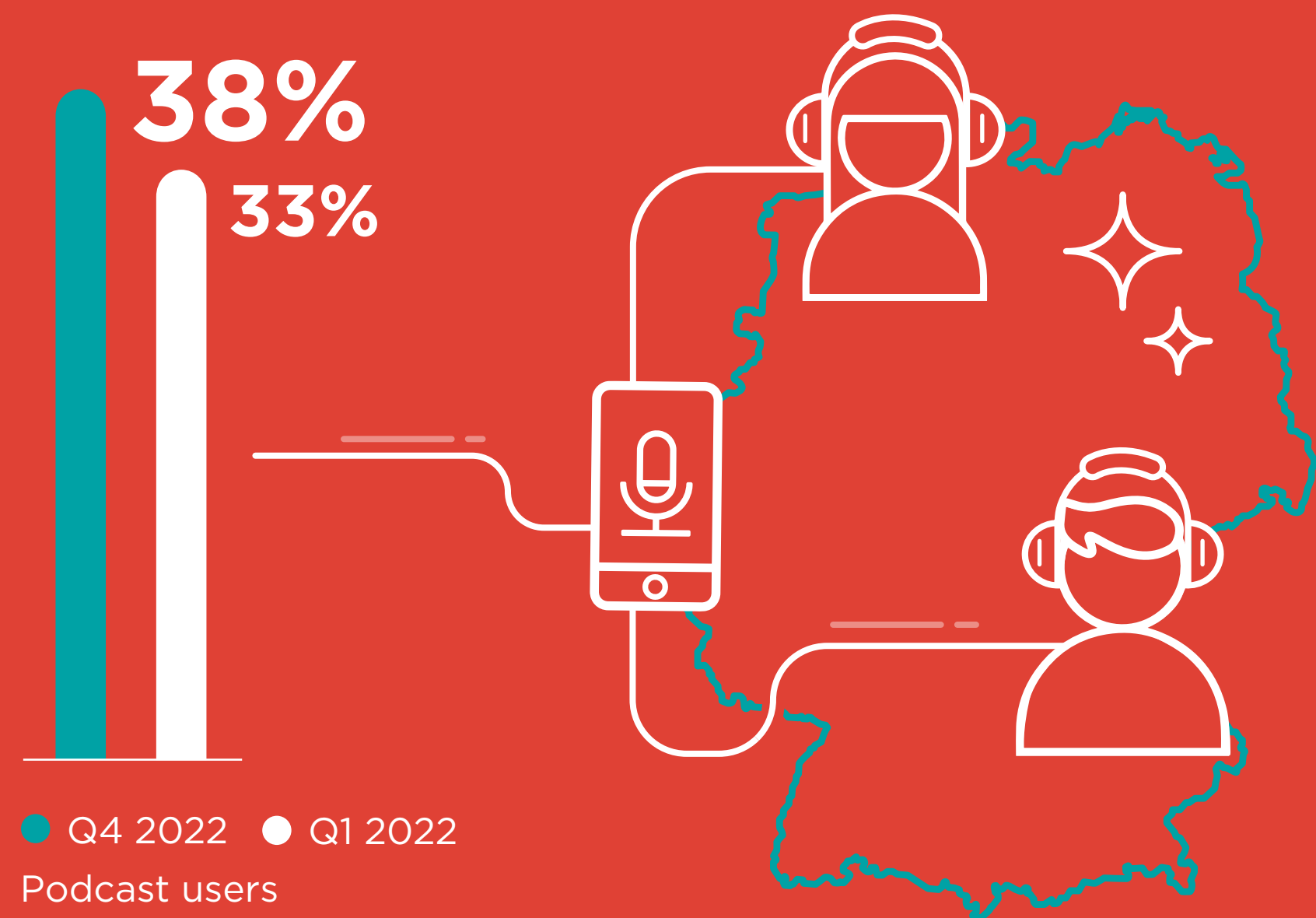


# RMS Podcast Study

2022 - Update

The **podcast market** is growing



Nearly **4/10** respondents in Germany use podcasts at least 1x per month.

