

State of Podcast Agencies

2026 REPORT

CoHost 

Table of Contents

3	Introduction and Methodology
4	Executive Summary
5	Participating Podcast Agencies
6	Podcast Agency Overview
13	Measuring Client Success and Challenges
17	Podcast Agency Challenges and Opportunities
22	Podcast Agency Predictions
24	Next Steps for Podcast Agencies
25	Hearing from Podcast Industry Leaders
32	About CoHost

Introduction

Behind some of the best branded podcasts is a team making it all happen — podcast agencies.

These are the strategists, storytellers, and sound experts who turn business goals into binge-worthy audio. They help brands cut through the noise, tell stories that stick, and build relationships that last beyond a single episode.

The State of Podcast Agencies 2026 takes a closer look at the people and processes behind this fast-growing industry. It explores how agencies are adapting to new challenges, what opportunities are emerging, and how they're shaping the next wave of branded podcasting.

Methodology

For this report, CoHost surveyed 51 podcast agencies identified and selected through multiple channels, including podcast agency websites, podcast agency lists, and the Quill and CoHost network.



Executive Summary

PODCAST AGENCIES REMAIN SMALL BUT HIGHLY EFFECTIVE.

Over **76%** of agencies have 10 or fewer employees, but of these small agencies, **23%** serve medium and large brands — proving that agility and expertise matter more than headcount.

MOST AGENCIES ARE FULL-SERVICE PARTNERS.

Agencies commonly handle everything from strategy and scripting to video production and marketing, reflecting rising demand for end-to-end support as competition for listeners grows.

CLIENTS SPEND \$5,001-\$15,000 ON AVERAGE PER SEASON, WITH B2C SHOWS SPENDING MORE.

Agencies work with clients of all sizes, from entrepreneurs to Fortune 500s, with typical spends ranging from \$5,001 to \$15,000 per season, and significantly more for B2C shows.

AUDIO-ONLY PODCASTS REMAIN STRONG DESPITE VIDEO GROWTH.

While video podcasting is gaining traction, agencies report that audio-only formats often perform better, underscoring that content quality and strategy matter more than format.

SUSTAINING BUDGETS AND PROVING ROI ARE TOP CONSTRAINTS FOR CLIENTS.

This highlights a chicken-and-egg situation: brands need the budget to produce impactful content and invest in promotion, but they also need clear results to justify their investment in the first place.

THOUGHT LEADERSHIP IS A CORE BENEFIT OF PODCASTING FOR AGENCIES AND THEIR CLIENTS.

Brands increasingly view podcasts as a way to build trust and position leaders as credible industry voices — a shift away from last year's primary goal of brand storytelling.

ANALYTICS AND REPURPOSING WILL SHAPE THE NEXT FIVE YEARS.

Agencies predict that deeper listener insights and content repurposing will be the most important trends, reflecting the industry's shift toward measurement, optimisation, and ROI-driven strategy.

Participating Podcast Agencies



PODCAST AGENCY + CLIENT OVERVIEW

Small but mighty

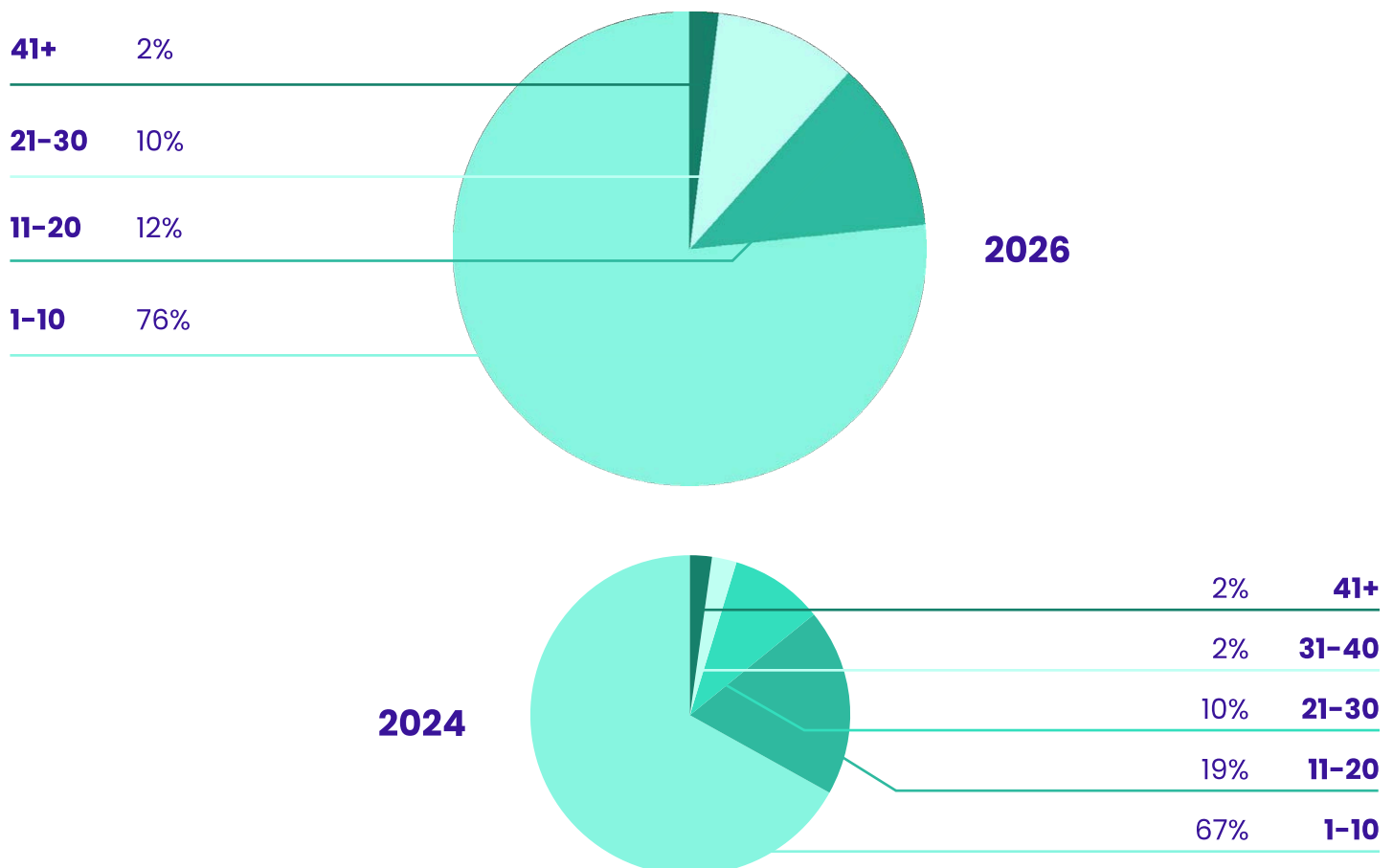
Podcast agencies are small, but clients range from entrepreneurs to Fortune 500s.

THE MAJORITY OF AGENCIES HAVE 10 OR FEWER EMPLOYEES

Just over **76%** of podcast agencies have 10 or fewer employees. This is up from our 2024 State of Podcast Agencies report, which revealed that **67%** of agencies had 10 or fewer employees. This shows that most agencies are still running lean, even as the industry grows.

Despite their size, these agencies are proving that agility and expertise often matter more than headcount when it comes to producing impactful podcasts. Of the 76% of agencies with under 10 employees, **23%** of them are serving a mix of medium (251-500 employees) to large brands (501+ employees).

HOW MANY EMPLOYEES PODCAST AGENCIES HAVE



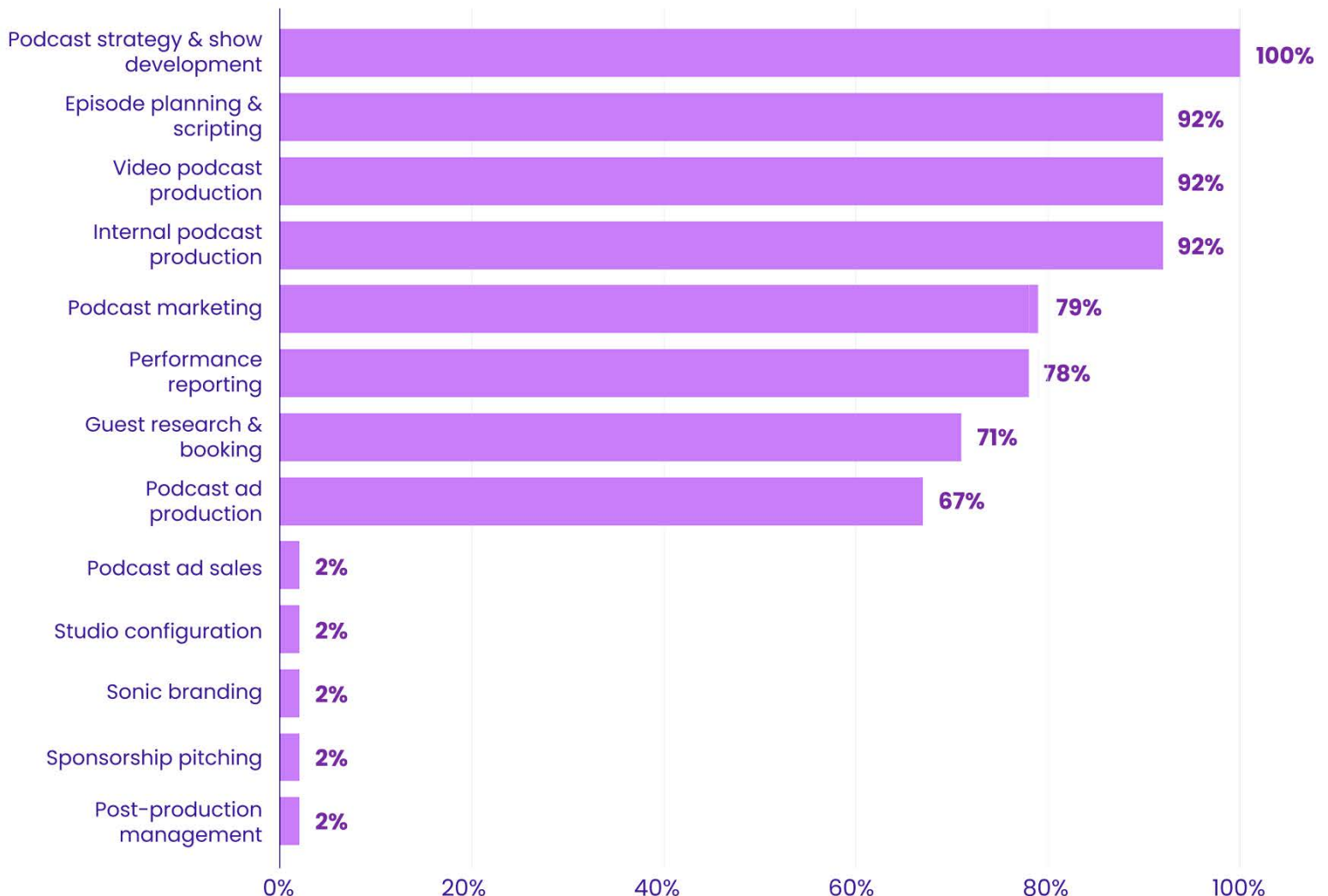
MOST PODCAST AGENCIES ARE FULL-SERVICE

All podcast agencies offer podcast strategy and show development (**100%**), while the majority offer episode planning and scripting (**92%**), video podcast production (**92%**), and internal podcast production (**92%**).

