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EVOLUTIONS  
BY PODCAST MOVEMENT

# FROM EXPLOSION TO EVOLUTION: THE STATE OF VIDEO PODCASTING → April 2025



# TODAY'S PRESENTERS



**Jay Nachlis**

**Vice President/ Consultant  
Coleman Insights**



**Steve Goldstein**

**Founder/ CEO  
Amplifi Media**

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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

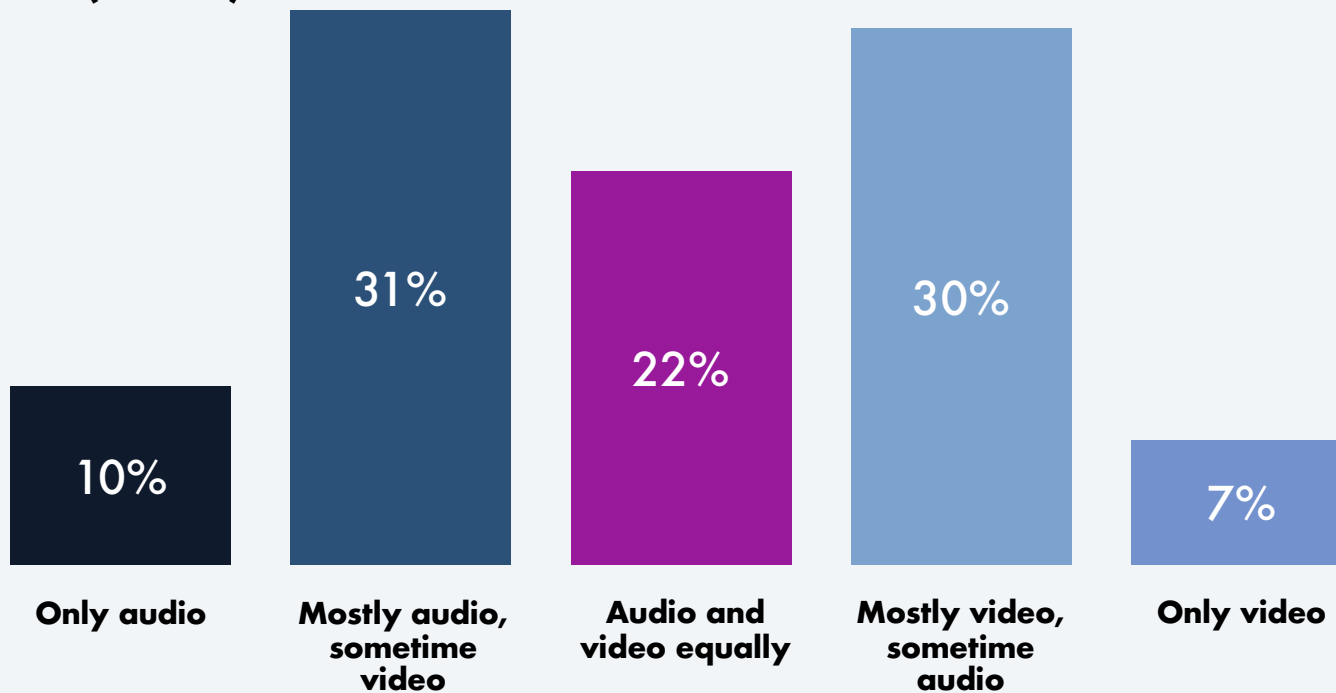
85%

Mar-25



# "How do you consume podcasts?"

Among Gen Z (15-29)



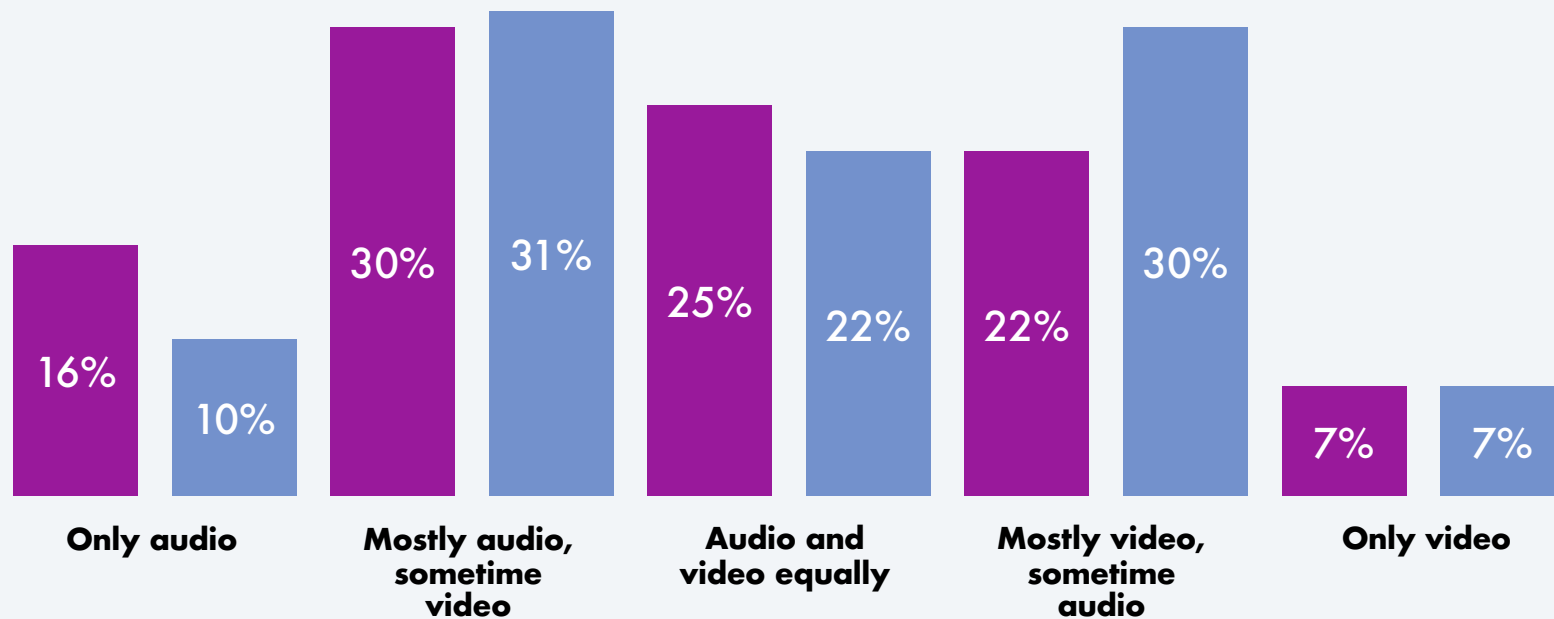
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# "How do you consume podcasts?"

