

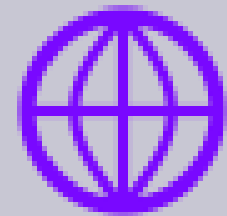


THE INFINITE DIAL[®] UK 2025



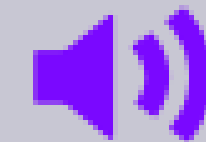
About AdsWizz

A team of award-winning audiophiles, devoted to the world of sound.



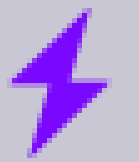
Global

We invented the world's first targeted radio ad, podcast ad, third party podcast brand safety, and pixel-based audio attribution. We continue to innovate in ways that help our customers build scaled digital audio businesses.



Audio-Centric

Audio remains at the heart of what we do, with other channels amplifying those connections wherever audiences engage. We're an open ecosystem, free from omnichannel imprecision and walled gardens.

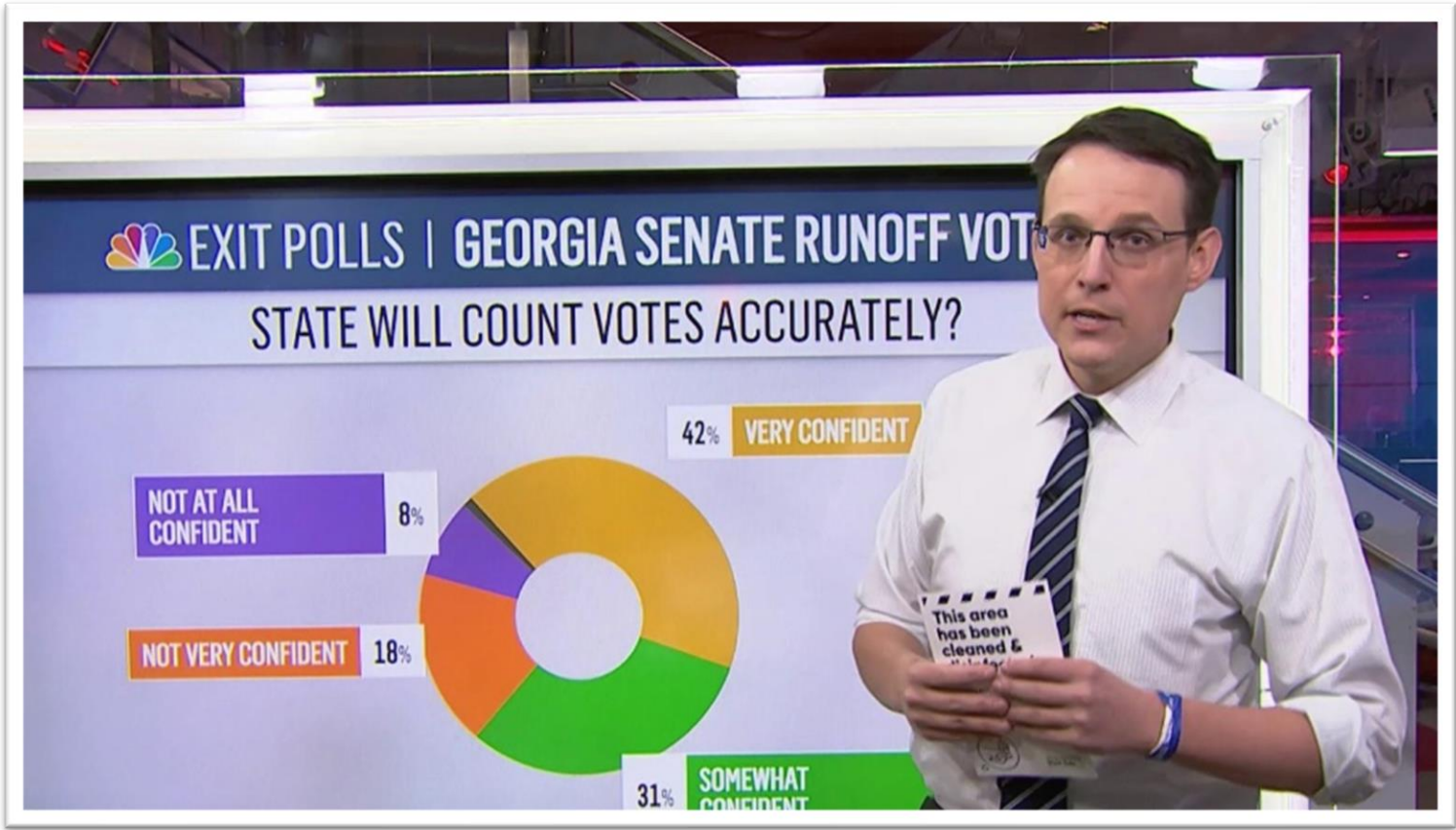


Pioneers

Our technology powers a vast majority of the world's digital audio ads globally.

About Edison Research

Edison Research is a leading provider of Audio Research, Election Research, and Market Research that informs brands and companies around the world.



Study Methodology

- In March 2025, Edison Research conducted a UK national survey of 1,313 people aged 16 and older
 - N=318 telephone surveys
 - N=995 online surveys
- Data weighted to national 16+ population figures
- Findings tracked to the 2021 Infinite Dial UK report



