

THE BUSINESS OF PODCASTING

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Video's Rise in Podcasting

Shaping the Future of Engagement and Consumption Trends

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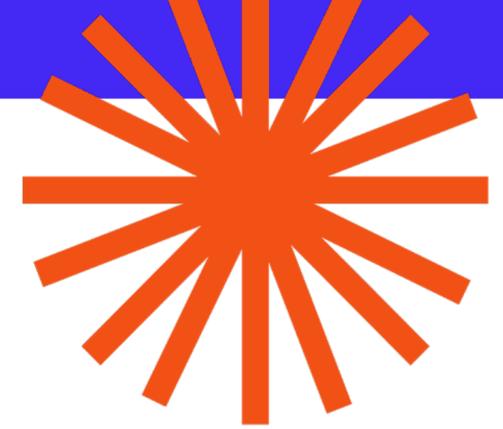


U.S. 2024

The Podcast Landscape



Methodology



In June 2024, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5071** Americans ages 18+ - the largest public study of podcasting in America



The sample was weighted to the most recent census data to be representative of the US population, using a single source, conducted identically to the 2023 study



Respondents were asked a variety of questions about podcasting, including whether they listen, how often, and why they do or do not listen to podcasts



Topics also included churn, what leads to decreases in listening over time, and general perceptions of the medium and its creators

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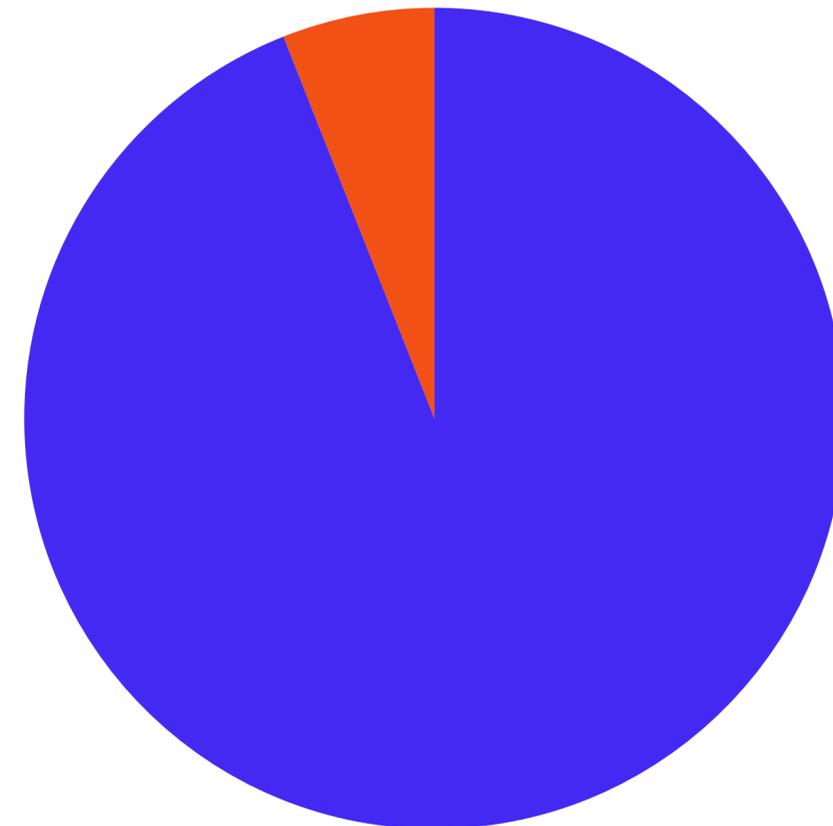


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Are you familiar with the term, 'podcast'?

No
6%



Yes
94%

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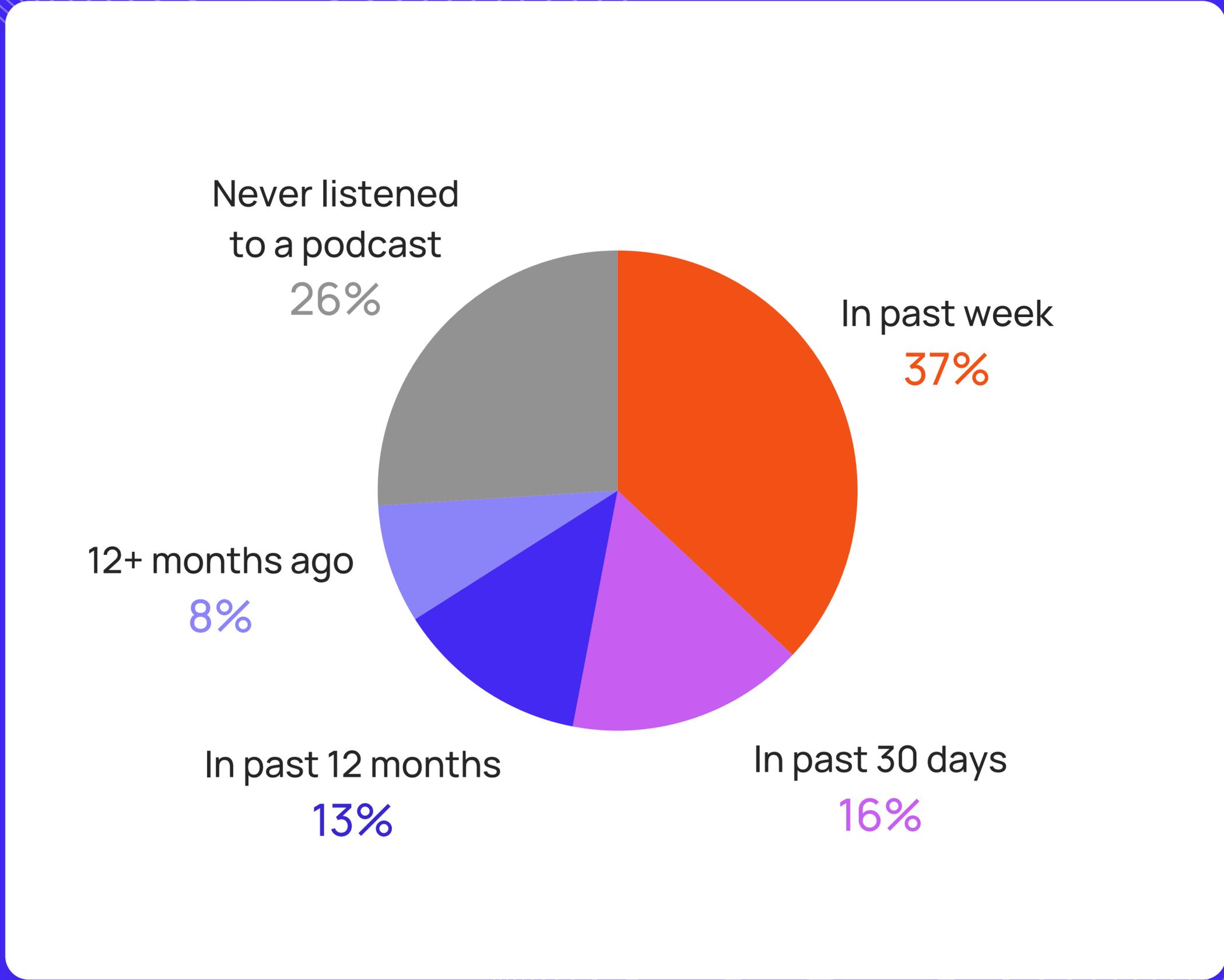
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When was the last time, if ever, you consumed a podcast, either audio or video?



