

Podcasts



a survey from QIII/21

Right at the ear of our
users and passionate readers

... from the heise podcast universe

An insight into the world of our podcasts:

Who are our podcast listeners, how do they listen, what topics move them and what about their motivation to buy.
Enjoy and have some surprising moments!



c't uplink *The podcast from Nerdistan*

- Length: 50-60 min
- Saturday morning
- Retrievals: 30,000 per episode



#heiseshow *The weekly dose of technology, news and net politics*

- Length: 50-60 min
- Thursdays at 12.00
- Retrievals: 15,000 per episode



Kurz Informiert *The News Podcast*

- Length: 2:20 min
- Weekdays
- Retrievals: 55,000 per booking week



tech2Go *The Technology Review Podcast*

- Length: 30-45 min
- The 3rd Friday of the month
- Retrievals: 2,500 per episode
- 18,000 listeners



c't Auslegungs-sache *the c't podcast on data protection*

- Length: ca. 60 min
- Every 14 days Fridays
- Retrievals: 3,500 per episode



Mac&i *The Apple Podcast*

- Length: 30 min
- Monthly
- Retrievals: 7,000 per episode



Die Hupe *The loud car and motorcycle nerdcast*

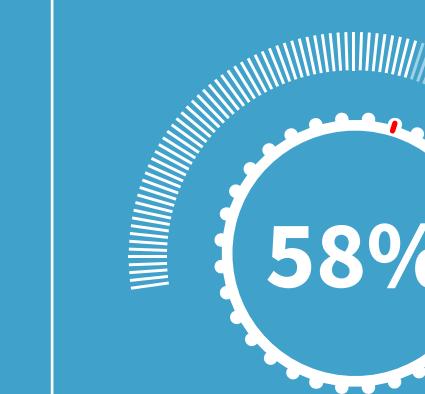
- Length: 60-90 min
- 1-2 times a month
- Retrievals: 3.000 downloads
- approx. 500 streams on Spotify
- 600+ followers on Spotify*

They will be heard

Which of our podcast are you listen to?



