

## Methods of Podcast Monetization & Funding

There are four primary methods of podcast monetization:

- Brand Advertising, Branded Content, & Sponsorships
- Paid Subscriptions
- Donations & Crowdfunding
- Grants

The following section is a collective effort to list a large variety of industry jargon along with its respective definitions in order to help all industry professionals and newcomers alike to feel comfortable when approaching a conversation of podcast monetization and funding. The Podcast Academy acknowledges that this list is not an exhaustive list of all terminology used in the space and understands that there are different uses for different terms.

The Podcast Academy upholds that feedback will be collected post-publication to begin accumulating revisions, recommendations, and additions for verbiage and phrases that are either absent from this guide and/or can be clarified for synonymous meanings.

The authors of this guide comprise The Podcast Academy's Education Committee, which is strategically recruited to feature a diverse group of professionals from all ends of the podcast industry. Members have specialties in podcast content creation, monetization, and distribution, and represent a wide breadth of professionals who either use the below vocabulary and/or have come across such vocabulary.

### Brand Advertising, Branded Content, & Sponsorships

Brand advertising and sponsorships entails a partnership between podcast creators and a brand, whereby a podcaster and/or producer collaborate with an advertiser for an agreed upon advertising method (sometimes referred to as an ad unit) included within a podcast episode. The opportunities and varieties are limitless, however traditionally follow a set of guidelines widely adopted throughout the industry.

There are three primary sources for advertisers:

- Brand Agencies - Advertising agencies that represent one or more brands, often for multiple marketing channels, such as TV, digital, out-of-home, radio, social, and search, that have a brand awareness intent. The main group of Brand agencies are owned by an umbrella of holding companies: Dentsu, Interpublic Group, Omnicom Group, Publicis Groupe, and WPP, of which each owns many subsidiaries, typically unique to their own agency purpose (media planners/buyers, category-focused brands, PR, creative agencies).
- Direct Response Agencies - Advertising agencies that represent one or more brands that are heavily focused on performance-based marketing with the intent of generating responses within a fixed window (typically 30 - 90 days). This is typically tracked using promotion codes, custom URL landing pages, appended pixels, and pre-fixed codes appended to RSS feeds.
- Brand Direct - Brands that purchase media directly, typically from an in-house marketing team.

*Note:* The industry's jargon often holds one or more meanings and definitions may be adjusted in future versions. *Sorted by relevance and ubiquity within each category:*