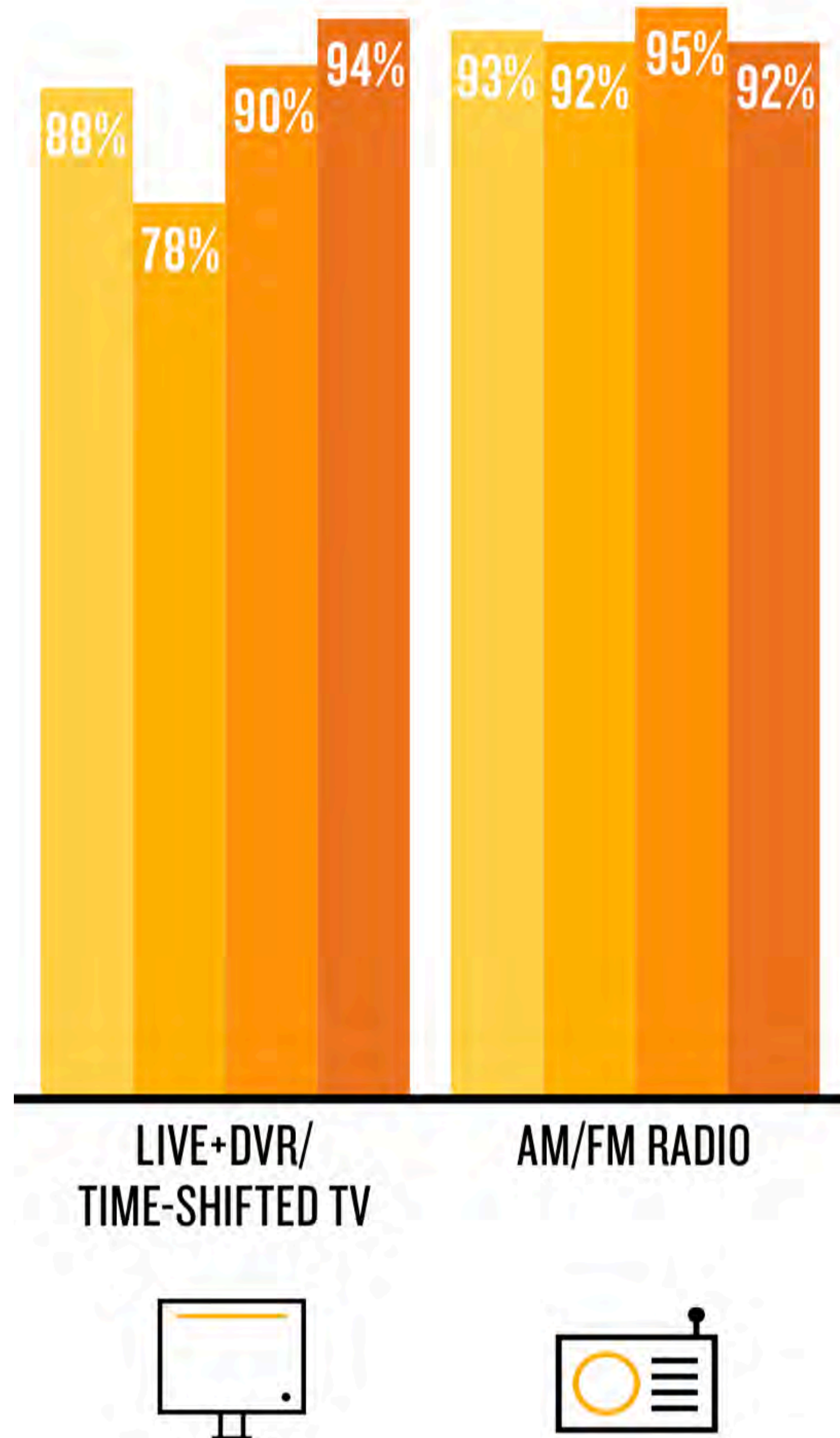


NATHAN GIBBS

PODCASTING TRENDS

**PEOPLE LISTEN
TO RADIO**



**MORE AMERICANS TUNE INTO
AM/FM RADIO PER WEEK
THAN WATCH TELEVISION OR
USE SMARTPHONES, TABLETS
OR COMPUTERS.**

**(Nielsen Comparable Metrics Report, Q2 2017 Weekly
Reach)**

<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/q2-2017-comparable-metrics-report.pdf>

**GREAT RADIO MAKES
GREAT PODCASTS**

Top 10 US Podcast Publishers

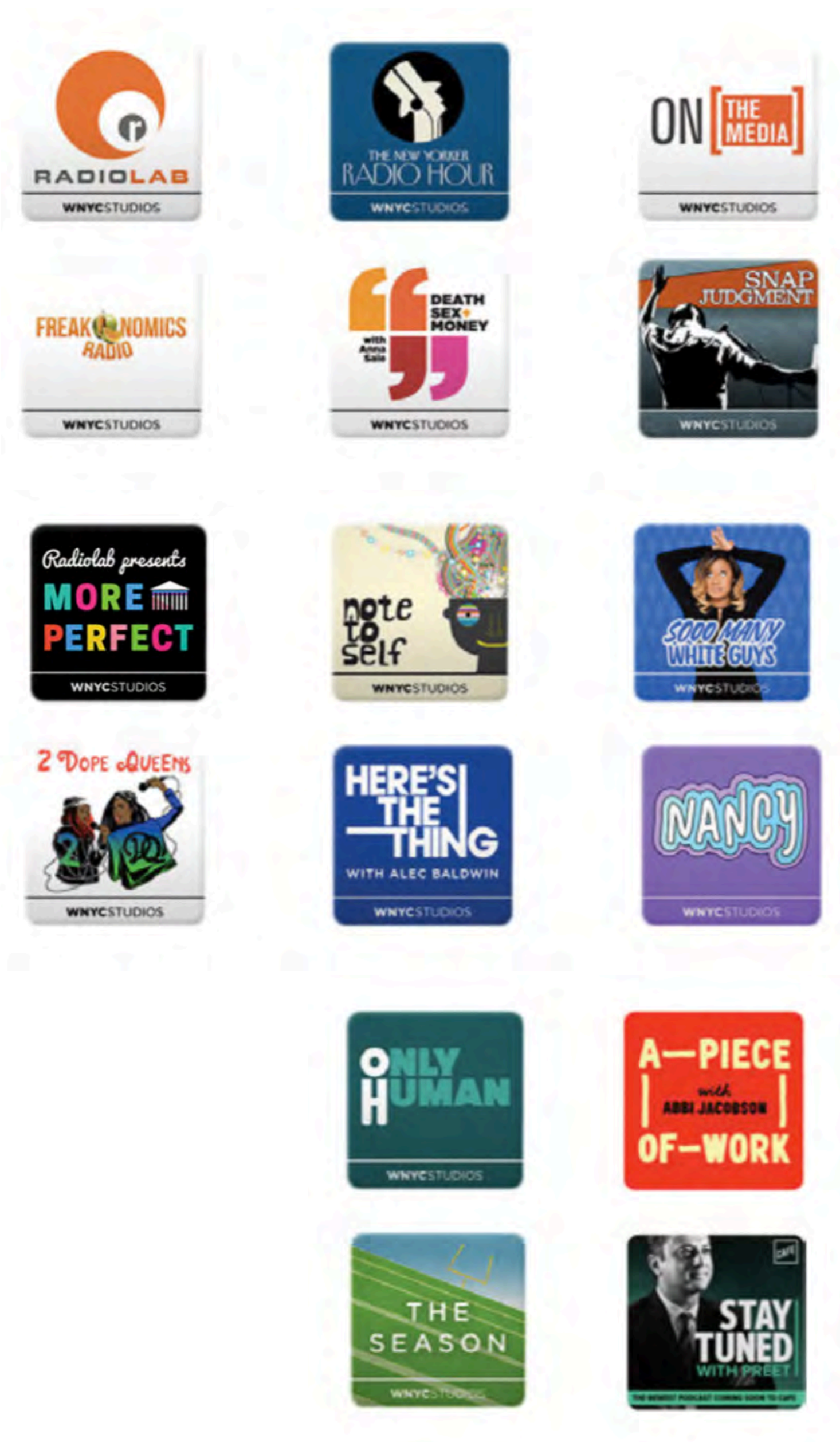
December 2017, monthly unique audience (millions)



