

Next Audio

FROM MICS TO SCREENS

Smart Strategies for Advertising and Creating in the Changing Media Landscape



Introduction

Podcasts aren't just audio anymore — they're being watched, searched for, clipped, and shared across platforms like YouTube and TikTok.

That shift raises real questions for brands and marketers: If the format is evolving, how should you show up? Should you invest in video or audio? Start a show or sponsor one? Run host-reads, dynamic ads, or both?

This eBook is here to help you answer those questions.

WHAT'S INSIDE

Whether you're planning campaigns as an advertiser, or launching content as a brand or individual, we break down what's happening in the podcast space — and what it means for your strategy.

1. What is a Video Podcast
2. YouTube Ads vs Podcast Ads
3. Should You Build a YouTube Channel or Podcast?
4. Final Thoughts
5. Stats & Sources

WHAT YOU'LL LEARN

- How podcast formats are changing (and why that matters)
- The difference between YouTube ads and podcast ads
- Whether you should create a video podcast, audio-only, or both

Because podcasting still offers some of the most powerful, trusted engagement out there. But now, how you approach it matters more than ever.



1: What is a Video Podcast, Really?

Podcasting used to be simple.

It was audio-first, distributed via RSS feeds, and listened to through apps like Apple Podcasts, SoundCloud or Spotify.

But that's no longer the case.

Today, the number of people **WATCHING** podcasts over listening to them is growing. And they're primarily doing it on the content juggernaut that is YouTube.

The lines around what counts as a podcast have officially blurred.

Creators are uploading podcast-style videos exclusively to YouTube with no RSS feed in sight. We're seeing more people call video interviews "podcasts" whether or not they ever hit a podcast app.

This shift in perception matters.

Not because it changes what a podcast technically is — but because it changes how your customers find, consume, and relate to content.

If your audience considers a YouTube interview with a host and guest to be a podcast, then from a planning and engagement perspective... it is.

The term "podcast" is losing its precise definition. Now it covers everything from traditional audio to video-first productions.

But as advertisers and marketers, you need to follow audience behaviour — not industry definitions.

People aren't siloing their listening and watching habits anymore.

They're treating all long-form, personality-driven content the same, and they're consuming it wherever it fits into their day; whether that's watching on a laptop or listening in the car.

This expansion opens up new spaces to reach people - not just through headphones, but through screens and feeds.

However, it also creates challenges, especially for advertisers trying to understand what they're buying and how to measure it.

And we can't not talk about **discoverability and distribution**; especially in a world where podcast apps don't work like search engines. What's been the impact of video podcasts?

YouTube's amazing searchability, and the virality of TikTok clips and social snippets, are now major discovery tools for podcasts.

It is helping content reach new listeners who may never use a podcast app. But audio-only formats are evolving too.

SEO-optimised titles, transcripts, and show notes can drive visibility.

This discovery shift gives creators and brands more ways to show up — not just through ad placements, but via sponsorships, branded segments, and series-style integrations that live across formats.



Even though the podcast formats have shifted, one thing hasn't: when people choose a podcast, they're actively opting in to hear more. And that's still one of the most valuable signals you can buy into.

A report by Oxford Road and Edison Research reveals that 52% of people now consider YouTube-only videos as podcasts, and 72% believe that recordings available on platforms like YouTube, Spotify, or Apple Podcasts also count as podcasts.

2. YouTube Ads vs Podcast Ads

Let's talk about advertising.

YouTube and podcast platforms both give you access to podcast audiences, but the ad experience, and the results, are far from the same.



On **YouTube**, ads are typically pre-roll, mid-roll, or post-roll and dynamically inserted by the platform. Think: skippable clips, pop-ups, and banners.

These benefit from YouTube's massive reach and strong targeting capabilities, but they interrupt the viewer and are often ignored.

For advertisers looking to build trust or meaningful attention, that's a problem.



