

 Podspace



# IAB Finland ✨

## Mediakentän kasvavat kanavat



### Agenda

23.04.2025

Speaker

Country Manager, Podspace Finland



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▶ 09:30 The Rise of Podcasting

09:35 Connecting Creators,  
Advertisers & Audiences

Podspace's unique role in the  
podcasting ecosystem

■ 09:44 Wrap-up

Podspace





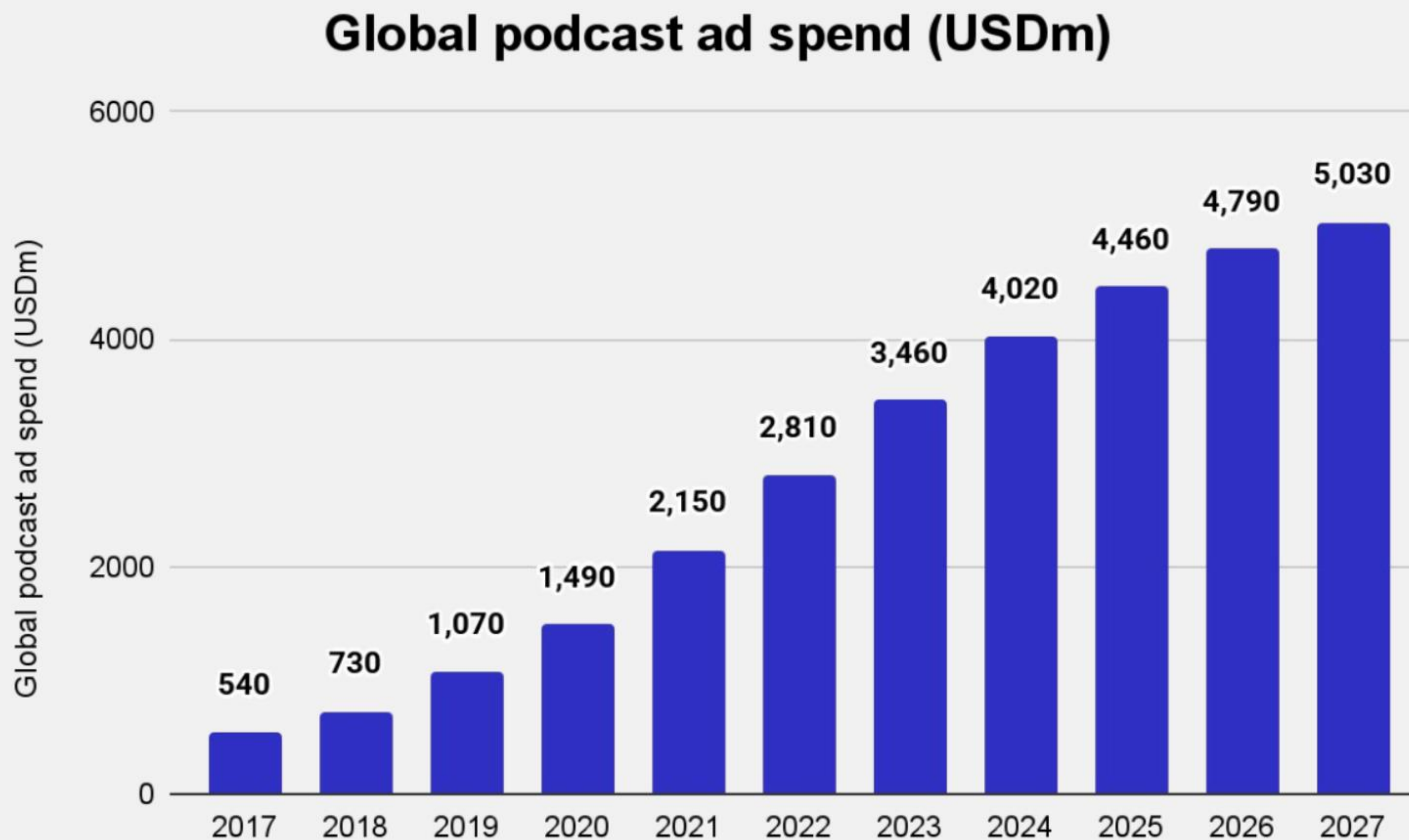
# The Rise of Podcasting



- ▶ Global podcast listeners in 2024: ~505 million
- ▶ 33% of Finns listen weekly
- ▶ Advertisers increasingly shifting budgets to podcasting



# ✨ A steadily expanding market 🔥



Global podcast ad spend market has grown fast – **33% per year since 2017**

It's **expected to reach USD5bn by 2027**, corresponding to an 8% CAGR.

