

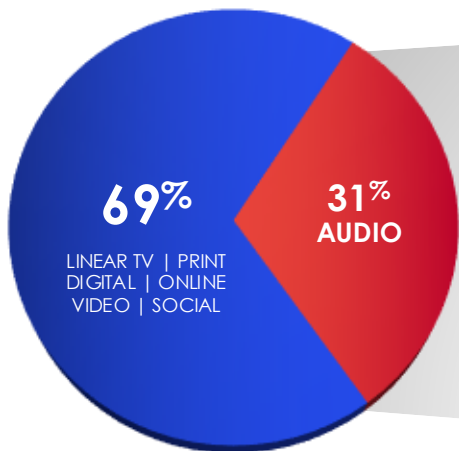


2026

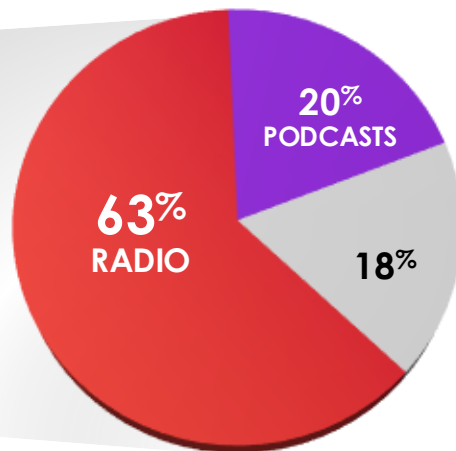
State of Podcasting

Audio is an Important Part of Consumers' Lives. Most Listening Happens on Podcasts and Broadcast.

DAILY MEDIA
CONSUMPTION SHARE



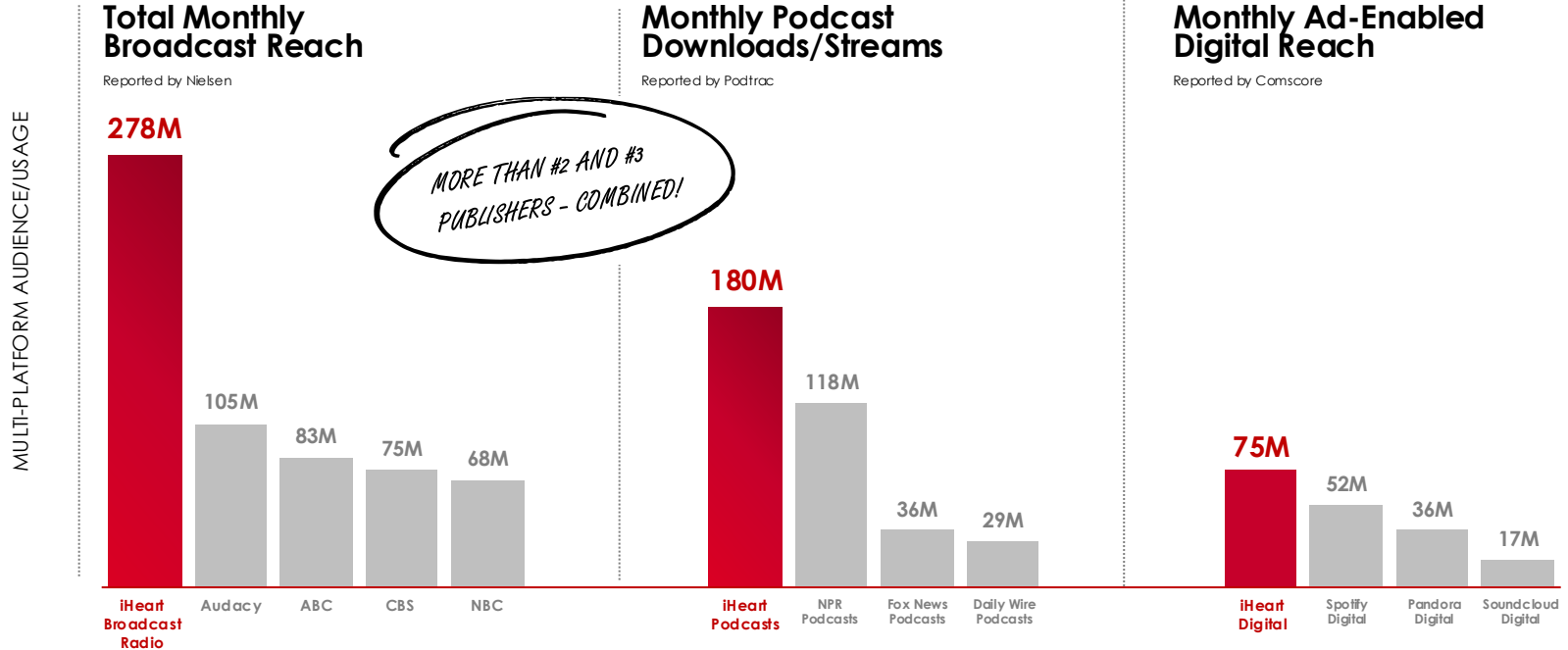
DAILY AD ENABLED AUDIO
LISTENING SHARE



DIGITAL AUDIO STREAMING

- Ad-Enabled Spotify
- Ad-Enabled Pandora
- Ad-Enabled SiriusXM
- Ad-Enabled iHeartRadio

iHeart's Total Audio Approach Gives you Scale Across All Audio



346M

Social Media Fans

#1 AUDIO SERVICE IN SOCIAL (7X THE NEXT)

