

## The Podcast Host launches Indypod Census and Summit in support of Independent podcasters

*UK-based podcasting resource company The Podcast Host set to support independent podcasters with a research campaign aimed at shaping the future of independent podcasting.*

- The first international research exercise focusing exclusively on Independent Podcasters and their needs.
- The research study aims to collect data on the biggest pain points and challenges associated with independent podcasting.
- As podcasting market is set to triple in 3 years, reaching [\\$4 billion by 2024](#) The Podcast Host believes that more should be done to address Indypodders
- The Podcast Host has teamed up with other independent podcast organisations to expand the reach of the Census

**Edinburgh, November 16th 2022** - Scottish podcasting company The Podcast Host announced the launch of the [Indypod Census](#), the first research study aimed at better understanding the independent podcasting market.

According to the latest [IAB and PwC reports](#) published in May 2022, the podcasting market grew 72% between 2021 and 2022, and is set to triple in 3 years, reaching \$4 billion by 2024. This is almost double the rate of the total internet advertising revenue market ([35%](#)).

For the first edition of the census, the organisation decided to make it concise, encouraging a higher response rate. Creators taking the research should expect to answer 21 questions covering several aspects throughout the podcast creation process, touching on topics like purpose, behaviour, costs, promotion, challenges and vision.

The Podcast Host has also teamed up with other independent and international podcasts organisations across the industry in order to most effectively reach a wider demographic of podcasters. Some of these partners include [She Podcasts](#), [Afros and Audio](#) and [CastNews Brazil](#).

Founder and CEO of The Podcast Host, Colin Gray, suggests that, currently, much of the research around podcasting is skewed towards mid-level and highly successful podcasts. In his view, it's an understandable bias given how much easier it is to reach and engage podcasts which are run as or for a business. But, it misses a huge section of the industry, when you consider beginners, part-timers,

and side hustlers in podcasting. Therefore, the importance of actively seeking out the 'Indypodder' to participate in a research study that will ultimately benefit them and help to shape the industry with their values at heart.

“As a company, we set out to support and empower independent podcasters (or 'Indypodders'!) from day one. The Indypod Census is the next stage of that. We want to hear the voice of every indypodder, in as many corners of the industry as possible, so that we can help shape the evolution of our industry. If we can gather those insights, those reflections and gauge their mood, then it can help to craft an industry that serves them, and that anyone can be proud to be a part of.”

The IndyPod Census 2022 accepts responses until December 6th 2022.

Participation takes approximately 7 minutes. To have your say, go to

<https://www.thepodcasthost.com/indypod-census-2022-discoverpods/>