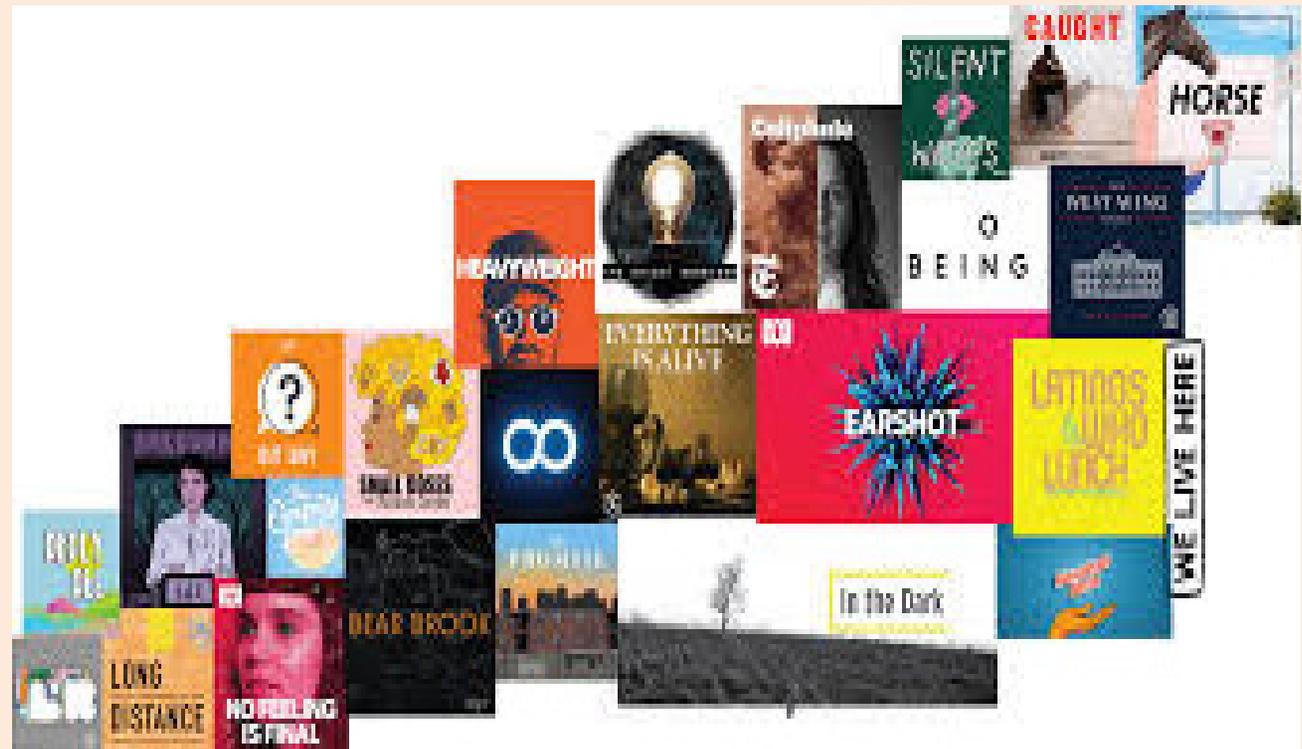
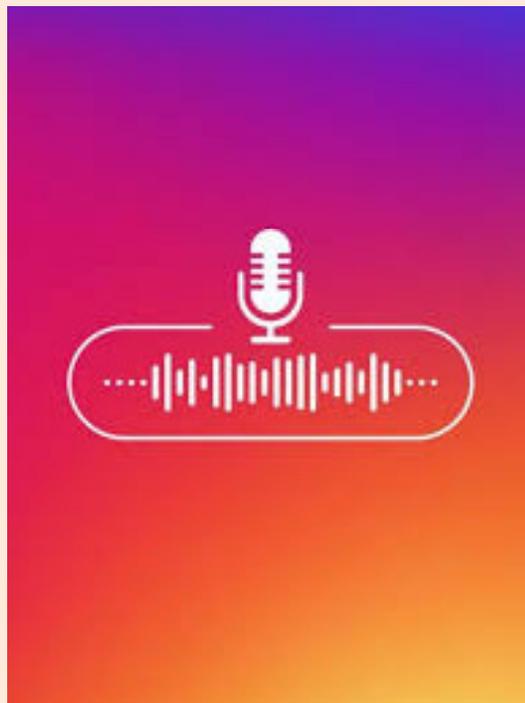


# The Nitty Gritty on Podcasts



Carol Freedman September 4, 2020

# So What are Podcasts?



A **podcast** is essentially a radio show that **you can** get on **the** internet, so **you can listen any** time **you** want. ... Or, **you can** download a **podcast**, which means **you're** saving it on your phone, or tablet, or computer, and **you can listen** to it anytime, even without an internet connection.

Podcasts have become some of most beloved of entertainment and education mediums the world over. These on-demand, specialized interest shows have plenty of material that might not have made it on a traditional radio broadcast, and that's what makes them great. Whether it's news, talk formats, how-to presentations, or even serialized fiction, there's something for everyone in the podcast world.

The main reason **why podcasts are so popular** is that they allow their audience to save time. At Edison Research, they explored the **podcast** listening locations and found out that most often people listen to audio blogs at home, in a car, while walking around or working out. May 7, 2020

# Growth of Podcasts



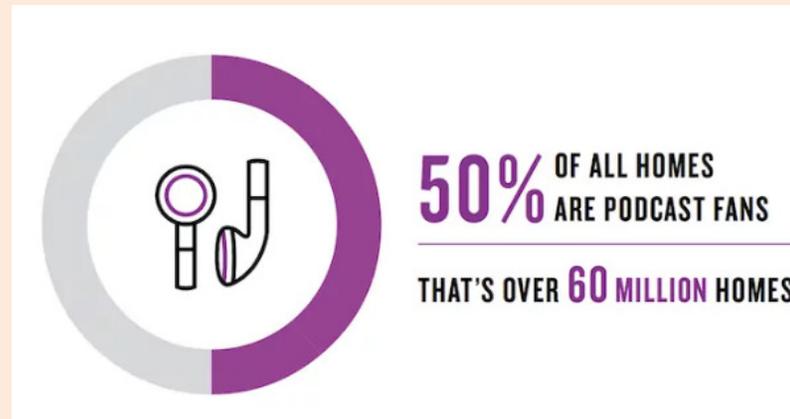
## U.S. Podcasting Industry - Statistics & Facts

Published by [Amy Watson](#), Jun 8, 2020

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Back in 2006, only 22 percent of the adult population in the United States was aware of podcasting. By 2020, this figure had risen to 75 percent. Podcasting is an increasingly popular pastime in the U.S. and there were an estimated 88 million podcast listeners in the country in 2019. Forecasts suggest that the the number of podcast listeners will surpass 160 million in 2023 after increases of around 20 million each year.

