



The Podcast Landscape

And opportunities to monetize it.









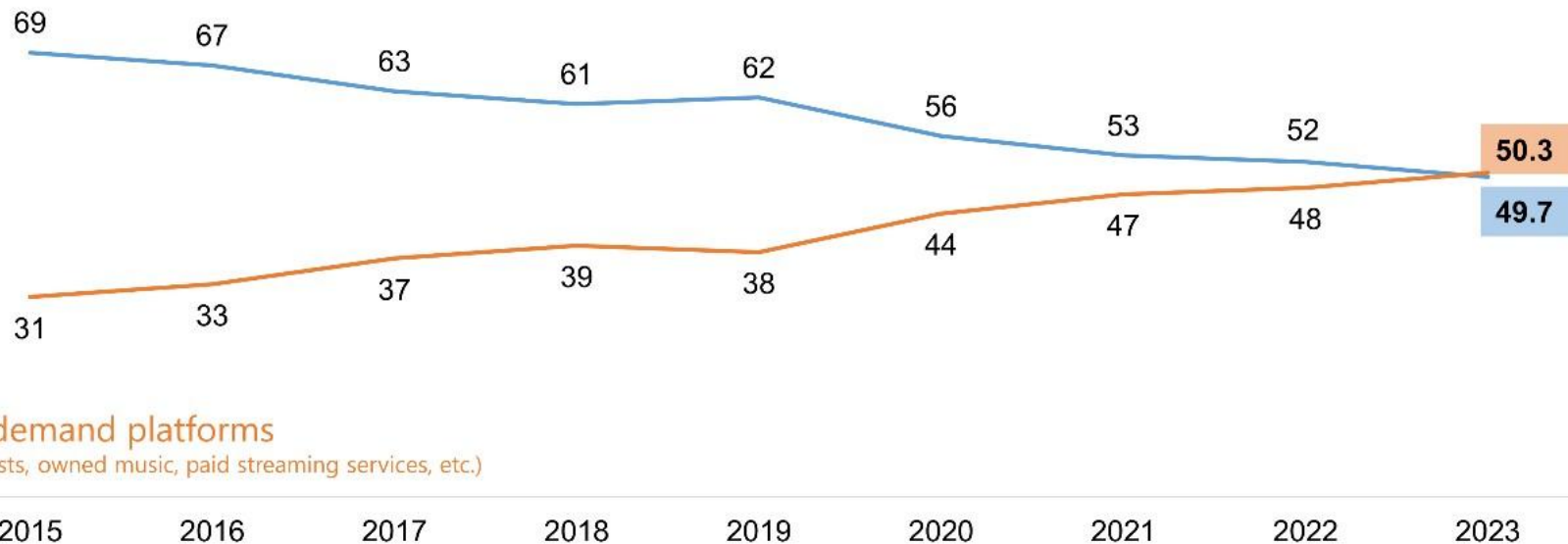


Americans are now spending more time with on-demand platforms than with linear

Share of all audio listening

Linear platforms

(OTA radio, radio streams, radio services, etc.)