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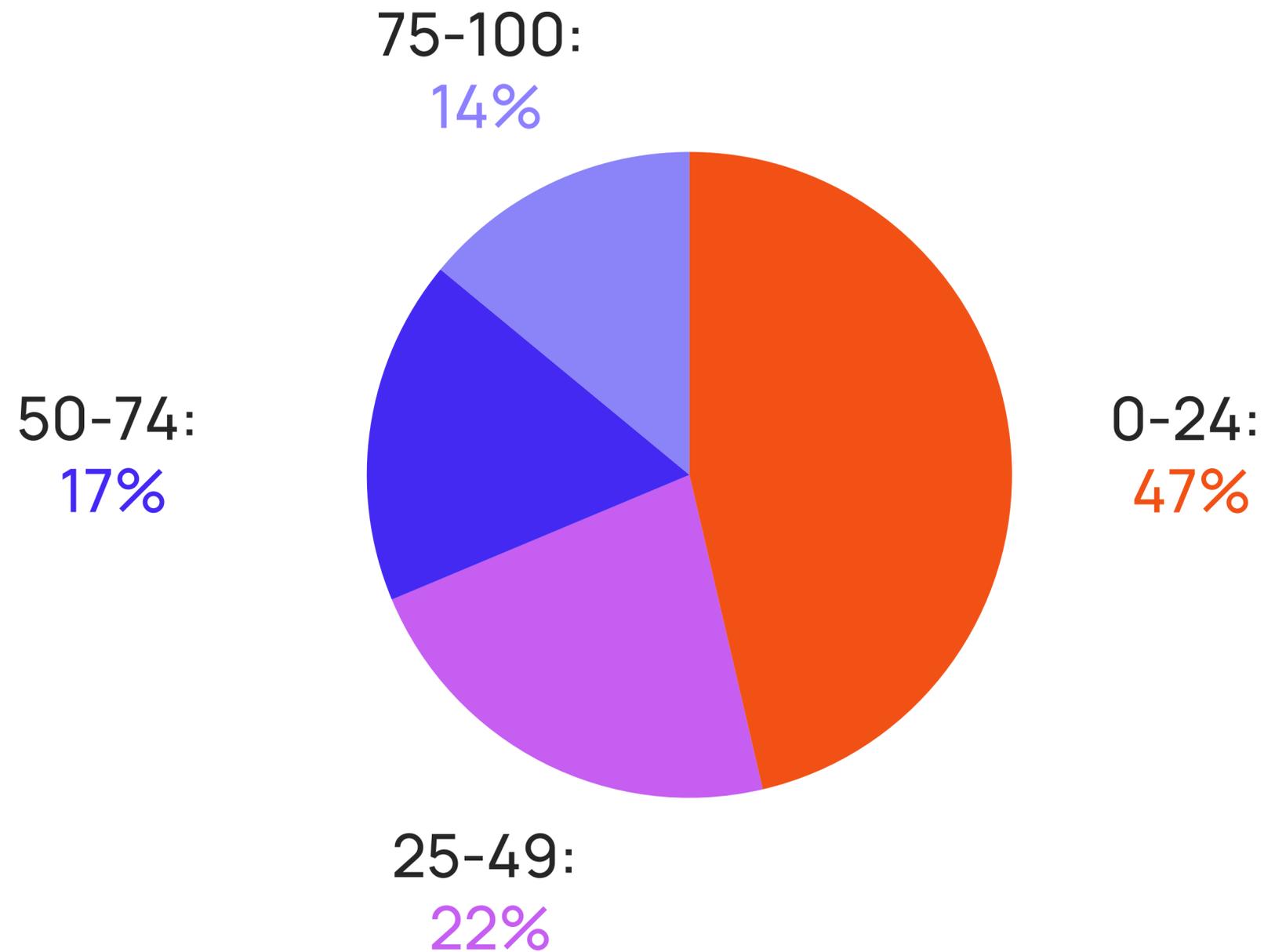
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What percentage (if any) of the podcasts you consume are on video?



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What percentage (if any) of the podcasts you consume are on video?

Video Primes
75-100: 14%



Audio Primes
0-24: 47%

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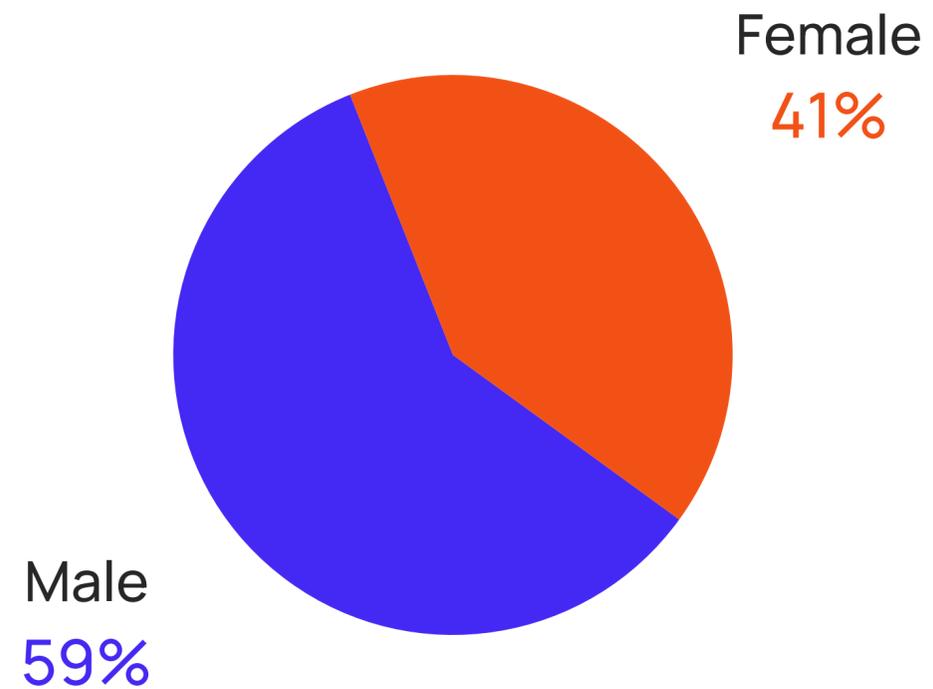