Podcasts

## Good prospects for podcasts in the advertising market: "Can expand more"

Published: April 14, 2025, 12:13



Anna Granditsky and Madeleine Thor are optimistic about the future of podcasts.  
Photo : Mattias de Frumerie, Janne Næss, Getty, press picture (Montage)

Podcast advertising is expected to grow more than the market this year. But after a sharp increase among media agencies last year, 2025 has started more cautiously.

## Investeringar i podcast

År	Annonsinvesteringar, miljoner kronor
2020	177
2021	285
2022	343
2023	339
2024	383
2025 (prognos)	428

# Podspace's unique position at the **center** of the podcasting value chain

**100+ Finnish shows** ⚡

Weekly listens, Podspace Ads

👉 **500 000** ⚡

## Creators

- ✔ Monetize
- ✔ Grow your audience
- ✔ Reach your listeners



**Podspace**

## Audiences

- ✔ High quality, relevant and local
- ✔ Broad range of interests & voices
- ✔ Seamless listening experience

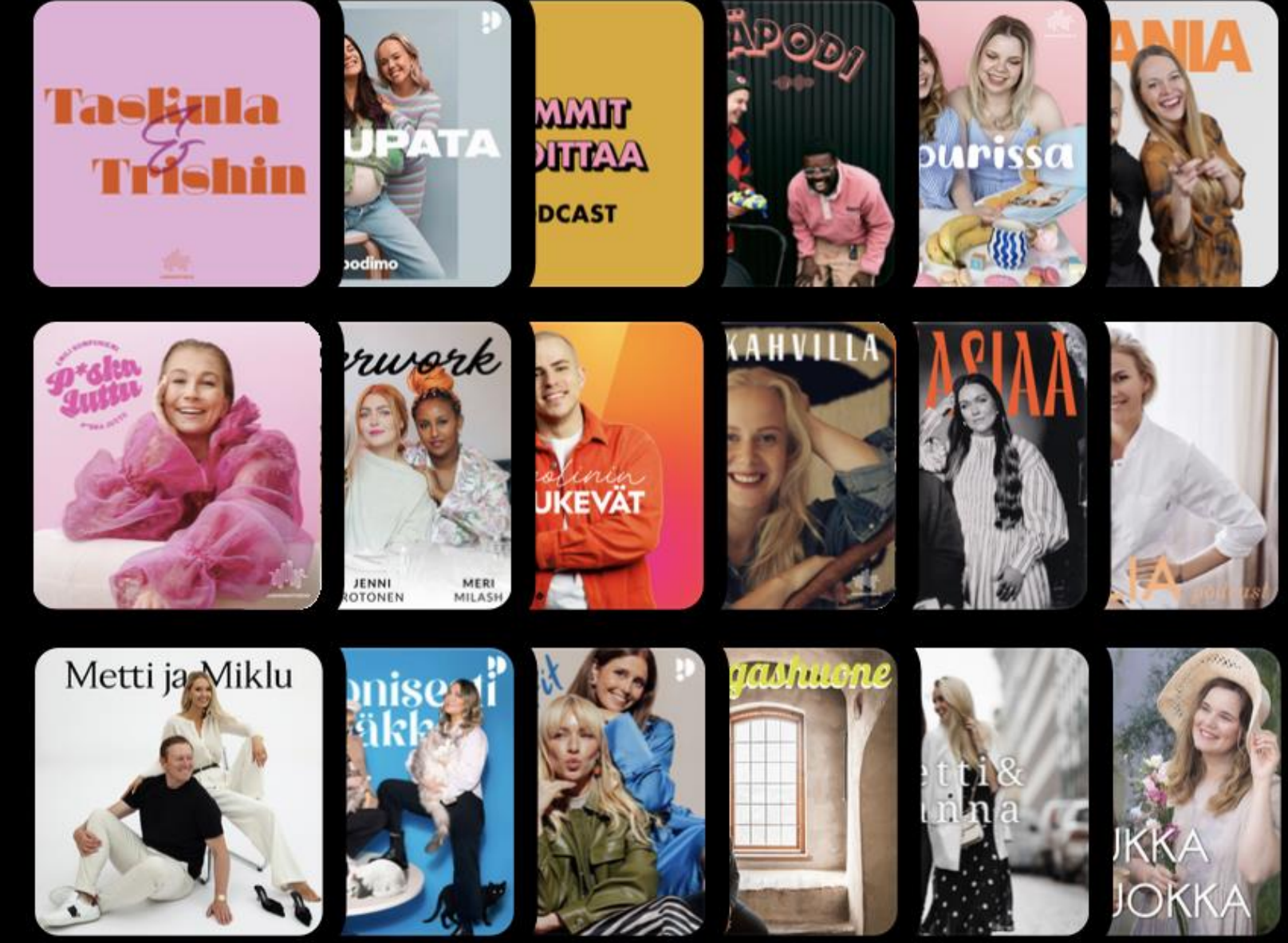
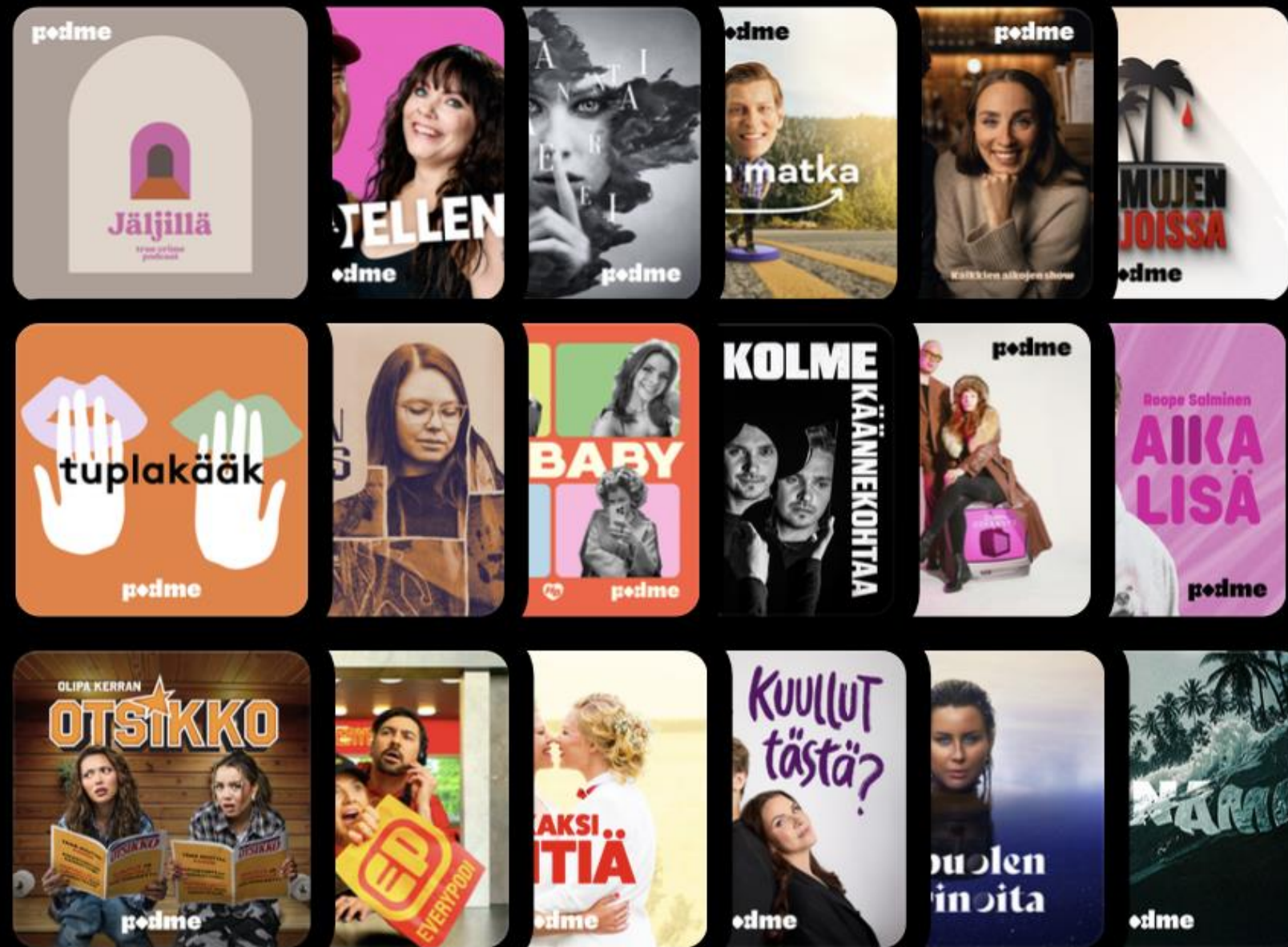
## Advertisers

- ✔ Access scale & reach
- ✔ Get measurable results
- ✔ Employ advanced targeting

# A smorgasbord of features to unlock growth.

Distribution, analytics, campaign management, ads, premium content, third-party integrations, API access, and beyond.

