

Podcast Ecosystem - 2018

@podcast411



Rob Walch

rob@libsyn.com

My Background



podcast411



Today in iOS



The Feed



Porters Podcast



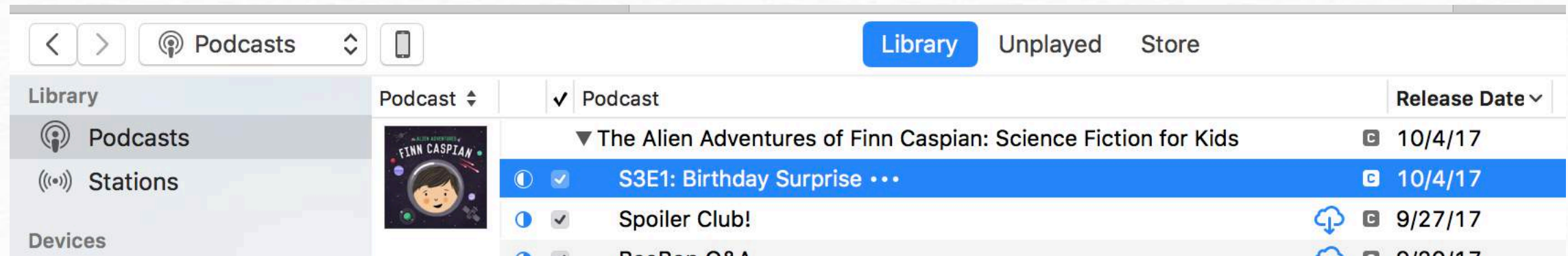
KC Startup 411



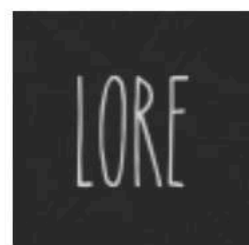
VP Podcaster Relations



What is a Download???



411 iTem 0233 - Aaron Mahnke - Host of the Lore Podcast



PODCAST411 - LEARN ABOUT PODCASTING AND PODCASTERS
411 iTem 0233 - Aaron Mahnke - Host of the Lore Podcast

30s

00:00:00

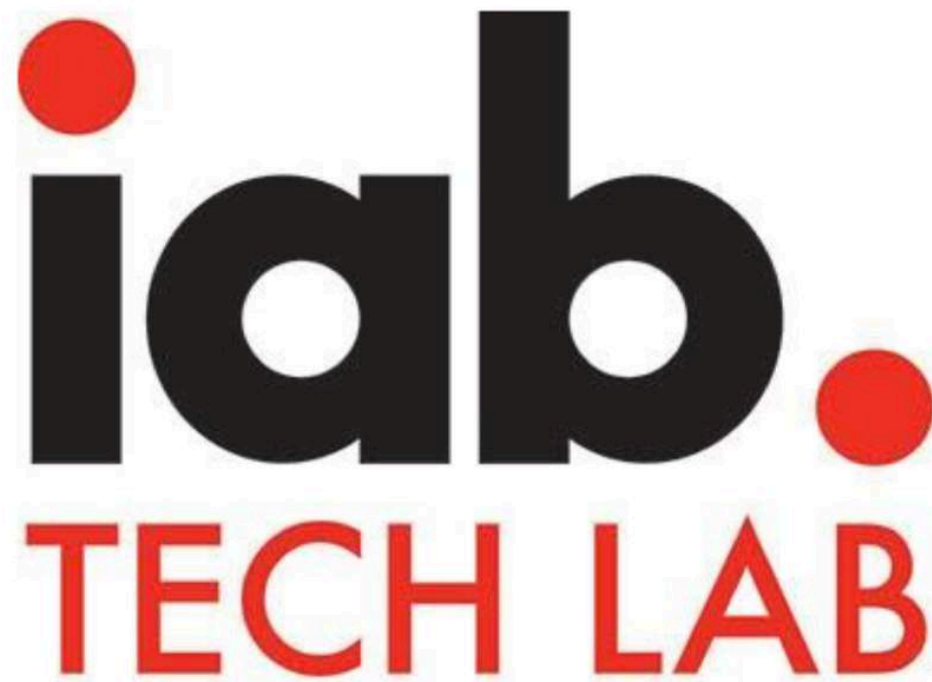
↻30



libsyn



What is a Download???



IAB Podcast Measurement Technical Guidelines

Version 2.0

Released December 2017



What is a Download???

Recommended Process for Measurement

This section lists best practices based on the experiences of the members of the Podcast Technical Working Group. While we have made the effort to be specific, publishers and distributors will have to look at the various options available and select the best for their particular circumstances. To be compliant with these guidelines, the metrics provider should support the process below or a process with a similar or more stringent level of analysis sophistication, disclose the options selected, disclose where they diverge from the recommendations, and provide the rationale/circumstances that drove those decisions.

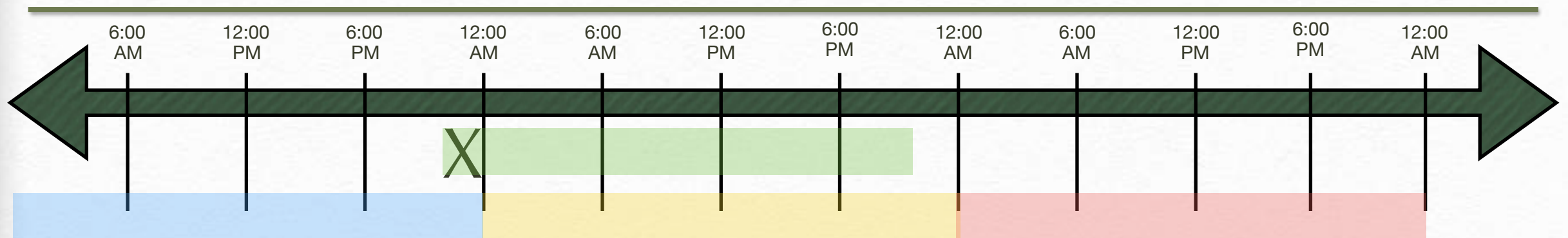
We recommend a 5-step process to generating metrics using server side log analysis.

1. Apply filtering logic
2. Apply file threshold logic
3. Identify and aggregate uniques
4. Generate metrics
5. Audit the process (feedback loop)

The recommendations assume a calendar day 24-hour window, in the time zone as chosen by the org for calculating the metrics. No window is perfect, but shorter windows open up a risk of double counting requests and so should be done with care. Conversely, longer windows risk undercounting delivery via recycled mobile IPs and true multiple listens. Companies are allowed to use more sophisticated mechanisms (like a rolling 24-hour window), but we are not mandating that because of the level of complexity that could introduce, with limited benefits.



What is a Download???

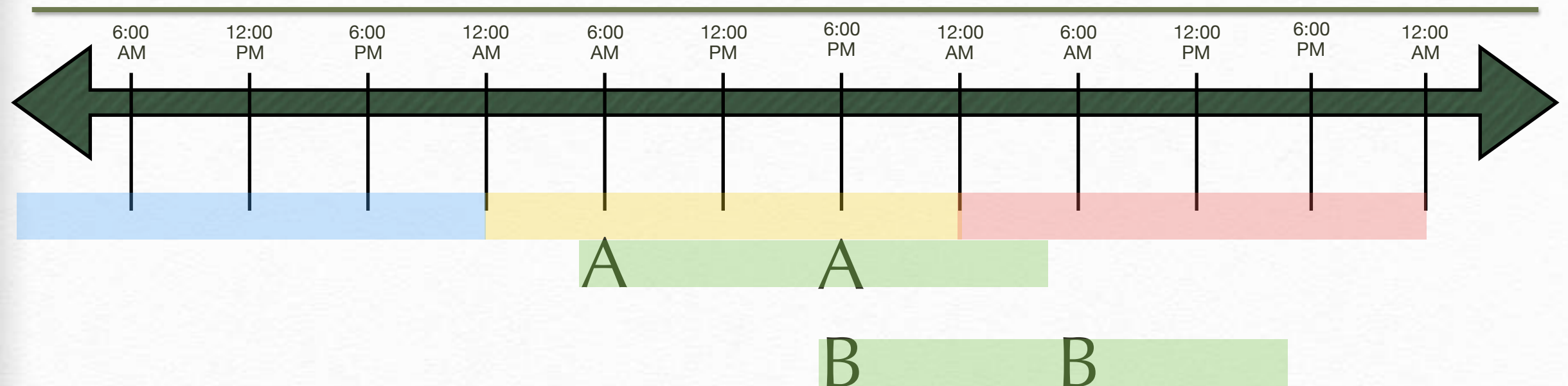


Downloads by Day

Total "Downloads" Displayed in Graph: 5,358,197



What is a Download???



Fixed 24 Hrs

$$A = 1$$

$$B = 2$$

Rolling 24 Hrs

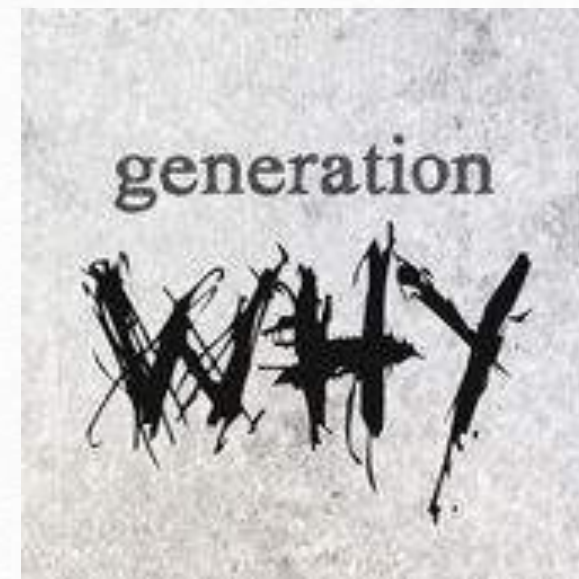
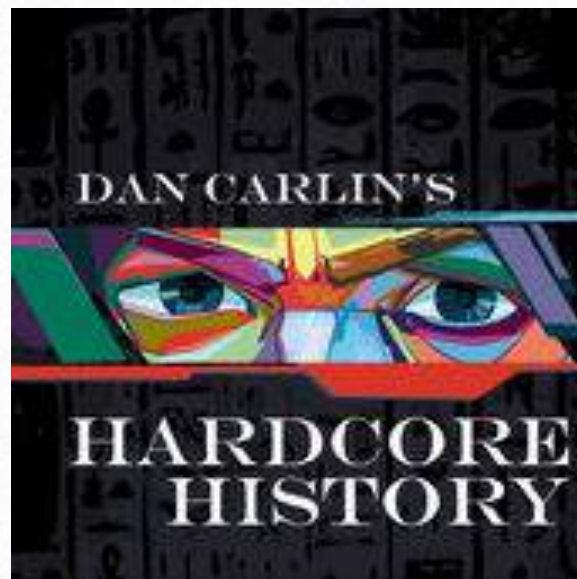
$$A = 1$$

$$B = 1$$



What is the ideal lengths of an Episode?

84% of shows with >100,000 downloads per Episode are >51 minutes in length.



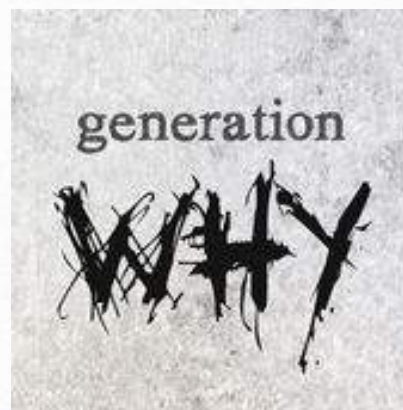
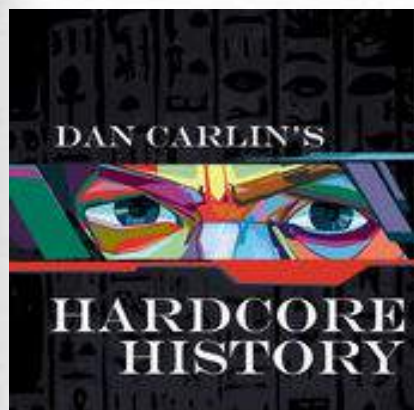
Myth - The Ideal Length of an Ep is 22

