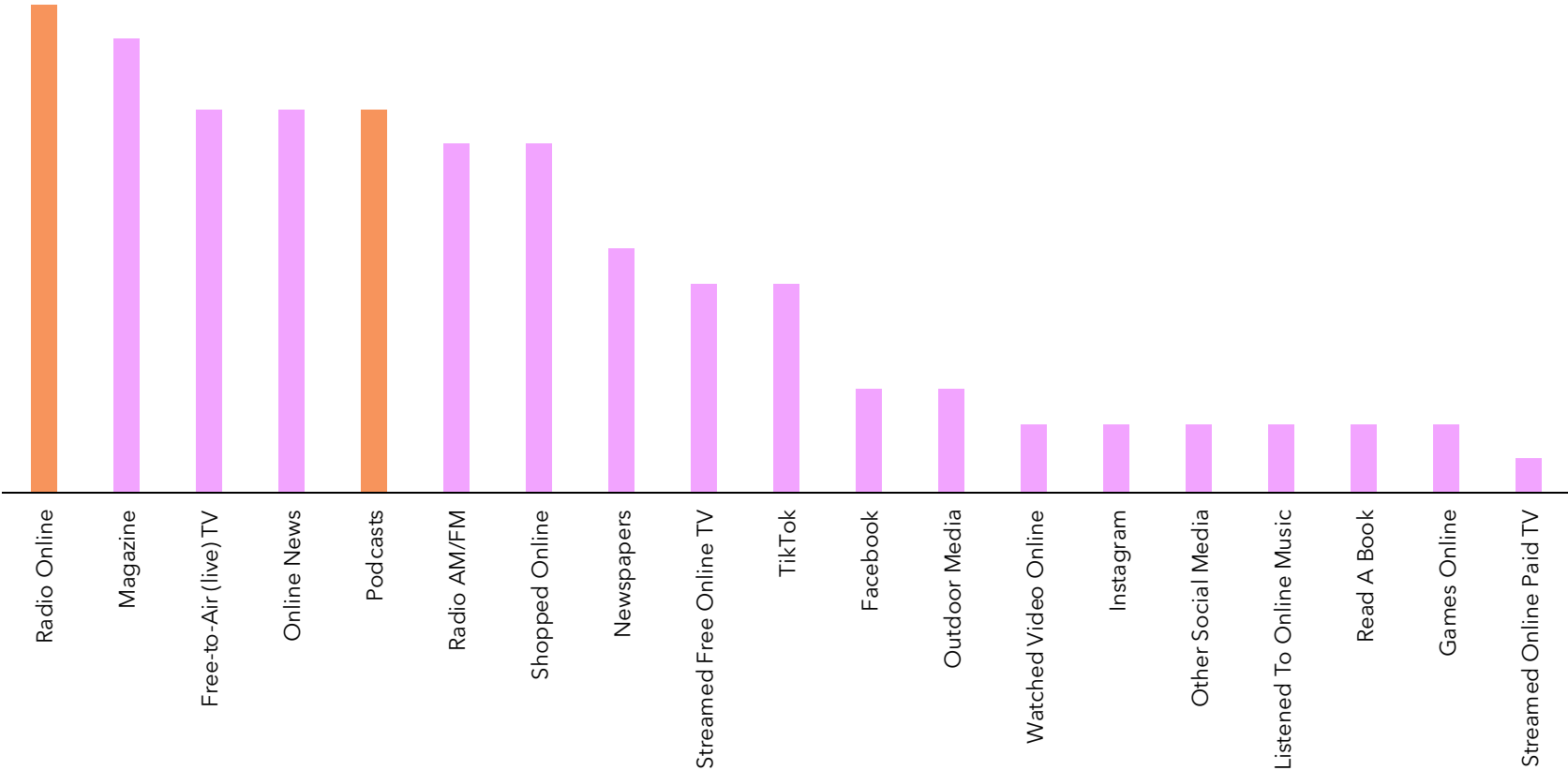
Connection

-  36% listen to be entertained and have a laugh
-  27% listen for the people/personalities
-  36% enjoy the banter between hosts who they feel connected to
-  28% like to have something playing in the background

Platforms with content they can trust.

Audiences feel they can trust podcast content as much as they do online news

I can trust what I see/hear



Source: NZME Advertising Effectiveness Study 2024.

Podcasters are trusted voices.

That audiences lean into and develop connections with

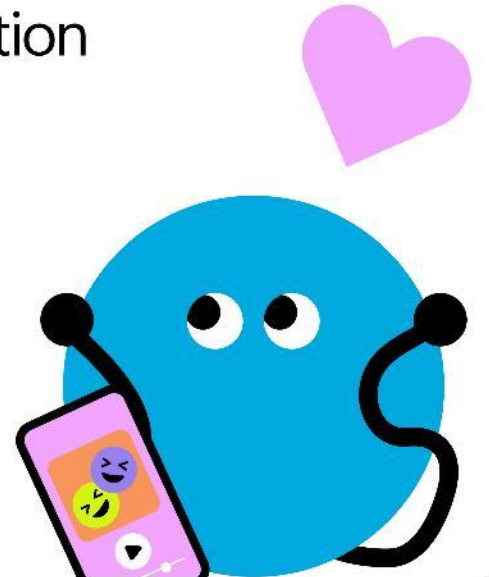
We lean in and listen to those we know.

80% of people think the human voice can establish trust like nothing else.



70% of consumers

perceive a deep connection - like a "friend" - with iHeart influencers*.