Many agencies also offer additional podcast marketing services (**79%**), performance reporting (**78%**), and guest research and booking (**71%**), making most agencies a full-service solution.

As the competition for listener attention grows, the demand for audience growth support is only becoming more critical. This highlights the importance of agencies helping clients not just create great content but also ensure it reaches the right audiences.

SERVICES OFFERED BY PODCAST AGENCIES

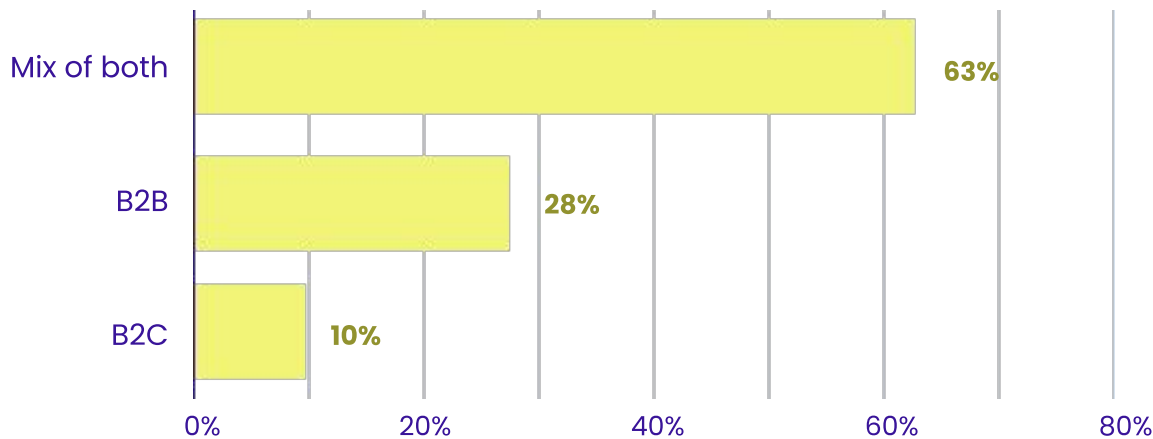


THE MAJORITY OF PODCAST AGENCIES ARE INDUSTRY-AGNOSTIC

63% of podcast agencies surveyed serve both B2B and B2C brands, and **28%** of agencies specialize in B2B podcast production.

This shows that podcasts are a versatile tool, effective for reaching both consumers and business decision-makers.

WHAT SECTORS PODCAST AGENCIES SERVE

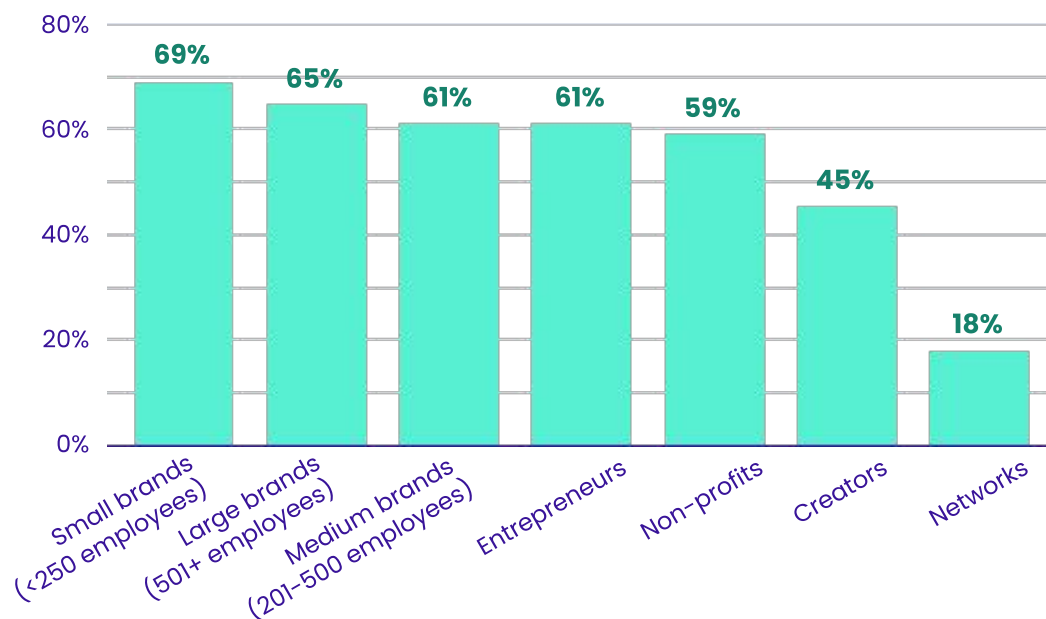


FROM SMALL TO LARGE BRANDS, PODCAST AGENCIES WORK WITH A VARIETY OF CLIENTS

Brands lead the way as the most common podcast agency client. The majority of podcast agencies work with a mix of small brands with under 250 employees (**69%**), large brands with over 500 employees (**65%**), medium brands between 201 and 500 employees (**61%**), and entrepreneurs (**61%**).

This shows that podcasts can deliver value for organizations of all sizes. Agencies tailor strategies to fit different goals and audiences, helping brands build relationships, share expertise, and grow their influence.

PODCAST AGENCY CLIENT TYPES

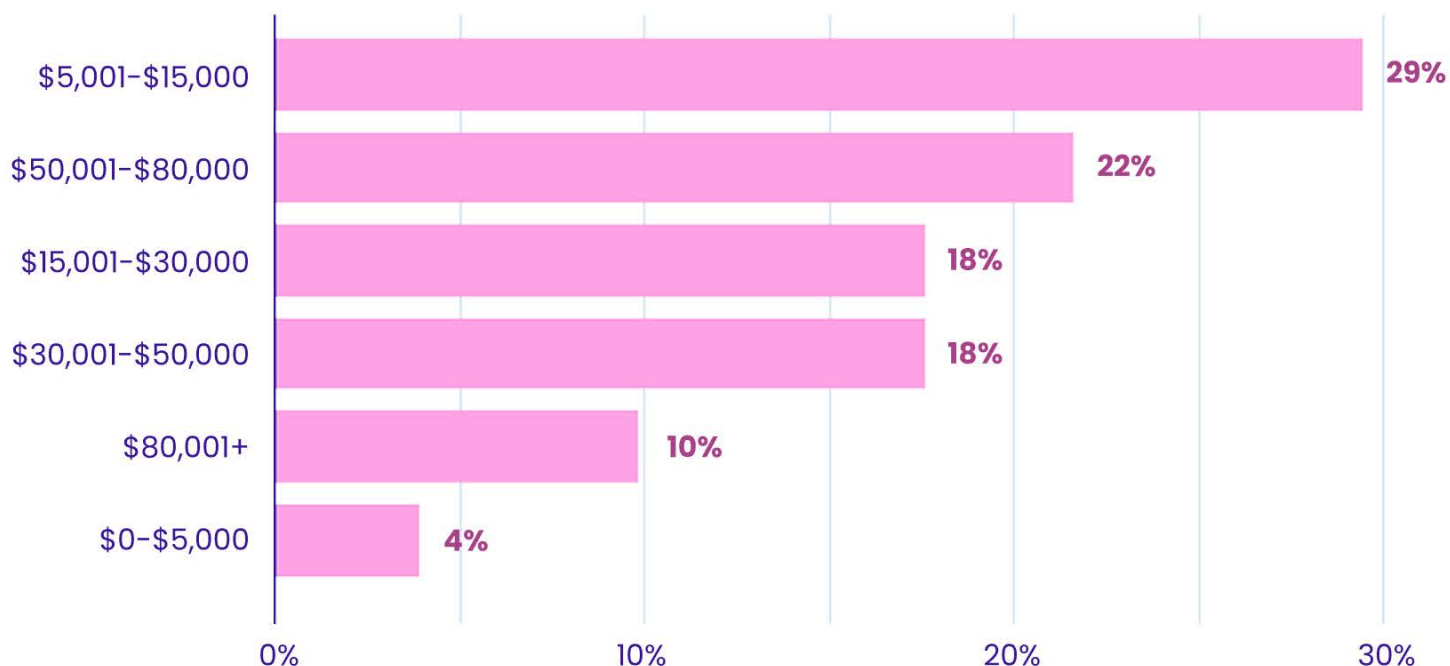


CLIENT BUDGETS TYPICALLY FALL BETWEEN \$5,001–\$15,000 PER SEASON

The majority of podcast agencies report their clients spend between \$5,001–\$15,000 per season **(29%)**, with a close second at \$50,001–\$80,000 **(22%)**.

This shows that podcasting works for a wide range of budgets, and brands are making significant investments in the medium, demonstrating their confidence in podcasts to drive meaningful results.

CLIENT BUDGETS PER SEASON



ADDITIONAL INSIGHT: B2C SHOWS SPEND MORE THAN B2B SHOWS ON AVERAGE

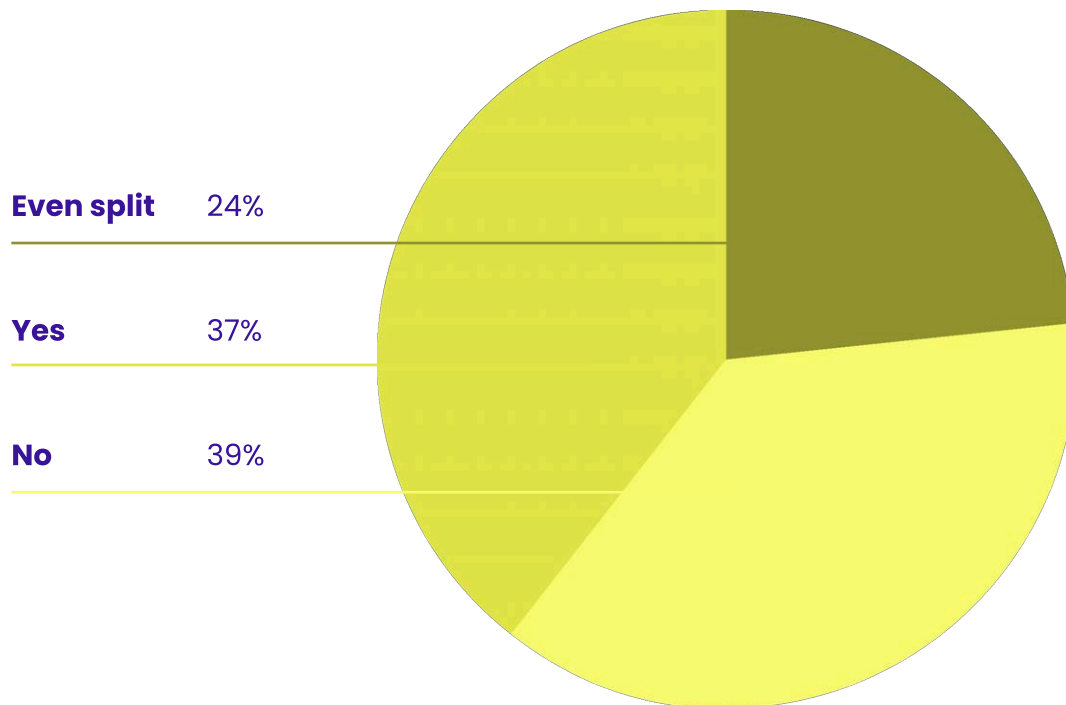
When looking at agencies that only produce B2C shows, their average client budget sits at \$50,000–\$80,000. Compared to B2B brands, whose average budget sits at \$30,000–\$50,000.

