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How Podcasts are Experienced infographic

published by Azabe Kassa

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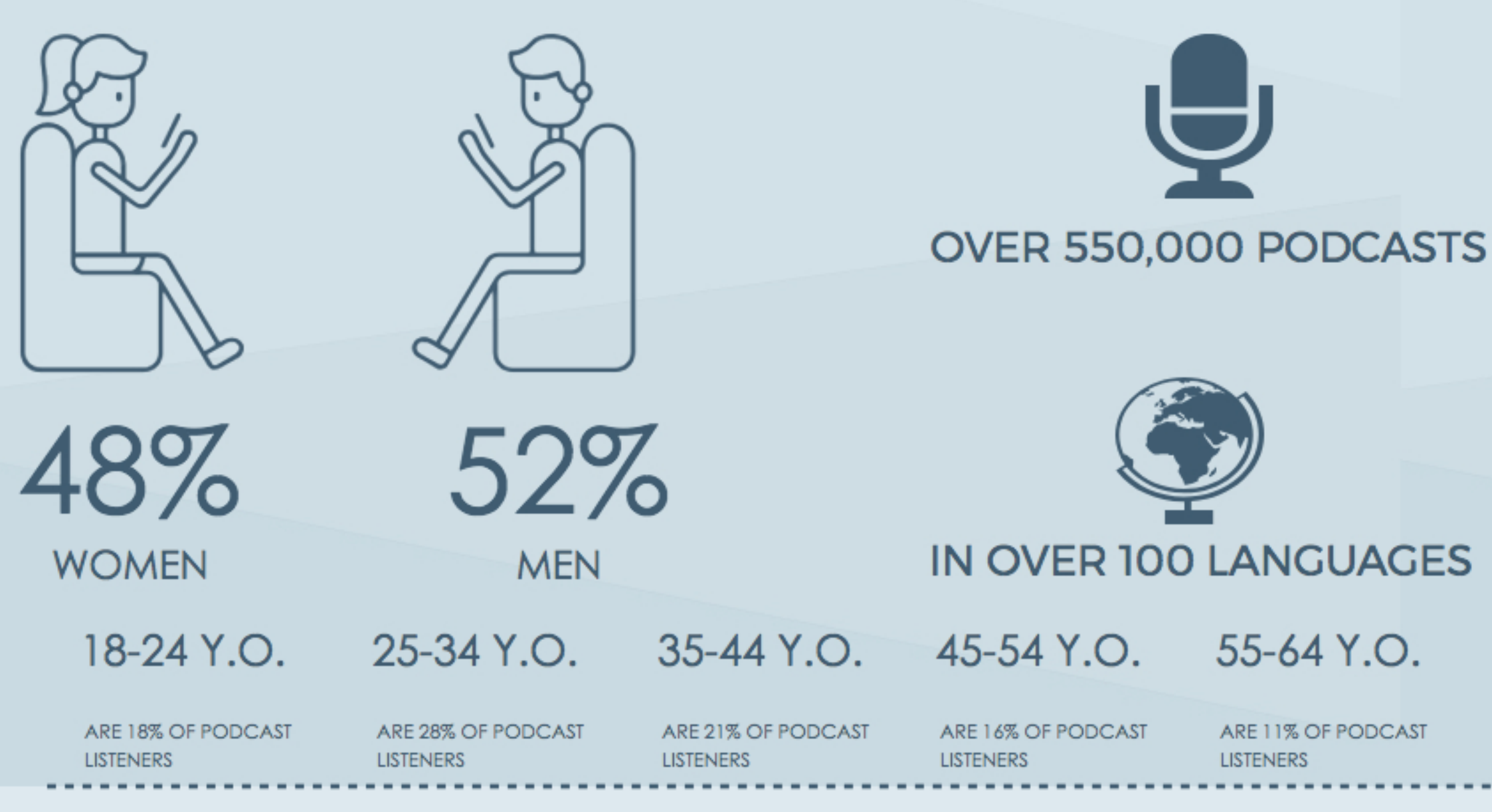
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2018

