

# Audio:Activated

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BBC AUDIO:ACTIVATED 2019

**BBC** StoryWorks  
Commercial Productions

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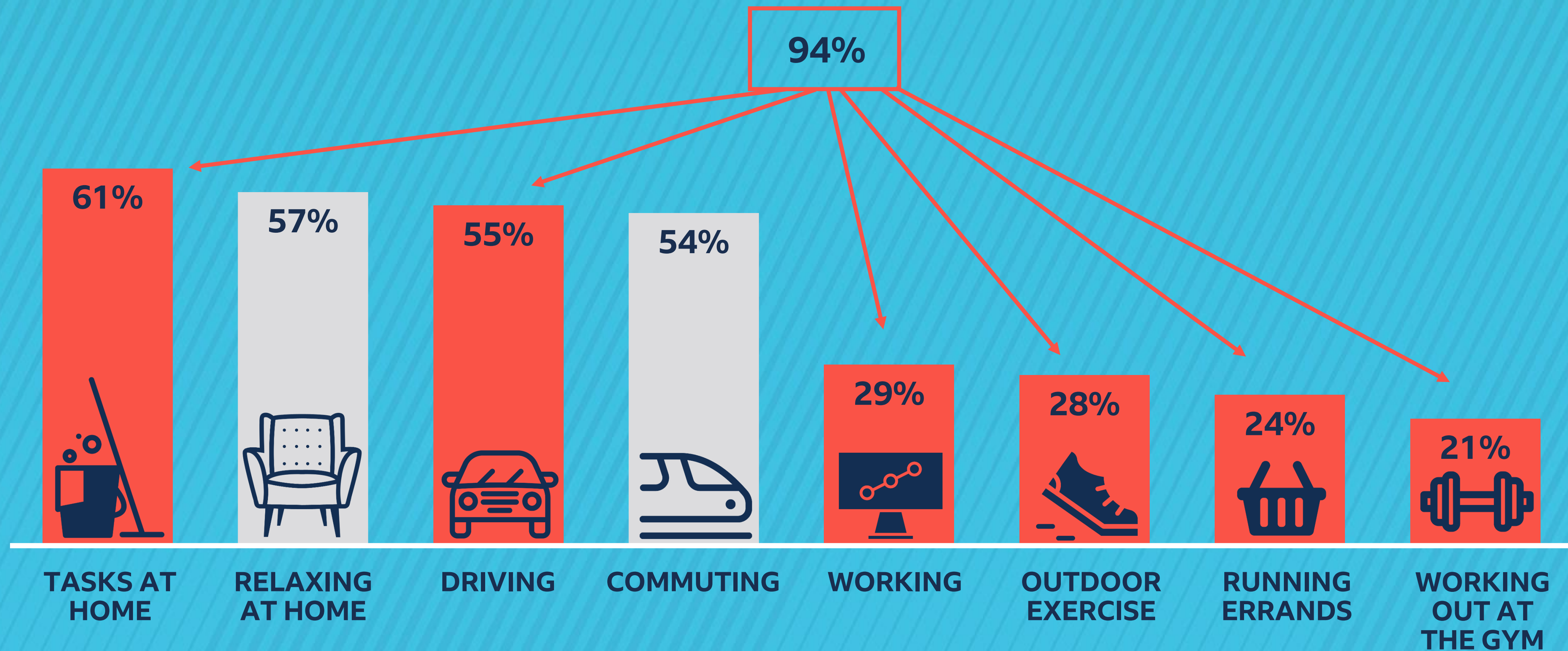
*“Are branded  
podcasts  
effective?”*

