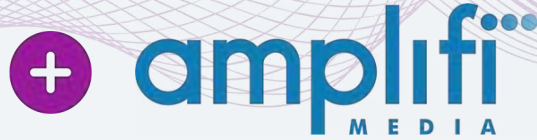


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TODAY'S PRESENTERS



Jay Nachlis

**Vice President/ Consultant
Coleman Insights**



Steve Goldstein

**Founder/ CEO
Amplifi Media**

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**THANK YOU
TO OUR SPONSOR...**



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OUR AGENDA

01

**YES, THE BUZZ IS
WARRANTED**

02

**HOW DO CONSUMERS
DEFINE PODCASTS?**

03

**WHO'S WATCHING?
WHO'S LISTENING?**

04

**HOW PODCAST
DISCOVERY HAS
CHANGED**

05

**IT'S A YOUTUBE
WORLD**

06

**WHAT DO
CREATORS THINK?**

07

7 KEY FINDINGS

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SAMPLE COMPOSITION

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TARGET SAMPLE COMPOSITION:



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Qualification Method

All respondents must have consumed a podcast in the past month



Sample Size

N= 1000 in the United States



Quota targets

Age: 15-64

Quotas for gender, ethnicity, and region based on population

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THE DEFINITION OF A PODCAST IS INTERCHANGEABLE

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"How would you define a podcast?"

Can be audio-only or video

75%

Aug-23

85%

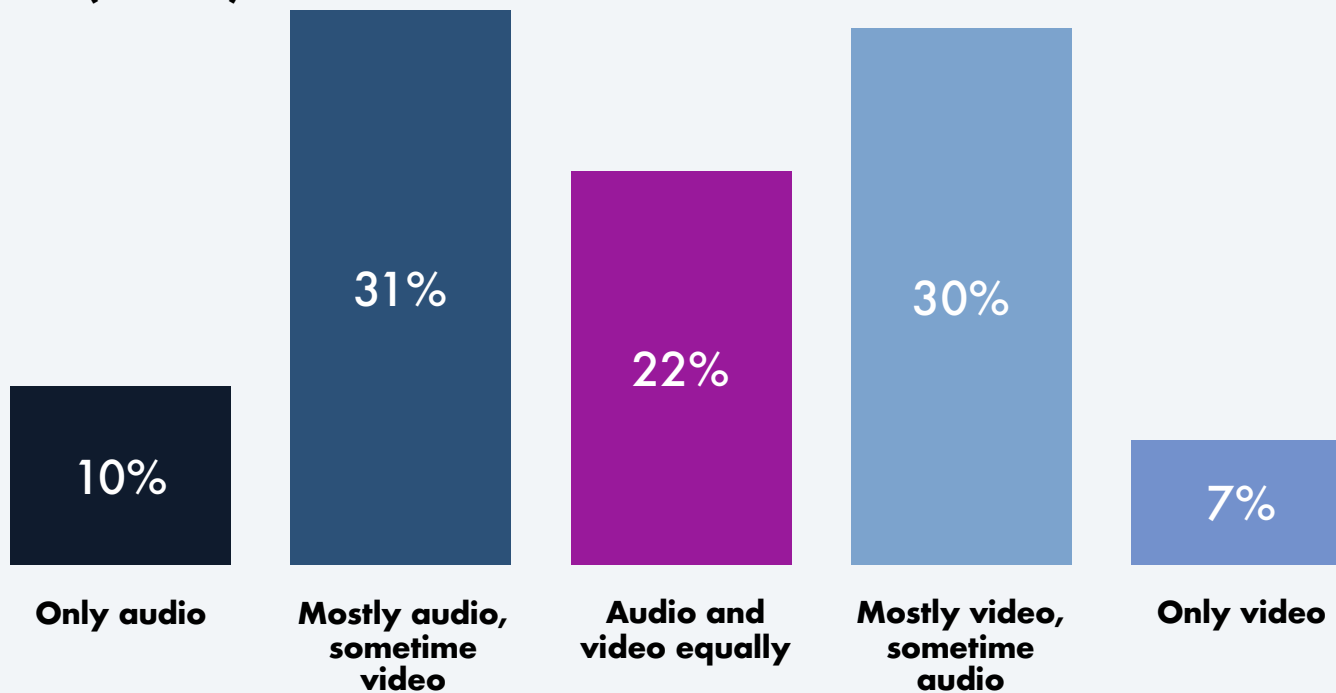
Mar-25

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"How do you consume podcasts?"

Among Gen Z (15-29)



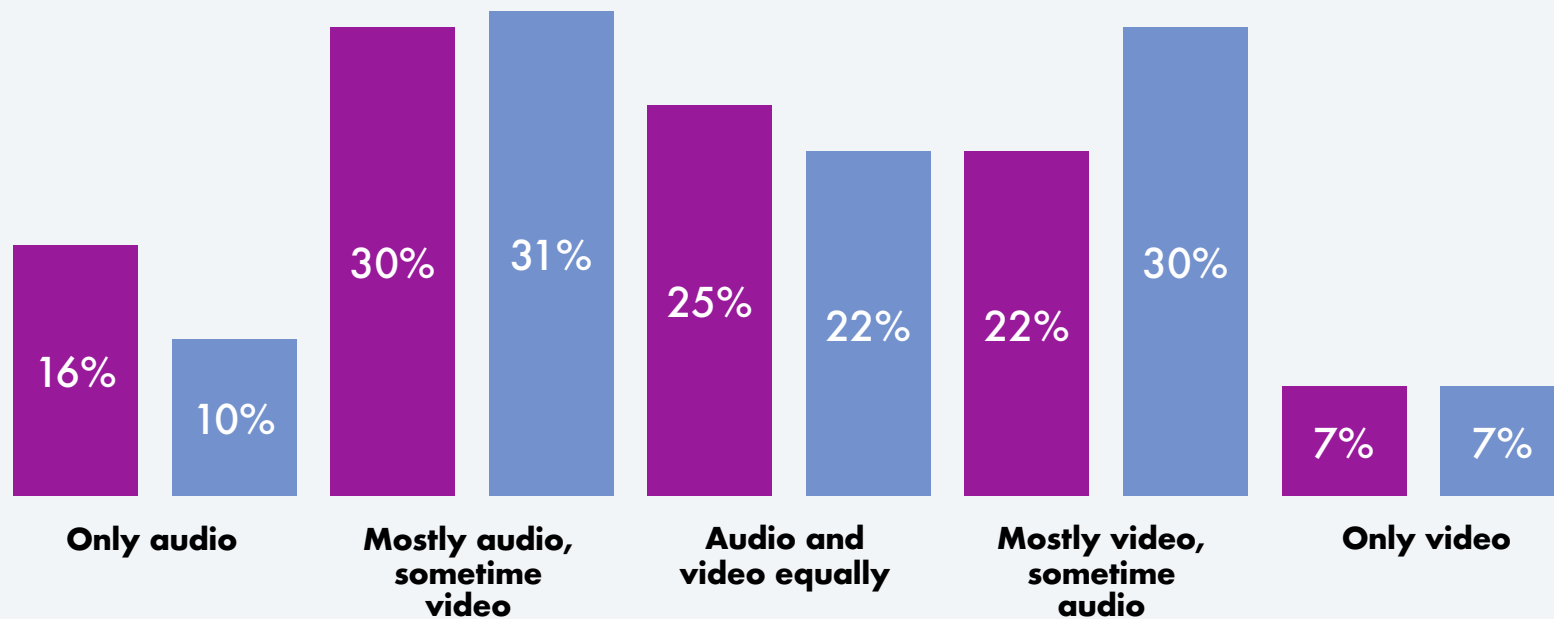
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"How do you consume podcasts?"

