

# SOUNDS PROFITABLE

THE BUSINESS OF PODCASTING

U.S. 2025

## The Podcast Landscape



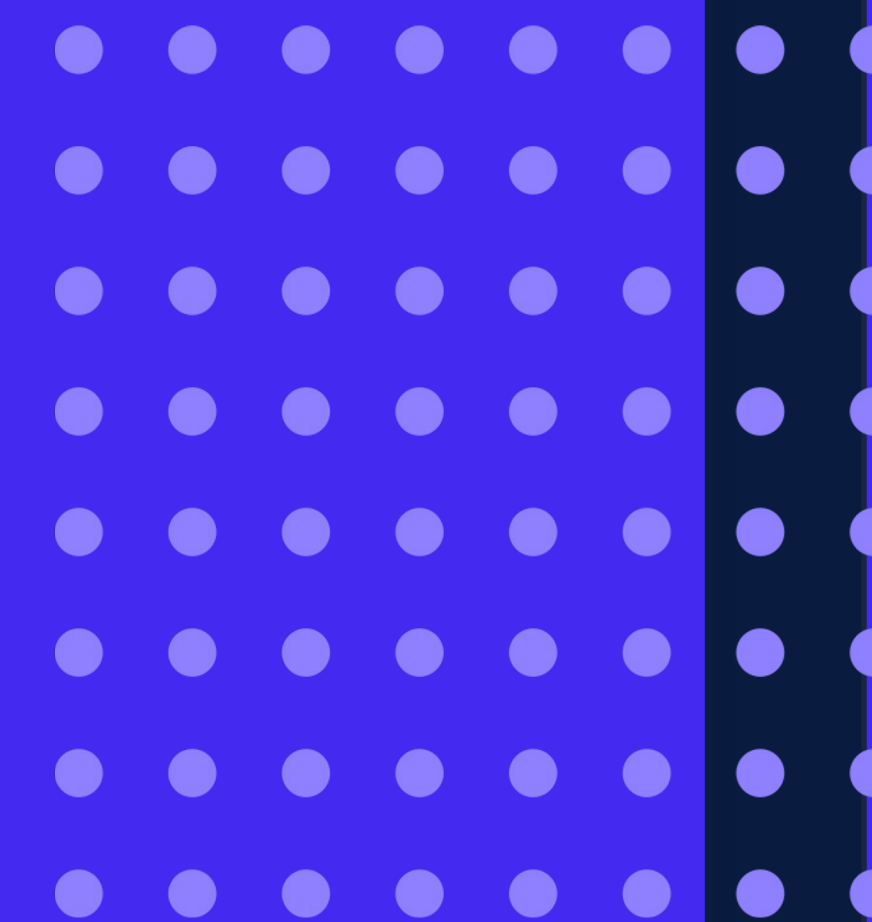
August 2025

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THE BUSINESS  
OF  
PODCASTING  
**PROFITABLE**



# The Podcast Landscape

Part One: Core Podcast Metrics



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# Methodology



In June 2025, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5034** 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 and 2024 studies



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

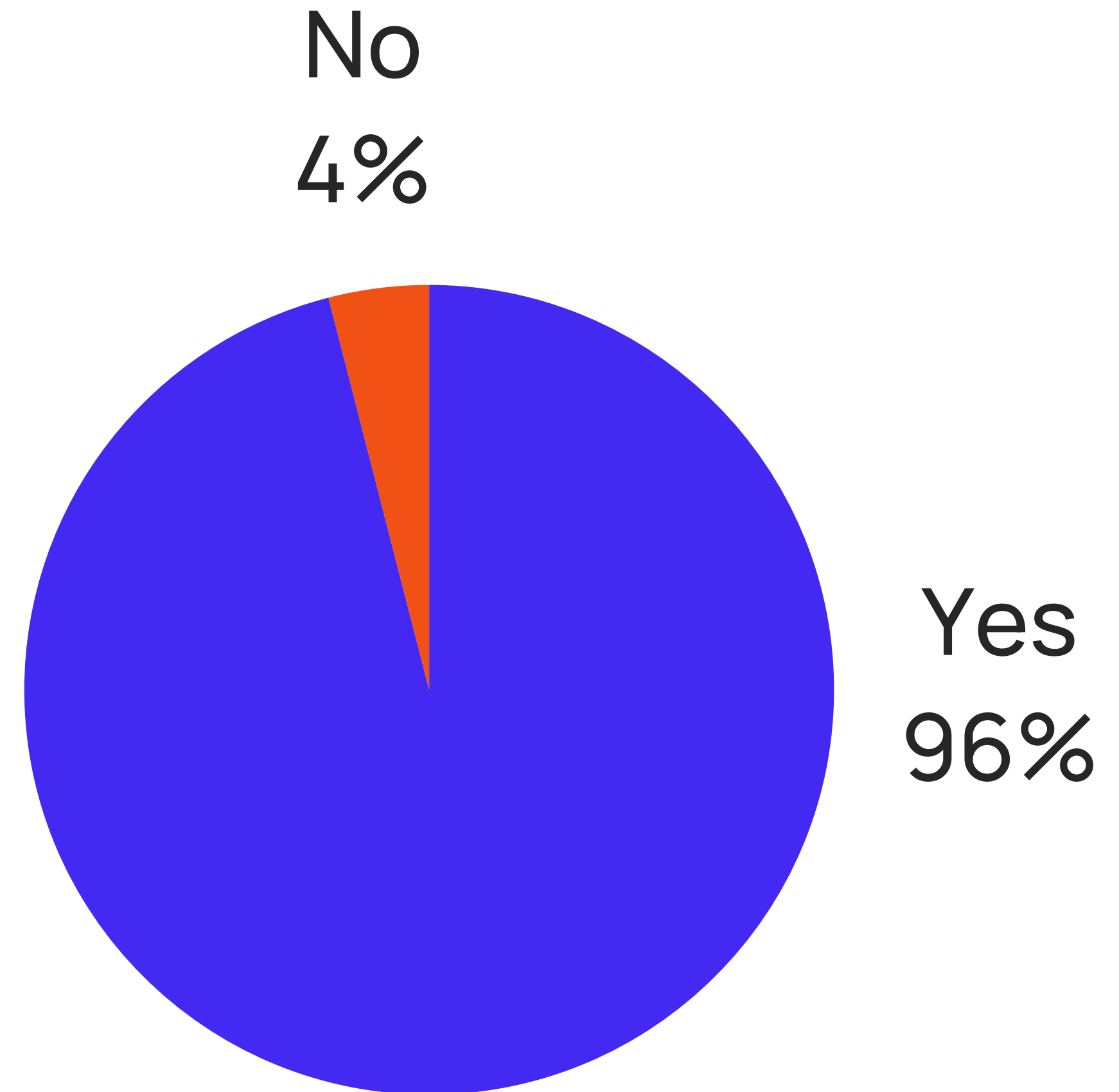


Topics also included churn, what leads to decreases in consumption over time, and general perceptions of the medium and its creators

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Are you familiar with the term, 'podcast'?

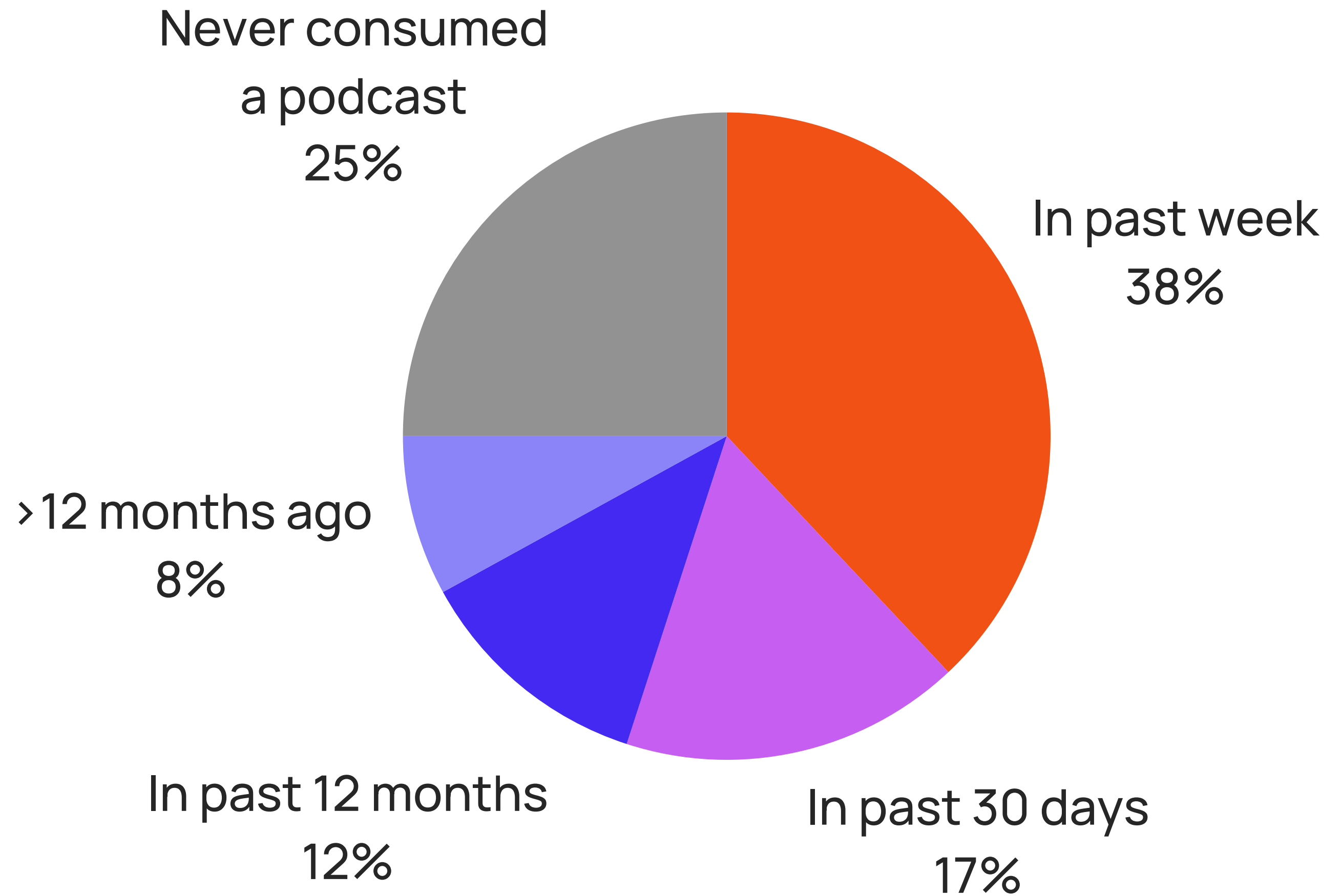


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When was the last time, if ever, you consumed a podcast, either audio or video?

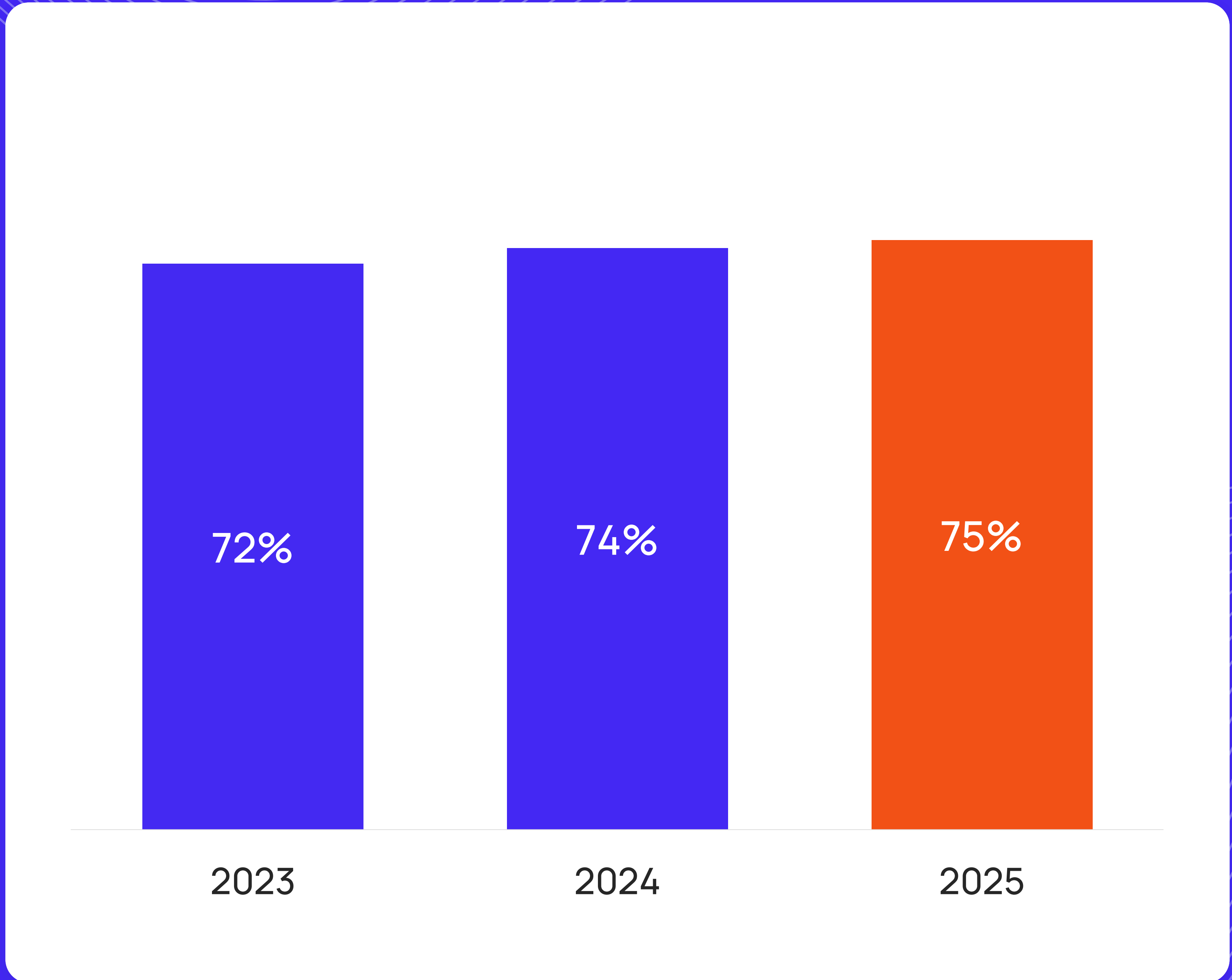


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Podcasting:

Audio/Video  
Consumption  
(EVER)

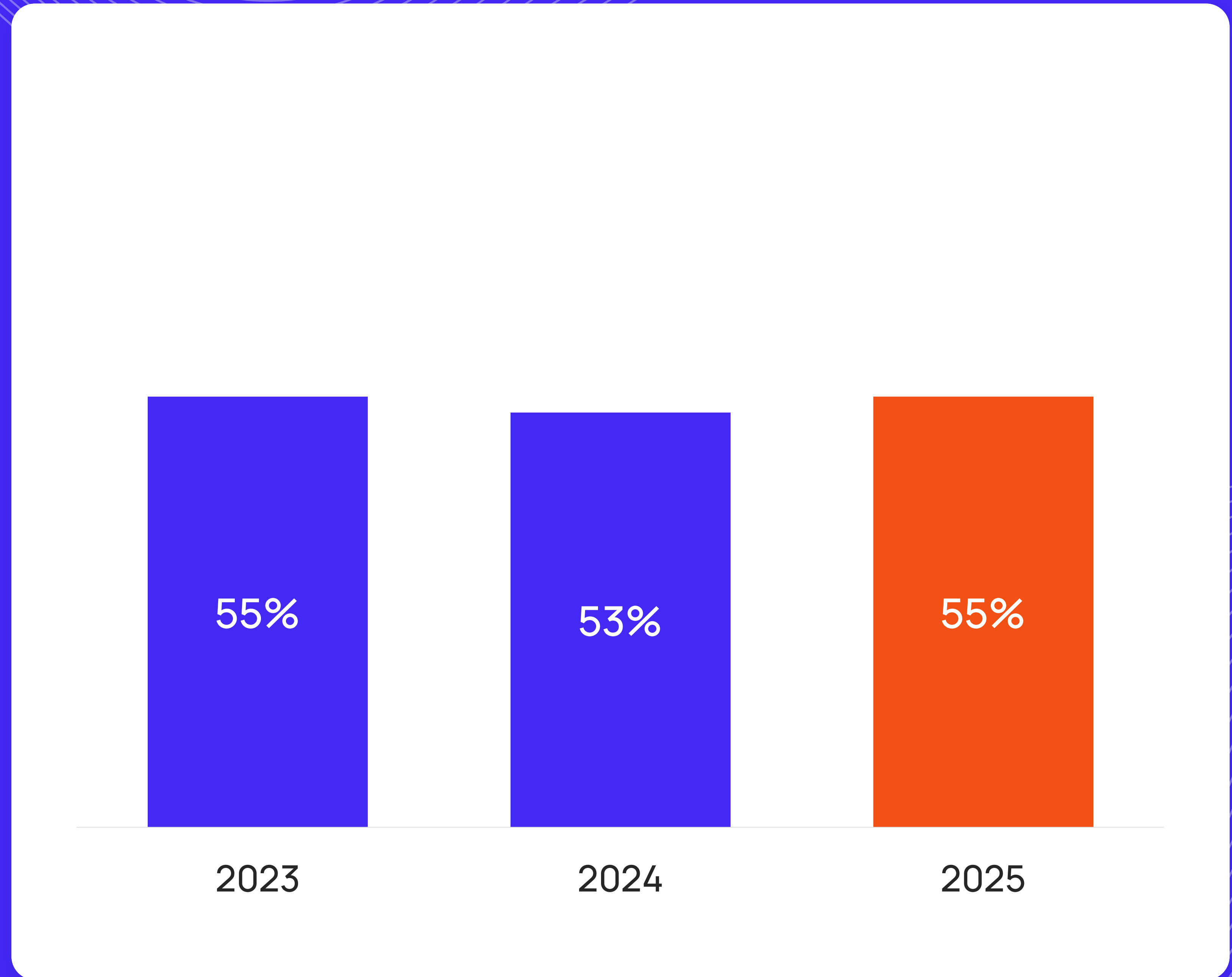


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Podcasting:

Audio/Video  
Consumption  
(MONTHLY)