iTunes Top 200 Episodes - 2/4/18

8.1% - 22 Mins or shorter

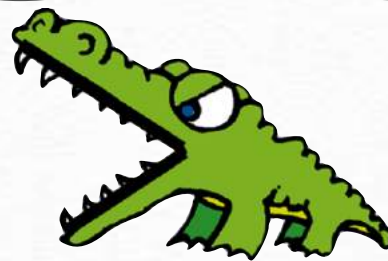
69% - 44 Mins or longer

8.1% - 120 Mins or longer



Myth - Most People Listen to just NPR / ProCasts

libsyn



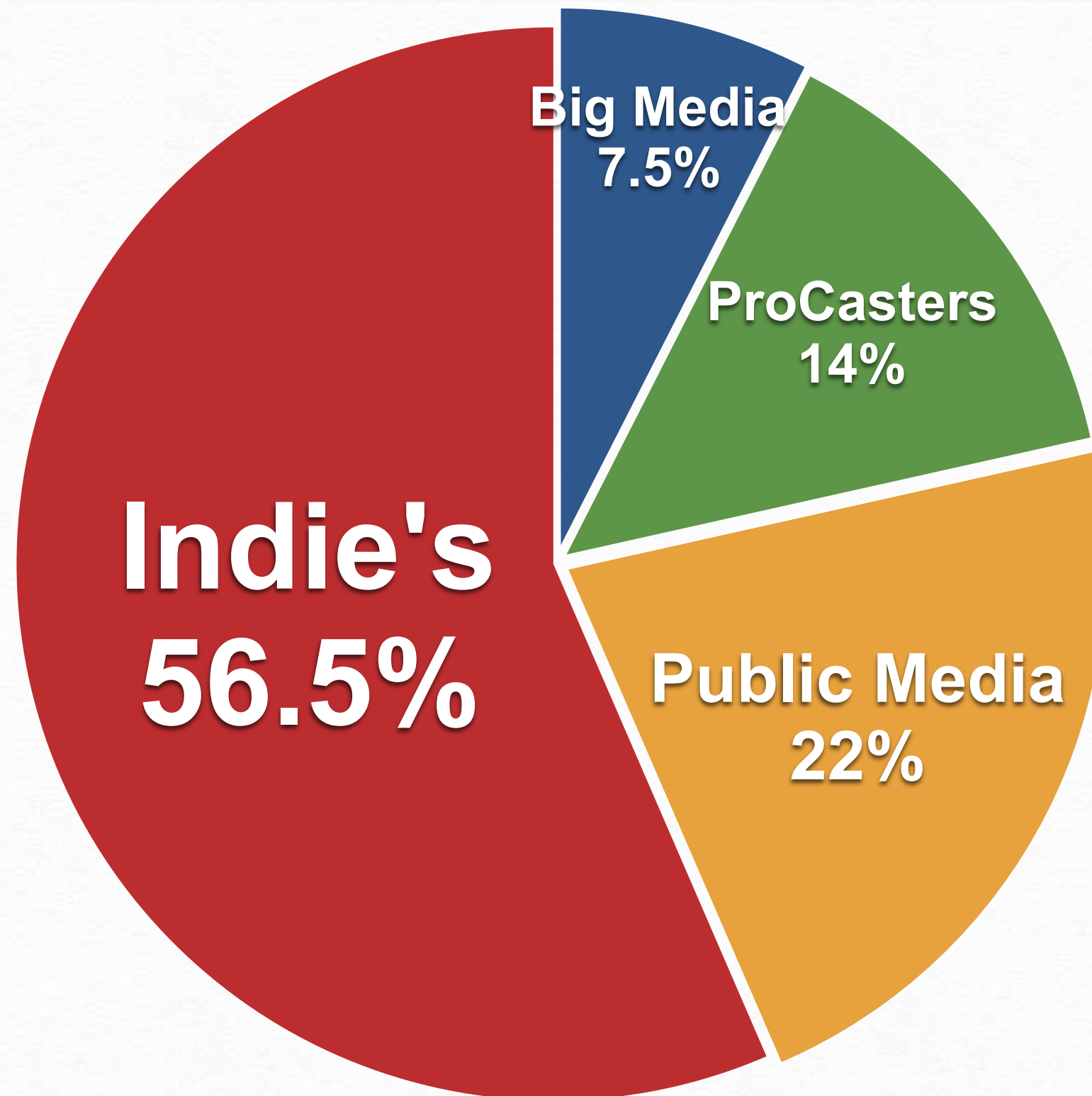
Greater Than Gator



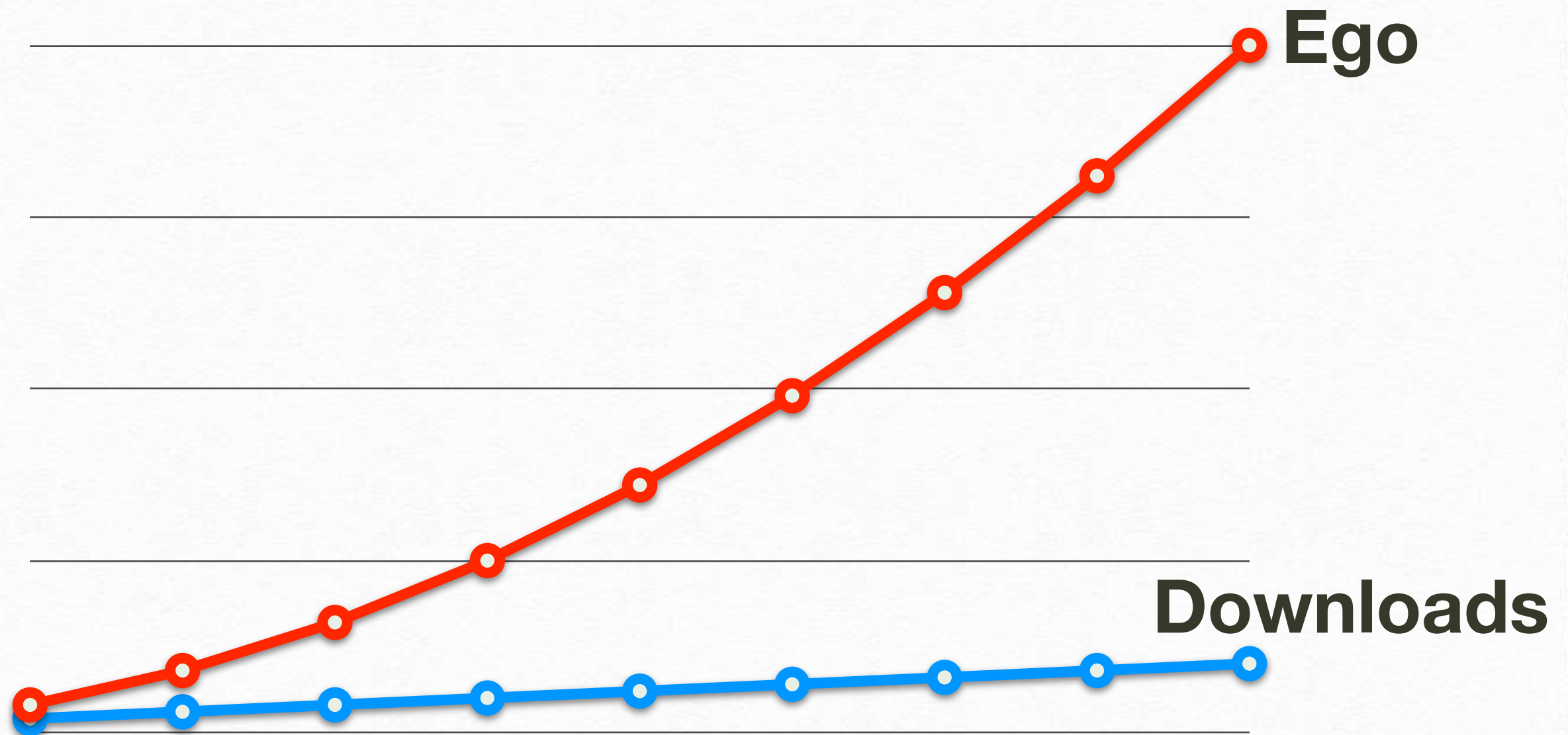
(source - podtrac - October 2016 Global Monthly Downloads)

(source- libsyn - October 2016 Global Monthly Downloads) @podCast411

Myth - Public Media Dominates the Top of iTunes



Walch's 1st Law of Podcasting



$$\text{Ego} = \text{Downloads}^2$$



Podcasting Stats - Feb 2018

Median: 50% - **138** dpe (downloads per ep)

Top 20% - >**1,100** dpe

Top 10% - >**3,100** dpe

Top 6.9% - >**5,000** dpe (~1 in 14)

Top 5% - >**7,500** dpe

Top 2% - >**18,000** dpe

Top 1% - >**33,000** dpe

Adjusted Mean (Average): **1,432** dpe



Podcasts Turned into TV shows / Movies



~10 out of 525,000



Why Podcast?



















~2,000 : 1 Ratio

42% of Americans
read blogs.

>21% of Americans
download podcasts
each month.

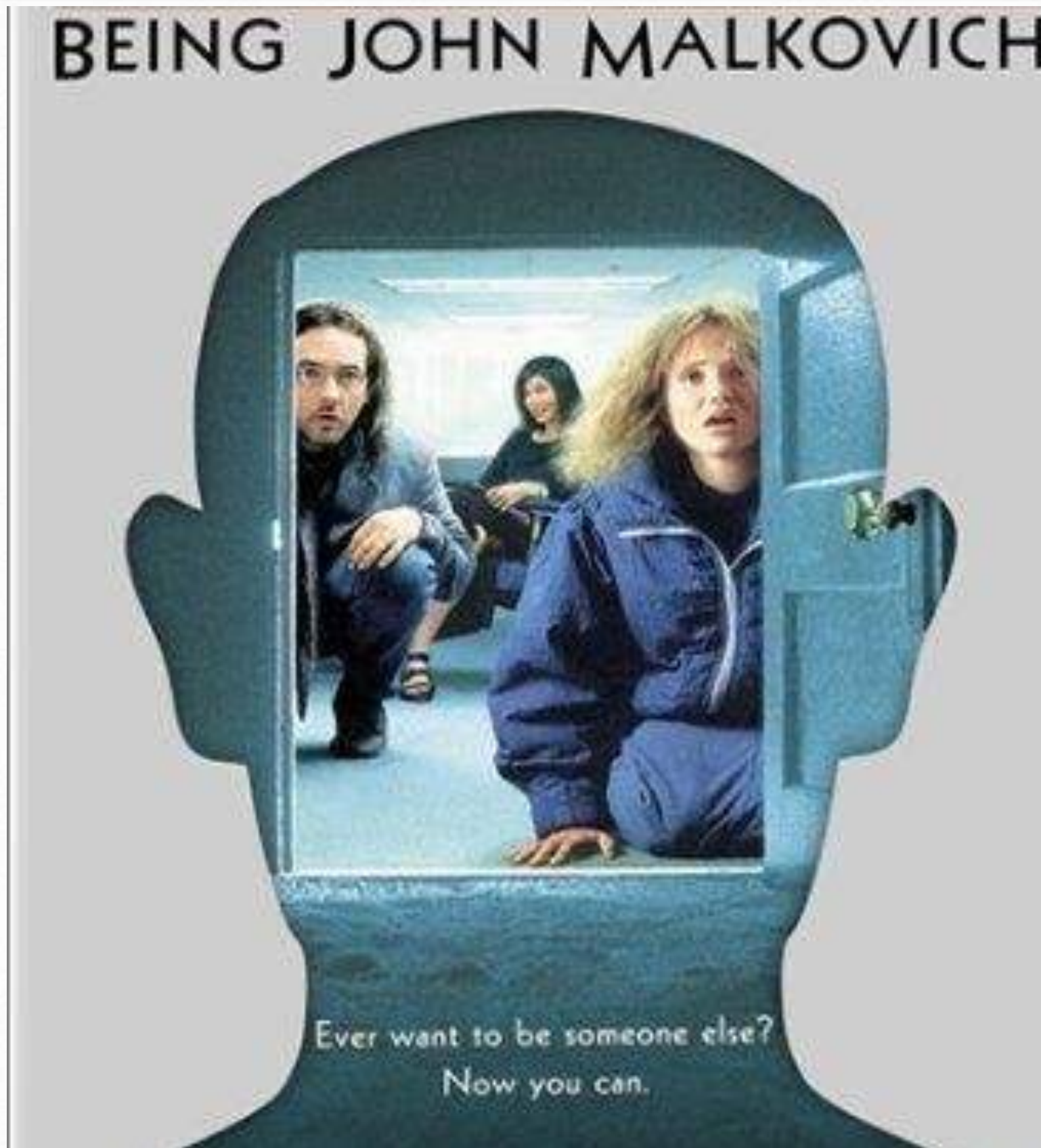
2 : 1 Ratio

MORE TIME IN THE DAY TO..

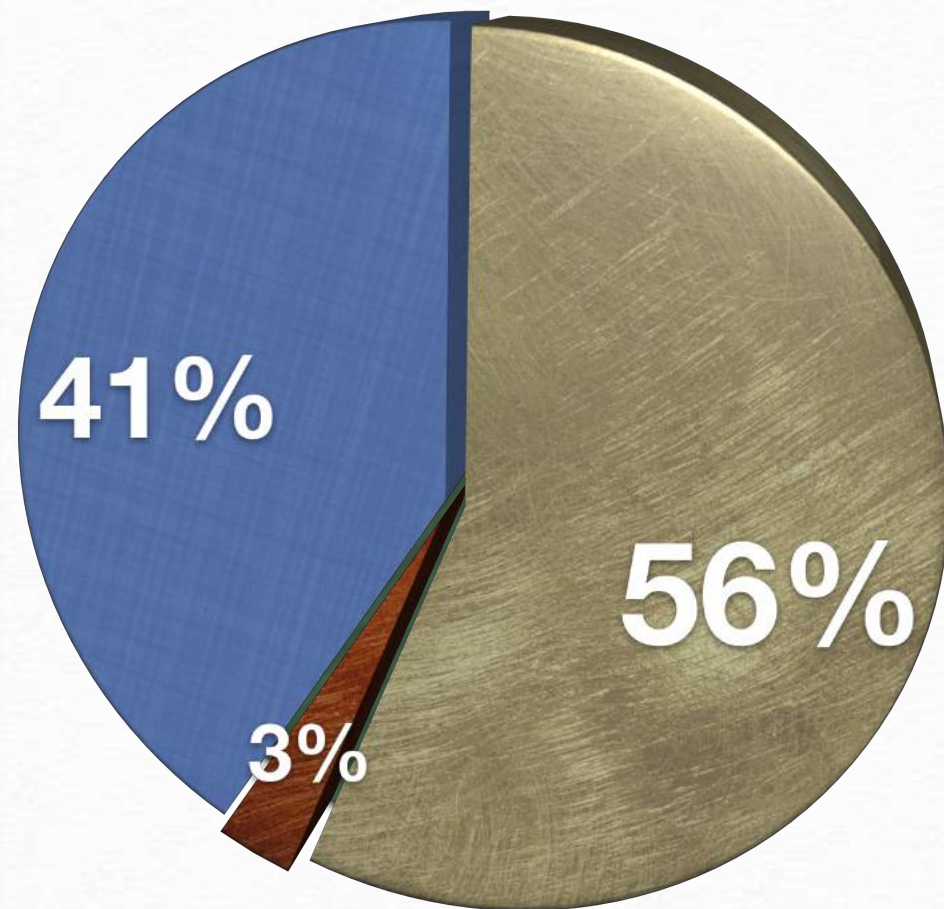
	Listen to Podcasts	Read Blogs
Driving your Car :		
Walking the Dog :		
Working Out :		
Riding your Bike :		
Doing Yard Work :		
Doing House Work :		
Actually Working :		
Air Plane Mode :		



