

# Podcasts

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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

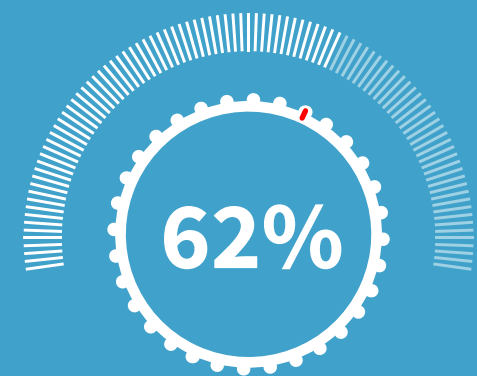


### **Die Hupe** *The loud car and motorcycle nerd-cast*

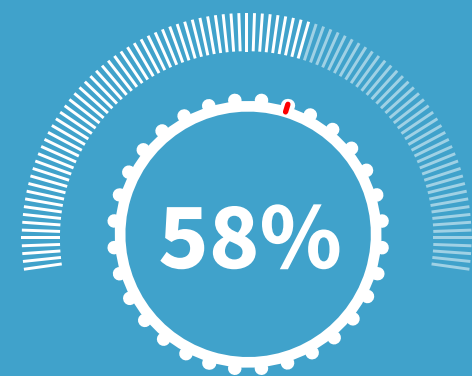
- Length: 60-90 min
- 1-2 times a month
- Retrievals: 3.000 downloads
- approx. 500 streams on Spotify
- 600+ followers on Spotify\*

# They will be heard

Which of our podcast are you listen to?



