



# Pocket FM

#1 Audio Series Platform



# World's leading Audio Series Platform

Pocket FM is the world's largest audio series platform, with a global community of over **250 million listeners**.

A platform that has redefined **audio storytelling** by pioneering the audio series category and bringing it into mainstream entertainment with its episodic storytelling format.



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Hypothesis was to validate engagement/retention of audio entertainment through serialized fiction.

## Insights:

Binge listening drives higher engagement.  
Serialized nature drives habit formation.

425,000+

Hours of content

14B+

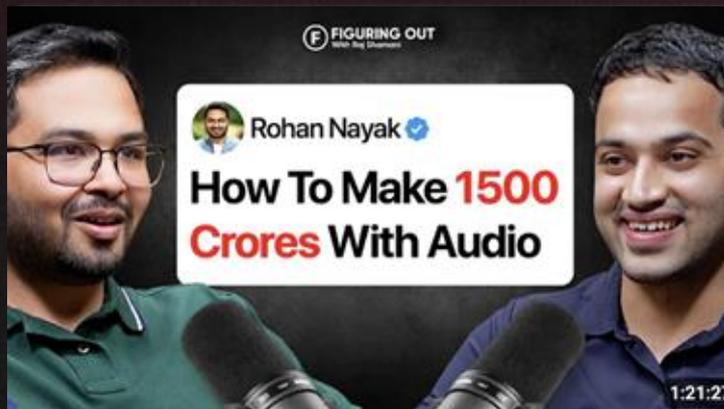
Average monthly streaming

125 min+

Daily listening time

250M+

Listeners



# We are an audio series platform

Not an audiobook or podcast platform.

Short Form  
Entertainment



Long Form  
Entertainment

Video  
Format



Audio  
Format

Whitespace  
in audio  
entertainment



Audiobooks (Books) and Podcasts (Talk/Conversational content) are

**Not Entertainment**

# When do audiences listen to us?



# Top Global Blockbusters



**2.5B+** plays



**2B+** plays



**1.6B+** plays



**1.3B+** plays



**1.1B+** plays



**935M+** plays



**700M+** plays



**520M+** plays



**480M+** plays

# Top shows in Germany



**55M+** plays



**25M+** plays



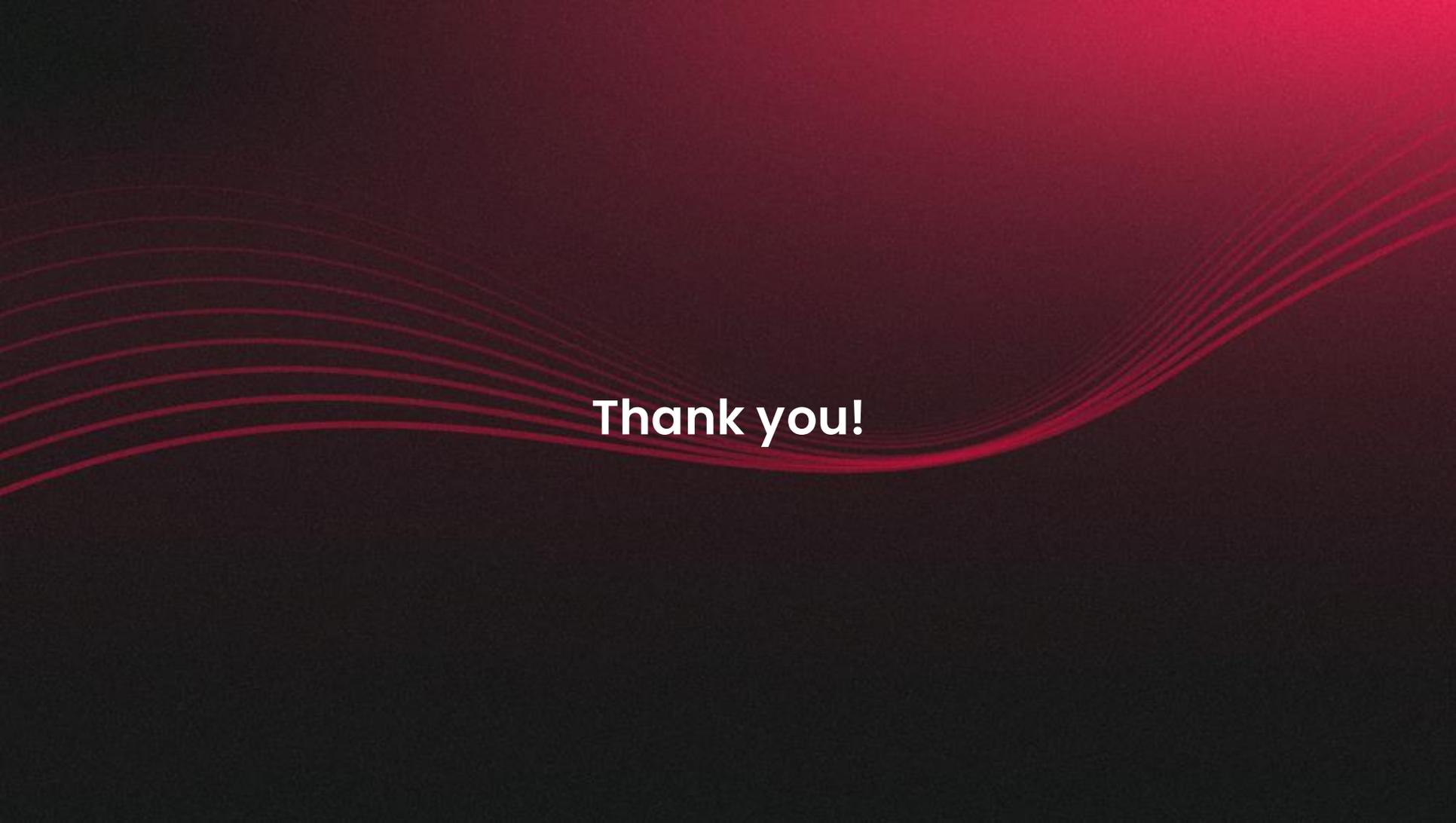
**20M+** plays



**15M+** plays



**15M+** plays



**Thank you!**