

The Podcast Trends Report, 2018



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Methodology

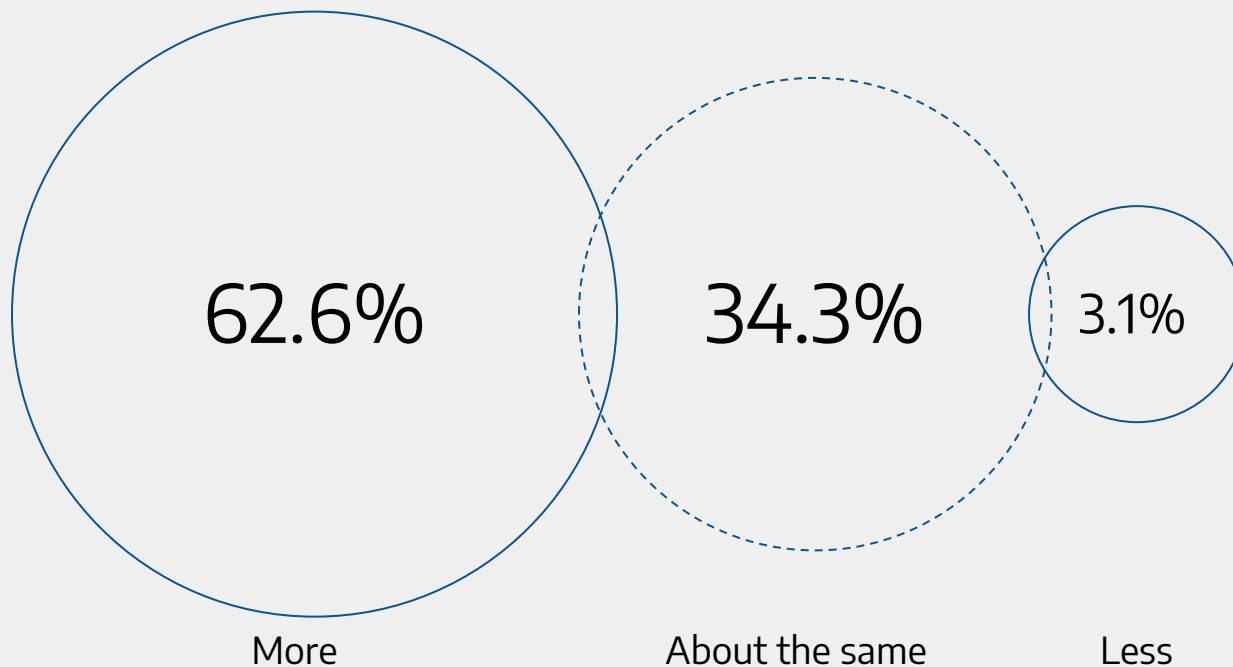
Discover Pods decided to embark on the Podcast Trends Report with a very clear goal in mind: to better understand **listener behavior**, further benchmark the **potential of podcast advertising**, and prioritize the **challenges facing the podcast industry and podcasters alike**.

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

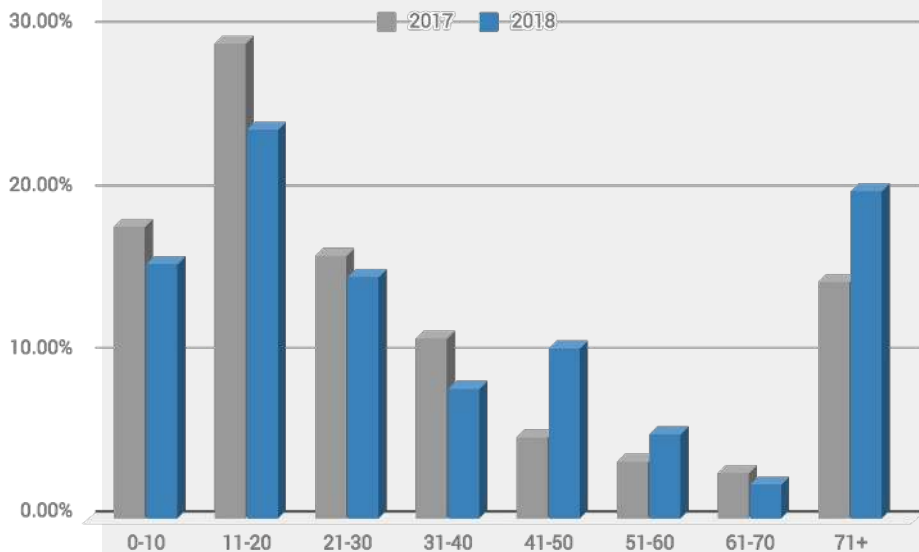
We surveyed 1,156 people who are active in various web-based podcast communities. Out of the 1,156 respondents, 368 identified themselves as podcasters.