The Most Intimate Medium



From Early 2006 - Podcast Consumption



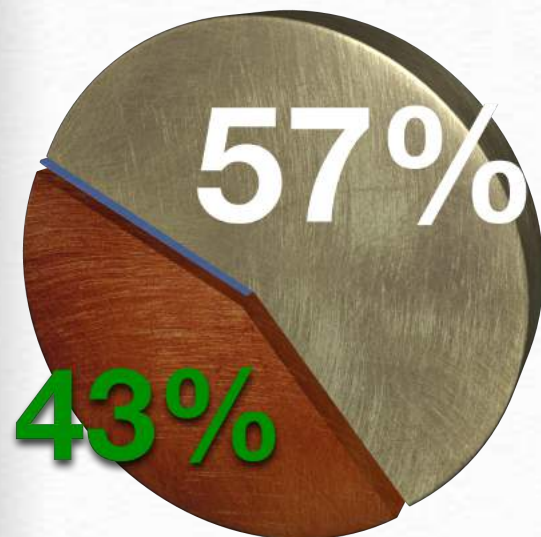
How Podcasts are Consumed

- On Computer
- Other
- On MP3 Player

Data courtesy of Podtrac survey of 19,508 listener responses

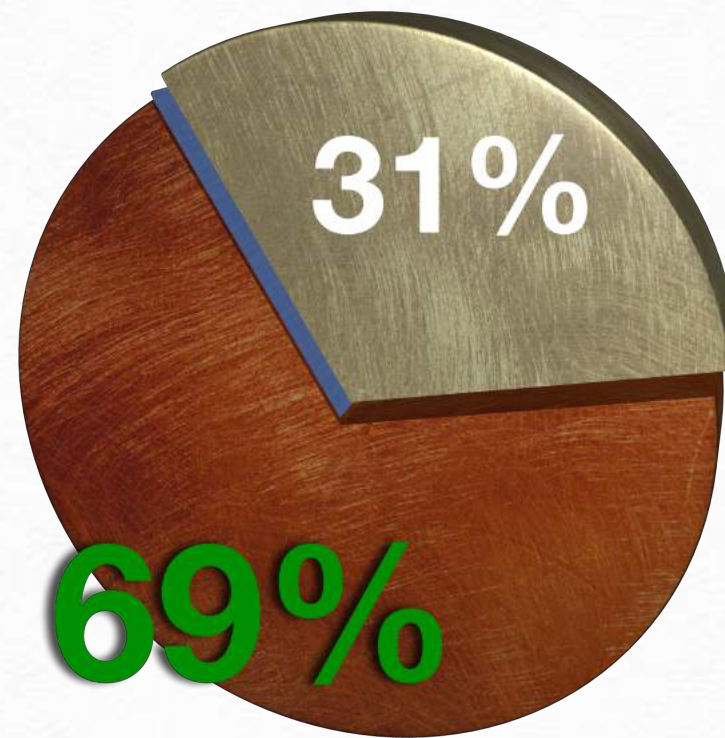


Computer vs SmartPhone Downloads



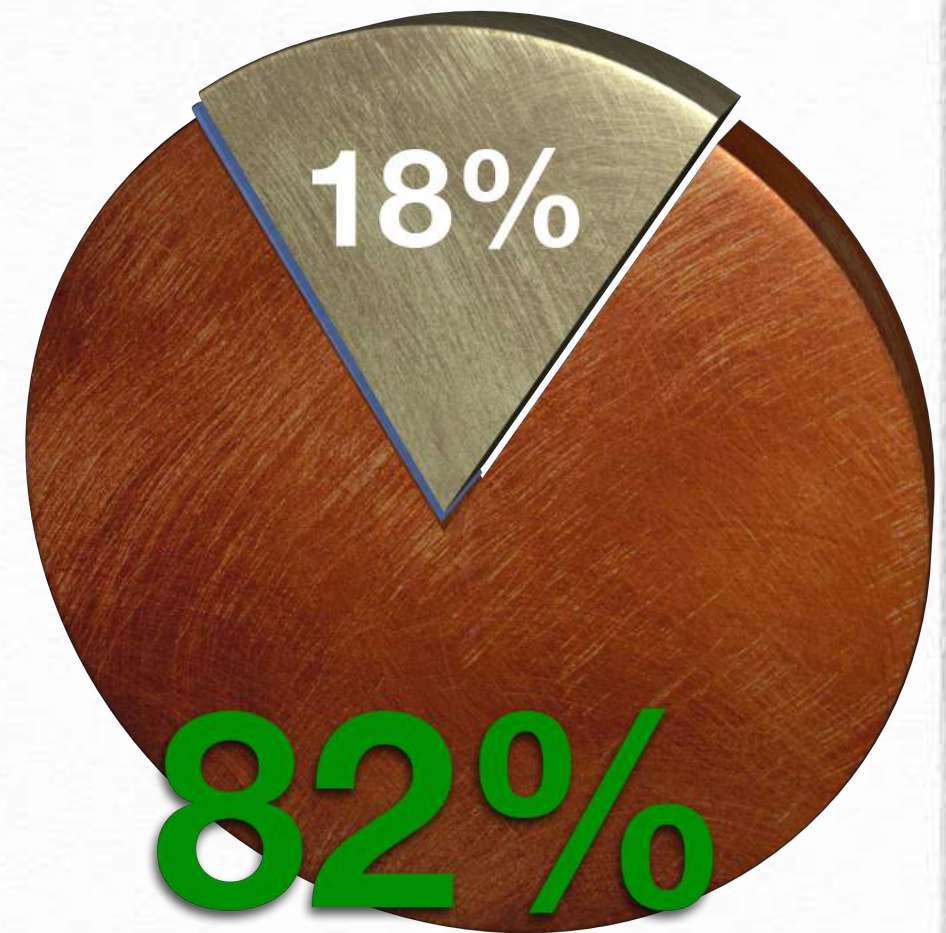
- Computer
- Smartphone
- Other

August 2012



- Computer
- Smartphone
- Other

June 2015

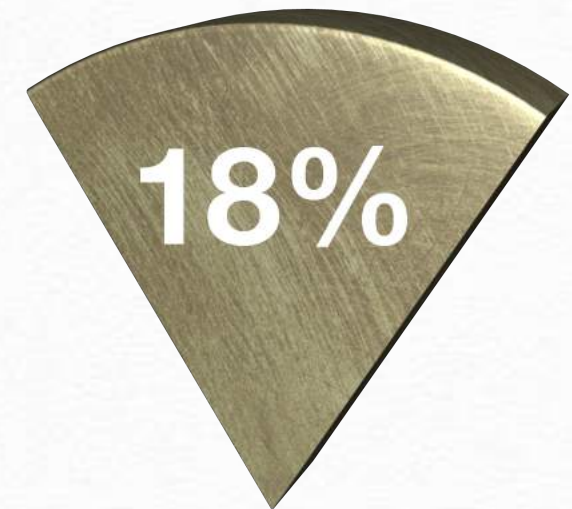
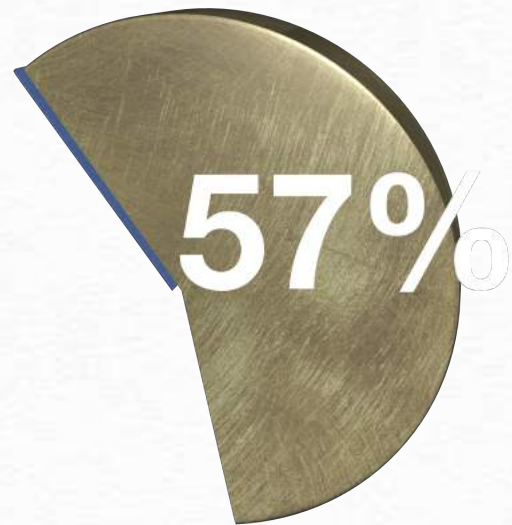


