



Podcasting Today

**Audience insights and advertising benchmark
norms from Nielsen and Edison Research**

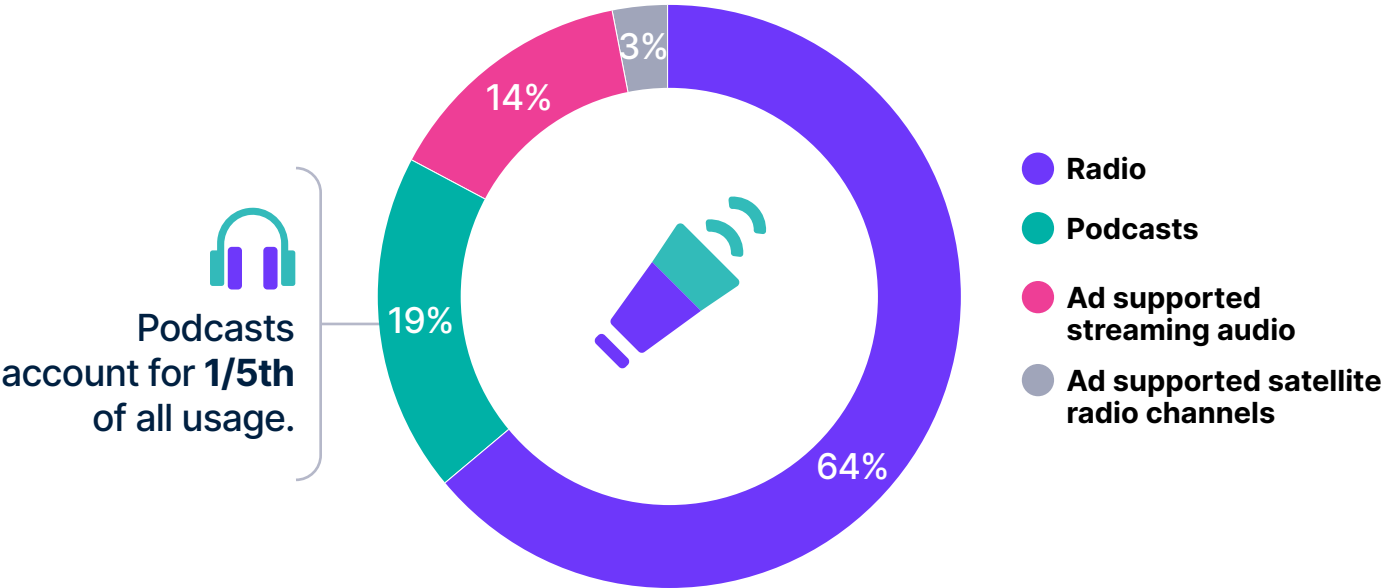


August 2025

Daily podcast listening is second only to radio in the U.S.

While advertisers are constantly tracking changes in consumer audio trends in order to improve their cross-channel marketing, podcasts share of daily time has remained stable and noteworthy in recent years.

Share of U.S. daily time spent with ad supported audio



Source: Edison Research, "Share of Ear," Q2 2025; Persons 18+

Percent of daily ad supported audio time going to podcasts

Persons 18+	19%
Black Persons 18+	12%
Hispanic Persons 18+	24%
Persons 18-34	32%
Persons 25-54	23%
Persons 35+	15%

Source: Edison Research, "Share of Ear," Q2 2025



Edison Podcast Metrics Top 50 Podcast Ranker - Q2 2025

The top 50 individual podcast shows (in the U.S.) based on weekly reach (P13+), as measured by Edison Research's Podcast Metrics

