The Power of Podcast

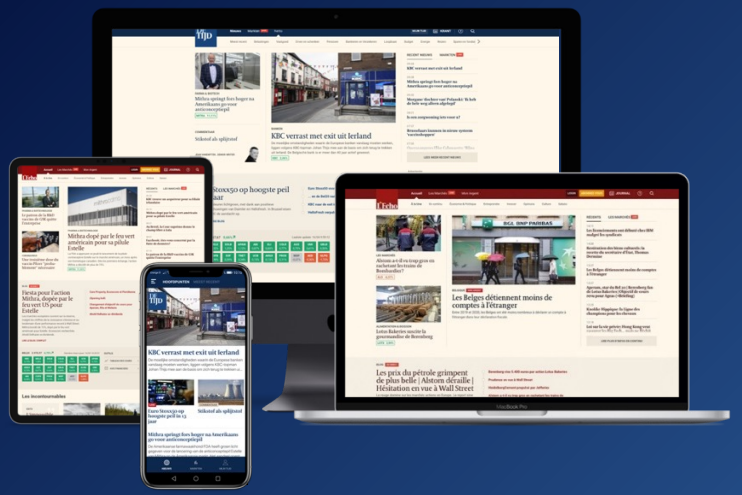
L'Echo DE TIJD Trust media. beyond advertising

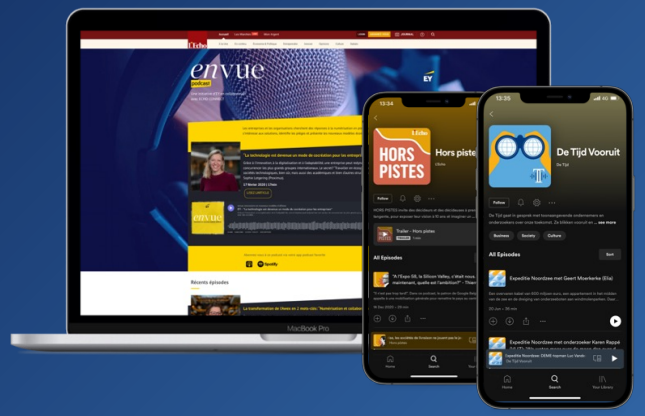
Mediafin is know for its economical newspapers and magazines, targeting an affluent audience.
As of January, 26th of 2022 we also started to publish editorial podcasts.

print

digital

audio





we

- registered over
  7 million downloads
- created
  2 Daily's **6** Weekly's **14** Series
- Approximately
  27K Downloads per day and growing

Unfortunately, there was no local, national Belgian study on podcast usage

So we decided to create our own…

We studied...

The profile/attitude of the (B2B) Belgian podcast listener

Their perception of (native) advertising

in podcasts

Ipsos Trust media. beyond advertising

University of Antwerp Trust media. beyond advertising

Profile of the (B2B) Podcast Listener

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Methodology

SAMPLE DESCRIPTION

Belgian general population; aged 18-70

DATA COLLECTION METHOD

Online interviews

SAMPLE SIZE

- Main sample: n = **1500**
- Boost sample 'affluents': n = 125

AVG. INTERVIEW DURATION

15 minutes

QUOTA

Quotas applied on

- Age
- Gender
- Region
- Social Class
- Education (Check Market sample only)

FIELDWORK PERIOD

11/01/2022 – 26/01/2022

Did you listen to podcasts in the past month? (2022)

Average % Belgian population

29%

Affluent segment

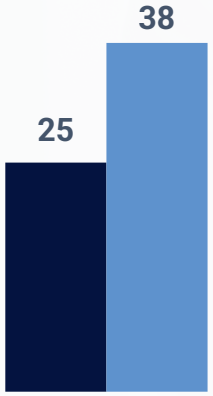
46%

- **Stay tuned for an update in the spring of 2023… We expect a major uptake in listening**

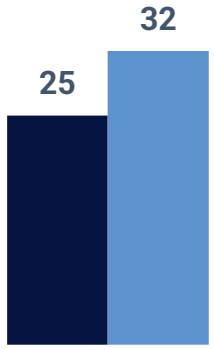
Base: Total sample – General public (n=1500) – Mediafin sample (n=754)
Question: Q1. Have you listened to audio podcasts in the past month

