About Magellan AI

Magellan AI is the definitive source of podcast advertising analytics. They capture all ads, whether host-read or pre-recorded, baked-in or dynamically inserted, and classify ads by podcast content, position, and strategy (brand awareness versus direct response).

Using machine learning to process hundreds of thousands of podcast episodes, Magellan AI has created the world's largest database of podcast advertising data – covering activity by more than 18,750 brands across over 25,000 shows.

Industry leaders like SimpliSafe, BetterHelp and more rely on Magellan AI for podcast media planning and verification. For more information, please visit www.magellan.ai.

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Methodology

CUMULUS MEDIA | Westwood One partnered with Magellan AI to analyze podcast advertising data from the top 400 podcasts in the U.S., as ranked by Apple Podcasts.

Each week's sample included up to 2 episodes from shows publishing new episodes. Podcasts advertising on other podcasts were excluded from this analysis.

Magellan AI determined the campaign objective (direct response, brand awareness, or tune-in) at the brand or product level based on whether ads for that brand or product included a promotional code or unique vanity URL. Categories used in the analysis reflect the most recent primary category available for each podcast in Apple Podcasts. Ad positions are tagged as follows:

- Pre-roll ads start during the first 10% of the episode
- Mid-roll ads start after 10 - 90% of the episode has elapsed
- Post-roll ads start after 90% of the episode has elapsed

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Magellan AI by month:
Podcasts are pandemic proof: After slight ad volume dip in April, fast rebound

	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	% change Apr-Jun 2020
Average ads per podcast	2.8	3.0	2.9	2.7	2.7	2.9	+9%
Number of unique advertisers	563	635	682	603	674	666	+10%
Total podcast advertising detections	3,688	3,985	4,533	3,969	3,952	4,257	+8%

How to read: In June 2020, the average podcast ran 2.9 ads. In total, 4,257 podcast ads from 666 unique advertisers were detected by Magellan in June 2020.

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Magellan AI by quarter: Ads per podcast down slightly, total unique advertisers/ad detections up slightly since Q2 2019

	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	% change Q2 2019 vs. Q2 2020
Average ads per podcast	3.1	3.0	3.2	3.1	3.2	2.9	2.8	**-13%**
Number of unique advertisers	1,118	1,005	1,094	1,164	1,201	1,040	1,114	**+2%**
Total podcast advertising detections	10,787	10,694	11,935	12,084	13,463	12,206	12,208	**+2%**

How to read: In Q2 2020, the average podcast ran 2.8 ads. In total, 12,208 podcast ads from 1,114 unique advertisers were detected by Magellan in Q2 of 2020.

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One minute average podcast ad length is stable

Average length of a podcast ad (in seconds), top 400 national podcasts, Q4 2018 to Q2 2020

Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
:59	:60	:60	:61	:58	:59	:60
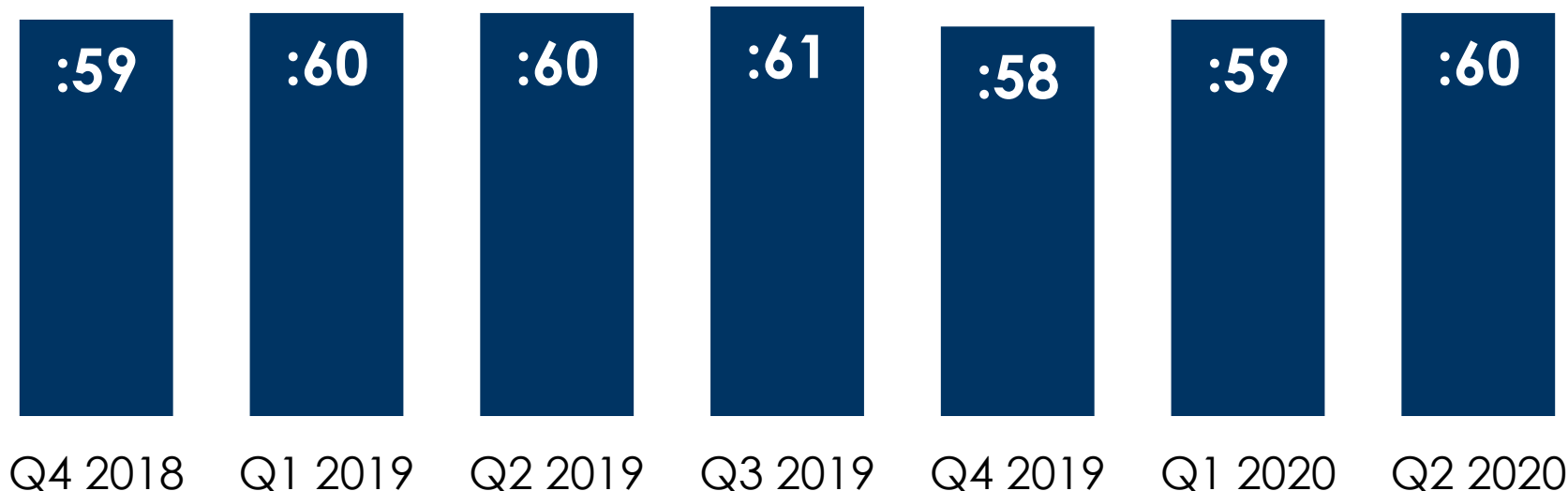
How to read: In Q2 2020, the average length of a podcast ad was :60 seconds.