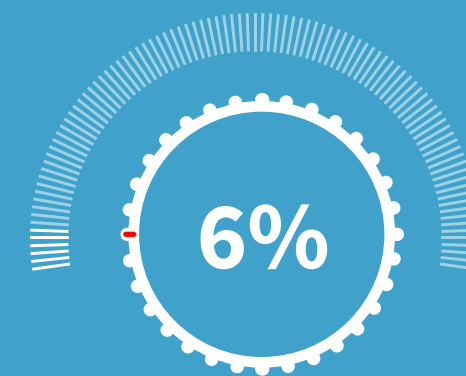
**c't uplink**



**#heiseshow**



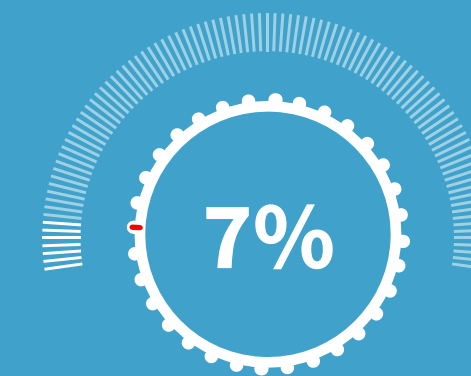
**Kurz infomiert**



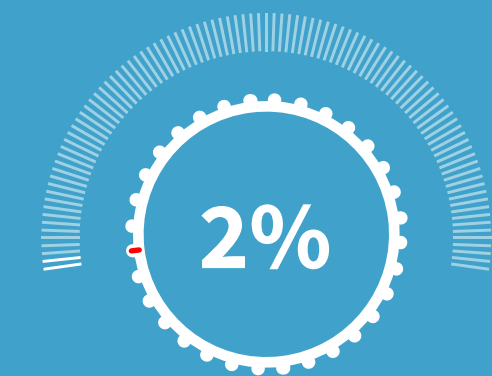
**tech2Go**



**c't Auslegungs-  
sache**



