



NOVA
ENTERTAINMENT

podcasting

INTELLIGENCE REPORT



acast[®]



Australia's most powerful audio entertainment network

NOVA Entertainment offers advertisers unparalleled scale, unrivalled content and a powerful cross-platform connection through its broadcast and on-demand audio network.

acast

nova

smoothfm

FIVEaa
TALKING AUSTRALIAN

colesradio

Source: Nielsen CMV 505 2018, National All People Cumulative Reach (000's) | GfK Radio Ratings | Survey 5 2018 | National, Mon-Sun 05:30am-12MM, All People. Acast Data | Avg Inventory per Week: Hosted Shows, National, Days 1AU August 2018

NOVA Entertainment in partnership with Acast, commissioned the Podcasting Intelligence Report to provide a deeper understanding for advertisers around the potency of podcasting for brands.

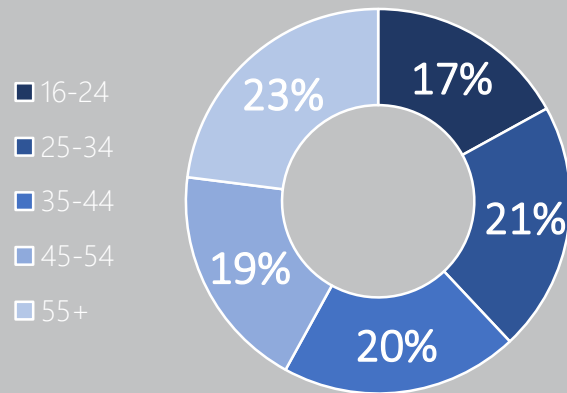
The study uncovered local Australian data on the fast-growing medium, identifying the value of the Australian podcast audience, their motivations for listening and how advertisers can drive brand discovery and create new audience connections.

We surveyed over 1,500 Australians

The Podcasting Intelligence Report will provide new insight into podcasting's viability for advertisers. The research was underpinned with a strong methodology to deliver a confidence level well above industry standards.

Over 1,300 Australians were surveyed, representing the general population of listeners across the audio landscape, including a mix of regular, light, lapsed, non and future podcast consumers.

This delivered an incredibly robust sample with a confidence level of 99%, and 4% margin of error.



50%



50%



90%
Urban



10%
Rural



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Data has been weighted to online national rep proportions, using age x gender + region



Our Findings

Listeners are affluent and strong influencers, which makes them highly desirable to brands.

We understand that the content they listen to evolves over time. Moving from personal entertainment to personal development as they become more familiar with the medium. This provides brands with more efficient targeting options whilst minimising wastage.

We also discovered that there is no 'one' podcasting occasion, however the common-thread across listening occasions is that they are undertaken mainly alone, making them more intimate, unique and exclusive for brands.

This means consumer action is more likely to result from a podcasting ad exposure, than any other medium.

RECOMMENDED LISTENING



To accompany this research, NOVA Entertainment produced a three-part podcast series Word of Mouth. This podcast takes listeners deep into the world of podcasting interviewing some of the most prolific podcast creators behind this rapidly growing medium, driving discovery of some of the most influential content and categories worldwide. [Click for Link.](#)

Table of Contents



PODCASTING TODAY: Its scale and growth, as well as how listeners are discovering podcasts; the value of listeners and the evolution of consumption.



AUDIO MOMENTS: When people are listening to podcasts; how people are listening and what people are choosing to listen to.