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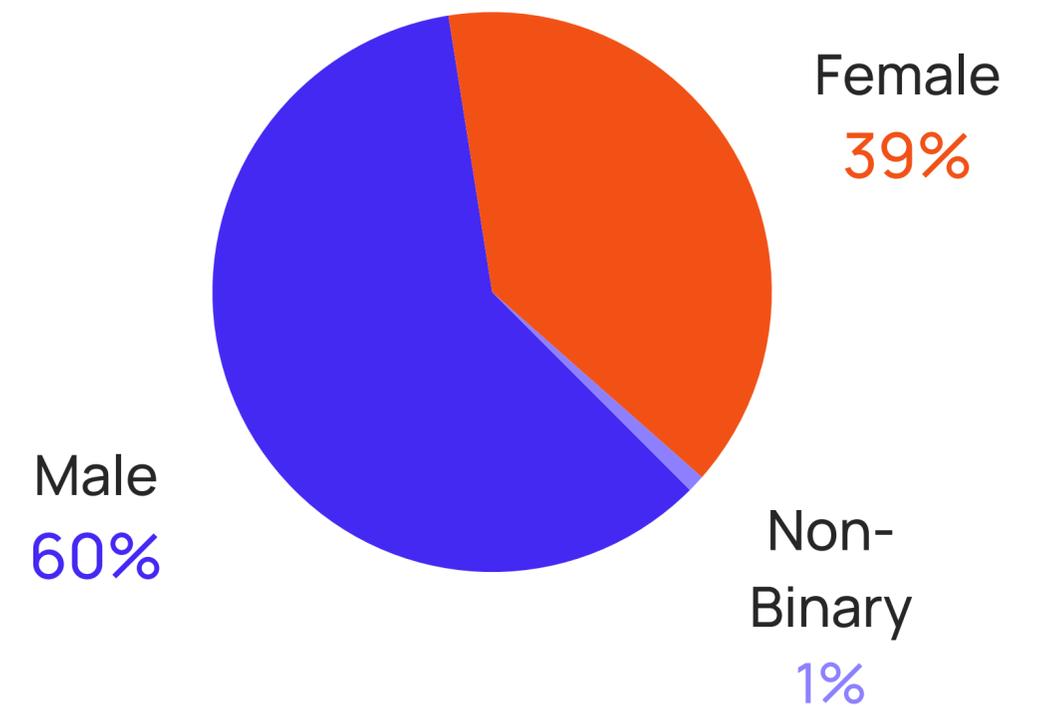
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Gender Profile

Audio Primes



Video Primes



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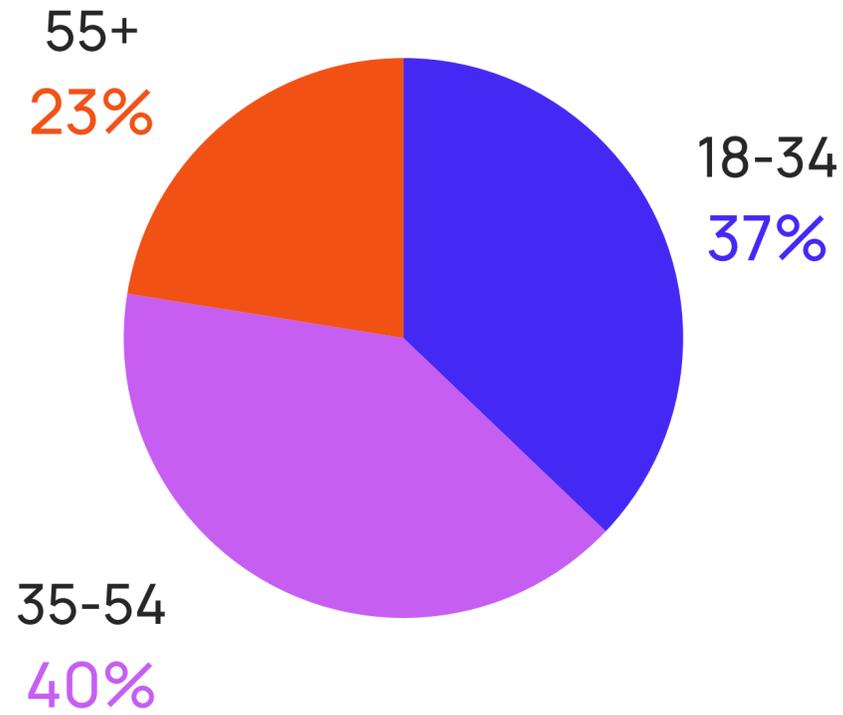
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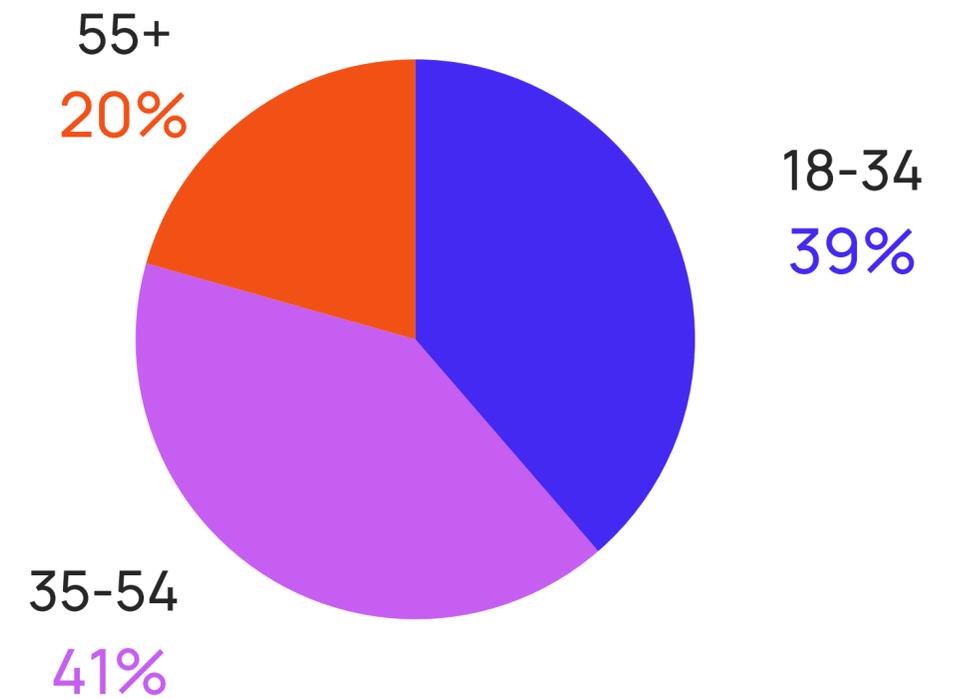
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Age Profile