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

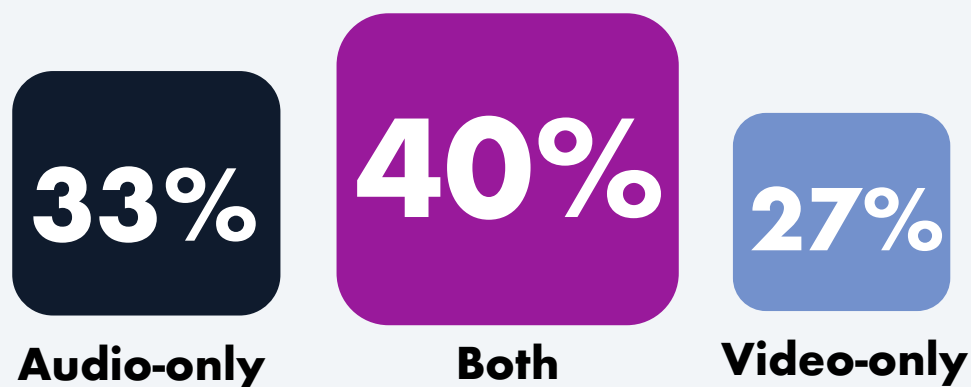
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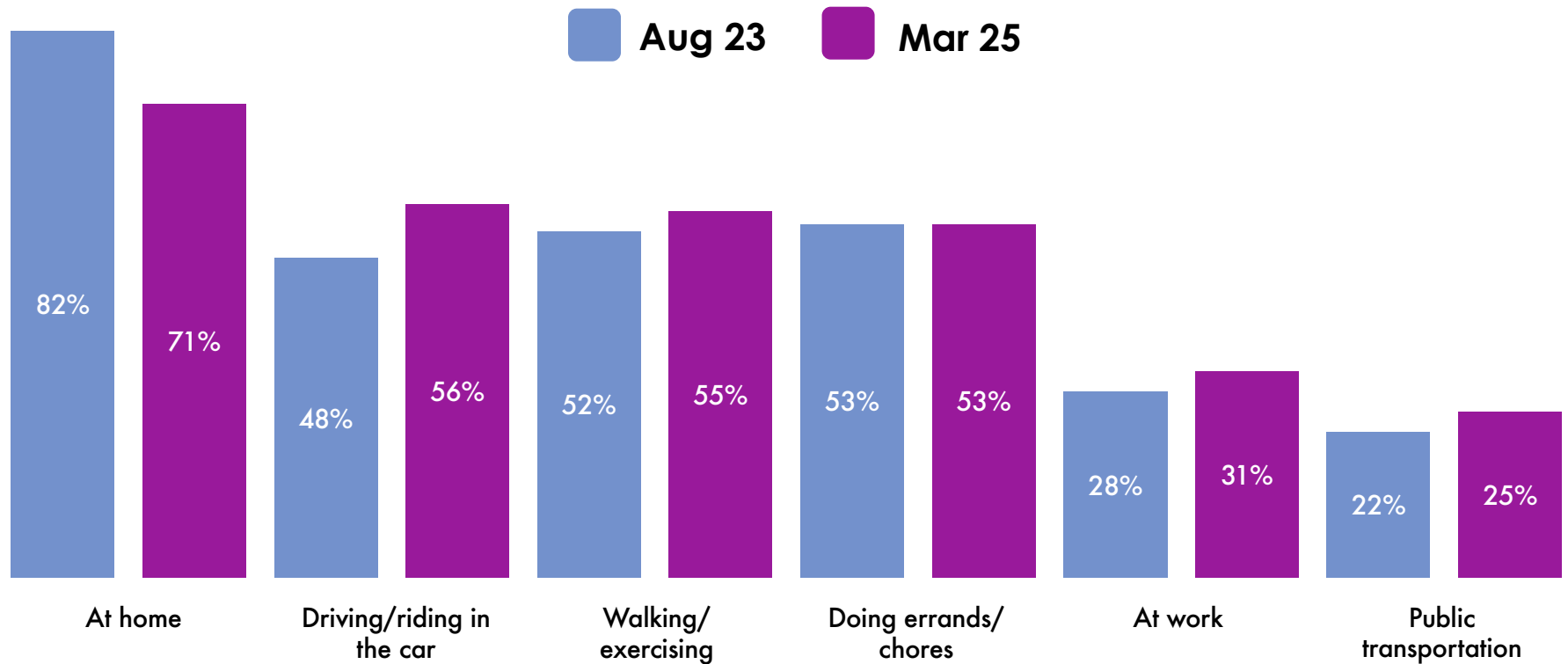


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"Thinking about how  
you consume your  
favorite podcast  
now, **do you use...?**"