20K+

Live Events

#2 IN LIVE EVENTS

180M

Podcasts

U.S. Monthly Downloads

#1 PODCAST PUBLISHER



**We are always
connected to
your audience.**

278M

Broadcast Radio

Ad-Supported Monthly Listeners

#1 AUDIO GROUP

2000

Influencers

#1 PREMIUM NETWORK

75M

Digital Audience

#1 DIGITAL RADIO APP





**From Mass Reach to Mainstream,
Podcasts are a Must-Have
For Marketers and Fans.**

There Are More Podcast Consumers Than Ever Before

158MM

monthly
podcast
consumers

55%

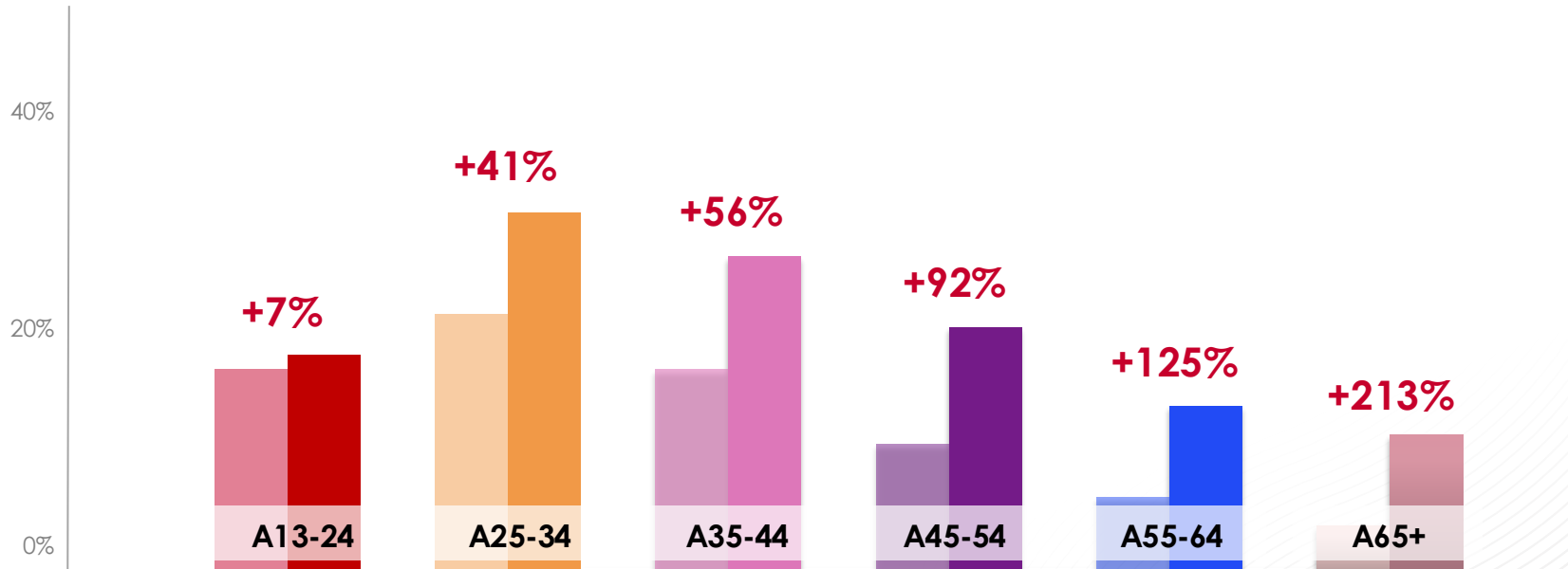
of Americans are
regularly consuming
podcasts every month



Daily Podcast Listening Is Growing Across Every Age Group

2020 vs. 2025

5 Year Growth in Daily Listening by Age Group



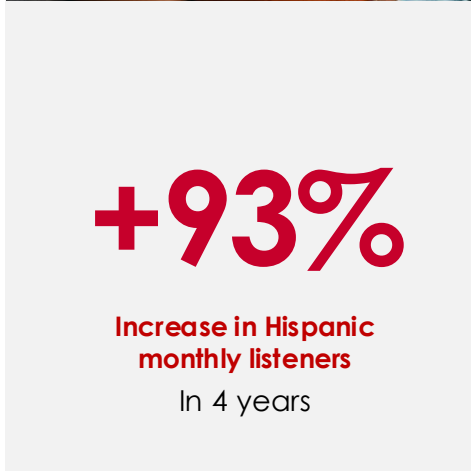
Multicultural Podcast Fans Are Driving Listener Growth