*“Do they deliver a  
compelling  
environment for  
brands?”*



# Podcast listeners are active

94% of podcast listeners do so while focused on another activity







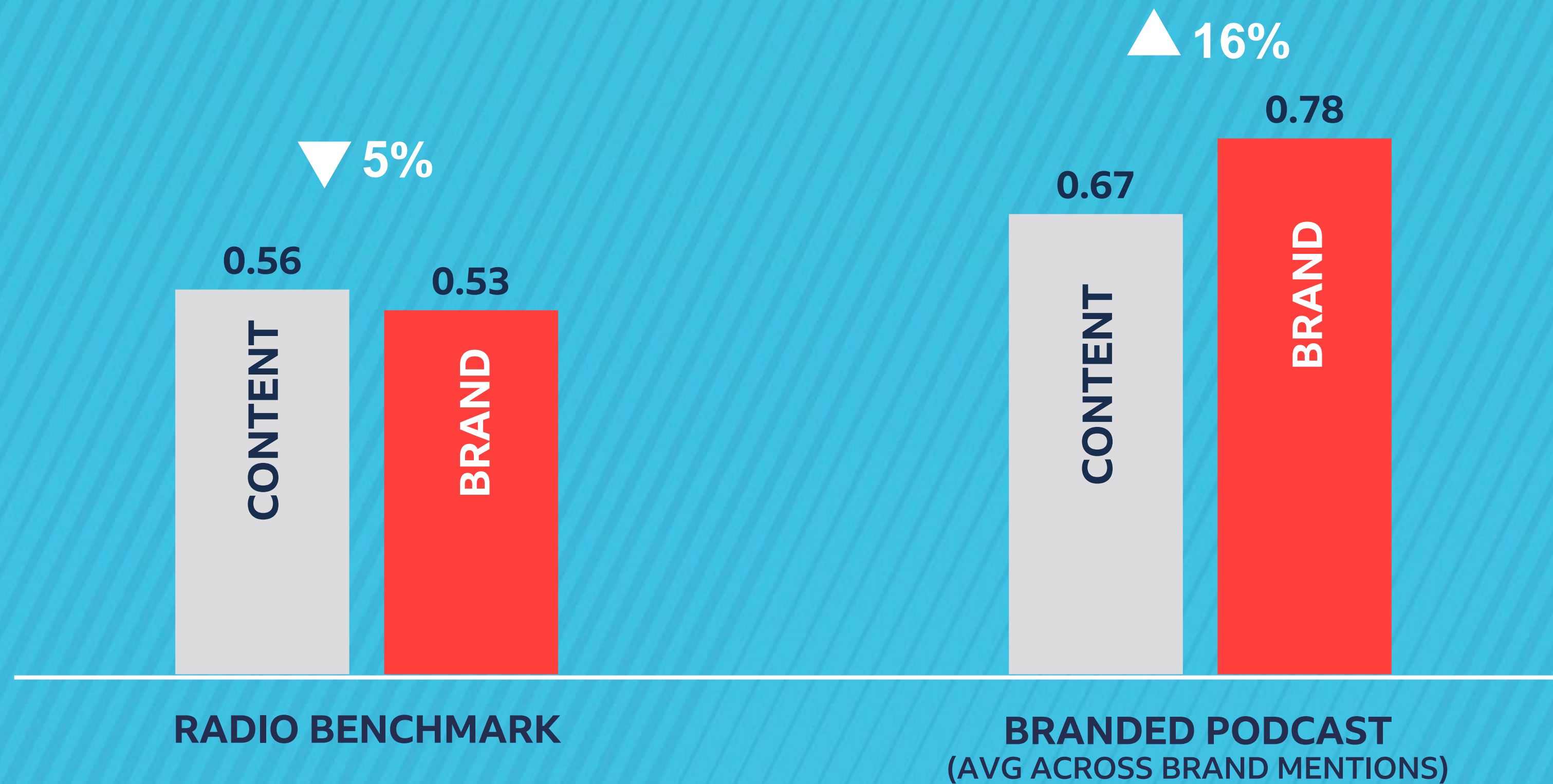
## KEY FINDING #1

For branded podcasts, branding *stands out* from content



# Branded podcasts beat the benchmark when compared to radio

COMPARISON OF ENGAGEMENT FOR BRANDED PODCAST TO AUDIO BENCHMARKS







## KEY FINDING #2

Listeners create *implicit associations* with the brand based on *words they hear* in the podcast

