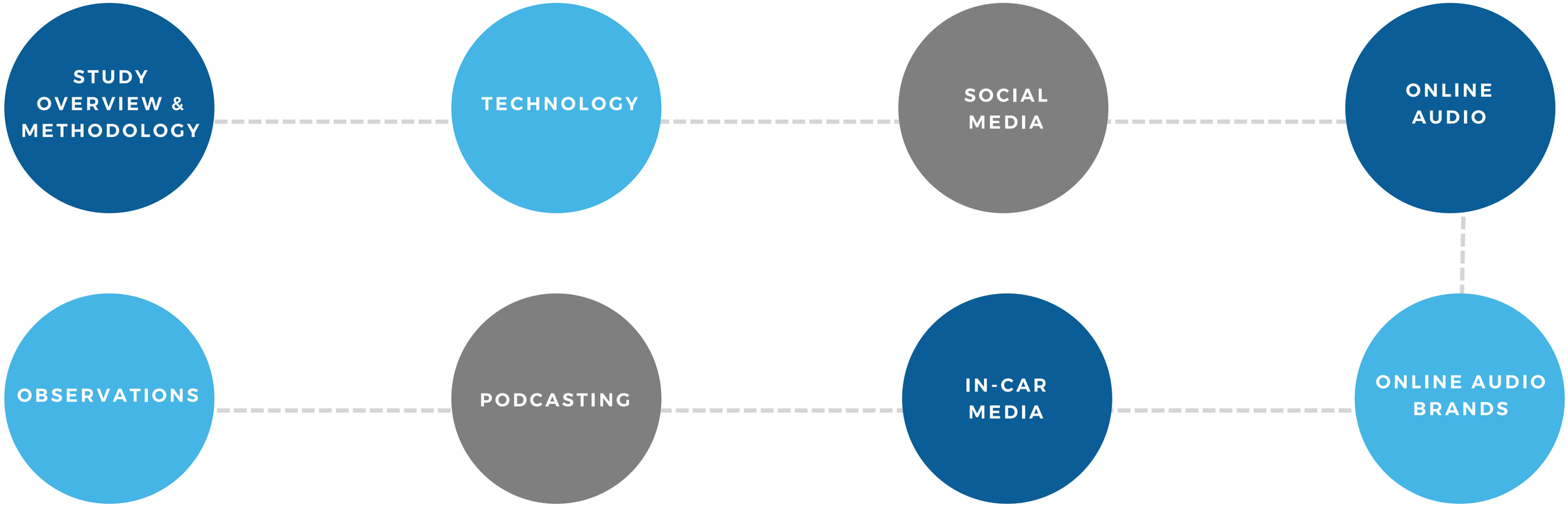
25TH ANNIVERSARY
THE INFINITE DIAL®
edison research
amazon music
WONDERY
ART19
#InfiniteDial

Presentation Outline



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Study Overview

- The Infinite Dial is the longest-running survey of digital media consumer behavior in America
- The annual reports in this series have covered a wide range of digital media and topics since 1998
- The Infinite Dial tracks mobile behaviors, internet audio, podcasting, social media, smart speakers and more

Study Methodology

- In January 2023, Edison Research conducted a national telephone survey of 1500 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines
- Survey offered in both English and Spanish
- Data weighted to national 12+ U.S. population figures

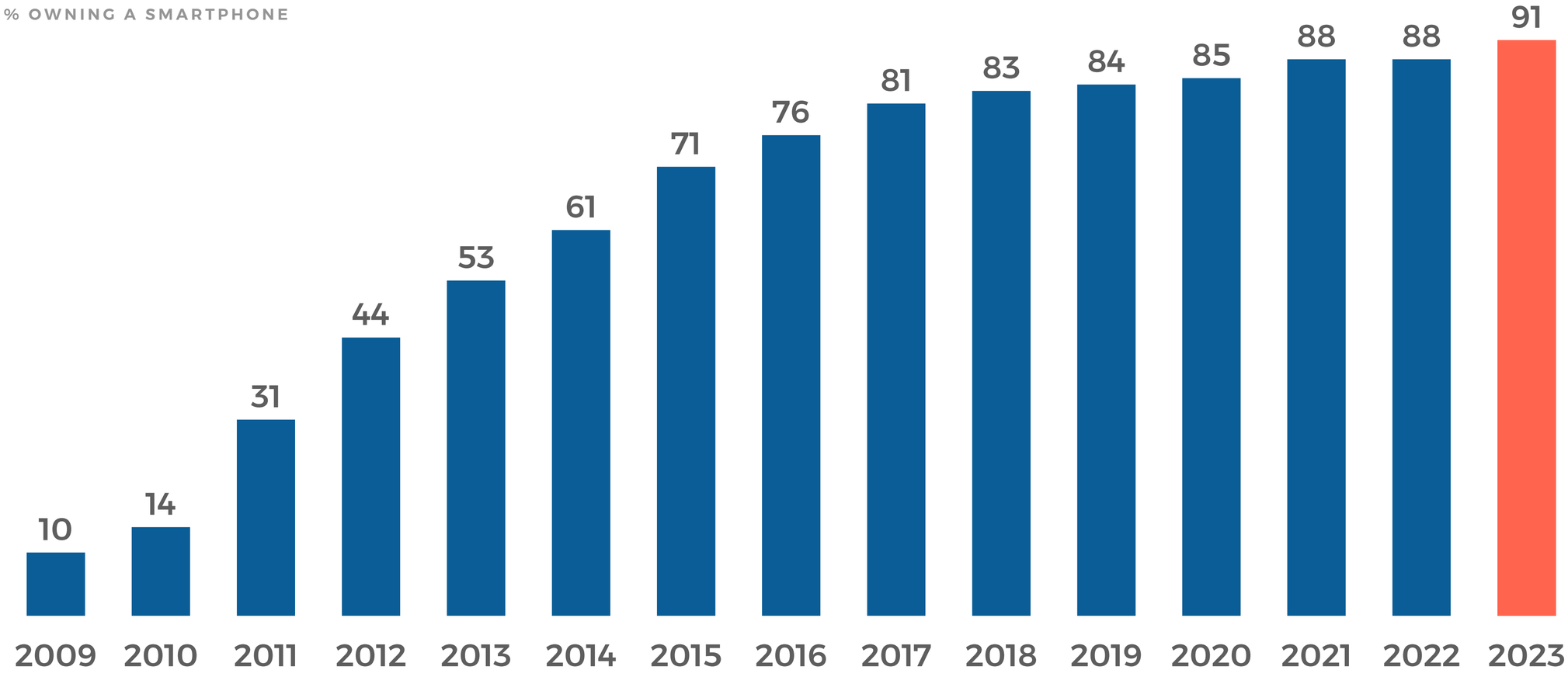
THE INFINITE DIAL® 2023

Technology

Smartphone Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMARTPHONE



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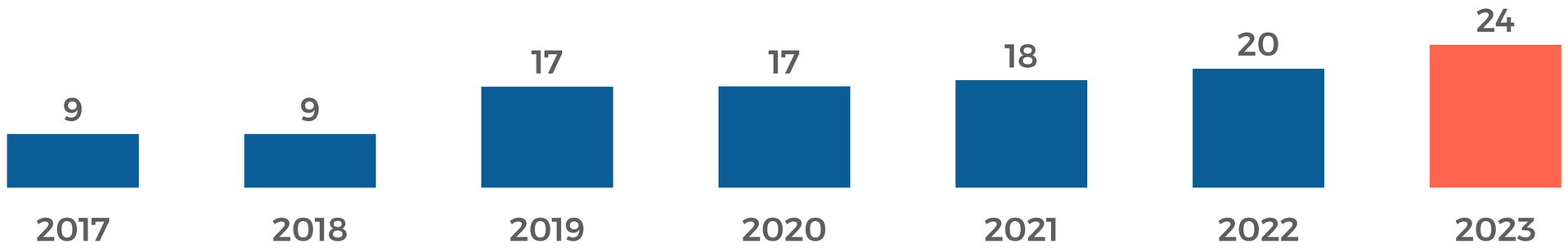
Smart Watch Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMART WATCH

Estimated
69 Million



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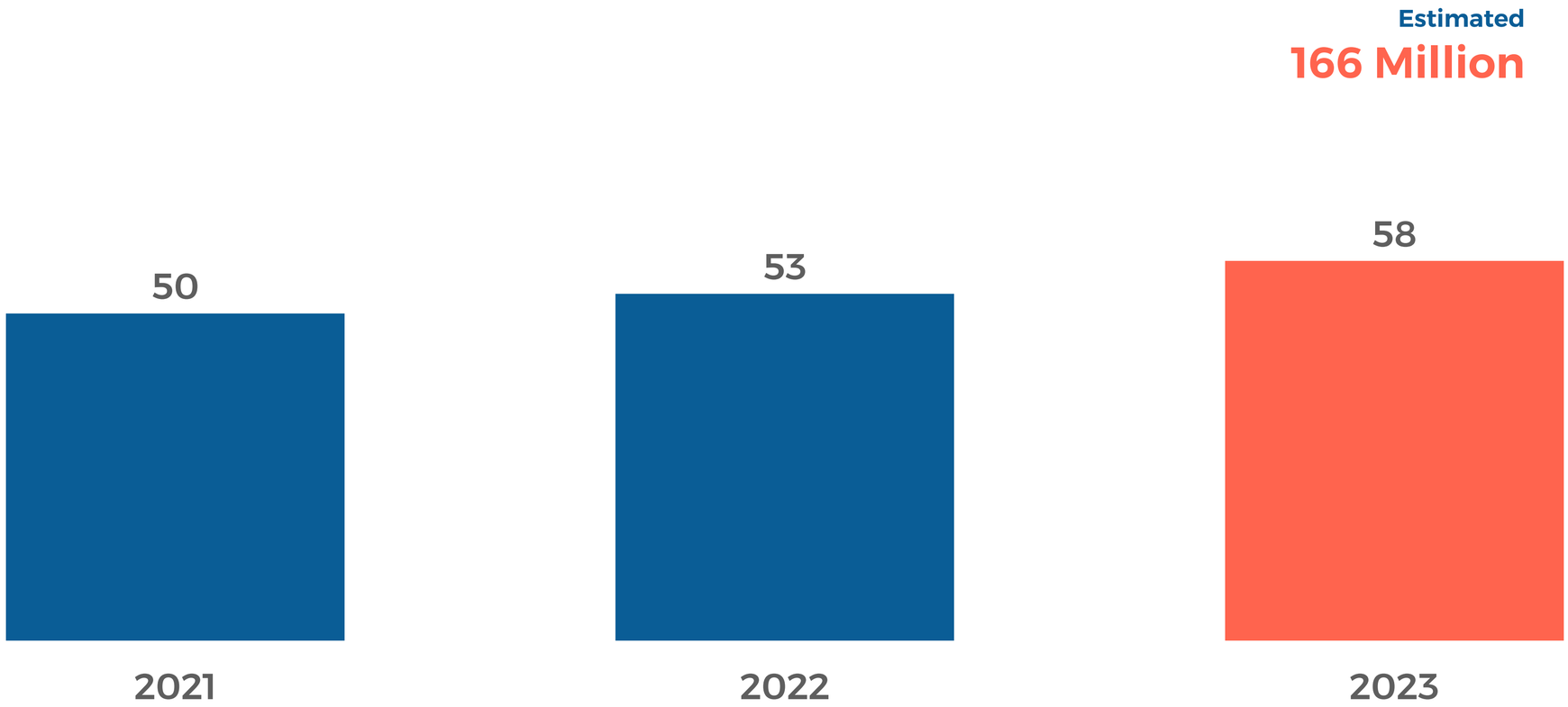
Bluetooth-Enabled Wireless Headphones Ownership