guide

HOW PODCATS ARE EXPERIENCED

DEMOGRAPHICS



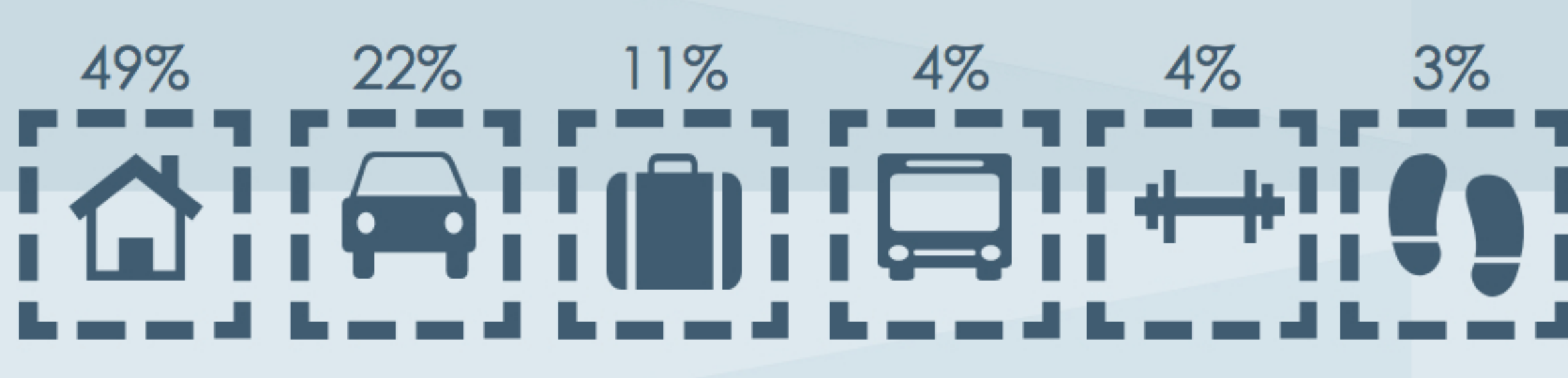
POPULAR PODCASTING GENRES



Educational podcasts surpassed listenership

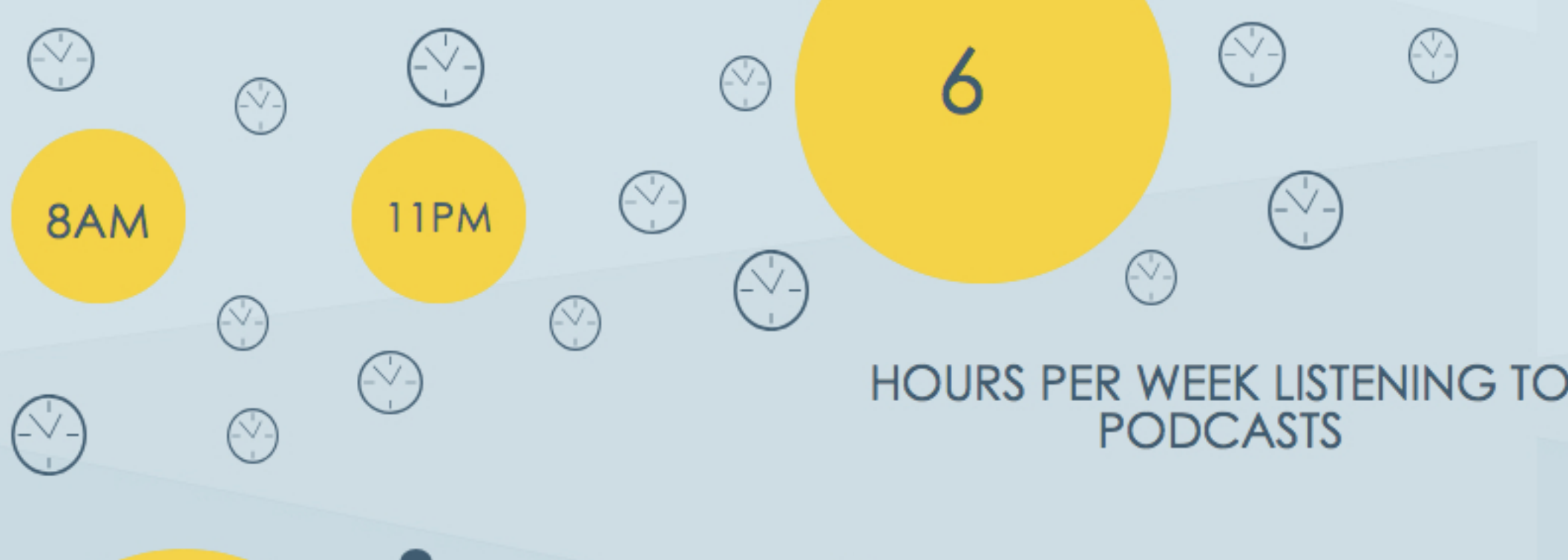
USAGE

"It's the percentage of people who say they listen most at home. That doesn't mean they're not listening in the car. It