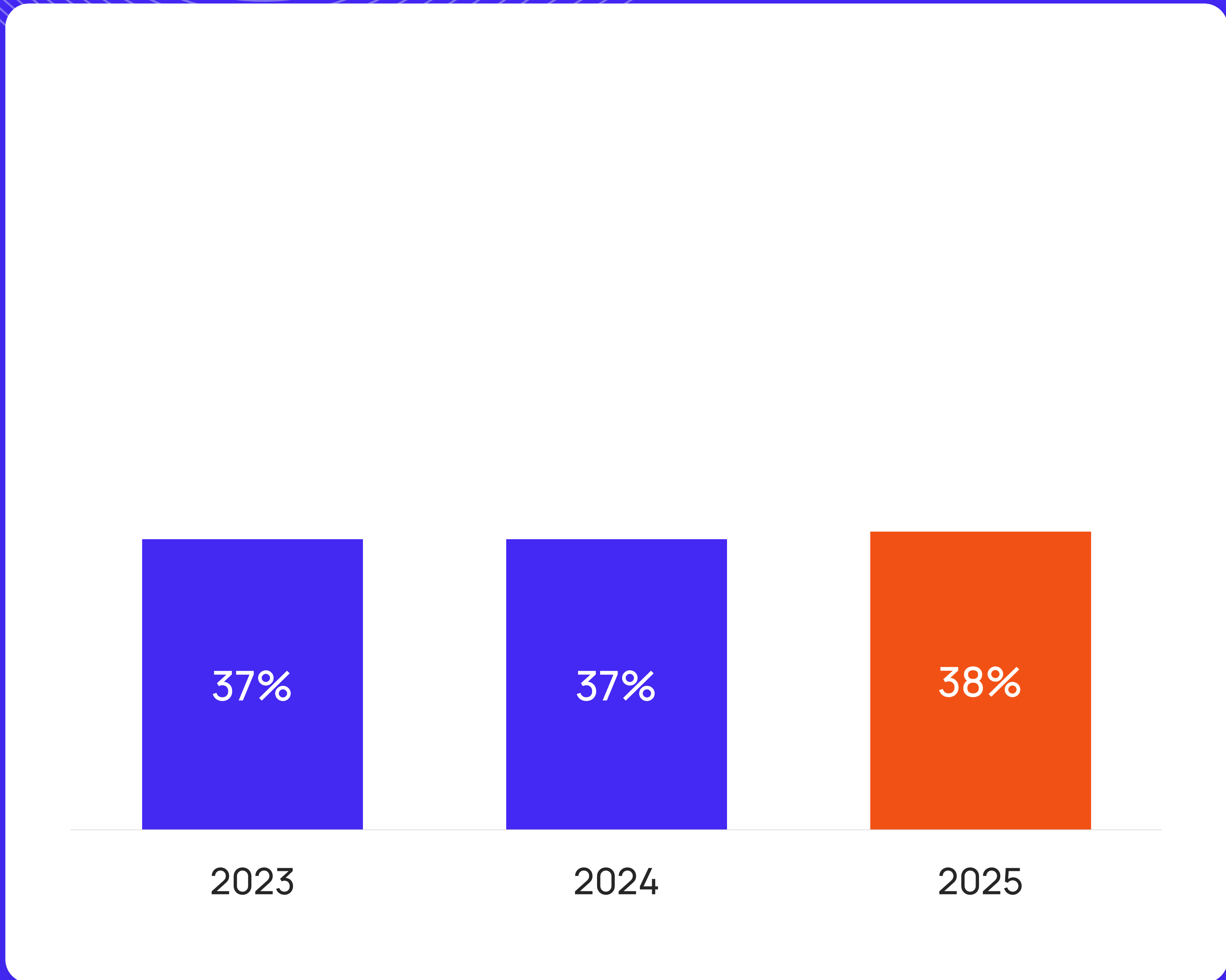


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# Podcasting:

## Audio/Video Consumption (WEEKLY)

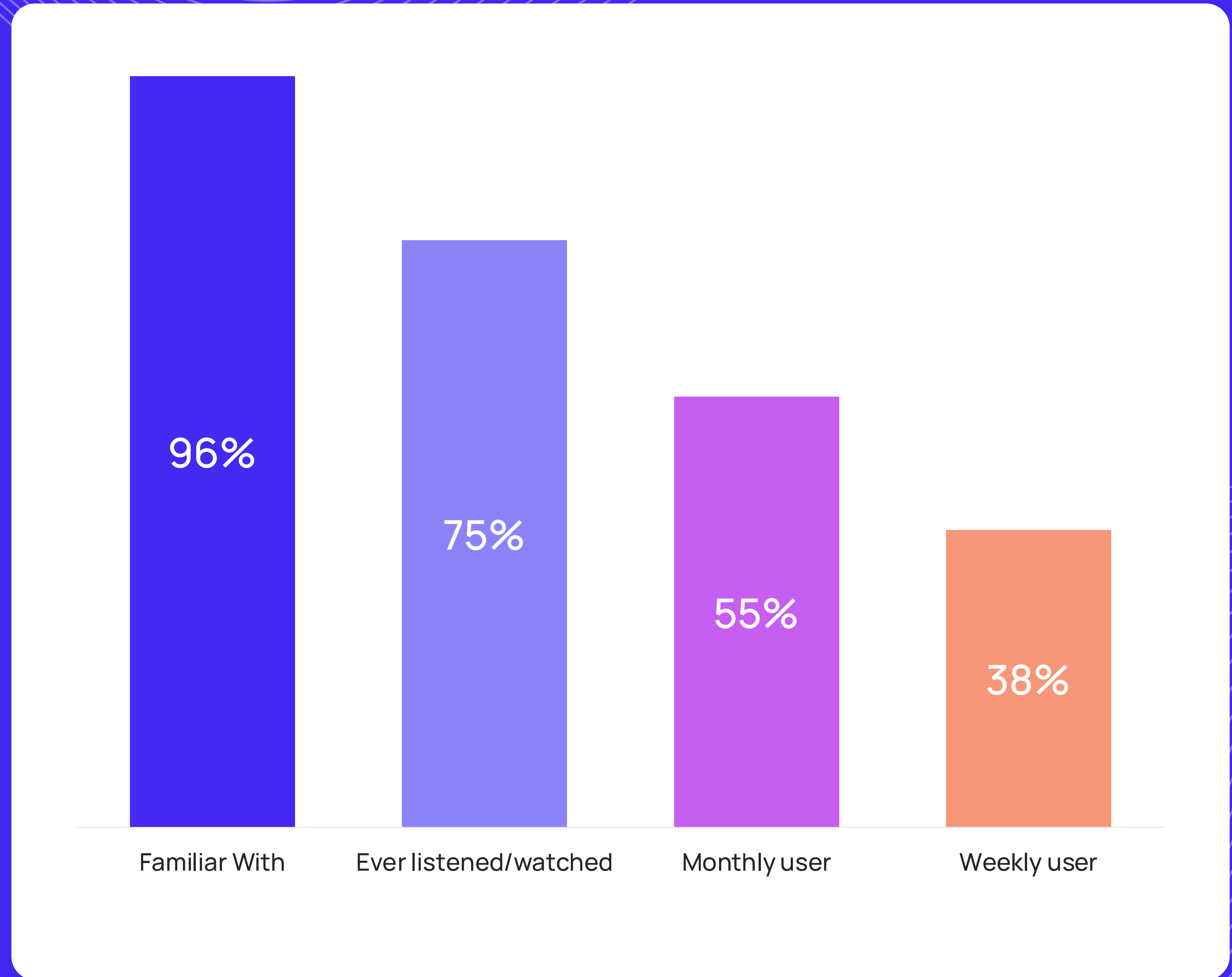


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# Podcasting:

## Awareness, Trial and Usage

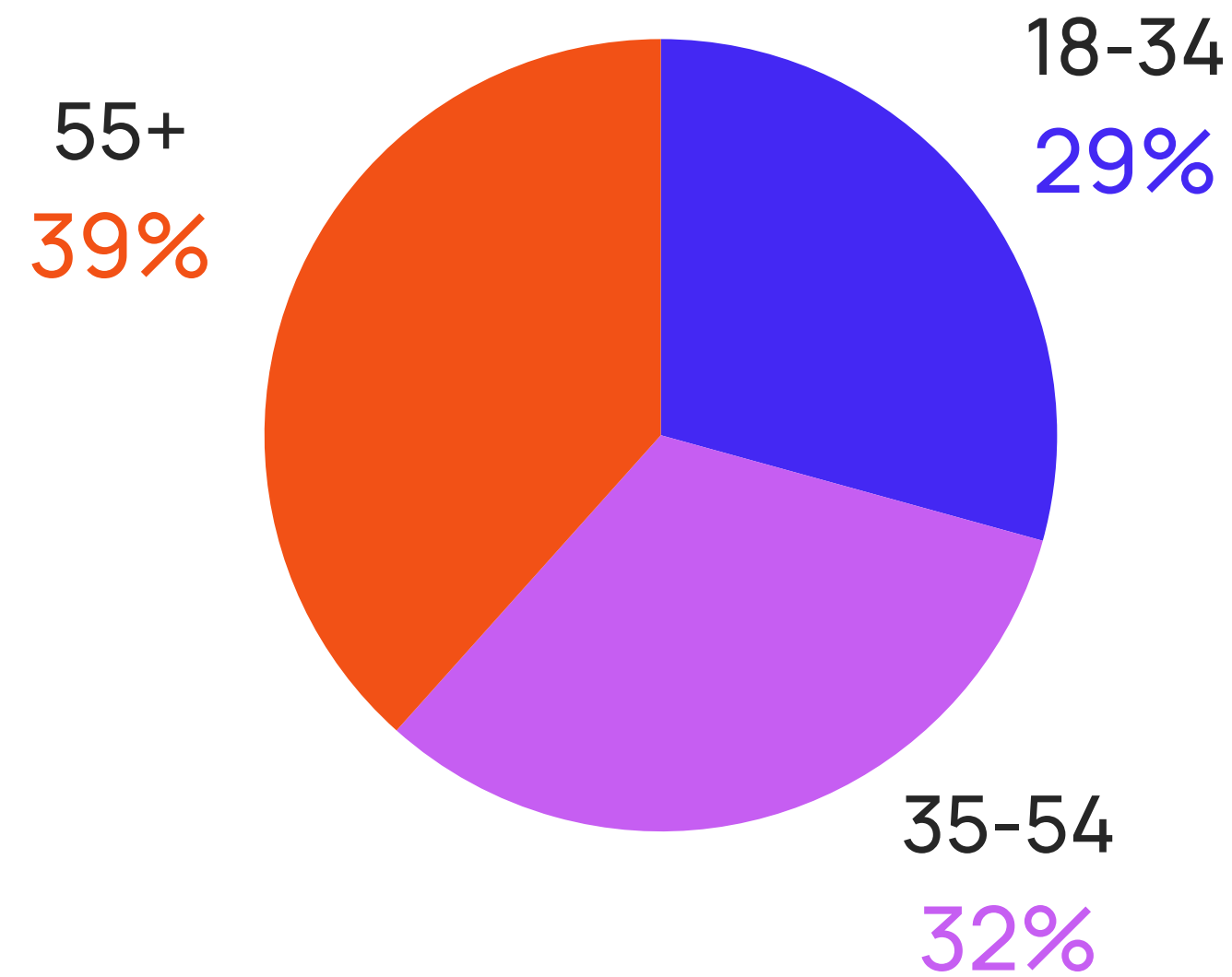


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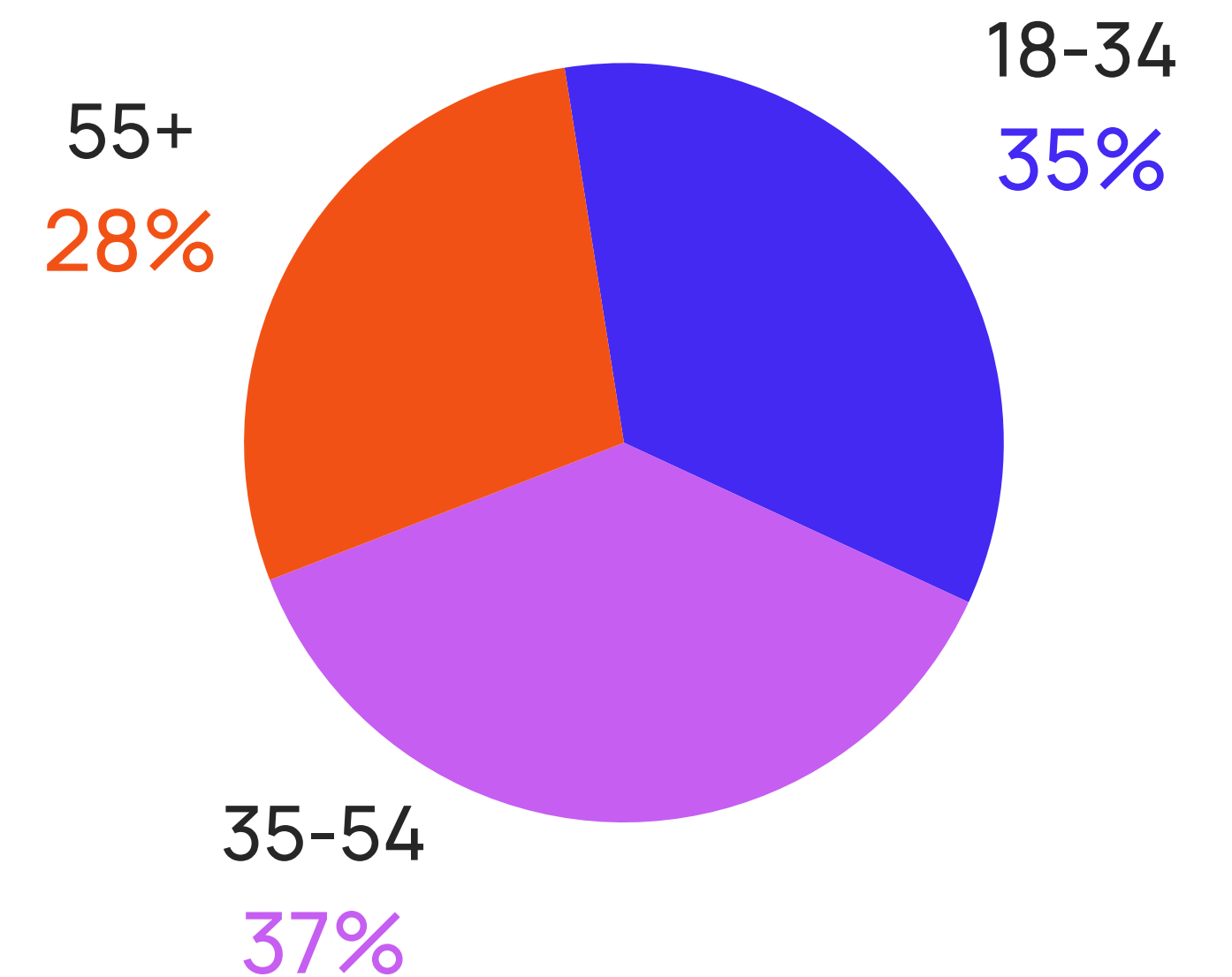


# Age Profile: Monthly consumers

US Population



Past Month  
Podcast Consumers

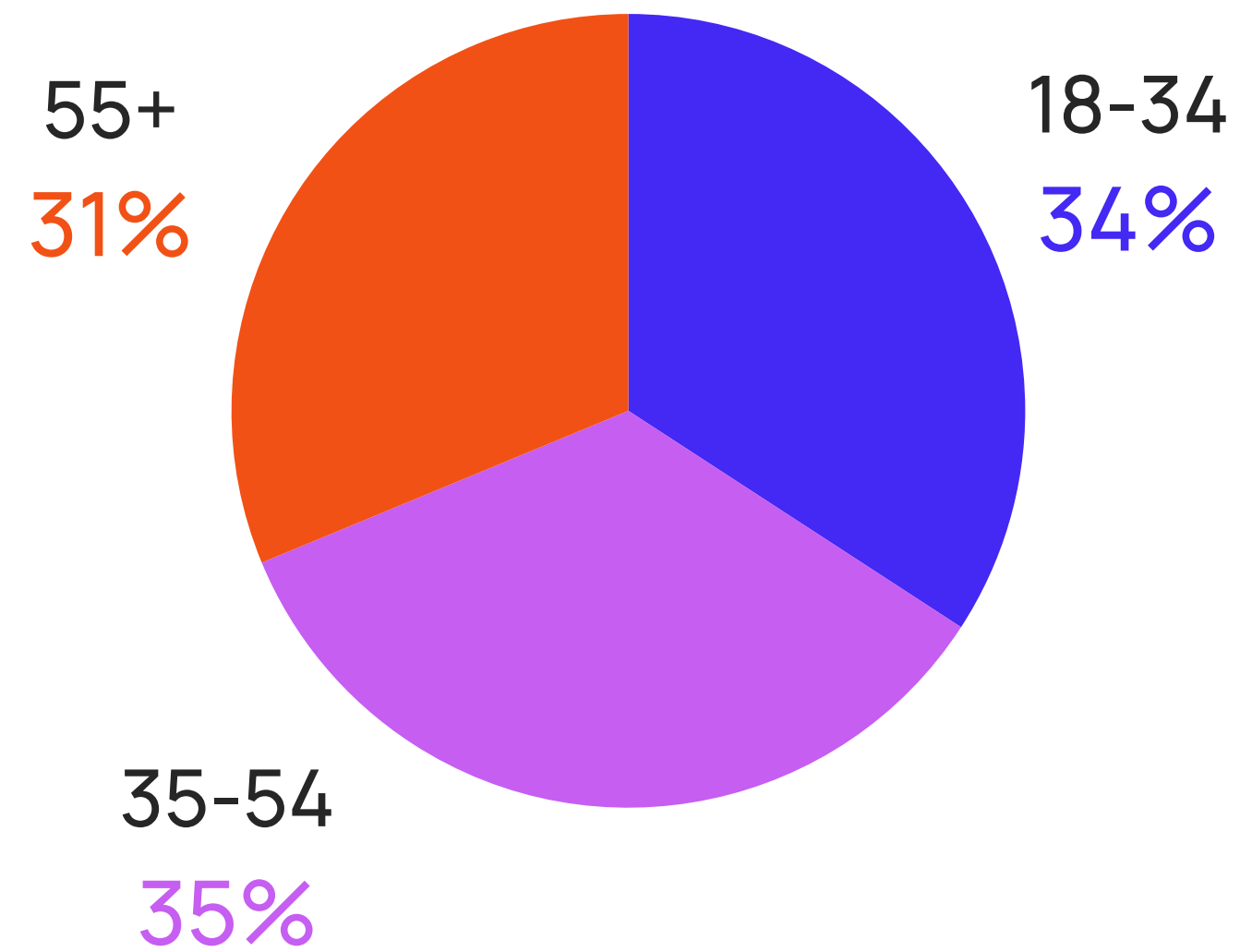


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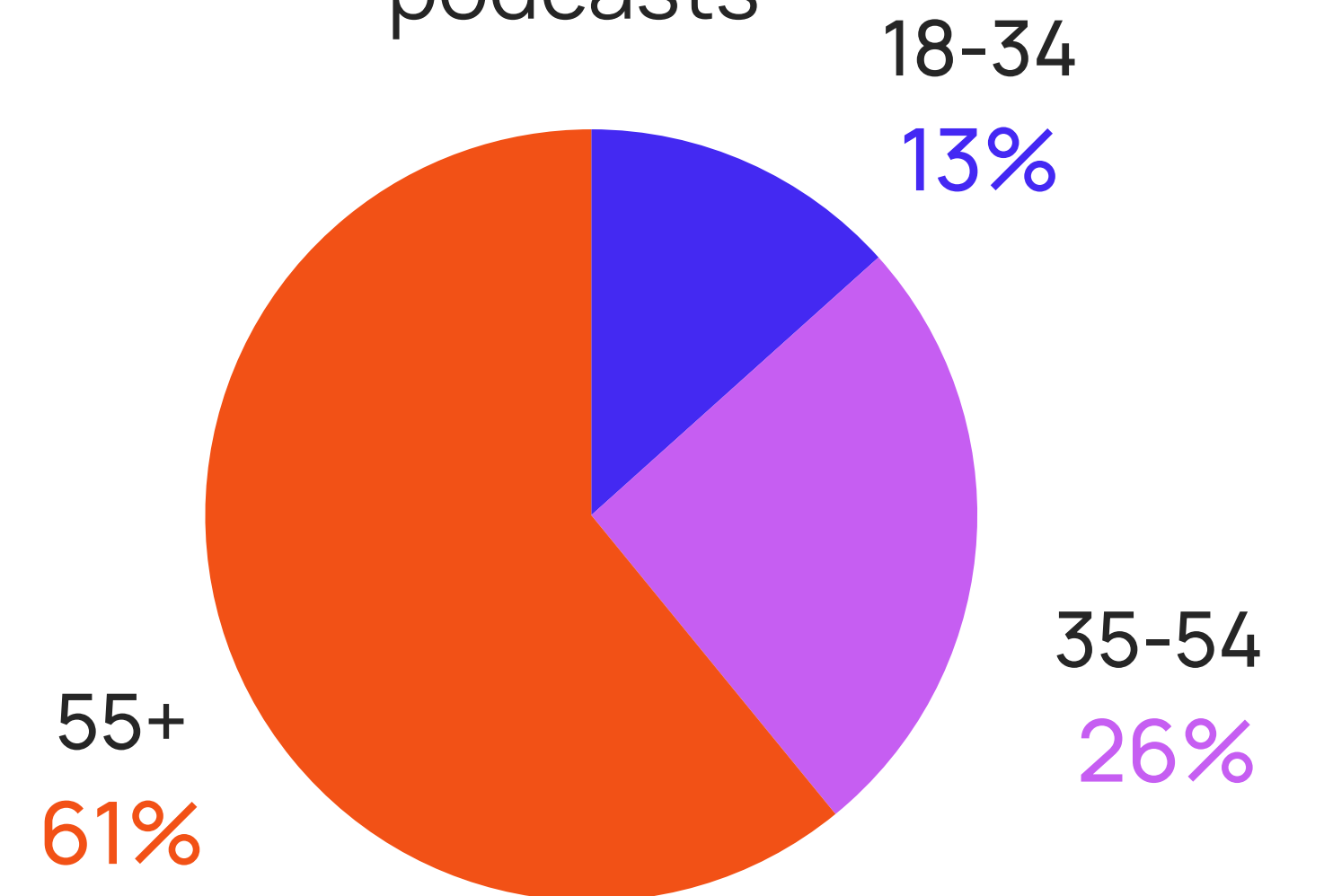


