



NewMediaShow.com: The State of Podcasting 2015



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Current State of Podcasting

What are the Podcast Listening Numbers in 2015?

What was Serial's Impact on Podcasting?

What is the download reach of the Top 20 Podcasts in iTunes

Platform, OS & Device Distribution/Consumption Shares?

Companies and platforms to watch in 2015-16?



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1 - Overall Podcast Listenership

- For 2014, **15%** of **Americans 12+** or 39 million say they listen
- For 2015, **17%** of **Americans 12+** or 46 million say they listen
- 46 million - 39 million = **7 million new podcast listeners**

Source: Edison Research

<http://www.edisonresearch.com/monthly-podcast-listeners-grow-46-million-americans-12/>



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2 - Serial Listenership

- 12 episodes downloaded 73 million times
 - Average of 6 million unique downloads per episode
 - Both the 73 million and the 6 million are record breaking stats
 - Device Consumption -- Mobile vs Desktop: 71% mobile*, 29% desktop
 - 59% iPhone*
 - 10% iTunes desktop
 - 9% iPad*
 - 7% other desktop
 - 2% Stitcher*
 - 1% Android*
 - 1% Soundcloud
 - Other: 11%
- Source: Podtrac**



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3 - Reach of Other Top Podcasts

- After Serial, the **average** for the next **Top 10 podcasts in iTunes** is **652,000** unique downloads per episode.
- Or to take a larger list after Serial, the **average** for the next **Top 20 podcasts** is **446,000** unique downloads per episode.

Source: Podtrac



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Current State of Podcasting



Platform Breakdown:

- IOS (iPhone, iPad) 50%
- Windows (desktop) 26%
- Android 11%
- Macintosh (desktop) 9%
- Linux (desktop) 2%

US Sales:

- iPhone 47%
- Android: 47%



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Current State of Podcasting



| Client | | 2014 | 2015 | Trend |
|----------------------------|----------------------|-------|--------|--------|
| Podcasts for iOS / iPhone | Mobile App | 30.7% | 43.15% | 12.45% |
| iTunes | Desktop App | 25.8% | 18.37% | -7.43% |
| Chrome (Desktop) | Desktop Web | 4.6% | 5.84% | 1.24% |
| Android (smartphone) | Mobile Web | 6.7% | 5.37% | -1.33% |
| iPad Browser Media Player | Tablet / Pad Web | 4.5% | 3.80% | -0.70% |
| Firefox | Desktop Web | 3.3% | 3.26% | -0.04% |
| Stitcher radio for iOS | Mobile App | 1.7% | 2.64% | 0.94 |
| HttpClient (Unidentified) | Possible Android App | 1.4% | 2.47% | 11.07% |
| Stitcher radio for Android | Mobile App | 1.20% | 2.37% | 1.17% |
| Windows Media Player | Desktop App | 1.3% | 2.34% | 1.04% |
| Chrome (Mobile) | Mobile Web | 0.50% | 1.85% | 1.35% |
| Internet Explorer | Desktop Web | 2.5% | 1.57% | -0.93% |
| Downcast for iOS | Mobile App | 1.7% | 1.30% | -0.40% |

