

Simple English News Daily (SEND7) reaches 5 million downloads

Simple English News Daily has been downloaded 5 million times according to hosting platform Spreaker, and a bit more than that, according to Chartable. Data for Simple English News Daily has been viewable on OP3 since November 2023.

Simple English News Daily is a 7-minute daily news update that is targeted at people who are learning English or have English as a second language. It is also known by its acronym SEND7, which stands for **S**imple **E**nglish **N**ews **D**aily in **7** minutes. Every episode covers news from at least 4 continents, and aims to be as unbiased and neutral as possible.

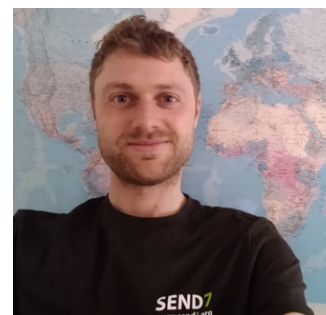
SEND7 was founded by Stephen Devincenzi in April 2020 and episodes are released Monday to Friday. Stephen hosts most episodes. Ben Mallett and Juliet Martin normally host one episode per week each. SEND7 is totally independent and has never received external funding. It became profitable in mid-2022, through subscriptions and programmatic ads, and gives 10% of its profits to effective altruism charities.

www.send7.org - [Testimonials](#) - [Contact/About us](#)

That is the end of the press release. The following page contains extra data for those interested.



Thumbnail in podcast apps.

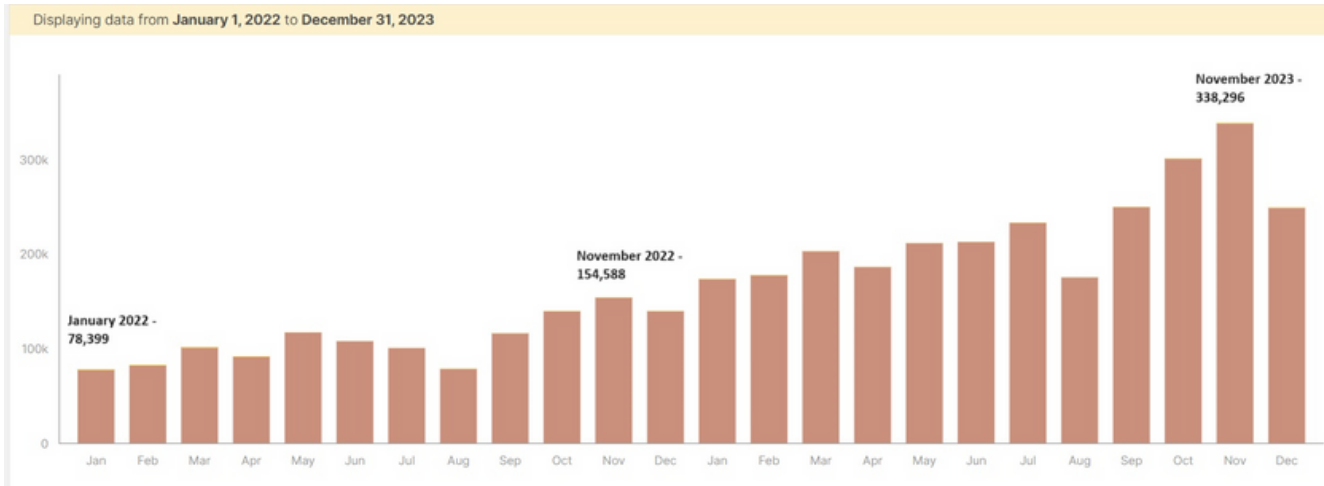


Stephen Devincenzi,
Founder and main host

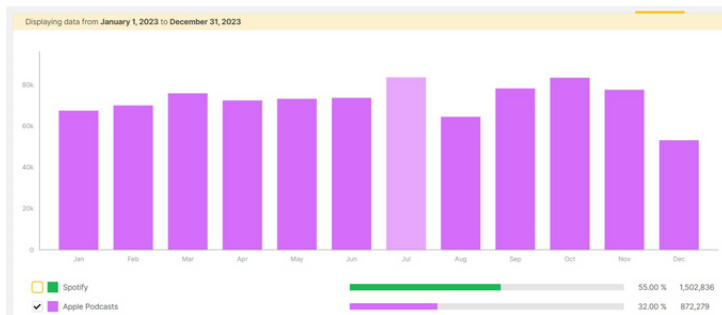


Simple English News Daily Extra Data

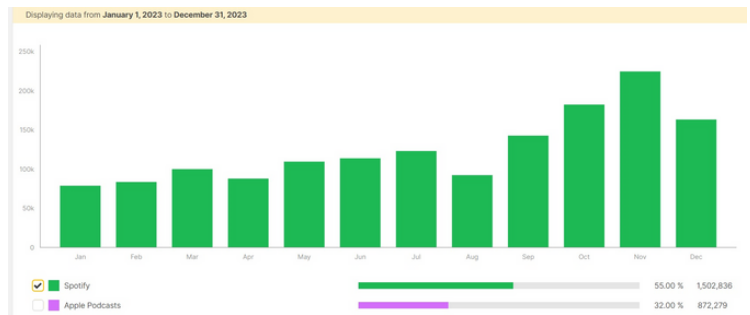
Download numbers more than doubled in both 2022 and 2023.



Almost all of this growth came from Spotify. Apple Podcasts downloads were relatively flat in 2023.



Apple - no growth



Spotify - downloads triple

Geography data for all of 2023

According to Apple, SEND7 episodes often have a completion rate above 100%

NAME	RELEASE DATE	LISTENERS	AVERAGE CONSUMPTION
Friday 19th January 2024. World News. Today: Pakistan bombs Iran. Japan to moon. Thailand explosion. Russia protest. Israel/Palestine update	Jan 18, 2024	915	106%

We think that this is probably because of English learners re-listening to an episode (or part of an episode) because they have not understood something properly.

Country	Downloads	%
Japan	277,889	10.22
Germany	265,754	9.78
Italy	217,623	8.01
Poland	191,363	7.04
Spain	179,385	6.60
Brazil	172,960	6.36
Taiwan	127,675	4.70
France	112,077	4.12
Turkey	109,401	4.02
United States	77,761	2.86