

James Cridland Editor, podnews.net

In the last twelve months





BREAKING: Spotify buys Gimlet and Anchor



Not a very good week

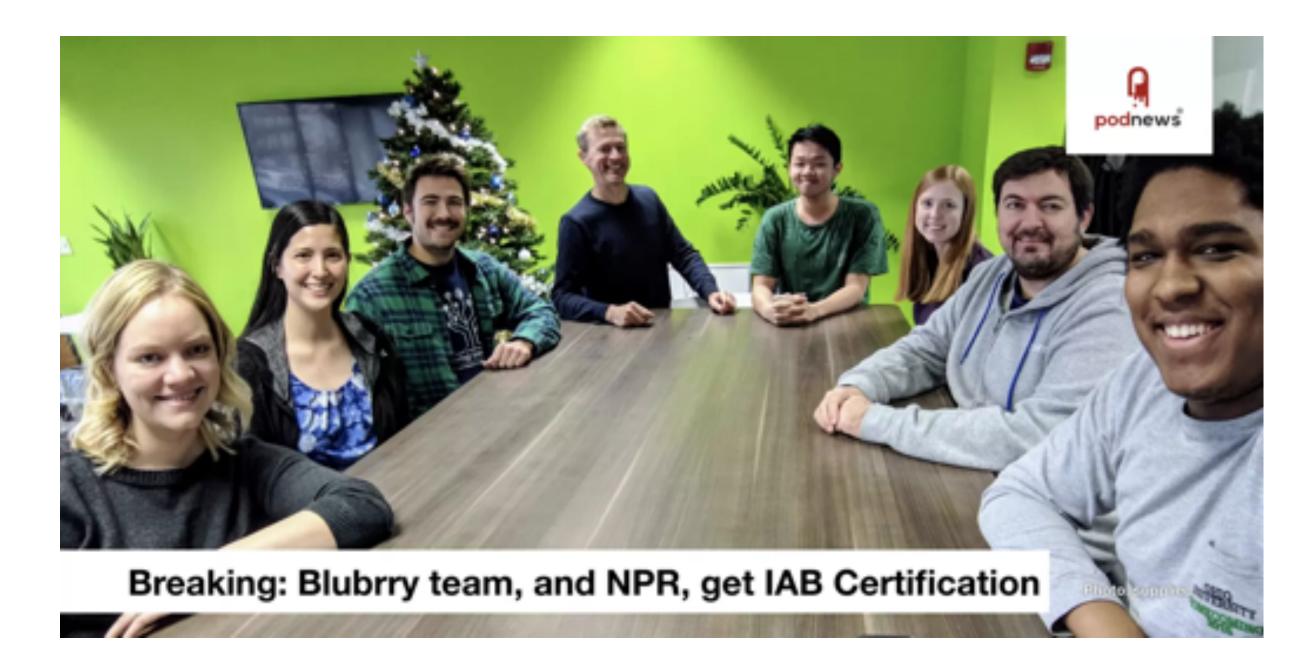
Using a proxy to request podcasts, breaking stats and dynamic advertising

Truncating show notes and removing donation links

Incorrectly crediting podcasters using the wrong information

Disguising podcast downloads made by the app and RSS requests

Increasingly deserted by large podcast publishers















As of last Friday, there were

741,600 podcasts in Apple Podcasts





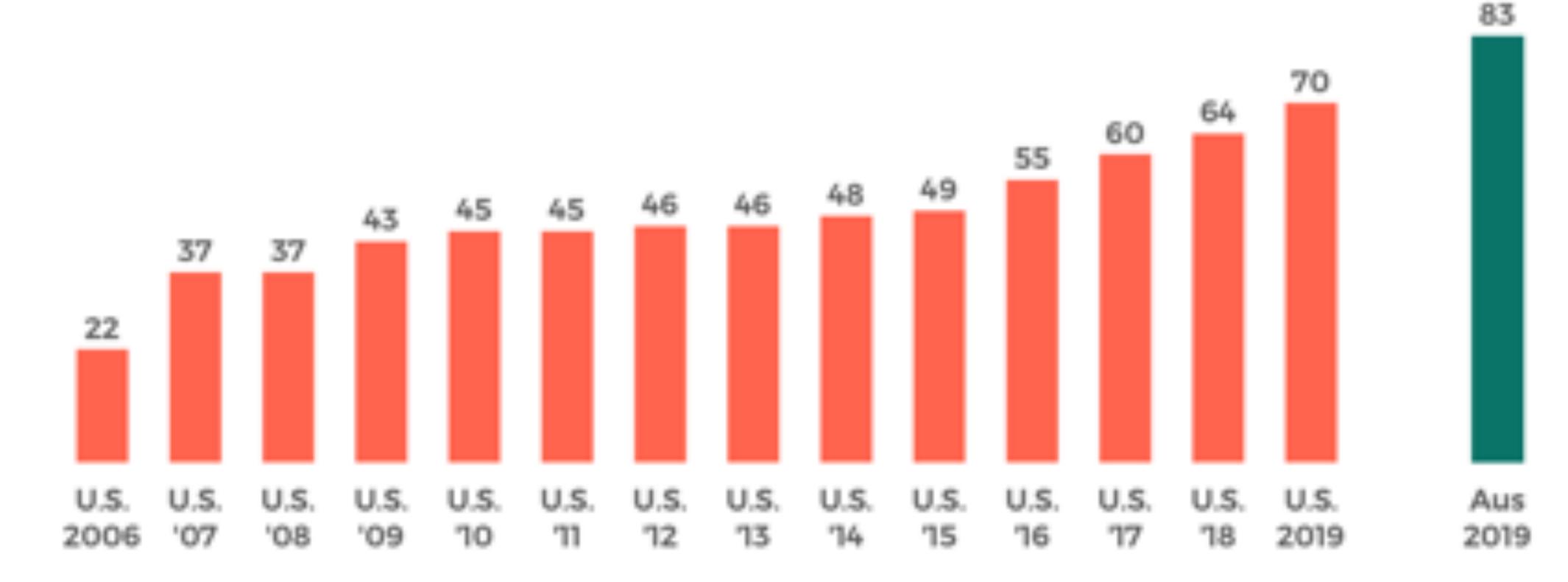




Podcasting Awareness

TOTAL POPULATION 12+

% AWARE OF POOCASTING

















Weekly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A POD-CAST IN LAST WEEK

Estimated 62 Million

22







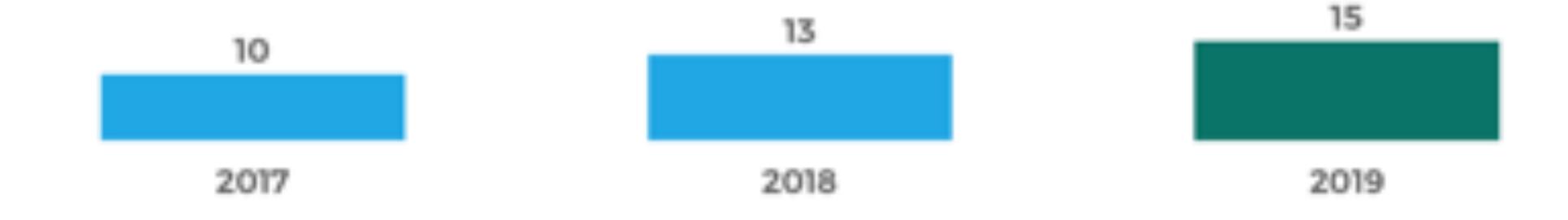




Weekly Podcast Listening

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK









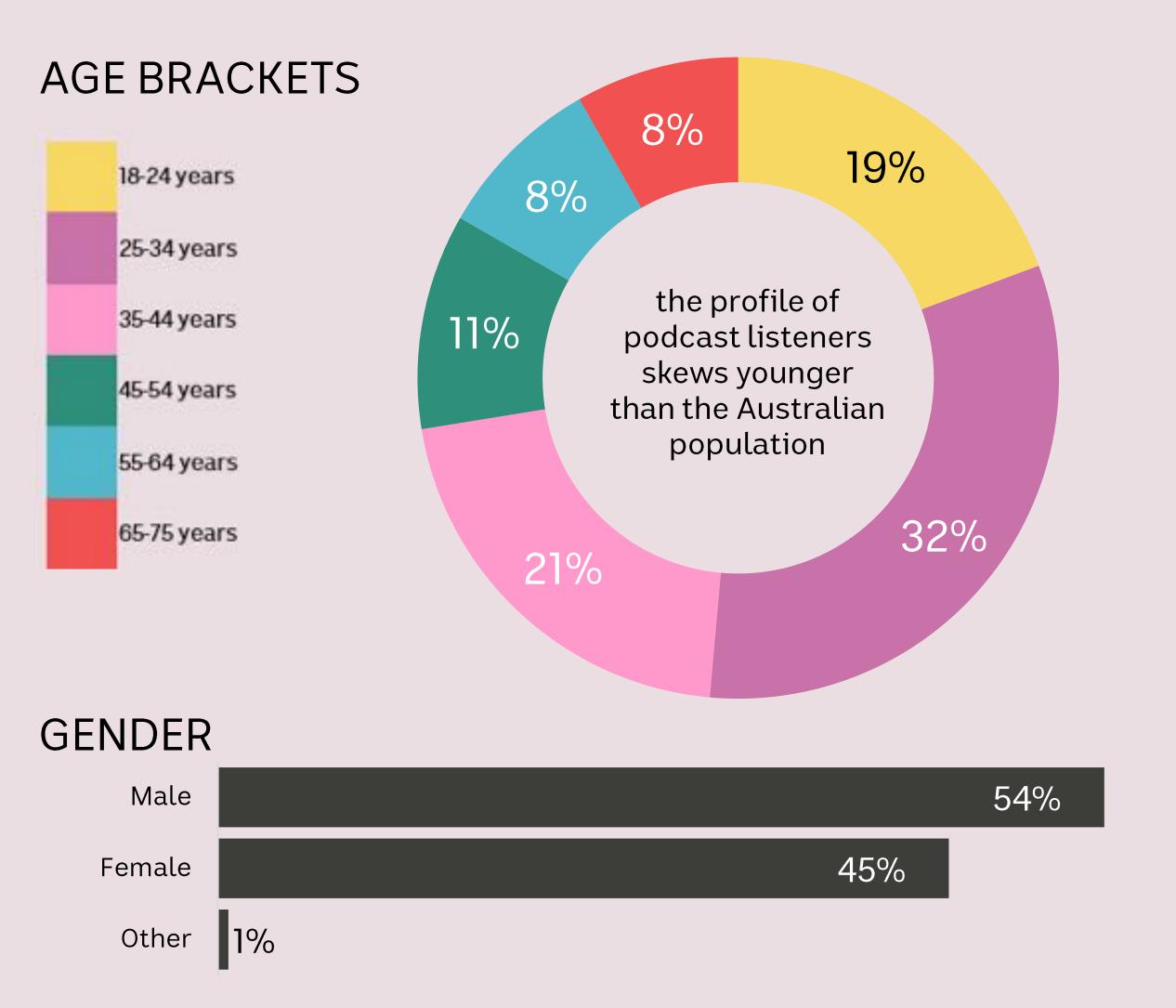




PODCASTING IS AN EFFECTIVE WAY

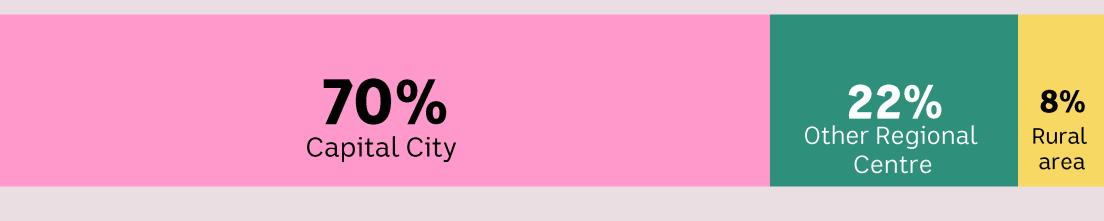
TO REACH YOUNG AUSTRALIANS () () () () () ()