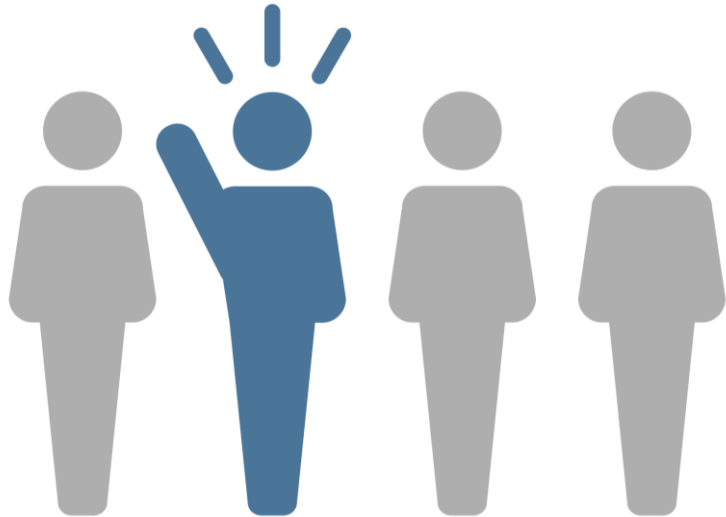


PODCASTING FOR BRANDS: The results for brands that can be achieved with podcasting; contextual creative through host-read advertisements; and consumer action and behaviour.



podcasting now has scale and growth

3.5 MILLION



PODCASTING ON THE RISE



- ↑ **20%** of podcasters weren't listening just 6 months ago
- ↑ **21%** are listening more than they were a year ago

Podcasting has become the fastest growing on-demand audio medium, now having considerable scale with currently 3.5 million podcast listeners from the ages of 16-64, representing 1 in 4 Australians in that age bracket.

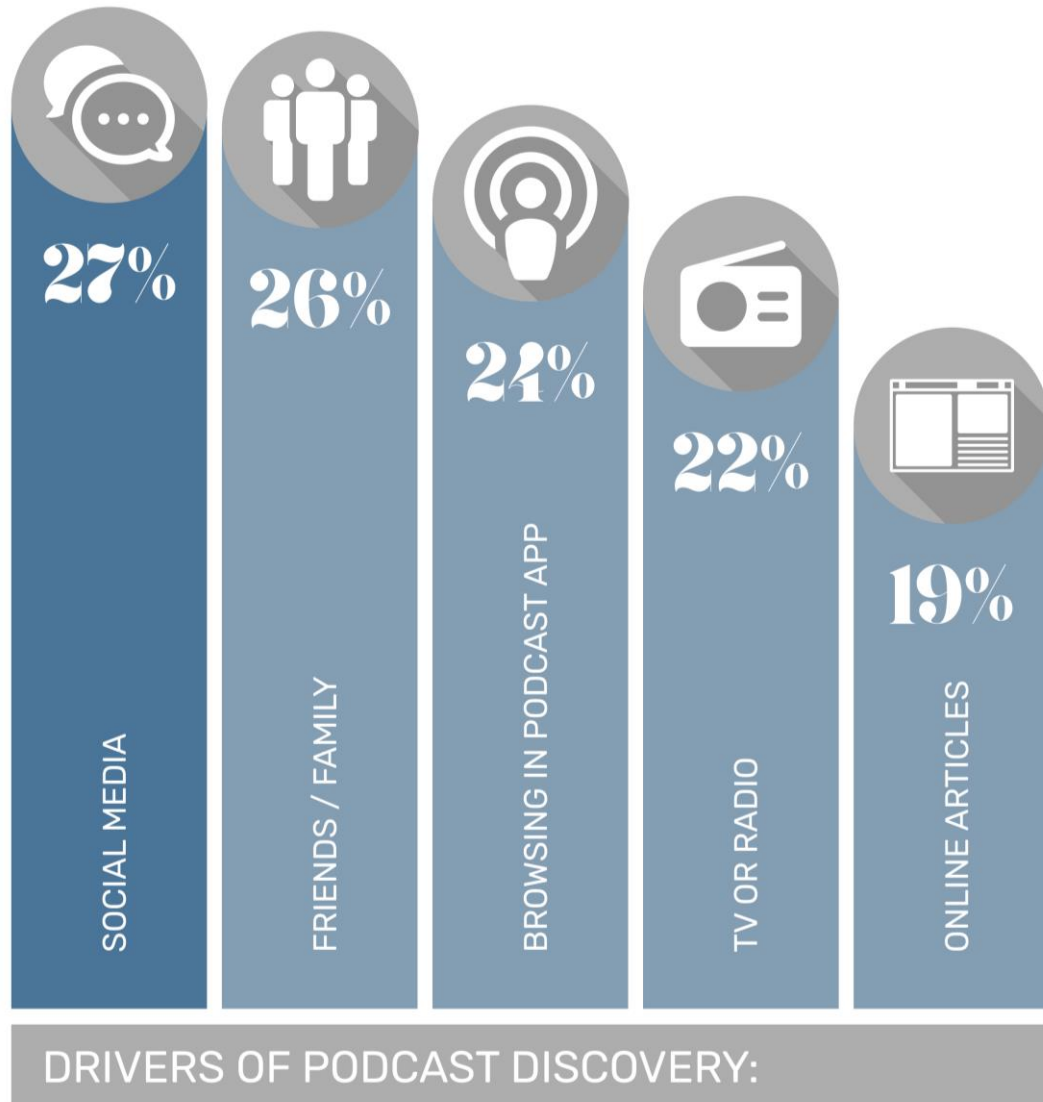
podcasting has earned
its place in your brand's
marketing mix.