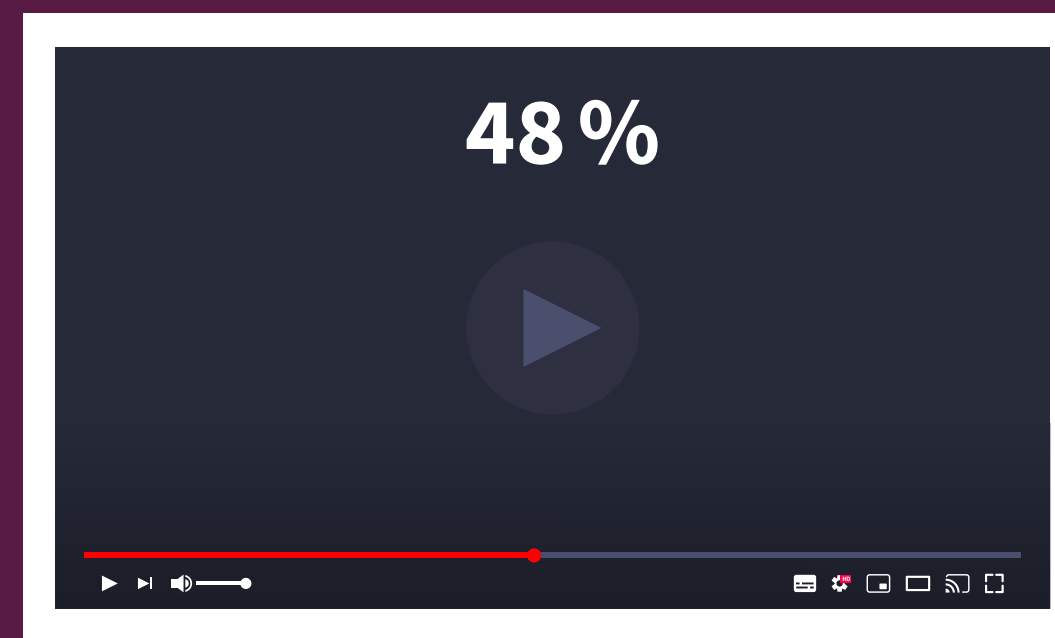
**Mac&i**



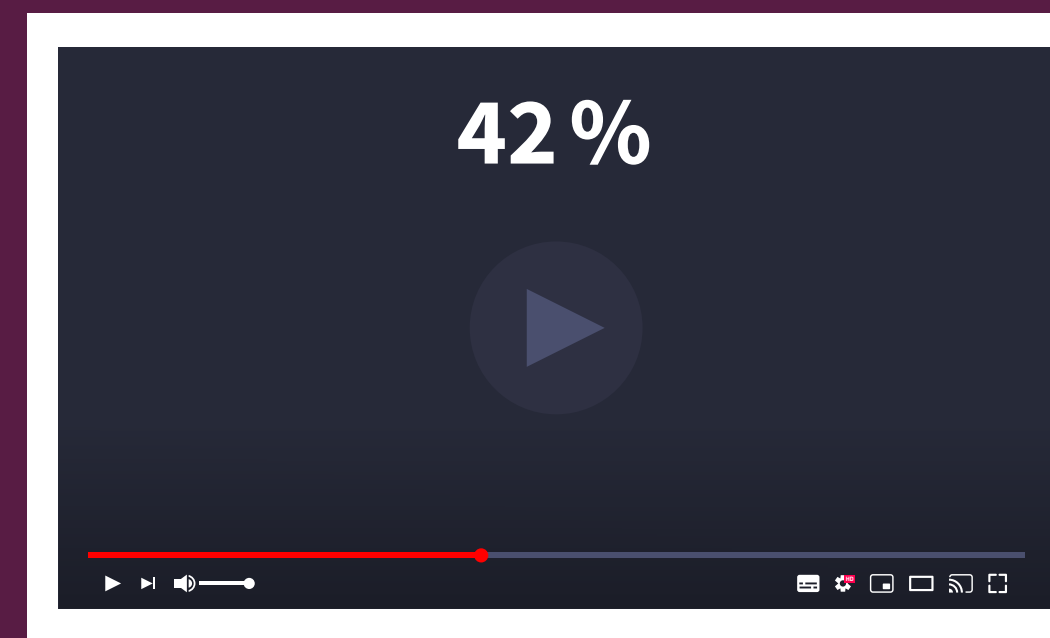
**Die Hupe**

# Taking a close look

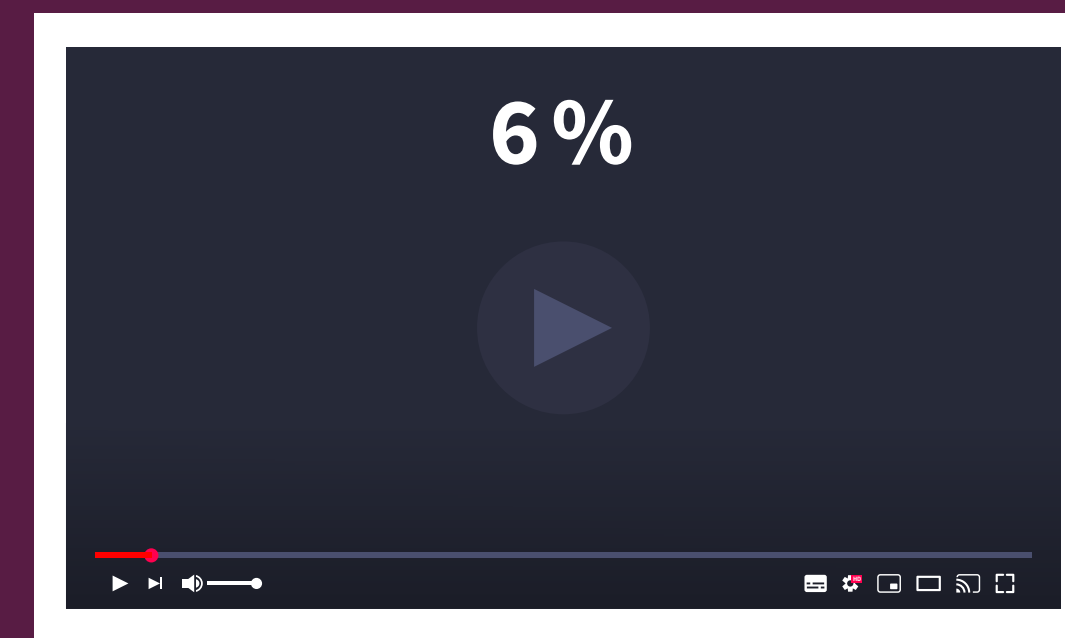
With which podcast do you also watch the video formats?