# Age Profile: Ever vs. Never consumed

Ever consumed podcasts



Never consumed  
podcasts

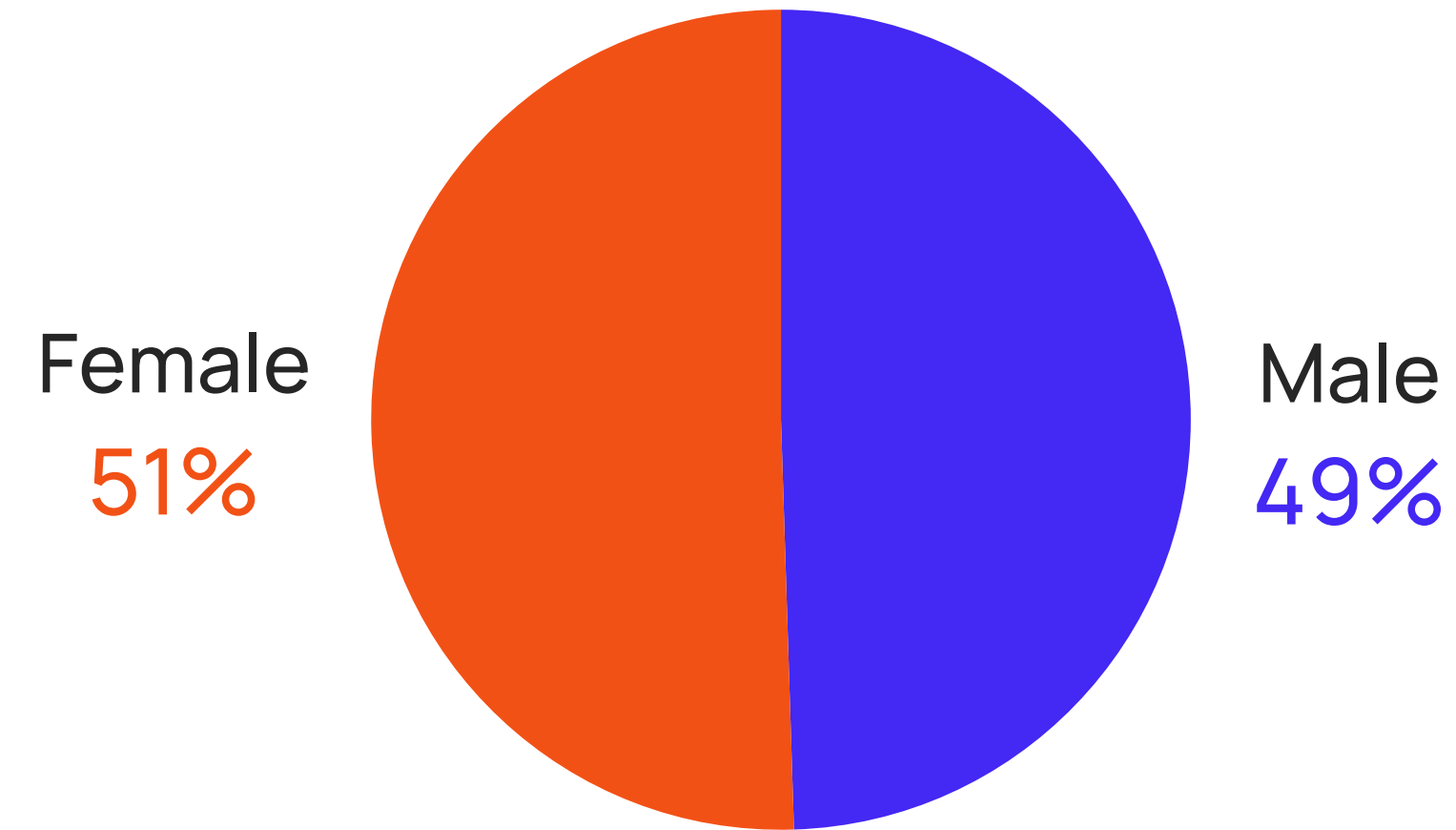


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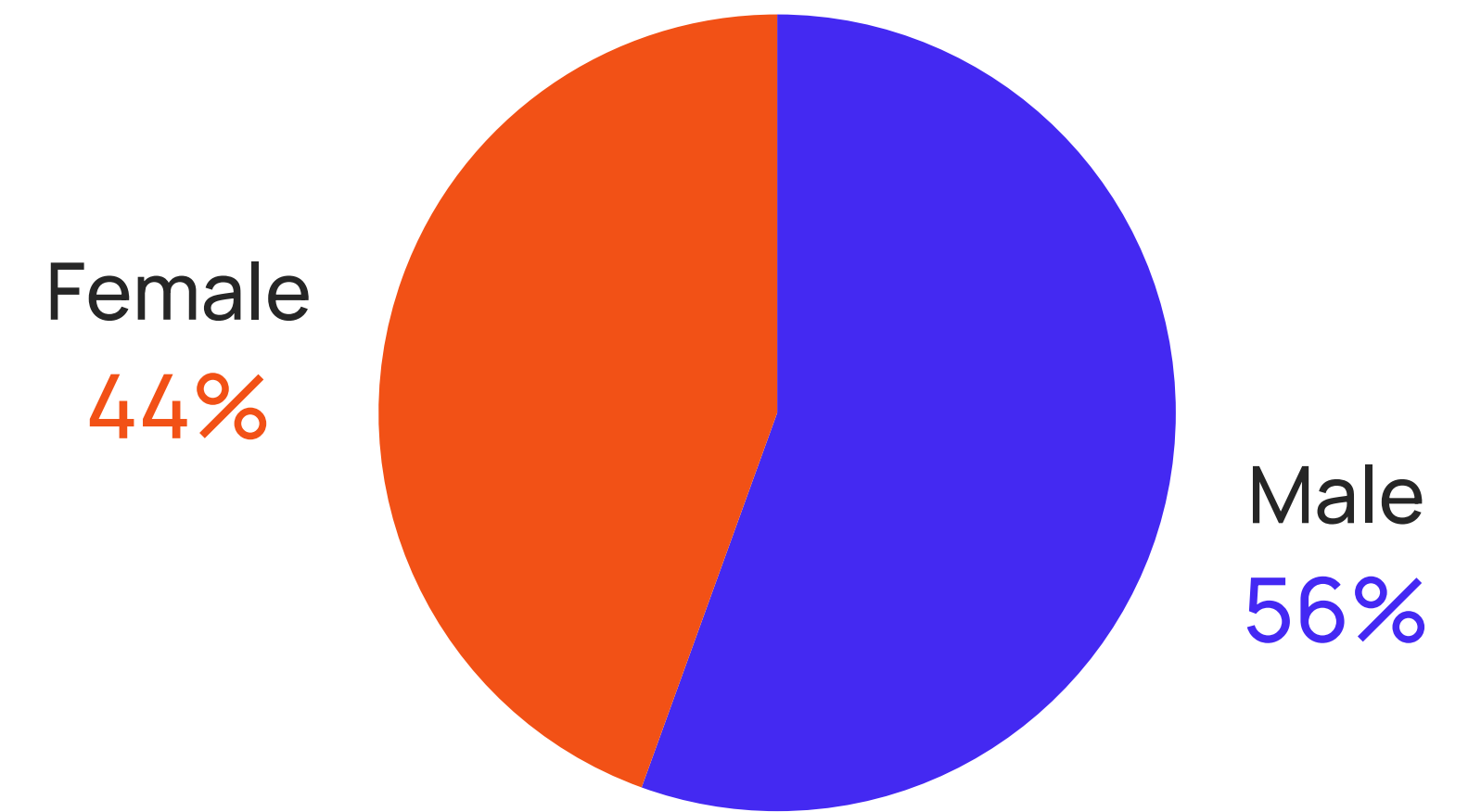


# Gender Profile: Monthly consumers

US Population



Past Month  
Podcast Consumers



\*No change from 2024

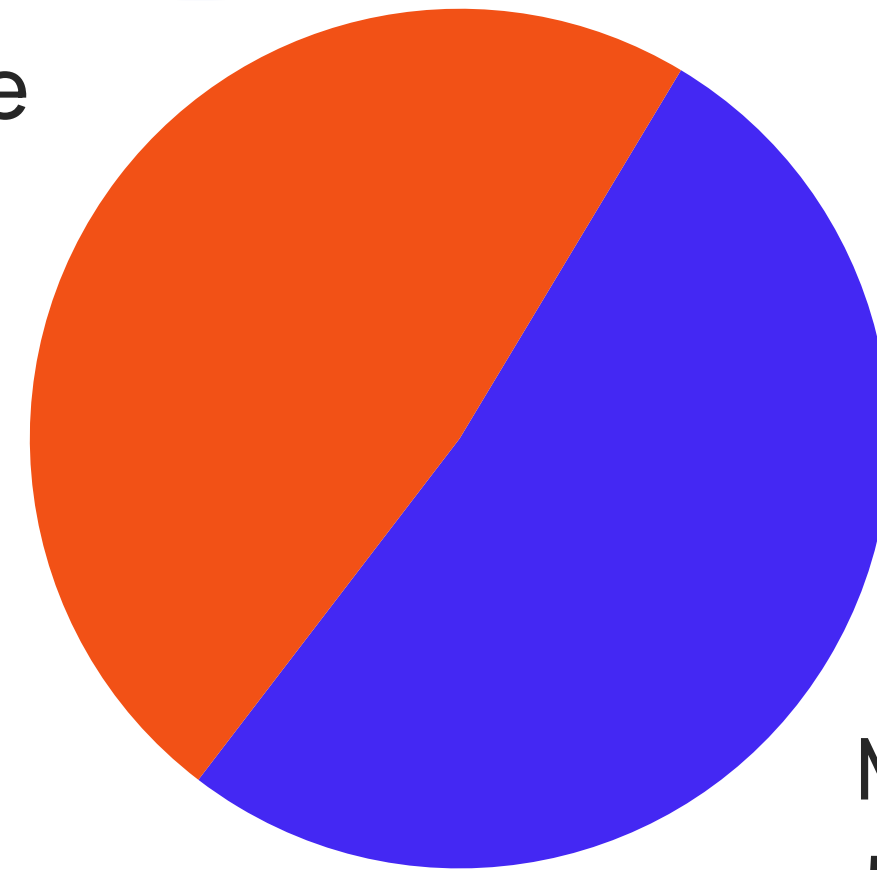
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# Gender Profile: Ever vs. Never consumed

Ever consumed podcasts

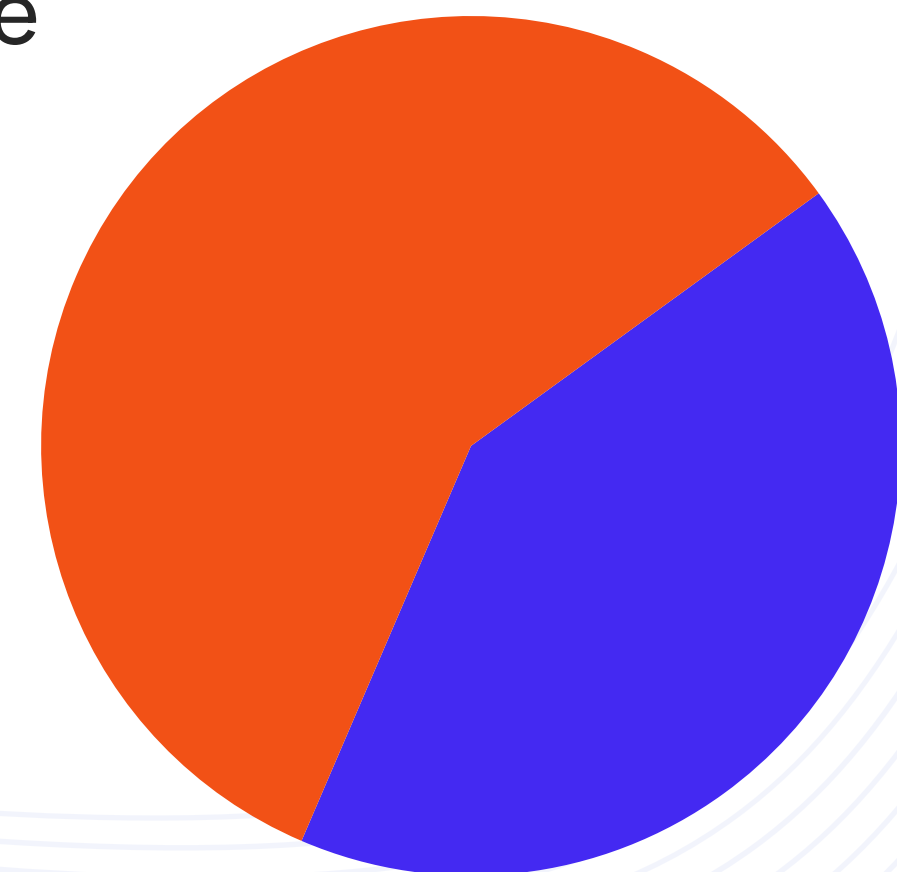
Female  
48%



Male  
52%

Never consumed  
podcasts

Female  
59%

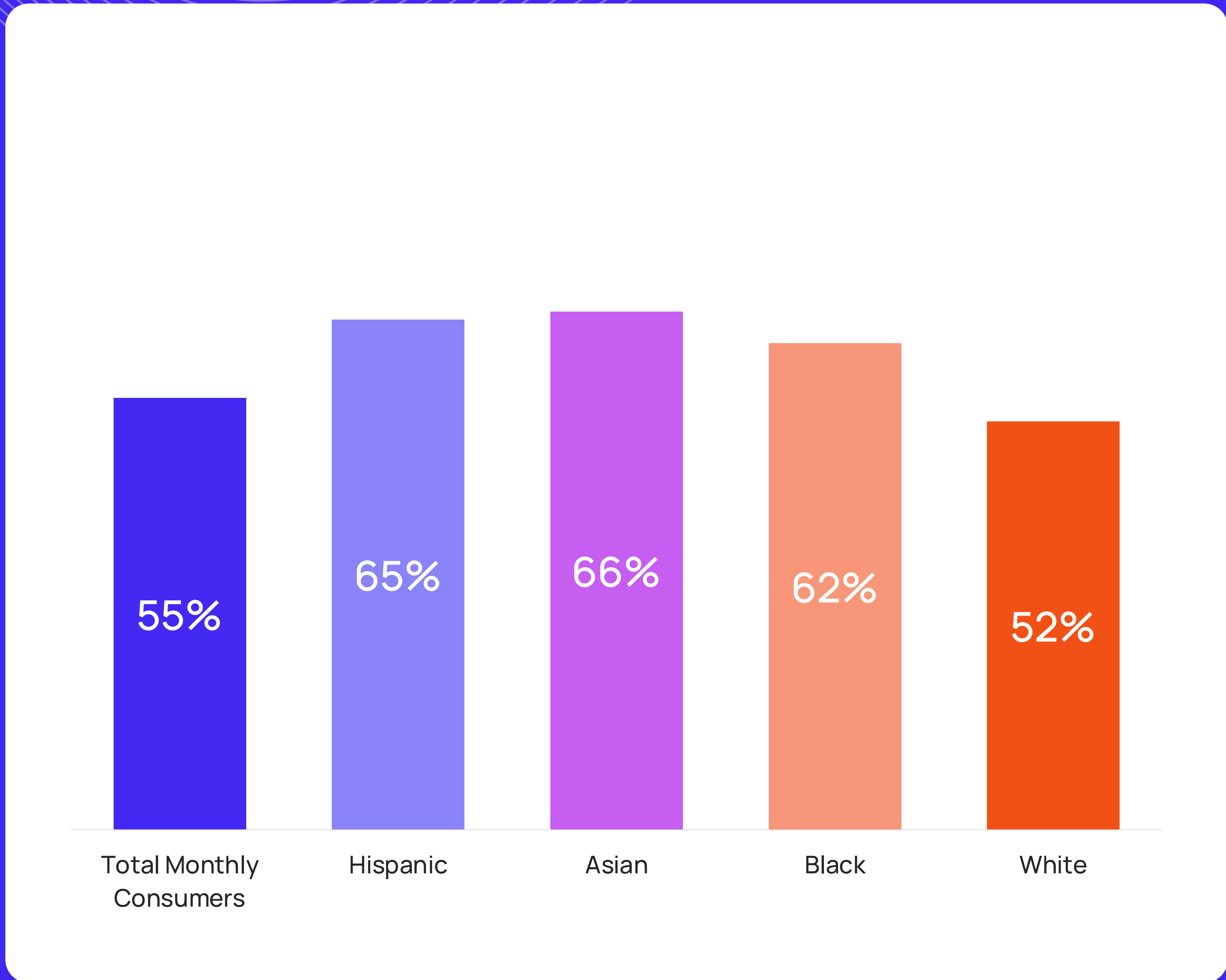


Male  
41%

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# Podcasting: Monthly consumers by Race/Ethnicity