# Partners like...



podme

klangi.

ASENNESTUDIO



**Podcast advertising is a great way to reach the ad-free video streaming audiences of , , and .**

# Supporting advertisers needs.



## Audio marketplace

- ✓ Dynamic Ads: 15-30"
- ✓ Targeting and Tracking
- ✓ Full inventory available



## Sponsorships



- ✓ Dynamic Sponsorships
- ✓ The relationship between the podcaster and the listener
- ✓ 60-90" Host-read sponsor spot

## Programmatic Offering

- ✓ Guaranteed, Preferred or PMP
- ✓ Targeting and Tracking
- ✓ Full inventory available



# Targeting opportunities

## Age / Gender

Specific age groups and/or gender.

Based on listeners own information, 1st party data from Spotify.

## Context

Type of show

Sport, Lifestyle, Documentery, Business etc.  
Based on the context of the show.

## Geo

Cities or areas

Based on listeners own IP information.

## Persona

Partnership with RAM

Target podcasts with high index on everything from homeowners to frequent travelers. Based upon our collaboration with RAM, using over 500 000 panelists.







# Value to Audiences. ✨

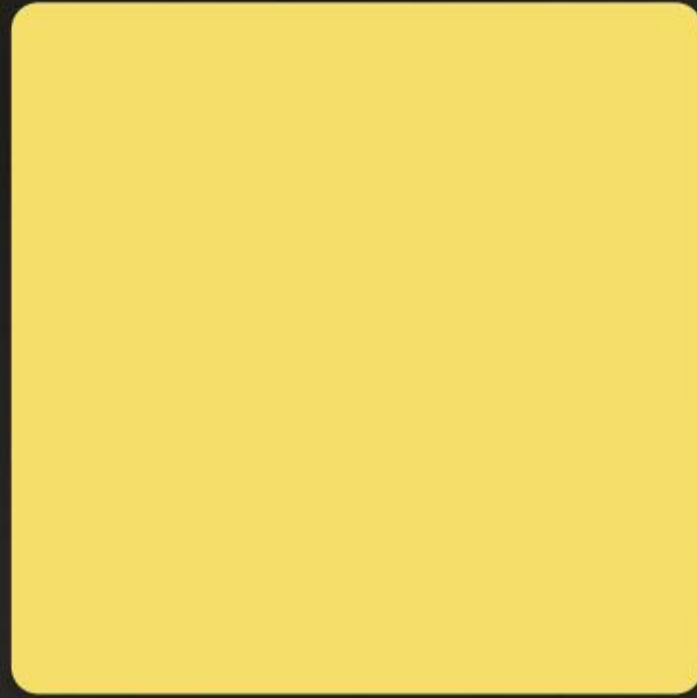


- ✔ On-demand
- ✔ Wide variety of content
- ✔ Personal and intimate
- ✔ Community-building, support your favorite
- ✔ Easy access
- ✔ Multitasking-friendly

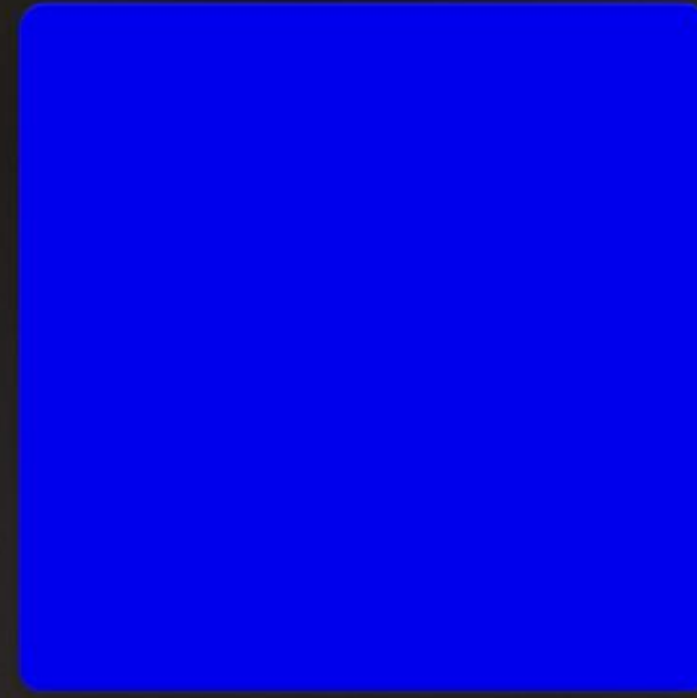


Podsp





Creativity




Tech




Results



Questions?

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