TOTAL U.S. POPULATION 12+

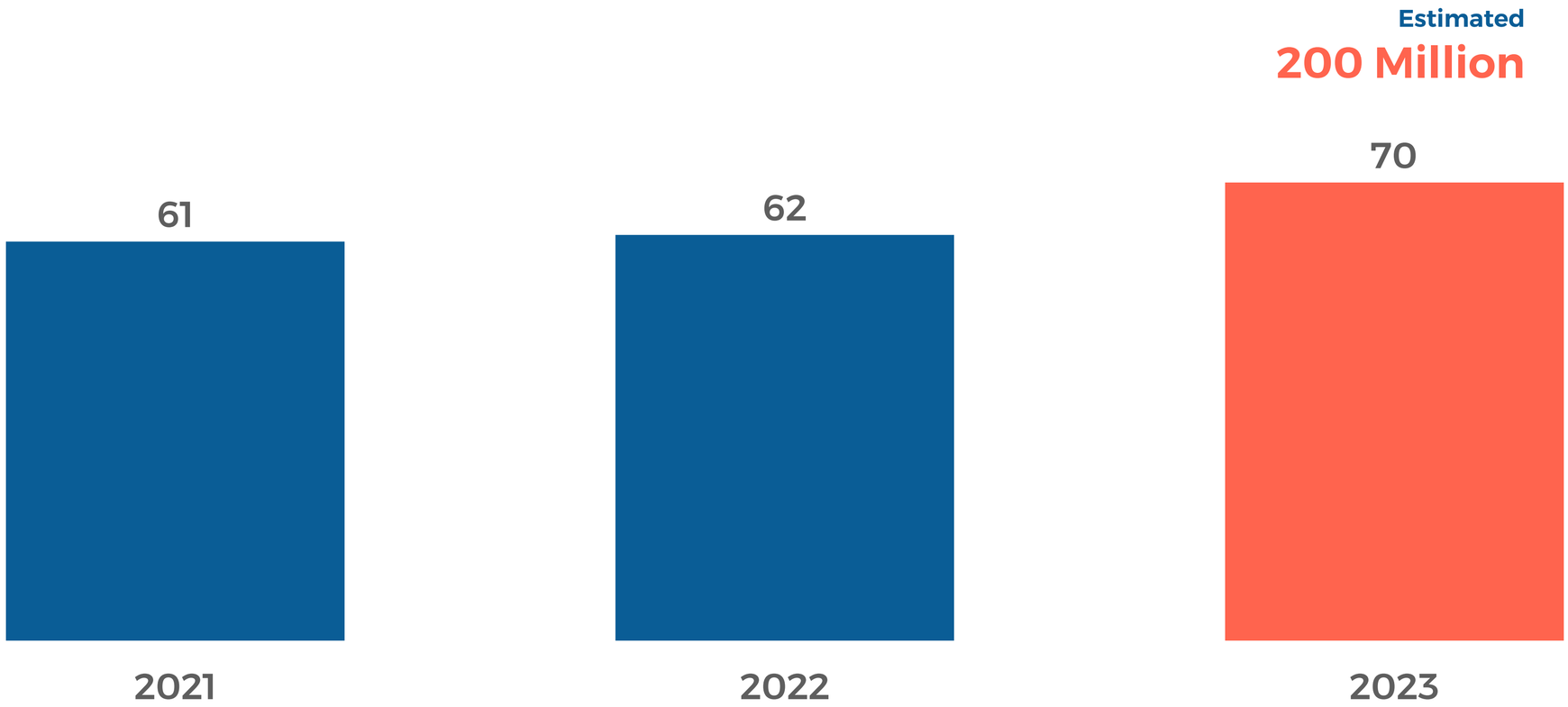
% OWNING BLUETOOTH-ENABLED WIRELESS HEADPHONES/EARPHONES



Smart TV Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMART TV

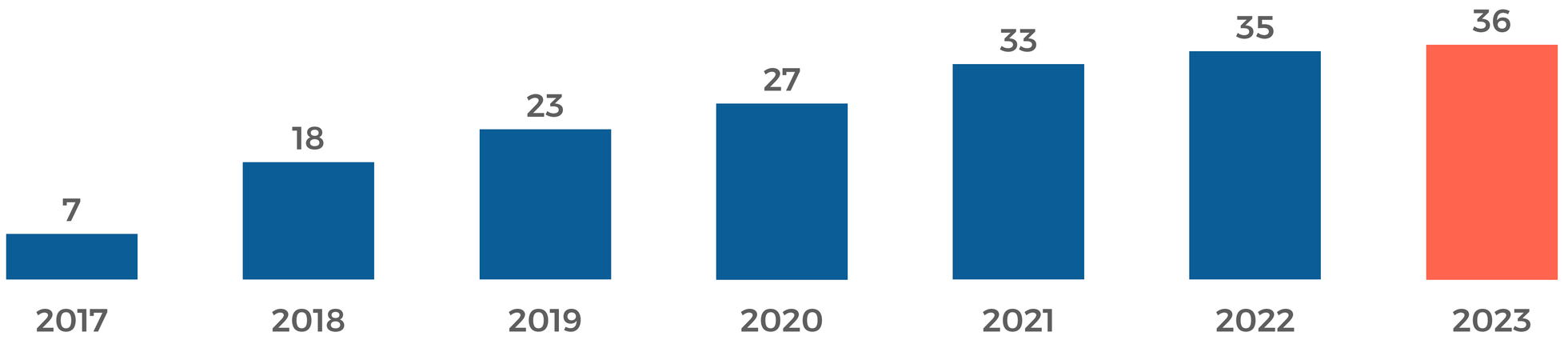


Smart Speaker Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMART SPEAKER

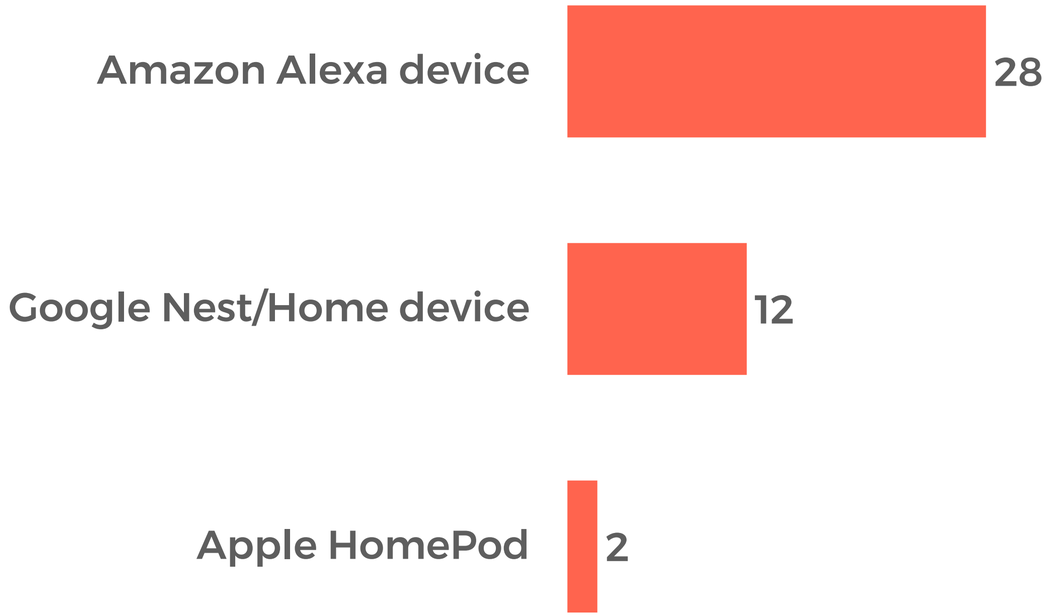
Estimated
103 Million



Smart Speaker Ownership

TOTAL U.S. POPULATION 12+

% OWNING SMART SPEAKER BRAND



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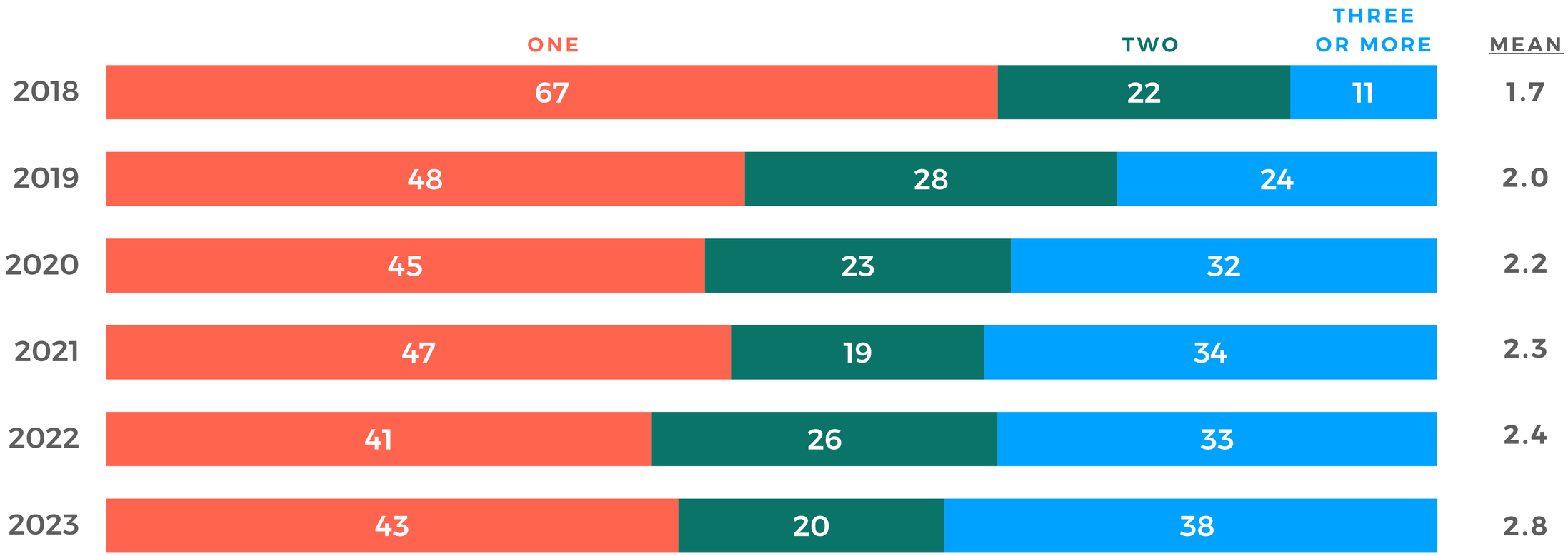
Number of Smart Speakers in Household

BASE: U.S. AGE 12+ SMART SPEAKER OWNERS



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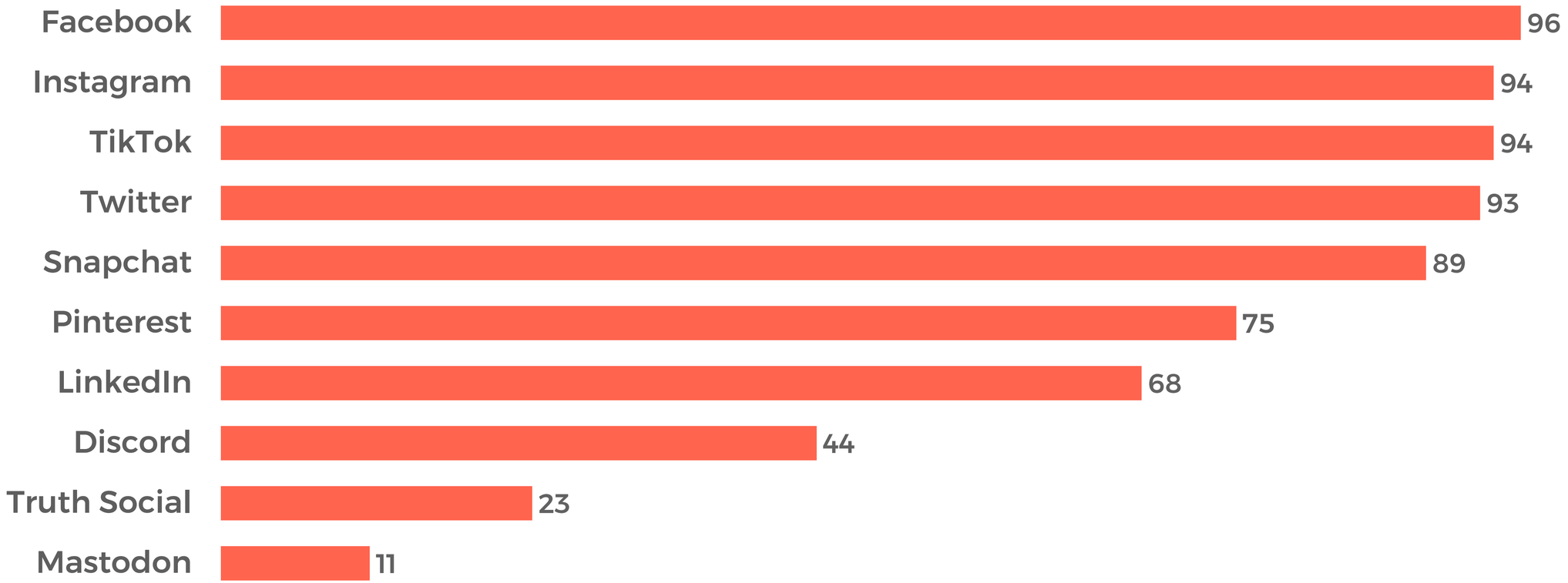
Social Media

Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

% AWARE OF SOCIAL MEDIA BRAND



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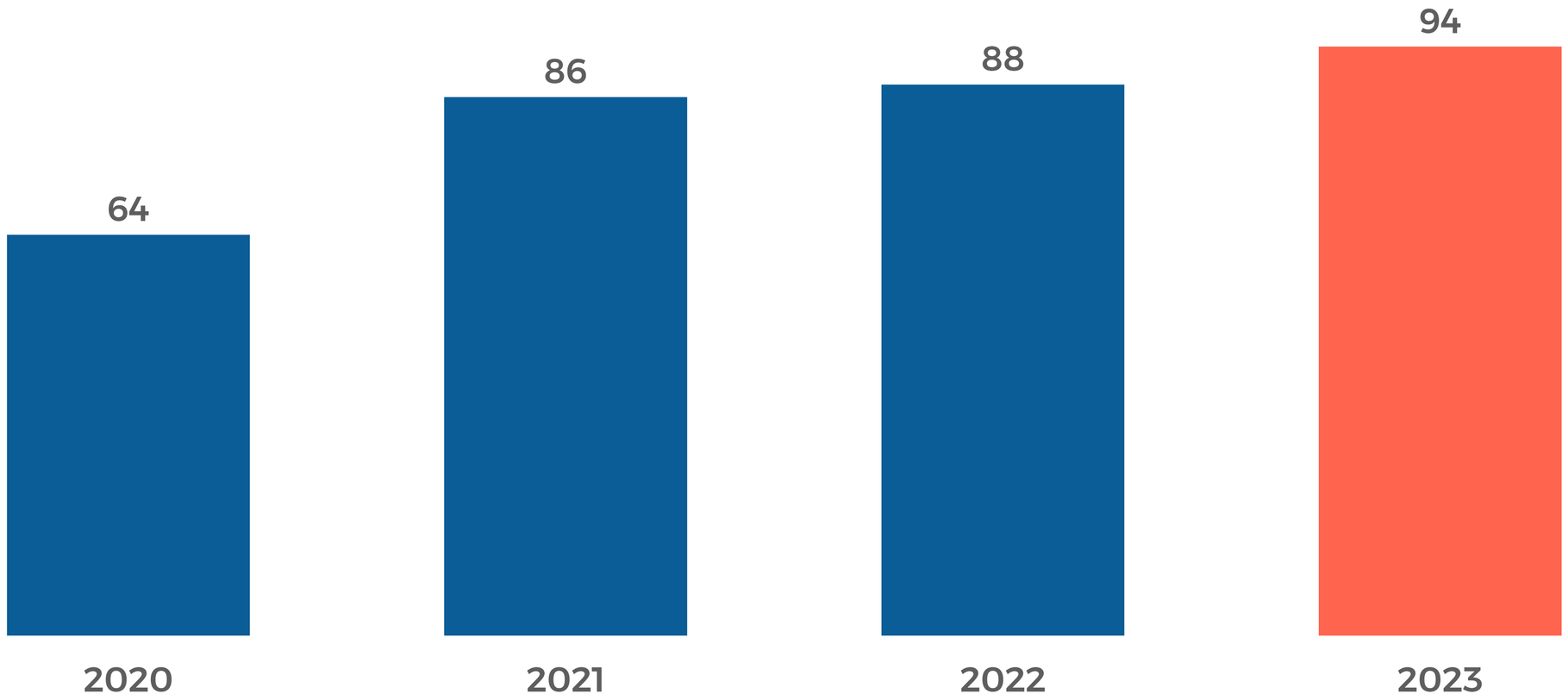
TikTok Awareness

TOTAL U.S. POPULATION 12+

% AWARE OF TIKTOK

Estimated
269 Million



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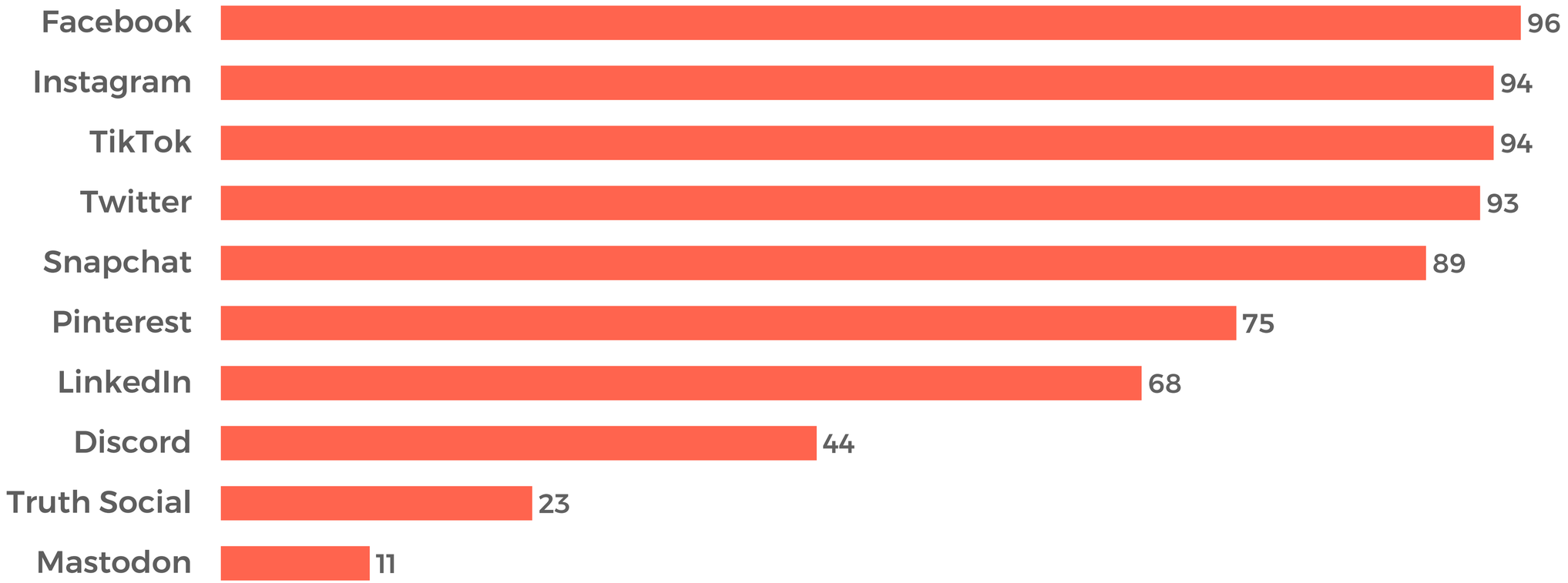
Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

% AWARE OF SOCIAL MEDIA BRAND



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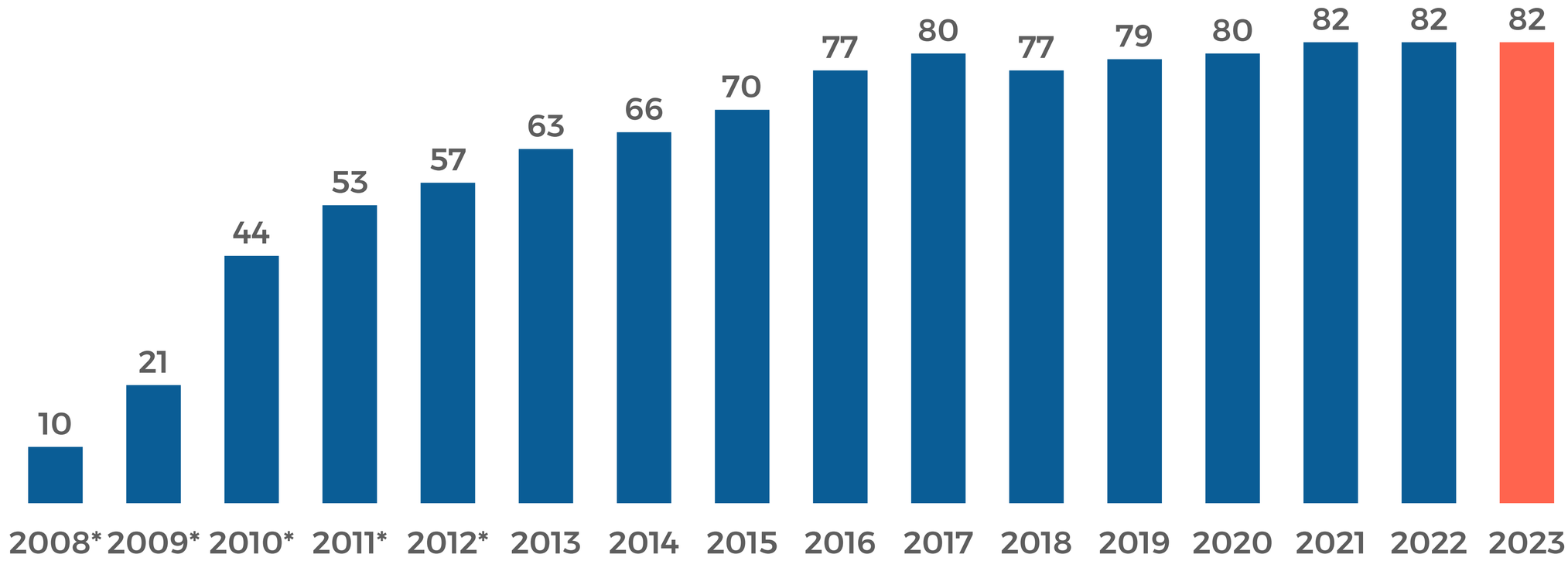
Social Media Usage

TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA

Estimated
235 Million



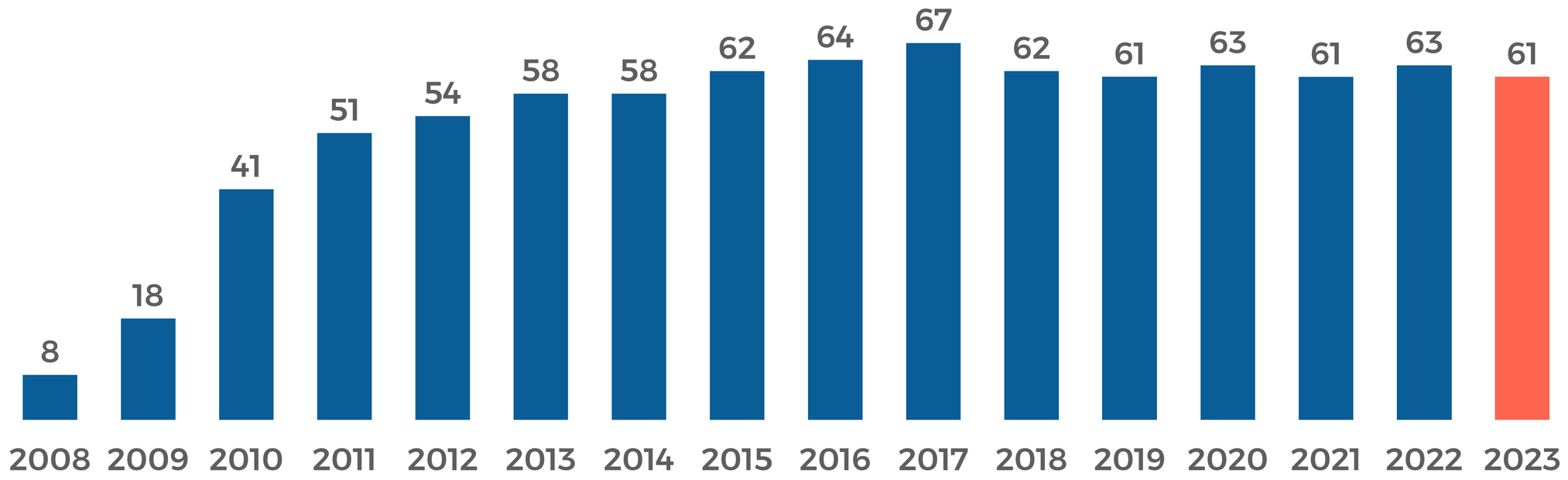
*2008-2012: EVER USE FACEBOOK, TWITTER, OR LINKEDIN

Facebook Usage

TOTAL U.S. POPULATION 12+

% USING FACEBOOK

Estimated
174 Million



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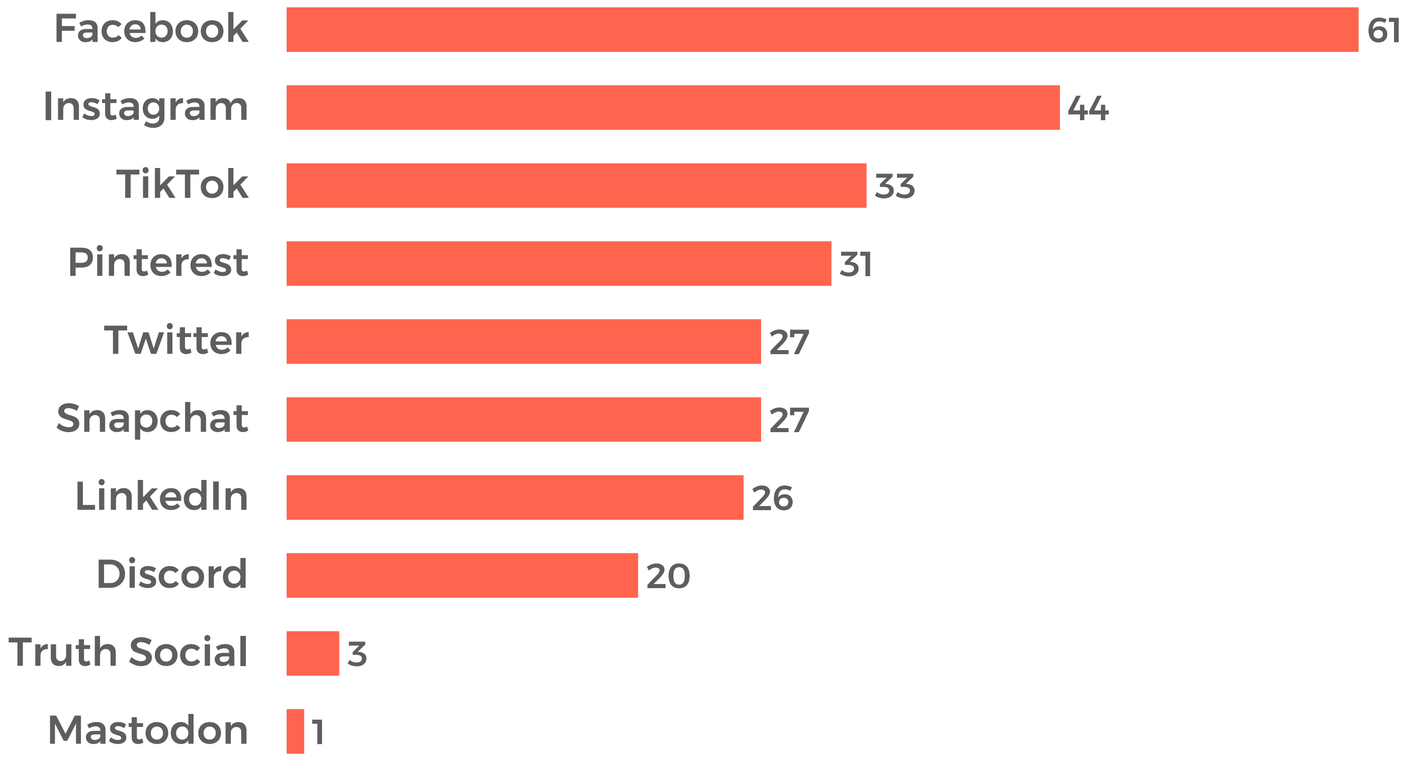
Social Media Brand Usage

TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA BRAND



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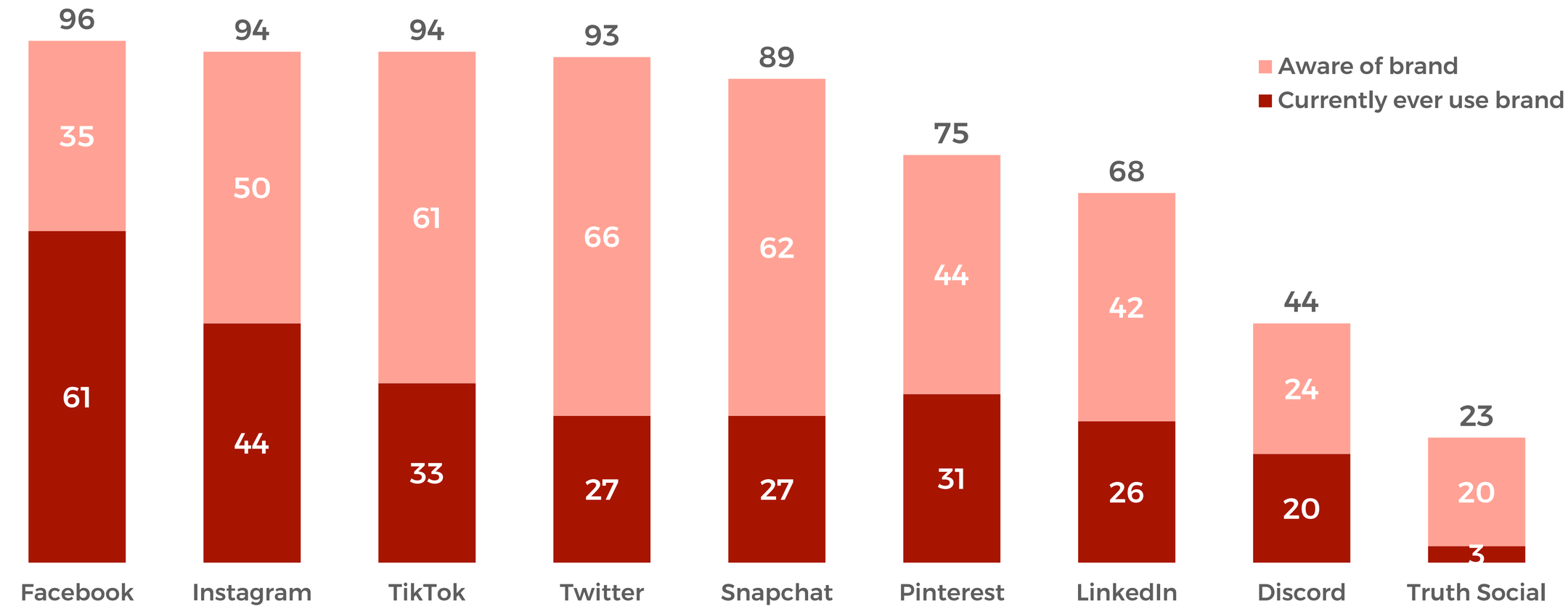
Social Media Brand Awareness vs. Usage

TOTAL U.S. POPULATION 12+



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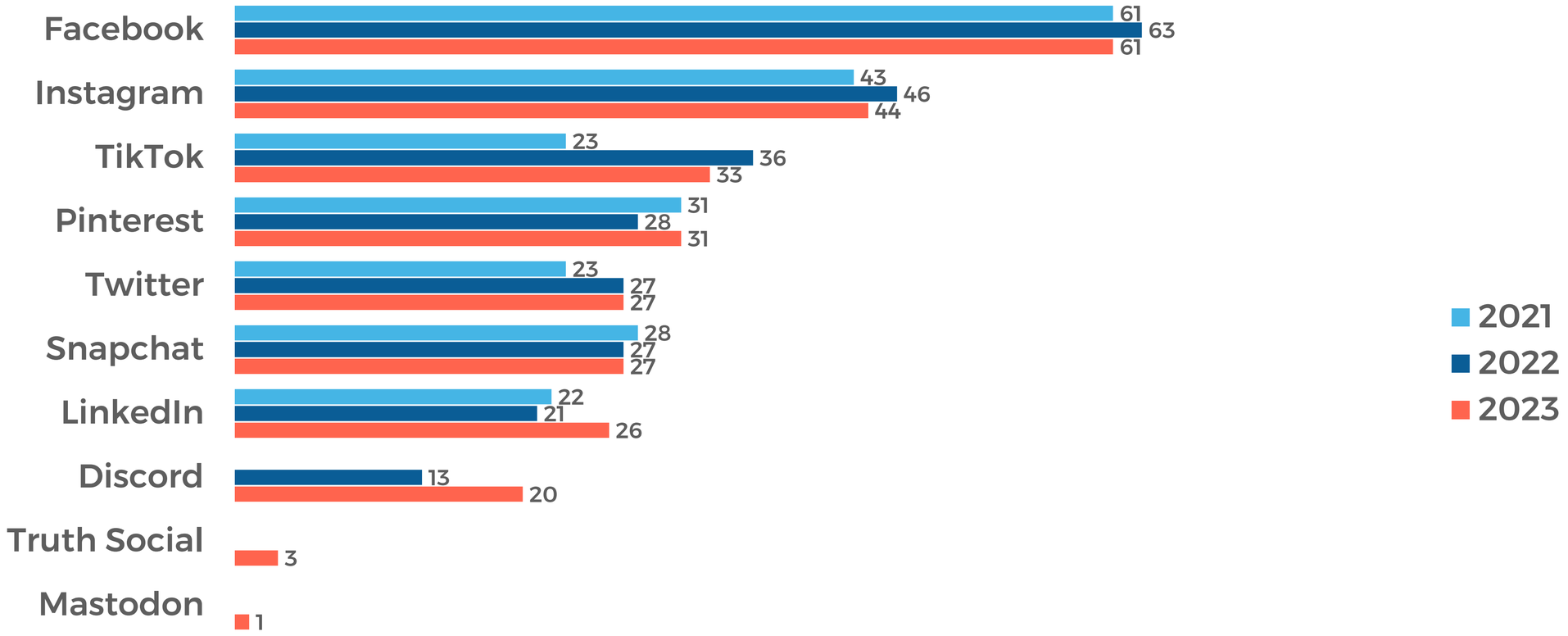
Social Media Brand Usage

TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA BRAND



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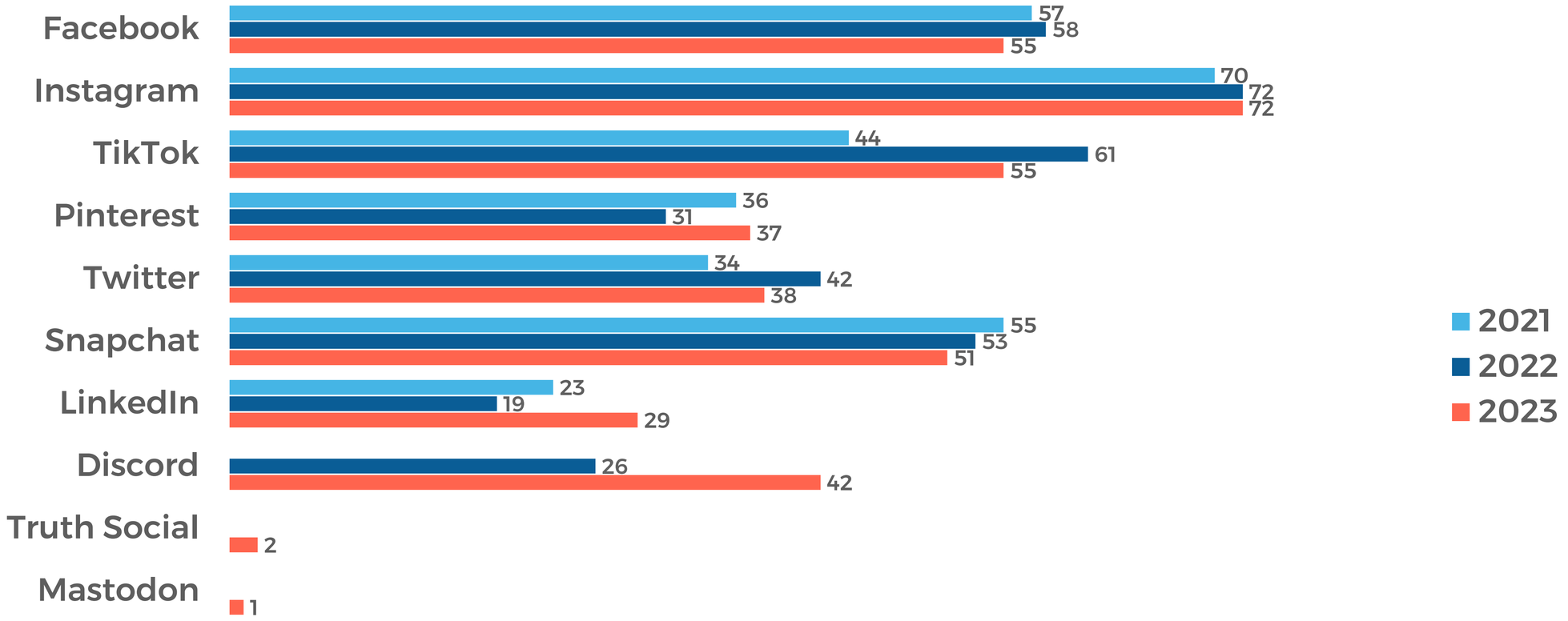
Social Media Brand Usage (Age 12-34)

U.S. POPULATION

% USING SOCIAL MEDIA BRAND



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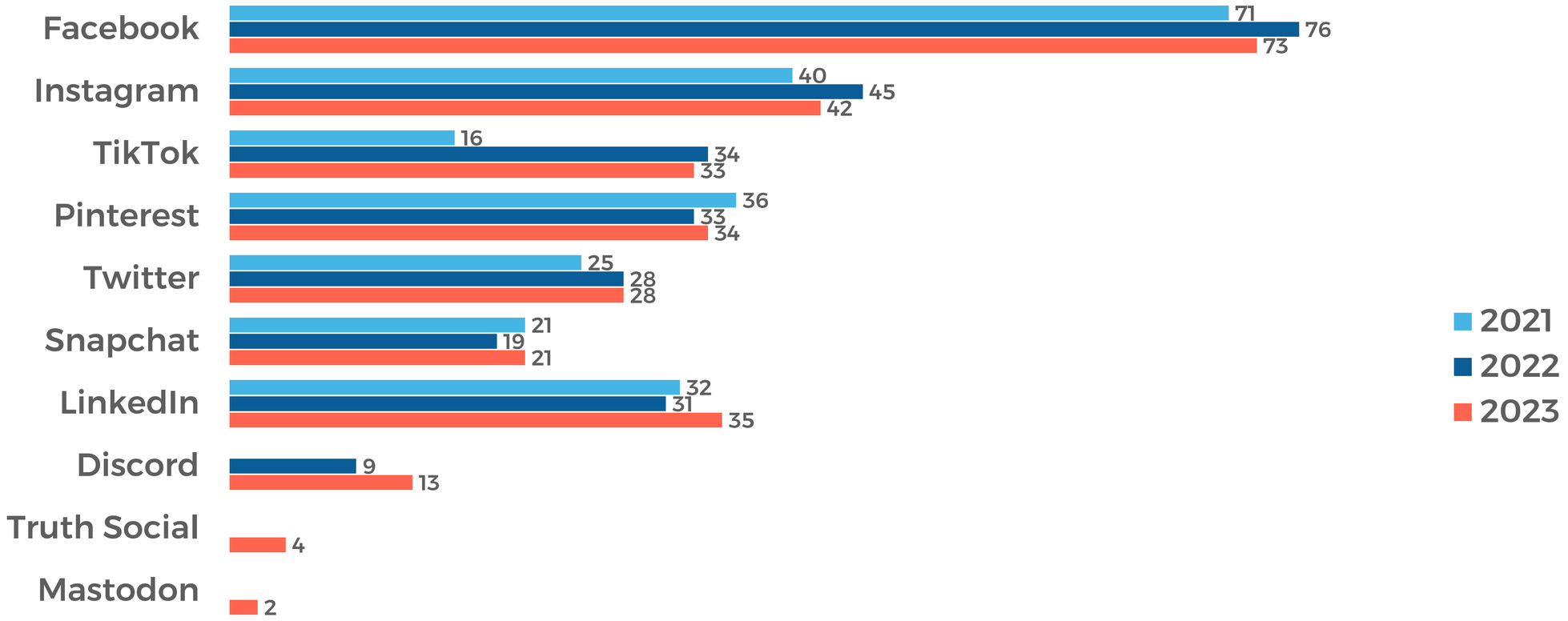
Social Media Brand Usage (Age 35-54)

U.S. POPULATION

% USING SOCIAL MEDIA BRAND



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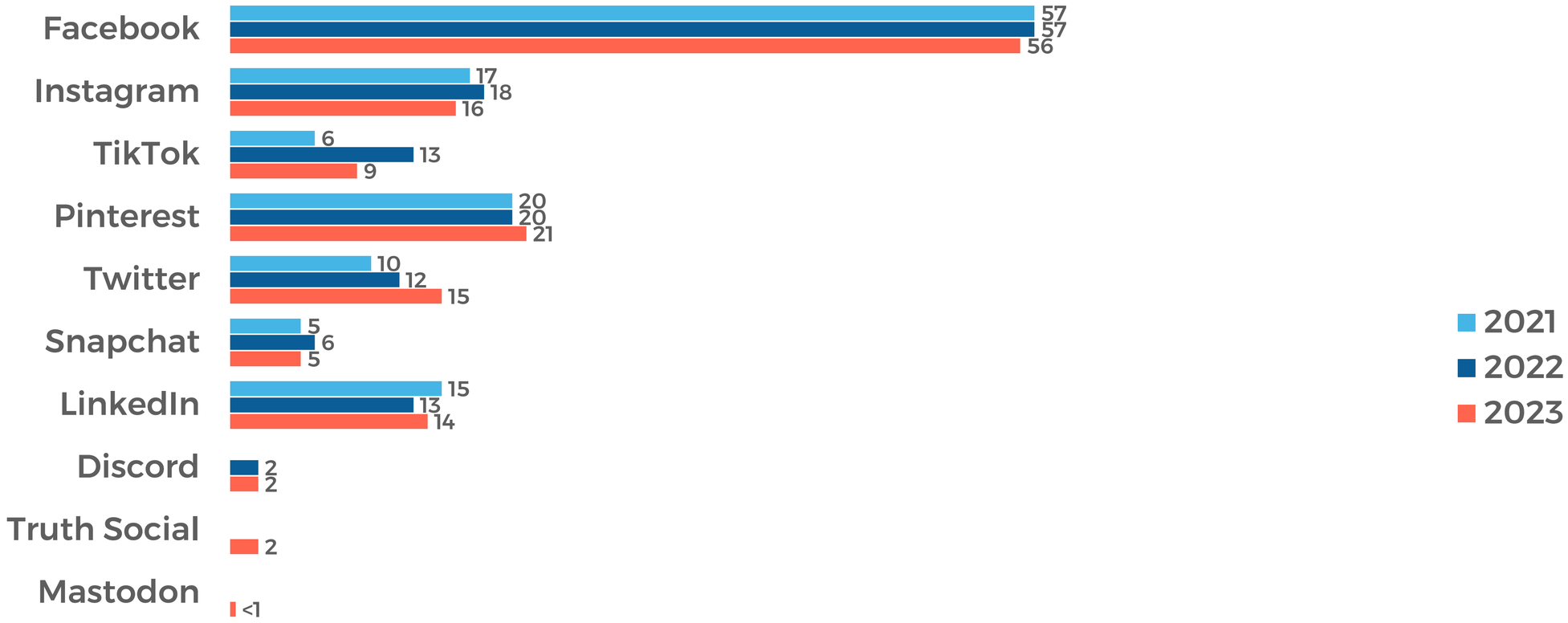
Social Media Brand Usage (Age 55+)