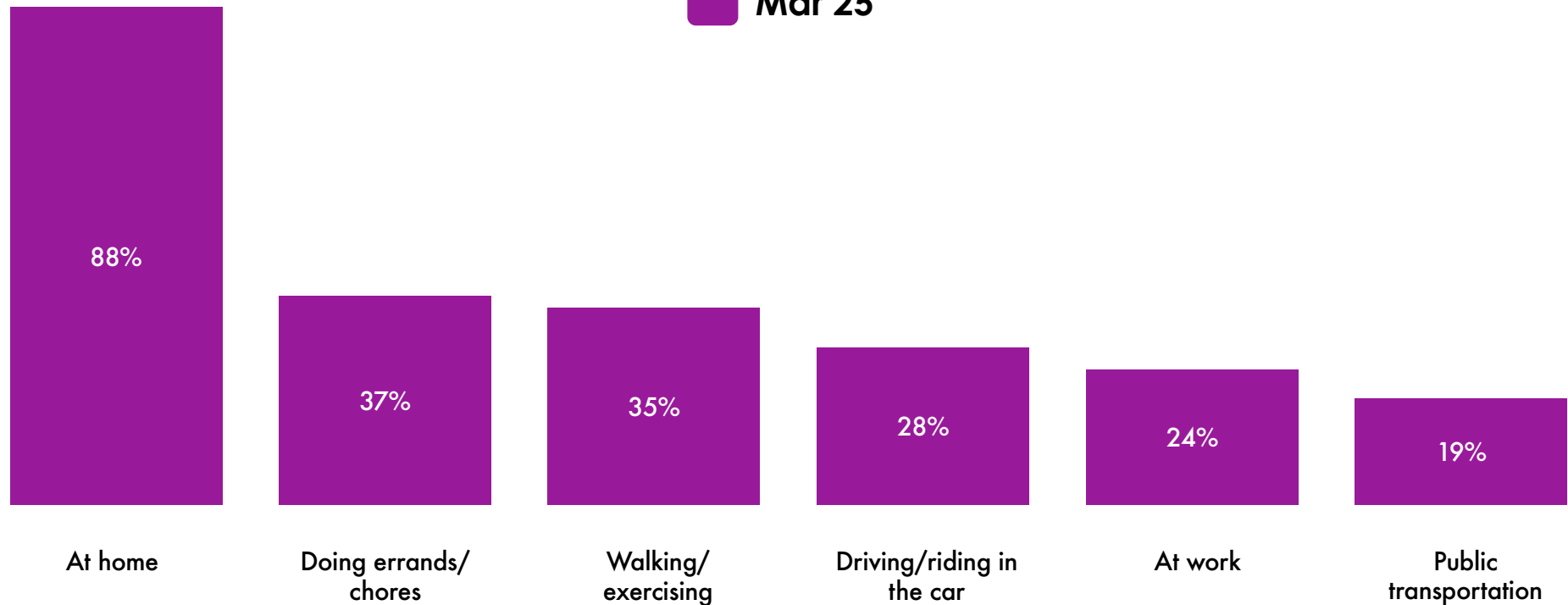


# "Where do you consume audio podcasts?"



# "Where do you consume video podcasts?"

Mar 25



# WHICH PLATFORMS?

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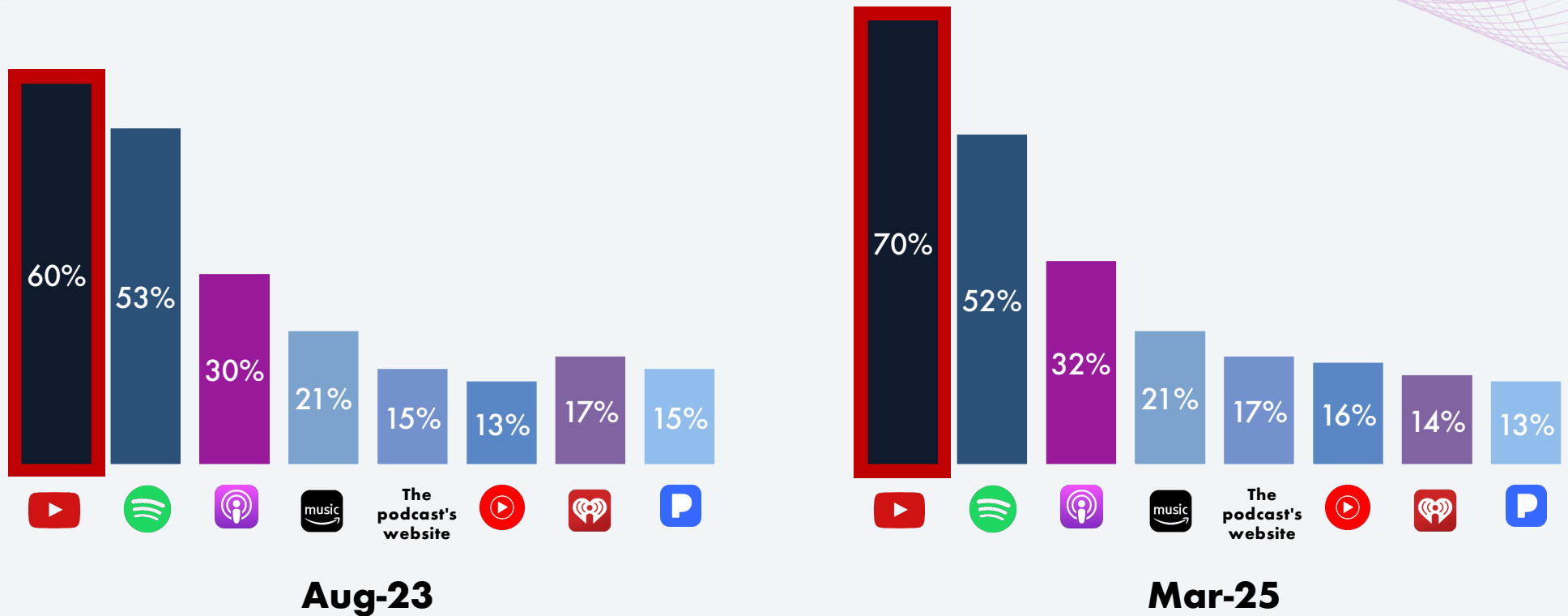


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## "Which services, apps, or destinations do you currently use for podcasts?"



**Aug-23**

**Mar-25**

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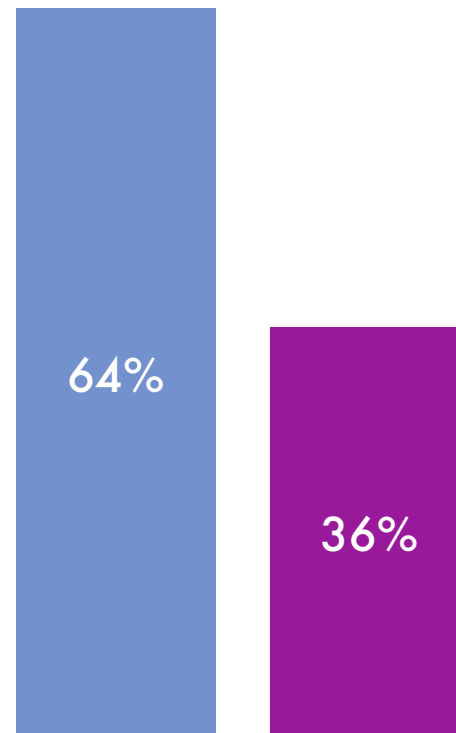