SIX OF THE TOP 10 PODCAST PUBLISHERS ARE PUBLIC RADIO PRODUCERS.

(Podtrac, "Podcast Industry Audience Rankings: December 2017")

<https://www.emarketer.com/content/podcasts-who-s-listening-and-what-it-means-for-marketers>

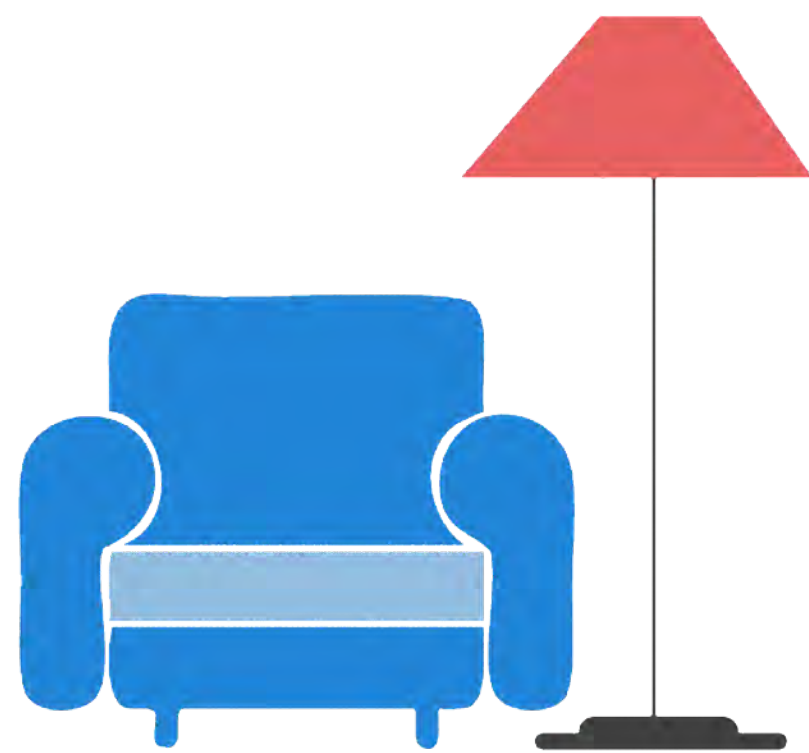


**51% OF PODCAST LISTENERS
ACROSS THE COUNTRY
REPORT LISTENING TO AT
LEAST ONE PODCAST
PRODUCED BY WNYC
STUDIOS.**

**(WNYC and Edison Research, The National Podcast
Audience Report, 2017)**

[https://static1.squarespace.com/static/55f08b38e4b055cc1a11bf33/t/59aefce72994cac5c2c9437b/1504640237110/WNYC-
+Natl_PodcastAudioReport_v5.pdf](https://static1.squarespace.com/static/55f08b38e4b055cc1a11bf33/t/59aefce72994cac5c2c9437b/1504640237110/WNYC-+Natl_PodcastAudioReport_v5.pdf)

**PEOPLE LISTEN
TO PODCASTS**



**50% OF ALL U.S. HOMES
INCLUDE A PODCAST FAN.**

(Nielsen, Aug 2017)

