

MEDIA DATA · OCTOBER 2026

An audience that listens

Numbers are worth only as much as the way they were measured. Everything here is counted, not estimated – the downloads certified to IAB standard 2.2.

Four numbers that count



44,000+

subscribers across all channels



3,000+

decision-makers hear every new episode



54.7%

of an episode is actually listened to



83.8%

hold budget responsibility

The environment

Nine new episodes a month. A business podcast about growth – in business, and in what carries it: personal development and health. On the subject matter, the focus sits on three fields.



Artificial intelligence

Tools, agents and which of it actually lands inside companies.



Leadership

Deciding, teams, responsibility – and what growth demands in substance.



Sales & growth stories

How selling is done, and how companies actually grew big.

Why listening time counts

54.7%

of an episode gets listened to

At a running time of around 45 minutes, that is 25 minutes. A mention in the middle gets heard, not skipped past.

11.3%

of downloads come after the first month

An episode is not done after four weeks: every ninth listen happens later. Subject matter gets searched for and caught up on, often months afterwards.



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Decision-makers, not random clicks



83%

graduates

university degree or
doctorate

72%

leaders

board level or
management

69%

city people

live in a metropolitan area



66%

parents

have children

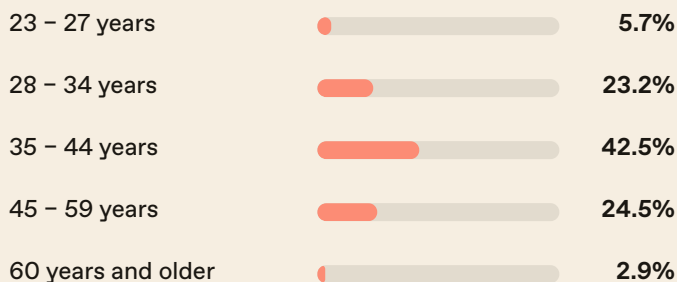


31%

tech professionals

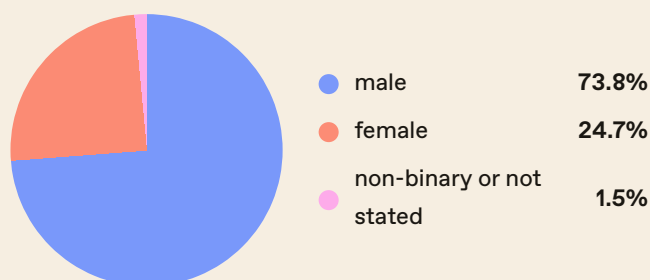
work in the technology
industry

Age



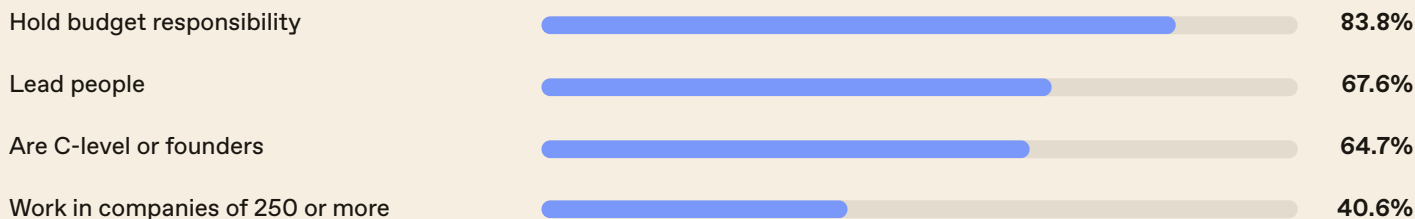
Ninety per cent are between 28 and 59 – the years in which budgets are answered for.

Gender



Mean of Spotify, YouTube and the audience survey. Apple does not collect the attribute.

Who has a say



Audience survey Appinio, July 2024, N = 71. A sample of this size draws a profile, not a measurement.



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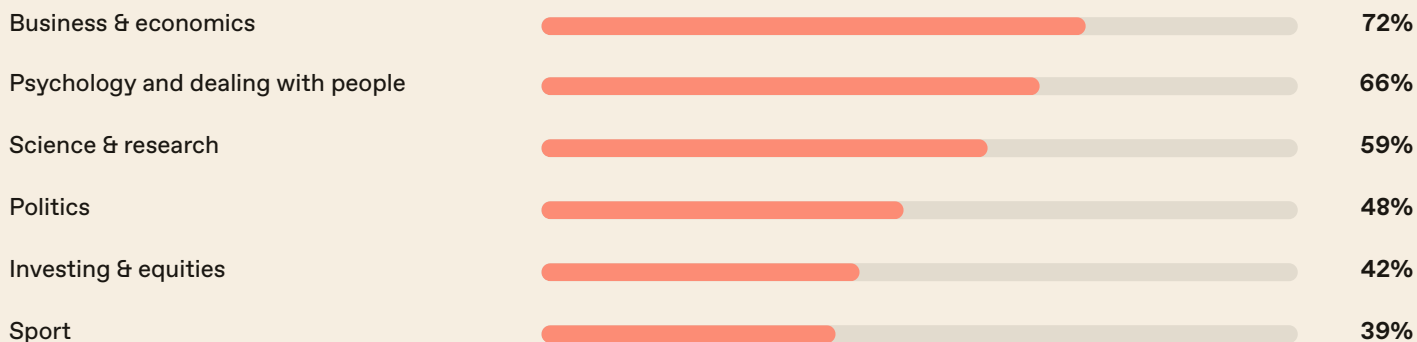
Four routes, one audience

CHANNEL	FOLLOWERS	LISTENERS PER EPISODE	WHAT STANDS OUT
Spotify	30,394	400 – 800	Largest base, most balanced make-up
Apple Podcasts	10,788	600 – 1,000	Highest completion rate, most loyal use
YouTube	2,810	300 – 4,200	Growing, visible, with video
Other podcast apps	–	1,000 – 1,500	Overcast, Pocket Casts, Deezer and others

Podcast apps report no subscriber numbers – the range there is calculated from the downloads. That is why it says 44,000+ at the front: counted are Spotify, Apple and YouTube; what is subscribed in the remaining apps, nobody reports. Anyone following two channels is counted twice in return.

Interests outside work

The question was asked without any reference to the podcast. What comes out of it is the setting an advertising message lands in.



Multiple choice, which is why the total runs over 100 per cent. Audience survey Appinio, N = 71.

WHAT ADVERTISING COSTS HERE

Nine slots a month. The rate card and a configurator are at digitalkompakt.de/en/podcastwerbung/preise.



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