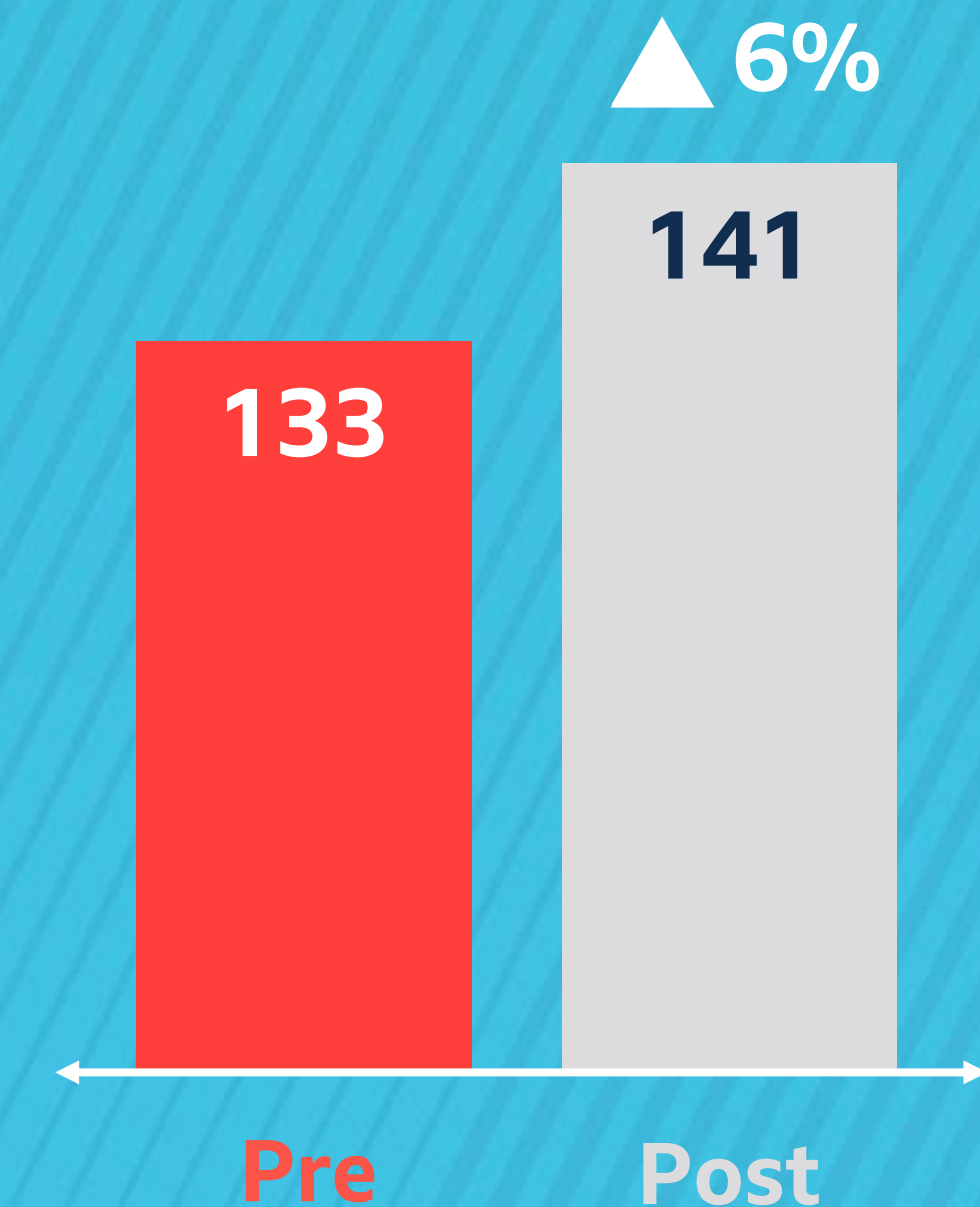


# Language frequency creates implicit associations with the brand

12 mentions of the word 'innovative' in podcast



[BRAND] is  
*'innovative'*



Implicit Test





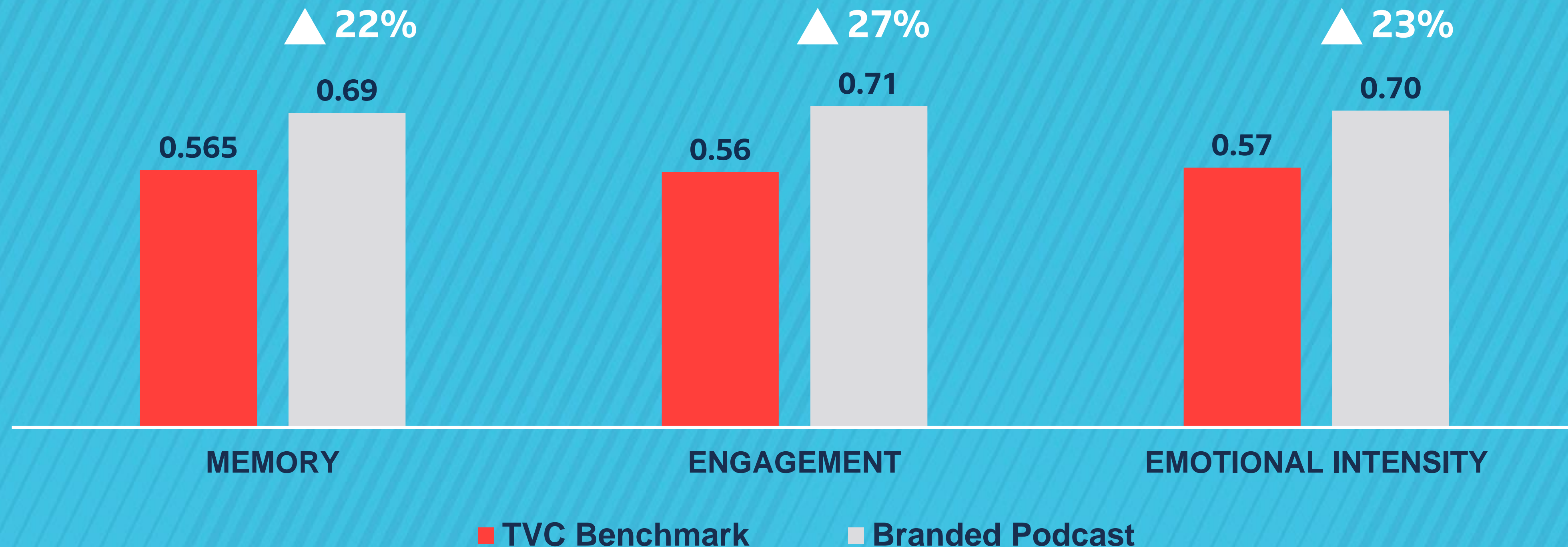
## KEY FINDING #3

Branded podcasts uniquely  
*cut through* with ad avoiders



