ma Podcasts 2023

Data & facts
the heise podcasts
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!

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**c’t uplink**
*The podcast from Nerdistan*
- Length: 50-60 min
- Every Saturday
- Calls: 30,000 per episode
- Valid downloads: 165,264*

**#heiseshow**
*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: approx. 60 min
- Every 14 days
- Calls: 3,500 per episode

**c’t Matter of interpretation the c’t data protection podcast**
- Length: approx. 10 min Fridays
- Every working day
- Calls: 60,000 per episode

**Mac & i**
*The Apple podcast*
- Length: 30 min
- Every 14 days
- Calls: 10,000 per episode

*Source: ma Podcast, valid downloads base Sept 2023*
Continuous run in the ear

Pleasure listener

Listening time

<table>
<thead>
<tr>
<th>Time</th>
<th>15-30 min</th>
<th>30-60 min</th>
<th>1-2 h</th>
<th>2-3 h</th>
<th>3-4 h</th>
<th>4-5 h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listening</td>
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<tr>
<td>c’t uplink</td>
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<td>24%</td>
<td>16%</td>
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<td>#heiseshow</td>
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</tr>
</tbody>
</table>

Top listener

Listening frequency

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1 x daily</th>
<th>1 x per week</th>
<th>Several times per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times a day</td>
<td>44%</td>
<td>39%</td>
<td>012%</td>
</tr>
<tr>
<td>1 x daily</td>
<td>7%</td>
<td>3%</td>
<td>014%</td>
</tr>
<tr>
<td>Several times per week</td>
<td>3%</td>
<td>3%</td>
<td>017%</td>
</tr>
<tr>
<td>Several times per month</td>
<td>2%</td>
<td>2%</td>
<td>014%</td>
</tr>
</tbody>
</table>
Who decides and can afford it?

Sovereign

THEY DECIDE ALONE:
- c’t uplink: 52%
- #heiseshow: 48%
- Ø total: 47%

OR AS A TEAM:
- c’t uplink: 42%
- #heiseshow: 46%
- Ø total: 45%

Well equipped

58% of listeners 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%).

source: ma Podcast 2023, wave 1; c’t uplink, #heiseshow, base: total
The platform hitparade

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

- Spotify: 49%
- YouTube: 28%
- Amazon: 20%
- Apple Podcasts: 16%
- ARD Audiothek: 16%
- Website of the provider: 13%
- Audible: 11%
- Google: 9%

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

source: ma Podcast 2023, c’t uplink+ #heiseshow
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 podcast listeners

- Morning: 48%
- Afternoon: 71%
- Evening: 48%
- Night: 13%

Source: ma Podcast 2023, wave 1; ct uplink + #heiseshow
Usage profile in everyday life

The concentrated listener

- when doing housework: 51% total, 44% c’t Uplink + #heise show
- while eating: 22% total, 32% c’t Uplink + #heise show
- when waking up/falling asleep: 31% total, 43% c’t Uplink + #heise show
- without doing anything else: 40% total, 66% c’t Uplink + #heise show
- during other activities: 43% total, 32% c’t Uplink + #heise show
- don’t listen to podcasts at home: 5% total, 18% c’t Uplink + #heise show

source: ma Podcast 2023, wave 1; c’t Uplink + #heise show, base: total
Listening to podcasts outside I

Maximising benefits on the road

- on the way to work/school/university: 30% on the road by car: 38%
- travelling by bus or train: 33% travelling on foot or by bike: 28%

30% 46% 66% 33% 30% 28% 37%

source: ma Podcast 2023, wave 1: c’t Uplink+ #heise show, base: total
Listening to podcasts outside II

Maximising benefits in the active lifestyle

- When travelling, e.g. by plane, car, bus, train: 35% (total) vs 57% (c’t Uplink+ #heise show)
- When doing sports: 19% vs 15%
- At parties/events: 3% vs 0%
- At work or at school/university: 10% vs 13%
- During other activities outside the home: 13% vs 25%

Source: ma Podcast 2023, wave 1; c’t Uplink+ #heise show, base: total
Why, why, why …?

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

64% for entertainment
73% for information
61% for relaxation
53% for further education

source: ma Podcast 2023, c't Uplink, #heise show, base: total
# Socio-demographic data

## Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
<th>Average (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 - 29 years</td>
<td>5%</td>
<td>(average 34%)</td>
</tr>
<tr>
<td>30 - 49 years</td>
<td>52%</td>
<td>(average 37%)</td>
</tr>
<tr>
<td>50 - 69 years</td>
<td>42%</td>
<td>(average 24%)</td>
</tr>
<tr>
<td>70+ years</td>
<td>0%</td>
<td>(average 5%)</td>
</tr>
</tbody>
</table>

Source: ma Podcast 2023, c't Uplink+ #heise show, base: total
Socio-demographic data

Strong position...

- 71%
- 29%

Source: ma Podcast 2023, c’t uplink+ #heise show
Socio-demographic data

Education

Pupils / students in training: 23%
Secondary school certificate: 39%, 24%
technical college 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%

source: ma Podcast 2023, c’t uplink + #heise show
heise podcast listeners decide

alone or as a team

solely decisive

- 14 - 29 years: 93% (average 37%)
- 30 - 49 years: 24% (average 50%)

co-/team-decisive

- 14 - 29 years: 7% (average 19%)
- 30 - 49 years: 75% (average 48%)

source: ma Podcast 2023; c’t uplink+ heise show / base: total
Good purchase potential

Net household income

- under 1,000 Euro: 3%
- 1,000 – 1,499 Euro: 1%
- 1,500 – 2,499 Euro: 21%
- 2,500 – 3,499 Euro: 17%
- 3,500 – 4,999 Euro: 58%

Average: 41%

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“.
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