



Pocket FM



DIGITAL ENTERTAINMENT INSIGHTS

Audio Takes The Centrestage

Executive Summary



As the digital content landscape swiftly evolves, survey findings reveal a paradigm shift towards audio formats in entertainment content. User preferences take center stage in this audio revolution, opening up new possibilities for content creators and expanding the horizons of audio entertainment.

The survey delves into device usage intricacies, showing immense surge in audio content consumption across various devices, including smartphones, smart speakers, wearables, and even, smart TVs. Users seamlessly integrate audio into their daily routines, highlighting its pervasive role.

A standout revelation is the emerging role of audio in mental wellness. Serving as a therapeutic outlet, audio content offers relaxation, stress relief, and mindfulness through diverse formats like immersive storytelling, calming music playlists, and motivational podcasts.

Trust dynamics in content selection are evolving, with users valuing authenticity, expertise, and reliability. Creators and platforms prioritizing transparency and credibility gain the trust of audiences, shaping a new paradigm where trust is foundational in the audio content landscape.

Monetization trends in the audio entertainment sector have evolved, emphasizing innovative approaches like microtransactions. As the industry explores sustainable revenue streams, these trends underscore the economic viability and growth potential of the audio content ecosystem.



Rohan Nayak

Co-Founder and CEO,
Pocket FM

The report, titled "**Digital Entertainment Insights: Audio Takes The Centerstage**," successfully captures a present scenario of current entertainment trends. The report observed a notable shift in user preferences, with audio as a central element in the digital entertainment landscape. With insightful findings from the survey, the report not only underscores the growing importance of audio but also underscores its profound impact on stakeholders within the dynamic entertainment industry.

Beyond a mere trend, audio has seamlessly integrated into the daily lives of a significant population, becoming a lifestyle choice that surpasses the time spent on other traditional mediums.

The findings strongly indicate that audio is gaining substantial ground in the entertainment landscape, with audio series positioned to lead among the top three preferred entertainment formats.

We believe the future of entertainment will revolve around audio innovations and emergence of newer audio categories.

Audio - The New Entertainment Destination

The widespread use and varied preferences in audio consumption happen for different reasons. This points to a noticeable trend in how people listen to audio content in workplaces, remote settings, and at home. The diverse nature of these preferences indicates a significant change in how audio is enjoyed, highlighting the evolving dynamics of modern work and leisure environments.

81% people tune into audio entertainment daily

STORYTELLING IS THE PRIMARY CATALYST



1 IN 3 USERS
prefer audio for
storytelling



1 IN 4 USERS
prefer audio for
convenience



1 IN 6 USERS
prefer audio for
content diversity

AUDIO CONTENT REIGNS SUPREME ON SMARTPHONES

But, Smart TVs and Desktop making inroads too



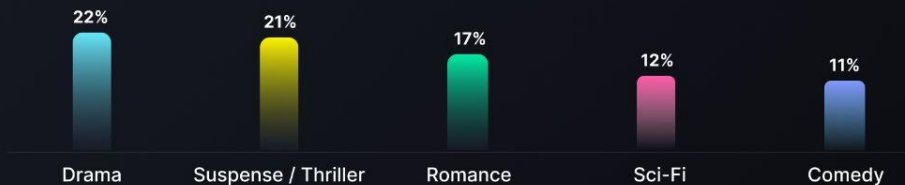
71%
consumes on
smartphone, while



29%
are spread across
Tablets, Smart TVs,
Desktop & other devices

Audio Entertainment Consumption Behaviour

25%



Top Genres for Audio Entertainment

The fact that these genres are so popular highlights the immense influence of storytelling and emotional connection in shaping what users like. It shows that, in a world with so many choices, people like content that is entertaining yet connects with them emotionally.