"Audio has the ability to reach consumers where other visual media cannot compete. It's about understanding your audience, their listening occasions and adapting your message to best reach your consumer, at that moment in time."

Peter Charlton –
Chief Commercial Officer
NOVA Entertainment

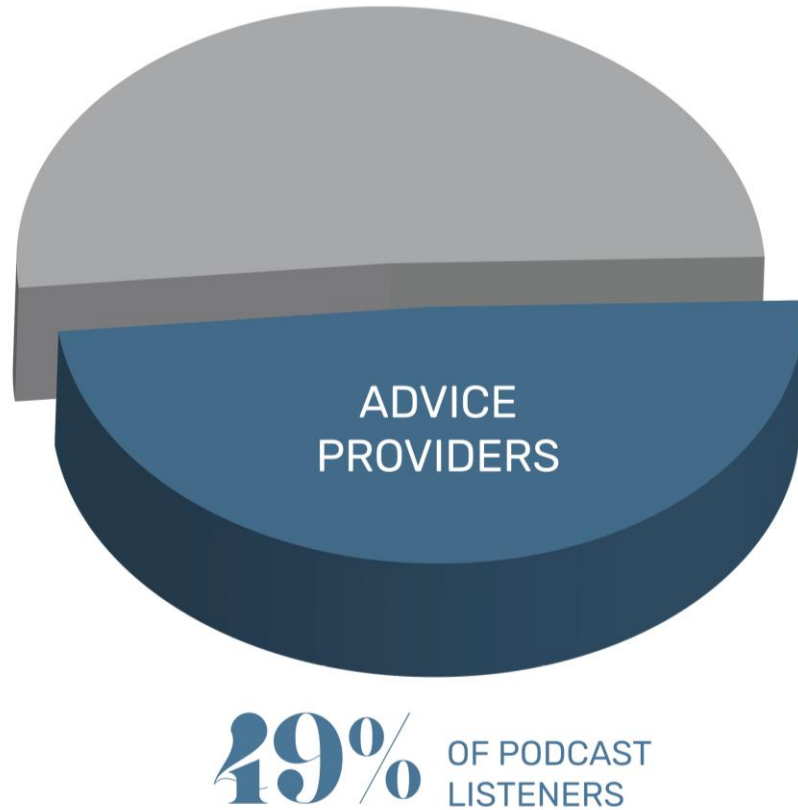
There are multiple ways people discover podcasts