# Where we listen



## Where do people listen to podcasts

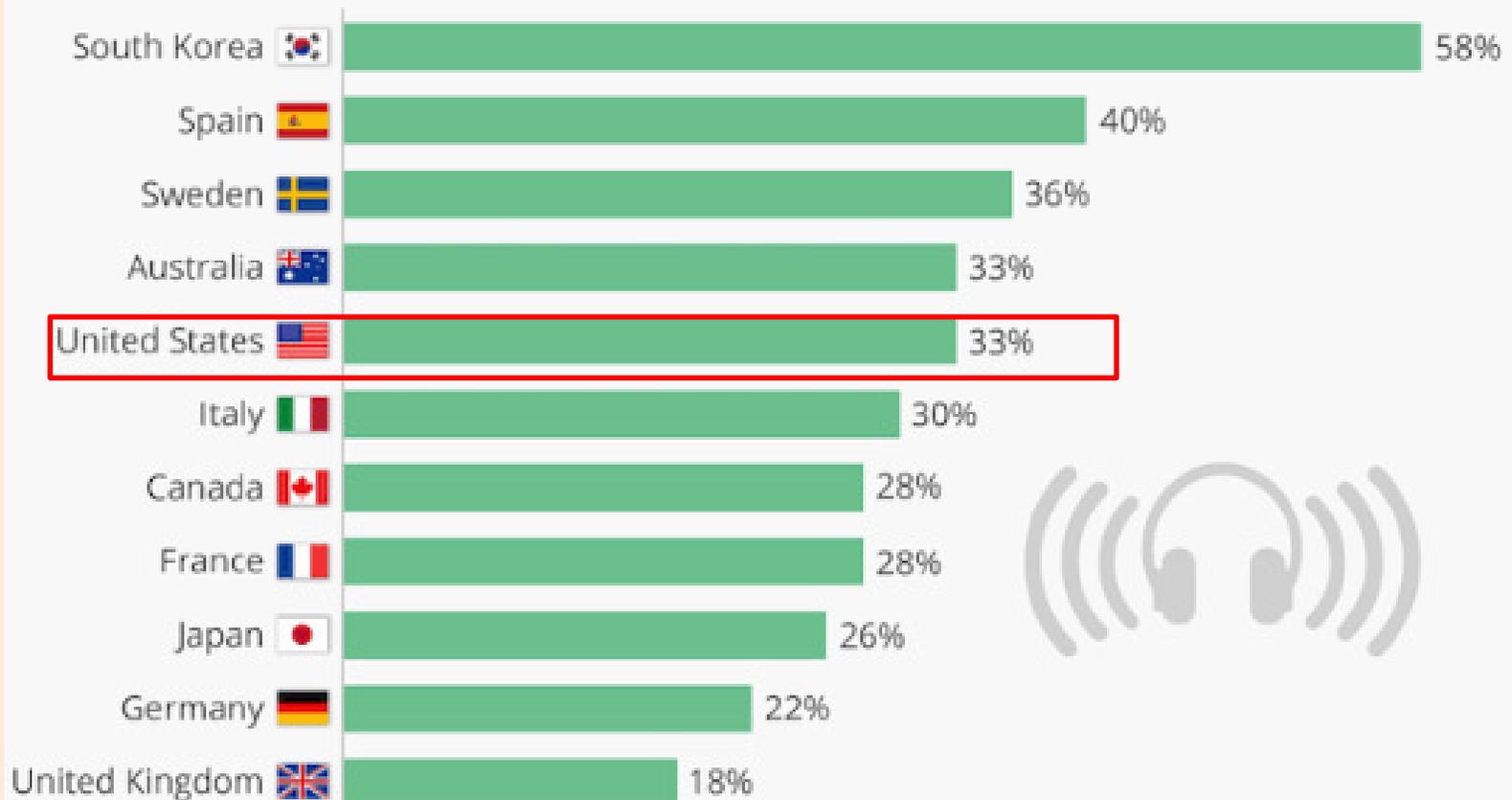
- Home (82%), in the car/truck (58%), and walking around/on foot (41%) **were** reported as the **most** popular **podcast** listening areas. ( Edison Research, 2018)
- Commuting (78.5%), doing housework (65.4%), and free time (55.2%) **were** the **most** reported activities when **people listen to podcasts**. (



# Podcasts around the world

## The State of Podcasting

% of respondents in selected countries who listened to any podcast in the past month



# Latest Stats



75% of the US population is familiar with the term “podcasting”  
16 million people in the US are “avid podcast fans”

50% of all US **homes** are podcast fans

**55% (155 million) of the US population** has listened to a podcast

37% (104 million) listened to a podcast in the last month

24% (68 million) listen to podcasts weekly

Demographics:

51% of podcast listeners are male ; 63% of podcast listeners are **white**

45% of **monthly** podcast listeners have household income **over \$75K** – vs 35% for the total population

27% of US podcast listeners have a 4-year college degree – vs 19% for US pop

Age of monthly podcast listeners versus US population

12-34: 48% (vs 37%)

35-54: 32% (vs 40%)

55+: 20% (vs 23%)