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Most podcast ads are between :15 and :90 seconds long

Podcast ad detections by length, top 400 national podcasts

Ad length	Q2 2020
Under :15 seconds	9%
:15 to :30 seconds	20%
:30 to :60 seconds	23%
:60 to :90 seconds	29%
:90 to :120 seconds	11%
Over 2 minutes	8%

Podcast ads are far longer than network television ads

Composition of network TV ads by length

Other 4%

:60s 6%

:15s 44%

:30s 46%

How to read: In Q2 2020, 9% of all podcast ads were under 15 seconds long.

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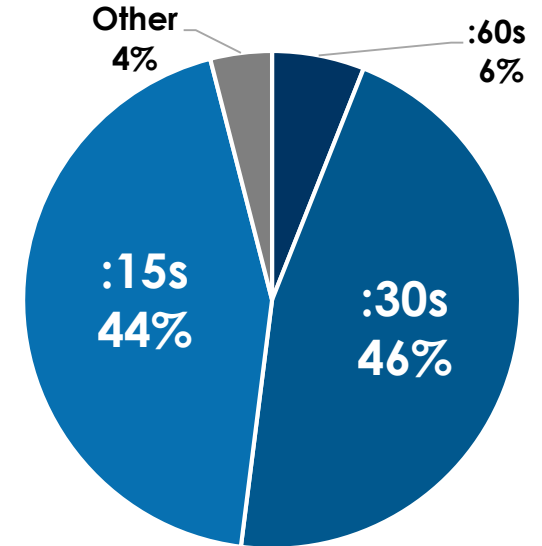
Over-commercialization has not arrived:
Ads comprise only 5% of podcast time

Average % of podcast time devoted to ads, top 400 national podcasts, Q2 2020

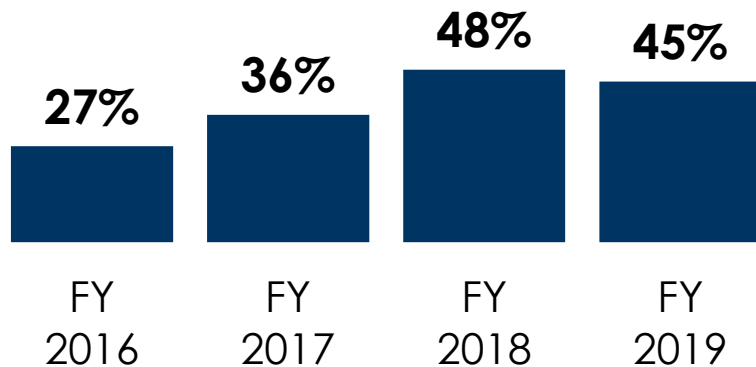| 5.2%	5.0%	4.9%	5.0%
Under 15 minutes	15-30 minutes	30-60 minutes	Over 60 minutes
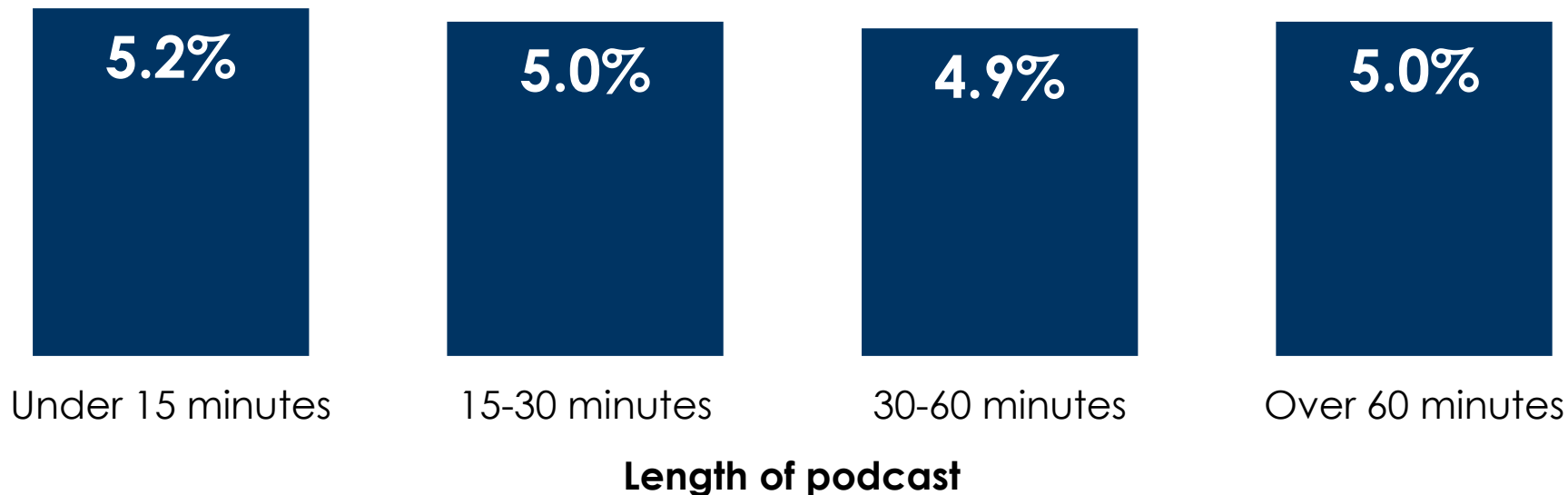
Length of podcast