Overall Gen Z



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77% of podcast consumers alternate between audio and video

23%

Audio-only
or video-
only

77%

Both audio +
video

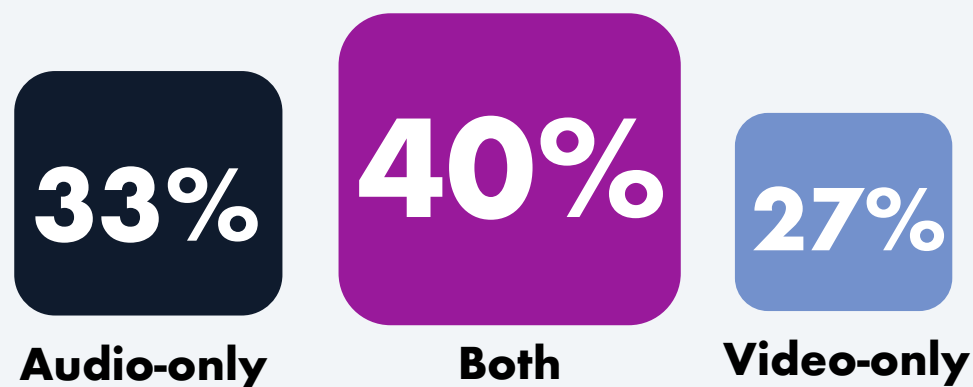
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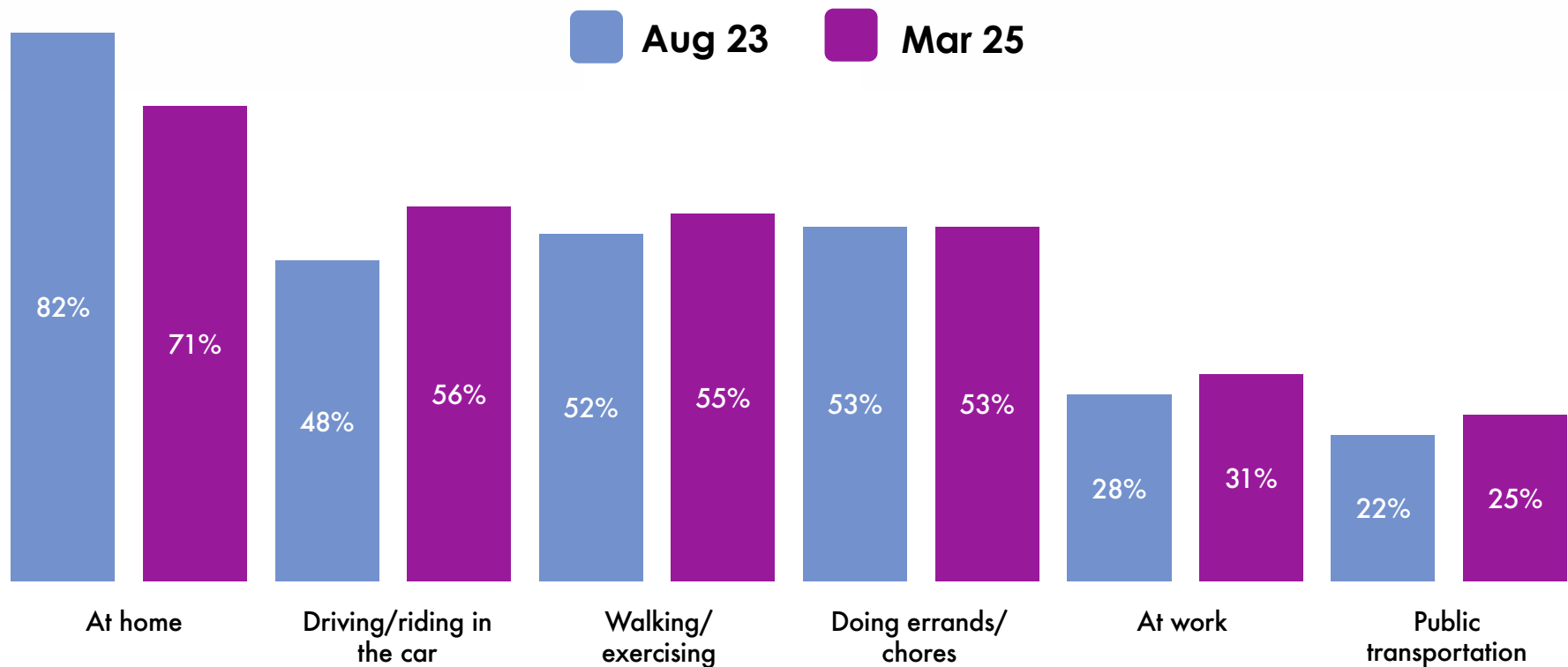


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"Thinking about how
you consume your
favorite podcast
now, **do you use...?**"