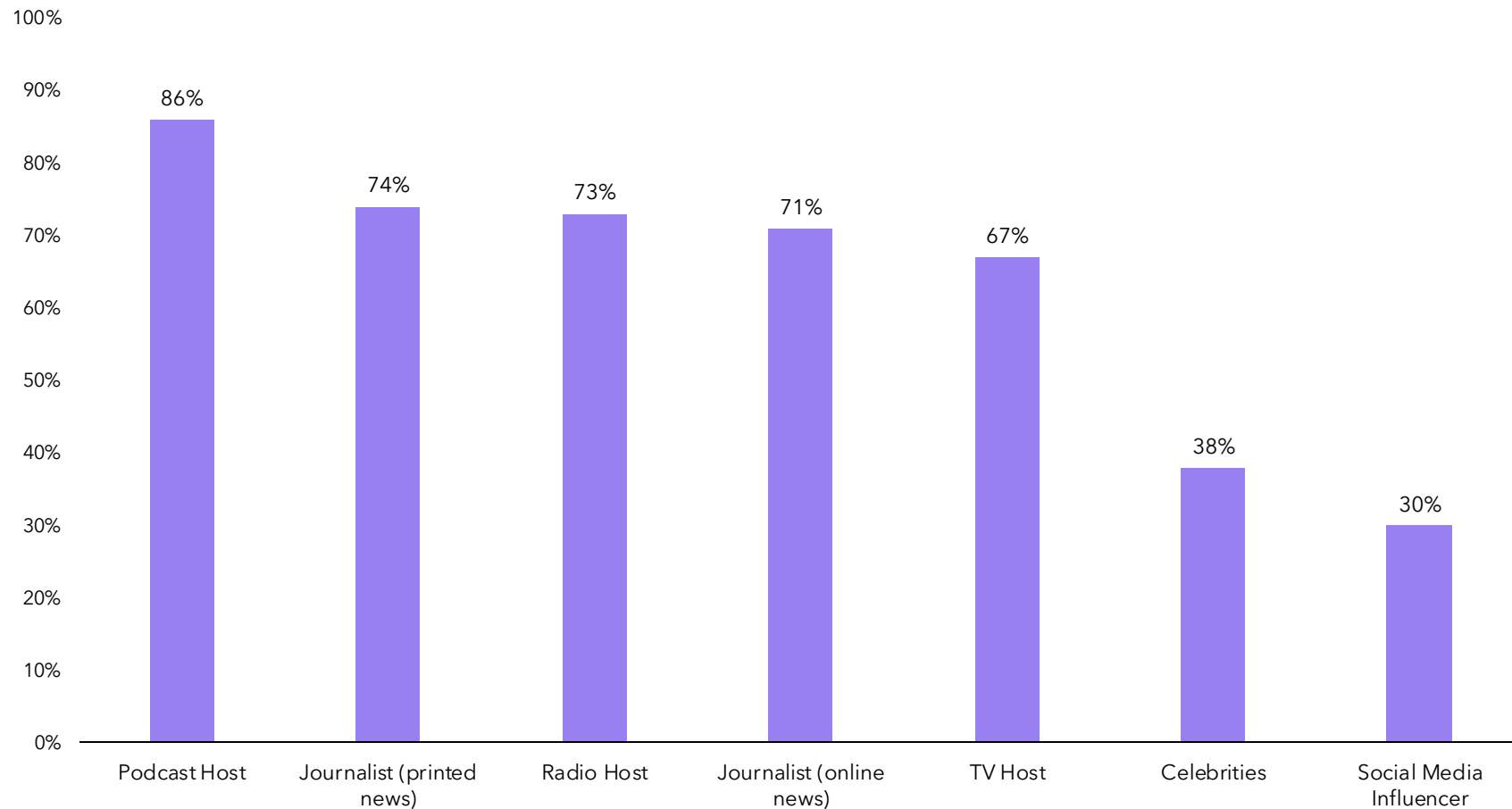


NZME.
TelME

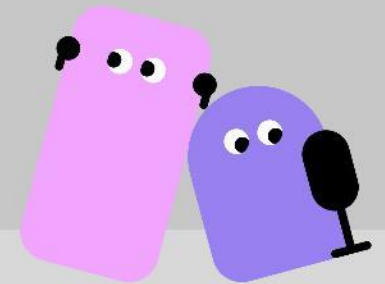
We asked audiences who they trust.

And they shared

Trusted



✓
People who have never listened to a podcast trust podcast hosts less (50%).
However, trust is nearly twice as high among those who have listened.



The 18-34 age group are more likely to trust podcast hosts.

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TelME

Voices of influence.

Podcast hosts' knowledge, experience and achievements position them across multiple segments of the influence funnel

Expert

Expert as a Sexologist



Media personality

Media personality through radio and TV interviews, and award-winning podcast



Influencer

Influencer on social media with more than 32K Instagram followers



Listeners choose to spend time with podcast hosts.

Who are experts and influencers and are more likely to consider their product recommendations

Likely consider product recommended by	Total	Podcast listener
Friends & Family	62%	67%
Experts In Their Field (i.e., Chef/ Journalist/ Fashion Designer, Scientist)	43%	53%
Real Everyday Person (not Paid Or Given Free Things For Their Opinion / Review)	39%	42%
Salesperson, Employee Or Other Company Representative	14%	14%
Celebrities You Like (i.e. Local Or International, Actor, Sportsperson)	11%	14%
Media Personality (i.e., Radio Show Host, TV Host, News Presenter)	10%	10%
Influencer You Follow On Social Media	10%	15%