Tell me why?
Motivation for listening to podcasts

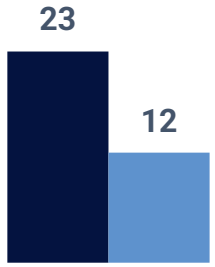
To learn something



To inform / keep me informed



Purely for relaxation / entertainment

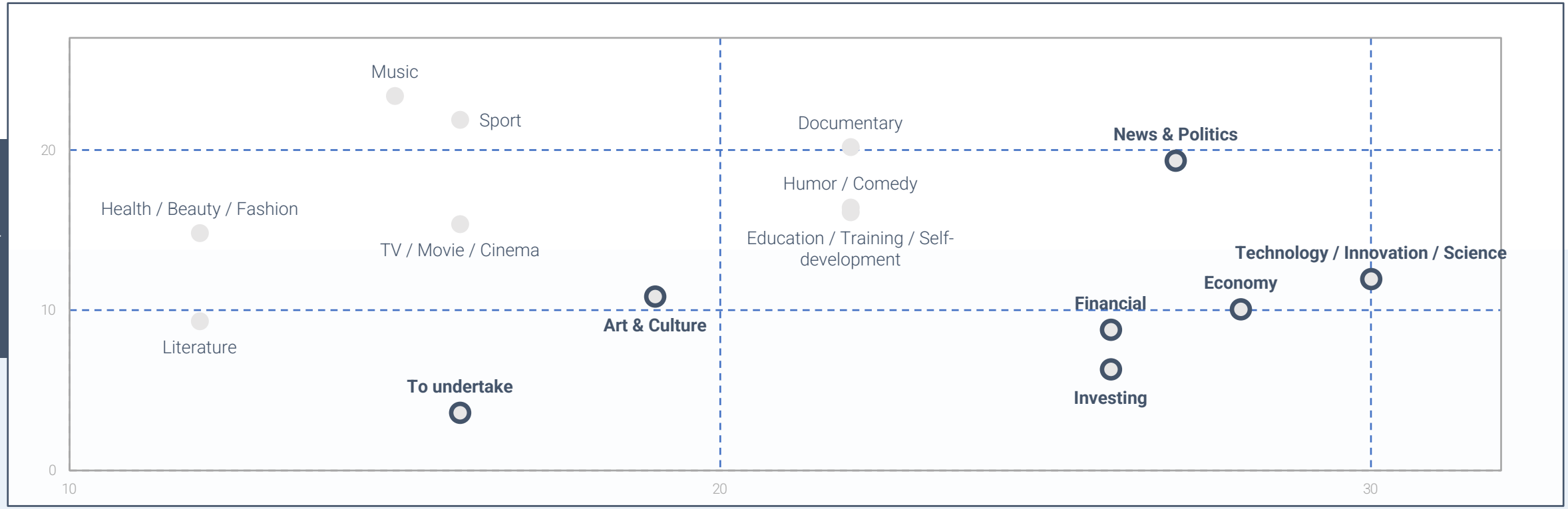


General public | DT | LE audience

- Base: general public= Audio podcast listeners (n= 421), De Tijd | L'Echo audience= audio podcast listeners (n= 433)
  Question: Q10. What is / would be the main reason for you to listen to audio podcast(s)?

The Belgian podcast listener also has a different content preference than our affluent audience.

The top 3 content categories for the general public are ‘music’,’sports’ and ‘documentary’. For our affluent audience this is ‘Technology/innovation/Science’ and ‘Economy)



B2B audience **significantly higher** than general public

Base: general public= Audio podcast listeners (n= 421), B2B audience= audio podcast listeners (n= 433)
Question: Q16. Which audio podcast categories/themes have you been listening to in the past few months?

Podcast are considered to be highly credible sources for news and information and are comparable to Radio, print and TV

Base: Audio podcast listeners – general public (n=421)
Credibility of podcast news and information compared to other media
Question: Q22. How do you evaluate each of the following media in terms of credibility of their news and information offerings?

