

**WE ARE**

**Air**

**Fresh**

**WE'RE PODCASTS**  
**WITH BRANDS**

**FRESH AIR PRODUCTION**  
**BUILDS BRAND'S OWN AUDIO**

**FRESH AIR MEDIA**  
**BUILDS BRANDS IN AUDIO**



**WHY PODCASTS ARE AMAZING**  
**WHAT MARKETERS WANT**  
**WHY PUBLISHERS NEED TO DO**  
**BETTER**  
**LET'S GET CREATIVE**

THE  
PODCAST TRENDS  
YOU **NEED**  
TO KNOW



**THE SCROLL – FIRST TWO SECS**

**THE AD - FIRST FIVE SECS**

**YOUTUBE/ NETFLIX**  
**TITLE & THUMBNAIL**

**CHOOSE**

**THIS IS YOUR TIME**

**INTIMATE:**

**90% ARE LISTENING ON  
HEADPHONES**

**QUALITY TIME SPENT:**

**40+ MINUTES SPENT VS  
13 SECONDS FOR A VIDEO**

**INTELLIGENT:**

**25-54 BIAS, 61% MORE ABC1  
65% + MORE DECISION MAKER**

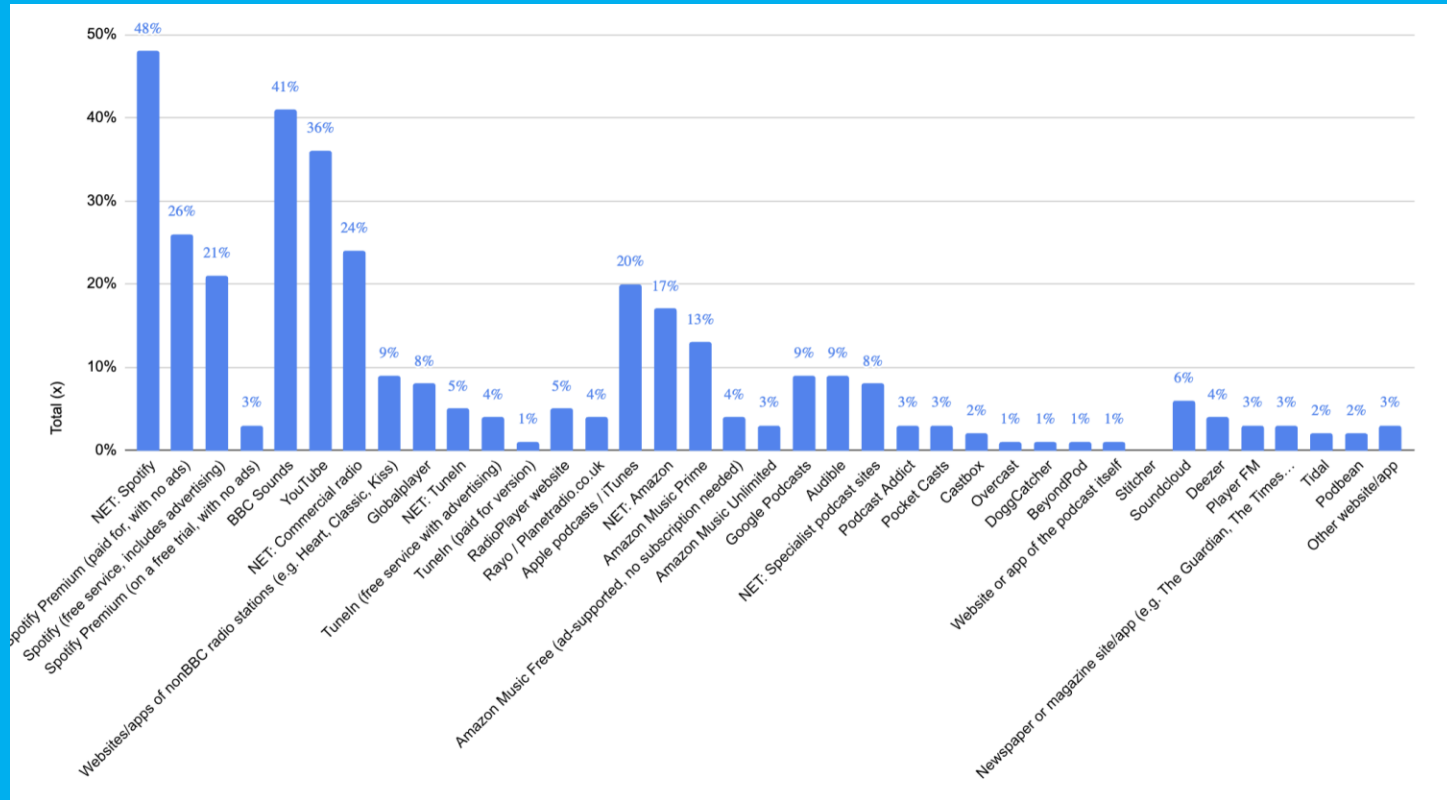
# TOP PODCASTS BY AGE GROUP

Rank	Adults 15+		Adults 15-34s		Adults 55+	