U.S. POPULATION

% USING SOCIAL MEDIA BRAND



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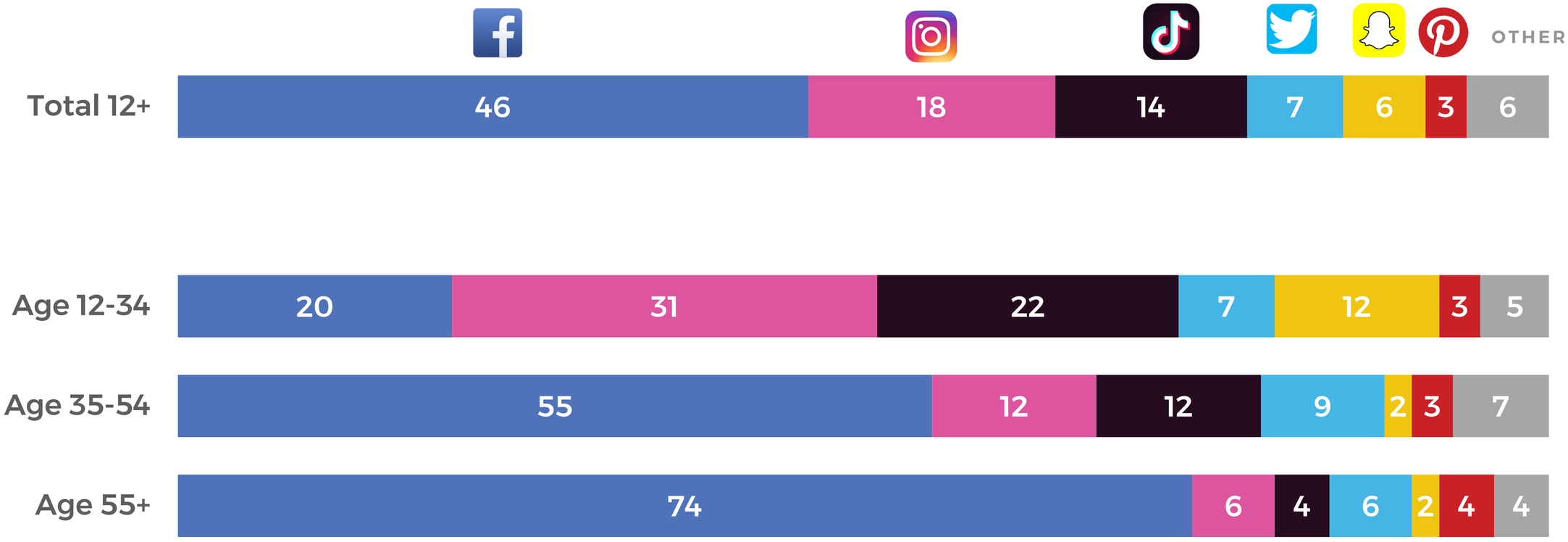
Social Media Brand Used Most Often

BASE: U.S. SOCIAL MEDIA USERS AGE 12+



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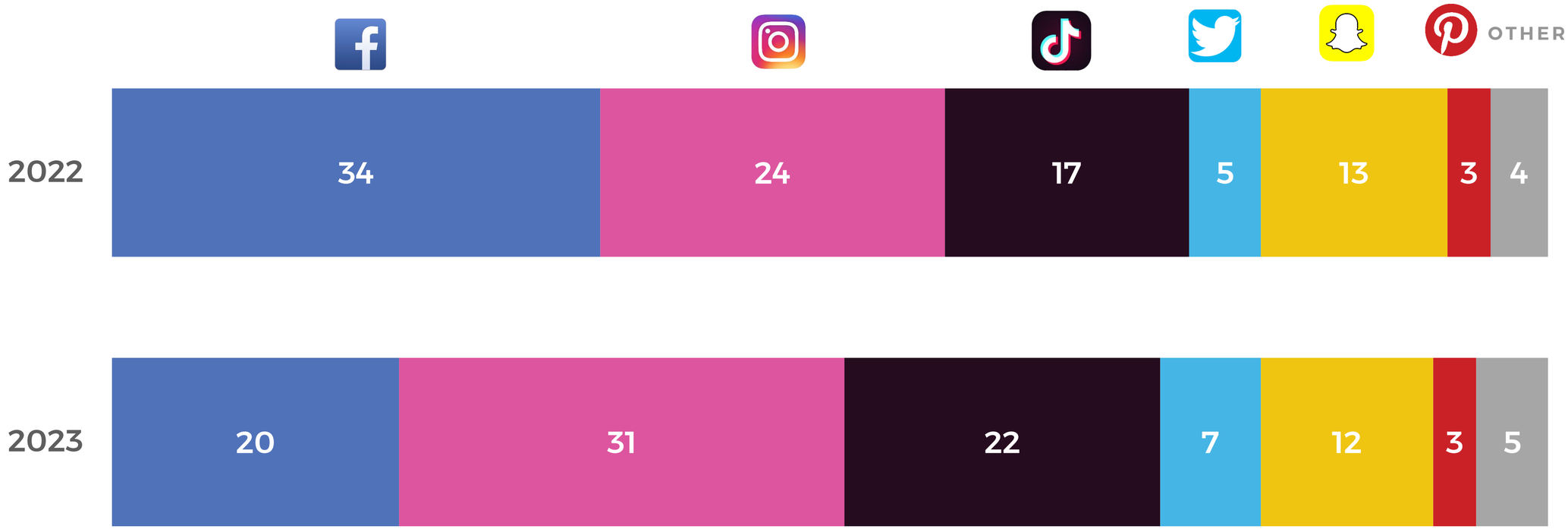
Social Media Brand Used Most Often (Age 12-34)

BASE: U.S. SOCIAL MEDIA USERS



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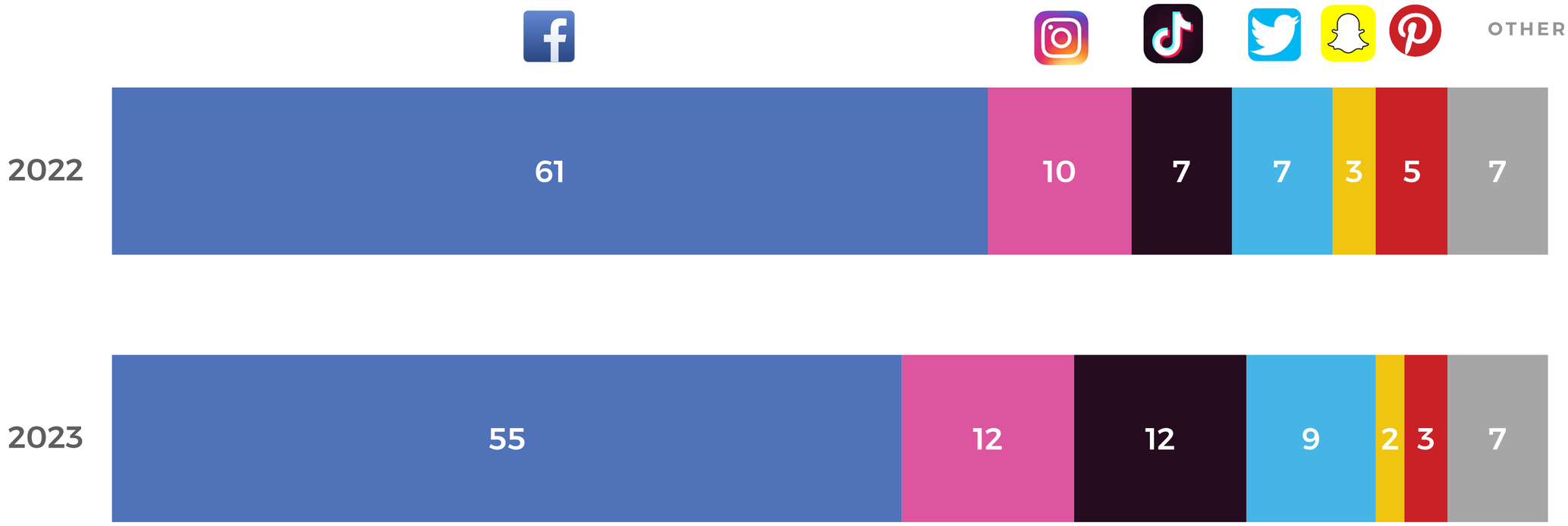
Social Media Brand Used Most Often (Age 35-54)

BASE: U.S. SOCIAL MEDIA USERS



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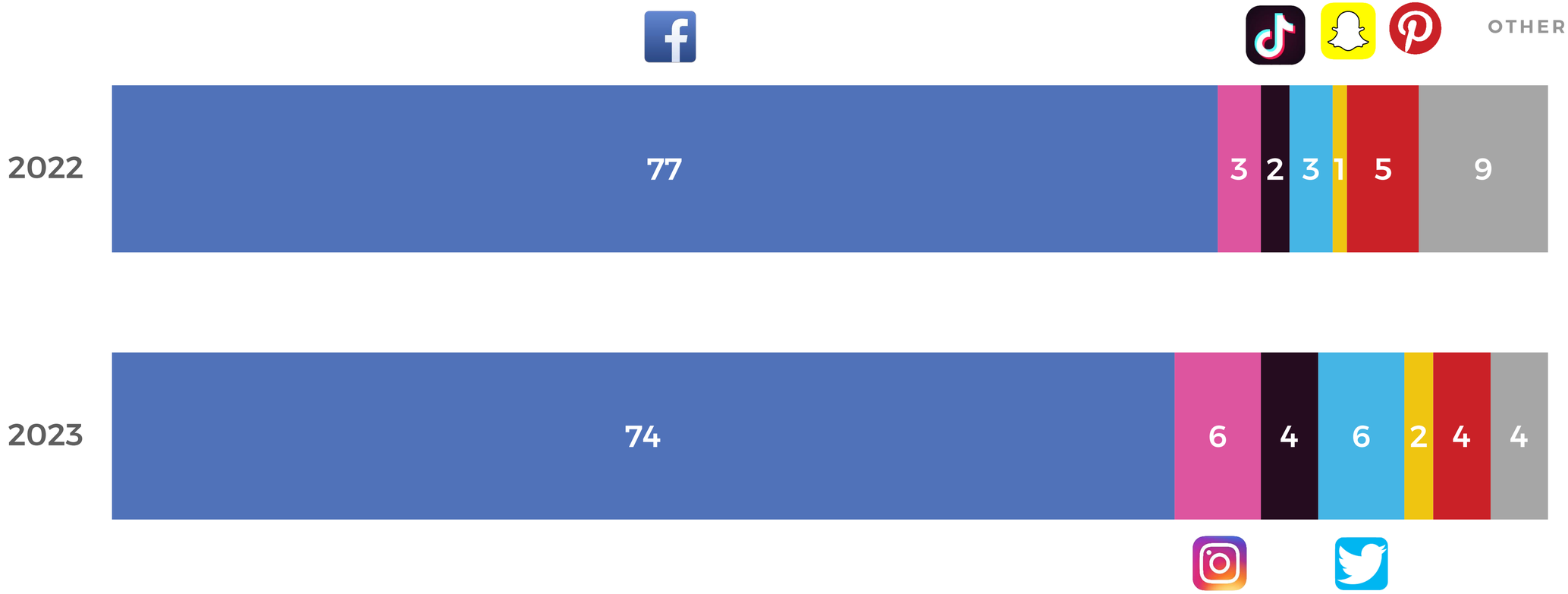
Social Media Brand Used Most Often (Age 55+)

BASE: U.S. SOCIAL MEDIA USERS



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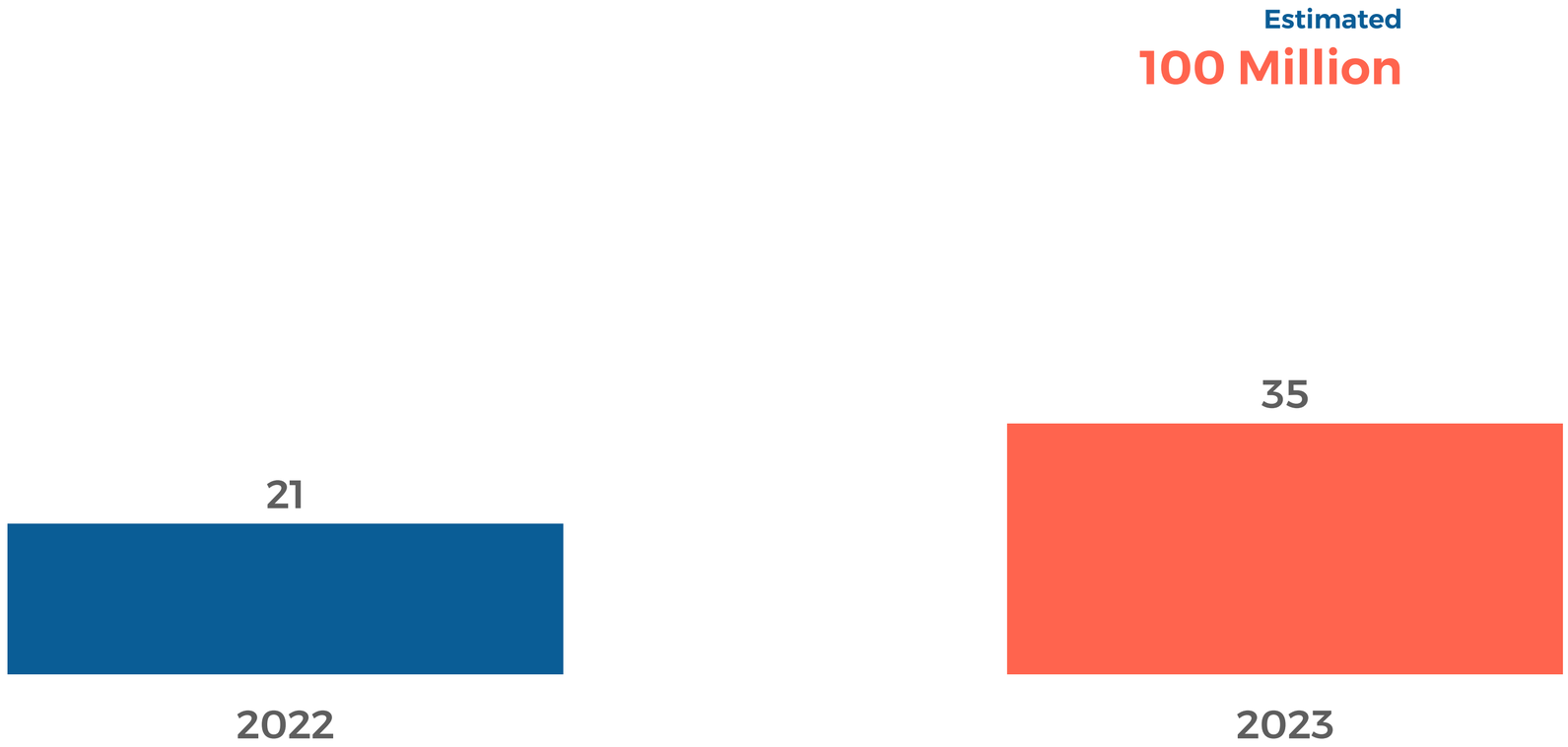
Audio-Based Social Media Service Awareness

