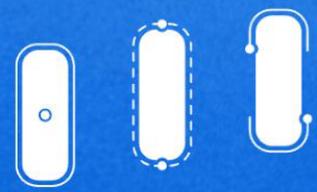


Acast

 SG Edition

Podcast Pulse



Timi Siytangco
Key Account Director,
Asia



Meg Davies
Managing Director,
Acast International

Acast

**Driving the Business of
Global Podcasting**

Leading Podcast Innovation Since 2014

Exclusive Creator & Publisher Partnerships



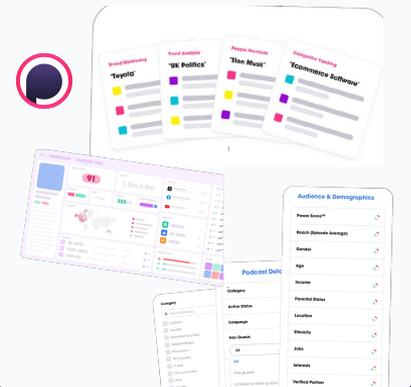
Best-In-Class Creative Studio



Pioneering Ad-Tech Solutions



Audience Data



The definition of influence has changed.

It's no longer about how many people you can reach, it's about how deeply you can move them. That's resonance.

In an era of endless-scroll algorithms and recycled content, podcasting offers something curated and fresh. Podcasters aren't echoing what's already been said; they're sparking new ideas, leading the discourse, and defining cultural moments.

They do this by building loyal, multi-platform fandoms that audiences actively seek out. Podcasters don't just entertain. They shape opinions, create communities, and influence every stage of the consumer journey.

Because their audiences choose to listen, their attention is focused. Recommendations from hosts are highly credible, and this connection creates lasting impact that fleeting impressions can't deliver. Podcasting's reach has weight.

And what we know as podcasting has also evolved, with creators' relationships expanding beyond audio: turning episodes into video, live events, subscriptions, social content, and merchandise. These creator ecosystems allow brands to meet audiences wherever they are, deepening engagement and recall.

For brands, podcast partnerships aren't about trophy names. In a media landscape where trust and connection are the most valuable currency a brand can trade with, podcasters are at the heart of a creator economy. It's here that brands can tap into genuine influence, at scale, with measurable results.

We're in a new era of influence.

A portrait of Greg Glenday, a man with short dark hair, wearing a light green button-down shirt, smiling slightly. He is positioned on the right side of the image, partially overlapping a large, faint white quotation mark graphic.

Greg Glenday
Chief Executive Officer
Acast

Podcast creators
are redefining influence



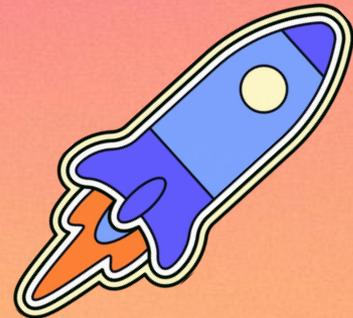
What is **resonance**?