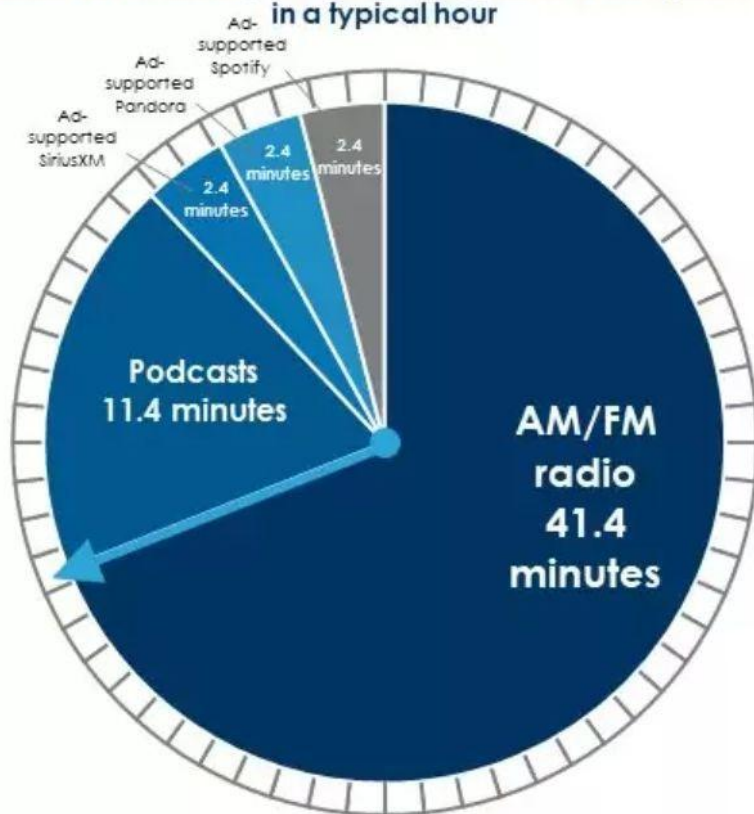
On-demand platforms

(Podcasts, owned music, paid streaming services, etc.)

Includes all audio sources

Edison Research Share of Ear © 2015-2023

Number of minutes spent with ad-supported audio platforms in a typical hour



How to read: In an hour of ad-supported audio, listeners spend 11.4 minutes with podcasts.

“Podcasting is just another name
for how we consume information aurally,
and that’s only going to grow in size and reach.”