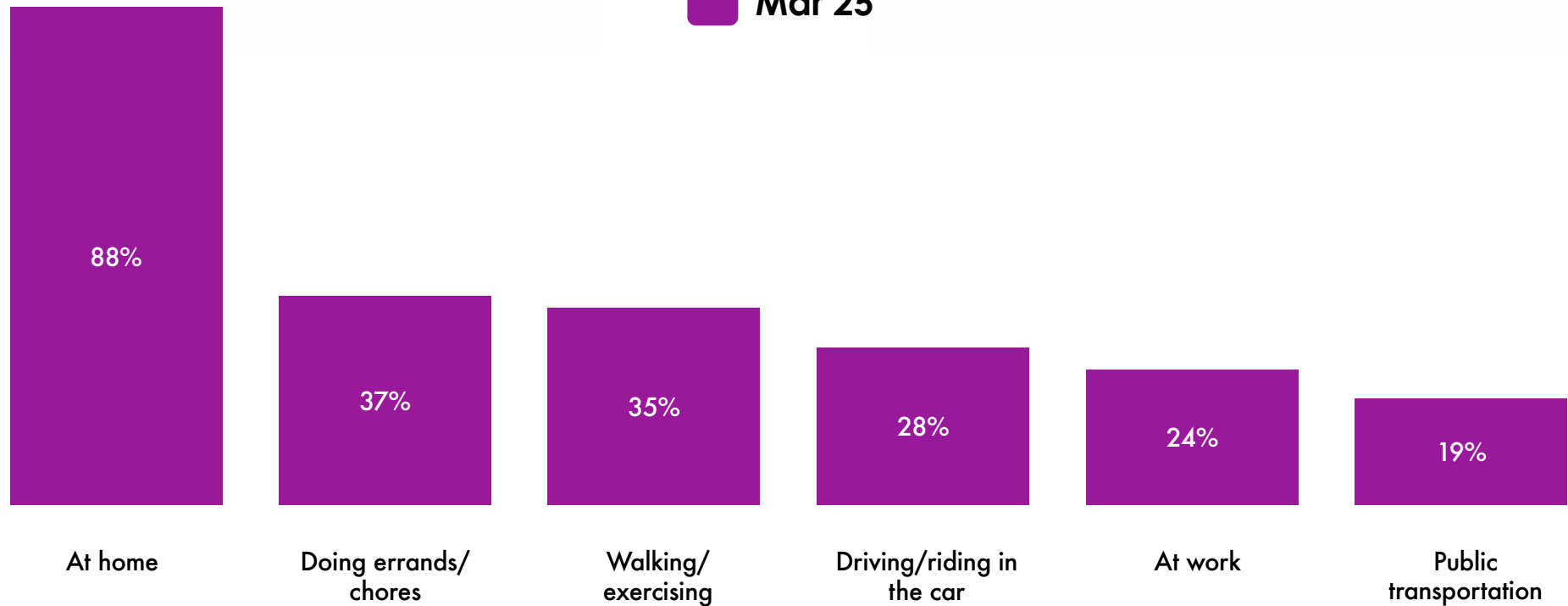


"Where do you consume audio podcasts?"



"Where do you consume video podcasts?"

■ Mar 25

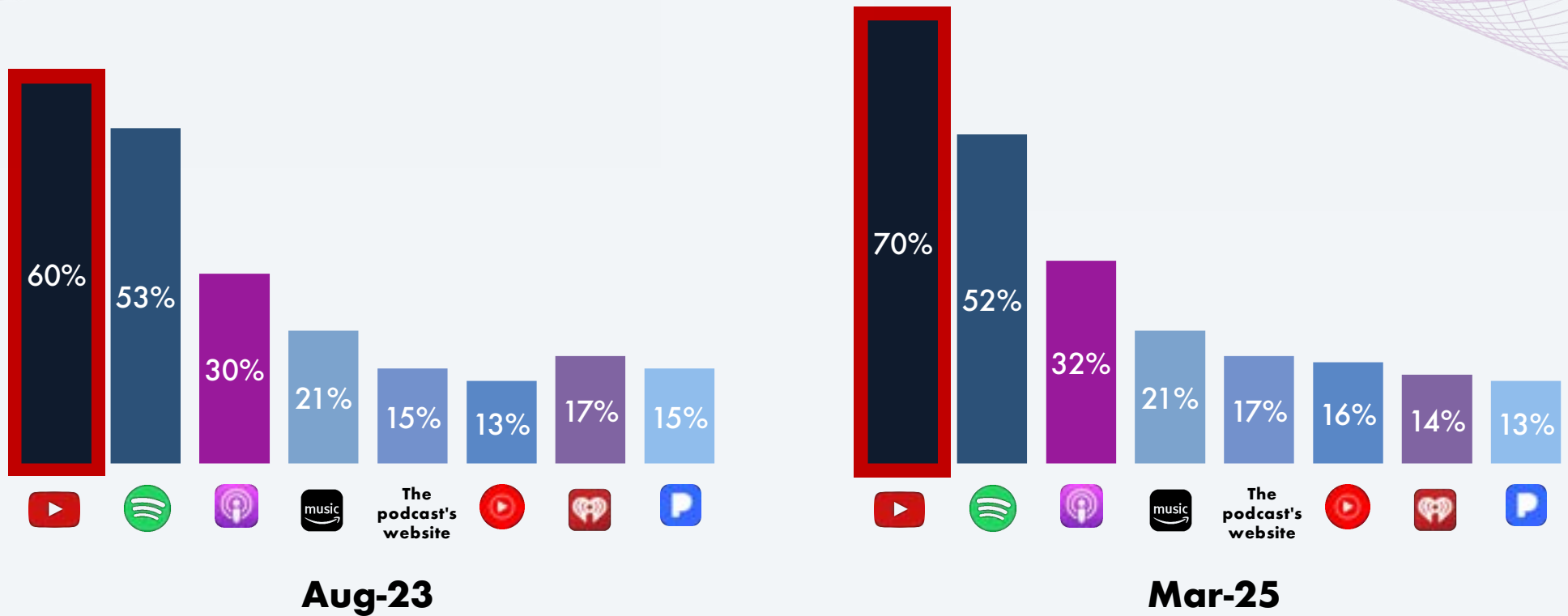


WHICH PLATFORMS?

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"Which services, apps, or destinations do you currently use for podcasts?"



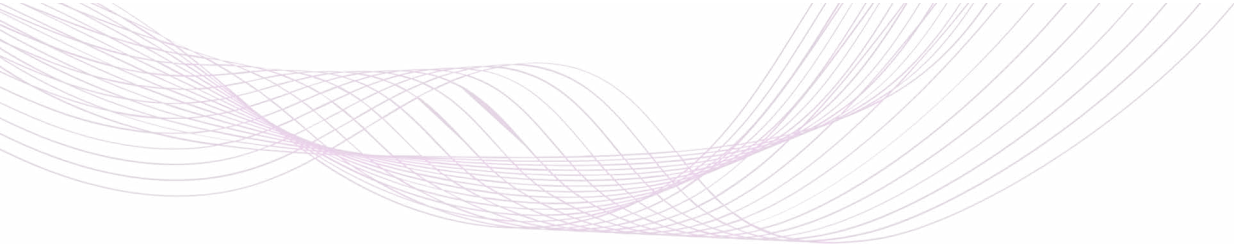
Aug-23

Mar-25

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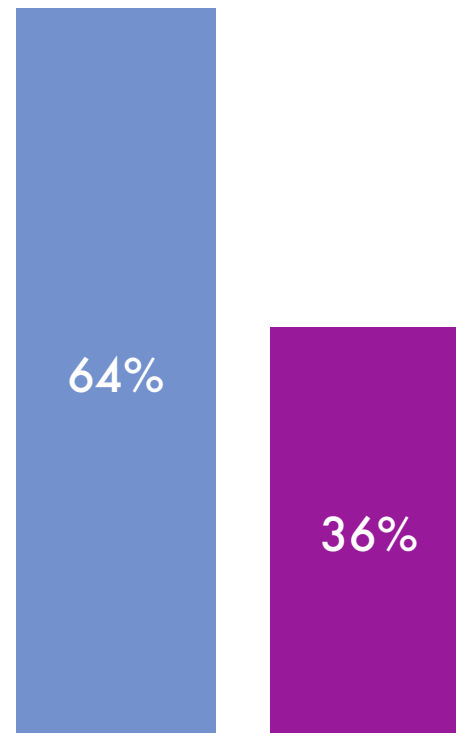
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**"You didn't mention you
use YouTube to consume
podcasts. Are you aware
YouTube offers podcasts?"**

