

HOW DIVERSE PODCAST TEAMS EMPOWER BRANDS

BRAND PODCAST SUMMIT 2023





PODCAST OPPORTUNITY FOR BRANDS

DIVERSE PODCAST AUDIENCES

OPPORTUNITIES WITH DIVERSE AUDIENCES

NECESSITY FOR DIVERSE PRODUCTION TEAMS

BRANDED PODCAST EXAMPLES

WHERE TO FIND DIVERSE TEAMS

BRAND SAFETY & SUITABILITY

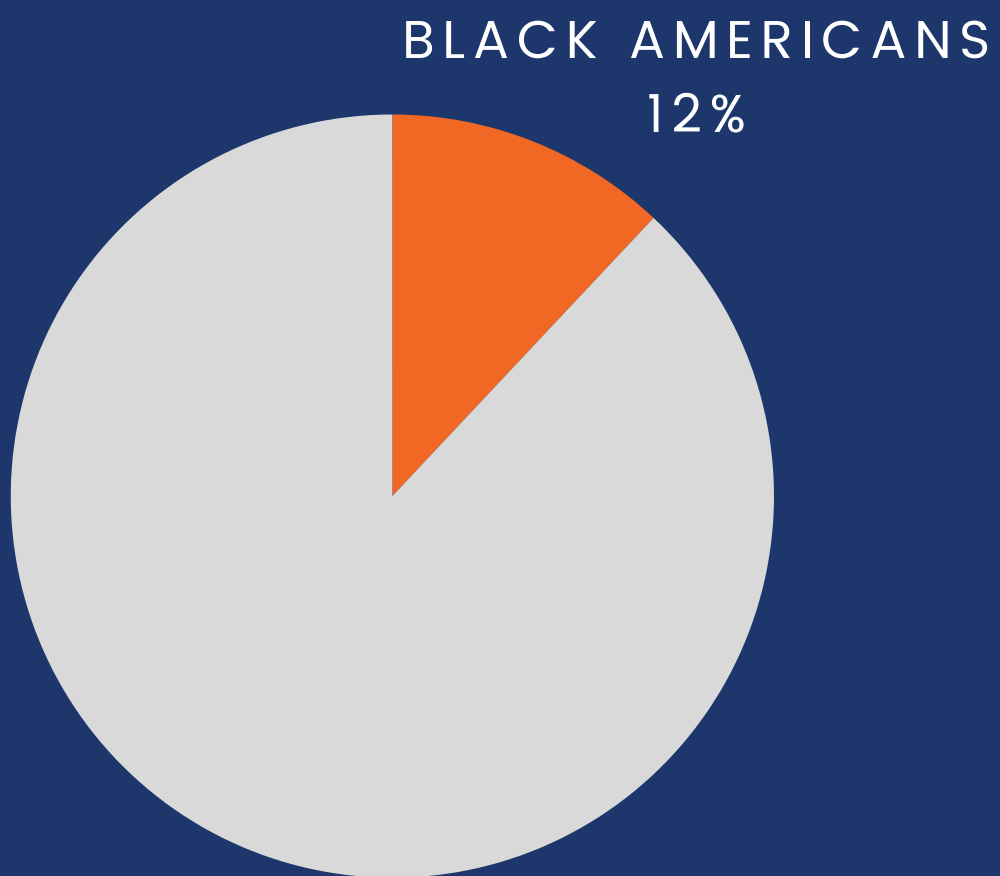
OPPORTUNITIES FOR BRANDS



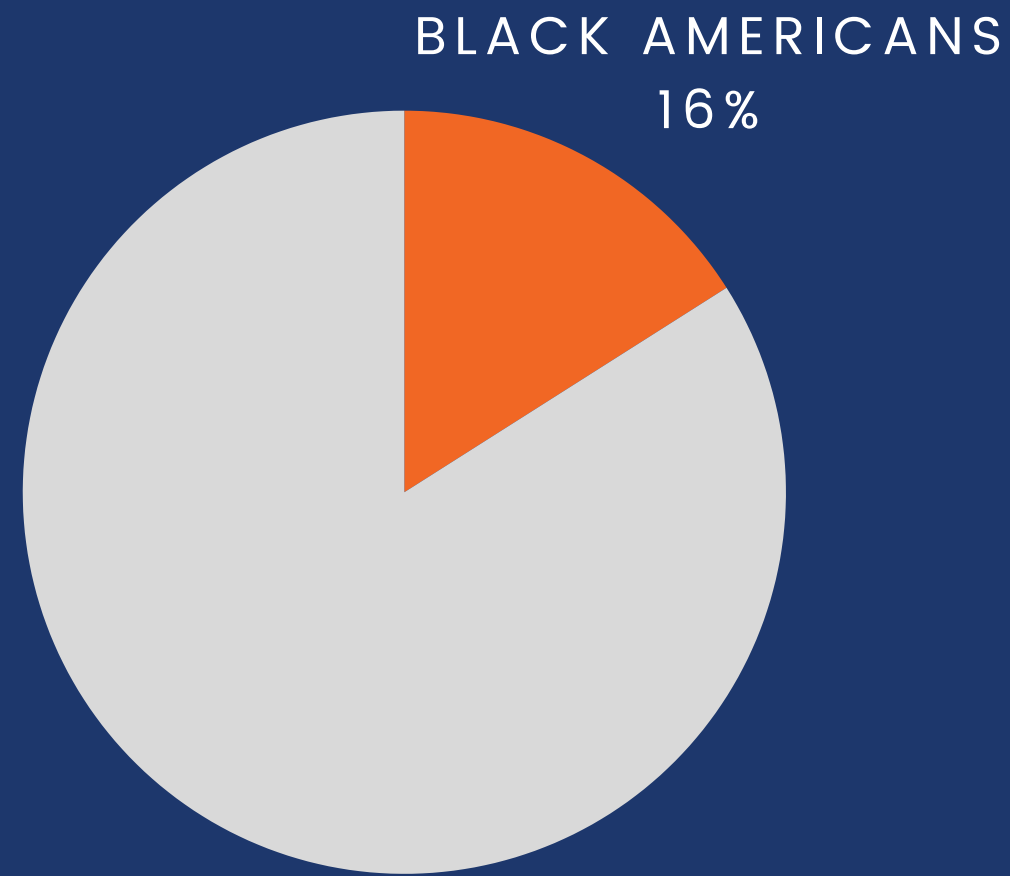
- 52% of Americans 18+ said they'd listen to a podcast about a favorite TV show or movie
- 48% of Americans 18+ said they'd listen to a podcast produced by a favorite TV show or movie
- 41% of Americans 18+ said they'd listen to a podcast about a favorite brand