+78%

**Increase in Black
monthly listeners**

In 4 years



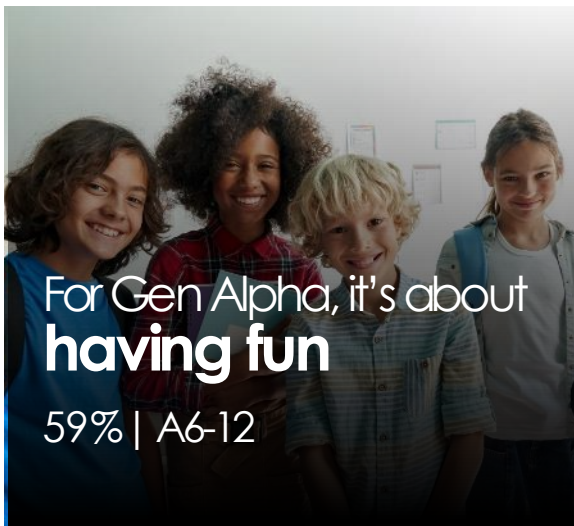
+93%

**Increase in Hispanic
monthly listeners**

In 4 years

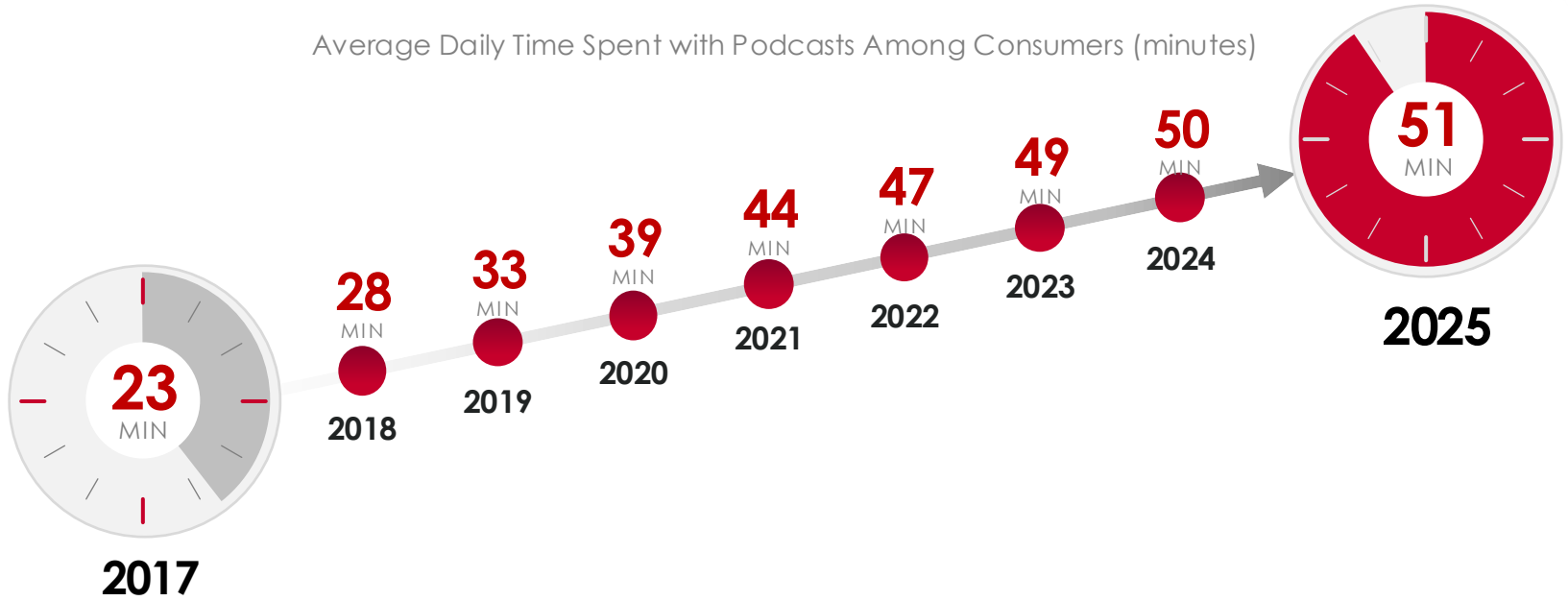


Every Generation Finds A Reason For More Podcasts



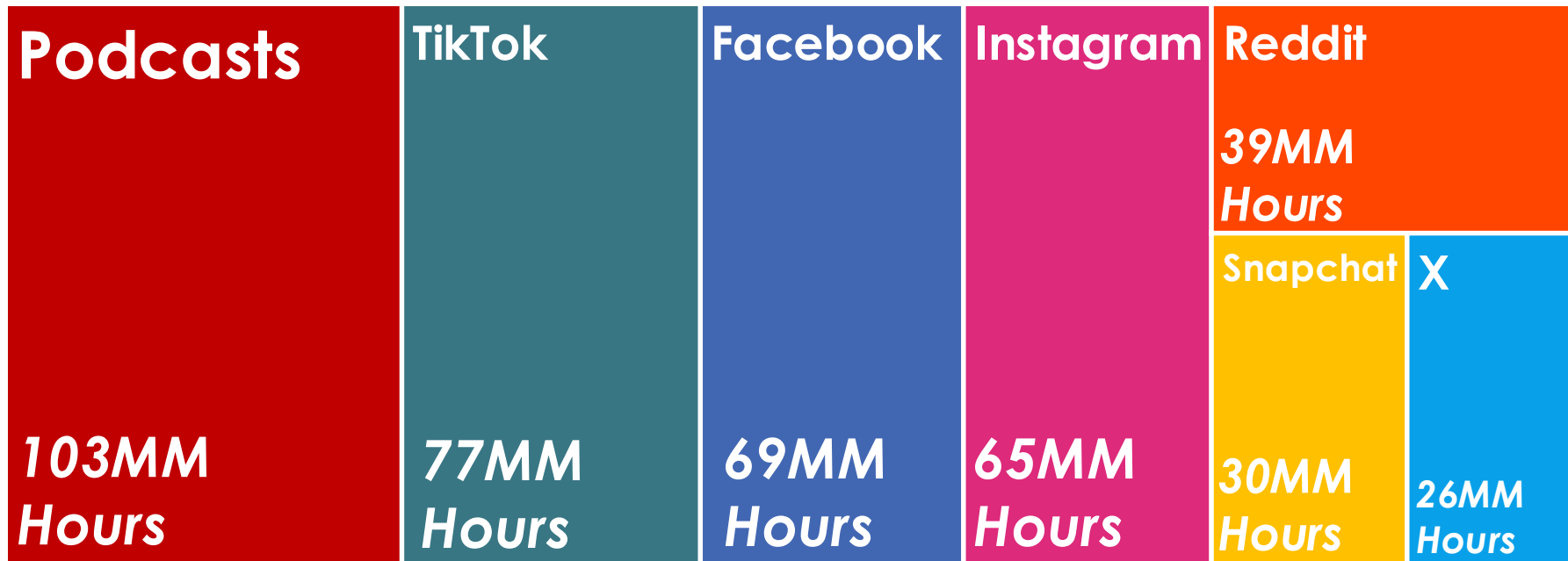
Daily Time Spent with Podcasts More Than Doubled In 8 Years

Average Daily Time Spent with Podcasts Among Consumers (minutes)



Podcast Listening Wins On Time Spent

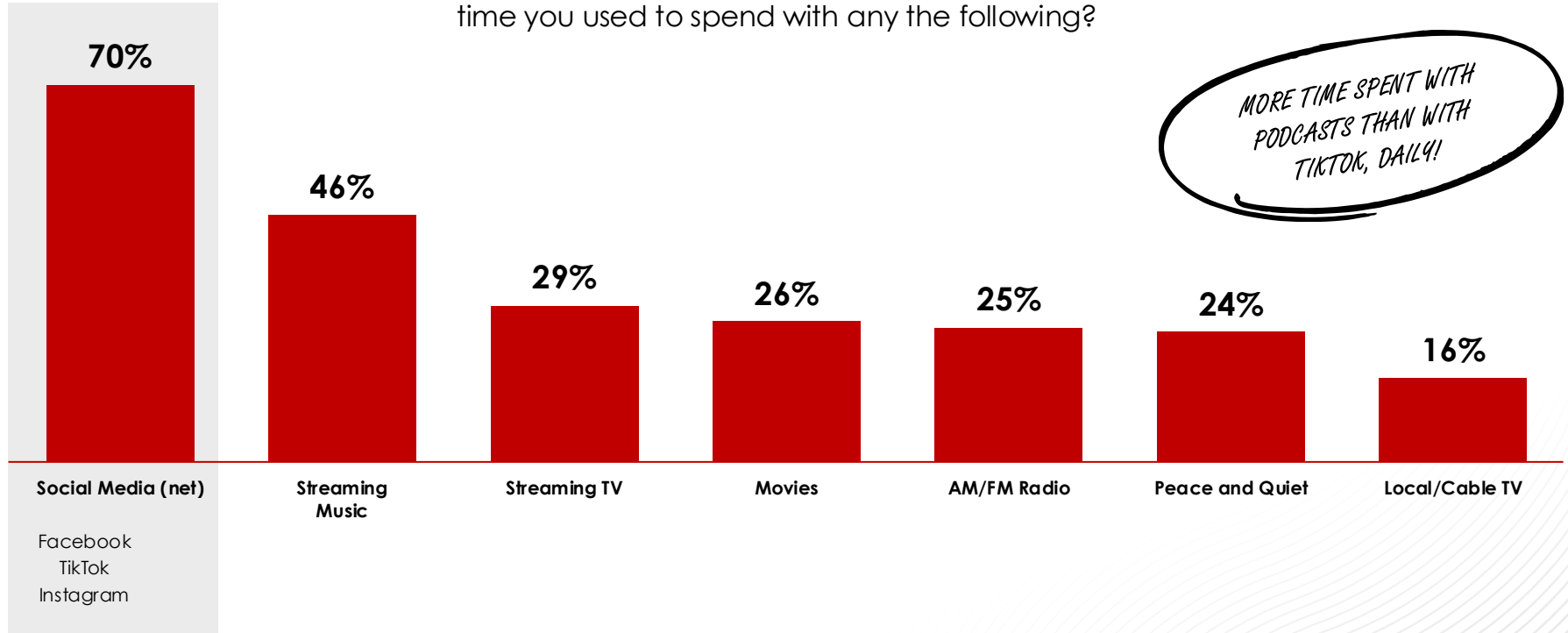
More Time Is Spent With Podcasts Than Any Other Social Media Platform,
Per Day Among U.S. A18+