Podcast ads, by contrast, are most commonly host-read or dynamically inserted into the episode.

They're placed natively into content the listener has chosen, and because of the trust between host and audience, the message often lands with more weight.

These ads don't feel like interruptions — they feel like recommendations.

A key difference in audio vs visual ads is completion

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Completion Rates

Podcast ads boast an average completion rate of over 80%, indicating that the majority of listeners hear the entire message without distraction.

In contrast, YouTube ads often face high skip rates; studies show that approximately 65.9% of users always skip in-app video ads when given the option.

This means that on YouTube, your ad's message may only reach viewers for the mandatory first few seconds before they skip ahead.

This stark difference highlights how podcast ads can offer deeper engagement and more effective message delivery compared to traditional video ads.

Cost

Cost is another big factor. Creating a professional video advertisement requires budget, planning, and production.

By comparison, a high-quality podcast ad can be produced in minutes using tools like [Admanager.fm](#).

You don't need lights, cameras, or a studio — you just need a URL or product description, and the AI does the rest.

So what about video-only podcasts?

This is where host-read ads truly shine.

For video-first podcasts, particularly those on platforms like YouTube, advertisers can embed host-read segments directly into the content.

These segments, delivered by the host during the episode, feel natural and are less likely to be skipped.

Moreover, with advancements in dynamic ad insertion technology, these host-read ads can still be customised in tone, timing, and even geography.

After scripting a personalised version of the ad—such as one that begins with "Hey Canada", targeting parameters can ensure the appropriate version is delivered to the right audience segments.

This approach ensures that the message resonates more personally with listeners, enhancing engagement and effectiveness.

And for hybrid shows?

Many podcasts now release both audio and video versions of each episode. For these, advertisers can combine dynamically inserted audio ads with a host-read, maximising coverage.

You will reach both types of audiences, the ones watching and the ones listening, and reinforce your message with double the touchpoints.

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3.

Should You Build a YouTube Channel or a Podcast?

More brands than ever are considering podcasting — and the first question is often: **“Should we go all in with video?”**

Our advice...

Unless you already have the resources, skills, or strategy to support video content from day one, start with audio.

It's simpler, leaner, faster to launch, and lets you build a following based on substance, not style.

If you're a small business, personal brand, or trying out a new show format, audio-first is the most strategic choice.

It keeps costs low, production straightforward, and gives you time to refine your message.

With no cameras or lighting setups to worry about, you can focus on creating a show that's consistent, clear, and valuable to your audience.

On the other hand, if you're already creating video content or have an existing YouTube strategy, a video-first approach might make sense — especially if your audience is younger or more active on visual-first platforms.

Some shows naturally benefit from being seen — like product demos, expressive interviews, or anything where the visual adds meaning.

But doing both?

That's where it gets tricky.

The hybrid model — releasing a full video and audio version of each episode — sounds ideal, but unless it's planned properly, it often leads to poor quality and production overload. Many shows try to do both and end up doing neither well.

If you do want visibility on video platforms, but aren't ready to film every episode, there are lower-effort options.

Audio-first podcasts can still gain traction on YouTube and social channels using clips, static visuals with animated waveforms, or video snippets from interviews.

These repurposed pieces are a great way to test what resonates and improve discoverability without going full video production.

DECISION CHECK LIST

Choosing your format isn't just about preference — it's about starting where you can win.

Start Audio-First If...

- You're a small business, personal brand, or hobbyist
- Your priority is message > visuals
- You want to test ideas, formats, or build audience trust without major upfront investment
- You're working with limited production skills or budget

Start Video-First If...

- You already create visual content or have a YouTube strategy
- You're targeting a younger audience that expects content in visual formats
- Your show benefits from visuals — e.g. product demos, facial expressions, physical spaces
- You've got the resources to invest in production: lighting, cameras, editing

Why Hybrid Isn't Always Best - It's tempting to launch in both formats — but unless you plan audio and video from day one, you risk compromising both. The best strategy? Start with one. Nail the format. Expand later.