doesn't mean that only 22% of listening in the car. It means mostly in the car."

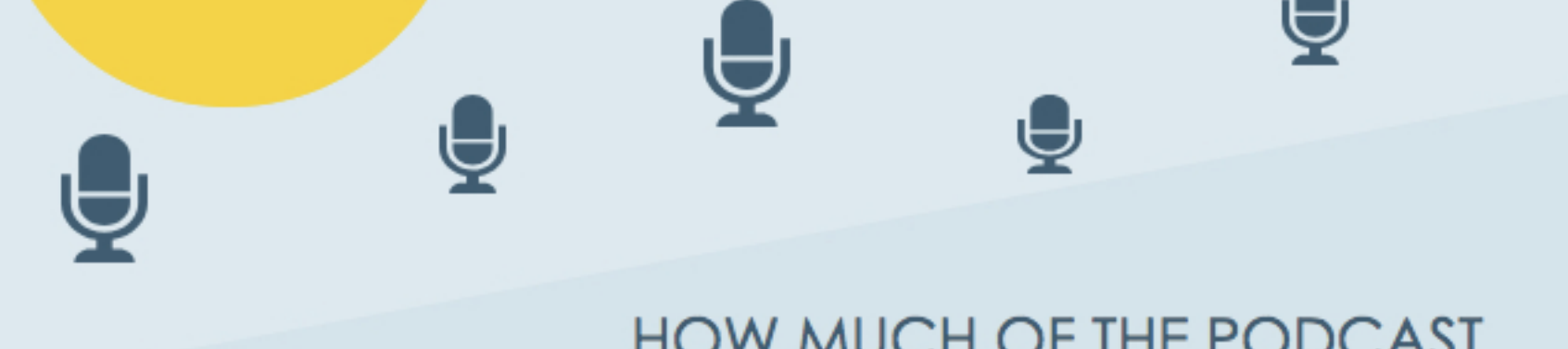


49% of podcast listening is done at home. 22% while driving. 11% while at work. 4% listening while on public transportation 4% listen while working out. 3% listen while walking around 7% listen in other situations.