Rank	Podcast	Producer	Network
1	The Joe Rogan Experience	Joe Rogan	Spotify
2	Crime Junkie	audiochuck	SiriusXM Podcast Network
3	The Daily	The New York Times	The New York Times
4	Call Her Daddy	Alex Cooper	SiriusXM Podcast Network
5	This Past Weekend w/ Theo Von	Theo Von	Shots Podcast Network
6	SmartLess	Jason Bateman, Sean Hayes, Will Arnett	SiriusXM Podcast Network
7	Dateline NBC	NBC News	SiriusXM Podcast Network
8	Stuff You Should Know	iHeartPodcasts	iHeartPodcasts
9	This American Life	This American Life	NPR
10	New Heights with Jason & Travis Kelce	Wondery	Wondery
11	The Mel Robbins Podcast	Mel Robbins	SiriusXM Podcast Network
12	Pod Save America	Crooked Media	SiriusXM Podcast Network
13	Rotten Mango	Stephanie Soo	SiriusXM Podcast Network
14	The Tucker Carlson Show	Tucker Carlson Network	Tucker Carlson
15	Club Shay Shay	iHeartPodcasts and Shay Shay Media	iHeartPodcasts
16	Conan O'Brien Needs a Friend	Team Coco & Earwolf	SiriusXM Podcast Network
17	Bad Friends	Bobby Lee & Andrew Santino	Independent
18	Morbid	Morbid Network Wondery	Wondery
19	The Megyn Kelly Show	SiriusXM	SiriusXM Podcast Network
20	MrBallen Podcast: Strange, Dark & Mysterious Stories	Ballen Studios Wondery	Wondery
21	Wait Wait... Don't Tell Me!	NPR	NPR
22	Up First from NPR	NPR	NPR
23	The Breakfast Club	iHeartPodcasts	iHeartPodcasts
24	The MeidasTouch Podcast	MeidasTouch Network	MeidasTouch Network

Source: Edison Research Podcast Metrics US - Q2 2025

Edison Podcast Metrics Top 50 Podcast Ranker - Q2 2025 (continued)

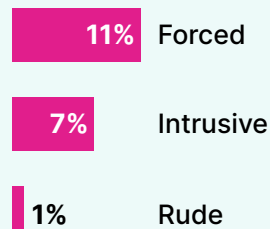
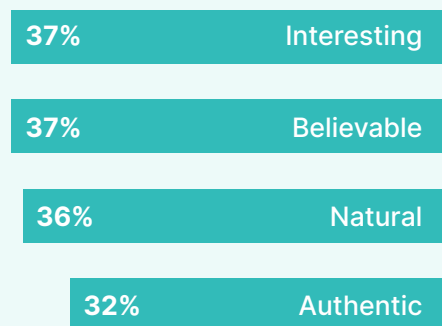
Rank	Podcast	Producer	Network
25	Radiolab	WNYC Studios	WNYC Studios
26	The Ben Shapiro Show	The Daily Wire	The Daily Wire
27	Serial	Serial Productions & The New York Times	The New York Times
28	My Favorite Murder	Exactly Right and iHeartPodcasts	iHeartPodcasts
29	The Ramsey Show	Ramsey Network	The Ramsey Network
30	Shawn Ryan Show	Shawn Ryan	Cumulus Podcast Network
31	Murder, Mystery & Makeup	Audioboom Studios	Audioboom
32	TED Talks Daily	TED	Acast Creator Network
33	Million Dollaz Worth Of Game	Barstool Sports	Barstool Sports
34	The Joe Budden Podcast	The Joe Budden Network	Joe Budden Network
35	KILL TONY	DEATHSQUAD.TV & Studio71	Studio71
36	Armchair Expert with Dax Shepard	Armchair Umbrella	Wondery
37	48 Hours	CBS News	Audacy
38	The Moth	The Moth	Audacy
39	The Pat McAfee Show	Pat McAfee, ESPN	The Walt Disney Company
40	No Jumper	No Jumper	Independent
41	Pardon My Take	Barstool Sports	Barstool Sports
42	Good Hang with Amy Poehler	The Ringer	Spotify
43	Distractible	Distractible	Spotify
44	Planet Money	NPR	NPR
45	Huberman Lab	Scicomm Media	Scicomm Media
46	Impulsive with Logan Paul	Logan Paul	Independent
47	The Broski Report with Brittany Broski	Brittany Broski & Audioboom Studios	Audioboom
48	Candace	Candace Owens	Independent
49	The Charlie Kirk Show	Charlie Kirk	Independent
50	How I Built This with Guy Raz	Guy Raz Wondery	Wondery