US POPULATION

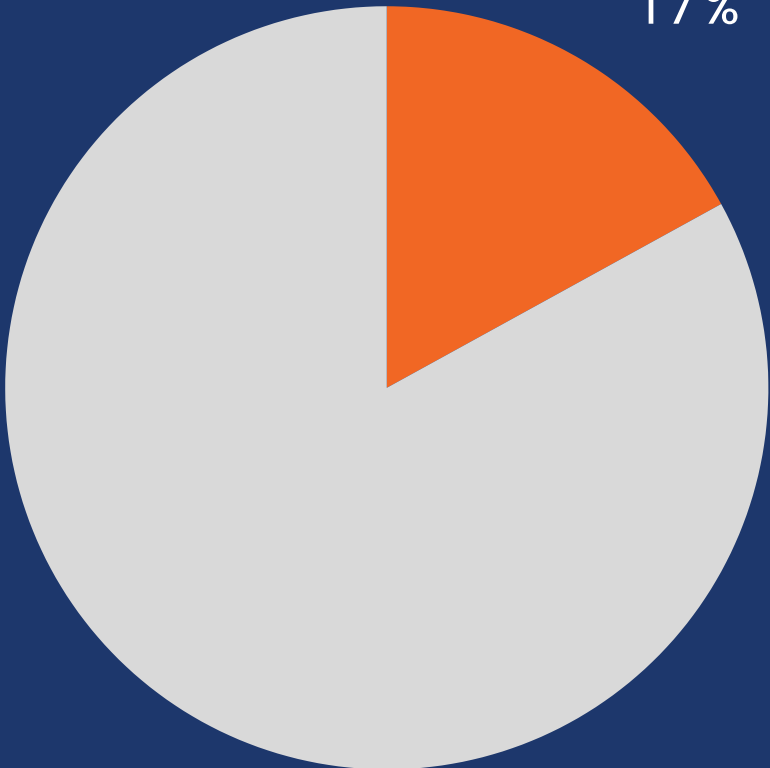


BRANDED PODCAST FANS



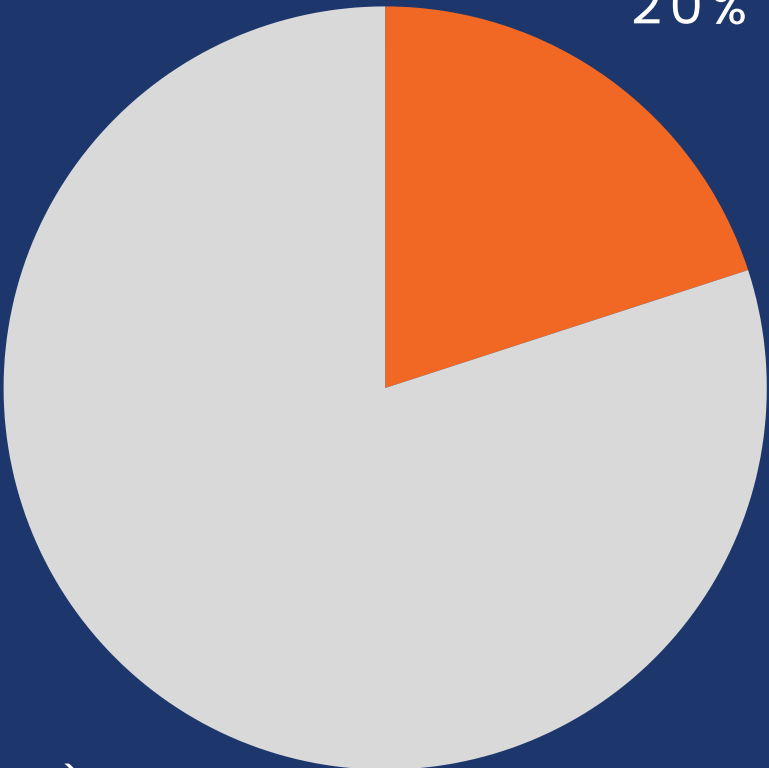
US POPULATION