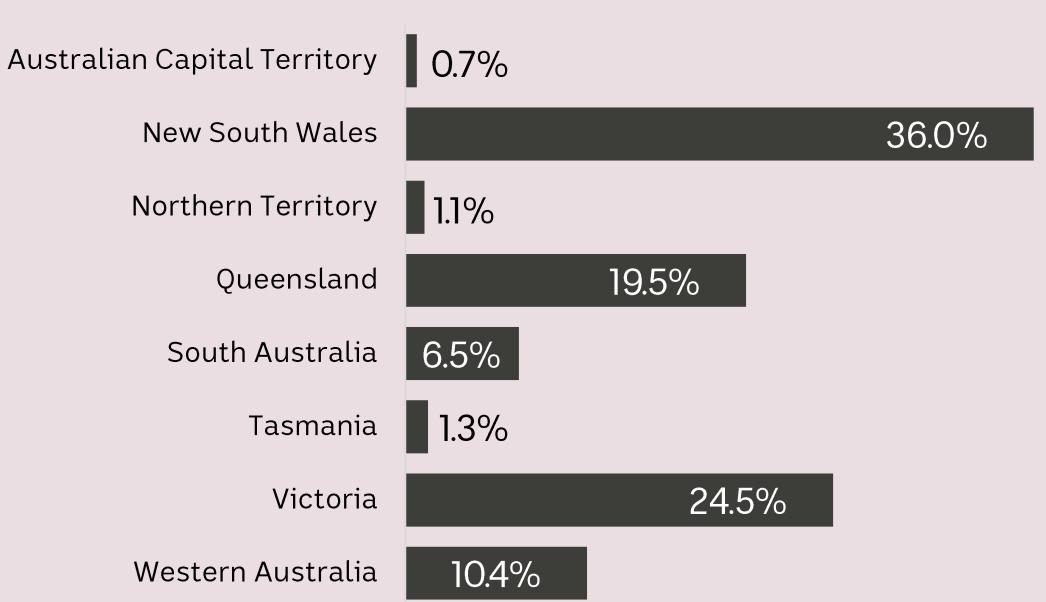
DEMOGRAPHIC PROFILE OF A MONTHLY PODCAST LISTENER AGED 18-75





Growth in podcast listeners from Regional & Rural areas

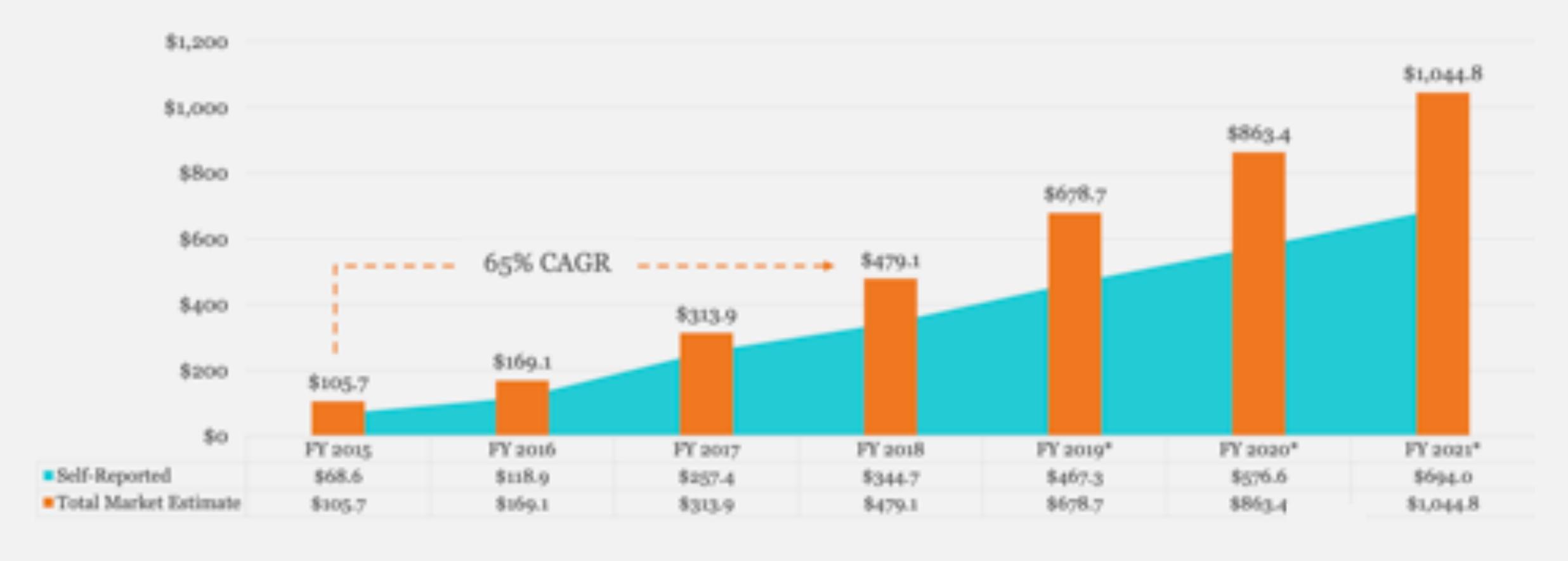




US ad revenue growing



Podcast Advertising Revenue, 2015 - 2021 (in millions)





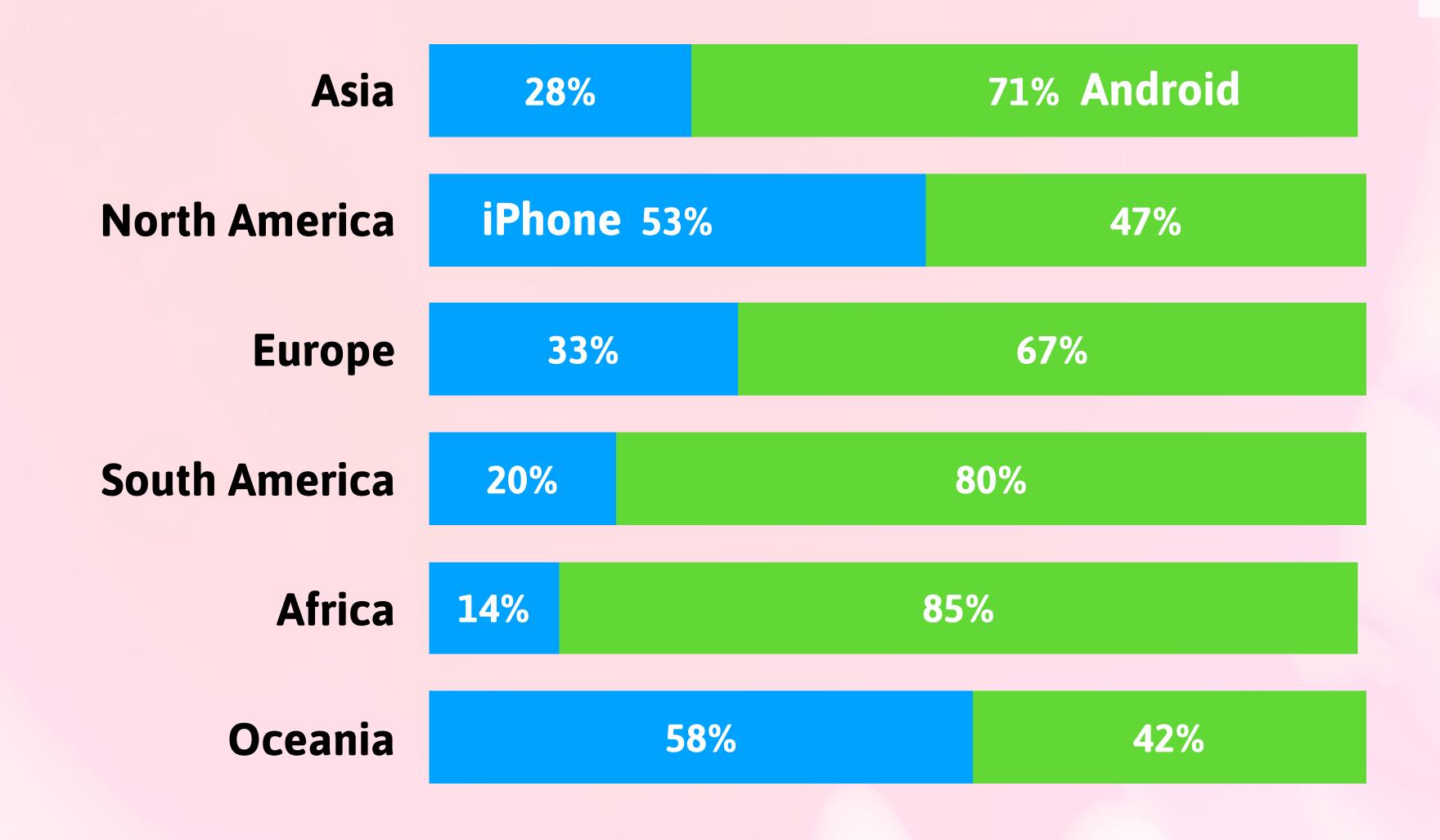
2018 self-reported advertising revenues represent the 22 companies surveyed, less than 100% of the podcast advertising market.

*2019 - 2021 revenues are a forecast based upon self-reported estimates and projected market sizing.