## Three types of podcast users

**Heavy user**

22%



min. 1x per **day**

**Medium user**

46%



min. 1x per **week**

**Light user**

32%

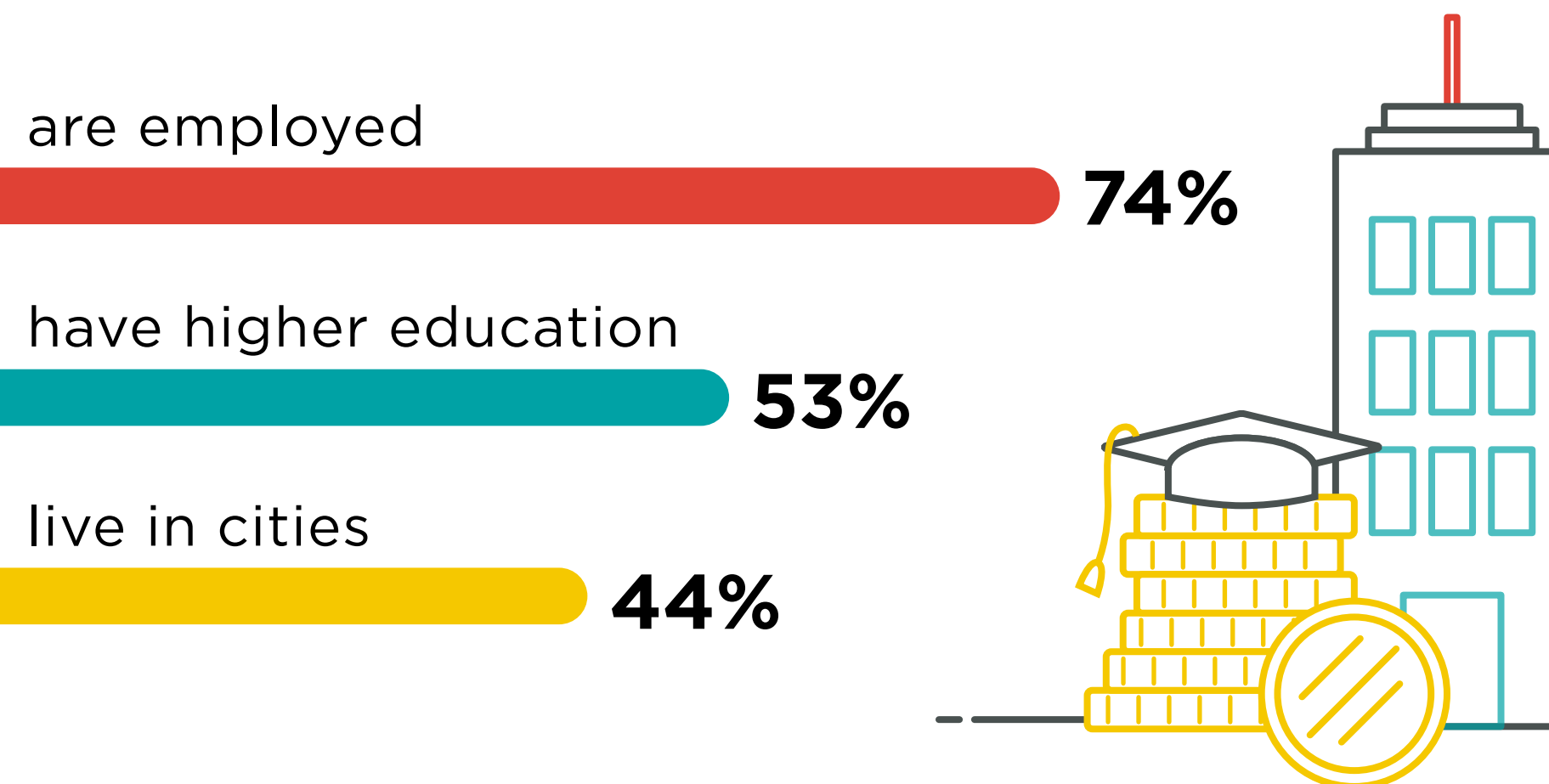


min. 1x per **month**

Source: RMS Podcast Study on the use of podcasts and acceptance of ads in podcasts in Germany, September 2022, n=5,000 podcast users

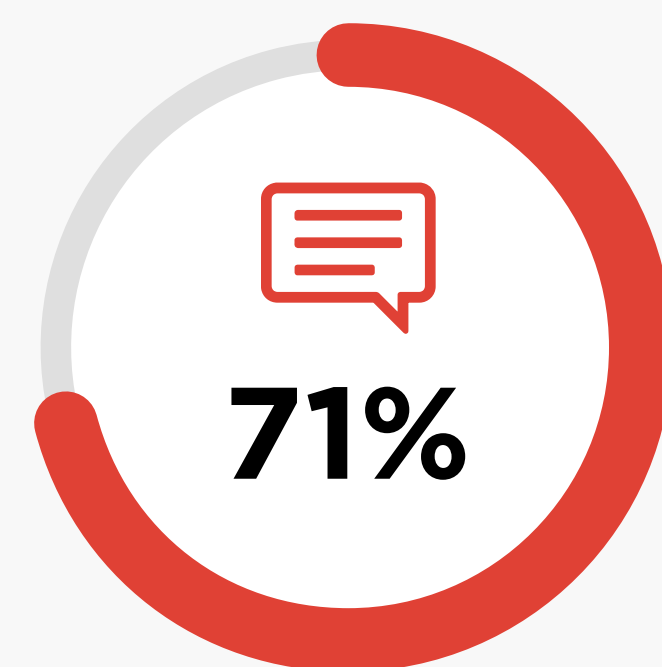
## Keyfacts about podcast users

**9/10 respondents** listen to podcasts with headphones among other devices (**91%**).

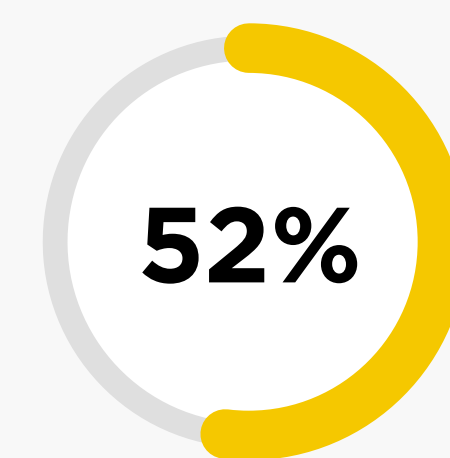


Tend to have a **higher income**.