+



=



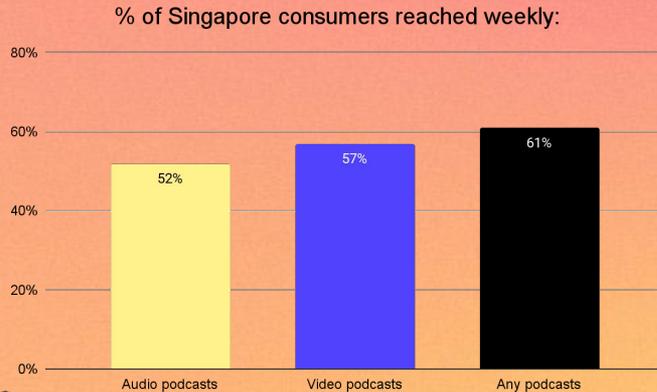
Attention

Trust

Action

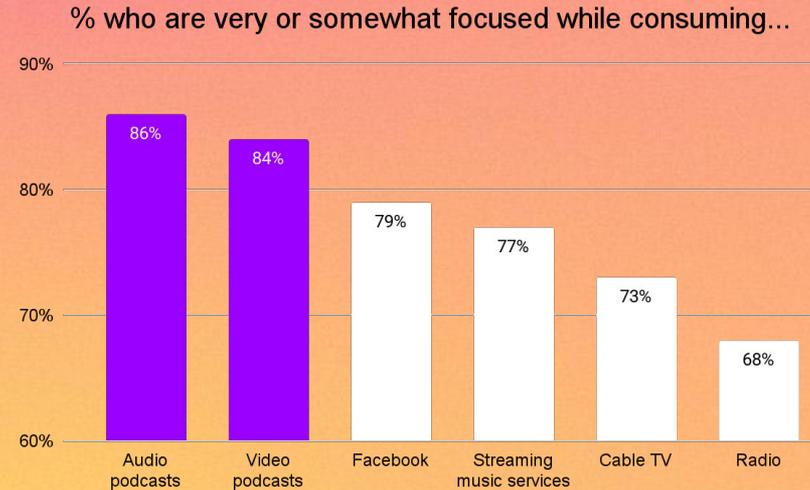
Podcasting has the best of both worlds: Massive reach with cinema-like attention

Every week, podcasting reaches
3 out of 5 Singapore consumers



Adding video podcasts to audio extends reach by 17%

No other media commands attention like podcasts

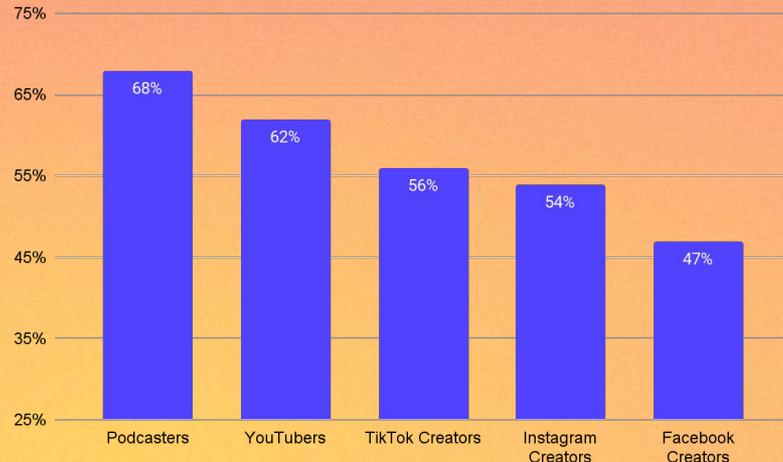


Podcasts are sought not served, and we look forward to them

7 in 10

weekly podcast listeners in Singapore say that tuning in to their favorite podcast host is a highlight of their day

Consuming content from _____ feels like a personal, one-to-one conversation:



Trust

Podcast creators transcend the influencer label

86%

of weekly podcast listeners
do not consider podcasters
to be influencers, **but...**



97%

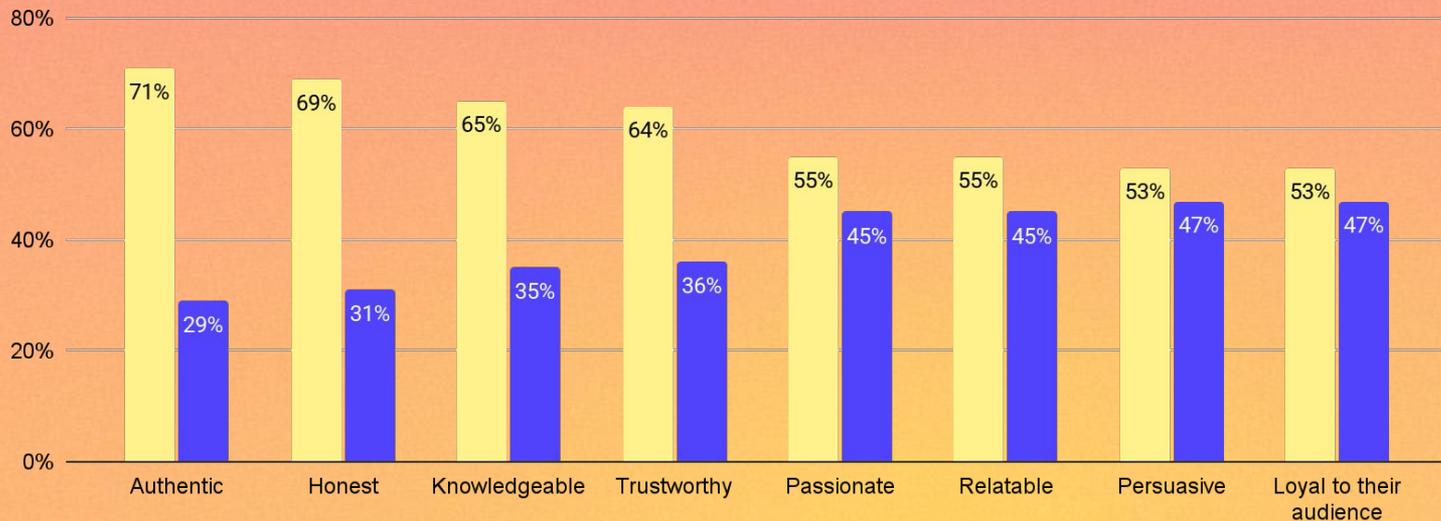
say a podcaster has **changed**
their mind about something



Podcast creators build deeper connections than social-first influencers

Comparing podcast hosts with social-media influencers, who comes across more strongly on each quality below?

