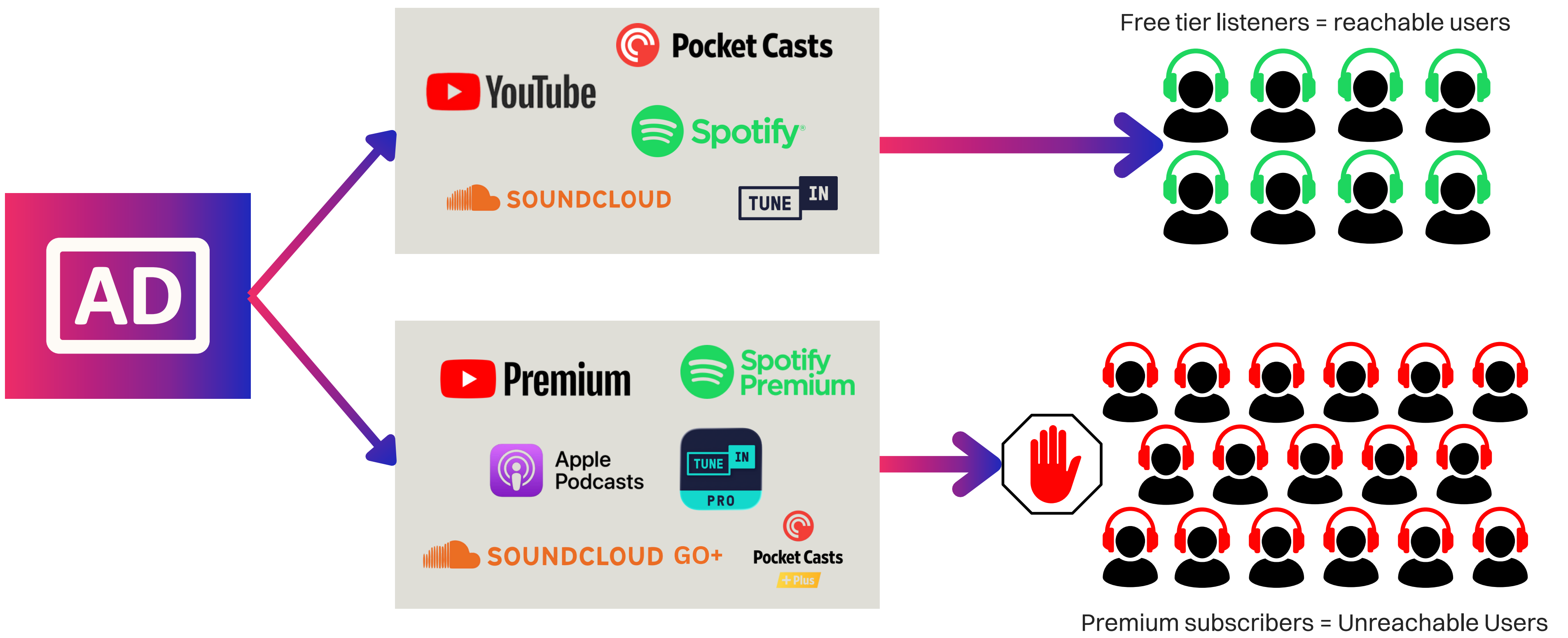


# Next Audio

## Why Podcast Advertising Belongs in Every Media Plan

Reach premium audiences no other format can touch

### Your Ads Are Blocked From Premium Users



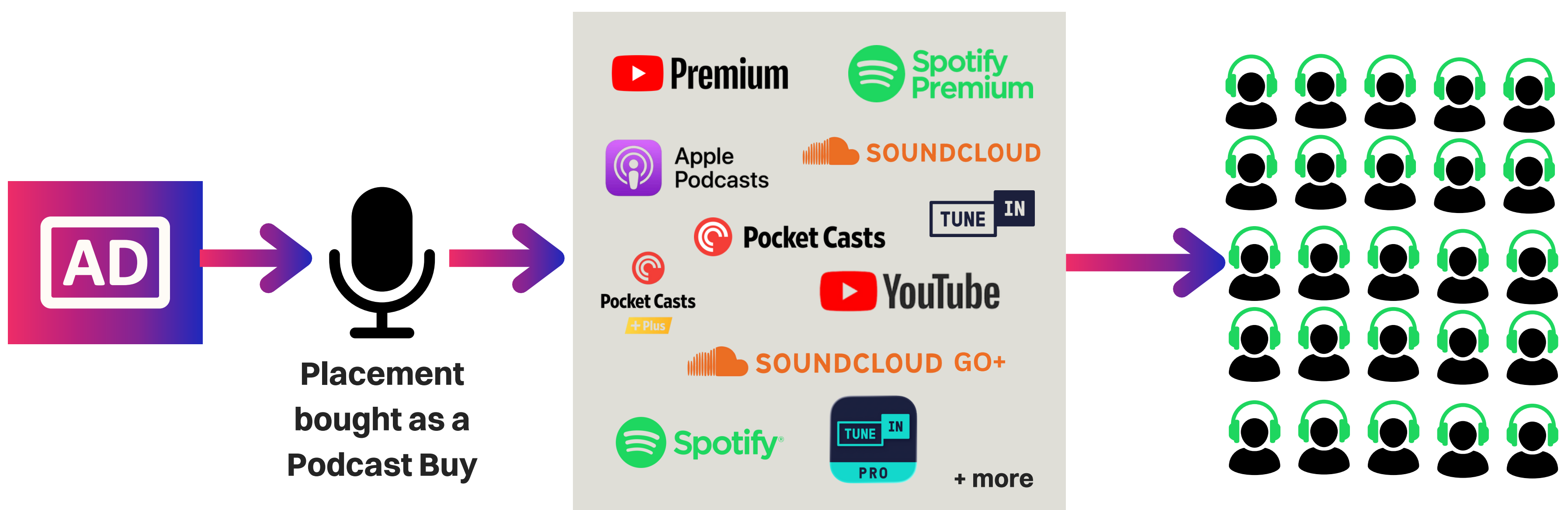
You're paying for reach, but your highest-value users are slipping through.

#### Subscriptions aren't your only blocker

- YouTube → Ads skipped
- Apple Podcasts → No ads sold

- Subscription models are rising.
- Ad revenue is shrinking.
- And your top-paying users have already vanished from your media plans.

### The Only Format That Bypasses the Blockers



Podcast ads are embedded in the content, so they go where the content goes.

#### Avg Demographic Snapshot of podcast listeners:

- 83% have a university degree
- 73% have mid-to-high income
- 1 in 2 teens have listened to a podcast
- 52% of women consume podcasts

\*Edison Research, YouGov

#### Podcast campaigns deliver on average:

- +24% uplift in brand image
- +27% uplift in interest
- +21% uplift in likeability
- +24% uplift in consideration

\*Avg from 32 Next Audio Brand Lift Studies

### Case Study

**talabat**

Personalised Ramadan podcast messaging

**+24%**  
increase in consideration

**CHANEL**

Sponsors across top female-led, fashion-focused podcasts

**100%**  
share of voice

**Emirates**

Branded podcast targeting South Asian adults in London

**97%**  
Listen-Through Rate