LATINO AMERICANS
17%



BRANDED PODCAST FANS

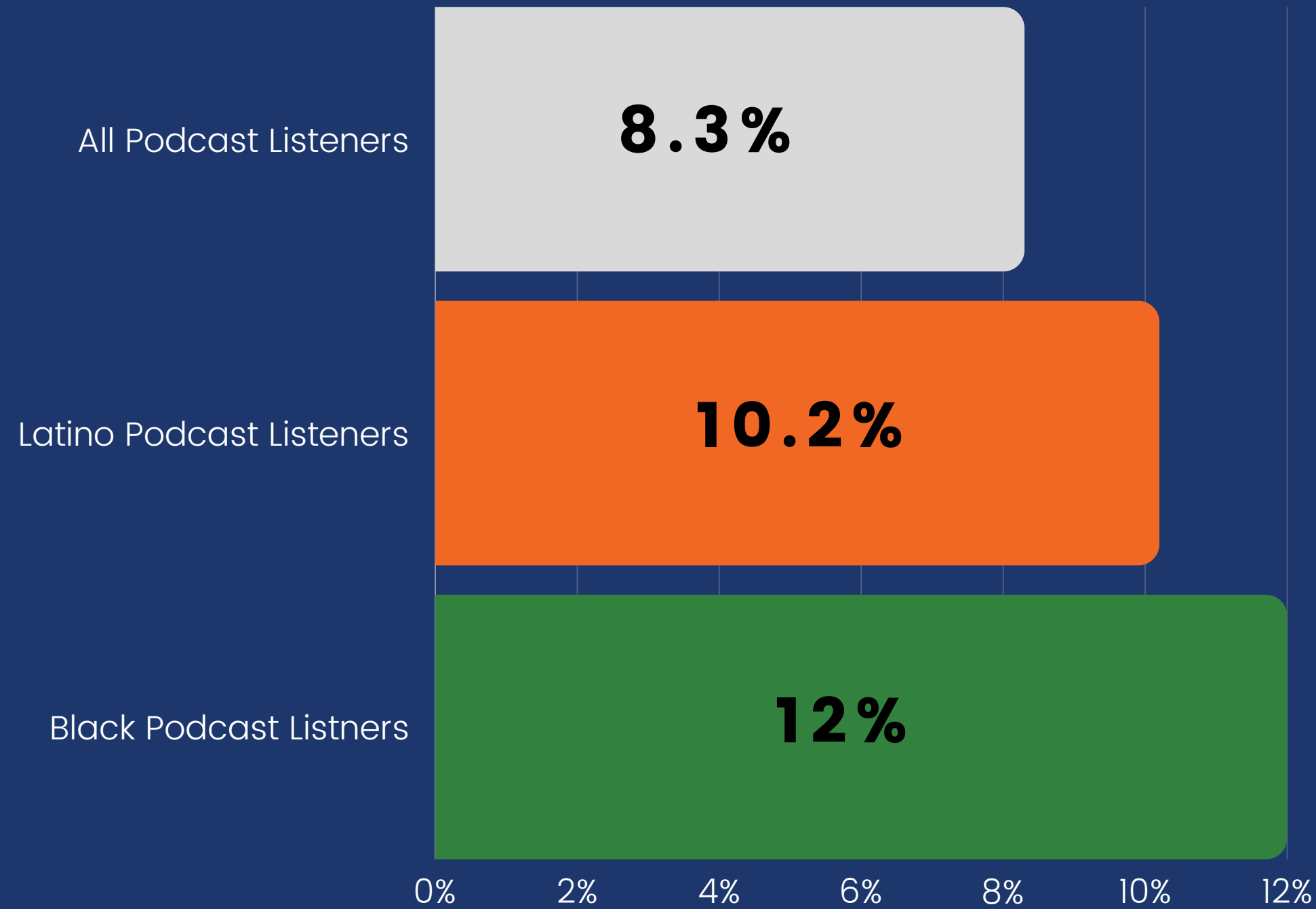
LATINO AMERICANS
20%



(SOUNDS PROFITABLE, 2023)



