



TV & PODCAST
LISTENER
PROFILE
PLAYBOOK



How Demographic Data Can Power Your Business Strategy

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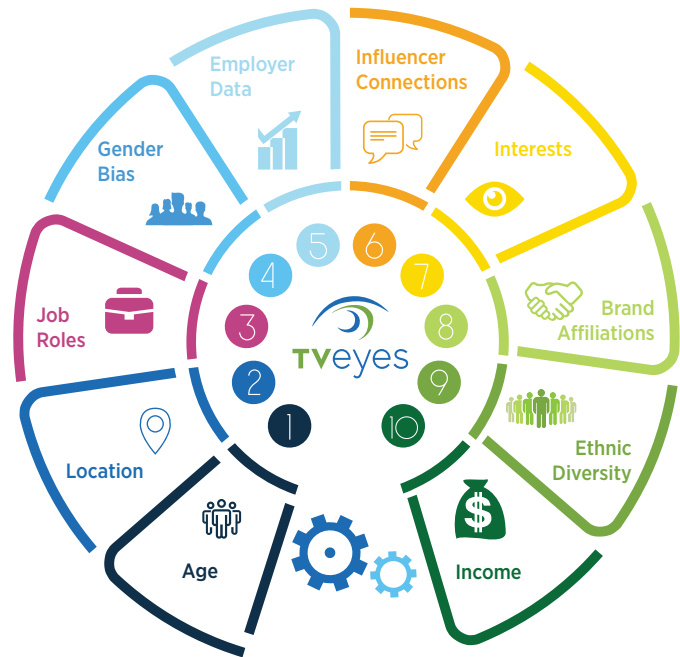
WHAT ARE TV & PODCAST DEMOGRAPHICS?

Demographics refer to the audience breakdown of a specific show, episode, or network.

At a minimum, they include:

- Age
- Gender
- Household income
- Geographic region
- Audience interests
- Market size

These audience analytics help brands assess who is engaging with their content, who they're missing, and where to grow next.



AUDIENCE DEMOGRAPHICS

TVEyes sources this data through partnerships with platforms like Podchaser and layers it seamlessly into our TV and podcast monitoring experience, no additional setup required.

It is also available with our APIs for those interested in the raw data and integrating it into an existing platform.

Let's explore podcasts further...



WHY PODCASTS Matter Now



Podcasts are no longer niche, they're a dominant force in modern storytelling and advertising. With more than 460 million listeners globally and continued growth across all age groups, industries are turning to podcast media not just to be heard, but to understand who is listening.

Knowing who's on the other end of the audio is essential for brands seeking more personalized engagement, PR teams aiming to showcase campaign impact, and agencies optimizing ad placements. That's where podcast demographics come in. These insights help decode listener behavior, turning media monitoring into strategic action.

TVEyes now delivers robust podcast demographic data built directly into Insight empowering organizations to move beyond mentions and gain visibility into their reach, relevance, and resonance.

IMPLEMENTING PODCAST DEMOGRAPHIC DATA

Implementing podcast demographic insights into your strategy doesn't require a massive overhaul. Here's how teams are doing it today:

1 Set Your Goals

Define this first. Are you looking to expand into new audiences, optimize a campaign, or evaluate coverage?

2 Filter Your Mentions

Filter search results to surface relevant podcast mentions using keywords, brand names, or campaign terms.

3 Dive Into Demographics

Dive deeper. Does the audience match your target customer demographics? How can you better tailor your content and messaging to reach your ideal customer?

4 Refine Targeting

Use the demographic data to identify ideal shows for future outreach or audience targeting. Craft tailored messages to producers and hosts with direct contact data in the Insight platform for TVEyes Apex users.

5 Report with Confidence

Strengthen campaign reporting by showing who heard the message, not just where it aired. Dive deeper and analyze not just what they are talking about but why it matters to your business or client.

INDUSTRIES WHERE PODCASTS Make an Impact

Below are industries that are particularly well-positioned to benefit from podcast audience analytics:



Higher Education

Colleges and universities can measure brand perception in student and alumni circles, identify demographic gaps in recruitment marketing, and track podcast conversations about academic programs.



