



## Sounds Profitable's *The Medium Moves the Message* Webinar To Reveal First-Ever Comparison of the Brand Impact of Podcasts, Linear TV and AM/FM

*Report also reveals startling shifts in demographics and behaviors of media consumers*

March 15, 2023 - Sounds Profitable, a business intelligence and advisory partnership for the podcast industry, announces an upcoming webinar to support the release of its newest research report, "[The Medium Moves the Message: a Comparative Assessment of Advertising from Broadcast to Podcast.](#)" This is the first-ever study to directly compare the effect of AM/FM radio, linear television, and podcasts on a full range of brand metrics for the top five advertisers from each medium. The study also explores the role played by demographic differences and audience overlap.

This landmark survey of 2002 Americans age 18+ shows that podcasts now reach 50% of all persons aged 18 – 34; a share that is nearly on par with TV and AM/FM.

"**The Medium Moves the Message** demonstrates that there is nearly a full generation of difference between heavy users of podcasts compared to heavy users of TV or AM/FM," said Sounds Profitable Partner Tom Webster. "Podcasts are pulling further away every year, with the gap growing wider as the other audiences grow older."

The study illustrates that the podcast audience includes a valuable segment that does not consume ad-supported TV and radio. "This audience group is difficult for advertisers to reach any other way, making them both additive and exclusive," Webster said. "They feel differently about advertising, and the brands we studied, than broadcast media consumers. It's incumbent upon brands and buyers to understand these demographic and behavioral shifts."

The heart of the study is a comparative analysis of key brand health metrics across the top brands by share of voice in each medium. Brands measured include:

- Domino's
- Liberty Mutual
- Progressive
- GEICO
- Subway
- Indeed
- Upside
- ZipRecruiter
- Babbel
- BetterHelp
- Shopify

- McDonald's
- Athletic Greens

This report was produced in partnership with Signal Hill Insights, and was supported by Audiohook, Barometer, Betterhelp, Mowpod, National Public Radio, Soundrise, SXM Media and Wondery.

Webster will present the full results of [The Medium Moves the Message](#) in a free webinar on March 22 at 3 PM EDT. Registration is available at [SoundsProfitable.com](#).

*Sounds Profitable is a partnership dedicated to setting the course for the future of audio. Sounds Profitable produces industry-leading quarterly research studies, unmissable networking events, and provides advisory services for companies working in the podcasting space. Sounds Profitable partners with the 130 leading companies in podcasting.*

*Signal Hill Insights is an audio research firm with a core focus on brand lift studies for podcasts and radio, and survey-driven audience insights. Signal Hill partners with broadcasters, publishers and advertisers on custom research solutions for audio, including industry leaders like Acast, Cumulus/Westwood One, iHeartRadio, NPR, Pacific Content, SXM Media, and Triton Digital.*

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