**"You didn't mention you  
use YouTube to consume  
podcasts. Are you aware  
YouTube offers podcasts?"**

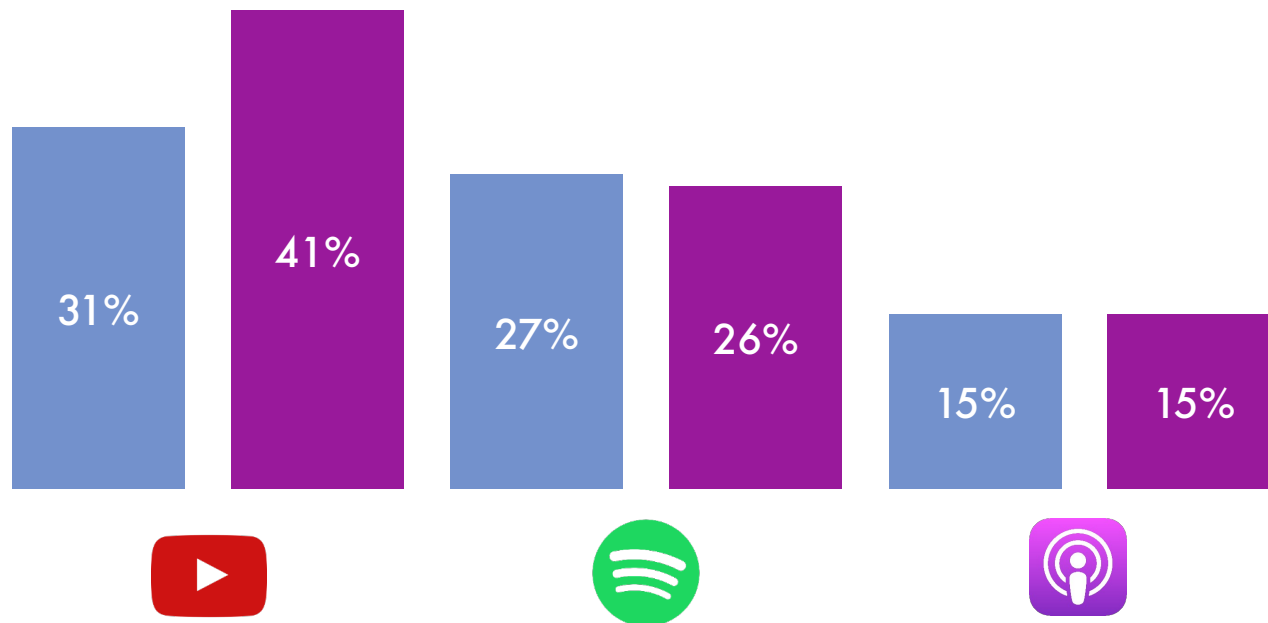
 **Yes**

 **No**



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

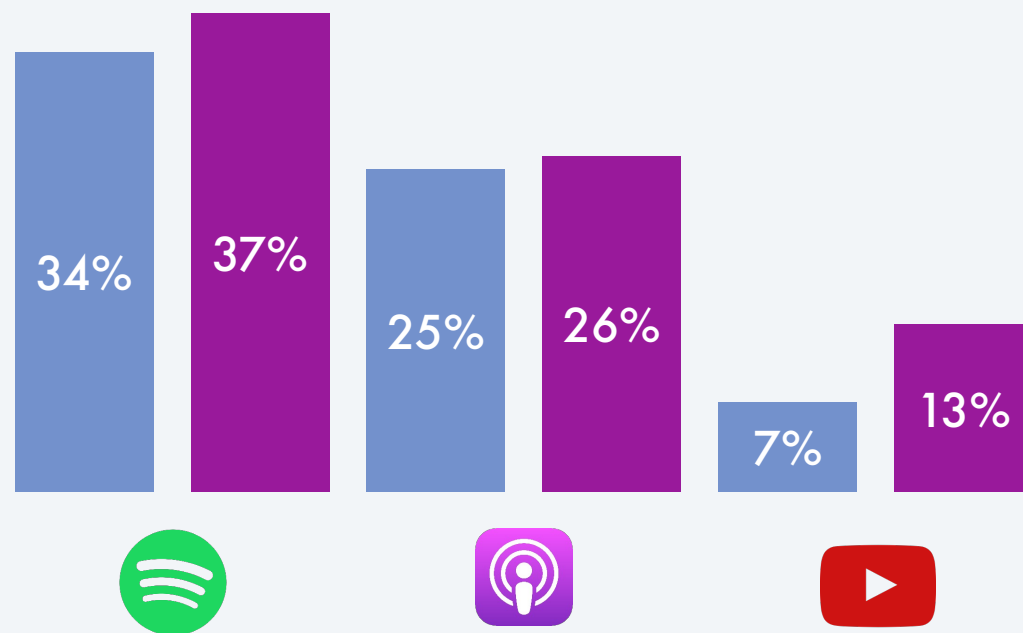
■ Aug 23 ■ Mar 25



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

Among audio-only consumers

Aug 23 Mar 25



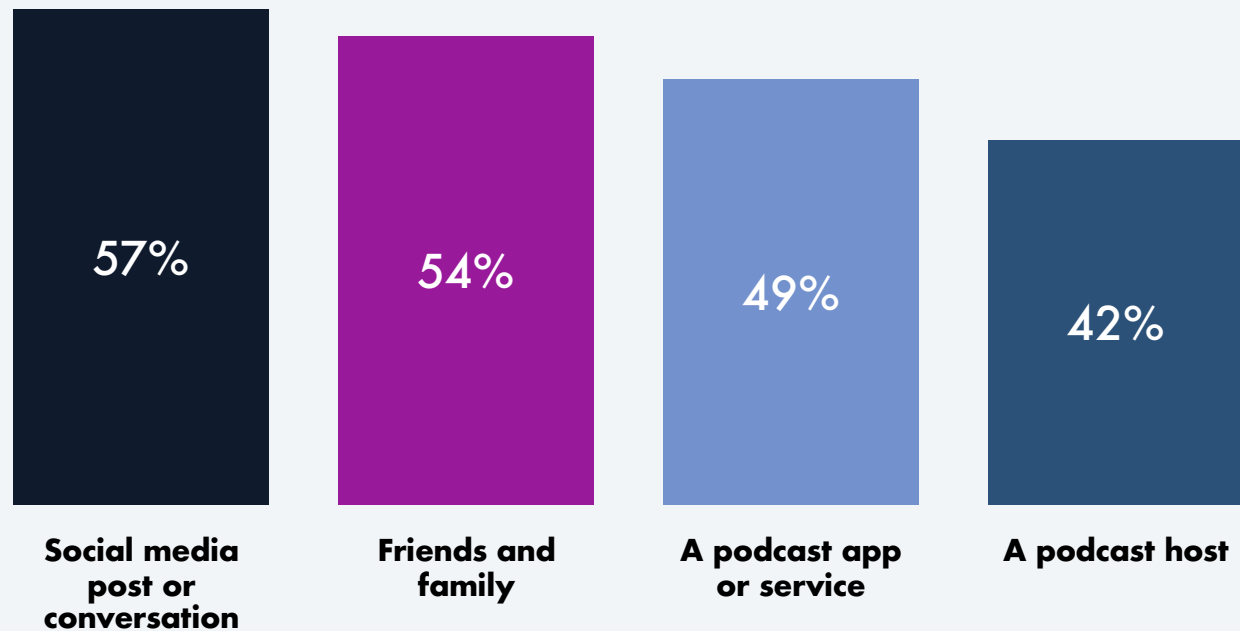
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# "How do you discover new podcasts?"