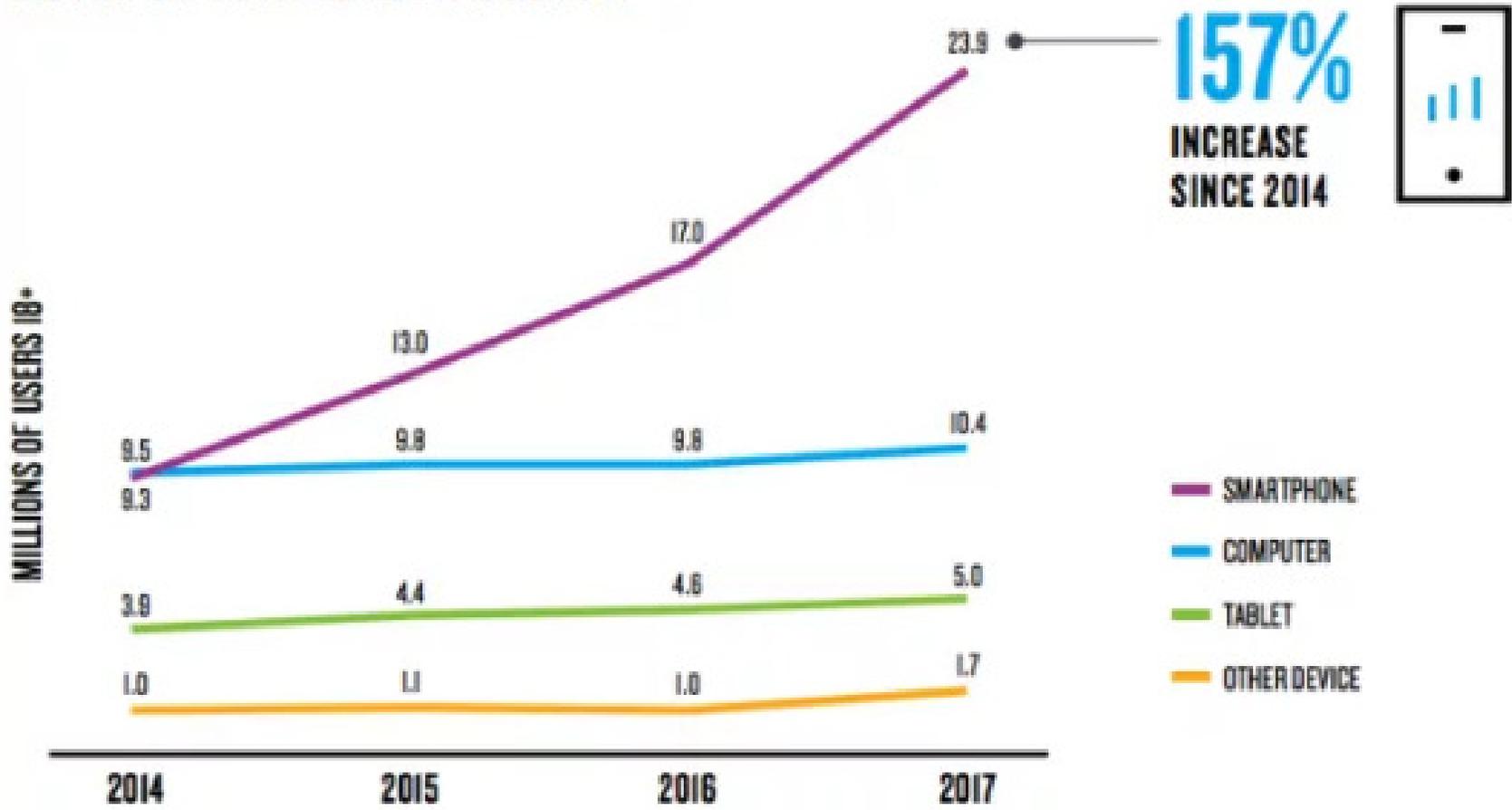
# More on listening behavior



- Podcast listeners **subscribe** to an average of **6 shows** in the last week
- Podcast listeners listen to an average of **7 different shows** per week
- 80% listen to **all** or **most of** each episode,
- Podcast listening on a computer went up from 29% to 31% (smartphone listening went from 71% to 69% respectively)
- 19% of listeners increase the speed (listen faster)
- 65% of monthly podcast listeners have been listening for **less than 3 years**
- **Comedy** is the most popular podcasting genre, followed by **education** and **news**

# SMARTPHONES DRIVE PODCAST USAGE

IN THE PAST 30 DAYS, WHICH DEVICE HAVE YOU USED TO WATCH, LISTEN OR DOWNLOAD A PODCAST?



Credit: Nielsen Q1 2018 Podcast Insights

# What do people listen to?



## Most Listened-to Podcast Genres – Q3 2019

Genre	% of Weekly Podcast Consumers Listening to at Least One Podcast in Genre in the Last Week
Comedy	36%
News	23%
Society & Culture	22%
Sports	15%
True Crime	12%
Arts	11%
Business	10%
Religion & Spirituality	8%

Genre	% of Weekly Podcast Consumers Listening to at Least One Podcast in Genre in the Last Week
TV & Film	8%
Science	6%
Health & Fitness	6%
History	5%
Leisure	4%
Music	4%
Education	3%
Technology	3%



Source: The Podcast Consumer Tracker, Q3 2019. Genres derived from the Apple Podcast Directory

# How We Access Them



- From their source (website, radio/TV station)
- From a podcast player
- From social media—Facebook, Instagram, Pinterest, Twitter

# How do you find them?



- Google search for them by name
- Search your podcast player by show name or topic
- Browse topics for things of interest
- Browse player suggestions

# Top 10 Podcast Players



Player	Unique devices	Unique downloads	Average downloads per device
Apple Podcasts	42.72%	60.74%	7.18
Spotify	19.89%	10.77%	2.73
Other (primarily web browsers)	12.12%	6.76%	2.82
Castbox	5.36%	3.66%	3.45
Google Podcasts	3.44%	1.35%	1.98
PodcastAddict	2.55%	2.83%	5.6
Stitcher	2.15%	2.85%	6.7
iHeartRadio	1.96%	1.23%	3.17
Overcast	1.71%	2.15%	6.37
Pocket Casts	1.55%	1.39%	4.53

# Best Podcast listening apps



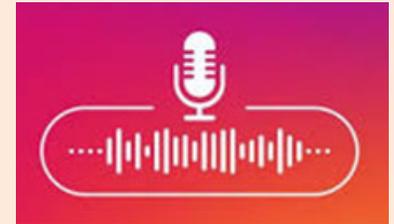
## Best Podcast Listening Apps (For iOS & Android)

- **RadioPublic.**
- ★ • **Pocket Casts.**
- **Castbox.**
- **Podbean.**
- ★ • **Stitcher.**
- **Laughable.**
- **TuneIn Radio.**
- ★ • **Spotify.**

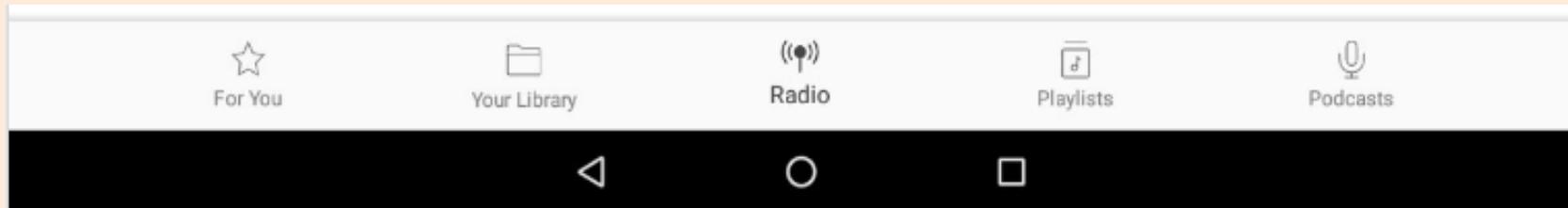
The link between broadcast radio and podcasting, which NPR has also capitalized on through the years, has seen others also connect with AM/FM

Feb 8, 2020

# Radio Stations



TuneIn offers more than 100,000 radio stations from around the globe, from local radio, music, and sports to news, podcasts, and talk radio. Subscribing to Premium for \$9.99 a month will also give you access to live sports coverage and commercial-free music.