<https://www.podcastinsights.com/podcast-statistics/>



**44% OF U.S. POPULATION HAS
LISTENED TO A PODCAST.**

**(Edison Research and Triton Digital, "The Infinite Dial
2018")**

<http://www.edisonresearch.com/infinite-dial-2018/>

**PODCAST LISTENERS WANT TO
LEARN SOMETHING NEW, RELAX AND
BE AN INFORMED CITIZEN**

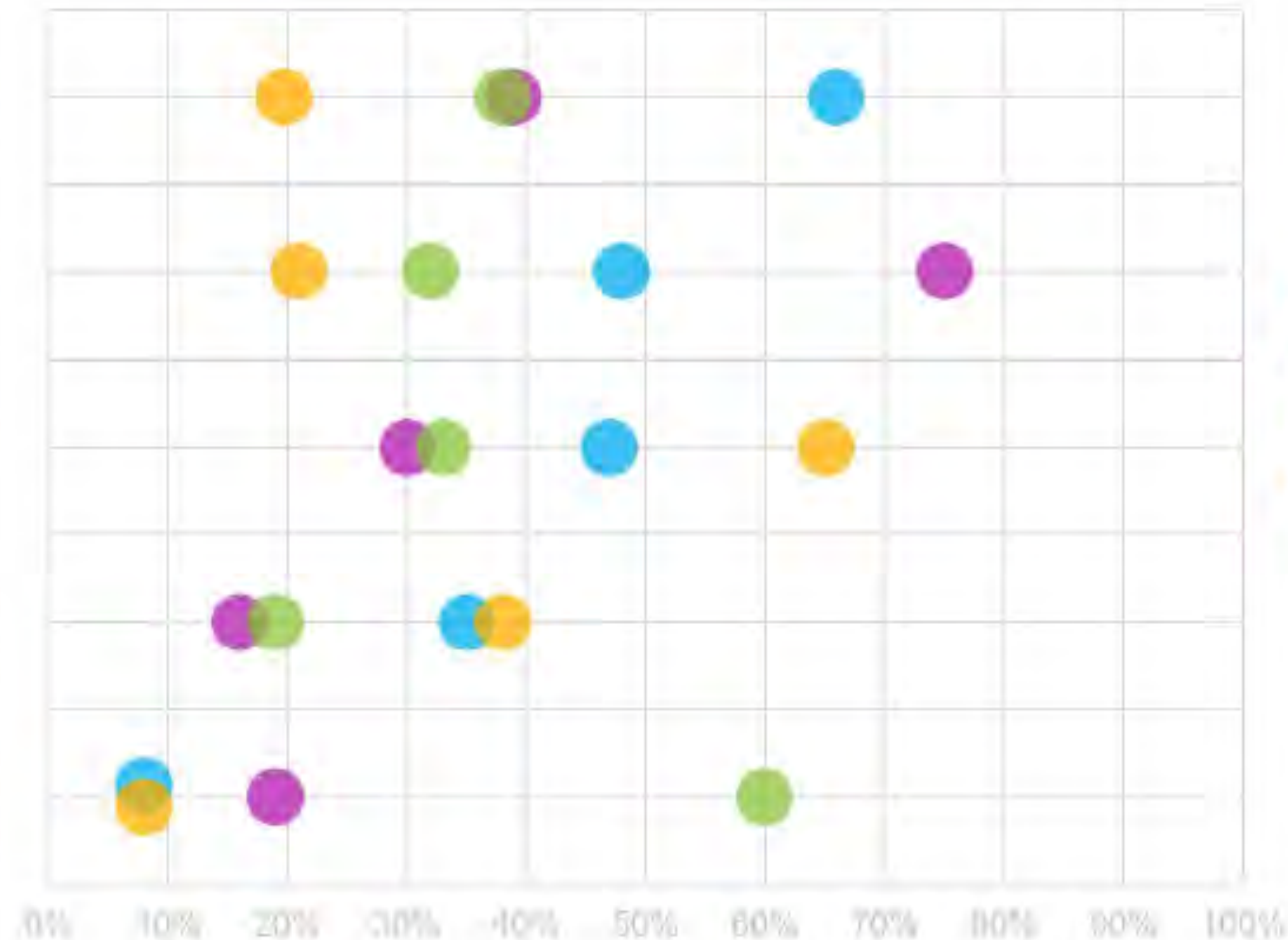
To learn something new

To relax and calm myself

To be an informed citizen

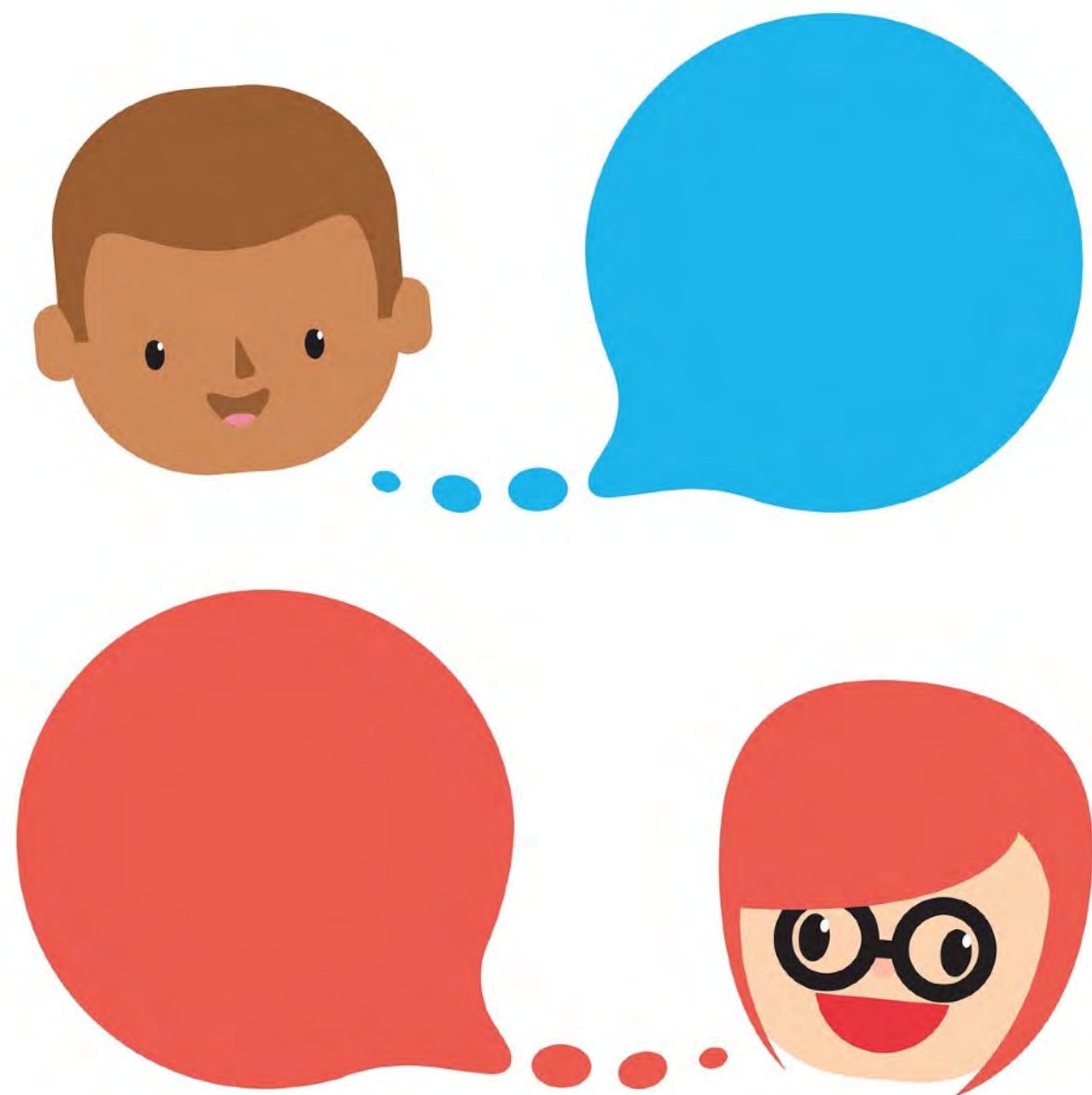
To challenge my current
perspective

To get closer with friends
and family



(Nielsen, Podcast Sponsorship Effectiveness, 2017)

<http://www.nielsen.com/us/en/insights/reports/2017/podcast-sponsorship-effectiveness.html>



