



Podcast's Incremental Impact

UK Report

Acast insights  **Nielsen**

Leverage the impact of podcast advertising

Podcasts don't just compliment other media, they add real impact for brands. Extend your reach, increase your influence and positively affect brand metrics by including podcast advertising in your campaigns.

Acast's Incremental Impact Report

3,501 respondents

Adults 18+ which are
nationally representative

Fieldwork dates

5th September - 23rd
September 2025

Media Consumption

Understanding podcast
impact within media mix

Definitions

Acast's Incremental Impact Report

Incremental Reach

The percentage of people who listened/watched acast podcasts in the last week but did not consume the other media channel

Incremental Impact

The percentage of people who agreed to a brand metric statement compared to other media

Podcast's Incremental Impact

Key Findings



Acast dominates UK podcasting

Acast reaches 8 out of 10 weekly podcast listeners



Extend your reach across channels

Podcasts unlock hard to reach audiences



Podcasts are your audio superpower

Podcast campaigns increase key brand metrics



The rise of podcast video

Video podcasts are the new screens disruptor



Incremental Impact Report

Acast delivers leading podcast impact

Acast Insights  Nielsen

Acast delivers leading podcast impact

What you need to know



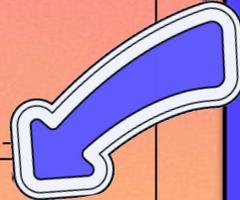
Acast podcasts **reach 80%** of weekly podcast listeners

Acast adds **incremental reach** for all media

Access over **140,000** Acast podcasts

Acast

Maximise your podcast reach with Acast



80% of weekly UK podcast audiences have listened or watched an Acast podcast in the last week

UK Reach of Acast Podcasts

80%

Weekly Podcast Audience



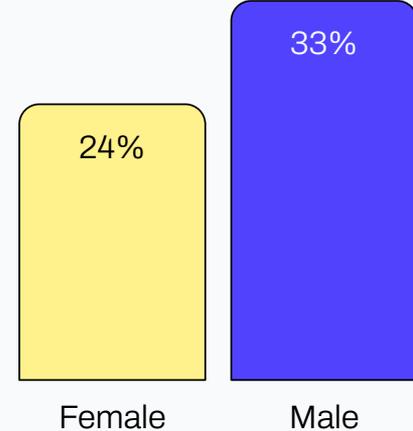
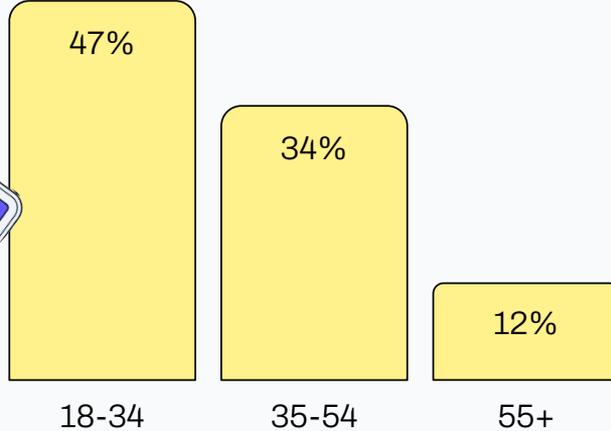
Acast \leftrightarrow **Nielsen**

Incremental Impact Report, UK, 2025. Nielsen & Acast

Acast's total UK reach

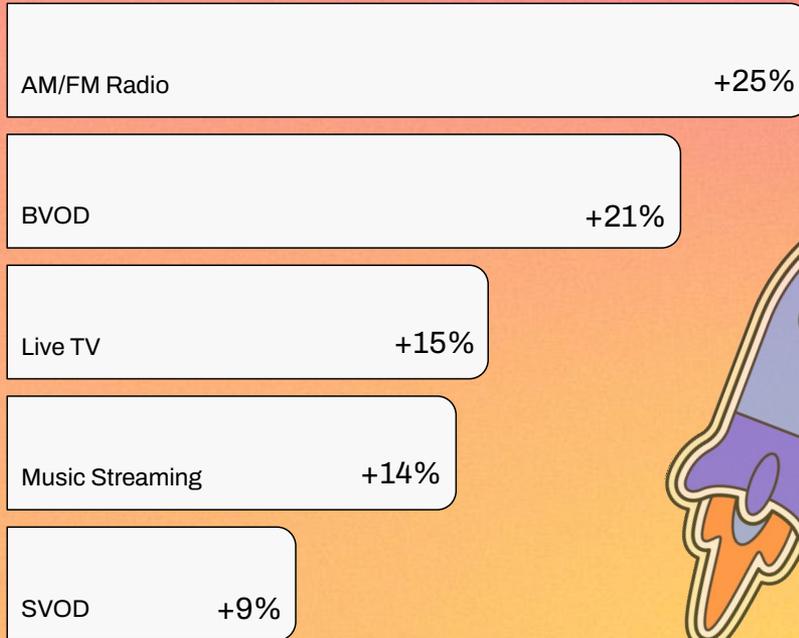
Acast reaches audiences across all demographics

Acast reaches **47%** of 18-34's in the UK weekly



Acast podcasts **increase** **your campaign reach**

Incremental Reach: **Acast Audience (Audio and/or Video)**



**Adding Acast podcasts
to your campaigns
provides significant
incremental reach**

The illustration features two stylized purple rockets with orange flames. One rocket is positioned at the top right, pointing upwards, while the other is at the bottom left, pointing downwards. They are connected by a dashed black line that forms a rectangular frame around a central yellow callout box. The callout box has a black border and contains the text 'Adding Acast podcasts to your campaigns provides significant incremental reach' in a bold, black, sans-serif font.