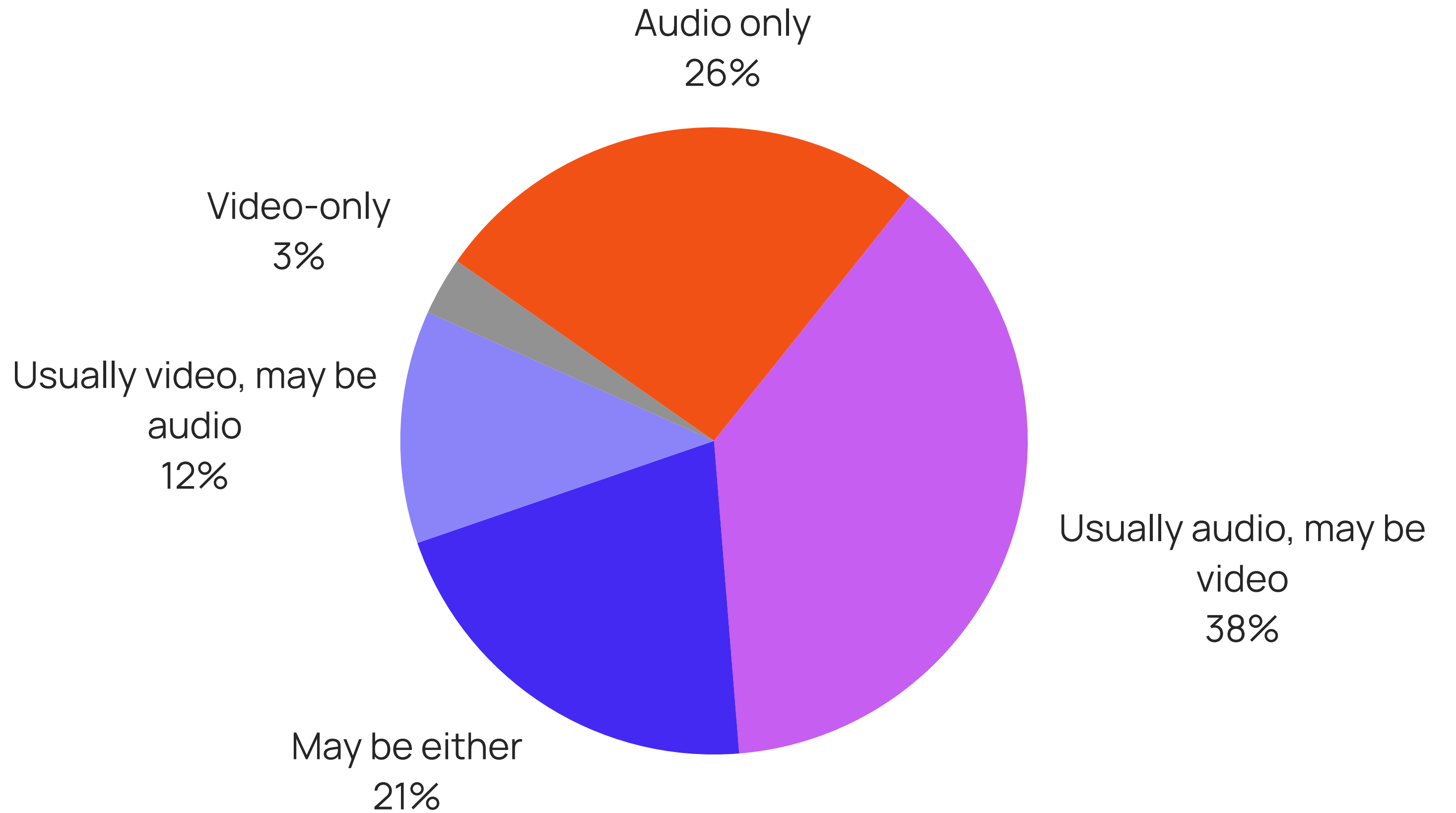


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When you think of a podcast, do you expect it to be audio or video?

2024



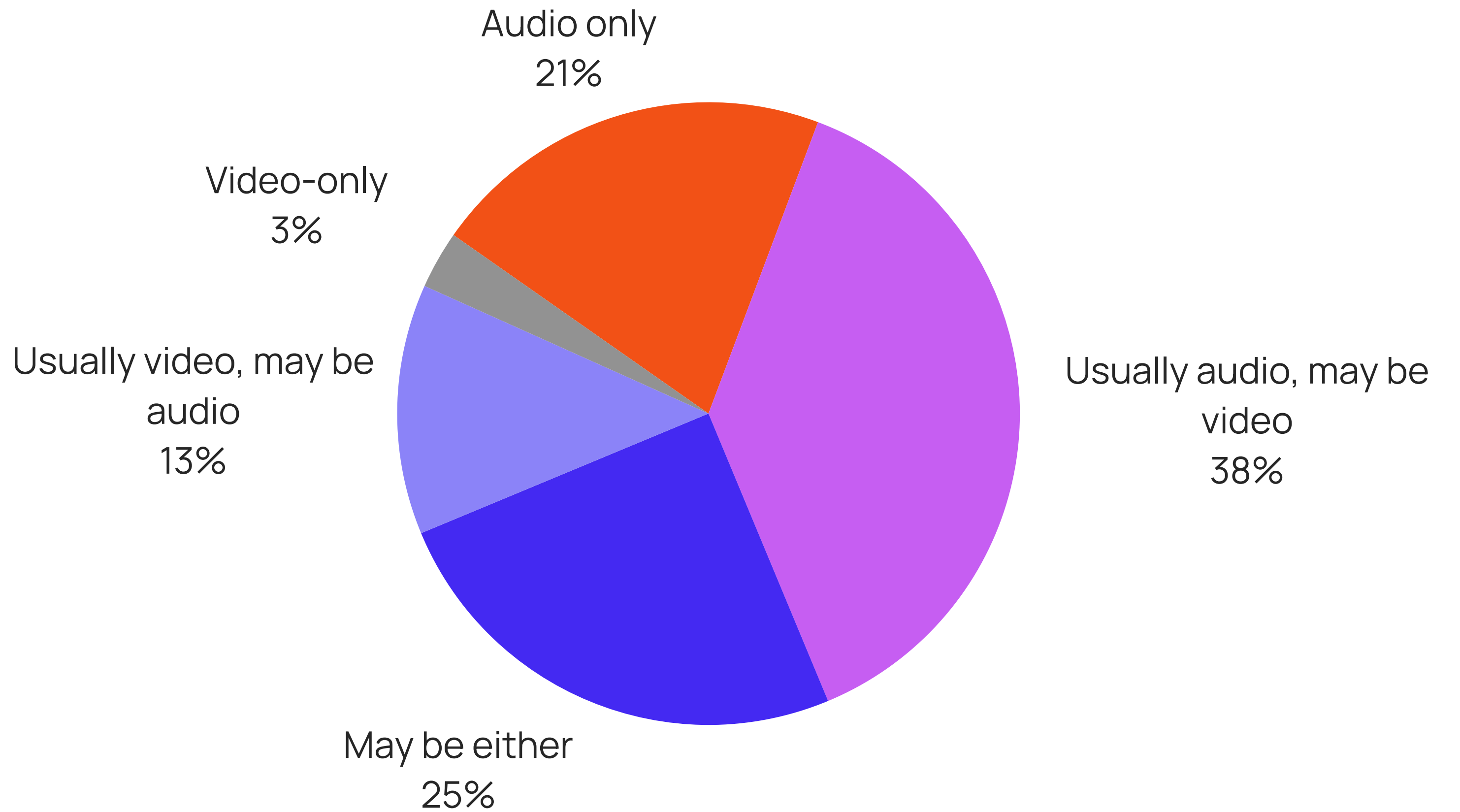
Base: Familiar with the term 'podcast'

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When you think of a podcast, do you expect it to be audio or video?

2025



Base: Familiar with the term 'podcast'

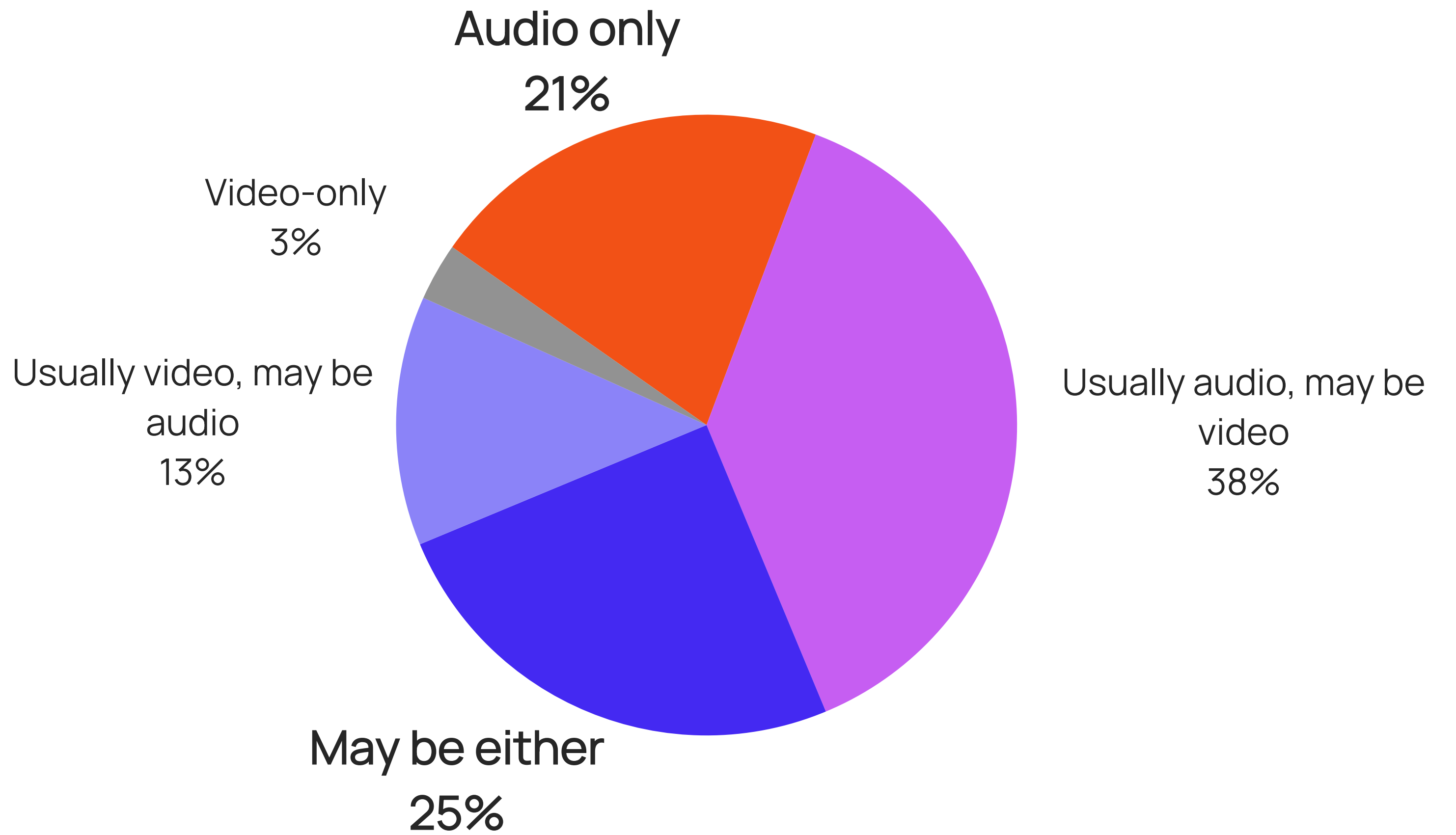
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When you think of a podcast, do you expect it to be audio or video?

## 2025



Base: Familiar with the term 'podcast'

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# SOUNDS PROFITABLE

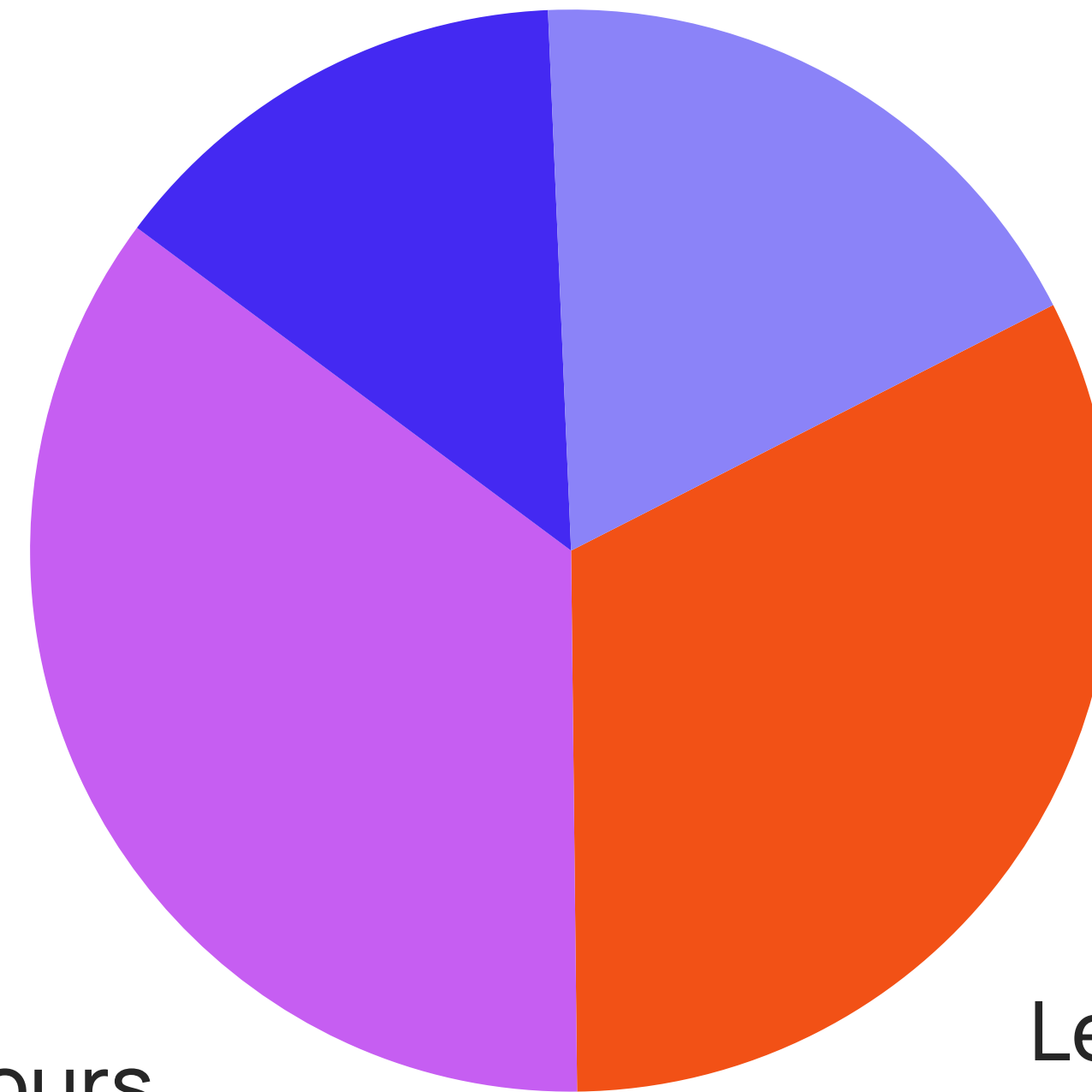
Thinking of the past week, how much time would you say you spent consuming podcasts?

Mean: 6.0 hours

2024

5 to less than 10 hours,  
14%

More than 10 hours,  
18%



2 to less than 5 hours,  
35%

Less than 2 hours,  
32%

Base: Consumed a podcast in the last week

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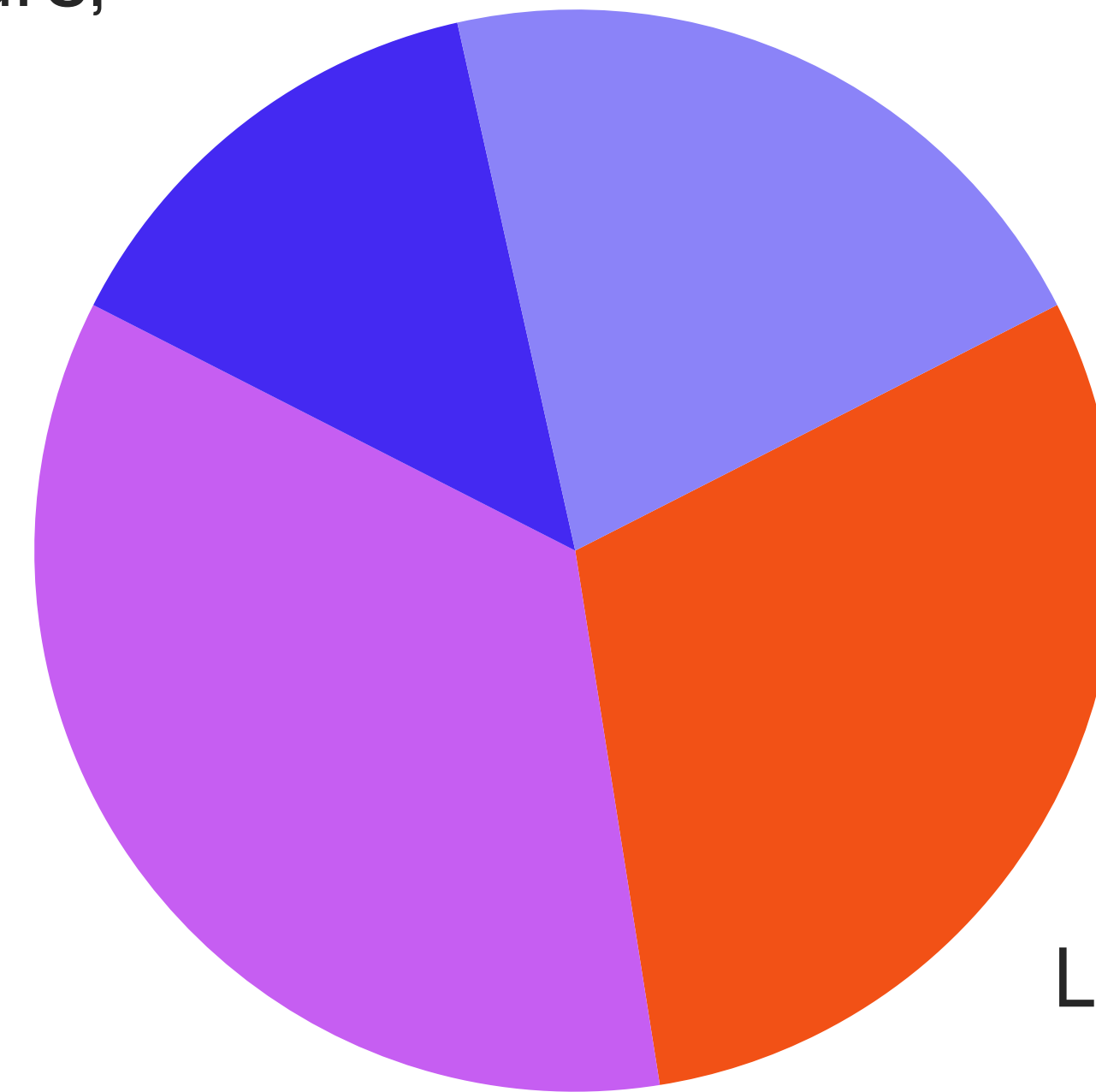
# SOUNDS PROFITABLE

Thinking of the past week, how much time would you say you spent consuming podcasts?