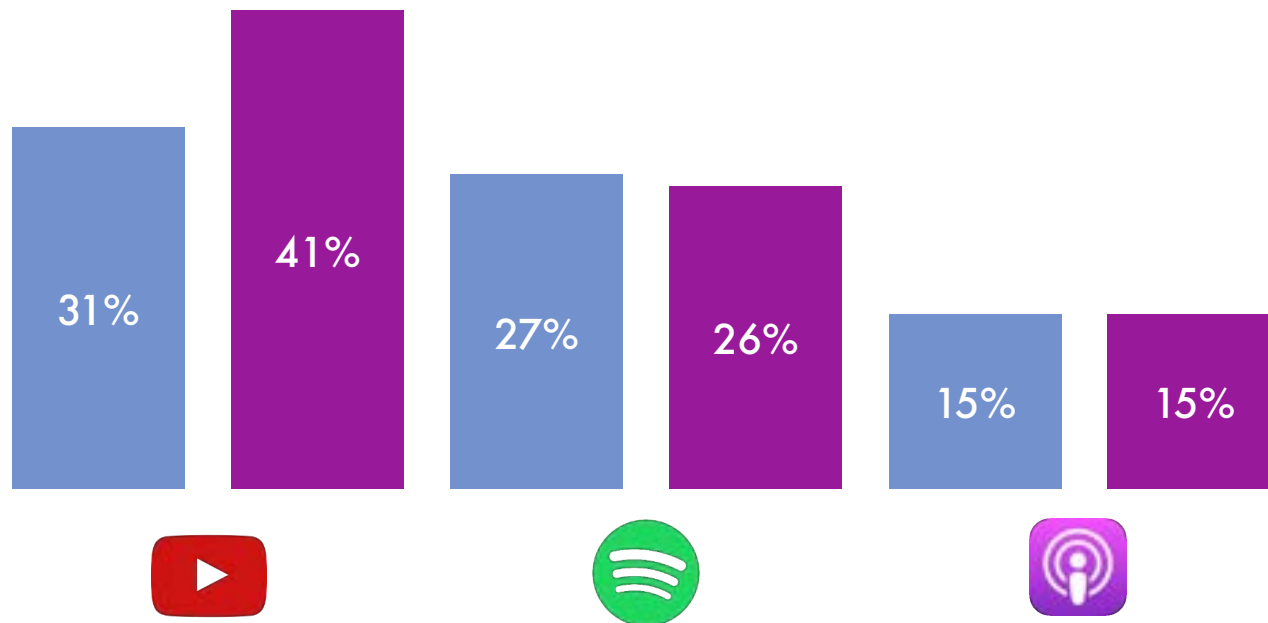
 **Yes**

 **No**



"Which service, app, or destination do you currently use most often to consume podcasts?"

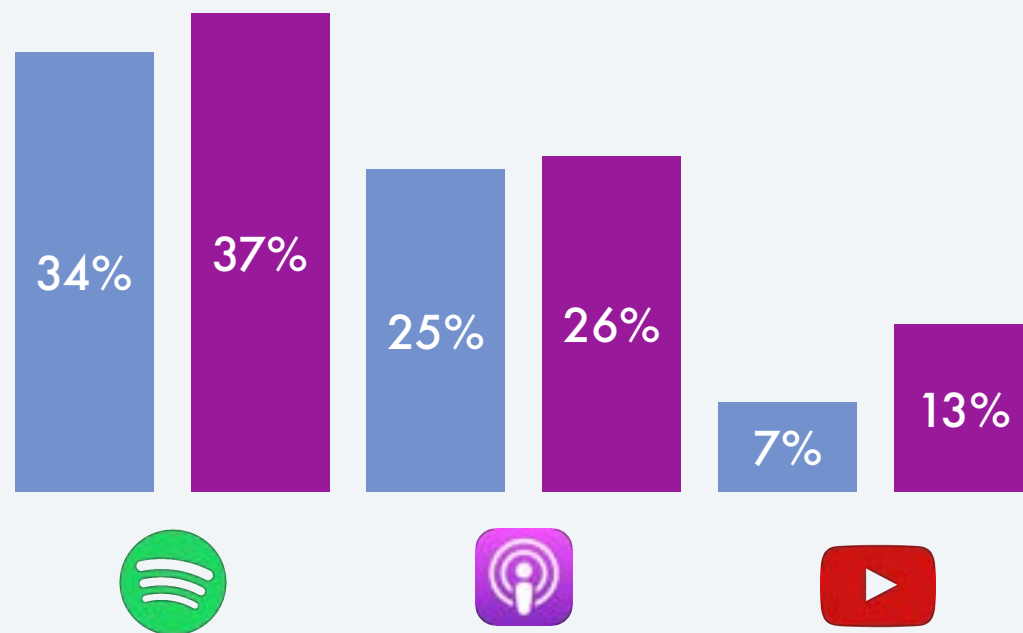
■ Aug 23 ■ Mar 25



"Which service, app, or destination do you currently use most often to consume podcasts?"