- Computer
- Smartphone
- Other

Mar 2018



Computer vs SmartPhone Downloads



- Computer
- Smartphone
- Other

Mar 2018



iOS vs Android - Podcast Consumption



4.7



1

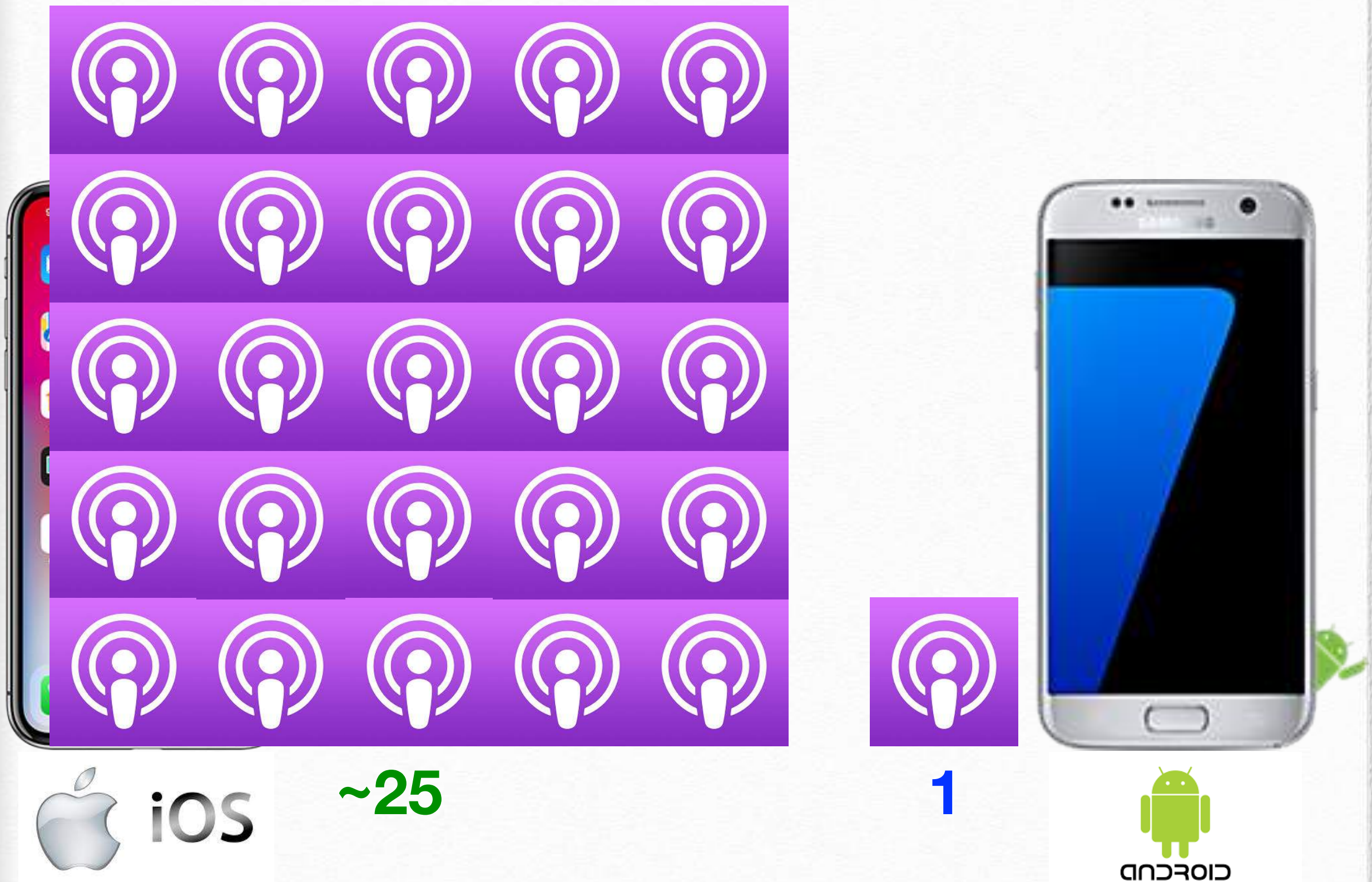


March 2018

@podCast411



iOS vs Android - Per Handset

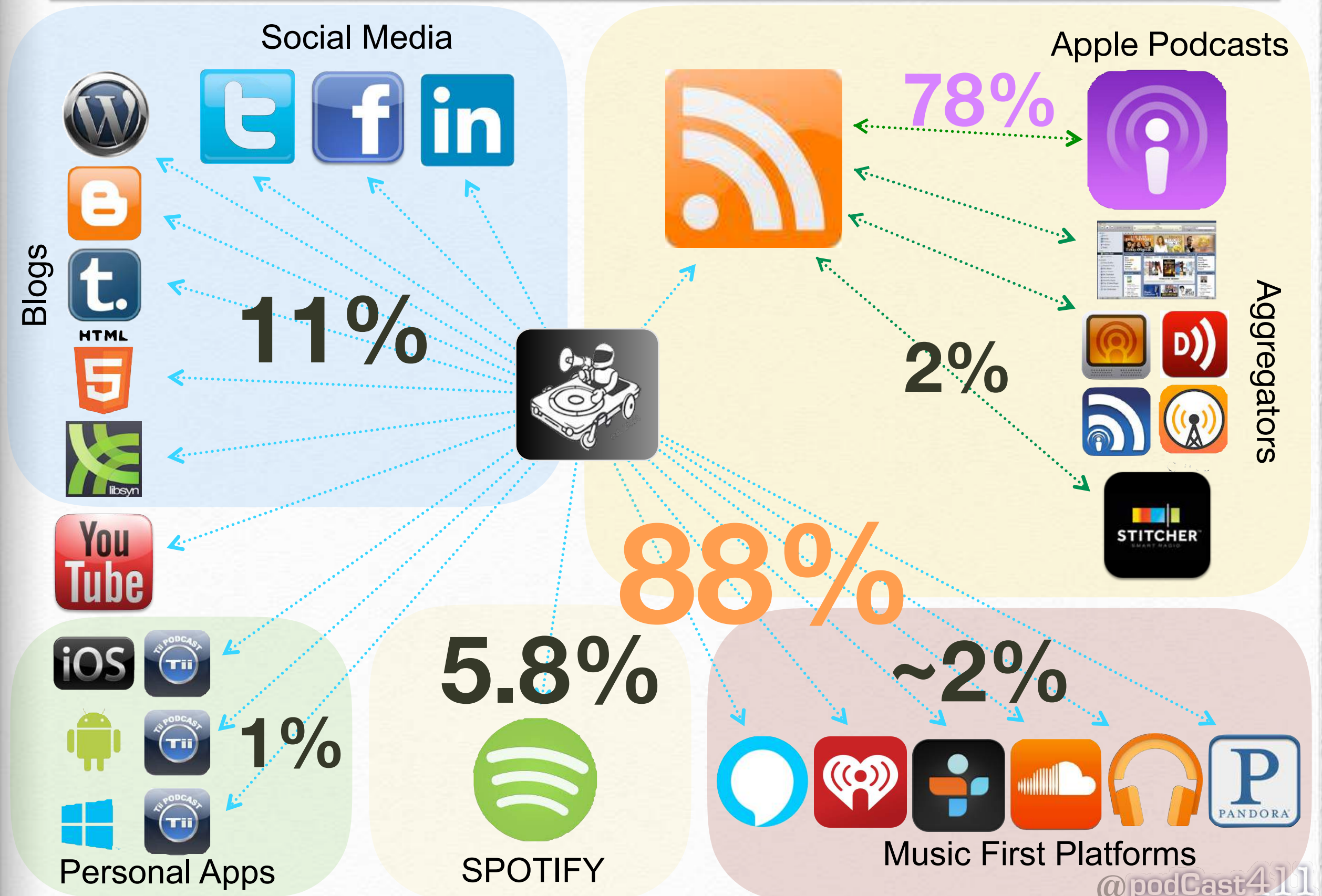


March 2018

@podCast411



Podcast Consumption Ecosystem - Mar18



Myth - The RSS feed / Download is Dead



MarketWatch

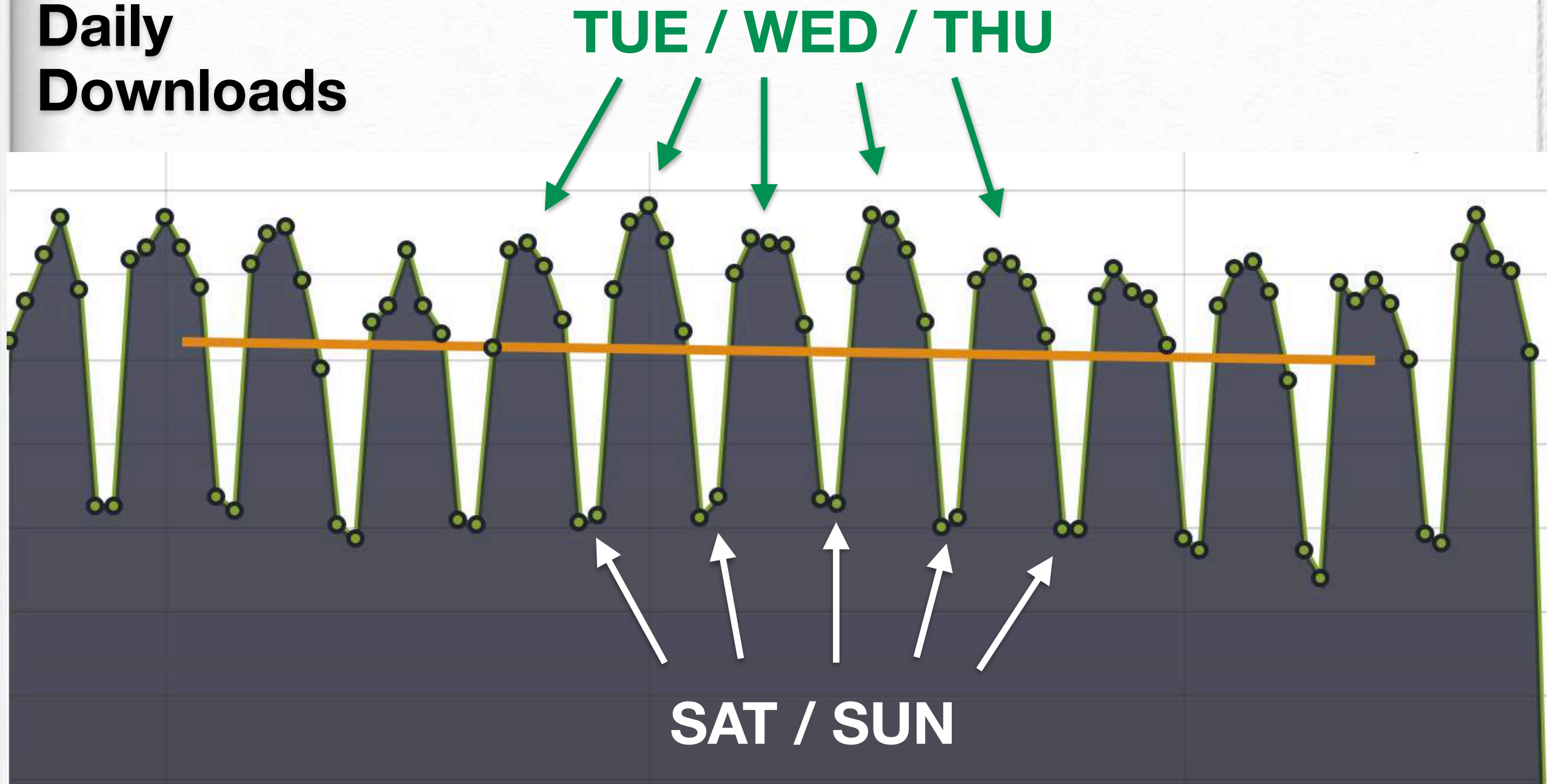
**The download is
dead; Long live the
stream -
MarketWatch**