Top Findings



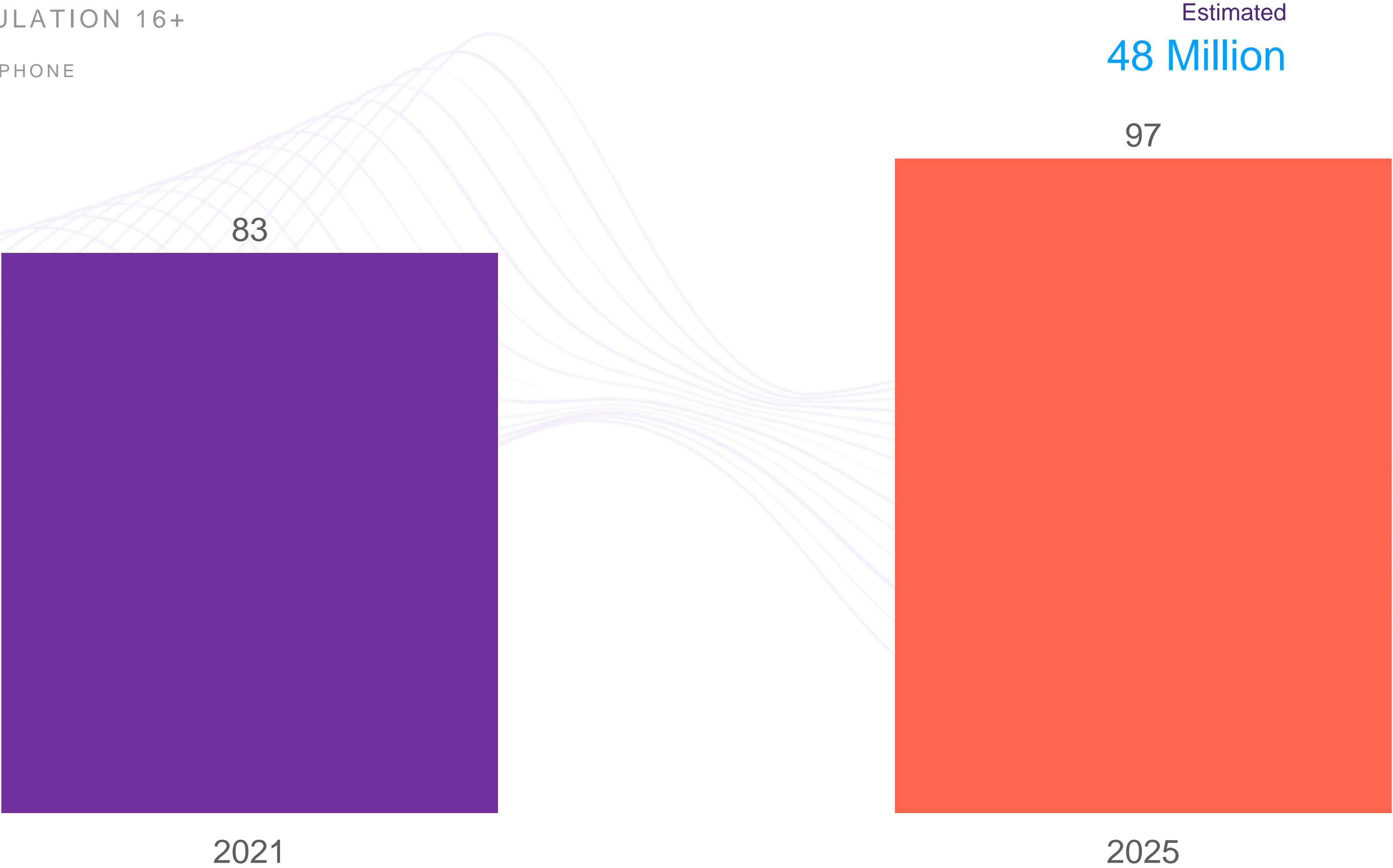
Tech Ownership



Smartphone Ownership

TOTAL UK POPULATION 16+

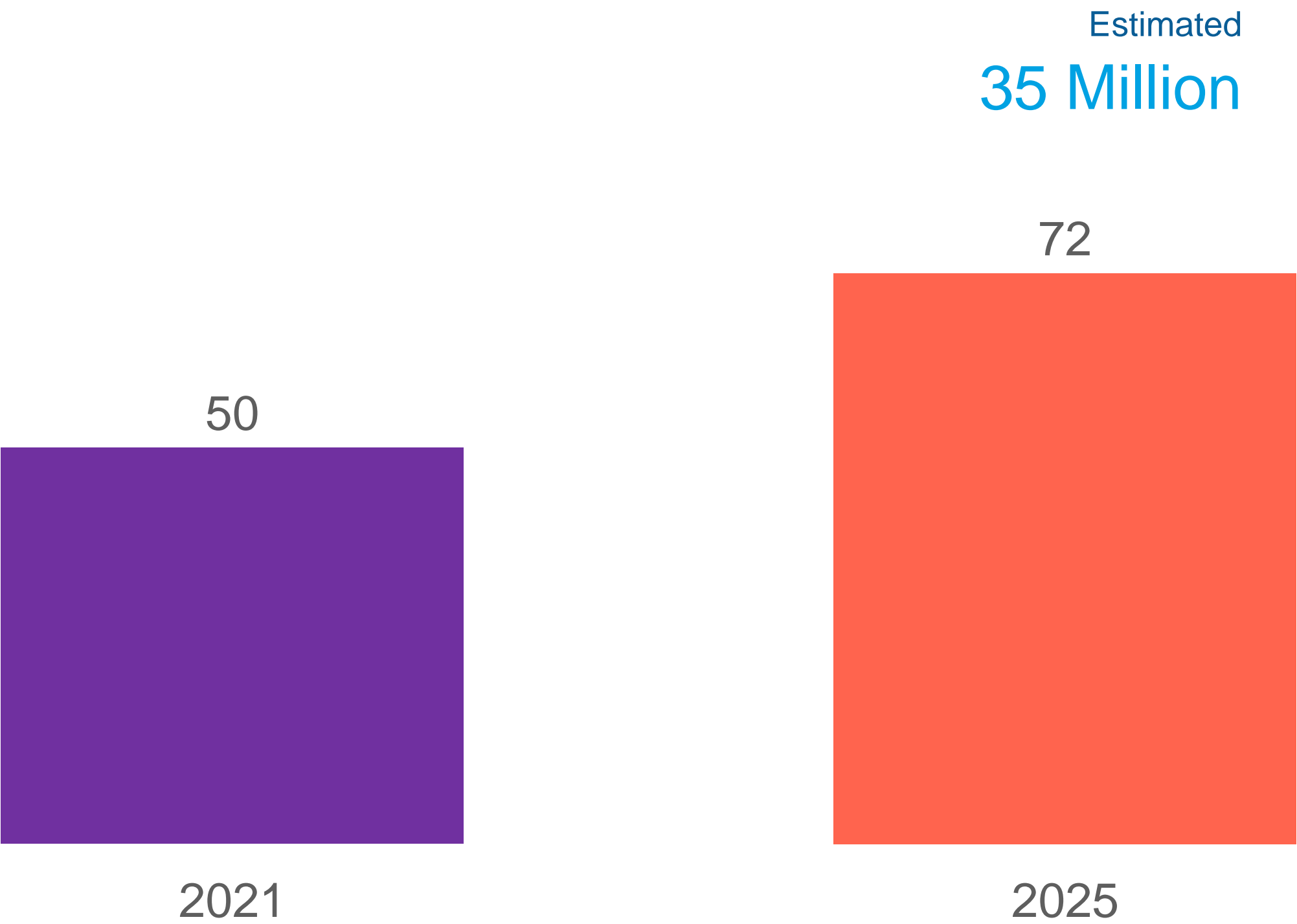
% OWNING A SMARTPHONE



Smart TV Ownership

TOTAL UK POPULATION 16+