Note: Not all Clients Represented Sample March 2014-2015

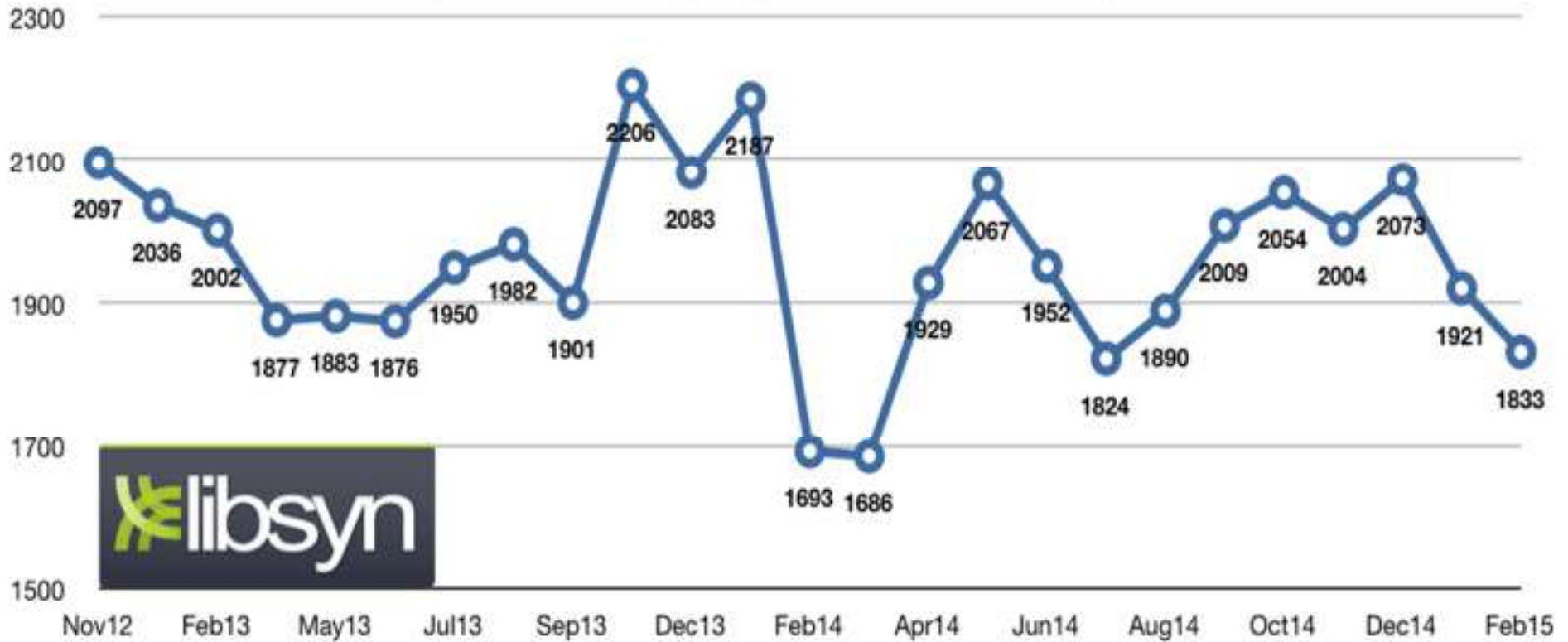


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Adjusted Mean (Avg) Downloads Per Episode

