Today's Presenters

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Thank you to our sponsor...
Game changer: How people consume podcasts is changing

- How YouTube is being used
- What people think about podcasts and apps
- Actionable "rules" and recommendations
Sample Composition:

Qualification Method
All respondents must have consumed a podcast in the past month

Sample Size
N= 1000 living in the United States

Demographics
Age: 15-64
Quotas for age, gender, ethnicity, and region based on population
The Definition Of A Podcast Is Changing

How would you define a podcast?

Audio or video: 75%
Audio only: 22%
Video only: 3%
Percentage of respondents that define a podcast as audio-only or available with video

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Among All Podcast Consumers</td>
<td>75%</td>
</tr>
<tr>
<td>Among YouTube Preferred</td>
<td>89%</td>
</tr>
<tr>
<td>Among Spotify Preferred</td>
<td>70%</td>
</tr>
<tr>
<td>Among Apple Podcasts Preferred</td>
<td>67%</td>
</tr>
</tbody>
</table>
How People Consume Their Favorite Podcasts

Among All Respondents

First started consuming your favorite podcast
- Audio-only: 52%
- Video only: 20%
- Both audio and video: 27%

How you consume your favorite podcast now
- Audio-only: 39%
- Video only: 19%
- Both audio and video: 42%
Podcast consumers are using multiple apps for consumption

72%
### Among All Respondents

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>60%</td>
</tr>
<tr>
<td>Spotify</td>
<td>53%</td>
</tr>
<tr>
<td>Apple Podcasts</td>
<td>30%</td>
</tr>
<tr>
<td>Amazon Music</td>
<td>21%</td>
</tr>
<tr>
<td>Google Podcasts</td>
<td>18%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>17%</td>
</tr>
<tr>
<td>The podcast's website</td>
<td>15%</td>
</tr>
<tr>
<td>Pandora</td>
<td>15%</td>
</tr>
<tr>
<td>YouTube Music</td>
<td>13%</td>
</tr>
<tr>
<td>Twitch</td>
<td>9%</td>
</tr>
</tbody>
</table>
Among All Respondents

Which service, app, or destination do you use most often for podcasts?

73% Of podcast consumers prefer one of these apps
Age Matters

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

Among All Respondents, By Age

<table>
<thead>
<tr>
<th>Service</th>
<th>Under 25</th>
<th>Over 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>49%</td>
<td>59%</td>
</tr>
<tr>
<td>Spotify</td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td>Apple Podcasts</td>
<td>23%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Among All Respondents

How often do you consume podcasts?

- Daily: 40%
- Weekly: 49%
- Monthly: 11%
Among respondents who use Apple, Spotify, and YouTube for podcasts:

How often do you consume podcasts?

- **Monthly**
- **Weekly**
- **Daily**

<table>
<thead>
<tr>
<th></th>
<th>All Podcast Consumers</th>
<th>Apple Podcast Users</th>
<th>Spotify Podcast Users</th>
<th>YouTube Podcast Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>40%</td>
<td>47%</td>
<td>44%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Data sources: Coleman Insights, Amplifi Media
How long have you been consuming podcasts?

Two years or less

- All Podcast Consumers: 39%
- 15-24 Year-Olds: 58%
Among All Respondents

How do you discover new podcasts?

- Friends and family: 54%
- YouTube video: 52%
- A podcast app or service: 50%
ZEROING IN ON YOUTUBE
Why do you choose to consume podcasts on YouTube?

- It's free: 69%
- Because it has video: 60%
- Because you already use YouTube for other things: 52%
Are all of your favorite podcasts on YouTube?

Among Respondents Who Use YouTube for Podcasts

24% No
YouTube Podcast Page
Awareness And Usage

Did you know there was a specific page labeled "Podcasts" on YouTube?

Yes
Among Respondents Who Use YouTube for Podcasts

48%

Have you ever visited the page labeled "Podcasts" on YouTube?

Yes
Among Respondents Who Use YouTube for Podcasts And Are Aware of the "Podcasts" Page

40%
How do you search for podcasts on YouTube?

Among Respondents Who Use YouTube for Podcasts

- Typing the name of a specific show in the search box: 65%
- Typing a category into the search box: 49%
- Clicking on podcasts that YouTube recommends: 42%
Among Respondents Who Use YouTube for Podcasts

When I search for podcasts on YouTube, I usually get what I'm looking for

- 44% Strongly Agree
- 49% Agree

It's easy to discover new podcasts on YouTube

- 39% Strongly Agree
- 48% Agree

Podcast Discovery on YouTube

93%

87%
Do you subscribe to any specific podcasts on YouTube?

Among Respondents Who Use YouTube for Podcasts

51% Yes
Among Respondents Who Use YouTube for Podcasts

YouTube Shorts Awareness And Usage

Have you ever heard of YouTube Shorts? 89%

Have you ever watched a YouTube Shorts video? 80%
Among Respondents Who Use YouTube for Podcasts

YouTube Shorts Awareness And Usage

Have you ever discovered a podcast for the first time by seeing it promoted or featured on YouTube Shorts?

40%
Among Respondents Who Use Both Platforms for Podcasts

- **Is more enjoyable to consume your podcasts on**
  - YouTube: 70%
  - Spotify: 30%

- **Is easier to use**
  - YouTube: 67%
  - Spotify: 33%

- **Makes better podcast recommendations**
  - YouTube: 62%
  - Spotify: 38%
Among Respondents Who Use Both Platforms for Podcasts

- Is easier to use:
  - YouTube: 76%
  - Apple Podcasts: 24%

- Is more enjoyable to consume your podcasts on:
  - YouTube: 71%
  - Apple Podcasts: 29%

- Makes better podcast recommendations:
  - YouTube: 68%
  - Apple Podcasts: 32%
7 Key Findings

1. The definition of a "podcast" has changed

2. YouTube is the #1 app for podcasts
7 Key Findings

3. YouTube for podcasts is not just younger demos

4. 4 out of 10 podcast consumers prefer audio-only

5. Podcast consumers use multiple platforms
7 Key Findings

6. 1 out of 4 YouTube podcast consumers can't find their favorite podcast there.

7. 40% of YouTube podcast consumers discovered a new podcast on Shorts.
New "Rules"

Create a bespoke strategy for each podcast platform

Don't ignore YouTube. Harnessing the power of YouTube's reach is a massive audience development opportunity

• Promote YouTube on other platforms
Optimize for YouTube

• You're competing against all content – not just podcast content

• Think visually, but don't worry about being Steven Spielberg

• Warm up the algorithm - these things matter:
  • Keywords and consistency
  • Titles, descriptions, categories, and tags
  • Focus on how your "channel" looks and performs
Put your Shorts on - 40% of YouTube podcast consumers discovered a new podcast on YouTube Shorts

- 50 billion views per day
- Shorts has a clipping tool
Determine the role of video for your podcast

It's evolving

• Be patient – results vary
More…

Additional study findings available

- 12 important categories including podcast ad consumption, the appeal of types of video, and YouTube podcast device consumption