

The Podcast Trends Report 2019



Table of Contents

Methodology.....	3
Listener Behavior.....	4
Podcast Landscape.....	14
Advertisement Efficacy.....	17
Podcaster Trends.....	20

Methodology

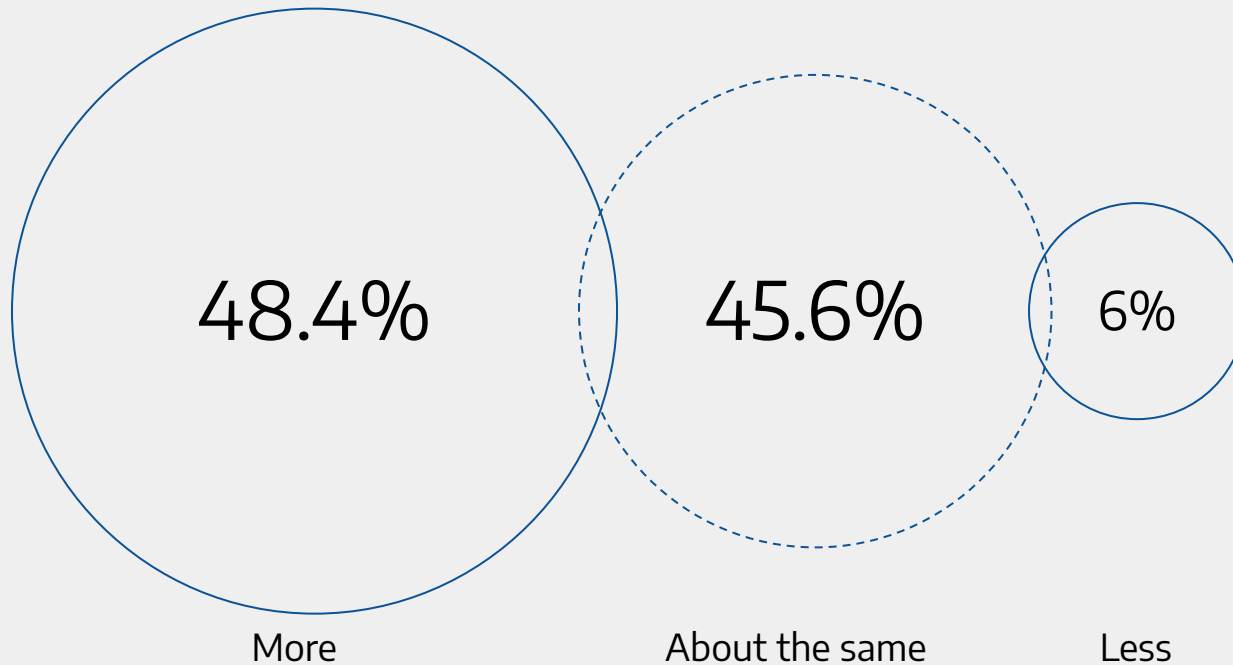
Discover Pods decided to embark on the Podcast Trends Report with a very clear goal in mind: to better understand **listener behavior**, further benchmark the **potential of podcast advertising**, and prioritize the **challenges facing the podcast industry and podcasters alike**.

The report takes both qualitative and quantitative collection tools, but is rooted in the self-selected survey.

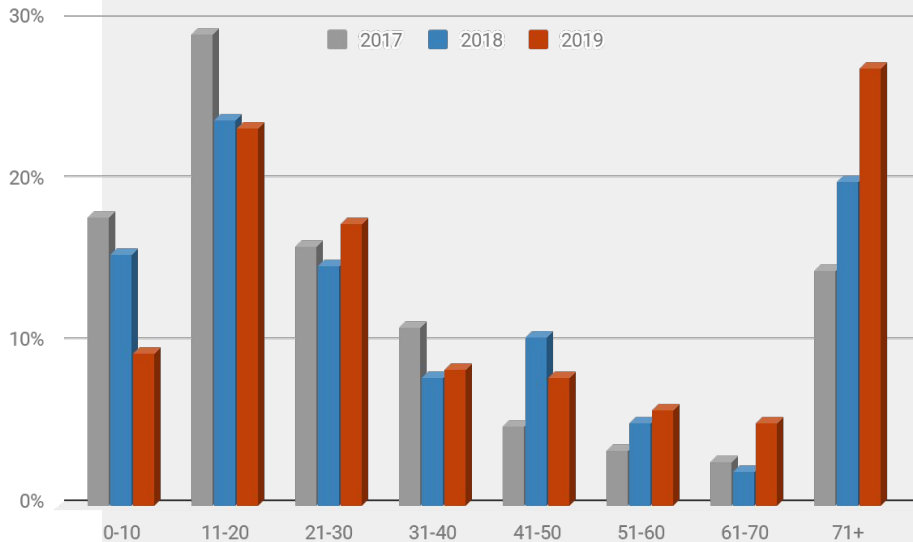
We surveyed 1,203 people who are active in various web-based podcast communities. Out of the 1,156 respondents, 234 identified themselves as podcasters.