@podCast411

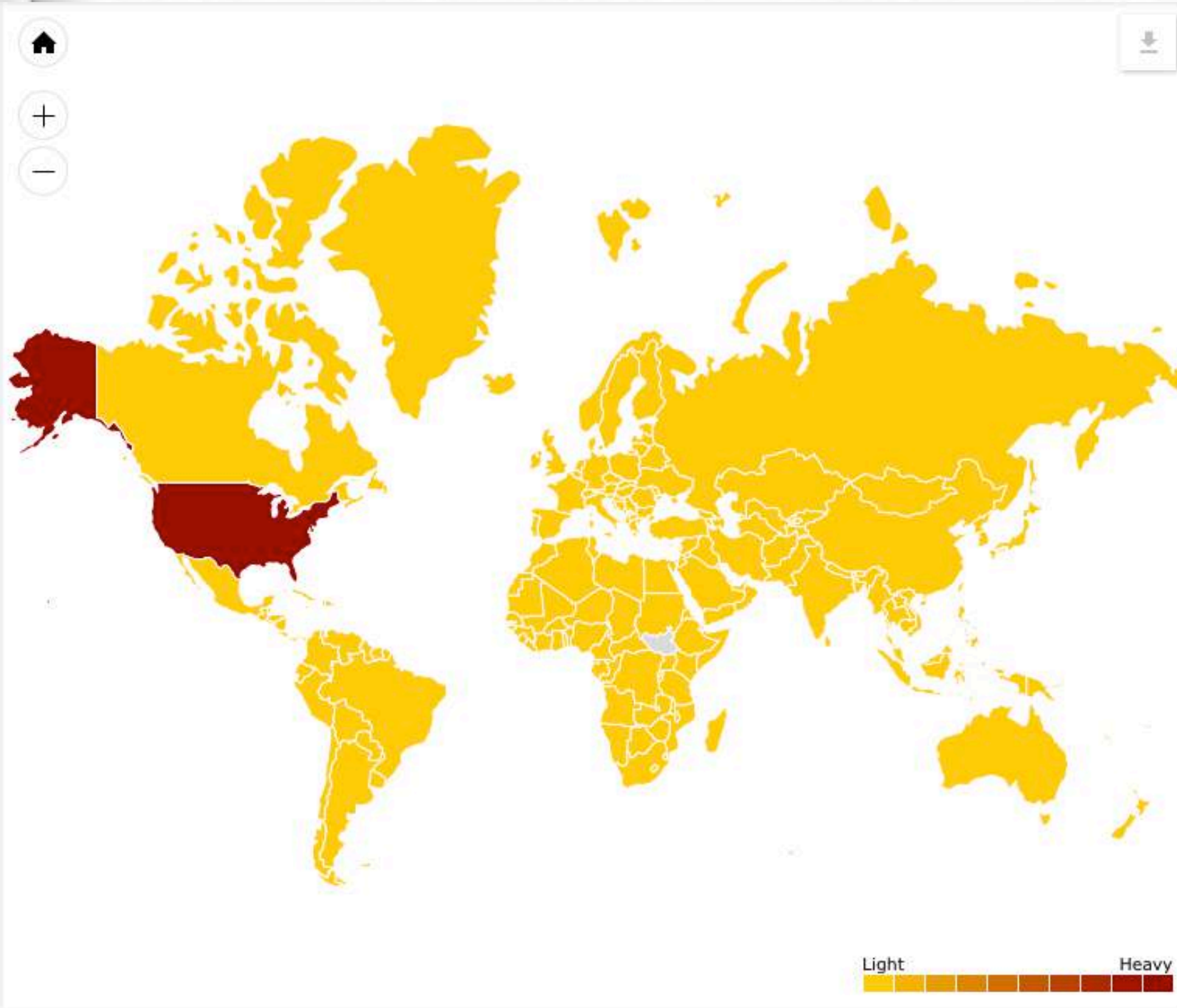


Myth - Most People listen at home

**Daily
Downloads**



Geography



62.5% - US

5.6% - UK

5.3% - Canada

4.1% - Sweden

3.8% - Australia

2.2% - Germany

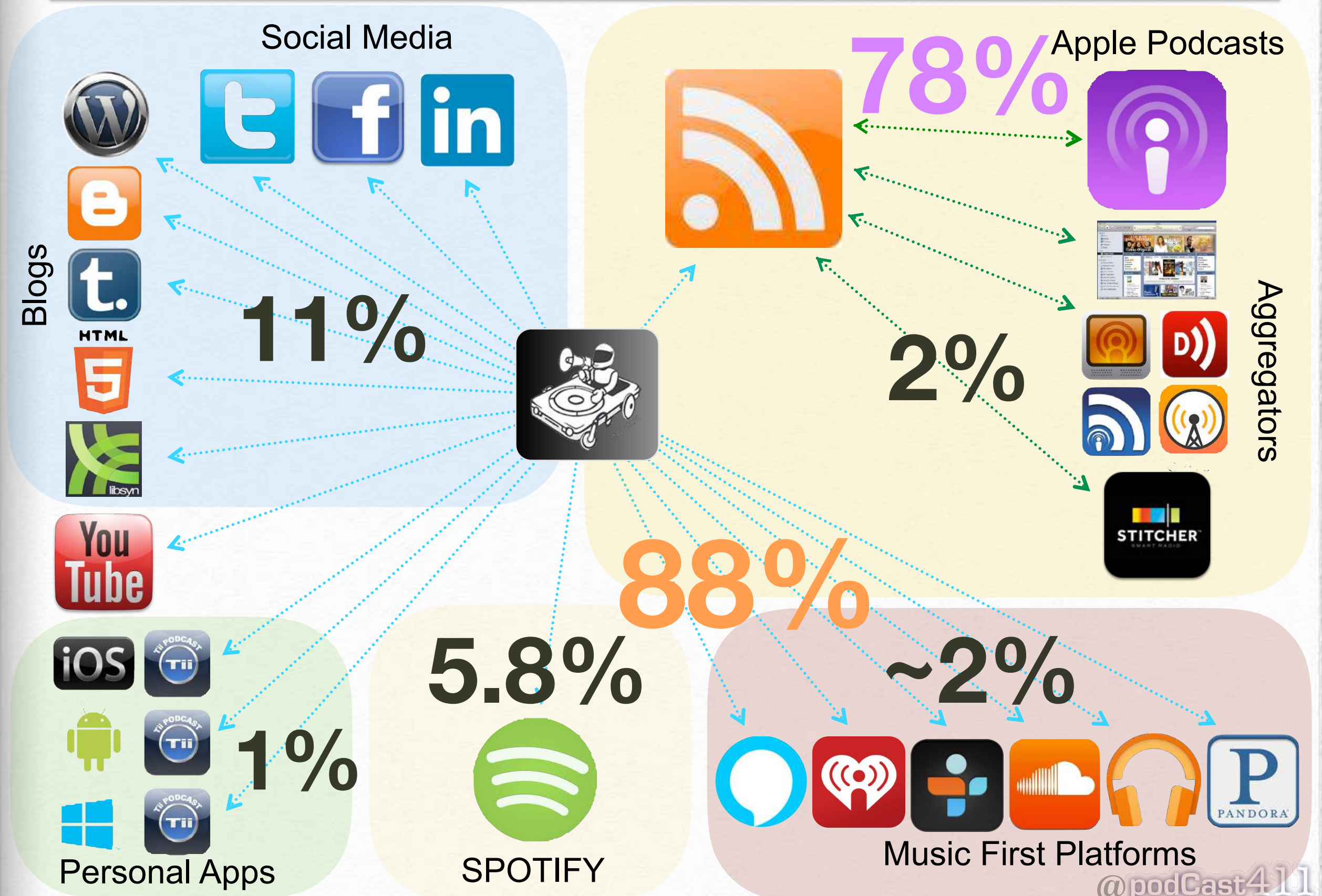
1.2% - France

1.2% - Japan

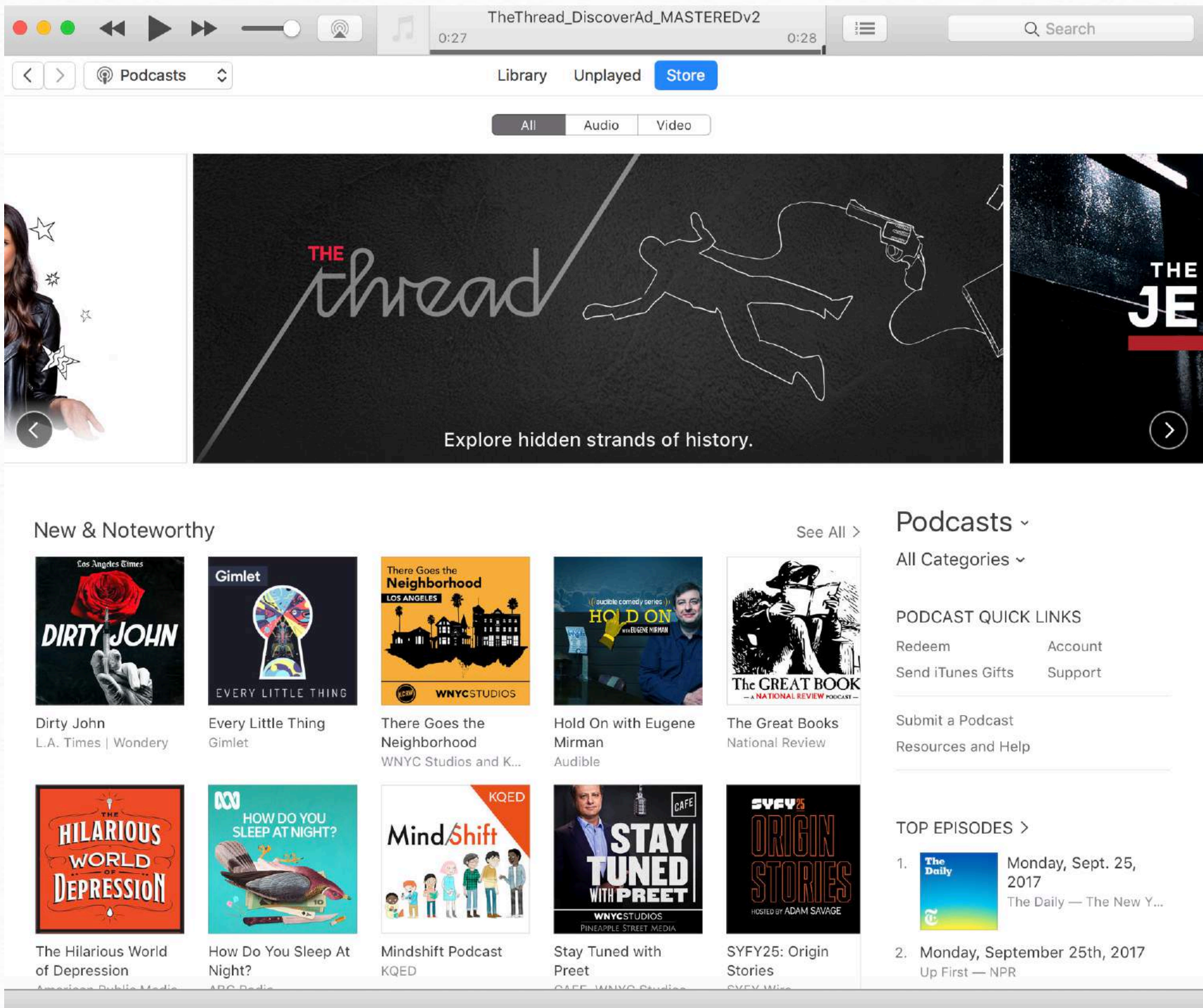
1.0% - Ireland



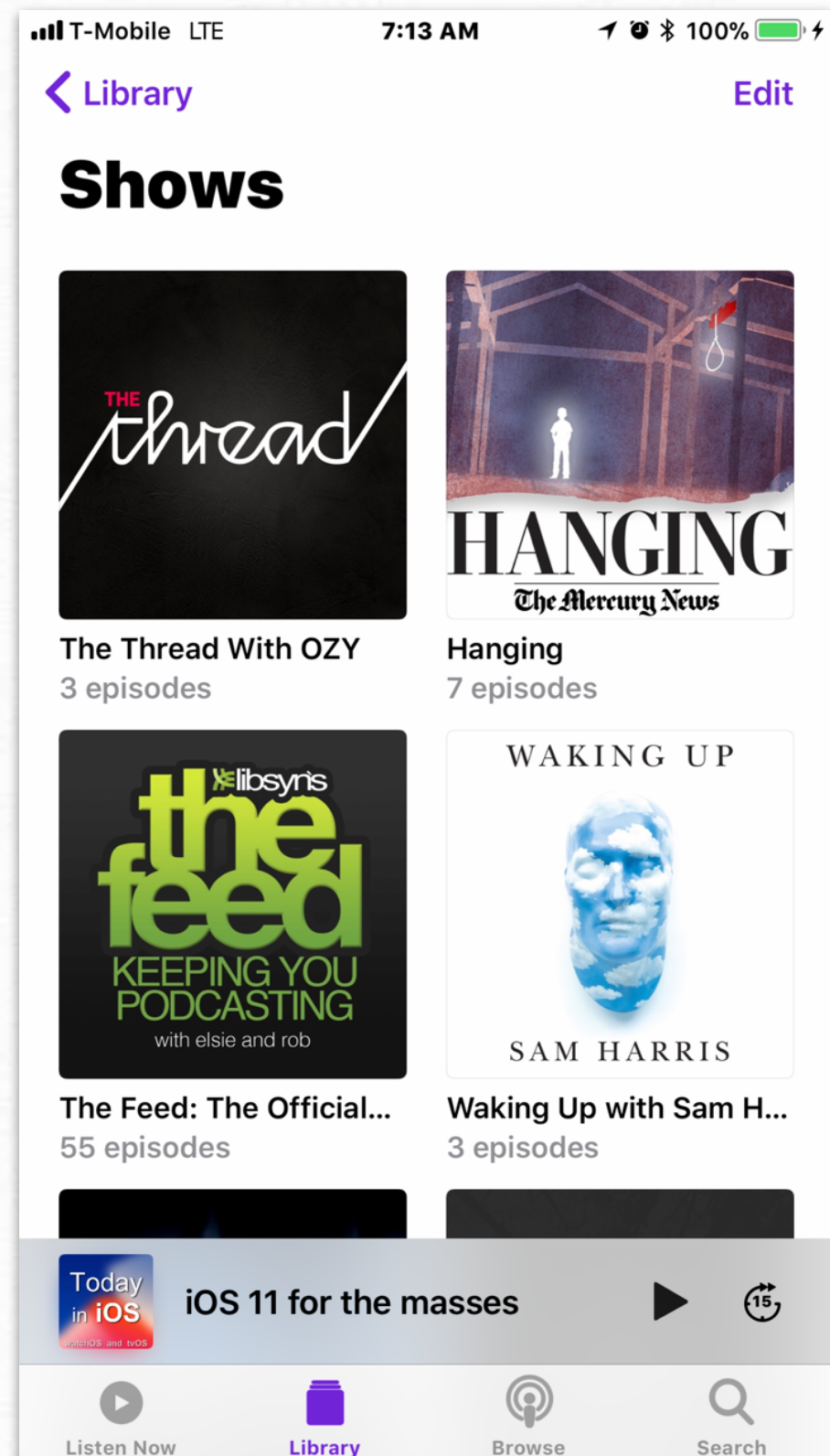
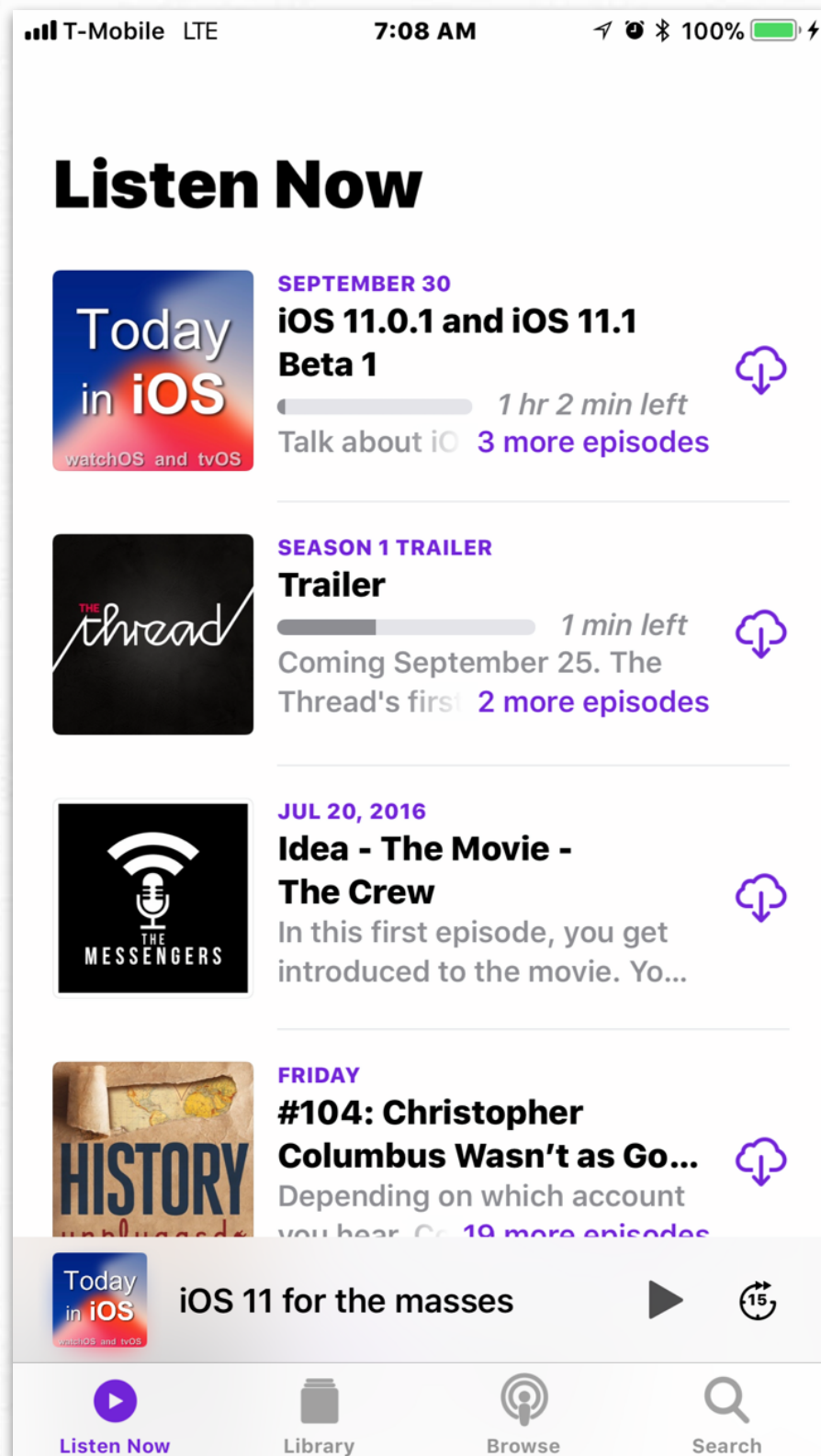
Apple is the 780 Pound Gorilla