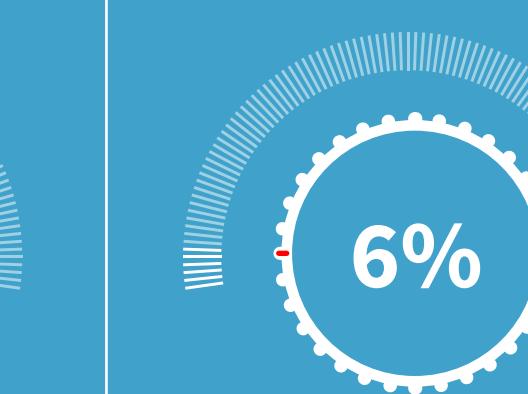
c't uplink



#heiseshow



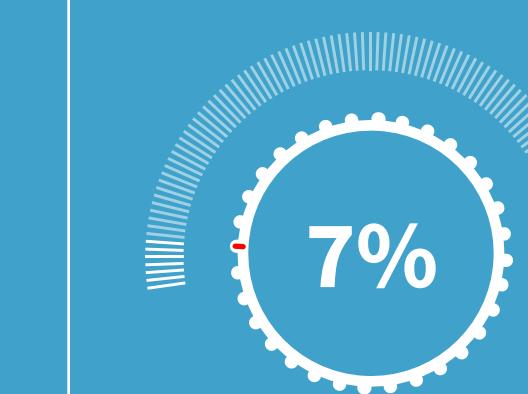
Kurz infomiert



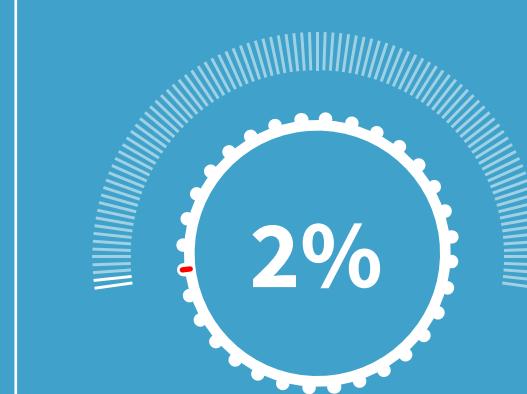
tech2Go



c't Auslegungssache



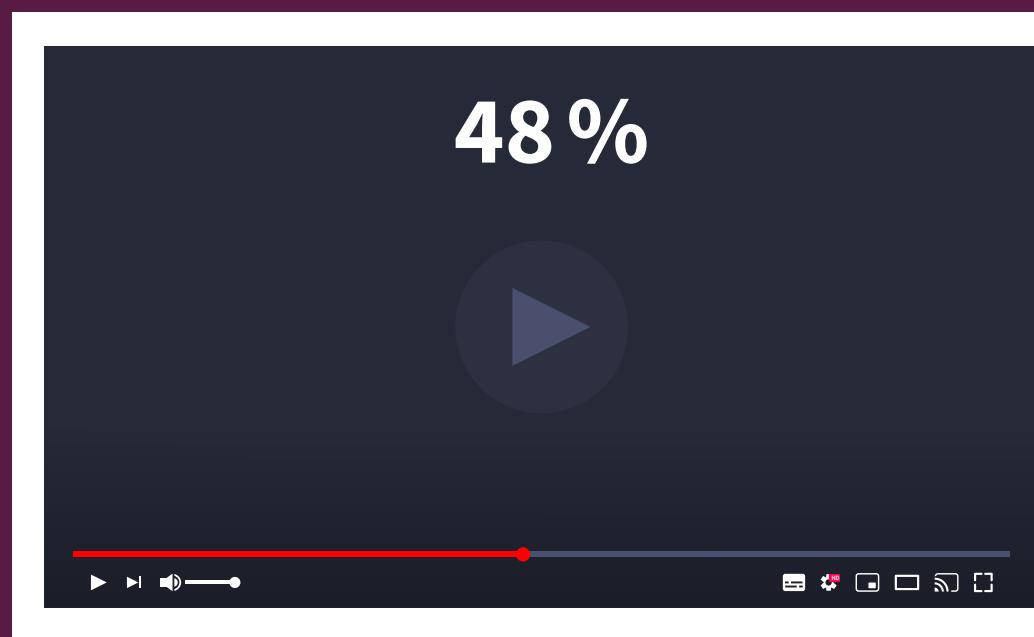
Mac&i



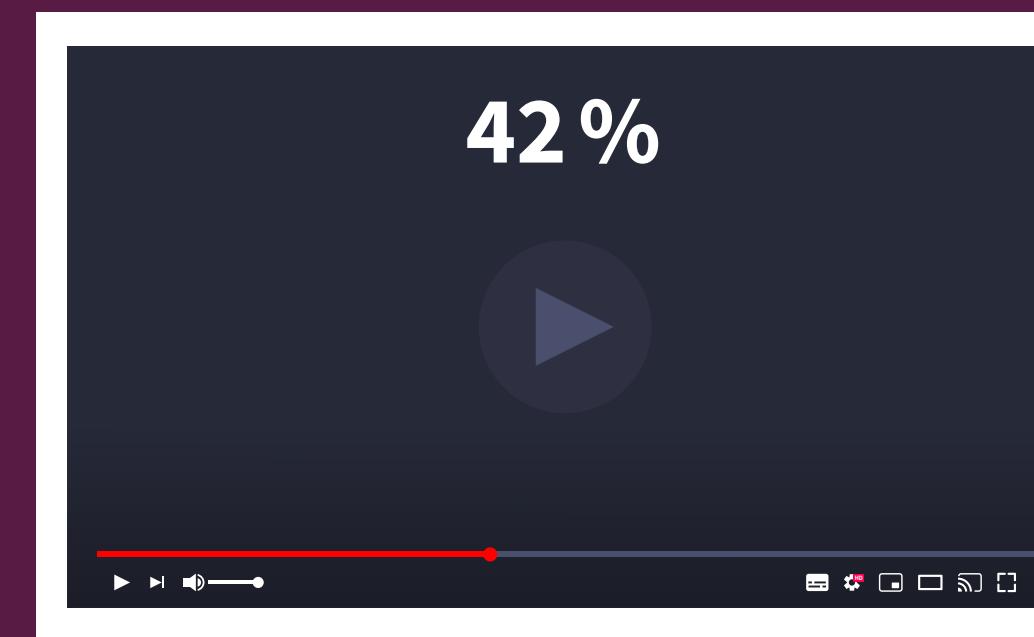
Die Hupe

Taking a close look

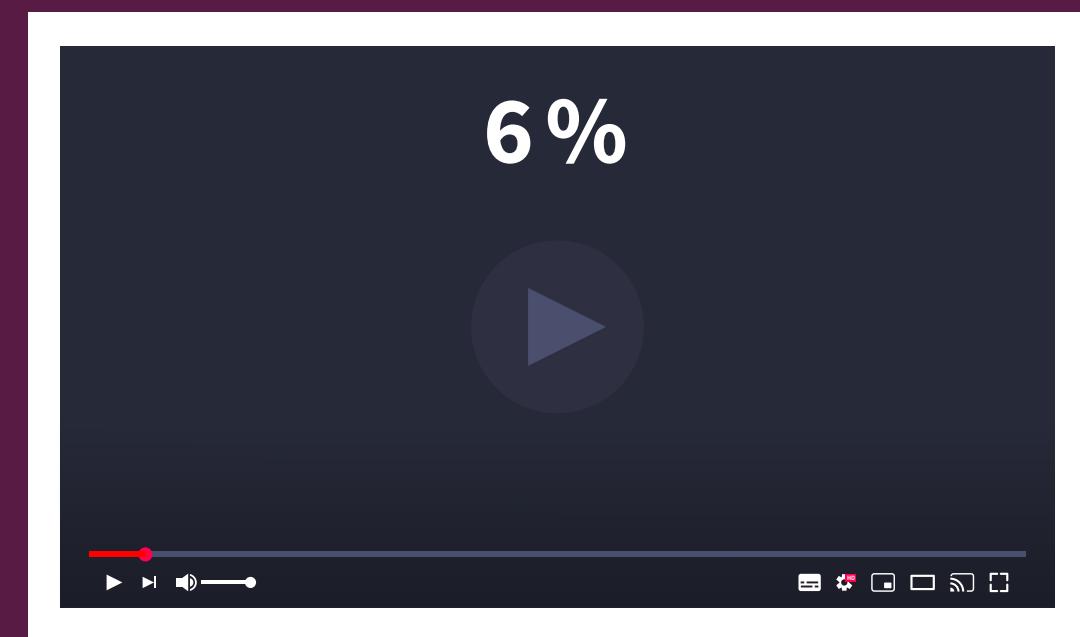
With which podcast do you also watch the video formats?



