

The Infinite Dial: The Podcast Audience Revealed II

The Arbitron/Edison Internet and Multimedia Study 2007

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Edison Media Research

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The Arbitron/Edison Media Research Internet and Multimedia Study, 2007

- 1,855 Telephone Interviews were conducted in January 2007
- National Random Sample
- Fall 2006 Arbitron Diarykeepers
- Supplemental Random Digit Dial to cover certain geographies where diaries were not available.





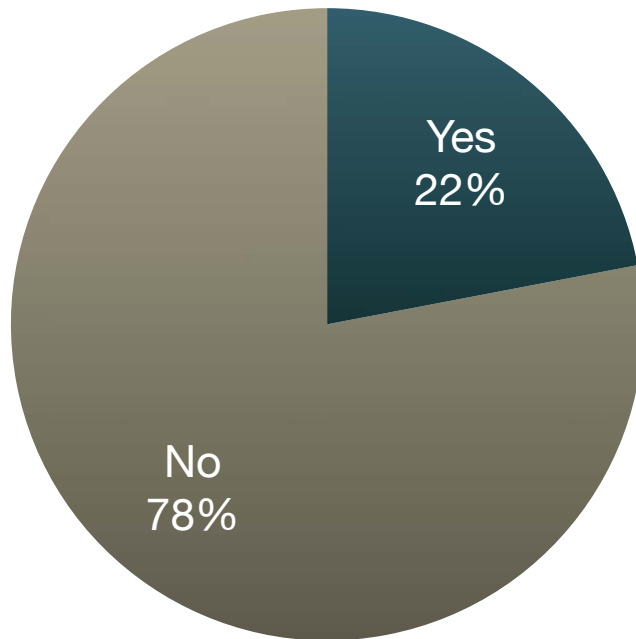
Podcast Consumption Metrics



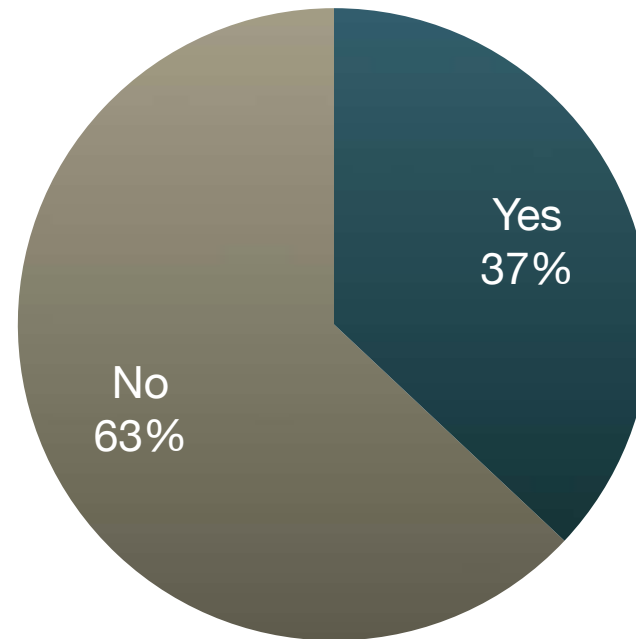
Almost Two in Five Have Heard of Podcasting

% Who Have Ever Heard of Podcasting

2006



2007



Base: Total Population 12+



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Podcasting, Defined

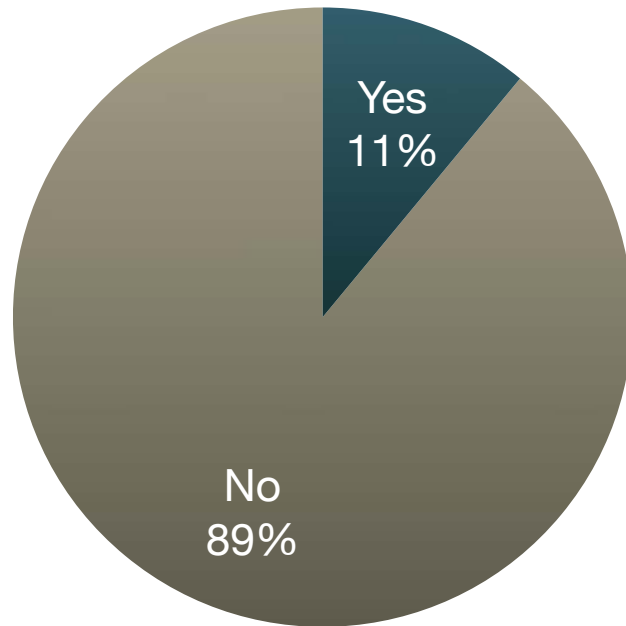
- Podcasting is the concept of downloading various types of longer-form online audio programs, in the form of digital files you can listen to at any time you choose.
- Podcasting does NOT refer to the downloading of individual MP3s or songs.
- Podcasting *does* refer to the download of program-oriented online audio (such as a talk show or a hosted music program), usually as an automatic download that can be listened to at the user's convenience.



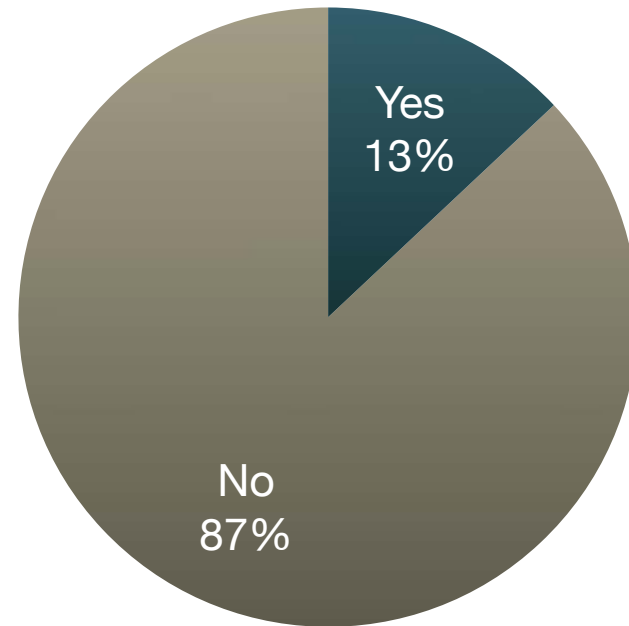
Audio Podcast Listening Shows Slight Growth

% Who Have Listened to a Podcast as Defined

2006



2007



Base: Total Population 12+

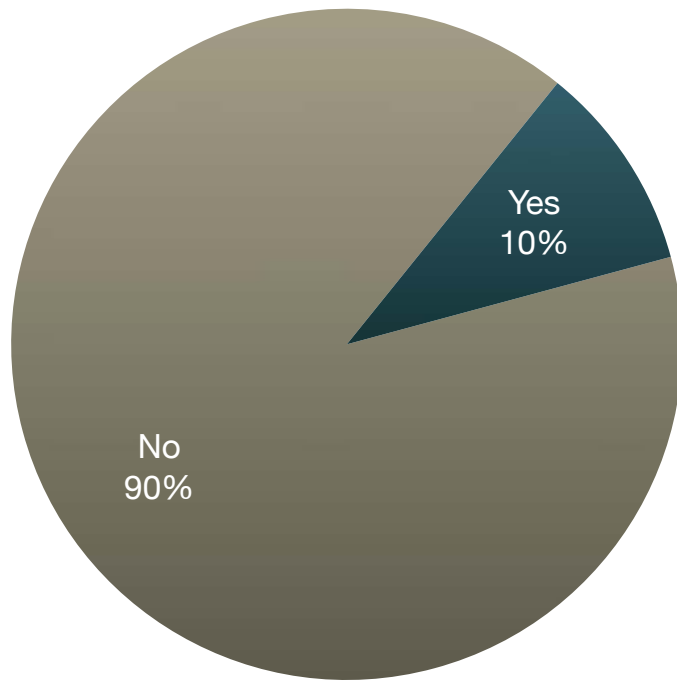


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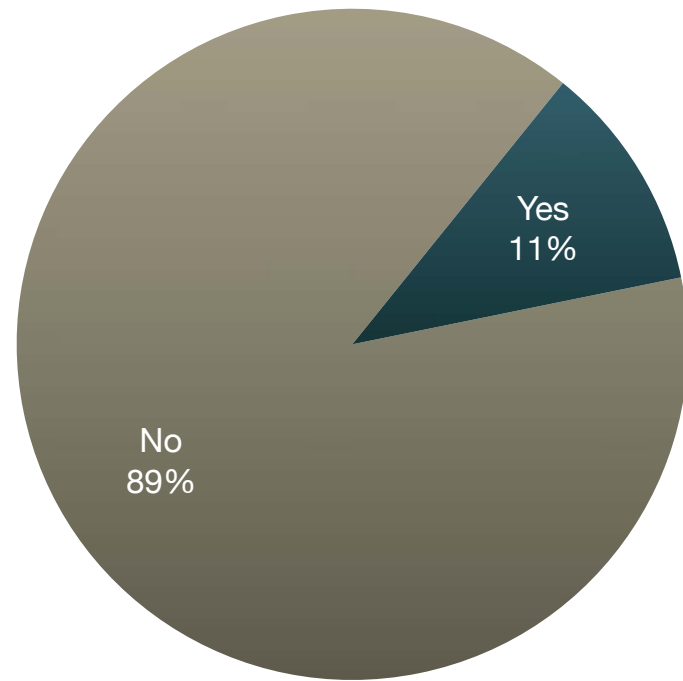
Video Podcast Growth Stalls