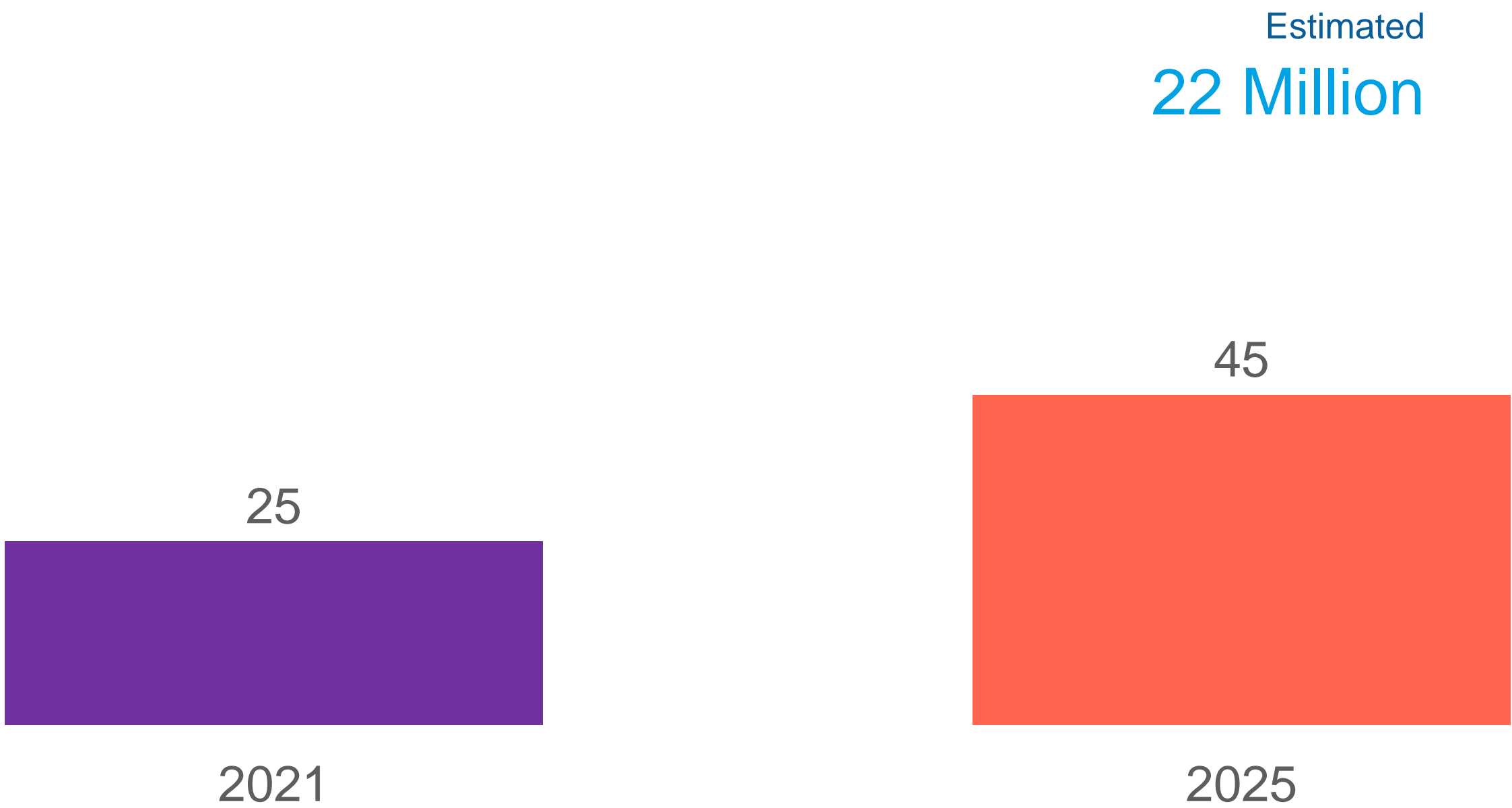
% OWNING A SMART TV



Smart Speaker Ownership

TOTAL UK POPULATION 16+

% OWNING A SMART SPEAKER

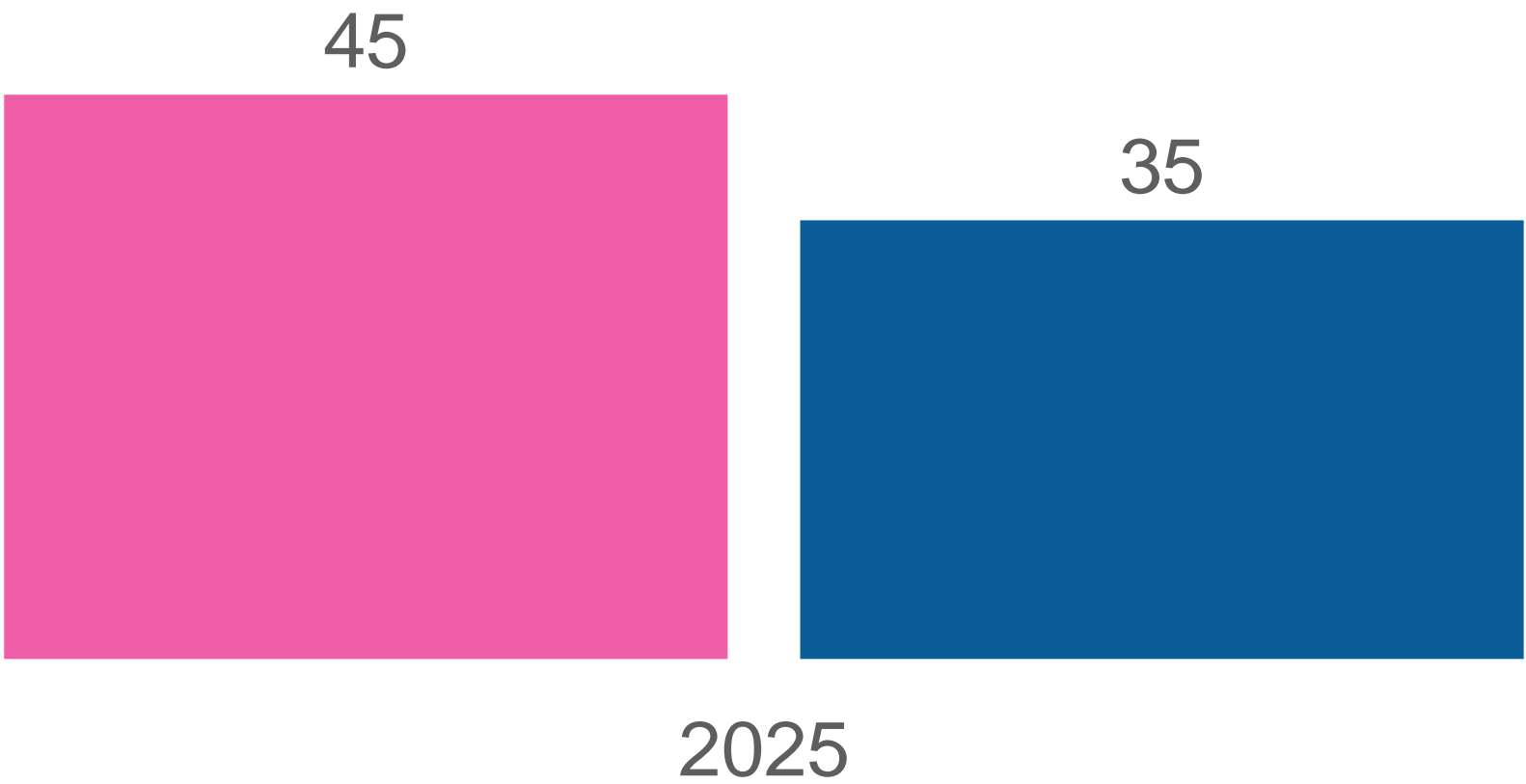
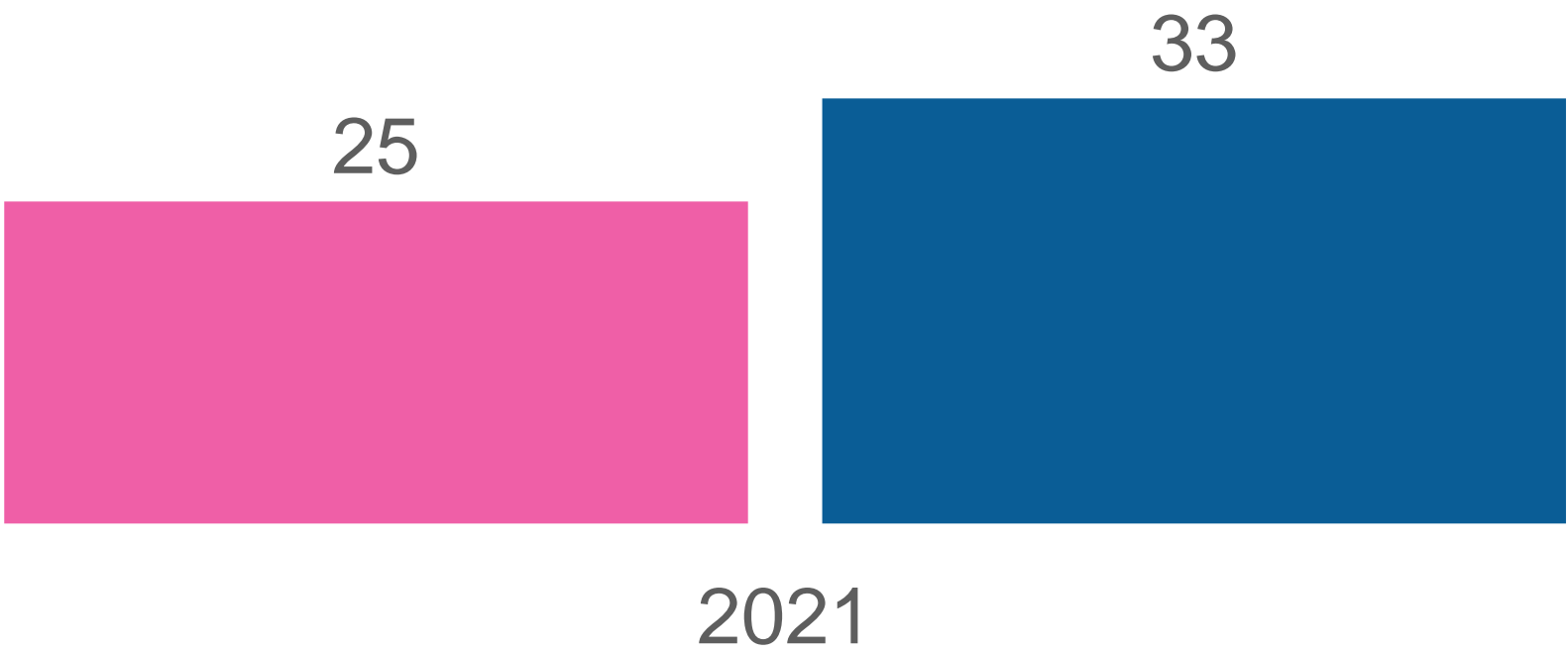


