

THE PODCAST TRENDS REPORT, 2017.



October, 2017.

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Methodology

Discover Pods decided to embark on the Podcast Trends Survey + 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**.

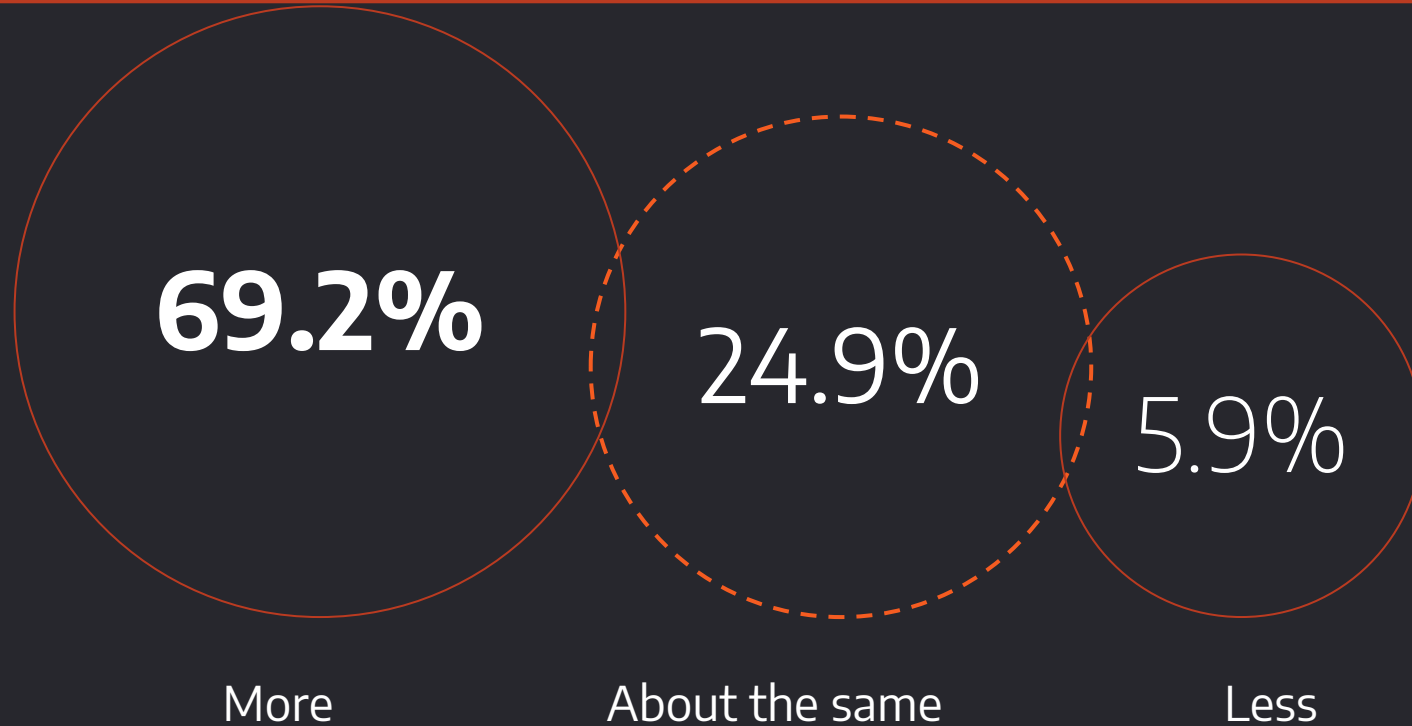
The report takes both qualitative and quantitative collection tools, but is rooted in the self-selected survey.

We surveyed 542 people who are active in various web-based podcast communities. Out of the 542 respondents, 215 identified themselves as podcasters.