The perception of (native) advertising in podcasts

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The effect of five different factors on listeners' attitude and behaviour towards podcast advertising in De Tijd and L'Echo podcasts

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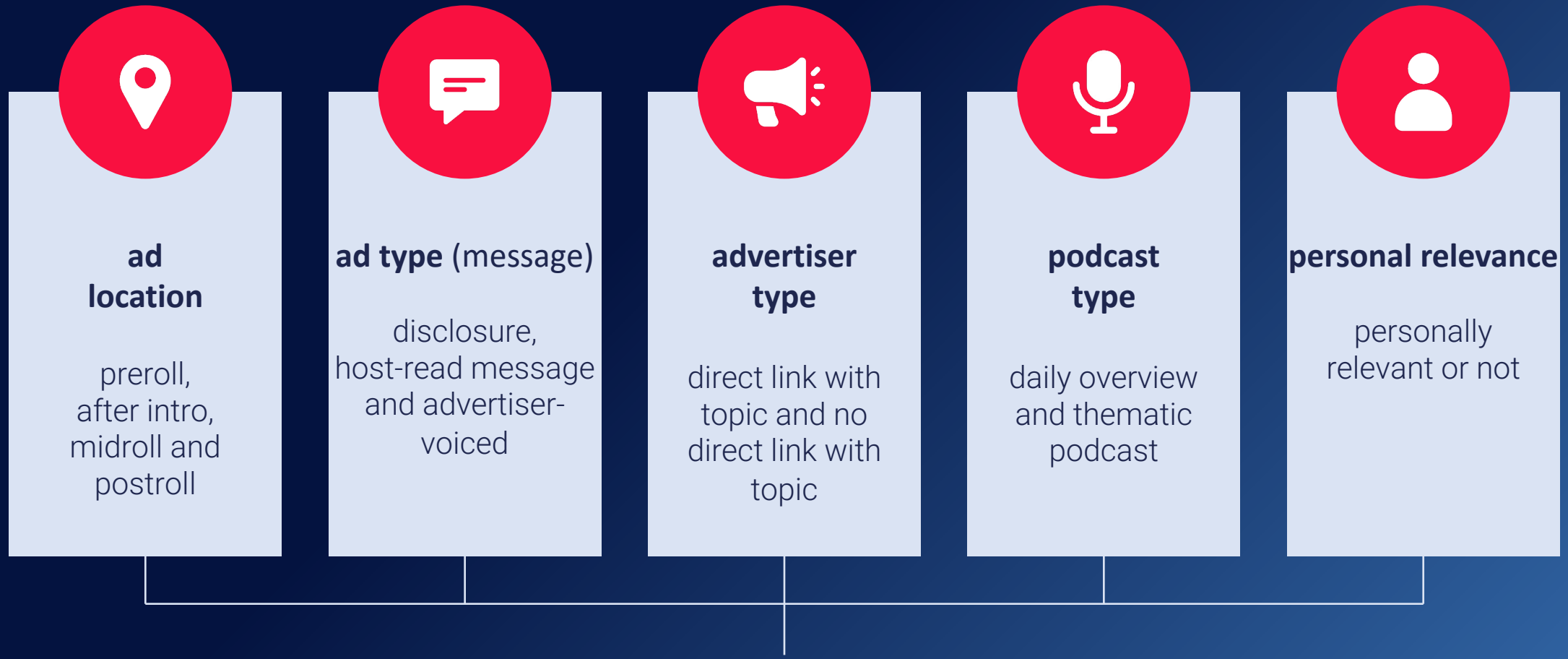
Several factors can influence the perception of the audience



Do they recognize and remember the ad? How do they behave towards the ad?
How do they feel about the brand and the ad?

How did we test this?