Among audio-only consumers

Aug 23 Mar 25



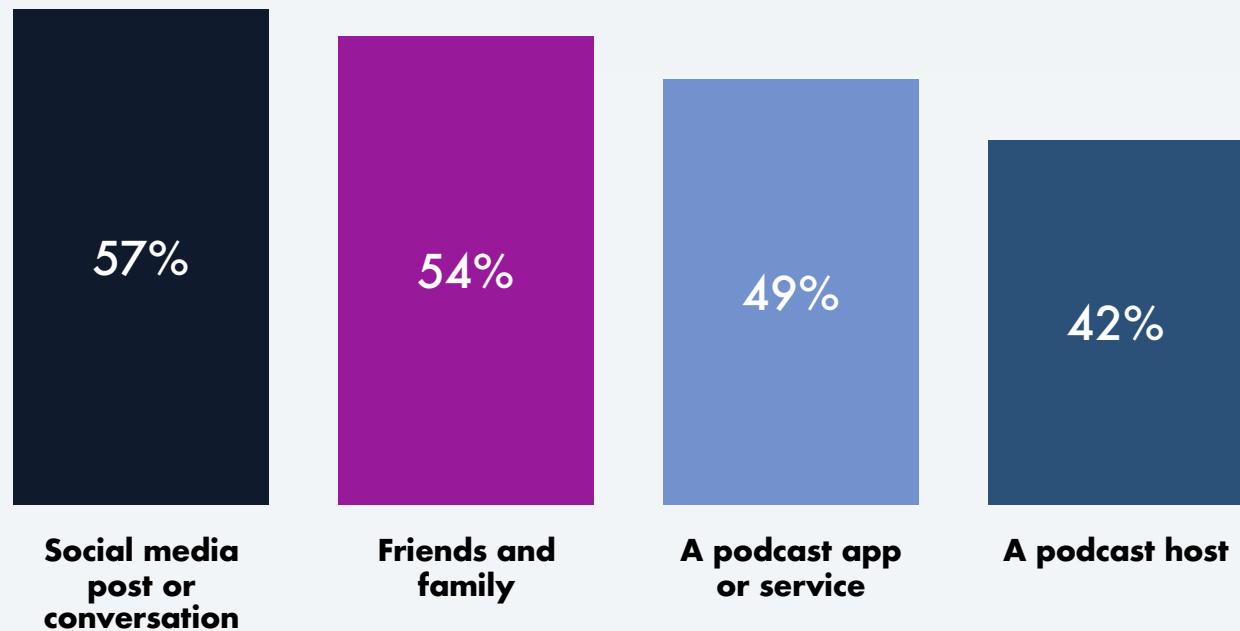
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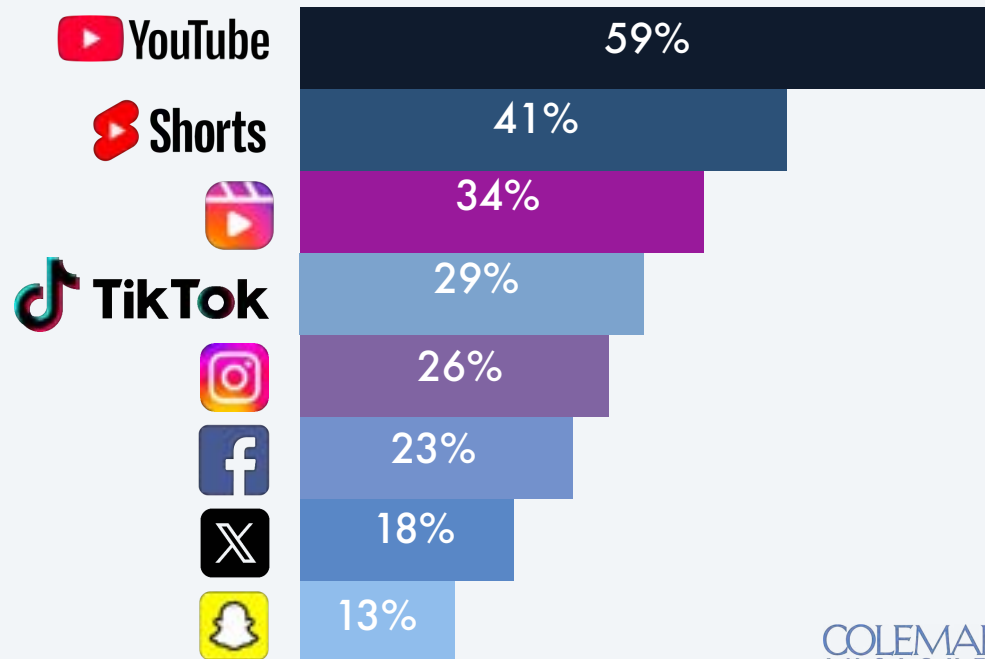
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"How do you discover new podcasts?"



"On which of the following social media platforms did you discover a new podcast for the first time in the past few months?"





FOCUS ON YOUTUBE

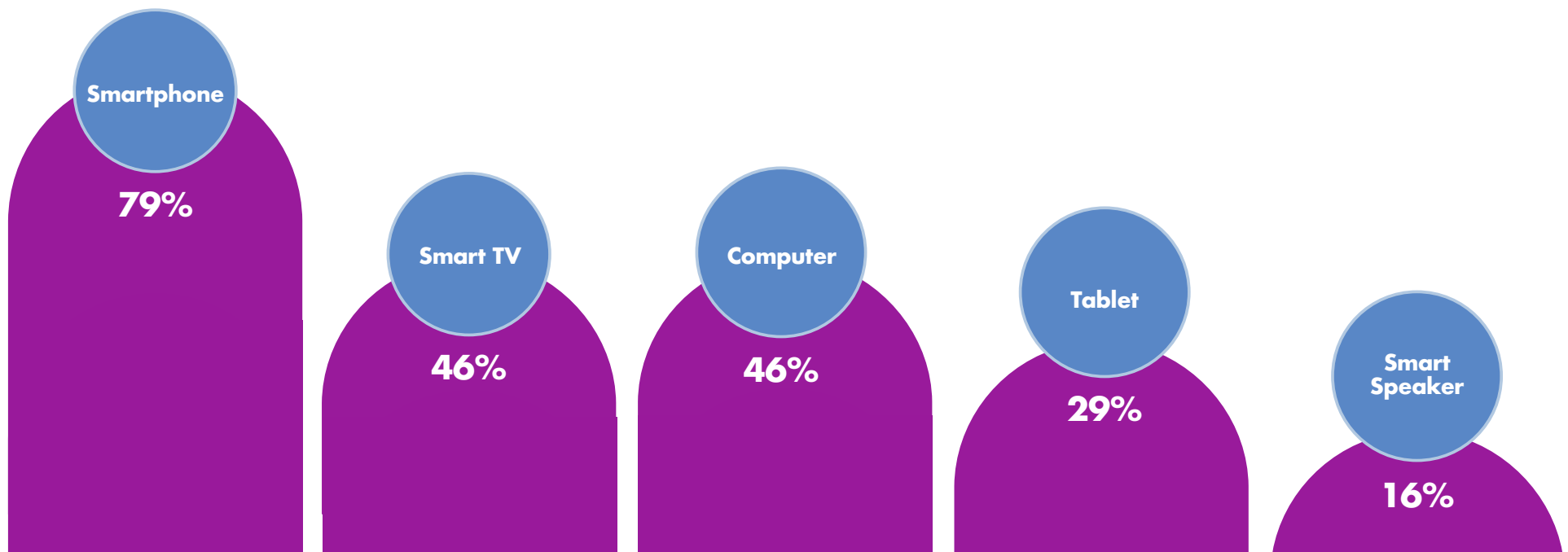
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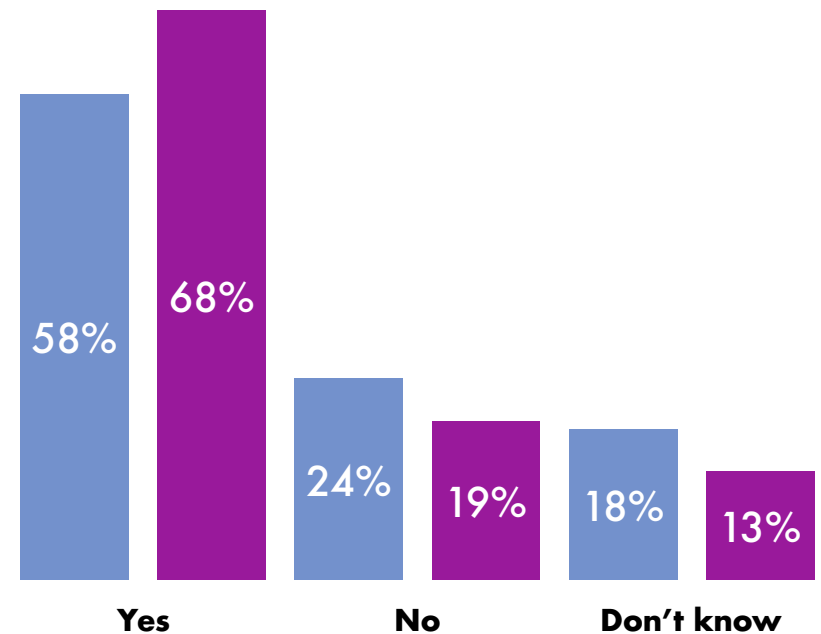


