

THE LAND OF PODCASTS





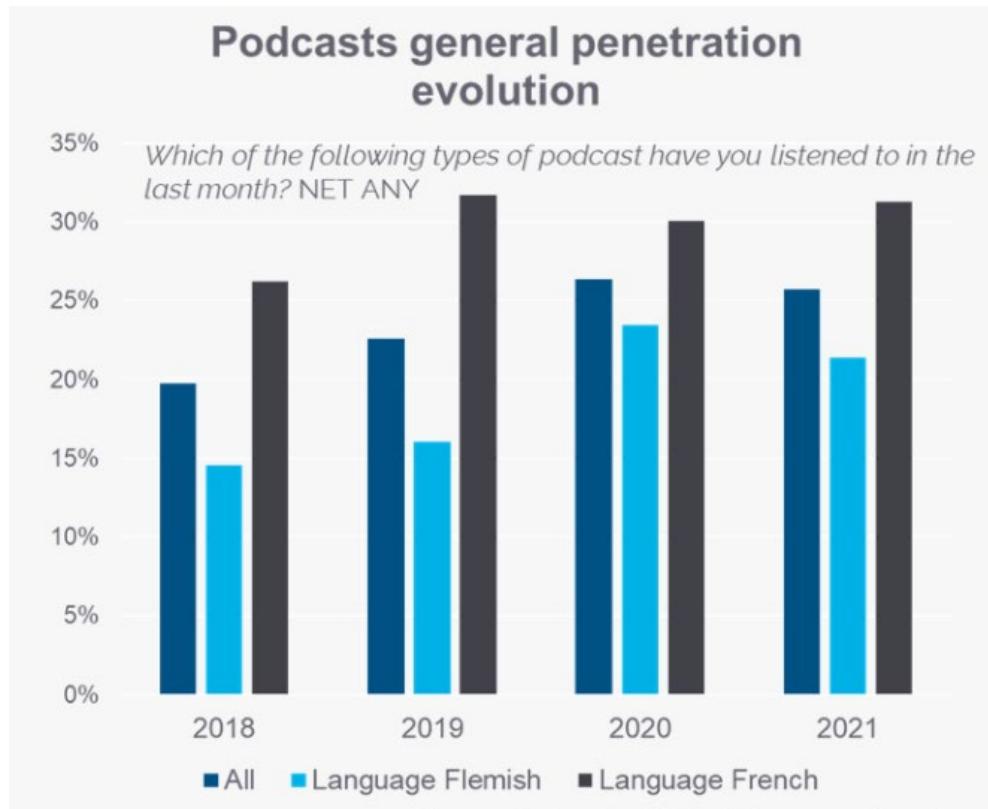
Introduction

Podcasts are currently diversity itself, the difficulty of measuring other than globally, and a type of communication of unparalleled depth. There isn't a proper currency yet and its therefore complicated to measure them in Belgium

We face a lack of information and data on the podcast phenomenon in Belgium

Positive trend for podcasts

especially in the Belgium South



31%

of penetration in Belgium South

+10pts

of penetration in Belgium South vs. North

+5pts

of penetration in 2021 vs 2018 in Belgium South

Podcast are more popular

among young men

% of respondents	2018	2019	2020	2021
All	20%	23%	26%	26%
Language Flemish	15%	16%	23%	21%
Language French	26%	32%	30%	31%
Male	22%	27%	31%	31%
Female	18%	18%	21%	21%
18-24	40%	49%	52%	53%
25-34	35%	39%	46%	47%
35-44	21%	25%	34%	28%
45-54	17%	19%	21%	24%
55-64	11%	12%	13%	12%
65+	8%	8%	9%	10%
Low income	26%	30%	31%	32%
Medium income	21%	23%	26%	26%
High income	19%	24%	29%	29%

Source: Reuters Institute. Universe: online 18+

In 2021, the podcast penetration is the **most important** on the age group **18-24 with 53%**

Podcasts reach every age group from **18-24 (53%) to 65+ (10%)**

Podcasts are slightly **more popular with men**

Podcast reach both **low-income and high-income people**

Specialist subjects are the most

Popular theme for podcasts

Which of the following types of podcast have you listened to in the last month?
contemporary life (e.g. crime, societal issues) /news, politics, international events /
specialist subjects (e.g. science and technology, business, media, health) /sport / lifestyle
(e.g. food, fashion, arts, literature, travel, fun)