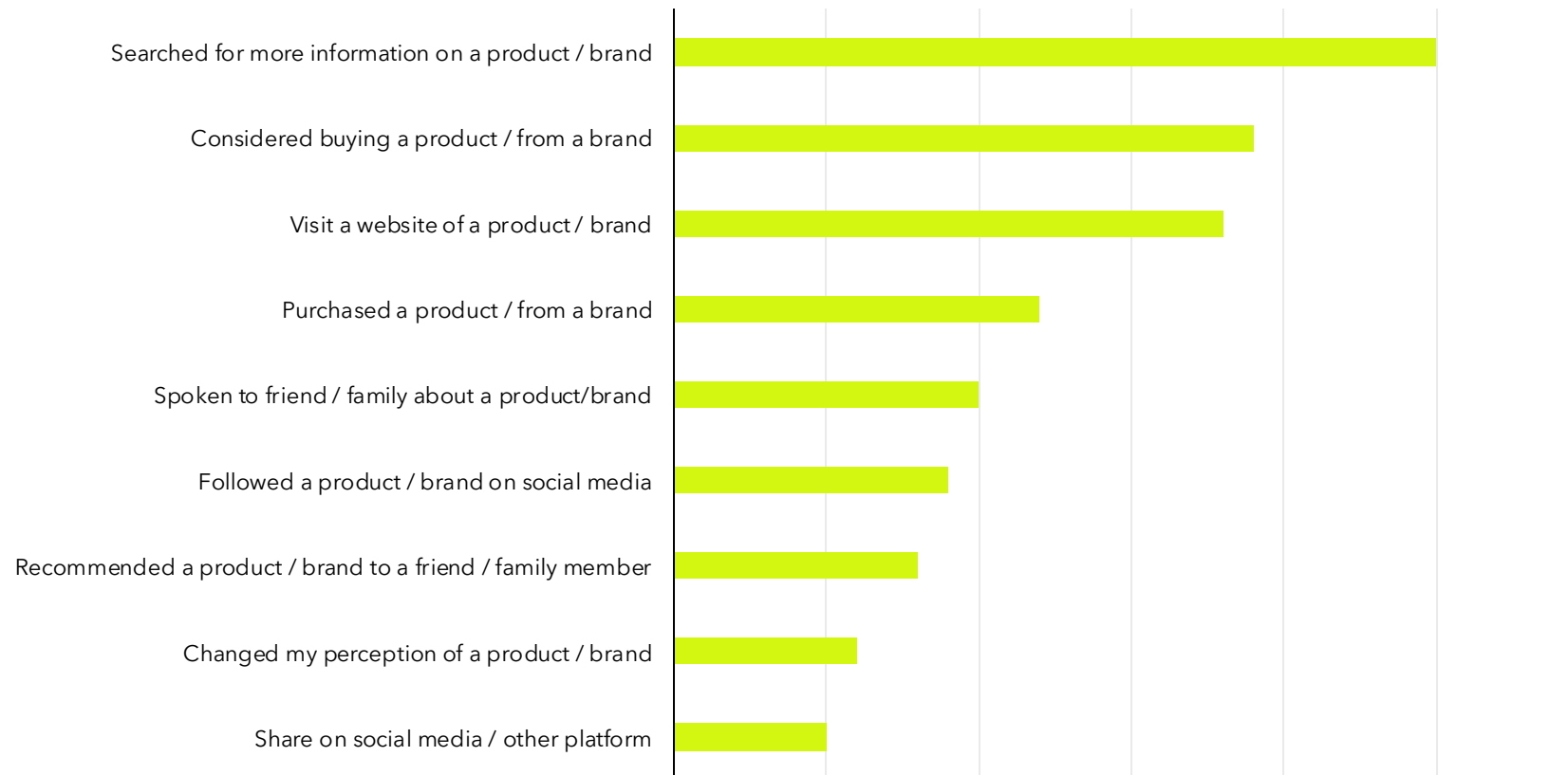


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Podcast listeners are taking action.

25% recall advertisements on the last podcast they listened to

Action from hearing advertisements on podcasts



Source: NZME TellMe Podcast Study 2023



33% are more likely to pay attention to an advertisement mentioned by the host rather than a produced or pre-recorded ad.



NZME.
TellME

Podcast ads that resonate.

Creative that is relevant and heard frequently is more memorable

Podcast listeners told us why they're most likely to remember your ad:



Frequency

27%



Relatable

25%



Clever

20%



Funny

20%



Motivating

11%

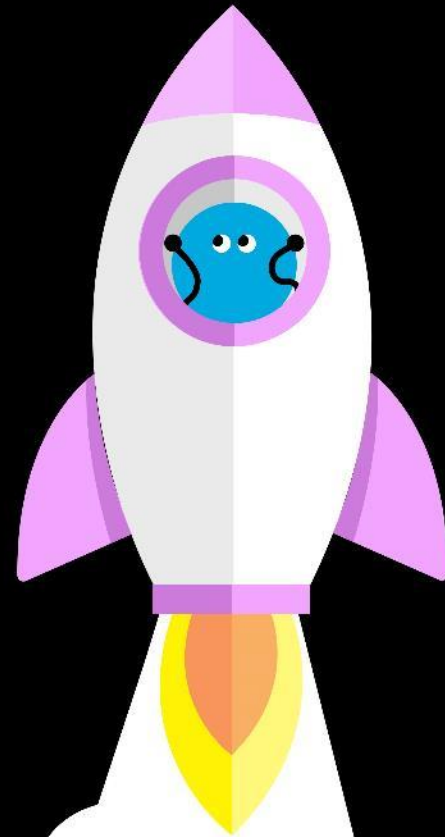
Listeners don't find interesting, funny, or novel ads fatiguing.*

Source: NZME Advertising Effectiveness Study 2024 n= Podcast listeners *Sounds Profitable The Business of Podcasting



Podcast advertising **boosts**

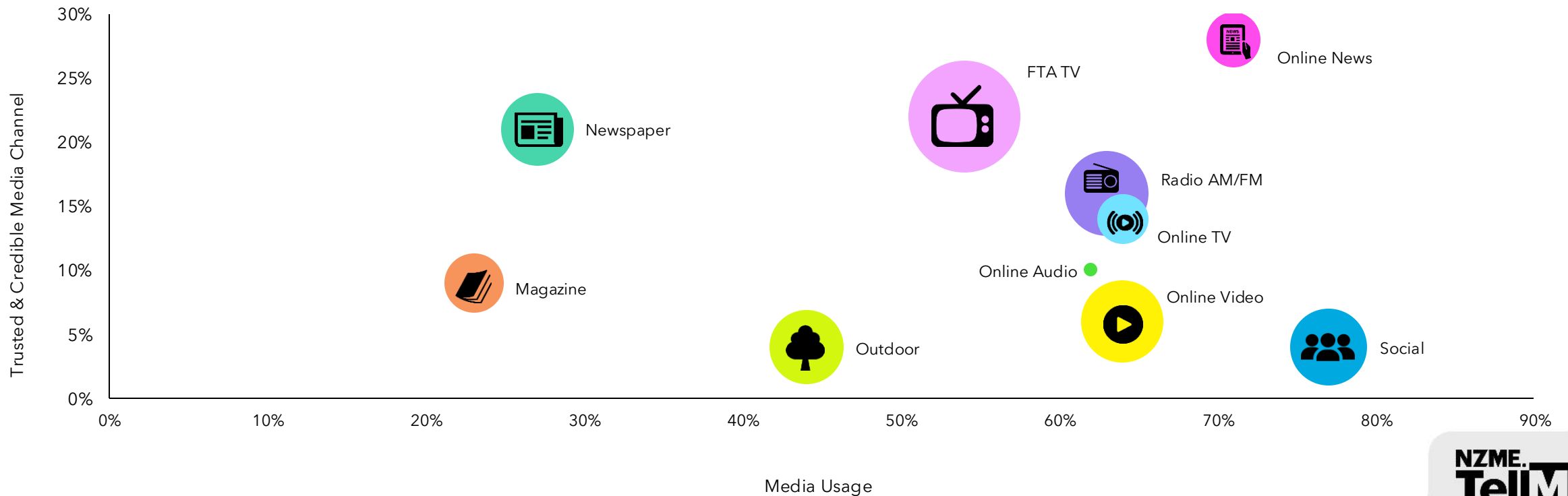
your campaign
performance and
delivers ROI.



Online audio is the most underinvested media channel.

An untapped opportunity for share of voice and ROI potential

Share of media spend compared to engagement & trust within each media channel



Omnichannel powers ROI.

Exposure to both visual and audio messages from the same brand aids consumer processing and recall

33%

A third of respondents recall seeing a memorable visual ad on free-to-air TV.