How to read: In Q2 2020, 5.0% of all podcast time for podcasts of 60 minutes or more in length was devoted to ads.

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IAB/PwC revenue study:
Brand advertising represents 48% of podcast revenue

Revenue by campaign type

Brand ads
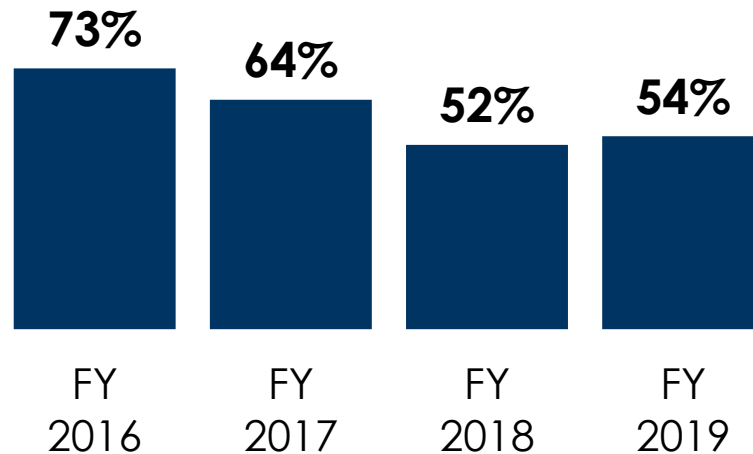
- 27% — FY 2016
- 36% — FY 2017
- 48% — FY 2018
- 45% — FY 2019

Direct response ads

- 73% — FY 2016
- 64% — FY 2017
- 52% — FY 2018
- 54% — FY 2019

iab. *pwc* Westwood One EVERYONE'S LISTENING
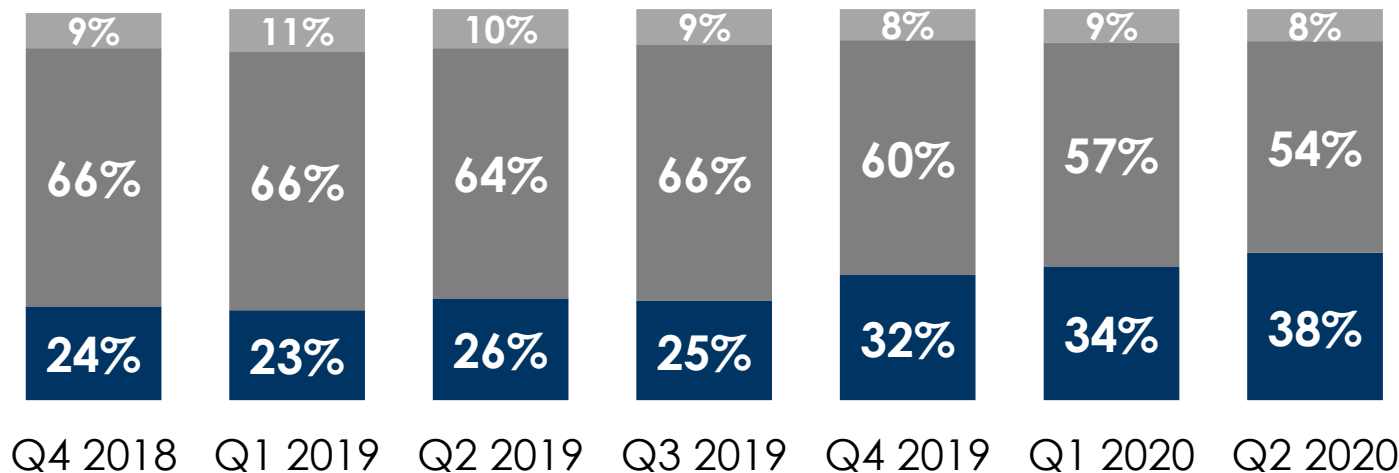
Three-quarters of all podcast ads run in Comedy, News, Sports, True Crime, Society & Culture podcasts