**WORD OF MOUTH IS THE
LARGEST DRIVER OF NEW
PODCAST LISTENERS, WHILE
SOCIAL MEDIA IS THE
SECOND LARGEST.**

**(WNYC and Edison Research, The National Podcast
Audience Report, 2017)**

[https://www.wnyc.org/press/wnyc-studios-national-podcast-audience-report/
90717/](https://www.wnyc.org/press/wnyc-studios-national-podcast-audience-report/90717/)



**SCREENS HAVE BECOME
EXHAUSTING FOR MANY
USERS, AND PODCASTS
REPRESENT A REFRESHING
ALTERNATIVE.**

(Forbes, "Why Podcasts Are Popular," June 11, 2017)

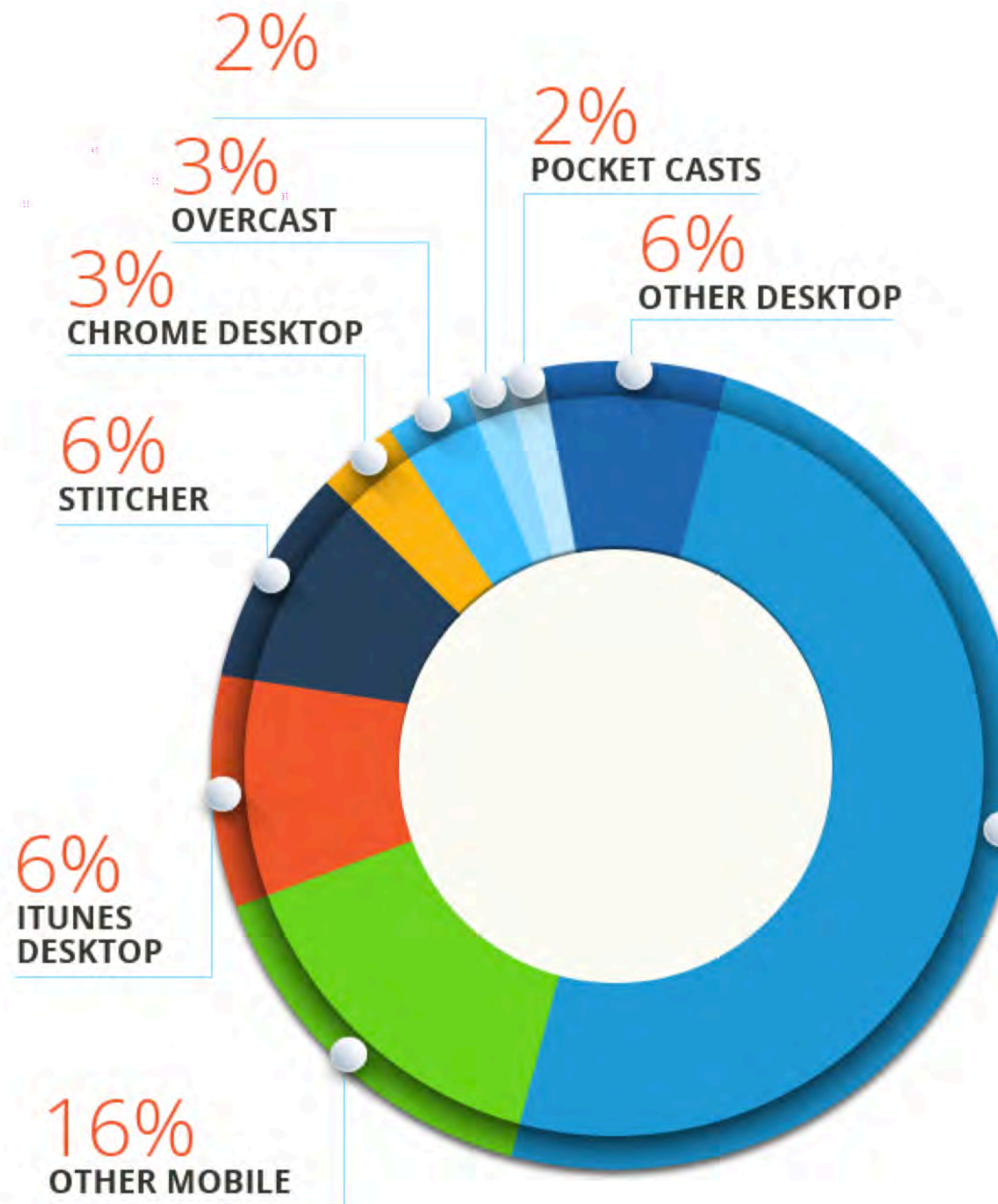
<https://www.forbes.com/sites/jaysondemers/2017/07/11/why-podcasts-are-popular-and-4-content-lessons-to-learn-from-them/#5bc680a718f6>



85% MOBILE LISTENING.

(Podtrac, "Podcast Industry Audience Rankings: December 2017")

<https://static1.squarespace.com/static/568ab4d12399a3a3e51164c2/t/5a690aae24a694f6975a1c94/1516833454907/December+2017+Podtrac++Podcast+Industry+Audience+Rankings+%281%29.pdf>



55% USE APPLE PODCASTS.

(Podtrac, "Podcast Industry Audience Rankings: December 2017")

<https://static1.squarespace.com/static/568ab4d12399a3a3e51164c2/t/5a690aae24a694f6975a1c94/1516833454907/December+2017+Podtrac++Podcast+Industry+Audience+Rankings+%281%29.pdf>

88%
LISTEN
TO MOST
OR ALL
EPISODES

**PODCAST LISTENERS ARE
LOYAL.**

(Midroll, 2015)

<https://awesome.midroll.com>

**PODCAST ADS ARE
EFFECTIVE**



PODCAST UNITS WERE MORE THAN TWICE AS SUCCESSFUL THAN BANNER ADS IN DRIVING STATISTICALLY SIGNIFICANT LIFTS IN BRAND AWARENESS AND AD RECALL.

(Slate Group Studios and Prudential Financial Inc., "Wealth Wits," 2017)

http://www.slate.com/articles/briefing/slate_press_releases/2017/03/podcast_advertising_drives_significant_lifts_in_brand_awareness_and_ad_recall.html

Purchase Intent Lift



57%

A donut chart with a blue segment representing 57% of the circle. The text '57%' is centered within the chart, underlined.