Add in online TV, social media and online video this increases to 47%.



+37%

Adding an audio component to the campaign creates a +37% uplift across engagement, attention and recall metrics demonstrating audio's ability to increase ROI.^

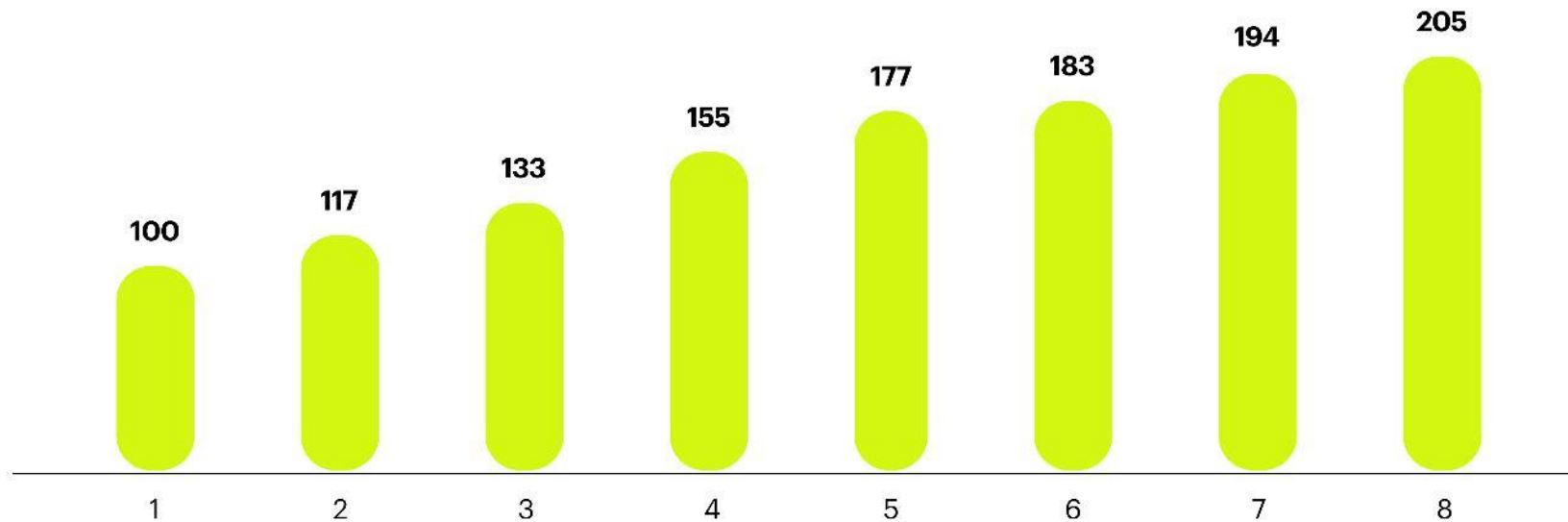


NZME.
TelME

“ Provided you can afford them and you’ve got scale, the more channels the better.”

- Mark Ritson

Index ROI:



Number of Media Channels

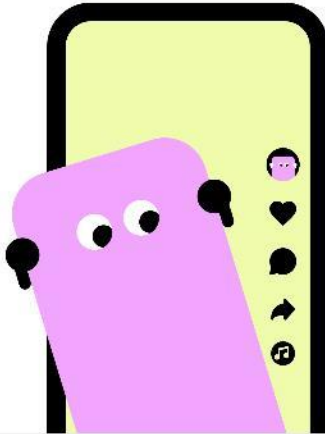
Campaigns using three channels drive a

33%

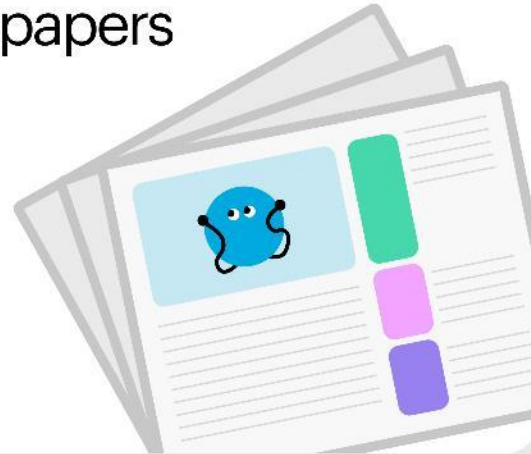
ROI improvement.

Podcasts give you access to more Kiwis.

Podcasts deliver **+71%**
more reach when
advertising with TikTok



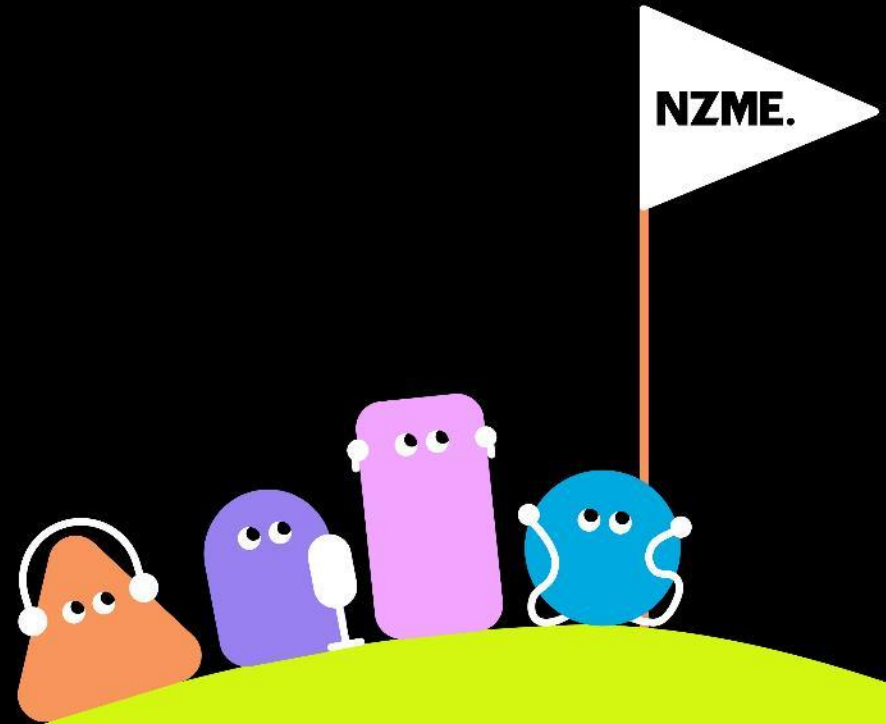
Podcasts deliver **+40%**
more reach when
advertising
in newspapers



Podcasts deliver **+25%**
more reach when
advertising on Instagram



Trust NZME to
lead the way
with podcasting.



