

The Power of Podcasts in De-Stigmatization and Raising Awareness around MBS

Marco Bueter, MD, PhD

m.bueter@spitalmaennedorf.ch

1. Personal context

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- (1) Bariatric Surgeon in CH
- (2) Co-Host of the german-speaking podcast «Adipodcast»
- (3) GOAL: Raise awareness that obesity is a chronic disease and highlight the stigma affecting patients and therapies alike



Apple
Podcasts



DEEZER

2. Why new media? Why Podcasting?

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This is where people get their information today!

2. Why new media? Why Podcasting?

Global audience: ~584 million people worldwide listen to podcasts in 2025 (growth +6.8% vs. 2024).

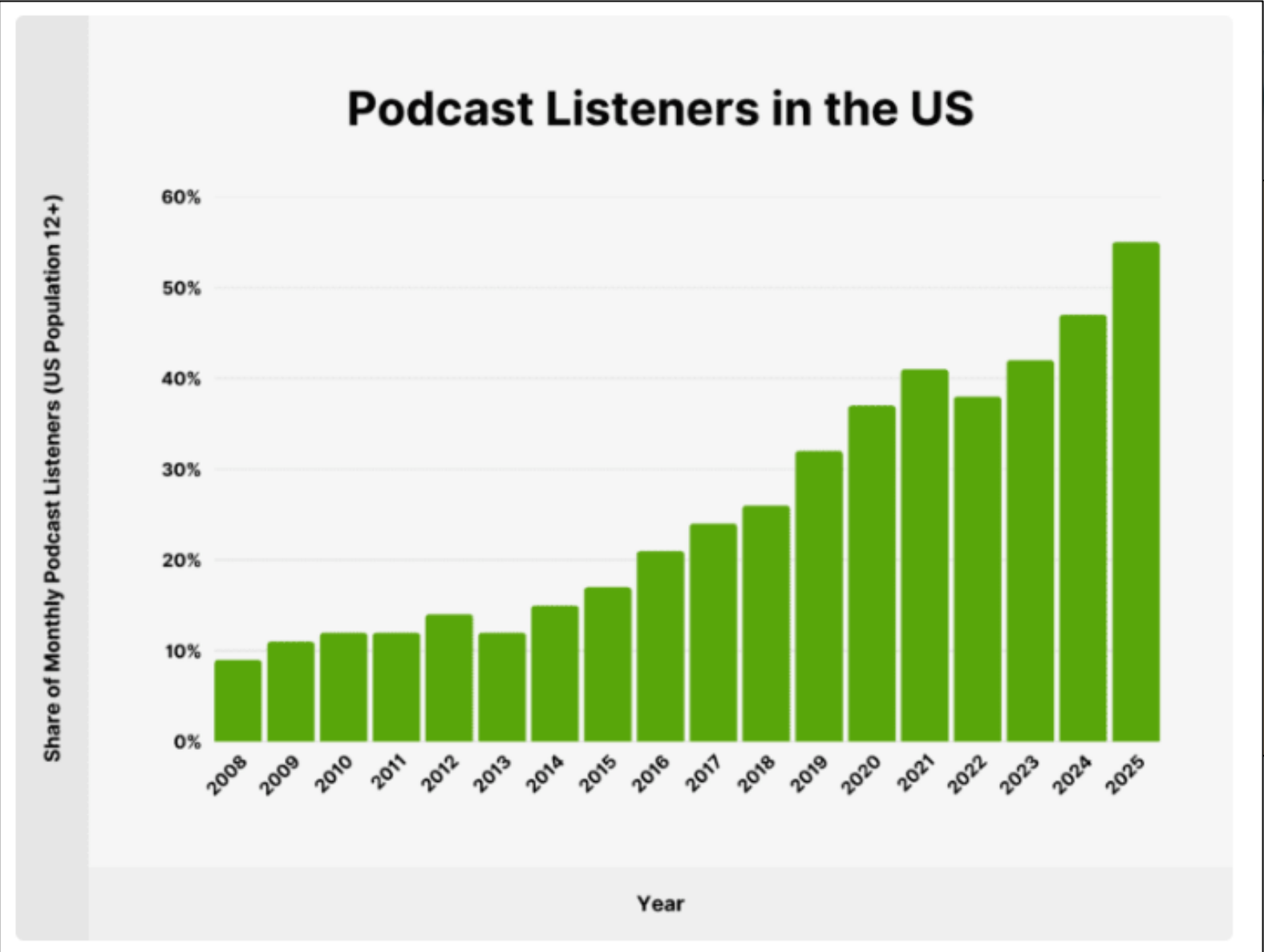
👉 *Backlinko, Podcast Statistics 2025* (backlinko.com)

United States: ~158 million Americans listen monthly (≈55% of population 12+).