Podcast Hosts Social-first Creators



Podcasts top the charts in ***credibility***

Who consumers trust for product or brand recommendations

Podcast creators have what every brand wants: real trust that drives decisions.

When listeners weigh purchases, podcasters rank alongside journalists, and ahead of YouTubers, social influencers, and celebrities.

It's proof that when a podcast host recommends something, people listen and act.

52%

Podcasters

50%

Journalists

48%

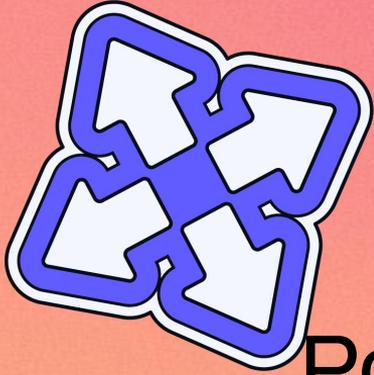
YouTubers

40%

Social Media
Influencers

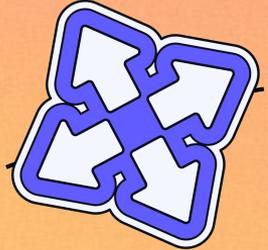
33%

Celebrities



Podcast creators are building

multi-platform fandoms



Podcast creators are no longer confined to audio, they're building creator ecosystems that encompass video, social, live events, and merchandise. Their influence spans formats and feeds, meeting fans wherever they are, whenever they want more.

This isn't just media consumption. It's cultural participation. Whether it's keeping up with in-jokes from *The Daily Ketchup* or diving deeper into *The Financial Coconut* on Singapore-specific money issues, podcast consumers don't just tune in. They follow, share, show up, and stay. These are fandoms built on loyalty, trust, and a shared sense of belonging.

For advertisers, this creates more than just frequency. It creates familiarity. The same brand message can show up across multiple touchpoints, each time embedded in content that audiences actively choose and care about. That means higher recall, deeper engagement, and stronger outcomes.



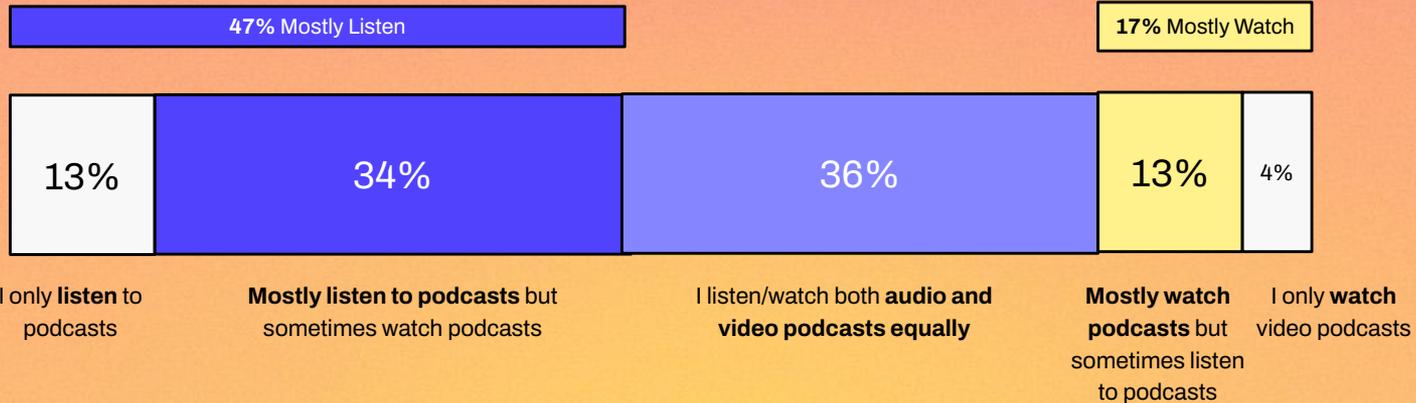
Podcasts go full-spectrum

Can you guess?