c't uplink



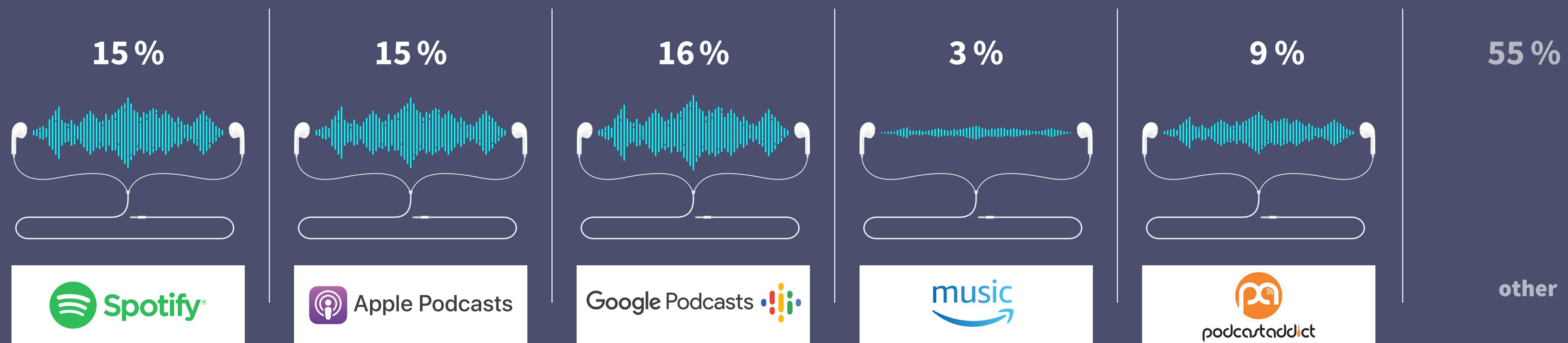
#heiseshow



Mac& i

The listener's favorite platform

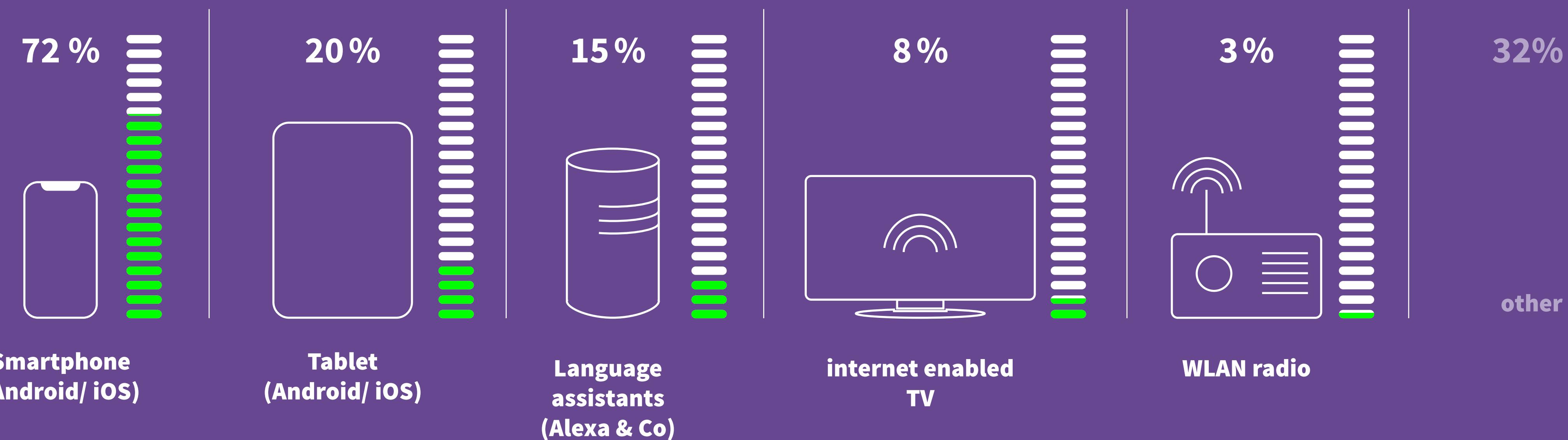
On which platform do you prefer to listen to your podcast (s)?



Source: Podacst survey July 2021, n=493 / On which platform(s) do you prefer to listen to your podcast(s)? Multiple answers possible

Hot – Podcasts on all devices

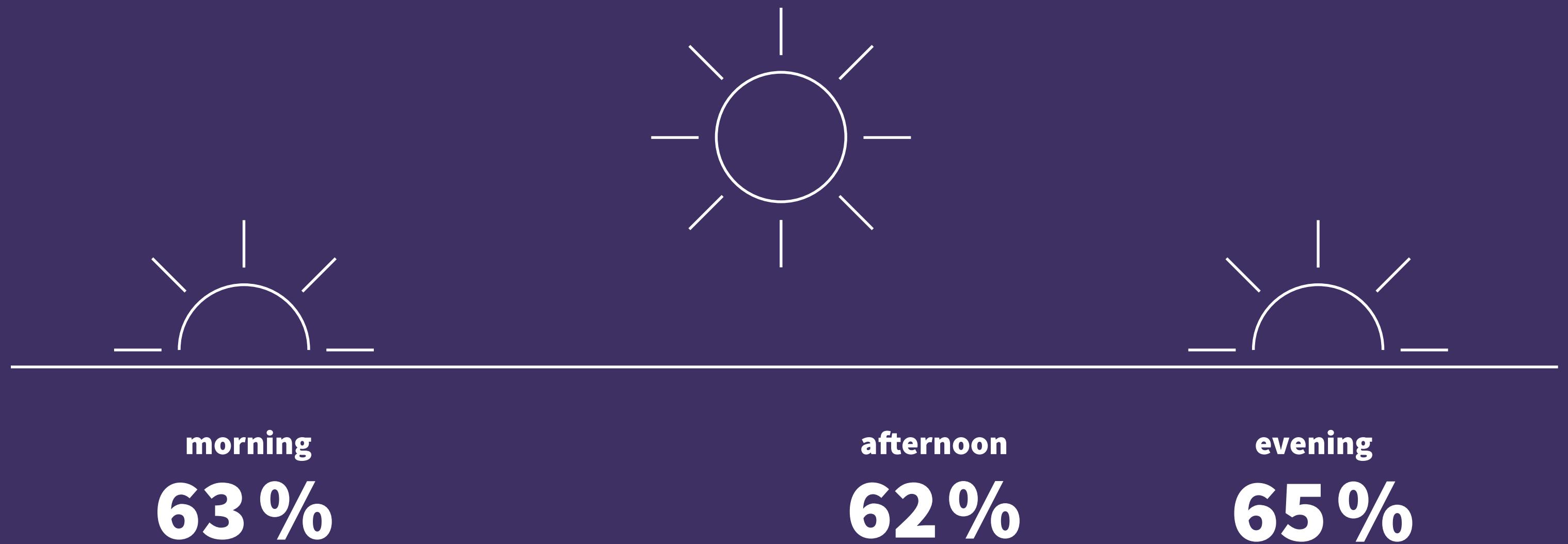
On what devices do you listen to podcasts?