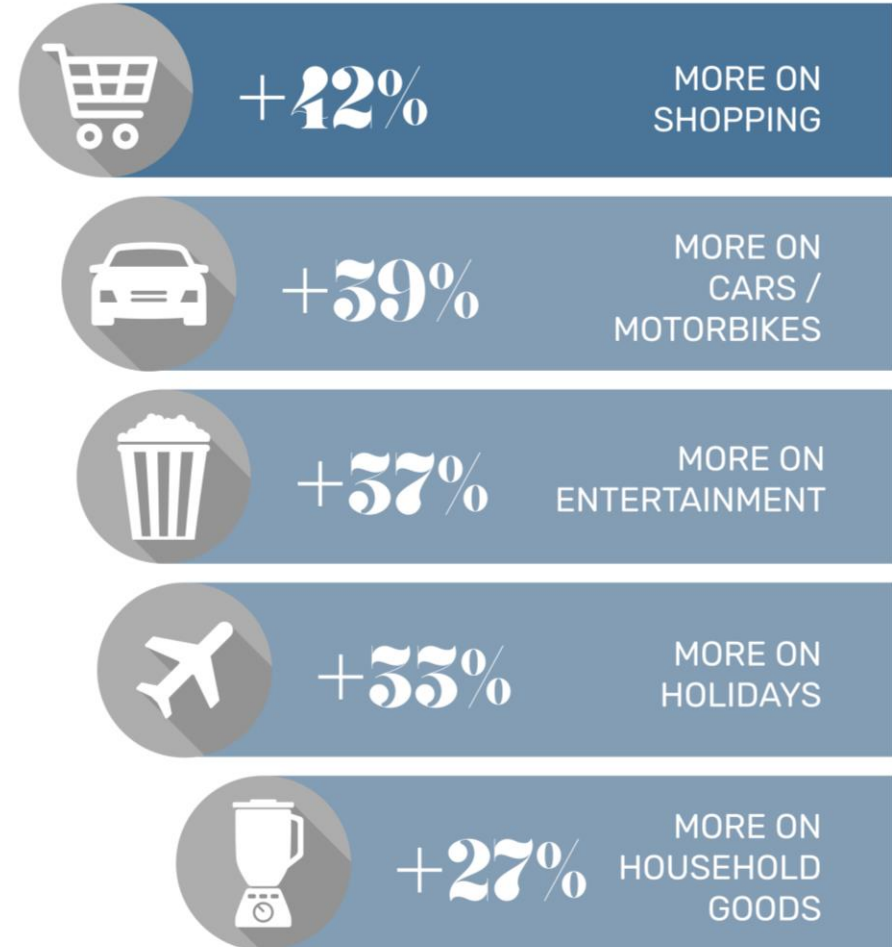
Brands must amplify across multiple platforms

As shown here, discovery drivers are varied which demonstrates that amplification across multiple media platforms from social, radio and digital is vital to truly capture the attention of podcast listeners

podcasters are affluencers



SPEND VERSUS THE AUSTRALIAN POPULATION



Podcast listeners are affluent influencers; more likely to influence those around them and have a higher discretionary spend within key categories.

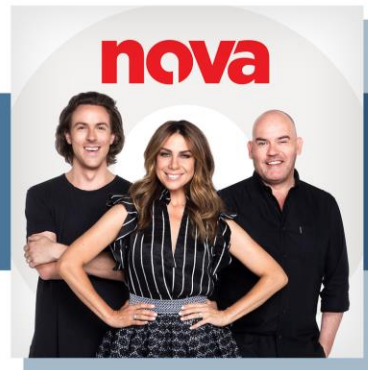


podcasting offers a valuable audience for advertisers to connect with.

The scale and
forecasted growth
that is set to continue
for podcasting offers
tangible advertising
results, positioning
podcasting as a
serious contender
in the audio
landscape.

Listening behaviours evolve with experience

podcasting offers brands the ability to target consumers with minimal wastage



SEEKING SPECIFIC CONTENT



NEW PODCAST LISTENERS

as a break from what they're already listening to

EXPERIENCED LISTENERS

to challenge their perceptions to learn something new.

As listeners become more experienced, they become more attracted to more specific content.



there is no 'one' podcasting occasion

target the engaged, undivided attention of listeners on a one-to-one level.



For brands, this demonstrates the ability to reach listeners during these daily tasks, leveraging consumers undivided attention on a one-to-one level.



**Over 7 million
listens in Australia
every month**

The NOVA Entertainment & Acast network offers the largest podcast audience in Australia.



Our partnership with Acast is a good demonstration of NOVA Entertainment's multi-platform strategy, leveraging our skill in audio production beyond broadcast radio to new platforms and audiences.

