MAGELLAN AI

H1 2024

Podcast advertising market trends

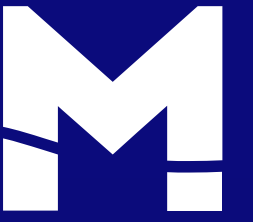# About the presenters

Cameron Hendrix

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John Goforth

- Magellan AI CRO
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What is Magellan AI?

Advertisers increase RoAS with Magellan AI's media planning and optimization tools.

Agencies prove advertiser performance and find new clients through Magellan AI.

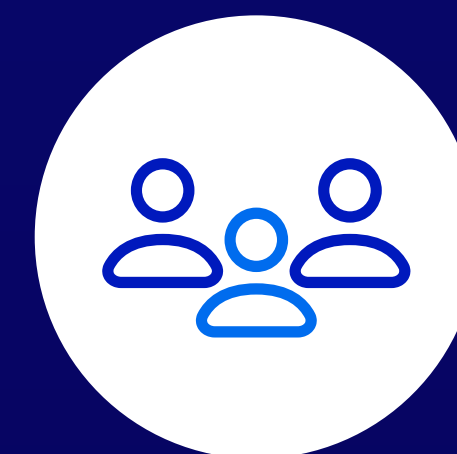**Publishers** maximize revenue by prospecting qualified advertisers with Magellan AI.

Intelligence
Competitive intel • Media planning

Verification
Airchecks • Audits • Brand safety

Attribution
Pixel-based • Pod-to-pod

What's the AI in Magellan AI?

Pre-roll uncommon goods

00:00:29

01:24:14
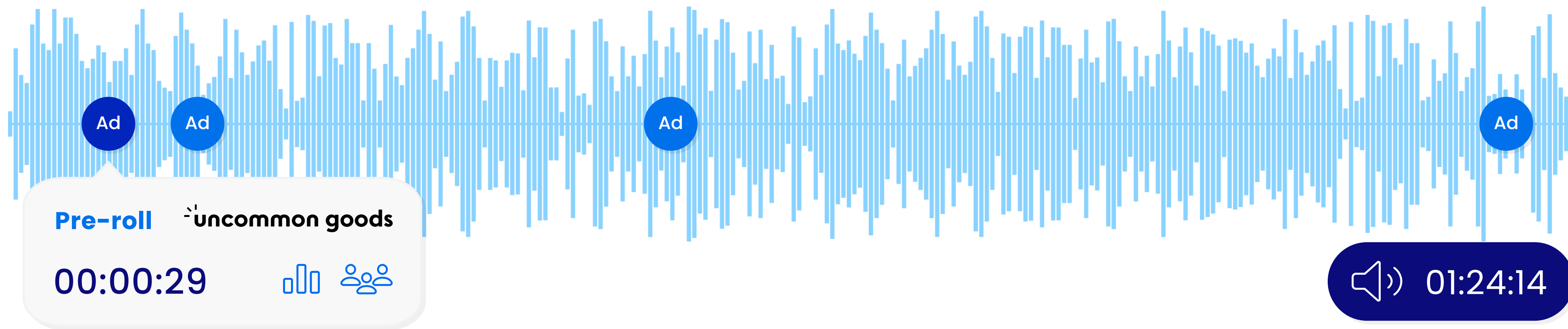
Ad detection

- **Host-read and produced ads**
- **Dynamically-inserted and embedded ads**

Spend

- **Position**
- **Length**

- **Download volume**
- **Run of Network & programmatic**

International coverage

Sampling 50,000+ podcasts across:
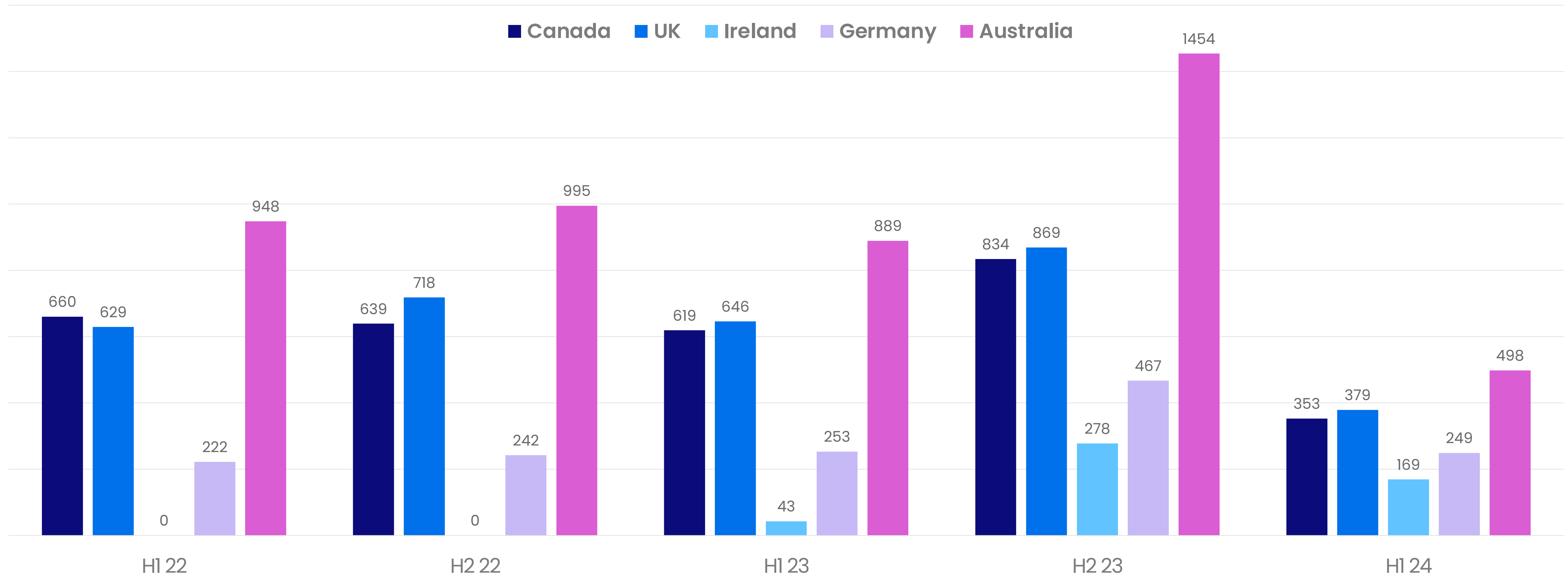**US, Canada, UK, Ireland, Germany, and Australia**

Three languages:
English, Spanish, German

Trends in brand activity

New brands detected by country (ex-US), 2022–24 YTD

■ Canada ■ UK ■ Ireland ■ Germany ■ Australia

	H1 22	H2 22	H1 23	H2 23	H1 24
Canada	660	639	619	834	353
UK	629	718	646	869	379
Ireland	0	0	43	278	169
Germany	222	242	253	467	249
Australia	948	995	889	1454	498

Who's running the most ads in each market?