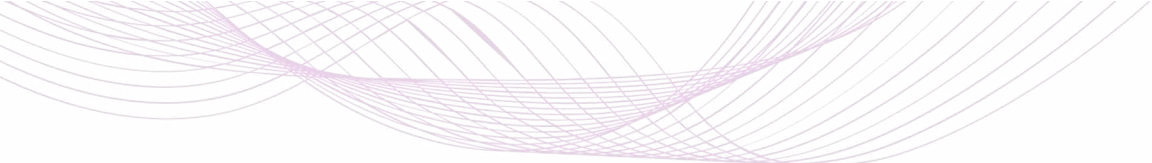
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“Which devices do you use to consume podcasts on YouTube?”



"Are all your favorite podcasts available on YouTube?"

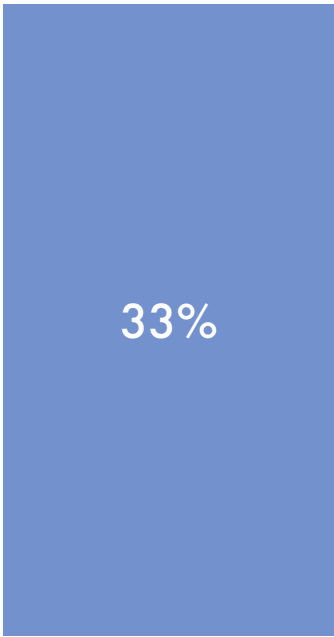




"Are you a YouTube Premium Subscriber?"



Yes



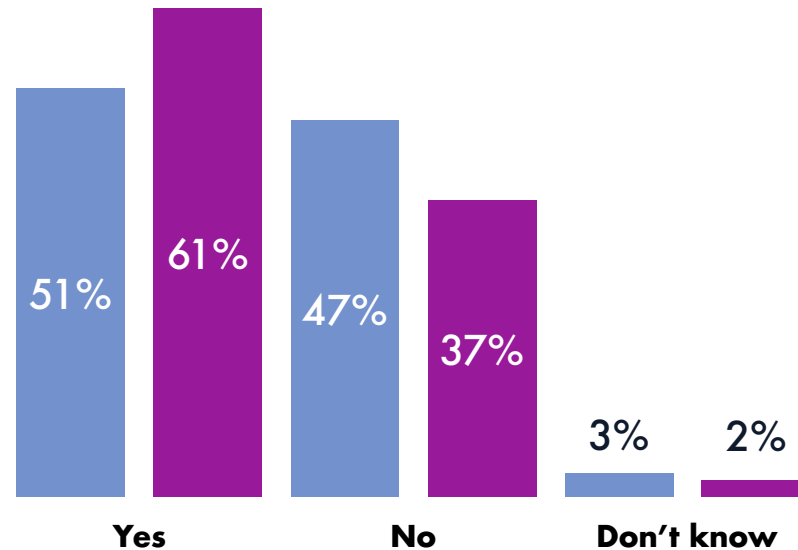
33%



"Do you "subscribe" to any specific podcasts on YouTube?"