LISTENER BEHAVIOR



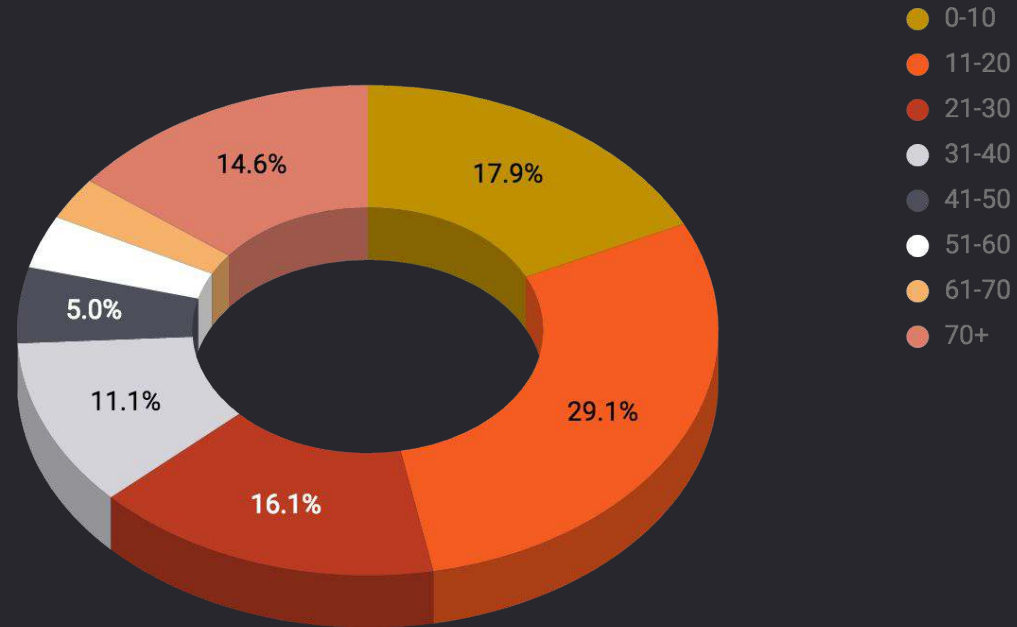
Do you listen to podcasts more, less, or about the same compared to last year?



How many podcasts are you subscribed to?

53.1% of podcast listeners subscribe to 20 or more podcasts

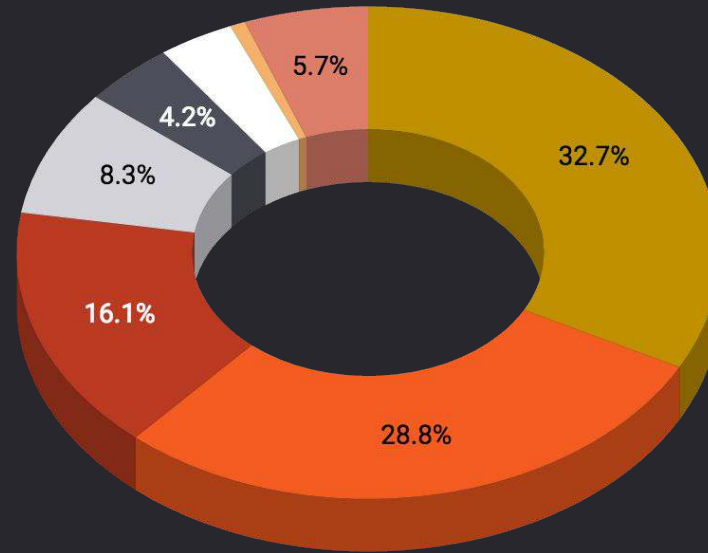
The breakdown is more or less what you'd expect ... except for the substantial percentage of power users. 14.6% of people are subscribed to over 70 podcast channels.



How many podcasts do you listen to in a given week?

61.5% of people listen to 20 or fewer podcasts each week

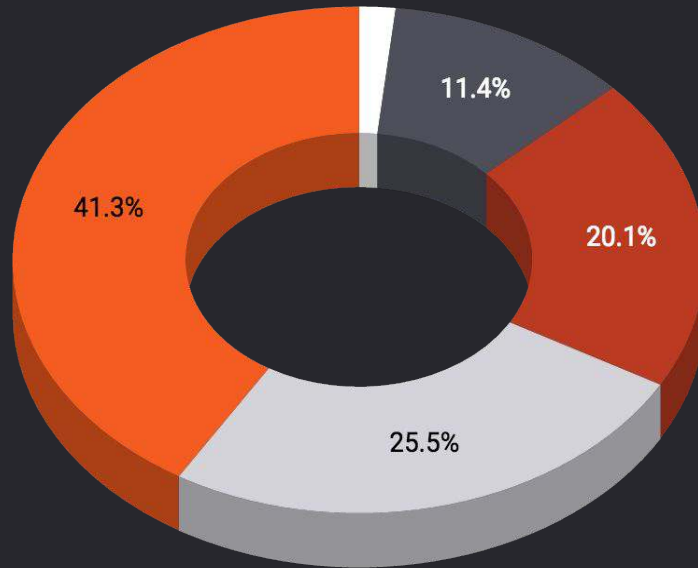
Again, this follows a correlated trend to subscription amounts. Interesting to note, however, the power users in subscription rate don't necessarily get around to listening all subscribed podcasts.