Mean: 6.3 hours

5 to less than 10 hours,  
14%

More than 10 hours,  
21%



2 to less than 5 hours,  
35%

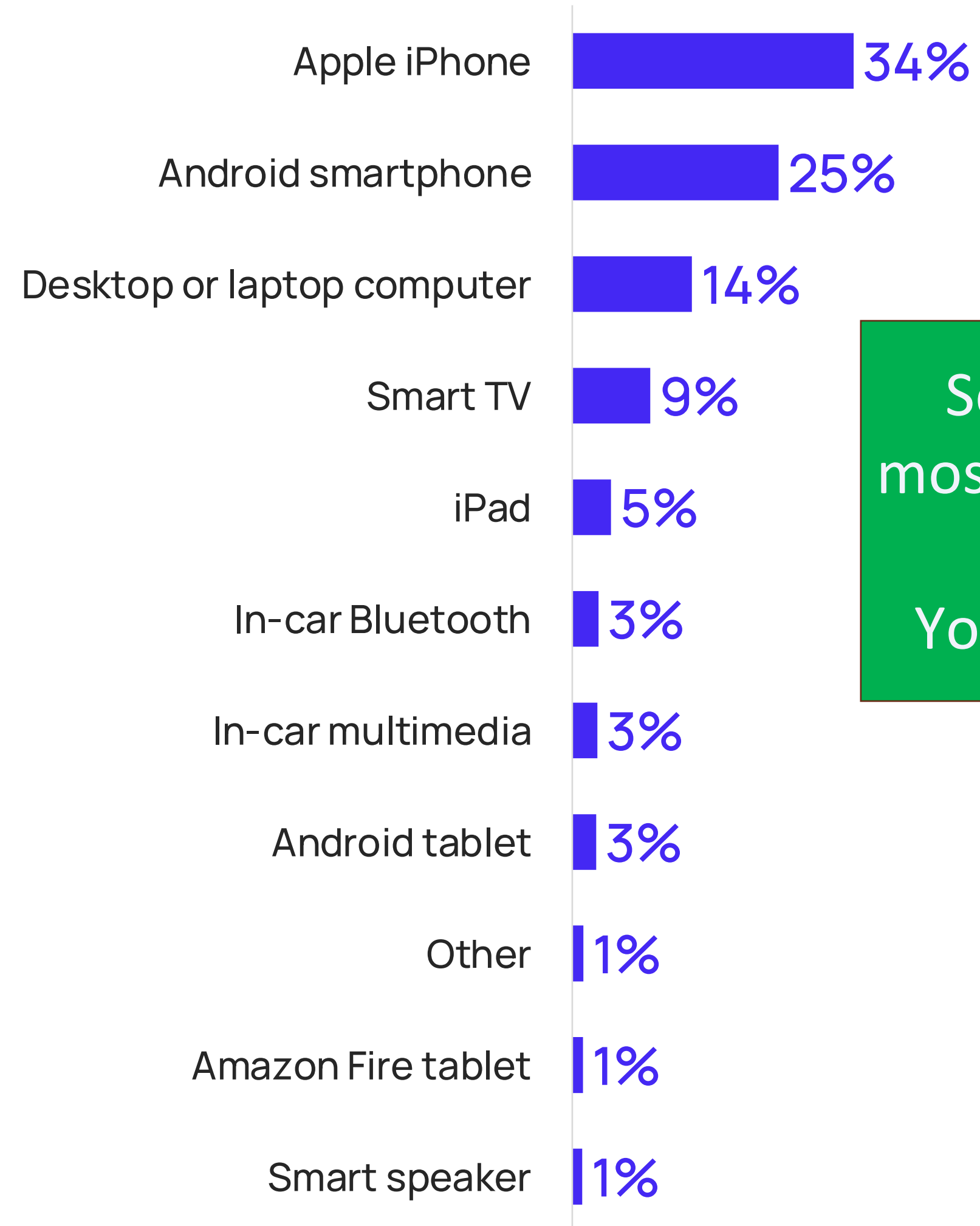
Less than 2 hours,  
30%

Base: Consumed to a podcast in the last week

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## What device do you use most often to consume podcasts?



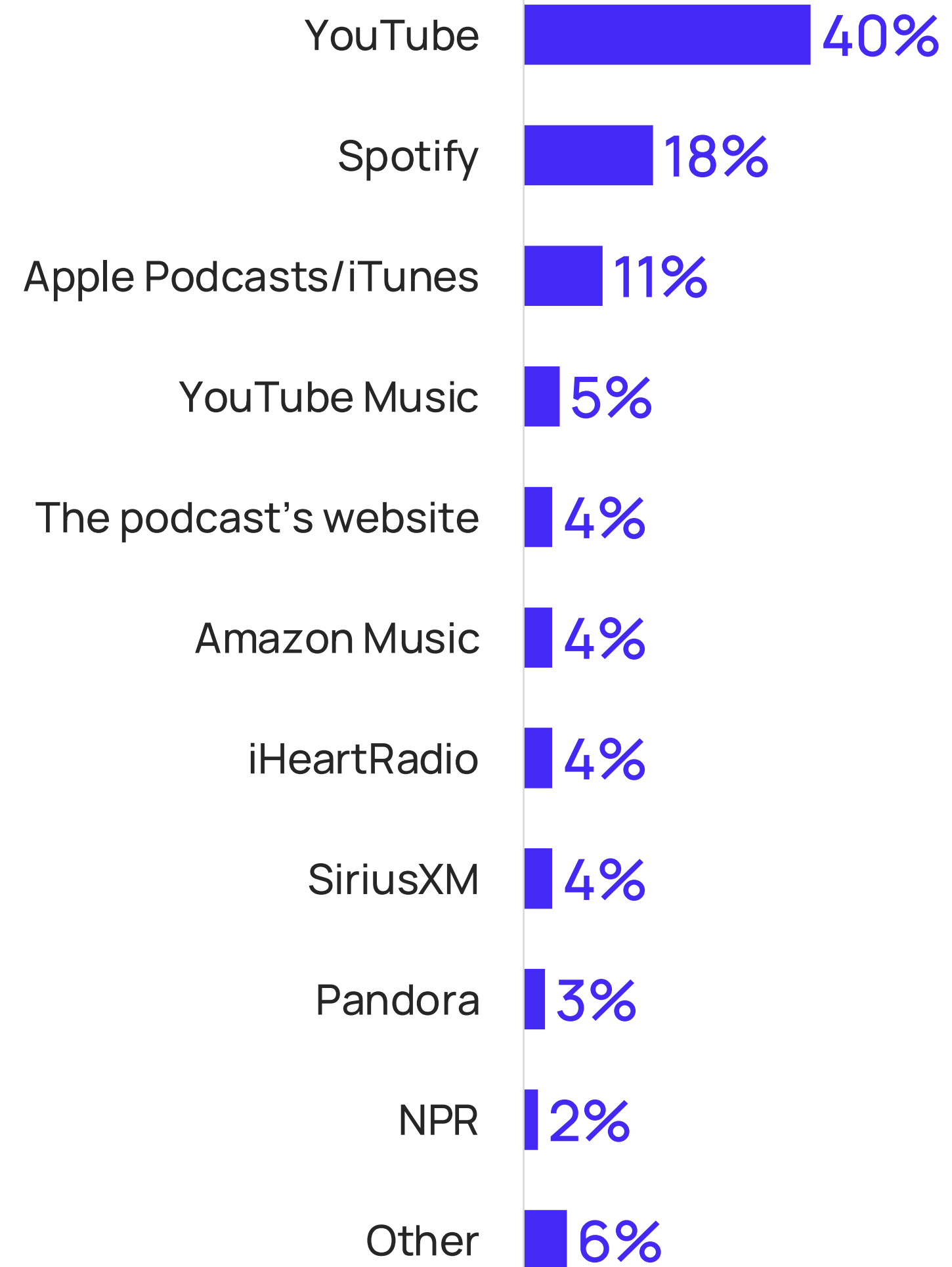
Service used most on smart TV  
YouTube – 76%

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Base: Have consumed a podcast in the last month

# What app/service do you use most often to consume podcasts?



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Base: Have consumed a podcast in the last month

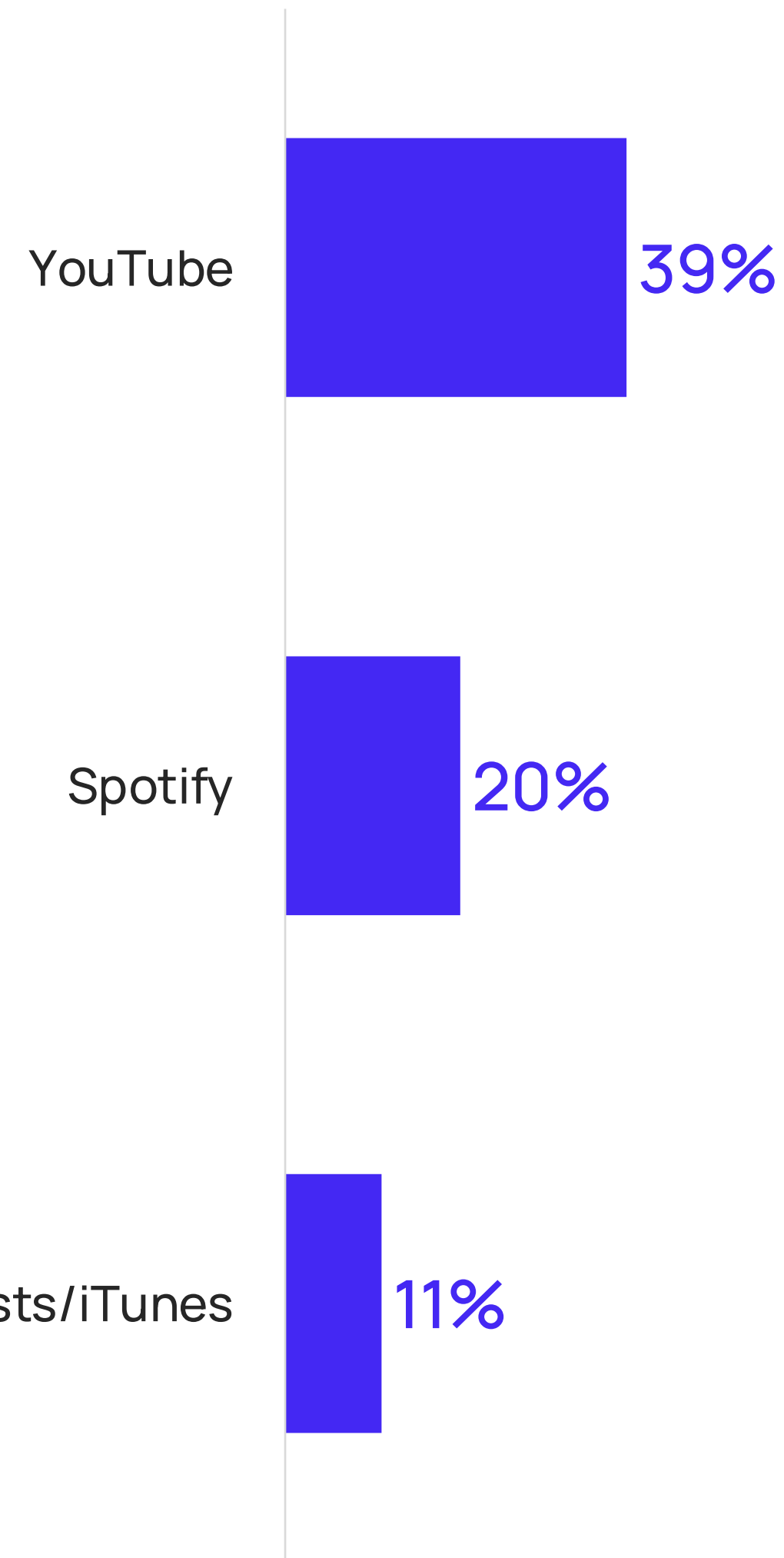
What app/service do you use most often to consume podcasts?

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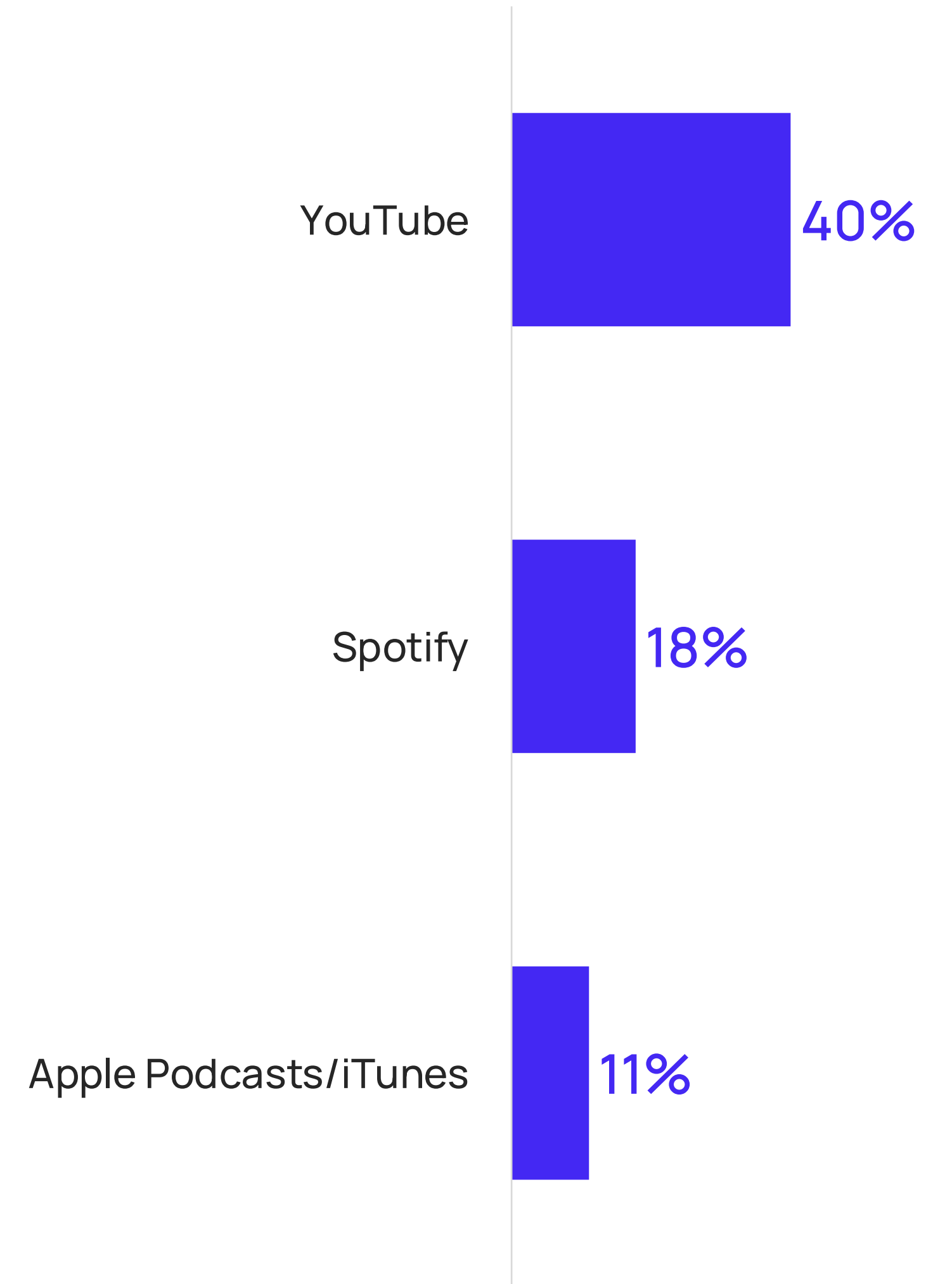


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SiriusXM PODCAST NETWORK  
ESPN Podcasts  
Signal Hill Insights

# 2024



# 2025



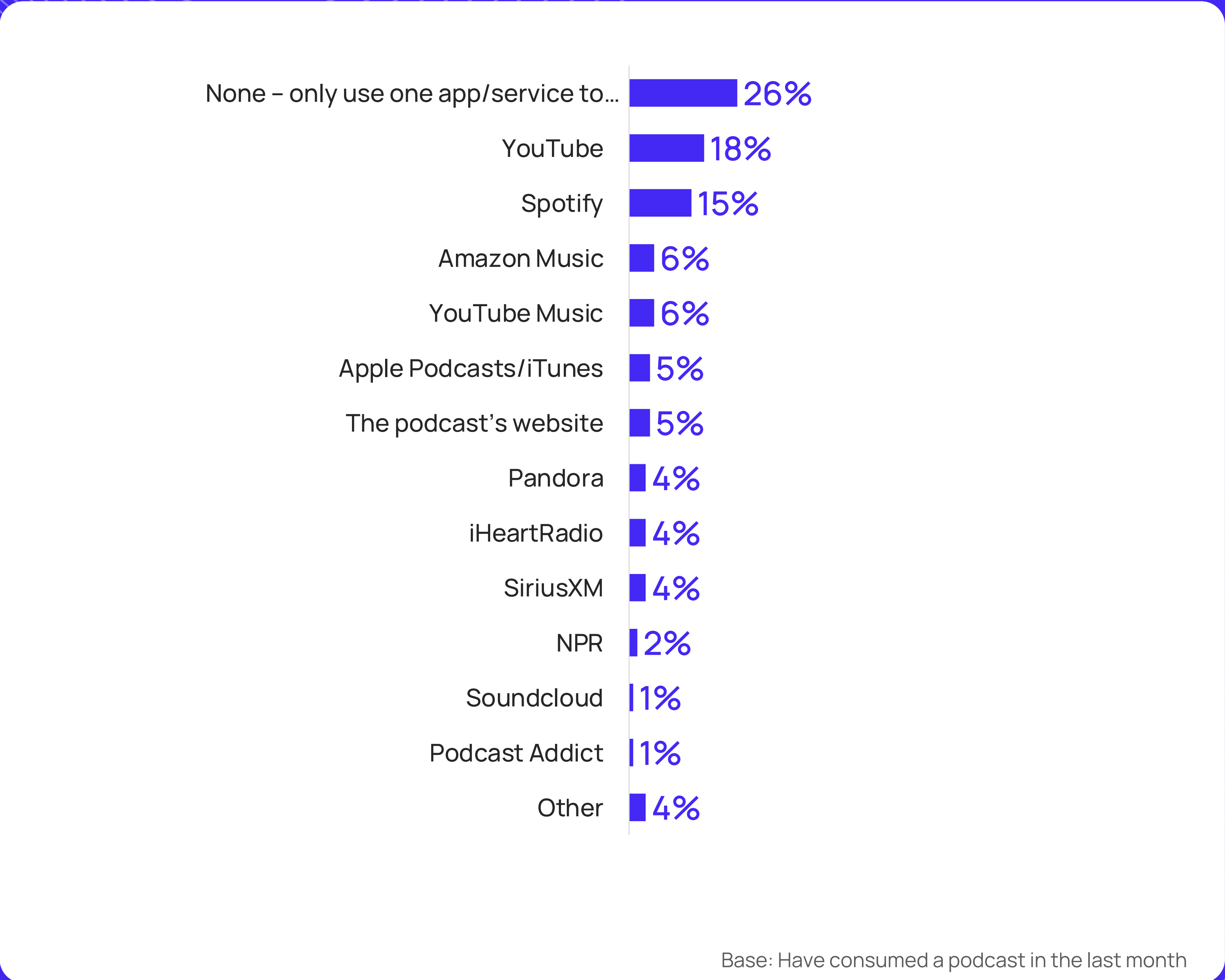
Base: Have consumed a podcast in the last month