Listener Behavior

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



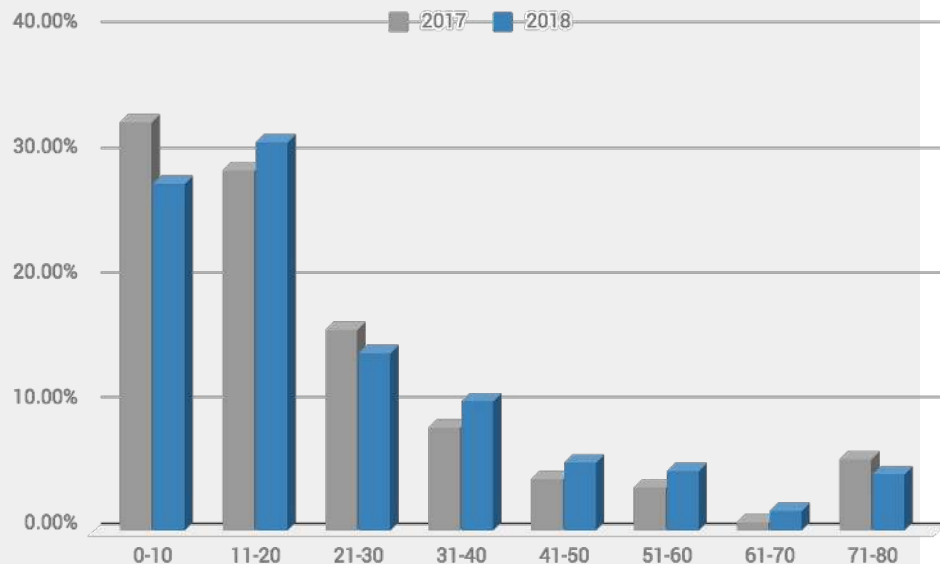
How many podcasts are you subscribed to?



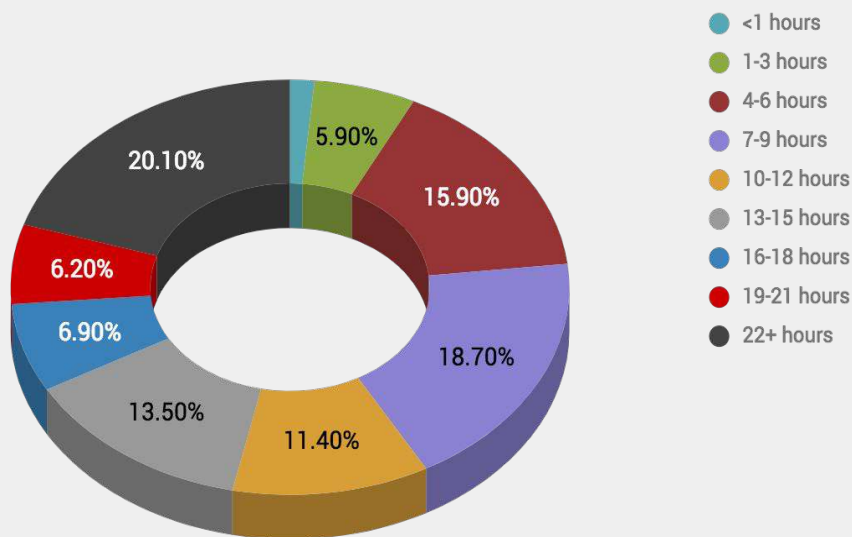
Podcast subscriptions are more diverse compared with a year ago. The largest gained segment is among super-listeners subscribing to more than 70 podcasts.

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 pronounced on the monthly level.



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



76.8% of podcast fans listen to 7 or more hours of podcasts each week. A staggering 20.1% listen to more than 22 hours each week — more than 3 hours per day.