NZME.
TellME

Podcast content like no other.

Morgan Penn & Hayley Sproull

Sex. Life

Trust us to entertain

Heart RADIO and ZM PODCAST NETWORK logos are present.

This is a green podcast player card for 'Sex. Life' featuring Morgan Penn and Hayley Sproull. It includes a play button and a progress bar.

the front page

Trust us to inform

Heart RADIO logo is present.

This is a blue podcast player card for 'the front page'. It features a stylized 'H' logo and a waveform graphic. It includes a play button and a progress bar.

hope is real

with Jazz Thornton

Trust us to influence

Heart RADIO and ZM PODCAST NETWORK logos are present.

This is a purple podcast player card for 'hope is real' with Jazz Thornton. It features a photo of the host and a heart-themed background. It includes a play button and a progress bar.

Money Talks

Trust our experts

Heart RADIO logo is present.

This is a yellow-green podcast player card for 'Money Talks'. It features a photo of the host. It includes a play button and a progress bar.

Trust NZME to deliver results, for you.

NZME.
PODCAST NETWORK

case studies.



Wise

DIGITAL AUDIO CASE STUDY

NZME.
PODCAST NETWORK

The Objective

Wise chose well when they challenged NZME to build a podcast advertising campaign across NZ's most popular podcasts. With the objective of uncovering Kiwis in need of their services – in particular, those with international ties of family, friends or businesses – they needed a solution from experts in audio with a deep understanding of Aotearoa's audio consumption to be able to put their brand in front of as many potential customers as possible.

Strategy & Solution

The strategy combined host reads, sponsorships and run of network campaigns to reach highly engaged audiences at scale. Geo-listening data was analysed to determine the podcasts with the highest international audience, ensuring we reached listeners with global connections. This information was overlaid against our top 20 NZME podcasts in the New Zealand market covering the most popular genres to create a tailored network for maximum impact.

Results

Conversion rates for the entire campaign and individual podcasts were tracked using Ad Analytics to provide insights into Wise's customer base. This data enabled us to identify where New Zealand's travel intenders and internationally connected audiences were, allowing for

strategic mid-campaign adjustments. The result saw an impressive **11.87%** conversion rate, surpassing the global Spotify benchmark of 1.09% highlighting the campaign's exceptional effectiveness.

1,402,239



Total impressions delivered

208,607



Household reach

6.72



Frequency

24,761

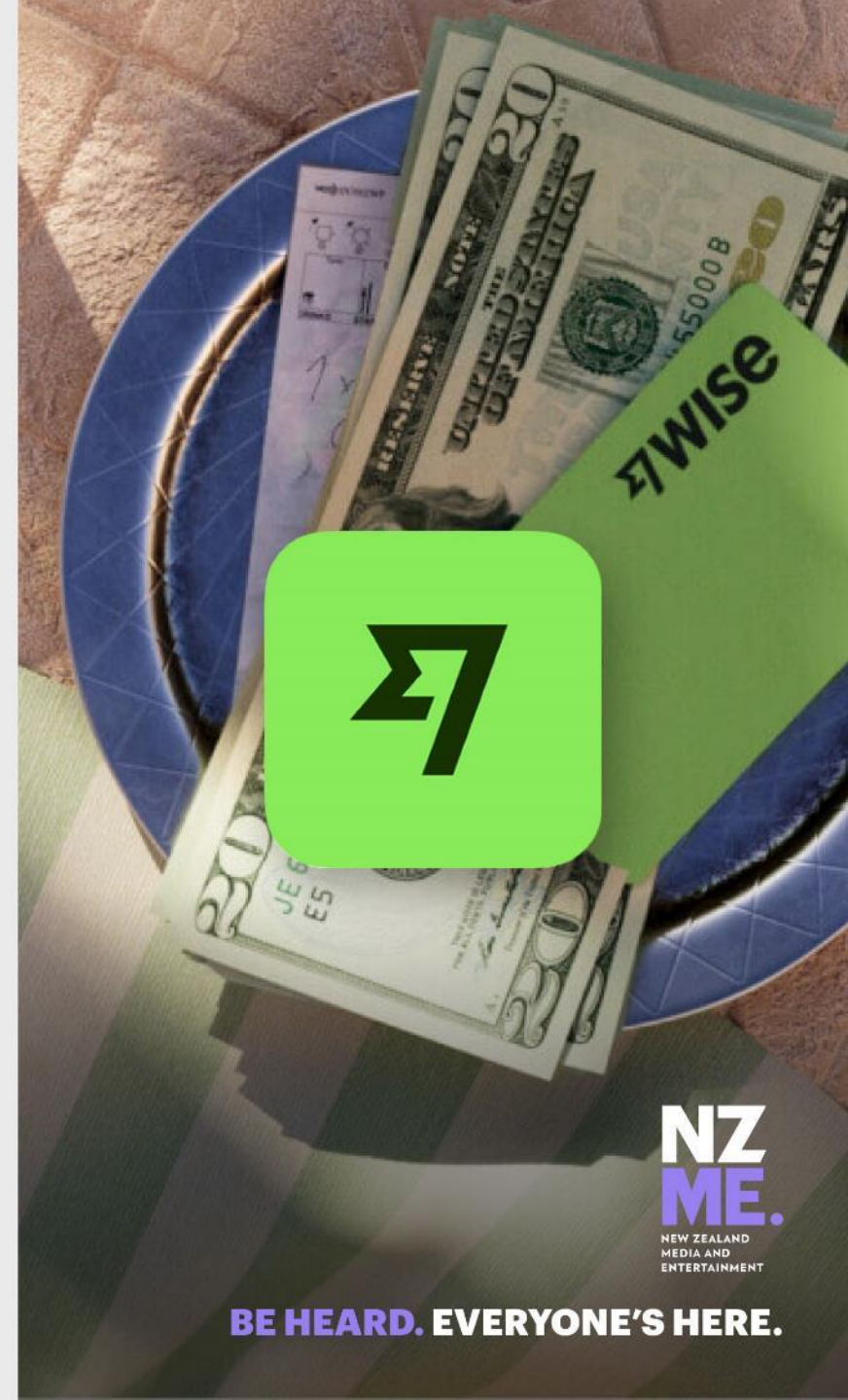


Website visitors

11.87%



Conversion rate



NZME.
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE HEARD. EVERYONE'S HERE.