 **Aug-23**

 **April-25**

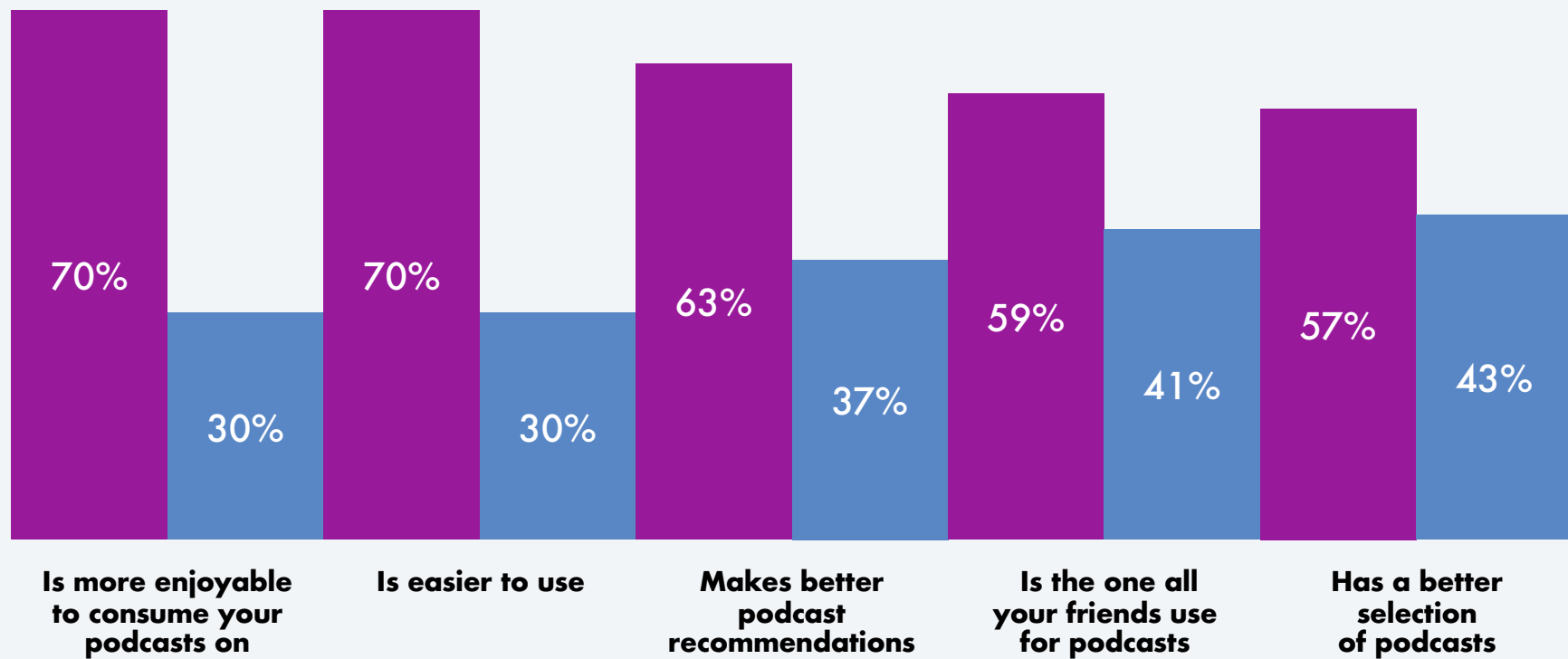


THE SPOTIFY VIDEO OPPORTUNITY

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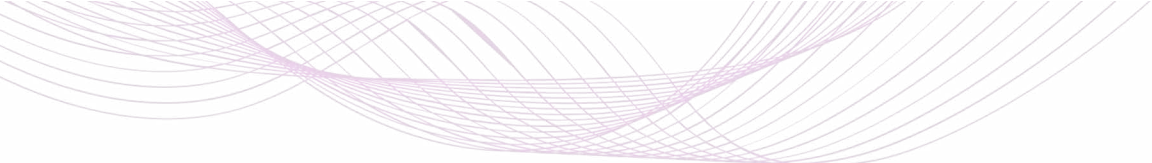
YouTube vs. Spotify



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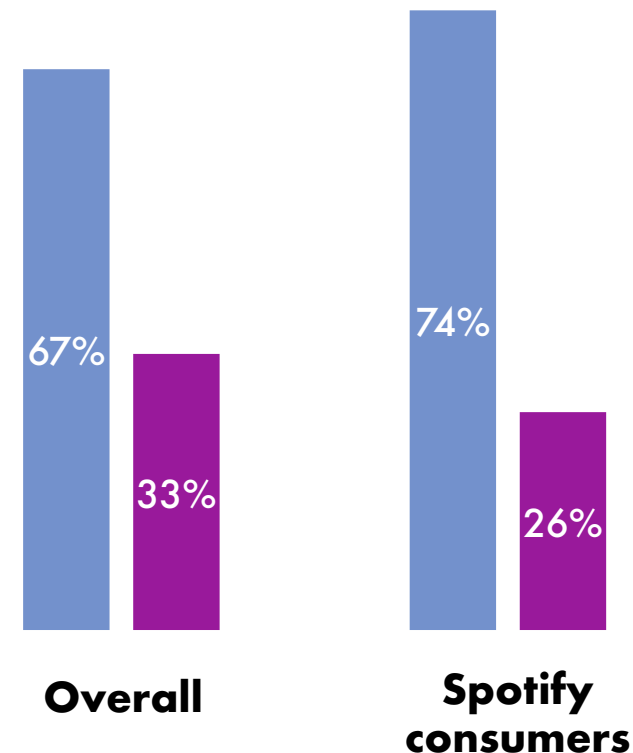
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"Are you aware that Spotify offers video podcasts?"

 **Yes**

 **No**



"How do you consume podcasts on Spotify?"

Listening to an audio podcast



83%

Playing a video podcast in the background or minimizing on device while listening



31%

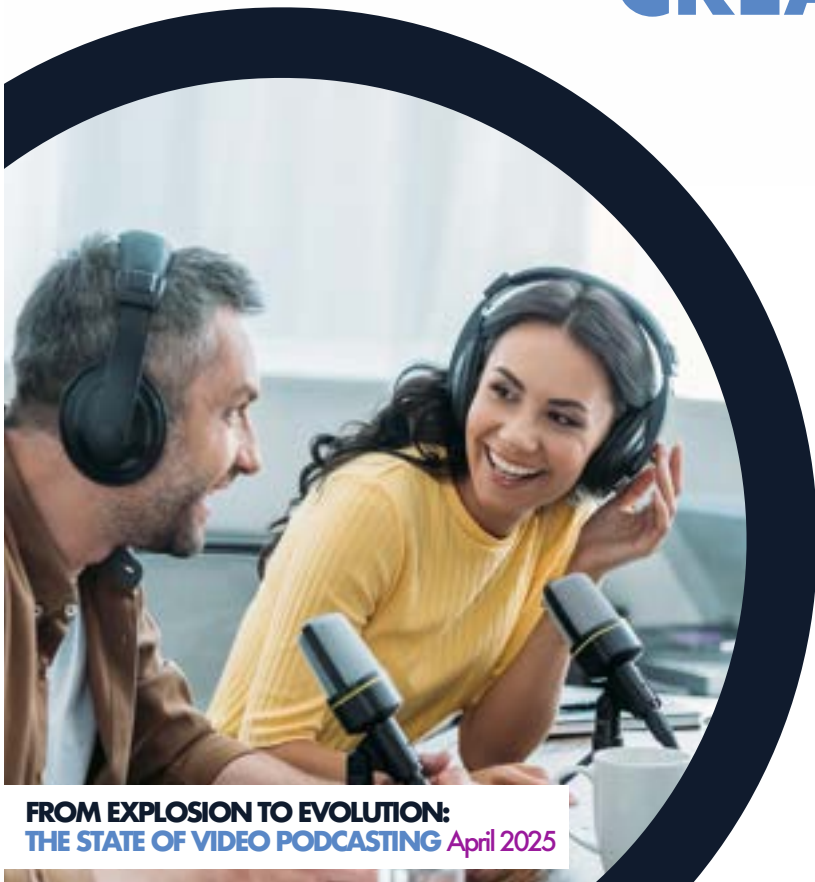
Actively watching a video podcast



25%



WHAT DO CREATORS THINK?