TOTAL U.S. POPULATION 12+

% AWARE OF SPOTIFY LIVE, TWITTER SPACES, CLUBHOUSE, OR AMAZON AMP

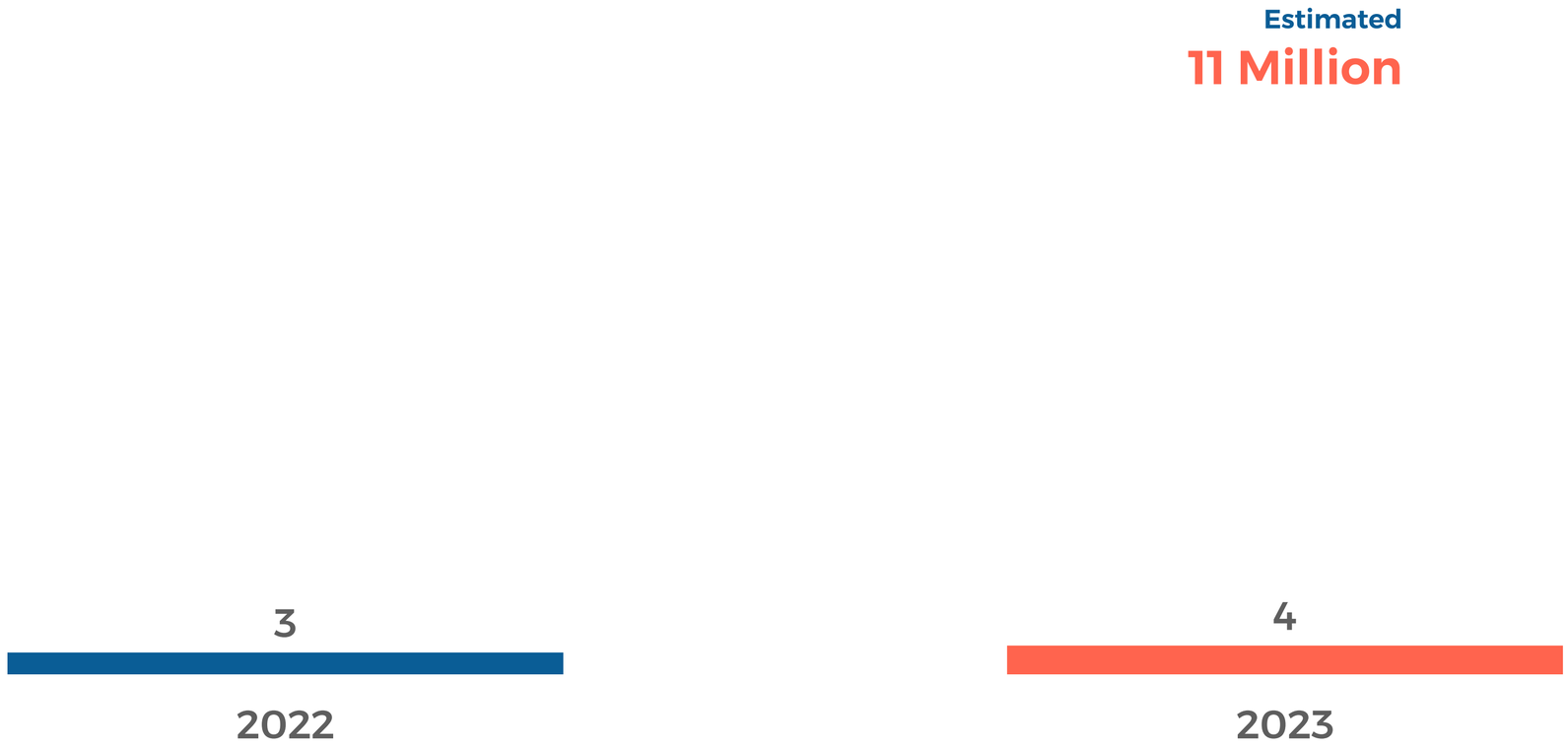


*2022 INCLUDES SPOTIFY LIVE, TWITTER SPACES, AND CLUBHOUSE

Audio-Based Social Media Service Usage

TOTAL U.S. POPULATION 12+

% USING SPOTIFY LIVE, TWITTER SPACES, CLUBHOUSE, OR AMAZON AMP



*2022 INCLUDES SPOTIFY LIVE, TWITTER SPACES, AND CLUBHOUSE

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Online Audio

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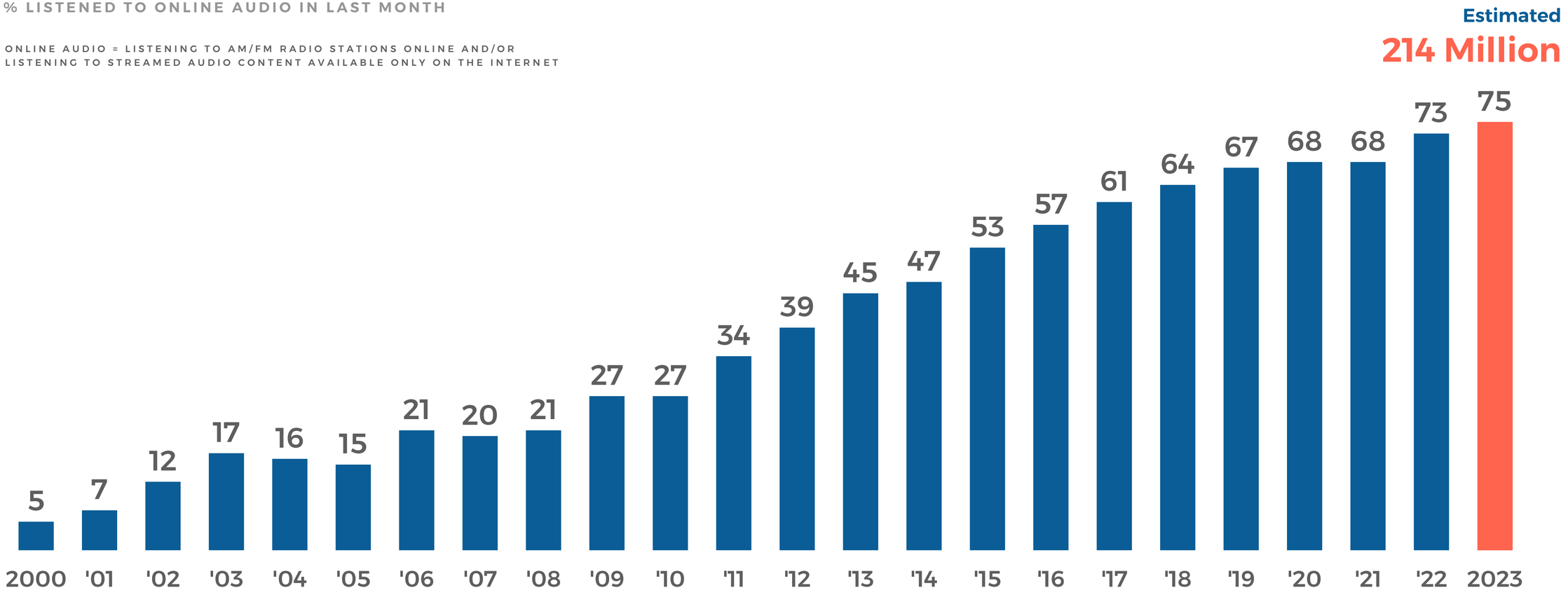
Monthly Online Audio Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



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Monthly Online Audio Listening

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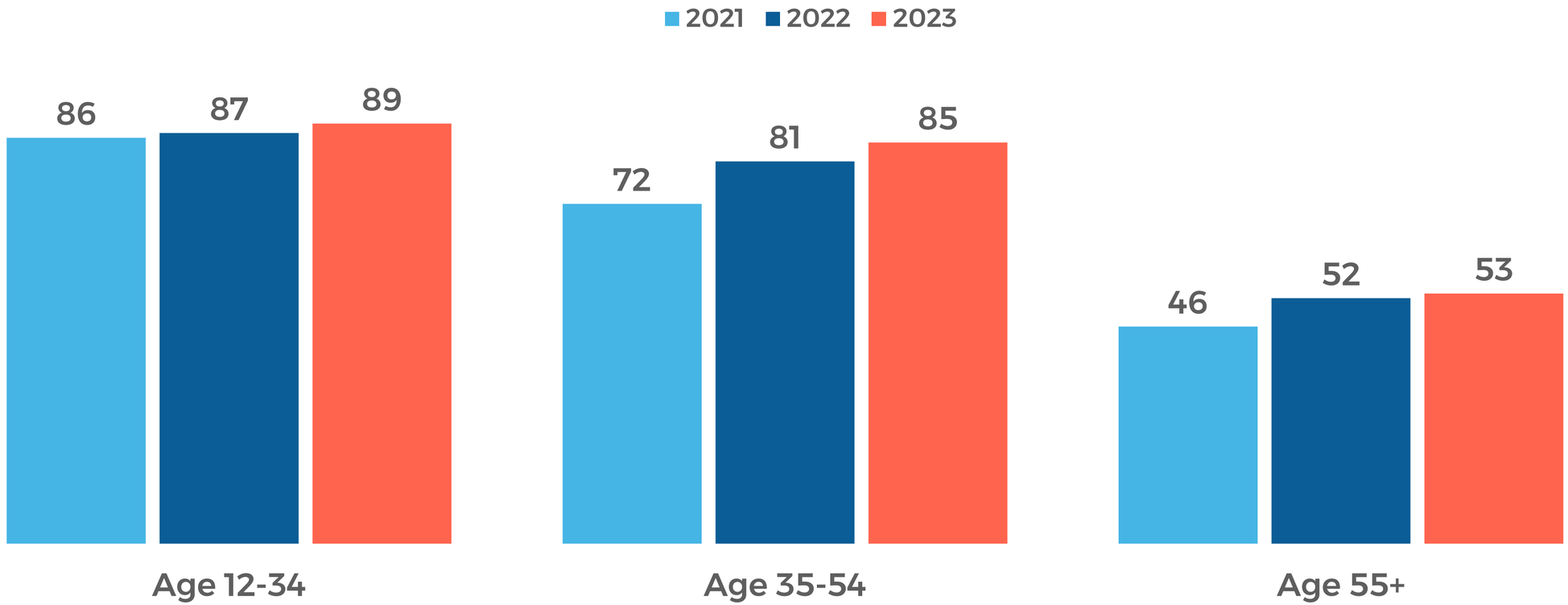


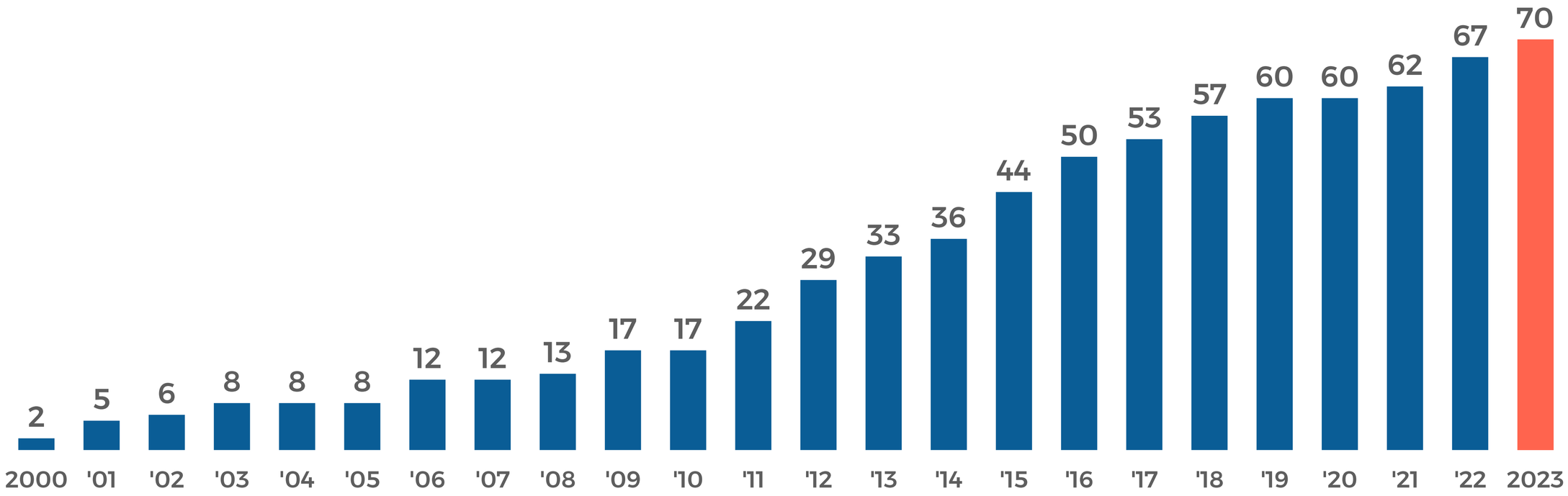
Weekly Online Audio Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

Estimated
200 Million

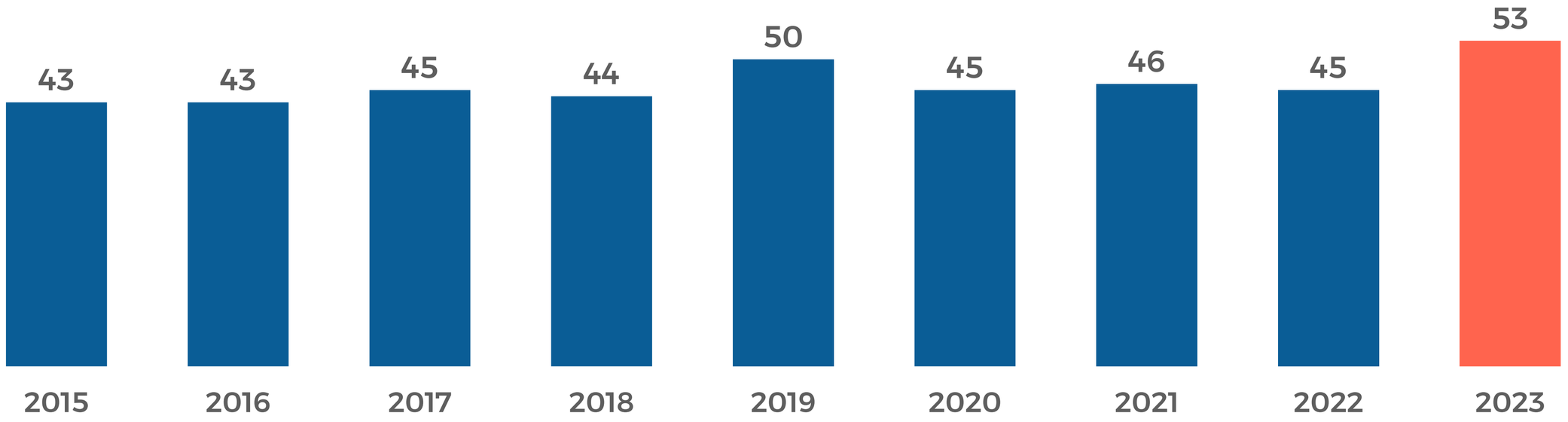


Audiobook Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO AN AUDIOBOOK

Estimated
152 Million

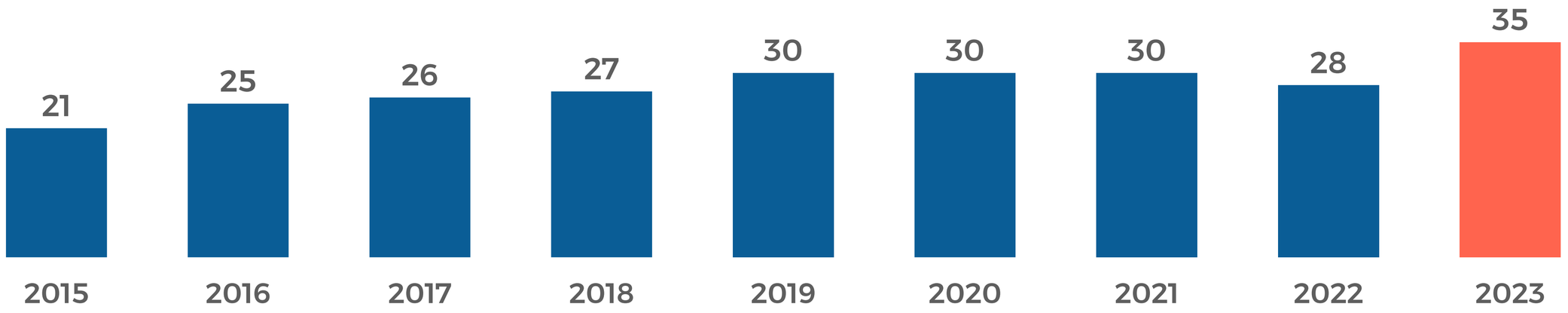


Audiobook Listening in Last Year

TOTAL U.S. POPULATION 12+

% LISTENED TO AN AUDIOBOOK IN THE LAST YEAR

Estimated
100 Million



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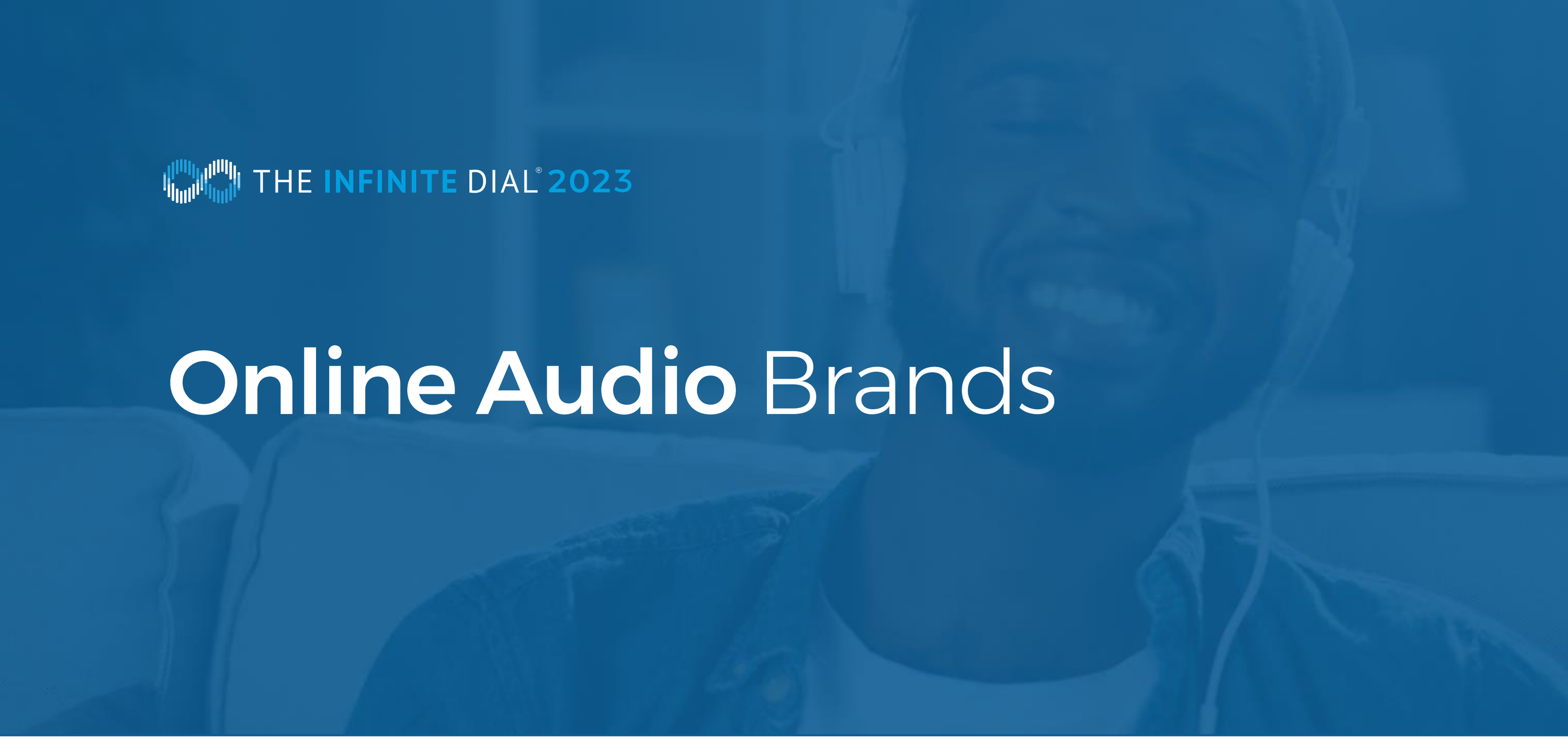