Wise x Fletch, Vaughan & Hayley

DIGITAL AUDIO CASE STUDY



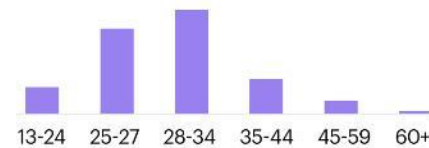
Fletch, Vaughan & Hayley

This podcast was the most effective component of the campaign, providing the highest conversion rate for Wise.

This suggests that the majority of our travel intender audience can be found here.

Audience Demo & Age

👤 68% 👤 31%




Best Music Network
Breakfast Show

 **41,809**
Household reach

 **3.59**
Frequency

 **4,044**
Website visitors

 **9.67%**
Conversion rate



**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE HEARD. EVERYONE'S HERE.

Luxury Trade

CASE STUDY

The Objective

Tasked to create a campaign that targeted Females 25+ in the metro areas of New Zealand to raise brand awareness we were able to encourage the key audience to visit the Luxury Trade website and increase the conversion rate. A crucial objective was to translate Luxury Trade's strong social media presence into a digital audio campaign.

Strategy & Solution

A comprehensive schedule across the NZME podcast network targeting the Luxury Trade's key audience demo that complimented their existing social strategy was the foundation of the campaign's success.

Website attribution pixels were used to measure web visitors to different pages on the Luxury Trade website, household frequency, household conversion rates and listener location.

This provided the detailed level of reporting that Luxury Trade required to see how their campaign was performing, and the individual conversion rates for each audience.

Results

Listener engagement from November 7 2023 – July 31st 2024 was tracked through Ad Analytics. We found that digital radio streaming across our NZME channels targeting Females in New Zealand metro areas performed the best and had the highest conversion rate during our monitoring which allowed us to make mid-campaign improvements to further improve performance.

The results speak for themselves.