👉 *Podcaststatistics, 2025* (podcaststatistics.com)

2. Why new media? Why Podcasting?

Global a
👉 Back
United S
👉 Podc



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👉 *Podcaststatistics, 2025* (podcaststatistics.com)

Weekly listening: Average ~7 hours per week.

👉 *Prioridata, 2025* (prioridata.com)

Devices: 86% listen on smartphones → “on the go” is the default.

👉 *Podcaststatistics, 2025* (podcaststatistics.com)

2. Why new media? Why Podcasting?

Global audience

👉 Backlink

United States

👉 Podcast

Weekly list

👉 Prioritization

Devices: 8

👉 Podcast

Devices	User Share
Apple iPhone	62.1%
Android Phone	22.8%
Windows Computer	6.8%
Apple Computer	1.6%
Apple iPad	1.0%
Amazon Smart Speaker	0.6%
Android Tablet	0.2%
Google Chromebook	0.1%

...8% vs. 2024).

2. Why new

Podcast downloads shared on different platforms in 2024 are stated in the table below:

Platform	Downloads share
Apple	70.8%
Spotify	8.9%
iHeartRadio	3%
Alexa	2.3%
Overcast	1.6%
Stitcher	1.3%
Amazon Music	1.2%
Google Podcasts	1.2%
Podcast Addict	1.1%
Castbox	1.0%
Chrome	1.0%
Pocket Casts	0.9%
Other	5.9%

Global audience:

👉 *Backlinko, M*

United States:

👉 *Podcaststatis*

Weekly listening:

👉 *Prioridata, 2*

Devices: 86%

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with +6.8% vs. 2024).

3. Political Case Study – Power of Reach



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POLITICS

The Trump revolution will be podcasted

The future of American politics is being hashed out on podcasts.

by **Christian Paz**
Updated Feb 27, 2025, 12:01 PM GMT+1



Joe Rogan, center, and Donald Trump, right, during a UFC event at Madison Square Garden in November 2024. Jeff Bottari/Zuffa LLC



Trump's Podcast Reach Exceeded Harris's in 2024 Campaign

Average Weekly Reach of Podcasts Where Candidates Appeared

Podcasts Trump appeared on reach **23.5 million** Americans 18+ in an average week

Podcasts Harris appeared on reach **6.4 million** Americans 18+ in an average week

Source: Edison Podcast Metrics Q3 2024 (7/23/2024 - 9/30/2024)



3. Political Case Study – Power of Reach



POLITICS
The
The futu
by Christian P
Updated Feb 27, 2

Comparison Table: Campaign Strategies

ASPECT	TRUMP CAMPAIGN	HARRIS CAMPAIGN
Key Channels	Influencers, podcasts, social media ads	Door-knocking, email outreach
Message Style	Dynamic, audience-specific	Generalized, grassroots
Engagement	Viral content, high social media engagement	Limited scalability
Platform Choices	<i>The Joe Rogan Experience</i> , Instagram, TikTok	Traditional in-person events



Joe Rogan, center, Bottarzi/Zuffa.com

Source: Edison Podcast Metrics Q3 2024 (7/23/2024 - 9/30/2024)