Based on ads detected by Magellan AI in H1 2024[1]

	US	Canada	UK	Ireland	Germany	Australia
1	VGW	Amazon	Amazon	Zurich Insurance	Amazon	McDonald's
2	Amazon	BetterHelp	BetterHelp	Comcast	HelloFresh	Youi Insurance
3	McDonald's	Airbnb	Indeed	Recruit.ie	AG1	Amazon
4	Flutter Entertainment	Google	Shopfiy	Yuno Energy	Indeed	Wise
5	BetterHelp	CBC	HSBC	Specsavers	CLARK	CommBank
6	BP	DraftKings	Marriott International	eir	KoRo	7-Eleven
7	Indeed	Procter & Gamble	HelloFresh	SuperValu	Vodafone	MYOB
8	Shopify	Expedia Group	Flutter Entertainment	BetterHelp	Babbel	BetterHelp
9	Ultra Mobile	AG1	easyJet	McDonald's	Nord Security	Entain Group
10	HelloFresh	Flutter Entertainment	Apple	BoyleSports	Toyota	Telstra

[1] Government advertisers were excluded from these rankings

Frequent advertisers across 6 markets

Based on ads detected by Magellan AI in H1 2024[1]

	US	Canada	UK	Ireland	Germany	Australia
1	VGW	Amazon	Amazon	Zurich Insurance	Amazon	McDonald's
2	Amazon	BetterHelp	BetterHelp	Comcast	HelloFresh	Youi Insurance
3	McDonald's	Airbnb	Indeed	Recruit.ie	AG1	Amazon
4	Flutter Entertainment	Google	Shopfiy	Yuno Energy	Indeed	Wise
5	BetterHelp	CBC	HSBC	Specsavers	CLARK	CommBank
6	BP	DraftKings	Marriott International	eir	KoRo	7-Eleven
7	Indeed	Procter & Gamble	HelloFresh	SuperValu	Vodafone	MYOB
8	Shopify	Expedia Group	Flutter Entertainment	BetterHelp	Babbel	BetterHelp
9	Ultra Mobile	AG1	easyJet	McDonald's	Nord Security	Entain Group
10	HelloFresh	Flutter Entertainment	Apple	BoyleSports	Toyota	Telstra

[1] Government advertisers were excluded from these rankings

Which industries are advertising the most on podcasts?

US

1. **Business Services & Software**
   172 new brands[1]

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2. Financial Services
3. Food
4. Hobbies/Lifestyle
5. Television & Film

Canada

1. **Financial Services**
   23 new brands

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2. Television & Film
3. Food
4. Business Services & Software
5. Consumer Packaged Goods

UK

1. **Financial Services**
   19 new brands

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2. Food
3. Television & Film
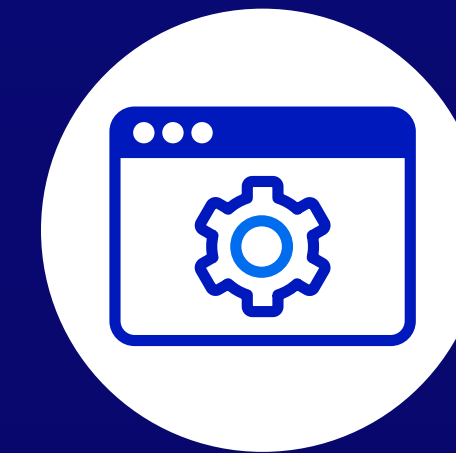4. Business Services & Software
5. Travel

Australia

1. **Financial Services**
   23 new brands

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2. Television & Film
3. Food
4. Auto
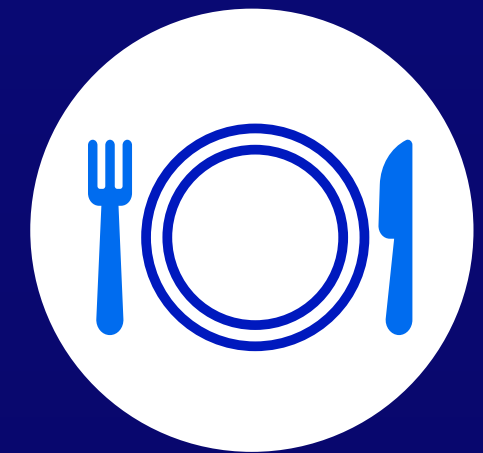5. Live Entertainment

Germany

1. **Business Services & Software**
   45 new brands

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2. Financial Services
3. Food
4. Auto
5. Consumer Services & Software

Ireland

1. **Food**
   21 new brands

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2. Auto
3. Television & Film
4. Nutritional Supplements
5. Financial Services

[1] New brands are those that have appeared in podcast advertising for the first time in 2024

Which genres had the most new brands?

Rankings by new brands sampled for the first time in 2024[1]