Language	Topic	2018	2019	2020	2021
All	Specialist subjects	7%	7%	9%	9%
All	Lifestyle	6%	8%	8%	8%
All	news, politics, international events	6%	7%	9%	8%
All	contemporary life	7%	6%	7%	7%
All	Sport	4%	5%	6%	6%
All	Any	20%	23%	26%	26%
Flemish	Specialist subjects	4%	5%	9%	8%
Flemish	Lifestyle	4%	5%	7%	6%
Flemish	news, politics, international events	5%	4%	8%	6%
Flemish	contemporary life	5%	5%	7%	6%
Flemish	Sport	4%	3%	5%	5%
Flemish	Any	15%	16%	23%	21%
French	Specialist subjects	10%	10%	10%	12%
French	Lifestyle	8%	12%	10%	11%
French	news, politics, international events	9%	12%	10%	11%
French	contemporary life	9%	8%	8%	10%
French	Sport	5%	7%	7%	8%
French	Any	26%	32%	30%	31%

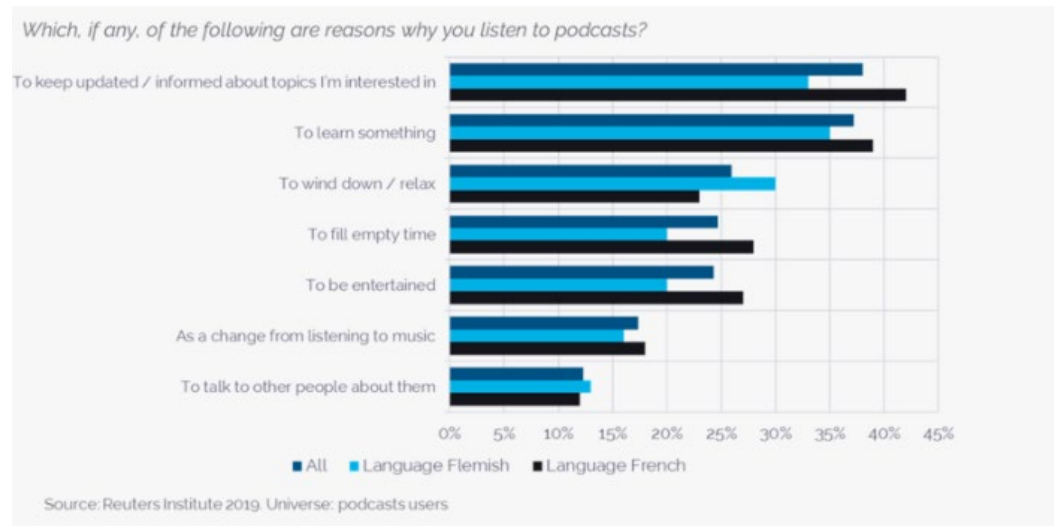
Podcasts can be grouped into **5 themes**

No theme is clearly imposed for the moment in Belgium South

Specialist subjects are slightly more popular (12%) but they might include a mix of the 4 other themes

Motivations to listen to podcasts

are mostly to learn

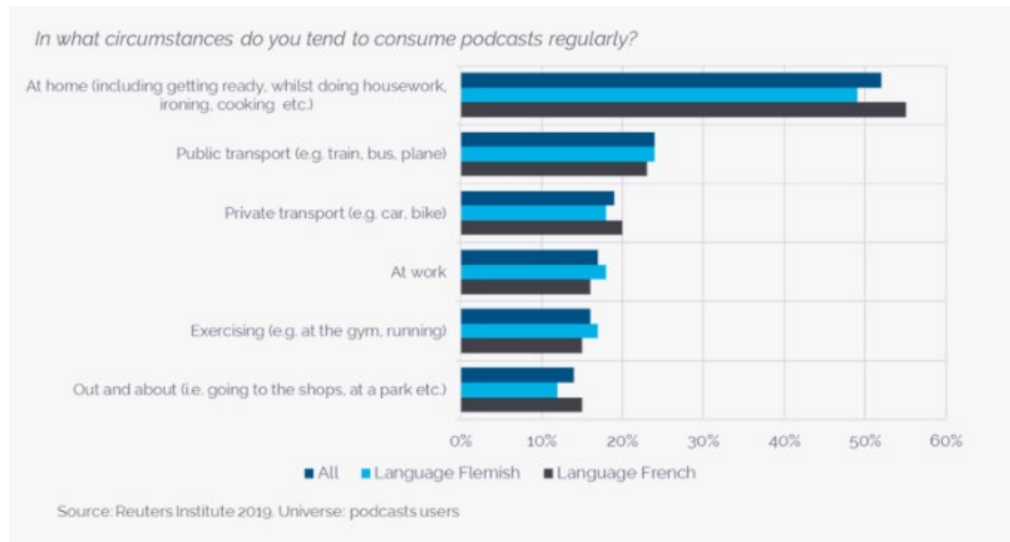


French-speaking Belgians are mostly motivated to listen to podcast in order to « **learn about subjects that interest them** » and to « **learn something** »