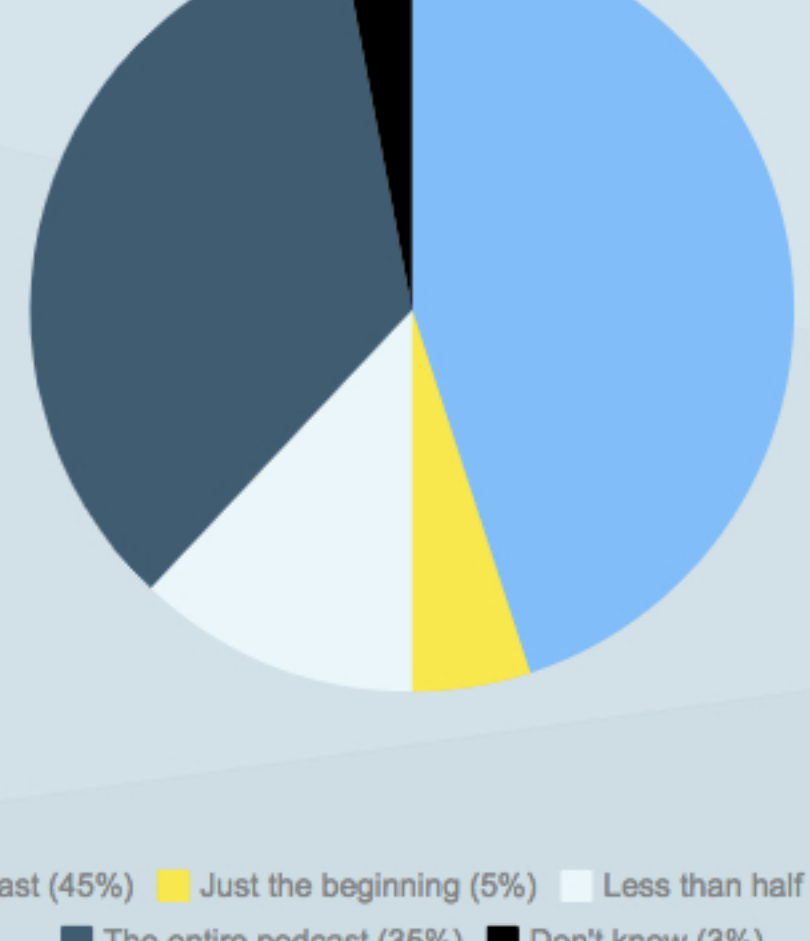
PEAK LISTENING



SHOWS PER WEEK PER USER



HOW MUCH OF THE PODCAST DO YOU LISTEN TO?