If you want to stream radio—not music, necessarily, but actual radio stations—on your Amazon Fire, iHeartRadio lets you listen to your favorite channels and hosts, no matter if they're talk radio shows, comedy, podcasts, or sports broadcasts.



# Apple Podcasts



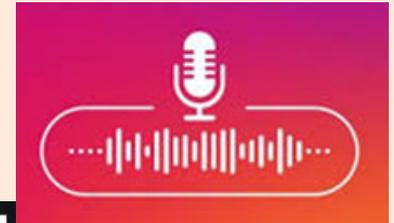
## Apple Podcasts

**Apple Podcasts** is the biggest podcast directory in the world. It's been a major player since it launched in 2005. It used to be part of **iTunes**, but **Apple** rebranded it as a standalone product, **Apple Podcasts**, due to its popularity.



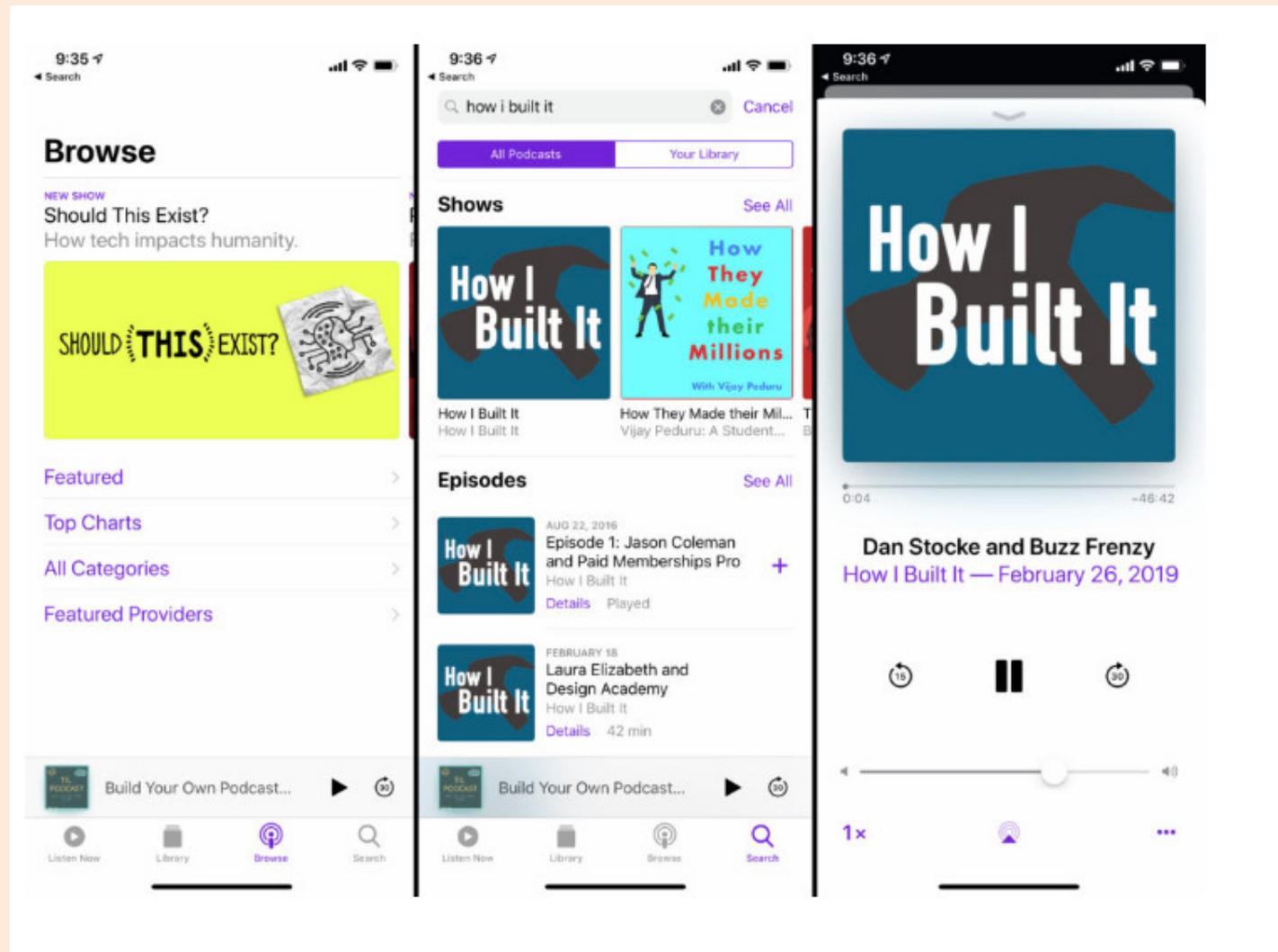


# Apple Podcasts App





# Apple Podcast Player





# Apple on Itunes



Music

Movies

TV Shows

App Store

Podcasts

Books

Music Videos

Audiobooks

Can synch from PC or Mac to other devices

## Arts

- Books
- Design
- Fashion & Beauty
- Food
- Performing Arts
- Visual Arts

## Business

- Careers
- Entrepreneurship
- Investing
- Management
- Marketing
- Non-Profit

## Comedy

- Comedy Interviews
- Improv
- Stand-Up

## Education

- Courses
- How To

## Leisure

- Animation & Manga
- Automotive
- Aviation
- Crafts
- Games
- Hobbies
- Home & Garden
- Video Games

## Music

- Music Commentary
- Music History
- Music Interviews

## News

- Business News
- Daily News
- Entertainment News
- News Commentary
- Politics
- Sports News
- Tech News

## Society & Culture

- Documentary
- Personal Journals
- Philosophy
- Places & Travel
- Relationships

## Sports

- Baseball
- Basketball
- Cricket
- Fantasy Sports
- Football
- Golf
- Hockey
- Rugby
- Running
- Soccer
- Swimming
- Tennis
- Volleyball
- Wilderness
- Wrestling