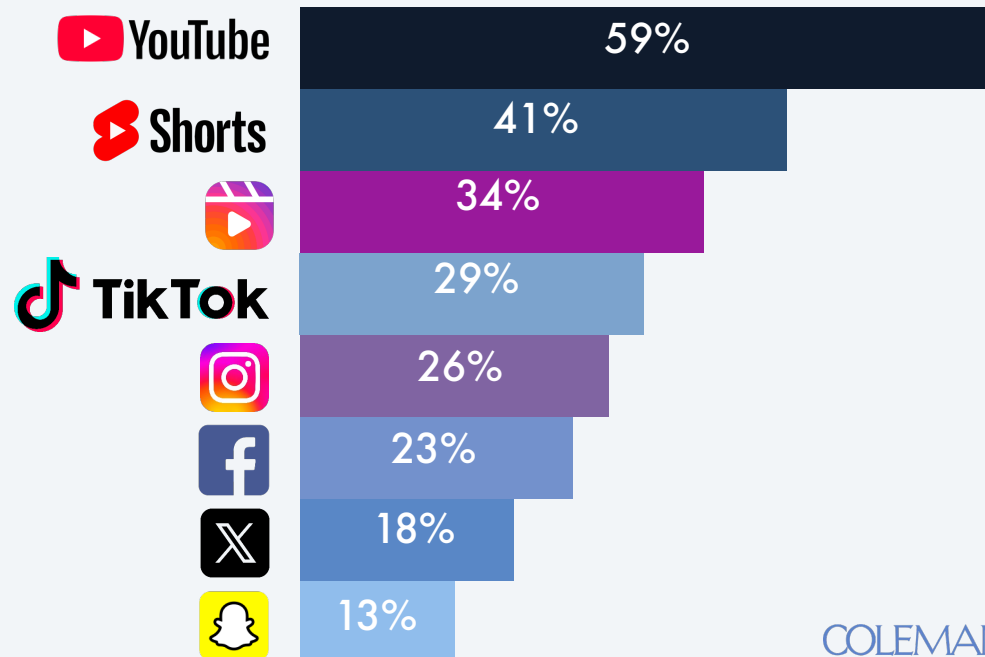
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**"On which of the following social media platforms did you discover a new podcast for the first time in the past few months?"**





## FOCUS ON YOUTUBE

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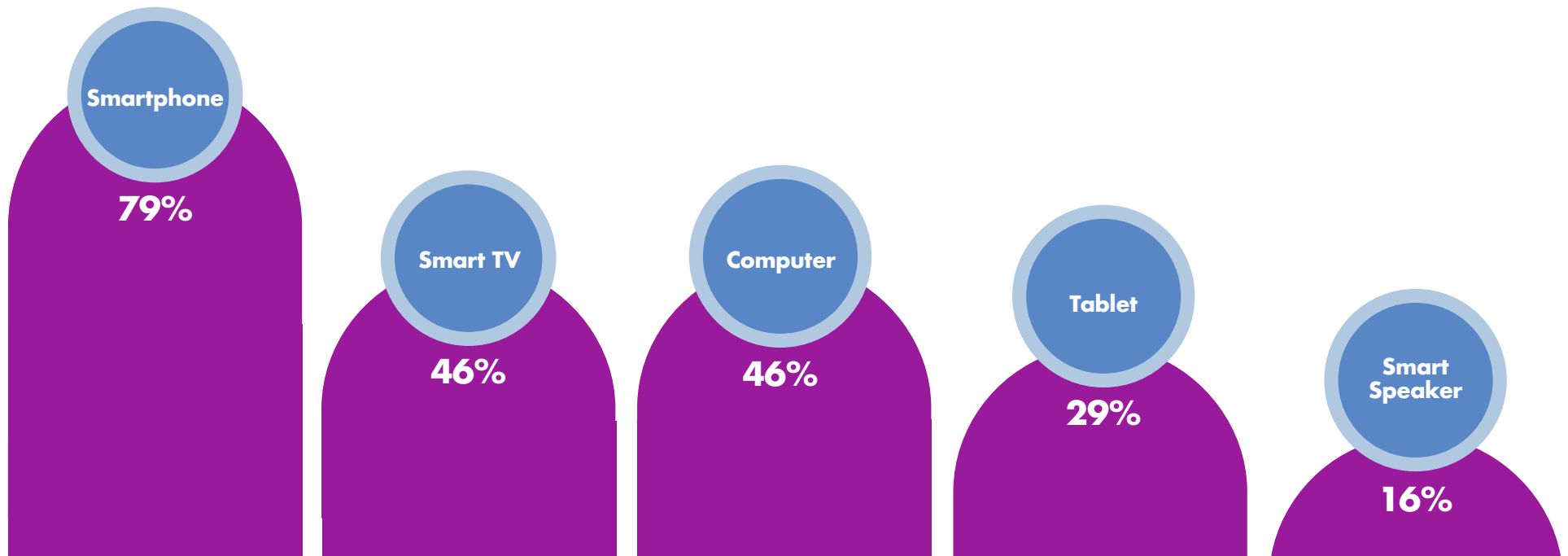
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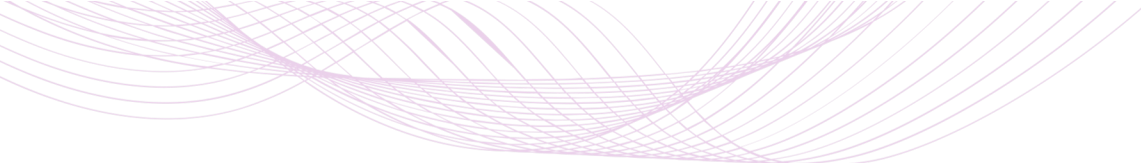