573,989
Total impressions delivered

128,201
Household reach

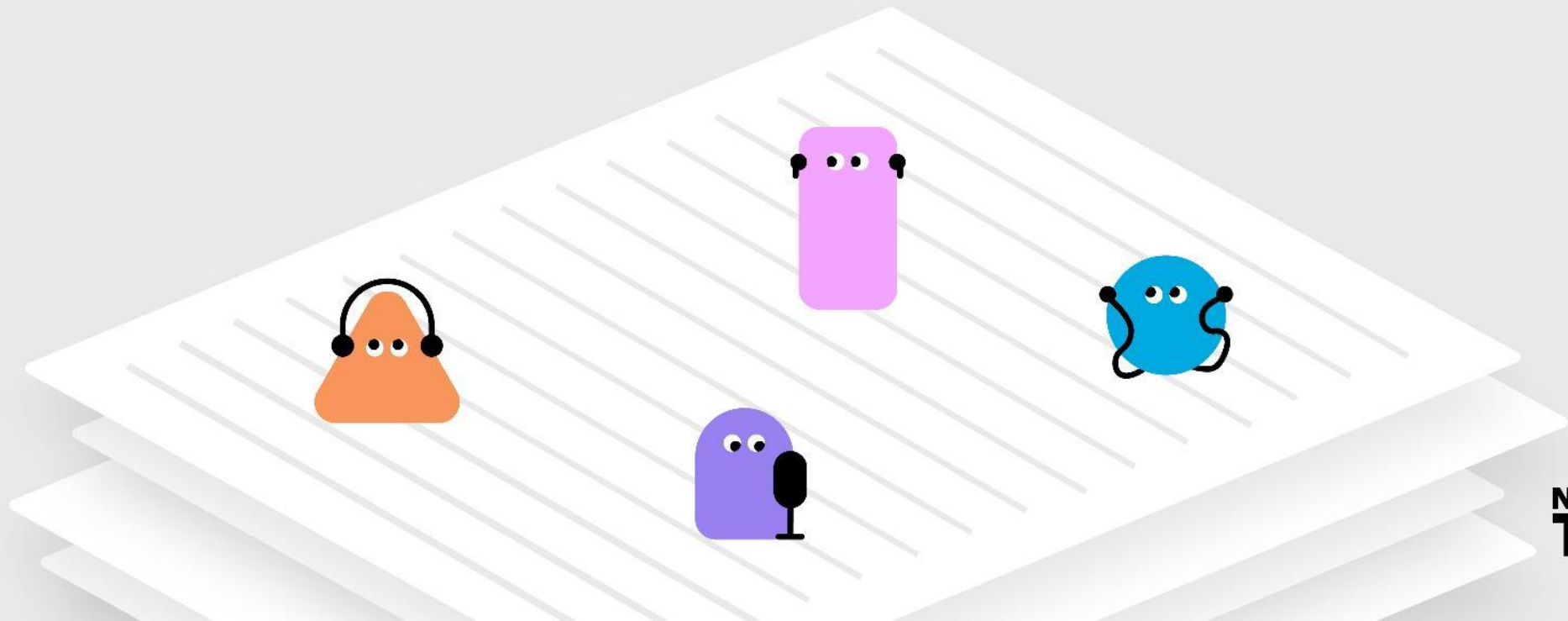
4.48
Frequency

7,301
Website visitors

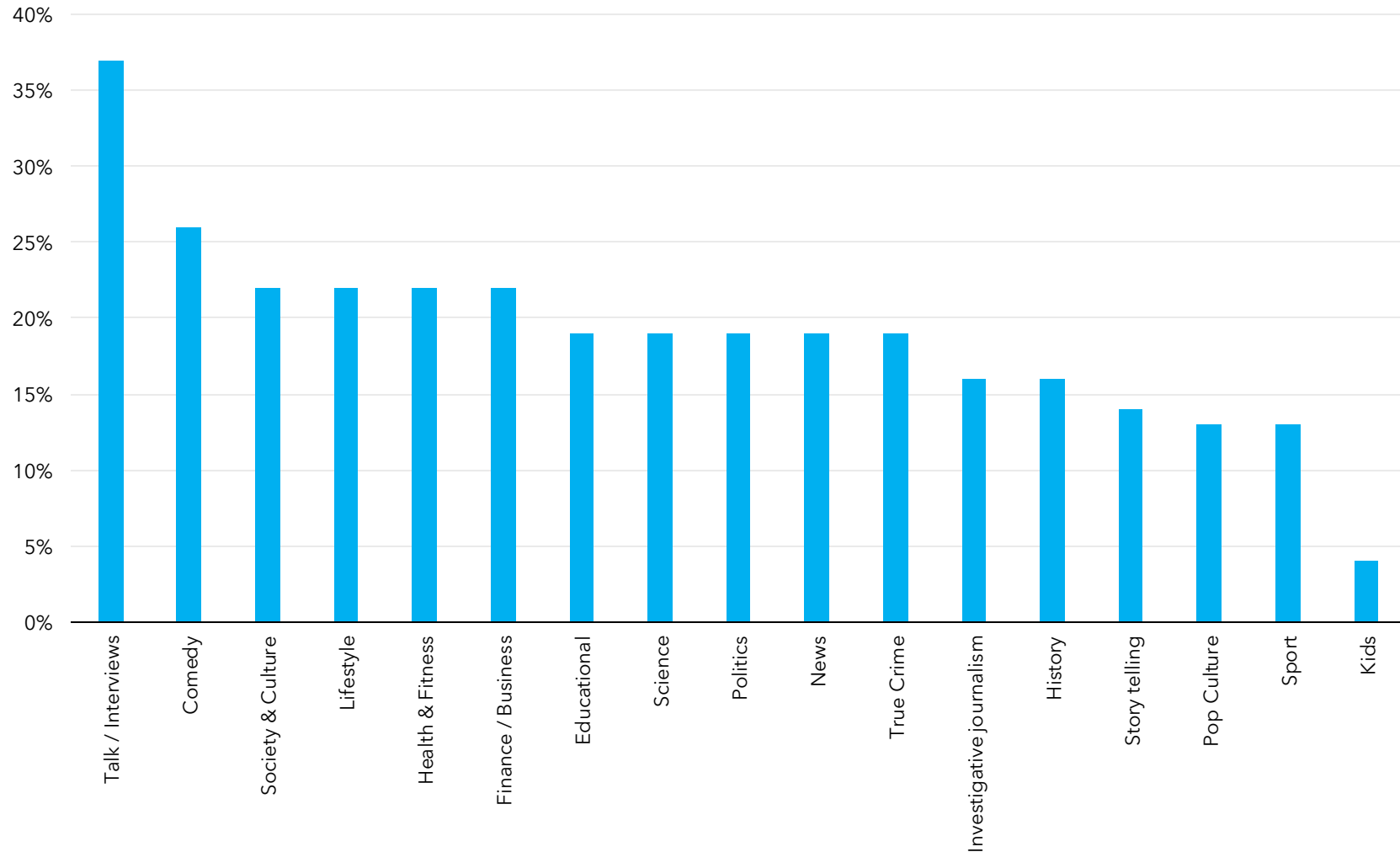
5.7%
Conversion rate

Spotify Ad Analytics, January 2024

Appendix.



Genres loved by audiences.



Source: NZME TellMe Podcast Study 2023




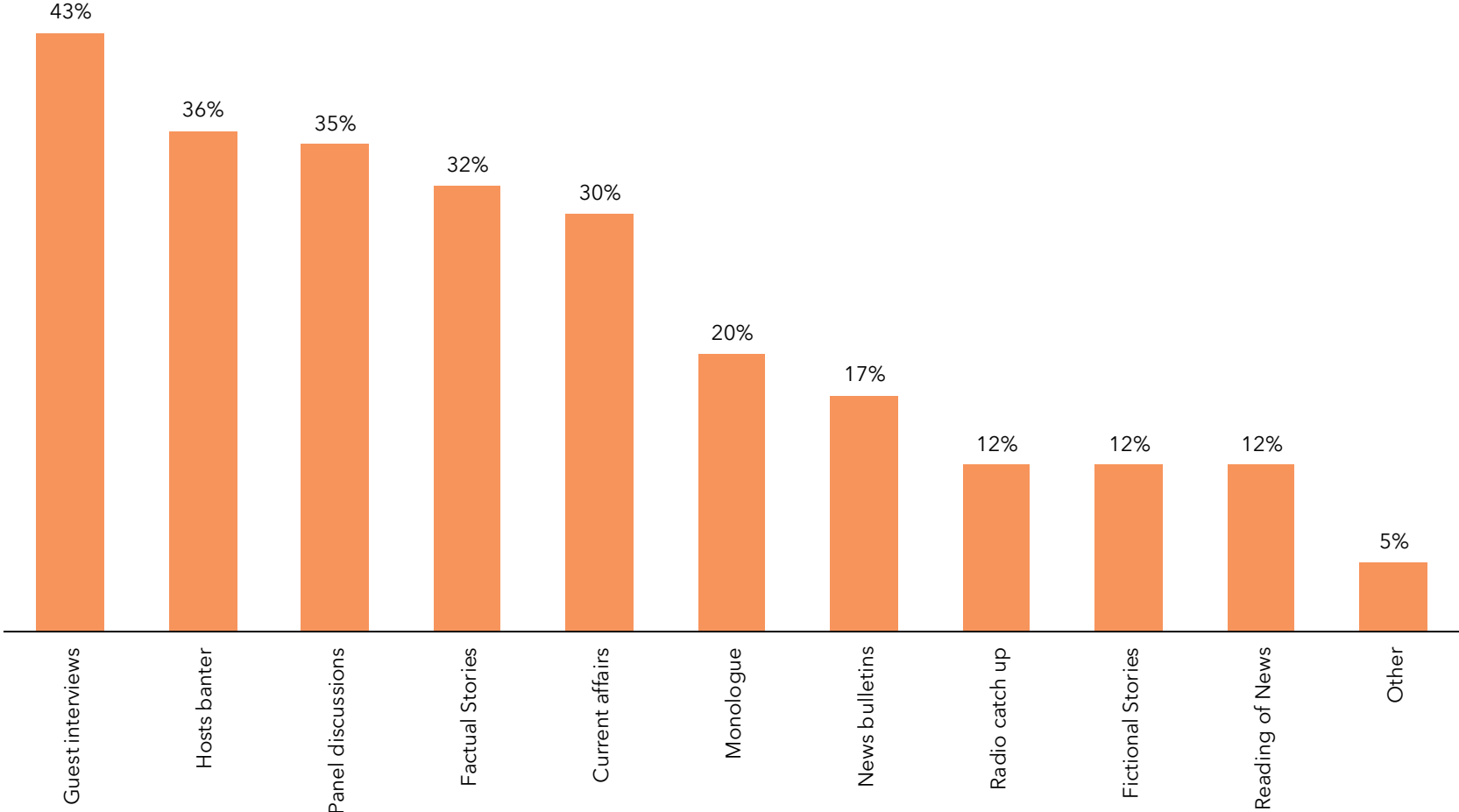
- 25-34 are more likely to listen to health & fitness
- Females are more likely to listen to true crime podcasts
- Males are more likely to listen to sport-based content



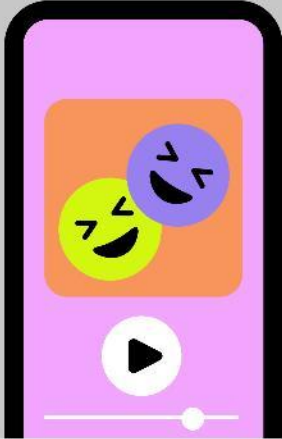
NZME.
TellME

Formats loved by audiences.