% of total ad detections: Q2 2020 by genre
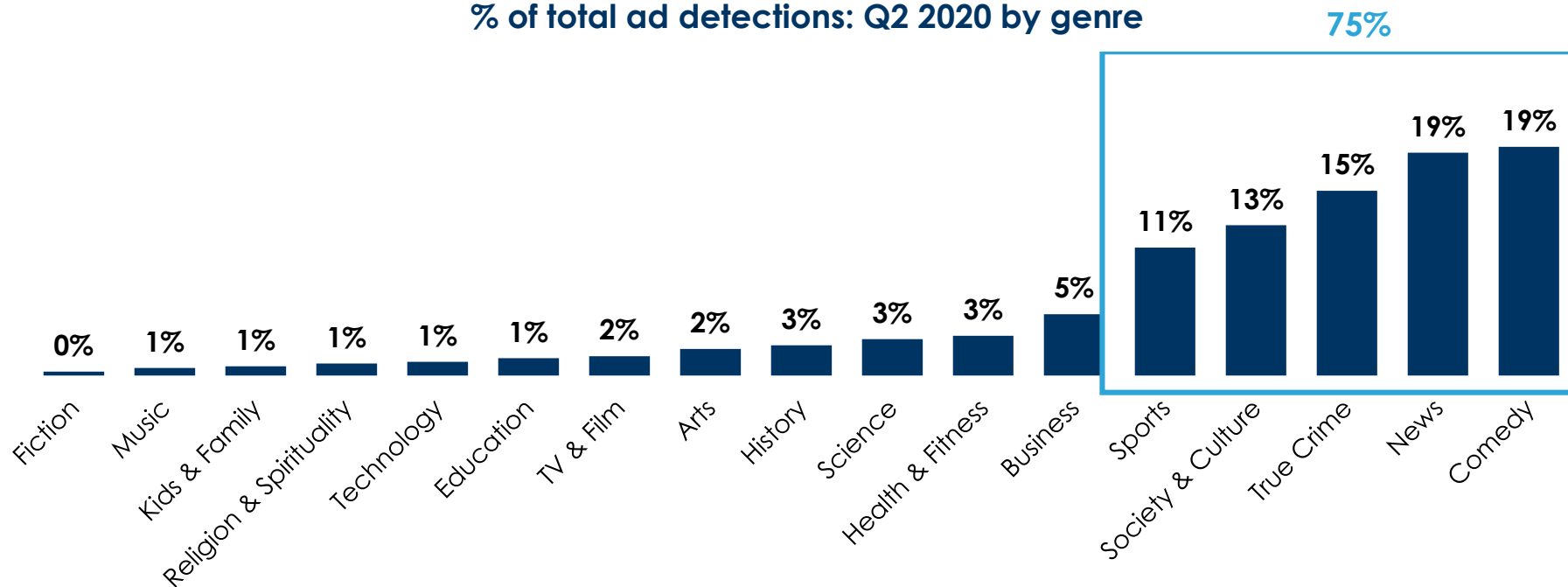
75%

Genre	%
Fiction	0%
Music	1%
Kids & Family	1%
Religion & Spirituality	1%
Technology	1%
Education	1%
TV & Film	2%
Arts	2%
History	3%
Science	3%
Health & Fitness	3%
Business	5%
Sports	11%
Society & Culture	13%
True Crime	15%
News	19%
Comedy	19%

How to read: Ads in comedy podcasts comprised 19% of all podcast ad detections in Q2 2020.

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Podcast genres with the highest proportion of brand advertising are TV & Film, Tech, History, and Science podcasts