80% LISTEN TO ALL OR MOST OF EACH PODCAST

A mix of long a short podcast has helped increase daily listening

MOBILE

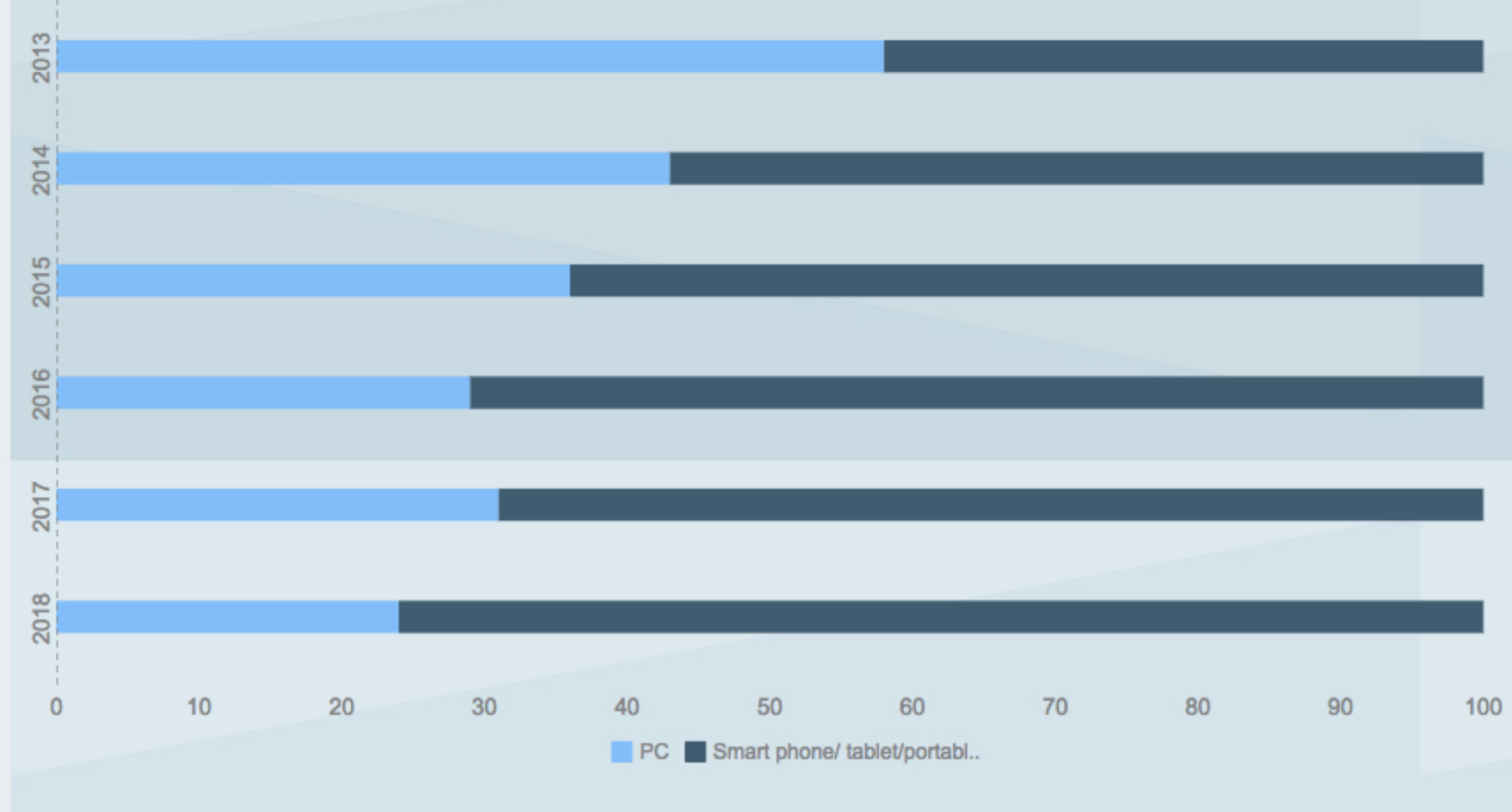
*Limitations of the listener metrics: Most users are on mobile devices, which means that the IP addresses change frequently (potentially resulting in double counting users) and also could be recycled (potentially undercounting users).