Listener Behavior

Do you listen to podcasts more or less compared to a year ago?



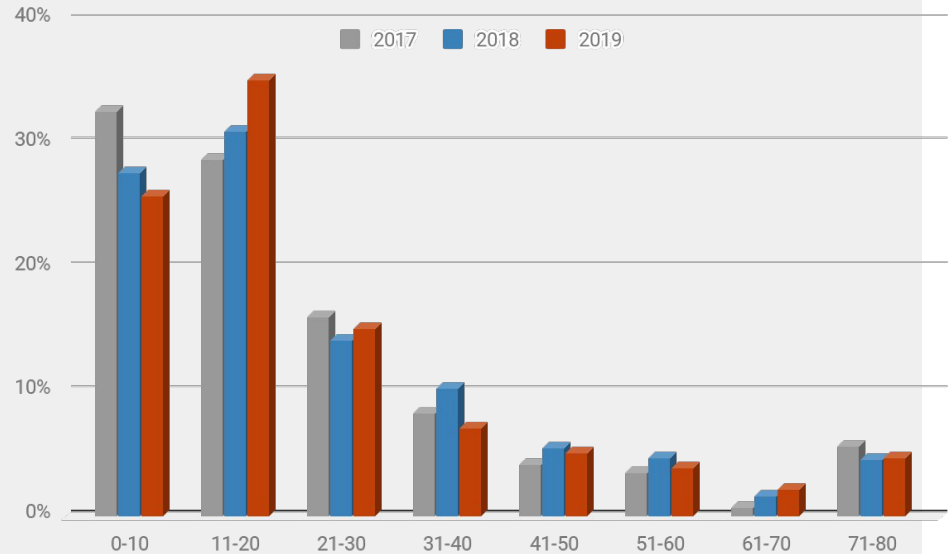
How many podcasts are you subscribed to?



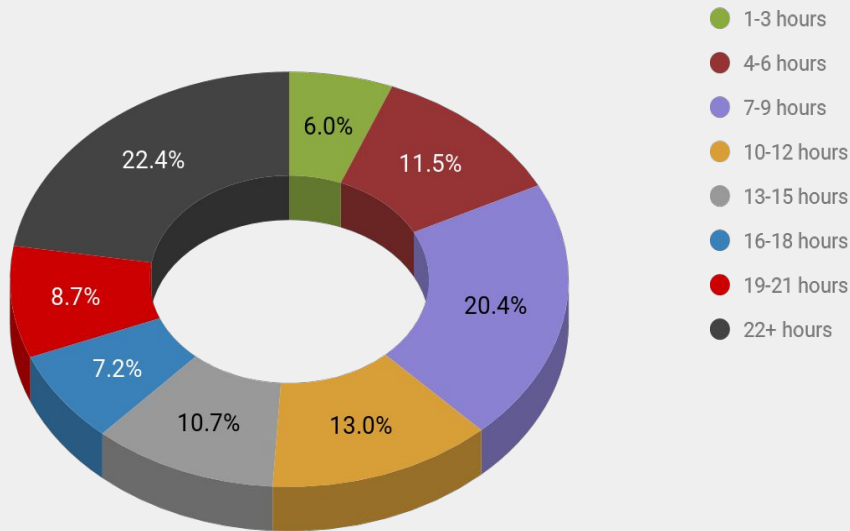
Podcast subscriptions among existing podcast fans continues to skew towards more podcasts. 27.1% of respondents are subscribed to over 70 different podcasts.

How many podcasts do you listen to on a monthly basis?

Similar with subscriptions, podcast fans are listening to a higher number of podcasts each month. The super-listener bump, however, isn't as large on the monthly listens level. 35% report they listen to more than 10 different podcasts each month.