**OVER HALF OF THE PODCAST
ADS TESTED OUTPERFORMED
VIDEO PRE-ROLL IN
PURCHASE INTENT LIFT.**

(Nielsen, Podcast Sponsorship Effectiveness, 2017)

<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/podcast-sponsorship-effectiveness.pdf>



**65% ARE MORE WILLING TO
CONSIDER PURCHASING
PRODUCTS MENTIONED IN A
PODCAST.**

**(Interactive Advertising Bureau and Edison Research,
Podcast Advertising Study, 2016)**

<http://www.edisonresearch.com/iab-edison-research-podcast-advertising-study-2016/>



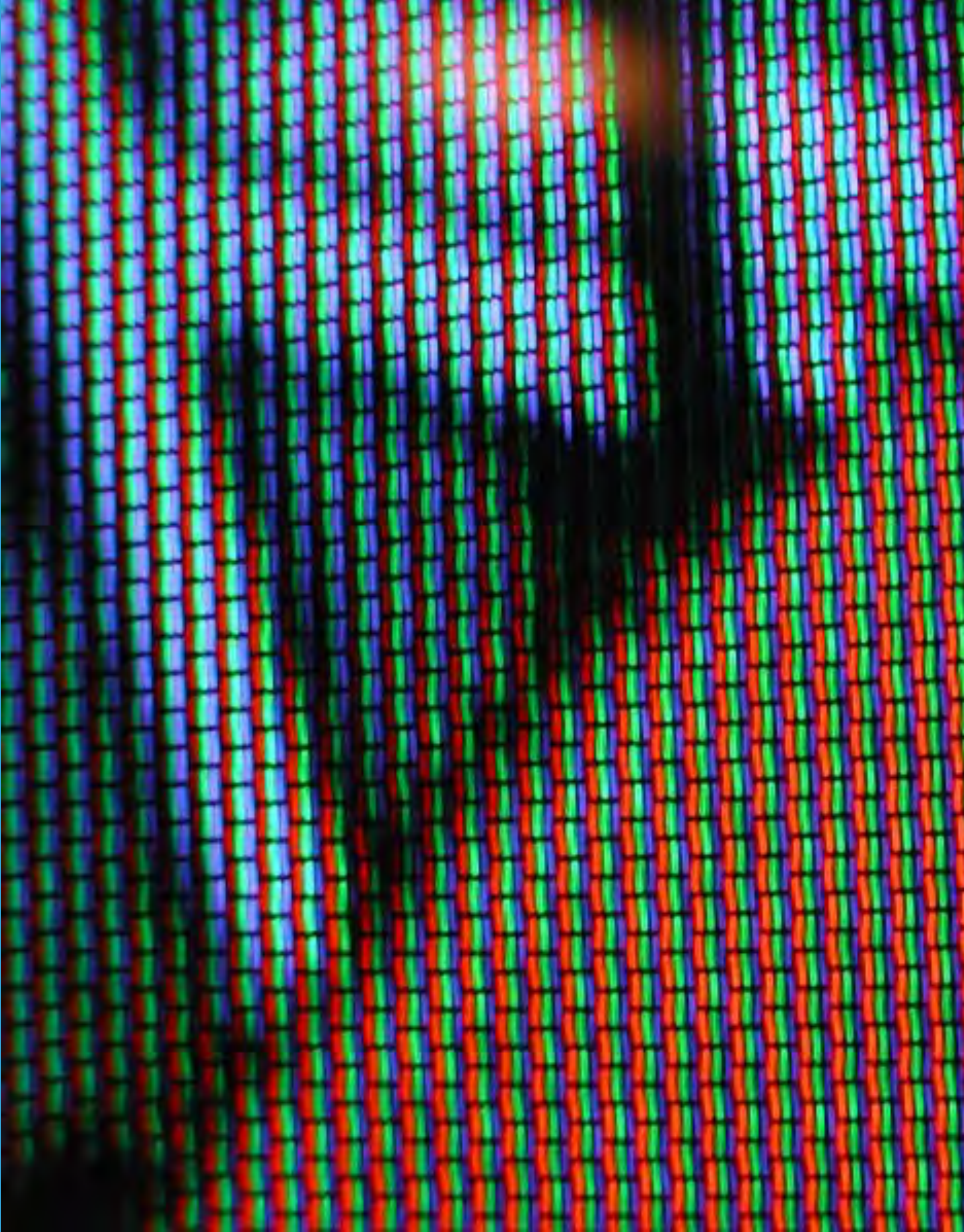
**61% REPORT BUYING
SOMETHING THEY HEARD ON
A PODCAST AD.**

(Midroll, 2015)

<https://awesome.midroll.com>

**"75% OF NPR PODCAST
LISTENERS TAKE ACTION ON A
SPONSORED MESSAGE."**

Bryan Moffett, Chief Operating Officer of National Public Media



**70% LESS INVENTORY PER
EPISODE COMPARED TO
TELEVISION.**

(Forbes, "Paradigm Shift: The Evolution of Podcast Advertising," 2017)

<https://www.forbes.com/sites/forbesagencycouncil/2017/07/25/paradigm-shift-the-evolution-of-podcast-advertising/#ec19ec879590>

(Forbes, "Paradigm Shift: The Evolution of Podcast Advertising," 2017)

<https://www.forbes.com/sites/forbesagencycouncil/2017/07/25/paradigm-shift-the-evolution-of-podcast-advertising/#ec19ec879590>

**“OUR CLIENTS LOVE PODCASTS IN
LARGE PART BECAUSE THEY CAN BLOCK
OUT THEIR COMPETITORS AND LOCK UP
THE SHOW AND HOSTS INDEFINITELY,”**

Steve Shanks, Ad Results Media



**U.S. PODCAST AD REVENUES
REACHED \$314 MILLION IN
2017, FORECAST TO HIT \$659
MILLION BY 2020.**

(Interactive Advertising Bureau, 2018)

<https://www.iab.com/news/us-podcast-ad-revenues-2017/>



**HOST-READ ADS WERE CITED
AS THE PREFERRED AD TYPE,
REPRESENTING MORE THAN
TWO-THIRDS OF ADS IN 2017.**

(Interactive Advertising Bureau, 2018)

<https://www.iab.com/news/us-podcast-ad-revenues-2017/>

Revenue (by Content Genre)

Arts & Entertainment	16.8%
Technology	14.6%
News / Politics / Current Events	13.3%
Business	11.1%
Comedy	10.6%
Education	9.6%
True Crime	7.2%
Lifestyle	6.2%
Sports	3.8%
Other	3.8%
Health & Medicine	1.3%
Scripted Fiction	0.9%
Games & Hobbies	0.7%
Children's Programming	0.1%

HALF OF ALL AD REVENUE IN 2017 CAME FROM FOUR CONTENT CATEGORIES: ARTS & ENTERTAINMENT, TECHNOLOGY, NEWS & POLITICS, BUSINESS.