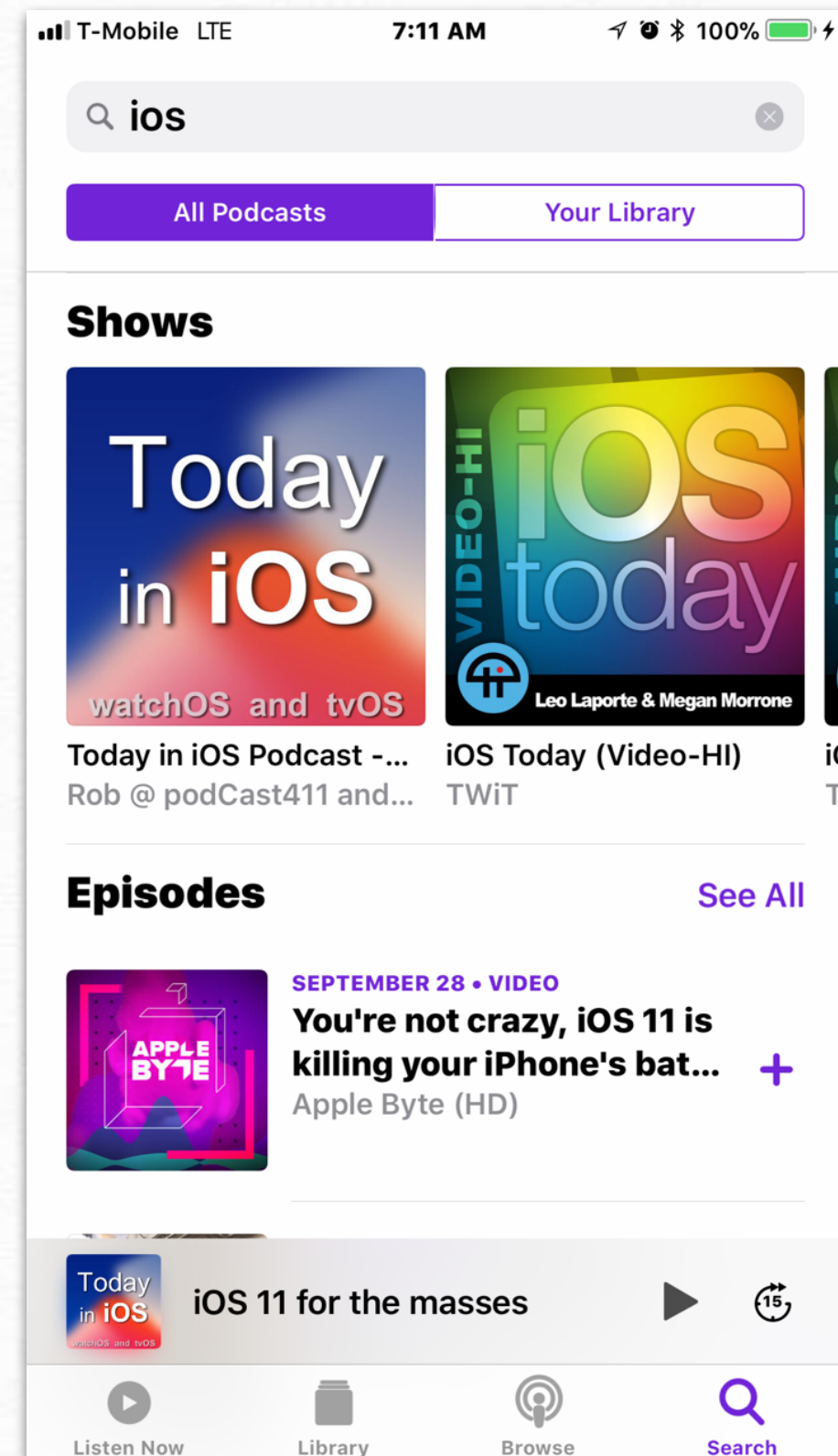
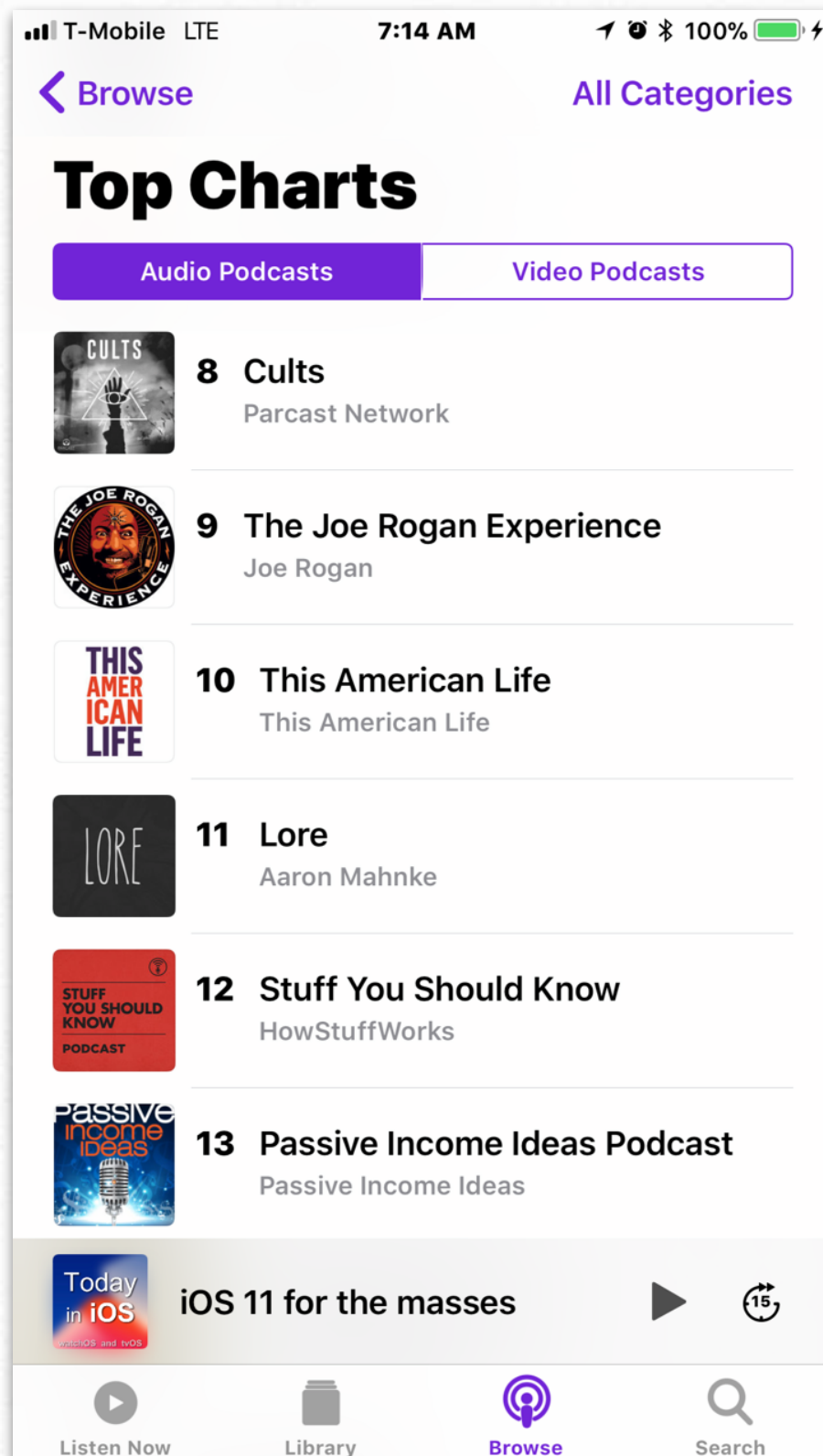
iTunes



Apple Podcasts



Apple Podcasts



How Apple Podcasts Top 200 lists Work

Top Podcasts

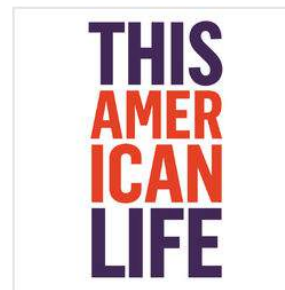
Episodes

Podcasts

All Categories ▾



1. Serial
This American Life



2. This American Life
This American Life



3. Stuff You Should Know
HowStuffWorks.com



4. TED Radio Hour
NPR



5. Chilling Tales: The Podcast
PodcastOne



6. Radiolab
WNYC Studios



7. Fresh Air
NPR



8. Freakonomics Radio
Stephen J. Dubner and...



9. The Joe Rogan Experience
Joe Rogan



10. Criminal
Criminal



11. Reply All
Gimlet



12. Stuff You Missed in History Class
HowStuffWorks.com



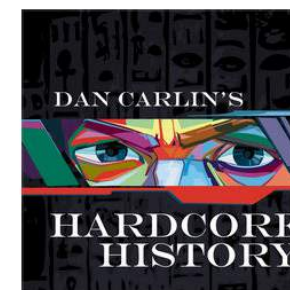
13. Planet Money
NPR



14. Wait Wait... Don't Tell Me!
NPR



15. Sampler
Gimlet



16. Dan Carlin's Hardcore History
Dan Carlin



17. The New Yorker Radio Hour
WNYC Studios and T...



18. Hidden Brain
NPR

How Apple Podcasts Top 200 lists Work

$$(D1+D1+D1+D1+D2+D2+D2+D3+D3+D4+D5+D6+D7)/13$$

Tii App Sales & Rank



Tii App Sales & Rank



How Apple Podcasts Top 200 lists Work

Rank	Downloads		Rank	Downloads
12			50	
14			52	
15			57	
22			70	
28			72	
32			73	
33			77	
34			78	
35			80	
36			81	
37			85	
38			86	
40			94	
43			97	
45			98	



How Apple Podcasts Top 200 lists Work

Rank	Downloads		Rank	Downloads
12	2,970,543		50	472,274
14	344,462		52	59,586
15	979		57	219,702
22	6,448		70	91,438
28	403,919		72	126,710
32	884,571		73	42,469
33	1,157,566		77	189,122
34	2,219		78	57,086
35	275,056		80	69,231
36	356,307		81	43,800
37	71,879		85	93,981
38	595,104		86	63,947
40	141,240		94	63,701
43	214,934		97	259,011
45	61,364		98	3,519



Myth - A Video Podcast will be more

Top Podcast Episodes

Sort By: Bestsellers

Audio Video

1. Adam Carolla Show...
ACE Broadcasting
FREE

2. #464: Invisible Made...
Chicago Public Media
FREE

3. Fantasy Baseball: 5/23
ESPN Radio
FREE

4. Adam Carolla Show...
ACE Broadcasting
FREE

5. NPR: 05-19-2012 Wait W...
NPR
FREE

6. PTI: 5/22
ESPN
FREE

7. Adam Carolla Show...
ACE Broadcasting
FREE

8. First Take: 5/23
ESPN
FREE

9. PTI: 5/21
ESPN
FREE

10. Best of Mike and Mike: ...
ESPN
FREE

11. Colors
Jad Abumrad & Robe...
FREE

12. #373: Facebook: No...
NPR
FREE

13. NBA Today: 5/23
ESPN
FREE

14. The Tony Kornheis...
ESPN
FREE

15. Men in Blazers: 5/23
ESPN
FREE

16. Baseball Today: 5/23
ESPN
FREE

17. #1220: The Black H...
NPR
FREE

18. The B.S. Report: Th...
ESPN: The B.S. Report
FREE

19. Adam Carolla Show...
ACE Broadcasting
FREE

20. Tina Fey
Chris Hardwick
FREE

21. Ana Gasteyer
Chris Hardwick
FREE

22. The Thundering Her...
ESPN
FREE

23. #218 - Dom Irrera, B...
Joe Rogan
FREE

24. NPR: 05-12-2012 Wa...
NPR
FREE

25. Episode #248 (Original...
HBO Podcasts
FREE

26. 05-22-12 Marketplace
American Public Media
FREE

27. 05/23/12: Halladay, ...
CBS Sports.com
FREE

28. Hollywood Prospec...
ESPN
FREE

29. First Take: 5/22
ESPN
FREE

30. The Power of Crowds
NPR
FREE

31. Fantasy Baseball: 5/22
ESPN Radio
FREE

32. Jalen Rose: 5/23
ESPN
FREE

33. Retirement Kills
Stephen J. Dubner
FREE

34. Fantasy Baseball: 5/21
ESPN Radio
FREE

35. MacBreak Weekly 300: S...
TWiT
FREE

36. 159 Alison Brie, Jas...
Earwolf
FREE

37. Scott Aukerman
Chris Hardwick
FREE

38. How Labor Unions ...
HowStuffWorks.com
FREE

39. Hollywood Babble...
Ralph Garman and K...
FREE

40. The Thundering Herd: 5...
ESPN
FREE

41. 77 Pete Holmes
Earwolf
FREE

42. Jay and Silent Bob ...
Jason Mewes and Ke...
FREE

43. 'Right-Hand': A Lus...
NPR
FREE

44. First Take: 5/21
ESPN
FREE

45. REP: Nnamdi Asomugh...
NFL
FREE

46. Adam Carolla Show...
ACE Broadcasting
FREE

47. Around The Horn: 5...
ESPN
FREE

48. David Alan Grier's '...
NPR
FREE

49. 05-21-12 Marketplace
American Public Media
FREE

50. #372: How Do You Deci...
NPR
FREE

51. Gilbert Gottfried Ag...
ACE Broadcasting
FREE

52. Best of Mike and Mi...
ESPN
FREE

53. TWIT 354: Adam's ...
TWiT
FREE

54. Kurt Braunohler
Nerdist Industries
FREE

55. Ep. 827: Physicality Fall...
Score Media
FREE

56. The Thundering Her...
ESPN
FREE

57. What is the future o...
HowStuffWorks.com
FREE

58. Baseball Today: 5/22
ESPN
FREE

59. NBC TODAY sh...
NBC News
FREE

60. CNBC's Mad Mone...
CNBC
FREE

iTunes Top 60 Episode List 5/24/12

Audio
Podcasts

Video
Podcasts

Top 200 Podcast Episodes - iTunes 2/4/18

Top Podcast Episodes

	NAME	ARTIST	PODCAST
1	#1072 - Joey Diaz	Joe Rogan	The Joe Rogan Experience
2	Dr. Michael Rosbash	NPR	Wait Wait... Don't Tell Me!
3	The F****g Memo	Crooked Media	Lovett or Leave It
4	"An insult to banana republics."	Crooked Media	Pod Save America
5	Episode 05: Wayne's World	HowStuffWorks & Tenderfoot TV	Atlanta Monster
6	Ghosts of Football Past	WNYC Studios	Radiolab
7	#1070 - Jordan Peterson	Joe Rogan	The Joe Rogan Experience
8	352: The Ghost of Bobby Dunbar	This American Life	This American Life
9	Francesca Fridays and Vince Staples (Ep. 321)	The Bill Simmons Podcast	The Bill Simmons Podcast
10	#822: The Shortest Super Bowl	NPR	Planet Money
11	10X Pro Bowler Joe Thomas + 5X Pro Bowler Luke Kuechly	Barstool Sports	Pardon My Take
12	Friday, Feb. 2, 2018	The New York Times	The Daily
13	GOP Releases Memo Alleging FBI Surveillance Abuses	NPR	NPR Politics Podcast
14	#1071 - Steven Crowder & NotGay Jared	Joe Rogan	The Joe Rogan Experience
15	An Egghead's Guide to the Super Bowl (Rebroadcast)	Stephen J. Dubner and WNYC Studios	Freakonomics Radio
16	Ep. 467 - It's Memo Day	The Daily Wire	The Ben Shapiro Show
17	Friday, February 2nd, 2018	NPR	Up First
18	Ep. #448: Richard Haass, Anthony Scaramucci	HBO Podcasts	Real Time with Bill Maher
19	Episode 303: Jonestown Part IV - The Box	The Last Podcast Network	Last Podcast On The Left
20	Episode 04: Gemini	HowStuffWorks & Tenderfoot TV	Atlanta Monster
21	Episode 01: Boogeyman	HowStuffWorks & Tenderfoot TV	Atlanta Monster
22	Martha	Slate	Slow Burn: A Podcast About Watergate
23	636: I Thought It Would Be Easier	This American Life	This American Life
24	Thursday, Feb. 1, 2018	The New York Times	The Daily
25	Show 61 - (Blitz) Painfotainment	Dan Carlin	Dan Carlin's Hardcore History
26	Mueller's 'Stunningly Bipartisan' Reputation in Washington	NPR	Fresh Air
27	Episode 03: Atlanta Monster Seized	HowStuffWorks & Tenderfoot TV	Atlanta Monster
28	Radiolab Presents: More Perfect - One Nation, Under Money	WNYC Studios	Radiolab
29	Episode 02: Manhunt	HowStuffWorks & Tenderfoot TV	Atlanta Monster
30	#821: The Other Davos	NPR	Planet Money
31	Krysten Ritter	NPR	Wait Wait... Don't Tell Me!
32	Thursday Afternoon Monday Morning Podcast 2-1-18	Bill Burr	Monday Morning Podcast
33	106 - Courage Shoulders	Karen Kilgariff & Georgia Hardstark	My Favorite Murder with Karen Kilgariff and Georgia Hardstark
34	The Defeat of Wright Patman	Slate	Slow Burn: A Podcast About Watergate
35	The 4-Hour Workweek Revisited	Tim Ferriss: Bestselling Author, Human Guinea Pig	The Tim Ferriss Show
36	"I Wasn't Stupid Enough to Say This Could Be Done Overnight"	Stephen J. Dubner and WNYC Studios	Freakonomics Radio
37	Maddow on Trump/Nunes memo: "Is that it?!!?"	MSNBC	MSNBC Rachel Maddow
38	#1069 - Ben Greenfield	Joe Rogan	The Joe Rogan Experience
39	Culture and Legacy: Mmachi Dimoriaku & Sharif El-Mekki	The Moth	The Moth
40	Super Bowl LII Prop Bet Extravaganza	The Discard	Against All Odds with Cousin