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76.8% of people listen to podcasts for more than 7 hours each week.

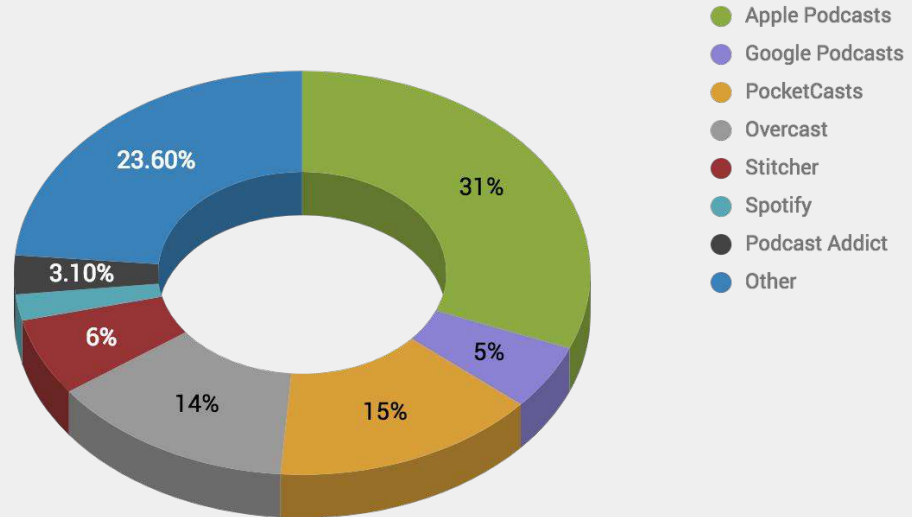


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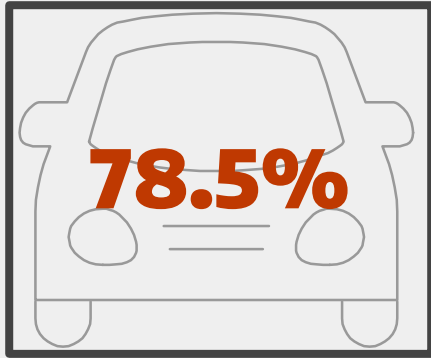
Mobile app usage is changing

New entrants Google Podcasts and Spotify have gained market share compared to last year's report.

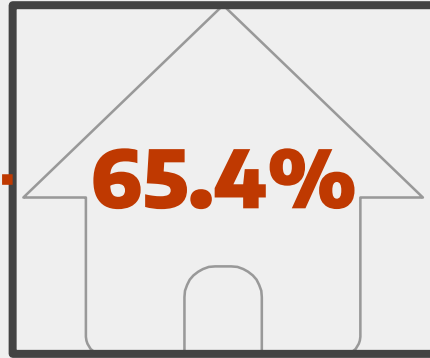
Apple's once dominant position is shrinking from big and small competition. Among podcast fans, third-party apps continue to grow.



Where do you listen?