% composition of brand advertising: Q2 2020 by genre

Genre	%
Comedy	23%
Education	27%
Health & Fitness	31%
News	36%
Fiction	37%
Religion & Spirituality	39%
True Crime	39%
Business	40%
Society & Culture	42%
Kids & Family	45%
Arts	46%
Sports	47%
Music	48%
Science	51%
History	51%
Technology	51%
TV & Film	57%
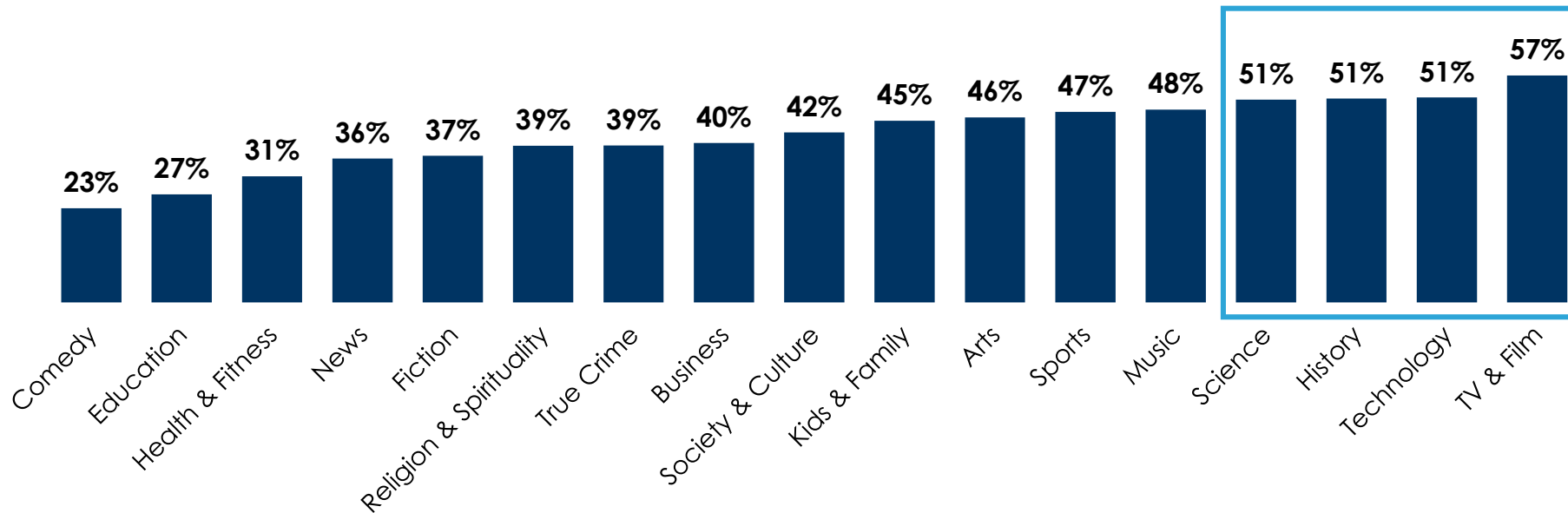
How to read: In Q2 2020, 57% of ads running in TV & Film podcasts are brand ads.

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Podcast genres with largest growth in share of brand advertising are True Crime, History, Religion & Spirituality, and TV & Film podcasts

Difference 2019-2020 in % composition of advertising from brands by genre

Genre	Value
Kids & Family	-2
Business	-1
Music	+1
Technology	+2
Comedy	+7
News	+8
Education	+10
Arts	+11
Health & Fitness	+13
Sports	+15
Society & Culture	+15
Fiction	+17
Science	+19
TV & Film	+22
Religion & Spirituality	+26
History	+32
True Crime	+33
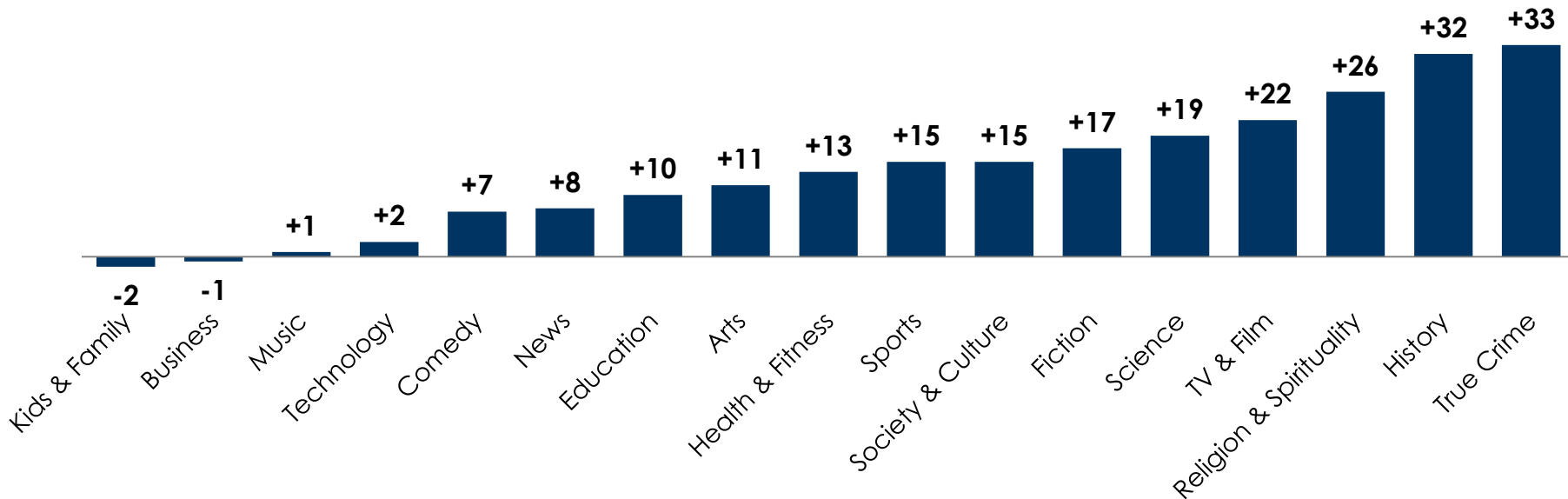
How to read: The composition of brand ads in history podcasts grew +32% from Q2 2019 to Q2 2020.