1

experiment
in an online survey

16

manipulated audio snippets per medium

(L'Echo and De Tijd)

2

exposures
per respondent
n= 1109

survey of items connected to verified scales

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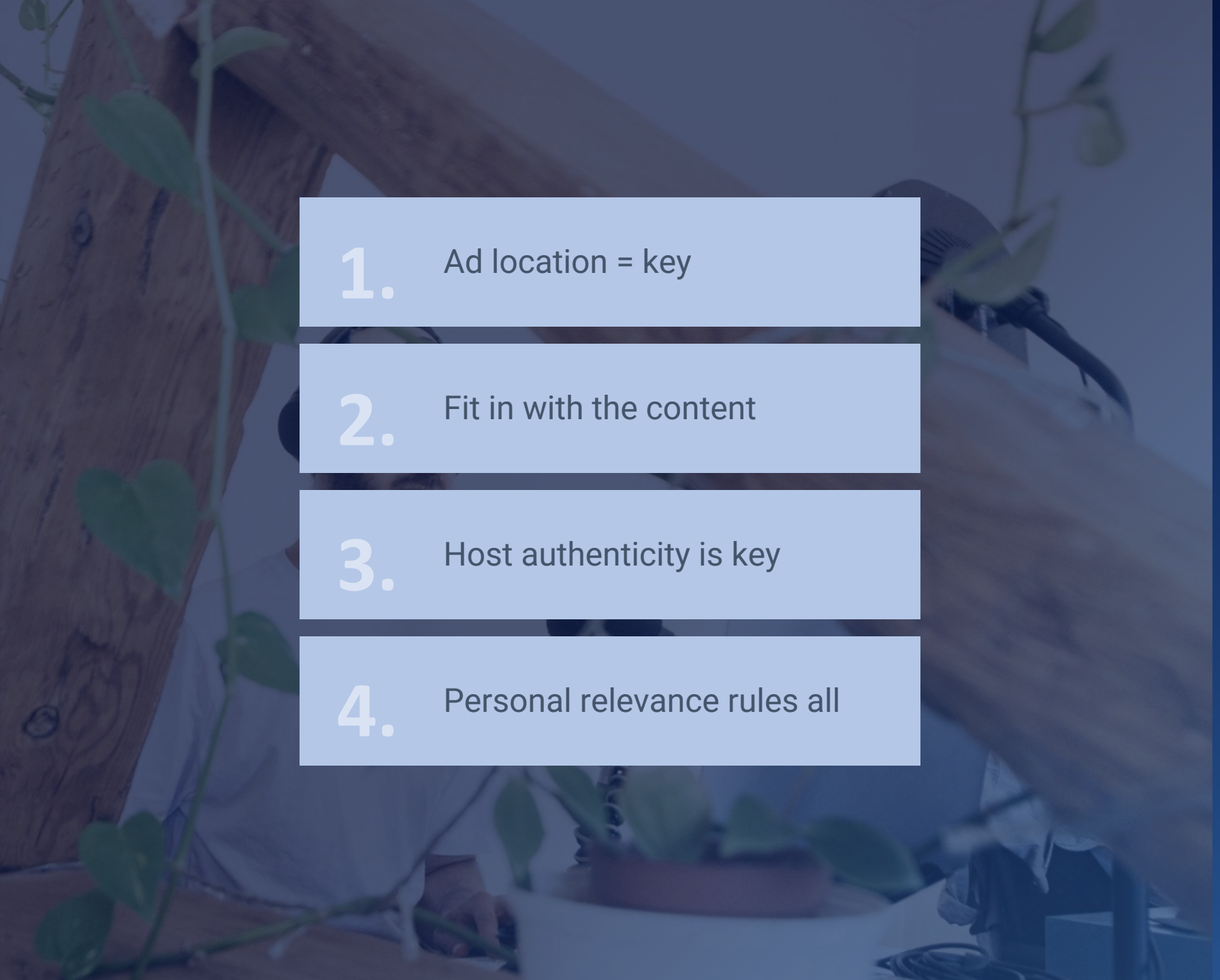

1. Ad location = key
2. Fit in with the content
3. Host authenticity is key
4. Personal relevance rules all

Key take-aways

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One influencing factor: **ad location**

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The combination of both studies give us guidelines to improve our own editioral and native podcasts

An update of the data will be available in June 2023

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