Commuting



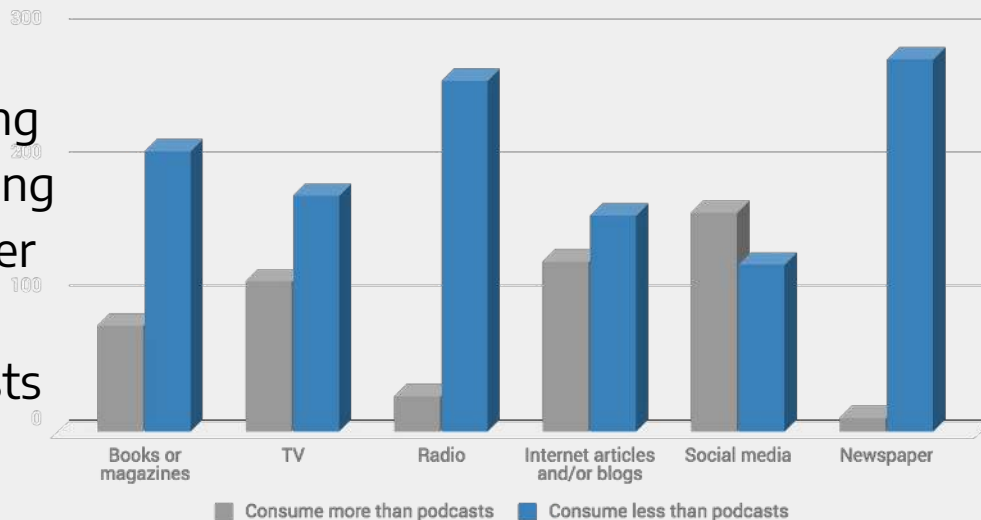
Doing Housework



Free Time

Podcast consumption versus other content types

61.2% of podcast fans spend more time listening to podcasts than watching TV. Last year this number was 55.7%. Only social media edges out podcasts in consumption time.



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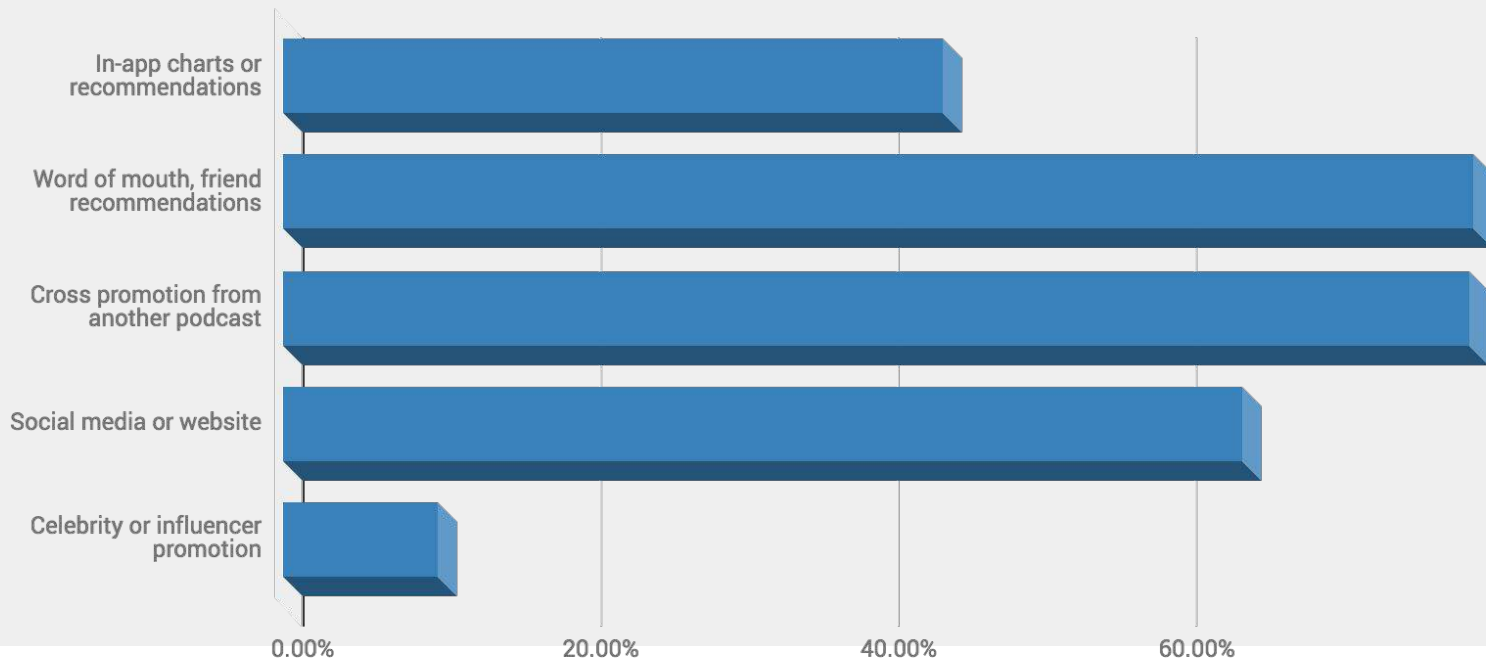
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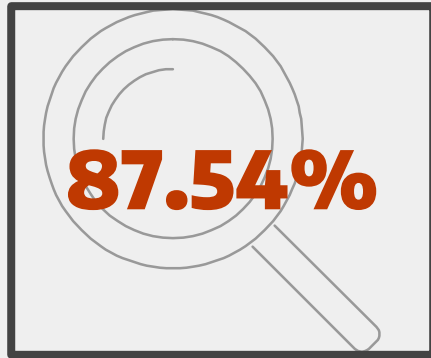
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Podcast Landscape