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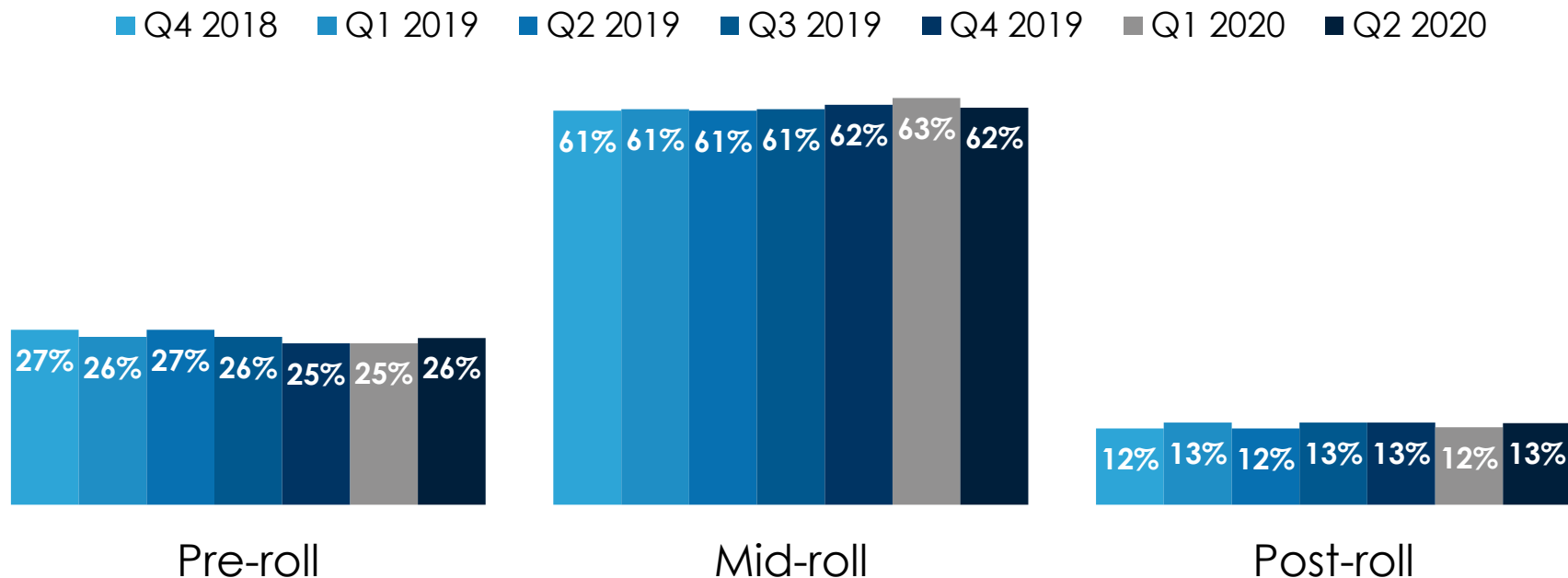# Brand Power Ratio: TV & Film, Technology, History, and Science podcasts had the highest ratios of brand advertising

Category	% of total ad detections Q2 2020	% of brand ad detections Q2 2020	Difference	Brand Power Ratio
TV & Film	2%	2%	0	1.50
Technology	1%	2%	+2	1.35
History	3%	3%	0	1.35
Science	3%	4%	+1	1.34
Music	1%	1%	0	1.27
Sports	11%	13%	+2	1.26
Arts	2%	3%	+1	1.22
Kids & Family	1%	1%	0	1.20
Society & Culture	13%	14%	+1	1.12
Business	5%	5%	0	1.05
True Crime	15%	16%	+2	1.04
Religion & Spirituality	1%	1%	0	1.03
Fiction	0%	0%	0	0.97
News	19%	18%	-1	0.95
Health & Fitness	3%	3%	0	0.83
Education	1%	1%	0	0.71
Comedy	19%	12%	-7	0.62

How to read: Ads in comedy podcasts comprised 19% of all podcast ad detections in Q2 2020, while comprising 12% of all ad detections from brands in Q2 2020. This represents a Brand Power Ratio of 0.62, meaning that brand advertisers are 38% less likely to support comedy podcasts versus podcasts overall.