Tourism & Travel

Tourism boards and travel brands can better assess audience sentiment around destination mentions and tailor campaigns to demographics with the highest interest in specific regions or experiences.



Government & Public Sector

Public agencies using podcasts for community messaging or election outreach can verify if their messages are reaching constituents across geographic and demographic lines. It can also help monitor the deeper conversations happening about top issues and topics of interest.



INDUSTRIES WHERE PODCASTS Make an Impact



Public Relations & Communications

PR firms and corporate teams can pitch smarter by targeting shows whose audience matches their client's goals. Reporting also becomes stronger with demographic data to support earned media value. Spoken word conversations are becoming increasingly important when it comes to brand management and understanding not just what people are talking about, but why it's important to them.



Sports

Understanding podcast audiences has many benefits for both sports teams in general, as well as the athletes themselves. Demographics show who athletes are resonating with, helping them shape endorsements, appearances, and personal content strategies.

For teams, these demographics can help them:

- Identify new audiences that they haven't considered before.
- Target new regions for fanbase expansion or brand activations.
- Confidently pitch sponsors by aligning with their target audience.
- Customize promotions, ticket packages, and content to boost sales.



Healthcare & Pharma

Podcast mentions of health initiatives, public service campaigns, or medications can now be linked with demographic data to assess reach across age, gender, and risk groups which is key for compliance and audience targeting.

ADVANTAGES OF PODCAST Advertising



Podcast advertising offers distinct advantages that set it apart from traditional and even many digital ad formats, especially for brands seeking trust, engagement, and conversion.

Compared to TV or print, podcast ads and branded content are cheaper, longer-lasting, and often have higher ROI due to lower production costs and repeat exposure.

Here are a few other advantages:

➤ **Hyper Targeted**

Podcasts cater to niche, passionate audiences, allowing advertisers to target specific interests, lifestyles, or industries.

➤ **High Listener Trust & Host Influence**

Ads read by trusted hosts carry personal endorsement value. Listeners often see hosts as friends or thought leaders and act on their recommendations.

➤ **Longer Attention Spans = Higher Engagement**

Podcasts are typically consumed while commuting, exercising, or relaxing, making them less prone to distractions than social media or display ads leading to longer dwell time and stronger brand recall.

➤ **Evergreen Impact**

Podcast episodes are archived and discoverable indefinitely. That means your ad can continue to get impressions weeks or months later.

➤ **Bonus Data Fact**

71% of podcast listeners say they are more likely to consider products and services advertised on podcasts (Edison Research)



STAYING AHEAD IN AN
INCREASINGLY FRAGMENTED



Media Landscape

Podcast demographics are a powerful yet often underutilized facet of media intelligence. By analyzing listener data, brands can gain deep insight into who is engaging with specific podcast content and why. This allows for smarter decisions when it comes to ad placement, influencer partnerships, and even content creation. But more importantly, these insights offer a real-time window into emerging cultural trends, niche audience interests, and shifting consumer behaviors, all essential for staying competitive.

Transforming this media intelligence into conversational intelligence means going beyond static metrics and using demographic insight to fuel personalized, context-aware engagement strategies. This approach turns passive data into active strategy, enabling businesses to lead conversations, not just follow them.

Here's what podcast demographics can unlock:

- More precise targeting
- Stronger ROI storytelling
- Smarter media outreach
- Faster pivoting based on audience behavior
- Enhanced visibility into campaign resonance

AUDIO IS POWERFUL.

KNOWING YOUR AUDIENCE MAKES IT SMARTER.

As audio continues to dominate the media landscape, brands must look beyond presence and start measuring performance. TV and Podcast demographics, both available through TVEyes, bridge the gap between monitoring and media strategy, allowing companies to take action, justify spend, and build meaningful engagement.

Knowing who's listening leads to smarter decisions that outpace the competition.

Interested in learning more about the TV and Podcast demographics available through TVEyes?



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For API and data integration - partnerships@tveyes.com