Smart Speaker Ownership

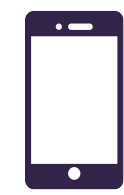
TOTAL POPULATIONS AGE 16+

% OWNING SMART SPEAKER

■ UK 16+ ■ U.S. 16+



Top Findings



Tech Ownership



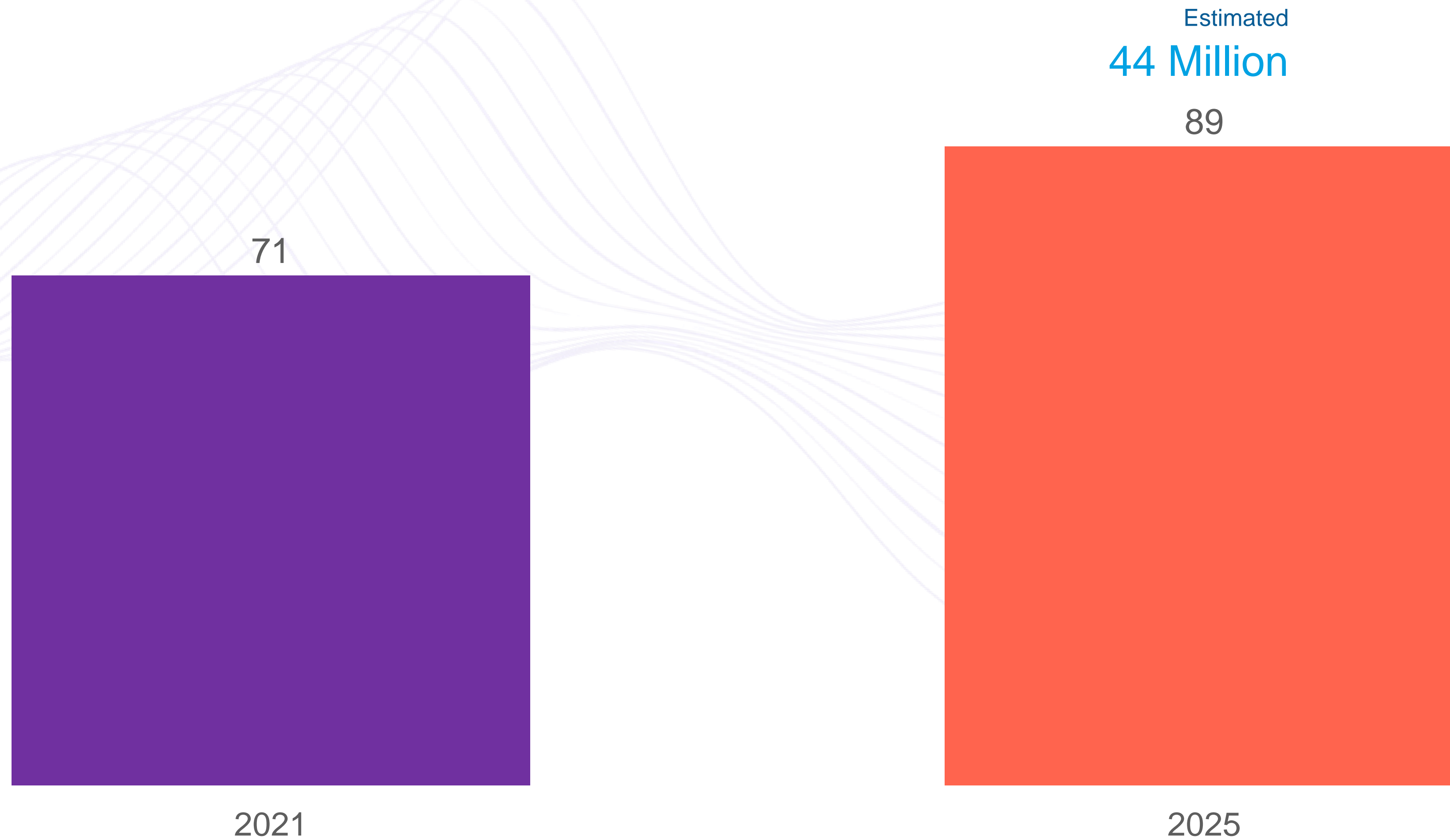
Podcast Consumption



Podcasting Familiarity

TOTAL UK POPULATION 16+

% AWARE OF PODCASTING



Ever Listened to a Podcast

TOTAL UK POPULATION 16+

% EVER LISTENED TO A PODCAST



