

Audioboom Group plc
("AudioBoom" or the "Company")

Independently commissioned research into listening trends in the UK and USA

AudioBoom (AIM: BOOM), the leading spoken word audio on-demand platform, announces that it has commissioned an independent research project carried out by Edison into the listening trends of consumers in the UK and USA. These findings are below:

- AudioBoom listeners aged between 25 and 44 are listening to 60 podcasts a month
- More than two thirds said they listen to radio less as a result of listening to podcasts
- 63 per cent said they "pay more attention to advertising on podcasts than advertising on broadcast radio"
- Six out of ten also said they had bought a product mentioned in a podcast

Podcasts are fast becoming the spoken-word choice for the younger people in Britain, enabling big brands and advertisers to target a thriving audience.

A survey of more than 8,000 listeners by AudioBoom revealed the average listener aged between 25 and 44 is listening to podcasts for an average of two hours a day.

The research also revealed that podcasts were drawing audiences away from traditional broadcasting with 68 per cent admitting they were listening to radio less as a result of listening to podcasts and 81 per cent listening to podcasts via their smartphone.

Rob Proctor, CEO of AudioBoom, said: "These figures give us real insight into how listeners are increasingly turning away from radio and towards podcasting to get their audio content.

"This is a group who have grown up with smartphones and podcasting caters to the on-demand and on-the-move generation.

"Unlike traditional radio, our listeners see the benefit in downloading their own content and having the option to listen to it when and where they want to."

The figures also reveal how podcast advertising allows brands better engagement than traditional radio advertising with 63% of those surveyed¹ saying they would pay more attention to a podcast advert compared to an advert broadcast on the radio.

Two thirds (60%) also said they had bought a product or service they had heard about on a podcast and nearly half (44%) said they were likely to tell friends or family about a product or company they had heard about on a podcast.

¹ Survey of 8,018 AudioBoom podcast listeners in the US and UK in March 2017 by Edison Research

And an overwhelming 93 per cent said that when they downloaded a podcast, they listened to it all the way through.

Rob Proctor, CEO, added: “Unlike radio, where listeners tune in and out, these figures reveal podcasts listeners are a highly committed and engaged audience who give programmes their full attention.

“Advertisers are increasingly looking towards on-demand spoken word platforms to reach younger audiences as well as being able to target the right demographics for brands.”

AudioBoom is enjoying a period of significant growth. The platform receives over 60 million unique file requests per month and UK growth is being spearheaded in the UK by success stories such as *Untold: The Daniel Morgan Story* and *They Walk Among Us*, a new wave of British True Crime podcasts, mirroring the success of US series such as *Serial*.

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Notes for Editors

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About AudioBoom

AudioBoom is a global podcasting platform that consolidates the business of on-demand audio, making content accessible, wide-reaching and profitable for podcasters, advertisers and brands. AudioBoom addresses the issue of disparate podcast services by putting all of the pieces of the puzzle together under one umbrella, creating a user-friendly, economical experience. AudioBoom helps content creators share their content via iTunes, iHeartRadio, Google Play, Saavn, Spotify, Stitcher, Facebook and Twitter, as well as their own websites and mobile apps.

AudioBoom hosts nearly 12,000 channels, with key ones including the Associated Press, Trinity Mirror Group, BBC, celebrities such as Russell Brand, and more.

Top podcasts include *Athletico Mince*, *News Roast*, *No Such Thing As A Fish*, and *Untold: The Murder of Daniel Morgan*. AudioBoom receives over 60 million unique file requests per month and is the only end-to-end podcasting platform that also operates internationally, with offices across Europe, Asia, Australia and Latin America.

For more information for podcasters, advertisers and listeners, visit audioboom.com.