What % of Singapore audiences
mostly listen
mostly watch
listen and watch equally
a podcast?

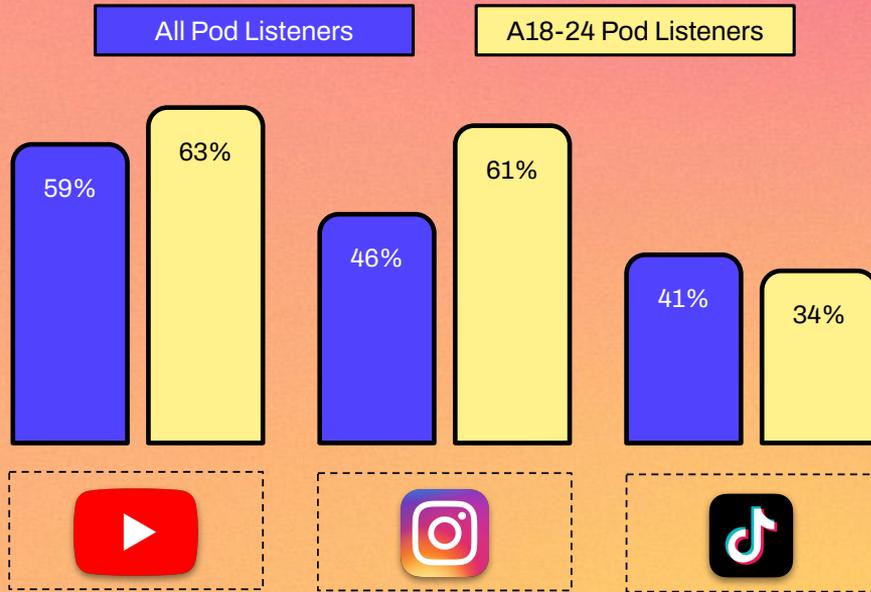
Podcasts go full-spectrum

More than 4 in 5 Singapore podcast consumers both **listen & watch**, but **audio** remains the main consumption channel for podcasts



Podcast fans follow creators everywhere they go

Outside of listening to audio, where else do you follow or interact with podcast creators?



Podcast creators don't just have listeners; they have followers.

Whether it's behind-the-scenes content on Instagram, bonus clips on TikTok, or longer-form video on YouTube, podcast fans go where their favorite creators go.

And younger audiences in particular are connecting across platforms.

Creator ecosystems let brands meet audiences wherever they are, without losing the intimacy and trust that makes podcasting so powerful.

Acast podcasts have
over 2.66 billion followers across social networks,
extending their relationships far beyond the podcast feed.