Where Are We Finding More Time For Podcasts?

From Social Media, Video, and Music

Has your podcast listening taken the place of time you used to spend with any the following?



MORE TIME SPENT WITH
PODCASTS THAN WITH
TIKTOK, DAILY!

All That Listening Adds Up To A New American Pastime

**9 Episodes
Per Week**

Average for
Weekly Listeners

8 in 10

Listen to All or Most
of Every Episode

80%

Binge Listen
(2+ episodes in a row)

**6.5hrs+
Per Week**

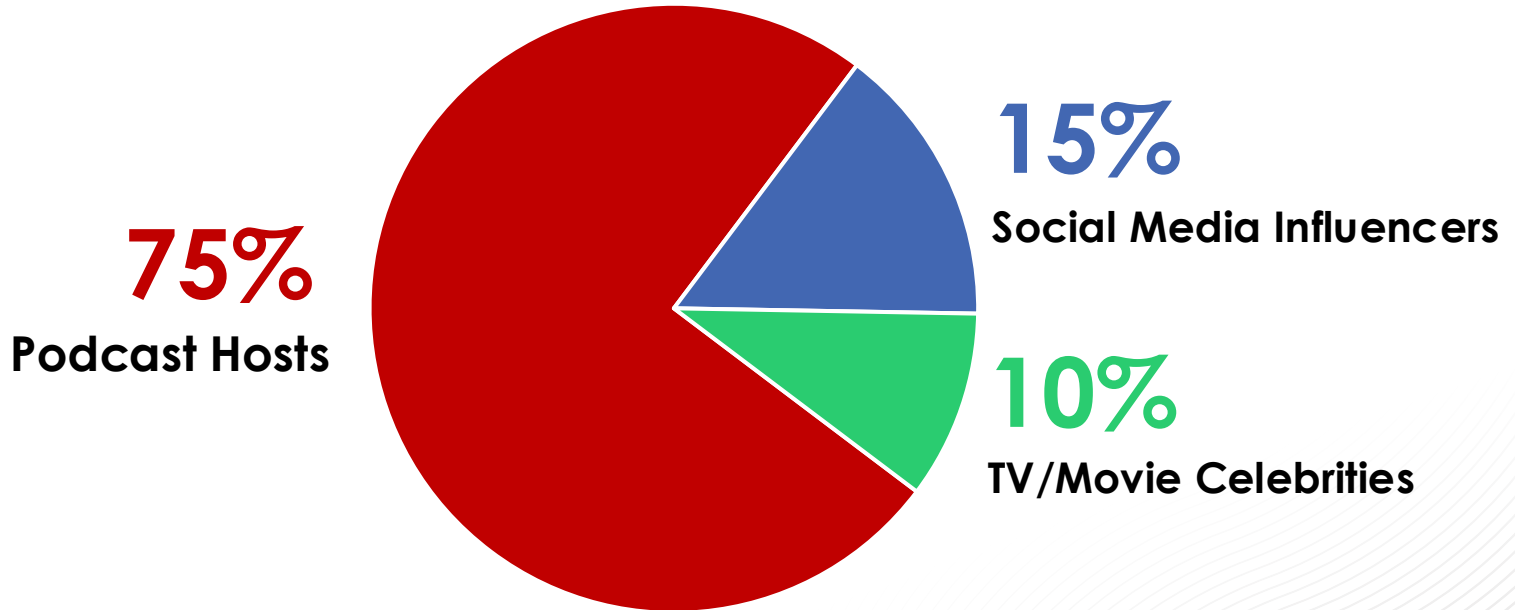
On Average
Listening to
Podcasts

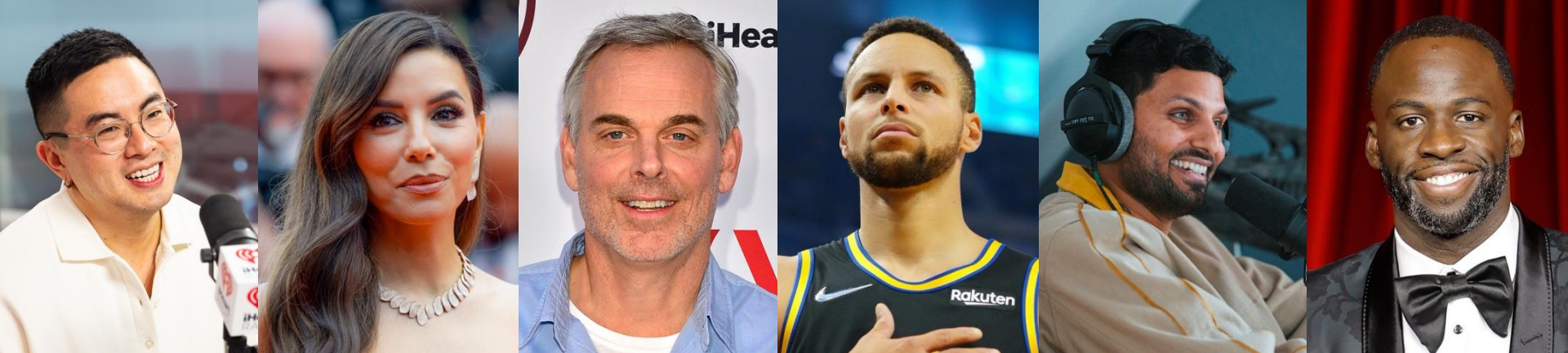


Whose Influence Matters Most?

New Study Finds Podcast Hosts **Are 5X More Influential**
Than Social Media Influencers

A18+ U.S. Podcast Listeners





Podcasts are the New Influencer Platform



Podcasts Are Media's Most Trusted Medium, By A Lot!