**c't uplink**



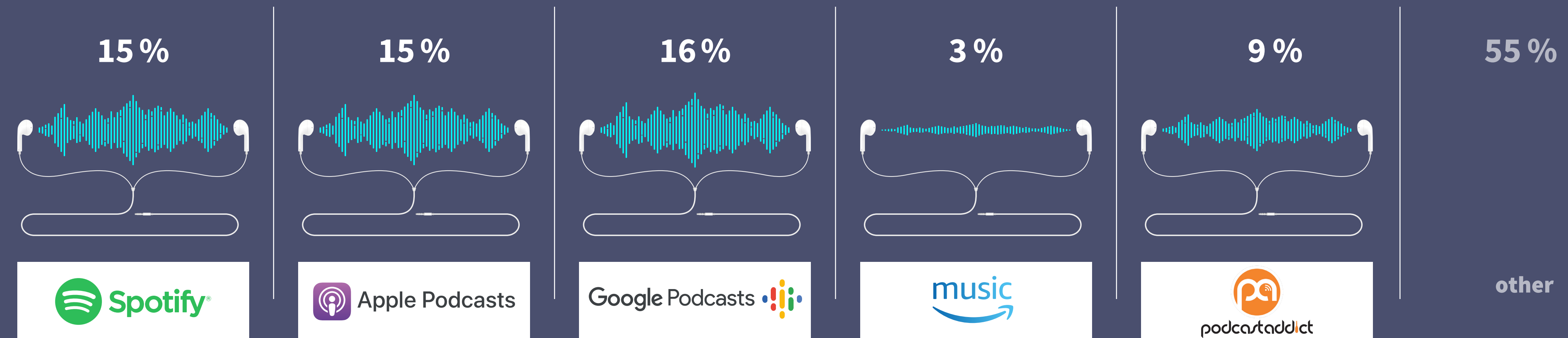
**#heiseshow**



**Mac&i**

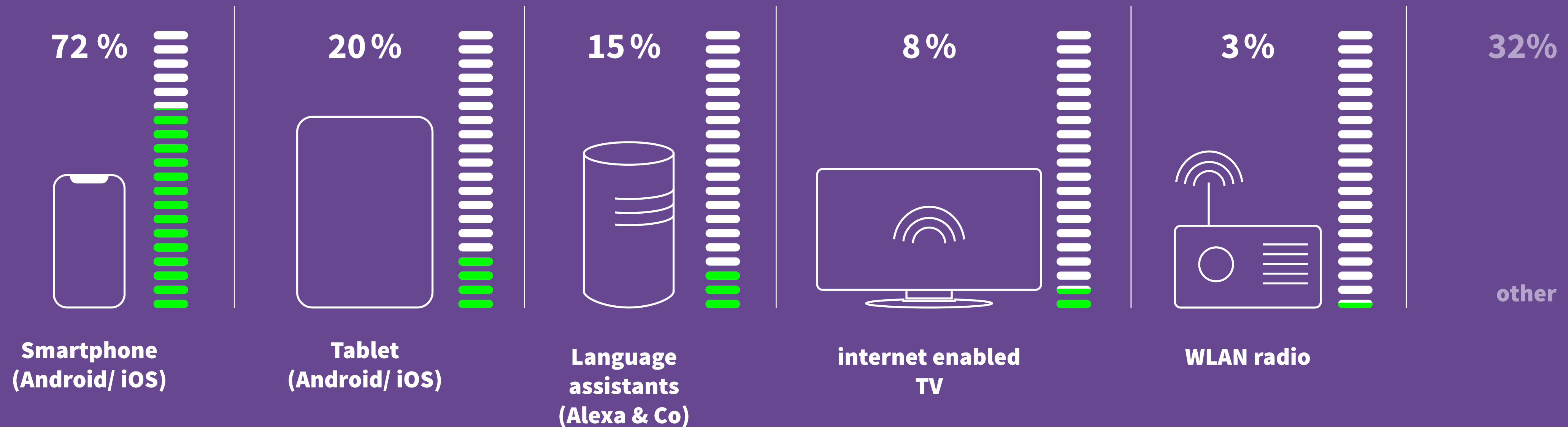
# The listener's favorite platform

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



# Hot – Podcasts on all devices

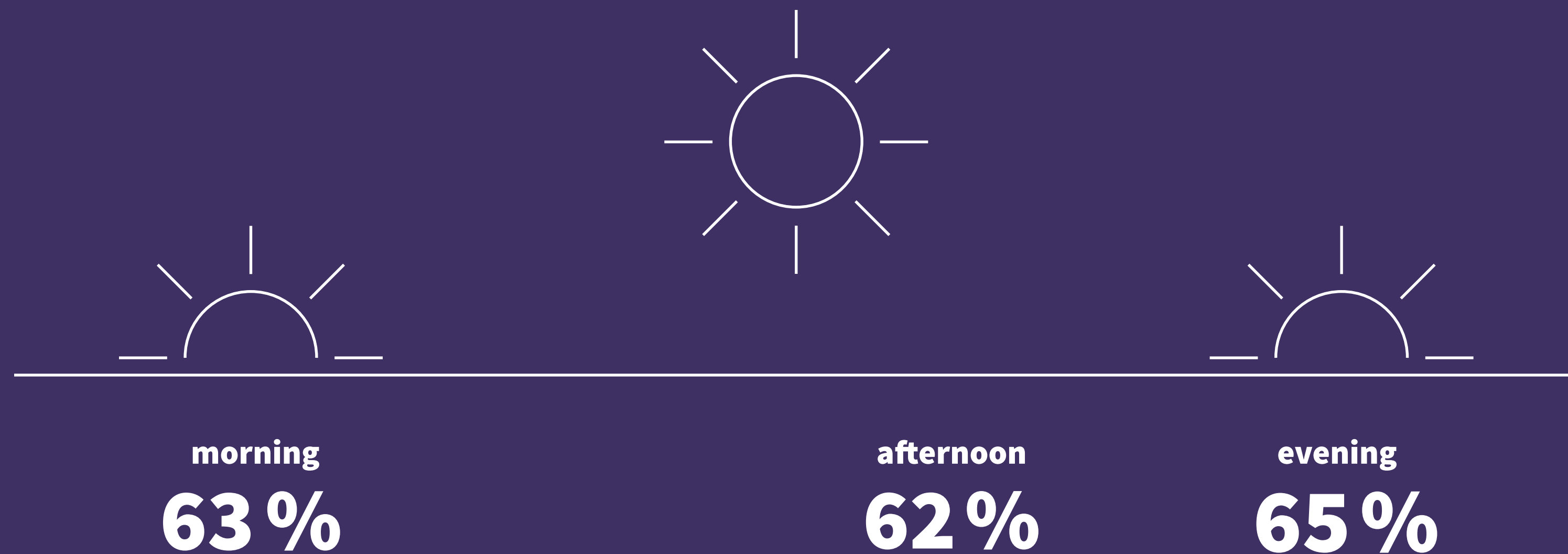
On what devices do you listen to podcasts?



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

# From dawn till dusk...

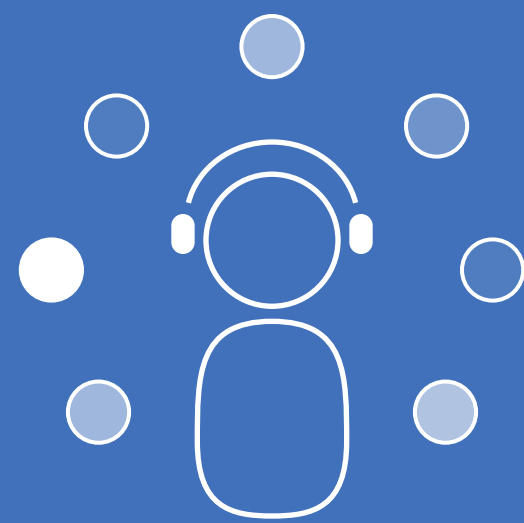
What time of day do you listen to our podcasts?



