



% Of Adults 12+:

- That have heard of podcasting: 37% in 2008 & 43% in 2009
- Who have listened to an audio podcast: 13% (2007) 18% (2008) 22% (2009)
- Who have listened/watched an audio or video podcast: 25%
- Why they listen to podcasts:
 - 35% can watch/listen whenever they want
 - 15% access content unavailable elsewhere
 - 13% access content wherever

The Podcast Consumer:

- 59% male / 41% female
- 12-17: 13% - 18-24: 22% - 25-34: 18% - 35-44: 19% - 45-54: 15% - 55+: 12%
- 25-54: 52%
- College Degree: 15% - 115 Index
- HHI \$100k+ 17% - 213 Index
- HHI \$75k-\$100k: 11% 157 Index
- HHI \$50k-\$75k: 17% 121 Index
- 32% listen to podcasts on a portable device
- 80% have ever listened to Internet radio
 - 52% in the last month
 - 32% in the last wk

Podcasts: An Exclusive & Clutter Free Advertising Environment



- Shows on our network generate millions of video and audio downloads every month.
- Advertising opportunities within downloaded and streaming content accessed on portable consumer devices such as iPod, Zune, iPhone, etc
- Content created by hundreds of professional and independent podcasters.
- Customized sponsorship and media campaign solutions.
- Extend messages with Web 2.0 Marketers
- Dynamic ad insertion technology
- Verifiable third-party reporting

Categories

- Arts
- Business
- Comedy
- Education
- Games & Hobbies
- Health & Fitness
- Kids & Family
- Music
- News Politics
- Science & Medicine
- Religion & Spirituality
- TV & Film
- Technology