VISITED A RETAIL LOCATION TO PURCHASE PRODUCT AS A RESULT OF HEARING AN AD IN A PODCAST

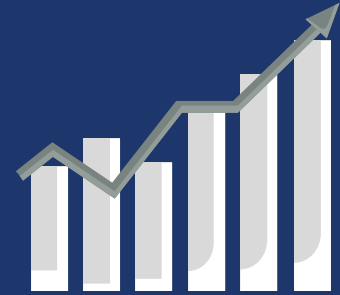


(NIELSEN, 2020)

LATINO AMERICAN BUYING
POWER IS PROJECTED TO
REACH \$2.6 TRILLION BY 2025
(INSIDER INTELLIGENCE, 2022)

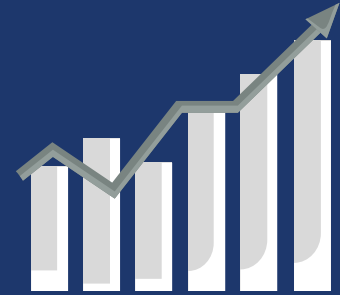
BLACK AMERICAN BUYING
POWER IS PROJECTED TO
REACH \$1.98 TRILLION
BY 2025
(NIELSEN, 2022)

OPPORTUNITIES FOR BRANDS



- An estimated 17 Million Latino American adults listened to a podcast in the last month
- 42% of US Latino American adult podcast listeners say they pay more attention to advertising on podcasts – More than any other form of media
- 49% of Latino American adult podcast listeners purchased a product or service as a result of hearing a sponsorship or advertisement on a podcast

OPPORTUNITIES FOR BRANDS



- 43% of Black American adults have listened to a podcast in the last month
– 5% more than the Total US Population
- 61% of Black American adult podcast listeners recommended a product to a friend or family member as a result of hearing a sponsorship or advertisement on a podcast
- 52% of Black American podcast listeners purchased a product or service as a result of hearing a sponsorship or advertisement on a podcast

THE NECESSITY FOR DIVERSE PRODUCTION TEAMS

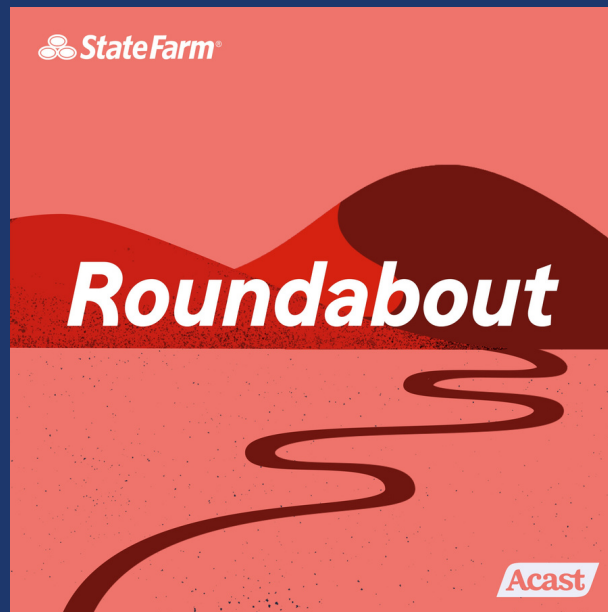


AUTHENTIC REPRESENTATION



- 63% of Black American adult podcast listeners find it important that podcasts include Black stories and perspectives ([EDISON RESEARCH, 2023](#))
- 50% of Black American adult podcast listeners find it important that podcasts are hosted by a Black host ([EDISON RESEARCH, 2023](#))
- 48% of Latino American adult podcast listeners find it important that podcasts are hosted by a Latino host ([EDISON RESEARCH, 2023](#))

BRANDED PODCASTS FROM DIVERSE TEAMS



RESOURCES

NATIONAL MINORITY SUPPLIER
DEVELOPMENT COUNCIL
(NMSDC)

BIPOC PODCAST CREATORS

BLACK PODCASTERS
ASSOCIATION

BLK POD COLLECTIVE

ASIAN AMERICAN PODCASTERS
ASSOCIATION

WOMEN OF COLOR PODCASTERS

AIR MEDIA

BRAND SAFETY & SUITABILITY

barometer

FOR MORE INFORMATION PLEASE CONTACT US

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