-
- Ben Shapiro

< > Podcast Charts



The Joe Rogan Ex...
Joe Rogan



Strike Force Five
Strike Force Five



We're Here to Help
Jake Johnson and
Gareth Reynolds



New Heights with ...
Wave Sports +
Entertainment



Huberman Lab
Scicomm Media



The SCP Experience
Dr. NoSleep



anything goes wit...
emma chamberlain



Crime Junkie
audiochuck



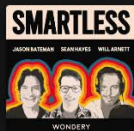
This Past Weeken...
Theo Von



The Broski Report ...
Brittany Broski &
Audioboom Studios



The LOL Podcast
Cash, Maverick, Kate,
Harper



SmartLess
Jason Bateman, Sean
Hayes, Will Arnett



Distractable
Distractable



The Daily
The New York Times



The Mel Robbins P...
Mel Robbins



The President's Da...
The First TV



Heart Starts Poun...
Heart Starts Pounding



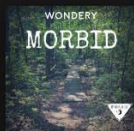
Rotten Mango
Stephanie Soo &
Ramble



Club Random with...
Bill Maher



Fantasy Footballer...
Fantasy Football



Morbid
Morbid Network |
Wondery



Shawn Ryan Show
Shawn Ryan | Cumulus
Podcast Network



Scamanda
Lionsgate Sound



Up First
NPR



Bad Friends
Andrew Santino and
Bobby Lee



Handsome
Tig Notaro, Fortune
Feimster, Mae Martin



2 Bears, 1 Cave w...
YMH Studios



The Jordan B. Pet...
Dr. Jordan B. Peterson



Call Her Daddy
Alex Cooper



Date Yourself Inst...
Lyses Boss

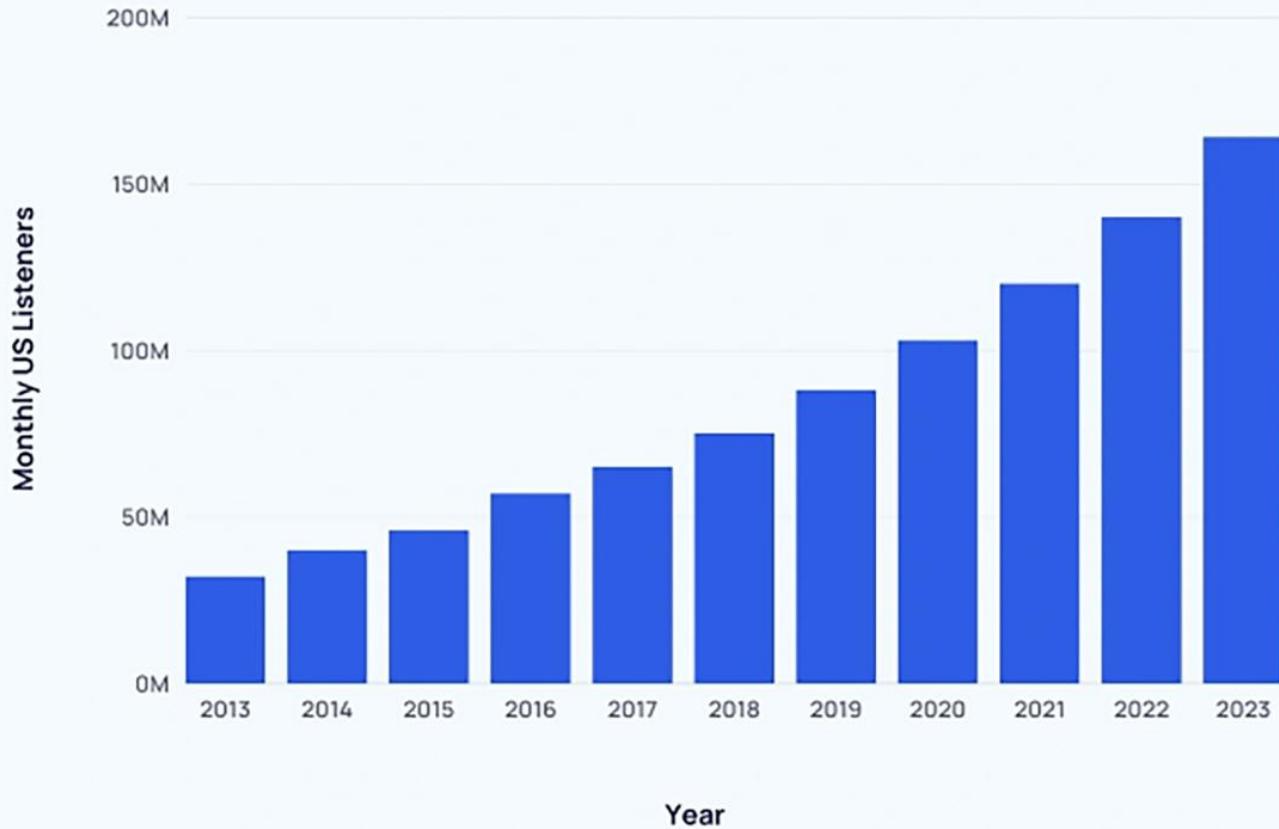


Over My Dead Body
Wondery



Dateline NBC
NBC News

US Podcast Listeners



From explodingtopics.com

Who listens to podcasts?

42% of Americans 12+ listened in the last month

46% are in the 13-34 demo

36% are 35 to 54

18% are 55+

Stats from Sirius/XM

Who listens to podcasts?

57% are employed full-time

53% have a college degree (or higher)

44% have Household Income over \$75k

THE ENTERTAINER

This is where comedy and entertainment collide. Looking to be in the know, these listeners seek out podcasts that provide insight into their favorite film and television series and stars. Primarily highly educated, married men and women, they're pop culture enthusiasts who love to travel and never miss an episode of their favorite TV show.

INTERESTS

- 86% **have** a premium ad-free streaming video service subscription
- 62% **travel** for vacation
- 92% **listen** to most or every episode



EXAMPLE SHOWS



How Did This Get Made?



Jeff Lewis Has Issues



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PERFECT FOR

MEDIA/BOOKS

ENTERTAINMENT

TRAVEL & TOURISM

RETAIL

From the Sirius/XM 2023 Podcast Trends Report

GENDER



Male

GENDER



Female

AGE



25-44

EDUCATION



Bachelors
or higher

MARRIAGE



Married

HHI



\$100k+

94%

Comedy or News podcast listeners
who take action after hearing a podcast ad.

Stat from Sirius/XM

48%

Podcast listeners who have **purchased**
at least one podcast-advertised product.

Stat from [Voices.com](https://www.voices.com)

76%

Podcast listeners who can recall at least one advertised
product, service, or organization

81%

Podcast listeners who pay more attention to podcast ads
than radio or TV commercials, outdoor, or digital ads.