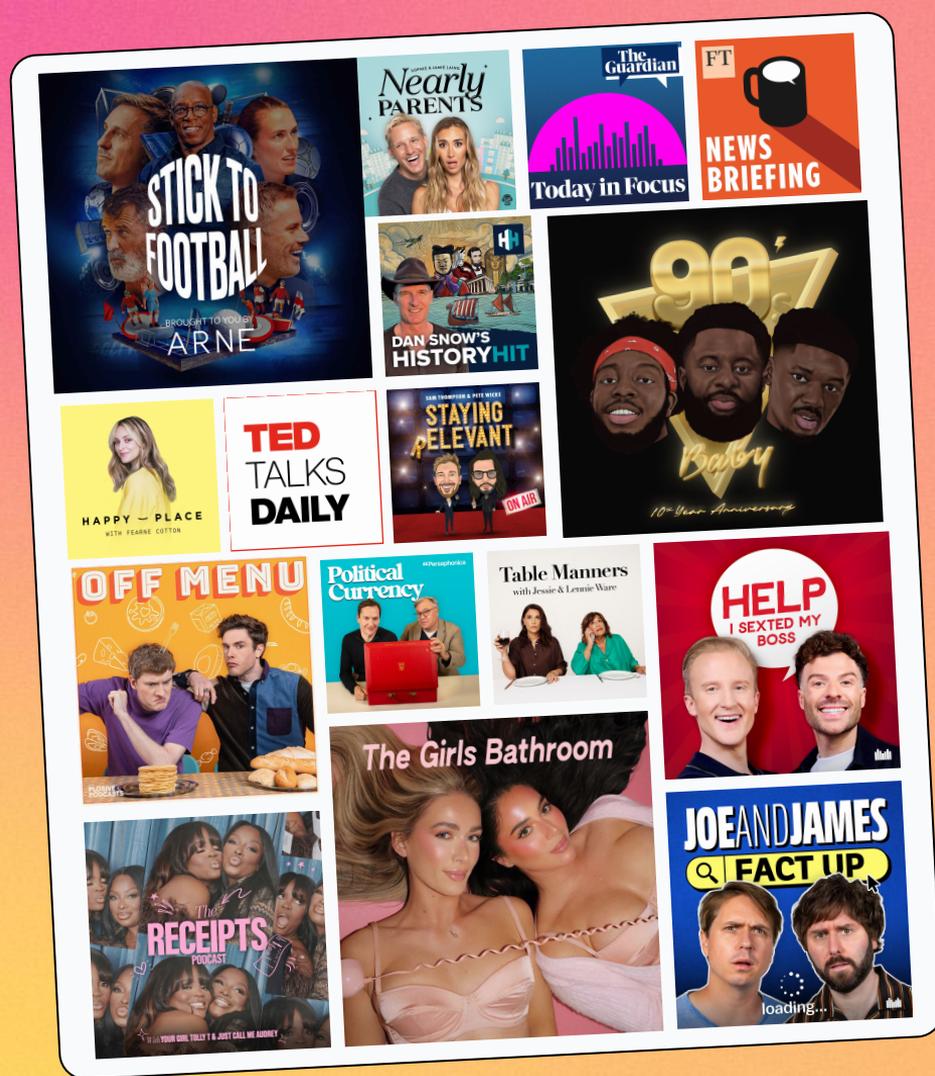
Ensure your campaigns have **impact** by including Acast podcasts

140,000 podcasts

Comprehensive UK reach

Award winning creative

Premium talent & trusted publishers



Incremental Impact Report

Extend your reach

Acast insights  **Nielsen**

Extend your reach

What you need to know



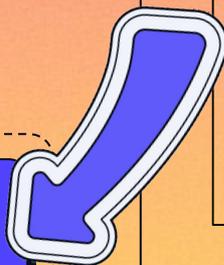
Podcasts are an **incremental media driver**

Add incremental reach across **all demographics**

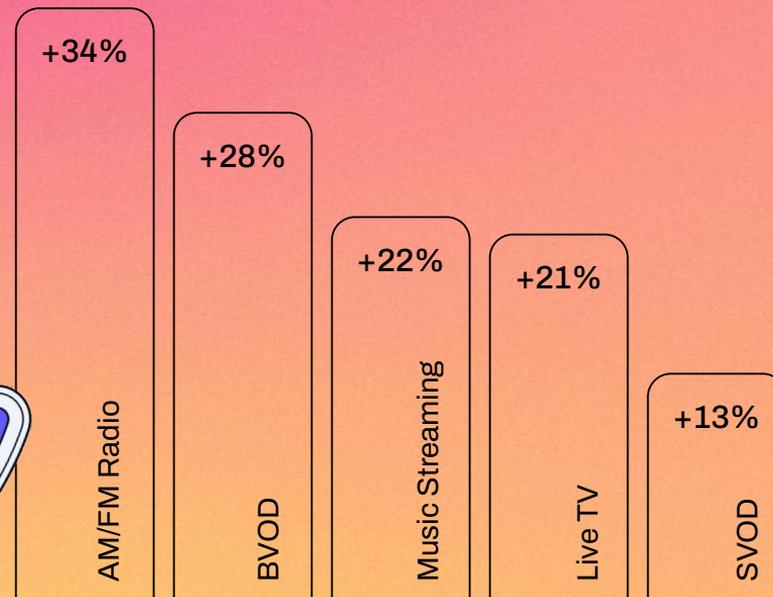
Target relevant audiences and content with Acast

Unlock new audiences and extend the reach of your campaigns with podcasts

Extend your reach by
+34% for Radio campaigns



Incremental Reach: **Podcast Audience (Audio and/or Video)**

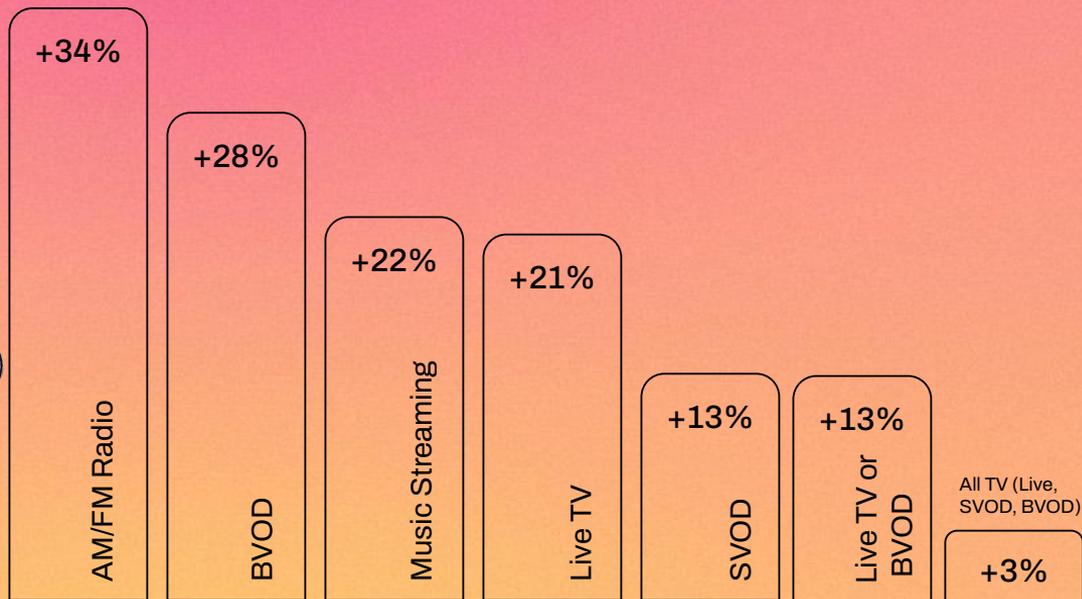


Incremental Reach = The Percentage of People Who Listened/Watched Podcasts in the Last Week but Did Not Consume The Other Media Channel