% Who Have Ever Watched a Video Podcast

2006



2007



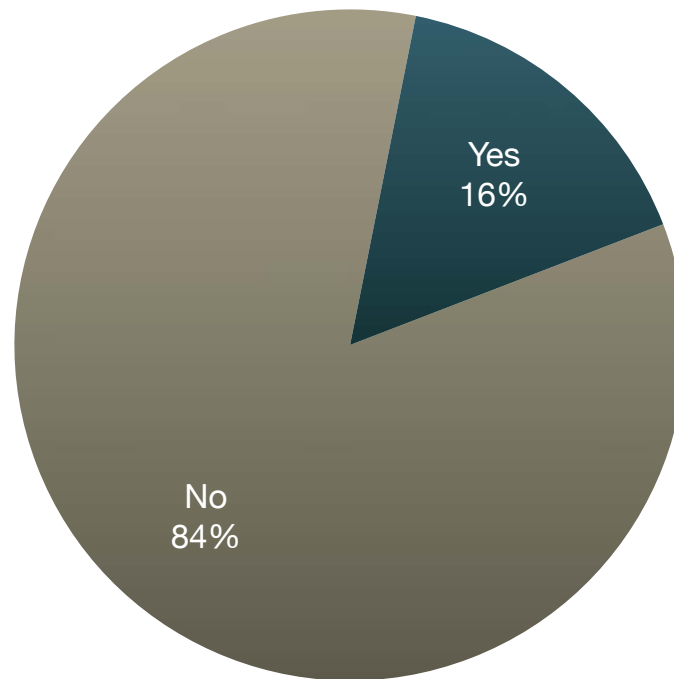
Base: Total Population 12+



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Over 15% Have Listened to or Watched a Podcast

% Who Have Ever Listened/Watched an Audio/Video Podcast



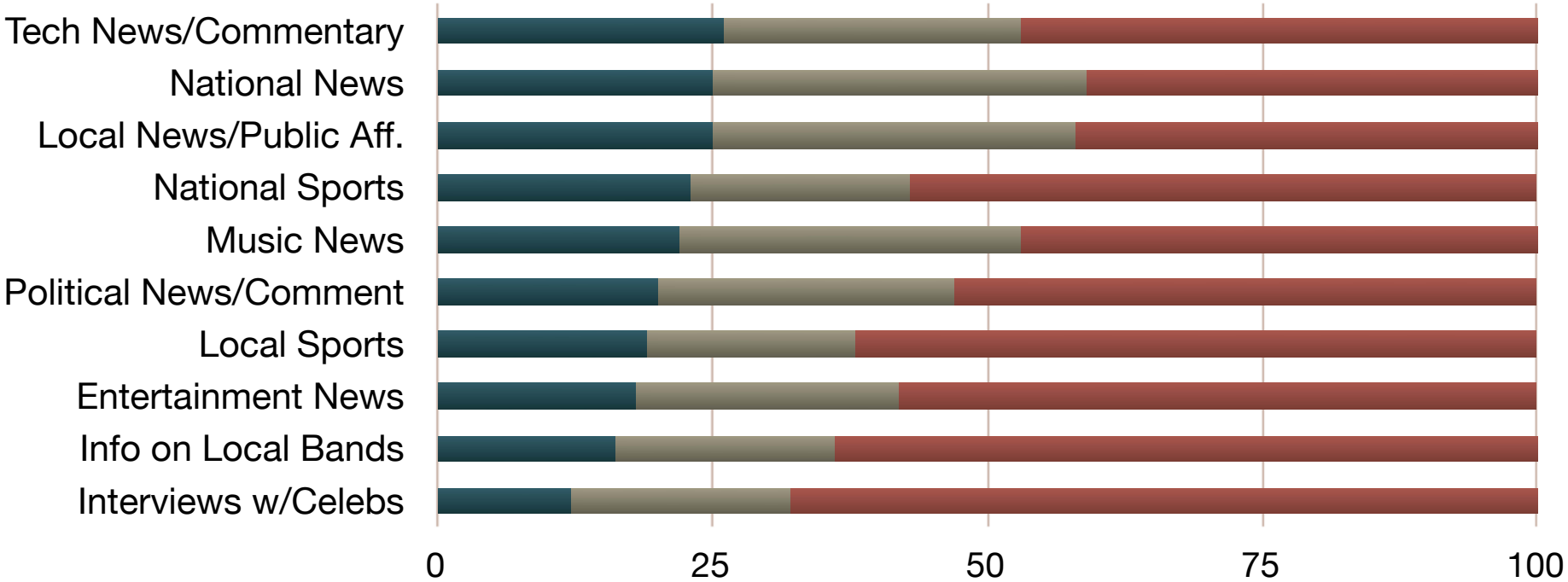
Base: Total Population 12+



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Podcast Consumers Seek National/Local News

Very Interested
 Somewhat Interested
 Not at all Interested



Base: Have Ever Listened to/Watched an Audio/Video Podcast



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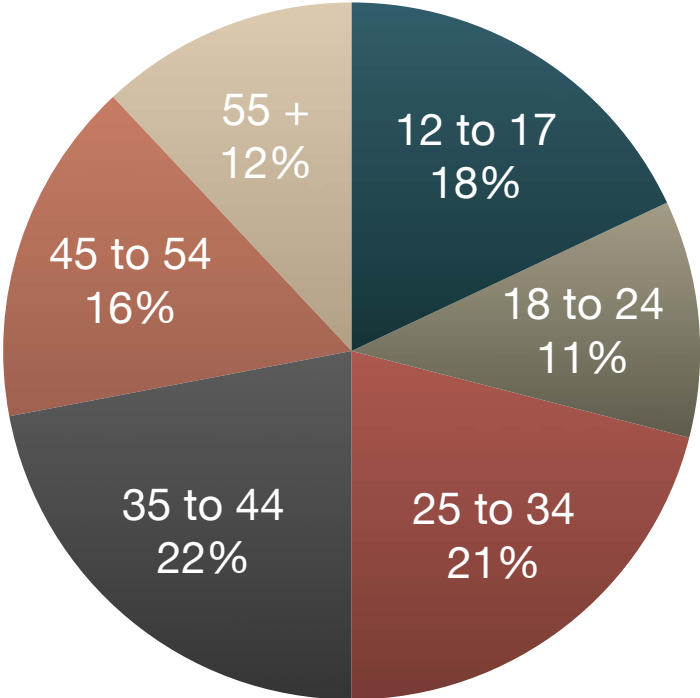