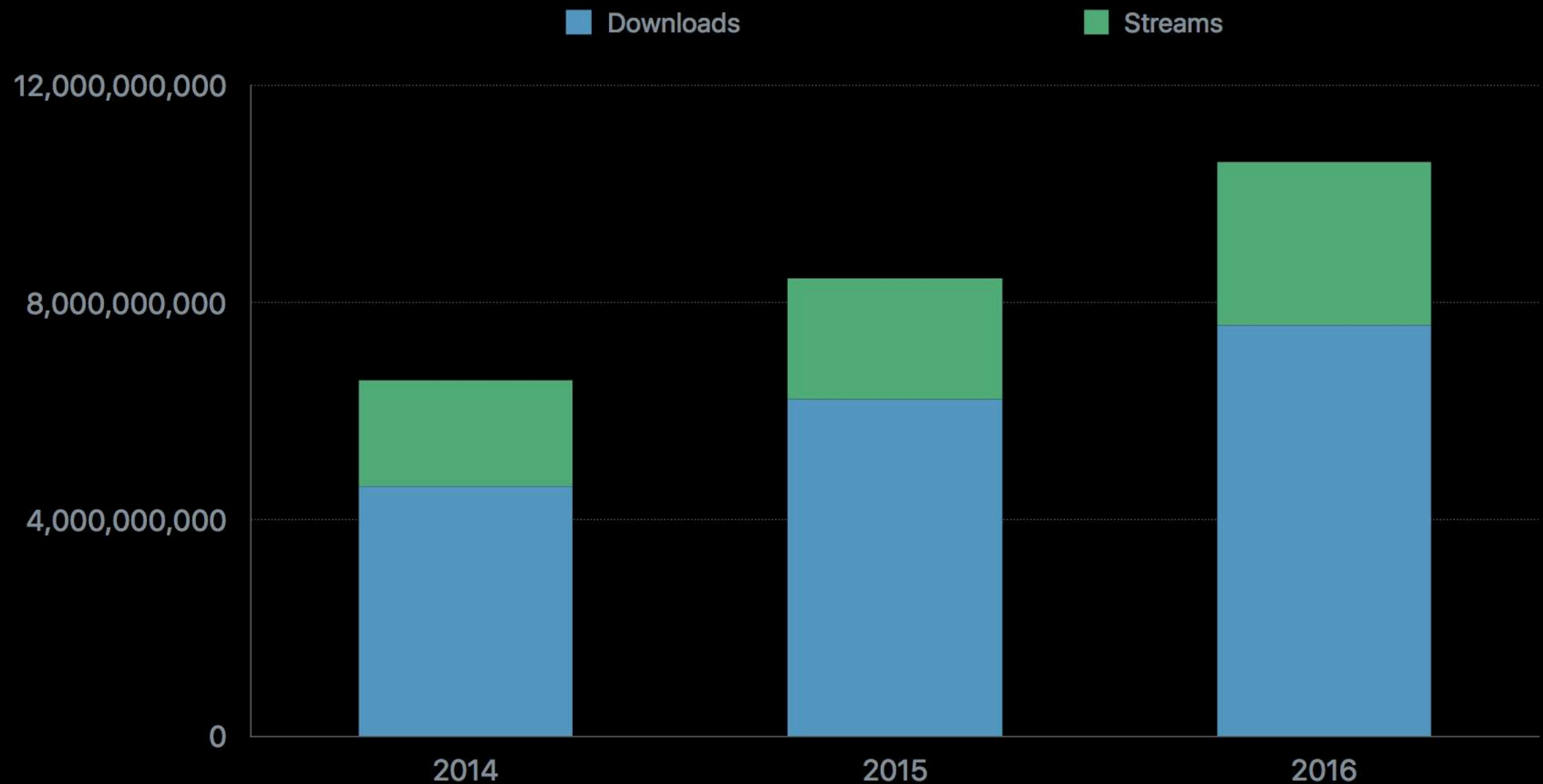
NONE
ZIP
NADDA
ZILCH
NO SOUP
FOR VIDEO

160	Show 60 - The Celtic Holocaust	Dan Carlin	Dan Carlin's Hardcore History
161	Serial Entrepreneur; Marcia Kilgore	NPR	How I Built This with Guy Raz
162	Sawbones: Antibiotics	MaximumFun.org	Sawbones: A Marital Tour of Misguided Medicine
163	Secret Republican Memorandum Published in US	BBC World Service	Global News Podcast
164	Episode 302: Jonestown Part III - Check Please	The Last Podcast Network	Last Podcast On The Left
165	Radio Replay: The Power Hour	NPR	Hidden Brain
166	#9404: I'm a Truck Driver . . . and I'm a Millionaire! (Hour 3)	Ramsey Solutions	The Dave Ramsey Show
167	What America Sells To The World	NPR	The Indicator from Planet Money
168	Tuesday, Jan. 30, 2018	The New York Times	The Daily
169	1 - My Firstest Murder	Karen Kilgariff & Georgia Hardstark	My Favorite Murder with Karen Kilgariff and Georgia Hardstark
170	ACS (Part 1): Rob Schneider's Art History Lesson + Blah Blah Blog with Sarah Tiana	Adam Carolla	Adam Carolla Show
171	Chapter VI	Serial & This American Life	S-Town
172	Rian Johnson	NPR	Wait Wait... Don't Tell Me!
173	Dr. Maya Angelou, Part 1: 9 Words That Changed Her Life	Oprah	Oprah's SuperSoul Conversations
174	Escape 5	L.A. Times Wondery	Dirty John
175	512: The State's Theory of Motive	NBI Studios	Truth & Justice: The West Memphis 3
176	#115 — Sam Harris, Lawrence Krauss, and Matt Dillahunty (1)	Sam Harris	Waking Up with Sam Harris
177	The Moth Radio Hour: Shocks and Surprises	The Moth	The Moth
178	Quickie: Pimpin Aint Easy	Barstool Sports	KFC Radio
179	Trump Plays To Base, Calls For Unity In State Of The Union	NPR	NPR Politics Podcast
180	Alan Alda Wants Us To Have Better Conversations	NPR	Hidden Brain
181	SYSK Selects: How Lion Taming Works	HowStuffWorks	Stuff You Should Know
182	Inside the SLA	Patty Has a Gun: The Life and Crimes of Patricia Hearst	Patty Has a Gun: The Life and Crimes of Patricia Hearst
183	KFCRadio: Nobody Knows What They're Doing	Barstool Sports	KFC Radio
184	The Devil's Teeth // Part 1 of 4	TRUE CRIME GARAGE	True Crime Garage
185	Ep. 213 - Sen. Mark Warner	The Axe Files with David Axelrod	The Axe Files with David Axelrod
186	Egyptian Dinosaurs, Leaking Data, Huntington's Research, Mole Rats. Feb 2,...	Science Friday and WNYC Studios	Science Friday
187	We're Still Here For Janet	The New York Times	Still Processing
188	Official Trailer: Atlanta Monster	HowStuffWorks & Tenderfoot TV	Atlanta Monster
189	Roxane Gay	NPR	Pop Culture Happy Hour
190	S01 Episode 02: The Breakup	This American Life	Serial
191	Who Will Win	ESPN, Tony Kornheiser, Michael Wilbon	PTI
192	Best Investments, Bad Advice to Avoid, and Other Life Lessons	Tim Ferriss: Bestselling Author, Human Guinea Pig	The Tim Ferriss Show
193	Terra 6	L.A. Times Wondery	Dirty John
194	"Paul Ryan's s**t sandwich."	Crooked Media	Pod Save America
195	#555 - Tom Rhodes	Joey Coco Diaz	The Church of What's Happening Now: With Joey...
196	Special episode: The Nunes memo and what it means	The Washington Post	Can He Do That?
197	Episode 78: Exposure	Aaron Mahnke	Lore
198	Special Edition: Memo #Released	The Lawfare Institute	The Lawfare Podcast
199	Trump to release Nunes memo against DoJ warnings	MSNBC	MSNBC Rachel Maddow
200	2/03/18 - Super Bowl LII preview special	FOX Sports	Skip and Shannon: Undisputed

TOTAL: 200 ITEMS

Apple Podcasts Statistic Information

Episode Consumption WW



Apple Podcasts Statistic Information



Last 60 Days (Dec 6, 2017–Feb 4, 2018)

918 hr

Total Time Listened ?

48 min

Time per Device ?

84%

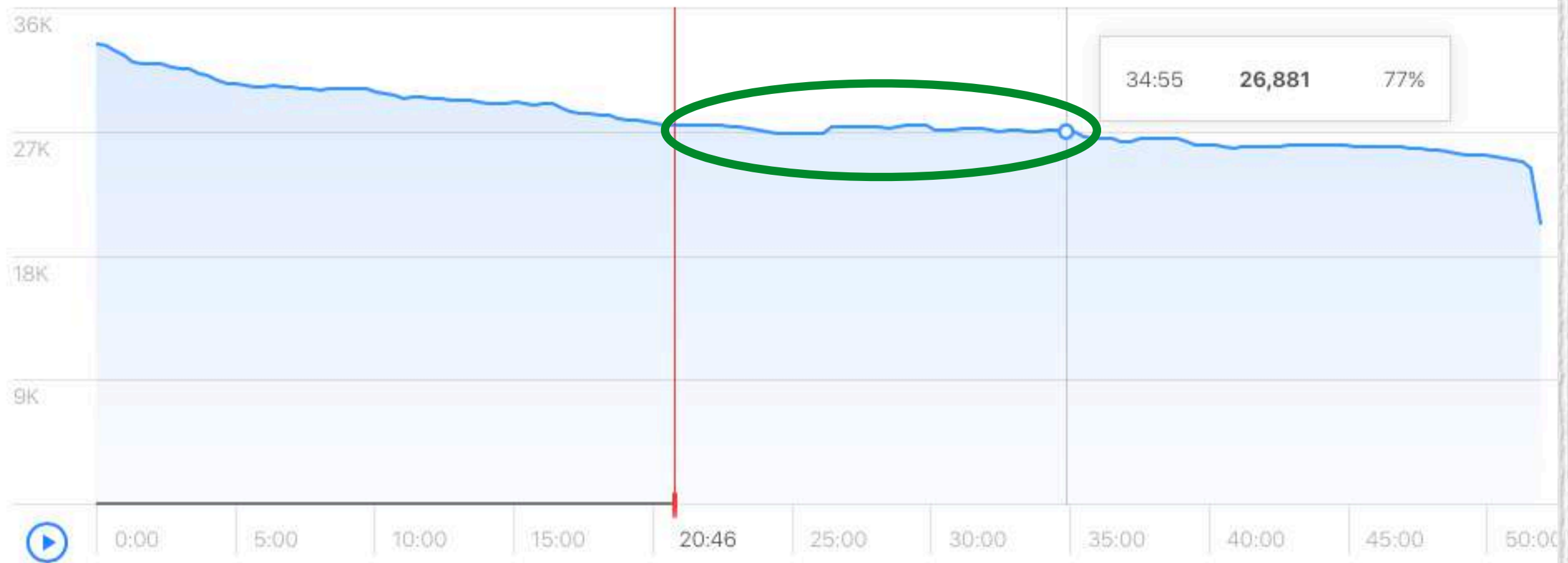
Average Consumption ?

90%

Devices Subscribed ?



Apple Podcasts Statistic Information



Last 60 Days (Dec 6, 2017–Feb 4, 2018)

29K hr

Total Time Listened ?

50 min

Time per Device ?

95%

Average Consumption ?

51%

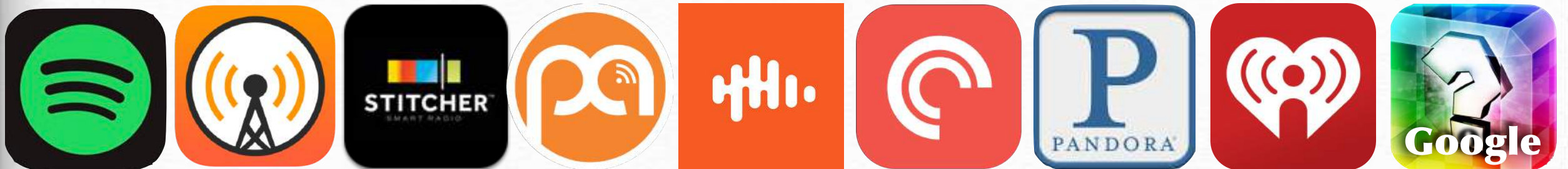
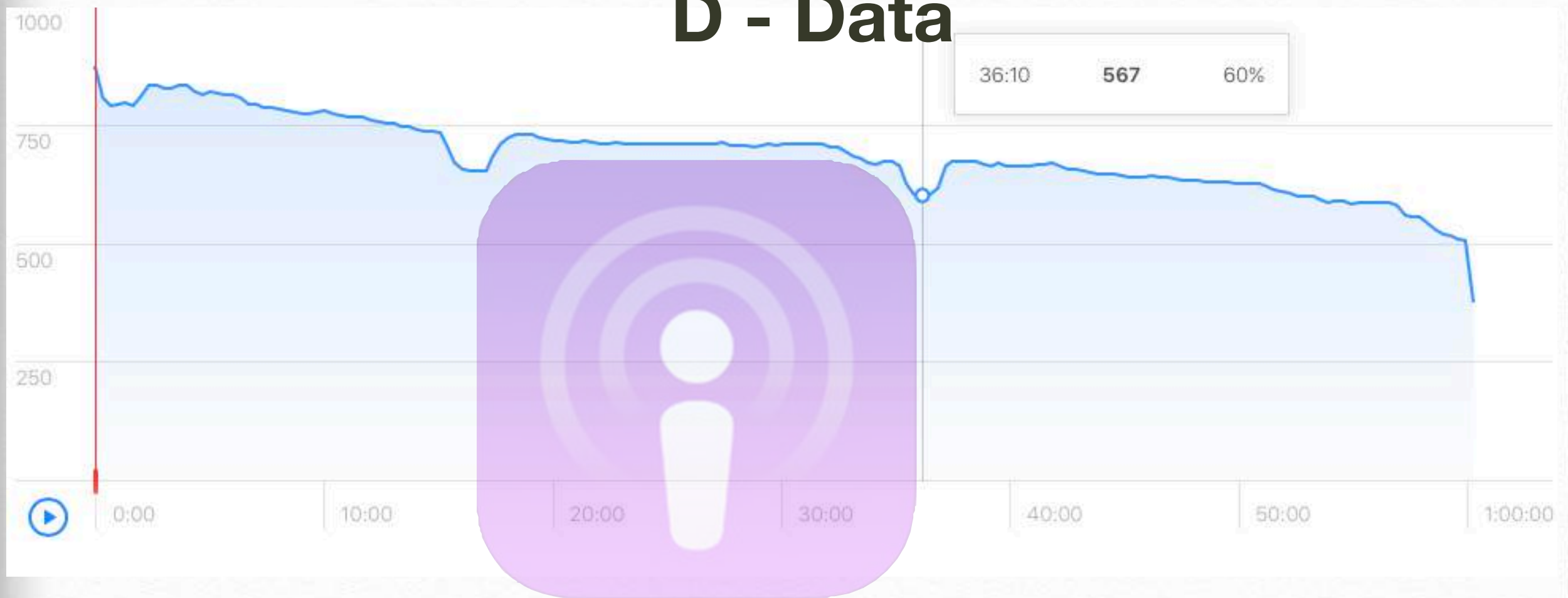
Devices Subscribed ?