## Podcast advertising? **Yes, please!**



agree to receive **pre-recorded ads** that are tailored towards the podcast content and the user.



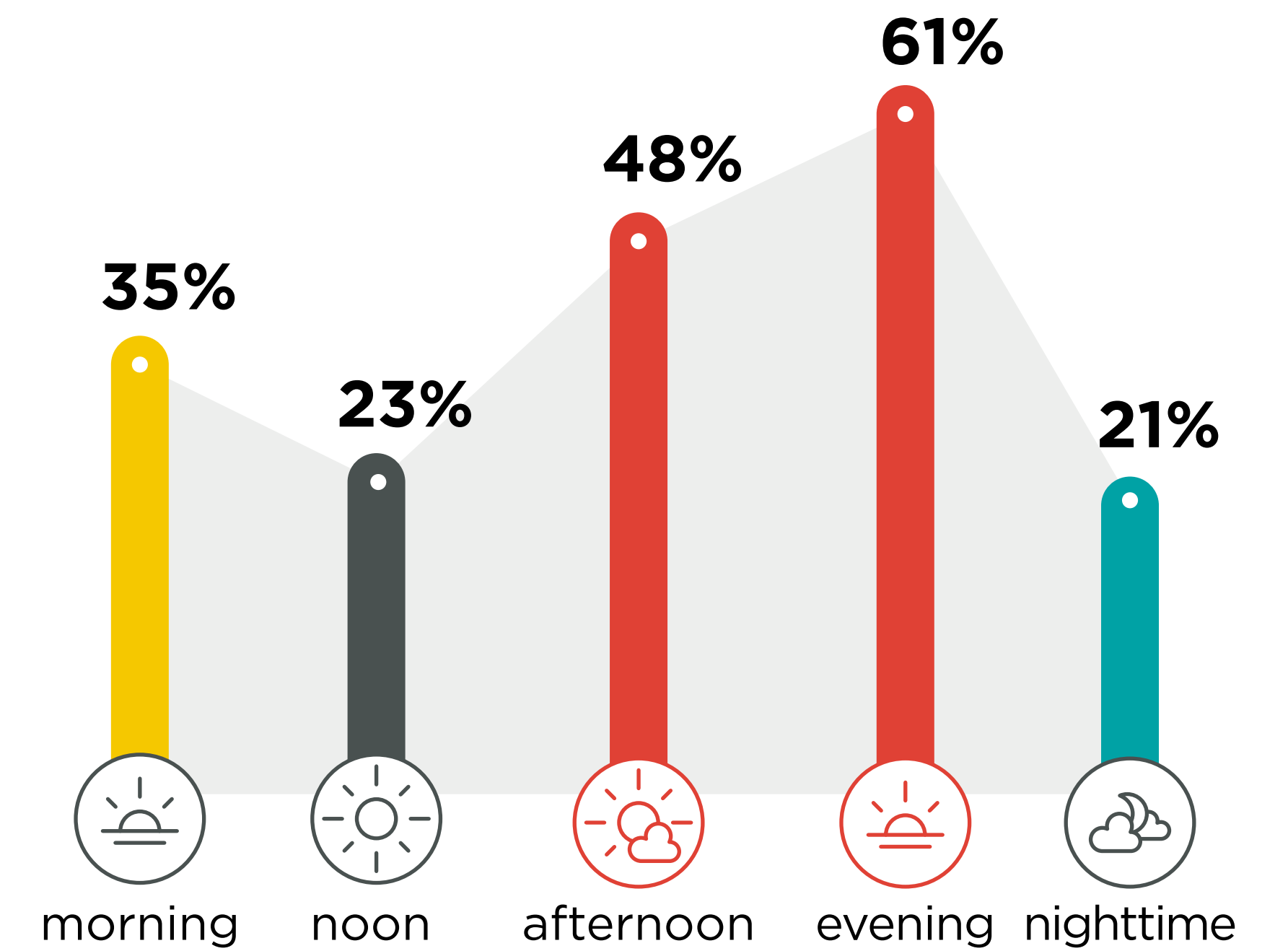
accept **ads in podcasts** in return for free use.



agree to receive podcast ads **read by the host**.



What **time of day** do people listen to podcasts?



Mobile usage in daily life: **60% listen on the go**

16%

during sport

24%

while walking

39%

in the car

27%

in public transport