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

41.3% of people listen over 11 hours worth of podcasts

- Less than an hour
- 1-3 hours
- 4-6 hours
- 7-10 hours
- 11+ hours



11 hours each week averages out to over 1.5 hours per day. This further illustrates the prolonged engagement of podcast audiences.

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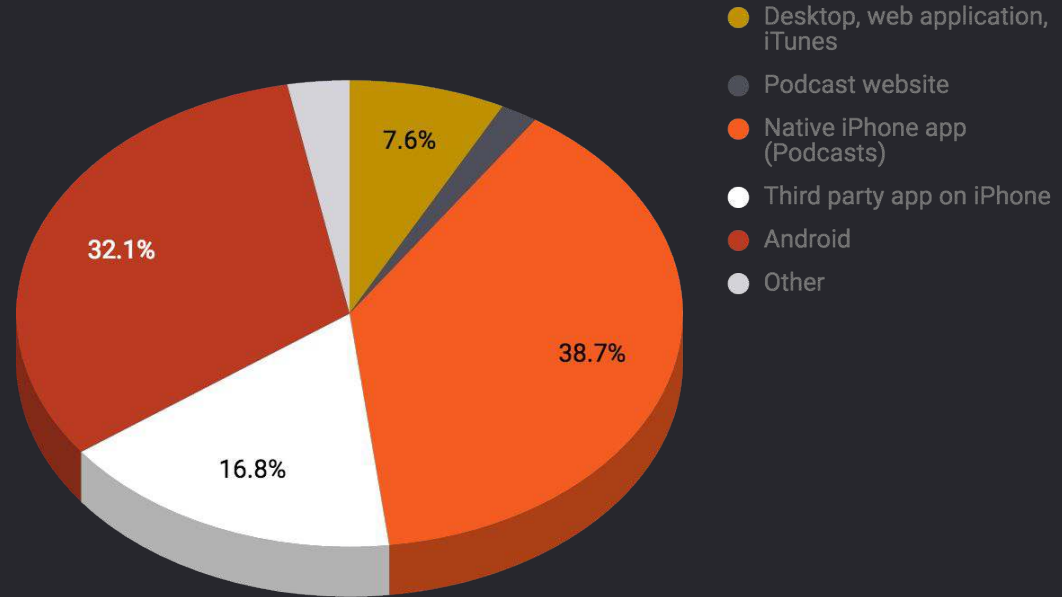
66.8% of people listen to more than
7 hours each week.



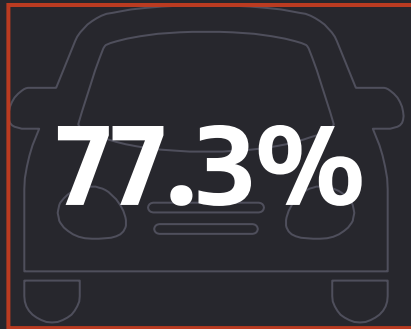
Which application do you listen to your podcasts through?

Mobile continues to reign supreme, 90.6% listen on a mobile app

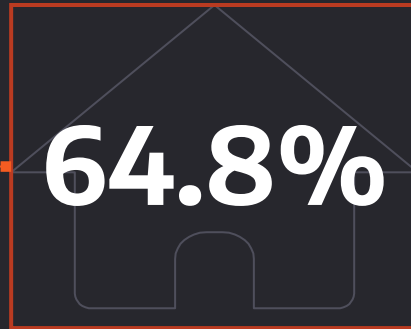
Third party apps continue to carve out market share, especially as Apple either becomes complacent with their role in podcasts, or they release a largely-critiqued version of Podcasts.



Where do you listen?