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 %

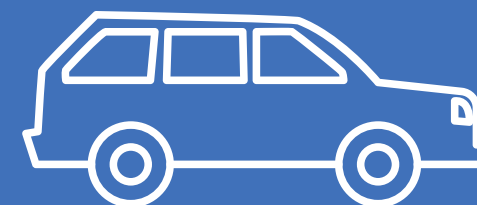
38 %



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

33 %

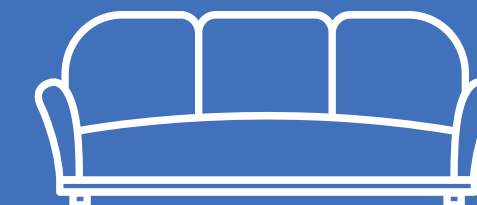
29 %



**While I drive a car**

24 %

24 %



**While I relax in the evening**

21 %

38 %



**While I play sports**

12 %

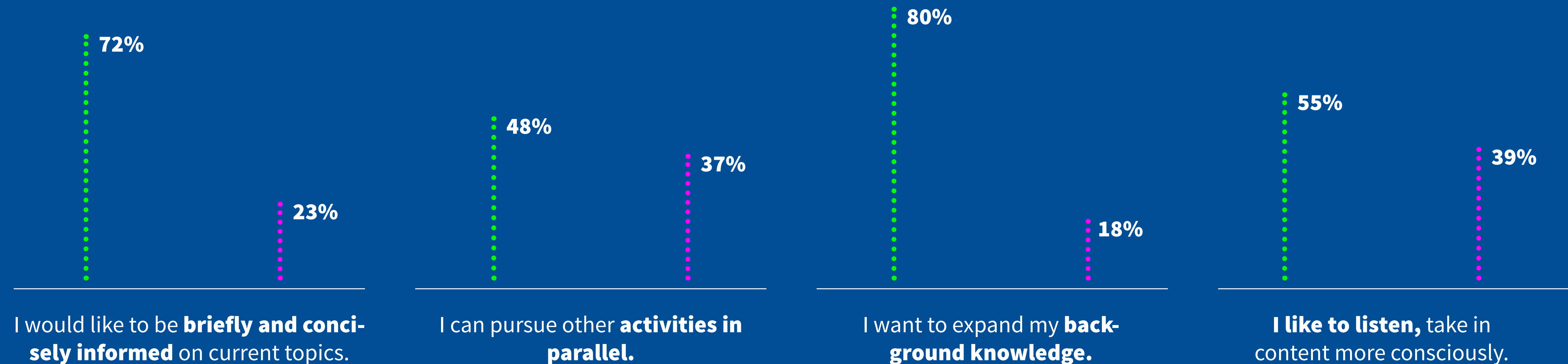
17 %

frequently/often/regularly sometimes



# The big why ...?

For what reason do you listen to podcasts?



applies frequently/often/regularly  
sometimes true

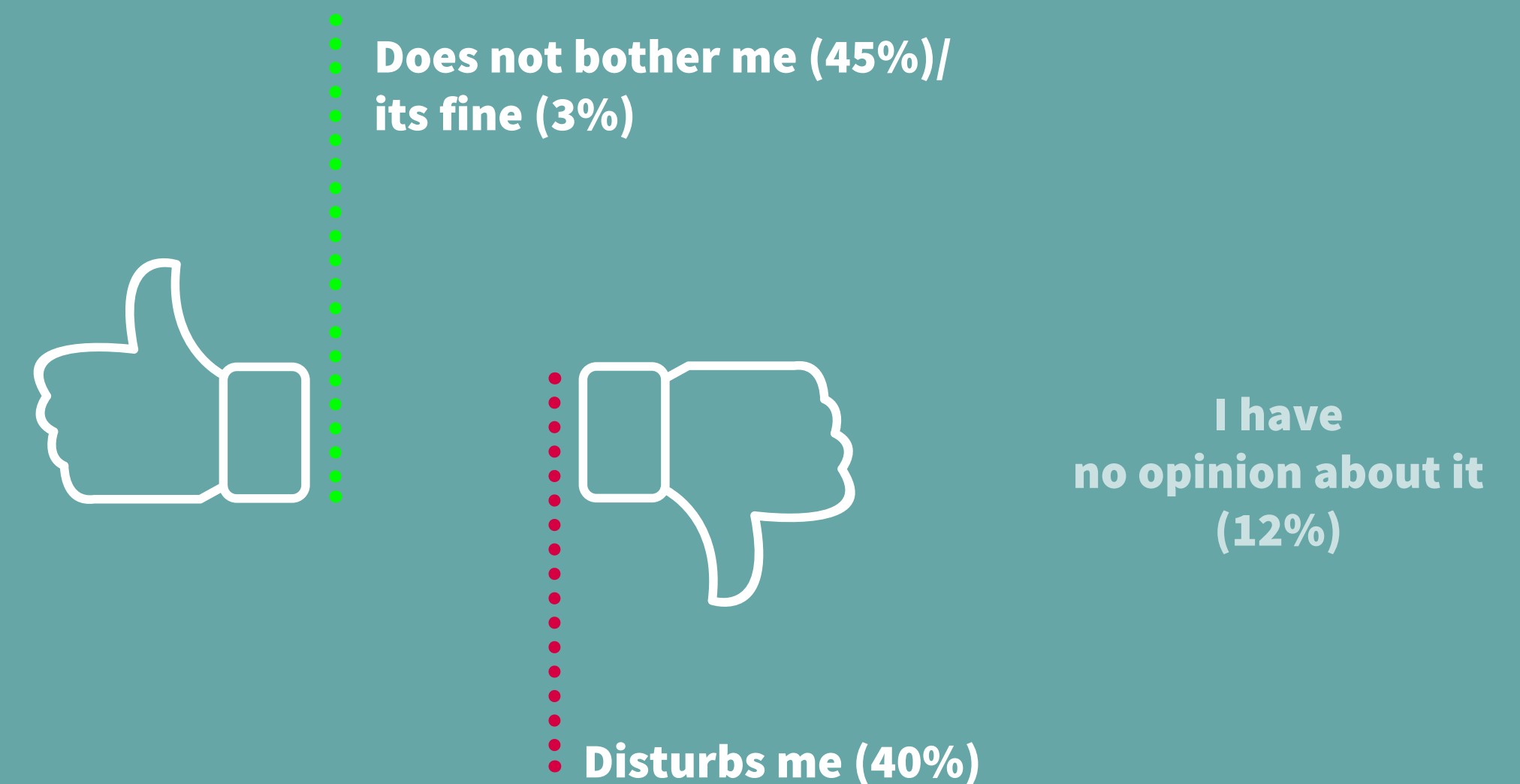
# And now about advertising...