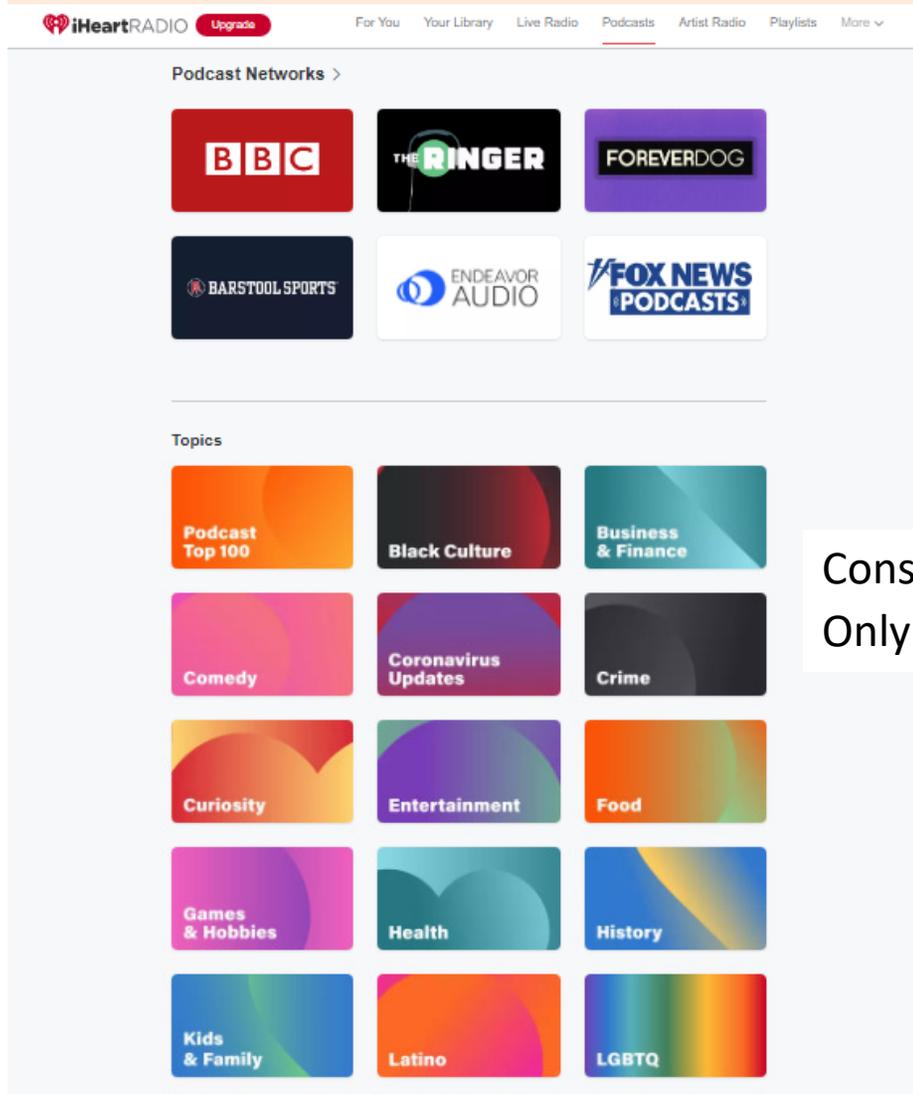
# Podcast Player Criteria



- Price
- Signup ease
- Search ease
- Carries your programs, interest-areas
- Change speed
- Listen on computer aswell as phones/tablet
- Sync and pick up between devices
- Ad-free
- Plays music also
- Few drops or stalls
- Bandwidth use
- Notified for new episodes
- Curated content
- Exclusive content
- Able to share



# iHeartRadio



## Pros:

Listen to music you love. Stream unlimited music, thousands of radio stations and **podcasts** all in one app. **iHeartRadio** is easy to use and best of all, it's still **FREE**.

## Cons:

Only listen **offline** on ios

## Currently, iHeartRadio AI Access is available for the following devices:

Web (www.iHeart.com)  
iOS and Android **devices**.  
Apple TV (v1. 2.0)\*  
Xbox One\*  
Android TV\*  
Samsung TV\*  
Vizio TV\*  
LG TV\*



# IHeartRadio



Upgrade

For You

Your Library

Live Radio

Podcasts

More ▾



## Stream Top Podcasts

Stream the best podcasts from your favorite stations

All Topics ▾

### Popular Podcasts



The Daily

This is what the news should sound like. Th...



Missing in Alaska

Alaska, 1972. Two



Stuff You Should...

If you've ever wanted

Advertise With Us

For You >



103.1 WIRK



Thomas Rhett



Slippery When Wet

### Featured Podcasts



Feedback



# IHeartRadio



The **Offline** feature is only available in the iOS and **Android** versions of the **iHeartRadio app**. With **iHeartRadio All Access** you can take your playlists from online to **offline** with a quick toggle. While connected to cellular data or Wi-Fi, select the playlist you wish to make available **offline**.

Any **podcasts** you follow **can** be found under "Your **Podcasts**". and select **Download** Episode. A blue arrow **will** appear once the episode is available to play offline. All of your **downloaded** episodes are conveniently located under "Your **Podcasts**" on the **Podcasts** tab where you **can** listen without needing a data connection.

# IHeartRadio Functions



 **iHeart**RADIO

Upgrade

For You

Your Library

Live Radio

Podcasts

More ▾



Recently  
Played



Saved  
Stations



Podcasts



Playlists



Artists



Albums



**Any radio, music, or podcasts  
you listen to will show up here**

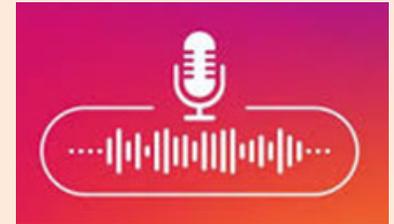
Need help finding something new?

Browse Stations For You

Feedback



# iHeartRadio Options



	Plus*	All Access
Play any song	•	• \$9.99/mo
Unlimited skips	•	•
Save songs from radio to your playlist	•	•
Instantly replay songs from the radio	•	•
Listen offline		•
	\$4.99/mo	
Unlimited access to millions of songs		•
Create unlimited playlists		•

\*iHeartRadio Plus available only in the iOS and Android apps

no additional charges to listen to your favorite Live Stations or all-music Artist Radio Stations featuring songs from the artist you select and similar music.



# Overcast

\$0 - \$9.99/year

Overcast is a simple podcast app that makes it easy to recommend, discover, and enjoy your favorite shows.