1	The Joe Rogan Experience	10.0%	The Joe Rogan Experience	15.1%	The Rest is Politics	8.3%
2	The Diary of a CEO	5.1%	The Diary of a CEO	5.6%	Newscast	6.1%
3	The Rest is Politics	5.1%	Saving Grace	5.5%	The Archers	5.7%
4	Sh**ged Married Annoyed	3.3%	ShxtnGigs	4.7%	Desert Island Discs	4.7%
5	The Rest is History	3.1%	The Fellas	3.7%	The News Agents	4.5%
6	The Rest is Football	3.1%	Sh**ged Married Annoyed	3.6%	The Rest is History	4.4%
7	That Peter Crouch Podcast	3.0%	The Rest is Politics	3.4%	Americast	4.4%
8	Off Menu	2.8%	Off Menu	3.4%	That Peter Crouch Podcast	3.3%
9	The News Agents	2.6%	Call Her Daddy	2.8%	Uncanny	3.2%
10	Saving Grace	2.4%	The Rest is Football	2.7%	The Rest is Entertainment	3.0%

Genres:

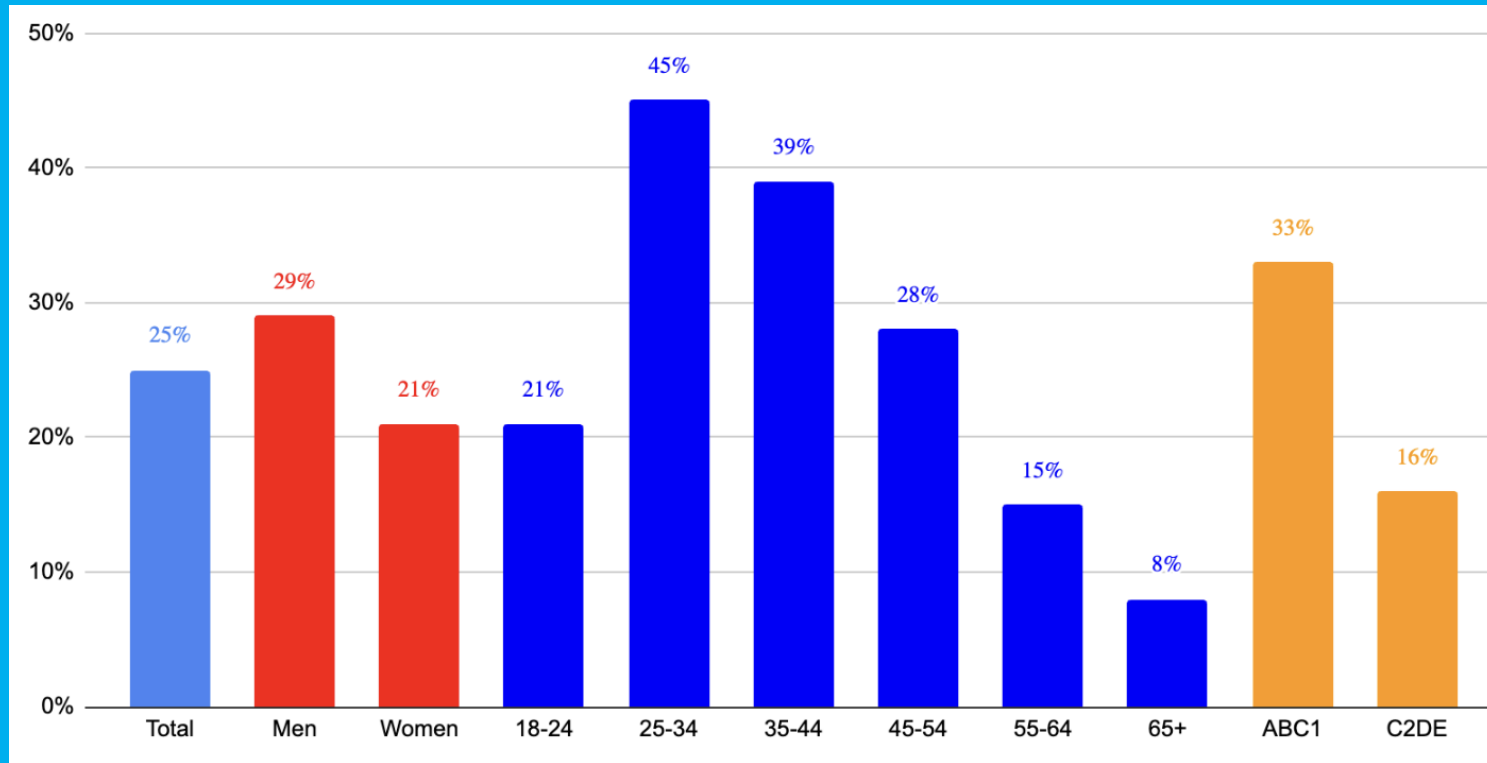
Comedy	Business	News	Sports	History	Society & Culture	Others
--------	----------	------	--------	---------	-------------------	--------