# Cutting through with ad avoiders

BRANDED PODCAST GROUP AND GLOBAL TV BENCHMARK IN ENGAGEMENT WITH BRAND MOMENTS







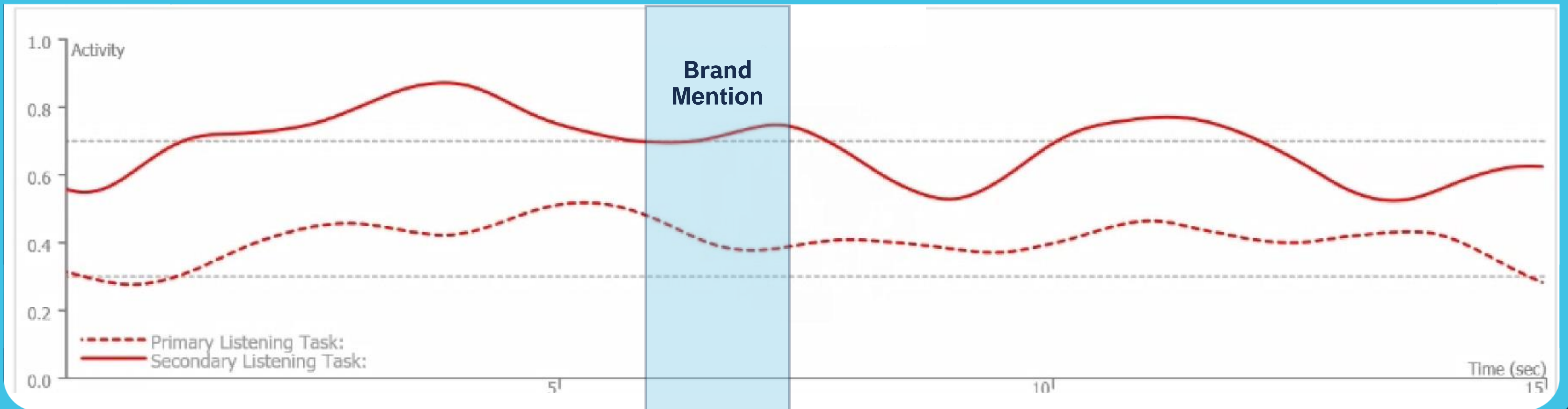
## KEY FINDING #4

Listening to branded podcast *whilst engaged in an activity* increases engagement, emotional intensity and long term memory of the podcast