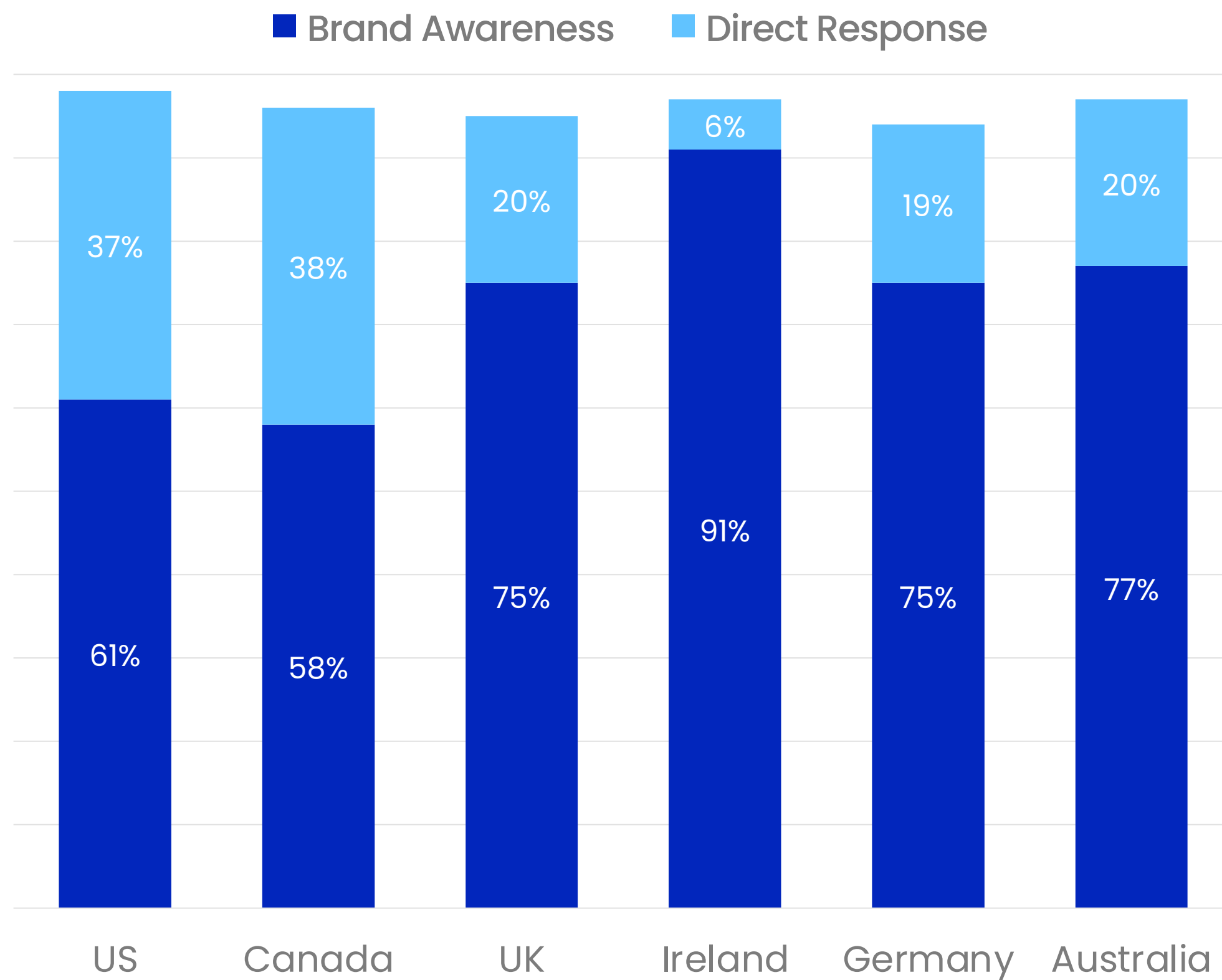|	US	Canada	UK	Ireland	Germany	Australia
1	Sports 69 new	Society & Culture 11 new	Society & Culture 15 new	Business 1 new	Comedy 4 new	Comedy 8 new
2	News 45 new	Comedy 9 new	Comedy 12 new	–	Society & Culture 4 new	Sports 7 new
3	Comedy 36 new	News 8 new	News 4 new	–	News 1 new	News 6 new

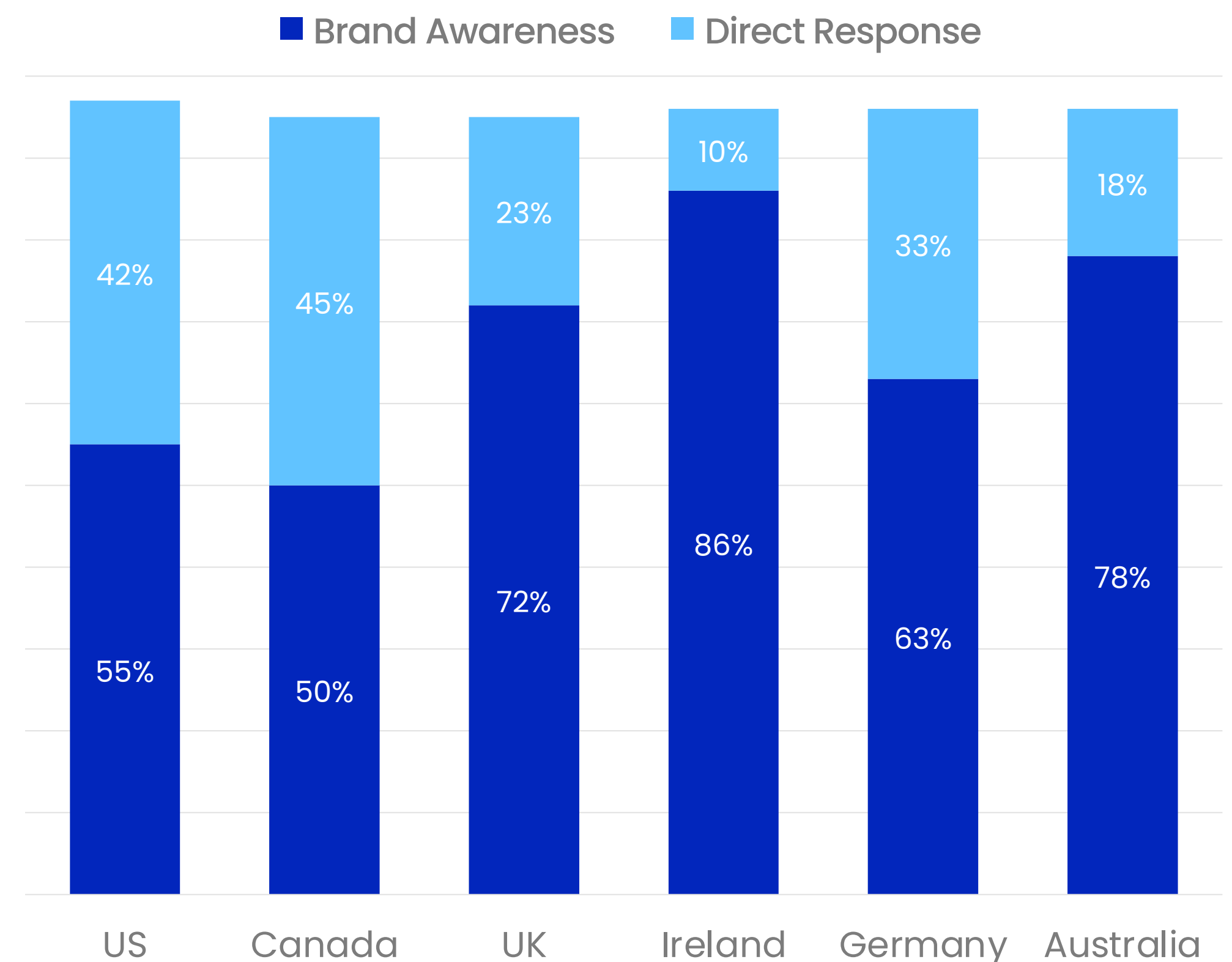[1] Figures include ads that promote other podcasts