B2C brands may have higher budgets because they often target larger, mass-market audiences and invest more in content to drive broad reach and engagement, whereas B2B brands focus on niche audiences with more targeted campaigns or content.

THE INDUSTRY IS DIVIDED BETWEEN AUDIO AND VIDEO-ONLY PODCASTS

The majority of agency clients (**39%**) do not produce full-video episodes for their podcasts. But that's only **2%** more than clients who do.

DO MOST OF YOUR CLIENTS PRODUCE
FULL VIDEO EPISODES FOR THEIR SERIES?



This shows that while video is gaining traction, the industry remains split on whether it's essential. For agencies, this highlights the need to tailor strategies to each client's goals, resources, and audience preferences rather than following trends.

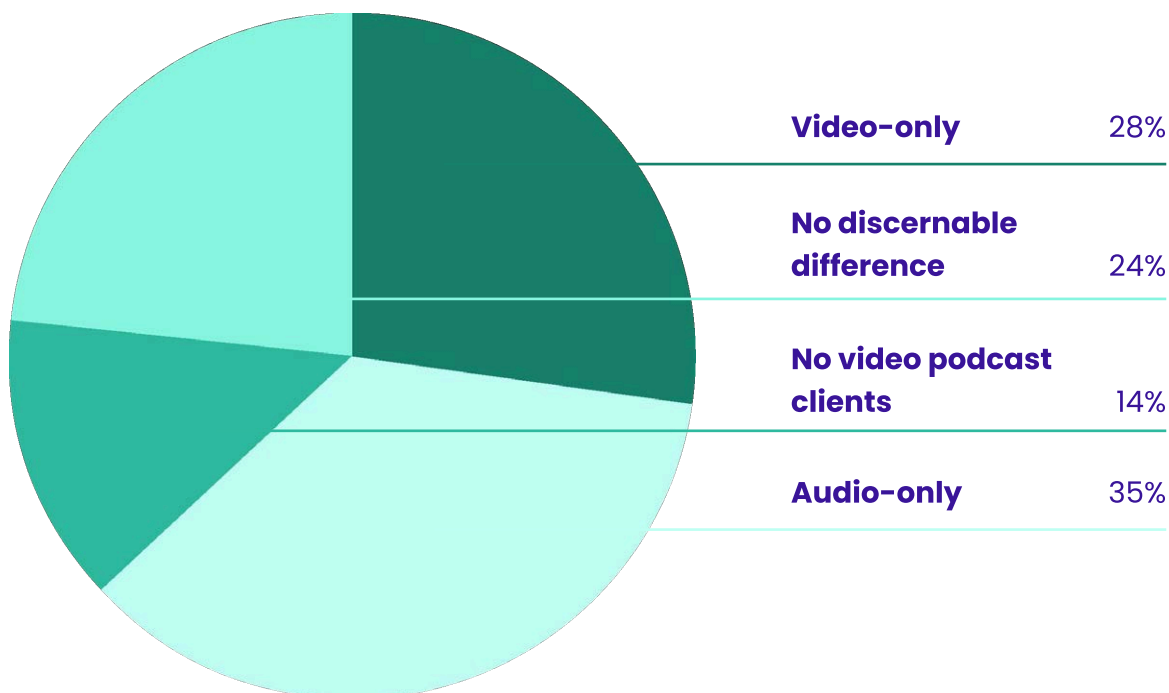
With that said, many brands are moving toward video because of:

- **Increased audience reach:** Video opens doors to younger listeners and broader discoverability, especially on YouTube and Spotify, where **65%** of podcast viewers are first-time listeners.
- **Boosted engagement:** Short-form video clips perform exceptionally well with audiences, remembering **95%** of video content compared to just 10% of text posts.
- **Content repurposing:** Adding video allows episodes to be shared across Reels, Shorts, TikTok, and other visual platforms, extending the lifespan of each episode.

AUDIO-ONLY PODCASTS ARE OUTPERFORMING VIDEO PODCASTS

Of the agencies that produce video podcasts, **35%** of them report that their clients' audio-only podcasts perform better. **28%** of agencies say their clients' video podcasts perform better.

WHICH CLIENT PODCAST FORMAT PERFORMS BEST



These findings show that video isn't automatically a silver bullet for podcast success. Instead, they prove that great storytelling and strong audience connection are still key.

With this in mind, the takeaway is clear: **success depends more on content quality and strategy than format.** For agencies, this reinforces the importance of helping clients define what success means and choosing the format that best supports those goals rather than assuming video always wins.

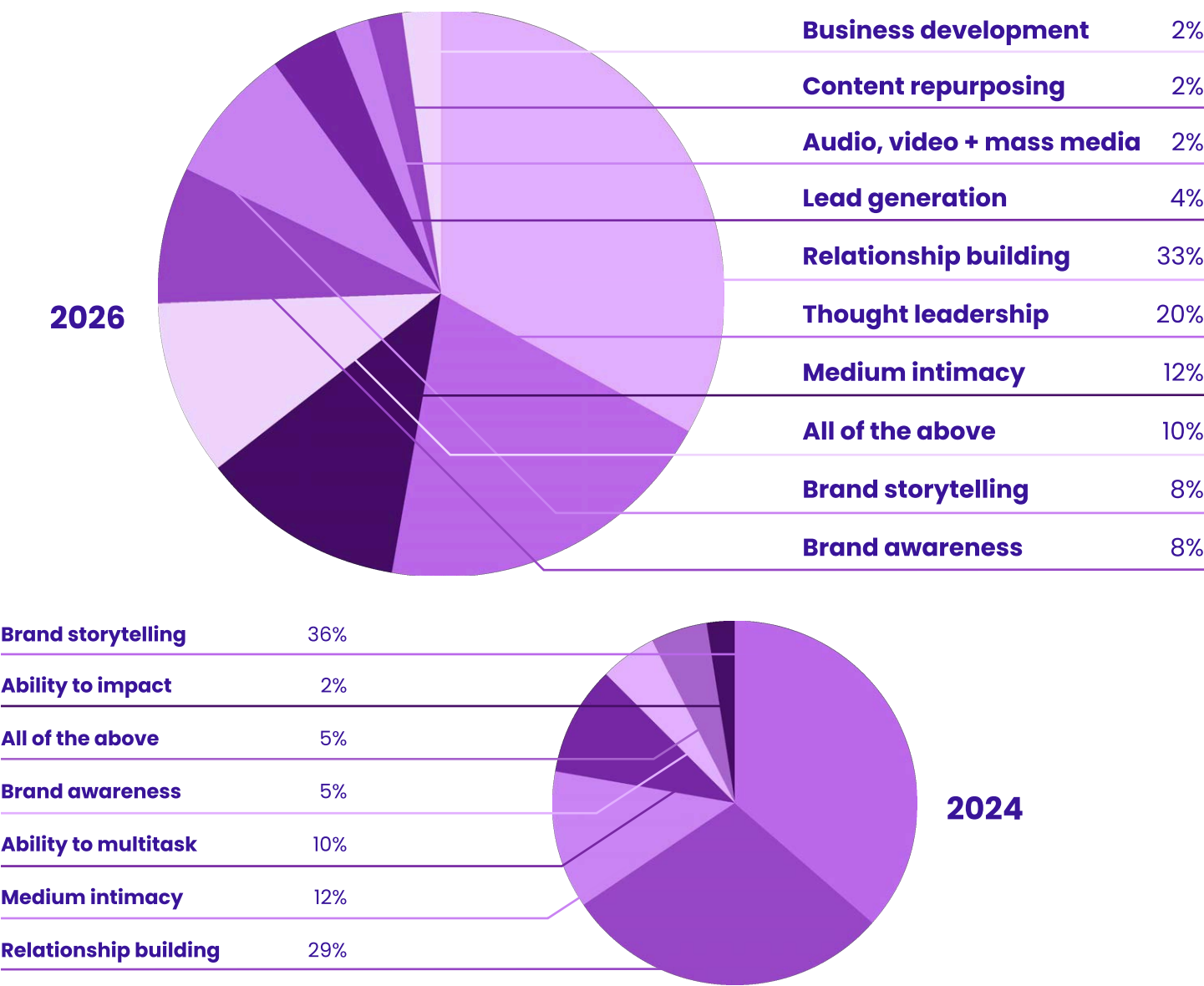
RELATIONSHIP BUILDING IS THE BIGGEST BENEFIT OF PODCASTING

Podcast agencies report that the main benefit of podcasting is relationship building **(33%)** – up from 29% in 2024. This is followed by thought leadership at **20%**.

In 2024, agencies reported the main benefit of podcasting to be brand storytelling **(36%)**, which has fallen to **8%** this year.

This shift suggests that brands are moving away from using podcasts mainly to tell their story and instead focusing on building trust and credibility through genuine conversations. Podcasts are no longer just about shaping a brand narrative; they’re about creating authentic connections, sharing expertise, and building long-term relationships.