NPR - RAD - Listen Data



R - Remote
A - Audio
D - Data



Aggregator Apps - Mar 2018 (libsyn)

61.7% - Apple Podcasts/iTunes

5.75% - Spotify*** *(just 18% of shows)*

3.02% - Overcast (iOS)

2.24% - Podcast Addict (Android)

2.04% - CastBox

2.04% - Stitcher

1.62% - PocketCast

0.59% - Podbean

0.53% - Player FM

0.32% - Downcast

0.31% - Podcasts (Windows Phone)

0.20% - Alexa

0.17% - iHeartRadio

~5% - Did not Set User Agent

between 0.12% and
0.01%- in order:

Podkicker

TuneIn Radio

RSSRadio

Acast

AntennaPod

Innovative

iCatcher

Castro

NPR One

PodCruncher

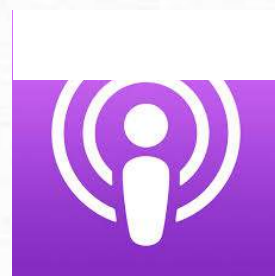
Otto Radio

RadioPublic

Instacast



iOS vs Android - Spotify Consumption



0.74



1



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Spotify - Per device Podcast



4.3



1

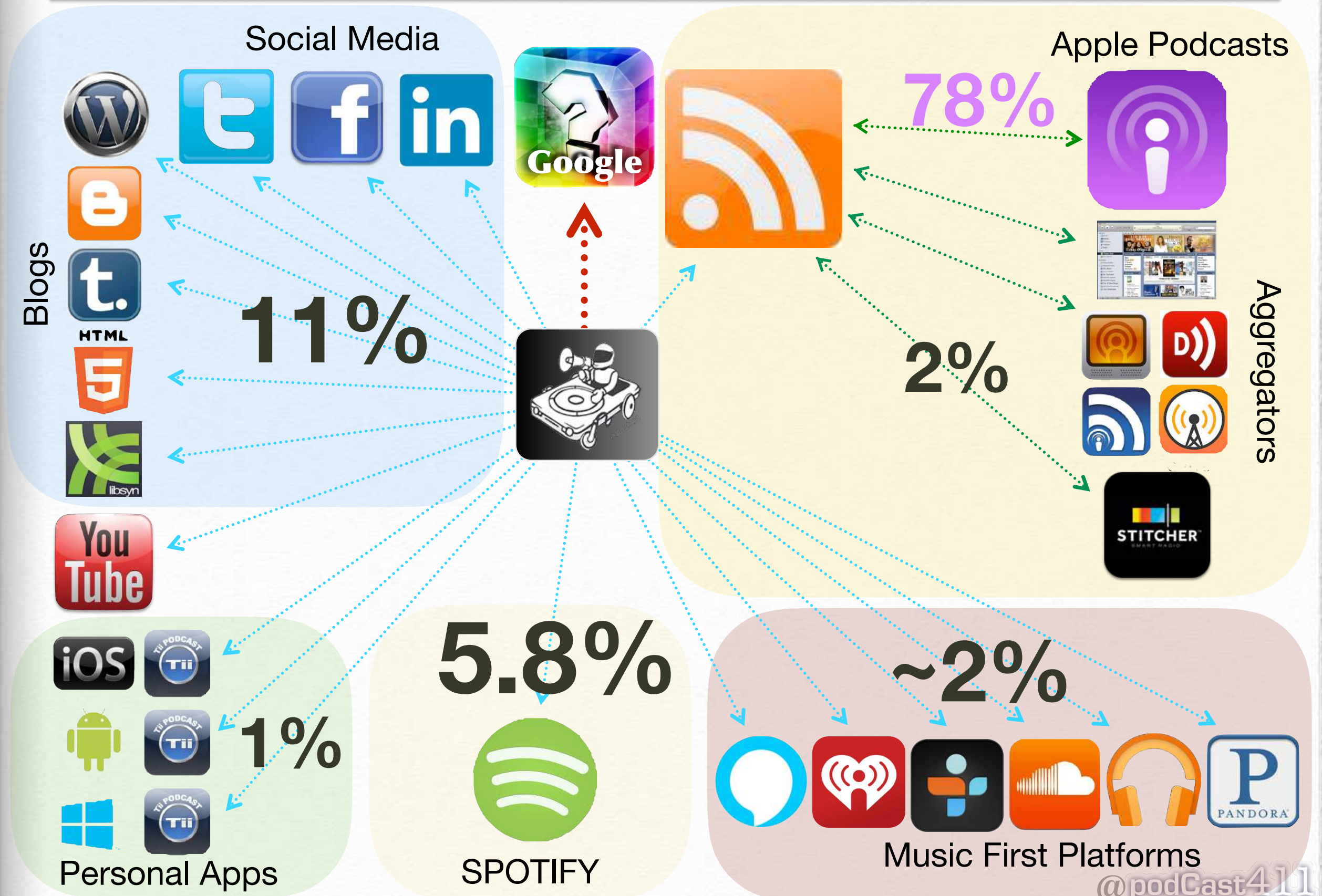


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The Next Big Thing



Myth - Guaranteed Audience Growth

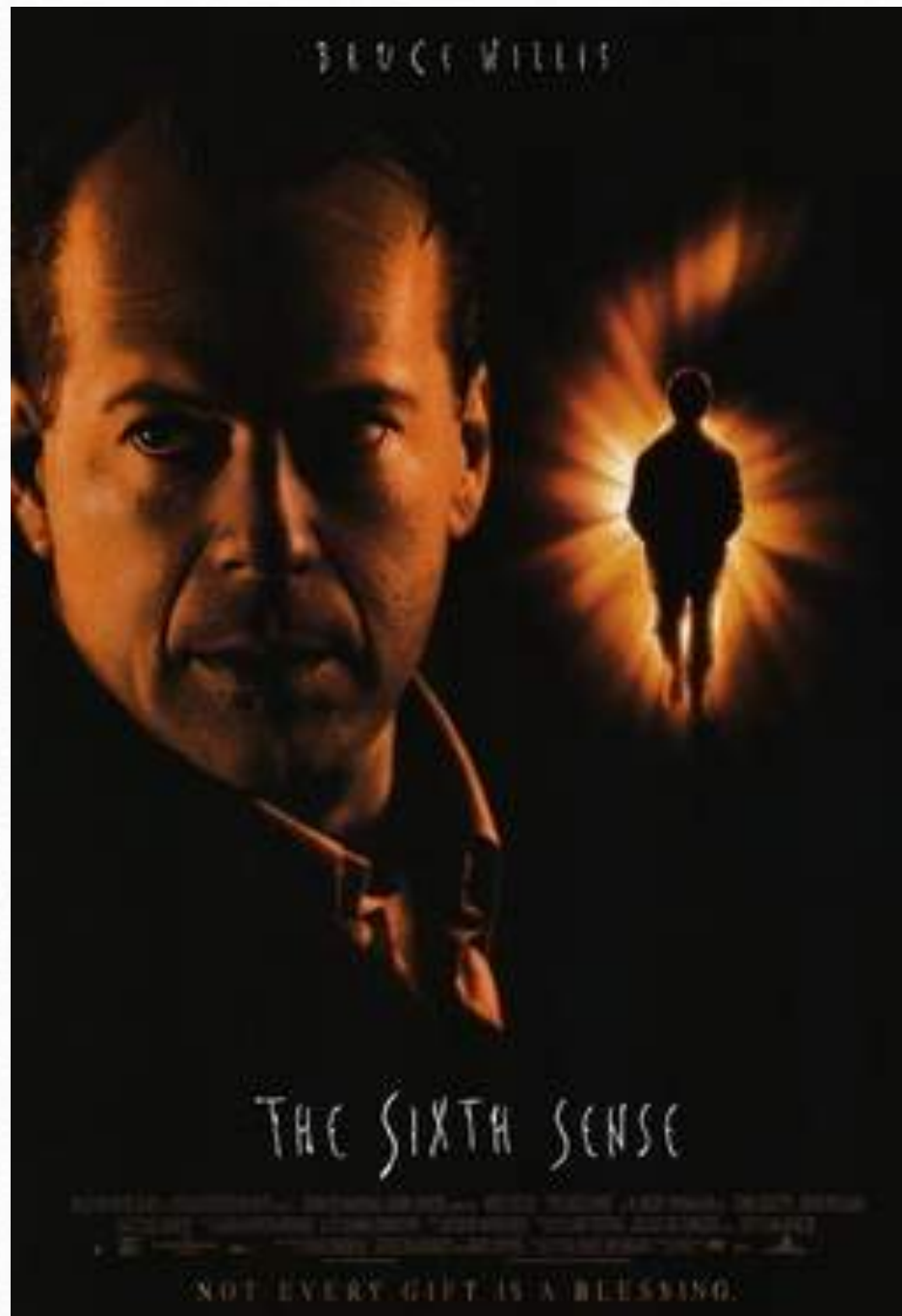
Great Content > Bad Marketing

Bad Content > Great Marketing

WOMM



Myth - Guaranteed Audience Growth



Vs

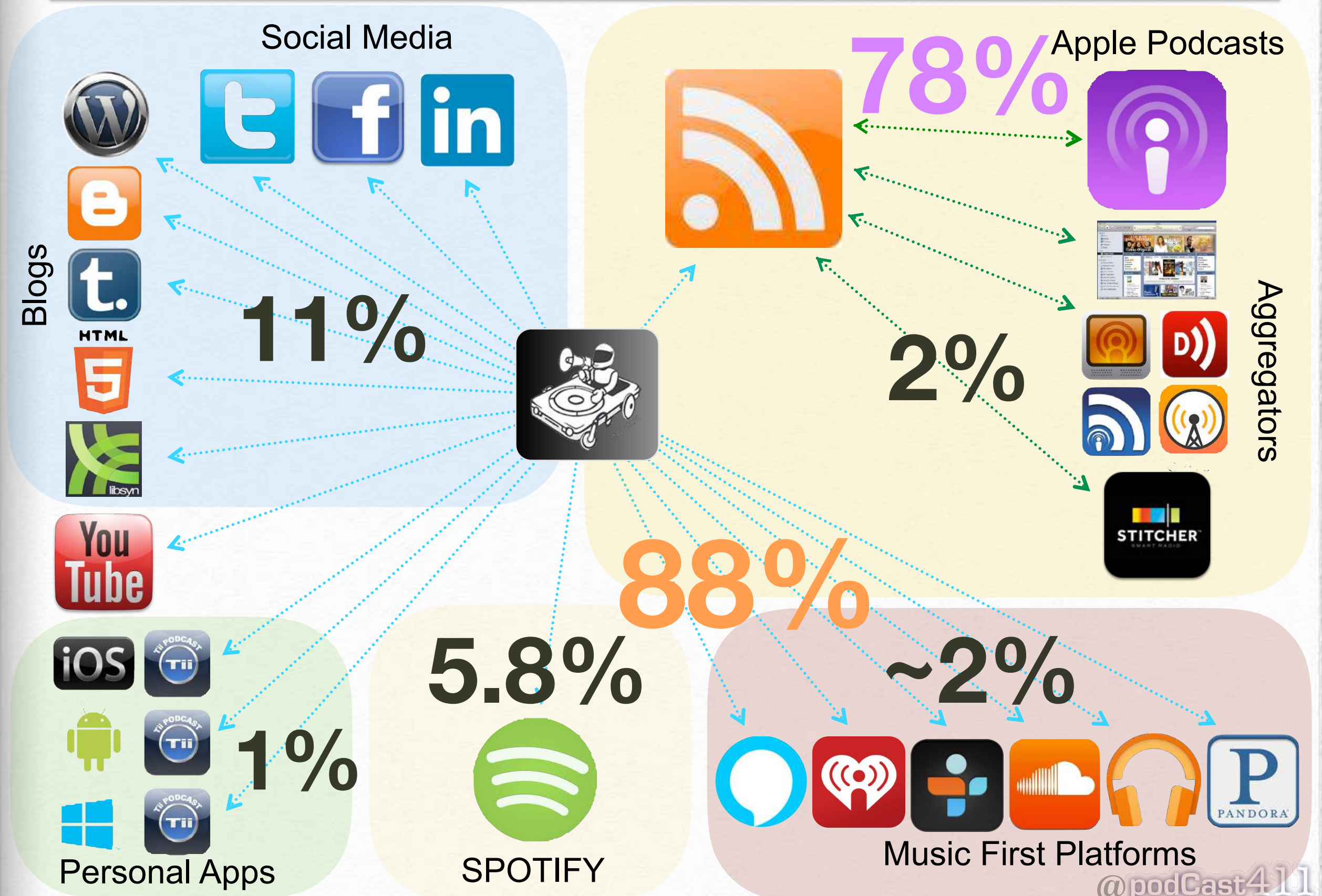


When it comes to Podcast Distribution

Be
Everywhere



Be Everywhere



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