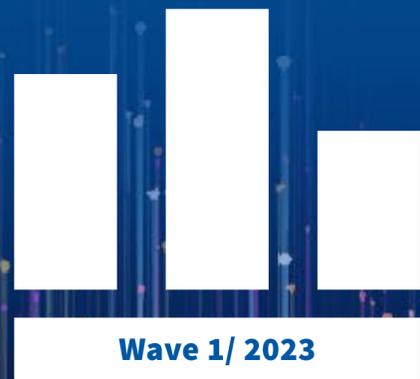


@heise online

# ma Podcasts 2023

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Data & facts  
the heise podcasts



# ...from the heise podcast universe

## A glimpse into the world of our podcasts:

Since July 2023, ma Podcast has been providing insights into the behavioural spectrum of our podcast listeners. We took an in-depth look at the data and filtered out figures for the two strongest podcasts. More will follow. Find out who our podcast listeners are, how they listen and how we compare to podcasts in the technology genre on the following pages. *Have fun and enjoy surprising moments!*



### **c't uplink** *The podcast from Nerdistan*

- Length: 50-60 min
- Every Saturday
- Calls: 30,000 per episode
- Valid downloads: 165,264\*



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

- Length: 50-60 min
- Every Thursday (5pm live on YouTube)
- Calls: 15,000 per episode
- Valid downloads: 86,510\*



### **Briefly informed** *The news podcast*

- Length: 3 min
- 2x every working day
- Calls: 80,000 per episode
- Valid downloads: 481,608\*



### **KI update** *Information and assessments on the most important AI developments*

- Length: Mon-Thu approx, 10 min Fridays approx. 45 min.
- Every working day
- Calls: 60,000 per episode