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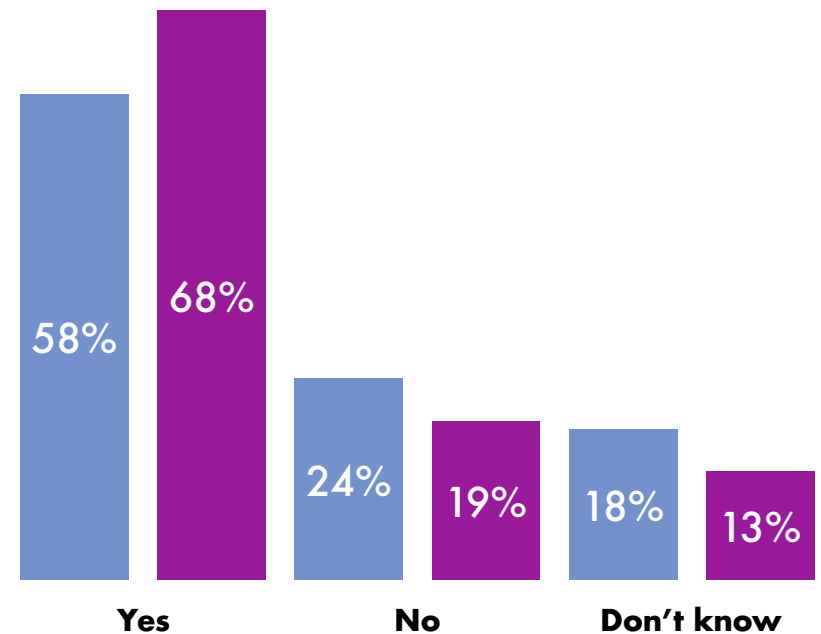


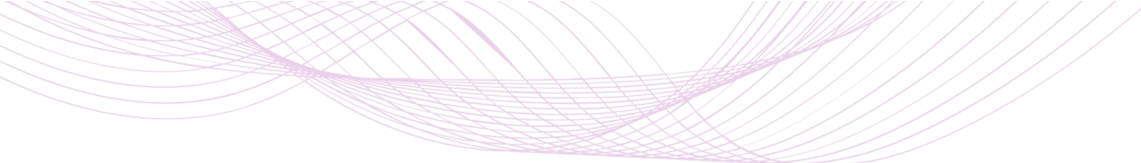
## “Which devices do you use to consume podcasts on YouTube?”





# "Are all your favorite podcasts available on YouTube?"





# "Are you a YouTube Premium Subscriber?"



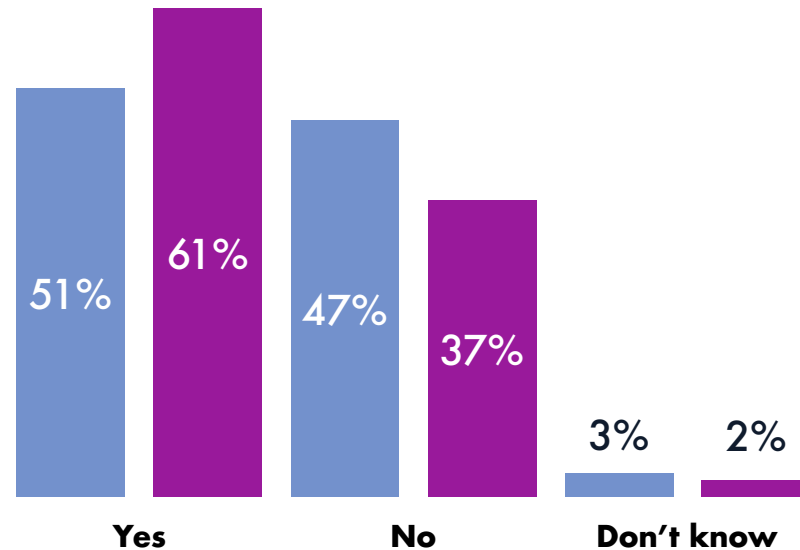
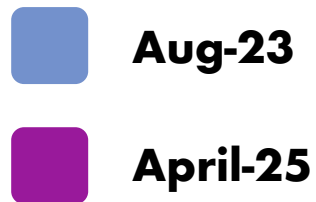
**Yes**