PEOPLE SEEK CONCISE, EPISODIC CONTENT

40% prefers 5-15 mins episode

35% prefer 15-30 mins episode

25% prefer 45-60 mins episode

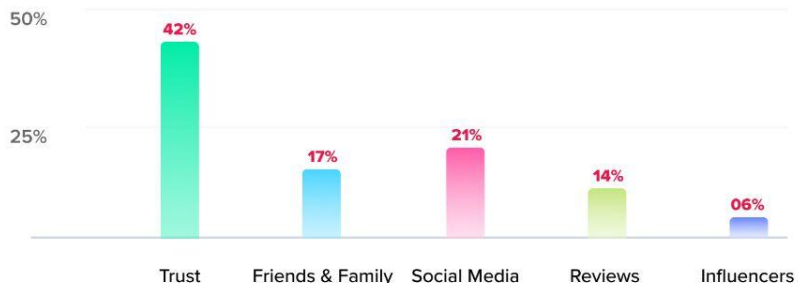
This shows that a lot of listeners prefer quick and short episodic content. These short format works well for people with busy schedules, letting them listen to episodic content in their daily routines.

Increasing Popularity of Audio Entertainment

The current trend leans towards preferring short, easily digestible content tailored to the fast-paced lifestyles of today's audiences.

Trust emerges as a key player in shaping content choices, with the algorithms and recommendation engines of platforms taking center stage in gaining the utmost trust and influencing consumption patterns.

93% want audio content to be adapted as **video OTT / TV series/ Movies**



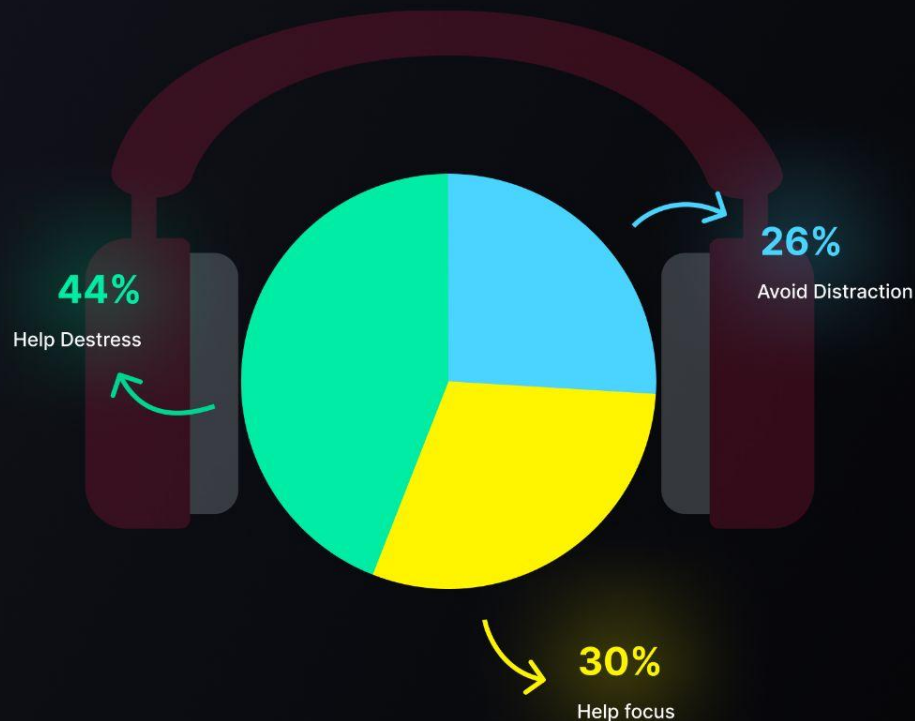
CONTENT RECOMMENDATION METER

TRUST, NOT INFLUENCE, DRIVES CONTENT RECOMMENDATION IN AUDIO

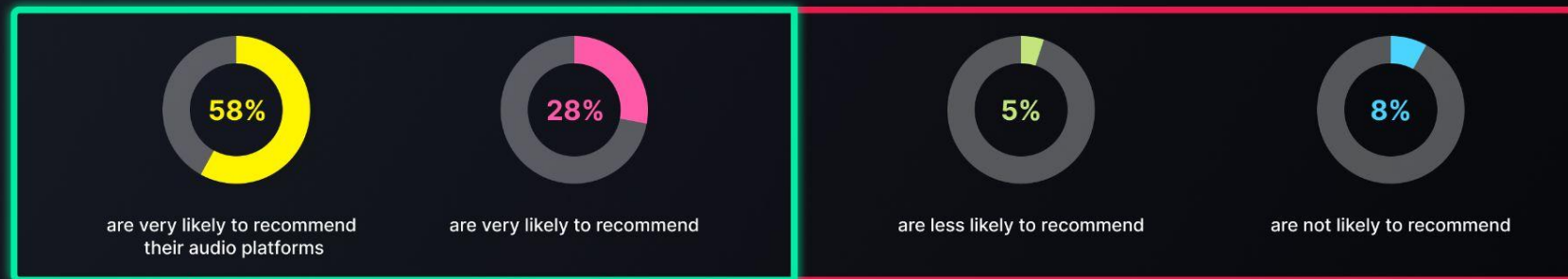
The findings emphasize the importance of building trust through authentic content recommendations. The low impact of influencers advocates for other recommendation vehicles in the audio landscape.