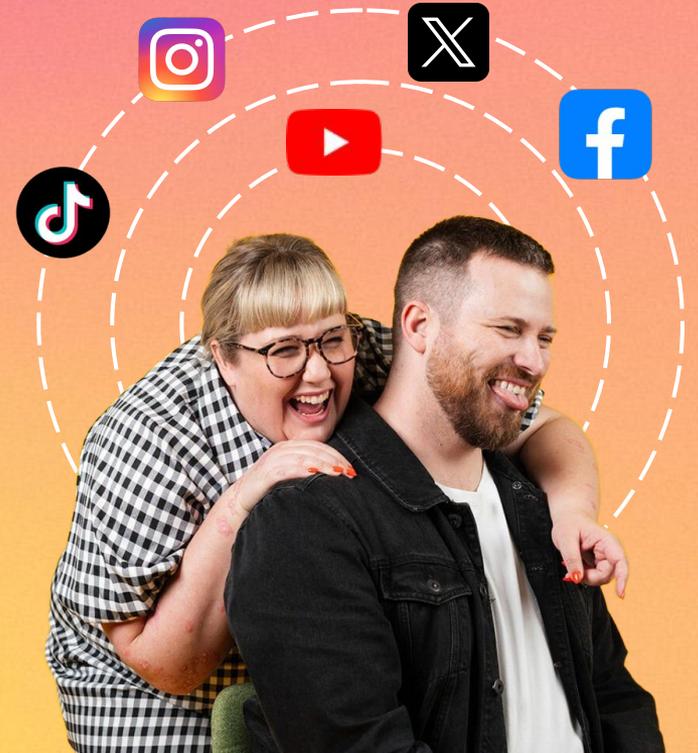


Source: Analysis from Podchaser, Q2 2025

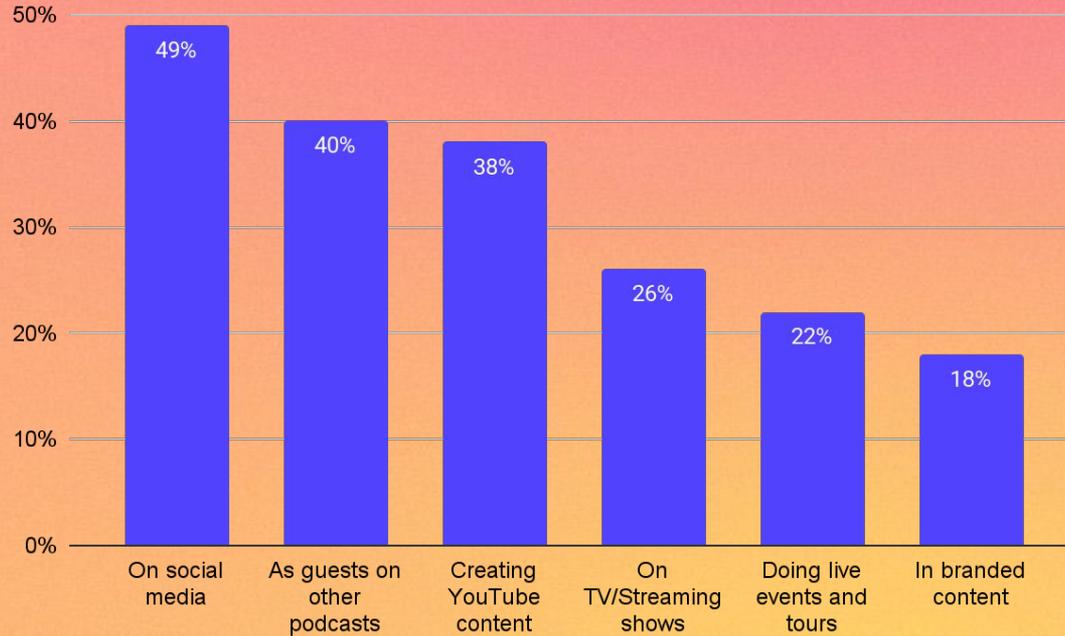
Multi-platform fandoms that drive impact

75%

of podcast fans say their trust in a creator's recommendation grows when they see products featured across multiple platforms.



True Fandom: We love to see our favorite podcasts everywhere



Source: Podcast Pulse 2025 | Base: Weekly podcast listeners



Podcasts are at the heart of culture

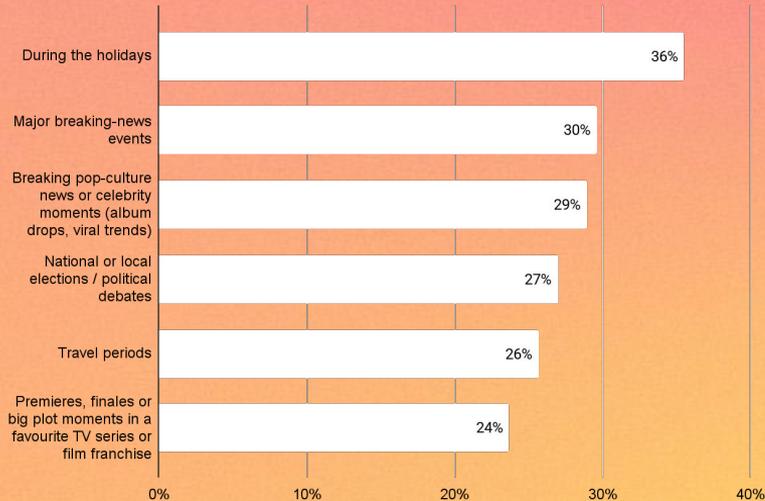
7 in 10

of weekly podcast consumers in Singapore say podcasts significantly shape the cultural conversation



Big moments drive big listening

During which cultural moments do you consume more podcasts than usual?