69%

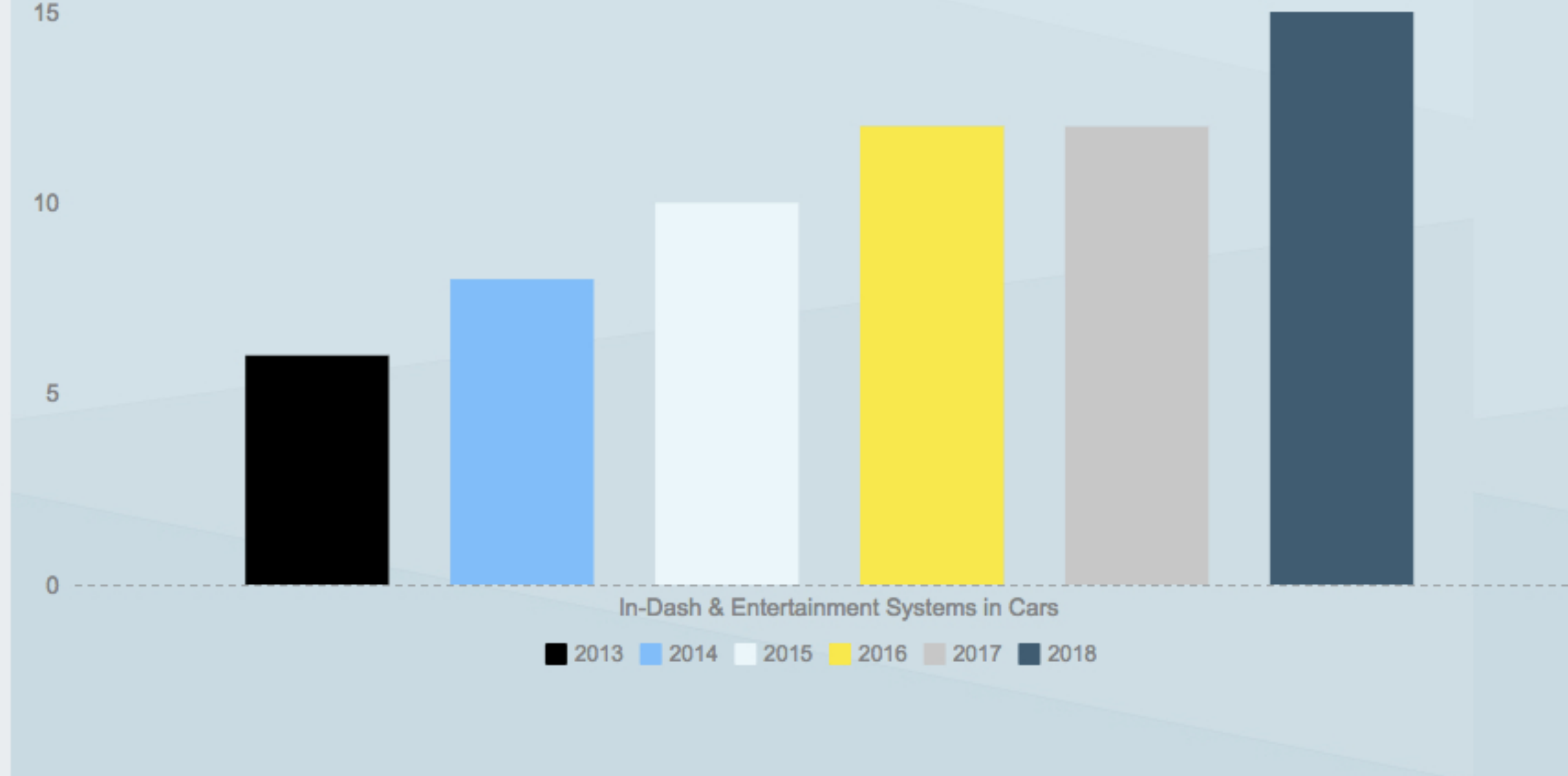
OF PODCASTS ARE CONSUMED ON A MOBILE DEVICE

Smartphones are driving podcast consumption by demonstrating an 157% increase in usage for podcast consumption since 2014, compared to marginal increases in case of PCs, tablets, and laptops.