Campaign approach

Breakout of brand awareness vs. direct response by number of ads detected[1]

Q4 '23

- Brand Awareness
- Direct Response

	US	Canada	UK	Ireland	Germany	Australia
Direct Response	37%	38%	20%	6%	19%	20%
Brand Awareness	61%	58%	75%	91%	75%	77%

Q1 '24

- Brand Awareness
- Direct Response

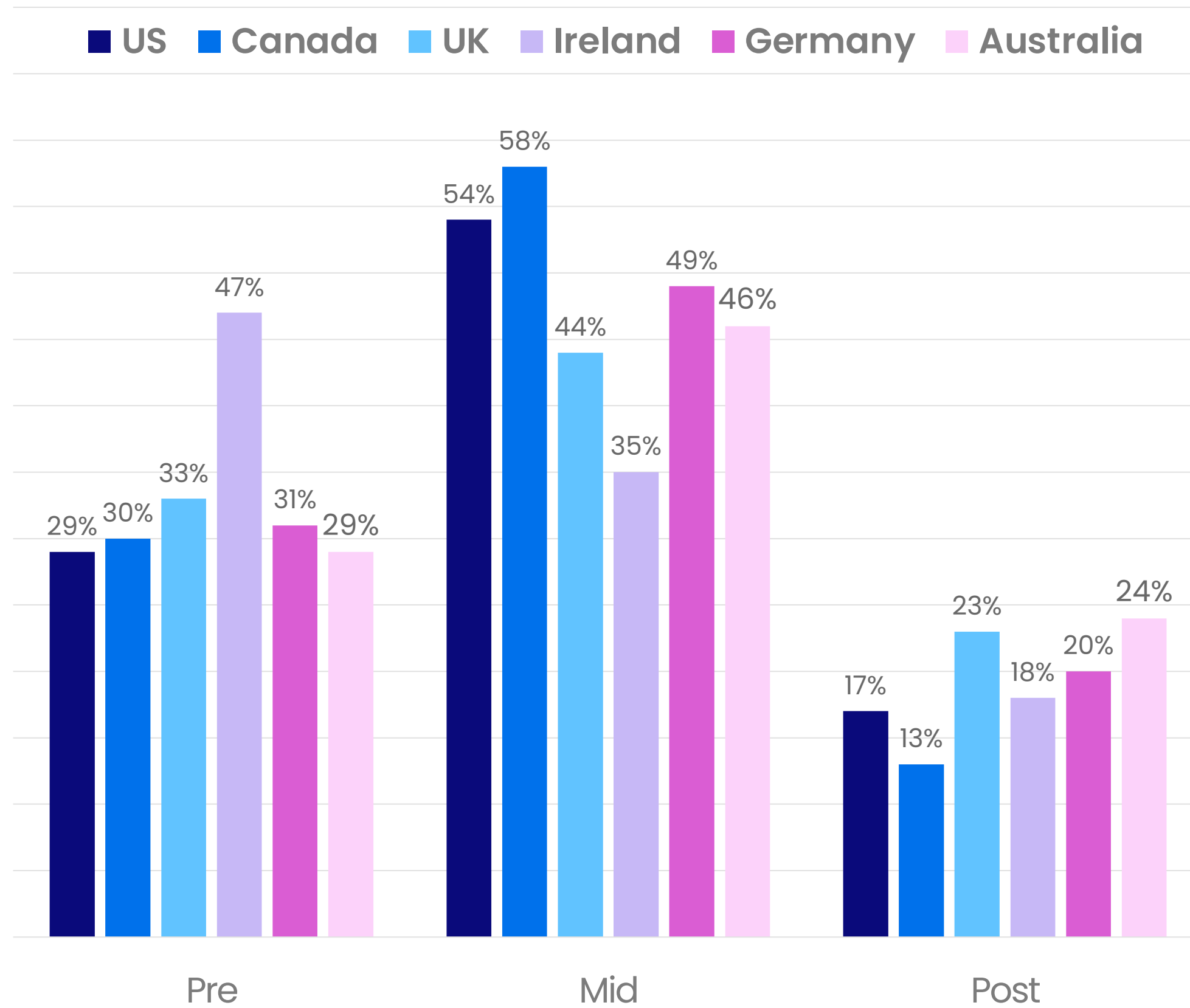|	US	Canada	UK	Ireland	Germany	Australia
Direct Response	42%	45%	23%	10%	33%	18%
Brand Awareness	55%	50%	72%	86%	63%	78%

1 Based on the number of ads detected for brands categorized as brand awareness or direct response

Most common ad lengths and positions

Ad positions[1]

■ US ■ Canada ■ UK ■ Ireland ■ Germany ■ Australia

Pre:
- US 29%
- Canada 30%
- UK 33%
- Ireland 47%
- Germany 31%
- Australia 29%

Mid:
- US 54%
- Canada 58%
- UK 44%
- Ireland 35%
- Germany 49%
- Australia 46%

Post:
- US 17%
- Canada 13%
- UK 23%
- Ireland 18%
- Germany 20%
- Australia 24%

Ad lengths[1]