Cathy O'Connor – Chief Executive Officer, NOVA Entertainment

podcast consumption is individual

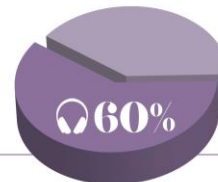
AUDIO CONSUMPTION HABITS

**60% of podcast consumption
is through headphones**

intimate



PODCASTS



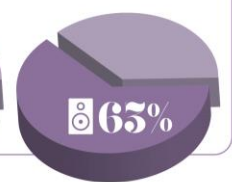
shared



RADIO



STREAMING



podcasts provide
brands the ability to
target highly engaged
listeners, one to one



"Podcasting is a combination of content and influencer marketing, and there is one obvious quality that people look for in both; the ability to tell a great story."

Guy Scott-Wilson
Content Director
Acast



A market leading podcast partnership

In partnership with Acast, our audio entertainment network is one of Australia's most powerful with over 3,000 of the most in demand titles, available on demand.

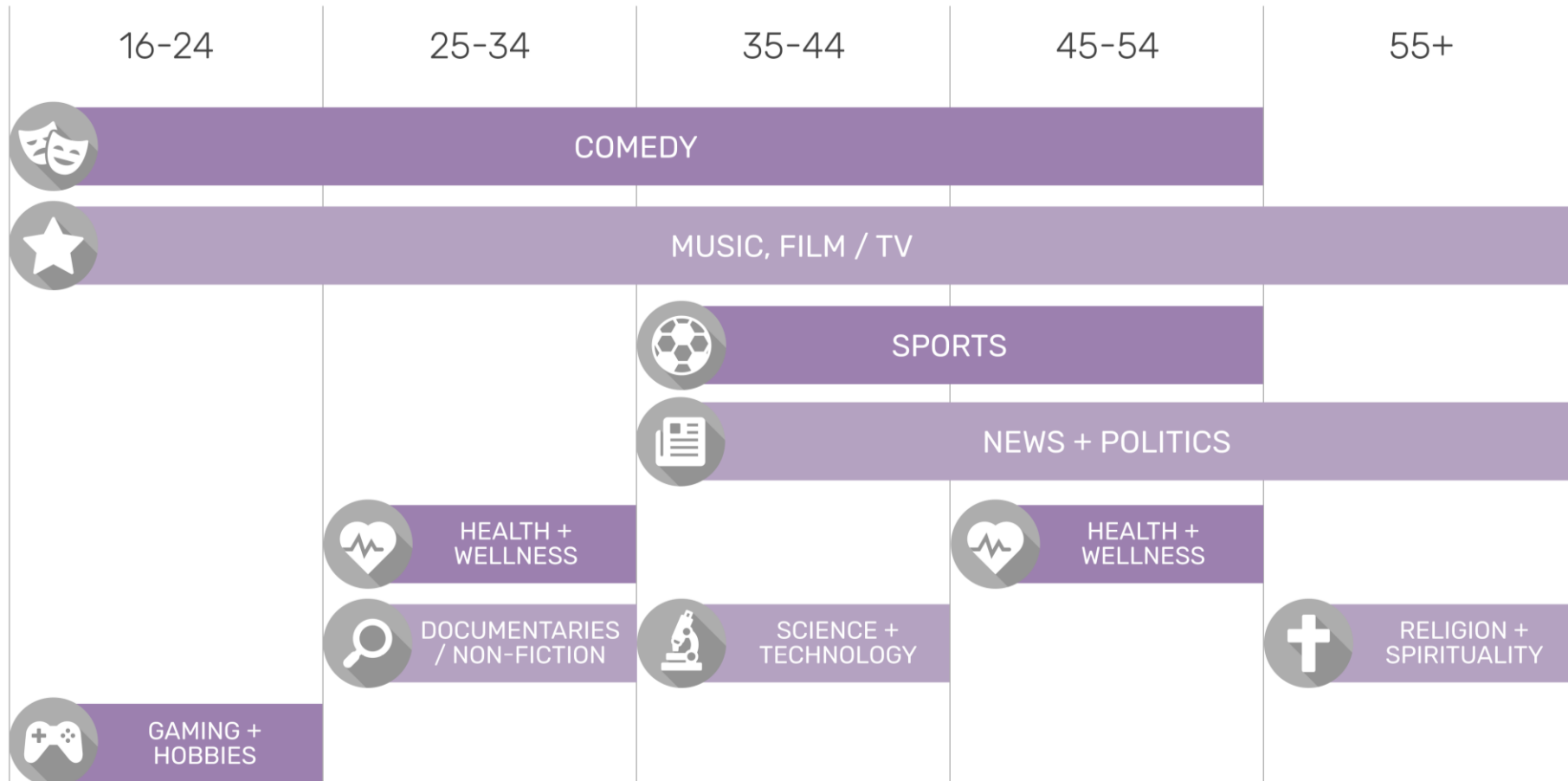
Our podcast network includes content from premium publishers and independent podcast creators delivering more premium environments exclusively to Australian advertisers.