### **c't Matter of interpretation** *the c't data protection podcast*

- Length: approx. 60 min
- Every 14 days Fridays
- Calls: 3,500 per episode



### **Mac&i** *The Apple podcast*

- Length: 30 min
- Every 14 days Thursdays
- Calls: 10,000 per episode

\*source: ma Podcast, valid downloads base Sept 2023

# Continuous run in the ear

## Pleasure listener

### Listening time

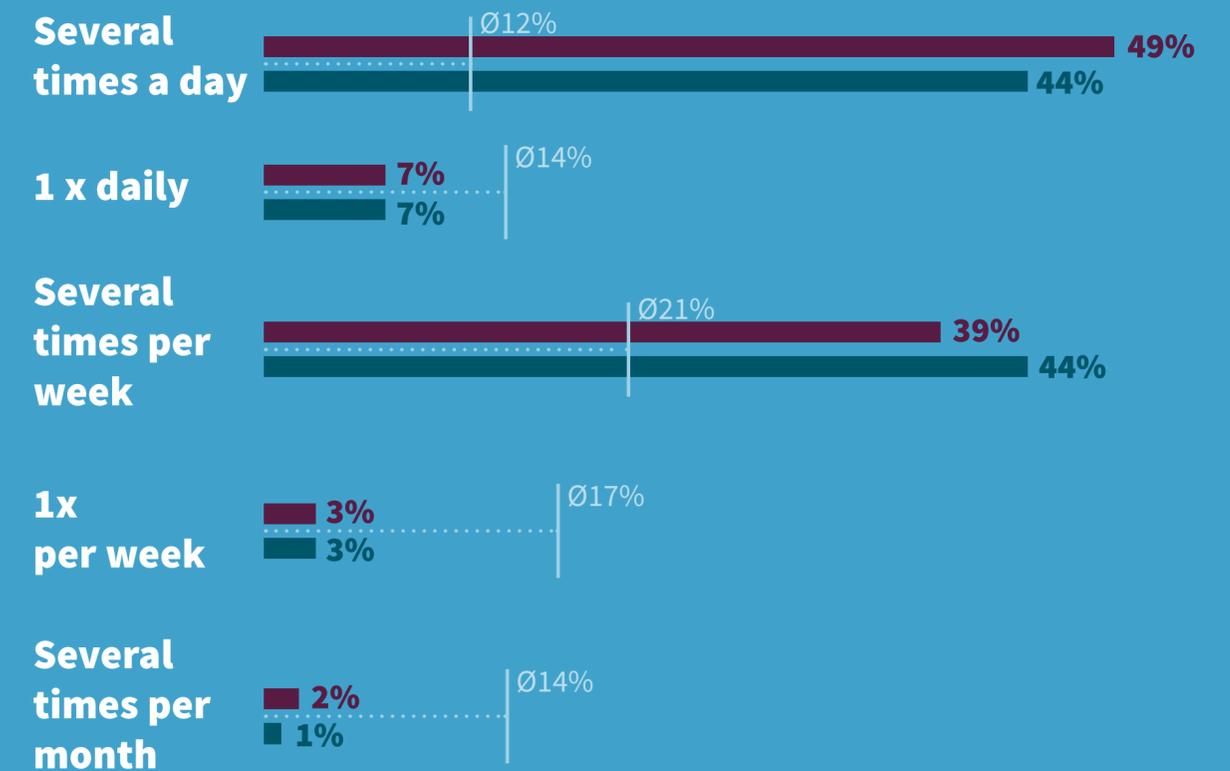


c't uplink

#heishow

## Top listener

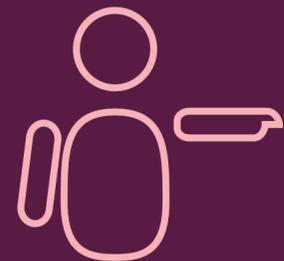
### Listening frequency



# Who decides and can afford it?

Sovereign

Well equipped



## THEY DECIDE ALONE:

<b>c't uplink</b>	.....	<b>52%</b>
<b>#heiseshow</b>	.....	<b>48%</b>
Ø total	.....	47%



**58%** that listen to both podcasts have a HH net worth of €3,500 - €5,000

**And are more than an ear length ahead of the average (41%).**



## OR AS A TEAM:

<b>c't uplink</b>	.....	<b>42%</b>
<b>#heiseshow</b>	.....	<b>46%</b>
Ø total	.....	45%

# The platform hitparade

What is your favourite platform to listen your podcast(s) on?