Unlock new audiences and extend the reach of your campaigns with podcasts

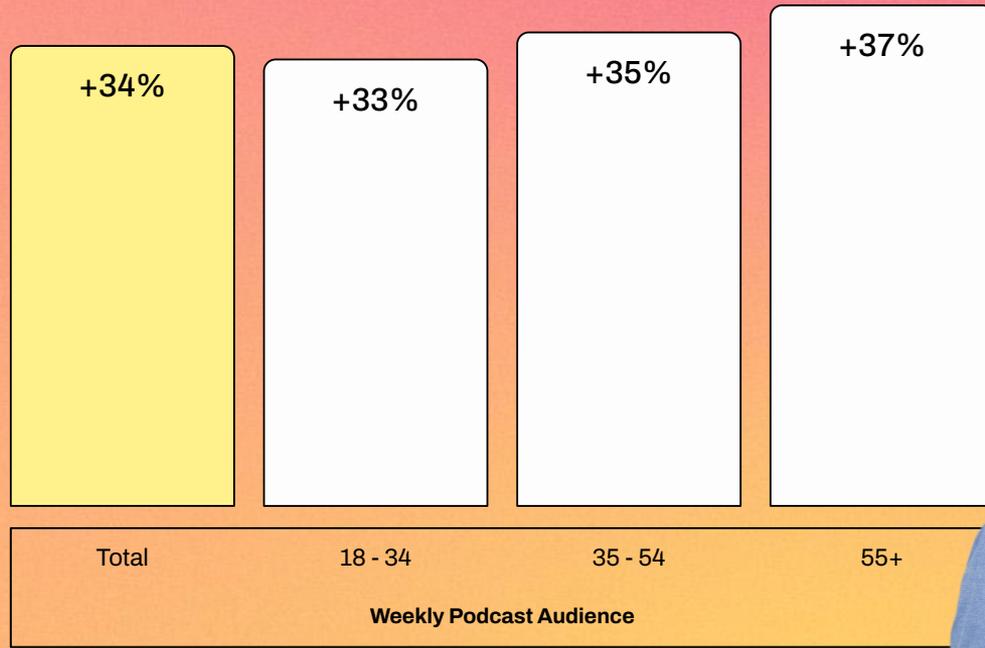
Extend your reach by
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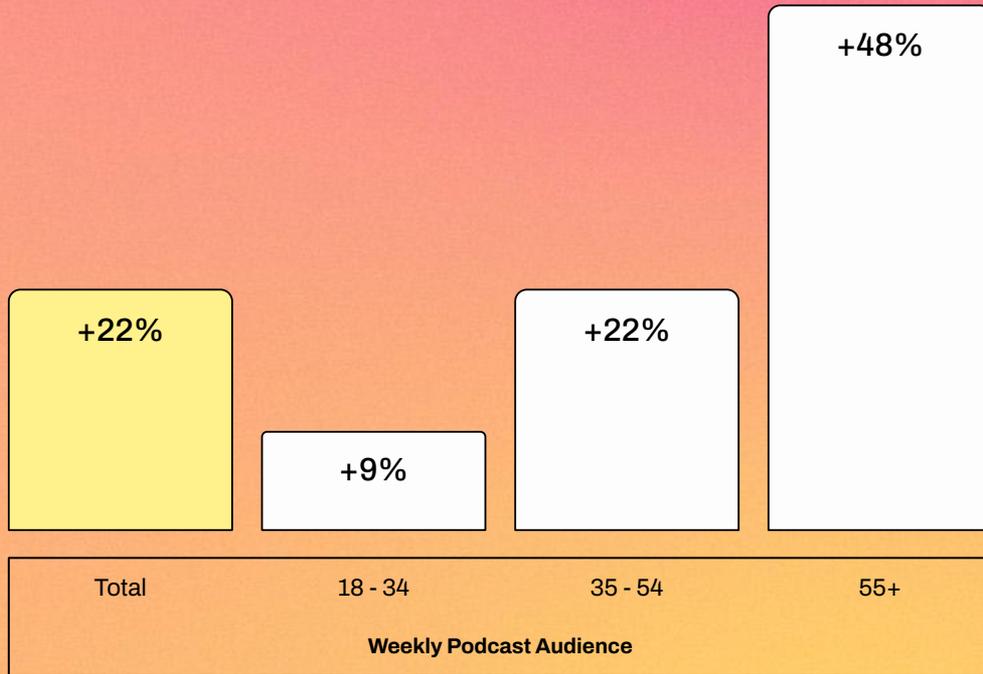


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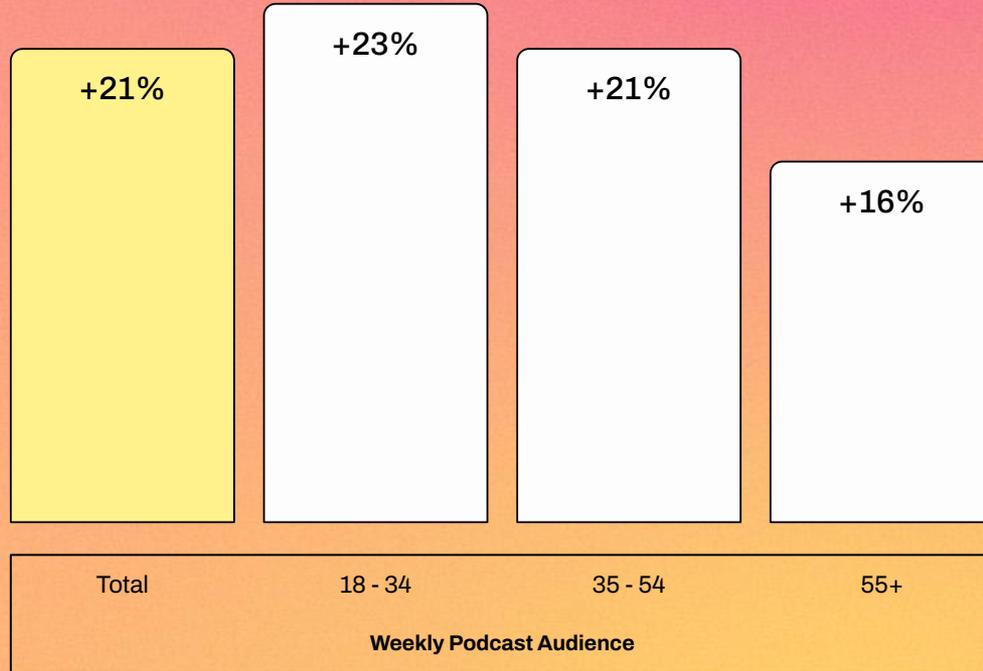
Boost your reach by adding podcasts to your **Radio campaigns**