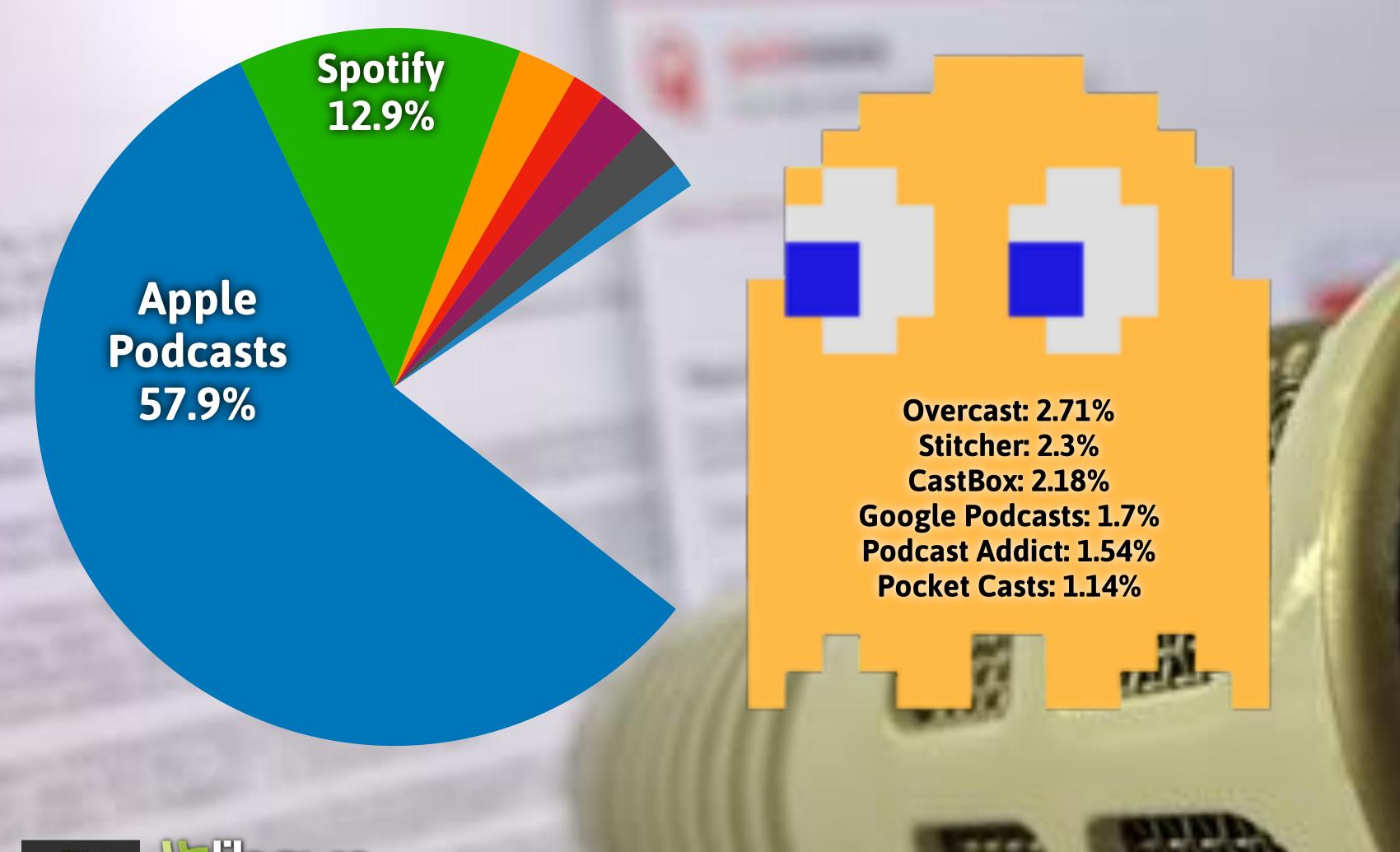
iPhone vs Android, worldwide



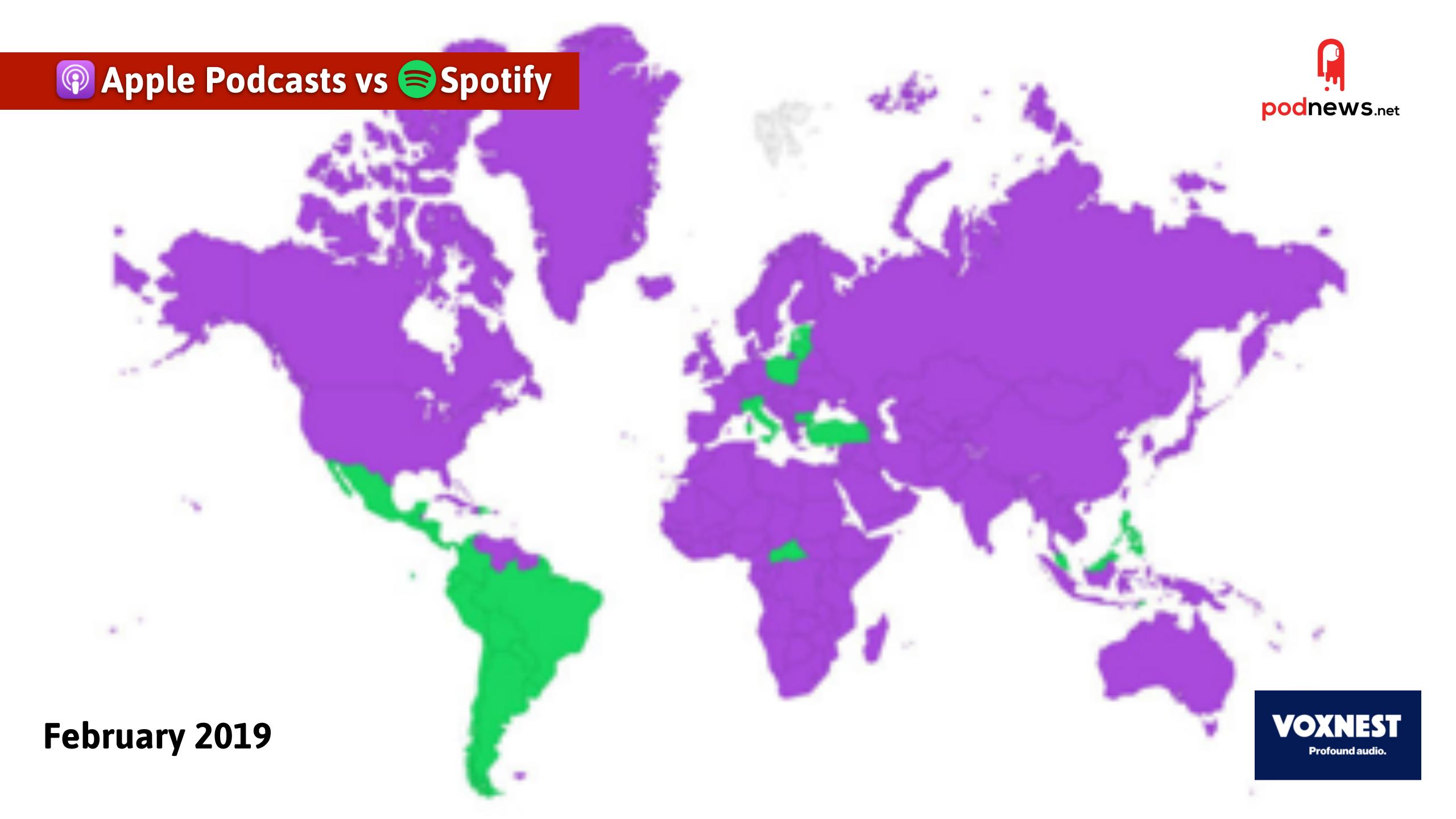


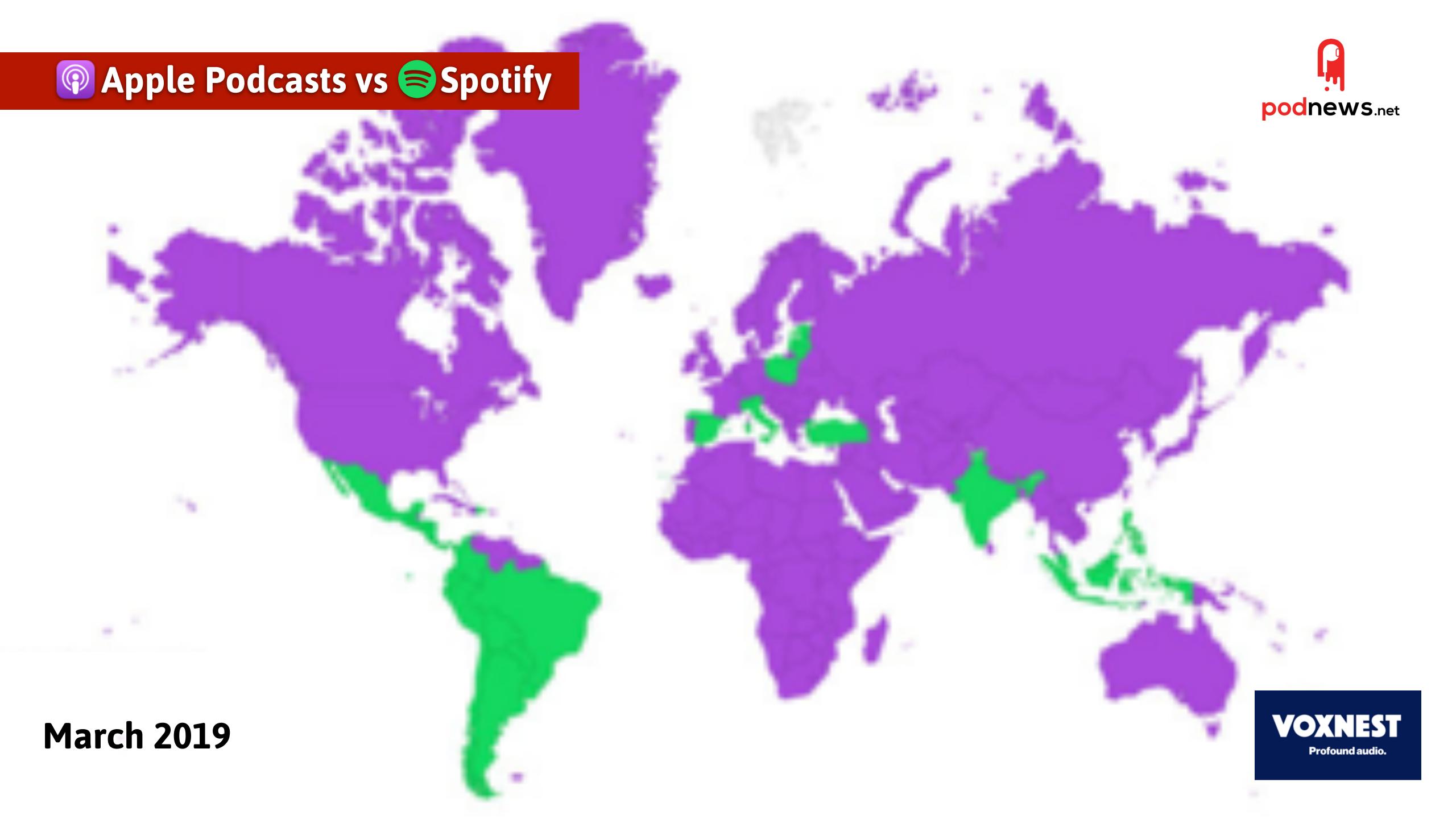
Podcast listening via mobile apps