How many hours per week do you spend listening to podcasts?



82.4% of podcast fans listen to 7 or more hours of podcasts each week, compared with 76.8% in 2018. 22.4% of respondents listen to more than 22 hours each week — more than 3 hours per day.

Zero respondents claimed they listen less than an hour each week.

“

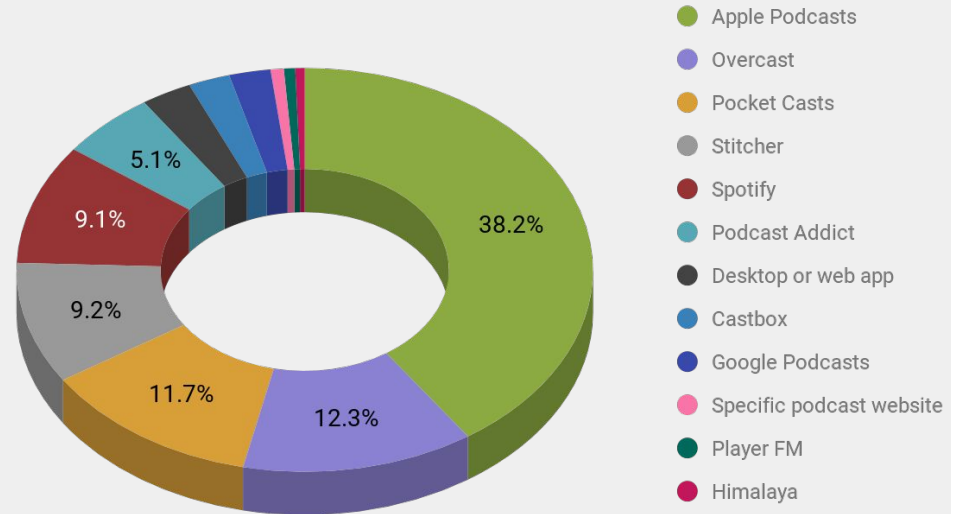
*82.4% of people listen to podcasts for more than **7 hours** each week.*



”

Mobile app usage is changing

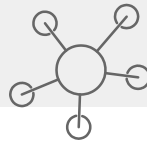
Apple's updates may have led to an increased share (31% in 2018), while Google's counterpart saw their share fall from 5% in 2018 to 2.2% in 2019.



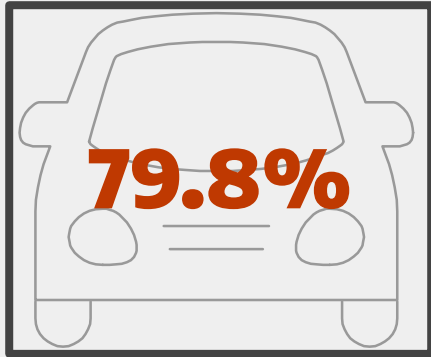
“

*33.2% of respondents
have listened to a
podcast on a **smart
speaker.***

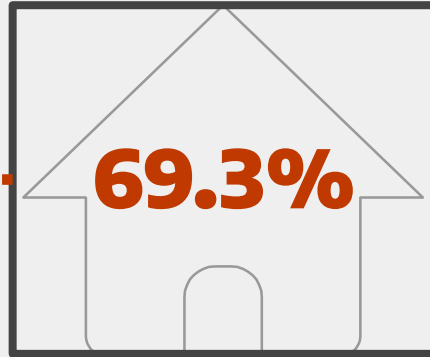
”



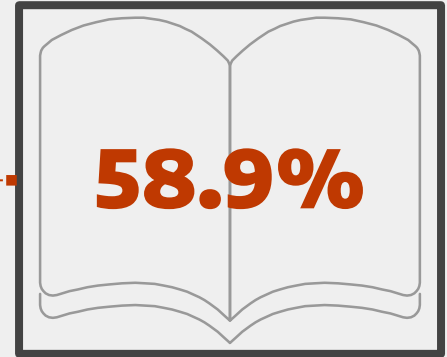
Where do you listen?



