“In a nascent state, podcasting is the platform du jour, the latest form of jailbreak media that has plain old citizens pulling up the microphones and mainstream media running scared,”

David Carr, 2005
Emerging Companies

Audio Consumption Time Among 13+ Users, U.S., 2014

Total = 4:05 hours

Digital Media
Non-Digital Media

Pocket Casts
CASTRO
shifty/jelly
STITCHER

emusic
Amazon MP3
Walmart

Google play

YouTube
Pandora
TIDAL

Deezer
SoundCloud
vevo
Spotify
Rhapsody

AccuRadio
Slacker Radio

Live365.com

iHeart Radio
BBC Radio

SiriusXM Satellite Radio
Are we in a bubble?
Reality

• Today there are 300,000 podcasts in the iTunes store, about 75% are regular
• According to Libsyn (the largest podcast hosting company) the average podcast has 141 downloads per episode
• 1% have more than 50,000 downloads per episode (defined by 30 day window)
There is a massive gap in podcasts that meet the current threshold for generating sponsorship. (Less than 1% of podcasts reach above 50,000 downloads)
Our experiment
Looking Ahead

- While technology is not the thing, it is the force multiplier of the thing
- Digital listening will continue to go up
- Sharing and discoverability (known problems) will improve
- Big players will organize themselves better to take advantage of the opportunity
- High engagement can mean high CPMs – now but the downward pressure is great
It’s the Internet
Opportunity

• Public radio stations are centers for excellent audio production and distribution
• Can combine donations, sponsorships and live events (new real estate)
• Allow the tail to wag the dog – the sound of podcasts will influence the sound of broadcast
• Be ecumenical – audio listening is good – we want people to develop listening habits
To Do’s

• Listen - issues of diversity, youth, etc... People are *choosing* content
• Be clear on your goals (marketing, talent, revenue...)
• Make yourself a magnet for talent
• Think of yourself as an ecosystem of content development and presentation
• Play / curate podcasts – on the web and on air
• Be relevant
It will be ok 😊
End