# What app/service do you use **second** most often to consume podcasts?

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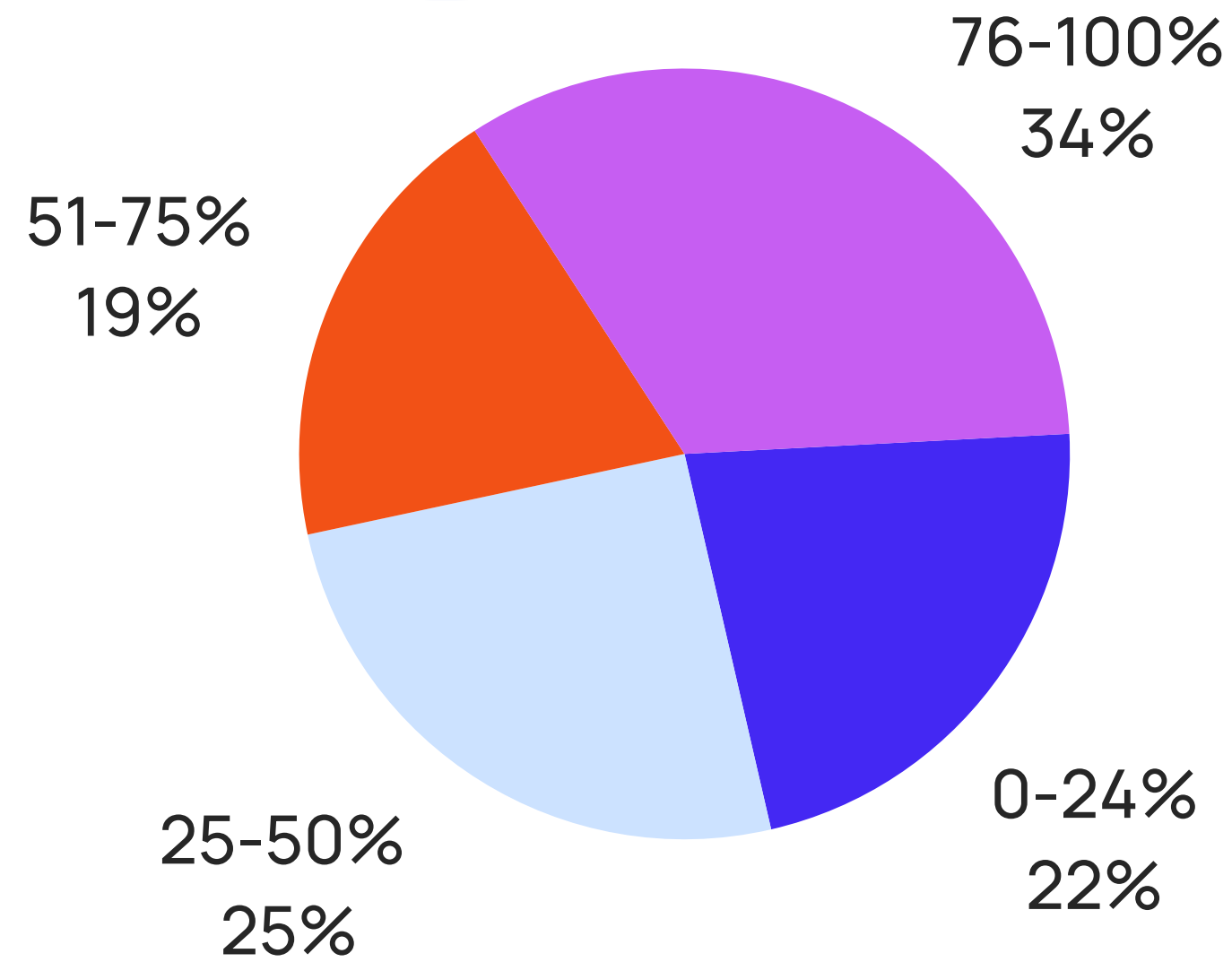
## Percentage of podcasts consumed by watching video, per platform

### Monthly Podcast Consumers

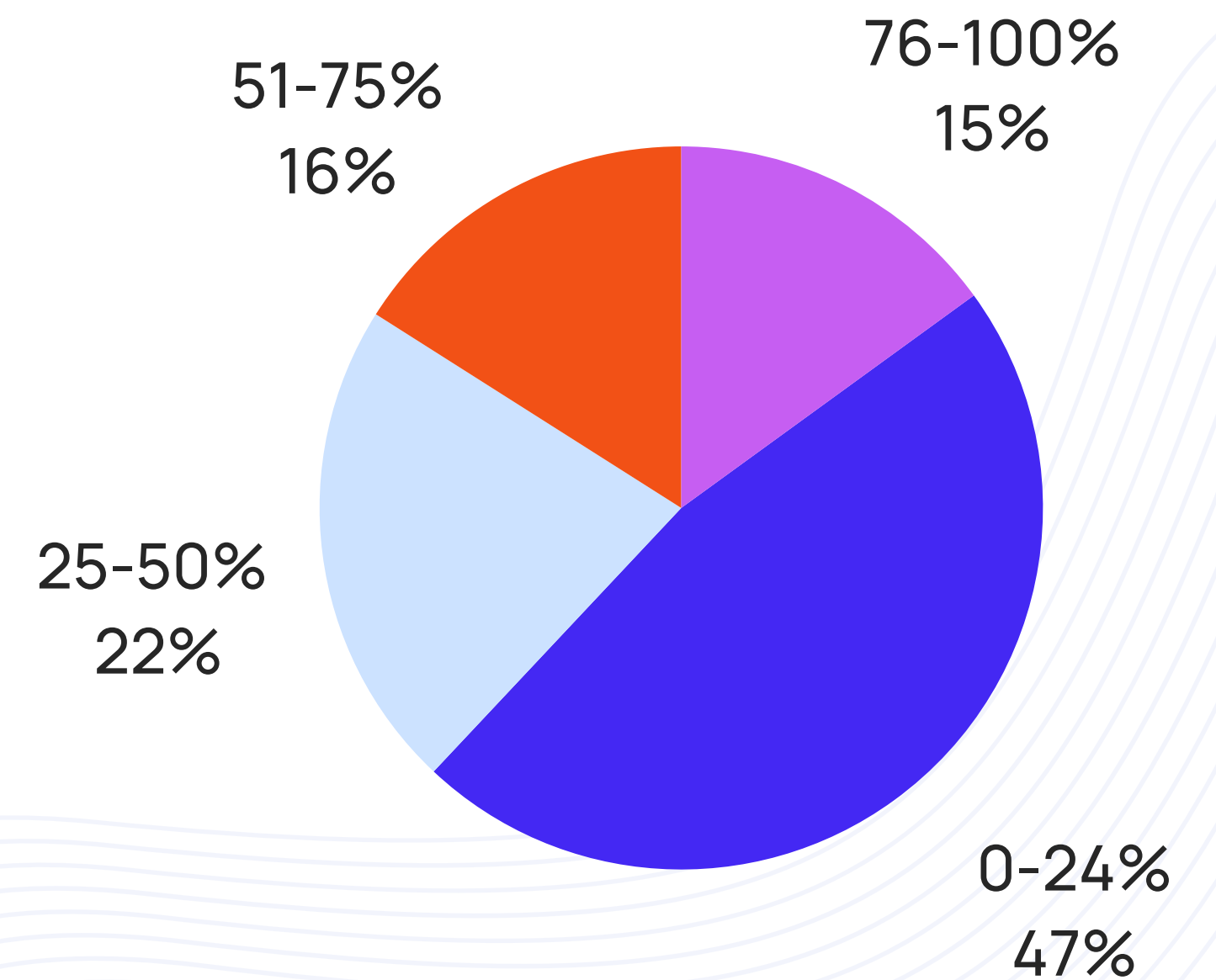
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- SignalHill Insights

### YouTube



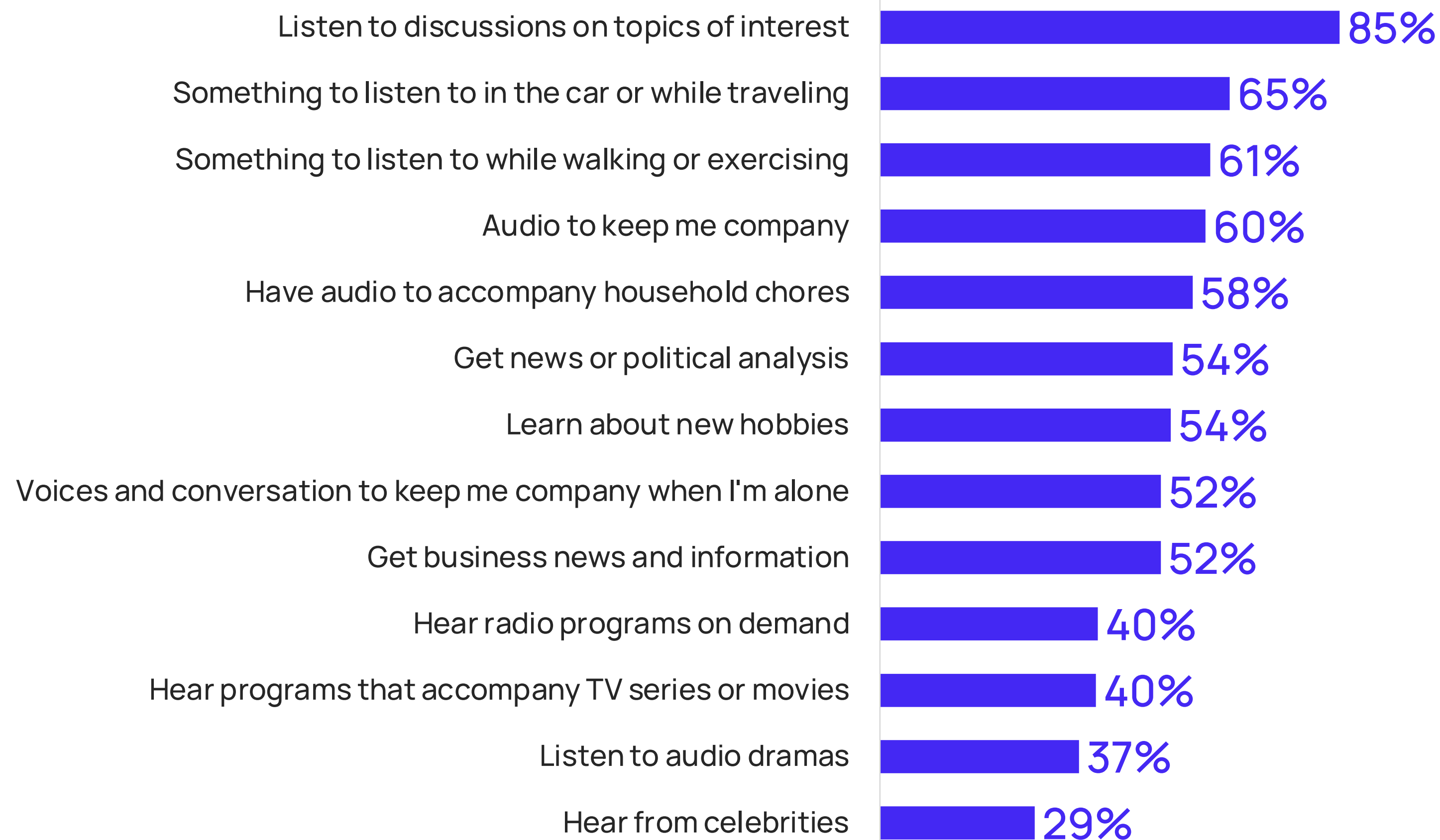
### Spotify



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Looking at the following benefits associated with podcasts, how important is each benefit to you?

% "Very" or "Somewhat" important



2023

Base: ever consumed a podcast

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Looking at the following benefits associated with podcasts, how important is each benefit to you?

% "Very" or "Somewhat" important



2024

Base: ever consumed a podcast

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# SOUNDS PROFITABLE

Looking at the following benefits associated with podcasts, how important is each benefit to you?

% "Very" or "Somewhat" important



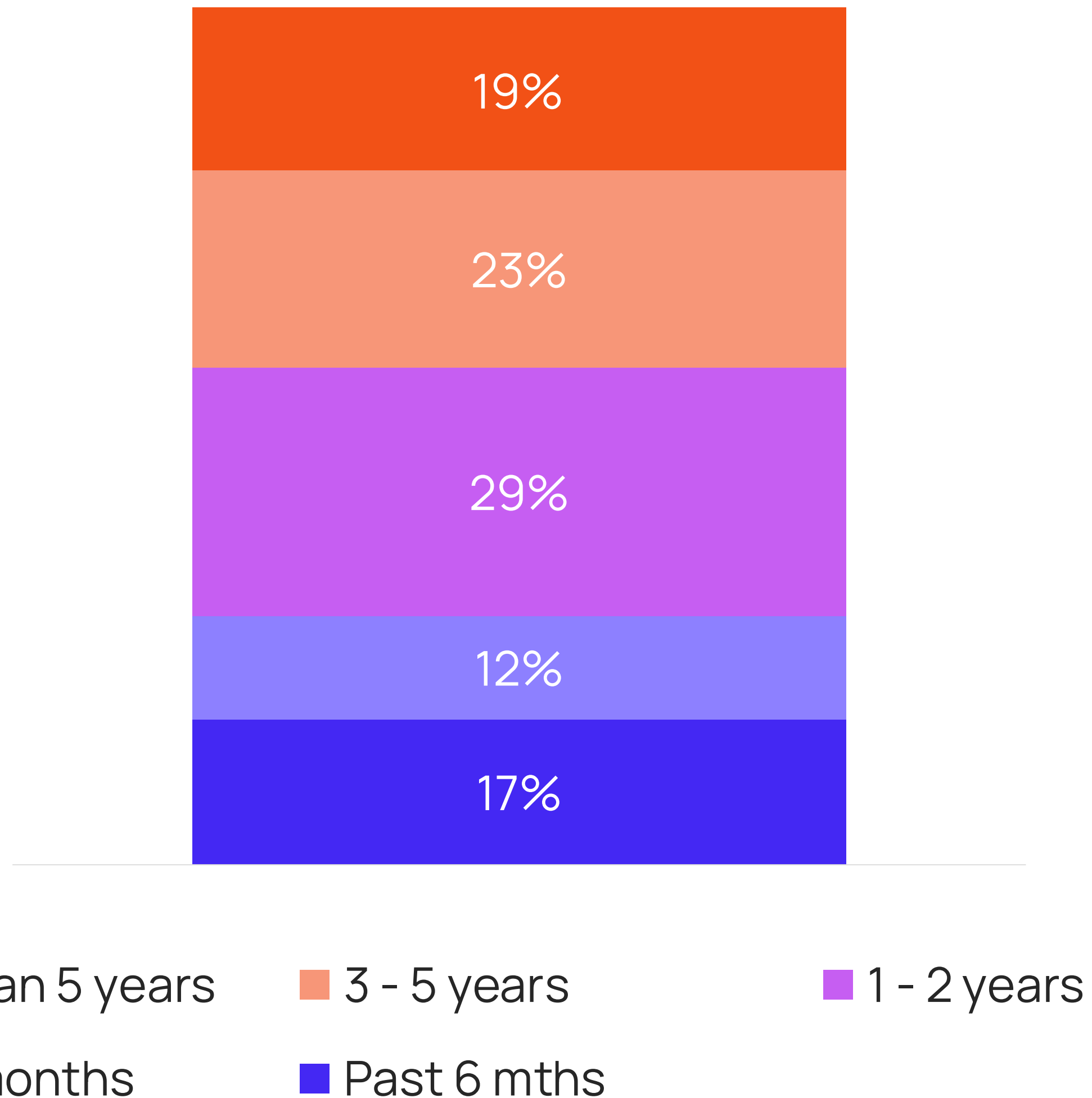
2025

Base: ever consumed a podcast

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# How long have you been consuming podcasts, in general?



Base: Ever consumed a podcast

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Thinking about the podcasts that you follow, how many different titles do you consume regularly?