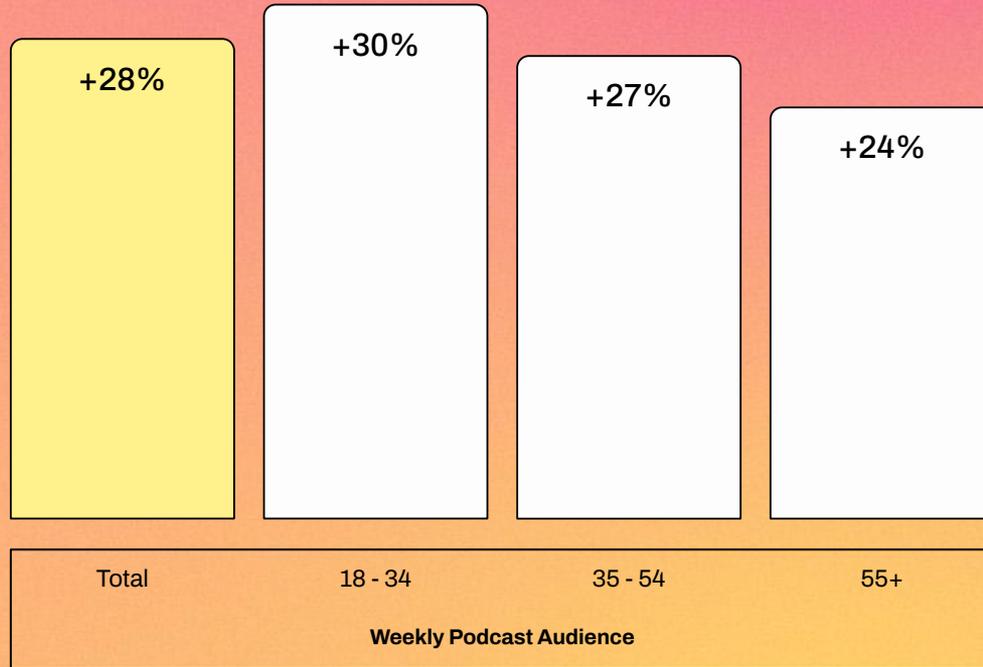
Boost your reach by adding podcasts to your **Music Streaming campaigns**



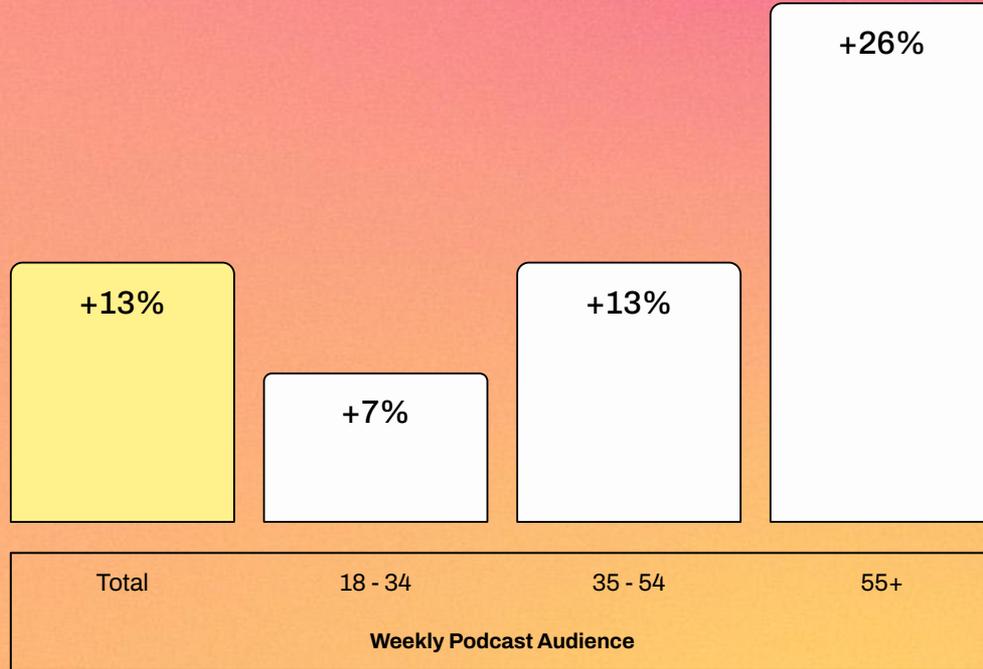
Boost your reach by adding podcasts to your **TV campaigns**



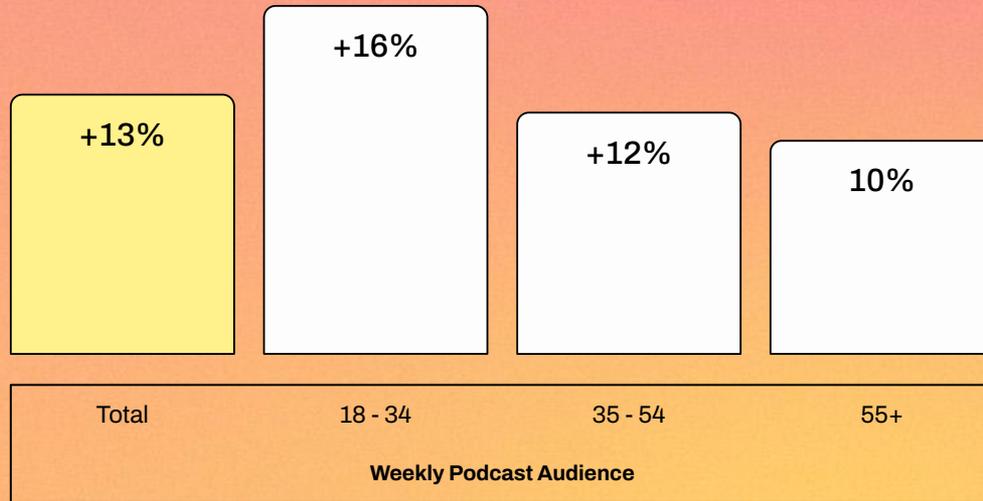
Boost your reach by adding podcasts to your **BVOD** campaigns