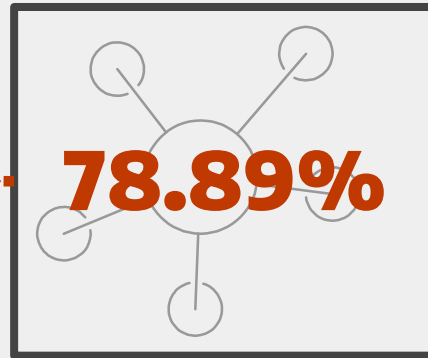
Where do you discover new podcasts?



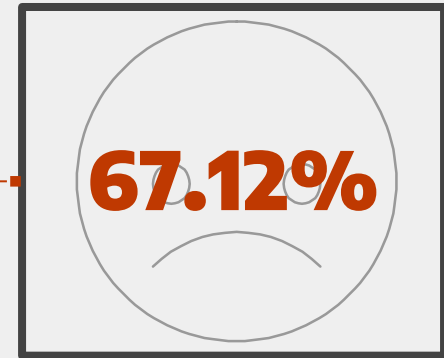
The biggest challenges facing podcasts today



Podcast Discovery

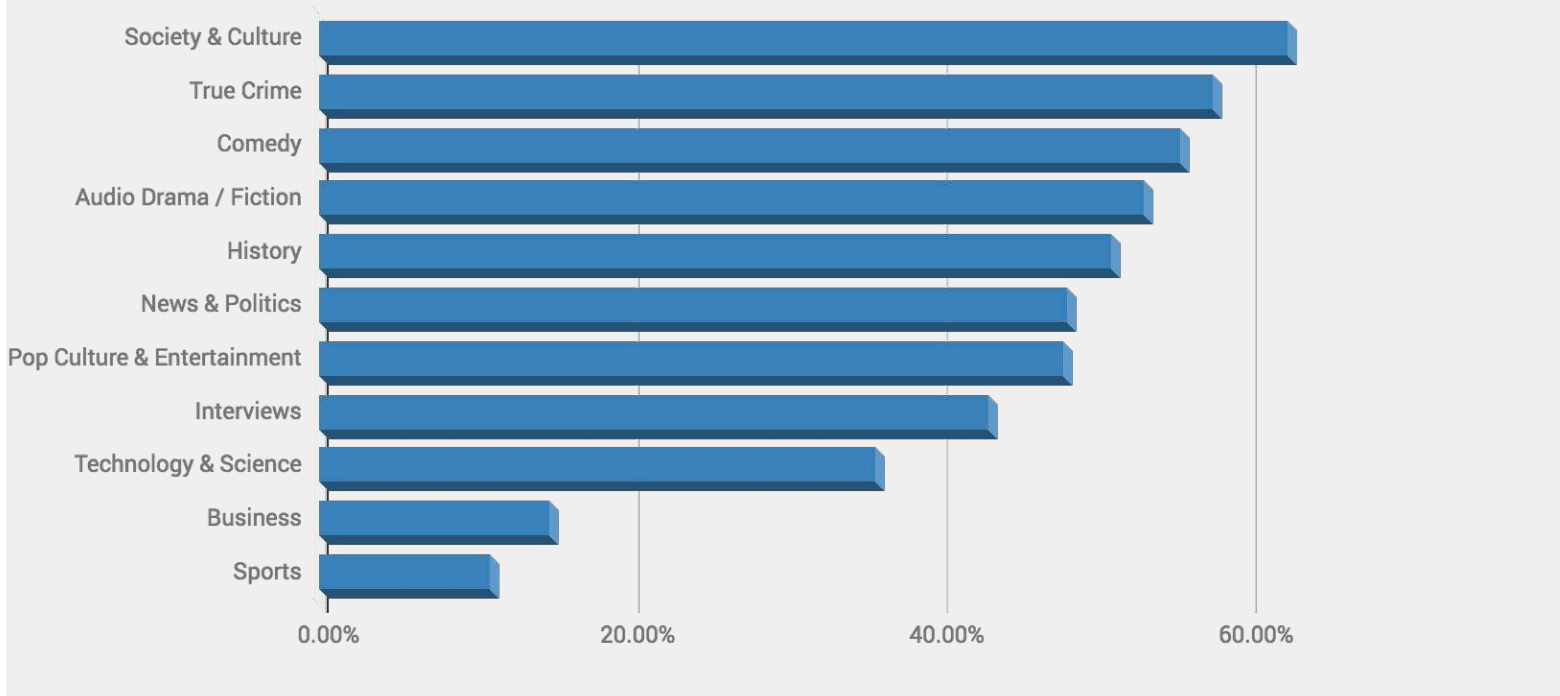


Lack of Awareness



Low Podcast Quality

Which categories are the most popular?



Advertisement Efficacy

85.8%

Listen to podcast ads

87.9%

Think podcast ads are effective

48.8%

Have purchased an item advertised on a podcast

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*Last year, **40%** of respondents said they purchased an item after hearing it advertised on a podcast...*

*...this year that number grew to **48.8%**.*

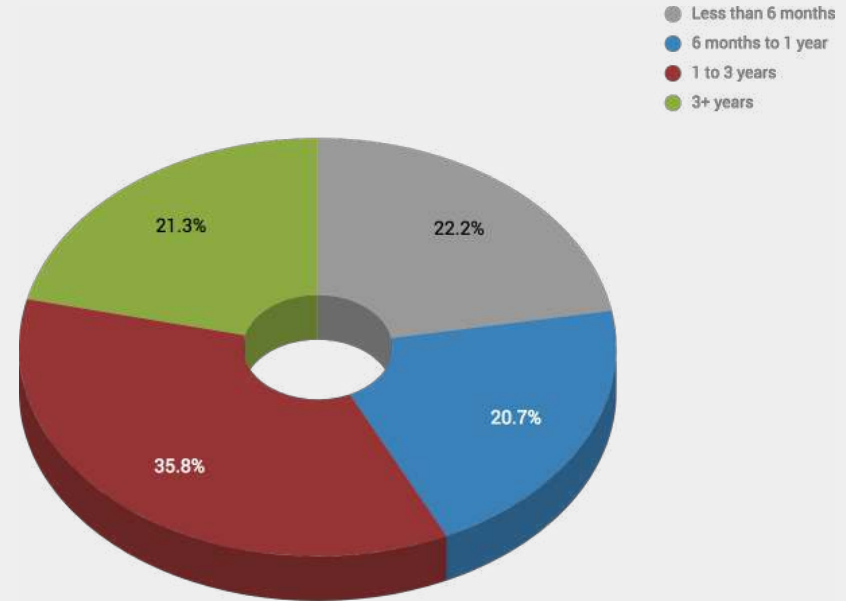


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Podcaster Trends

How long have you been podcasting for?