# SPOTIFY IS NO.1 WITH YOUTUBE CATCHING UP

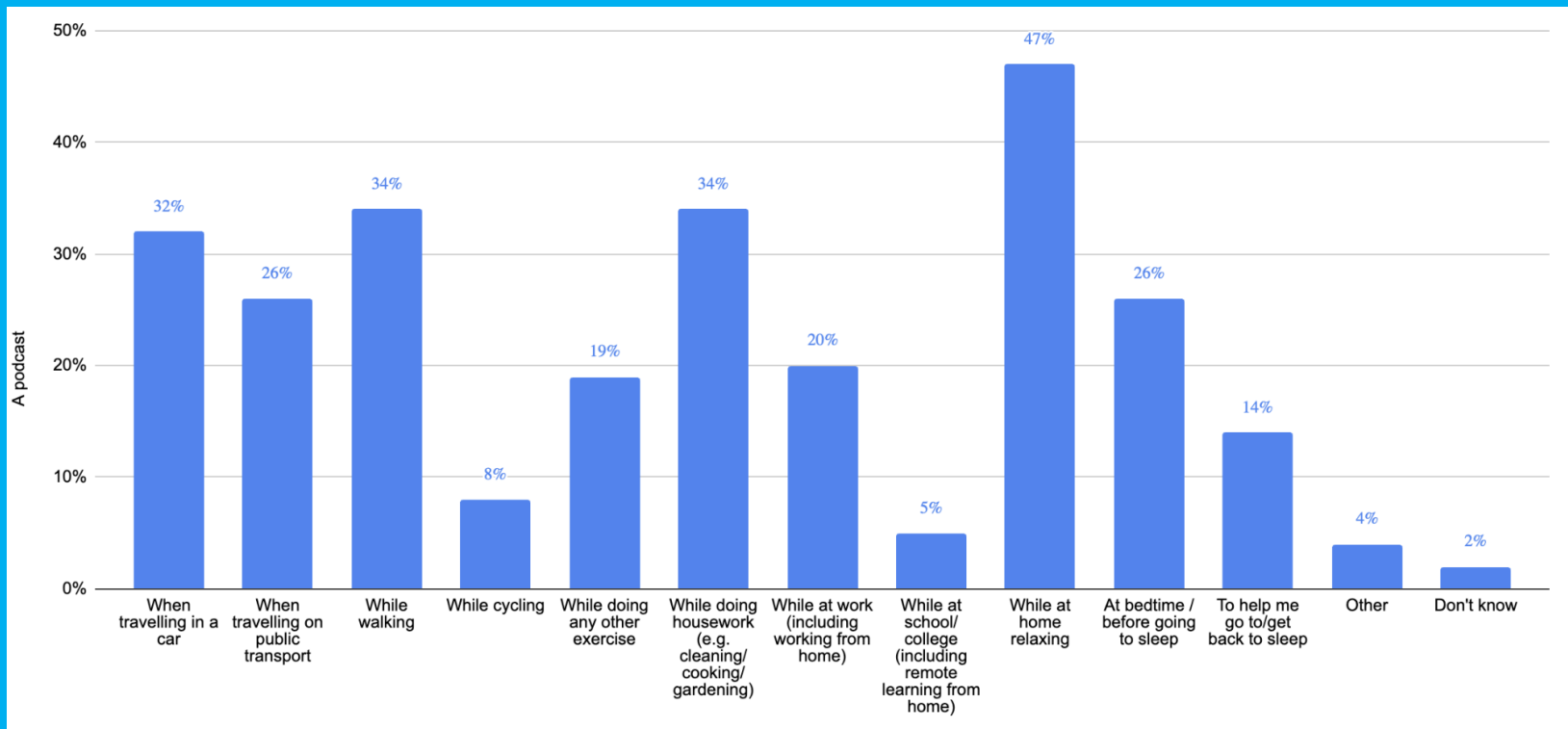




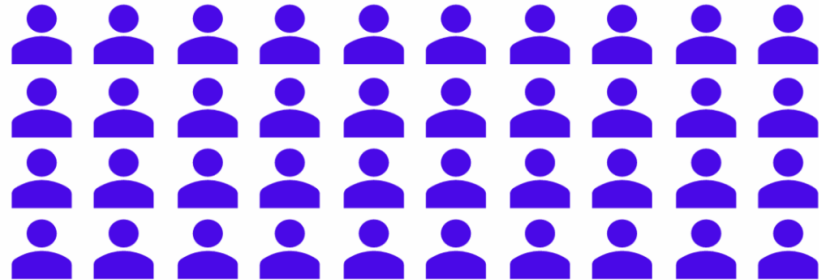
# WHO IS LISTENING/WATCHING?