Commuting



Doing
Housework

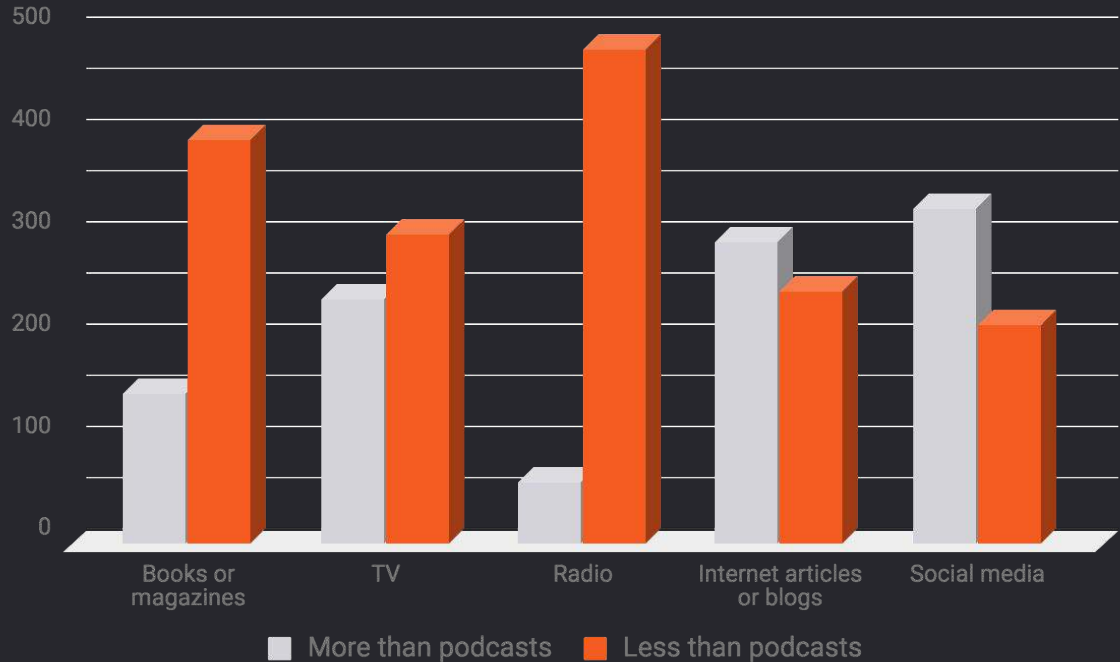


Free time

Do you consume other content more or less than podcasts?

Respondents consume more podcasts than books, magazines, radio, and even TV.

Radio loses the most market share, only 10.8% of respondents listen to radio more than podcasts.



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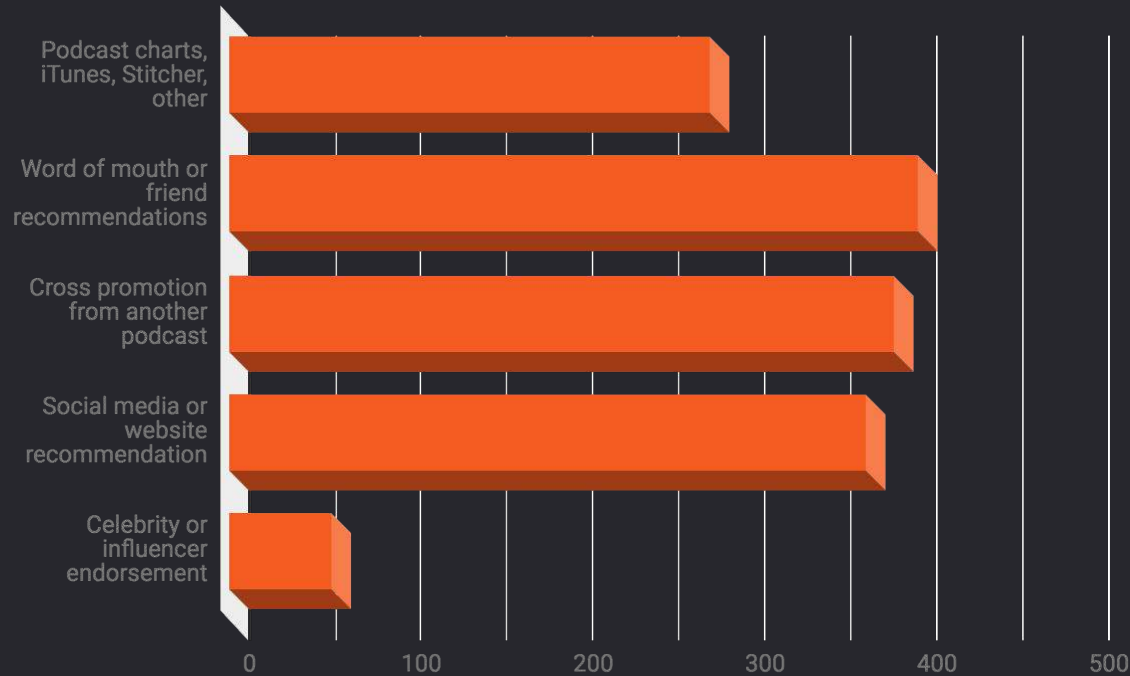
55.7% of respondents spend more time listening to podcasts than watching TV.



PODCAST LANDSCAPE



How do you discover new podcasts?



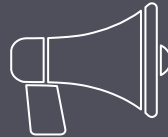
Word of mouth and friend recommendations are the most powerful forms of discovery with 74% saying it's one the ways they find new podcasts.