23X

More trustworthy
and authentic when
compared to social media

1 in 3

Changed opinions
on a topic because
of something they
heard on a podcast

#1

For trust among voters,
when compared to
TV, newspapers, and
social media

80%

Of fans trust their hosts,
making their influence
on par with friends
and family

For Marketers, Podcasts Are A Must-Buy Medium



Podcast Advertising **Drives Results**

60%

Have bought something from a podcast ad

77%

Say podcast ads exposed them to new products or services

81%

Say they pay attention to podcast ads more than any other medium

99%

Of US marketers think podcast ads are effective



The Landscape

Agencies

Direct response agencies

Podcast-focused

Ad Creative Media, VERITONE, OXFORD

sonic, podsearchAD, RADIOAGENCY

havas edge, sacore media, GREAT TALK, Bauitista

strategicmedia, incremental media, Podcast Town

Podcasting and other channels

paris media, hybrid, marketing research, BRIDGES

adcoology, NEW ENGEN, PAIN, CANNELLA/SDMA

Agency holding companies

havas media, dentsu, IFG

WPP, OMG Omnicom Media Group, STAGWELL

Independent agencies

blue media, Wieden Kennedy, crammer-kraussell

OCEANMEDIA, HARMELINVEDA

Trade shops

ACTIVE, ICON, Orion

APX, workworkx

Consultants

RIGHT SIDE UP, THE LIPPIN GROUP, JOHN WOODOCK MEDIA

Ad marketplaces

Spotify, PodBean, Acast

RedCircle, ADVERTISECAST

BuySellAds, zencastr

GUMBALL, AUDIOHOOK

SoundStack, audi on

adswizz, Sonnant

Content creation

Production houses + branded content

Marbyl, LOWER STREET, Voia, Lull, POD PEOPLE, YESSA LIVERY, VOX, AUDIVITA

editaudio, spunkstayer, V, Ironbirds, SICKLE, MULTITUDE

Acast, podJ, vortapica, SIMPLY, PRX, THE 3050, L'Up

podcastcentral, HANGOVER, DCP, EVERGREEN, PSL, SINGLE SOURCE

podcasters, MARY PER, PETERMAN, amplifi, Onvivo, larj

castos, GOAT RIDER, ATOMIC, ENTROPY, CASHOWS

Media sales

Podcast-focused publishers

Spotify, SiriusXM, WONDERY, HEADLINE, LATINA, DCP, Voia, AUDDY

cloud, REALM, Spreaker, EARIO, metro/podcasts, VPR, GLASSBOX, FOREVERDOG

Audioboom, Audacy, NATIONAL SPORTS, DearMedia, DAILY WIRE, DOUBLE F ELVIS, TURPENTINE, The Athletic

editaudio, blue/vivo, LOCKED ON, HERODUM, EVERGREEN, LEAD SOURCE, Amex Media Labs, Rhoads Voices, genuina

amp, NCK, YMG, VULVER, LOU, finz, The Los Angeles Edition, QCODE, CROOKED

Broadcast-to-podcast publishers

iHeartMEDI, BBC, ESPN, BESLEY, AUDIO, SiriusXM, NFI, WY, TEAMCOCO

RAMSEY, Westwood One, Audacy, SALEM MEDIA GROUP, GBS, wbur, HUBBARD PARODY, AMERICAN PUBLIC MEDIA GROUP

Diversified publishers

meredith, CONDÉ NAST, WARNER MEDIA, The New York Times, SLATE, Atlantic

Paramount, BET HD, SONY MUSIC, The Athletic, NBC, 7, Los Angeles Times

VIACOMCBS, VOX MEDIA, The Economist, UNIVISION, FOX NEWS, macmillan podcasts

Programmatic (self-serve and managed)

adswizz, dox, TRITON, Spreaker, targetspot, Spotify, Acast, PRX, SoundCast, TheTradeDesk

libsyn, ART19, SoundStack, WIDEORBIT, carbonix audio, GALT, audi on, PodBean, SiriusXM, BOLD

Rep firms

Always, SOUNDRISE, Acast, audi on, SIRIUSXM, CASHOWS, ADVERTISECAST, THE ROAD, Podspike, RedSeat

GUMBALL, NABU, CBS, delicious, NEWBIT, dox, jonckiri, Adalyt Media, PRX, DearMedia, libsyn/ads

Hosting & ad serving tech

Ad serving

Simplecast, SoundCast, HEADLINER

kevel, Spotify, adswizz, TRITON

Hosting + ad sales

JQMX, Spotify, Acast, PodBean

RedCircle, Spreaker+, SoundStack

libsyn, SiriusXM, Audioboom

audi on, RSS, ART19

Hosting platforms

blubry, castos, PodCASTICS

Simplecast, WISTIA, RSS.com

castos, Captivate, Castbox, Pinecast

FIRESIDE, ausha, PRX, SoundStack

PODETIZE, RESONATE, castpod

Transistor, podcasts, OmnyStudio

METRONOME, fuserbox, Alito, AFIPRODS

CoHost, hubble, Spreaker+

Media management

frequency, Placements.io, bostr, FLIGHTPATH

Creator tools

palrean, TEEPUBLIC, Ko-fi, Station

Alito, Sonnant, libsyn, Supercast

ausha, Podimo, Spotify, HEADLINER

Memberful, vonderscraft, they me a coffee

PodRoll, moupod, Podspike, CoHost

Marbyl, M, Videos, podgagement

4 Supporting Cast, audi on, Acast, STAGE PILOT

Podcast players

Open RSS

Publisher-owned & platforms

Spotify, amazon music

audible, Audacy, RADIO PUBLIC

Apple Podcasts, iHeartRADIO

Apps and web players

Pocket Casts, Castbox, Music

PODCAST INDEX, HEADLINER

OVERCAST, podcuttodict, wedsound

deezer, CASTRO, DJ

audioburst, SoundStack, PlayerFM

PODCAST RADIO, PodBean, YouTube

Spreaker+, +tunein

Non-Open RSS

Walled gardens

Spotify, audible, pandora

Subscription-based services

Apple Podcasts, WONDERY

SiriusXM, Luminary, Podimo

Other platform, apps, and web players

one, SOUNDS

Data / Measurement / Analytics

Download metrics and rankers

Algorithmic, Opt-in, Survey

Spotify, RII, MAGELLAN AI, nielsen, Apple Podcasts, PODTRAC, nielsen, SoundStack, TRITON, cision, Audioliq, podscribe