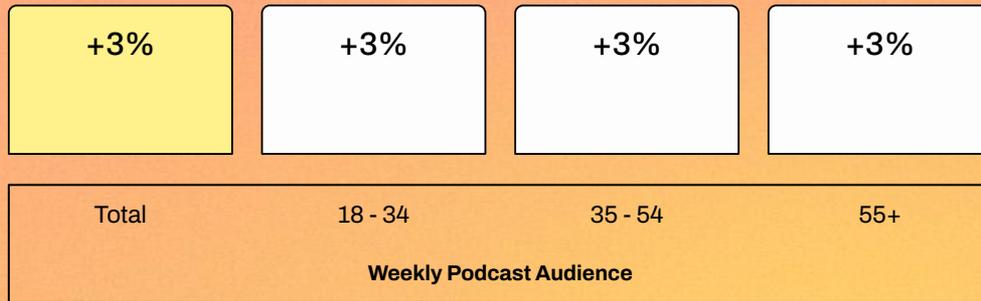
Boost your reach by adding podcasts to your **SVOD** campaigns



Boost your reach by adding podcasts to your **TV and BVOD** campaigns



Boost your reach by adding podcasts to your **TV, BVOD and SVOD** campaigns



Ensure you're reaching the right audiences with Acast

Collections +

Contextually relevant alignment across Acast content verticals



Powered by Podchaser

Predictive Audience Targeting

Find your target audience across Acast's 140,000 podcasts



Powered by Comscore

Conversational targeting

Insert your brand directly into relevant podcast episodes



All Acast episodes are transcribed and AI targeting is applied to IAB categories & keywords



Incremental Impact Report

Podcasts are your audio superpower

Acast insights  **Nielsen**

Podcasts are your audio superpower

What you need to know



Podcast audio **adds reach** to your audio campaigns

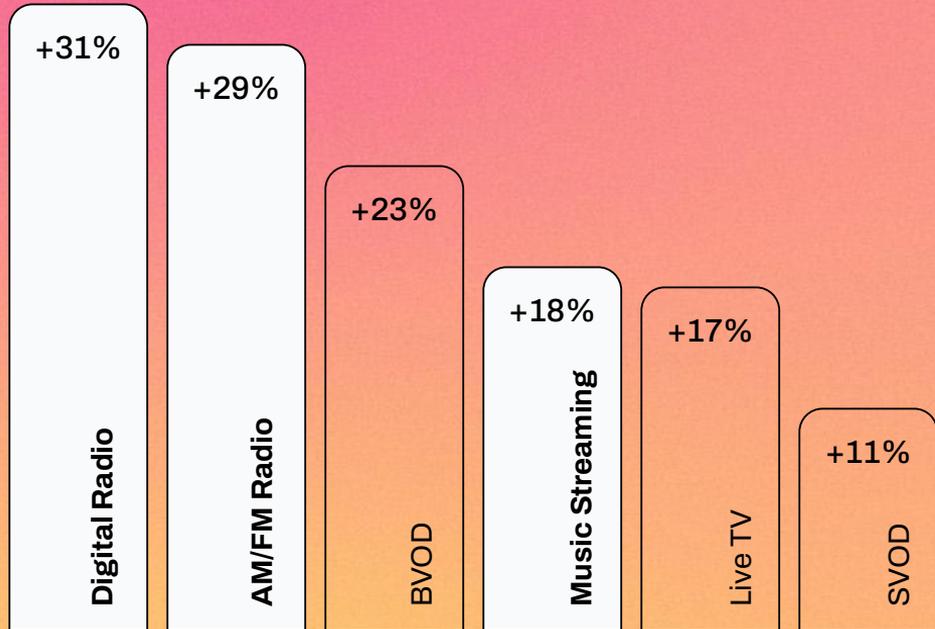
Podcast audio drives **higher brand KPI's**

Creatively engage with **Acast audio formats**



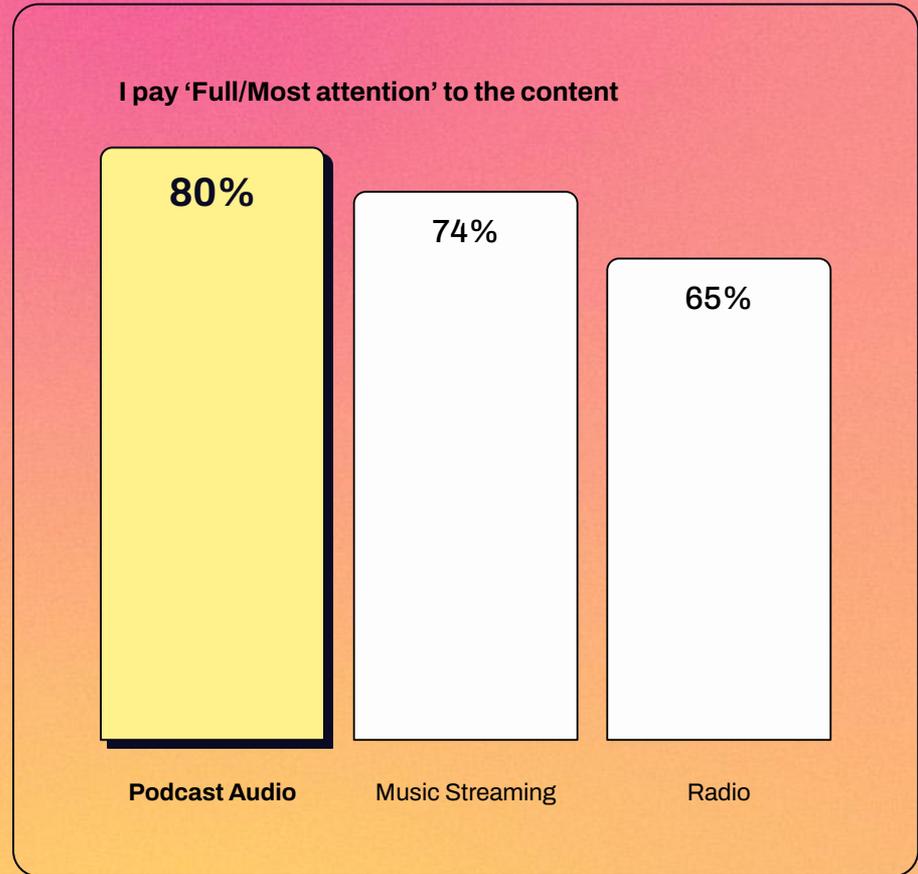
Extend your reach with
podcast audio by
unlocking new
audiences

Incremental Reach: **Podcast Audience (Audio)**



Incremental Reach = The Percentage of People Who Listened To Podcasts in the Last Week but Did Not Consume The Other Media Channel

Maximise your engagement with **podcasts**



Podcasts v Audio

Adding podcasts to your campaigns **significantly increases brand consideration**

Very/somewhat likely to consider a brand/product advertised

Podcast Audio

48%

Music Streaming

43%

Radio

36%



Acast <➤> **Nielsen**

Incremental Impact Report, UK, 2025. Nielsen & Acast



Podcasts v Audio

Adding podcasts to your campaigns **has higher engagement value**

To what extent do you find the advertising is engaging/entertaining to you?