Source: Edison Research Podcast Metrics US - Q2 2025

Podcast ads (and hosts) are engaging

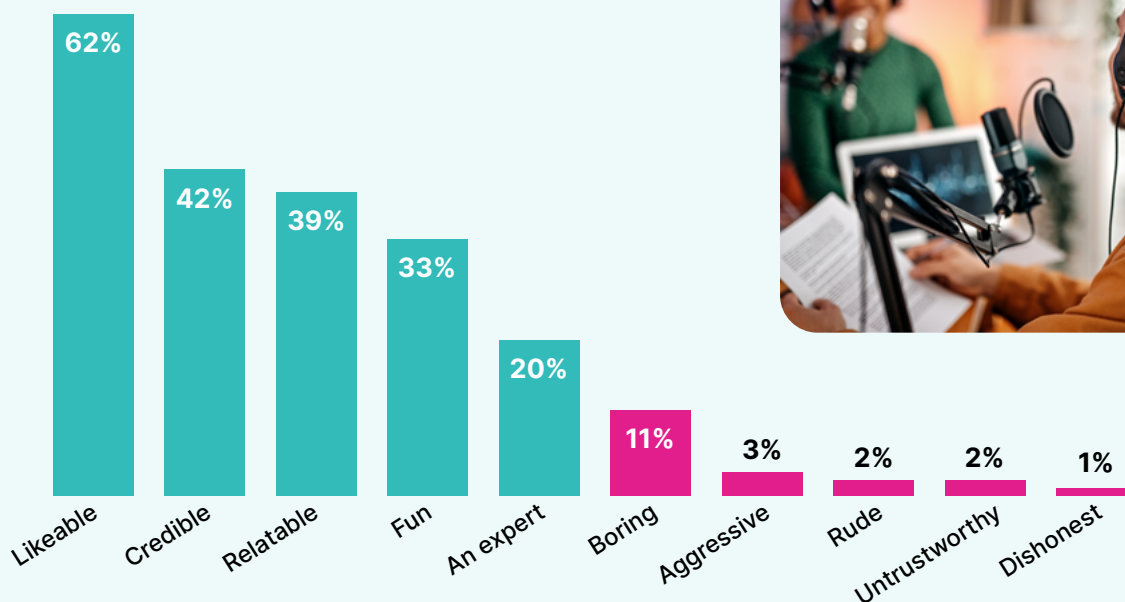
Podcast audiences are more receptive to ads