Celebrity endorsements don't carry much weight here, only 10.9% chose it.

The biggest challenges facing podcasts today?



FUTURE OF PODCAST ADS



80.5%

Listen to podcast ads



83.8%

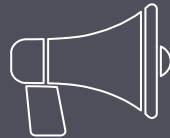
Think podcast ads are effective



40%

Have purchased an item advertised on a podcast

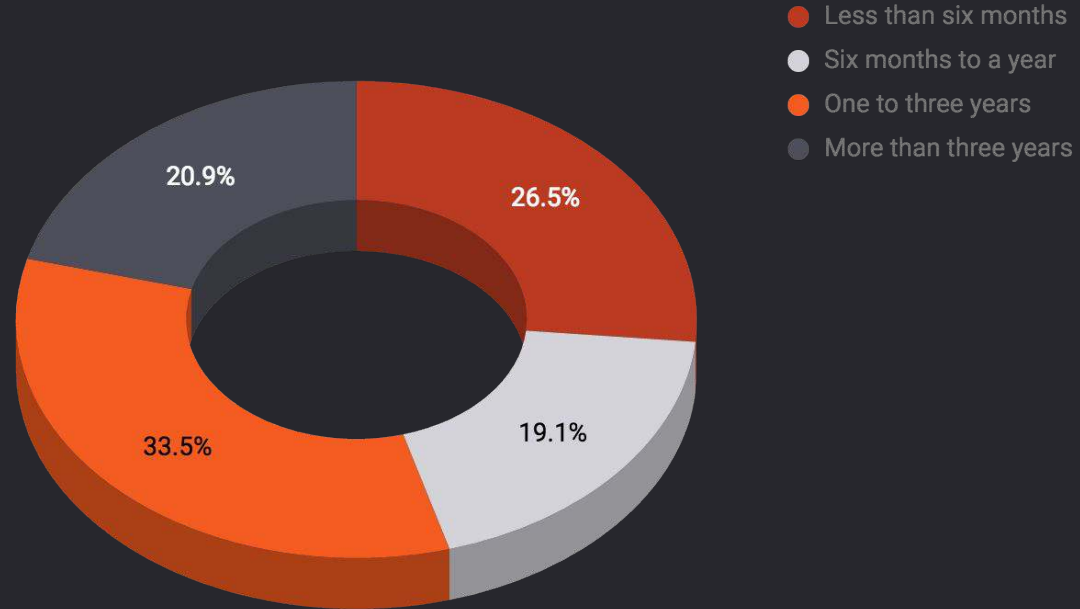
PODCASTER TRENDS



How long have you been podcasting for?

54.4% of podcasters have been podcasting for longer than a year

Podcasts, like any project, take continual work. However, it's encouraging and exciting to see so many entrepreneurial efforts entering the market.



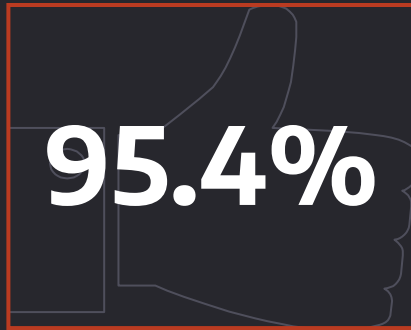
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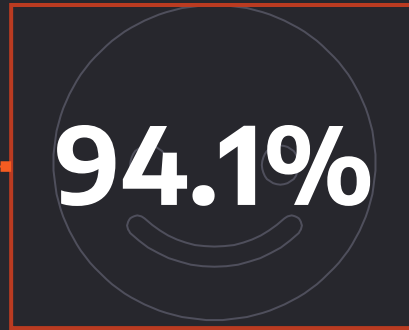
66.2% of podcasters rank marketing and building an audience among their top challenges.



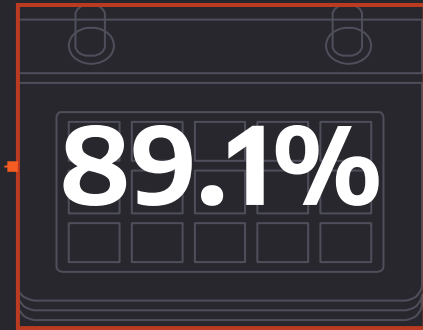
What's important for podcasters?



Producing a quality podcast



Engaged listeners



Publishing podcasts in a consistent manner

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82.2% of podcasters consider
earning advertising dollars
important.



Thank You



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

- Earbuds Podcast Collective
- Podcasts Subreddit
- Podcast Playl.ist
- 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

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