The Podcast Consumer

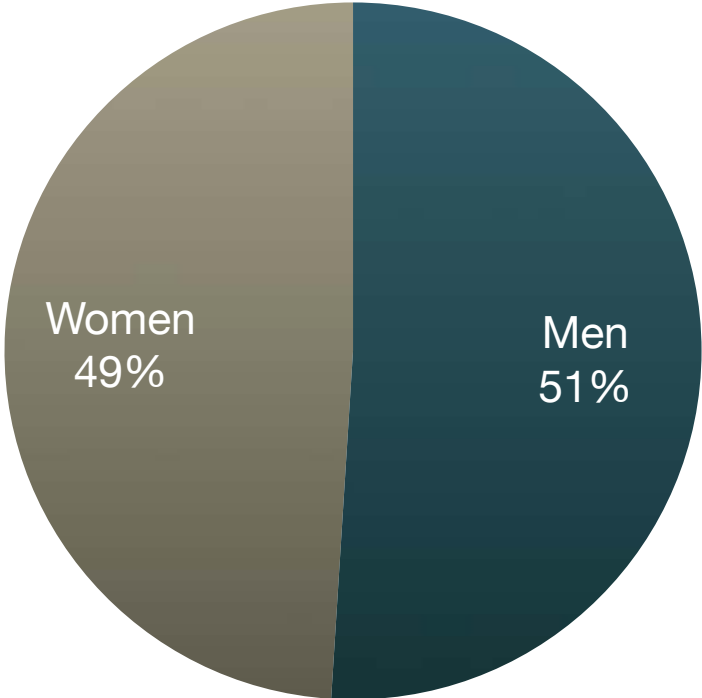


Demographics of the Podcast Consumer

Age



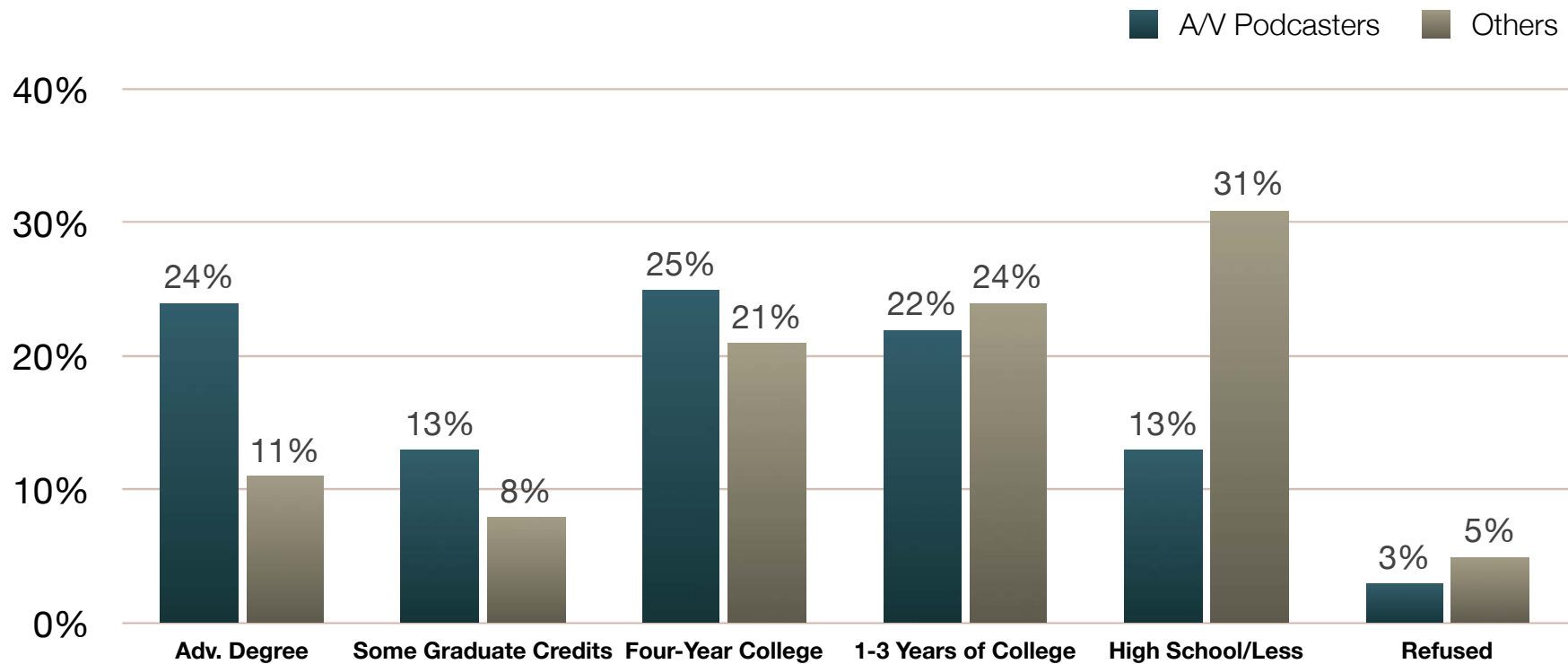
Sex



Base: Have Ever Listened to/Watched an Audio/Video Podcast



Podcasters are Well-Educated



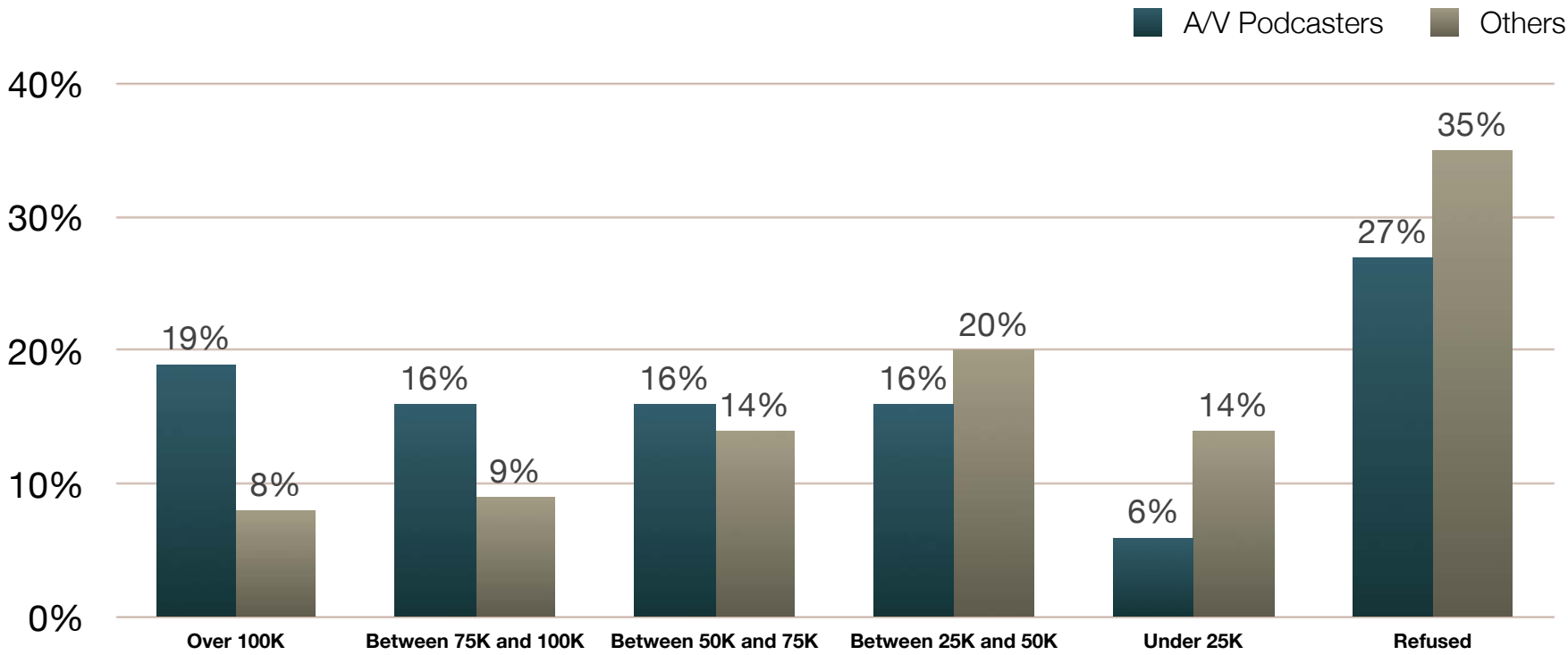
Base: Total Population 12+



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Podcasters More Likely to Live in Higher Income Households

Annual Reported Household Income



Base: Total Population 12+



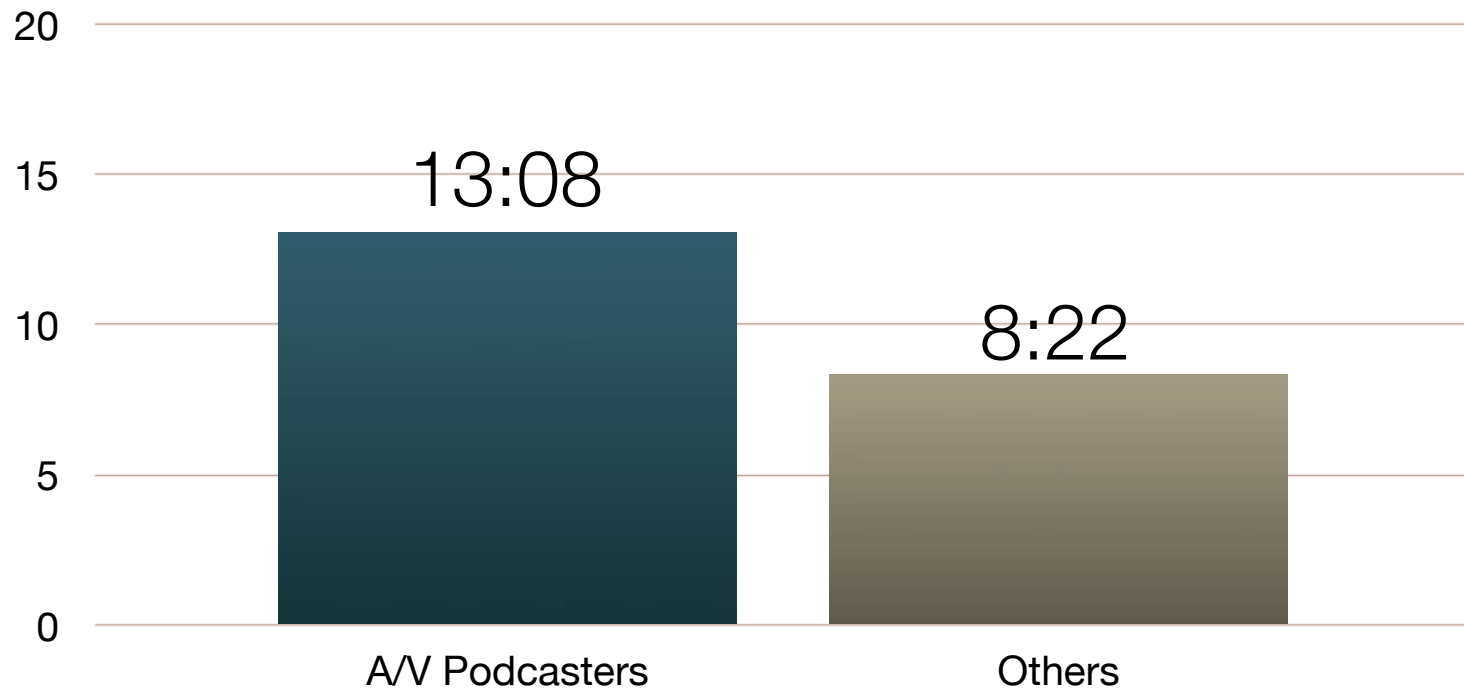


Media Consumption



Podcasters Spend Much More Time on the Internet Each Week

Hours Spent Online in the Past Week (Hours:Minutes)