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



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

How do you feel about  
advertising in a podcast?



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

# Topic Interests

The biggest HITs

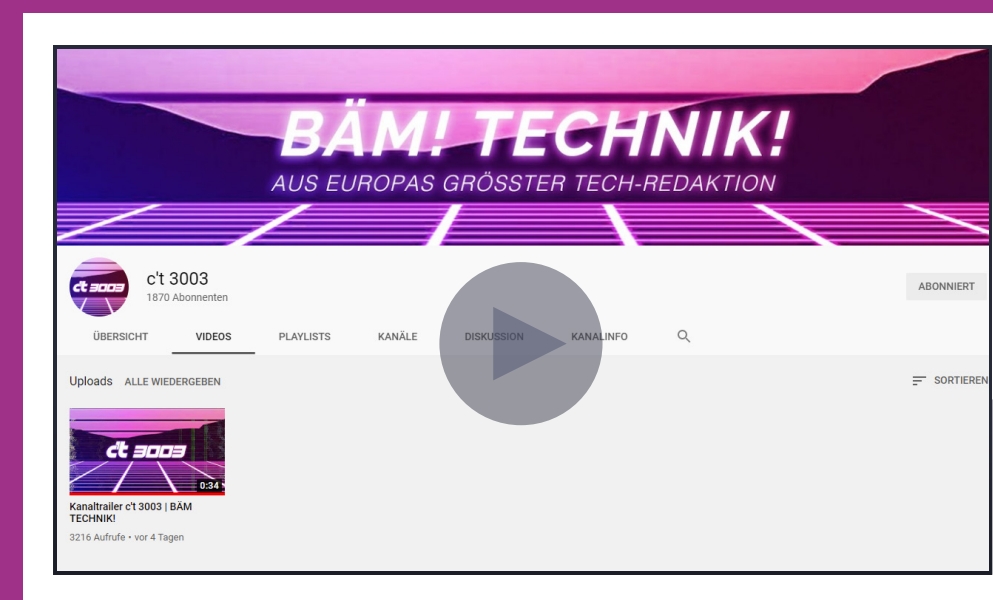


Source: Podacst survey July 2021, n=456 / What topics are you interested in?

# HIT on YouTube - c't 3003



Have you already watched episodes of c't 3003?

