



Reach the Unreachables

At Acast, we believe in using technology, data and metrics to elevate audio distribution, discovery and commercialization, for all.

Who are the Unreachables?

Choosy, on-demand media connoisseurs who know when they are being sold to — and are more likely to seek ways to avoid it. Podcast consumers tend to:

 Pay for premium services that avoid ads **(90%)**

 Cut the cord on cable TV **(69%)**

 Use ad blockers **(28%)**

Why should we care about the Unreachables?

43% of new listeners cite entertainment as the reason they listen to podcasts.



A quarter of those surveyed say they are listening to more podcasts than a year ago.

How can we reach the Unreachables?

The Unreachables don't hate advertising in principle, but they do hate disruption — and they hate feeling like they have no control.

Meet them where they are already most engaged:



50% of Millennials listen to podcasts regularly.



Monthly podcast listeners are more engaged with other media than the general population.



Audiobook engagement among podcast listeners almost doubled to 64% listening in the past 6 months, suggesting they may attract a similar audience.

Speak to them as they want to be spoken to:

- Advertising creative and tone should fit a particular podcast's tone.
- Remember that **"just listening"** and relaxing are the top reasons why listeners choose podcasts.
- Listeners love podcasts because they teach them something new and allow them to indulge in their passions and interests, more so than radio and streaming music.