Podcast Audio

46%

Music Streaming

42%

Radio

34%

Acast < > **Nielsen**

Incremental Impact Report, UK, 2025. Nielsen & Acast

Podcasts v Audio

Podcast audio ranks #1 compared to other audio channels...

I regularly listen
to/watch/read ads
from this media

I develop a more
positive opinion of
the brand from ads
on this media

I trust ads on this
media more than I
do on other media

I dedicate my
attention to the ads
on this media

#2 Music Streaming

#3 Radio

#2 Music Streaming

#3 Radio

#2 Radio

#3 Music Streaming

#2 Music Streaming

#3 Radio

Acast Podcast Audio creatively cuts through



Audio ads



Talent
voiced ads



Audio spons



Spons+



Spons
stories



Segments



Brand eps



Brand series

Audio Ad

Add Relevant Example

3D Audio

Add Relevant Example

Sponsorship

Add Relevant Example

Incremental Impact Report

The rise of podcast video

Acast Insights  Nielsen

The rise of podcast video

What you need to know



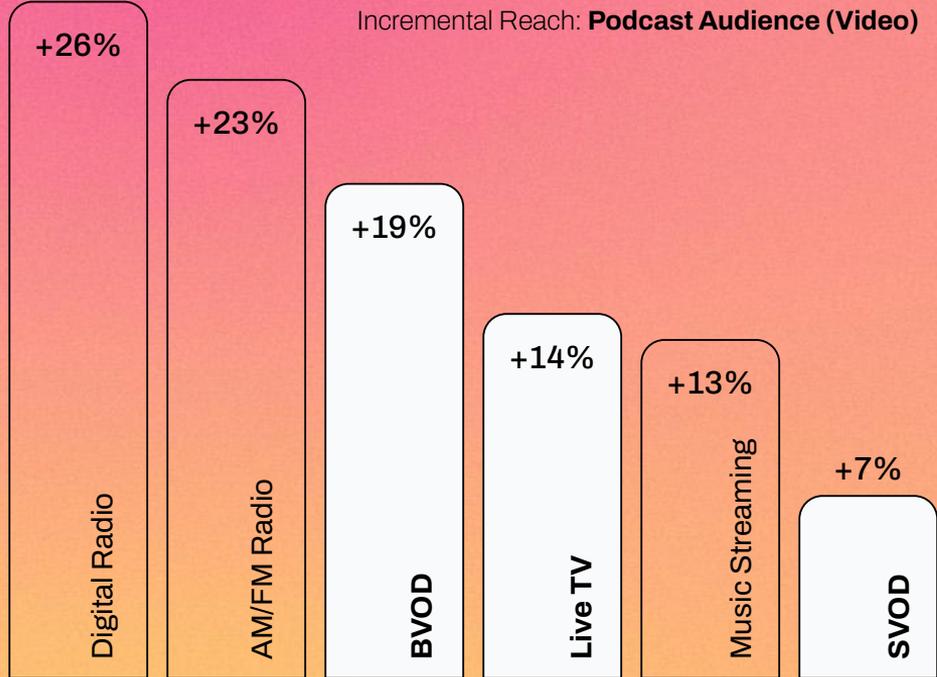
Podcast video is a **new screens player**

Podcast video has **highest ad engagement**

Extend your campaigns on **Acast's video podcasts**

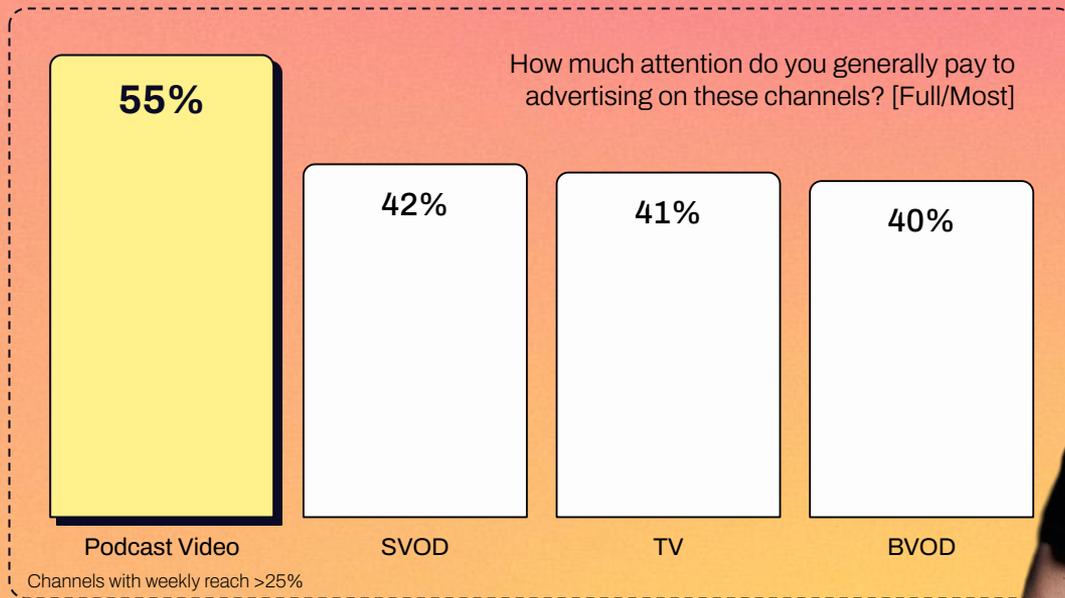


Extend your reach with
podcast video by
unlocking new
audiences



Incremental Reach = The Percentage of People Who Watched Video Podcasts in the Last Week but Did Not Consume The Other Media Channel

When it comes to ad engagement, **podcast video ranks #1** across visual channels



Podcasts v Visuals

Adding podcasts to your campaigns **significantly increases brand consideration**