Source: Podcast survey July 2021, n=493 / And on which devices do you listen to them? Multiple answers possible

From dawn till dusk...

What time of day do you listen to our podcasts?



Source: Podacst survey July 2021, n=479 / What time of day do you listen to our podcasts?

Usage profile in everyday life

In what everyday situation do you use the podcasts?



**Parallel to other
activities**

42%  38% 

**While I am on the road
(e.g. train)**

33%  29% 

**While I drive a
car**

24%  24% 

**While I relax in the
evening**

21%  38% 

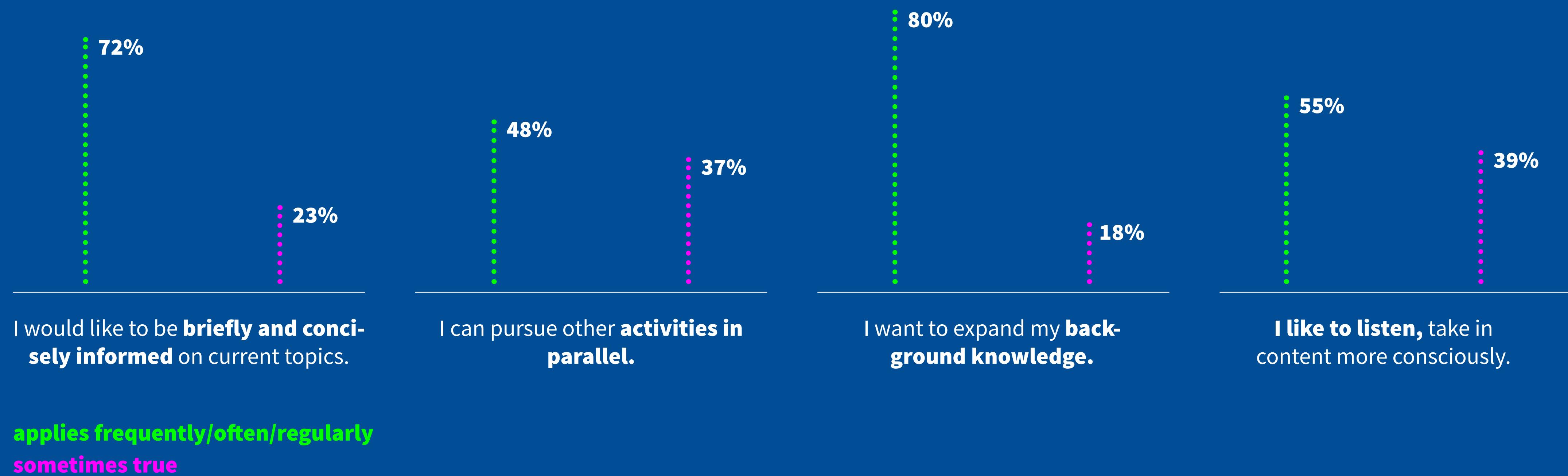
**While I play
sports**

12%  17% 

frequently/often/regularly  sometimes 

The big why ...?

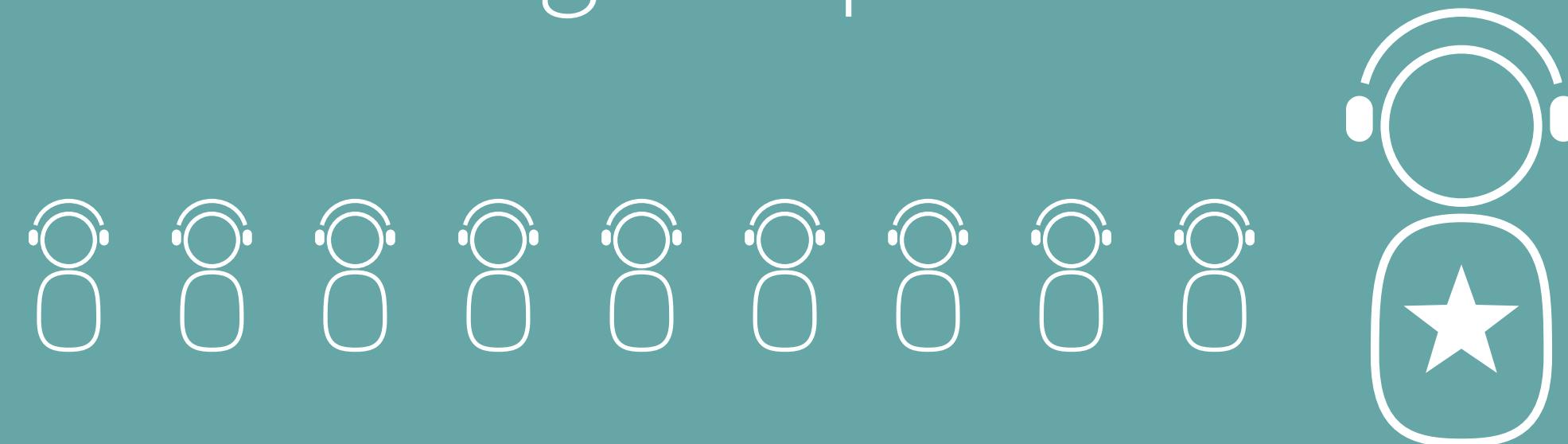
For what reason do you listen to podcasts?



Source: Podacst survey July 2021, n=460 / For what reason do you listen to podcasts?