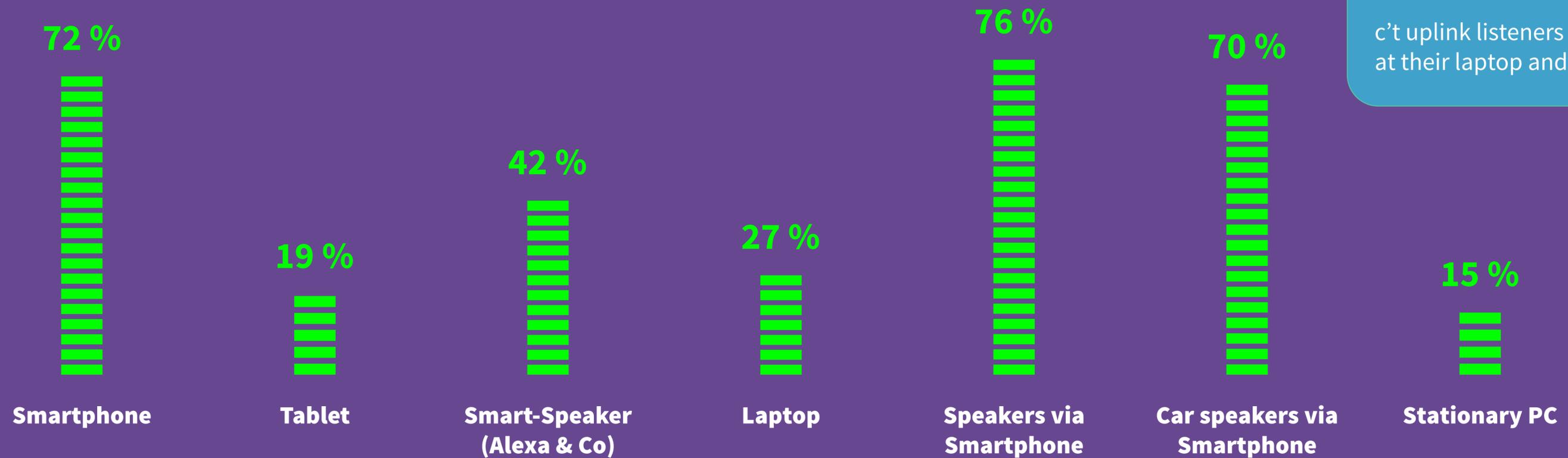


... e.g. like Deezer, Castbox, Podcast.de, AudioNow, Soundcloud, podcast addict app

# Hot – Podcasts on all devices

Not possible without a smartphone

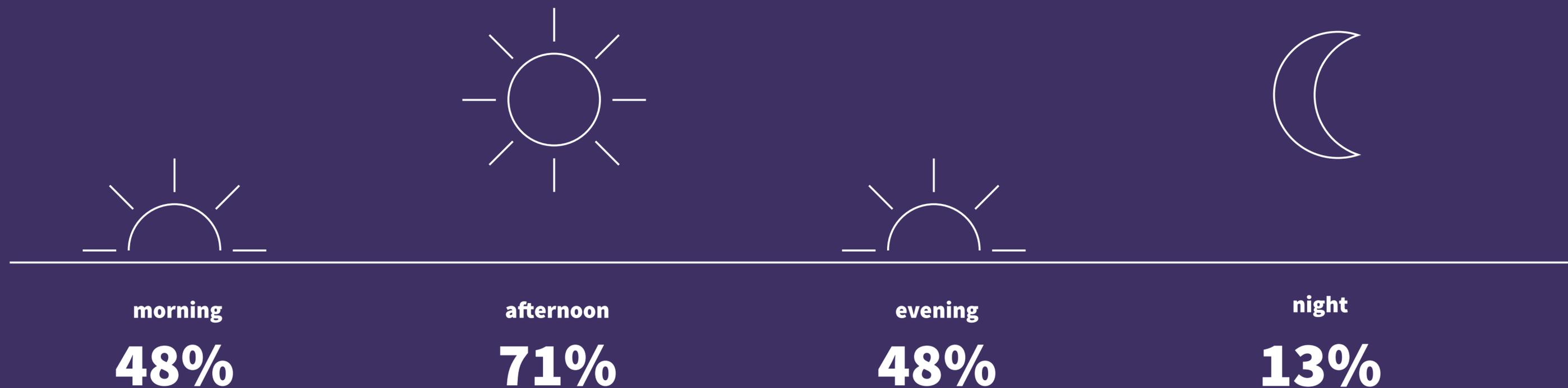
**Mobile Addict:**  
Listeners of c't uplink and #heiseshow favour the smartphone above average!  
  
c't uplink listeners also enjoy sitting at their laptop and PC.



