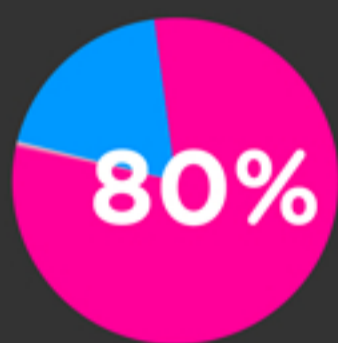


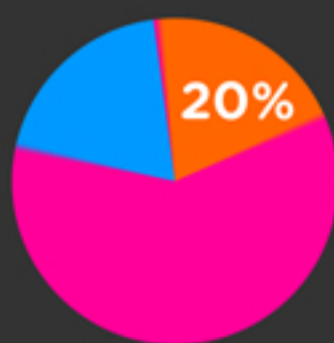
KIDS LISTEN

In our inaugural survey, we asked 400 parents to tell us about their kids' listening habits. Here's what we found out.

KIDS LISTEN... AGAIN AND AGAIN.



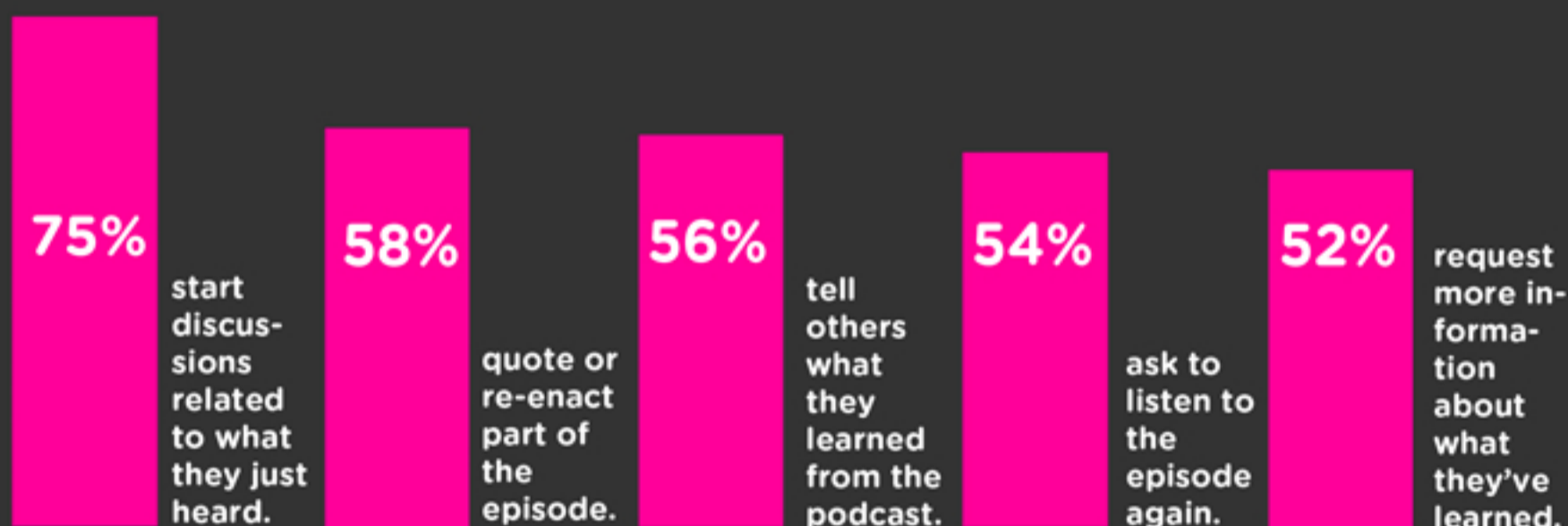
80% of kids listen to a single podcast episode more than once.



20% of those kids listen to a single podcast episode *more than ten times*.

KIDS LISTEN... AND THEN DO.

After listening to a podcast, kids:



KIDS LISTEN... FREQUENTLY.



1/2 of kids listen to at least one podcast each week.



1/3 of kids listen to a podcast *every day*.