Service used most often to listen to podcasts

UK Weekly Podcast Listeners Age 15+

Q4 2024



Spotify
33%



YouTube
20%



BBC Sounds
16%

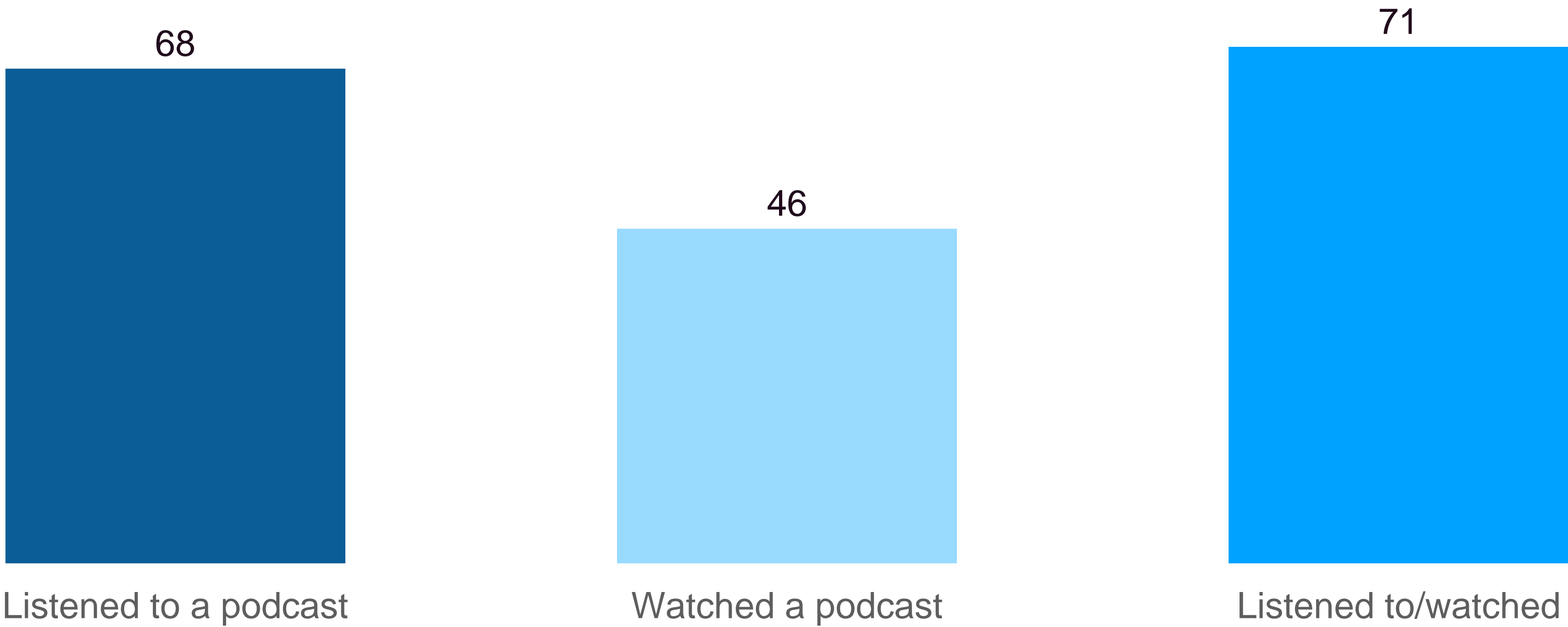


Apple Podcasts
10%

Ever Consumed a Podcast

TOTAL UK POPULATION 16+

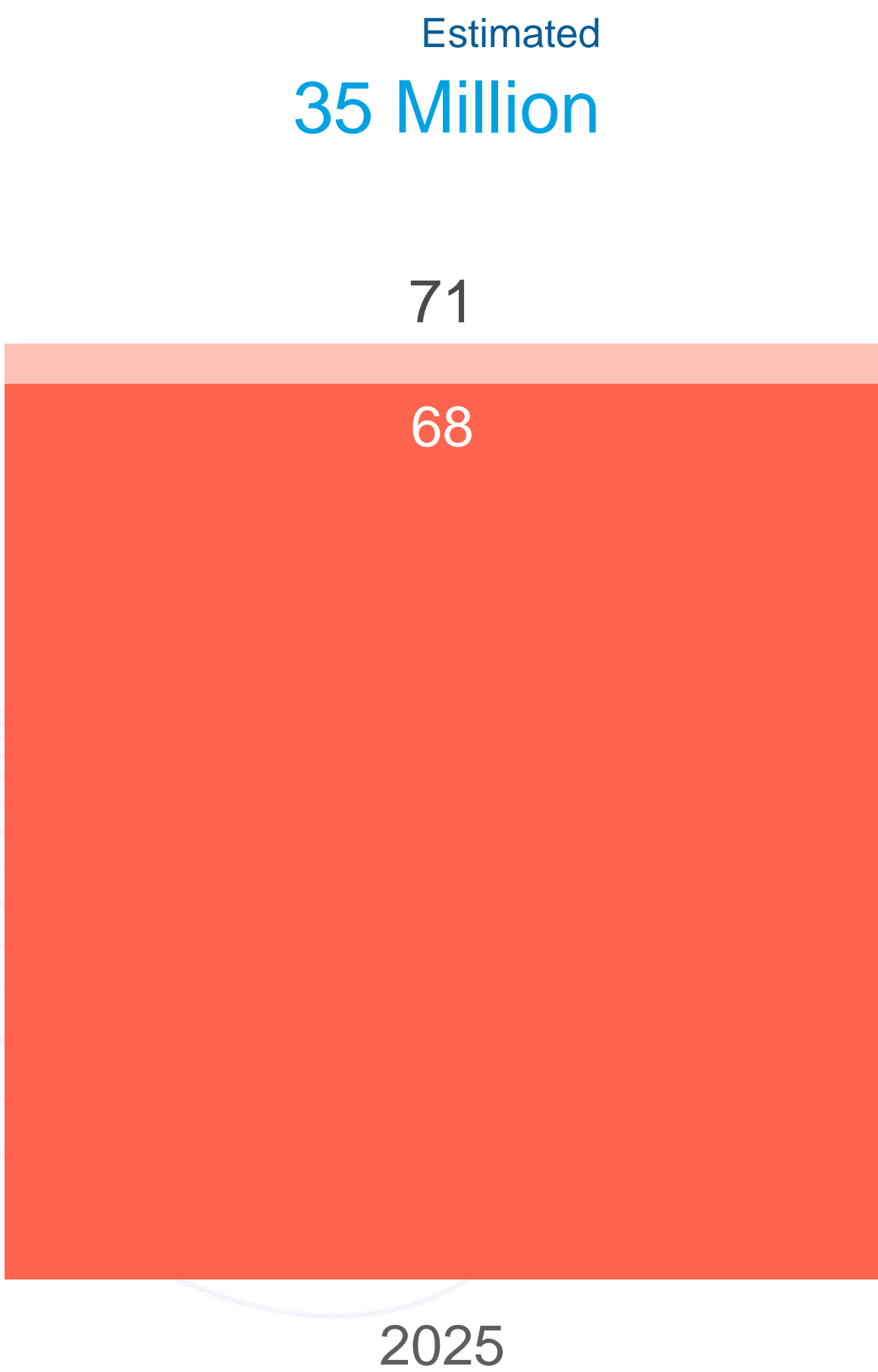
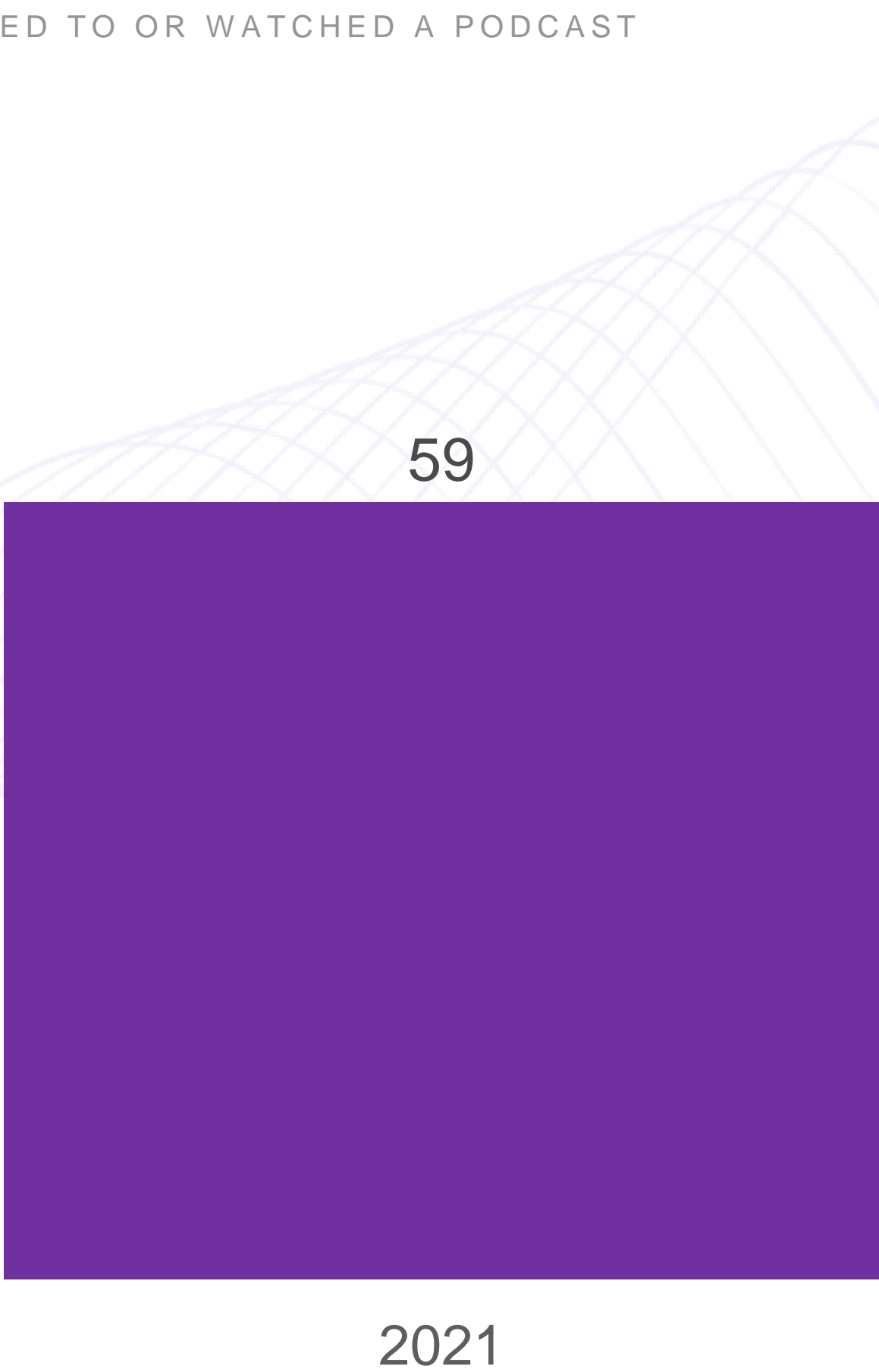
% EVER LISTENED TO OR WATCHED A PODCAST