# WHEN DO THEY LISTEN?



# HOW DO YOU LIKE TO LISTEN?



41% prefer audio-only podcasts



29% prefer to watch video podcasts

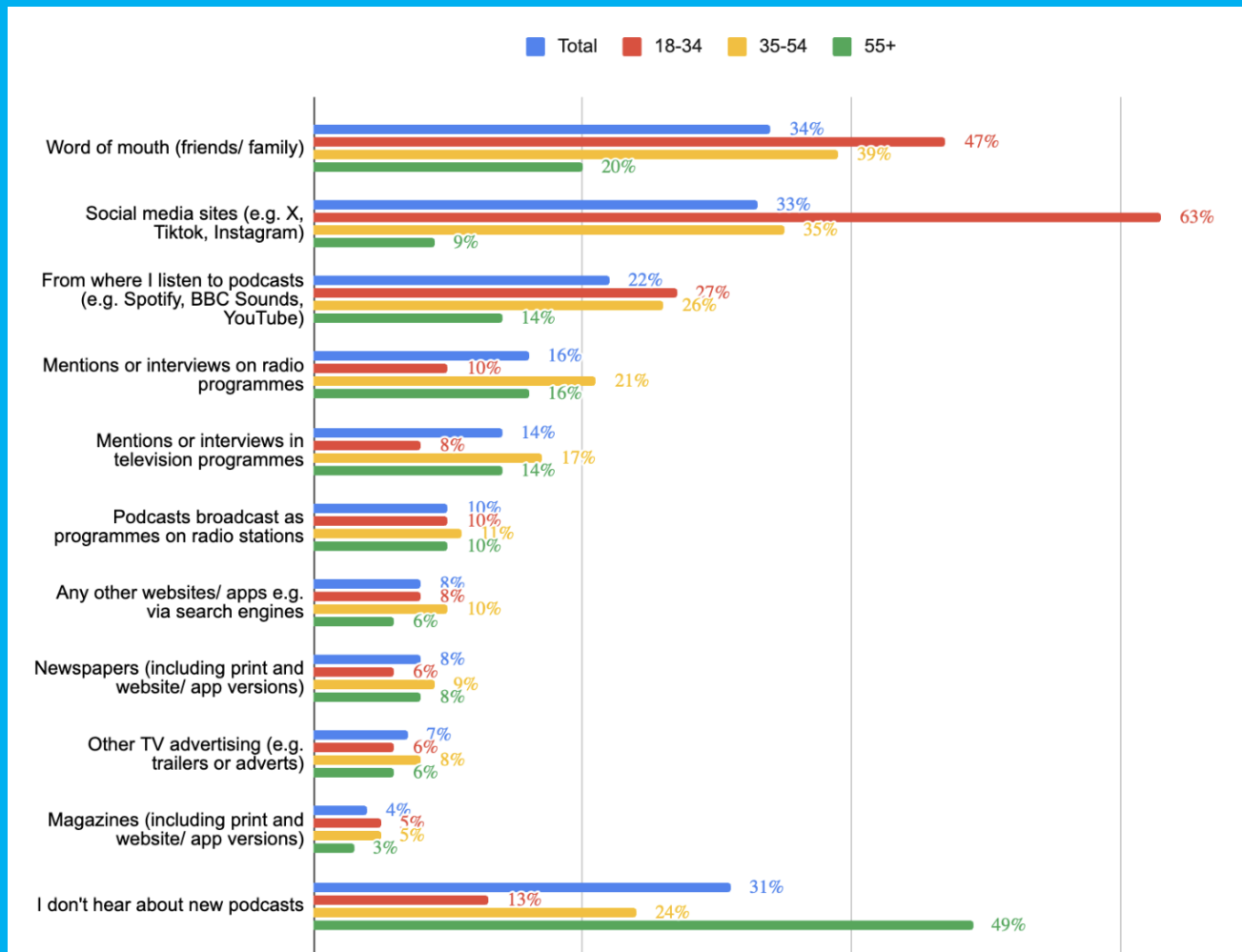


23% have the video on in the background



2% have no preference 7% Don't know

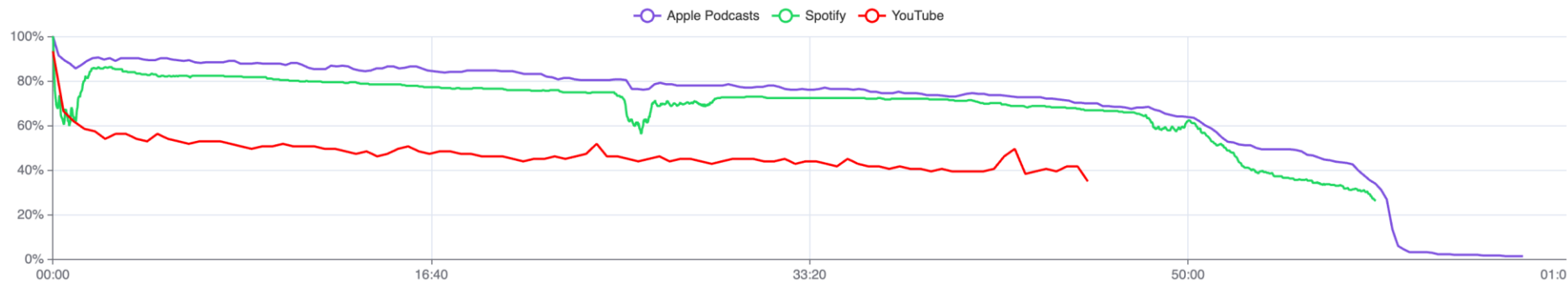
# HOW DO YOU HEAR ABOUT NEW PODCASTS?