33%



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

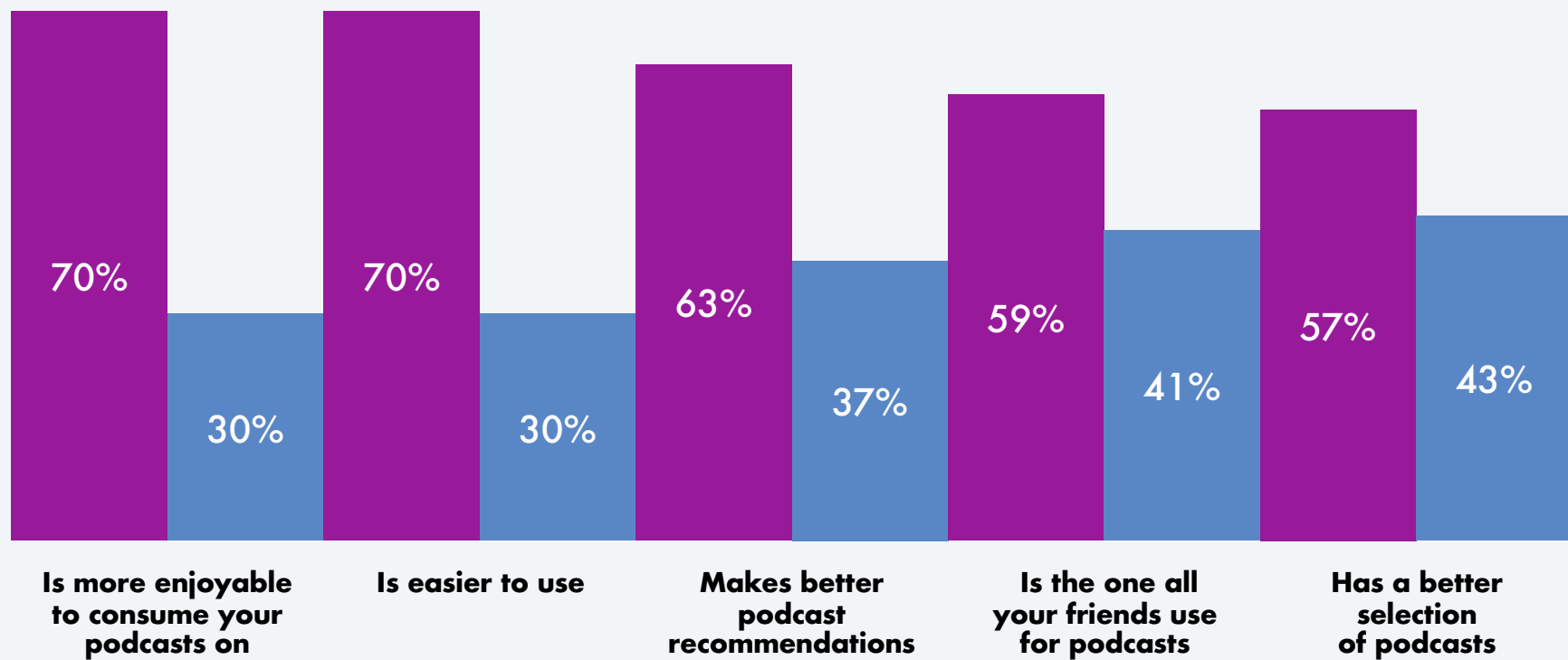


# THE SPOTIFY VIDEO OPPORTUNITY

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# YouTube vs. Spotify



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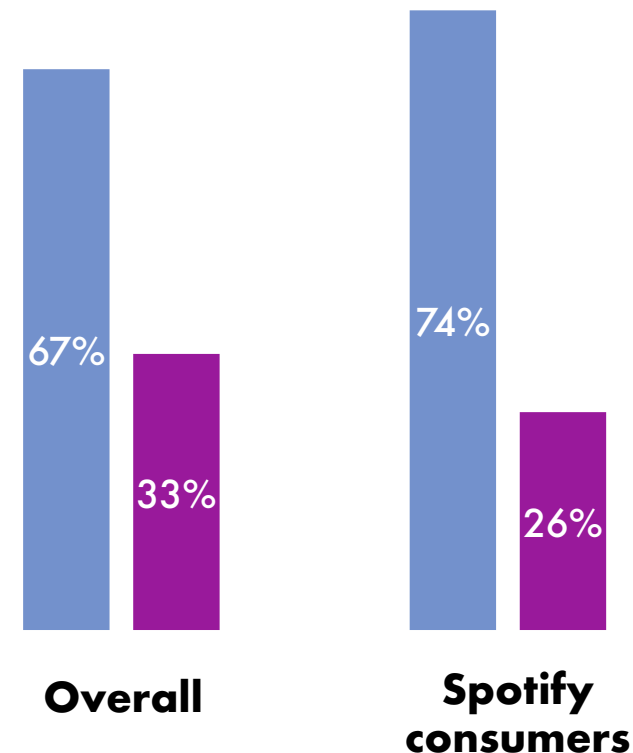