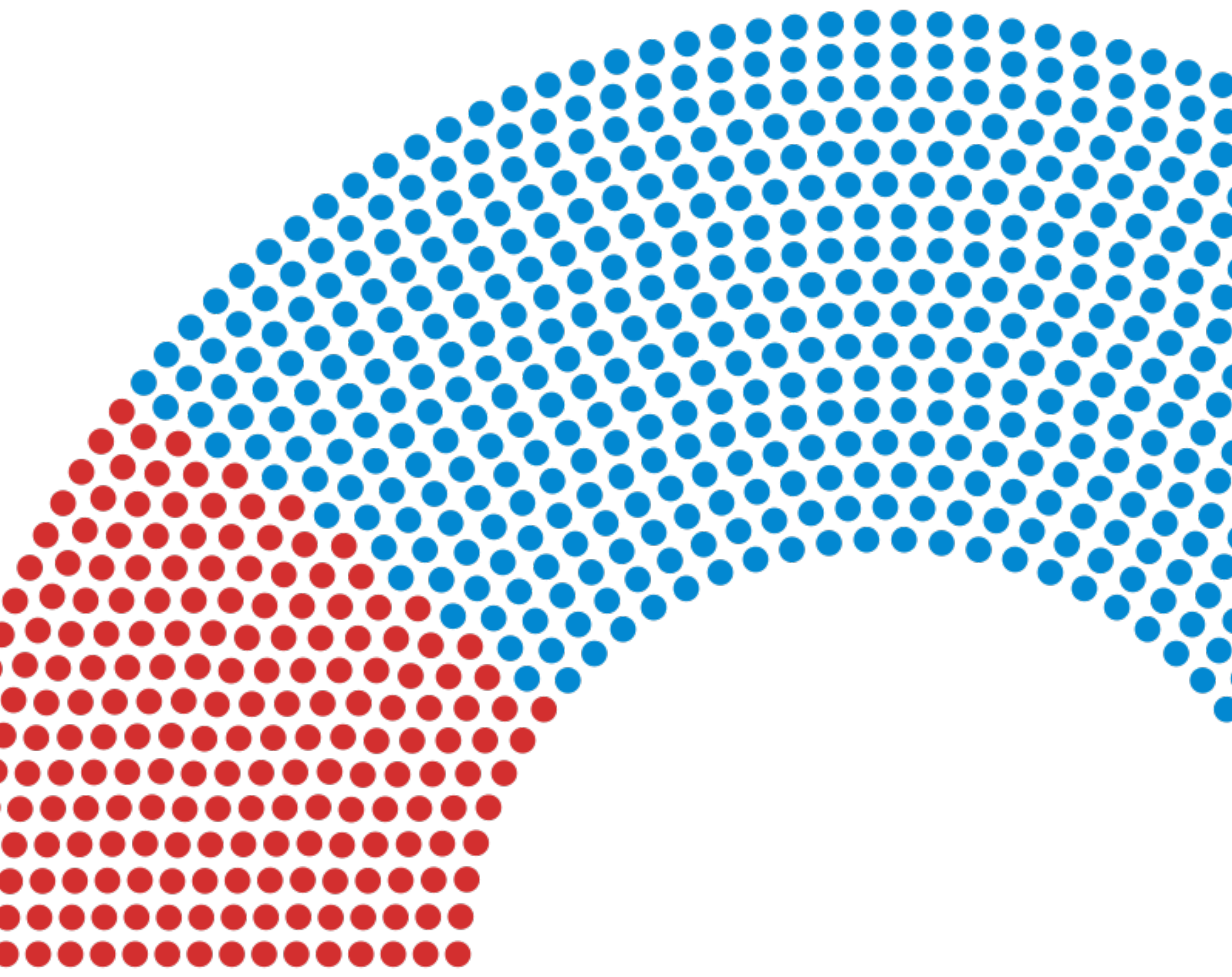
(Interactive Advertising Bureau, 2018)

<https://www.iab.com/news/us-podcast-ad-revenues-2017/>

**PODCAST ADVERTISING
NETWORKS ARE GROWING**

PODCAST ADVERTISING NETWORKS

- ▶ Midroll
- ▶ AdvertiseCast
- ▶ PodGrid
- ▶ Archer Avenue
- ▶ Authentic
- ▶ Podcast One
- ▶ Megaphone
- ▶ reVolver
- ▶ Headgum
- ▶ Earwolf
- ▶ BS Podcast Network
- ▶ Modern Life Podcast Network
- ▶ Panoply
- ▶ Gonna Geek Network
- ▶ Libsyn
- ▶ Blubrry



**COST PER THOUSAND (CPM)
IS THE DOMINANT PRICING
MODEL, REPRESENTING 85%
OF PURCHASED ADS.**

(Interactive Advertising Bureau, 2018)

<https://www.iab.com/news/us-podcast-ad-revenues-2017/>

RATES

- ▶ 10-second: \$15 per 1,000 listens (CPM)
- ▶ 15-30-second: \$18 per 1,000 listens (CPM)
- ▶ 60-second: \$25 per 1,000 listens (CPM)

(Medium, "The Anatomy of the Moonshot Podcast and How We're Tracking So Far," 2017)

<https://medium.com/moonshot-podcast/the-anatomy-of-the-moonshot-podcast-and-how-were-tracking-so-far-c1eb50ba1ab4>

"MOST AGENCIES WORK ON A REVENUE SHARE MODEL WHICH CAN BE ANYWHERE FROM A 20% TO 50% SPLIT."

Kristofor Lawson, Co-host of Moonshot

THE MATH

- ▶ 2 pre-roll ads (30-seconds each): $\$18 \times 2 = \36 CPM
- ▶ 2 mid-roll ads (60-second each): $\$25 \times 2 = \50 CPM
- ▶ \$86 per 1,000 downloads
- ▶ 5,000 downloads per episode, 30 episodes per year
- ▶ 150,000 downloads = \$12,900 per year
- ▶ \$9,030 per year after 30% agency fee

**“WHEN YOU BRING ON A SPONSOR, NO
MATTER HOW RELEVANT, AND NO MATTER
HOW AWESOME, YOU ARE ON SOME LEVEL
DILUTING THE MESSAGE OF YOUR PODCAST.”**

John Lee Dumas, Host of E0Fire

STANDARD METRICS

- ▶ Downloads: Media URLs
- ▶ Geography: Country, State, etc.
- ▶ Clients: iTunes, Chrome, etc.
- ▶ Platforms: Windows, Mac, etc.
- ▶ Distribution: Podcatchers, devices, etc.