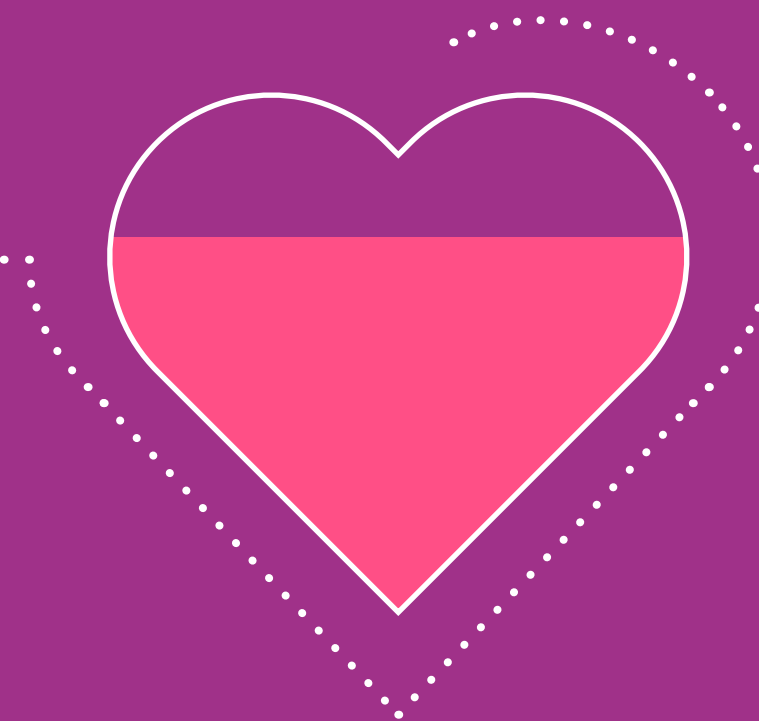


**yes 82%**



**no 18%**

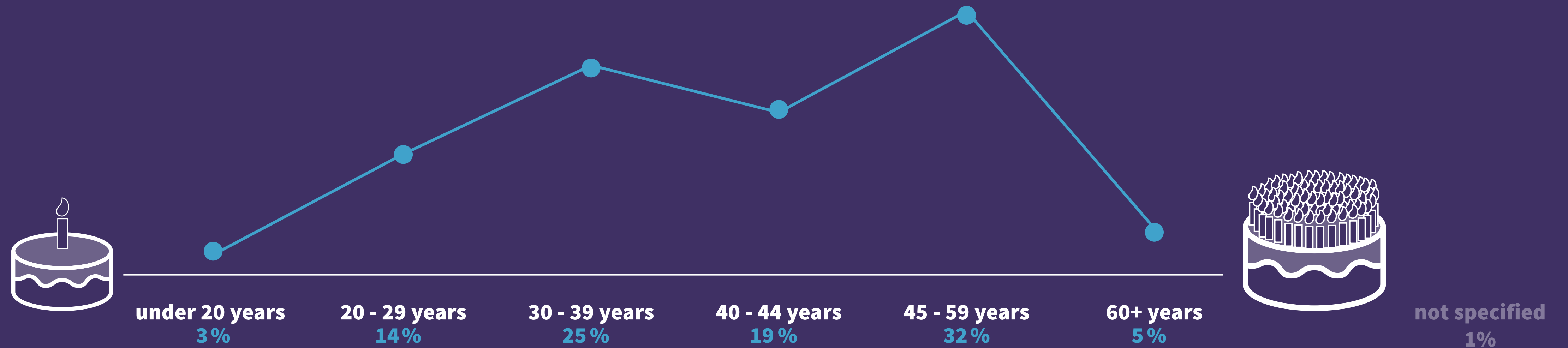
**71%** of the listeners like, what they see!