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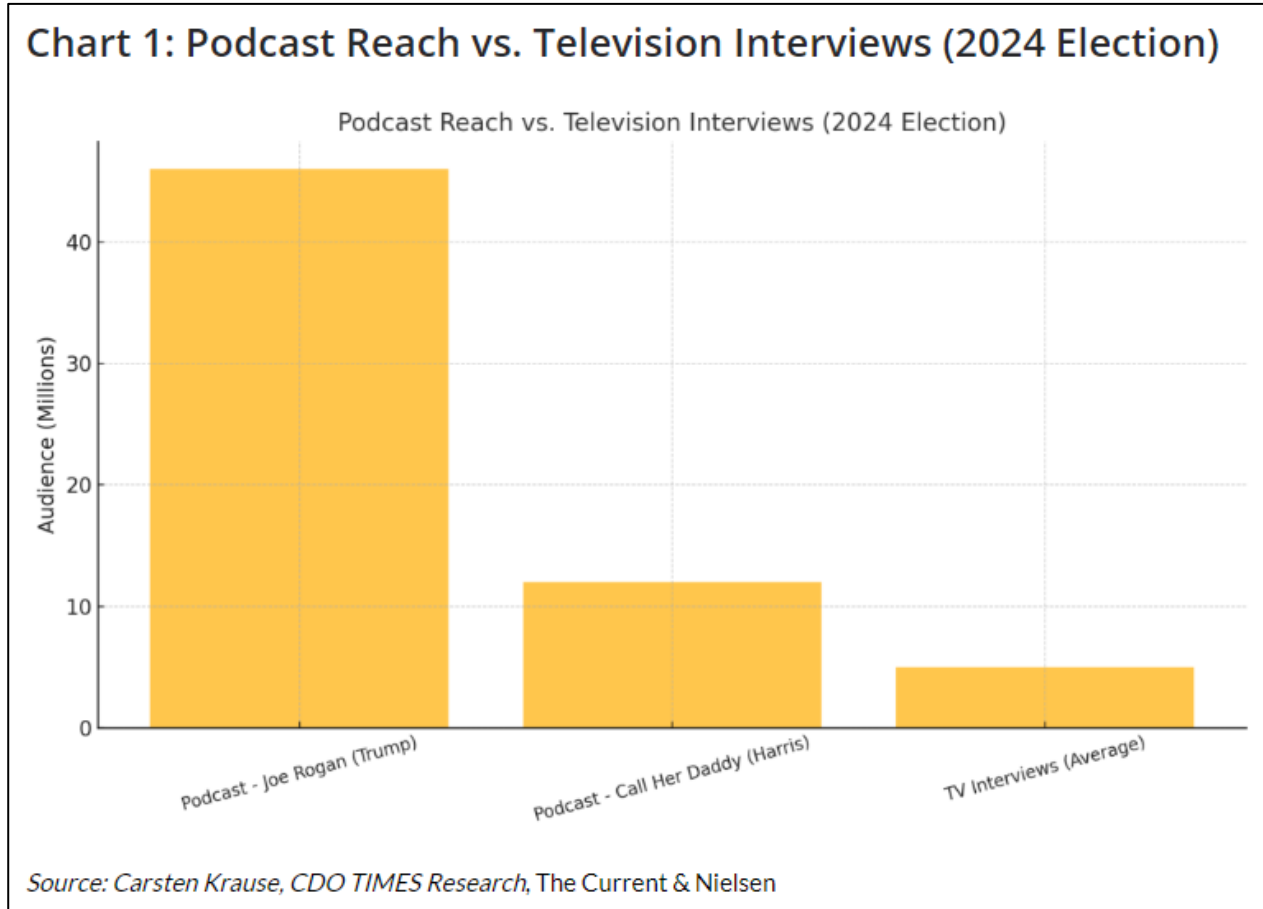
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- **Trump campaign example:**
 - Appeared on *The Joe Rogan Experience* → 26M YouTube views within 24 hours, >41M total.
 - 👉 *Wikipedia / JRE* ([The Joe Rogan Experience – Wikipedia](#))