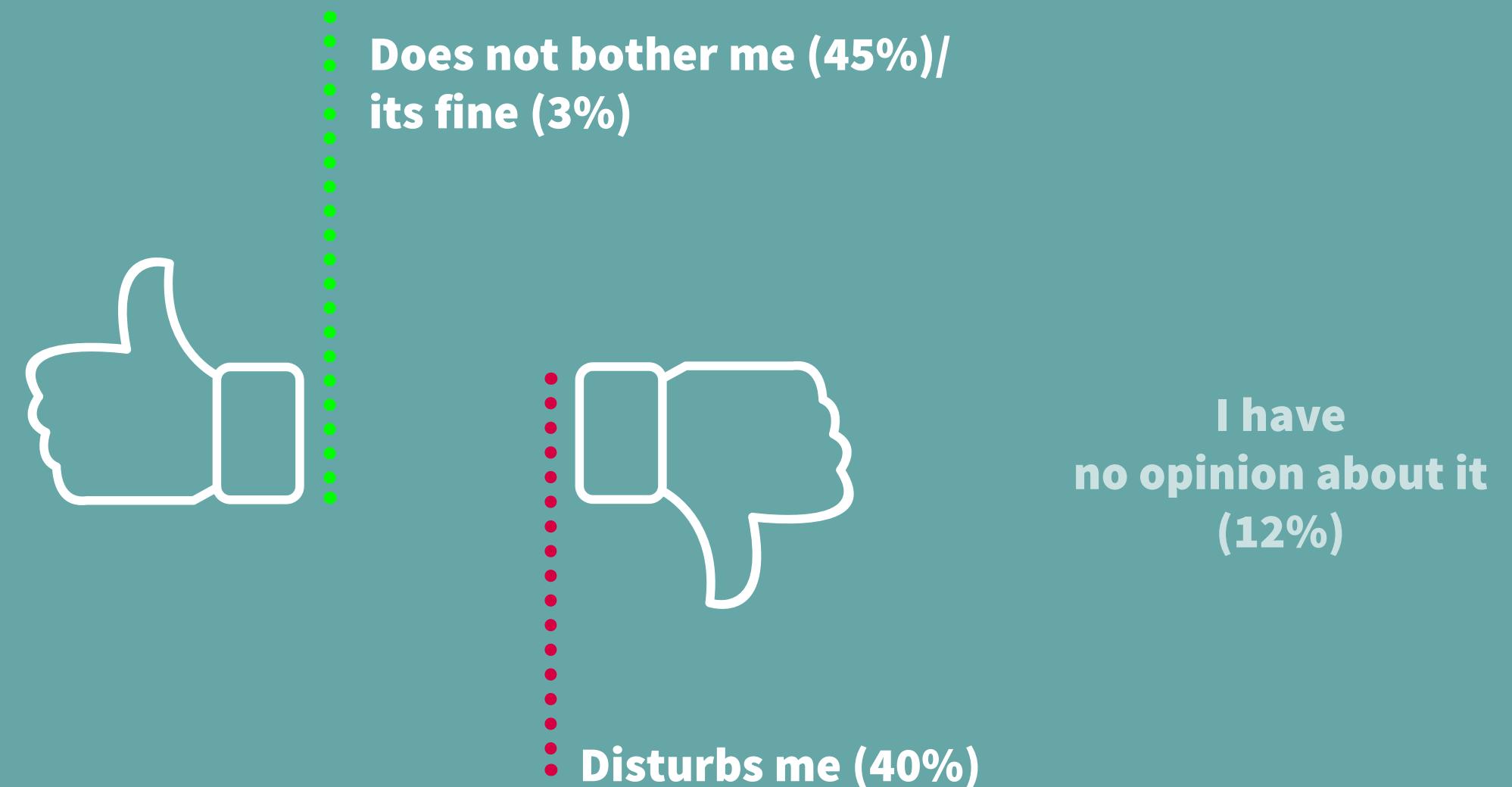
And now about advertising...

One in 10 listeners (11%)
has been inspired to
make a purchase by
advertising in a podcast.



Source: Podcast survey July 2021, n=459 /
Have you ever purchased products from a podcast ad?

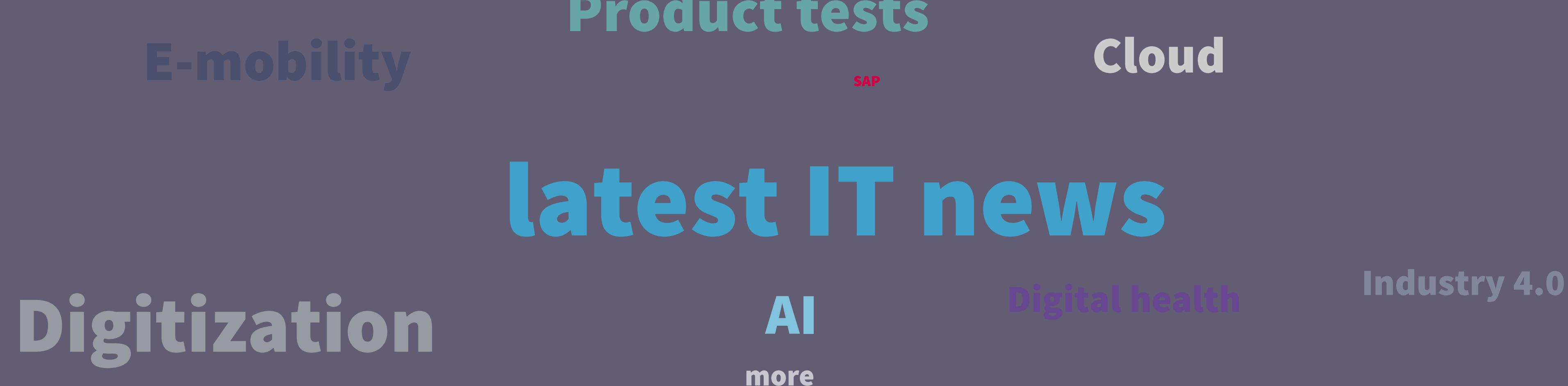
How do you feel about
advertising in a podcast?