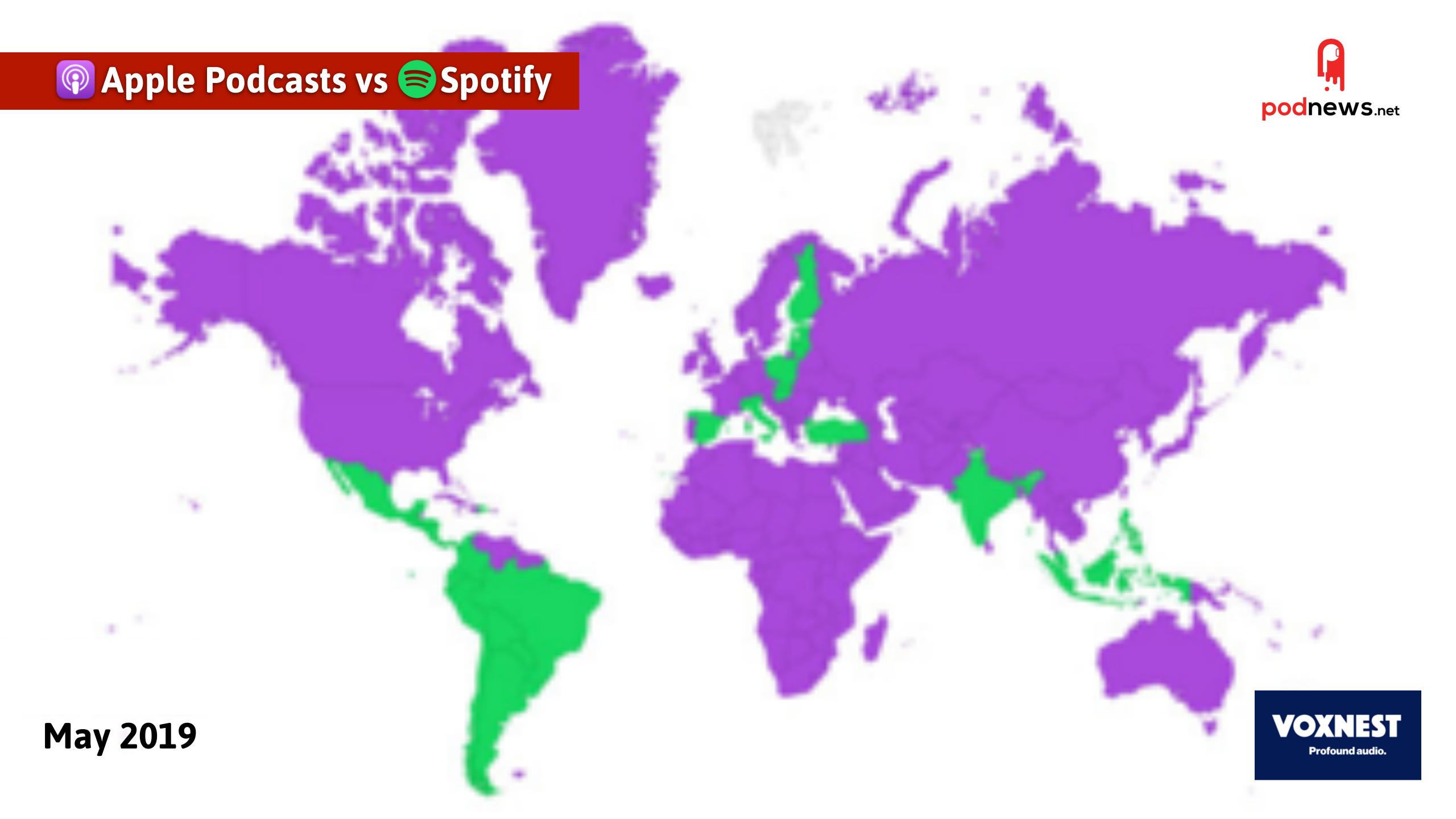


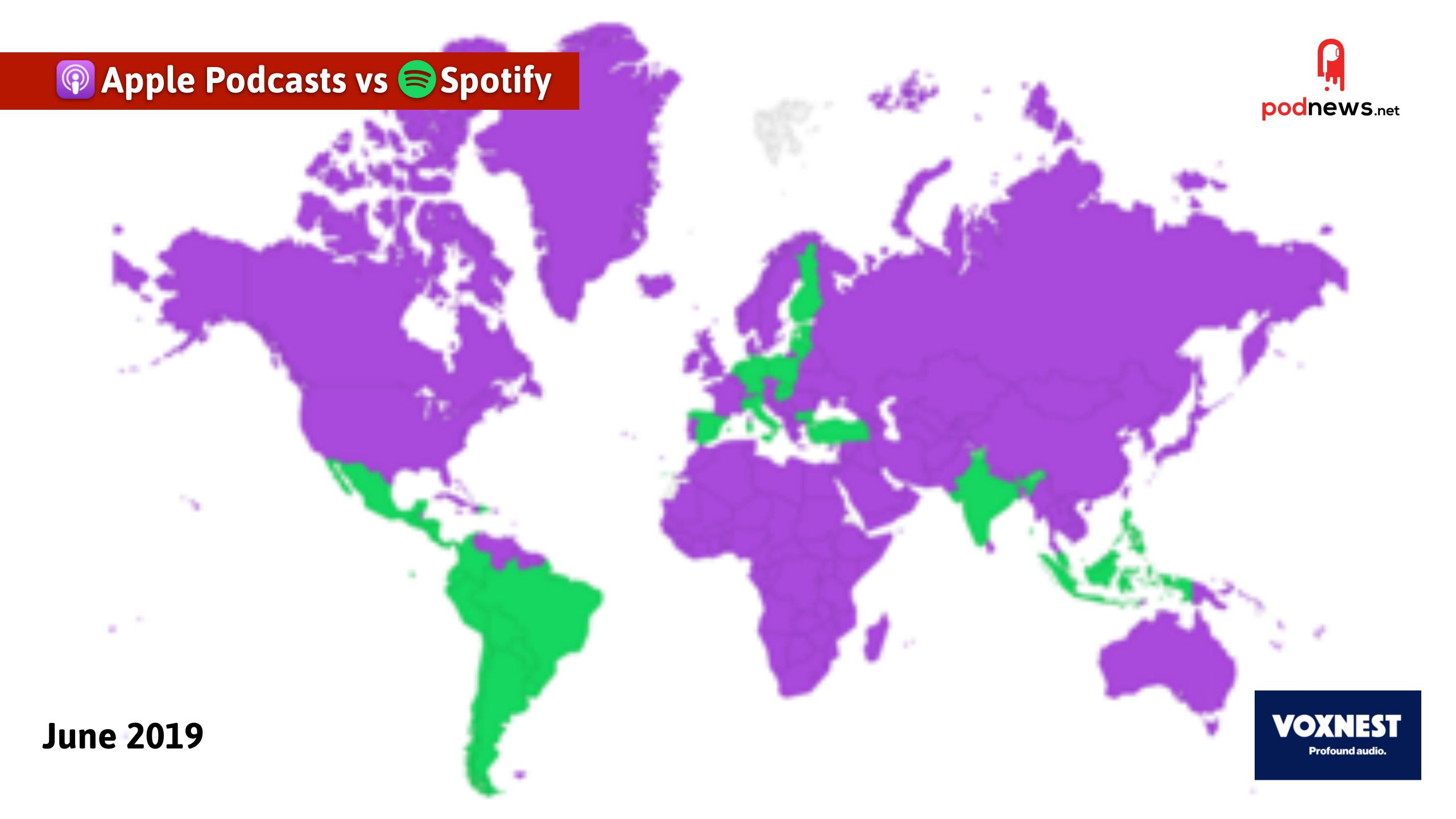


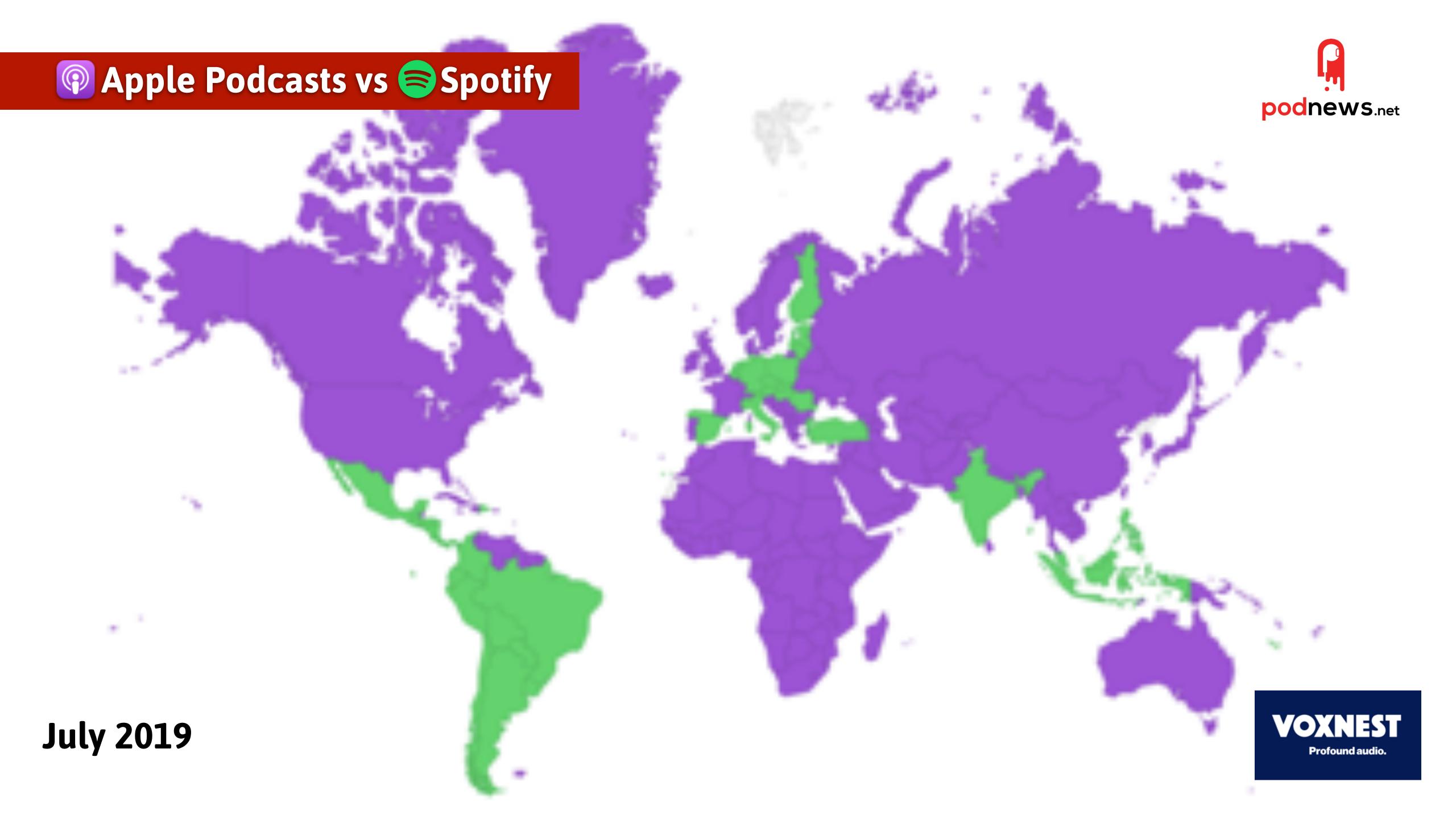


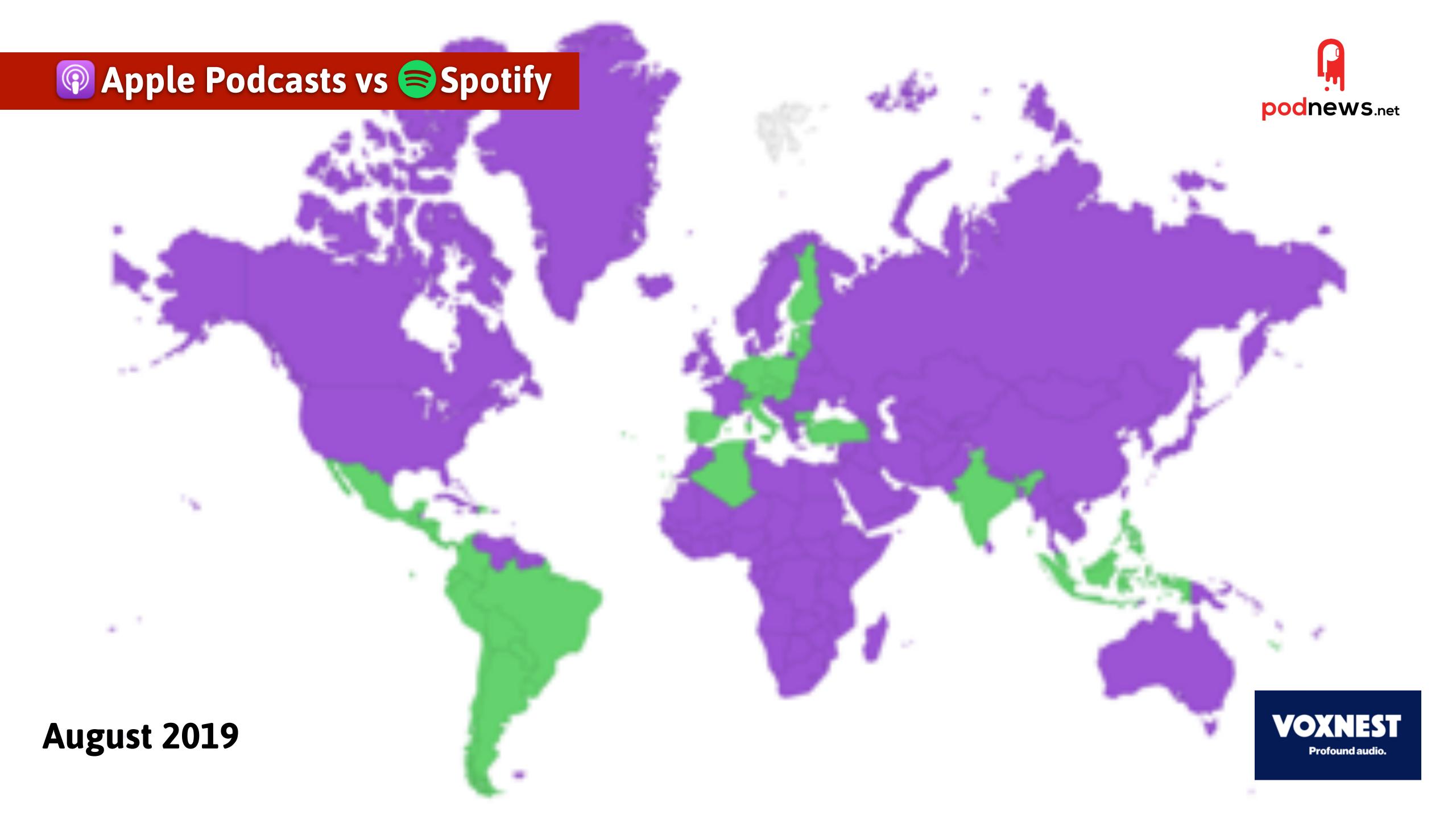












