

**LEBANON &  
LEVANT  
PODCASTING  
REPORT  
2020**



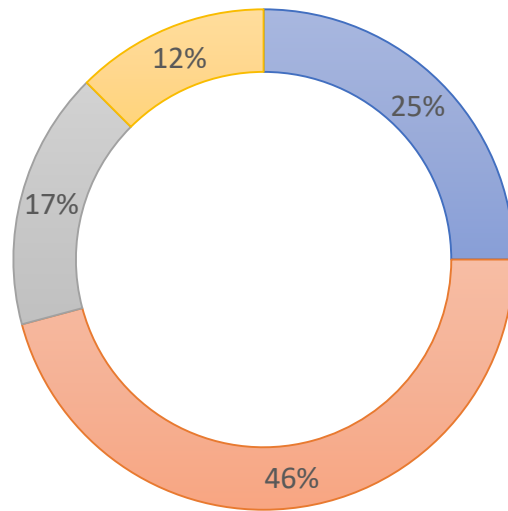
**MARCH 2020**

# OVERVIEW

This initial report walks you through the sudden rise of **the podcasting scene** in **Lebanon** and the **Levant** region

After heavily researching behavior, preferences and topics, here are the **insights** we have collected

# PREFERRED PLATFORMS



■ Spotify      ■ Apple Podcasts  
■ Google Podcasts   ■ Others

**Apple Podcasts** take the lead where over 48% of consumers are using iOS

**Spotify** falls back to **Apple**, followed by **Google Podcasts** and all other podcast players

Users however find it **difficult** to discover **Arabic** content or podcasts produced in the region

# THE NEED FOR DIVERSE ARABIC CONTENT

Less than **100** podcasts are produced within the **Levant** region

Over 70% of the shows produced have **poor** sound quality

Most podcasts being produced now are **talk-shows** that require very little editing or shows where gamers discuss the latest **video games**

# LOCAL CONTENT

48% of listeners express their desire to listen to **local content** but don't do so

40% of non-listeners say they **will** listen to local content if the **quality** was **good**

# UNFAMILIARITY

42% of people **do not know** what a podcast is

61% of them said they would listen if someone **guides** them

# CONTENT CREATORS

Content creators are building a hype around podcasting and are starting to **massively** produce new shows

Social Media influencers, radio hosts as well as trainers and educators are **transforming** their content into podcasts

Local brands are starting to follow the foot-steps of US based brands in producing their own **branded podcasts**

**Story-tellers** have found podcasting to be the most effective medium for their narrative style

# LISTENERS



University **students** who love exploring new topics



**Commuters** spending hours on the road



Sports and comedy **fans**



At-home **parents** who can listen to their favorite shows while completing chores and **multitasking**



People who always want to read new books and explore new ideas but **do not have the time to read**



# BEHAVIOR & DEMOGRAPHICS



Males 58% - Females 37%



23 - 42



Android 51% - iOS 42%



Bachelors Degree or Higher  
Masters Degree or Higher  
PhD



There are dozens of categories, topics and themes to choose from. But the most consumed topics are **Comedy**, **Health & Fitness**, **Sexuality**, **Politics** and **Cultural Stories**

# POPULAR APPS



# WHY THE SUDDEN HYPE

Busy lifestyles make it easier for people to consume audio without **distractions**

The lack of personalized and interesting content pushed consumers to **on-demand** audio consumption

Brands are speaking directly to their **customers**

Podcasters are building their audience base to convey a **story**

**Marketing spending** into podcasting is expected to rise drastically by 2025

# POPULAR PUBLISHING PLATFORMS



**Sound Cloud**



**BuzzSprout**



**Libsyn**



**YouTube**

# MONETIZATION

Less than 6% of independent podcasters have generated **revenue** from their podcast

Podcast **networks** generate revenue through selling ad spaces within their podcasts or through sponsorships

The US Podcast Ad Market is valued around \$1 billion. **MENA** market has merely lived up to 1% of that market

# PODCAST NETWORKS

## LEVANT



## MENA





**MENA'S  
LEADING  
PODCASTING  
PLATFORM**

<https://podio.media/>

<https://getpodio.com/>