Ever Consumed a Podcast

TOTAL UK POPULATION 16+

% EVER LISTENED TO OR WATCHED A PODCAST



Estimated
35 Million

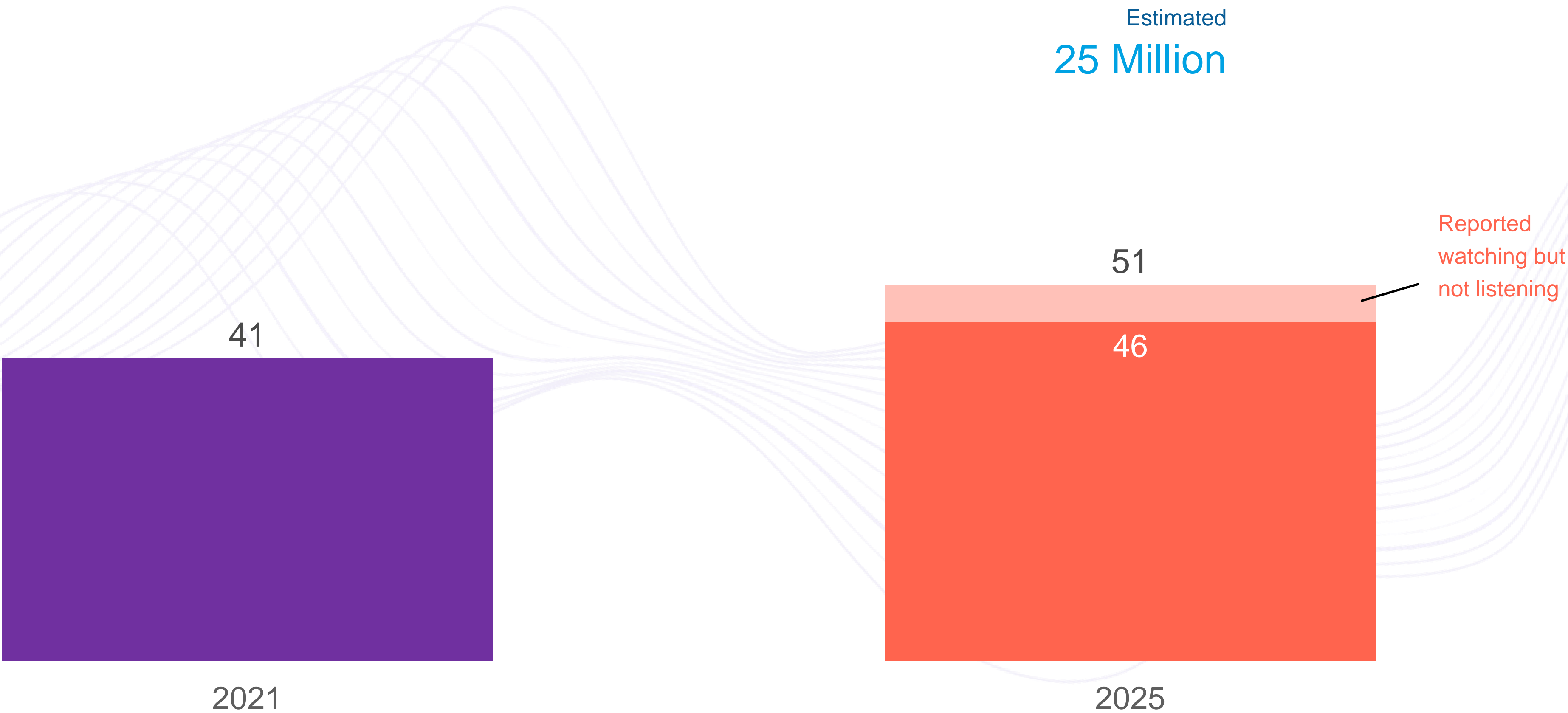
Reported
watching but
not listening

2025: Listened to and/or watched podcasts

Monthly Podcast Consumption

TOTAL UK POPULATION 16+

% LISTENED TO OR WATCHED A PODCAST IN LAST MONTH



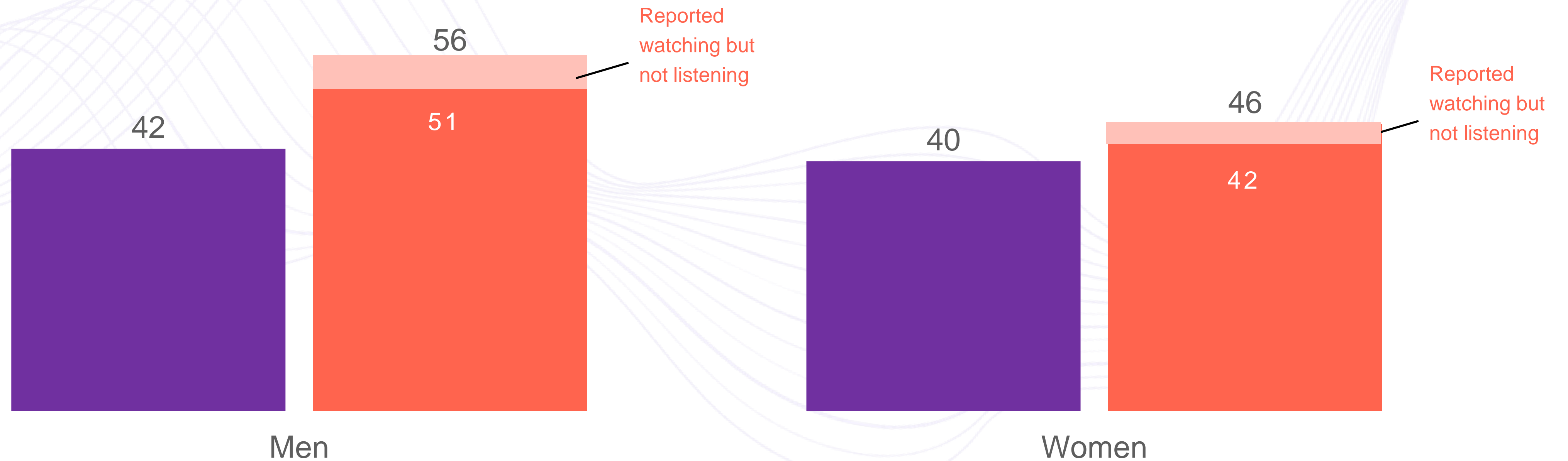
2025: Listened to and/or watched podcasts