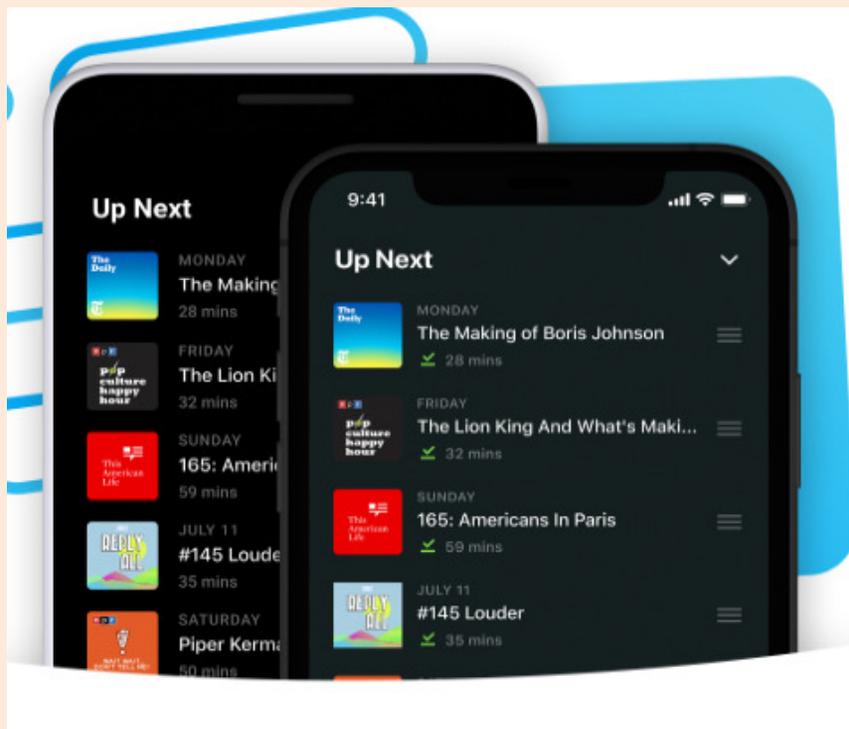


## Features

- Smart speed –custom forward/back
- voice boost
- Smart resume
- Smart Playlists
- Sync to Watch
- Share links, clips



# PocketCasts



## Up Next

Automatically build a playback queue from your favorite shows. Sign in and have that Up Next queue sync to all your devices.

All devices, plus Sonos, Chromecast and Car Play



# PocketCasts



## Cross Device Sync

Listen without limits. We'll sync your podcasts and their playback location across all your devices so you're always ready to go.



## Discovery

There are so many great podcasts out there, but how do you find them? Let our machine enhanced human curators do the work for you.



## Episode Search

Looking for that one guest in a podcast you don't normally listen to? Interested in just one topic? Episode Search to the rescue.



## Android Auto and CarPlay

Podcasts in your car done right. Play through your Up Next. Find that one perfect episode to match your driving mood.



## Trim Silence

Time is money. Why are you wasting it waiting for someone to answer that question? Trim that silence and burn through your podcasts.



## Airplay and Chromecast

Set your podcasts free. Into your living room, office, kitchen and more. A world without wires awaits.



## Chapter Support

Jump straight to the topic you're most interested in and revel in the custom chapter artwork to match.



## Apple Watch

Quickly change volume, skip ahead or find something else to listen to straight from your Apple Watch.



## Themes

Whether you're a dark or light theme person, we've got you covered. We even have you OLED lovers covered with our Extra Dark theme.



## Play Without Subscribing

Commitment and responsibility are so adult, so boring. Podcasts should be fun and commitment-free. Mash that play button with no regrets!



## Smart Storage Management

Managing downloads should be someone else's job; you've got better things to do. Say hello to Auto Archiving, your new best friend.

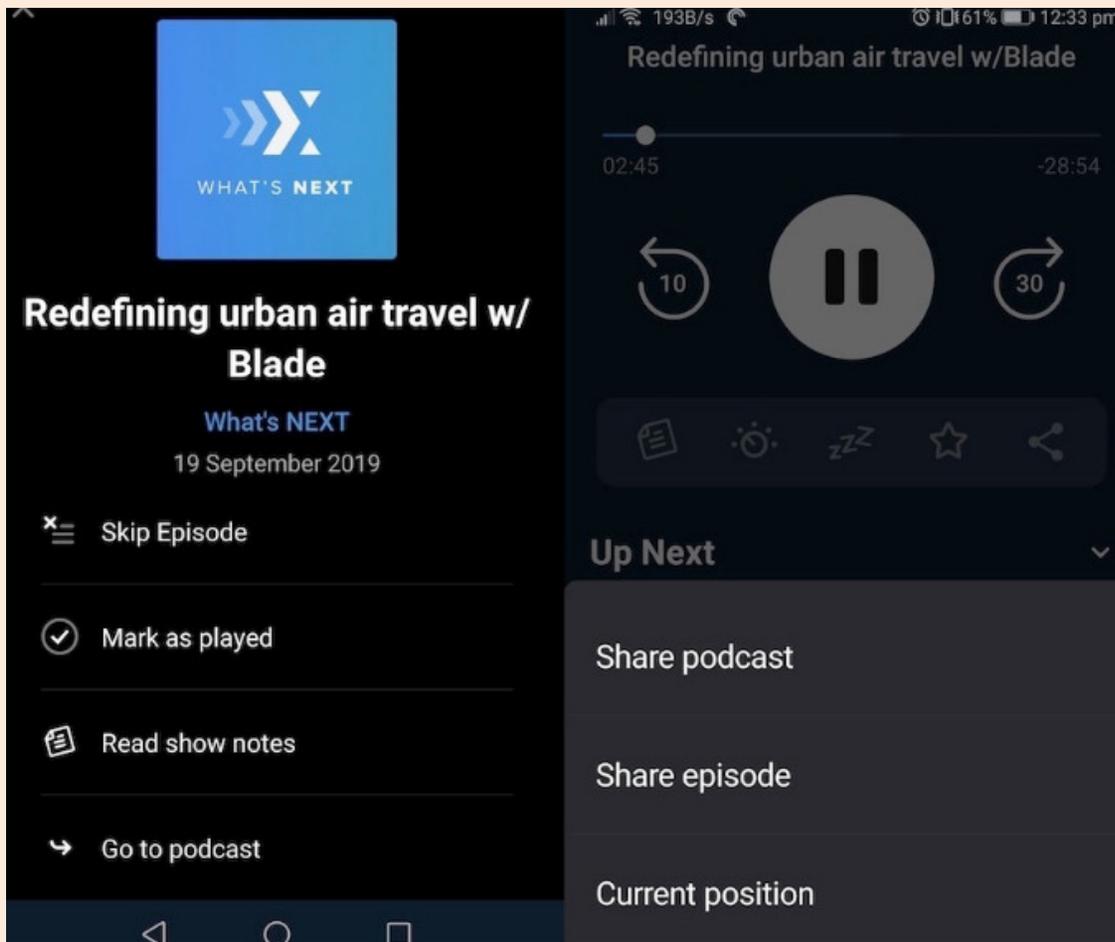


## Variable Speed Playback

Time is a precious commodity and yet it always just ticks, ticks, ticks along. Break out and power up your podcast listening.