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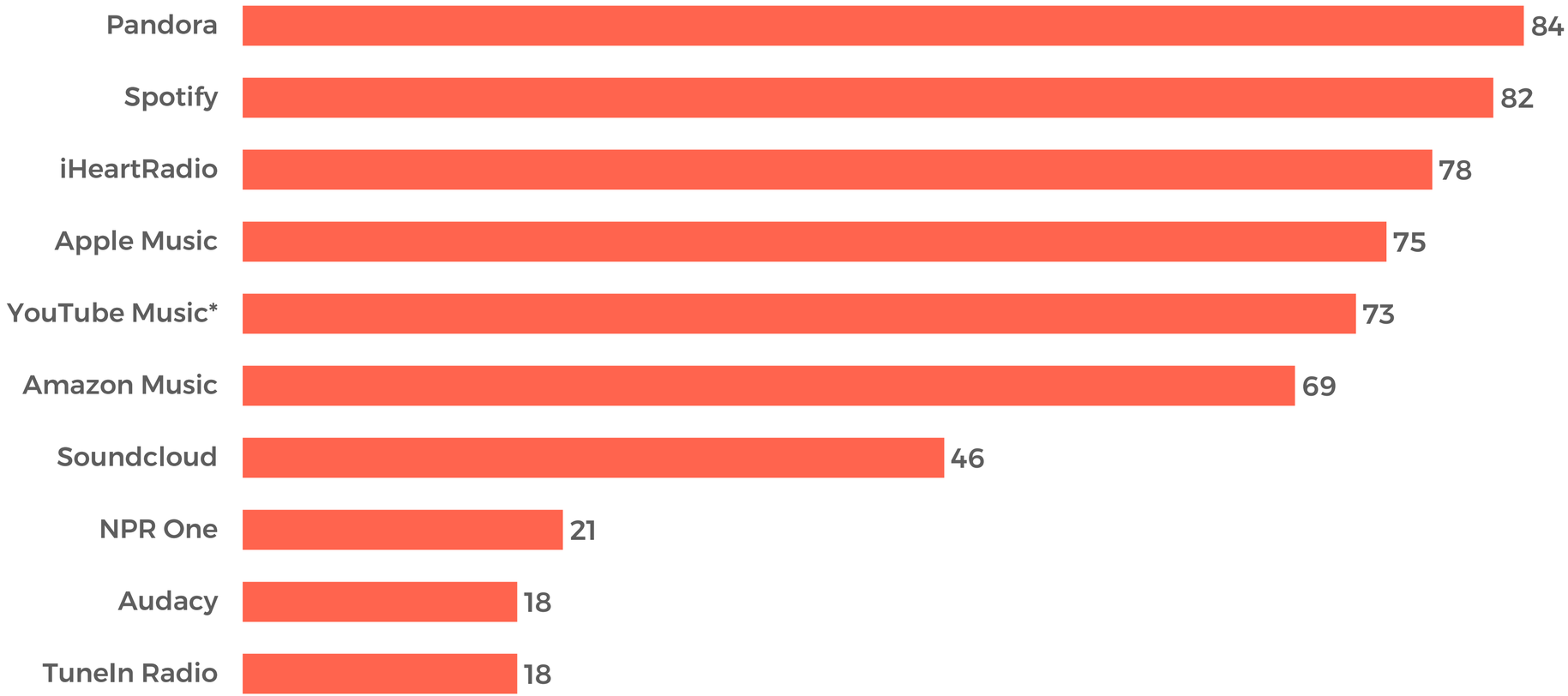
Online Audio Brands

Online Audio Brand Awareness

TOTAL U.S. POPULATION 12+

% AWARE OF ONLINE AUDIO BRAND



*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"

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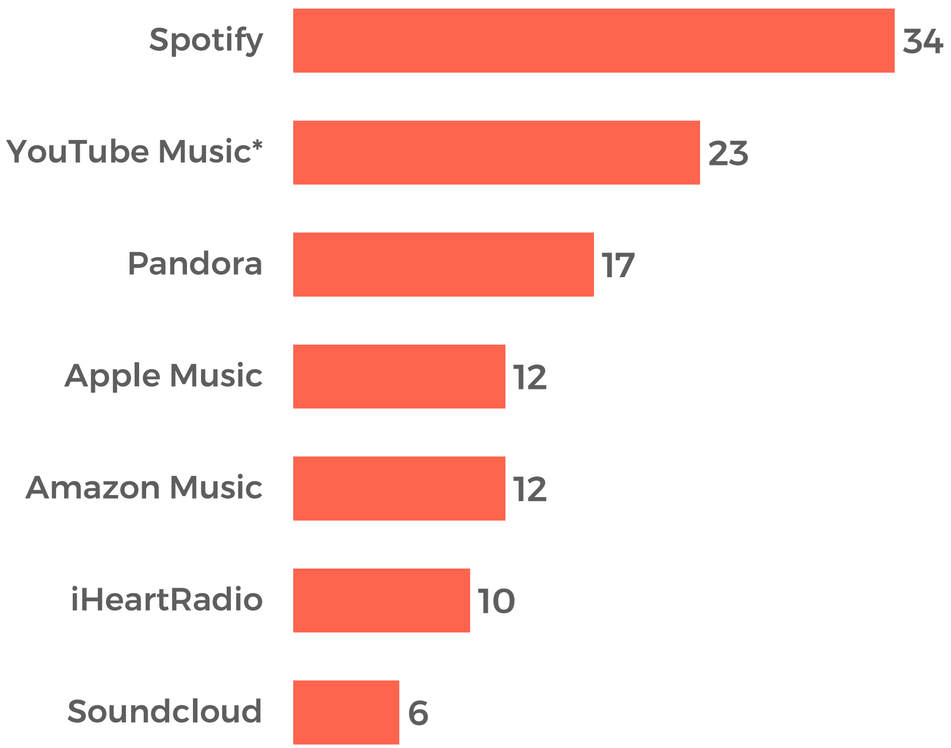
Online Audio Brands Listened to in Last Month

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"

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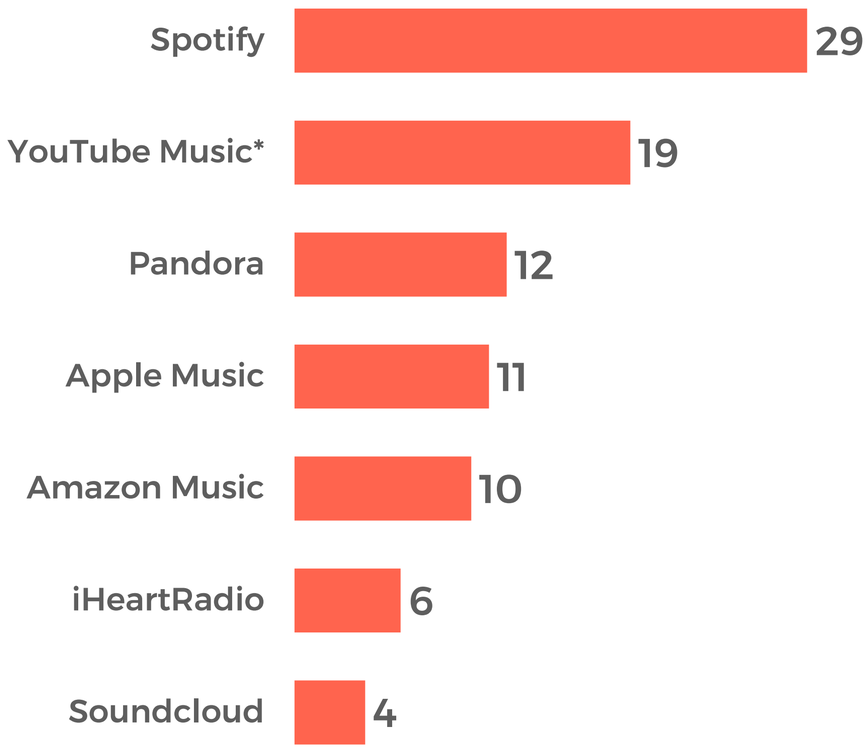
Online Audio Brands Listened to in Last Week

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"

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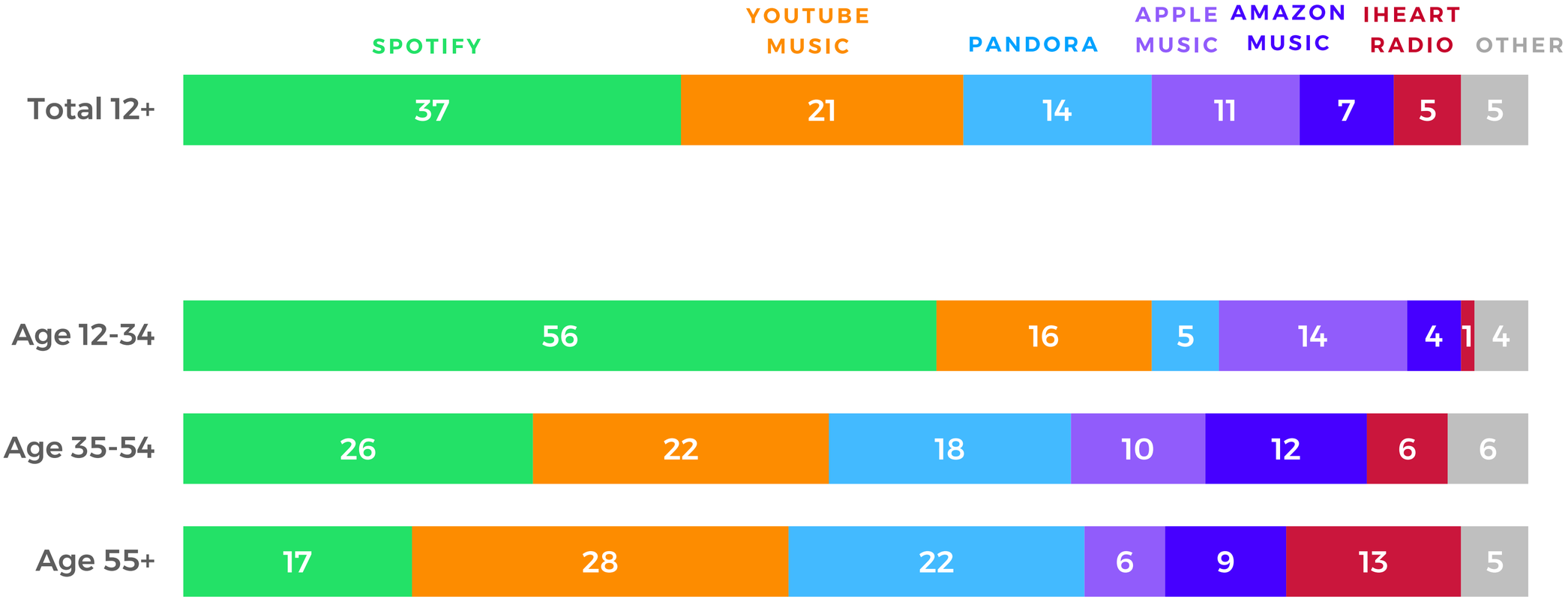
Online Audio Brand Used Most Often

BASE: U.S. AGE 12+ AND CURRENTLY EVER USE ANY ONLINE AUDIO BRAND



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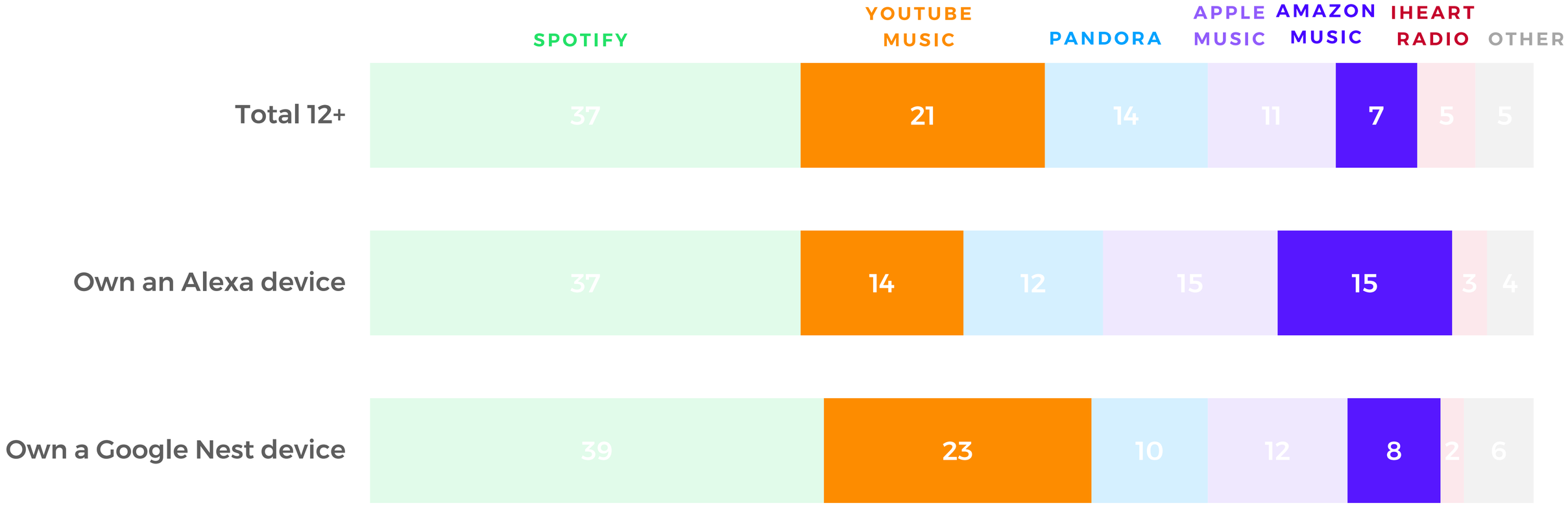
Online Audio Brand Used Most Often

BASE: U.S. AGE 12+ SMART SPEAKER OWNERS WHO CURRENTLY EVER USE ANY ONLINE AUDIO BRAND



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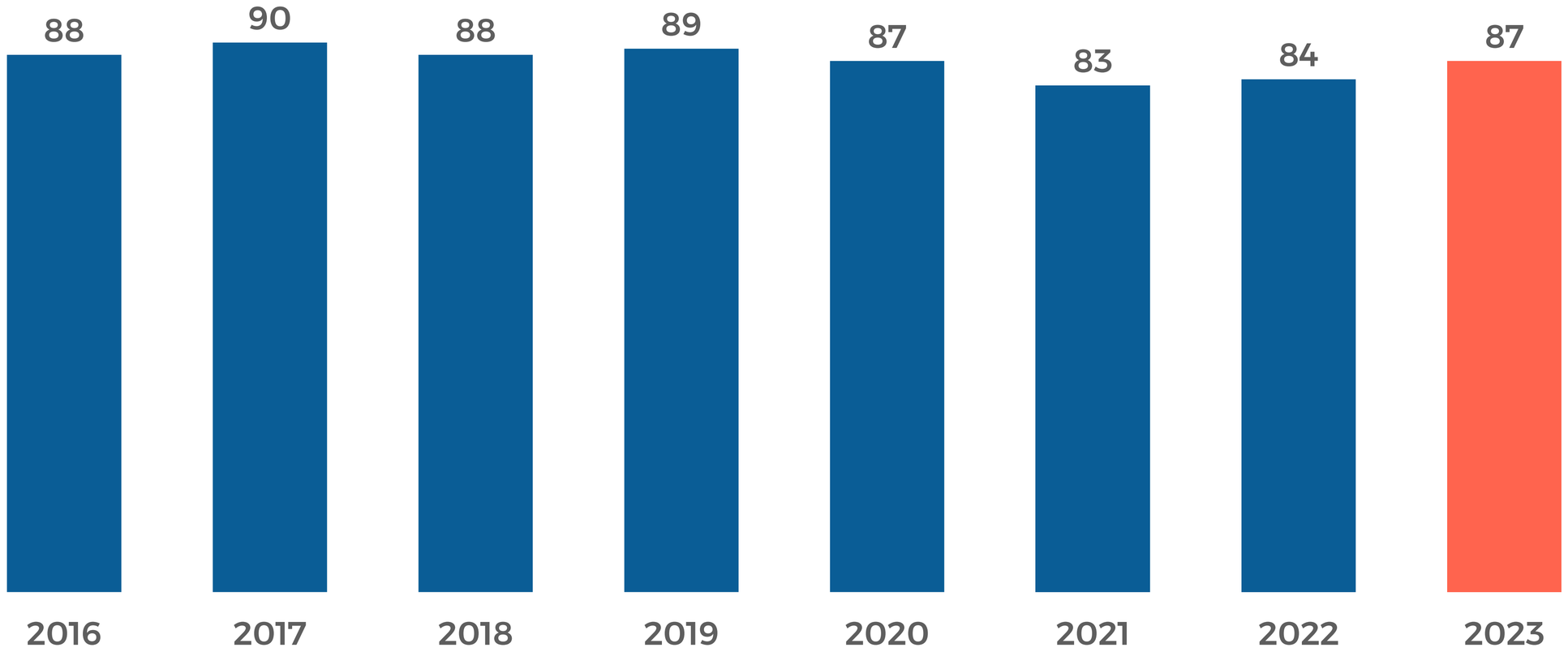
In-Car Media