Audio as Mental Wellness Specialist

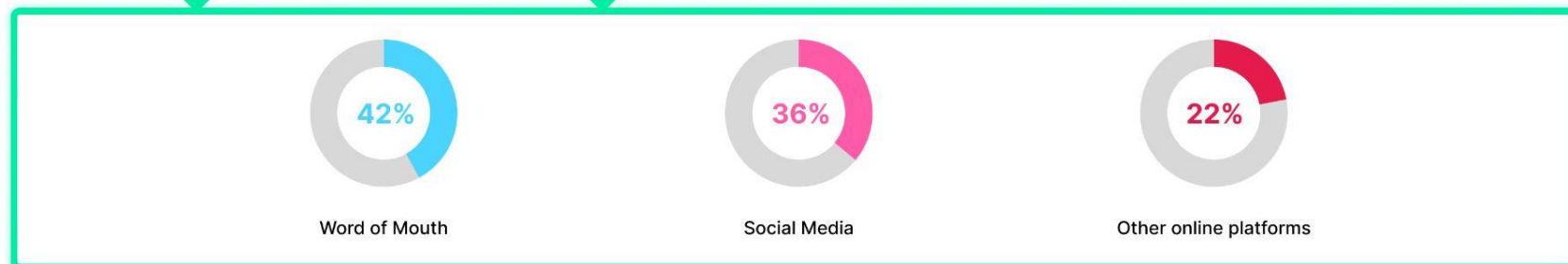
Audio is becoming more than just a source of entertainment; it's evolving into a valuable companion in our daily routines. Its role extends far beyond the joy it brings, serving as a versatile tool that actively contributes to various aspects of our lives. Whether it's providing stress relief after a long day, enhancing our ability to concentrate, or helping us steer clear of distractions, audio is proving itself as not just a pastime but a fundamental element for productivity and mindful living.



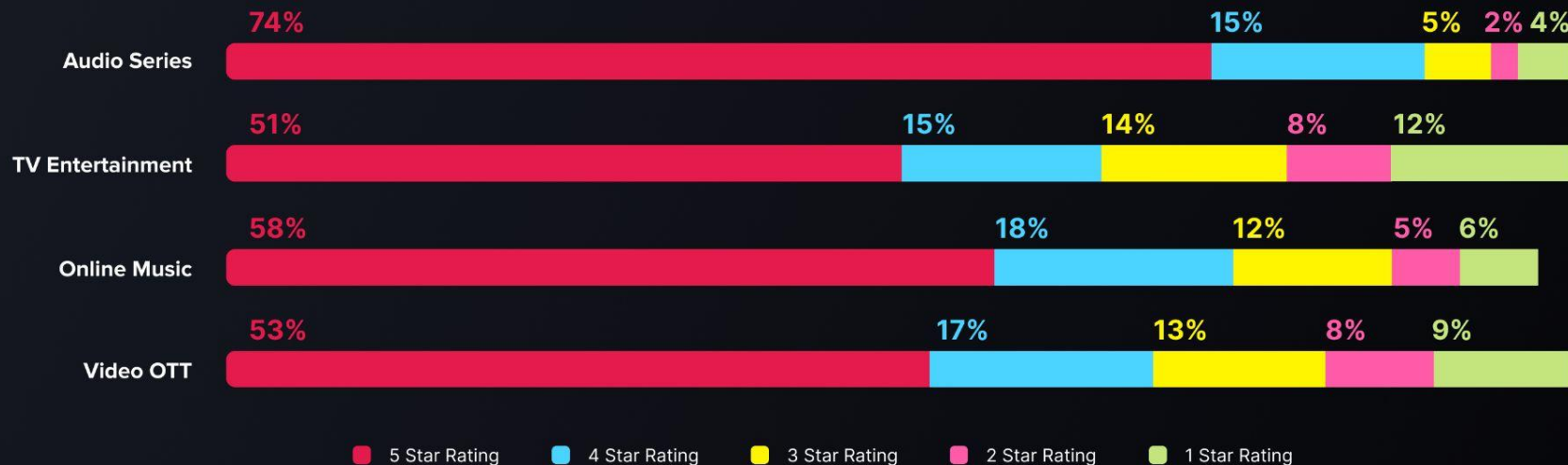
Audio Scores High in Users' Recommendation