source: ma Podcast 2023, wave 1; c't uplink + #heiseshow / base: total

# Of early birds and night owls

Our podacst listeners



# Usage profile in everyday life

## The concentrated listener



**when doing housework**

51% 38%



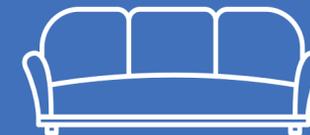
**while eating**

22% 16%



**when waking up/  
falling asleep**

31% 40%



**without doing anything else**

43% 66%



**during other activities**

44% 32%



**don't listen to podcasts at home**

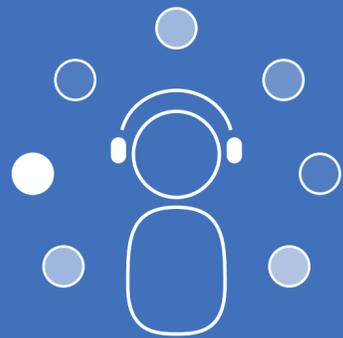
5% 18%

*total*

*c't Uplink + #heise show*

# Listening to podcasts outside I

Maximising benefits on the road



on the way to work/  
school/university



on the road by car



travelling by bus  
or train



travelling on foot  
or by bike



total

c't Uplink + #heise show

# Listening to podcasts outside II

Maximising benefits in the active lifestyle



when travelling,  
e.g. by plane, car,  
bus, train

35% 57%



when doing sports

19% 15%



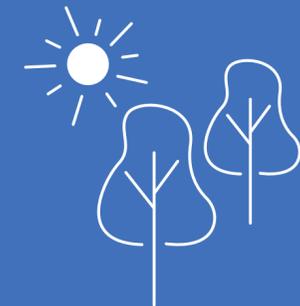
at parties/ events

3% 0%



at work or at  
school/university

10% 13%



during other  
activities outside  
the home

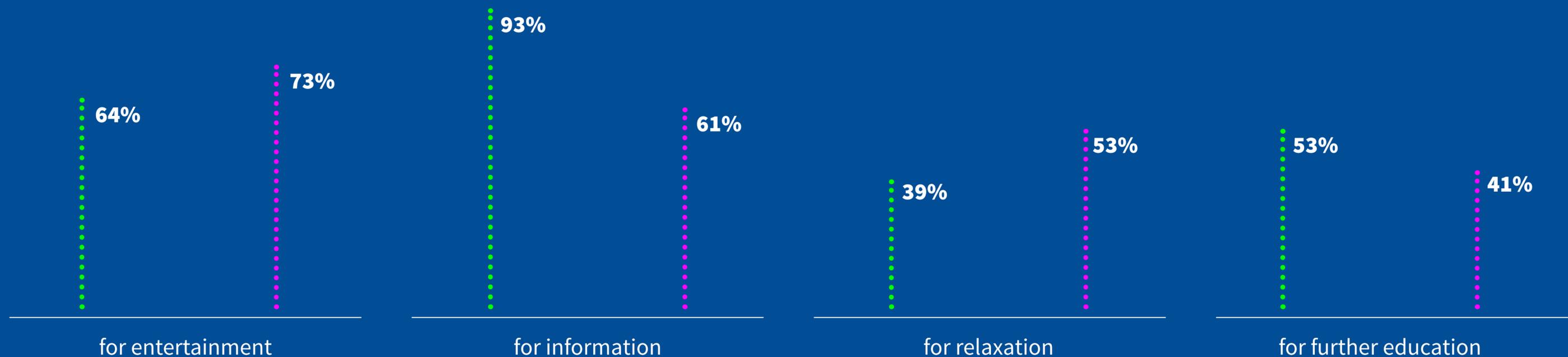