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Qualification Method

Must have produced an audio and video podcast in the past month



Sample Size

N= 30

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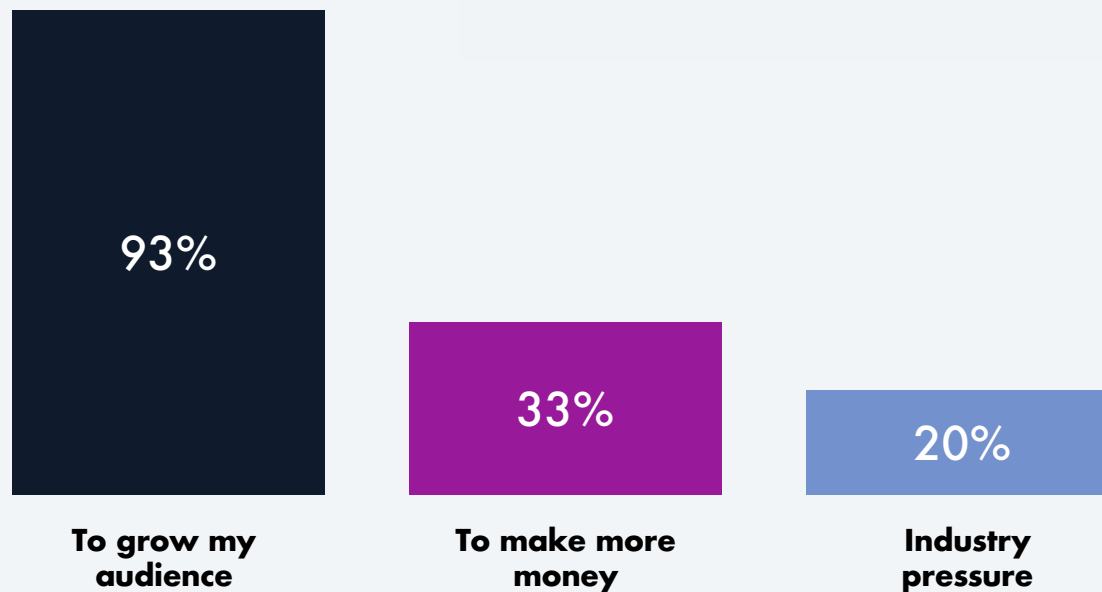
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"What motivated you to start video podcasting?"



"How do you feel about the degree of difficulty of creating video podcasts?"



13%

Very difficult

53%

Somewhat difficult

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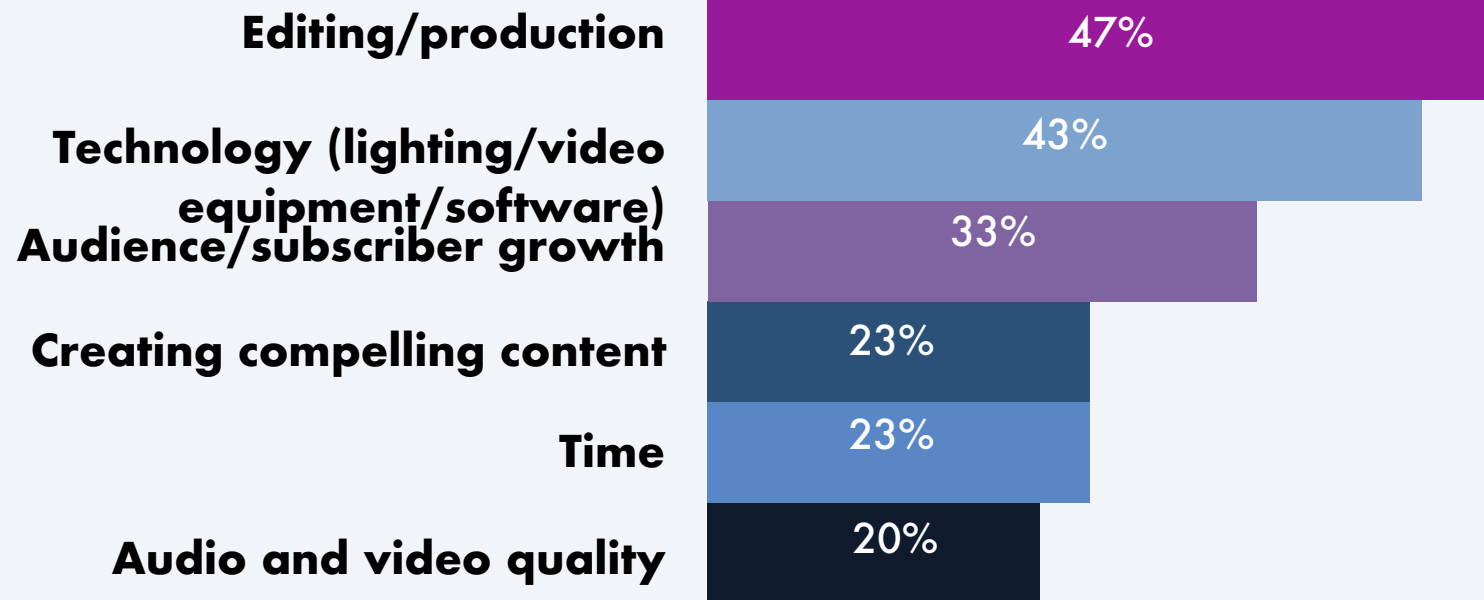
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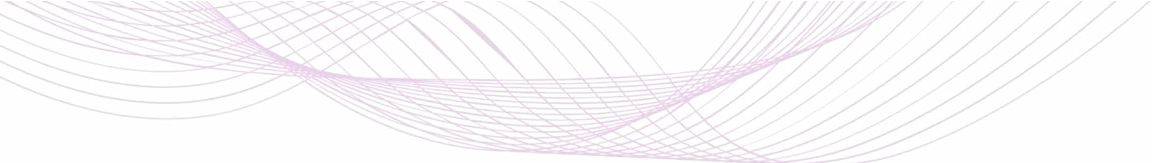


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"What are your biggest challenges as a video podcast creator?"

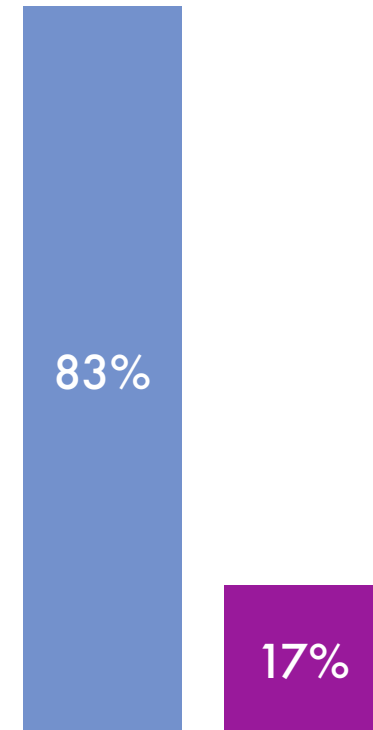




"Do you post clips of your most successful podcast on social media?"

 **Yes**

 **No**



7 KEY FINDINGS

01

**“What’s a podcast”
seems to be settled by
consumers**

02

**Video isn’t just a Gen
Z thing**

03

**YouTube still has
room to grow**

04

**Podcast listening
hits the road**

05

**Spotify is still an
audio-first
platform**

06

**Social media takes
the lead**

07

**YouTube Premium
adds monetization
complexity**



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THANK YOU

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