In terms of total global downloads, Australians are responsible for...













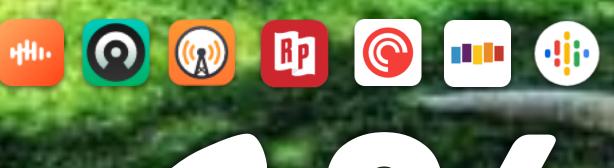














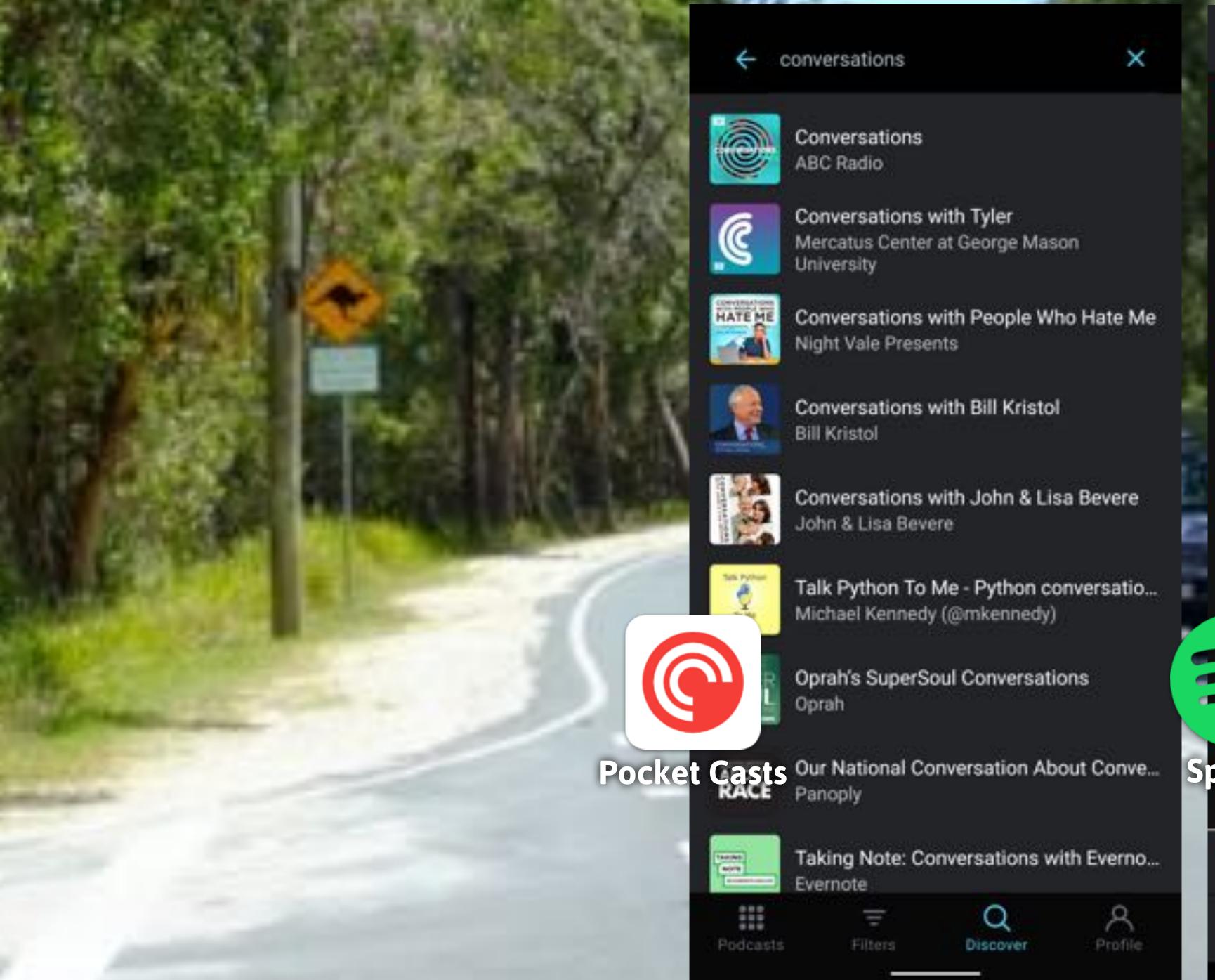
of all podcasts (every app except Spotify)