Audio Primes



Video Primes



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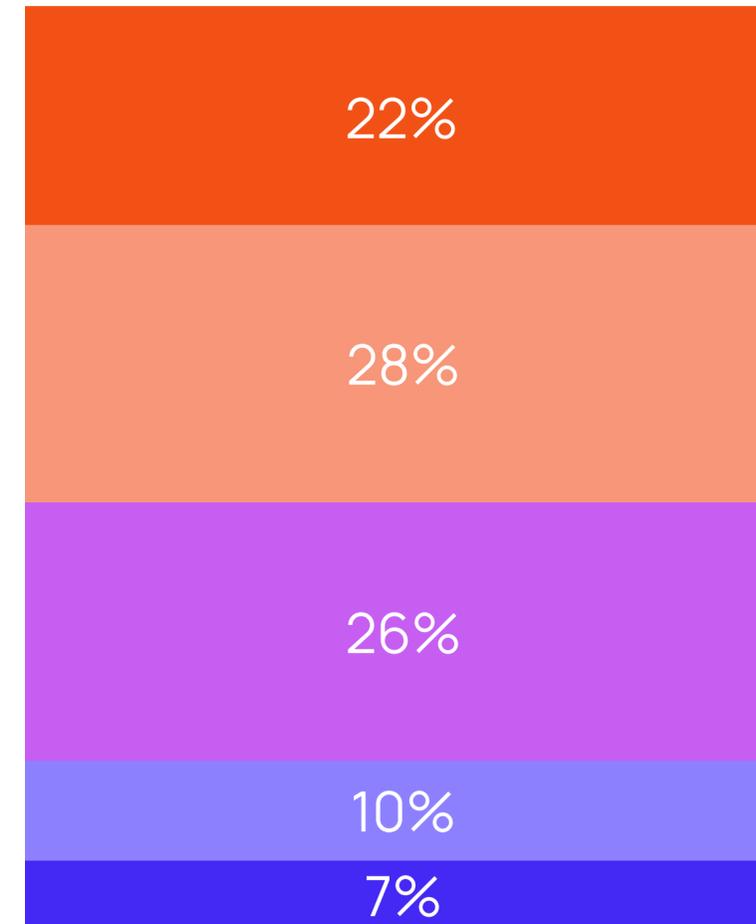
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How long have you been listening to podcasts, in general?

Audio Primes



- More than 5 years
- 3 - 5 years
- 1 - 2 years
- 6 to 11 months
- Past 6 mths

Base: Ever listened to a podcast

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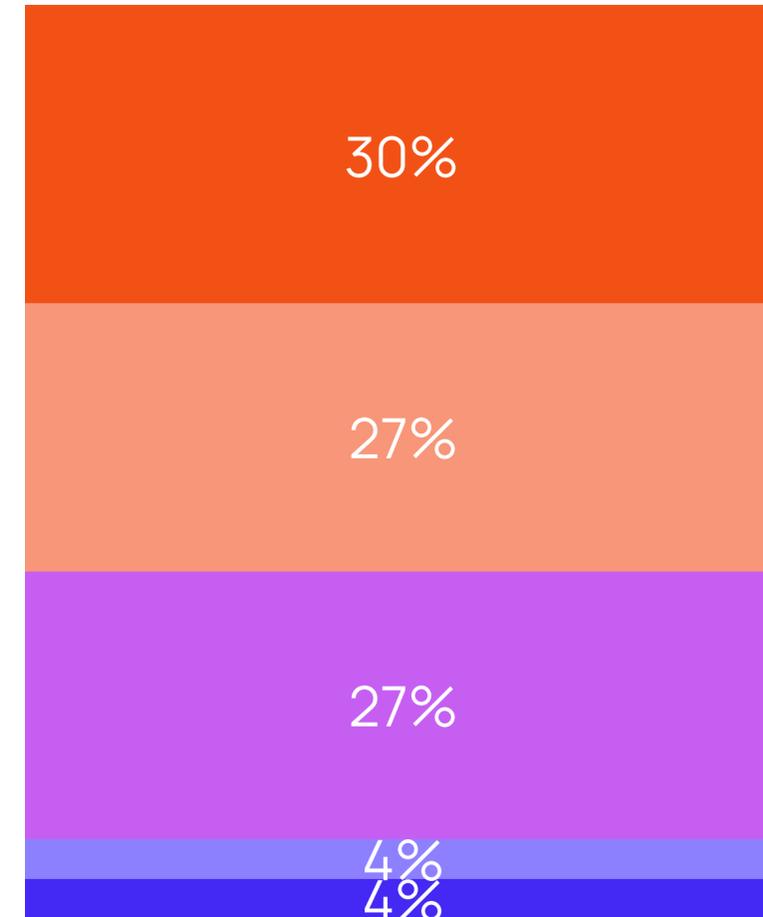
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Monthly Video Media Consumption

Audio Primes

Premium Streaming TV



69%

Free Ad-Supported TV



68%

TikTok



50%

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Monthly Video Media Consumption

Video Primes

Premium Streaming TV

72%

Free Ad-Supported TV

70%

TikTok

51%

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“Compared to a year ago, are you spending more or less time with the following media?”