# Sociodemographic

Age



Source: Podacst survey July 2021, n=453

# Sociodemographic

## Gender



Source: Podcast survey July 2021, n=453

# Sociodemographic

## Education



**Pupil /  
in training**

**2 %**



**Secondary school  
certificate**

**4 %**



**University/technical college  
entrance qualification**

**13 %**



**Completed  
Education**

**16 %**

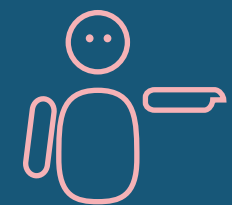


**University of Applied Sciences/  
University degree**

**65 %**

# Heise Podcast listeners decide (B2B)

Alone, in a team or in an advisory capacity



**Solely decisive**

**14%**



**co-decisive**

**43%**



**advisory**

**27%**

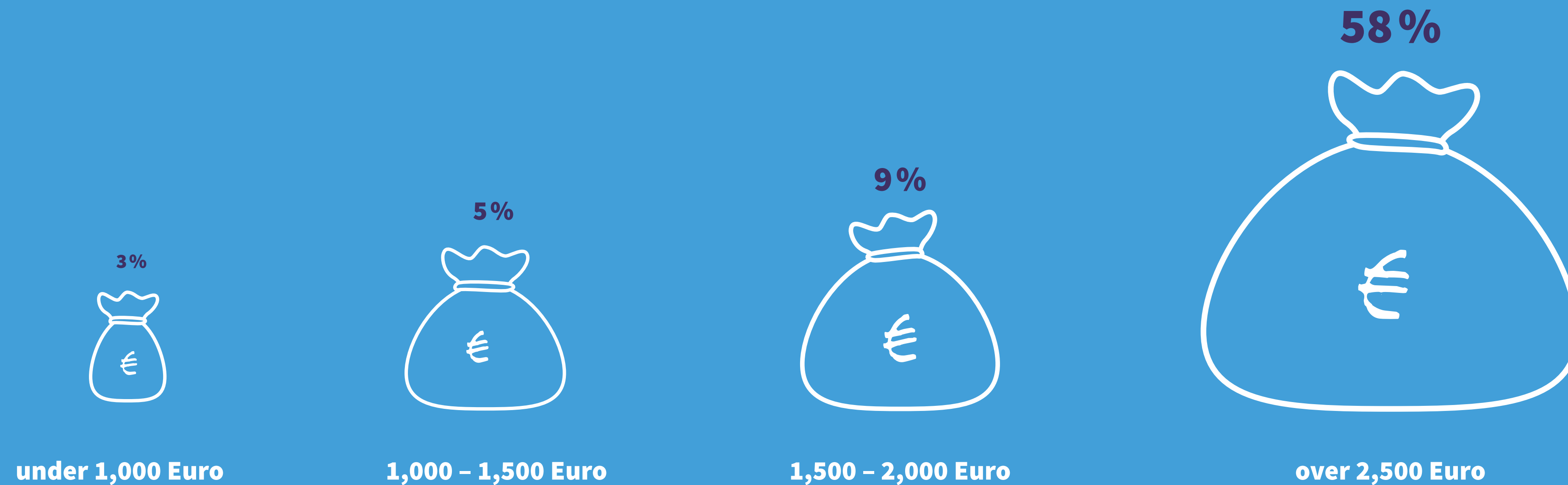
**Not involved**

**16%**



# Top buying potential

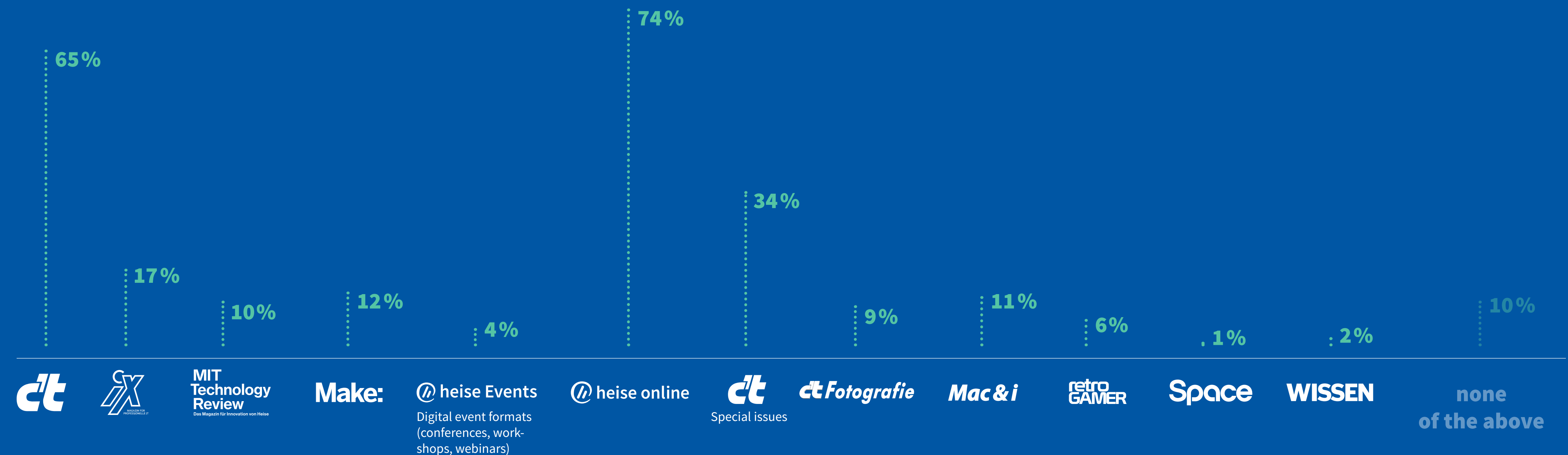
Household net



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

# The basis for crossvertising campaigns

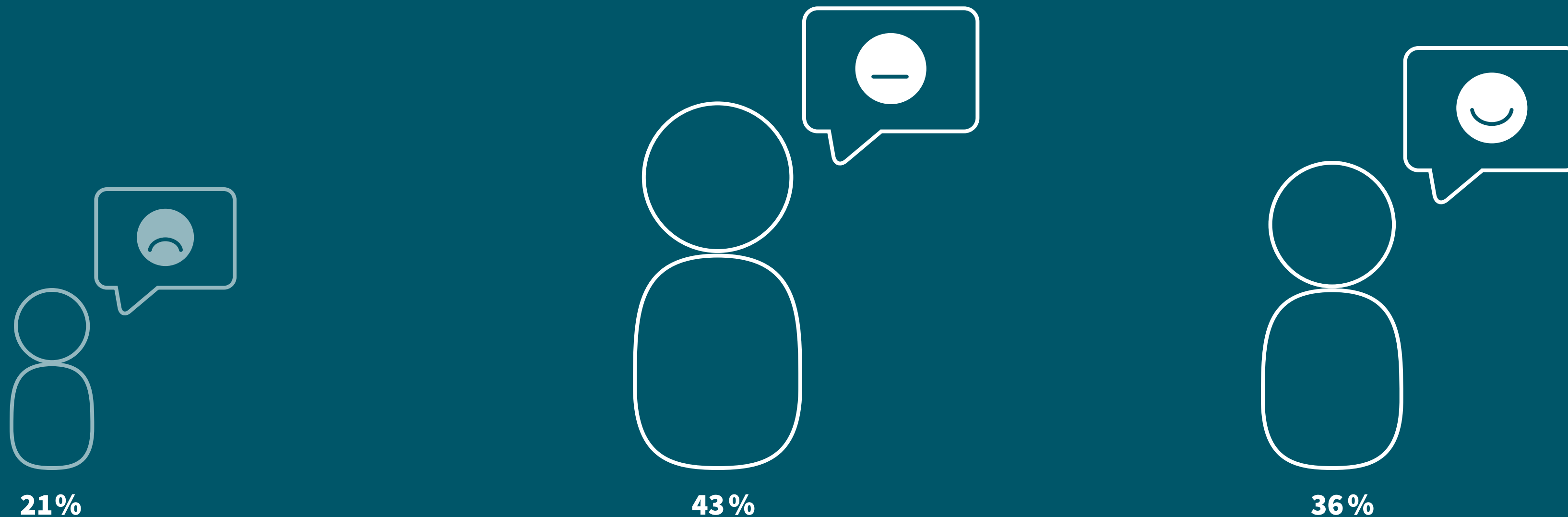
## The Heise Media Universe



Source: Podacst 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: Podacst 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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