Ad elements



Podcast hosts are received favorably overall

Host attributes norm



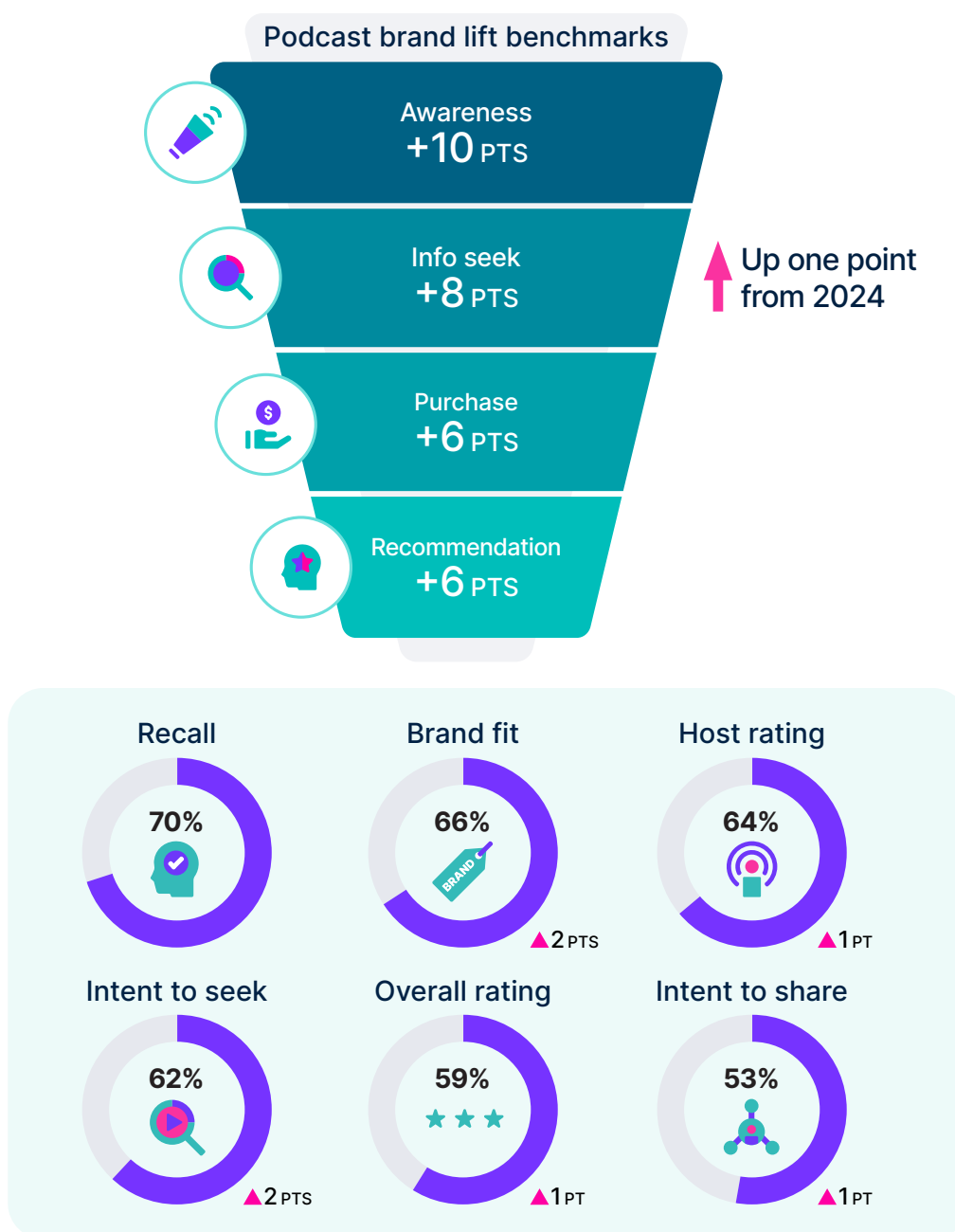
Read as: 37% of those exposed to podcast ads described them as interesting. 62% of podcast listeners described hosts as likeable.

Source: Nielsen Podcast Brand Impact Norms Database, Q2 2025

What we've learned: Podcasts consistently drive top funnel impact

Nielsen's Podcast Brand Impact Database draws on nearly **2,000 case studies conducted in the past decade**. Quarter after quarter, podcast ads continue to drive strong brand awareness, motivate listeners to learn more and purchase products.