Driven/Ridden in Car in Last Month

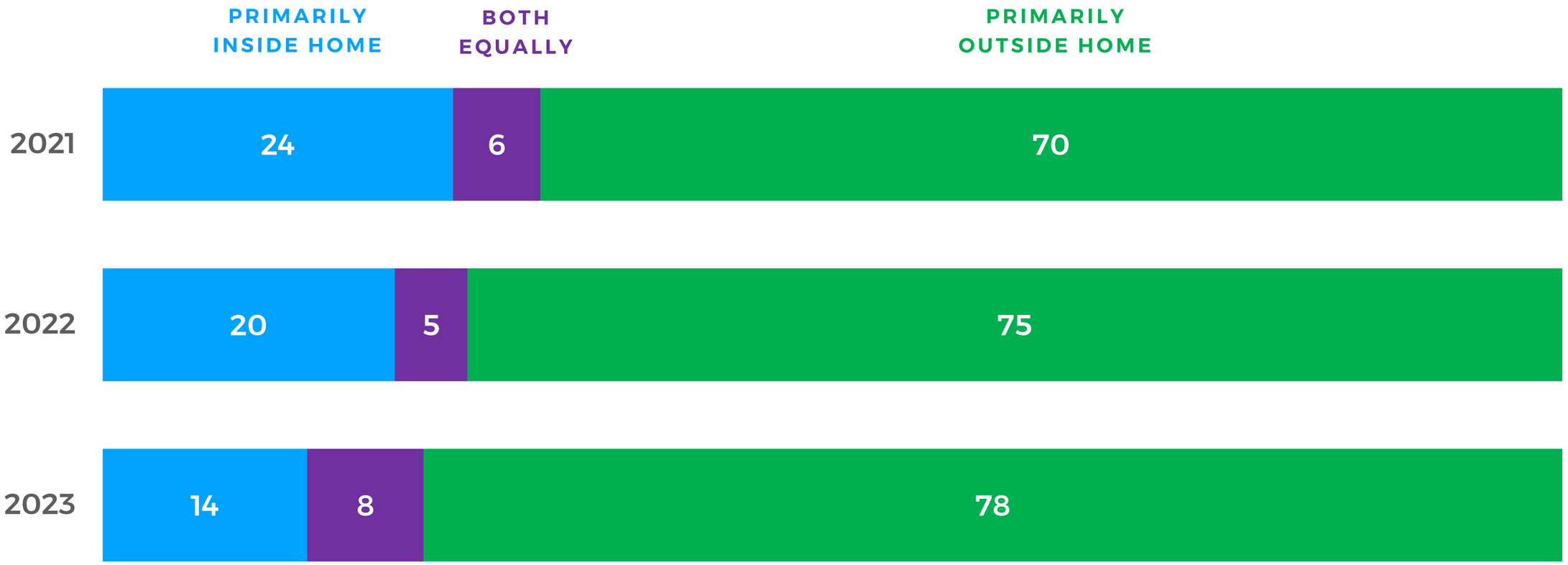
BASE: U.S. AGE 18+

% DRIVING OR RIDING IN CAR/VEHICLE IN LAST MONTH



Primary Work Location

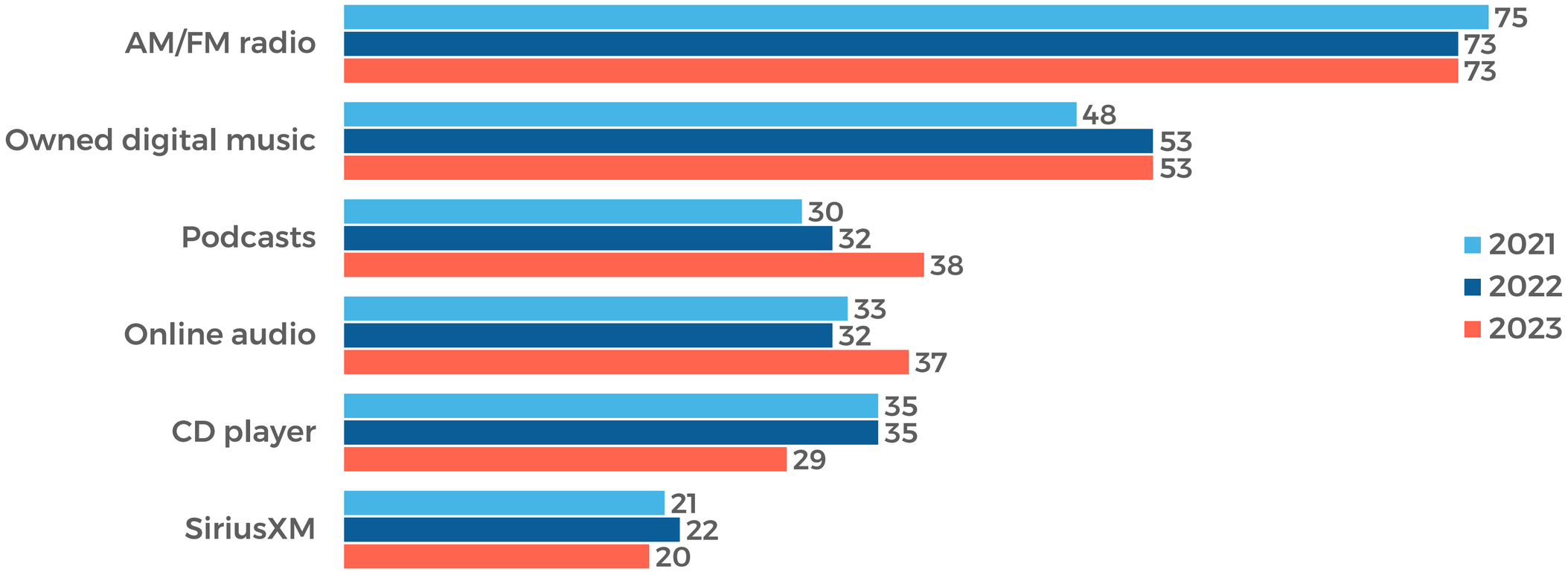
BASE: U.S. AGE 18+ WHO ARE CURRENTLY EMPLOYED FULL-TIME OR PART-TIME; 54%



Audio Sources Currently Ever Used in Car

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 87%

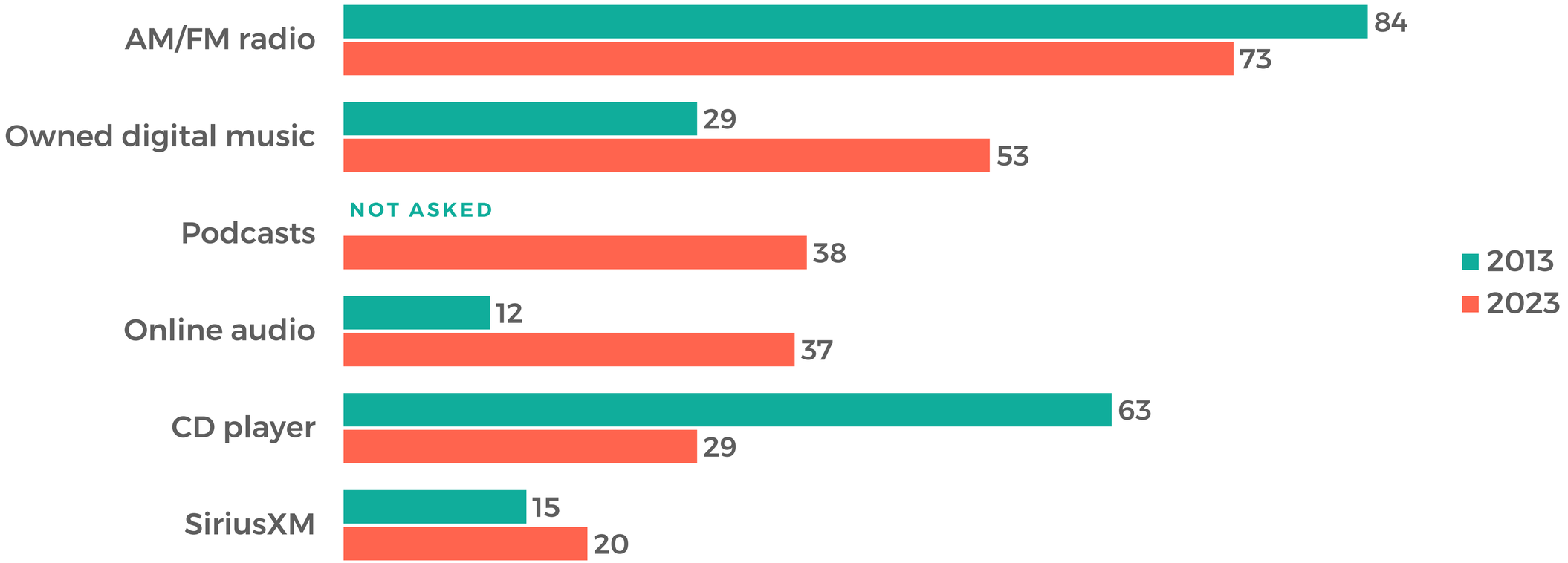
% USING AUDIO SOURCE IN CAR



Audio Sources Currently Ever Used in Car

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH

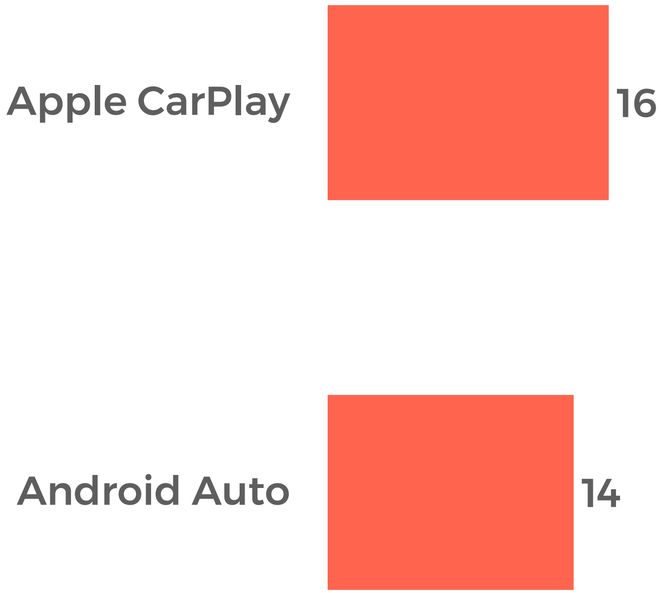
% USING AUDIO SOURCE IN CAR



Mobile Operating Systems in Primary Vehicle

BASE: U.S. AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH, 87%

% HAVE SYSTEM IN PRIMARY VEHICLE

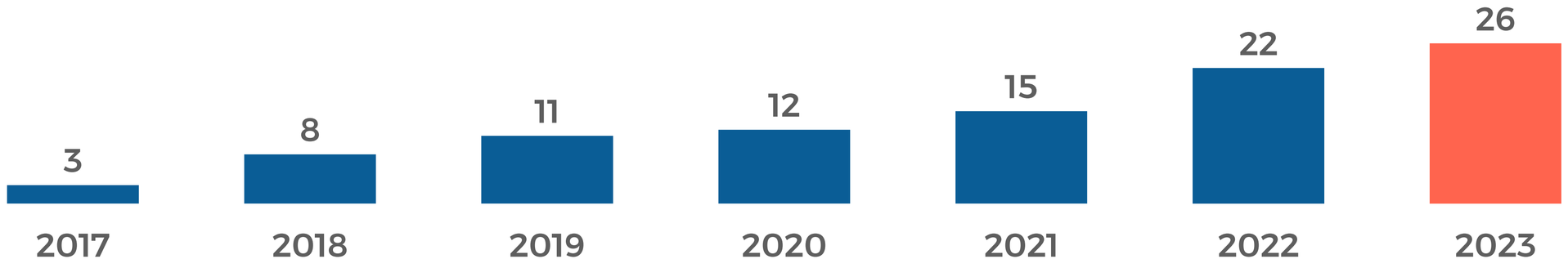


Mobile Operating Systems in Primary Vehicle

BASE: U.S. AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH, 87%

% HAVE APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE

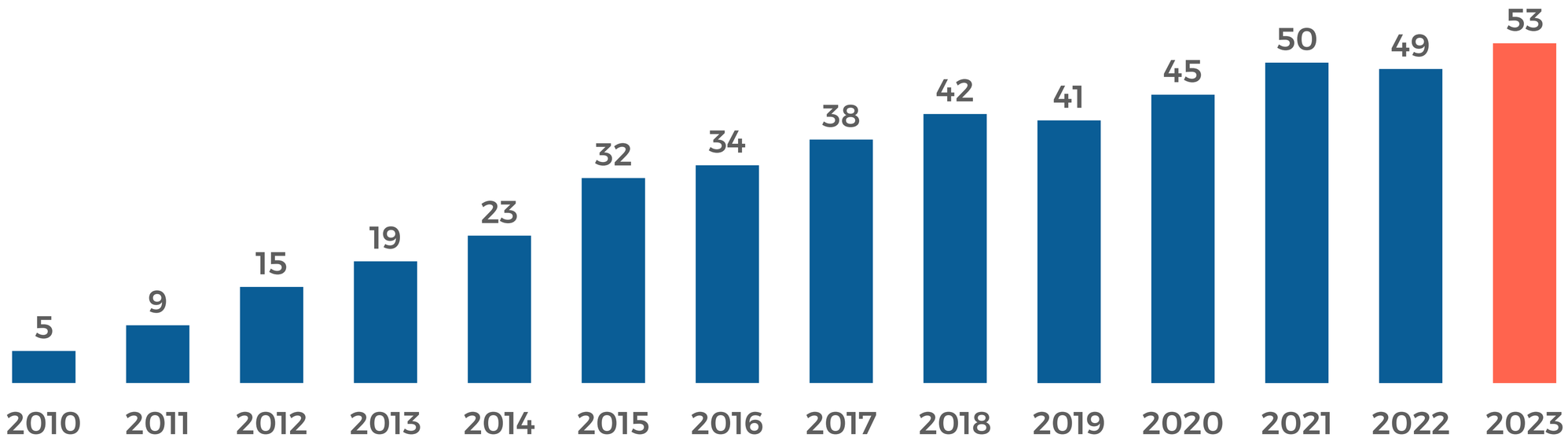
Estimated
65 Million



Online Audio Listening in Car Through a Cell Phone

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO ONLINE AUDIO IN A CAR THROUGH A CELL PHONE



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Podcasting

edison research

amazon music

WONDERY

ART19

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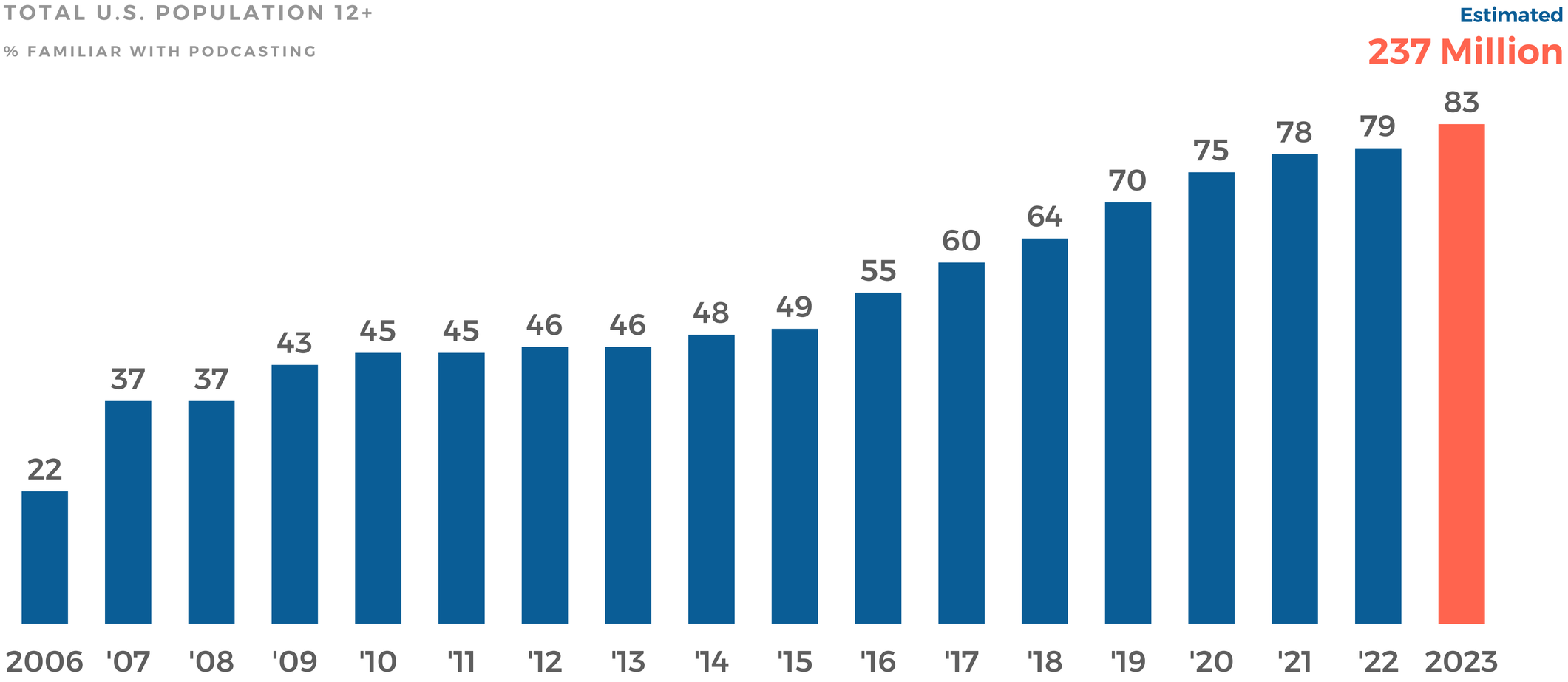
Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING



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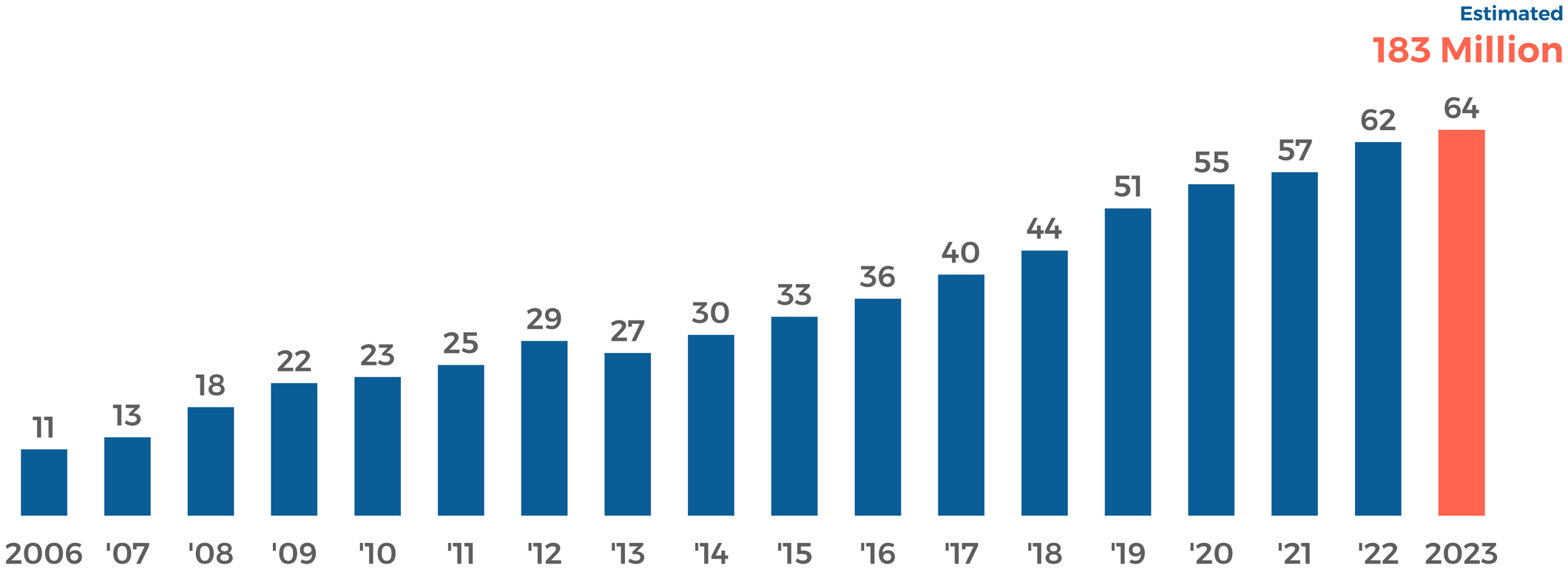
Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST