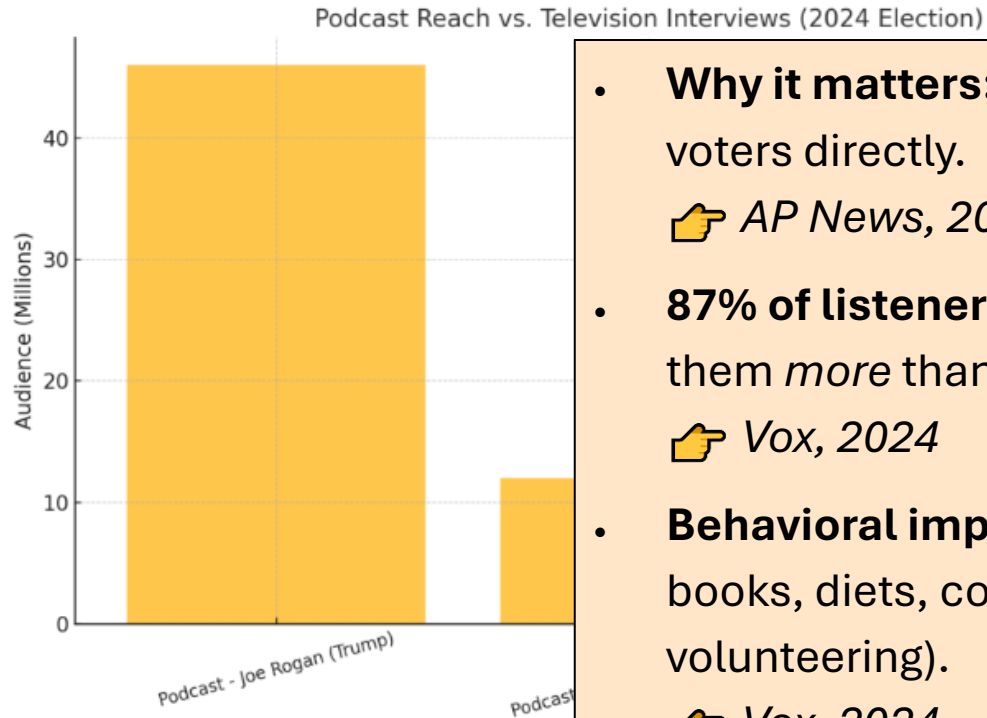
4 - 9/30/2024)

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Chart 1: Podcast Reach vs. Television Interviews (2024 Election)



- **Why it matters:** Candidates bypass traditional fact-checked media and reach voters directly.
👉 *AP News, 2024*
- **87% of listeners** consider podcasts mostly accurate; ~1/3 trust them *more* than traditional media.
👉 *Vox, 2024*
- **Behavioral impact:** Over 50% acted on podcast recommendations (films, books, diets, courses); ~10% engaged in political action (donations, volunteering).
👉 *Vox, 2024*

Source: Carsten Krause, CDO TIMES Research, The Current & Nielsen

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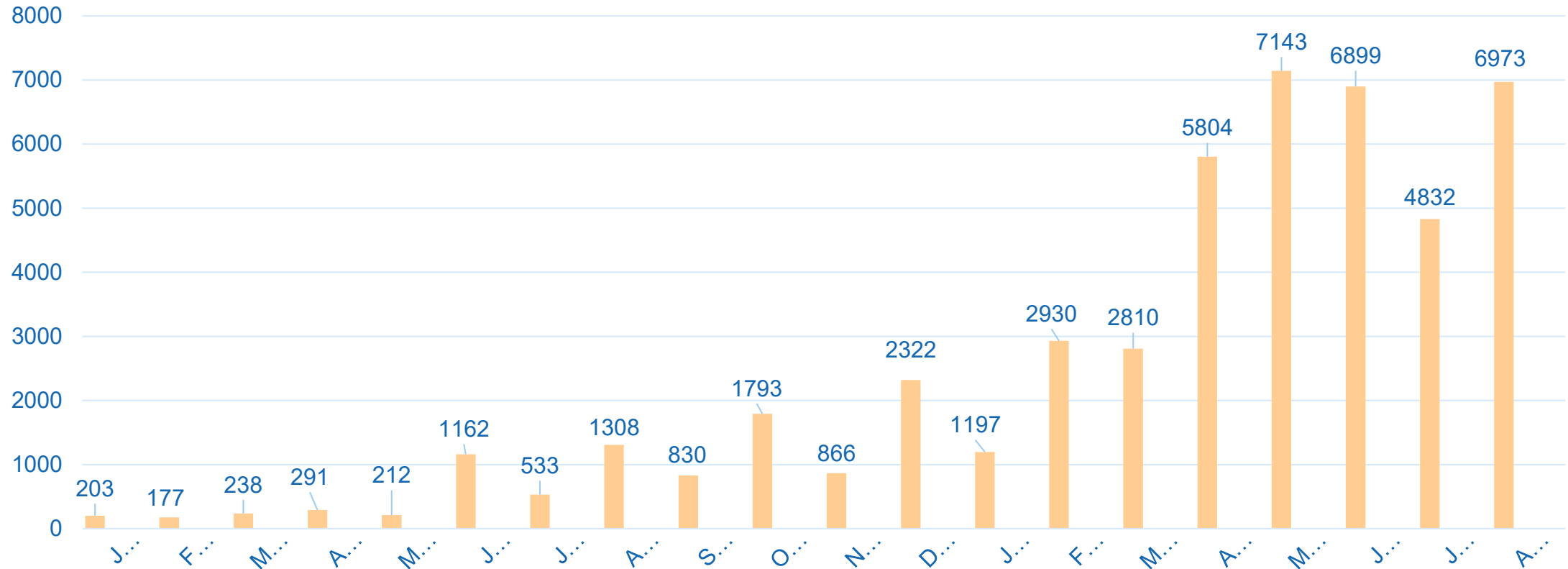
Why This Matters for Medicine & Bariatrics