■ US ■ Canada ■ UK ■ Ireland ■ Germany ■ Australia

15s:
- US 9%
- Canada 16%
- UK 7%
- Ireland 12%
- Germany 15%
- Australia 21%

30s:
- US 42%
- Canada 22%
- UK 42%
- Ireland 54%
- Germany 14%
- Australia 44%

60s:
- US 19%
- Canada 21%
- UK 15%
- Ireland 11%
- Germany 13%
- Australia 8%

90s:
- US 6%
- Canada 12%
- UK 7%
- Ireland 3%
- Germany 12%
- Australia 3%

120s:
- US 2%
- Canada 2%
- UK 1%
- Ireland 1%
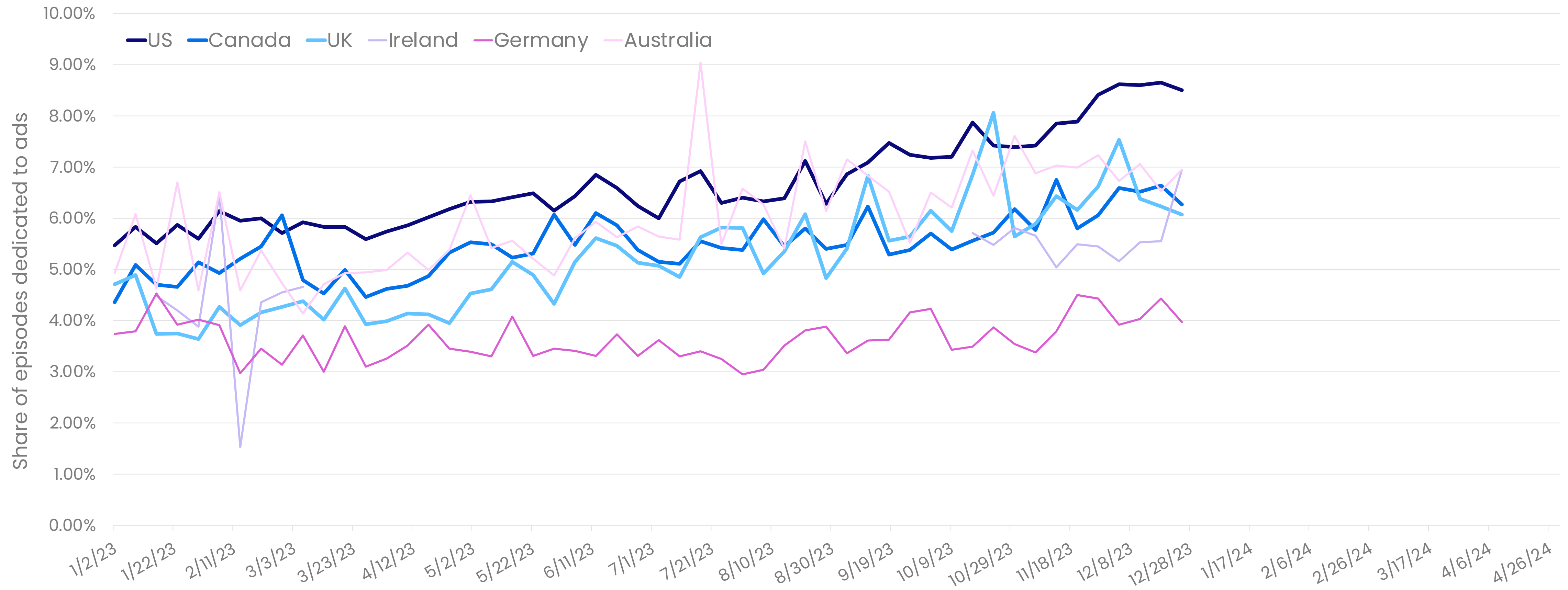- Germany 6%
- Australia 1%

1 Based on the number of ads detected for each category between Jan 2024 - Apr 2024

Ad loads by week: 2023

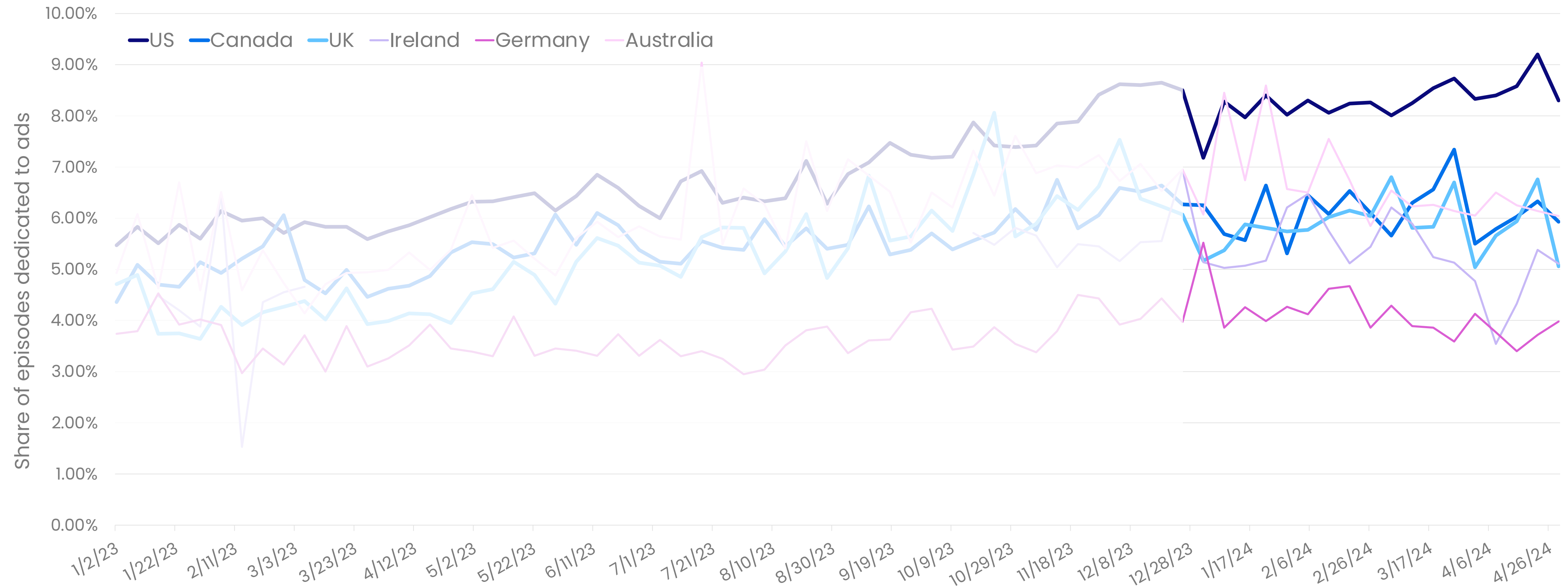## Breakout of ad times as a share of episode content

Legend: US — Canada — UK — Ireland — Germany — Australia

Y-axis: Share of episodes dedicated to ads (0.00% to 10.00%)