DID THEY LISTEN?

iTunes Connect Podcast Analytics ▾



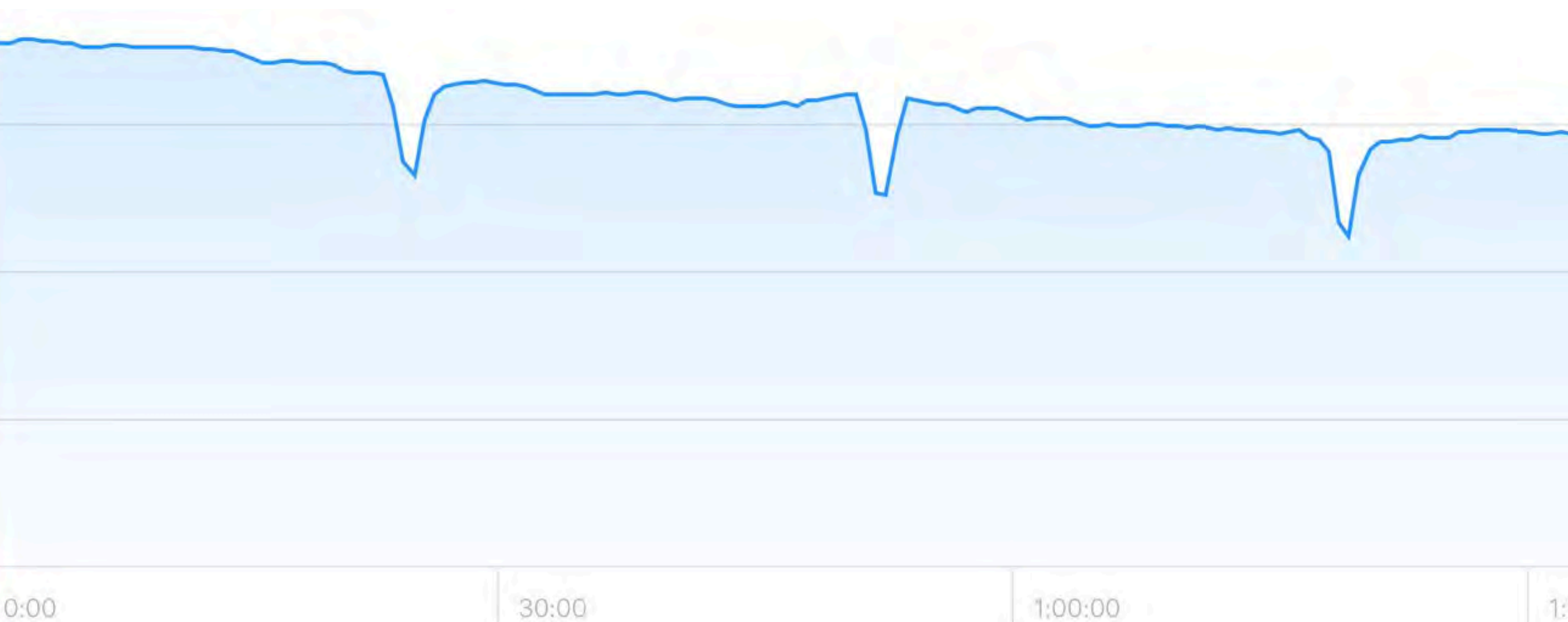
My Podcasts



Podcast
Analytics



Resources and
Help



APPLE IOS 11 NOW ALLOWS
PRODUCERS TO SEE HOW
LONG PEOPLE LISTENED AND
IF ADS WERE SKIPPED.

(Medium, How to Access Apple Podcast Analytics,
2017)

<https://medium.com/podcast-101/how-to-find-your-apple-podcasts-analytics-402124c01b37>

OTHER FUNDING MODELS

- ▶ Affiliate sales
- ▶ Memberships
- ▶ Live events
- ▶ Merchandise
- ▶ Selling services
- ▶ Donations

PRODUCTION METHODS



**BROADCASTERS AND MANY
WELL-FUNDED PODCASTS
USE RECORDING STUDIOS.**



OTHERS BUILD THEIR OWN
HOME RECORDING SYSTEMS.



STARTUP PODCASTERS GET
CREATIVE.