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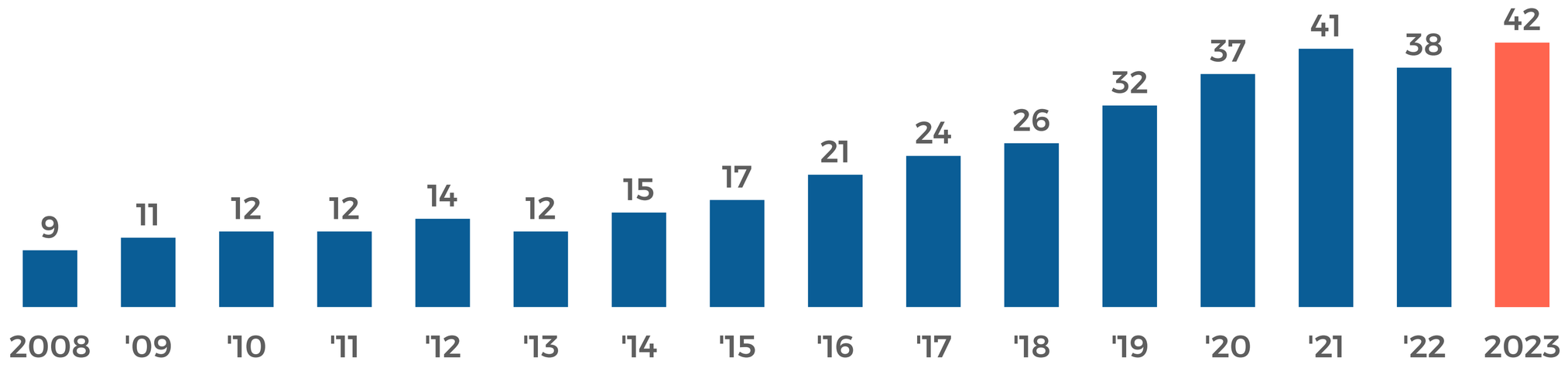
Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH

Estimated
120 Million



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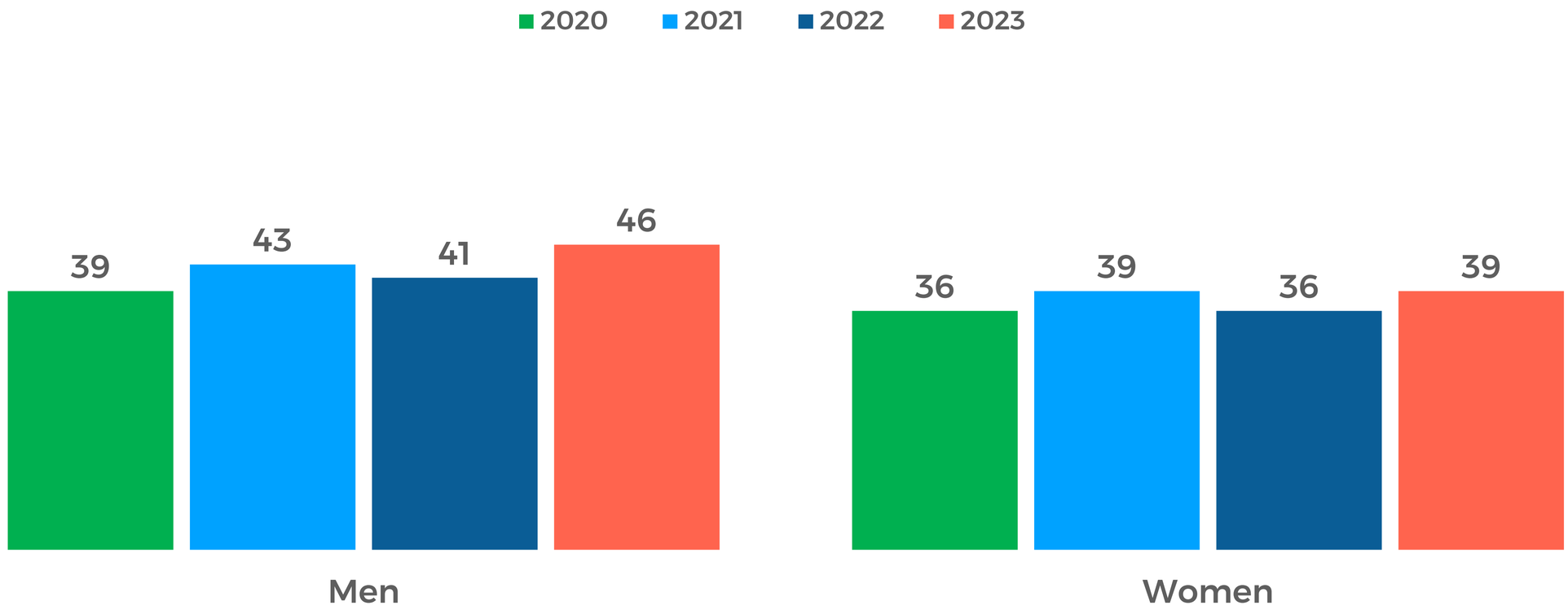
Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH



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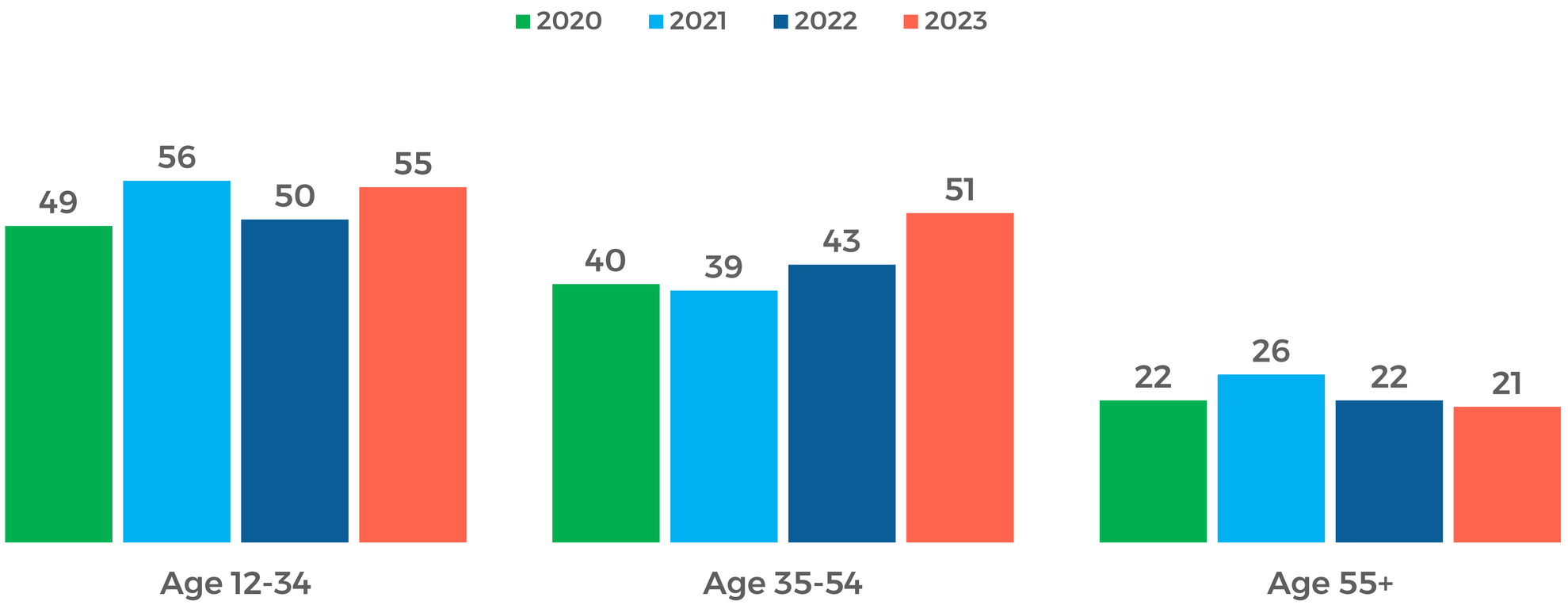
Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH



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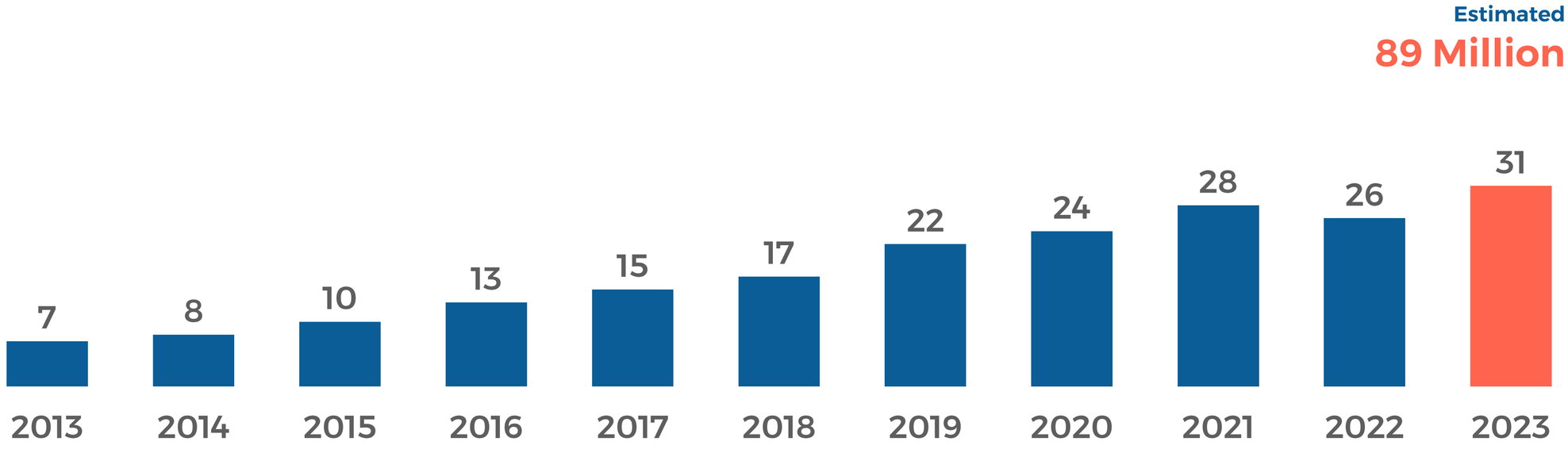
Weekly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK



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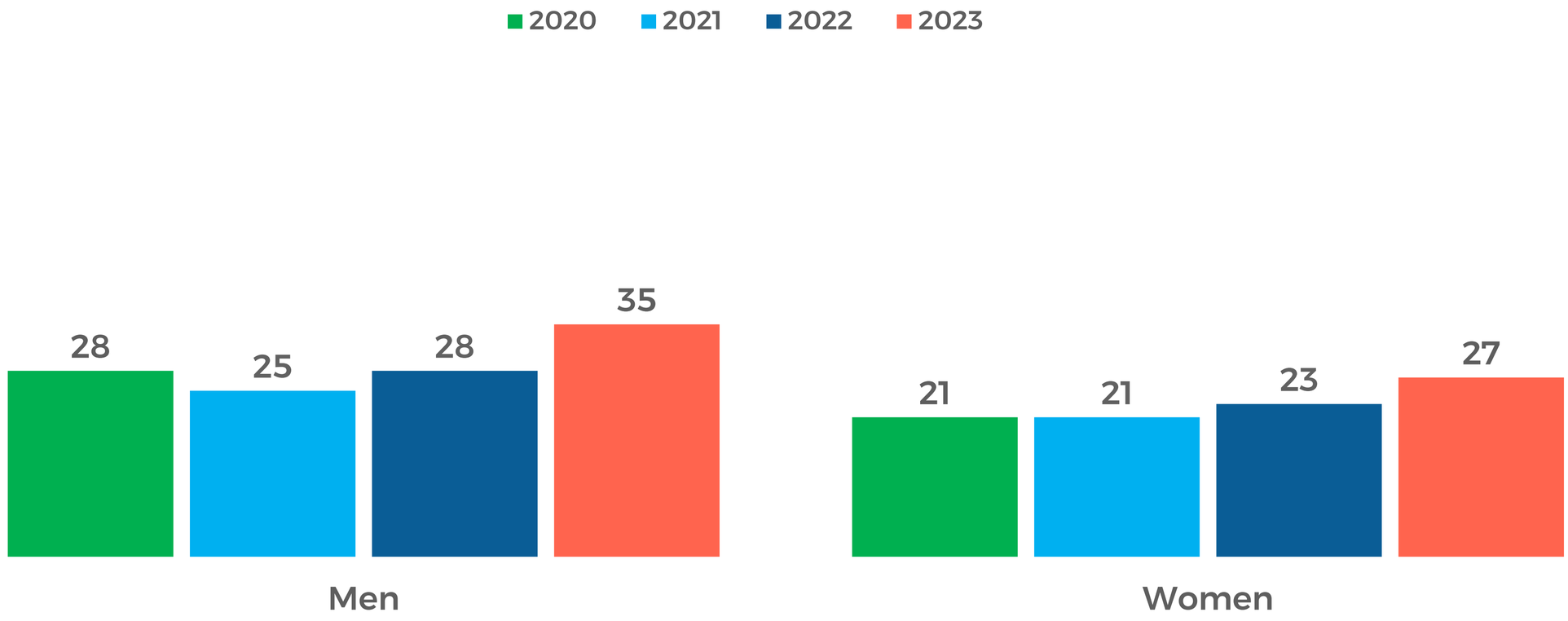
Weekly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST WEEK



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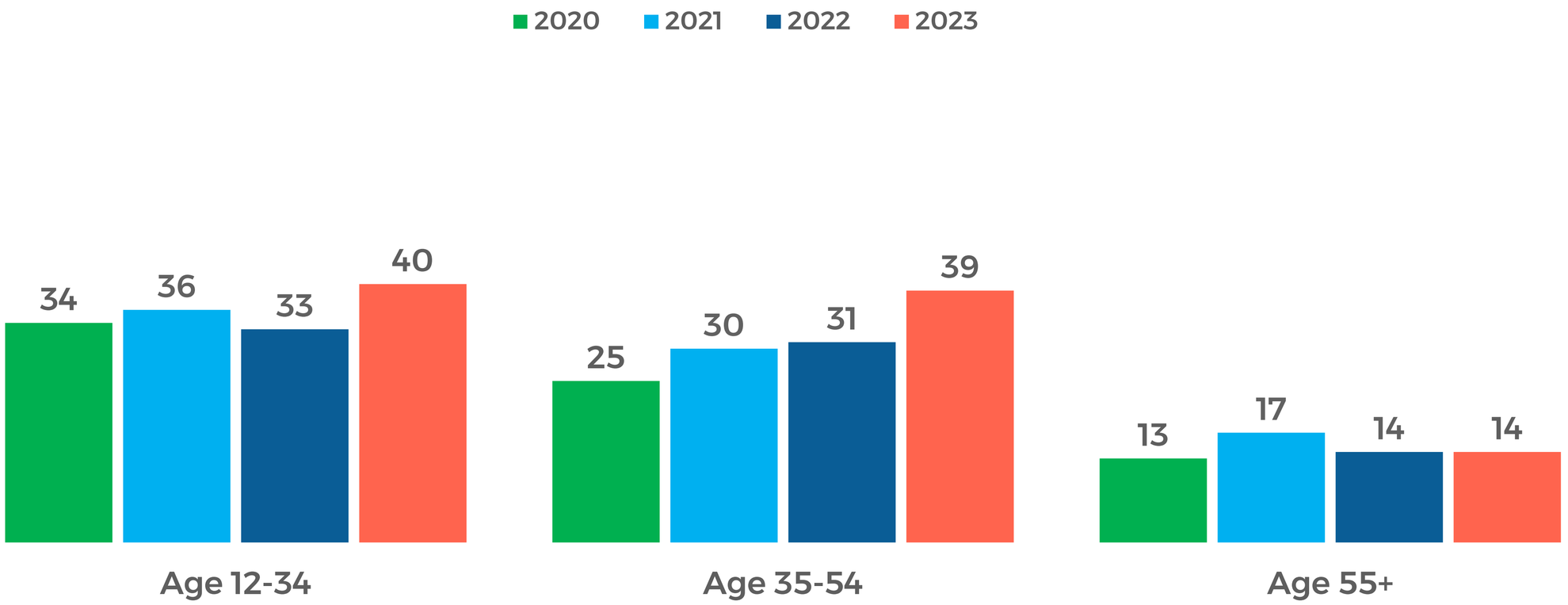
Weekly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST WEEK



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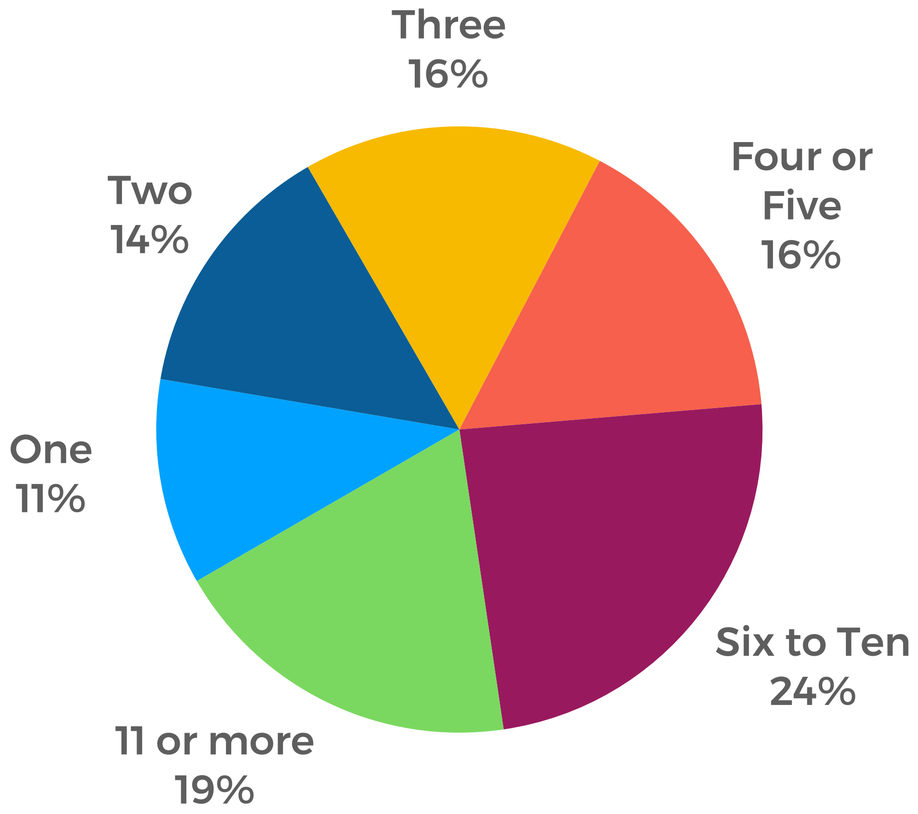
Number of Podcast Episodes Listened to in Last Week

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK



U.S. weekly podcast listeners average

Nine podcasts

in the last week

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Observations

Data appears to reflect ‘post-pandemic’:
on pattern from previous years

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Observations

Online audio hits new highs

Observations

Advertisers need to move more of their budgets to audio in all its forms

Observations

Podcasting is ‘back,’ reaching the highest numbers ever, with 90 million listeners each week

Thank You!

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WONDERY

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UPCOMING EVENTS

Podcast Movement Evolutions | March 9th, 2023 | Live at Vegas

Hit Play, Boomers: Podcasting's 55+ Opportunity | Webinar

The Gen Z Podcast Listener | Webinar

Annual Moms and Media Report | Webinar

25TH ANNIVERSARY
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