Attribution

MAGELLAN AI, VERITONIC, Spotify, artsai, Audioliq, claritas, neustar, VERITONIC, numberbright, Advanced Audioliab, podscribe, PODTRAC

Brand lift

nielsen, KANTAR, cision, SignalHill, VERITONIC, Faring

Media Planning

MAGELLAN AI, podscribe

Competitive intelligence

MAGELLAN AI, MEDIARadar, VERITONIC, podscribe

Creative analytics

VERITONIC, frequency, Advanced Audioliab, Adthos, Lopa

Linking services

MAGELLAN AI, podfollow, PodLink, CoHost, Podlike

Other data sources

MAGELLAN AI, Podchaser, repohnic, podscribe, musikmatch, numberbright

Brand safety

MAGELLAN AI, Sounder, sekr, barometer, comscore, podscribe












Podcast industry media

Trade publications

podnews, SOUNDSPROFFAGE, PODCAST, PODCAST




























DISCOVER POD, iHeart, PODCASTNEWS/DAILY, PRIMEY BART, PANAMA, Good Tape

iHeartPodcasts: A Full-Service Partner













Publishers	Listening Platforms/Apps	Charts/Rankers /Research	Ad Servers	Measurement
 iHeart MUSIC The New York Times   AMERICAN PUBLIC MEDIA  BARSTOOL SPORTS Spotify WONDERY OmnyStudio <small>A Blacklight® company</small>	 iHeart RADIO amazon Spotify  Podcasts  OVERCAST	 iHeart MUSIC PODTRAC TRITON  edison research MAGELLAN AI	 iHeart MEDIA Megaphone ART19 TRITON cast adswizz	 iHeart MEDIA FOURSQUARE TRITON artsol claritas KANTAR MILLWARD BROWN nielsen















iHeartPodcasts: A Full-Service Partner

Publishers	Listening Platforms/Apps	Charts/Rankers /Research	Ad Servers	Measurement
 The New York Times      WONDERY 	    	    MAGELLAN AI	     adswizz	      nielsen

If You Can Measure it in Digital, You Can Measure it in Podcasting

PERFORMANCE KPI	BROADCAST	STREAMING	PODCASTING	KEY PARTNERS
Brand Awareness	✓	✓	✓	 Nielsen  dynata
Brand Affinity/Consideration	✓	✓	✓	 DISQO  KANTAR
Purchase Intent	✓	✓	✓	 ArtsAI
Website Visits	✓	✓	✓	 MAGELLAN  claritas
Online Transactions	✓	✓	✓	 FOURSQUARE  GroundTruth
Retail Store Traffic	✓	✓	✓	 Nielsen  NCSolutions
Tune In	✓	✓	✓	 affinity solutions
CPG Brand Sales Lift	✓	✓	✓	
Retail Sales Lift	✓	✓	✓	

If You Can Measure it in Digital, You Can Measure it in Podcasting

PERFORMANCE KPI	BROADCAST	STREAMING	PODCASTING	PREFERRED VENDORS
Brand Awareness	✓	✓	✓	 
Brand Affinity/Consideration	✓	✓	✓	
Purchase Intent	✓	✓	✓	
Website Visits*	✓	✓	✓	
Online Transactions	✓	✓	✓	 
Retail Store Traffic	✓	✓	✓	 
Tune In	✓	✓	✓	 
CPG Brand Sales Lift	✓	✓	✓	
Retail Sales Lift	✓	✓	✓	 

***Appsflyer**, is one of the few Mobile Measurement Partners (MMPs) supported by **Magellan** and **ArtsAI**, to track and attribute mobile app downloads across broadcast, streaming, & podcasting.



iHeart is #1

The most creators and listeners, on the biggest stage in podcasting.

**iHeart
Podcasts**
[PUBLISHER]

180MM
U.S. Monthly Downloads

851
Original Podcasts



The Broadest Selection of Shows in Podcasting

#1 in unique U.S. listeners for 3-years in a row

The only network with shows ranked in all 19 Podtrac categories



- SPORTS
- SOCIETY + CULTURE
- HEALTH + WELLNESS
- COMEDY
- FICTION
- TRUE CRIME
- MUSIC
- BUSINESS
- FOOD + TRAVEL
- NEWS + POLITICS
- TV+FILM
- HISTORY
- KIDS+FAMILY
- LGBTQ+
- SPANISH
- LANGUAGE



iHeartPodcasts Are Available Everywhere

Across platforms, in audio and video **our mission is to ensure brands and fans can connect with our content** wherever available.



How to Work with iHeartPodcasts

Host Reads

Lend authenticity to your brand message, collaborate with top creators in podcasting