13% 25%

total

c't Uplink + #heise show

# Why, why, why ...?

Podcast listening - a way of life for those thirsty for knowledge

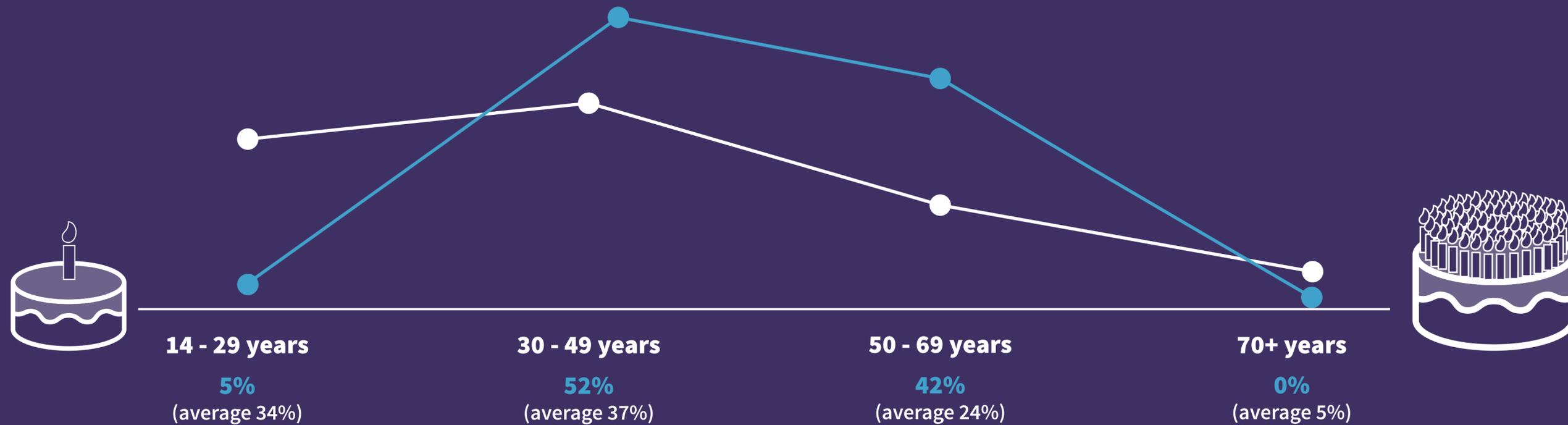


**c't uplink + #heise show**  
average

source: ma Podcast 2023, c't Uplink,+#heise show, base: total

# Socio-demographic data

Age



source: ma Podcast 2023, c't Uplink+ #heise show, base: total

# Socio-demographic data

Strong position...



# Socio-demographic data

## Education



**Pupils / students/  
in training**

**23%**



**Secondary school  
certificate**

**39%**  
24%



**technical col-  
lege entrance  
qualification**

**29%**  
16%

**A-levels**

**18%**  
44%



**Completed  
education**

**28%**  
32%

**Master  
craftsman's  
certificate**

**59%**  
11%



**University of  
Applied Sciences  
degree**

**8%**  
9%

**University  
degree**

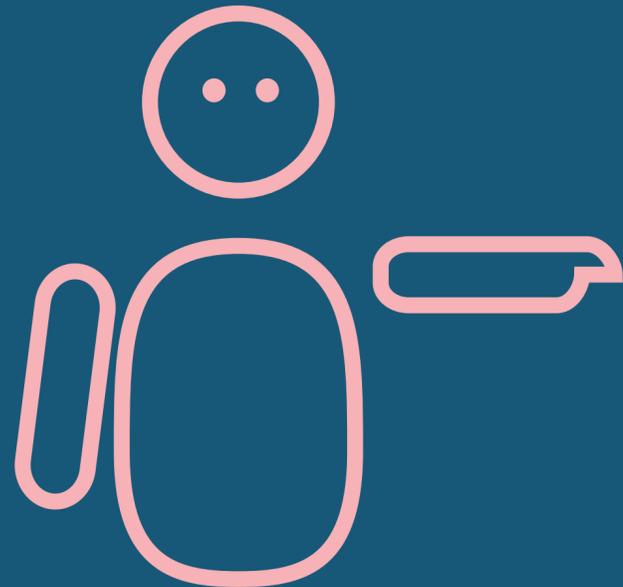
**5%**  
25%

**c't uplink + #heise show**  
average

source: ma Podcast 2023, c't uplink + #heise show

# heise podcast listeners decide

alone or as a team



solely decisive

<b>14 - 29 years</b>	<b>30 - 49 years</b>
<b>93%</b>	<b>24%</b>
(average 37%)	(average 50%)

