

## **Podcasting's powerful resonance: Acast's Podcast Pulse 2025 proves unique audience connection drives commercial impact**

At Web Summit 2025, Acast, the world's largest podcast-first company, unpacks its annual global report, *Podcast Pulse 2025*, revealing the true extent to which podcast creators are reshaping what influence means in today's media landscape.

The report reveals that creators' power is rooted in resonance - a deep, 'lean-in' connection with audiences who actively choose the content, not just consume what's served to them. Unlike traditional 'influencers', podcasters earn unrivaled audience trust through genuine, meaningful connection, a dynamic that goes far beyond reach. The trust is so powerful that 84% of listeners say a podcaster has changed their mind about something they once believed, despite 75% stating that they don't consider podcasters to be 'influencers'. For brands, this dynamic of attention and trust translates directly into unmatched commercial impact, positioning podcasters as the highest-value voice in the media mix.

To share insights from the full report, Acast CEO Greg Glenday will host a press conference at Web Summit on the future of influence, exploring how podcasters have earned the trust of their audiences to such an extent that they are now seen as the primary authority for cultural moments and commercial decisions.

Read the full *Podcast Pulse 2025* report at [podcastpulse2025.com](https://podcastpulse2025.com).

### **About Acast**

Since 2014, Acast has been building the world's most valuable podcast marketplace, creating the technology that connects podcast creators, advertisers, and audiences. Its marketplace spans more than 140,000 podcasts, 3,300 advertisers, and one billion quarterly listens. Crucially, those listens are monetized wherever they happen—across any podcast app or listening platform. The company operates worldwide, with headquarters in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market (ACAST.ST). Certified Adviser is FNCA Sweden AB, [info@FNCA.se](mailto:info@FNCA.se).