Why listeners tune in at these moments

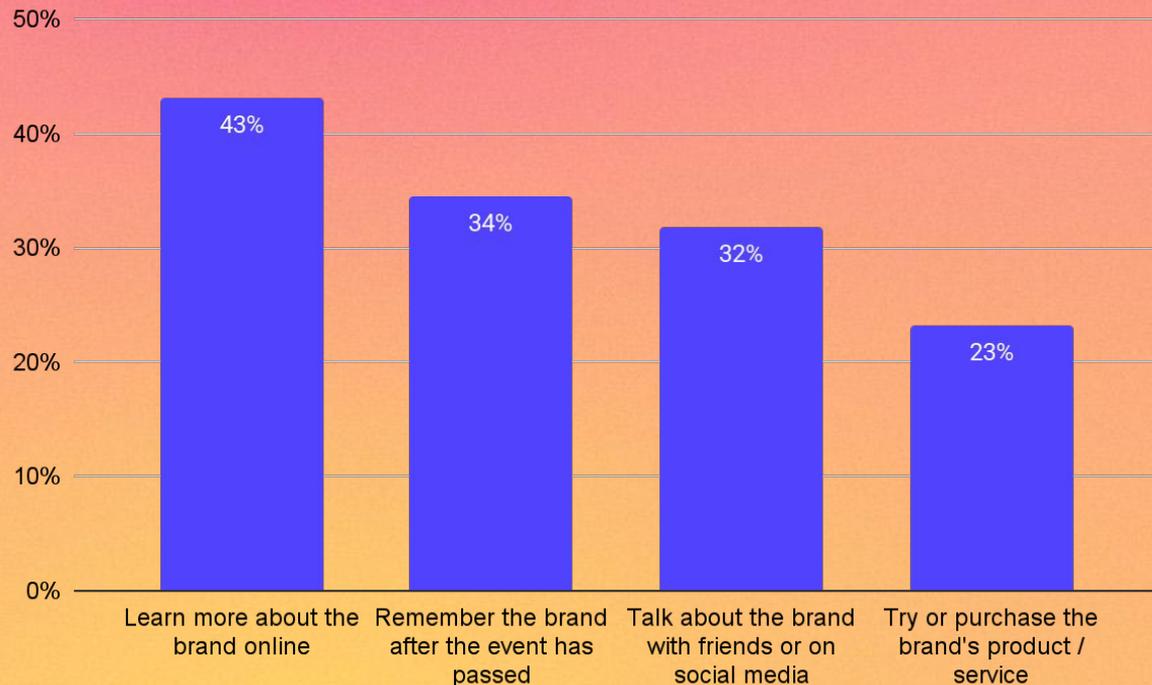
-  **Deeper analysis and expert commentary**
-  **Behind-the-scenes stories and insider access**
-  **Feeling part of a like-minded community**



When listening during cultural moments, hearing a brand message makes listeners more likely to...

When culture moves, make sure your brand is in the mix.

Podcast ads put you in the spotlight during key moments, keeping your brand in the public consciousness long after the event.



Podcasting's power to shift perception



**4 in 5 marketers
say podcast hosts
are effective at
shaping consumer
perceptions of
brands**



Creator marketing that drives brand discovery and perception



74%

say podcasters have changed the way they think about brands

66%

say they trust podcast hosts to give genuine endorsements

70%

have discovered new brands or products on podcasts that they now view positively

69%

say a recommendation from a podcast host has made them consider a brand they never heard of before



“ Consumers ignore ads. In a world saturated with noise, brands can’t interrupt their way in — they need to be invited. Podcasting, and its extensions across video and social, offers that invitation. It’s an intimate, trusted, and highly personal format that allows brands to step out of the ad break and into the narrative through authentic, compelling storytelling.

By partnering with trusted creators, or becoming one through branded podcasts that leverage trusted talent and experts, brands aren’t just buying airtime — they’re earning a seat at the table in conversations that matter. And when that connection is built naturally and intentionally, it becomes more than advertising. It’s impact. It’s community. It’s a meaningful place in culture, not just a passing presence in it.

”

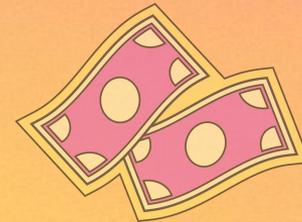
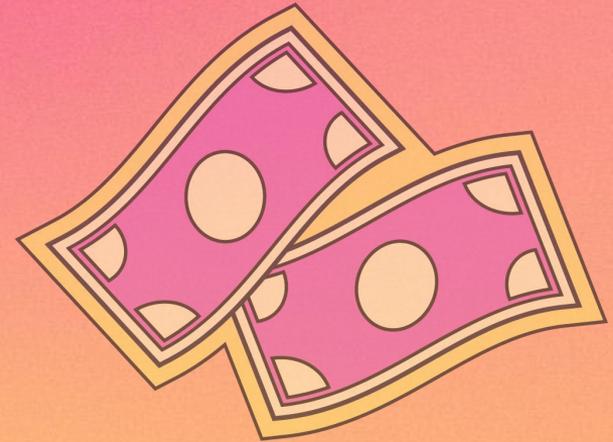
Michelle Fernandez,
Director, Creative Partnerships & Strategy,
Acast Creative Studios

Influence only matters when it delivers results. Podcasting's unique environment of trust and attention turns cultural connection into measurable brand impact.