Commuting



Doing Housework

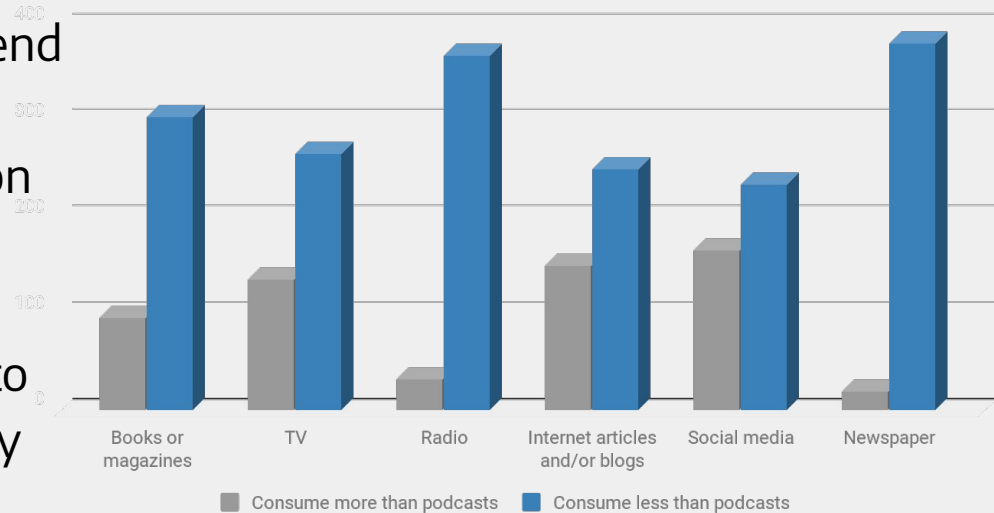


Free Time

Podcast consumption versus other content types

59% of respondents spend more time listening to podcasts than they do on social media.

66% report they listen to podcasts more than they watch TV.



“

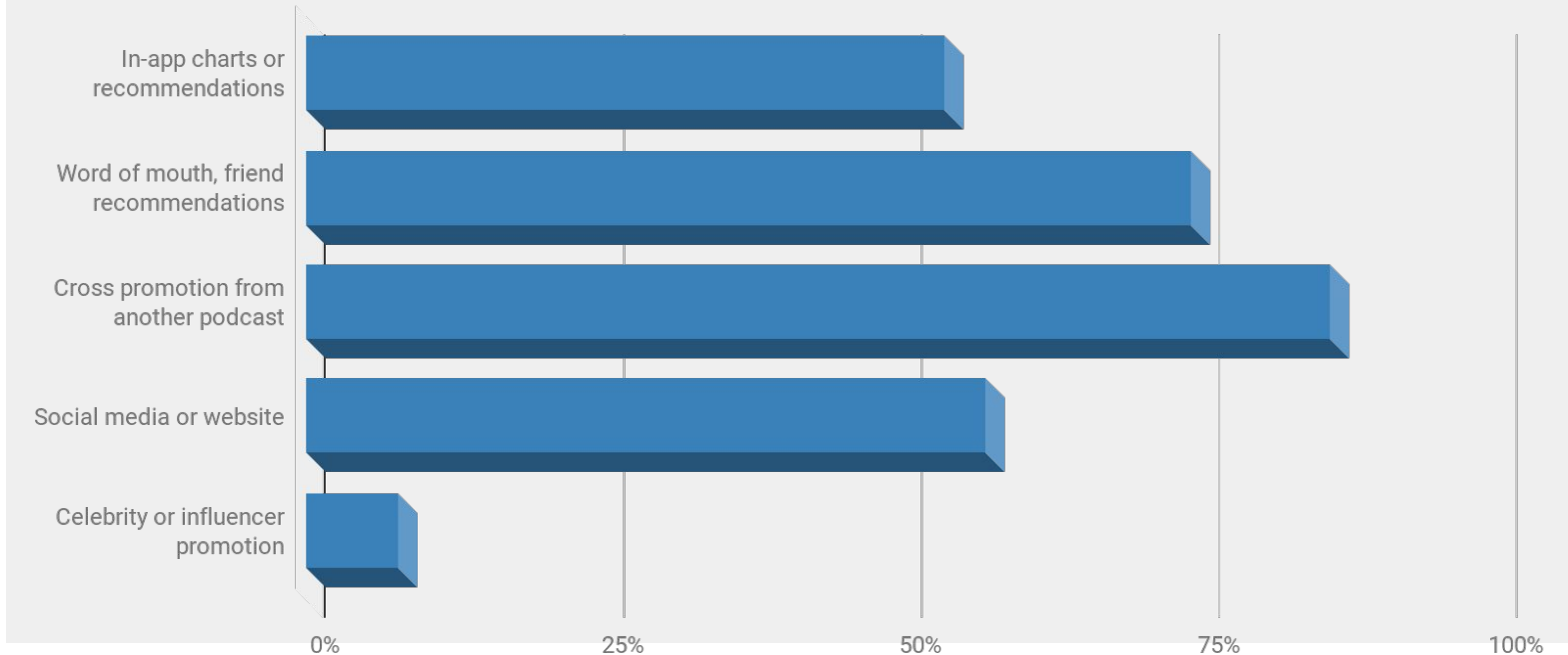
*59% of respondents
spend more time
listening to podcasts
than on social media.*