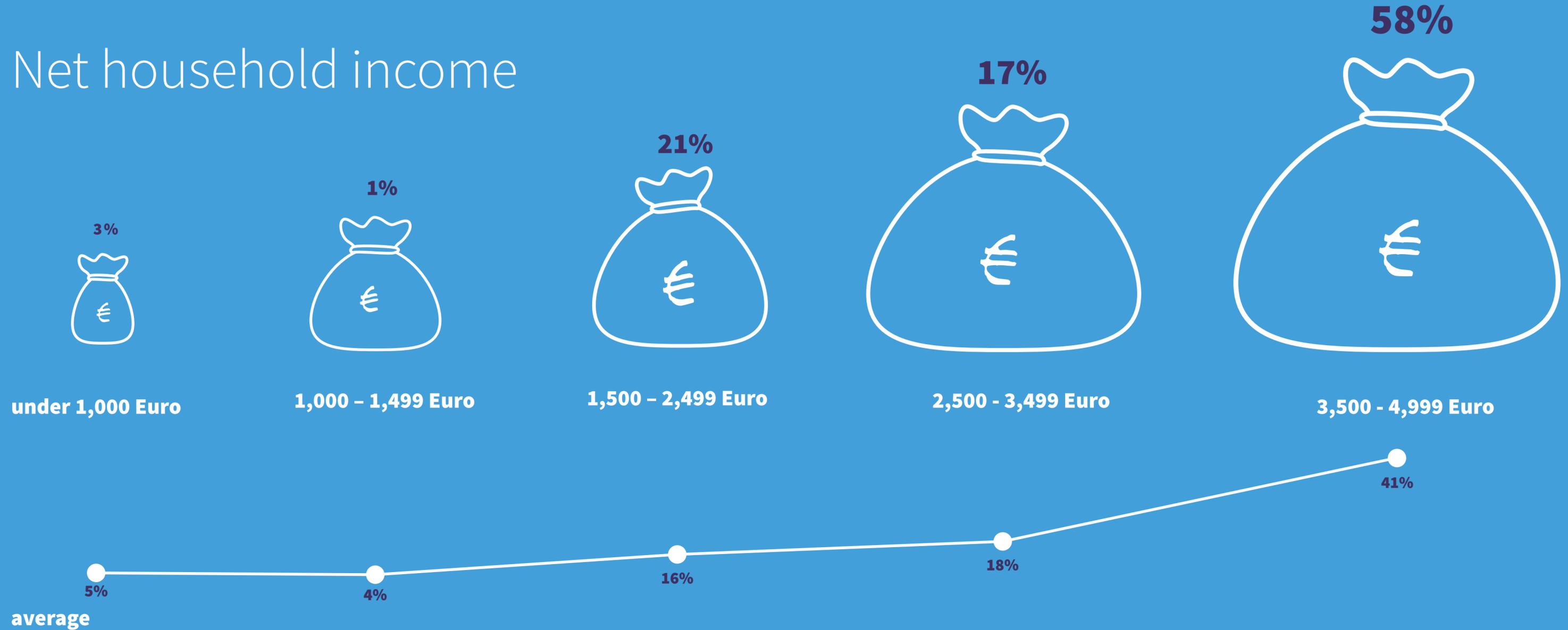


co-/team-decisive

<b>14 - 29 years</b>	<b>30 - 49 years</b>
<b>7%</b>	<b>75%</b>
(average 19%)	(average 48%)

# Good purchase potential

Net household income



source: ma Podcast 2023, c't uplink+ #heise show/ base: total

# Profile

Basic totality: heise online users

Method: online survey

CAWI survey data, weighting based on ma 2023 Audio I

Arbeitsgemeinschaft Media-Analyse e.V. (agma), Frankfurt am Main

The ma Podcast is a logfile-based measurement of podcast retrievals („valid downloads“) by agma.

Investigation period: 1. wave/ winter 2022

Sample size: n= 6,000 / people who have listened to podcasts in the last 4 weeks

Find out from our colleague [Hanna Isl](#) about the possibilities and conditions for **addressing your target group in our high-reach podcasts**, which achieve **more than 1,000,000 retrievals per month** - more than 500,000 of them in our news podcast „Kurz informiert“ and more than 150,000 in „c‘t uplink“.

# Contact

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