

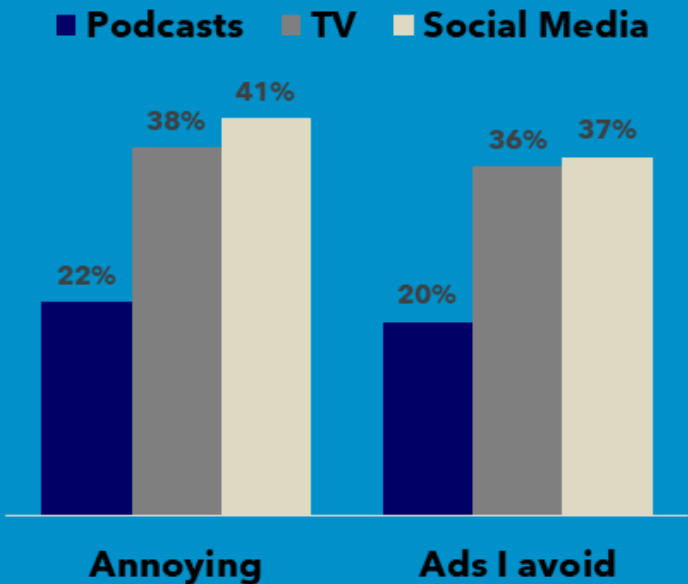
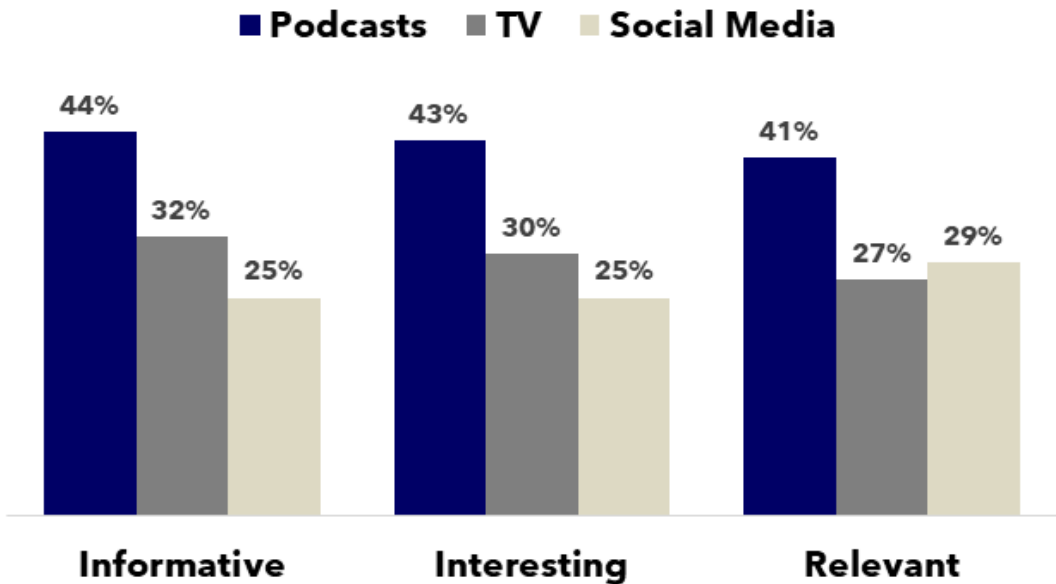
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PODCAST LISTENERS ARE RECEPTIVE TO ADS

Podcast ads are more informative, interesting, relevant and trustworthy.



Podcasts performed extremely well vs. other media on virtually all attributes.



Source: The Podcast Consumer Journey from SXM Media, 2022
Base: 1,500 monthly podcast listeners aged 18+ in the US