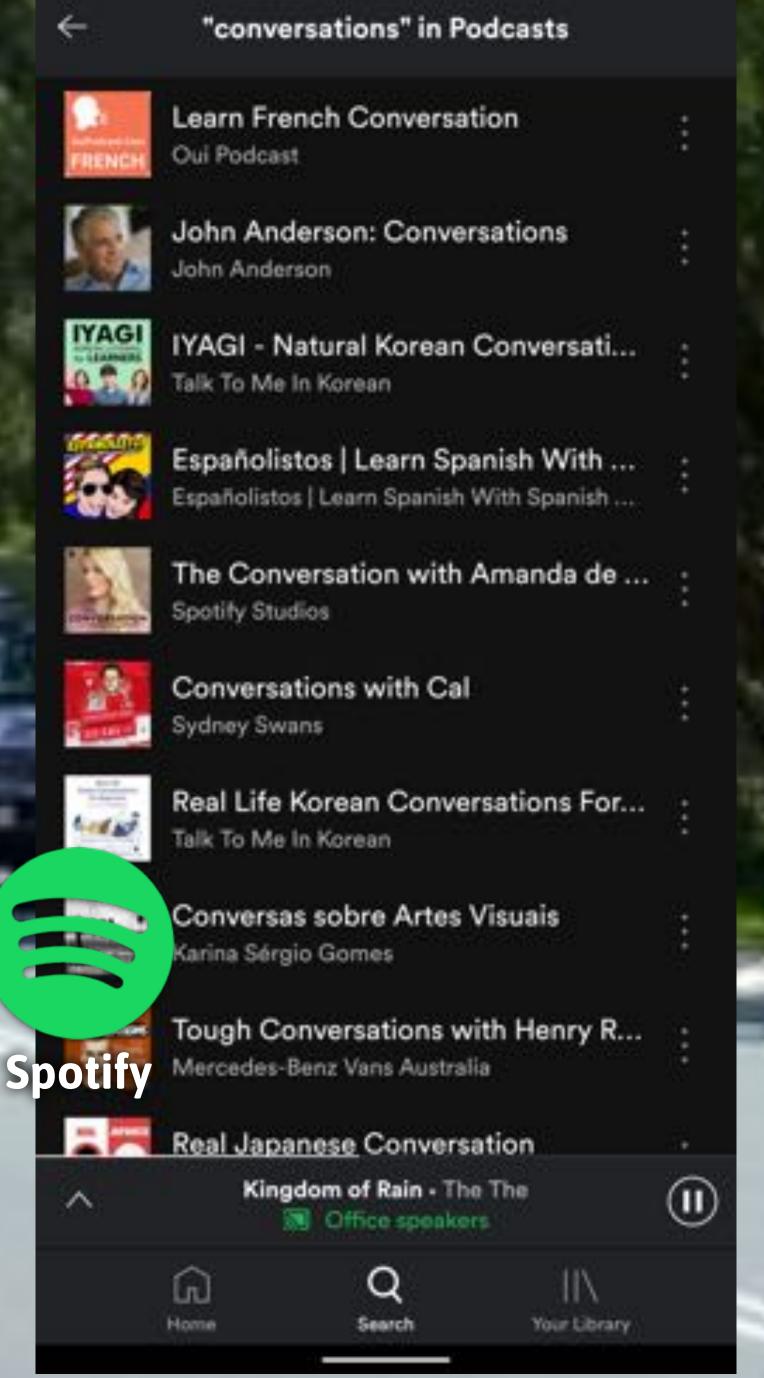


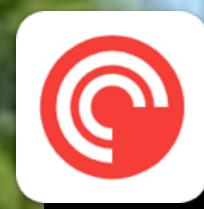
Data: Libsyn downloads, August 2019 Fewer than 40% of Libsyn shows are available on Spotify

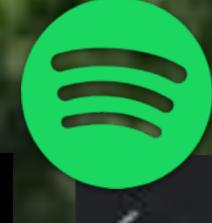


of all podcasts on Spotify













conversations



"conversations" in Podcasts



Conversations ABC Radio

University



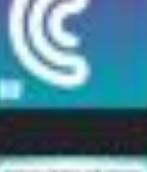
Learn French Conversation Oui Podcast



Tyler.



John Anderson: Conversations John Anderson



Mercatus Center at George Mason



IYAGI - Natural Korean Conversati... Talk To Me In Korean



Conversations with People Who Hate Me Night Vale Presents



Españolistos | Learn Spanish With ... Españolistos | Learn Spanish With Spanish



Conversations with Bill Kristol Bill Kristol



The Conversation with Amanda de ... Spotify Studios



Conversations with John & Lisa Bevere



Conversations with Cal.



Other music services coming on board

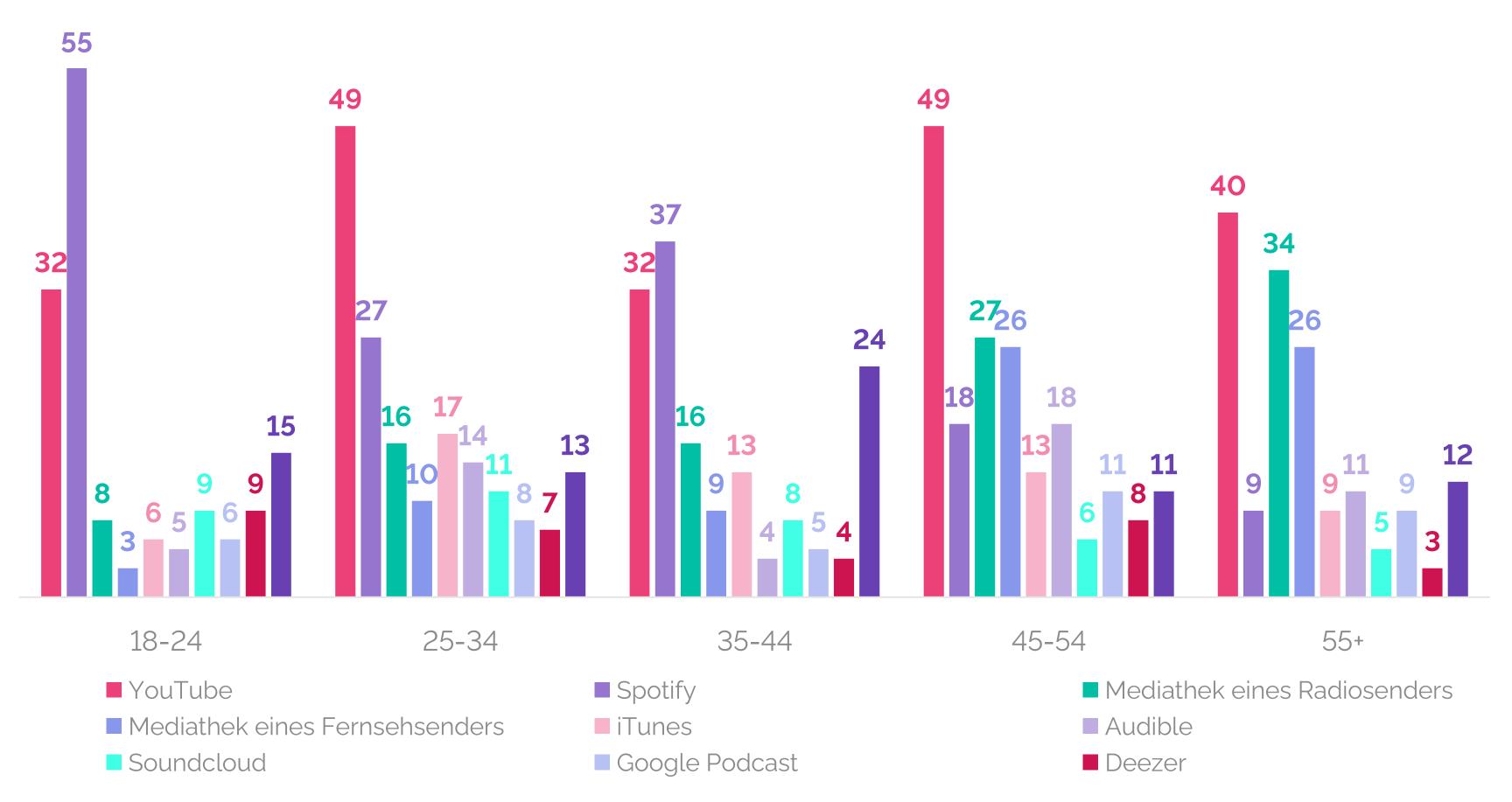






Spotify besonders bei Jüngeren, YouTube bei Älteren beliebt

Über welche der folgenden Dienste hören Sie Podcasts? (Mehrfachantwort möglich) (in %)



Die beliebtesten
Dienste zum Streamen
von Podcasts sind mit
Abstand YouTube und
Spotify.

Je nachdem, wie die Altersstruktur der eigenen Zielgruppe ist, sollten Podcasts für deren liebste Plattformen konzipiert werden.