Platforms receiving MORE time

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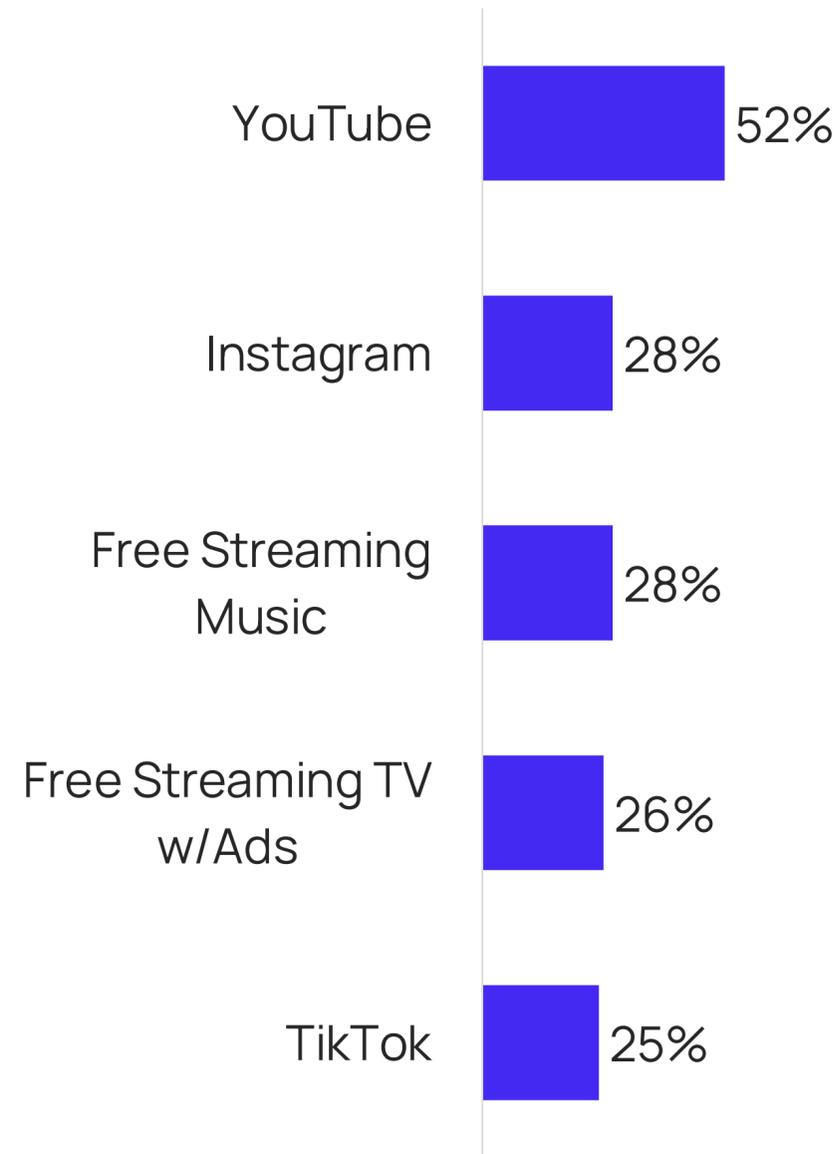
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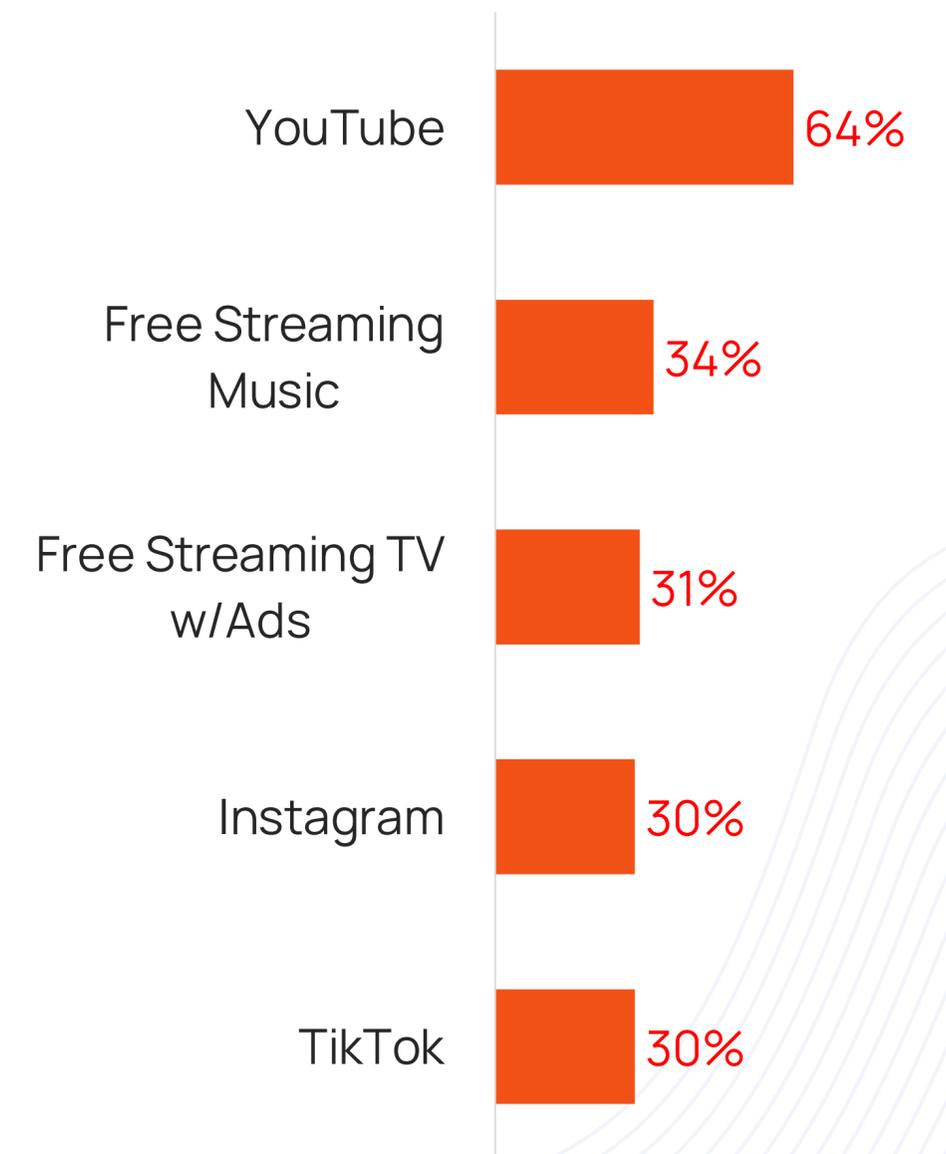
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Audio Primes



Video Primes



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How many hours in the last week did you spend consuming podcasts?

(Weekly Users)