Top funnel effectiveness across podcasts

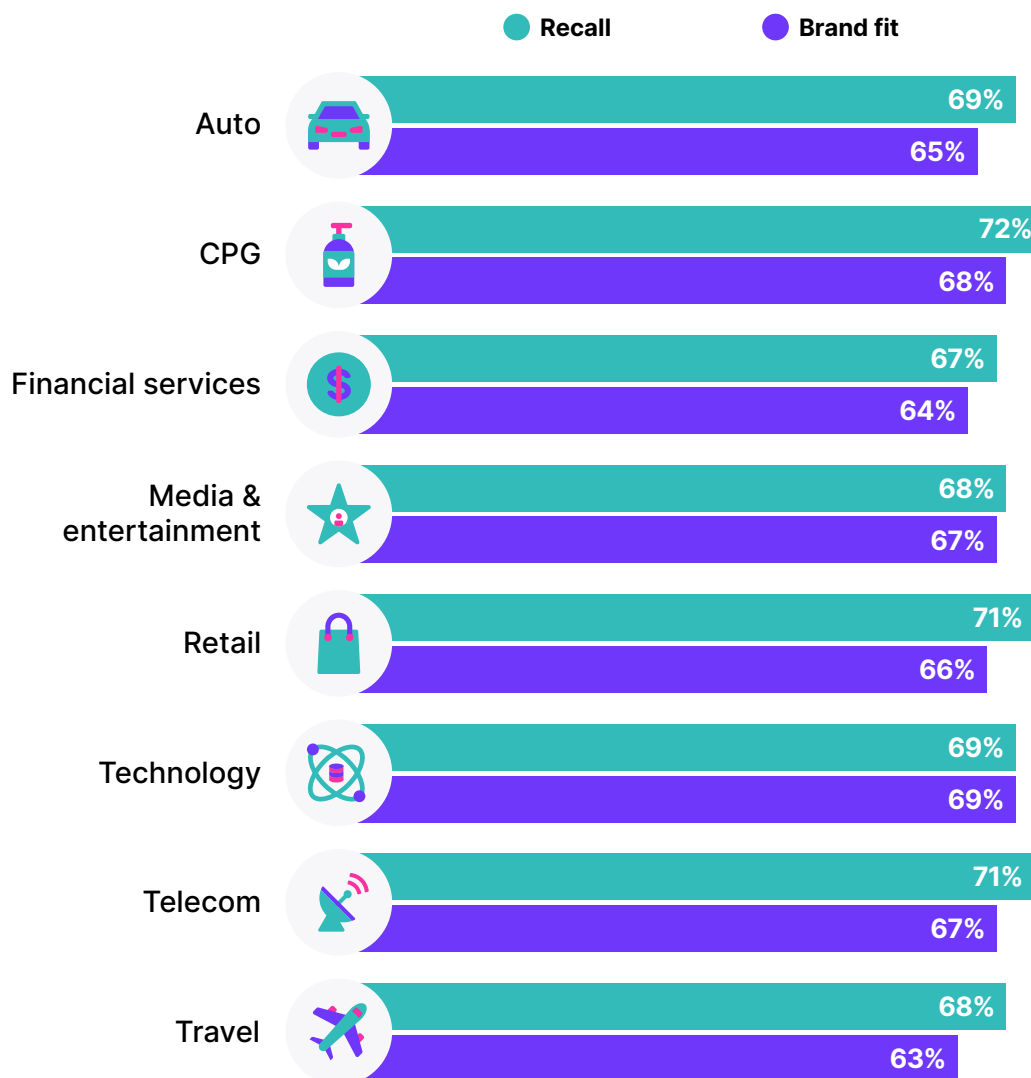


Read as: podcast ad exposures result in a 10 point lift in awareness, on average. 66% of those exposed felt the brand was a good fit.

Source: Nielsen Podcast Brand Impact Norms Database, Q2 2025

Comparing top funnel metrics by ad category

Our deep library of ad impact data, powered by the Brand Impact Norms Database, leverages practical insights for audio marketers across many different verticals.