Podcasts take a considerable amount of time and effort. However, with the low barrier to entry, it's encouraging to see a balanced split between veteran and new podcasters.



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57.4% of podcasters list marketing and building an audience among their top challenges.

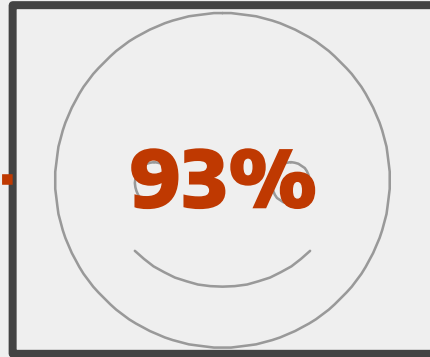


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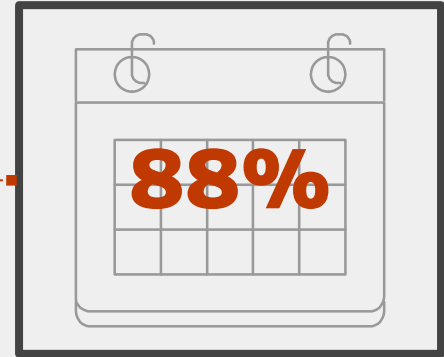
What's important to podcasters



Engaged Listeners



Producing a Quality Podcast



Publishing Podcasts on a Consistent Basis

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*58% of podcasters
consider earning
revenue important*



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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

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