Base: Access the Internet from any Location

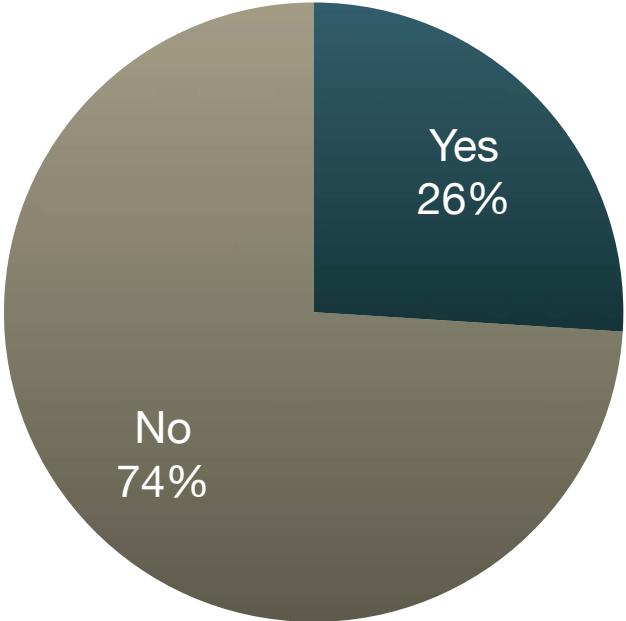


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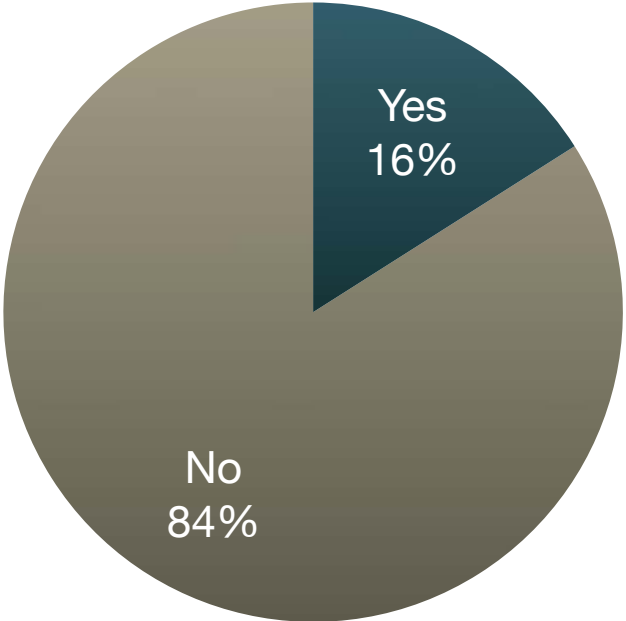
Podcast Consumers Using Social Networks

% Who Have A Profile on...

MySpace



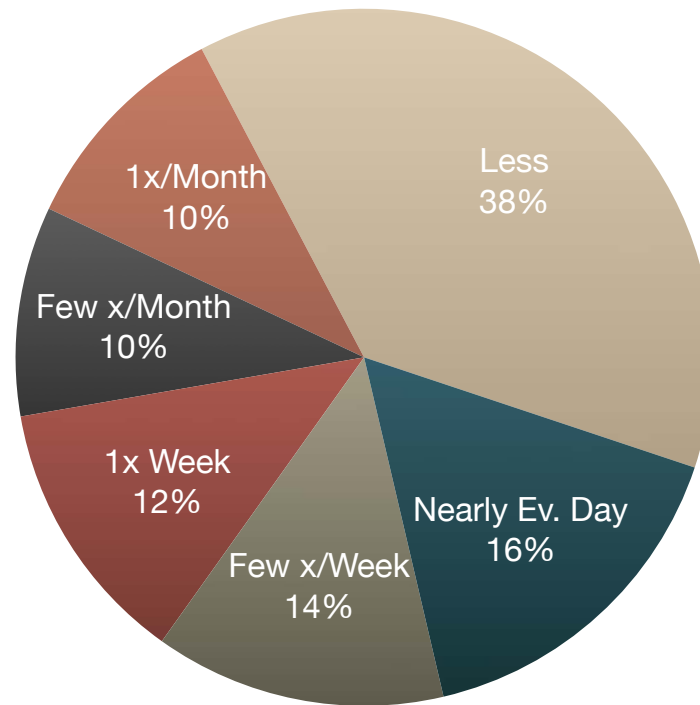
Other Social Networking Sites



Base: Have Ever Listened to/Watched an Audio/Video Podcast



Most Podcast Consumers Read Blogs...



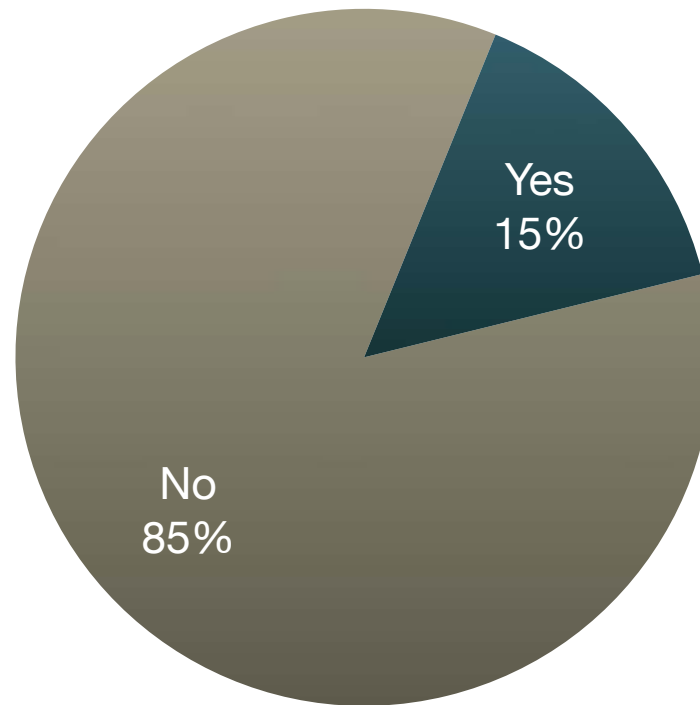
*Base: Have Ever Listened to/Watched an Audio/
Video Podcast AND familiar with Blogs*



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...but Few Contribute

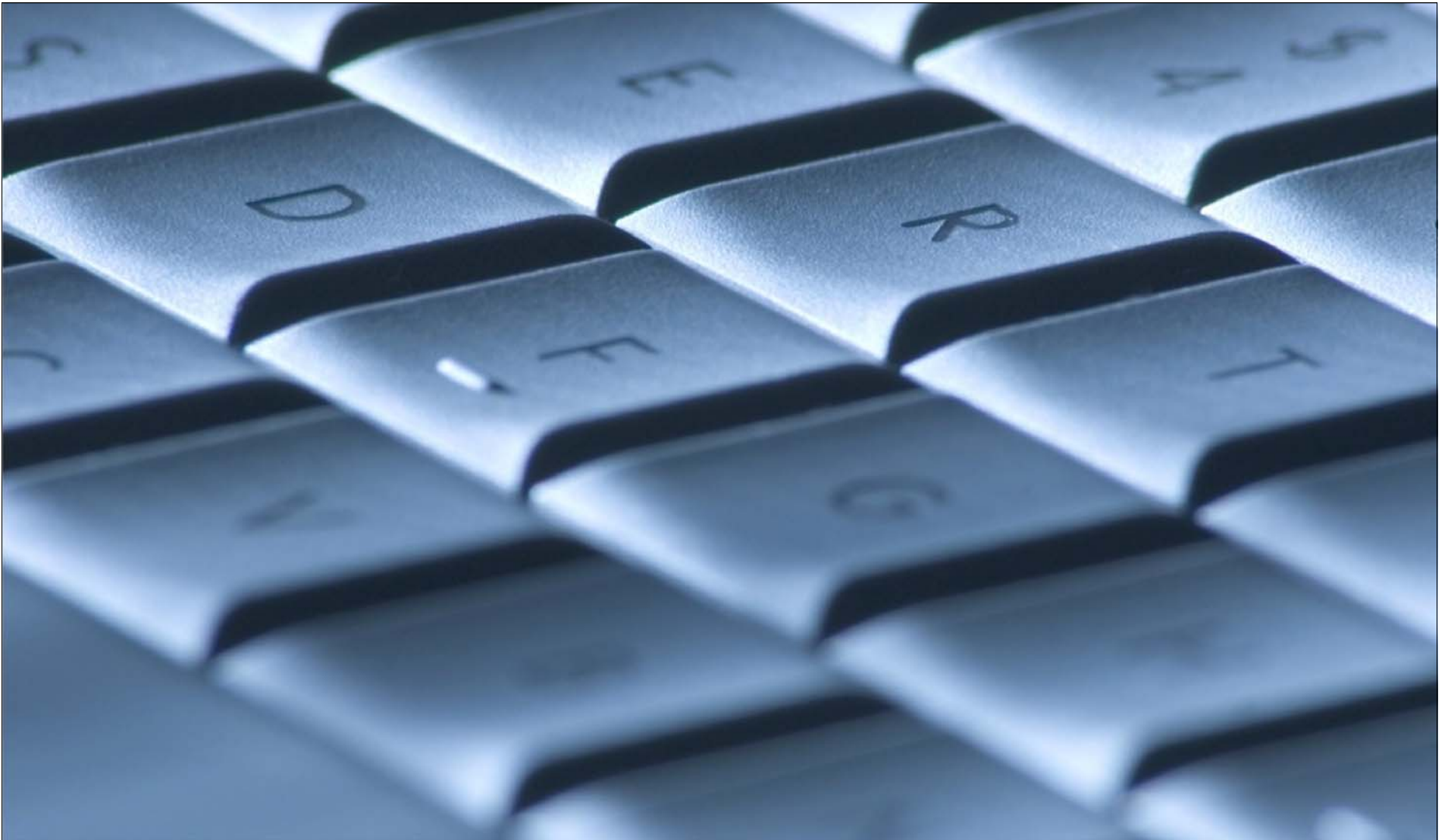
Do you currently contribute to any blogs on a regular basis?