X-axis: 1/2/23, 1/22/23, 2/11/23, 3/3/23, 3/23/23, 4/12/23, 5/2/23, 5/22/23, 6/11/23, 7/1/23, 7/21/23, 8/10/23, 8/30/23, 9/19/23, 10/9/23, 10/29/23, 11/18/23, 12/8/23, 12/28/23, 1/17/24, 2/6/24, 2/26/24, 3/17/24, 4/6/24, 4/26/24

[1] Calculated across 12,083 podcasts globally that ranked consistently and includes podcasts that promote other podcasts

Ad loads by week: 2024 YTD

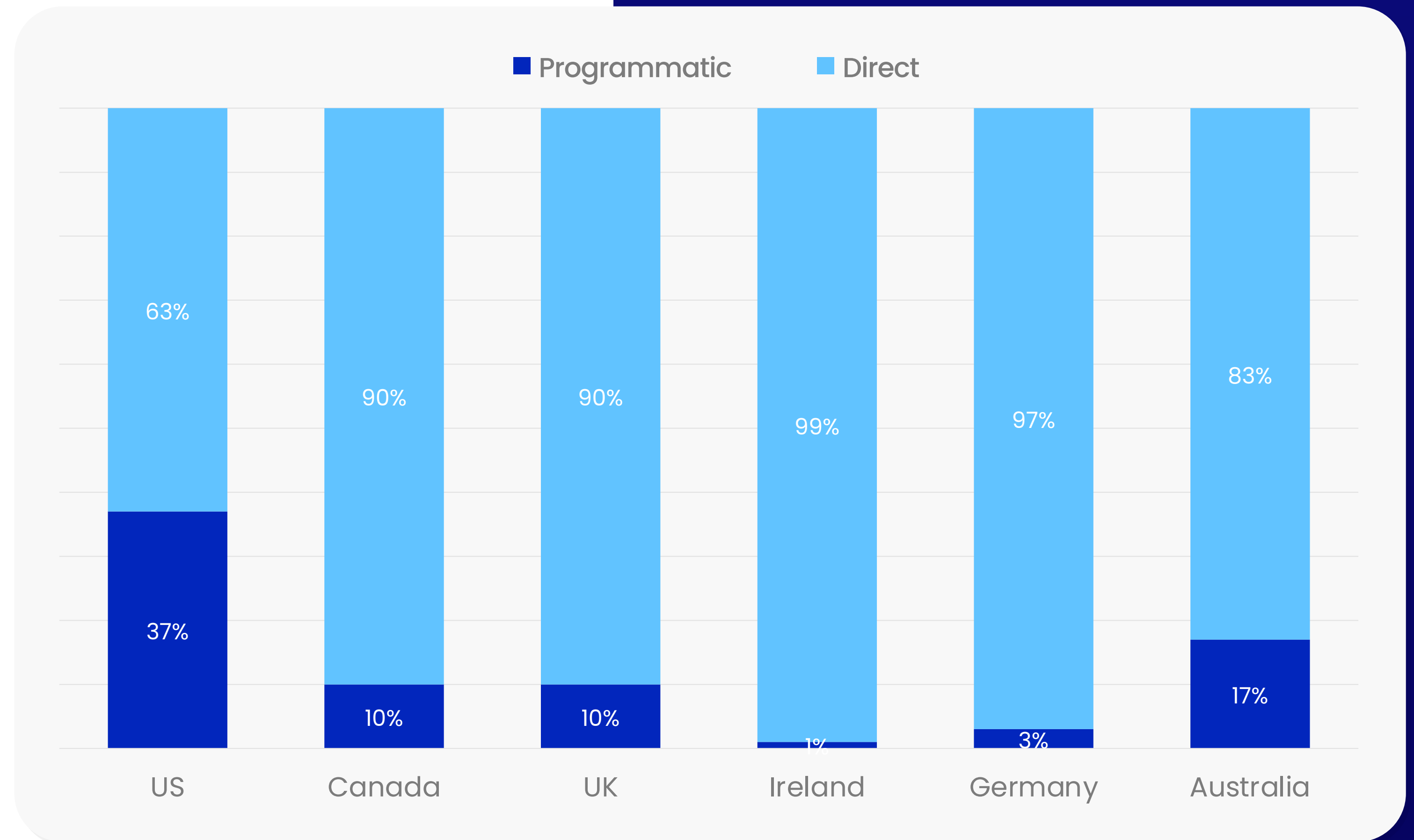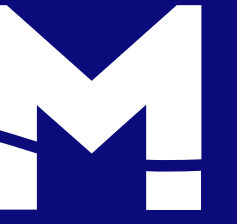## Breakout of ad times as a share of episode content

Legend: US, Canada, UK, Ireland, Germany, Australia

Y-axis: Share of episodes dedicated to ads (0.00% to 10.00%)

X-axis: 1/2/23, 1/22/23, 2/1/23, 3/3/23, 3/23/23, 4/12/23, 5/2/23, 5/22/23, 6/11/23, 7/1/23, 7/21/23, 8/10/23, 8/30/23, 9/19/23, 10/9/23, 10/29/23, 11/18/23, 12/8/23, 12/28/23, 1/17/24, 2/6/24, 2/26/24, 3/17/24, 4/6/24, 4/26/24

[1] Calculated across 7,284 podcasts globally that ranked consistently and includes podcasts that promote other podcasts

Ads detected in programmatic and RON campaigns

Splits of Programmatic and Run of Network vs Direct run ads by the number of ads detected.

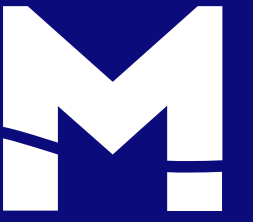Ireland and Germany are programmatic outliers at 1% and 3% – well below the global average of 13%.