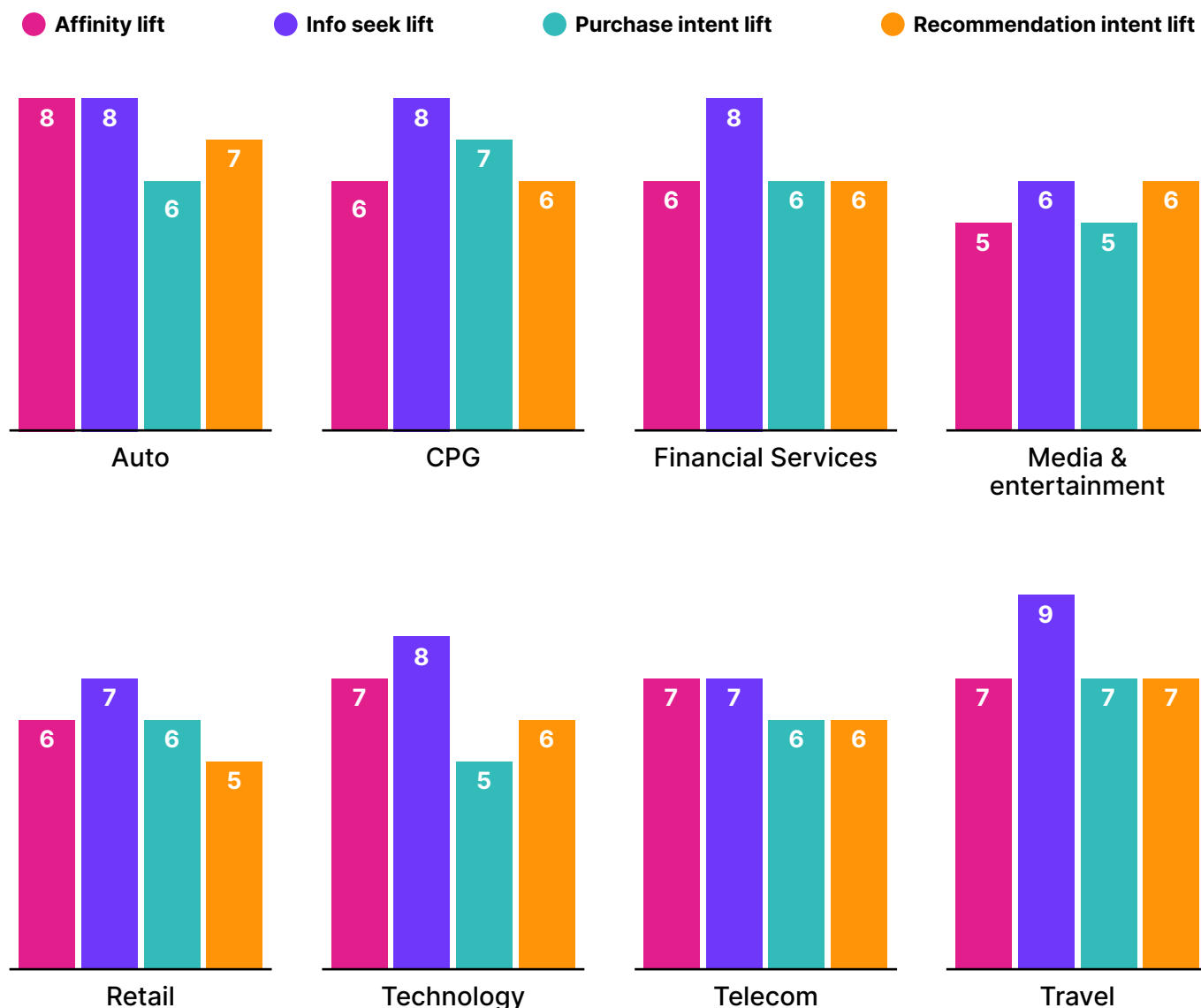


Read as: 69% of those exposed to auto ads were able to recall the message, with aid. 65% felt the brand was a good fit.

Source: Nielsen Podcast Brand Impact norms database, Q2 2025

How did each ad category generate lift for key marketing elements?

There are also more than ten other marketing metrics which can be sourced by ad category across the norms database. This chart lays out some of the most popular elements by the lift points generated among exposed listeners.



Read as: podcast auto ads generated, on average, 8 lift points for affinity and 8 points for info seek.

Source: Nielsen Podcast Brand Impact norms database, Q2 2025

About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at www.nielsen.com and connect with us on social media.

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