*Base: Have Ever Listened to/Watched an Audio/
Video Podcast AND familiar with Blogs*



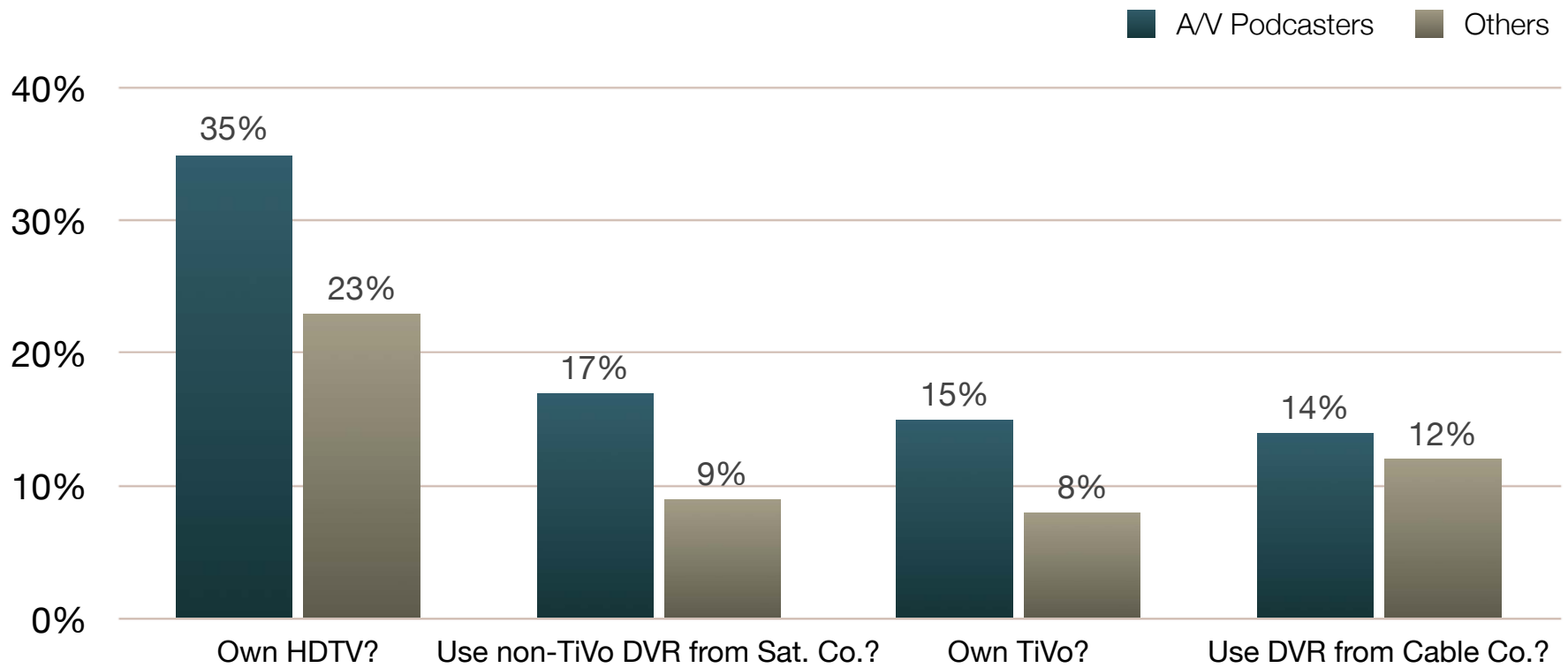
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Purchasing Behavior



Podcasters More Likely to Own DVR's, HDTV...

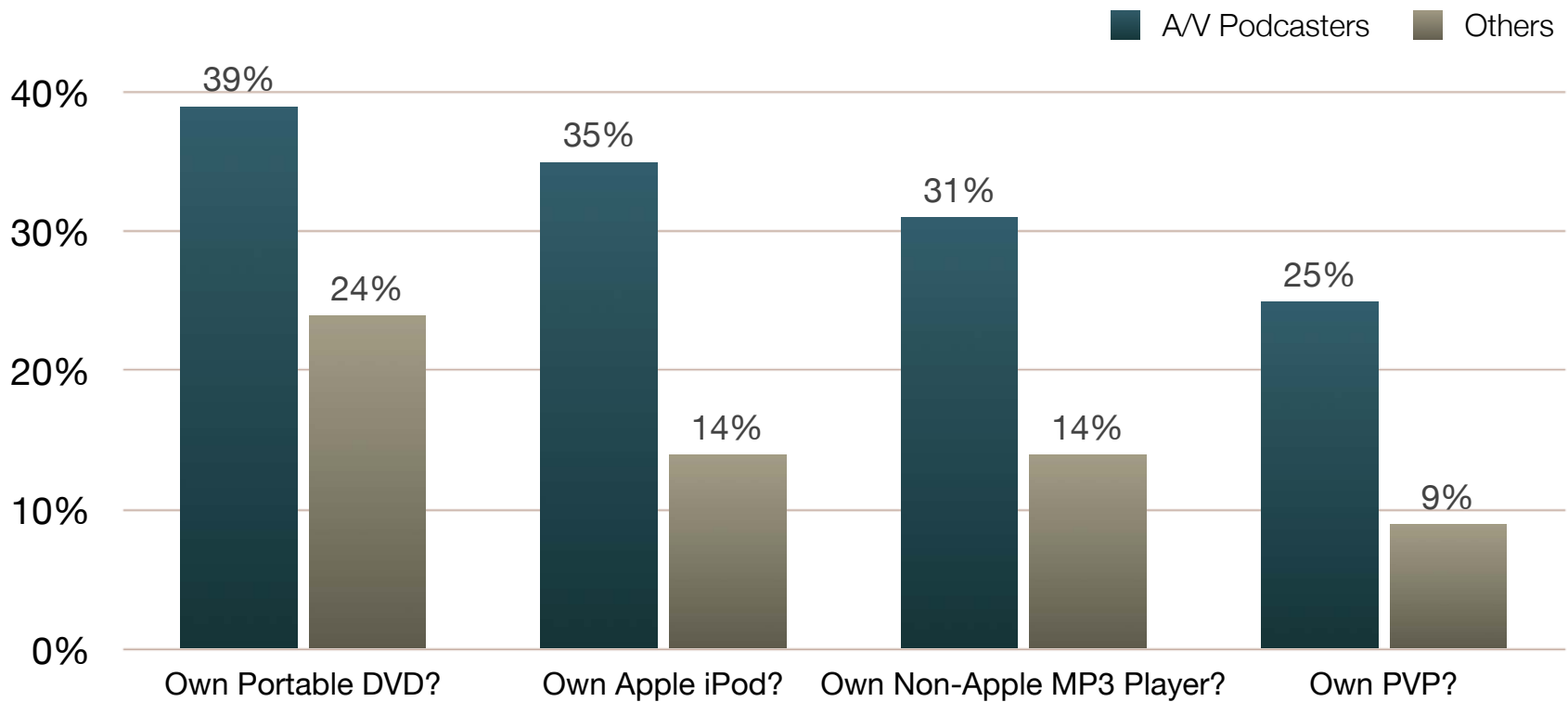


Base: Total Population 12+



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...and, of course, iPods and other portable media players