Very/somewhat likely to consider a brand/product advertised

Podcast Video

56%

SVOD

44%

Live TV

44%

BVOD

41%



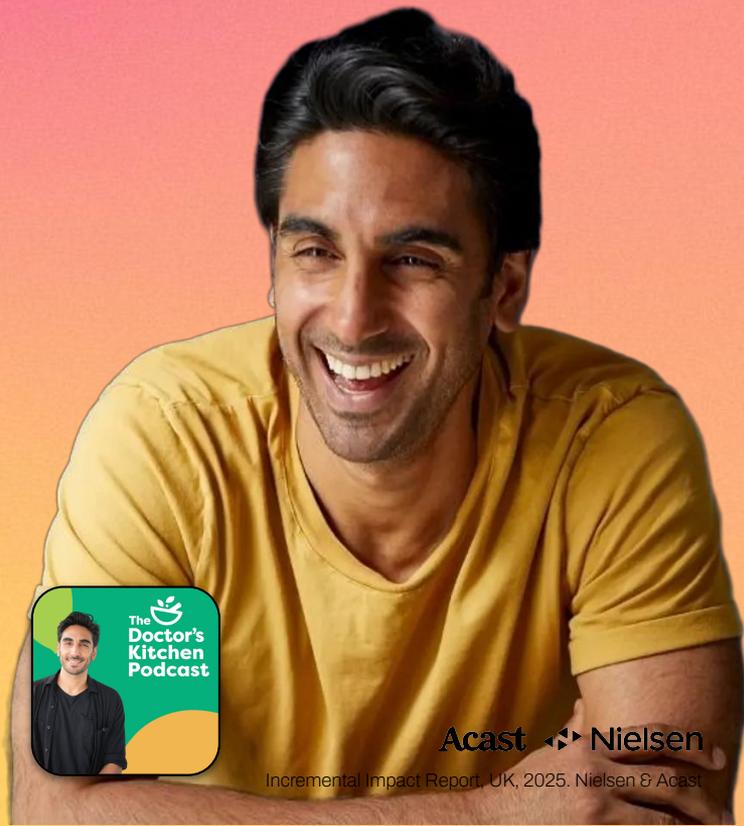
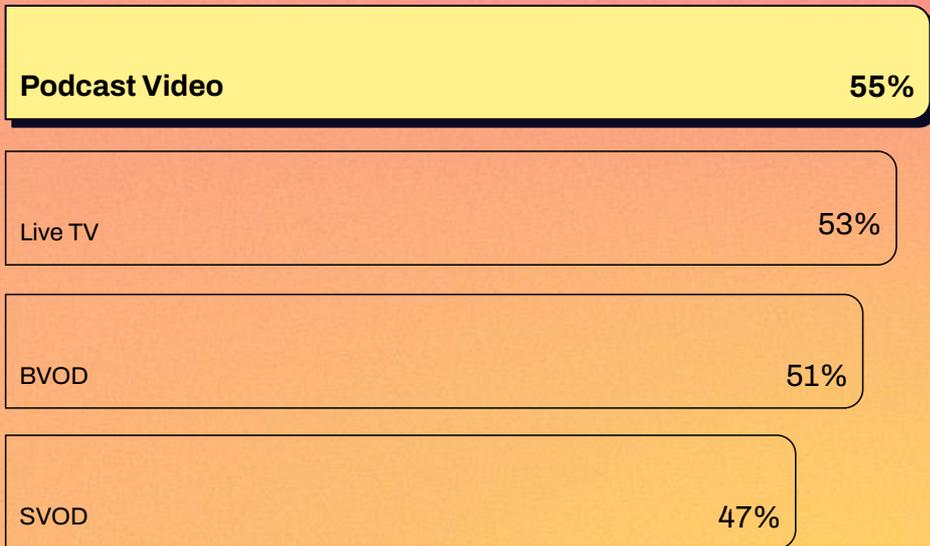
Acast Nielsen

Incremental Impact Report | UK, 2025. Nielsen & Acast

Podcasts v Visuals

Adding podcasts to your campaigns **adds credibility**

To what extent do you find the advertising on each media channel credible?



Acast  Nielsen

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Podcasts v Visuals

Adding podcasts to your campaigns **has higher engagement value**

To what extent do you find the advertising engaging/entertaining to you?

Podcast Video

54%

SVOD

42%

Live TV

42%

BVOD

40%



Acast  Nielsen

Incremental Impact Report, UK, 2025. Nielsen & Acast

Podcasts v Visuals

Podcast video ranks #1 compared to other visual channels...

I regularly listen
to/watch/read ads
from this media

I develop a more
positive opinion of
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I dedicate my
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#2 Live TV