Source: Podcast survey July 2021, n=456 /
How do you feel about advertising in a podcast?

Topic Interests

The biggest HITs



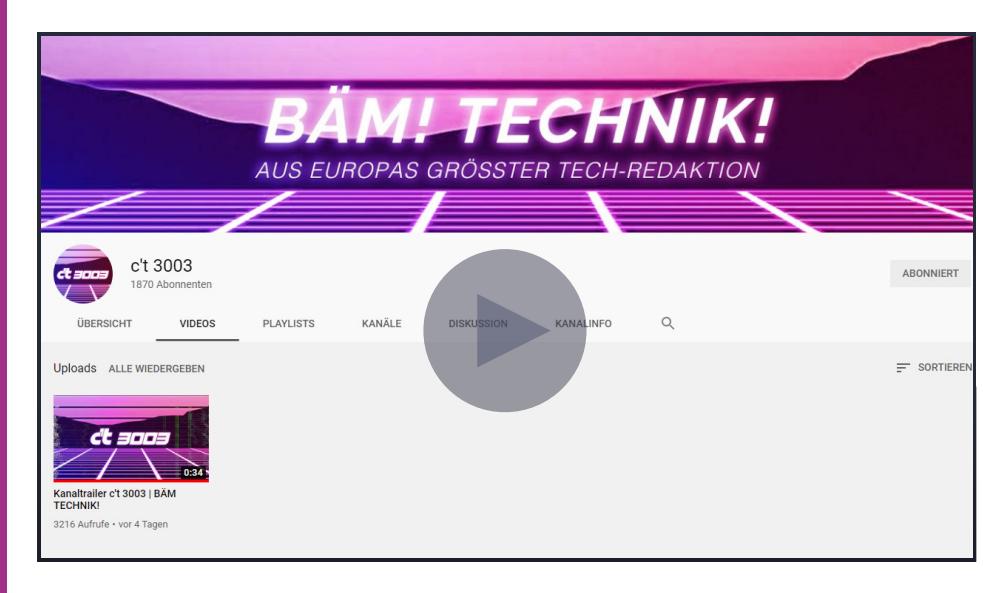
Source: Podcast survey July 2021, n=456 / What topics are you interested in?

HIT on YouToube - c't 3003



Have you already watched episodes of c't 3003?

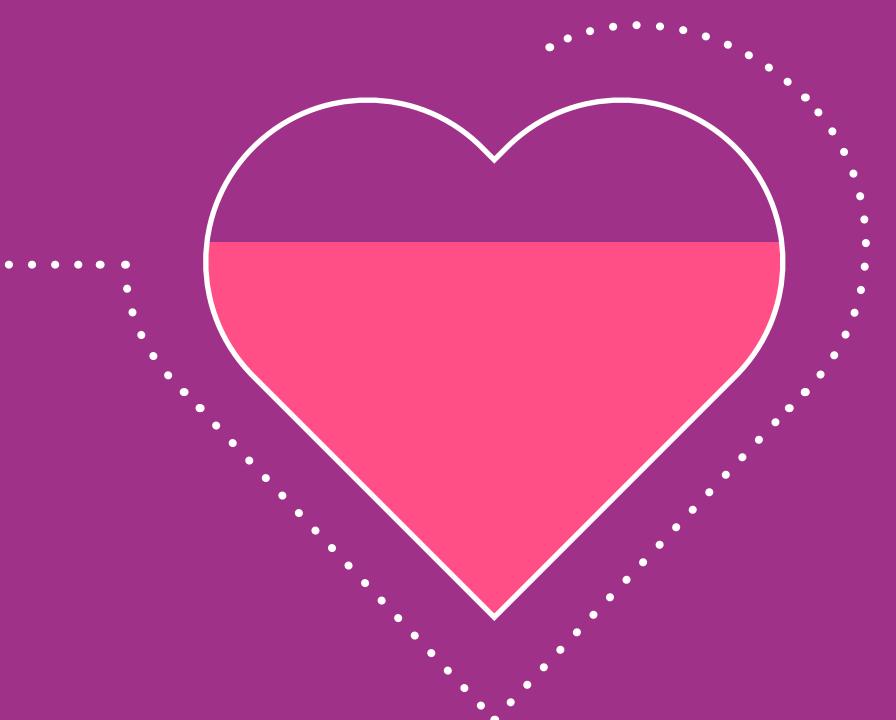
71% of the listeners like, what they see!



yes 82%

00

no 18%

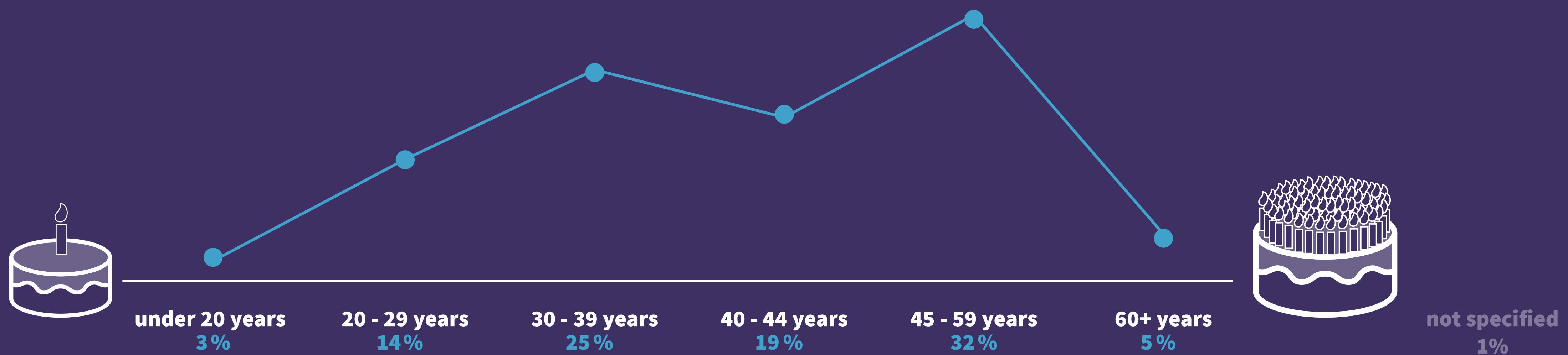


Source: Podacst survey July 2021, n=192 / Have you already watched episodes of c't 3003?