WHAT AGENCIES SEE AS THE BIGGEST BENEFIT OF PODCASTING



MEASURING CLIENT SUCCESS AND CHALLENGES

What’s Driving (and Limiting) Client Podcast Growth

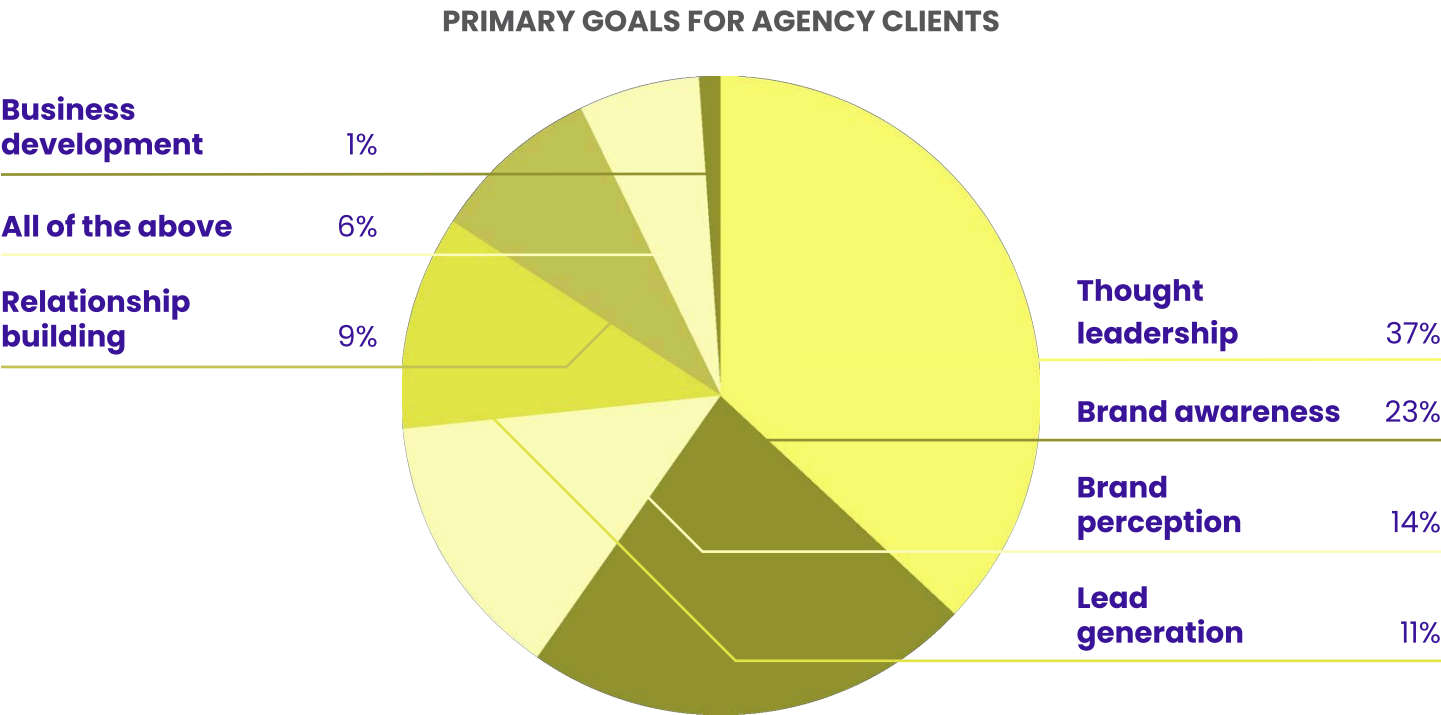
Podcast agency clients are focused on thought leadership and brand awareness, but most clients are finding it hard to sustain budgets, prove ROI, and grow their audience.

THOUGHT LEADERSHIP IS THE PRIMARY GOAL FOR AGENCY CLIENTS

Thought leadership has become a driving force behind podcasting, with both agencies **(20%)** and clients **(37%)** recognizing it as a key benefit.

By positioning themselves as trusted voices through podcasting, brands can achieve measurable business outcomes: expanding their reach, increasing recognition among target audiences, and ultimately driving customer acquisition.

Thought leadership, in this way, serves as the bridge between creative storytelling and strategic business impact.



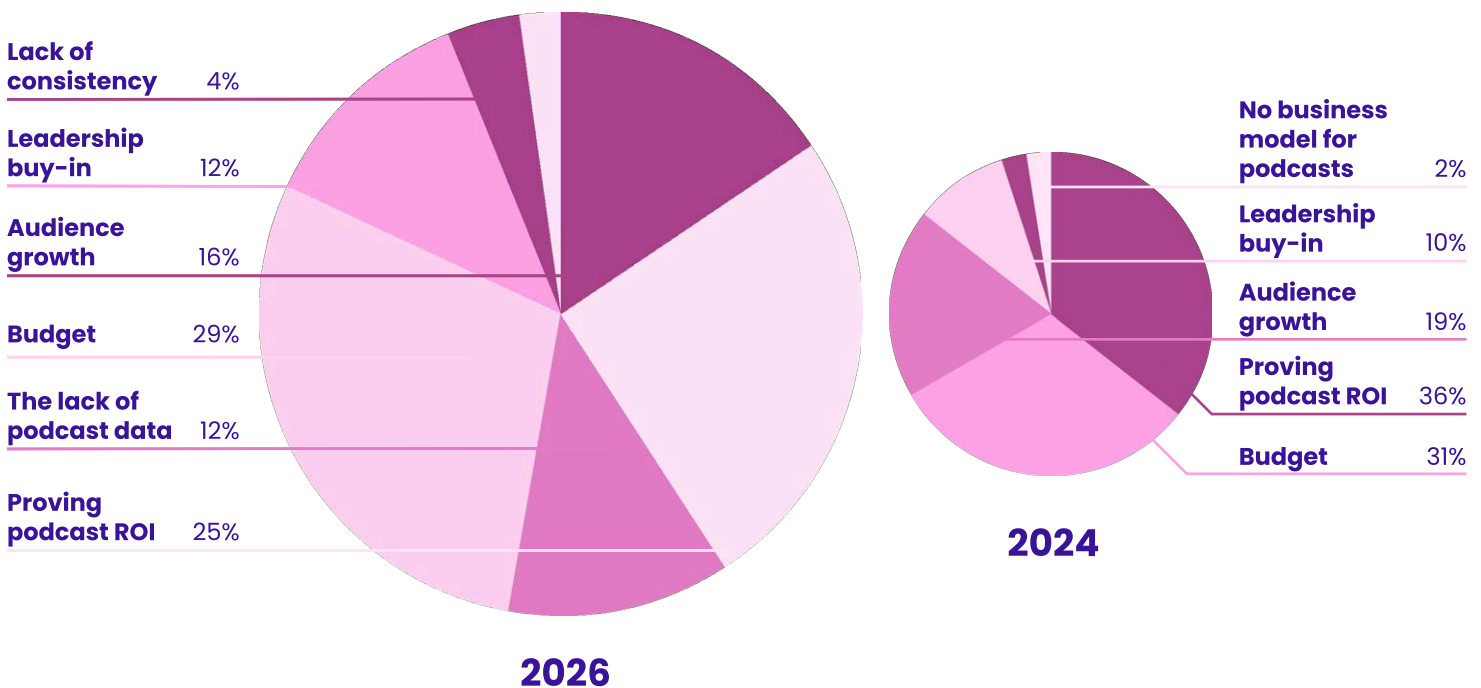
SUSTAINING BUDGET AND PROVING PODCAST ROI ARE THE BIGGEST CONSTRAINTS ON CLIENT SUCCESS

This year's top constraints on client success are budget **(29%)** and proving podcast ROI **(25%)**. The top three challenges are consistent with last year's findings; however, budget constraints took the top spot this year over trackable ROI.

This shift highlights a classic chicken-and-egg situation in branded podcasting: brands need sufficient budget to produce high-quality content and invest in promotional strategies, but they also need clear results to justify that investment in the first place.

Ultimately, while brands clearly see the value of podcasts, sustaining a show requires both long-term commitment and a data-driven approach to demonstrate ROI.

BIGGEST CONSTRAINTS ON AGENCY CLIENT SUCCESS



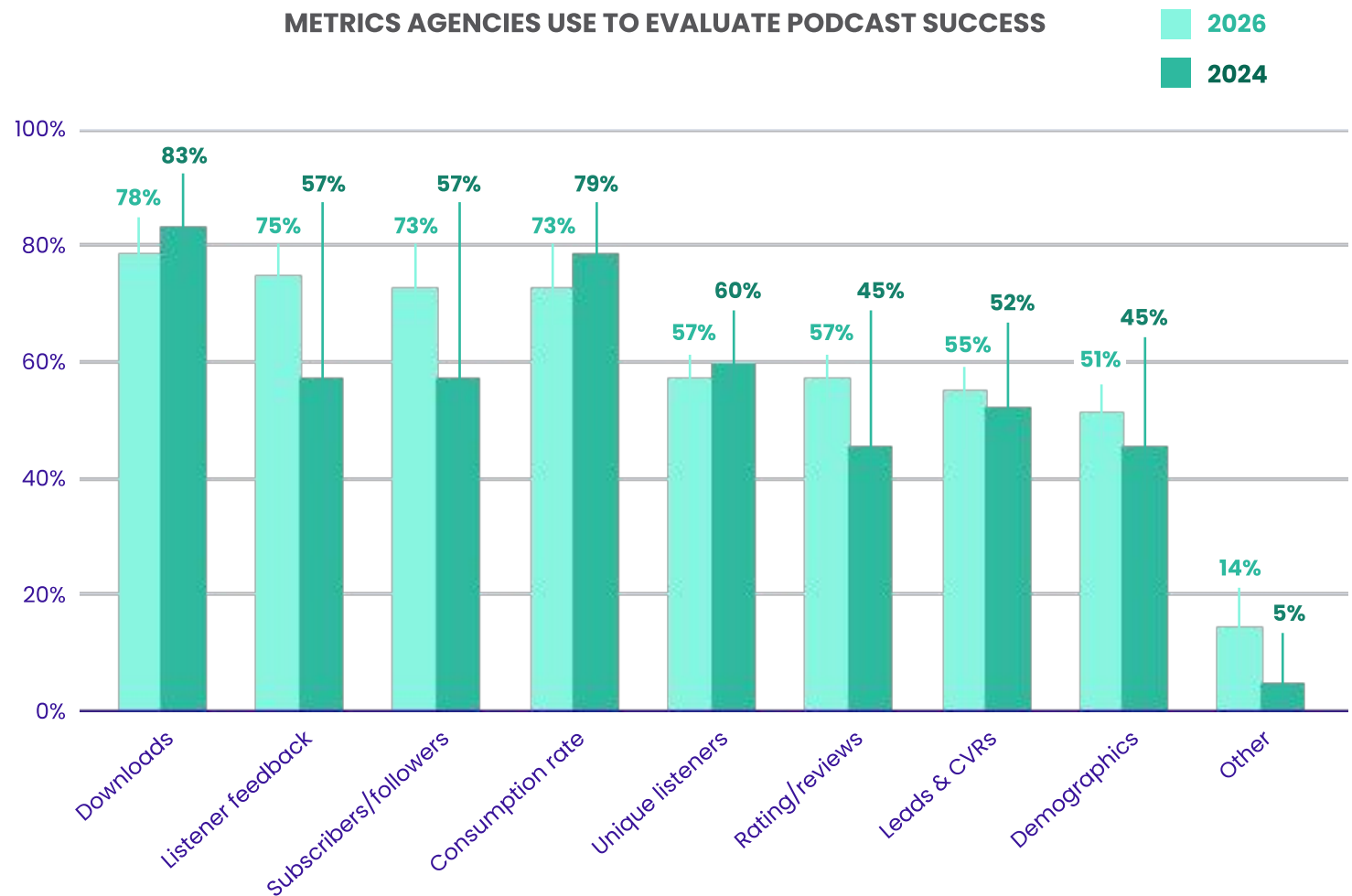
For podcast agencies, addressing the challenge of trackable ROI requires investing in tools to measure whether the podcast is hitting the clients' goals they set for themselves.