Monthly Podcast Consumption

TOTAL UK POPULATION 16+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH

■ 2021 ■ 2025

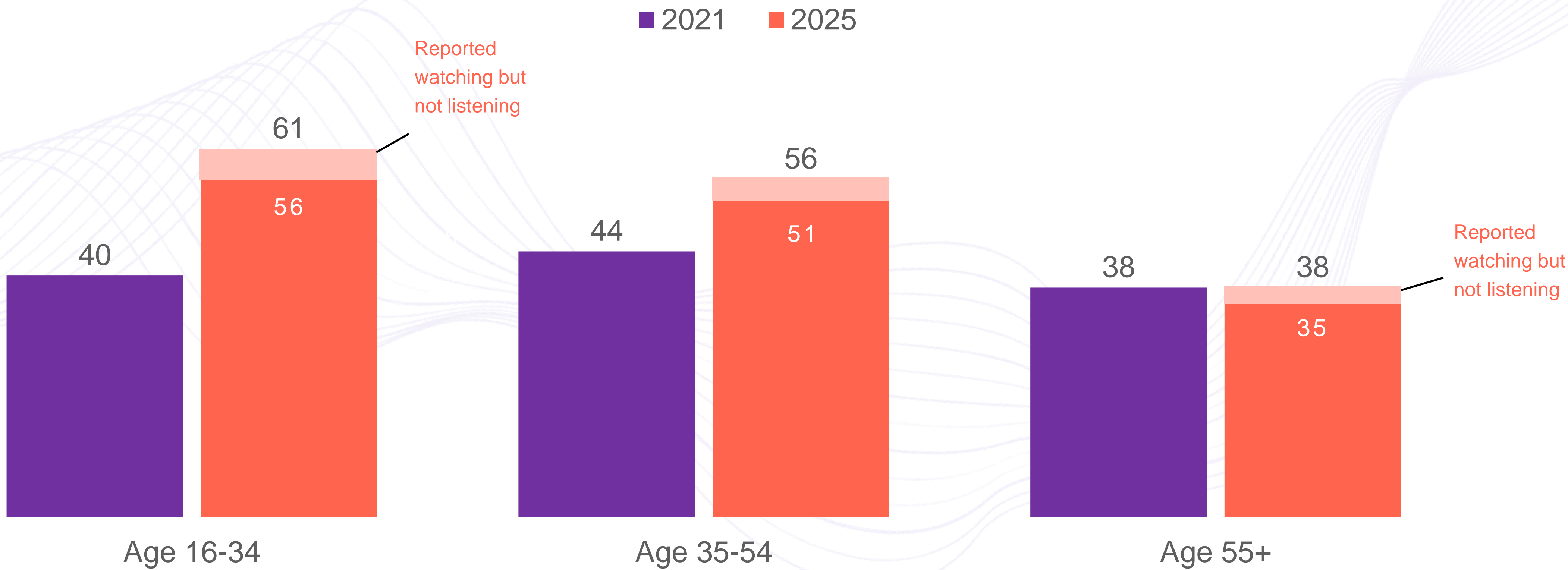


2025: Listened to and/or watched podcasts

Monthly Podcast Consumption

TOTAL UK POPULATION 16+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH



2025: Listened to and/or watched podcasts

Top Findings



Tech Ownership



Podcast Consumption



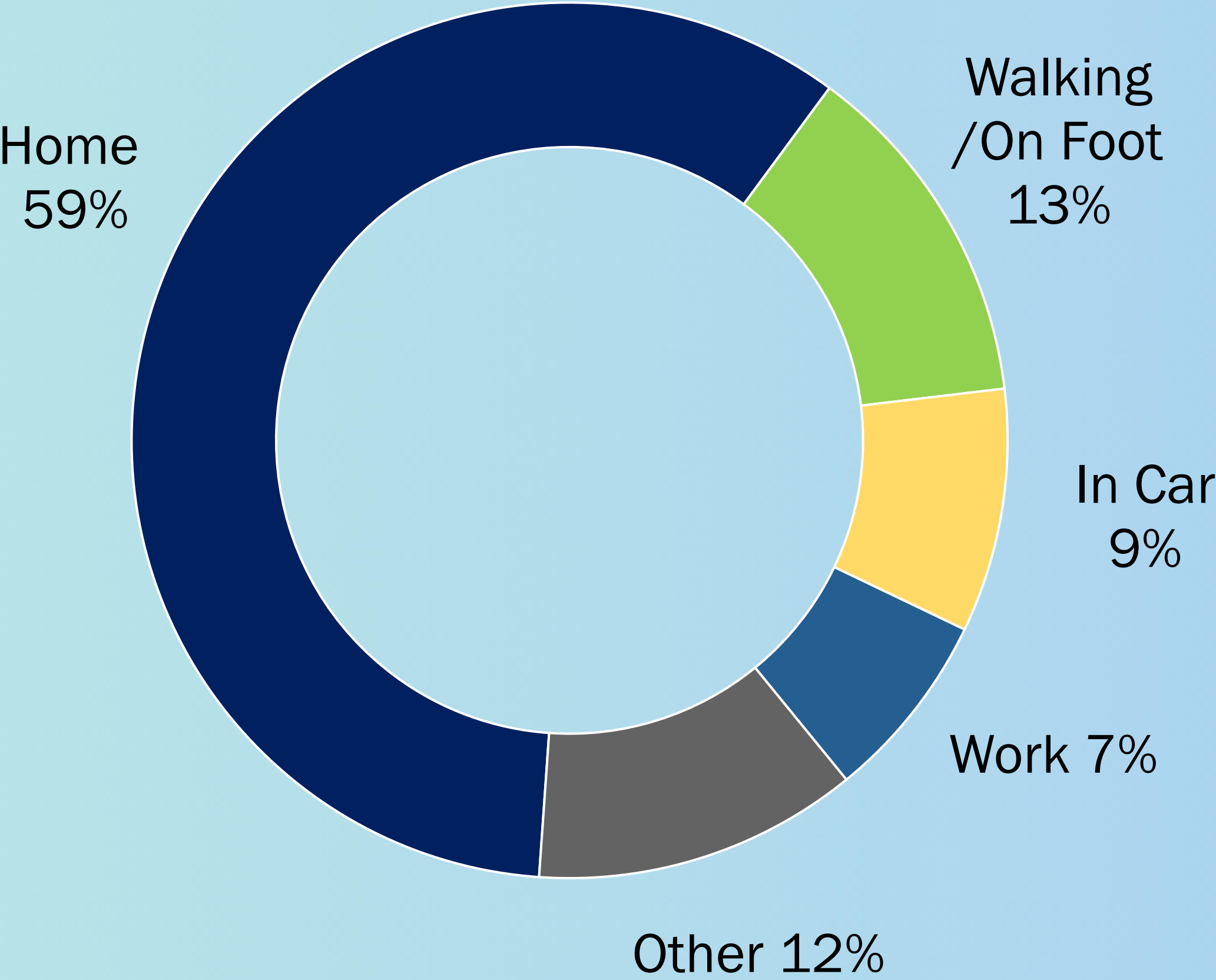
Significant In-Car Opportunity



Where do you listen to podcasts most often?