# Listening as a secondary activity

## LONG TERM MEMORY ENCODING

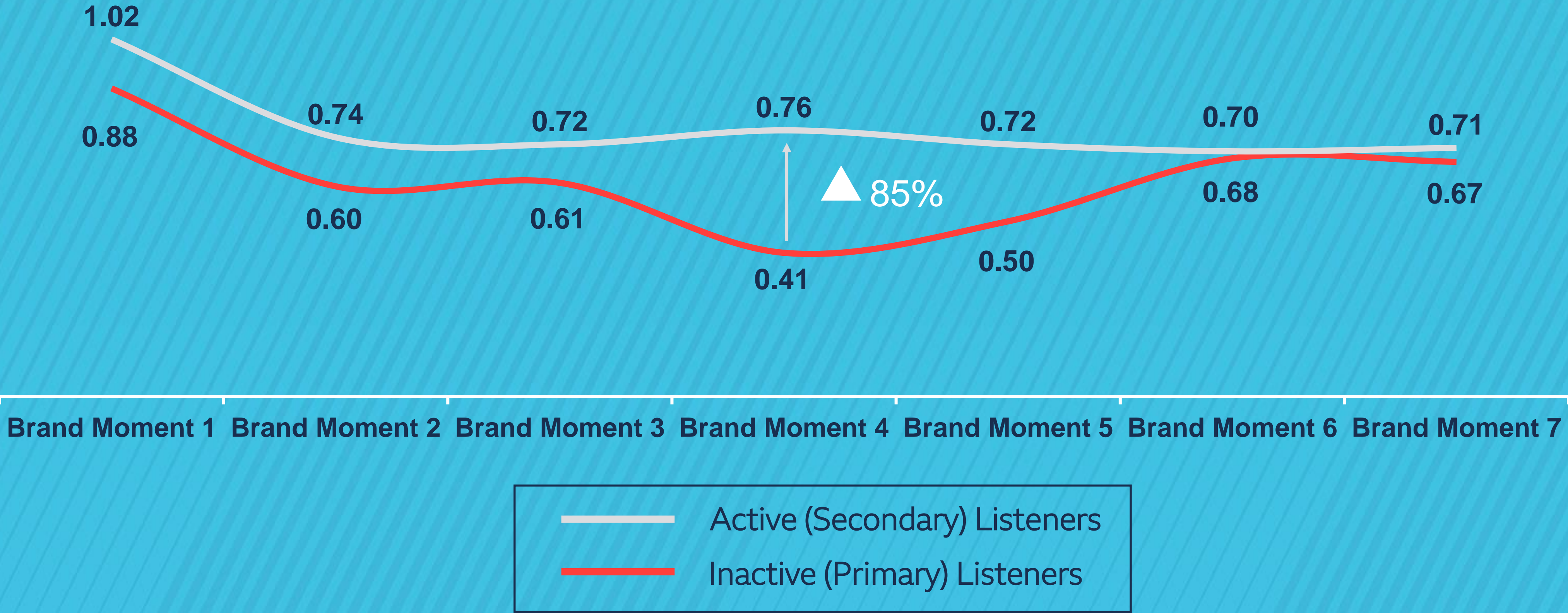


— Active (Secondary) Listeners  
- - - Inactive (Primary) Listeners



# Activity reduces listener wear-out

ENGAGEMENT LEVEL ACROSS DURATION OF PODCAST IN PRIMARY V SECONDARY LISTENING BY BRAND MOMENT







WANT TO KNOW MORE?

Email: [internationalsales@bbc.com](mailto:internationalsales@bbc.com)

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