In terms of tracking podcast ROI, agencies wish the following were available and easier to track:

- Drop off points or skip behavior within episodes
- Listener demographics and psychographics
- Cross-platform listener behavior
- Attribution to business outcomes
- Brand lift or sentiment shift
- Listener retention

AGENCIES ARE STILL RELYING ON DOWNLOADS TO MEASURE CLIENT SUCCESS

Downloads are still the leading metric for measuring client success (**78%**), closely followed by listener feedback (**75%**), subscribers and followers (**73%**), and consumption rate (**73%**).



While downloads are easy to track and may look great in a report, they're unable to provide insight into audience engagement, retention, or loyalty. We predict that most agencies still rely primarily on downloads due to their convenience.

However, compared to last year, agencies are increasingly relying less on downloads (**down 5%**) and are shifting focus toward more revealing metrics like consumption rate, unique listeners, demographics, psychographics, and firmographics. Data points that help prove ROI (a key challenge for agency clients).

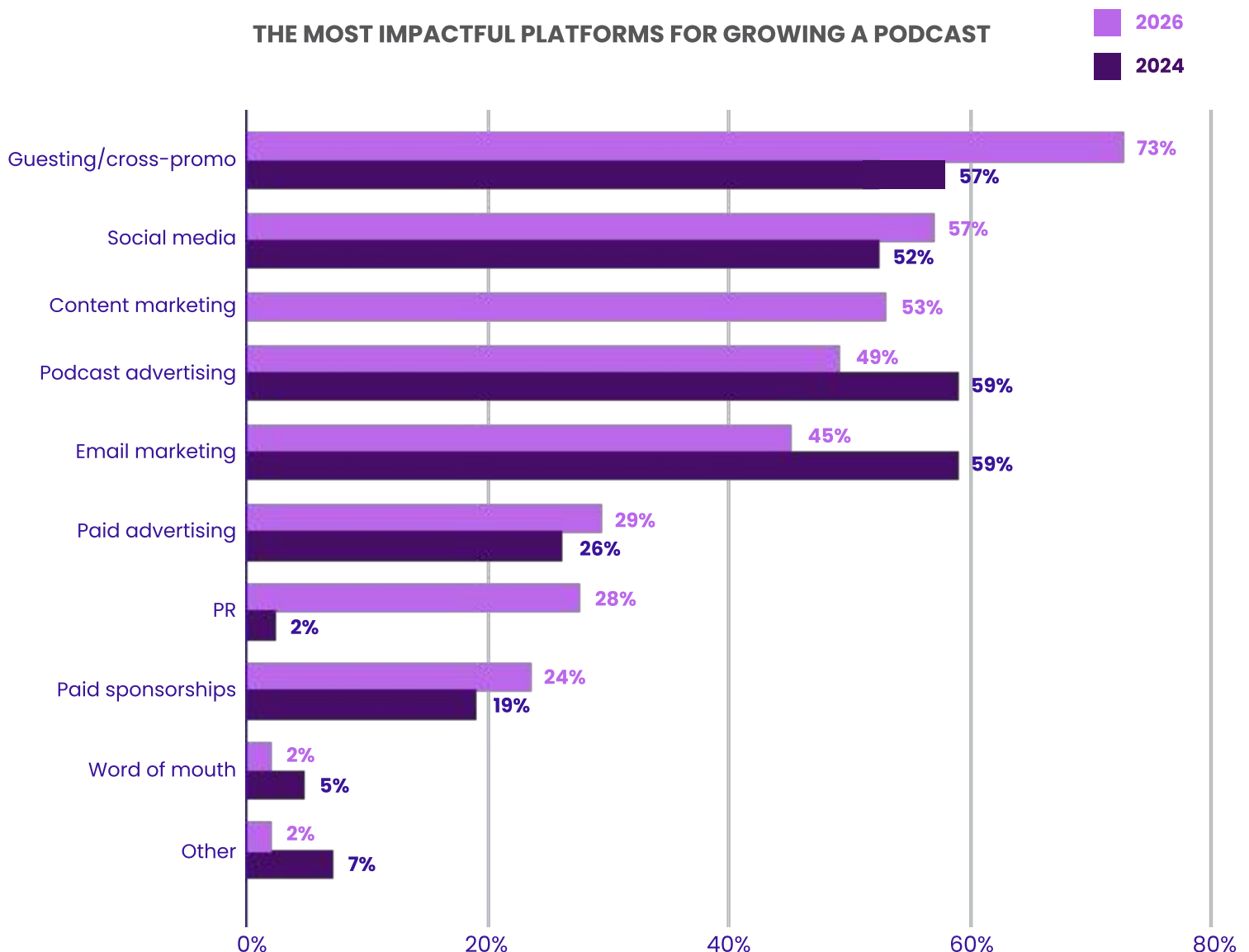
PODCAST GUESTING AND CROSS-PROMOTION ARE THE TOP GROWTH CHANNELS

To address the third most popular client challenge, audience growth, agencies are relying on podcast guesting and cross-promotion **(73%)**, social media **(57%)**, and content marketing **(53%)**.

By partnering with like-minded shows through ad or episode swaps and guest interviews, brands can reach listeners who already love podcasts and are open to discovering new ones. When agencies strategically match podcasts with overlapping audiences and aligned themes, these collaborations drive meaningful growth.

Interestingly, podcast advertising as a growth tactic dropped from 59% in 2024 to 49% this year. This decline may reflect a shift toward more cost-effective and relationship-driven strategies like guesting and cross-promotion, as well as a recognition that organic growth often produces more engaged, loyal audiences than paid placements alone.

THE MOST IMPACTFUL PLATFORMS FOR GROWING A PODCAST



PODCAST AGENCY CHALLENGES + OPPORTUNITIES

Overcoming Obstacles in Podcast Agency Growth

Landing new leads is the biggest challenge for agencies, but word of mouth and referrals are helping them acquire new customers.

PODCAST AGENCIES ARE USING SOCIAL MEDIA, BLOGS, AND BRANDED PODCASTS TO GROW

Podcast agencies are leaning heavily on organic channels to drive growth, with **75%** using social media, **51%** leveraging blogs, and **51%** creating branded podcasts.

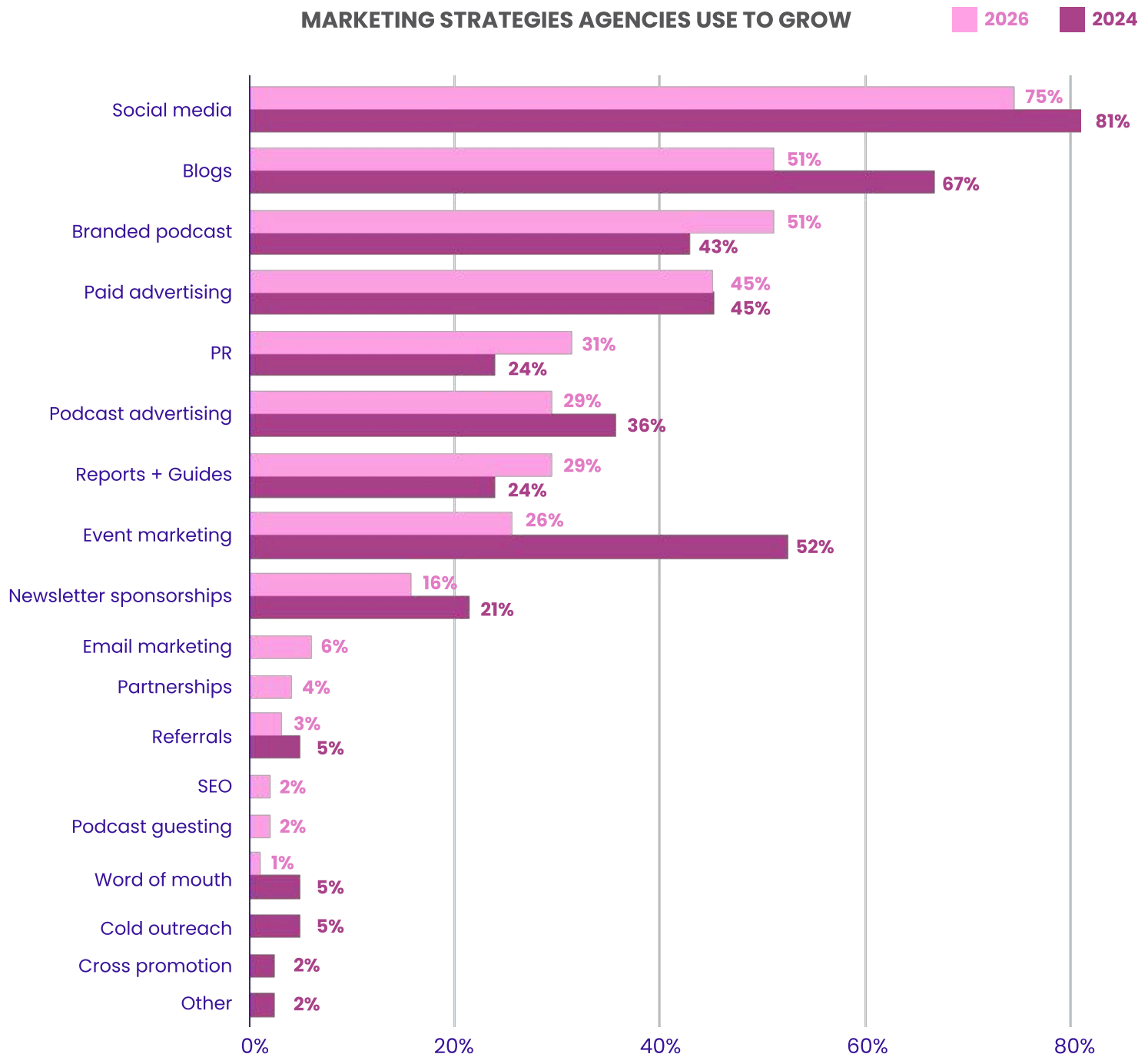
Social media remains a key tool, giving agencies a direct line to potential clients. Platforms like LinkedIn, Instagram, and X allow agencies to:

- Share insights, tips, and industry trends
- Showcase expertise and highlight past work
- Build relationships with influencers, partners, and prospective clients

Blogs also play an important role, letting agencies dive deeper into thought leadership, demonstrate their understanding of podcasting trends, and attract organic traffic. (chart on next page)



MARKETING STRATEGIES AGENCIES USE TO GROW



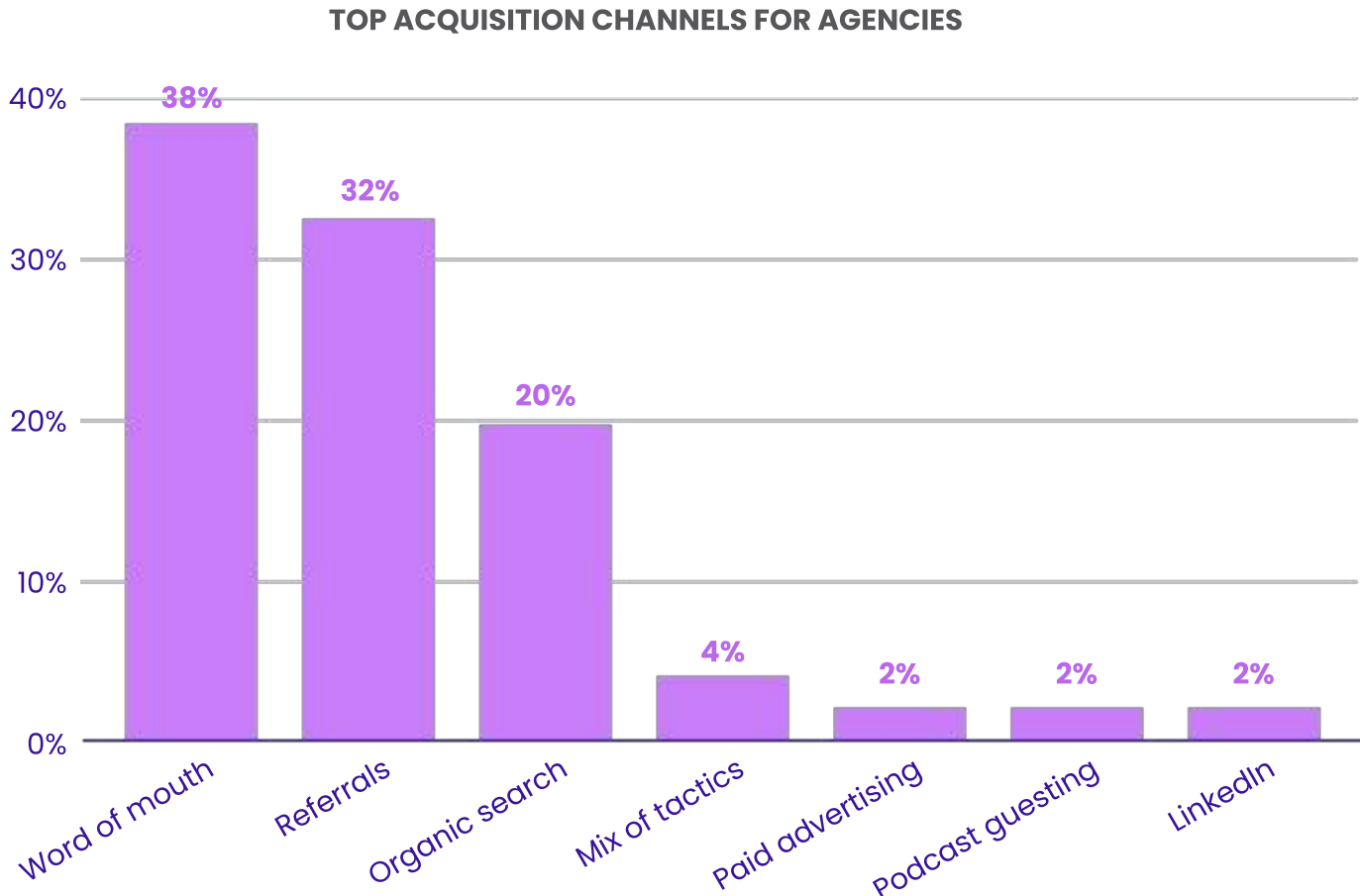
Importantly, branded podcasts are on the rise, growing nearly **10%** since last year. We can see this reflected in the numbers:

- **90%** of brands are satisfied with the results of their podcasts
- **46%** of brands see podcasts as a more effective tool for establishing authority compared to other media
- **72%** of brands report lead generation as a main benefit of their podcast post-launch

For agencies specifically, having their own podcast provides the unique opportunity to show clients exactly what they can create, providing tangible proof of their expertise.

WORD OF MOUTH IS THE PREMIER CHANNEL FOR CLIENT ACQUISITION

Word of mouth is the top channel for client acquisition at **38%** and referrals are a close second with **32%**.



A Nielsen study reported that **88%** of consumers trusted recommendations from people they know above all other forms of marketing messages. For agencies, this means that consistently creating positive experiences for clients isn't just good service; it's a growth strategy.

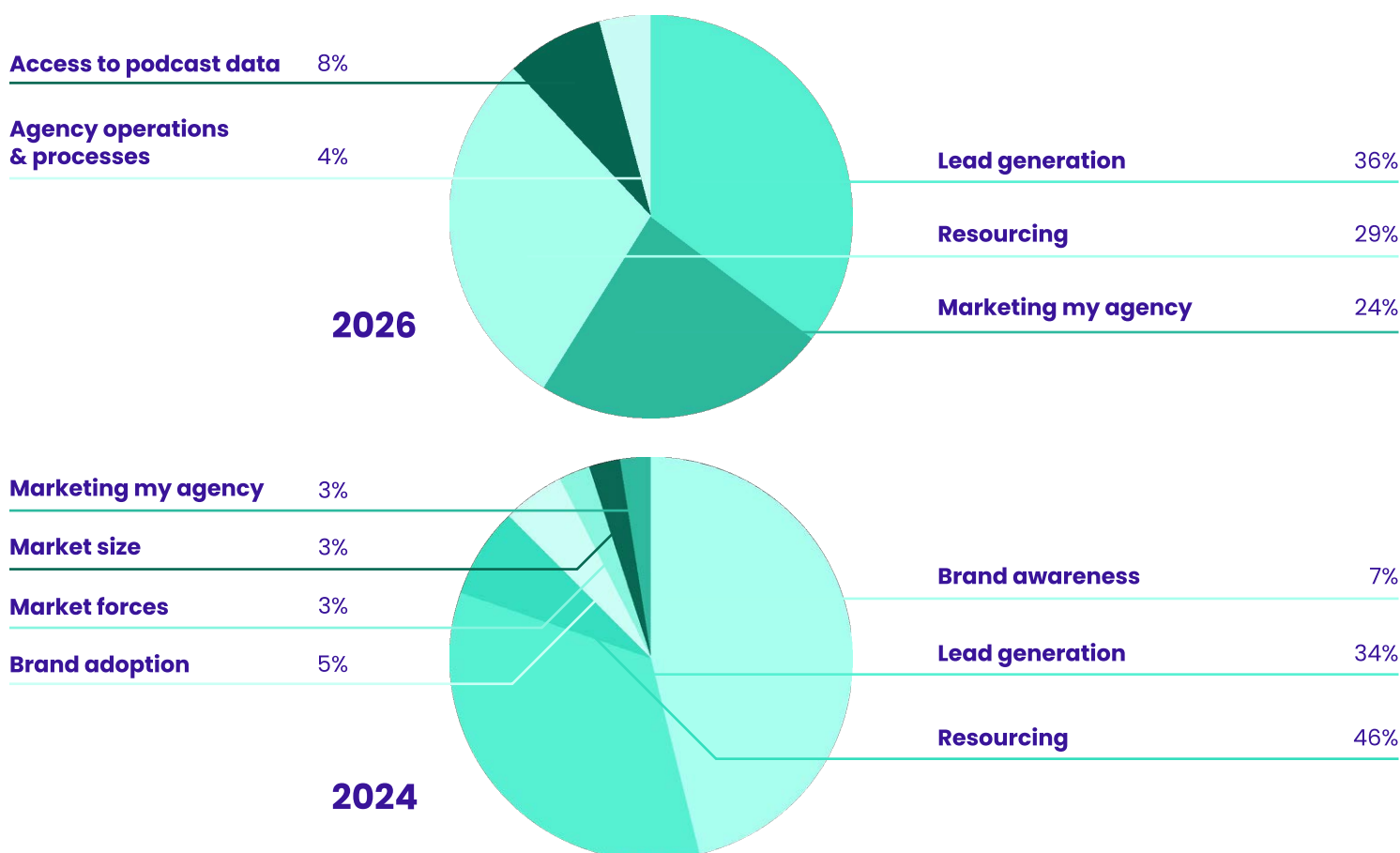
Agencies can encourage word of mouth and referrals by:

- **Tracking client satisfaction:** Use post-project surveys or check-ins to identify your happiest clients. These are the ones most likely to provide referrals.
- **Offer collaborative opportunities:** Partner with clients on special projects or campaigns that give them visibility and a reason to highlight your agency publicly.
- **Celebrating client wins:** Highlighting client successes through case studies, social media shout-outs, or newsletter features can naturally spark conversations.

MOST AGENCIES STRUGGLE TO FIND NEW LEADS AND CLIENTS

36% of agencies report that landing new leads is their biggest constraint, closely followed by resourcing (**29%**). The top two challenges remain the same as 2024's report, but have swapped places, with client acquisition taking the top spot.

BIGGEST CONSTRAINT ON PODCAST AGENCIES



Of the **76%** of podcast agencies with **<10 employees**, **33%** of them identified lead generation as their primary challenge, followed by resourcing (**31%**).

This makes sense since, as small teams, their time and talent are already stretched thin delivering high-quality work for existing clients. This makes it harder to carve out space for proactive business development.