unrivalled content



category consumption differs across age

These differences across age brackets allows us to inform content strategies in line with the category consumption of your target demographic.



podcasting

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PODCASTING FOR BRANDS

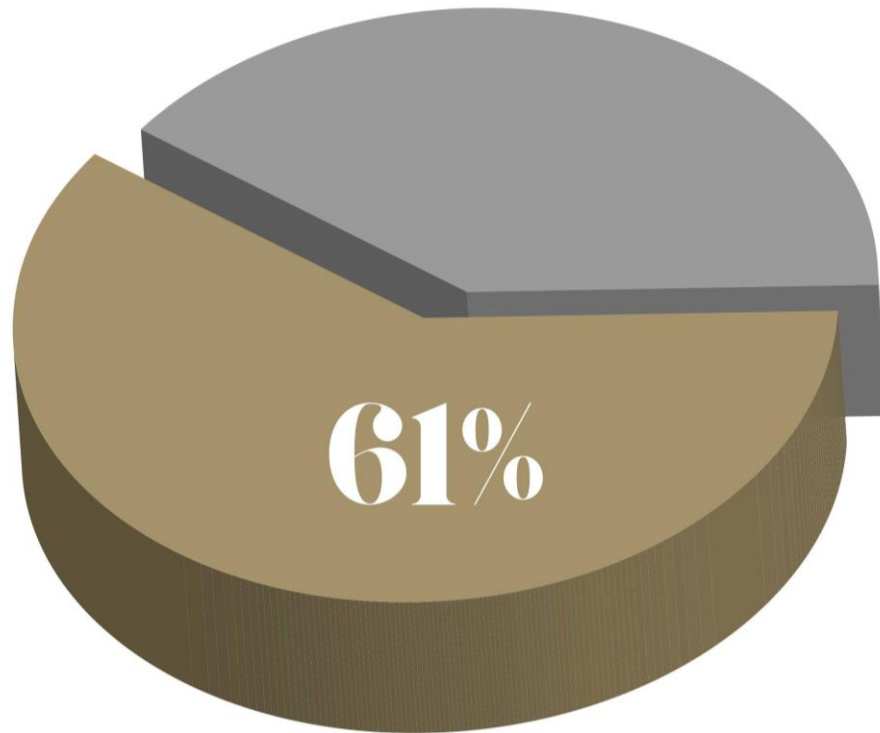
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potency 03
PODCASTING FOR BRANDS

driving action and achieving results



of podcasters have taken action after hearing a podcast commercial message.

Looked for more information online either through branded website or search engine

EXPLORED
76%

Shared information about the advertised brand with friends and family in person or online

SHARED
55%

Purchased the advertised product and/ or used a promotional code

PURCHASED
25%

**podcasts drive
considerable action
and positive return on
investment for brands.**



"Contextual creative is key. Once a listener decides to listen to a particular podcast, they become very aware of the content within that podcast, so hearing a brand message inside that podcast that fits just works. Our recommendation to our commercial partners is to ensure your messaging is relevant inside the podcast."