#3 SVOD

#4 BVOD

#2 Live TV

#3 SVOD

#4 BVOD

#2 Live TV

#3 SVOD

#4 BVOD

The rise of podcast video

Acast's premium video formats

Available now

Multi-format campaigns

Work with Acast to incorporate podcast video in your next campaign



Available now

Video Sponsorships

60" baked-in sponsorship reads with influential Acast creators



Coming in Q1

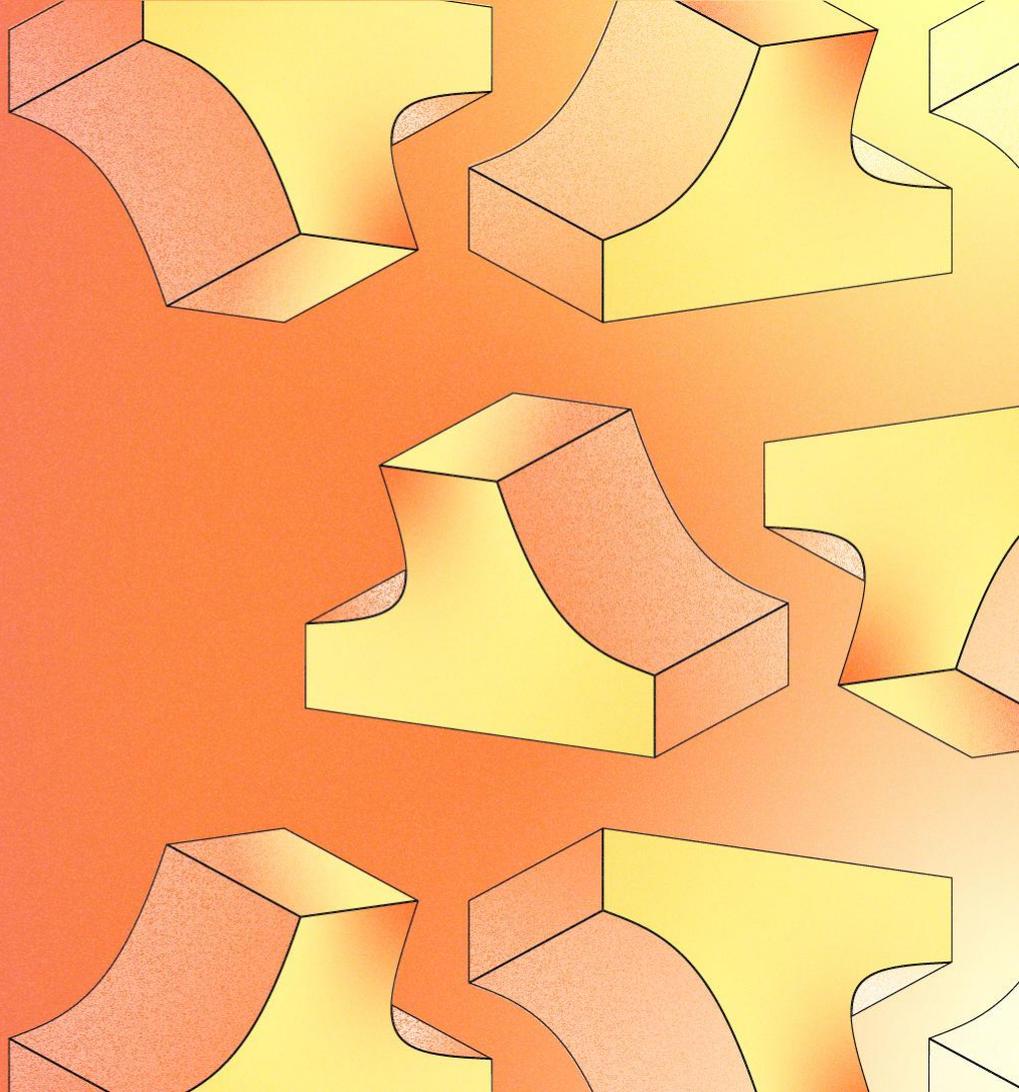
Premium Video Ads

Serve video ads across Acast's premium YouTube Network & LDS verticals



Incremental Impact Report

Summary



Incremental Impact: Summary

Podcast audio & video are campaign “must-haves”

Podcasting continues to evolve to provide more scale & impact for brands



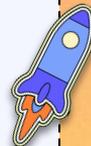
Uncover and engage with new audiences

Podcast audio & video provide incremental reach for all mediums



Increase your campaign impact & effectiveness

Podcast advertising is an effective driver for campaign effectiveness



Unlock your podcast potential with Acast

Work with Acast to develop your brand's podcast strategy



Want to know more?



Dig a little deeper

Have a specific data request? Acast Insights can help out.



Proactive Ideas

Let's put theory into practice. Acast can showcase how podcasts can add impact for your brand,



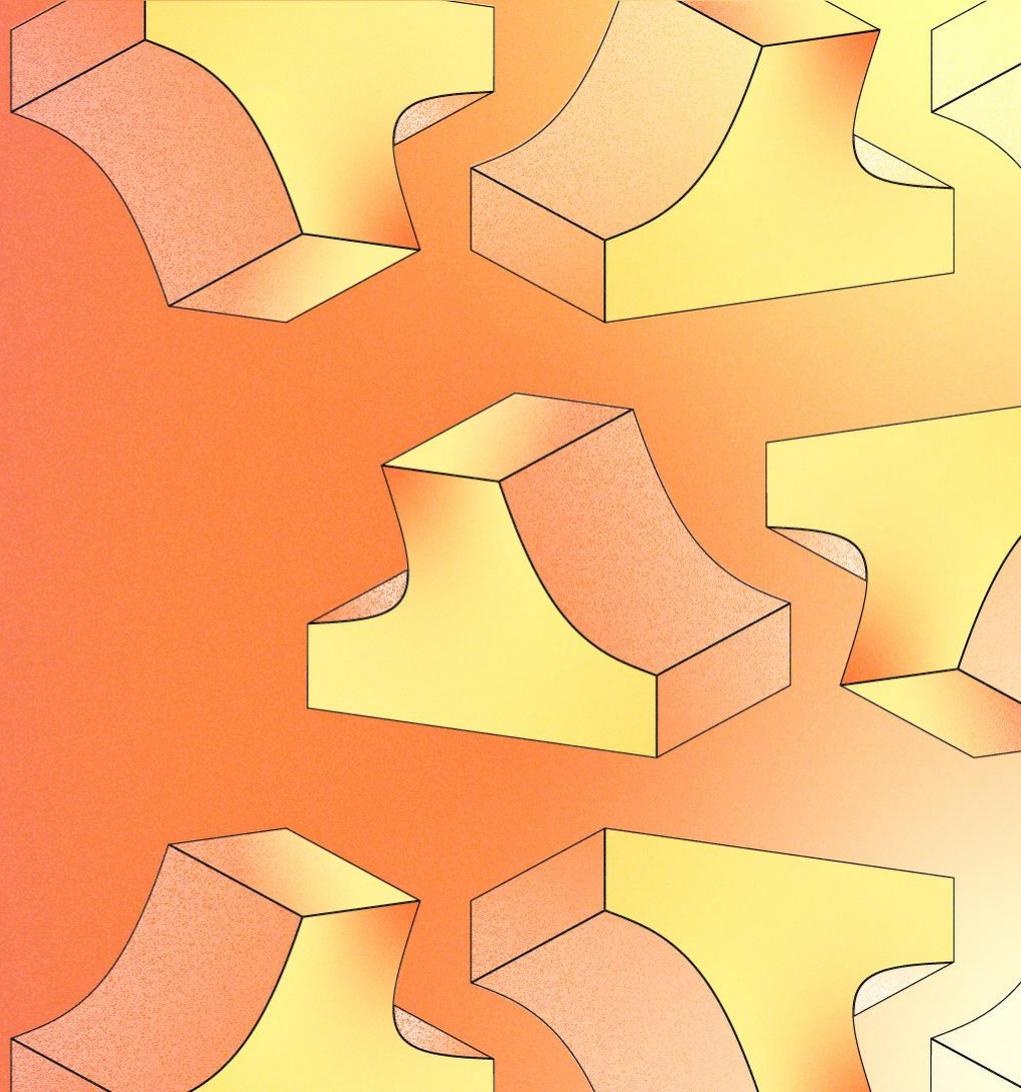
Live @ Acast Studios

Bring your teams into the Acast Studios for an immersive Acast session.

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MORE**

Incremental Impact Report

Methodology



Acast Nielsen

The purpose of the research is to better understand the incremental reach and impact of podcasts, specifically Acast podcasts. This was done by deep-diving into UK adults media consumption habits/ behaviour and attitudes/perceptions towards advertising on different media channels.

The survey is web-based, where the respondents receive an email with a link to a questionnaire.

Fieldwork dates:
5th September - 23rd September
2025

N=3,501 respondents
Adults 18+ which are nationally representative of the UK by age, gender and location.



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