”

Podcast Landscape

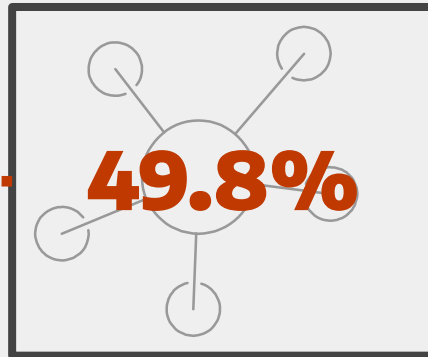
Where do you discover new podcasts?



The biggest challenges facing podcasts today



Podcast Discovery

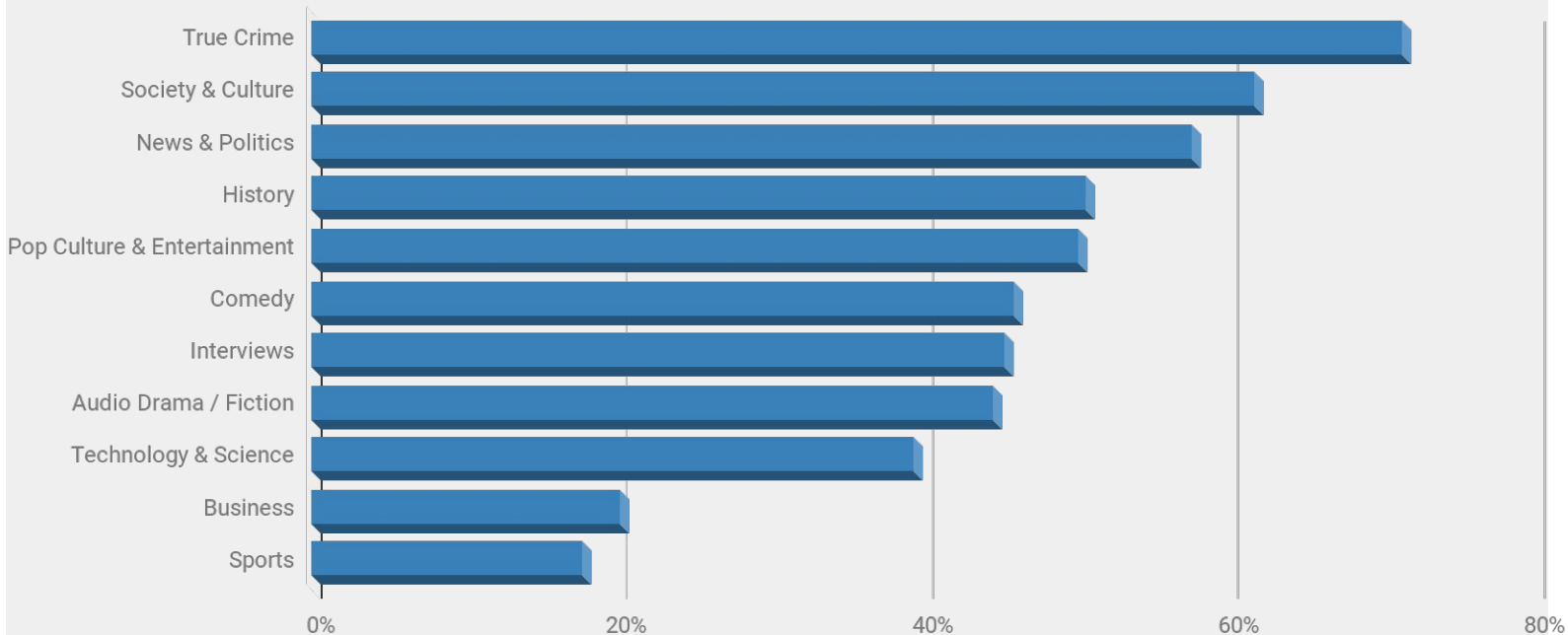


Lack of Awareness



Low Podcast Quality

Which categories are the most popular?