UK Weekly Podcast Listeners Age 15+

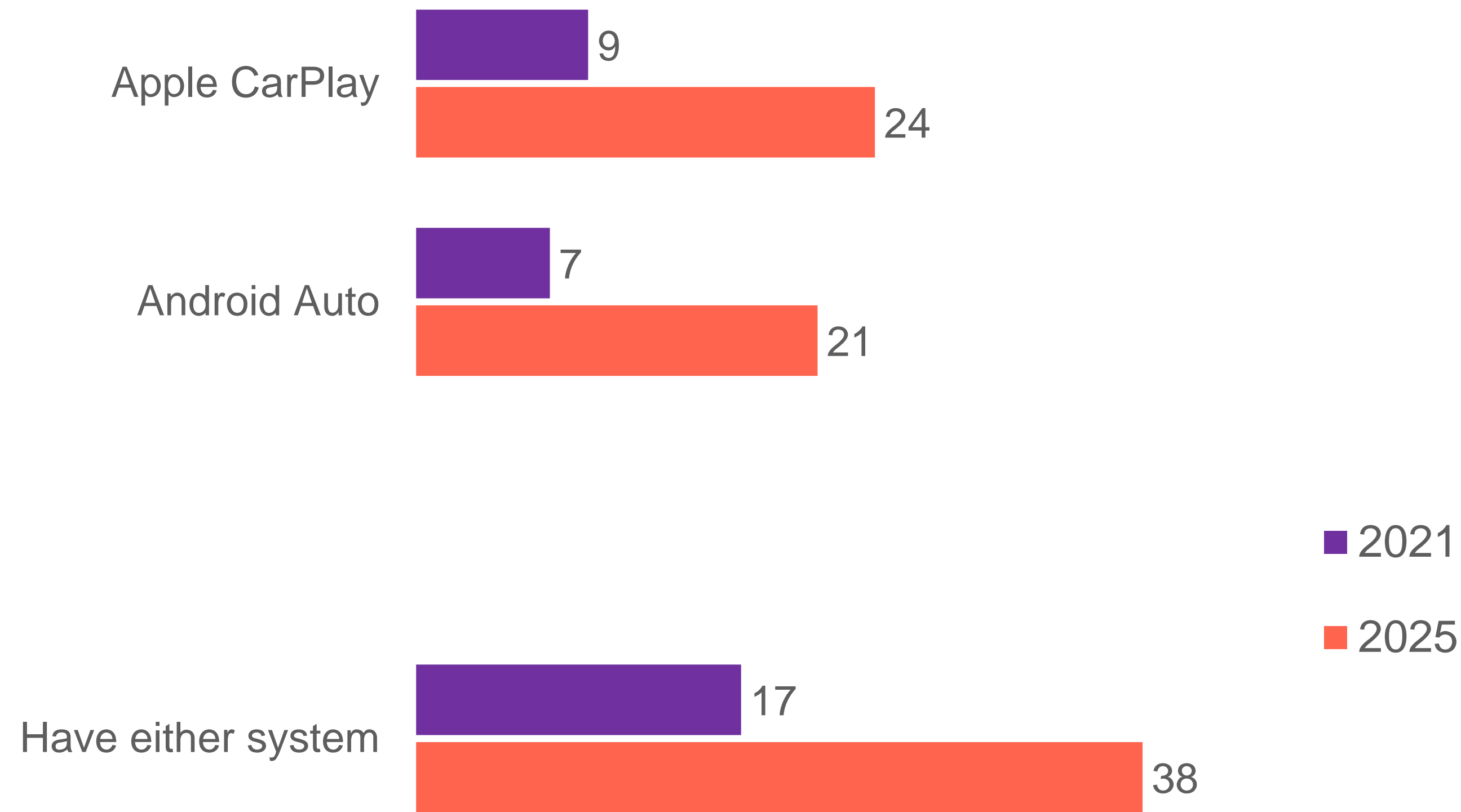
Q4 2024



Have Automotive Phone Integration Systems in Primary Vehicle

BASE: UK 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH; 91%

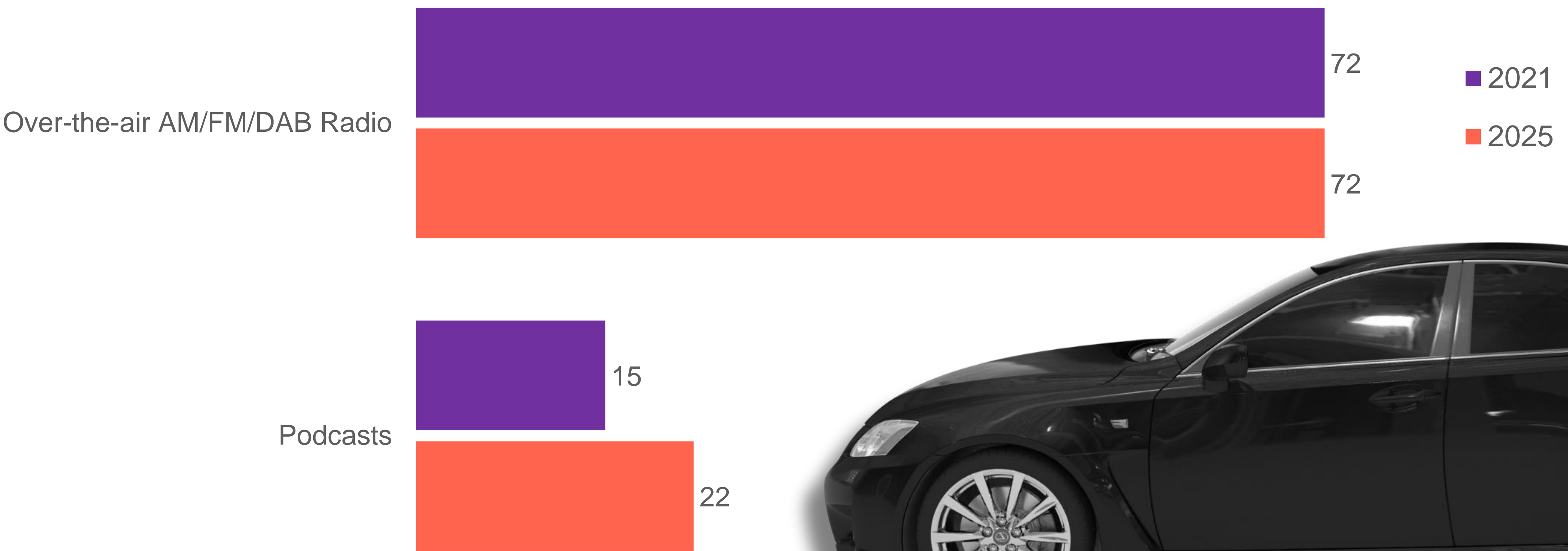
% HAVE SYSTEM IN PRIMARY VEHICLE



Audio Sources Currently Used in Car (Radio vs Podcasts)

BASE: UK 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH

% USING AUDIO SOURCE IN CAR



Top Findings



Tech Ownership



Podcast Consumption



Significant In-Car Opportunity



Top Findings



Tech Ownership



Podcast Consumption



Significant In-Car Opportunity

The Podcast Show 2025

LONDON

21 - 22 May, BDC, Islington



THE INFINITE DIAL[®] UK 2025