Source: Podacst survey July 2021, n=157 / How do you like our format c't 3003?

Sociodemographic

Age



Sociodemographic

Gender



Sociodemographic

Education



**Pupil /
in training**

2 %



**Secondary school
certificate**

4 %



**University/technical college
entrance qualification**

13 %



**Completed
Education**

16 %

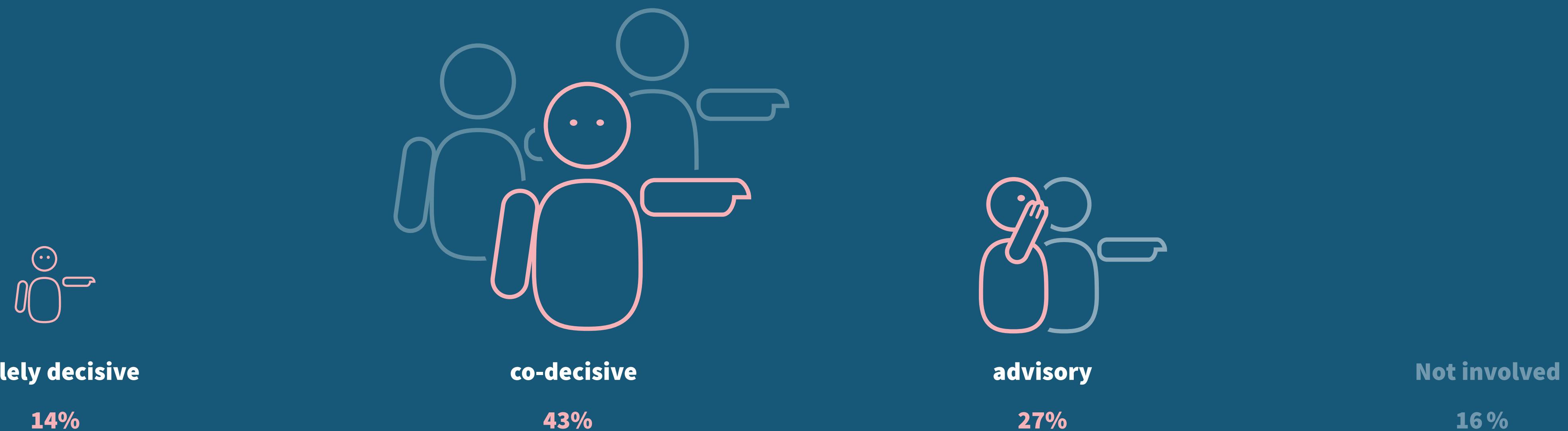


**University of Applied Sciences/
University degree**

65 %

Heise Podcast listeners decide (B2B)

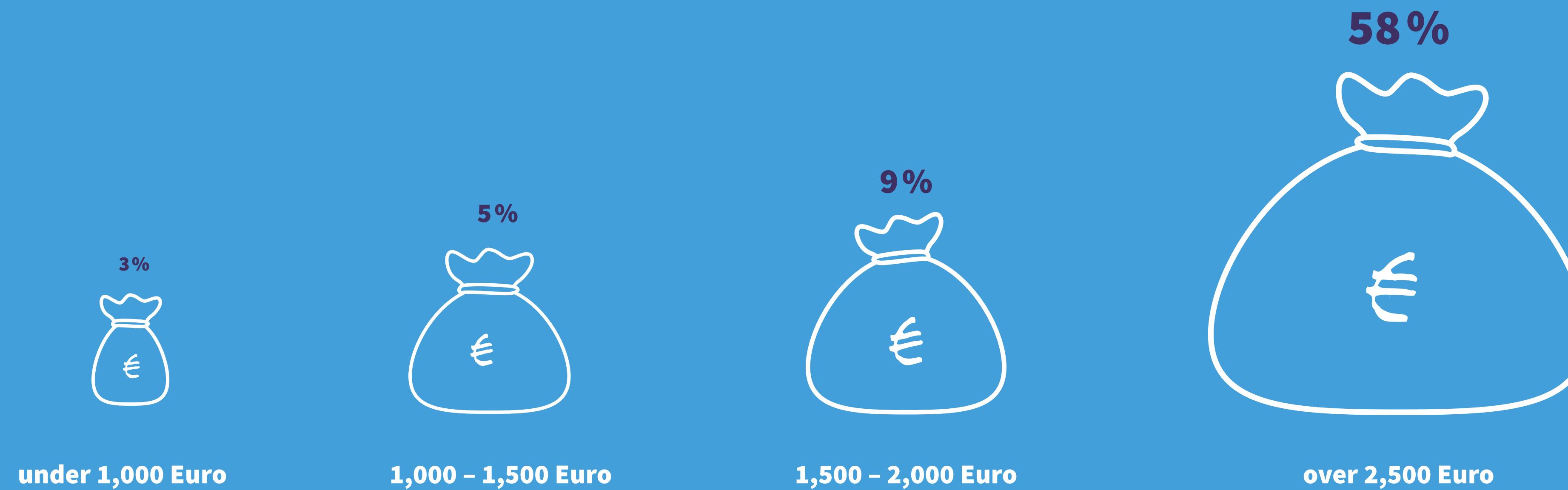
Alone, in a team or in an advisory capacity



Source: Podacst survey July 2021, n=439 / How are you involved in professional decisions?