- Podcasts = **reach + trust + intimacy**.
- Low-barrier, high-engagement medium → people consume while living their daily lives.
- Ideal for **destigmatizing obesity** and **humanizing treatments** (surgery, medications).
- The *Adipodcast* (since 2020, 42 episodes) demonstrates this: combining expert voices with patient perspectives strengthens credibility and empathy.

👉 *Adipositas Zürich – Adipodcast* (adipositas-zuerich.letscast.fm)

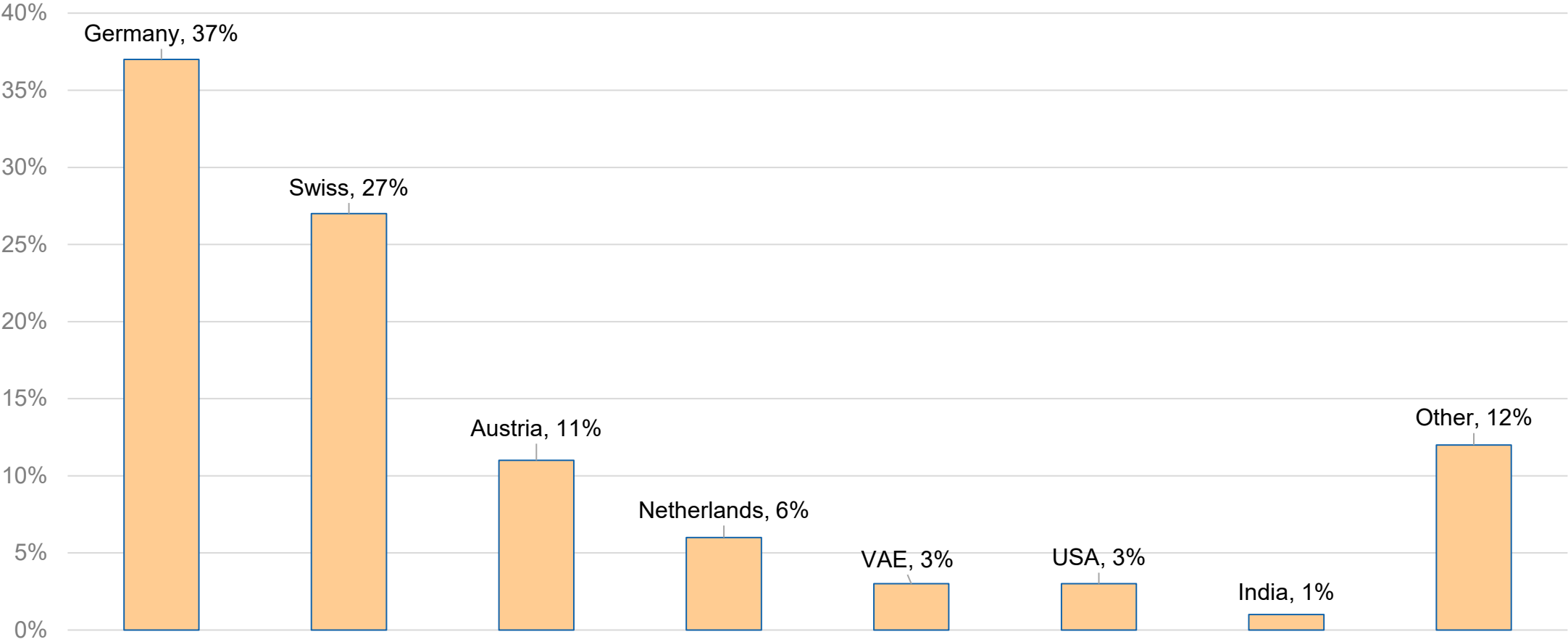
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Total number of monthly unique listeners