User recommendations play a big role, especially through word of mouth and social media. It has become clear that personal networks significantly impact what users choose. More interesting is how strongly people endorse audio series with 5-star ratings.



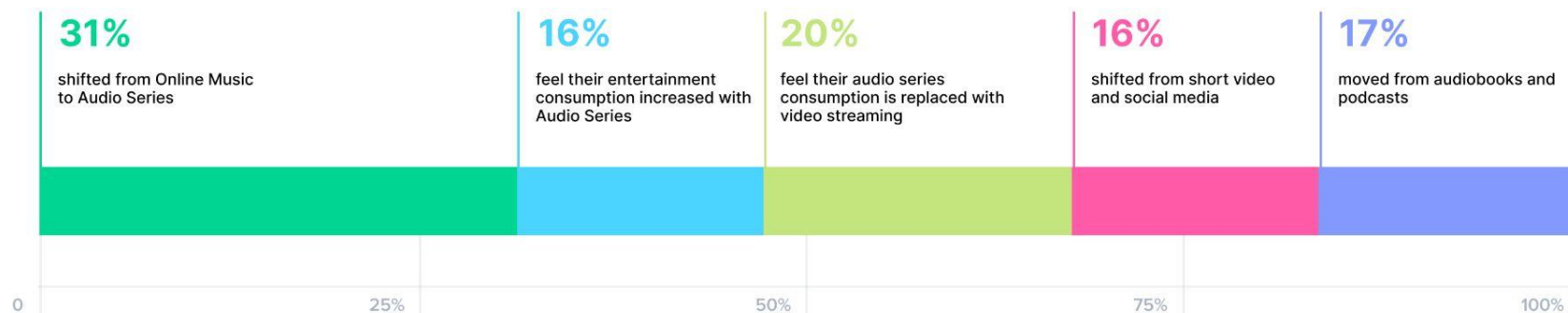
People love Audio Series the most



The insights also highlight a clear trend with audio series leading in user satisfaction indicating a significant shift in audience preferences, over traditional TV, video streaming services and online music.

How Audio Series created its own space

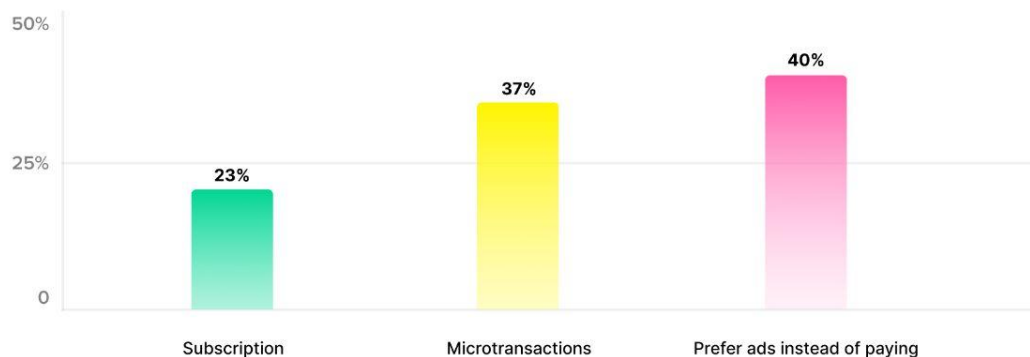
The way people listen to music and watch videos is changing, and it's not just stopping there. Audio series are becoming a big deal, shaking things up in how people enjoy entertainment. They're not only affecting music and video habits but also making an impact on other spoken-word content formats. In essence, audio series are like a powerful force, shaping and transforming how users connect with entertainment.