# PocketCast



.99/mo for;  
-- Desktop version  
-- watch playback  
-- Upload 10g files  
storage

# Spotify



[Premium](#)

[Help](#)

[Download](#)

[Sign up](#)

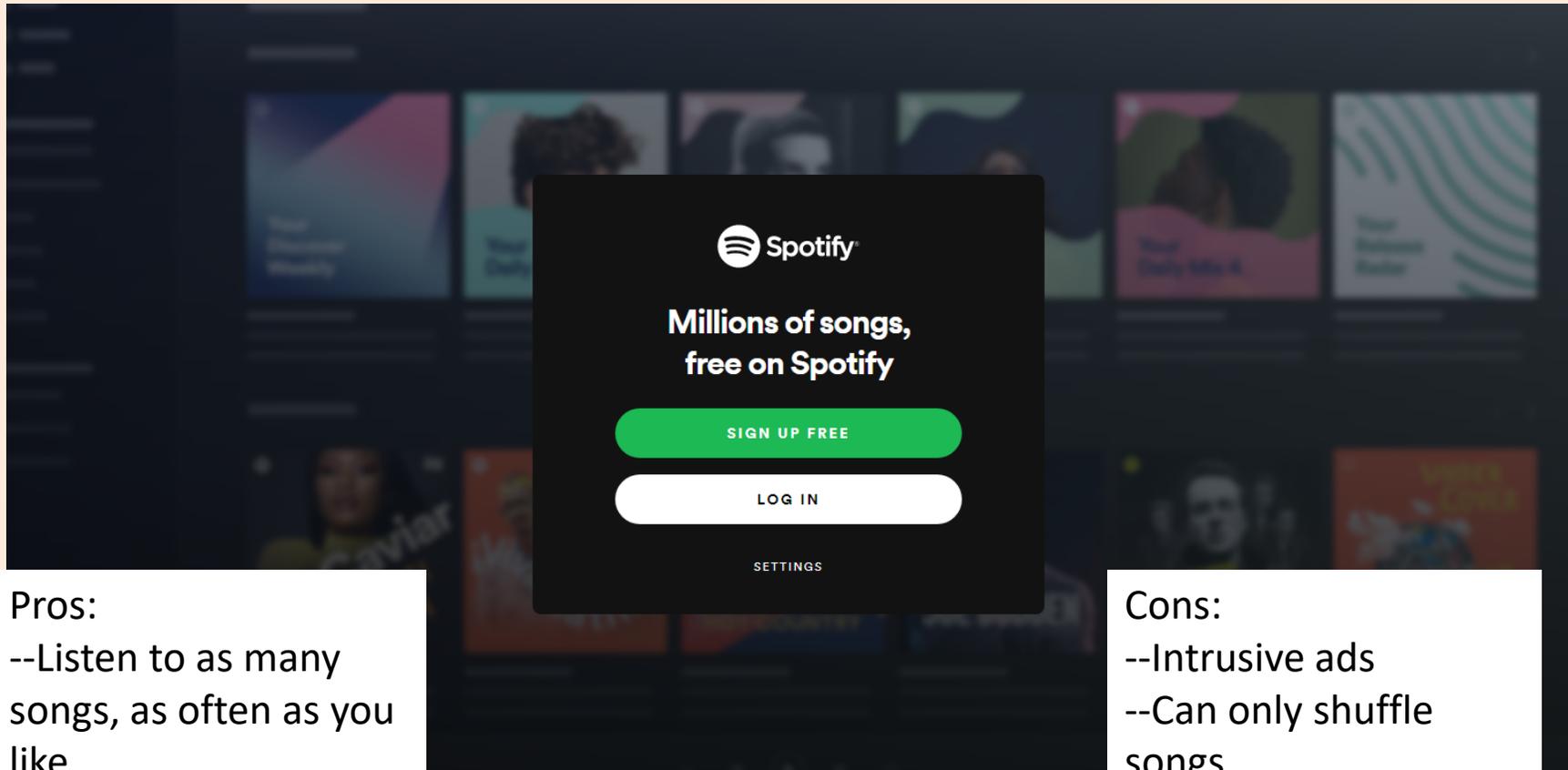
[Log In](#)

# Listening is everything

Millions of songs and podcasts. No credit card needed.

[GET SPOTIFY FREE](#)

# Spotify



## Pros:

- Listen to as many songs, as often as you like
- Easy playlists or search for tracks
- 50mil songs

## Cons:

- Intrusive ads
- Can only shuffle songs
- Lower sound quality
- Can't download songs

# Spotify





Home  
Search  
Your Library

PLAYLISTS

- Create Playlist
- Liked Songs

Cookies  
Privacy

   **The Michelle Obama Podcast** SIGN UP LOG IN

### All Episodes

---



**They Do: Talking Marriage with Conan O'Brien**

Conan O'Brien video chats with Michelle to discuss the challenges and joys of marriage. Find the episode transcript here: [http://spoti.fi/TMOP\\_transcripts](http://spoti.fi/TMOP_transcripts)

 Sep 2 · 42 min

---



**The Gift of Girlfriends with Denielle, Sharon, and Kelly**

Michelle Obama sits down with three of her dearest friends—Denielle Pemberton-Heard, Dr. Sharon Malone, and Kelly Dibble—to talk about women's friendship and navigating the Whi...

 Aug 26 · 45 min

---



**Growing Up Robinson with Craig and Michelle**

Michelle chats with her beloved older brother about their childhood and growing up together on the South Side of Chicago. Find the episode transcript...

 Aug 19 · 55 min

---



**What Your Mother Never Told You About Health with Dr. Sharon Malone**

Michelle talks with her friend, Dr. Sharon Malone, an OB-GYN, about women's health, menopause, and aging. Find the episode transcript here: [http://spoti.fi/TMOP\\_transcripts](http://spoti.fi/TMOP_transcripts)



# Stitcher



STITCHER GET THE APP LEARN MORE PREMIUM TOP SHOWS LISTEN SIGN IN SIGN UP

Weekly ranking of the most popular shows on Stitcher

Top Shows			Top Movers			Most Shared		
All Shows			From the week of			08/17 - 08/23		
Rank	Show	Change	Rank	Show	Change	Rank	Show	Change
1	 <b>The Joe Rogan Experience</b> <i>Comedy</i>	-						
2	 <b>My Favorite Murder with Karen Kilgari...</b> <i>Comedy</i>	-						
3	 <b>The Daily</b> <i>News &amp; Politics</i>	-						
4	 <b>The Rachel Maddow Show</b> <i>News &amp; Politics</i>	-						
5	 <b>Dateline NBC</b> <i>News &amp; Politics</i>	-						