Extended Mid-Rolls

Longer format for deeper storytelling during select podcasts

In-Show Podcast Segments

In-content brand integrations

Voice Extension

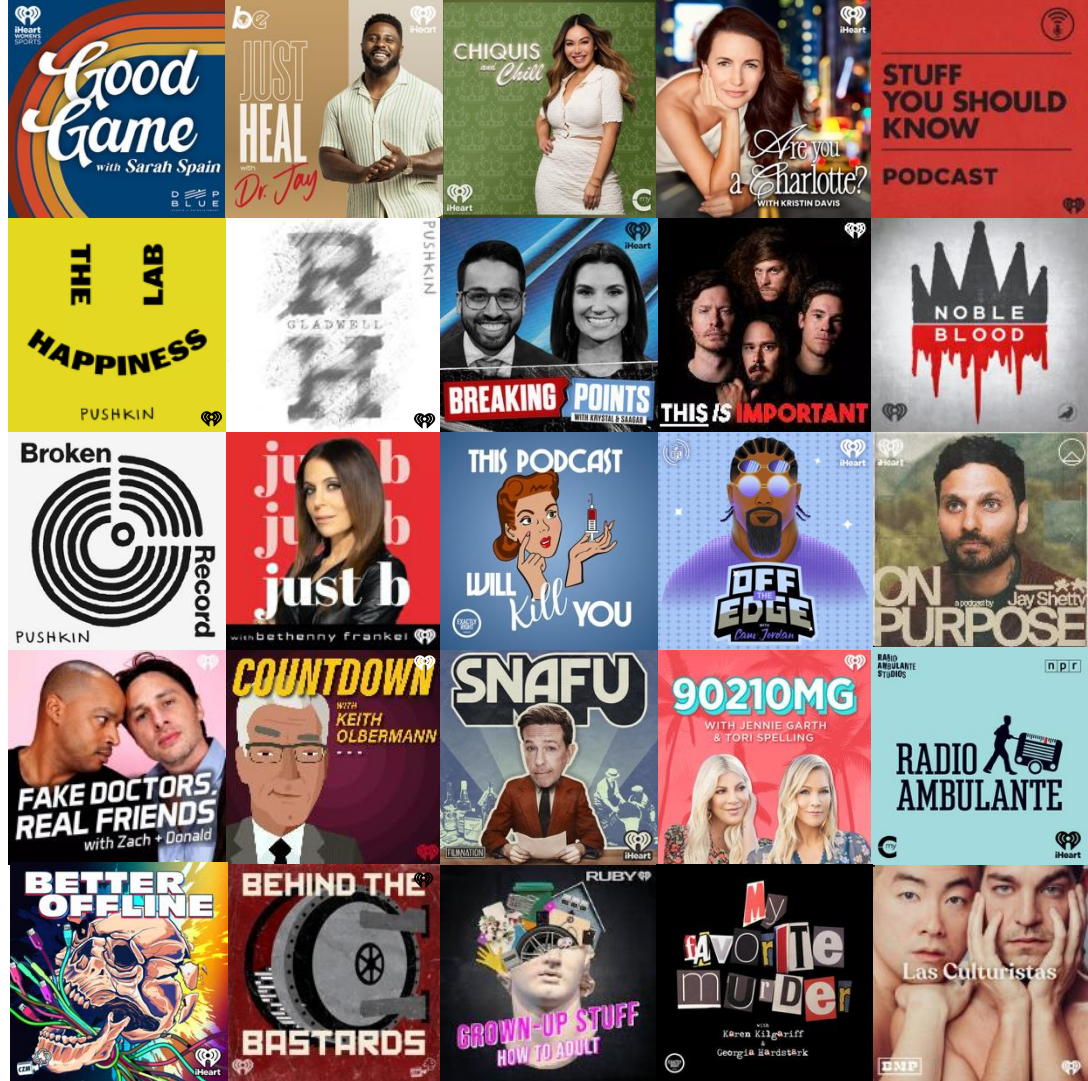
A podcast host represents your brand's message across iHeart's ecosystem

Themed Episodes

Sponsor episodes aligned to your brand

Custom Podcasts

Your brand story in a series designed for you





We've Built The **Largest Slate** of Branded Podcasts In The Industry

2B+

IMPRESSIONS DELIVERED

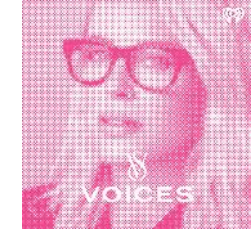
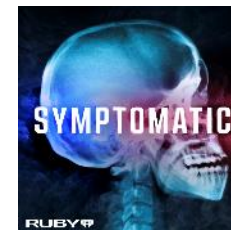
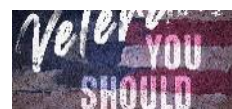
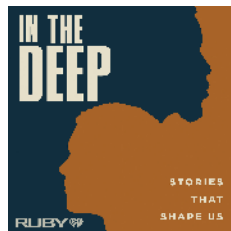
32+

THE LARGEST SLATE OF BRANDED PODCASTS

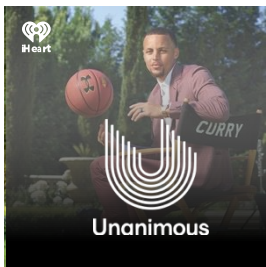
90%

RENEWAL RATE FROM S1 TO S2

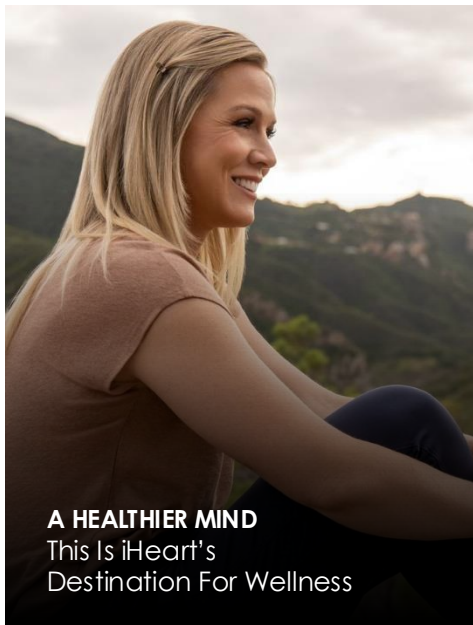
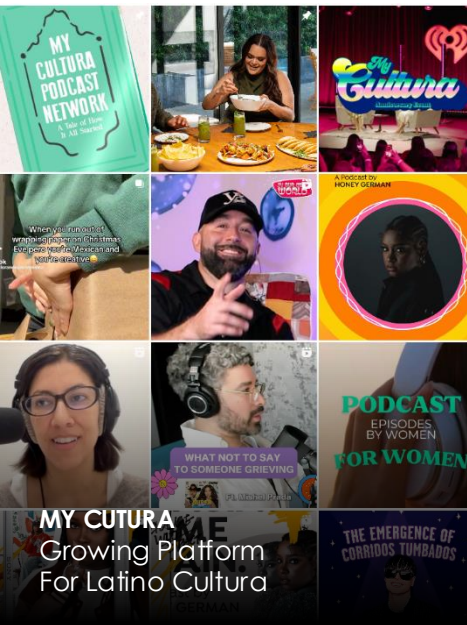
AWARDS



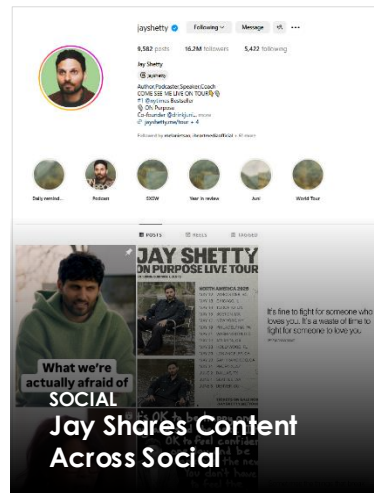
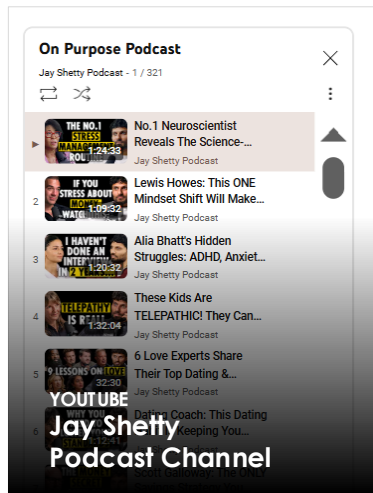
An Unmatched Network of Today's Biggest Creators



Creating Space for Topics That People Really Care About



Creating 360° Experiences with Today's Top Creators



Podcast-Style Storytelling, Built For Radio



Ad-Enabled Audio Makes Other Media Work Harder

Bundling audio with other media will...