Their secondary motivations are « **to fill empty time** », « **to be entertained** » and to « **relax** »

Podcasts are mainly consumed

at home



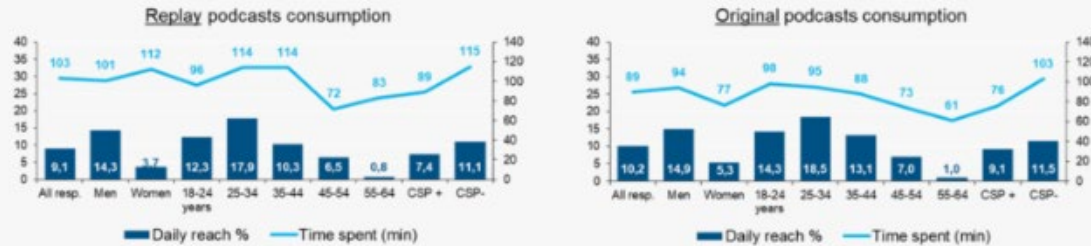
The **main listening spot** for podcasts is **home (55%)**, followed by public and private transport.

Podcasts are mainly consumed

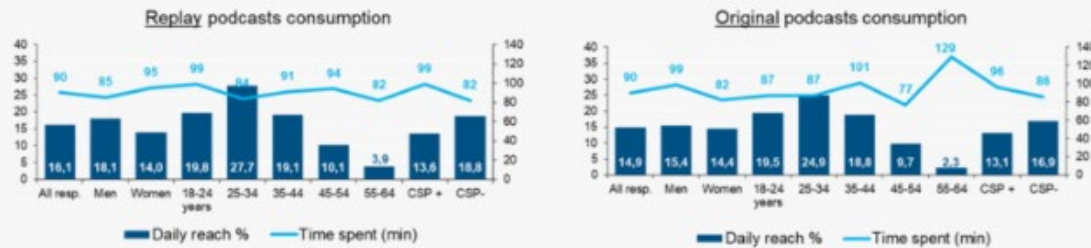
at home

Podcasts usage in Belgium, volumes & profiles

North



South



Source: IP Audio Observer 2021. Population 18-64 years 'CSP+' - social groups 1-4, 'CSP-' - social groups 5-8.

15% of the French-speaking Belgians listen to podcasts **daily**

The **average time spent** for podcasts is **1H30**.

Its **minimum is about 1H** of listening and its **maximum about 2H** depending on the target.

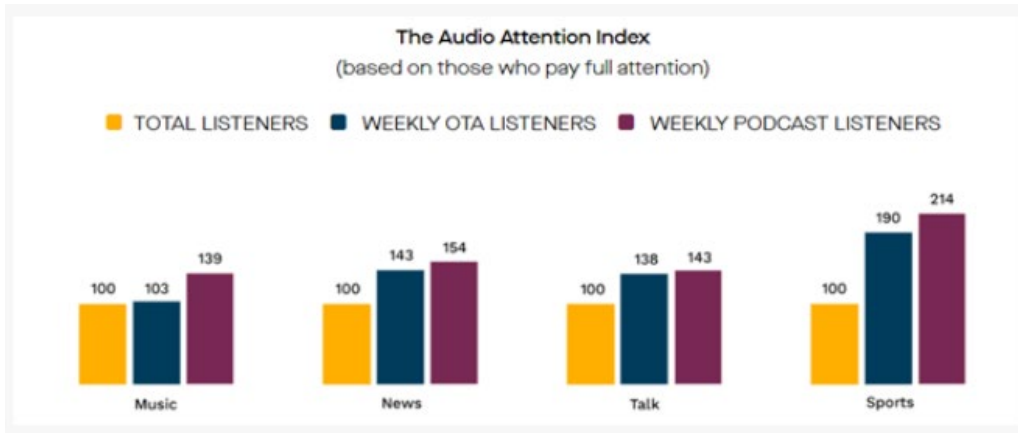
Only a few duplicates between AOD & Podcasts

**THERE ARE 2 TYPES OF PODCASTS:
NATIVE PODCASTS & AOD**



Podcasts are

uniquely immersive



Podcasts demonstrate a **unique ability to capture the attention** of its listeners regardless of theme.



Limits and future of Podcasts

In France, the Mediamétrie study allows to measure the audience of a precise podcast at a certain time. This study is the result of the collaboration of 6 media groups.

In Belgium, the podcasts consumption can be measured globally in the latest CIM Study Audio Time.

The listening of a podcast is like a “me time”, it requires a committed and attentive listening.

A brand that uses podcasts as a mean of communication can expect a fairly strong connection with consumers who listen to it.

move ahead

Want to know more?

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