Top Podcast Genres

Comedy

Society & Culture

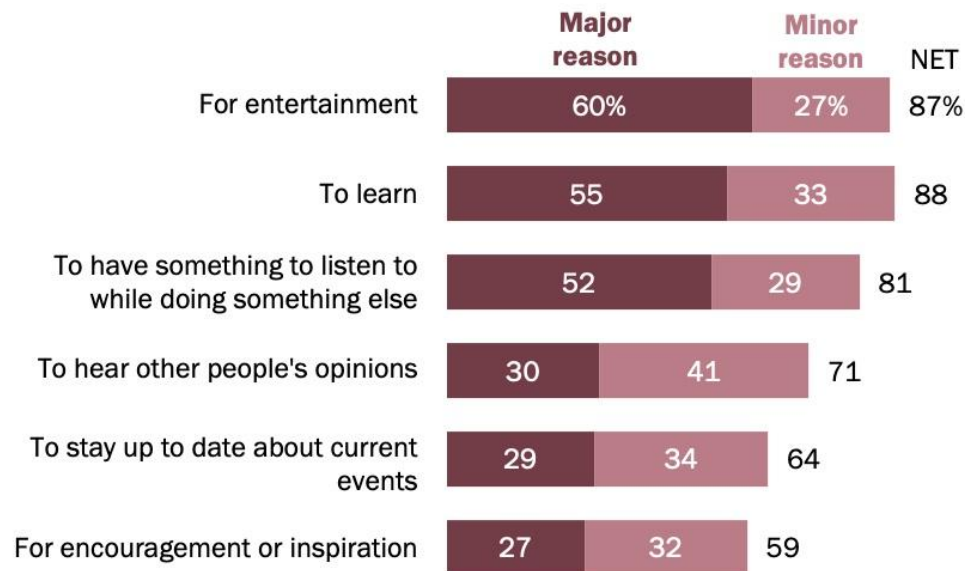
News

True Crime

Sports

Learning and entertainment are among top reasons Americans listen to podcasts

% of U.S. podcast listeners who say each is a ___ they listen to podcasts



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.
"Podcasts as a Source of News and Information"

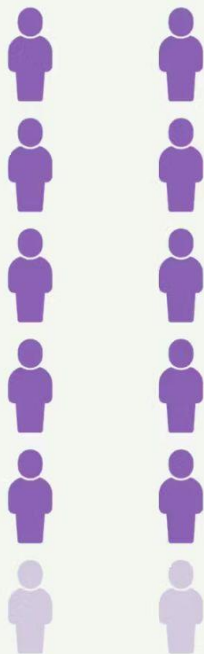
PEW RESEARCH CENTER



PODCAST LISTENERS IN THE UNITED STATES

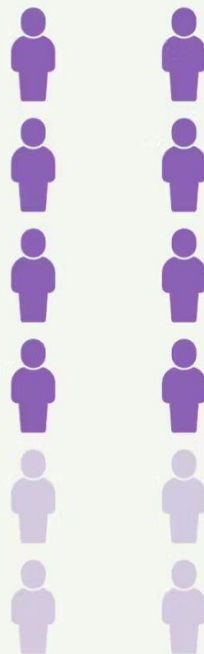
U.S. POPULATION AGES 12+

79%



79% are **familiar** with podcasting

62%



62% have **ever listened** to a podcast

26%



26% listen to podcasts **every week**

Source: Infinite Dial 2022

How long is a podcast?

It depends.

- Less than 10 minutes: 15%
 - 10–20 minutes: 15%
 - 20–40 minutes: 32%
 - 40–60 minutes: 21%
 - Over 60 minutes: 16%
-

How often to publish?

It depends.

- 0–2 days: 7%
 - 3–7 days: 33%
 - 8–14 days: 40%
 - 15–29 days: 19%
 - Over 30 days: 2%
-

Types of Podcast Advertising

Dynamically-Inserted Ads (DIA)

Embedded Ads (“live reads”)

Useful Ad Metrics

Impressions

Unique Downloads

Tracking Podcast Ad Effectiveness

Publisher ad dashboard

Emails from publisher

Non-publisher tracking companies

Turning Digits into Dollars: Option 1

Selling Podcast Ads Directly

Pros:

- Higher revenue
- Tailored ad campaigns
- Better relationships
- Full control

Cons:

- Resource intensive
- Limited reach
- Operational challenges

Turning Digits into Dollars: Option 2

Going Through a Podcast Ad Network

Pros:

- Larger advertiser pool
- Less hassle
- Guaranteed revenue
- Benefit from expertise

Cons:

- Revenue sharing
- Less control
- Potential for non-relevant ads

Who should be podcasting?

Stations

Your Clients (brands, businesses)

Savvy salespeople!

Good Sources of More Information

- Edison Research
- Podtrac
- PodNews
- PodcastAxis.com

Thank You for Watching!

Andy@PodcastAxis.com