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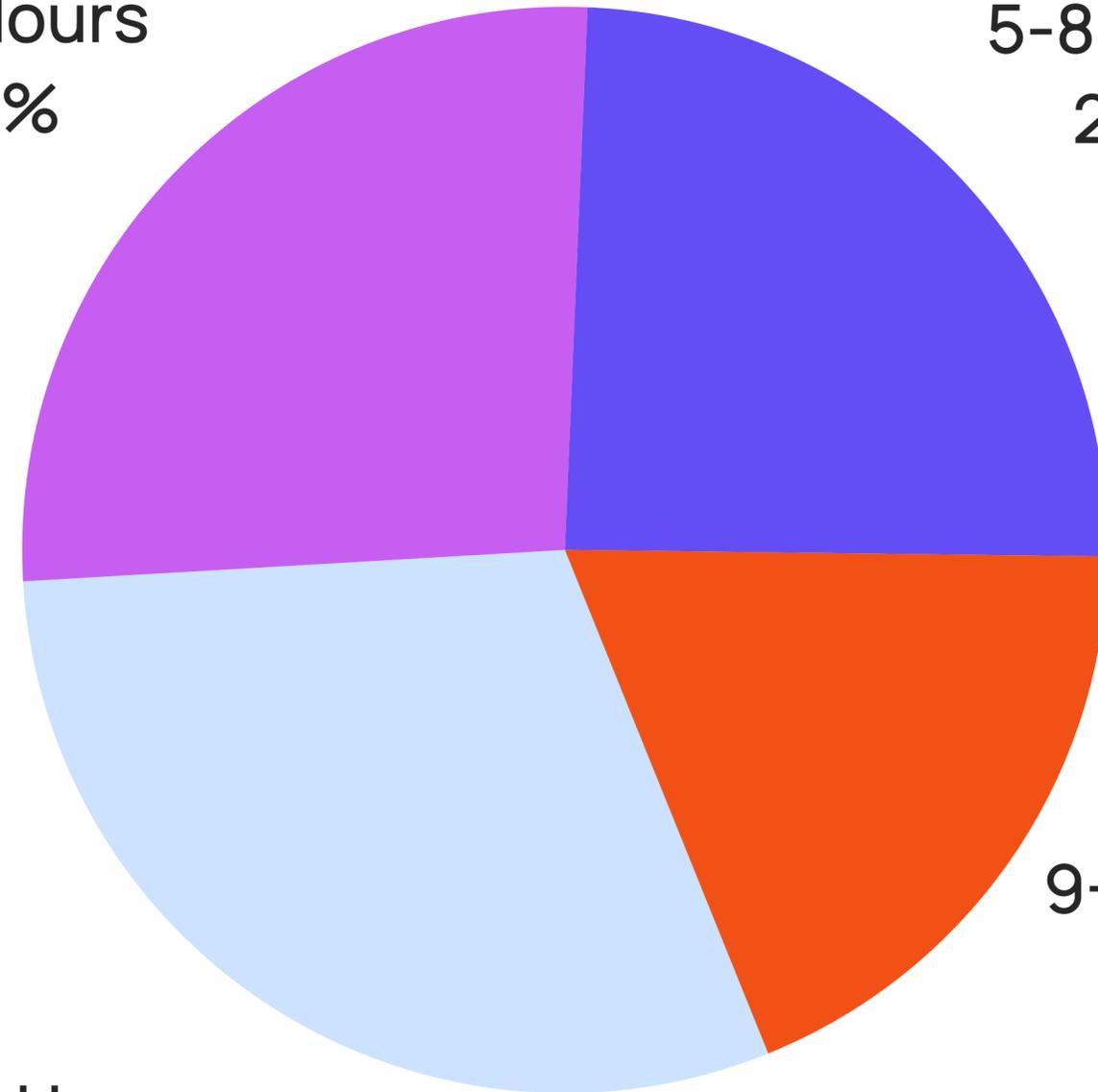
Audio Primes

3-4 Hours
27%

5-8 Hours
24%

0-2 Hours
30%

9+ Hours
19%



Audio Primes: Weekly Podcast consumers who consume 75% or more of their shows via audio

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How many hours in the last week did you spend consuming podcasts?

(Weekly Users)

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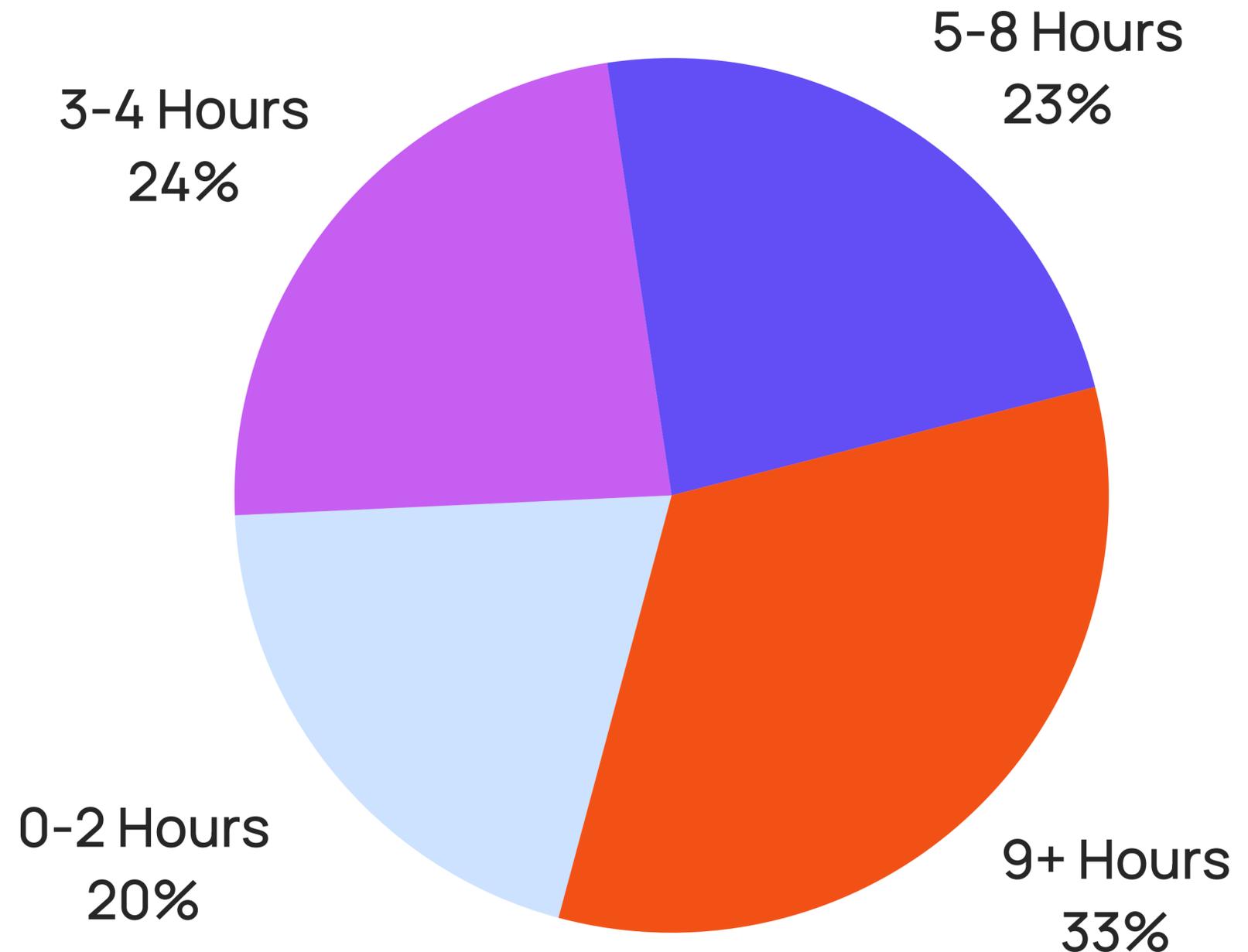
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Video Primes