Increase Social
Performance By

83%

Add Incremental
Reach to CTV by

81%













Increase TV Ad
Recall By

35%

Lift Google
Search Activity

29%

If You Can Measure it in Digital, You Can Measure it in Podcasting

PERFORMANCE KPI	BROADCAST	STREAMING	PODCASTING	KEY PARTNERS
Brand Awareness	✓	✓	✓	 Nielsen  dynata
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Tune In	✓	✓	✓	 affinity solutions
CPG Brand Sales Lift	✓	✓	✓	
Retail Sales Lift	✓	✓	✓	



What's Next?

Daily Podcast Listening and Time Spent Will Accelerate

Essential daily content, we'll keep spending more time with podcasts

Fans Will Seek Out 360° Podcast Experiences

Listeners want to connect with their favorite hosts everywhere

More People Will Turn to Podcasts For News and Information

#1 for trust, podcasts will lead in reliability compared to other media

AI Will Advance Ad Tech and Podcast Globalization

New audio targeting, brand safety, and translation solutions

Hispanic and Black Listeners Will Continue to Drive Audience Growth

Representative storytelling continues to bring in multicultural listeners

Gen Z Listenership Will Grow – Big Time!

30% of all listeners are expected to be Gen Z by the end of 2025



**From Mass Reach to Mainstream,
Podcasts are a Must-Have
For Marketers and Fans.**



Supplemental Slides

What's New and Next: iHeart's Programming for 2026

Q1: The New Year (Jan-Mar)

iHeartRadio ALTer EGO (Jan)

Black History Month (Feb)

Honoring Black excellence through local storytelling.

Live at the Super Bowl (Feb)

Multi-platform coverage leading into the Big Game

Winter Olympics – Milano Cortina (Feb)

Official iHeart/NBC audio partnership bringing Olympic coverage.

International Women's Day (Mar)

Spotlighting women's voices and achievements.

NFL Draft Preview (Mar)

Pre-draft coverage and analysis across iHeart's NFL Podcast Network.

iHeartRadio Music Awards (Mar)

iHeartPodcast Awards and Hotel (SXSW, Mar)

Q2: Spring (Apr-Jun)

The Black Effect Podcast Festival (April)

WNBA Draft (April)

Spotlighting rising stars and the next generation of women's sports.

NFL Draft (Apr 24-26)

Comprehensive coverage and player stories across iHeart Sports.

iHeartCountry Music Festival (May)

iHeart America (May-Jul)

Celebrating America's 250th birthday across platforms.

Black Music Month (Jun)

Amplifying the artists and sounds that shaped culture.

Pride Month (Jun)

Highlighting iHeart's year-round LGBTQ+ voices and stories across the *Outspoken Podcast Network*, *PRIDE Radio*, and live events.

World Cup Coverage (Jun-Jul)

iHeart launches the first soccer podcast network ahead of World Cup 2026

Q3: Back to School (Jul-Sep)

iHeartRadio's Thank a Teacher (Jul-Aug, Dec-Jan)

National salute to educators making a local impact.

WNBA All-Star Weekend (Jul)

Culture, music, and women's basketball converge on one stage.

NFL Preseason (Aug)

Training-camp stories and team previews across iHeart Sports shows.

Back to School (Aug-Sep)

Local campaign engaging families with seasonal giveaways.

iHeartRadio Music Festival and House of Music (Sep)

Hispanic Heritage Month (Sep 15-Oct 15)

Showcasing Hispanic pride, culture, and influence.

iHeart America (Year-Round)

Culmination of the nation's 250th celebration.

Q4: Holiday & End of Year (Oct-Dec)

iHeartRadio Fiesta Latina (Oct)

HBCU Homecoming (Oct)

Celebrating HBCU pride, culture, and community.

Shop Local (Oct)

Spotlighting small businesses locally.

NFL Regular Season Run & Playoffs (Oct-Jan)

Weekly analysis and branded segments

WNBA Finals and NWSL Championship (Oct-Nov)

Coverage of women's championship moments.

Veterans Day (Nov 1-11)

Recognizing America's military heroes.

iHeartPodcast Holiday Episode Series (Nov-Dec)

20+ festive podcast episodes, with Black Effect and My Cultura holiday specials.

Holiday Flip (Nov-Dec)

80+ stations switch to 24/7 Christmas music.

The iHeartRadio Holiday Special (Nov 25)

2-hour audio special airing across holiday radio stations

Granting Your Christmas Wish (Nov 23-Dec 20)

Sharing listener stories through daily wish-granting moments.

iHeartRadio Jingle Ball Tour (Dec)

iHeartRadio Rewind (Dec):

Year-end recap of 2026's top songs and moments.

Year-End Countdowns (Dec):

Holiday and year-end specials feature the top songs of the year.

New Year's Eve – Dick Clark's Rockin' Eve (Dec 31):

Nationwide celebration on iHeart stations.

New, Diverse Podcast Fans Are Driving Listener Growth

+78%

4-year growth in
regular, monthly
Black podcast
listeners

6 in 10

LGBTQ+ Americans
regularly listen
to podcasts
every month

+93%

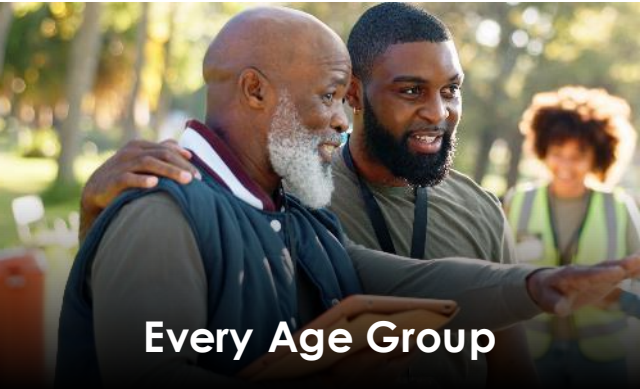
4-year growth in
regular, monthly
Hispanic podcast
listeners

+109%

Increase in Gen Z
podcast audience
2018 v. 2025

63% of Gen Z
are regular, monthly
podcast consumers

Today's Ignored Consumers Are Everywhere, and They Defy Labels



Every Age Group



Every Community



Men & Women Alike