Legend: ■ Programmatic ■ Direct

Country	Direct	Programmatic
US	63%	37%
Canada	90%	10%
UK	90%	10%
Ireland	99%	1%
Germany	97%	3%
Australia	83%	17%

US ad load insights
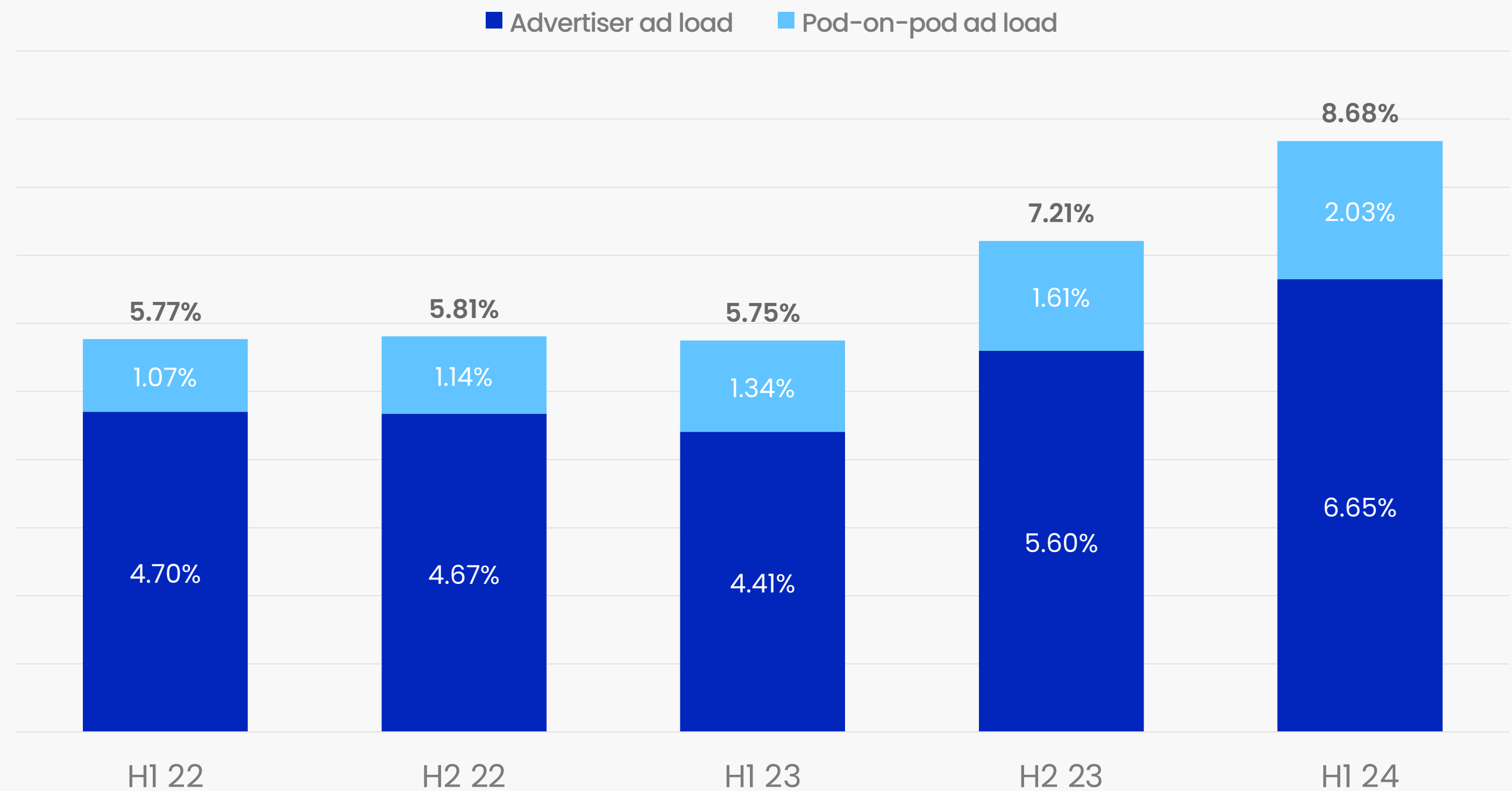
A closer look at key trends

Ad load increases in 2024

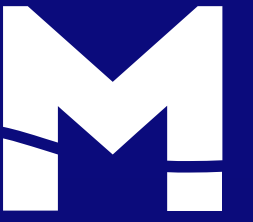Since 2022, average ad load across episodes sampled increased a relative 49%.

In just 2024 to date, ad load has jumped 20%.

Share of episodes dedicated to ads

■ Advertiser ad load ■ Pod-on-pod ad load

	H1 22	H2 22	H1 23	H2 23	H1 24
Total	5.77%	5.81%	5.75%	7.21%	8.68%
Pod-on-pod ad load	1.07%	1.14%	1.34%	1.61%	2.03%
Advertiser ad load	4.70%	4.67%	4.41%	5.60%	6.65%

* Based on US data only

Ad loads by episode length

39% of the episodes analyzed were 30-60 min in length

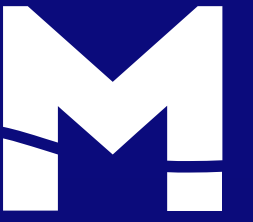**10%** of episodes <15 min in length were Society & Culture podcasts