DEVICE MOST OFTEN USED TO LISTEN TO PODCASTS



GROWTH OF IN-CAR LISTENING DUE TO MORE CARS HAVING AUX, BLUETOOTH, AND OTHER BUILT IN MEDIA



SMART SPEAKERS

18%

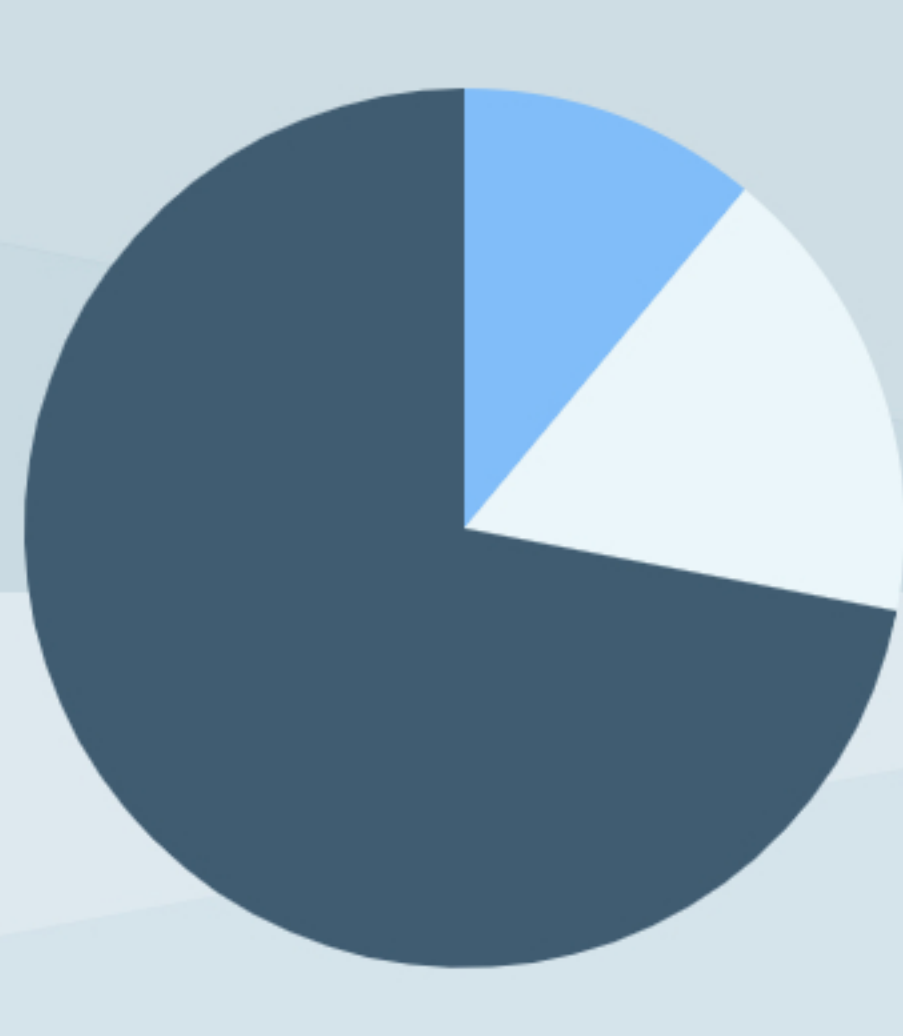
AMERICANS WHO OWN SMART SPEAKERS

33%

AMERICANS WHO OWN MORE THAN ONE SMART SPEAKER IN THEIR HOME

CONTRIBUTING TO THE STEADINESS OF LISTENING AT HOME WHICH IS 49% OF WHERE PODCASTS ARE LISTENED

SMART SPEAKER OWNERSHIP



Smart speaking adoption is growing at a faster rate than the early days of smart phones. Brands and advertisers need to quickly develop an audio strategy that accounts for this dramatic change (Edison Research 2018).

FUTURE DEVELOPMENTS

Using artificial intelligence, Google would "listen" to every episode and transcribe it into a time-stamped document that itself could then be searchable. This would not only make it easy to find podcast episodes surrounding particular phrases and keywords, but it would also enable listeners to immediately jump to one section of a podcast that interests them (Android Authority).

Google is currently developing technology to transcribe a podcast and translate the text into any given language, then recreate it in the language you understand (Android Authority).

SOURCES

- NIELSEN(bit.ly/nielsen-podcasting)
- ACAST: www.acast.com
- ANDROID AUTHORITY: www.androidauthority.com/google-future-of-podcasts-859904/
- EDISON RESEARCH: www.edisonresearch.com/podcast-consumer-2018/
- IMPACT: www.impactbnd.com/blog/how-to-measure-podcast-metrics-performance
- PACIFIC CONTENT MAG: blog.pacific-content.com/the-5-biggest-podcast-trends-from-2017-the-dial-research-a73efe328886

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