Video Primes: Weekly Podcast consumers who consume 75% or more of their shows via video

Monthly Podcast
Consumption by
Genre:

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Audio Primes

Comedy	39%
News	32%
Sports	31%
Political talk	30%
True Crime	27%
Pop culture	26%
History	24%
Health & Fitness	23%
Self-Improvement	21%
TV & Film	20%
Science	20%
Technology	20%
Celebrity Interview	19%
Video gaming	18%
Business	16%
Drama or Fiction	15%
Spirituality	14%
Education	13%
Religion	12%

Video Primes

Comedy	45%
Sports	45%
News	38%
Political talk	38%
Celebrity Interview	33%
Self-Improvement	30%
History	28%
Pop culture	27%
Spirituality	25%
Health & Fitness	24%
TV & Film	24%
Science	24%
True Crime	22%
Technology	22%
Education	21%
Religion	20%
Business	19%
Video gaming	16%
Drama or Fiction	14%

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Percent who have found a new podcast to consume in the last month:

Audio Primes

40%

Video Primes

49%

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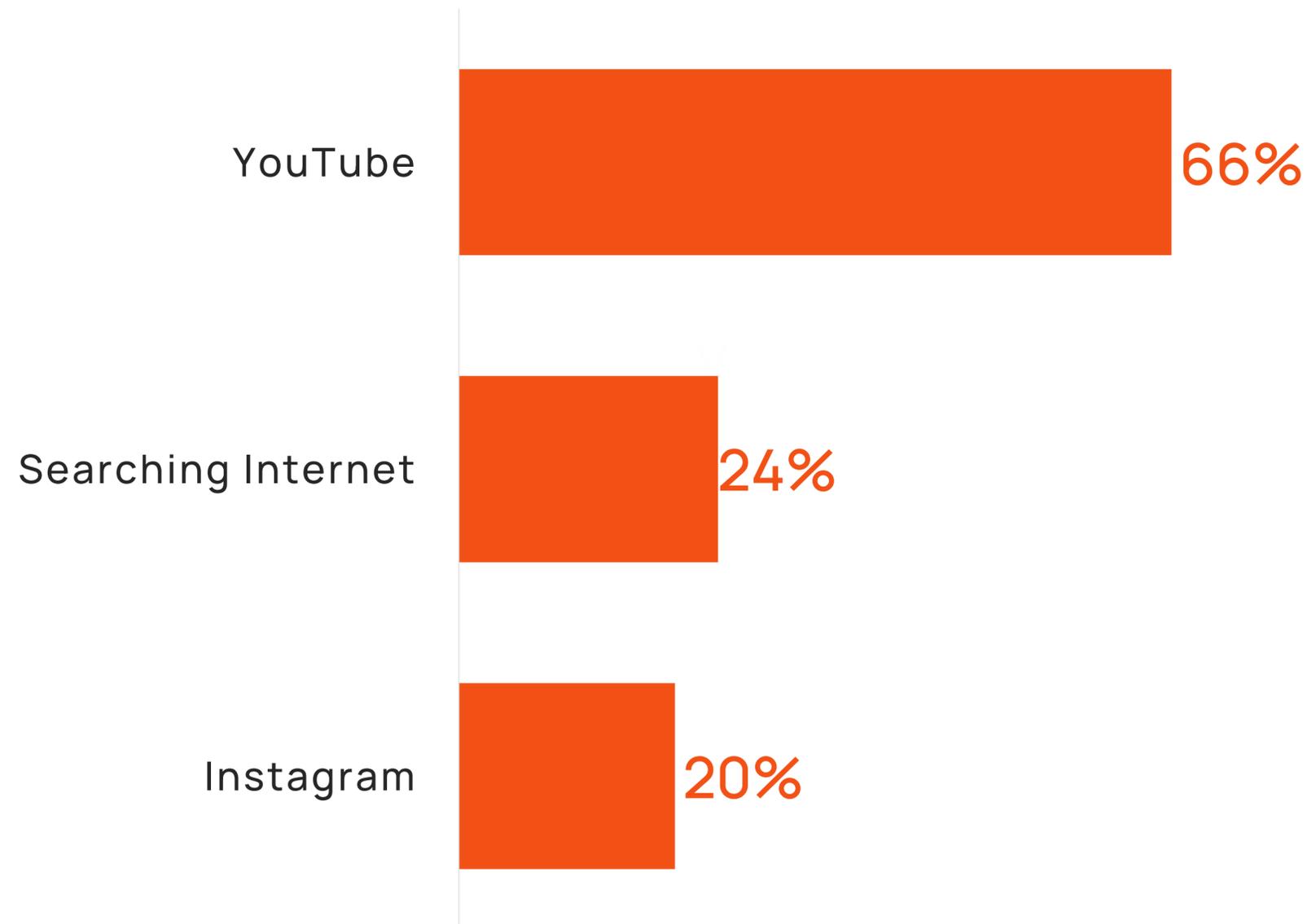
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How did you discover your favorite podcast?
(select all)

Video Primes



Video Primes: Weekly Podcast consumers who consume 75% or more of their shows via video