Top buying potential

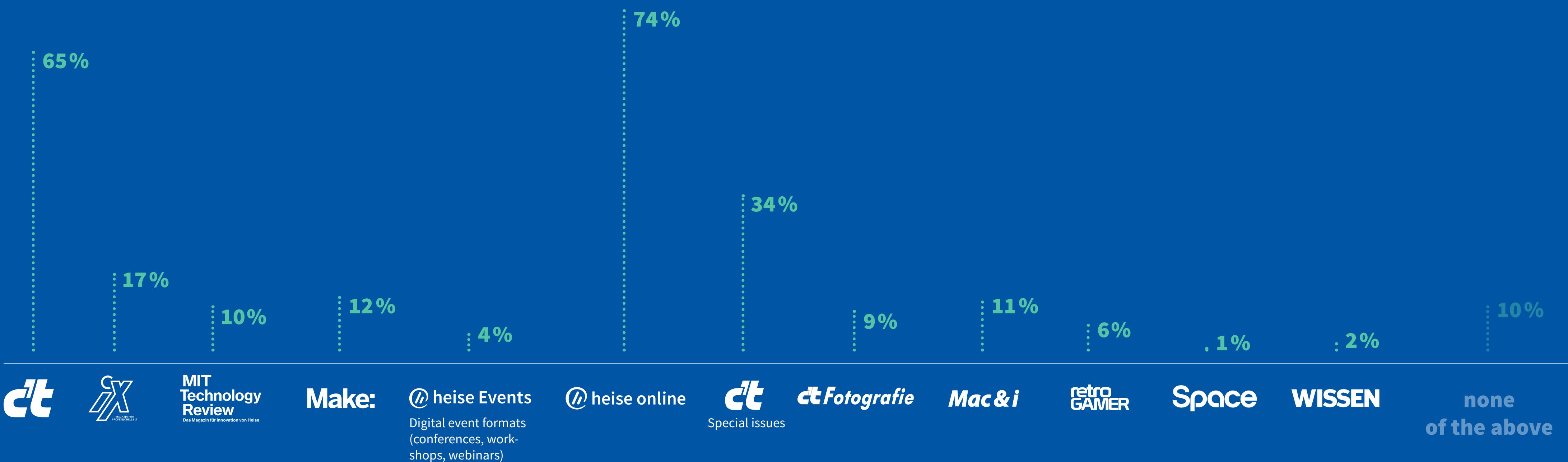
Household net



Source: Podcast survey July 2021, n=448 / Which statement about your household net income is true for your household?

The basis for crossvertising campaigns

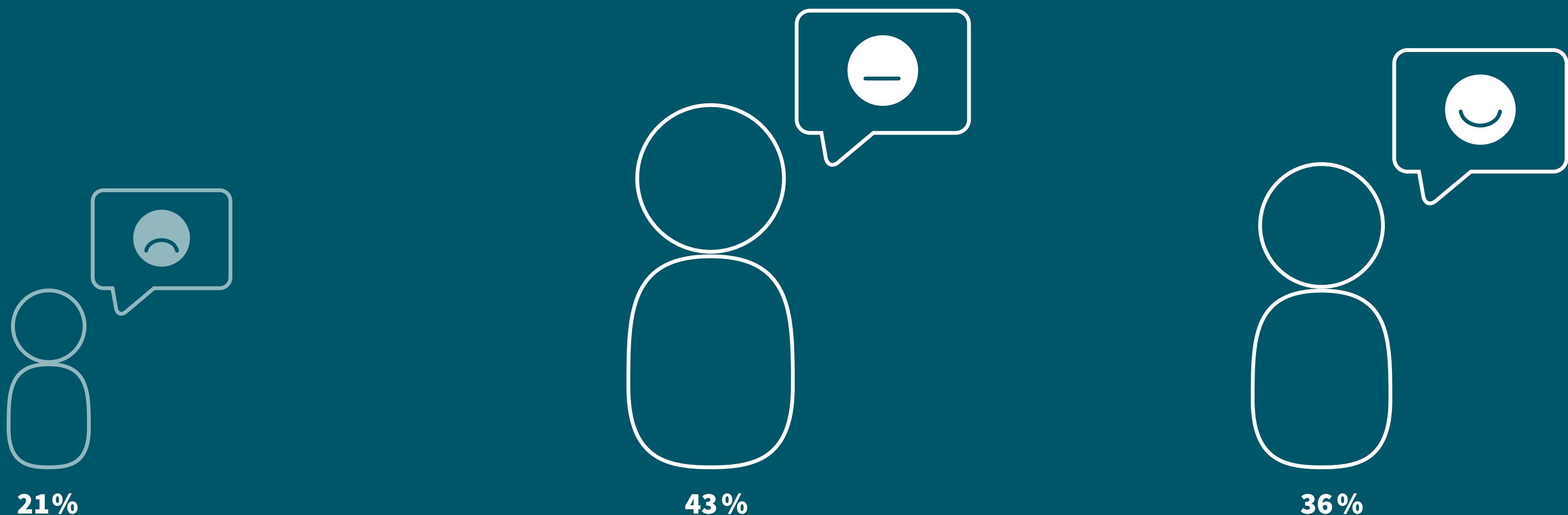
The Heise Media Universe



Source: Podcast survey July 2021, n=447 / Do you also use / read other media from heise? Multiple answers possible

You might also like this...

How likely would you be to recommend a heise podcast to a friend or colleague?



Source: Podcast survey July 2021, How likely would you be to recommend a heise podcast to a friend or colleague?

Survey profile

Population: heise online users

Method: Online survey
Heise Medien GmbH & Co. KG, Hanover, Germany

Study period: July-Sept, 2021

Sample size: n=510

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