Smart speakers: still no





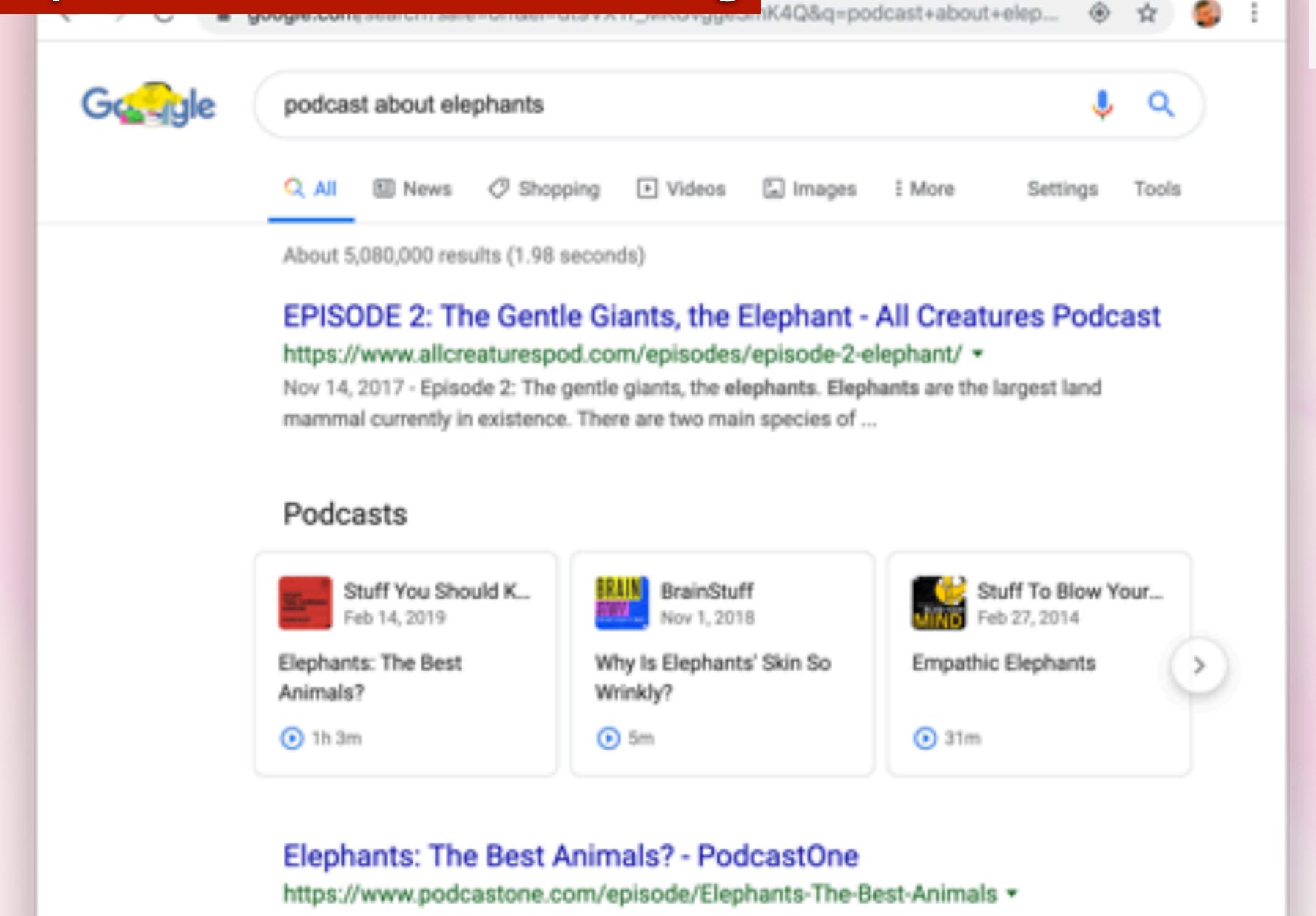


0.21% of downloads are to smart speakers



Listening to podcasts on the web is increasing

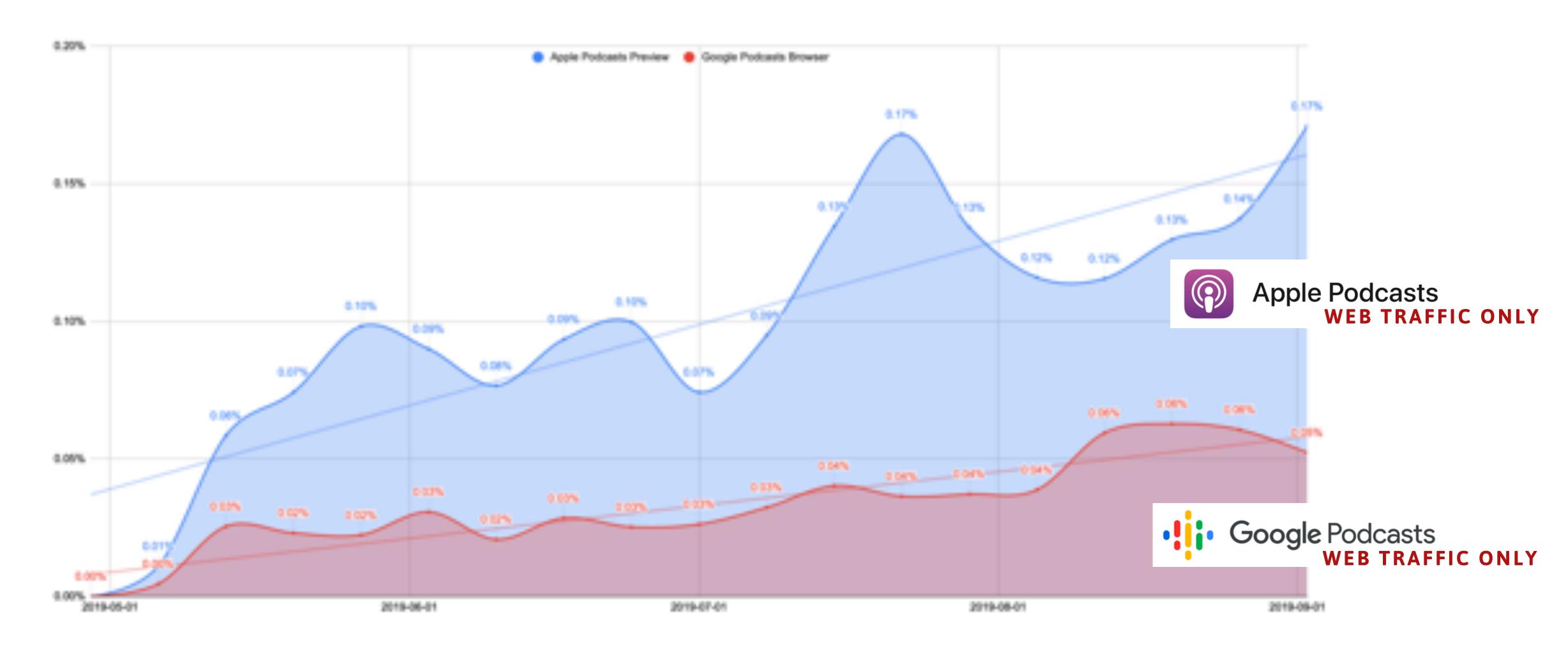




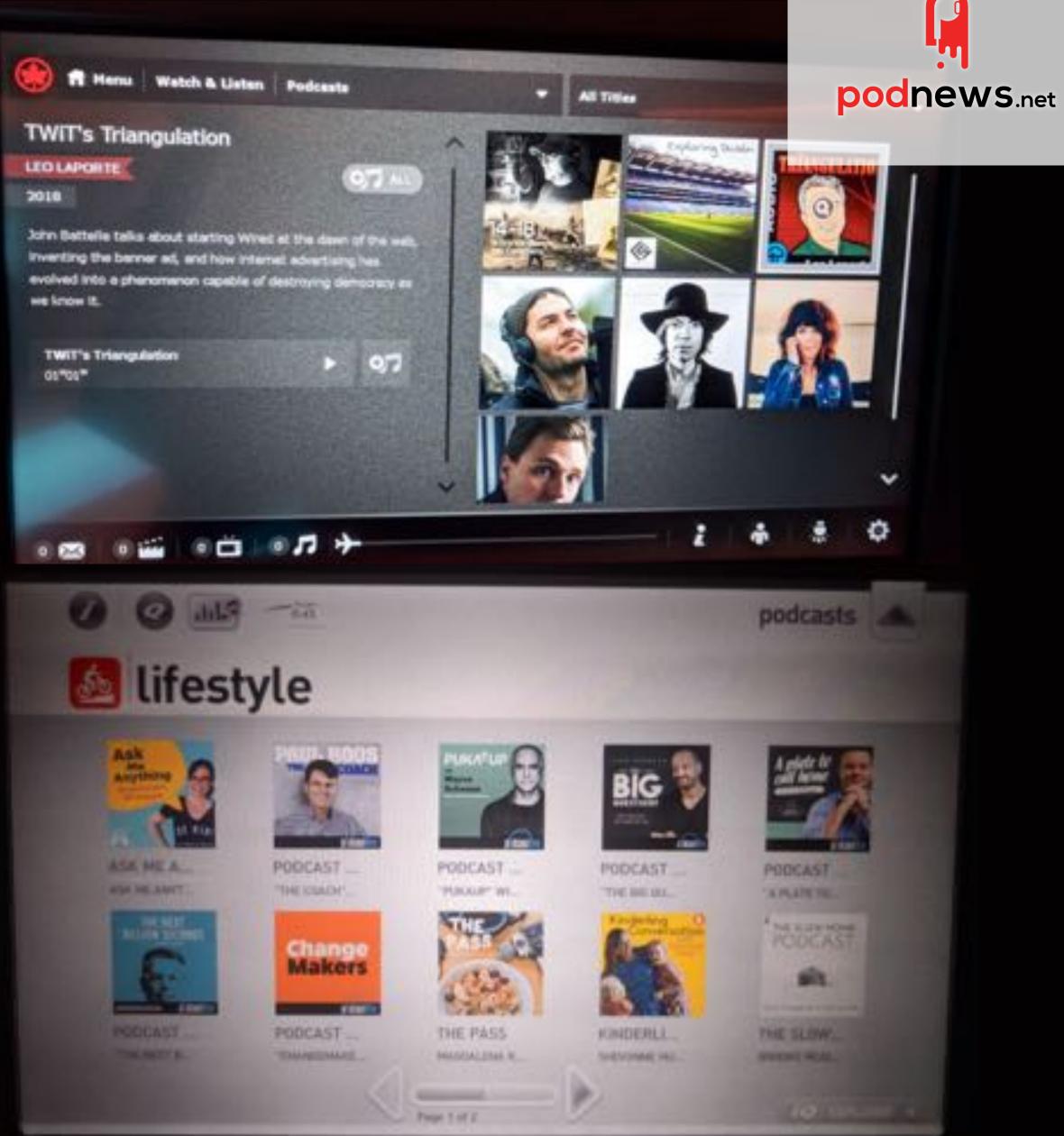
Elaphante are protty much the heet. Why? Josh and Chuck will let you know in great. htm And to