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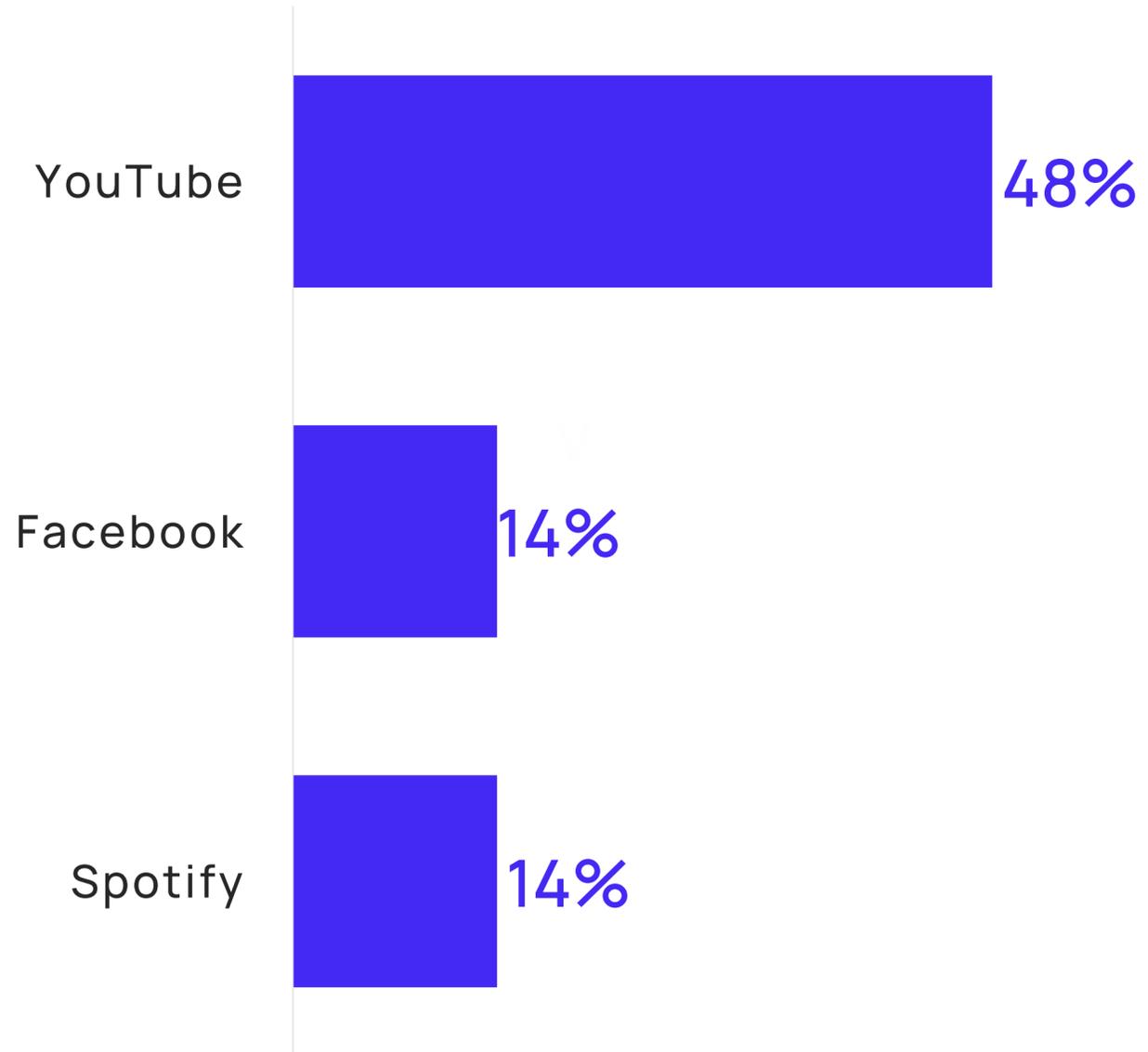
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How did you discover your favorite podcast?
(select all)

Audio Primes



Audio Primes: Weekly Podcast consumers who consume 75% or more of their shows via audio

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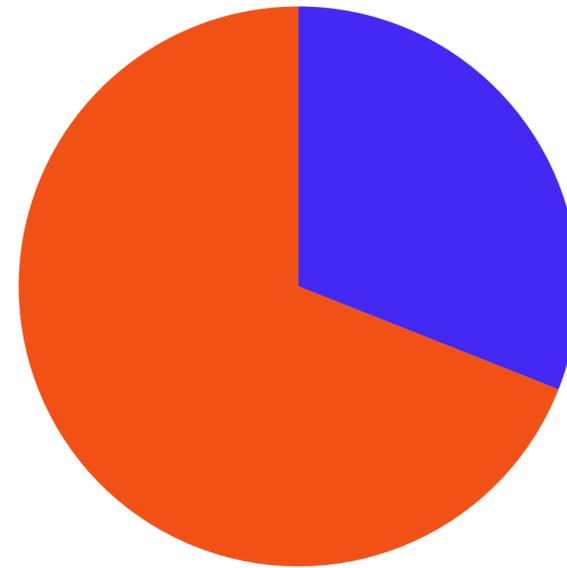
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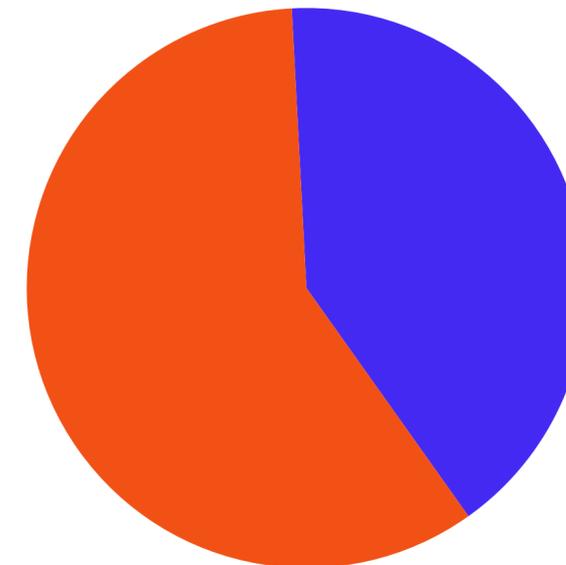
How easy/difficult was it for you to find the last podcast you discovered?

Audio Primes



"Very Easy"
31%

Video Primes



"Very Easy"
41%

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Coming Next from *The Podcast Landscape!*

Enhanced studies by Race/Ethnicity

LGBTQ+ Listeners

Audience Analysis by Genre

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Insights

Summary Findings

1

While Video has made a lot of noise in the past few years (and driven some of podcasting's hottest new shows), most podcast consumers spend more of their time listening to podcasts than watching them.

Whether a podcast has a video component or not, podcasting remains an audio-forward medium.

Summary Findings

2

Audio Primes (those who listen to more than 75% of their podcasts) and Video Primes (those who WATCH more than 75% of their podcasts) are **demographically very similar**.

It would be a mistake to differentiate between audio and video primes *solely* on age or gender.

Summary Findings

3

What separates Video Primes from Audio Primes is the amount of podcast content they consume – while 19% of Audio Primes fall into the heaviest usage category (9+ hours of podcast content per week), 33% of Video Primes are heavy users of podcasting.

They are smaller in number than Audio Primes, but Video Primes have a large footprint in terms of consumption, and they are consuming a large variety of genres.

Summary Findings

4

A key to that increased consumption might be discovery. Two-thirds of Video Primes discovered their last new podcast via YouTube – and more Video Primes than Audio Primes found a new podcast to consume in the last month.

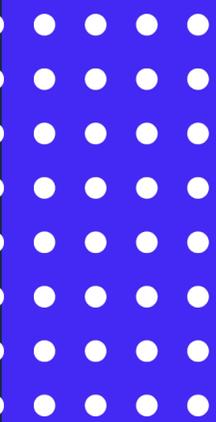
The real eye-opener? Audio Primes are ALSO more likely to say YouTube led them to their last podcast. Even if these users prefer their ears for consumption, they are buying with their eyes.

Summary Findings

5

Why are Video Primes discovering more content? One factor might simply be the friction involved in doing so – Video Primes are much more likely to say it was “very easy” to discover their last new podcast.

Let’s not assume this is solely related to audio “vs.” video – the ease of the platform/app for enabling discovery also plays a role.



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