Podcast format preference



Guest interviews, banter between hosts and panel discussions are the most popular type of podcast formats. This highlights the personal connection that listeners are searching for.

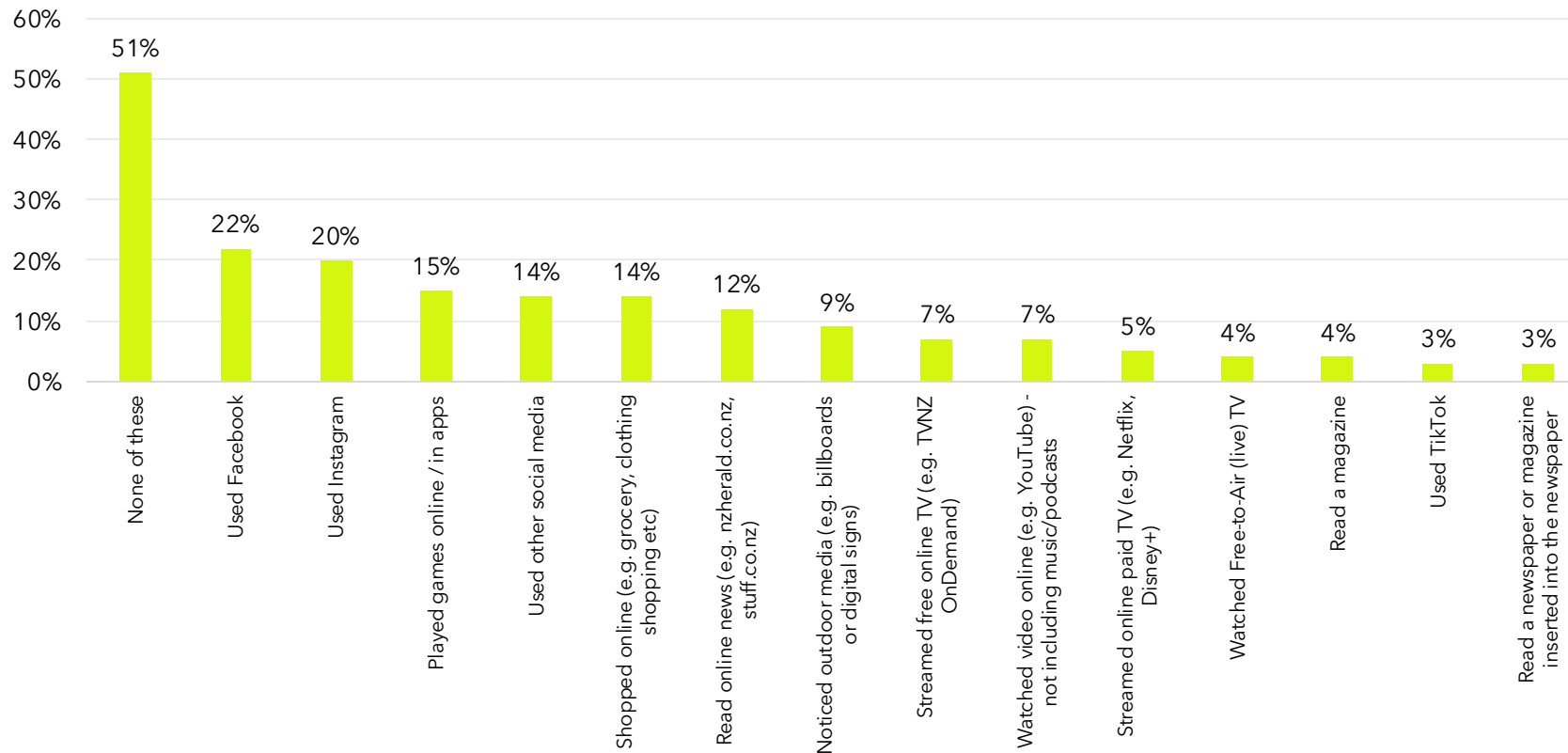


NZME.
TellMe

Source: NZME TellMe Podcast Study 2023

More than 50% of podcast users are consuming no other media when listening.

Podcast & other media



The advantages of podcast advertising.

Attention

Podcast listeners give their undivided attention and show strong engagement, rarely skipping ads

Action

With strong listener focus, podcasts drive consideration and influence decisions

Curiosity

Podcast ads create curiosity, attracting attention and motivating listeners to discover more about brands

Did you know...

- Brands associated with podcast advertising experience no negativity
- Podcast listeners are least likely to report hearing an ad in the past week, indicating a more seamless advertising experience
- Ads heard in podcasts tend to be less disruptive and more positively received
- Even audiences who prefer ad-free experiences show less annoyance with podcast ads compared to other video platforms
- 18-34-year-olds continue to enjoy radio and audio content, engaging with it according to their own preferences
- While they are less likely to engage with traditional radio and TV formats, 1 in 4 still listens to radio online, and half watch BVOD*
- Podcast audiences encounter fewer ads across other media, enhancing podcast ad impact and providing an ideal environment for meaningful brand interaction

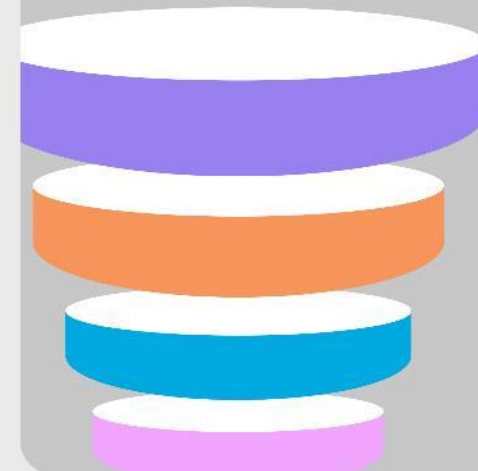
Significantly out-performing broadcast media, podcast advertising moves the message. Podcasts perform higher in all parts of the funnel:

Awareness

Purchase

Consideration

Favourability



NZME.
TelIME

Thank you.