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Mid-roll ads comprise the largest share of exposures

% of ad detections by in-show placement, top 400 national podcasts, Q4 2018 to Q2 2020

Legend: ■ Q4 2018 ■ Q1 2019 ■ Q2 2019 ■ Q3 2019 ■ Q4 2019 ■ Q1 2020 ■ Q2 2020

Pre-roll: 27% | 26% | 27% | 26% | 25% | 25% | 26%

Mid-roll: 61% | 61% | 61% | 61% | 62% | 63% | 62%

Post-roll: 12% | 13% | 12% | 13% | 13% | 12% | 13%

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Mid-roll ad placements are centered broadly around the mid point in a podcast; slightly front loaded

% of ads by percentage of time elapsed within a podcast, top 400 national podcasts, Q2 2020

Start of podcast   Middle of podcast   End of podcast

10% to 20%	20% to 30%	30% to 40%	40% to 50%	50% to 60%	60% to 70%	70% to 80%	80% to 90%
10%	14%	18%	18%	15%	13%	8%	5%

% of elapsed time in podcast

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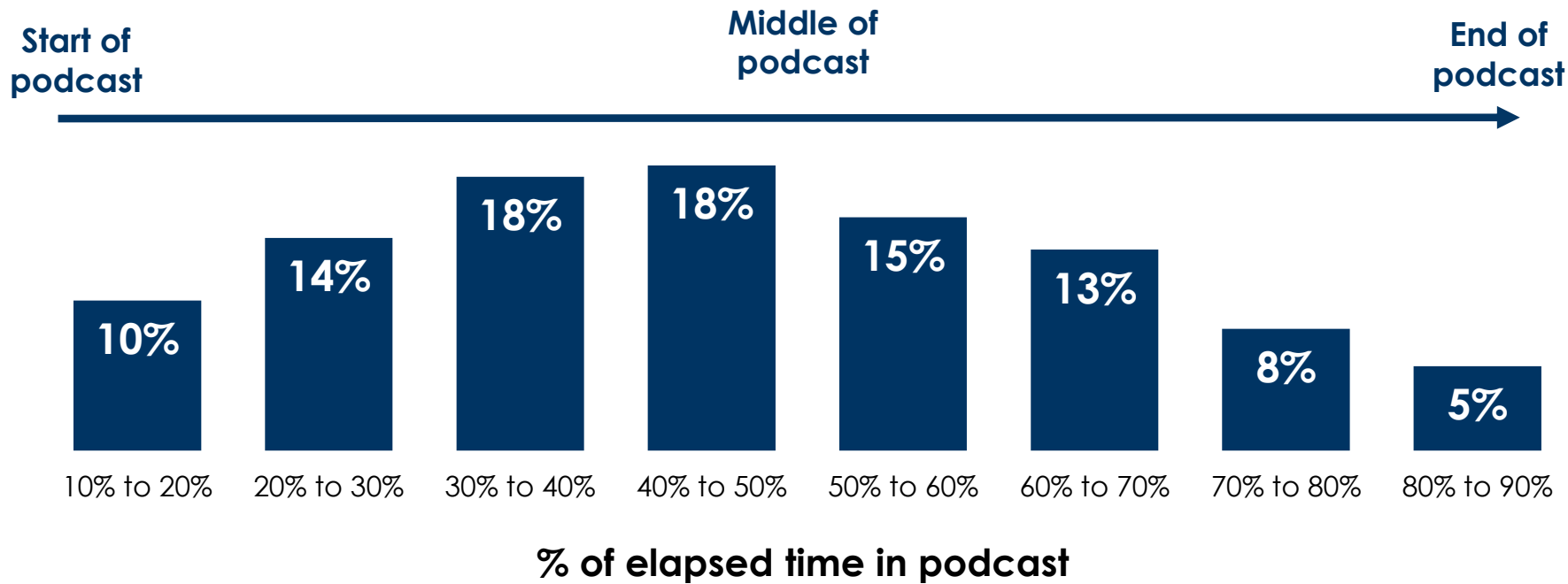
Top podcast advertisers year-over-year:
Three brands now in top ten; Ad volume grows by 31%

Q2 2019		
Rank	**Advertiser**	**Detections**
1	ZipRecruiter	344
2	SimpliSafe	219
3	BetterHelp	198
4	Squarespace	196
5	Quip	194
6	Cash App	162
7	Stamps.com	134
8	ThirdLove	124
9	LinkedIn Talent Solutions	122
10	Geico	107
	Average	**180**

Q2 2020		
Rank	**Advertiser**	**Detections**
1	BetterHelp	476
2	Spotify	291
3	Geico	259
4	Best Fiends	242
5	SimpliSafe	226
6	Squarespace	207
7	Madison Reed	183
8	State Farm	172
9	Rocket Mortgage	167
10	ExpressVPN	147
	Average	**237**

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Top podcast brand advertisers nearly tripled their weight in podcasts

Q2 2019		
Rank	**Advertiser**	**Detections**
1	Geico	107
2	Luminary	70
3	Policygenius	64
4	Capital One	64
5	Progressive	59
6	Mayo Clinic	50
7	Wells Fargo	49
8	State Farm	47
9	VRBO	42
10	TrueCar	41
	Average	**59**