## Categories

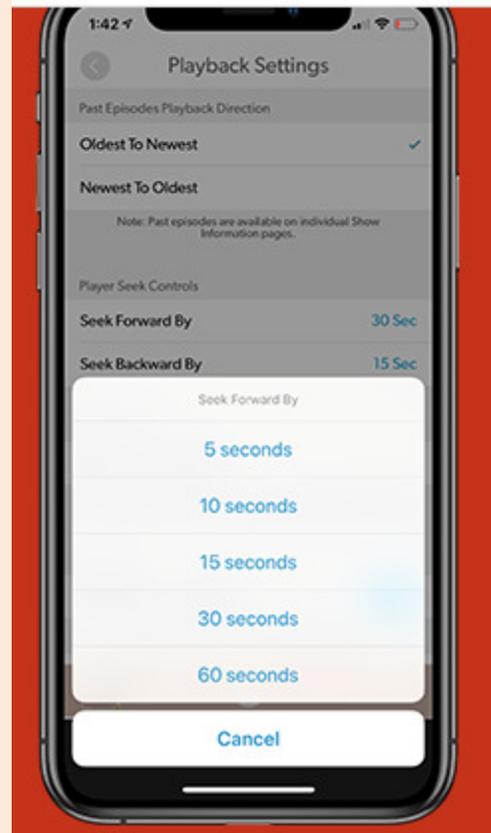
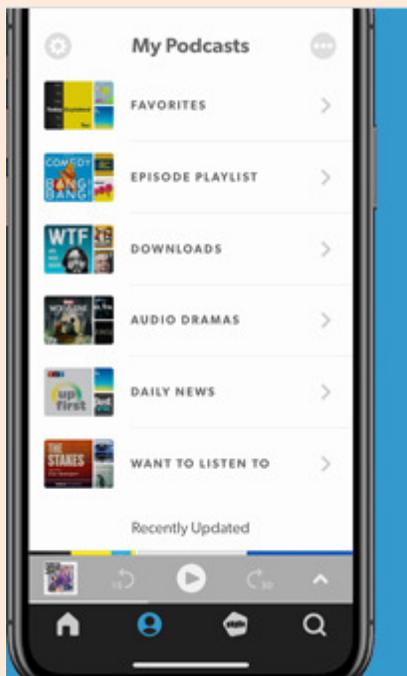
- All Shows
- Comedy
- Business And Industry
- News And Politics
- Society And Culture
- Education
- Entertainment
- Games And Hobbies
- Lifestyle And Health
- Music Commentary
- Parenting, Family And Kids
- Science And Medicine
- Spirituality And Religion
- Sports
- Technology
- World And International

Get the Free App

<https://www.stitcher.com/learn-more>



# Stitcher



- Easy search for episodes on iOS or android
- Sort episodes (newest to oldest or reverse)
- Cast to bluetooth speaker (Apple, Google Home, etc.)
- Rewind by specific amount of seconds
- Create playlists
- Swipe to eliminate downloads
- Play in car mode

# Downloading vs Streaming



Is it better to stream or download podcasts?



**Downloading** requires the file be retrieved and stored in entirety before you can enjoy it, while **streaming** allows it to play without the entire file being loaded. So, walking away in the middle of a **streaming** file saves you the amount of data that you don't listen to, while a **downloaded** file does not.

# Streaming vs Downloading



Is it cheaper to stream or download?

- So, after all, does streaming use more data than **downloading**? The short answer is that with comparable quality of the file and without compression, *they use more or less the same amount of data.*
- For one-time viewing of a compressed file, or if you are fine with low-res, use streaming to save bandwidth (and time).

# Listening in the Car

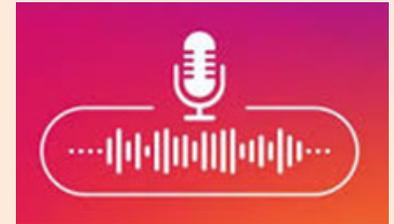


- **Here are a few ways you can listen to audio in your car:**
- Set up CarPlay in a compatible **vehicle**. ...
- If your **car** has Bluetooth, you can pair your iPhone to your **car**.
- If your **car** has a USB port, you can use a Lightning cable to connect your iPhone to **your vehicle**.

## **Android | Car Bluetooth**

- On your **Android** phone, please open Settings -> Device Connection-> **Bluetooth** and set it to On.
- Wait for the screen to update and display your **car** audio system, then select it to pair.
- After pairing, please **play** a **podcast** in the Podbean **Android** app. You will **hear** the **podcast** from your **car** audio.

# Laughable



**Laughable**<sup>®</sup>  
FIND FUNNY!

## The Best Way to Discover Podcasts & Comedians

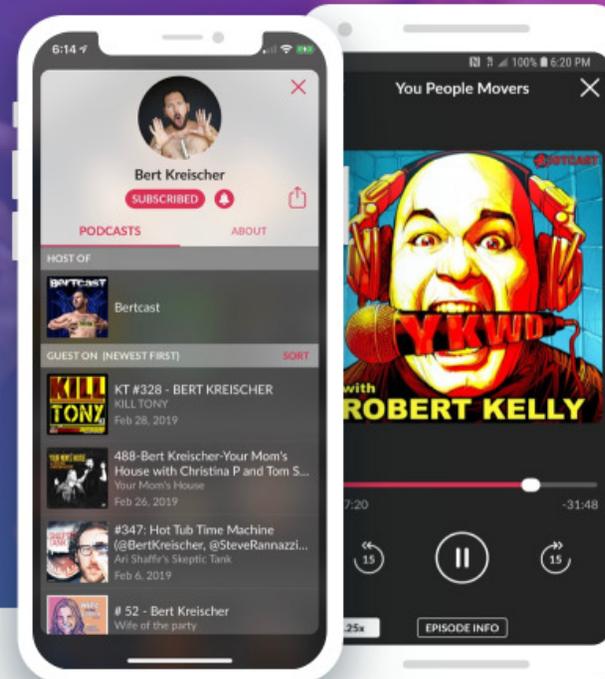
“What a brilliant app you have – I love how it alerts me to podcasts with people I’ve subscribed to even when they’re just guests.”

- A.G., iOS User



3,800+ Reviews

Download Laughable Today!



# Staying Organized



## Get Organized: 6 Tips for Cleaning Up Your Podcast Feeds

1. Let Your App Auto Delete Played Episodes. ...
2. When You're Almost Done, Delete or Skip Ahead. ...
3. Make Playlists Based on What You Do While You Listen. ...
4. Don't Auto Download More-Than-Daily News Shows. ...
5. Let Go of Episodes With a Short Shelf Life. ...
6. Use Auto Skip.