

# THINK AHEAD

by **FMB**

## PODCAST\*

**442K** LISTENERS



**174K**

LISTENERS EVERY DAY

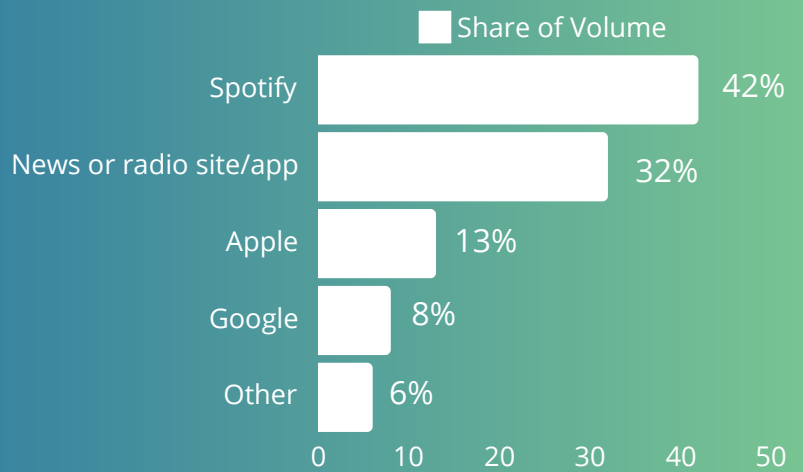


### PROFILE



### PLATFORM

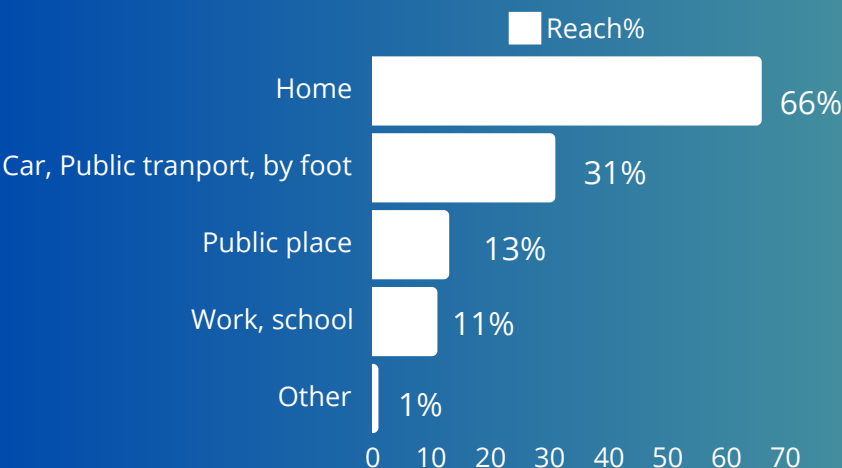
Profile %	Podcast*	Radio Live
<b>Men</b>	<b>55%</b>	<b>51%</b>
<b>SG1-4</b>	<b>61%</b>	<b>55%</b>
<b>12-34</b>	<b>48%</b>	<b>27%</b>



### LOCATION



### DEVICE



# 70%

of podcasts listeners use **MOBILE**

\*Podcasts include timeshifted radio  
Source : Cim Audio Time 2024, South, 12-74 y.