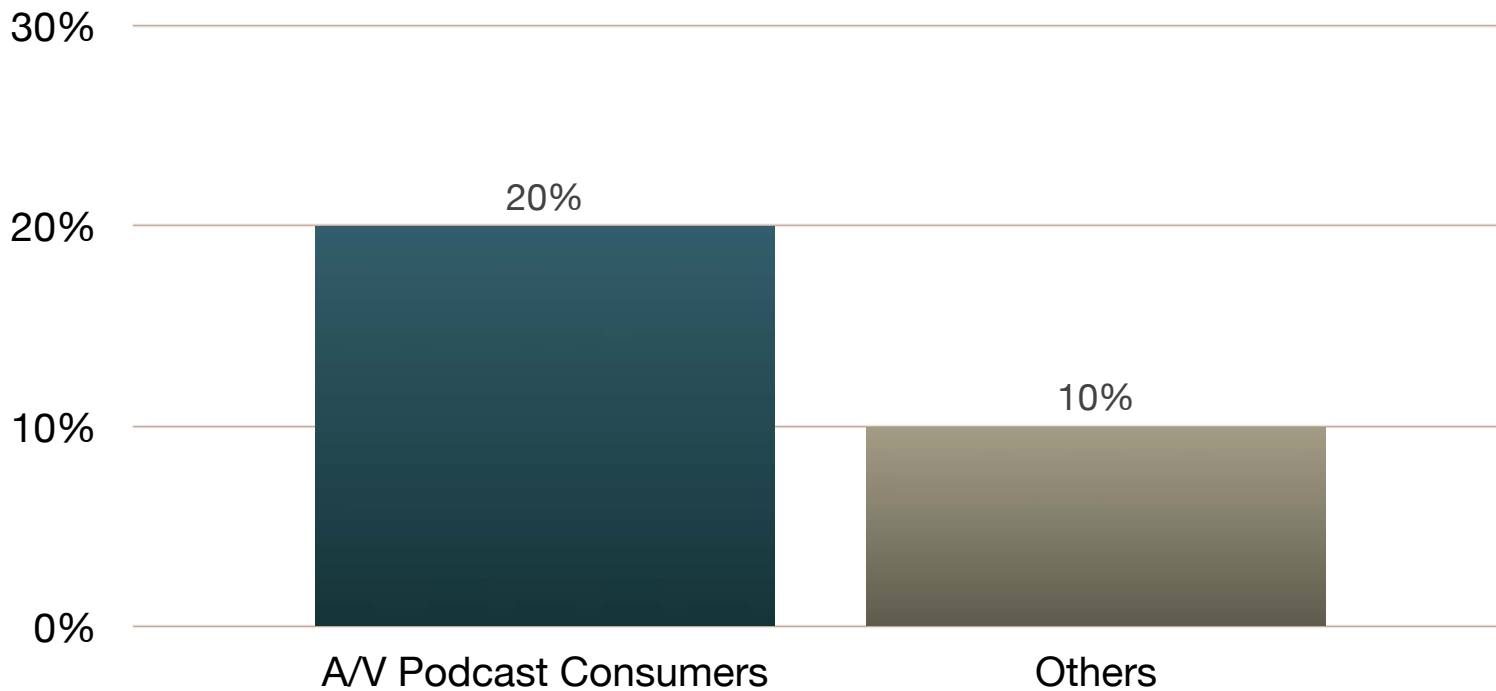
Base: Total Population 12+



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Podcast Consumers Twice As Likely To Use Subscription DVD Rental Services

% Subscribing to Monthly DVD Rental Service Such As Those Offered By Blockbuster/Netflix



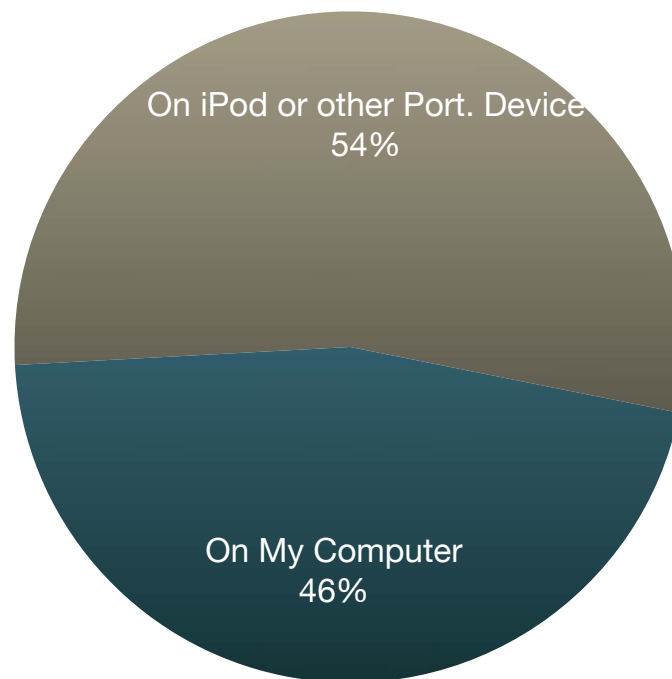
Base: Total Population 12+



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Nearly Half of Podcast Consumers Generally Watch/Listen to Digital Audio via Computer

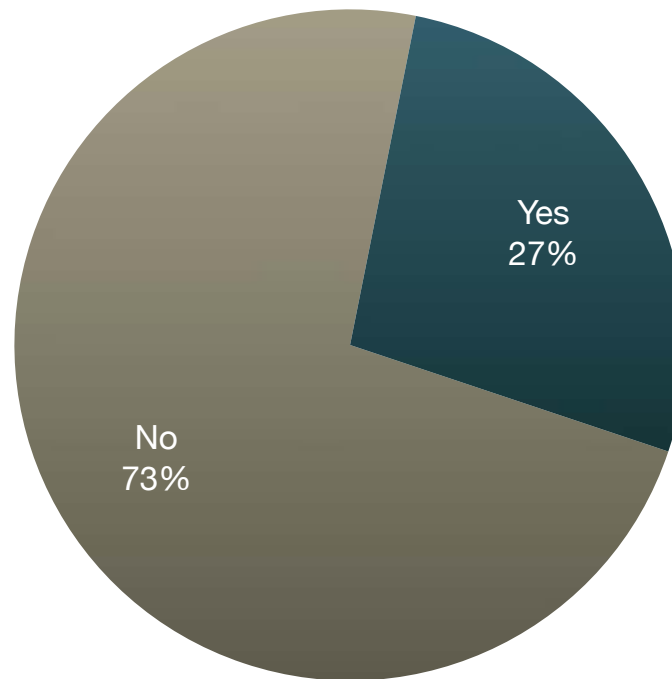
Where do you most often listen to MP3s or other Digital Audio you have purchased?



Base: Ever Listened to Audio Podcast & have purchased digital audio files online

Video Podcast Consumers Beginning to Use MP3 Players to View Video Content

% Who Have Used MP3 Player to Watch Video



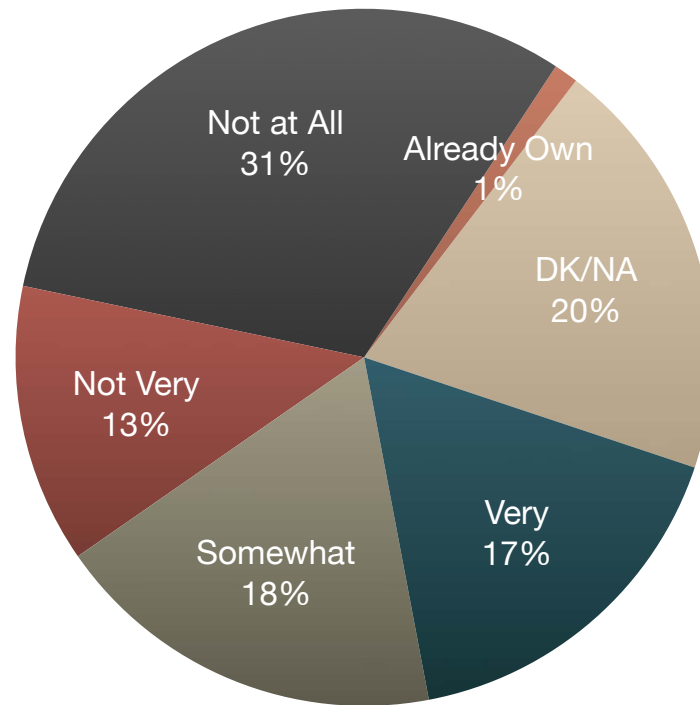
Base: Ever Watched Video Podcast & Own iPod or Other MP3 Player



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Podcast Consumers Welcome Device Convergence

How Interested Would You Be in Getting A New Cell Phone That Has A Radio Tuner?