# PODCASTS ARE ABOUT ATTENTION

## Retention

bumper



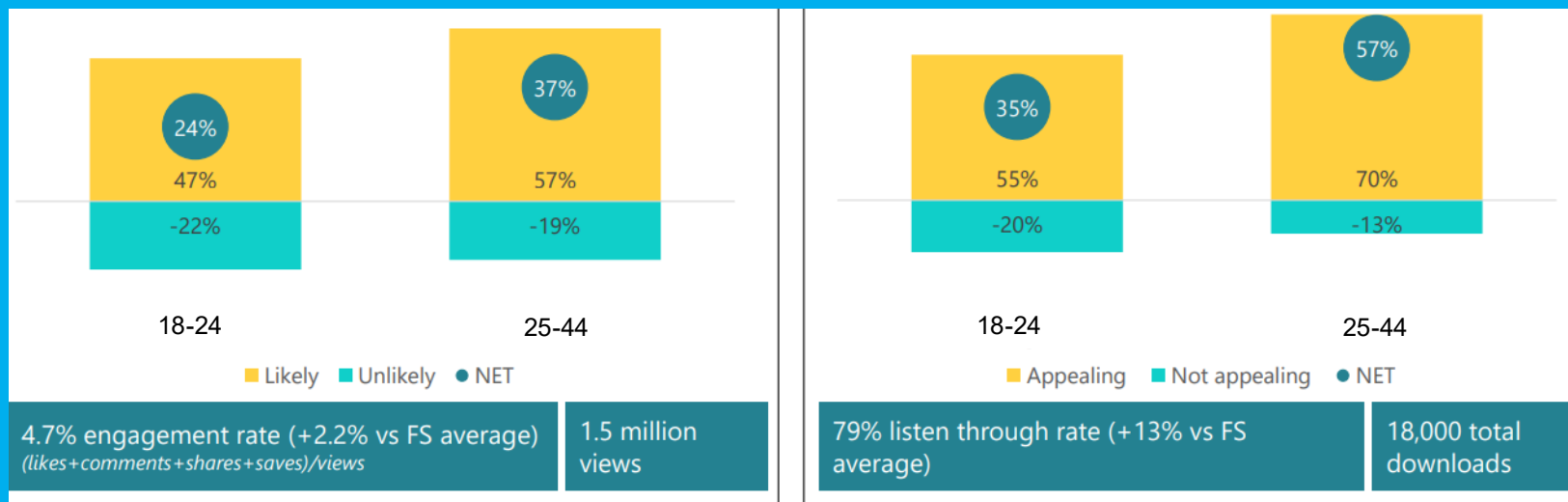
Sources: [Apple Podcasts Connect](#), [Spotify for Creators](#), [YouTube](#)

Source: Bumper



# TIKTOKS VS PODCASTS

Although TikTok (left) delivers lots of video reach, the greater time spent on Podcasts (right) delivered significantly better brand recommend score –  
**+57% NPS vs +37% NPS**



**MARKETERS ARE IN TROUBLE:**

**FRAGMENTED MEDIA ATTENTION**

**THE MESSY MIDDLE**

**AD AVOIDANCE/ IRRELEVANCE**

**AI DISRUPTING SEARCH**

**SOCIAL BRAND SAFETY BINFIRE**

**PRESSURE TO DRIVE ROI**

**NO TIME & MONEY FOR CRAFT**

**LACK OF TRUST & AUTHENTICITY**

# PODCASTS SOLVE MANY OF THEM:

## TRUE ATTENTION

True Attention on your phone connecting talent with your brand. 90% headphones-on versus the doomscroll.

## TRUSTED & AUTHENTIC

Between the big reach, high waste of TV and the walled gardens of AI and big tech. A trusted, authentic medium full of great stories.

## LONG FORM & CHOSEN

40 minutes+ of the audiences attention, chosen by them rather than annoying them. No-one listens to a podcast by mistake.