Listeners don't just hear ads, they lean into them, with higher ad consumption than other media, and low saturation that keeps attention high.

That means podcast impressions work harder. It takes fewer exposures for someone to seriously consider a brand, because the message arrives in a context of trust and focus.

In a tough financial climate, this matters more than ever. Every media dollar needs to earn its place, and podcast advertising consistently delivers measurable ROI. For brands, genuine influence isn't just cultural capital, it's commercial impact.

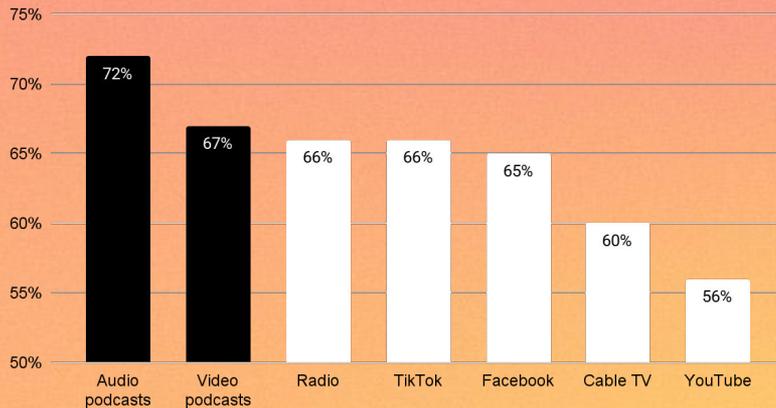


Low levels of ad saturation keeps engagement high



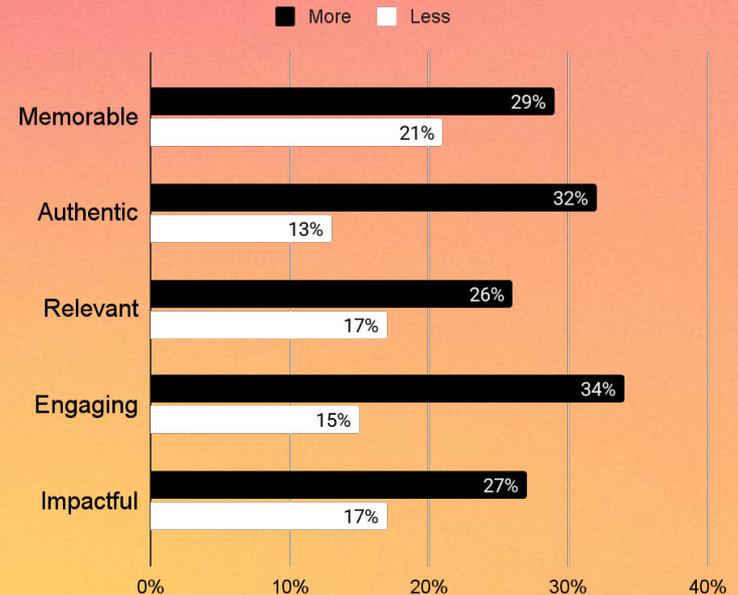
For advertisements they actually want to hear

Ads on ____ feel light or moderate:



Don't sleep on audio formats

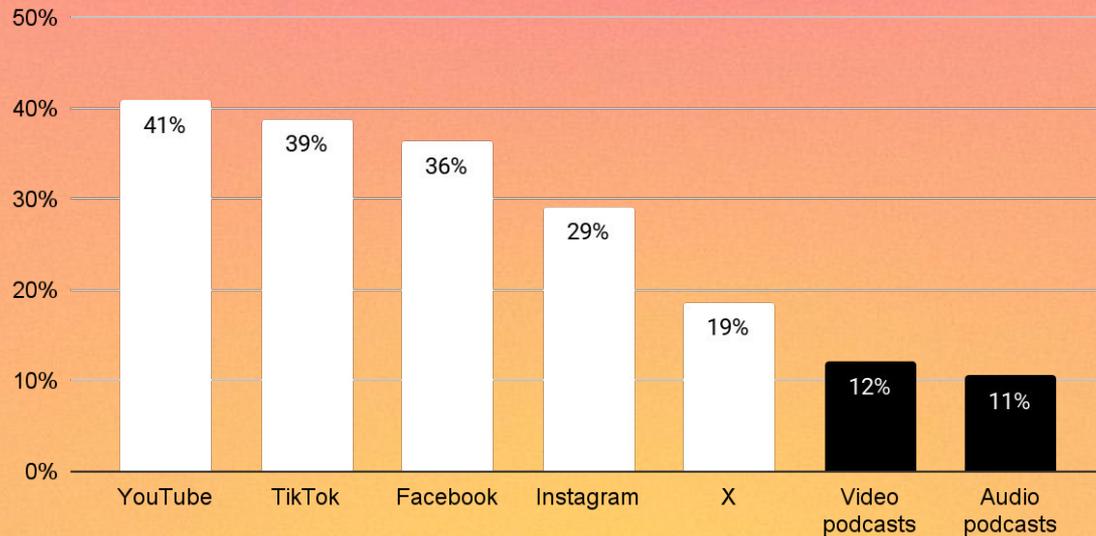
Compared with ads you notice on other platforms, podcast ads are...



Low risk,

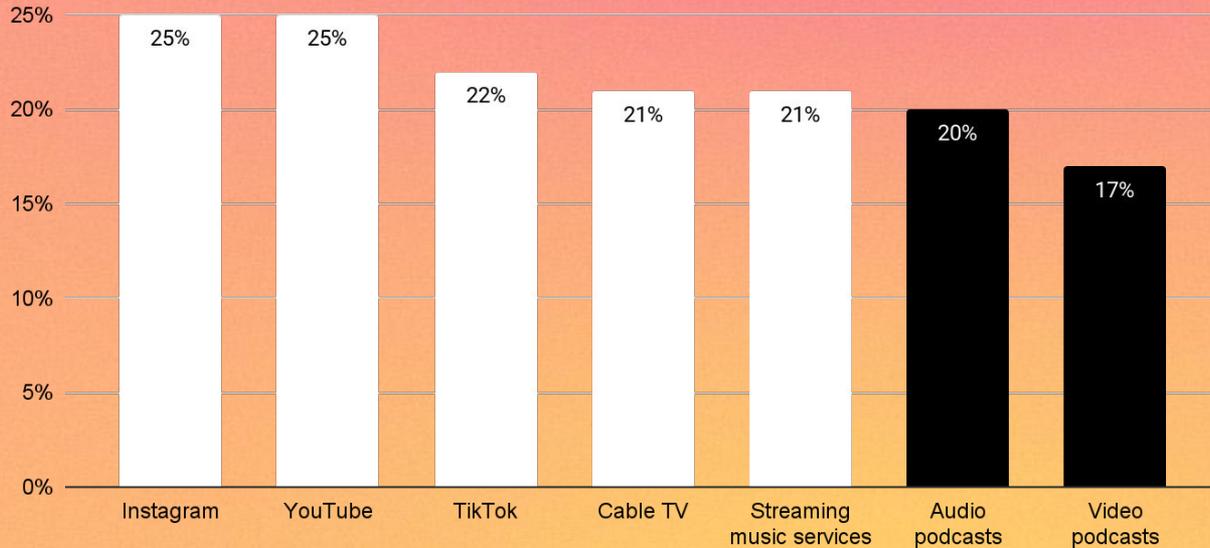
high reward for brands

On which of the following types of media do you see or hear content that occasionally offends or aggravates you?



Podcast impressions work **harder**

Need over 5 ad exposures to consider a brand advertising on...



Key **takeaways**

- 1 **Podcasts are sought, not served.** This is a media habit that has high attention and trust.
- 2 **Podcasters are not influencers, they are influential.** Podcasters build deeper connections than social media creators, and 97% of podcast consumers in Singapore say a podcast has changed their mind.
- 3 **Most Singapore podcast consumers both listen & watch.** Don't think of podcasts as just video or just audio – it is transcending a single format.
- 4 **True fandom:** We love to see – and engage – with our favorite podcast everywhere.
- 5 **Your ad dollars go further with podcasts.** Resonance means results.

Methodology

This report was built from a quantitative survey via Attest that was conducted in November 2025 with consumers in Singapore. Demographics of the consumers are as follows:

- Age
 - 18-24 - 23%
 - 25-34 - 30%
 - 35-44 - 25%
 - 45-54 - 20%
- Gender
 - Male - 50%
 - Female - 50%

Sample size = 250 Singapore consumers.

Acast

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