Advertisement Efficacy

86.5%

Listen to podcast ads

89.8%

Think podcast ads are effective

55.6%

Have purchased an item advertised on a podcast

“

*Last year, **48.8%** of respondents said they purchased an item after hearing it advertised on a podcast...*

*...this year that number grew to **55.6%**.*

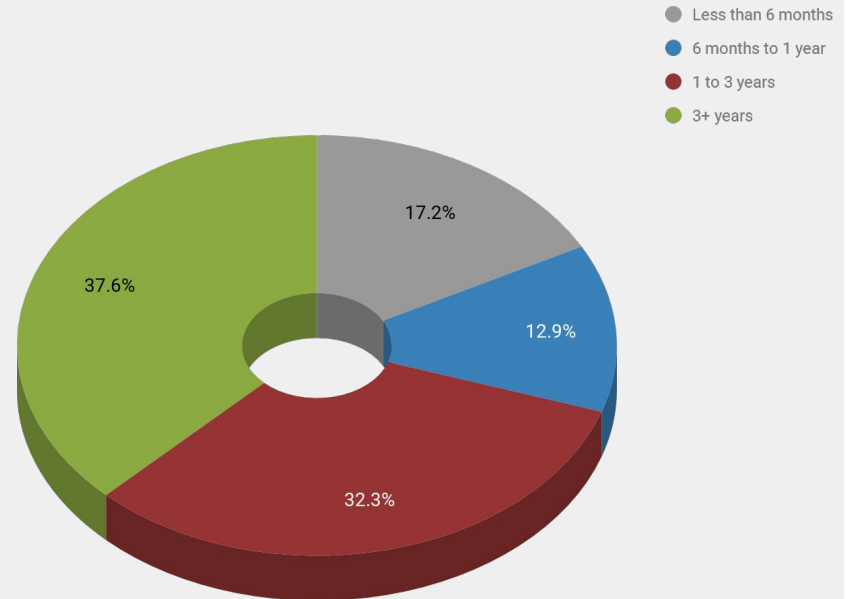


”

Podcaster Trends

How long have you been podcasting for?

In previous years the split was nearly even for new and seasoned podcasters. This year, nearly 70% of respondents have been podcasting for at least one year.



“

61.3% of podcasters list marketing and building an audience among their top challenges.

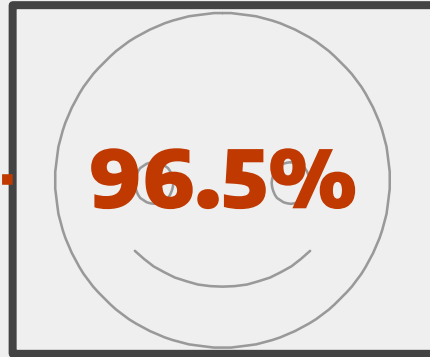


”

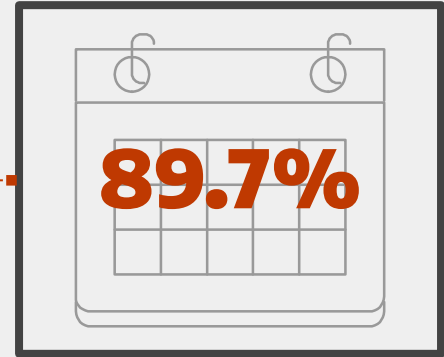
What's important to podcasters



Producing a Quality Podcast



Engaged Listeners



Publishing Podcasts on a Consistent Basis

“

73.8% of podcasters consider earning revenue important ... but this ranked fourth on the list.



”

Thank you to everyone who participated in the survey. A special thanks to the following people and groups for helping spread the word:

- PodNews
- Earbuds Podcast Collective
- The Bello Collective
- Podcasts Subreddit
- New York Times Facebook Group
- Podcast Movement Community
- Hurt Your Brain
- Podcasts We Listen To
- Multiple Discover Pods community members ... you know who you are

27

Thank You