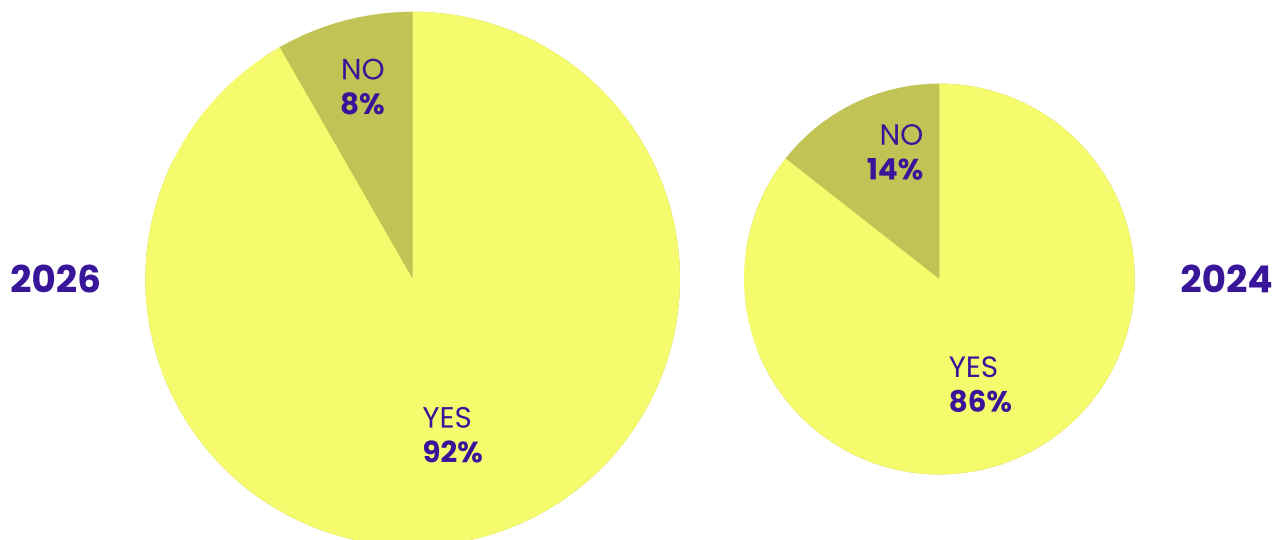
It also helps explain why lead generation has become the top constraint this year. Effective outreach, through channels like email campaigns, ads, events, or cold outreach, takes consistent time and effort that smaller teams may not always have. As a result, agencies often lean on referrals and word of mouth marketing.

It's also possible that these challenges reflect broader economic conditions, with companies tightening marketing budgets and making it harder for agencies to find new clients. These findings highlight an ongoing challenge in the podcast industry: agencies must balance the immediate demands of client work with the long-term need to grow and sustain their businesses.

AI ADOPTION IS HELPING PODCAST AGENCIES IMPROVE EFFICIENCY

92% of podcast agencies use AI during the client journey. This is up from **86%** in 2024.

AGENCIES USING AI ON THE CLIENT JOURNEY



Among the **92%** of agencies using AI in 2026, the most common areas where they use it are:

- Transcriptions (**91%**)
- Episode titles, descriptions, and show notes (**76%**)
- Editing and audio enhancement (**67%**)

We can see that AI is becoming a standard part of podcast production. Agencies are using it to save time on repetitive tasks and streamline workflows — freeing up creative teams to focus on strategy, storytelling, and client relationships. The rise in adoption shows that AI is no longer seen as a threat to creativity but a tool that supports it.

Among the **8%** of agencies that don't use AI, their primary reasoning is split between:

- Concerns about quality or accuracy (**67%**)
- Data and privacy concerns (**67%**)

For the small group of agencies holding off on AI, hesitation comes down to trust. Many still worry about maintaining quality standards and protecting client data.

As AI tools continue to improve and offer stronger safeguards, these agencies may begin to adopt them, but for now, human input remains their top priority. Will adopting AI tools eventually become a necessity? We'll have to wait and see...

PODCAST AGENCY PREDICTIONS

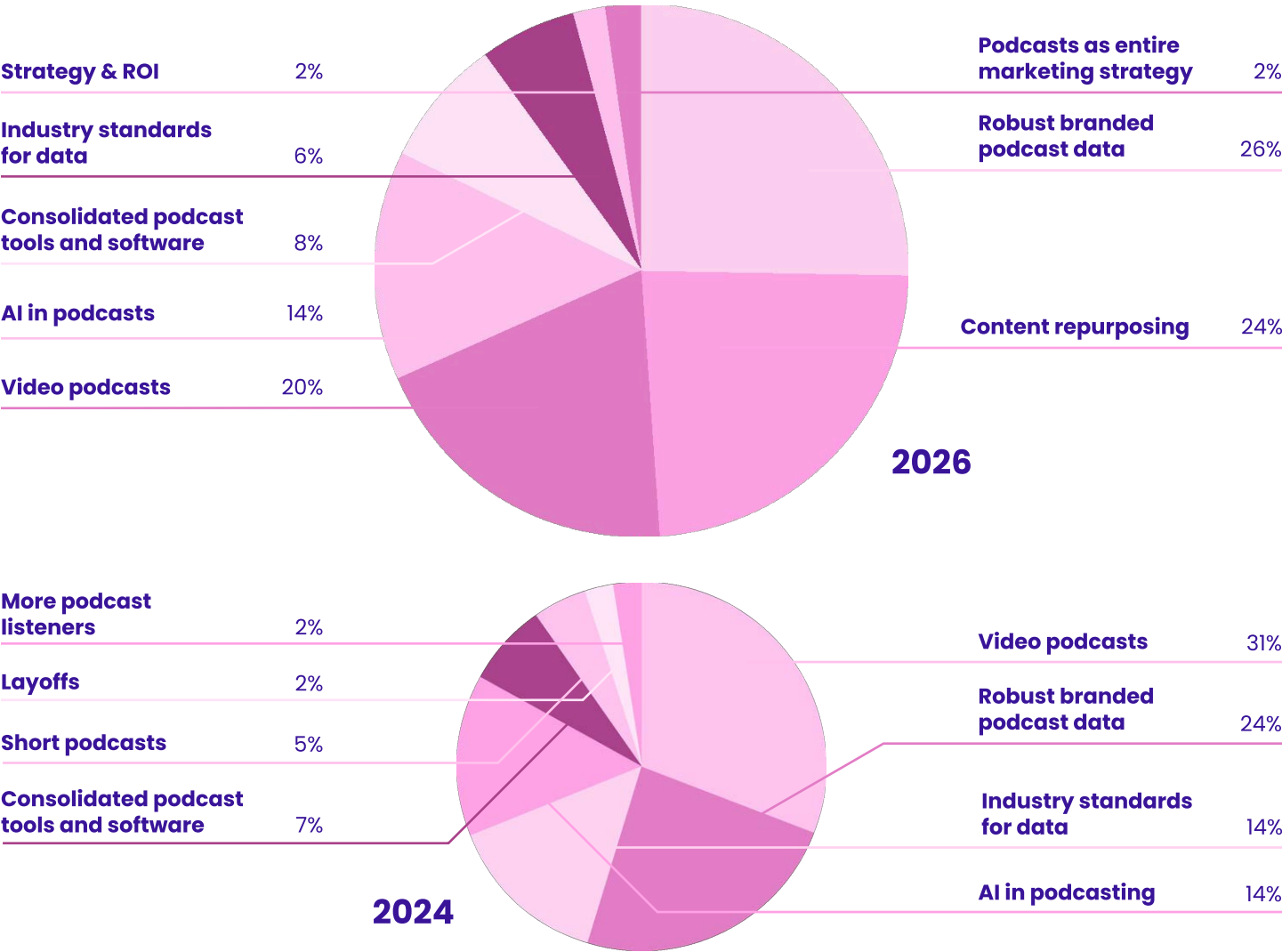
You Can't Grow What You Don't Measure

Agencies are saying robust analytics and repurposing podcast content are the trends to watch in the next five years.

BETTER BRANDED PODCAST DATA IS TOP OF MIND FOR FORWARD-THINKING PODCAST AGENCIES

When asked what trend they see dominating the industry over the next 5 years, most podcast agencies focused on the need for more robust branded podcast analytics **(26%)** and repurposing podcasts across channels **(24%)**.

IMPORTANT TRENDS FOR PODCAST AGENCIES OVER THE NEXT 5 YEARS



This reflects a larger industry-wide shift: brands and agencies alike are placing increasing importance on data-driven decision-making.

Downloads are no longer enough. Understanding who listeners are, how they engage, and what drives discovery has become critical to guiding content strategy, proving ROI, and retaining clients.

Compared to last year, there's been a noticeable dip in the anticipation of video podcasts (down 11%). This may be because video formats are already widely adopted, but it also underscores a focus on sustainable growth and measurable results.

Agencies are prioritizing formats and strategies that clearly demonstrate ROI, aligning with the broader industry emphasis on proving impact and justifying ongoing investment in podcasting.



What Podcast Agencies Need to Know in 2026

FULL-SERVICE IS BECOMING THE EXPECTATION

Nearly all agencies now offer end-to-end production, and with rising competition for listener attention, clients increasingly expect support beyond production. For 2026, agencies should evaluate whether their service mix reflects where demand is heading: data reporting, content repurposing, distribution, and audience growth. The more integrated the offering, the more indispensable the agency becomes.

VIDEO HASN'T KILLED THE RADIO STAR

Even though more brands are experimenting with video, many agencies report that audio-only podcasts still perform better. This signals a shift away from “video for video’s sake.” In 2026, agencies should help clients start with the strategy, not the format. Who is the audience? What goals matter most? Then choose the format that supports those outcomes.

ROI PRESSURES ARE RISING, MAKING IN-DEPTH ANALYTICS NON-NEGOTIABLE

Budget limitations and difficulty proving ROI are the top challenges for clients. Agencies still rely heavily on downloads, even though they’re one of the least informative metrics. In 2026, agencies need to invest in ways to track listener behavior, retention, demographics, discovery sources, and business impact. The agencies that win will be the ones who don’t just make great content but prove value in language leadership understands.

AGENCIES ARE LEVERAGING WORD OF MOUTH AND REFERRALS

For podcast agencies, word of mouth drives 38% of all new clients, making it more powerful than any paid channel. Referrals are close behind at 32%, reinforcing what many agencies already feel: the most effective growth lever is also the most human. Positive experiences, strong relationships, and trust-based partnerships convert better than cold outreach or ad spend. But with that said, it’s also worth noting that word of mouth doesn’t happen in a vacuum — consistent marketing and visibility help keep agencies top of mind, ultimately strengthening and accelerating those organic referrals.

DON'T PANIC, TRY ORGANIC

Podcast guesting and cross-promotion remain the top audience growth channels for agency clients (73%), far surpassing podcast advertising, which dropped this year (from 59% to 49%). This shift reflects a larger trend: brands and agencies are gravitating toward relationship-driven, credibility-based growth instead of expensive audience buys.

Insights From Podcast Agencies

"The power of podcasting doesn't stop at reach — it's in understanding who listens, why, and how it affects business. The future of branded podcasts lies in agencies that can connect metrics to real business outcomes, showing brands exactly how their content drives results."

—**Fatima Zaidi, Quill**

"B2B marketers who truly recognize the potential for a podcast to become the engine of their entire marketing strategy while simultaneously building competitive advantage in LLM search results are going to be years ahead of their competition."