**“WHAT’S THE BEST WAY THESE DAYS TO
RECORD AN INTERVIEW WITH
SOMEONE WHO ISN’T IN THE SAME
PLACE AS YOU ARE?”**

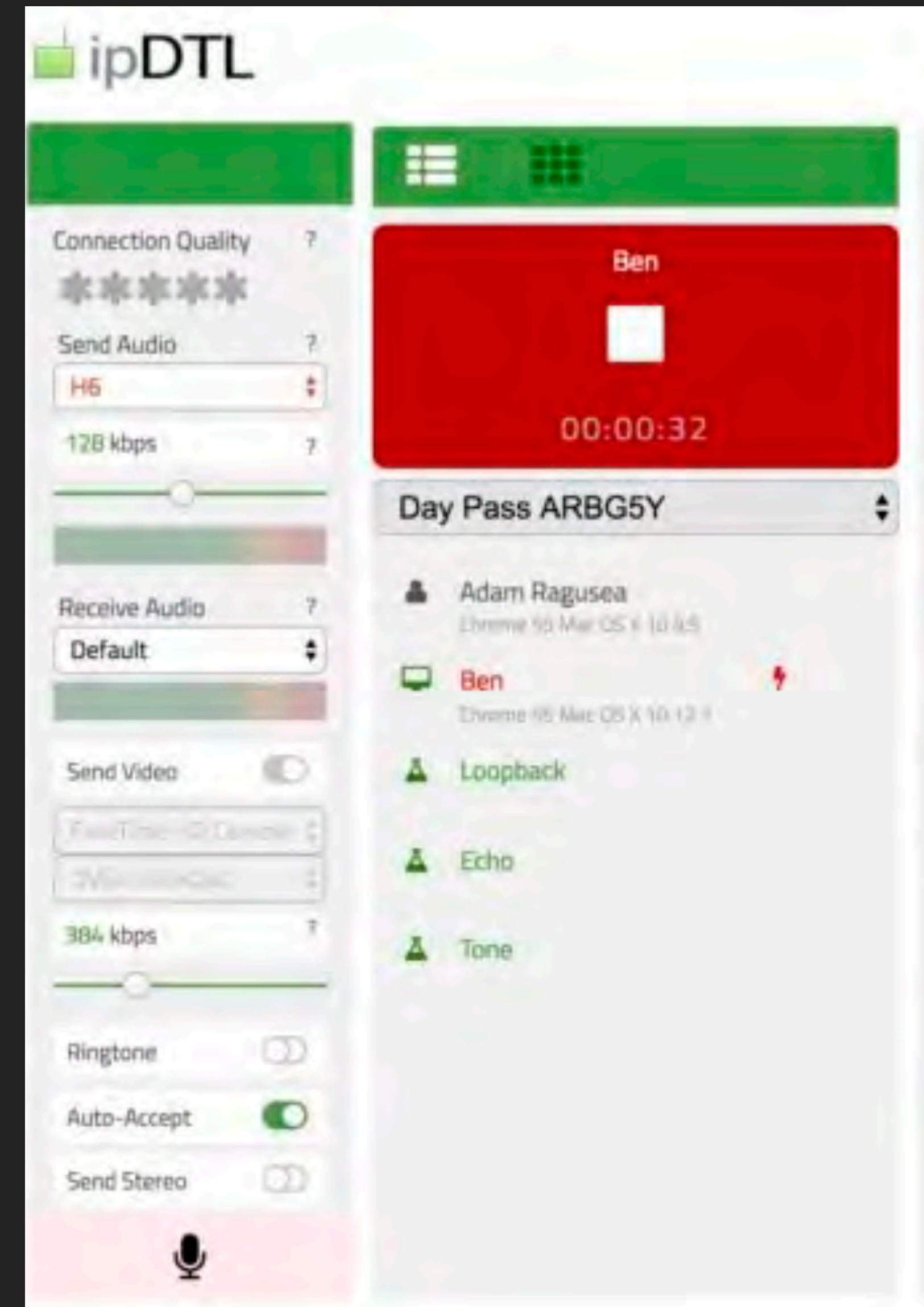
Everyone

**“THERE SHOULD BE A SIMPLE,
DEFINITIVE ANSWER TO THAT QUESTION
BY NOW, CONSIDERING THE STATE OF
TECHNOLOGY. BUT THERE ISN'T ONE.”**

Adam Ragusea, Mercer University Center for Collaborative Journalism

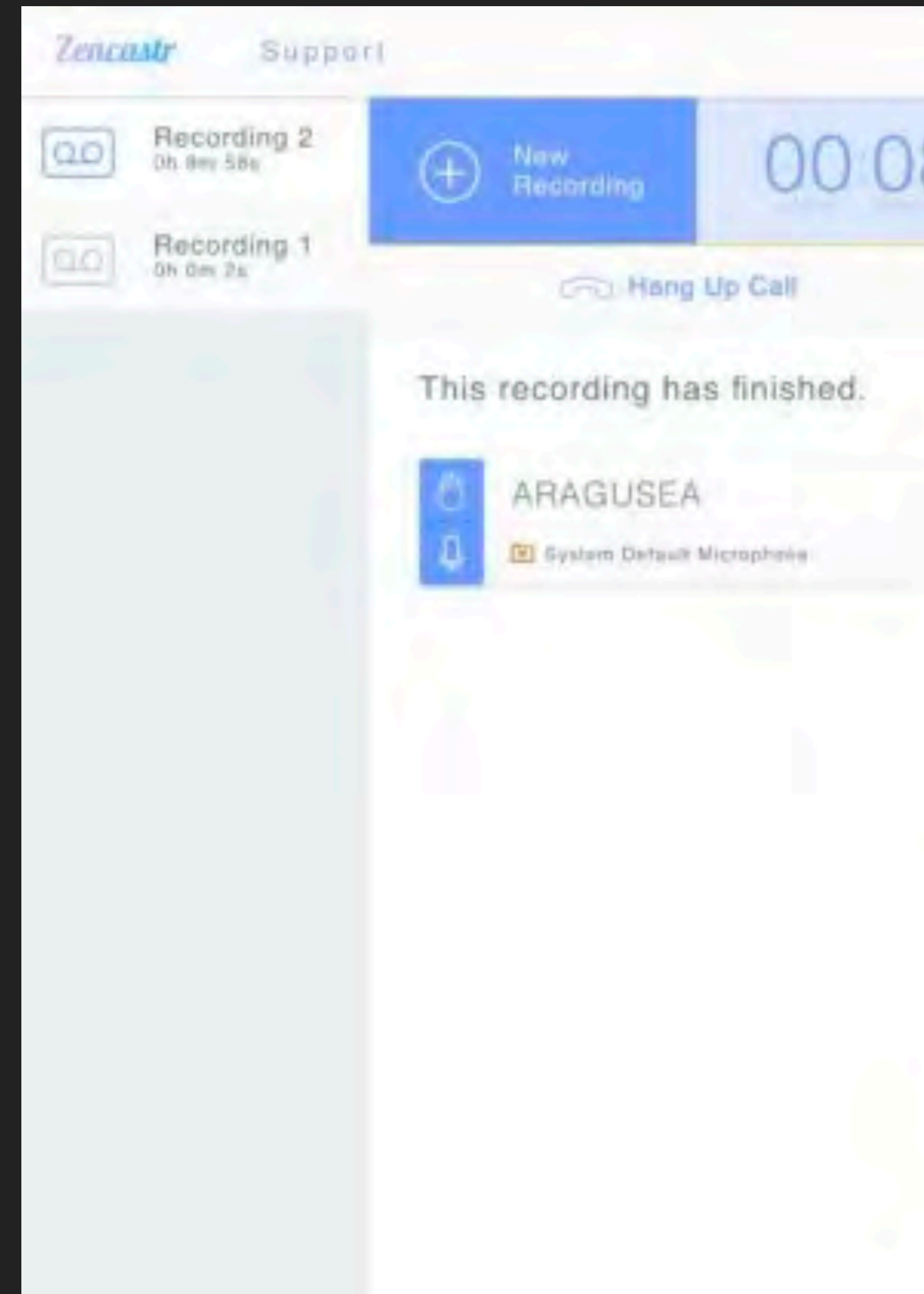
IPDTL

- ▶ Live high-quality VOIP
- ▶ Uses web browser
- ▶ Call ISDN lines
- ▶ Designed for professionals
- ▶ Relies on live Internet connection
- ▶ Plans starting at \$15 for a day pass or \$30/month



ZENCASTER

- ▶ Speak using VOIP but records locally
- ▶ Sends uncompressed audio to Dropbox
- ▶ Doesn't require strong Internet connection
- ▶ Free with limits, full plans start at \$20/month



RINGR

- ▶ iPhone app
- ▶ Records locally, sends files afterward
- ▶ Doesn't require strong Internet connection
- ▶ \$8/mo with limits, \$19/mo for advanced features



OPTIMIZING YOUR AUDIO



USE A LOUDNESS METER TO
MAKE AUDIO LEVELS
CONSISTENT.

(Transom, "The Audio Producer's Guide to Loudness,"
February 2, 2015)

<https://transom.org/2015/the-audio-producers-guide-to-loudness/>



FOR BROADCAST: -24LUFS
FOR PODCAST: -18LUFS

(Transom, "Podcasting Basics, Part 5: Loudness for Podcasts vs. Radio," May 26, 2016)

<https://transom.org/2016/podcasting-basics-part-5-loudness-podcasts-vs-radio/>

“THANK YOU!”

Nathan Gibbs
General Manager / KACU
Assistant Professor / Abilene Christian University