Q2 2020		
Rank	**Advertiser**	**Detections**
1	Spotify	291
2	Geico	259
3	Best Fiends	242
4	State Farm	172
5	Policygenius	144
6	IBM	95
7	Capital One	93
8	Association of Mature American Citizens	84
9	Progressive	76
10	coronavirus.gov	76
	Average	**153**

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Spotify, Geico, State Farm are among the fastest growing podcast advertisers; Blue chip brands embrace podcasts

Fastest growing total advertisers Q2 2020		
Rank	Advertiser	YOY change in detections
1	Spotify	+283
2	BetterHelp	+278
3	Best Fiends	+213
4	Geico	+152
5	Rocket Mortgage	+138
6	State Farm	+125
7	Madison Reed	+108
8	Hillsdale College	+106
9	ExpressVPN	+92
10	WHOOP	+89
	Average	**+158**

Fastest growing brand advertisers Q2 2020		
Rank	Advertiser	YOY change in detections
1	Spotify	+283
2	Best Fiends	+213
3	Geico	+152
4	State Farm	+125
5	Association of Mature American Citizens	+84
6	Policygenius	+80
7	coronavirus.gov	+76
8	Pentagon Federal Credit Union	+75
9	Trello	+71
10	DuckDuckGo	+57
	Average	**+121**

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Many top podcast advertisers are also top AM/FM radio advertisers

Q2 2020		
Brand	Podcast rank	Broadcast rank
Progressive	27	1
Babbel	133	3
Geico	3	7
Capital One	20	12
State Farm	8	15
Optima Tax Relief	168	22
Xfinity	31	43
Stitch Fix	181	46
Advance Auto Parts	60	47
Scotts Turf Builder	111	58
Olay Body Wash	136	64
T-Mobile	56	81
LifeLock	17	85

Q2 2020		
Brand	Podcast rank	Broadcast rank
Apartments.com	83	91
DuckDuckGo	35	94
Pure TalkUSA	100	97
Hustler Turf	61	103
Relief Factor	82	118
American Financing	81	132
REC TEC Grills	98	153
Sleep Number	55	165
Comcast Business	66	169
Honey	14	191
SimpliSafe	5	195
Purple	86	200

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Key takeaways

- **Podcast advertising is pandemic proof:** After a brief April dip, ad volumes and advertisers have surged back and now exceed pre-pandemic levels.

- **Podcast over-commercialism has not arrived**: Ads comprise only 5% of podcast programming. This ad load is a quarter of the typical 23%-27% network TV ad load.

- **Brand advertising shows strong growth in podcasts:** Major brand advertisers are tripling down on their ad commitments. In Q2 2020, 38% of ad occurrences were from brands, up +46% from Q2 2019 (26%).

- **Podcasts ads are long:** :60 seconds is the average length of a podcast ad. In contrast, most network TV ads are :30s (46%) and :15s (44%).

- **Advertisers are increasingly embracing an "all audio" approach as more brands use both podcasting and network radio:** A Q2 2020 comparison between Magellan AI's top 200 advertisers and Media Monitors' top 200 reveals 25 brands in common.

Thank You

Appendix

Over-commercialization has not arrived:
Ad load has stayed consistent throughout COVID-19

Average % of podcast time devoted to ads, top 400 national podcasts, Q4 2019

	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020
Under 15 minutes	5.8%	6.6%	5.3%	5.0%	5.4%	5.1%
15-30 minutes	5.5%	5.3%	5.1%	4.8%	5.0%	5.3%
30-60 minutes	4.6%	5.1%	4.9%	4.7%	4.8%	5.1%
Over 60 minutes	5.0%	5.3%	5.0%	4.8%	4.9%	5.2%

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Number of ads per podcast has declined slightly in 2020

Average number of ads per podcast, top 400 national podcasts, Q2 2020

	Q4 2019	Q1 2020	Q2 2020
Under 15 minutes	1.5	1.4	1.5
15-30 minutes	2.3	2.0	1.8
30-60 minutes	3.1	2.8	2.7
Over 60 minutes	4.0	3.6	3.6

How to read: In Q2 2020, podcasts that were under 15 minutes in length featured an average of 1.5 ads.

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Ad volume dips in March/April and rebounds in June

Average number of ads per podcast, top 400 national podcasts, Q1 2020 through Q2 2020

	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020
Under 15 minutes	1.4	1.5	1.4	1.5	1.4	1.5
15-30 minutes	1.9	2.2	2.0	1.8	1.9	1.9
30-60 minutes	2.8	2.9	2.8	2.5	2.7	2.8
Over 60 minutes	3.4	3.8	3.6	3.5	3.4	3.7

How to read: In June 2020, podcasts that were under 15 minutes in length featured an average of 1.5 ads.

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