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4: Our Final Thoughts

In a world where YouTube dominates attention and visual content drives discoverability, it's no surprise that podcasts are evolving.

More creators are showing up on screen.

More listeners are watching instead of listening.

And more brands are asking: "Is this still audio?"

It is. And more than that — it's growing.

Podcasting is no longer confined to audio apps and RSS feeds. It's expanding across formats, platforms, and behaviours.

What started in someone's headphones is now being discovered on TikTok, recommended on YouTube, and shared in group chats. And while that expansion brings complexity, it also brings **opportunity** — for both creators and advertisers.

We believe the future of podcasting is hybrid in visibility, but still audio at its core.

Video, blogs, and social clips may help you get found.

But audio is still what keeps people coming back.

It fits into their lives without asking for their time or attention — it earns it.

For creators, podcasts offer a low-barrier, high-impact way to build a following and authority.

Starting audio-first still makes sense — it's the most strategic path to consistency, trust, and audience growth without the complexity of video.

You can always layer in visuals later, once the message is sharp and the audience is engaged.

And for advertisers, this moment matters.

As media plans become more fragmented and attention gets harder to hold, podcast advertising offers something rare — an invitation.

Listeners choose their content, trust their hosts, and stay tuned in longer than almost any other format.

Whether you're scaling with dynamic audio or embedding your brand through host-reads, podcasting gives you more than reach — it gives you resonance.

It's not just about getting heard. It's about being remembered.

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5: QUICK STATS

DEFINITION OF PODCASTS

- 52% of people now consider YouTube-only videos as podcasts
- 72% believe that recordings available on platforms like YouTube, Spotify, or Apple Podcasts also count as podcasts.

Source: Oxford Road and Edison Research, as reported by Business Insider.

For brands, this isn't a signal to move away from audio — it's a cue to embrace podcasting as a flexible, multi-platform format that still delivers the intimacy and engagement audio is known for.

PODCAST ADVERTISING EFFECTIVENESS

- Podcast ads drive 4.4x better brand recall than display ads.
- 71% of podcast listeners are more willing to consider a product or service after hearing about it on a podcast

Source: Nielsen effectiveness study & Edison Research

PODCAST AD FAVORABILITY AND PURCHASE LIKELIHOOD

- Podcast ads have a 71% favorability rate
- 53% of listeners are likely to purchase after hearing one.

Source: Nielsen's Podcast Ad Effectiveness (PAE) solutions

MULTITASKING DURING PODCAST LISTENING

- 93% of podcast listening happens while multitasking.

Source: Spotify Culture Next report.

CONTENT CONSUMPTION PREFERENCES

- 48% of podcast listeners have both listened to and watched a podcast, indicating a trend towards video integration in podcasting.

Source: Edison Research

PLATFORM POPULARITY

- Today YouTube has become the dominant platform for podcast consumption, with 31% of U.S. weekly podcast listeners using the service most often, surpassing Spotify (27%) and Apple Podcasts (15%).

Source: Edison Research.

YouTube isn't replacing podcasts — it's just one way people access them. Running ads on YouTube isn't the same as podcast advertising. True podcast ads are heard, not skipped — integrated into the listening experience, not just played before it.



Audio Ads Made Effortless

Our Next Audio advertising platforms provide everything you need to reach and engage the largest audiences, making us your one-stop solution for seamless audio success

ADVERTISING PLATFORMS



AdManager.FM
By Next Broadcast Media

Self-serve advertising platform for programmatic campaigns

key features

- AI Creative Studio
- Audience Targeting Packages
- Instant & Customisable
- DV360 Integration



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Special executions, production and large-scale campaigns

key features

- Host Reads & Sponsorships
- AI Brand Safety & Suitability
- Brand Lift Studies
- Branded Content & Production



Tried, Tested, and Trusted by Leading Brands



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