# "Are you aware that Spotify offers video podcasts?"

 **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**

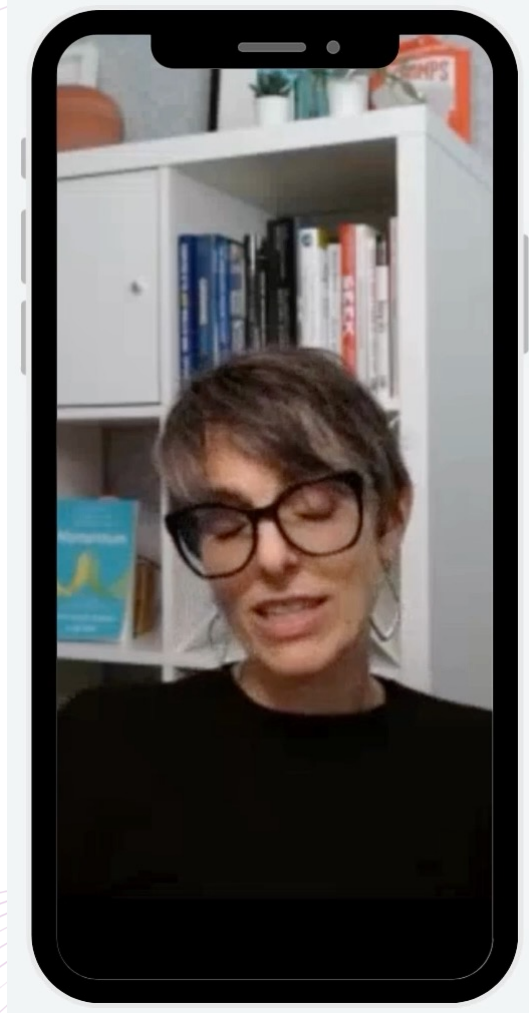


## Sample Size

**N= 30**

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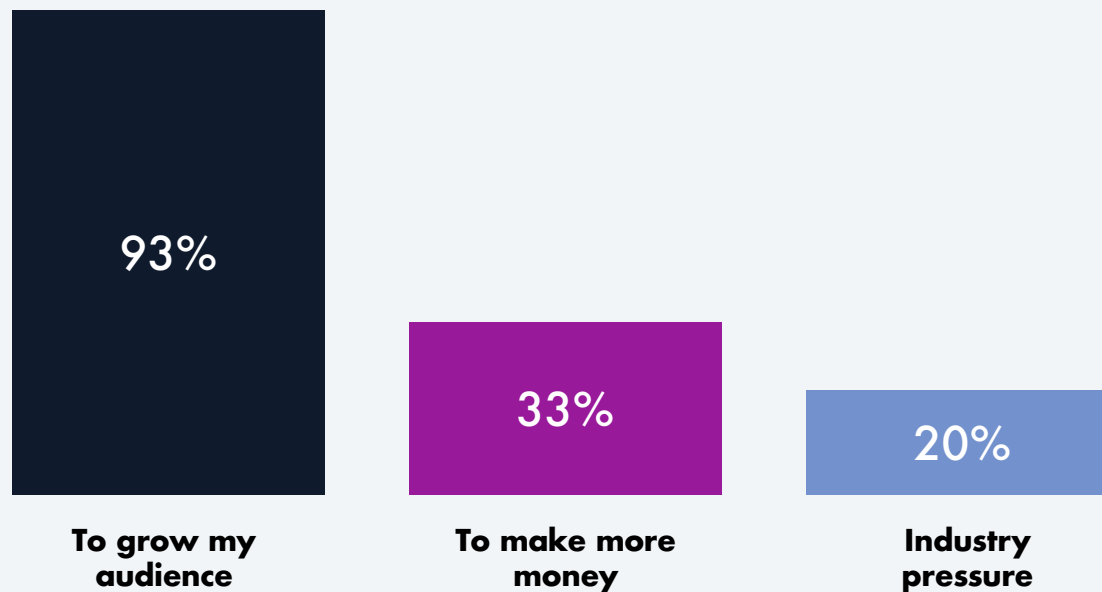
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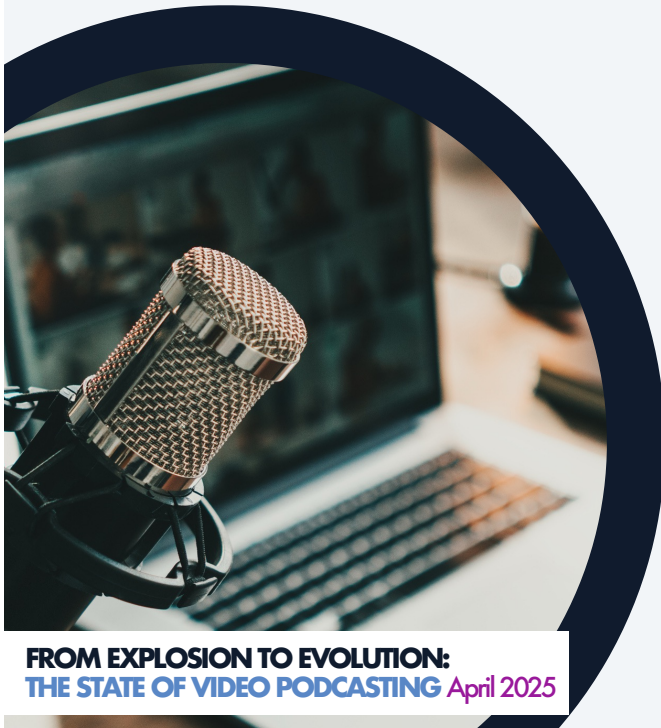
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# "What motivated you to start video podcasting?"



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



13%

**Very difficult**

53%

**Somewhat difficult**

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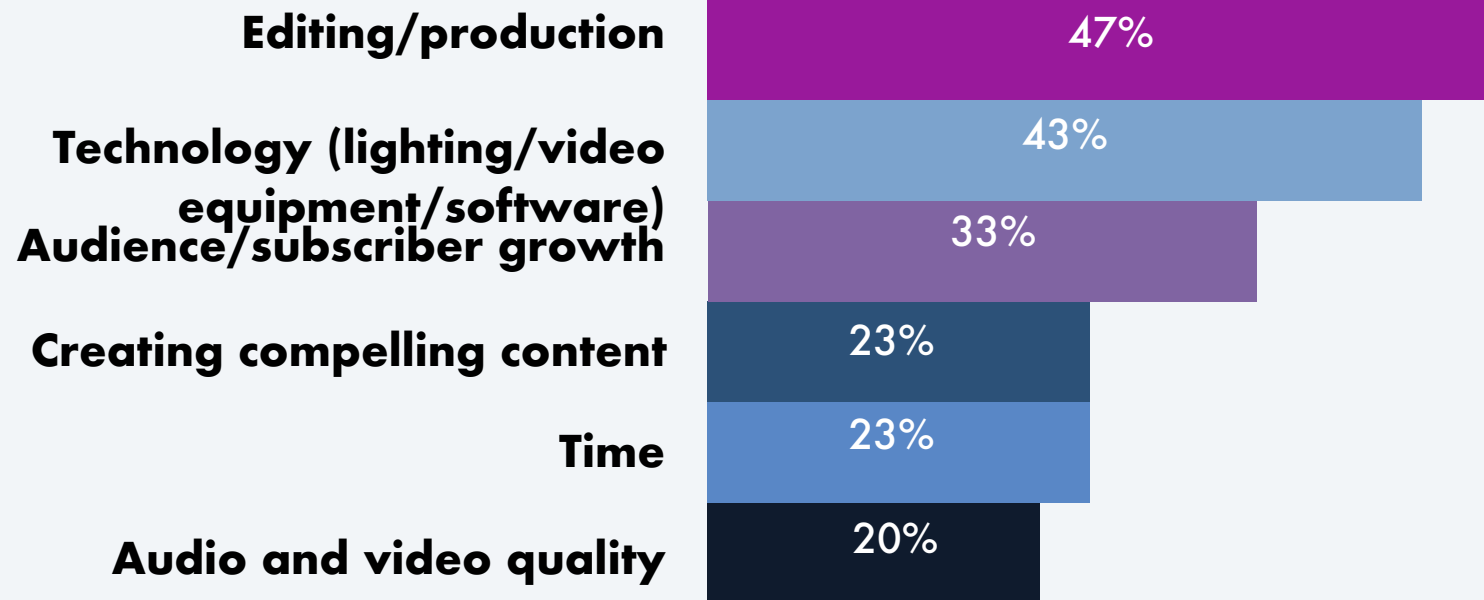


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# "What are your biggest challenges as a video podcast creator?"

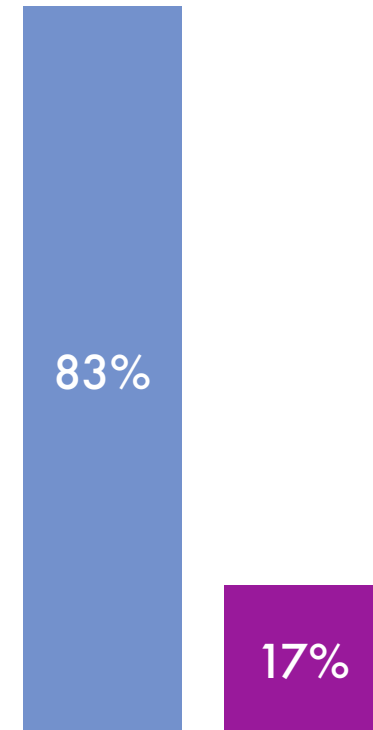




# "Do you post clips of your most successful podcast on social media?"

 **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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