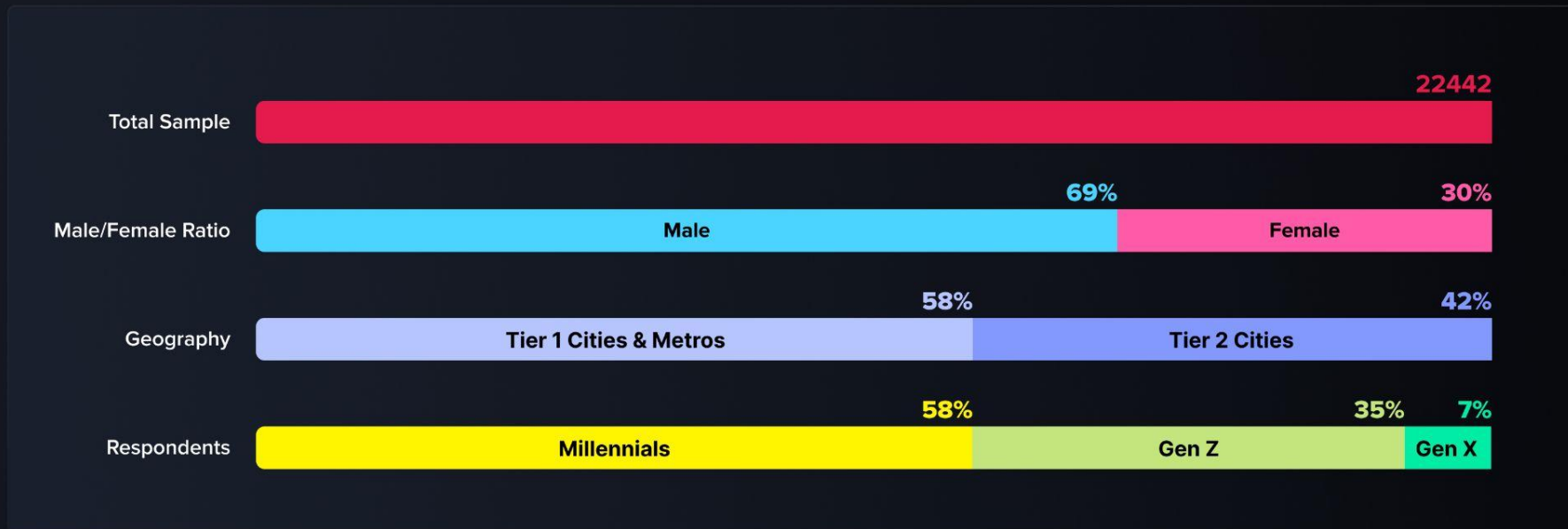
Mind the Monetisation

People really like subscription models, but now there's a new trend. More and more, we're seeing a preference for flexible pricing. This means moving away from fixed subscription fees and leaning towards a pay-as-you-go approach. Instead of paying a set amount every month or annually, users want to pay based on what they actually consume. It's all about being flexible and cost-effective, letting users pay only for what they want. This shift shows that people want pricing that fits their specific usage, making it more personalized and responsive.

- 23% inclined towards subscriptions.
- However, there is an increasing appetite to pay for individual episodes. 37% are open to pay for individual episodes.
- 40% are still not open to pay and will manage through ads and other promotions.



Methodology



28th October 2023

Survey Timeline

November 15, 2023

Key Insights and Trends

- Audio entertainment has a significant presence in India's daily lifestyle
- Indians love shorter episodes on audio too
- Audio content is not limited to smartphones, but also tablets, Smart TVs, and desktops indicating workplace, remote and leisure entertainment
- India loves audio entertainment for its storytelling factor
- India trusts platform recommendation and word of mouth for content recommendation.
- Influencers lack trust in the audio space for content recommendation.
- Audio is beyond entertainment and serves as a great productivity and mental wellness tool
- Audio Series emerging as the most loved content format, in comparison to any other entertainment category
- Audio Series success has come at the cost of video OTT, online music, and other audio categories like audiobooks and podcasts
- India prefers microtransactions more than subscriptions

THANK YOU