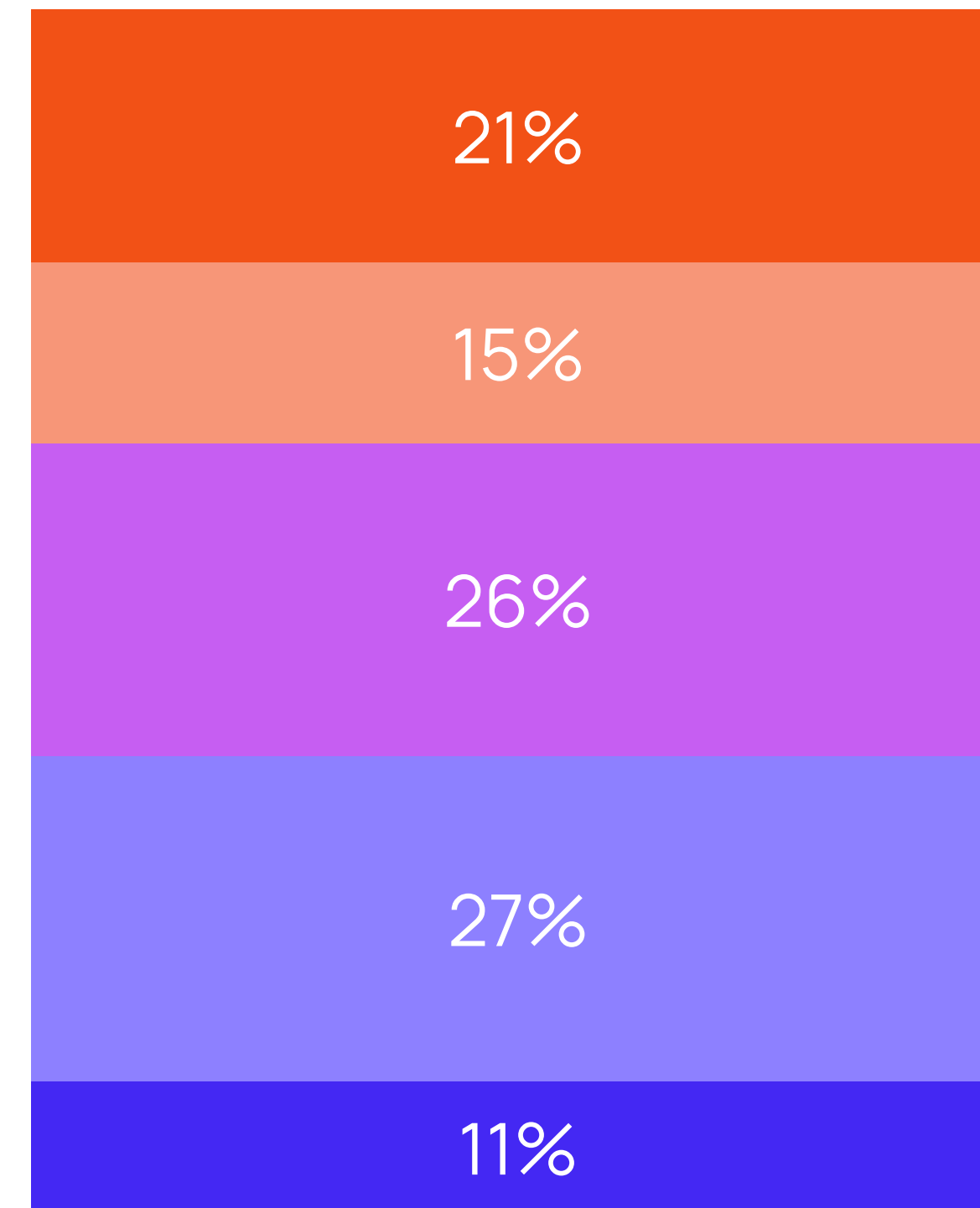
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Mean: 3.4

2023 – 3.2  
2024 – 3.5



- 5+ Titles
- 4 Titles
- 3 Titles
- 2 Titles
- 1 Title

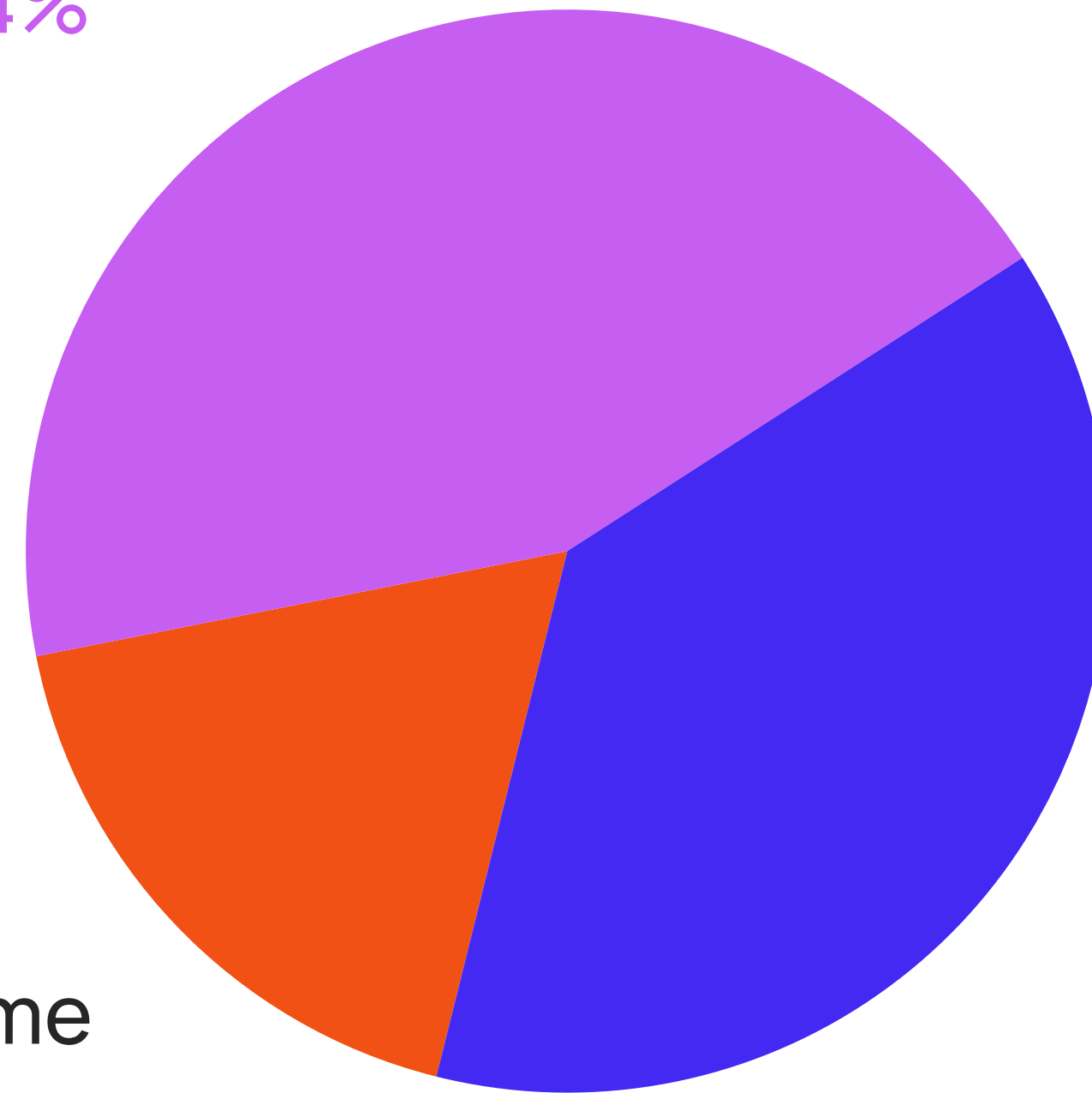
Base: Consumed a podcast in the last month

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Thinking back to one year ago, do you spend more or less time consuming podcasts today than you did then?

More time

44%



No change

38%

Less time

18%

Base: Consumed a podcast in the last month

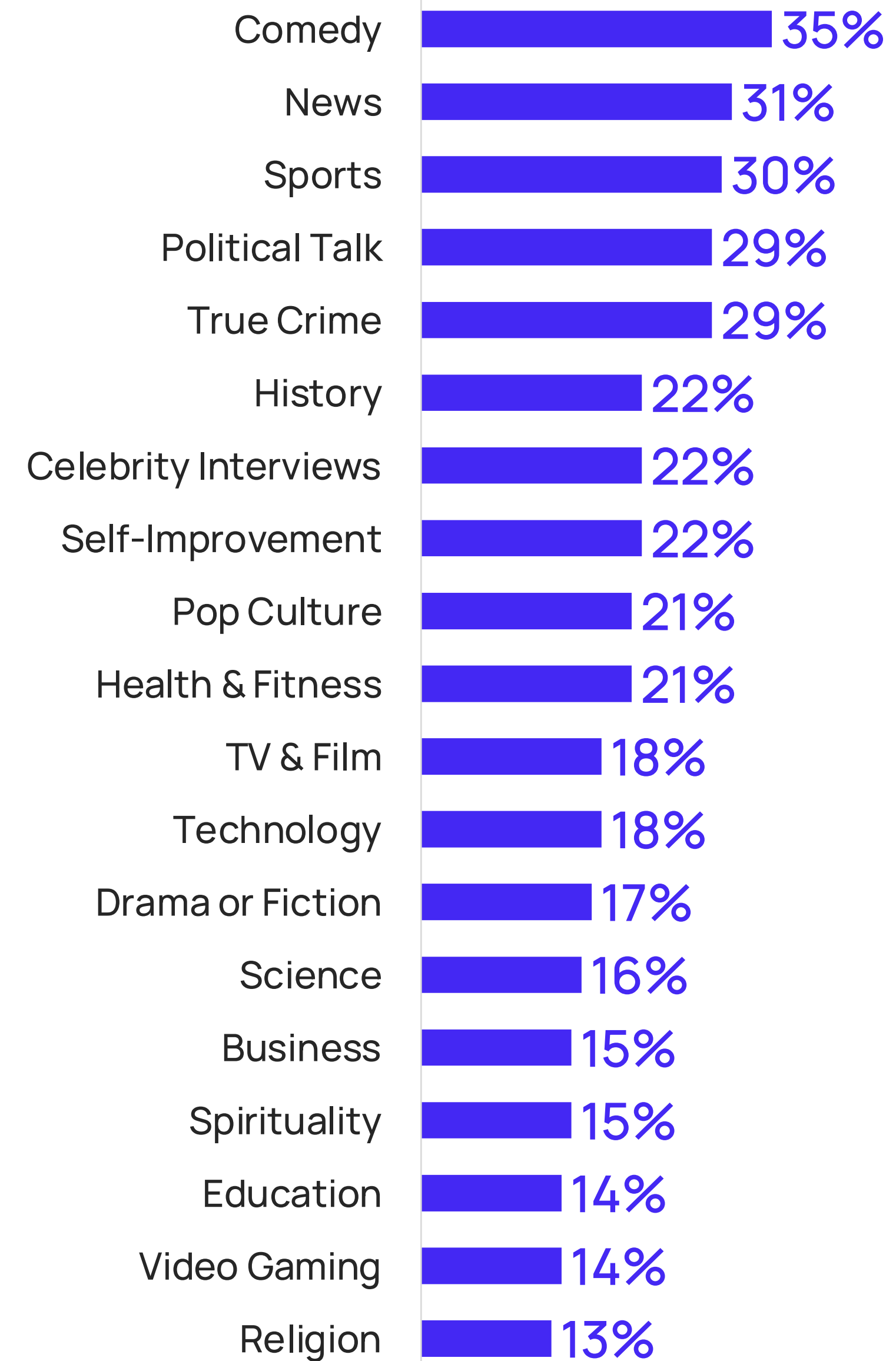
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# SOUNDS PROFITABLE

Which of the following podcast genres have you consumed in the last 30 days?

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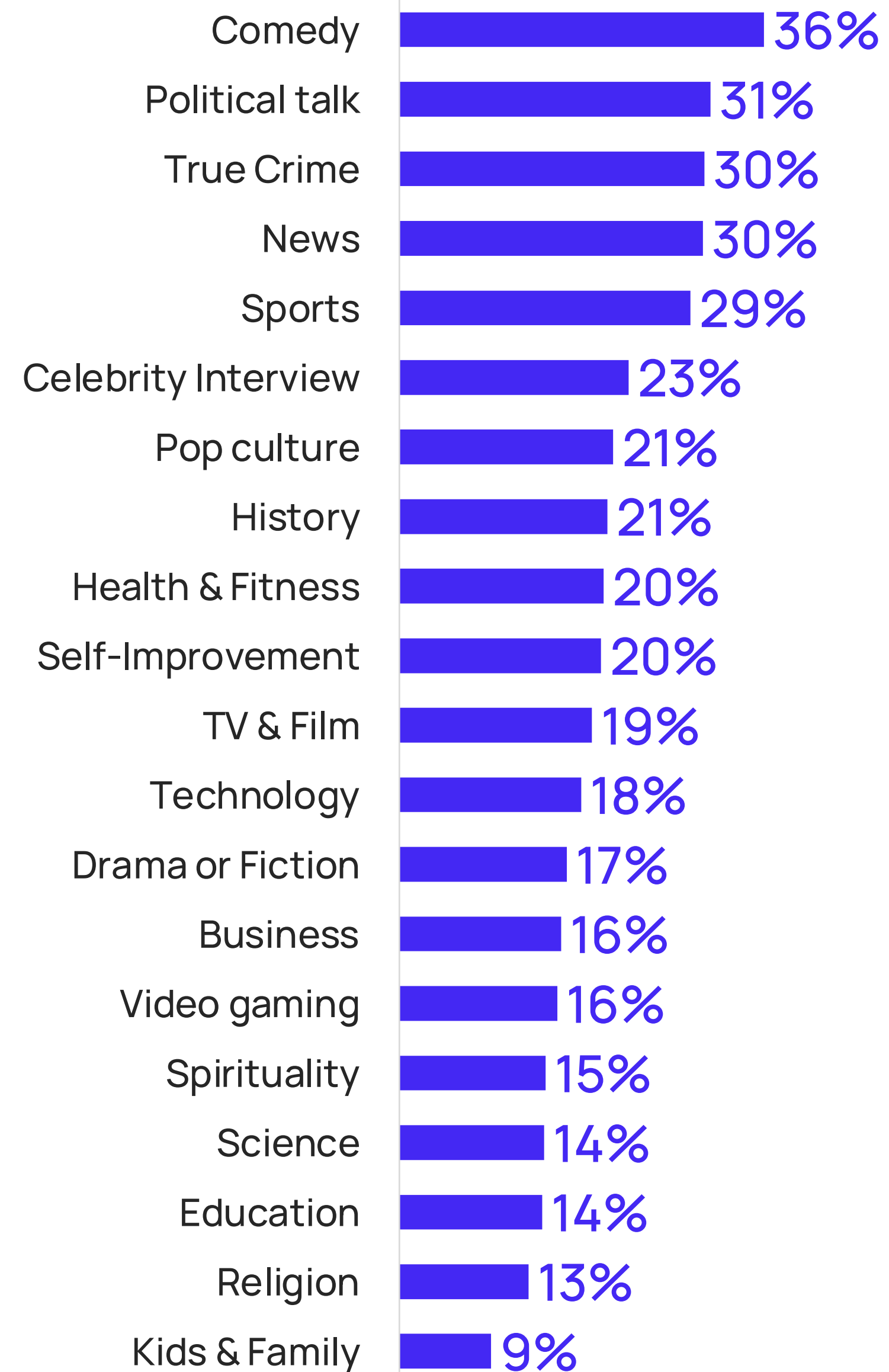


Base: Have consumed a podcast in the last month

2024

# SOUNDS PROFITABLE

Which of the following podcast genres have you consumed in the last 30 days?



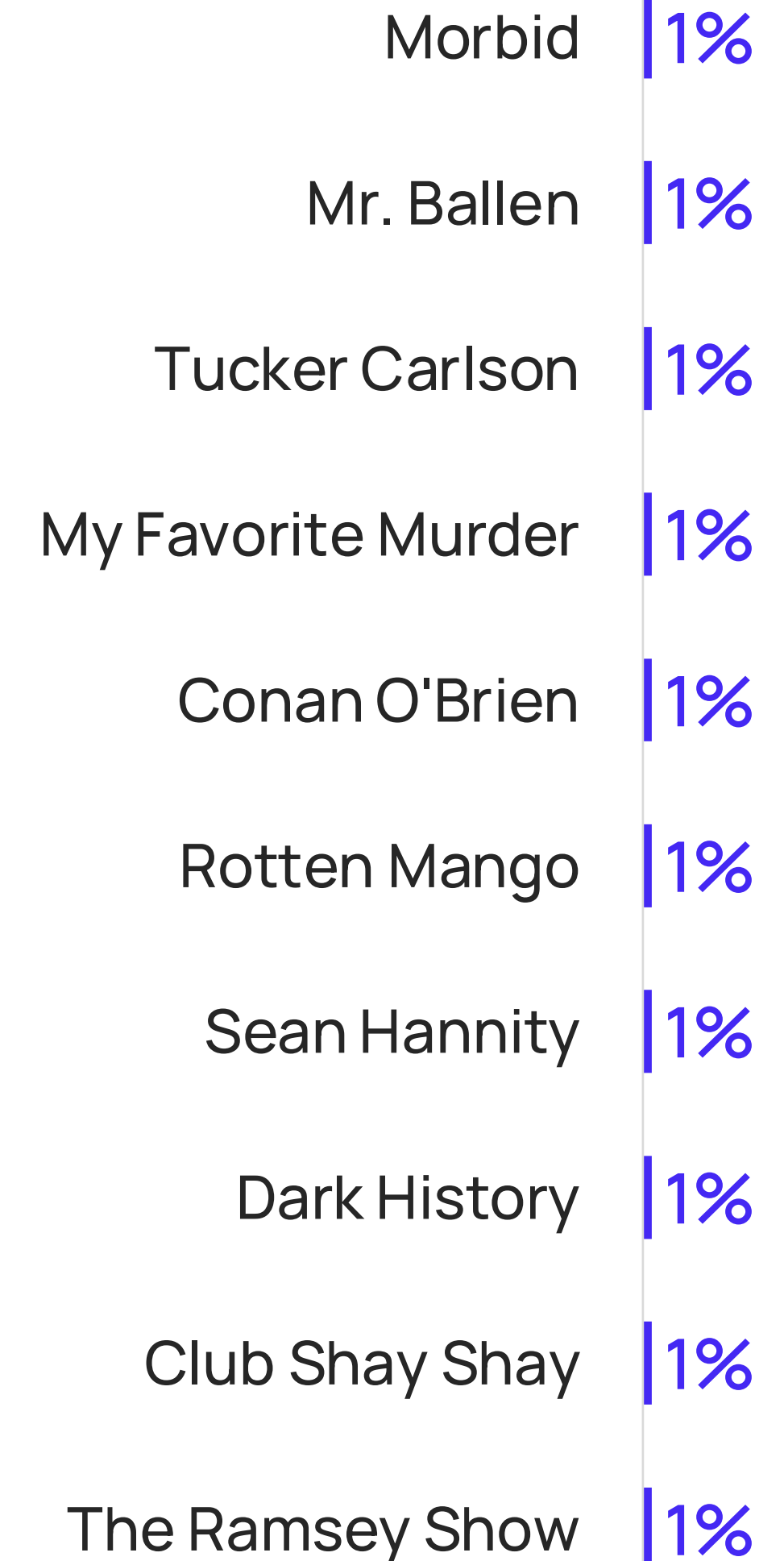
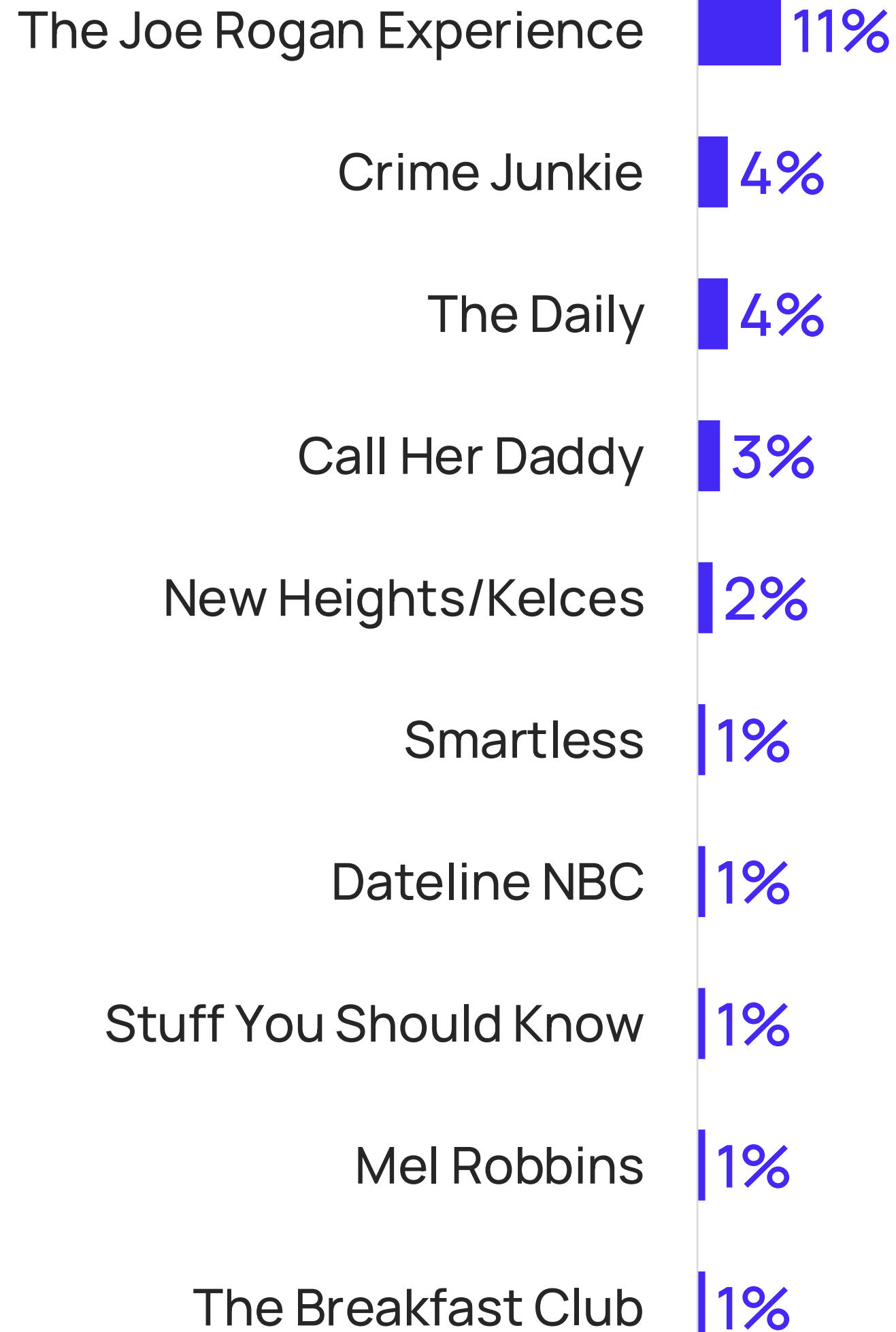
Base: Have consumed a podcast in the last month