21% of episodes >60 min in length were Sports podcasts

* Based on US data only

Ad time as a percentage of episode content by episode length

Length	Percentage
<15m	21.9%
15-30m	11.7%
30-60m	9.1%
>60m	6.0%
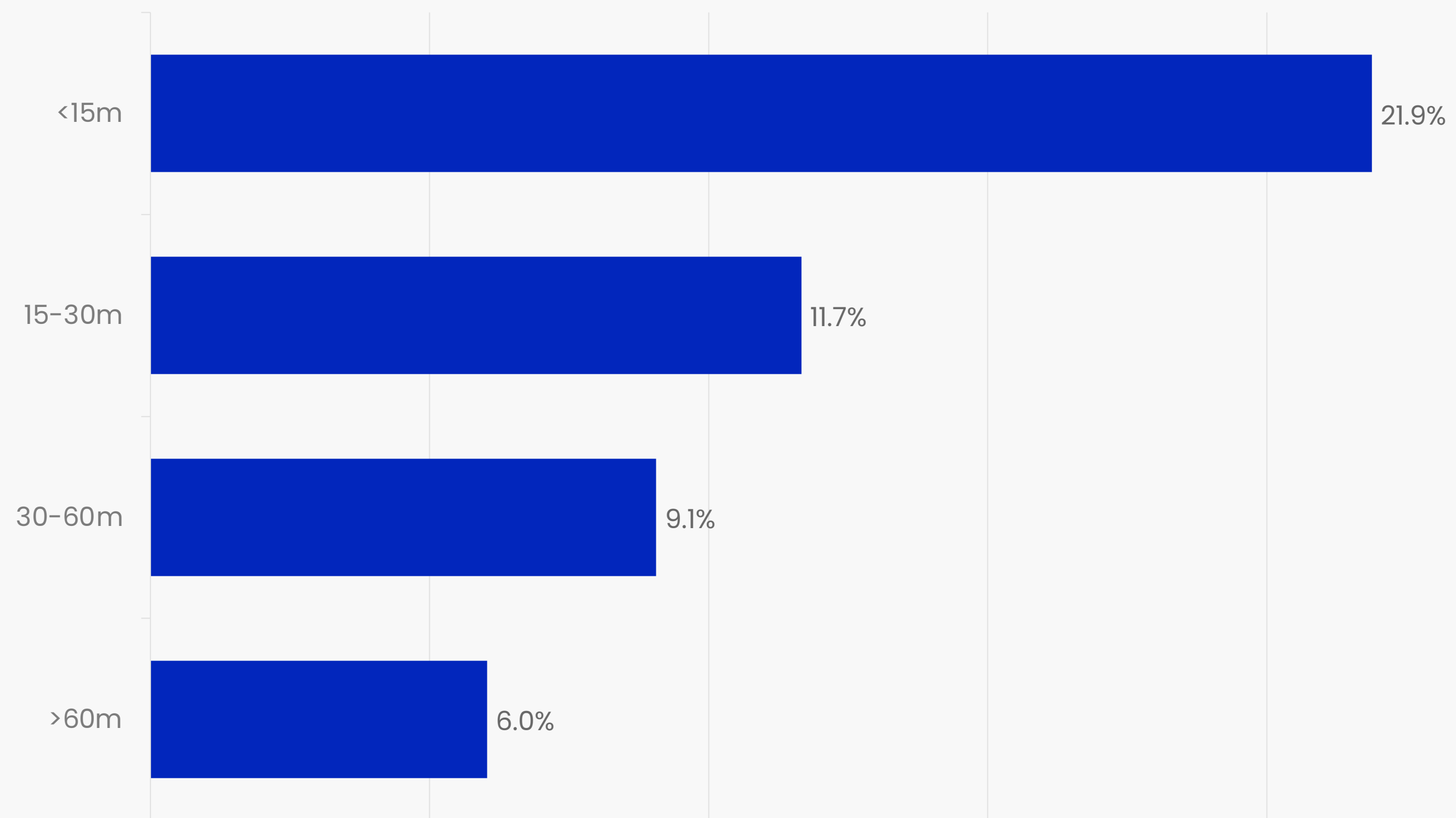
How do shows simulcast on YouTube stack up to other podcasts?

	Share of ads that are host-read	Share of airtime dedicated to ads in H1 24[1]	Share of direct response brands in H1 '24[2]	Avg renewal rate among direct response brands[3]
Podcasts (RSS)	41%	6.6%	28%	35%
Simulcasts	53%	6.4%	39%	44%

* Based on US-data only

1 Share of airtime dedicated to ads does not include ads that promote other podcasts

2 Share of direct response advertisers is computed by show, and averaged across each grouping
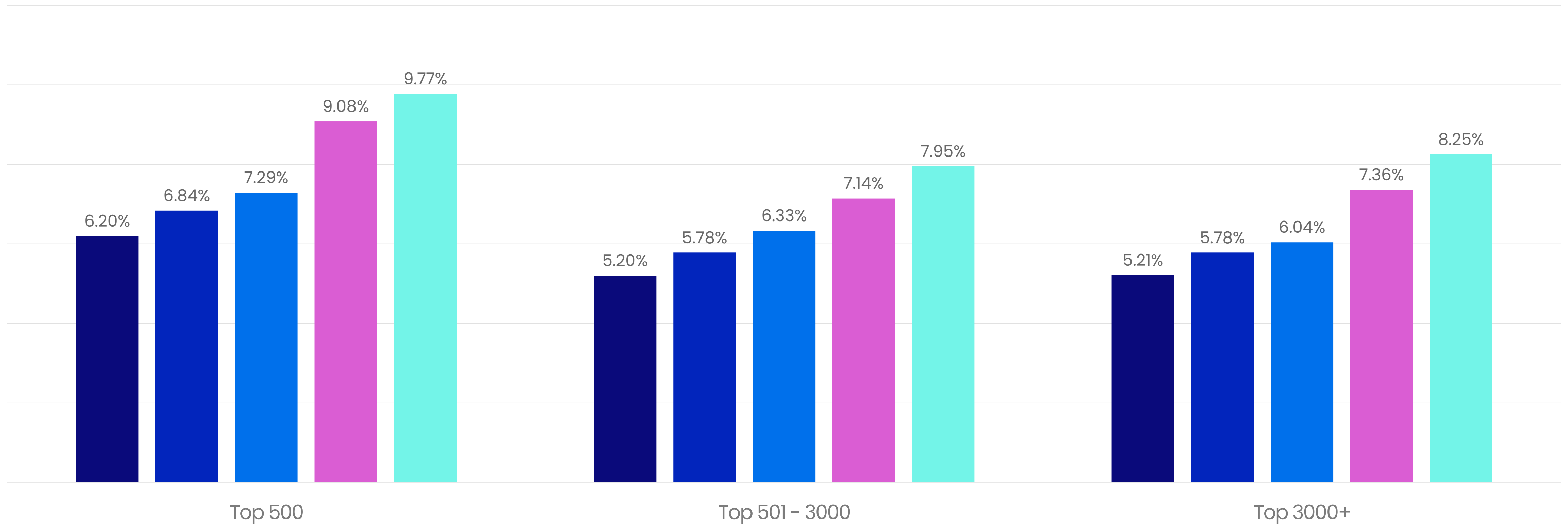
3 Renewal rate is the percentage of direct response advertisers that advertised on a podcast for at least 3 months

Ad load by show popularity

Ad time as a share of episode content by average show rank[1]

Q1 '23 ■ Q2 '23 ■ Q3 '23 ■ Q4 '23 ■ Q1 '24

Top 500
- 6.20%
- 6.84%
- 7.29%
- 9.08%
- 9.77%

Top 501 – 3000
- 5.20%
- 5.78%
- 6.33%
- 7.14%
- 7.95%

Top 3000+
- 5.21%
- 5.78%
- 6.04%
- 7.36%
- 8.25%

* Based on US data only
[1] Share of content dedicated to ads includes ads that promote other podcasts

MAGELLAN AI

To learn more, book a demo at magellan.ai