## CONTENT ENGINE

Always-on original stories and IP for the fraction of the price of a one-off advertising campaign across every platform.

## BRAND LOVE

Double the brand recommend scores vs social channels, the attention delivers better and more effective brand love

## REAL INFLUENCER

A platform for talent that's high value for you and low effort for them.









**PUBLISHERS**  
**NEED**  
**TO DO**  
**BETTER**

# INVEST IN BRAND-FRIENDLY FORMATS





# INVEST IN YOUR TEAM



**BE AMBITIOUS**



# MEASURE IT PROPERLY:

## YOUR CHANNELS:



## PODCAST:



## WEBSITE:

OWNED  
(EMAIL, WEBSITE,  
SOCIAL, STAFF)

EARNED  
(HOSTS, GUESTS,  
PR)

PAID  
(SOCIAL, SPOTIFY,  
ACAST, MOWPOD)

LINKFIRE

DOWNLOADS/  
STREAMS  
LISTENS/VIEWS  
DEMO (SPOTIFY)

LTR & VTR

TIME SPENT

FOLLOWERS

FOLLOW RATE

COST PER MINUTE

SPOTIFY  
PODSCRIBE

BUMPER DASH  
APPLE PODCASTS CONNECT  
YOUTUBE STUDIO  
SPOTIFY FOR CREATORS

SPOTIFY AD  
ANALYTICS/  
PODSCRIBE

PAGE VIEWS  
VISITORS  
'CONVERSIONS'  
CVR  
SUBSCRIPTIONS  
REVENUE  
ROAS



**CHOOSE**  
**DON'T DISRUPT**

**BUILD LONG**  
**DON'T RENT SHORT**

**BE THE DAILY CONVERSATION**  
**NOT THE DAILY CLICKBAIT**



LET'S GET  
CREATIVE

# THE SCIENCE BIT

Flairy nous.  
What's the strategy?