2025

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# Top 20 'Favorite' Podcasts



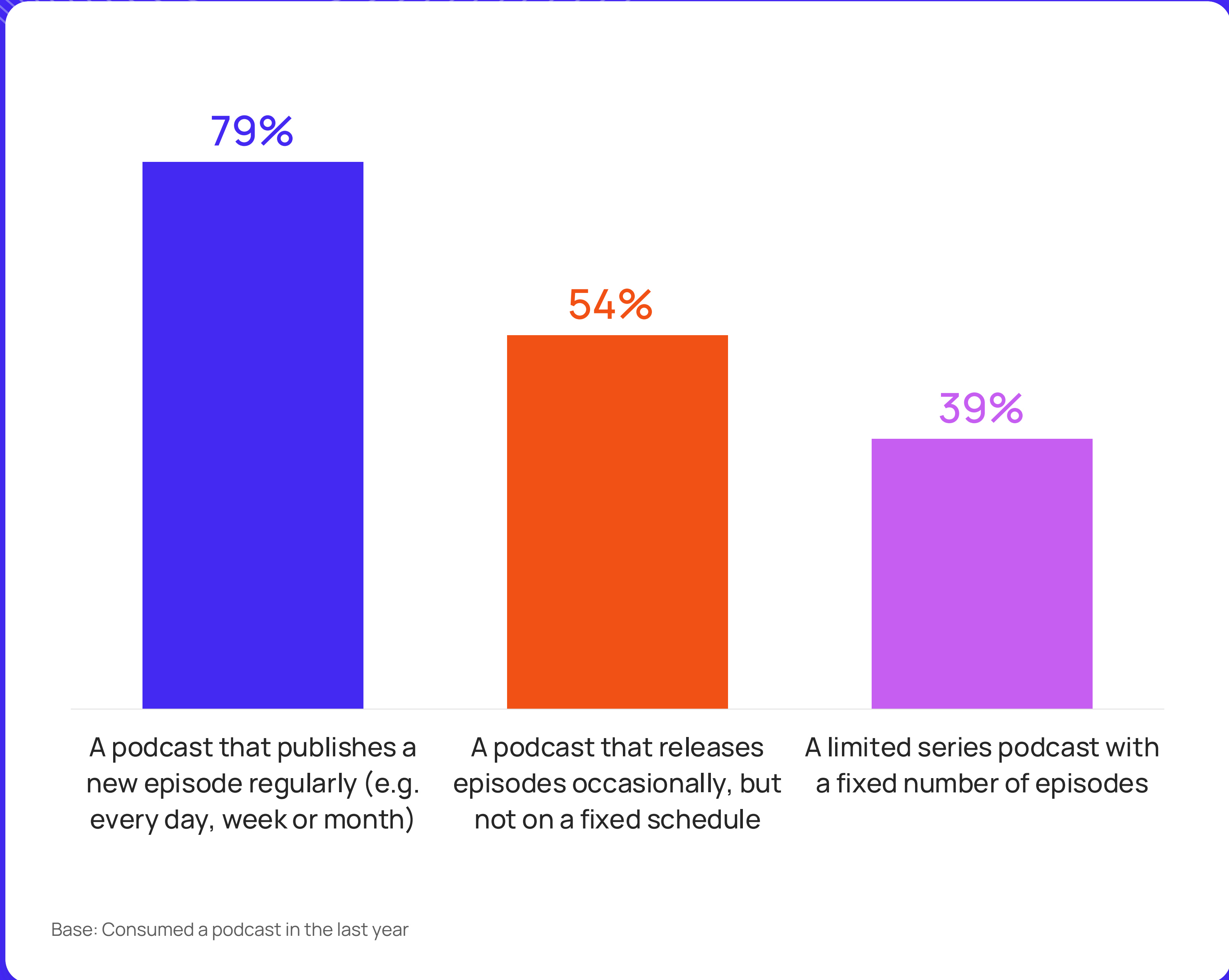
Base: Ever consumed a podcast.. NOTE: 'Favorite' does not reflect total audience

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Do you currently consume any of the following podcast types?



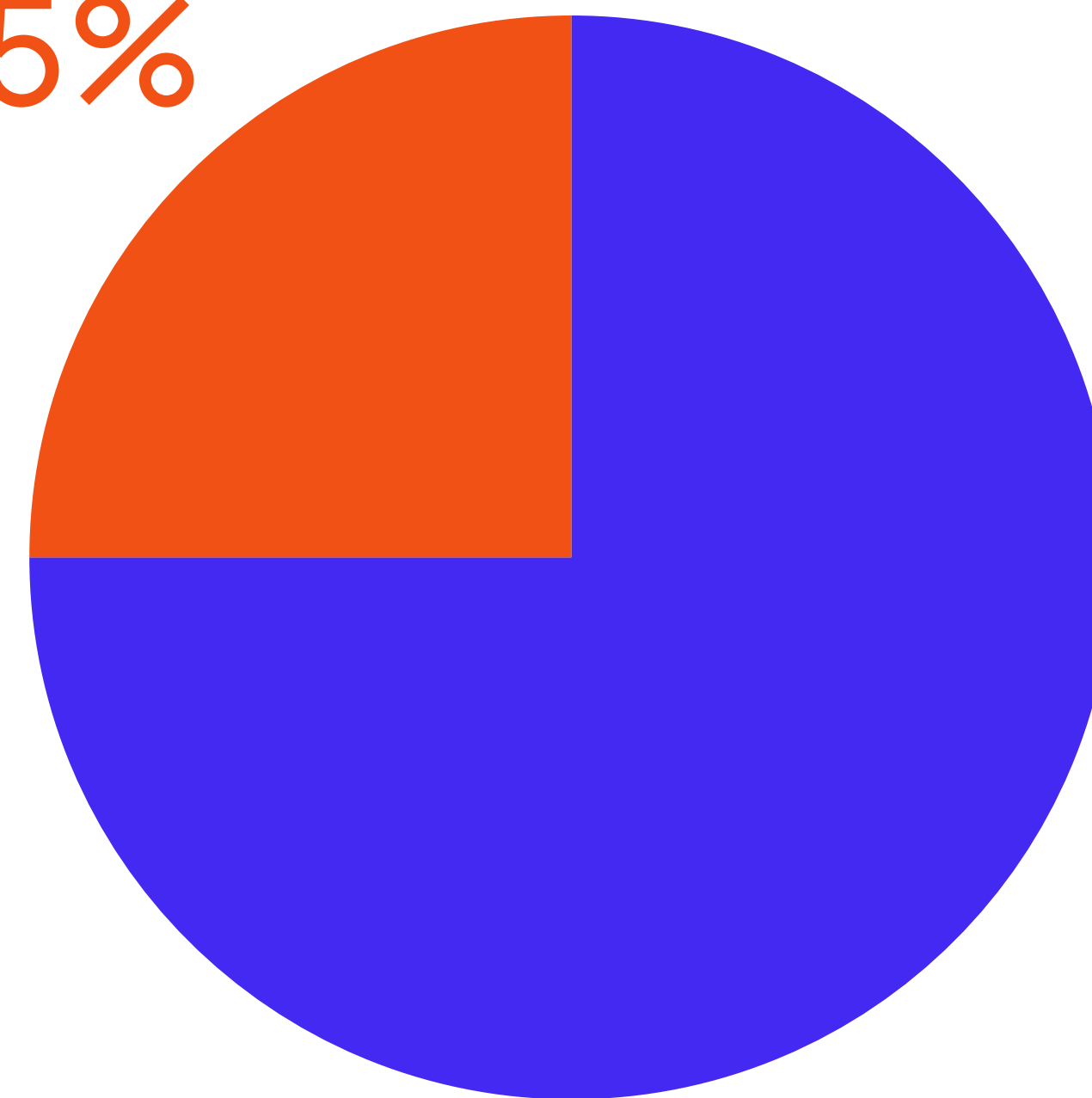
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- betterhelp
- SiriusXM PODCAST NETWORK
- ESPN Podcasts
- SignalHill Insights

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When you finish a limited series, do you look for another podcast to consume?

No  
25%



Yes  
75%

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Base: Consumed a limited series podcast in the last year

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Coming Next from The Podcast Landscape!

Part Two: Churn and Discovery  
TV/Film Companion Podcasting  
The Creators 2025

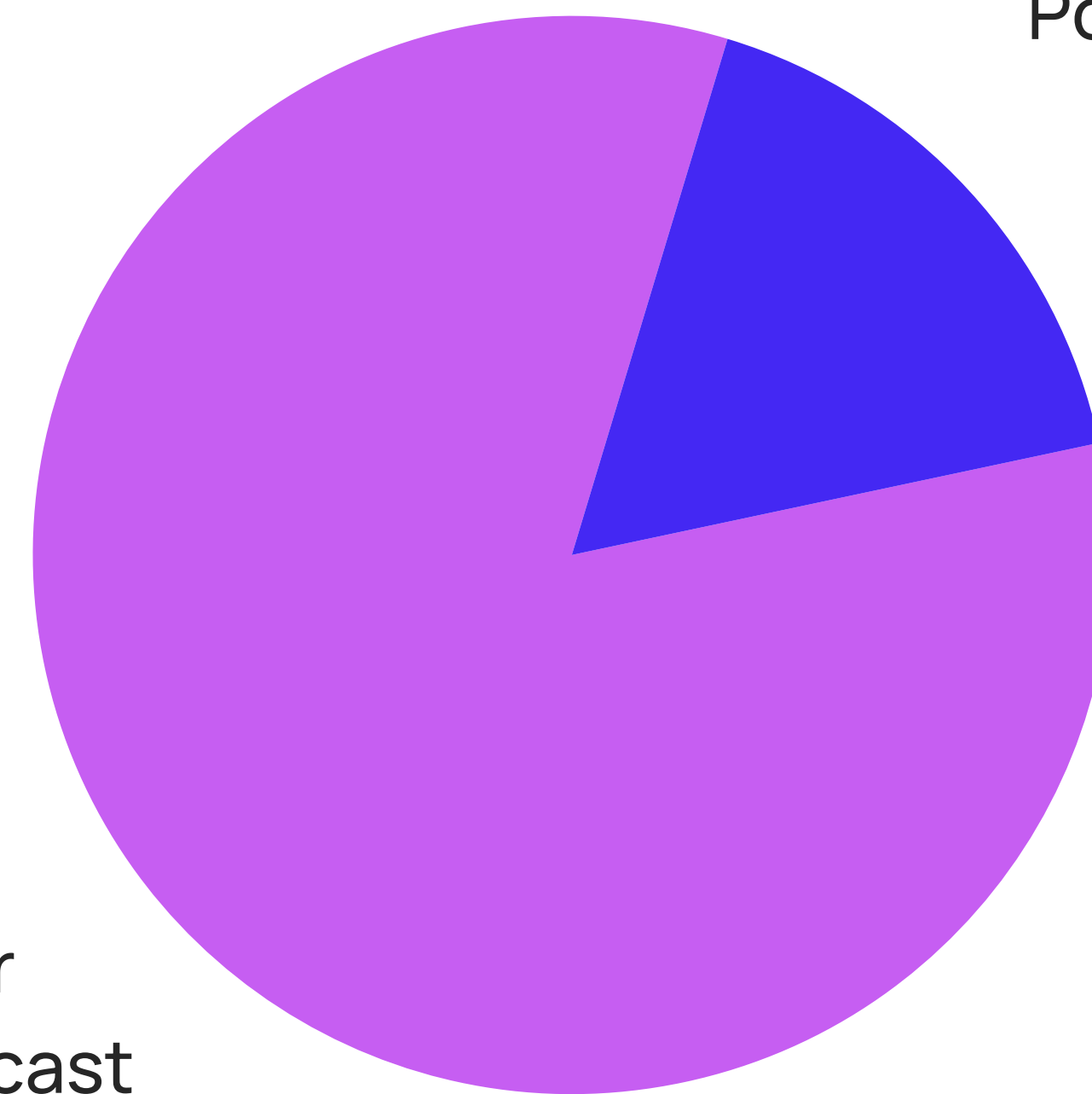


# The Creators

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Have never  
created a podcast  
83%



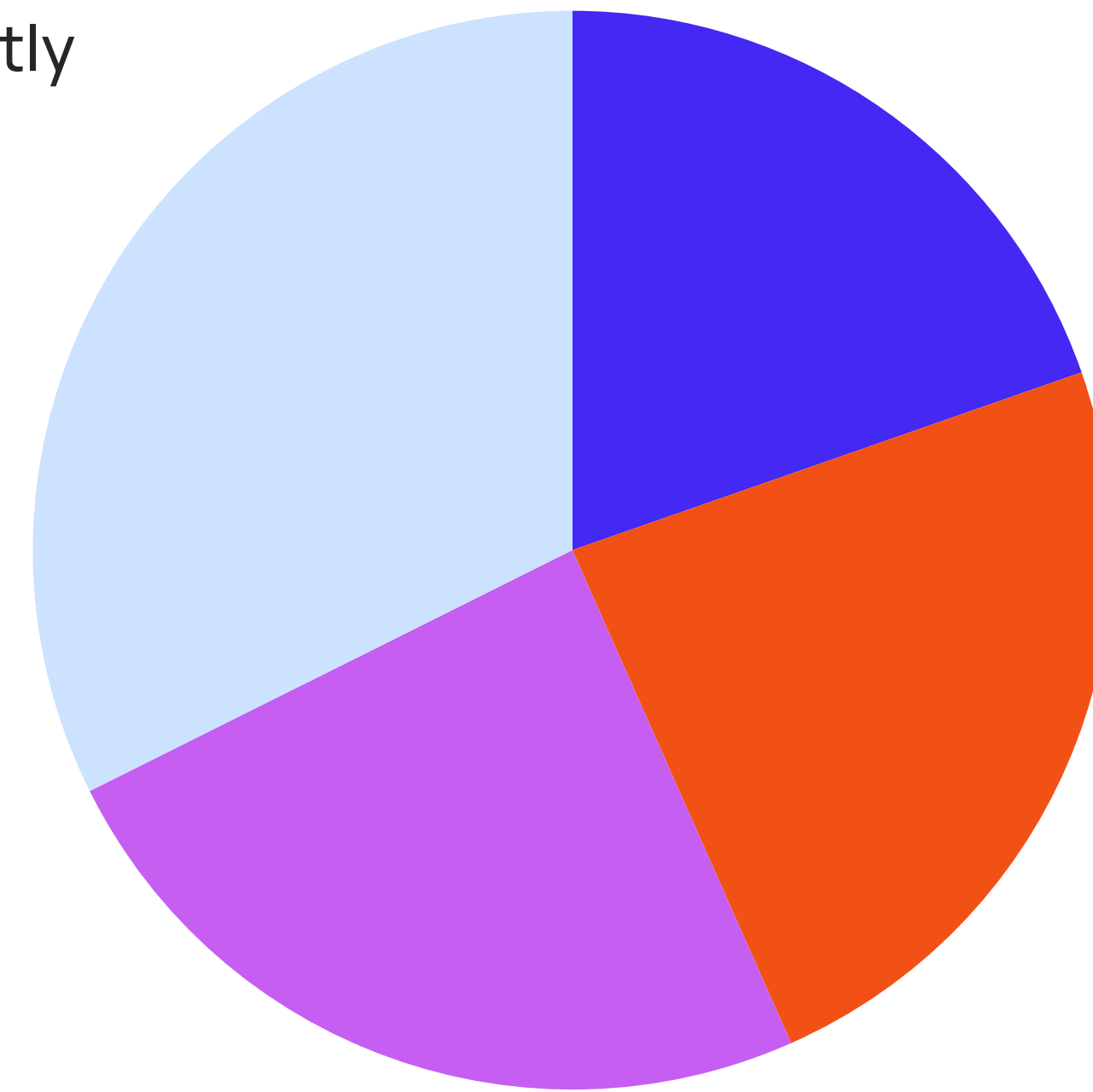
Current/Past  
Podcast Creators  
17%

Base: Have ever consumed a podcast

# The Creators

Have created podcasts in the past, not currently  
32%

Currently creating audio  
20%



Currently creating video  
24%

Currently creating both audio and video  
24%

Base; Have ever created a podcast

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# The Podcast Landscape 2025

## Highlights: Core Metrics

1

The podcast space is maturing – organic growth has slowed, necessitating a marketing push

2

The growth we have seen has primarily been driven by multicultural audiences, and video

3

There remains a clear growth opportunity among persons 55+, especially women

4

Increasingly, podcast consumers expect their shows to be available in audio AND video

5

YouTube continues to increase its share, especially on smart/connected TVs

6

However, YouTube is widely used as an audio platform – podcasts HAVE to work without video

7

The dominance of The Joe Rogan Experience is beginning to show signs of erosion

8

Among the many benefits of podcasting, hearing from celebrities ranks the lowest

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# Thank you!

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