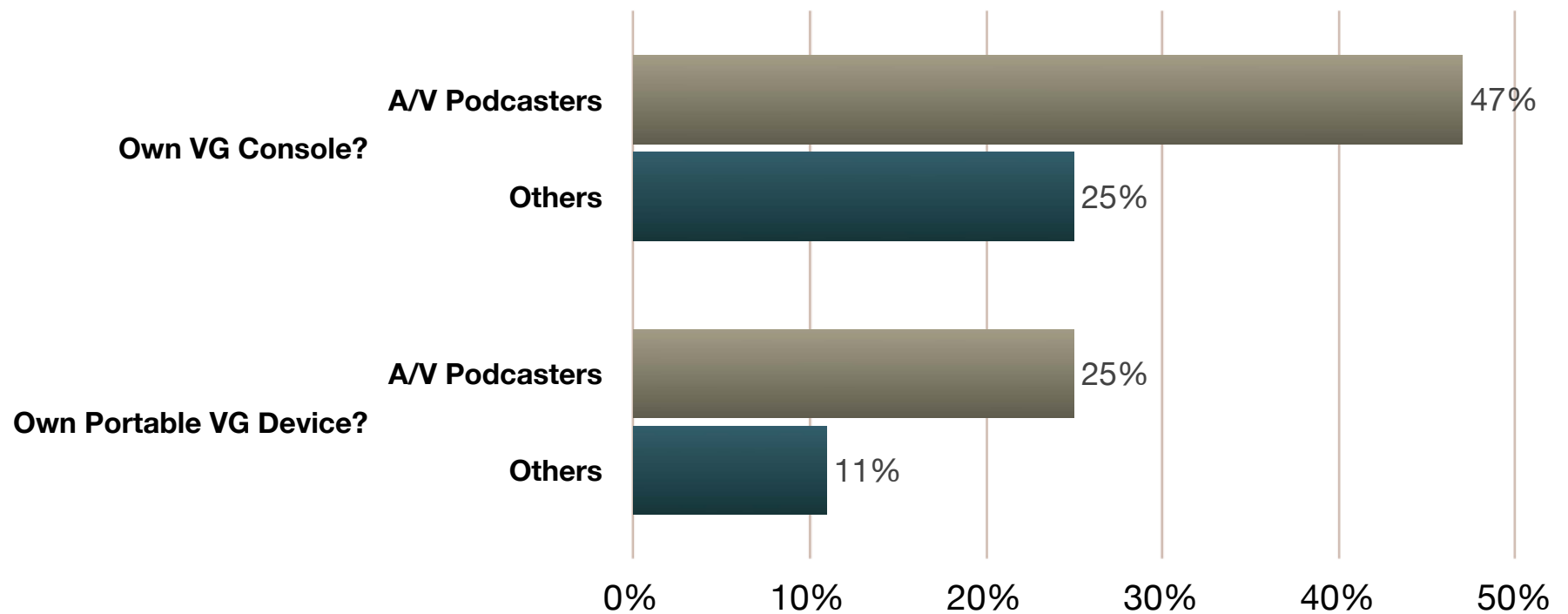


*Base: Have Ever Listened to/Watched an Audio/
Video Podcast*



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Podcast Consumers Twice as Likely to Own Videogame Systems



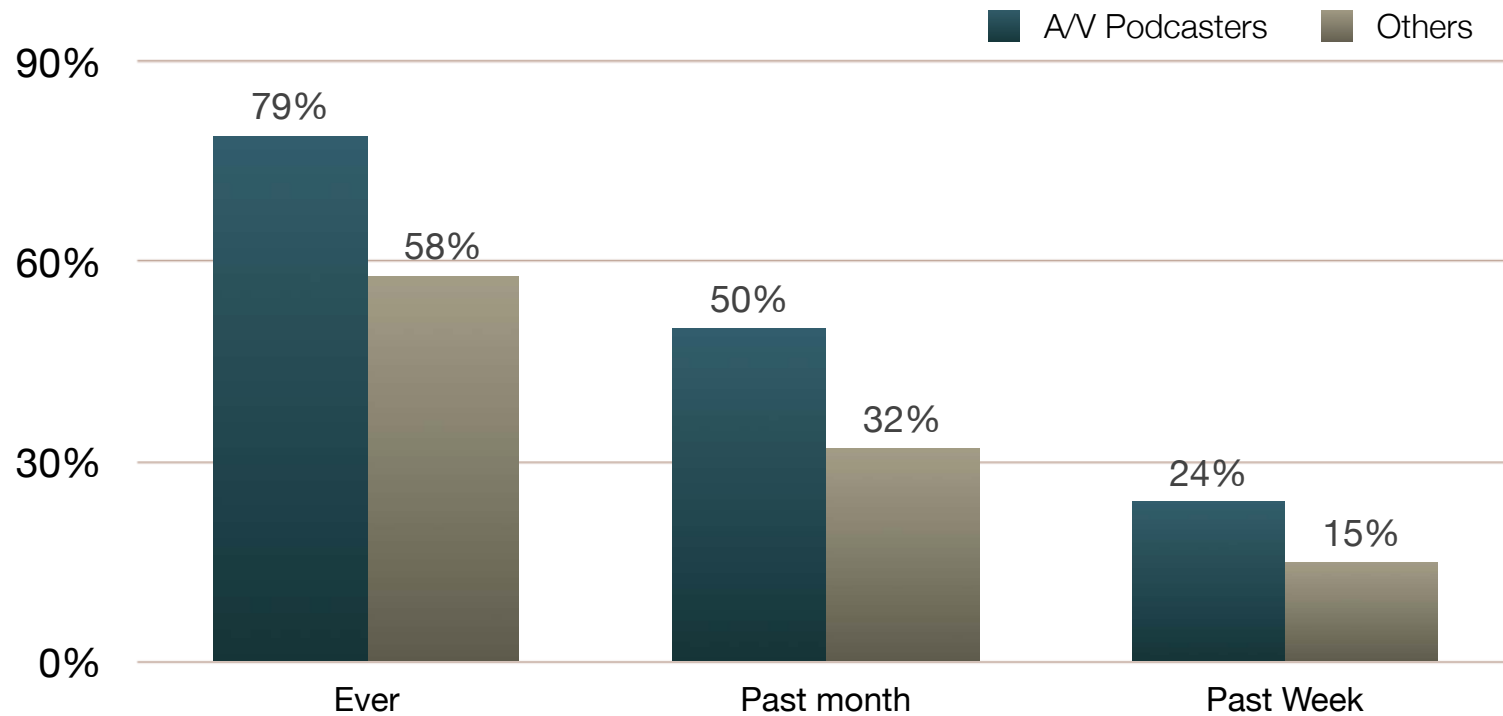
Base: Total Population 12+



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Consumers of Podcasts Are Also Active Online Consumers

% Having Made a Purchase Online...



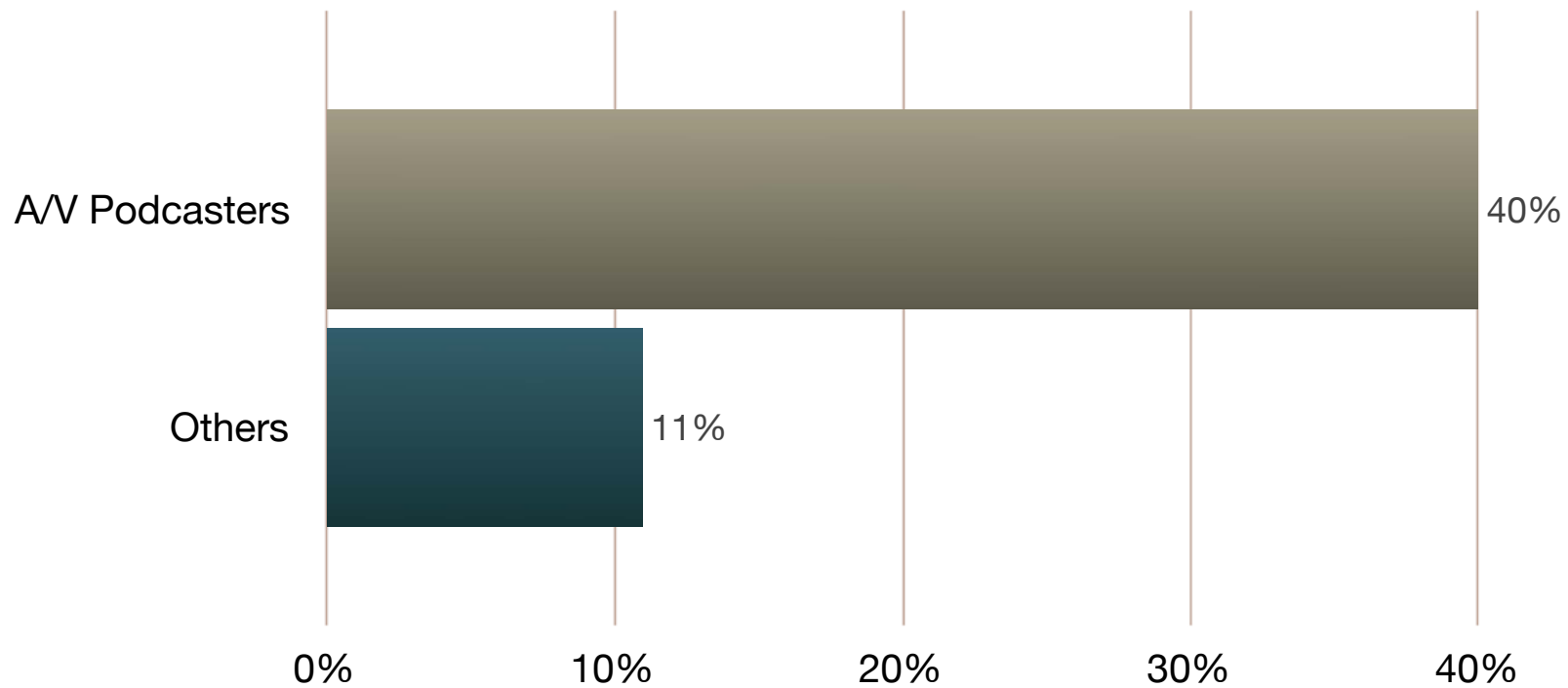
Base: Access Internet from any Location



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Podcast Consumers Far More Likely to have Paid for Digital Content