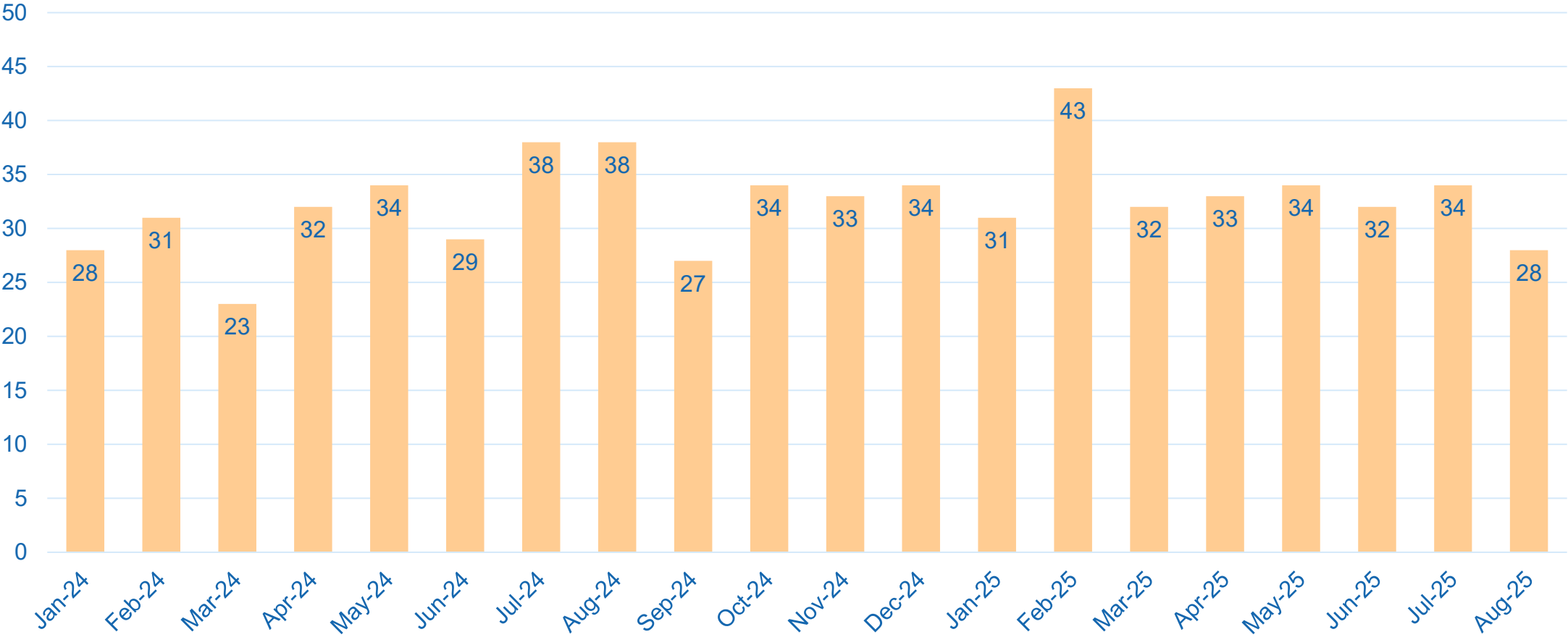
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Listeners by countries



4. The Adipodcast – A Case from Medicine

Average listening time in minutes



5. Strength of the Format



5. Strength of the Podcast-Format

Participation

Not a one-way street; inclusion of patients changes tone and credibility

Depth & Context

Longer conversations enable nuanced understanding (vs. short news clips)

Low threshold

People listen while driving, cooking, walking – information fits daily life

Destigmatization

By normalizing the conversation, the podcast helps counteract internalized and external stigma

6. Summary



7. Outview

7. Outview



7. Outview



THE OBESITY PODCAST

DECODING A CHRONIC DISEASE



Johnson & Johnson