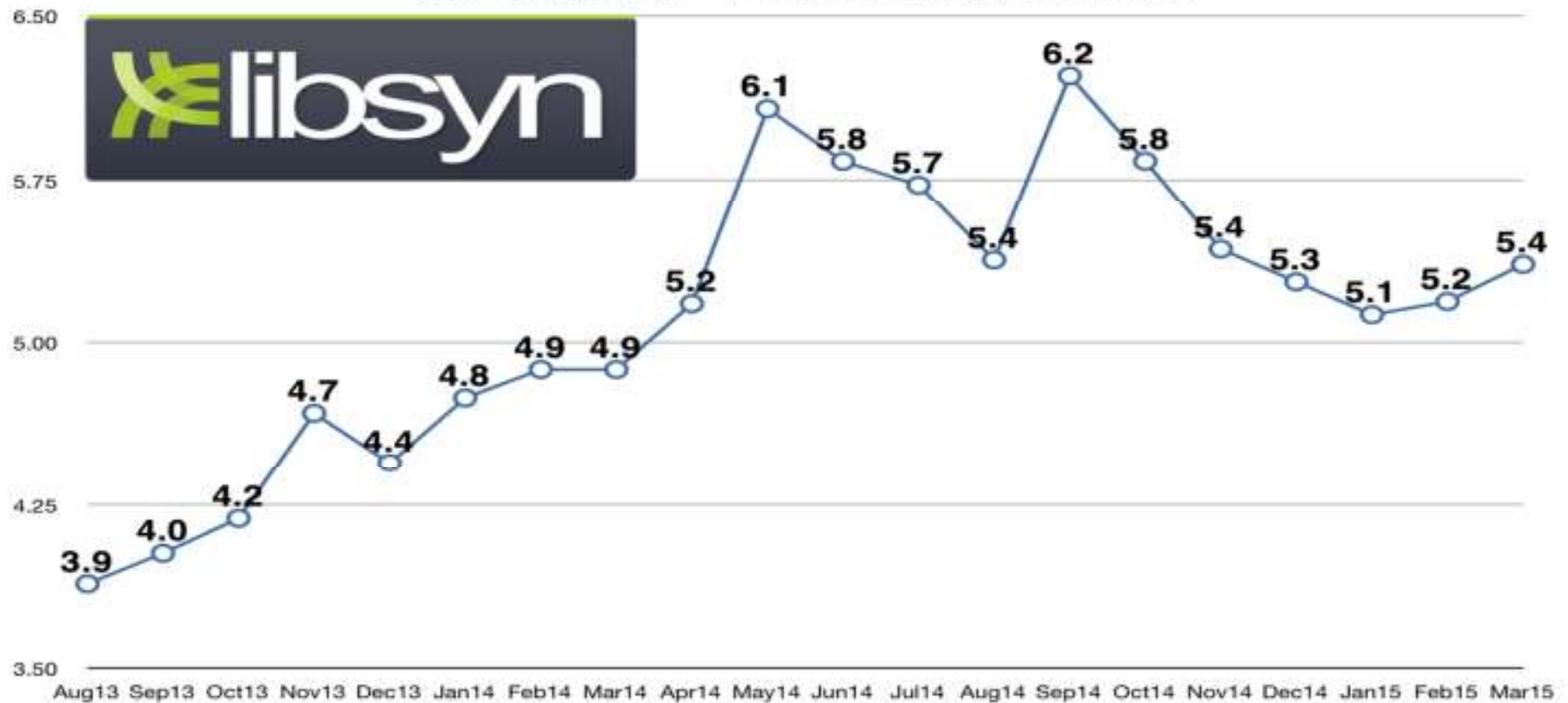


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iOS vs Android - Podcast Download Ratio



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Spreaker★

Audio Podcast Series Shows: **25,000+**

Downloads: **56%**

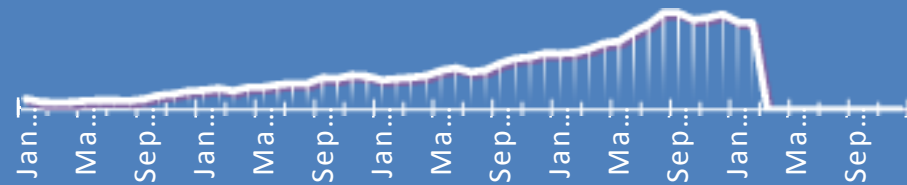
Live and On Demand Streams: **44%**

Average Show has **69 hours** of content

Average Episode **Length is 58 min**

CONTENT PRODUCERS (2/15)

— % premium broadcasters



ACTIVE LISTENERS (2/15)



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Major Podcast App/Web Platforms



Podcast Hosting



Ad Sales Ad Injection



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Likely Coming Soon to Podcasting...



Rumored for a long time...



Newer Companies to Watch in 2015-16...



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Current State of Podcasting

Is a Podcast Renaissance Happening Today?

How does content and advertising play into the future of podcasting?

How does the Car, Wearables and Smart Agents like Siri, Cortana, Echo Impact Podcasting?

Is podcasting becoming just On Demand Audio?

What will be the next thing that gives Podcasting its next bump?

Is podcasting becoming just On Demand Audio?



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The New Media Show is co-hosted by Todd Cochran and Rob Greenlee officially launched in 2013 and is LIVE on YouTube every Saturday at 9am PST/Noon EST.

The show is also available as an audio and video podcast in iTunes and many other platforms like Stitcher, Spreaker, Roku and Apple TV.

Is also an official media partner of the New Media Expo at NAB Show.

Watch Live: <http://NewMediaShow.com/live>



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