Jay Walkerden
*Head of Podcasting
NOVA Entertainment*



Stephen Fry, *Great Leap Years*

- 2.5x** **attention**
more likely to listen to host read formats than dynamic ads.
- 2x** **trust**
more likely to trust the message host read ads deliver.
- 1.8x** **recall**
more likely to remember the brand or message in a host read ad versus a dynamic ad.

the benefits of contextual creative

HOST READ ADS VS DYNAMIC ADS

host read advertising is the
ultimate in driving attention,
building trust and brand
recall for listeners.



"As podcast listening is highly personal in nature, when branded podcasts are executed well, the result is a depth of connection that is much greater than other forms of content marketing."

Kate Murphy

*National Commercial Strategy Director
NOVA Entertainment*

Trusted Influencers



International talent.
Australian icons. NOVA
Entertainment and Acast
offer access to the
influencers of today and
tomorrow to deliver
advertisers a **targeted
creative strategy**, that is
deeply integrated and
memorable.



ad saturation is low in podcasting

Commercial messaging will have higher cut-through and recall in a podcasting environment.



PODCASTING



RADIO



TELEVISION



ONLINE



AVERAGE EXPOSURE OF COMMERCIAL MESSAGES PER HOUR

podcasts reach the 'unreachables'

2.9x

to pay for a premium audio streaming service
like Spotify, Apple Music or Soundcloud



ad avoidance is low on podcasts,
delivering brands unique and
hard-to-reach audiences.



1 in 4 podcast listeners have used an
ad-blocker in the past 3 months.



a compelling proposition for advertisers

less ad inventory

less ad avoidance

contextual creative

higher trust and brand recall

drives action for brands

podcasting

1. Has earned its place in your marketing mix with its **scale** and continued **growth**,
2. Delivers a rich advertising environment to connect with a **hard-to-reach** and **influential** audience,
3. Provides the opportunity target brand messages to key age demographics based on their **content choices**,
4. Offers the ability to **connect** with highly **engaged** listeners one-on-one,
5. Drives considerable **action** and **return on investment** for brands.

discover the power of podcasting

UNPARALLELED SCALE

CREATIVE EXPERTISE

UNRIVALLED CONTENT

CROSS-PLATFORM CONNECTION

CONTEXTUAL ENVIRONMENTS

TIME TARGETED DISCOVERY

TRUSTED INFLUENCERS

UNIQUE AUDIENCE INSIGHT

TECHNOLOGICAL PIONEERS

SEAMLESS CUSTOMER EXPERIENCE



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To find out more about how podcasting can work for your brand contact podcast@novaentertainment.com.au

Modern Babies

BRANDED CONTENT SERIES



MOD ERN BAB IES.



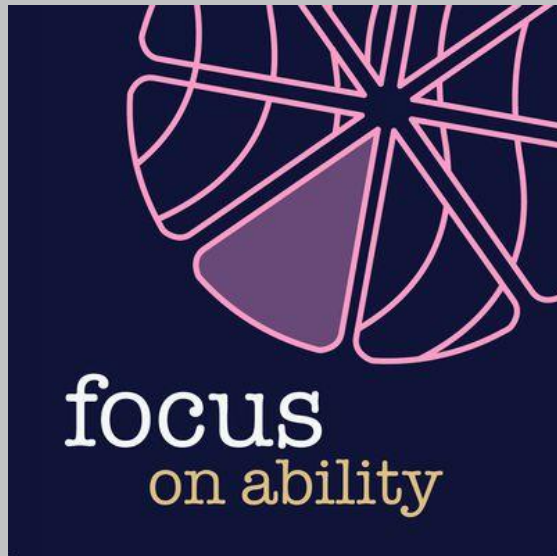
"It was really about understanding what a private topic fertility can be and people wanting to absorb that information in a discreet way. Podcasting was a great way to do that because they could really escape and listen to it in their own time".