Listening to podcasts on the web is increasing









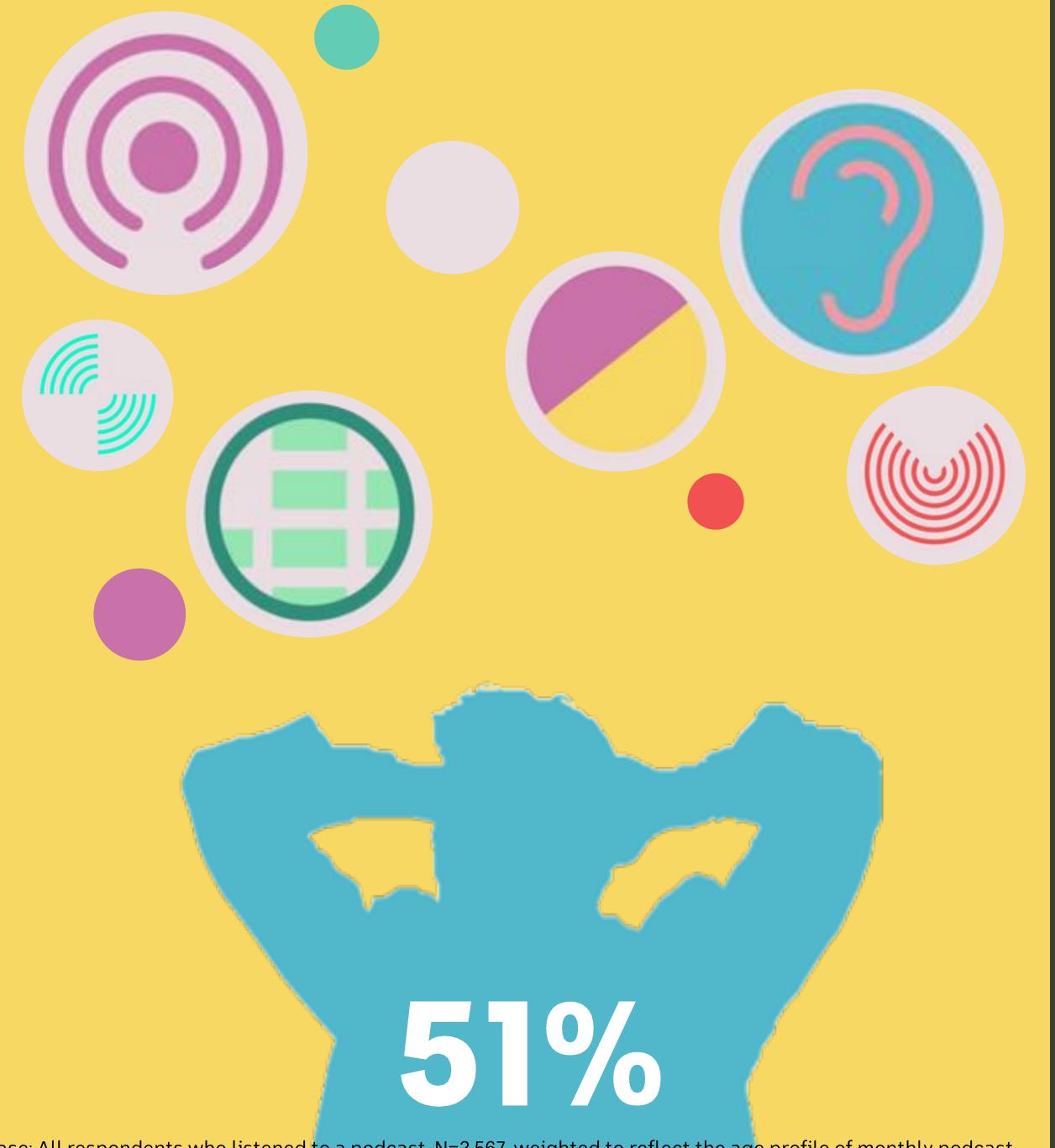




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1 IN 2 PODCAST LISTENERS CLAIM TO BE

OVERWHELMED

BY THE INCREASING CHOICE OF PODCASTS AVAILABLE

- 14% strongly agree and 37% agree that they are overwhelmed by the increasing choice of podcasts available.
- This is more evident among respondents aged 14-34 (55%) and Females (53%).

To what extent do you agree or disagree with the following statement: 'I am overwhelmed by the increasing choice of podcasts available'

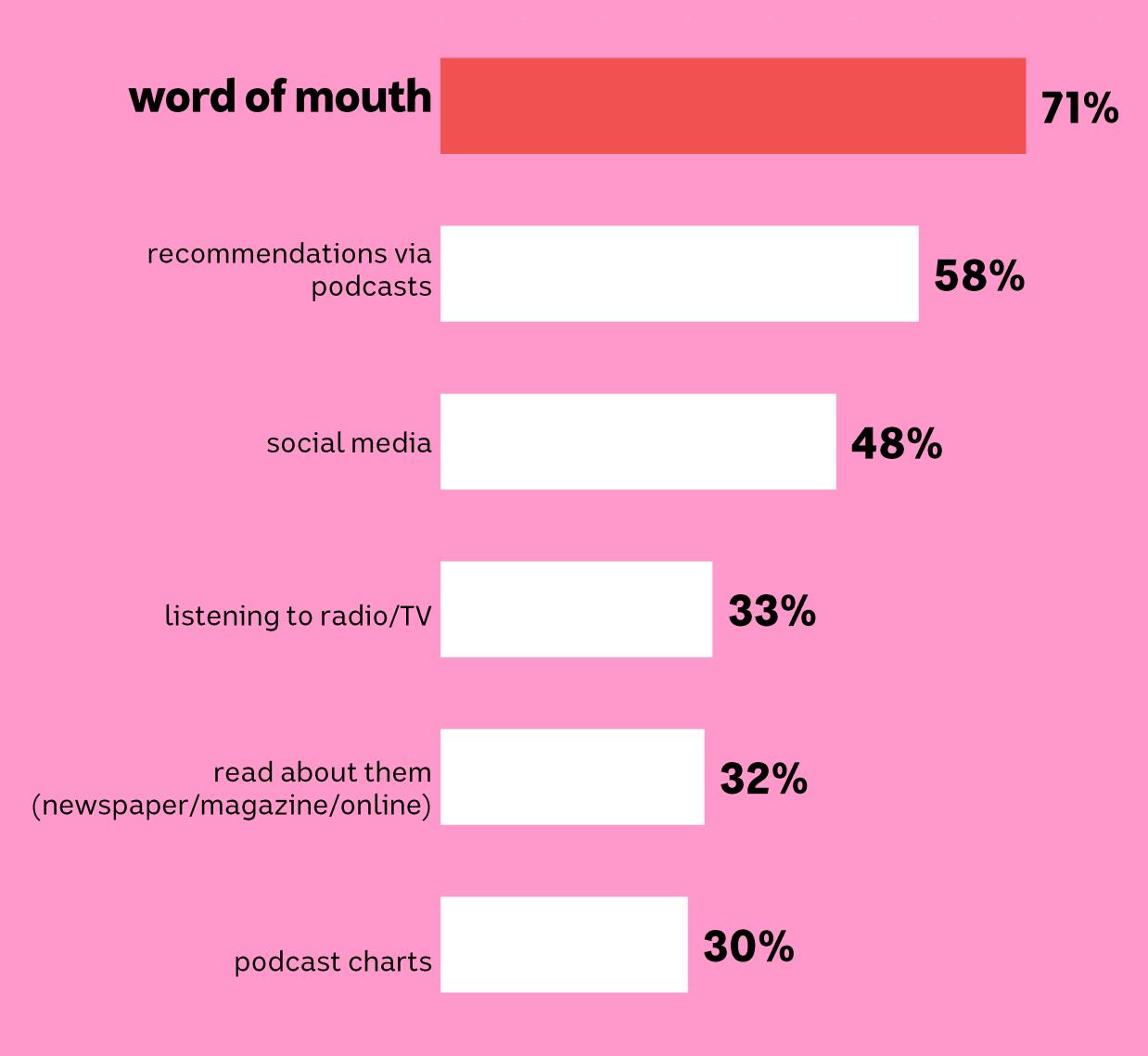


WORD OF MOUTH IS KEY DISCOVERABILITY DRIVER

Word of Mouth is the number 1 driver among total respondents to discover a new podcast.

How do you discover new podcasts?





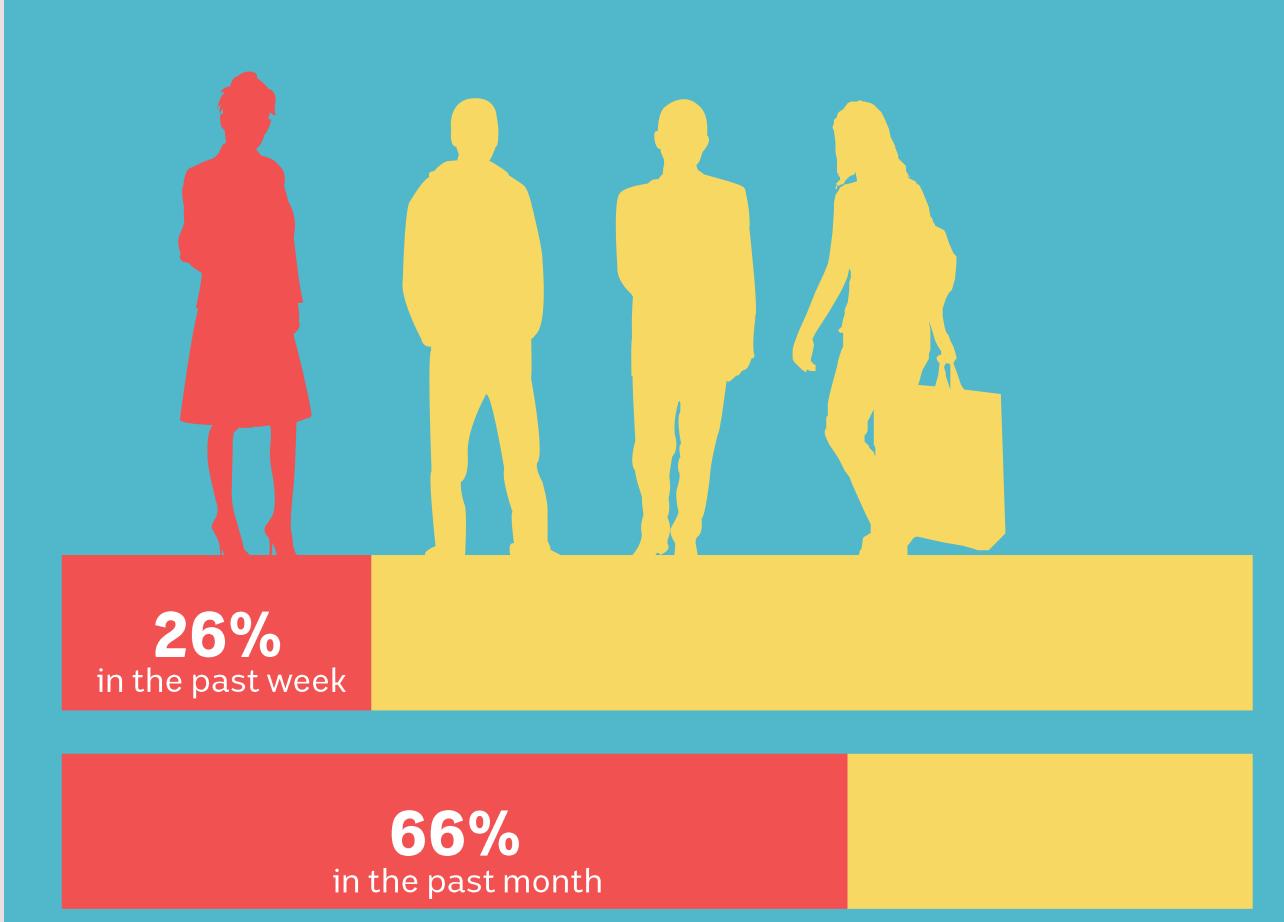
ONE IN FOUR LISTENED TO A NEW PODCAST SERIES

IN THE LAST WEEK

Trial within the last week is highest among respondents 35-54. 32% of 35-54s selected that they listened to a new podcast series within the past week compared to 24% among 14-34s and 20% among people aged 55+.

When was the last time you listened to a new podcast series?







In conclusion

- Podcasts are being listened-to on more platforms through more apps than ever before, including Spotify and YouTube
- The level playing field afforded by RSS and an overall lack of control has never been more important
- The podcast industry continues to grow, with consolidation in content production and tech
- The podcast industry also continues to grow up, with better diversity and more trustworthy analytics
- We should all recommend more podcasts to help podcasting grow