—**Eva Sheie, The Axis**

"The future of branded podcasts will include more use of AI voice generation, especially for translation purposes, so that podcasts can be shared in multiple languages with the click of a button. This will help enterprise organizations reach global audiences. On a local level, we'll be able to produce more content, faster, allowing for additional niche audiences to be served."

—**Amanda Cupido, Lead Podcasting**

"Podcasting as a medium has cemented itself into our society and is continuing to grow in every conceivable strata. Podcasting is an old idea, that of human socialization and connection, repurposed in new technological trappings. The fact that it represents human connection in an increasingly disconnected world speaks to the need."

—**Spencer Wright, The Pod Mill**

"I predict a significant deflation of the video podcast bubble. Video and audio are totally different modes of communication, and they require totally different strategies to execute well. As better data about listenership and ROI is collected, they will show even more strongly that reflexively shoehorning one medium into the other isn't yielding the results people are hoping for."

—**David Hoffman, CitizenRacecar**

“Now’s a prime time for brands to get into, or increase their efforts on, podcasting. Smaller shows are thriving with niche content and smart marketing, even without big budgets. Brands that move now can ride that momentum—but ROI data is the missing piece. Measurement is improving, but it’s not there yet.”

–Doug Downs, Stories and Strategies Podcast Production

“Brands are seeing the true value that a podcast offers, providing them with a real way to connect with their target market in a variety of different ways. It’s helping brands that usually have nowhere to advertise connect with the right people. This is all good news for brands and the podcast industry as the shift away from traditional media continues.”

–Callum Marks, Listening Dog Media

“With all of the conversations happening in the podcast space, it’s easy to forget that in just a few short decades, we’ve grown this business from nonexistent to changing the international media landscape. I’m impressed and honored that we get to spend our time working in this space, and year over year, I continue to see a lot of amazing opportunities for podcast agencies as well as podcast clients.”

–Jeff Umbro, The Podglomerate

“As AI, and more specifically Agentic AI, start to play a larger role in podcast production, agencies will need to innovate to prove their worth from a production standpoint. There will be less need for large teams, but instead a focus on a more powerful, leaner team that can work in a more customised way with their clients. I see this as being a great thing for the podcasting industry, as the more tedious tasks will take less time with the focus moving towards higher-level strategy and more creative content in general.”

–Brianna Ansaldo, Bamby Media

“We’ve found that more brands consider podcasting an opportunity for earned, owned, and paid media, which is good news for our industry. However, we have more work to do to educate marketing professionals about the value podcasting provides. Many are still hesitant to dive in because they have no experience with the medium.”

–Richard Fawal, Voxtopica

"Physical studio spaces (like ours in downtown Ottawa) will become more important to serious podcasters, driven by growth in video podcasting. While full video episodes and clips on social media may never eclipse audio podcast consumption, the value of video for podcast promotion and discovery will continue to make it indispensable."

–JP Davidson, Pop Up Podcasting

"The future of podcast agencies lies in purpose-driven storytelling, smart repurposing, and data-informed creativity. As AI and analytics evolve, the agencies that blend performance with authenticity will lead the next era of brand communication. EF3 Studios exists to help mission-minded brands do just that."

–Elzie Flenard, EF3 Studios

"Branded podcasts are only going to get bigger as companies look for real ways to connect to their desired audiences. The future of marketing is moving away from quick ads and toward long-term relationships, telling stories, building trust, and creating content people actually want to come back to, and podcasts are leading that shift."

–Steph Colbourn, editaudio

"Podcasting is the new broadcasting; it lets your brand speak in its most authentic voice. That one-to-one connection builds real relationships with potential customers. Podcast agencies play a vital role in helping brands turn listeners into loyal communities through meaningful, consistent engagement."

–Jennifer-Lee Gunson, J Pod Creations

"At Podfly, we believe the true measure of a podcast's success isn't found in metrics alone, but in the people it reaches and the stories it helps tell. As a service-focused agency, we prioritize kindness, creativity, and meaningful connection over data dashboards and performance indicators."

–Corey Coates, Podfly

"When you can tell a story that people actually care about, that's a job well done. The future of brand podcasts is in authentic, human-centered storytelling that challenges and inspires us."

–Scott Newman, On Air Presents (work x work)

“As tools to facilitate scripting, data analysis, post production, and even strategy continue to improve, agencies are going to need to really think about what they can offer that can't be easily replicated. There will always be room for partnerships between brands that want podcasts and agencies that create them, but the nature of that partnership is likely to change a great deal in the next few years.”

–**Megan Dougherty, One Stone Creative**

“I'm hoping to see more resources, tools, and information available for those focused on podcast guesting. That's my mission! It takes strategy, too.”

–**Lyndsay Phillips, Smooth Business Podcasting**

“Podcasts are channels – not one type of show. Video will promote – but the audio habit is what you're going after from your listeners.”

–**Josh Butt, Ampel**

“The future of podcast agencies isn't more AI, it's more human. Our job is to create the best content for the client. This has everything to do with client success and almost nothing to do with who or how you edit your show.”

–**Ryan Sullivan, Podcast Principles**

“Despite the discourse of 'Is video-podcasting actually podcasting?' It's undeniable the impact it can make on your client's podcast and growth.”

–**Jon Keur, Wayfare Recording**

“Branded podcasts are fast becoming the format of choice for companies looking to shape their own narrative and earn trust over time. In an age of instant everything, long-form audio offers a rare chance to slow down. To share ideas with depth, nuance, and real human connection.”

–**Roland Perold, Volume Podcasts**

“More brands than ever are recognizing podcasting's potential — but too often they jump in without a clear strategy, unsure how to align the medium with their business goals. As an agency, it's our job to act as a strategic partner, helping them get clear on the why before jumping into the how. That strategic foundation is what makes the difference between simply launching a show and actually making an impact.”

–**Jenn Dudley, Dante32**

"Branded podcasts are no longer just a nice-to-have—they're becoming a core part of how brands build trust and identity. As traditional channels fragment, podcasting offers a rare opportunity: intimacy at scale. The smartest brands will use it to shape culture, not just campaigns.

—David Cantello, Front Ear

"A backlash is coming as the relentless press of A.I.-generated slop floods media consumers' feeds. With a million channels delivering pointless noise, those brands that consistently deliver high-value, authoritative insights and stories will be best positioned to stand above the ruckus."

—Dusty Weis, Podcamp Media

"Branded podcasts give companies more than just a show; they create multiple pieces of reusable content for social media, websites, newsletters, and blogs while driving strong ROI. There's a real opportunity for brands to maximize their media budgets by leaning into podcasting with agencies that are not solely focused on 'traditional podcasting'."

—Chris Colbert, DCP Entertainment

"Branded podcasts are shifting from being 'nice-to-have' marketing to becoming the backbone of a company's content strategy. The agencies that thrive will be the ones who can turn a podcast into a complete growth engine for their clients."

— Nick Chamberlain, EveryWord Media

"We have lightning in a bottle right now. People want connection and authenticity more than ever, and this is the medium that not only provides that, but markets it as well."

—Robbie Shaw, EVERYBDY Studios

"Podcasting has evolved a lot in the past few years, but it's still a fantastic medium for building trust. The trick is finding business value in the early days to justify doing it long enough to grow the listener base."

—Karl Hughes, The Podcast Consultant

"Podcast agencies will need to deliver work that is audience-centric, authentic, and compelling – be it with an 'audio first' or 'video first' production approach. They will need to maximize the impact of this work across platforms, using lots of creativity. They will need to do all this in an environment that is getting faster and more cluttered with AI-driven, and still find ways to stand out. The trick will be to keep AI in its lane: helping optimize the efficiency of certain aspects of the production process, but with a strict "no touch" policy when it comes to the human aspects of content sharing, and the core creative ideation. It's a messy, but exciting time to be in podcasting. So many important stories to tell, and our society hangs in the balance of our ability to tell the stories that truly matter."

–Jen Moss, JAR Podcast Solutions

"The identity crisis in the industry is causing problems, too many advertising agencies are calling themselves podcast agencies, and it's cheapening the craft. So much of this language is driven by the need to have more stuff to put ads on instead of focusing on the relationship and the quality of the content. It won't last, and the sooner we stop confusing the two industries, the better off podcasting will be. When you have industry rags claiming to chart the course for the future of audio when they are not even in audio, we have a problem. Agencies need to focus on strategy, customer service, and stop listening to the advertising world that's pushing for more, at any cost."

–Molly Ruland, Heartcast Media

"Video is the future of podcasting. It's already here, but it's only going to continue growing. We are seeing a large trend to go beyond 60-second shorts and instead create shorter segments of 3–6 minutes specifically tailored toward YouTube traffic. The line between a YouTube Channel & a podcast is beginning to blur... and soon they will likely be one and the same."

–Jake Jorgovan, Content Allies

"A reminder that your podcast is an expansion tool for your business and brand's goals, and its creative choices work best when positioned to be an amplifier of this while also serving your desired demographic in a way that creates the lowest barrier to entry, while also having the most message-driven impact. For some, this means creating an audio-first podcast, and for others, it means showcasing your products with a video-first model. You get to craft the experience based on your specific vision – and invite you to lean into being a visionary."

–Christina Barsi, Boss Goddess

"AI continues to be an innovation catalyst for branded podcasts, from production improvements like audio quality enhancement to new content formats like AI-generated video. But as AI handles more of the technical work, authentic human connection becomes even more premium – we're seeing this play out in the resurgence of live podcast events this year, and I expect audiences will increasingly value real human dialogue as a counterpoint to the proliferation of AI-generated content."

–Jonah Geil-Neufeld, Puddle Creative

"As an industry, we need to focus on using tools strategically for impact. AI has its place, but it can't and shouldn't do everything. The podcasters who will shape the future are the ones who see this work as craft, equal parts art and science. The future belongs to the artisans."

–Melanie Scroggins, Scroggins Creative

"We are still at the very beginning of the journey for branded content shifting from written to video/audio formats. There is going to be an explosion of creativity, and I'm excited for it! Original ideas and creativity are the currency for great marketing."

–Ian Faison, Caspian Studios

"I work as a podcast producer for those in my faith community. And more and more people are using podcasts to communicate. I see the potential to build community and engage on a level humanity has never seen in its history – all through the art of storytelling."

–Kahn Leith Ellmers, Blue Vineyard Audio

"The future of Podcasts is video, and it is here – now. Once you break the YouTube code, like we did, growth, brand awareness, and money just flow. But you have to focus on the content and quality above all else."

–Matthew "MoJo" Jones, Rainbow Creative

"Brands are now seriously committing to podcasts and making them not just another content strand but a core pillar of their content strategy. Brands know they need to stand out, which is driving up quality and investment not only in production but the marketing behind it."

–Gareth Evans, 18Sixty



CoHost is a podcast analytics and audience insights platform designed for brands and agencies.

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