Nicole Padoutsis – Head of Brand & Marketing, Genea



Focus on Ability

BRANDED CONTENT SERIES



"In each episode we get to know a person with a disability and highlight their many abilities in the workplace"

smooth

RADIO TV LIFE LOVE LATEST ENTERTAINMENT WIN EVENTS

A day in the life of a worker with #NoAbility presented by NOVA EMPLOYMENT

LIFE

Inspiration of the day: How Tayla, 22, overcame bullying to live her dream career

By Roberto Damante
July 2, 2018

[f](#) [p](#) [+](#)

Focus on Ability is a podcast series proudly brought to you by **NOVA Employment**. **NOVA** is a supported employment program that offers specialist job seeking assistance for people who have a disability or significant barriers to work.

In each episode of **Focus on Ability** we'll get to know a person with a disability and highlight their many abilities in the workplace. We'll also uncover the broader issues on how businesses can continue the conversation and engage with an underutilised talent pool.

Listen in as we explore the lives of people with plenty of ability.

Episode 3 - Born for it

Having a child with a disability forced Linda Fenech to confront how she - like most of us - rarely took the time to understand those who are a little different. Employing Tayla as a babysitter at her beauty salon, Linda thought that she was doing a favour, but quickly discovered she was getting more from the exchange than she ever expected.

Host/Producer: Nicole Curby

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For workers with ~~dis~~Ability

Find out more

Must See

LATEST
Rescue teams successfully free four boys from Thailand

RELATIONSHIPS
Science has worked out who you're likely to marry based on your

CELEBRITIES
Fans believe JLo and Alex Rodriguez are engaged

CELEBRITIES
Kia Smith's girlfriend promises revenge after he shares

NOVA EMPLOYMENT

For workers with ~~dis~~Ability

Find out more

Meet Me At The Barre

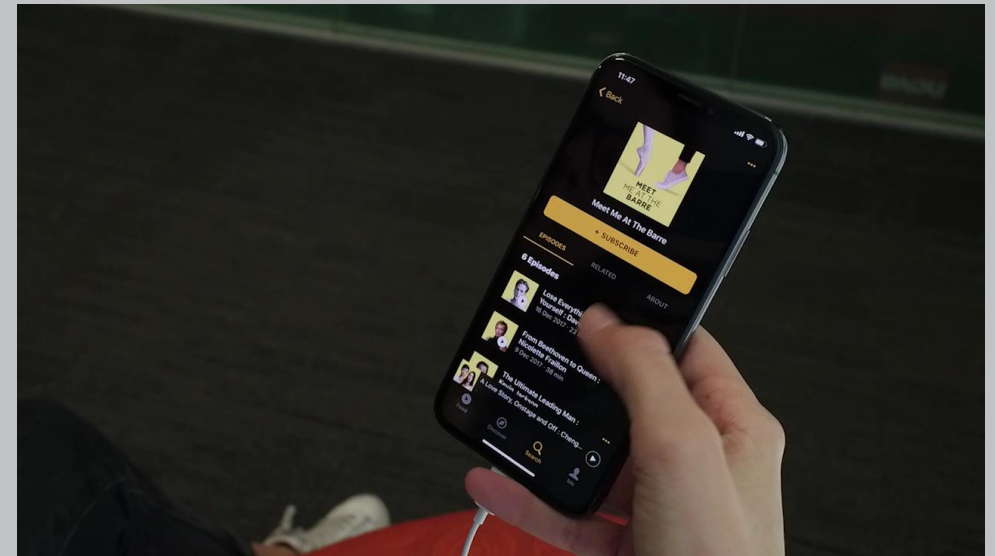
BRANDED CONTENT SERIES



"We're always searching for ways to appeal to what we call culture-curious audiences, and with NOVA Entertainment being experts in podcasting, we thought this was the time now to really experiment in this area. And, not only build our capability but leverage all of NOVA's intelligence and platforms. "

Penny Rowland

The Australian Ballet – *Director of Marketing, Commercial & Audience Development*



Wish Somebody Told Me

BRANDED CONTENT SERIES



Wish someone told me dives into the worlds of small business owners as they navigate their business journeys.

In this five part series, Nat Locke chats to small business owners about the ups and downs of running a business, what they've learned along the way and the things they wish they were told when they started out.

We also cover topics such as business planning for growth, how to manage cashflow effectively, social media marketing, tips for tax time and managing staff.