# WHO IS IT FOR?

Don't waste effort and investment.  
No vanity projects.



**MOM WATERS FAKE PLANT  
FOR THREE YEARS! 🤪**



# WHAT DO YOU WANT THEM TO DO?

Stand out in the crowd. With purpose.  
What's the **show** that only you can make?



# WHY SHOULD THEY LISTEN?

Gift. Don't take.  
Make it worth coming back.



# THE CAT SAT ON THE MAT



# THE CAT SAT ON THE DOG'S MAT





**TELL ME A STORY.  
SHOW ME WHY I SHOULD CARE.**

**TELL ME A STORY.  
SHOW ME WHY I SHOULD CARE.  
WITH JUST ENOUGH BRAND.**





# SHOW FORMATS



**RELEVANT.**

**RELATABLE.**

**REPEATABLE.**

The image features five Swiss Army knives arranged around a central text overlay. From left to right: a red knife with its knife blade and scissors open; an orange knife with its saw blade extended; a large yellow knife with its knife blade and a corkscrew open; a green textured knife with its saw blade extended; and another red knife with its knife blade and scissors open. All knives have the iconic red shield logo with a white cross. The background is plain white.

**RELEVANT.  
RELATEABLE.  
REPEATABLE.**

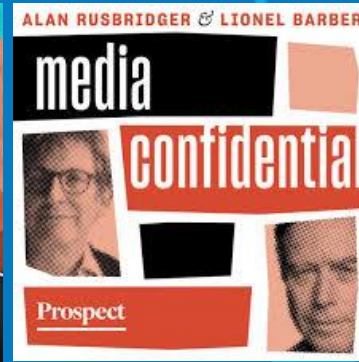






# PRESENTER LED

# FORMAT: PRESENTER LED



**CHEMISTRY.  
CLEAR ROLES.  
DISTINCTIVE FORMAT.**

# INTERVIEW BASED

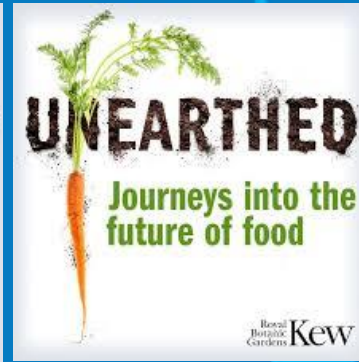
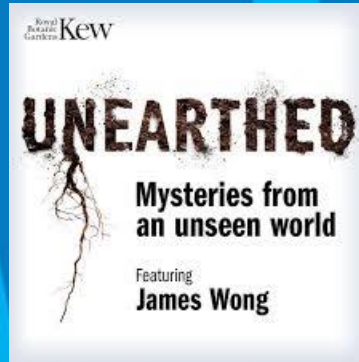
# FORMAT: INTERVIEW BASED



**HOST CHOICE**  
**GUEST INCENTIVISING**  
**GUEST CASTING**

# NARRATIVE/ DOCUMENTARY

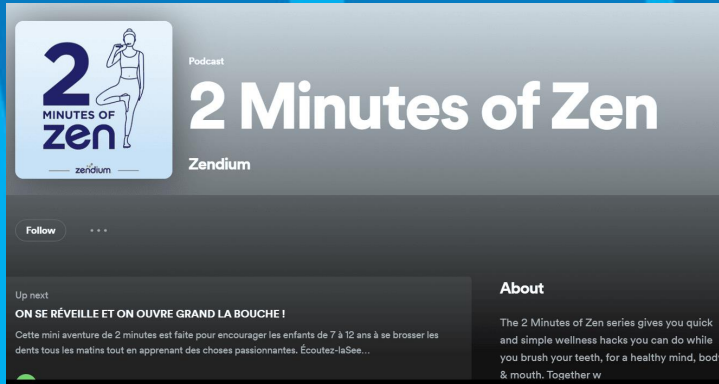
# FORMAT: DOCUMENTARY



**DEPTH AND NUANCE.  
NARRATIVE ACROSS A SERIES.  
TRANSPORTATIVE STORYTELLING.**

# CONCEPTUAL

# FORMAT: CONCEPTUAL



UNEXPECTED  
PLAYFUL  
TANGENTIALLY LINKED



**BONUS  
EPISODE**



**DROP.**



THANK YOU FOR  
**LISTENING**  
ANY  
QUESTIONS?