% Who Have Purchased MP3s or other Digital Audio from an Online Download Service



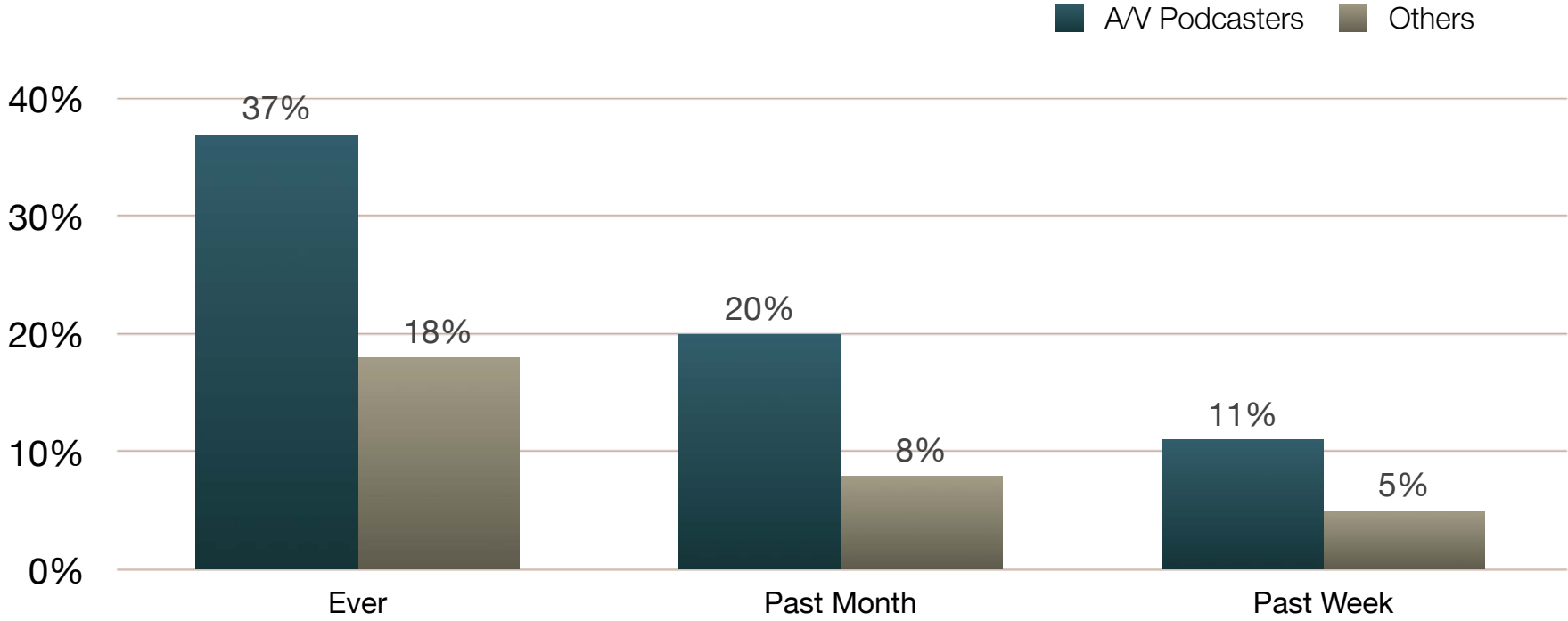
Base: Total Population 12+



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Podcasters Will Click on Relevant Advertising...

% Having Clicked on Banner Ad...

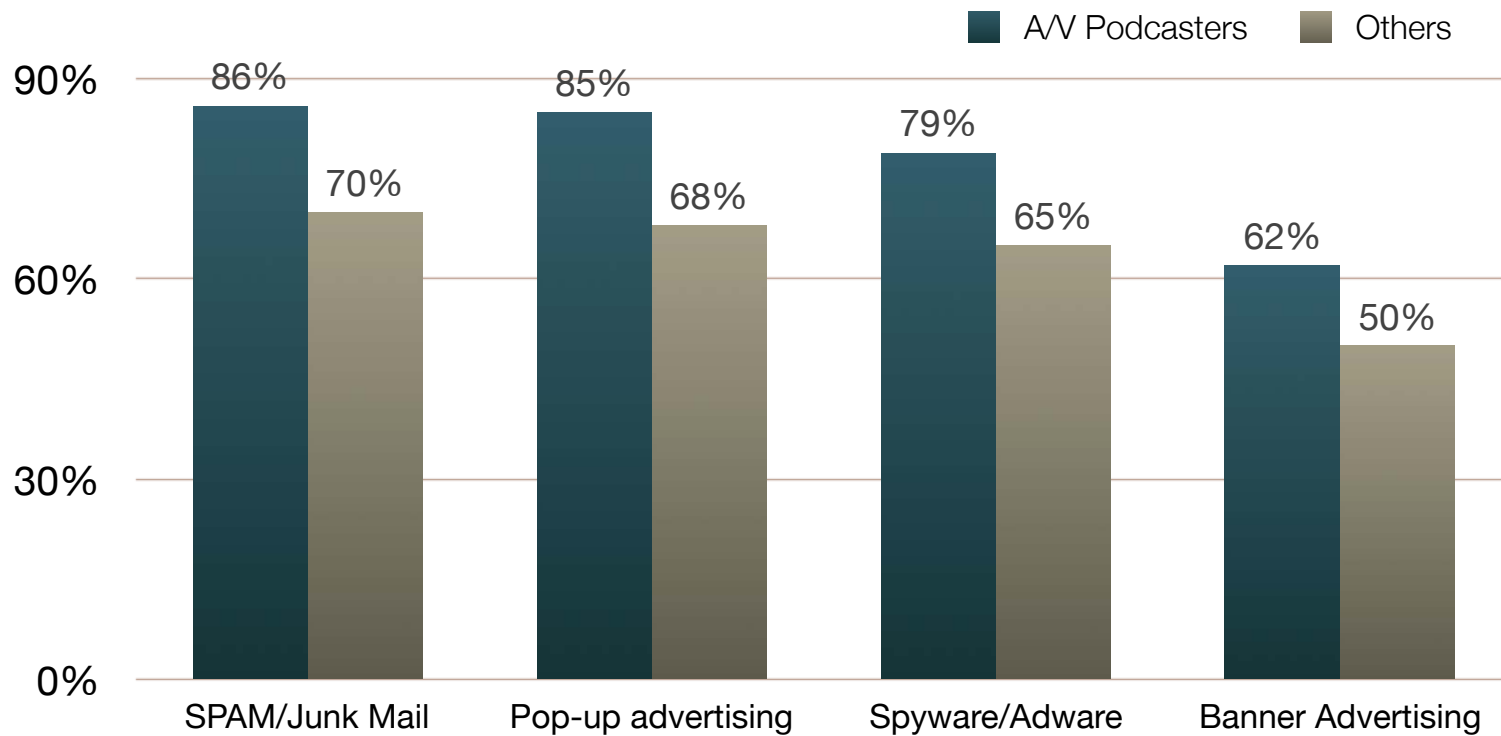


Base: Access Internet from any Location



...But Are Resistant to Unwelcome Advertising

% Indicating They Employ Software/Services to Block Specified Content on Primary Home Computer



Base: Access Internet from home



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Three Things



1. Start promoting benefits of podcasts, not features.

2. Partner with 'traditional media' broadcasters to make more compelling content and sell it

3. Podcasting is a *unique* distribution channel.
Format accordingly!



Radio and Music Research
Political Research
Consumer Exit Polling
Market and Opinion Research

Edison is a Leader in Opinion and Marketing Research
 providing trusted decision support for broadcasters, advertising and marketing agencies, and election polling for the major television networks and the Associated Press.

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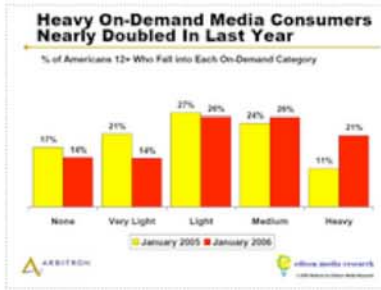


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Internet & Multimedia 2006: On-Demand Media Explodes



How are on-demand media devices such as the TiVo/DVR and the iPod, along with Video On Demand and other digital media delivery platforms, continuing to alter the traditional media landscape? And what are the implications for content providers and advertisers?

Those are just a few of the questions answered in Edison Media Research and Arbitron's new study: "Internet & Multimedia 2006: On-Demand Media

Explodes." This major new study, the fourteenth of

Nearly One in Five Americans Record TV to Watch at a Different Time

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Thank You.
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