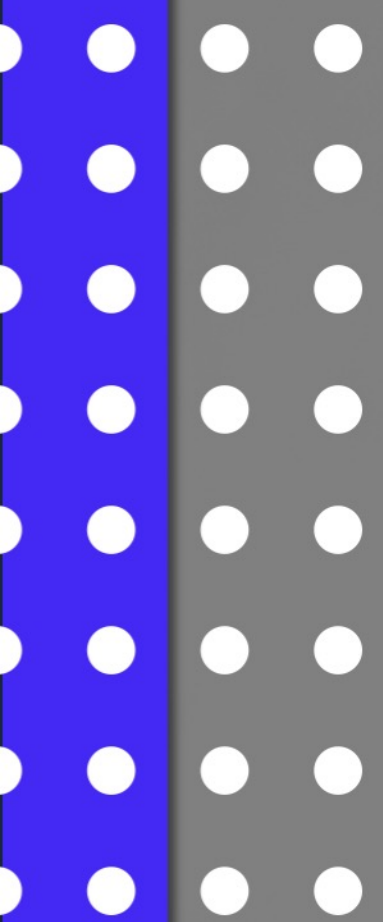




SOUNDS PROFITABLE

THE
BUSINESS
OF
PODCASTING

U.S. 2025

The Podcast Landscape



Sep 2025

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OF
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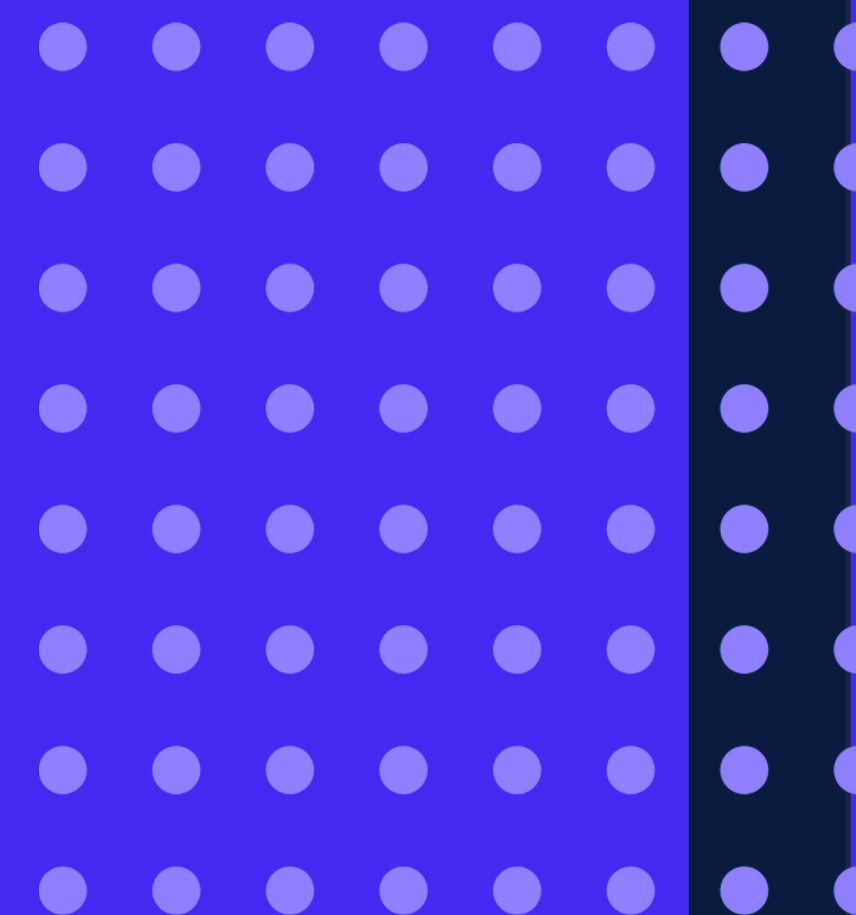


True Companions

The Power of TV/Film Podcasts

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Methodology



In June 2025, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5034** Americans ages 18+ - the largest public study of podcasting in America



The sample was weighted to the most recent census data to be representative of the US population, using a single source, conducted identically to the 2023 and 2024 studies



Respondents were asked a variety of questions about podcasting, including whether they consume, how often, and why they do or do not consume podcasts



Topics also included churn, what leads to decreases in consumption over time, and general perceptions of the medium and its creators

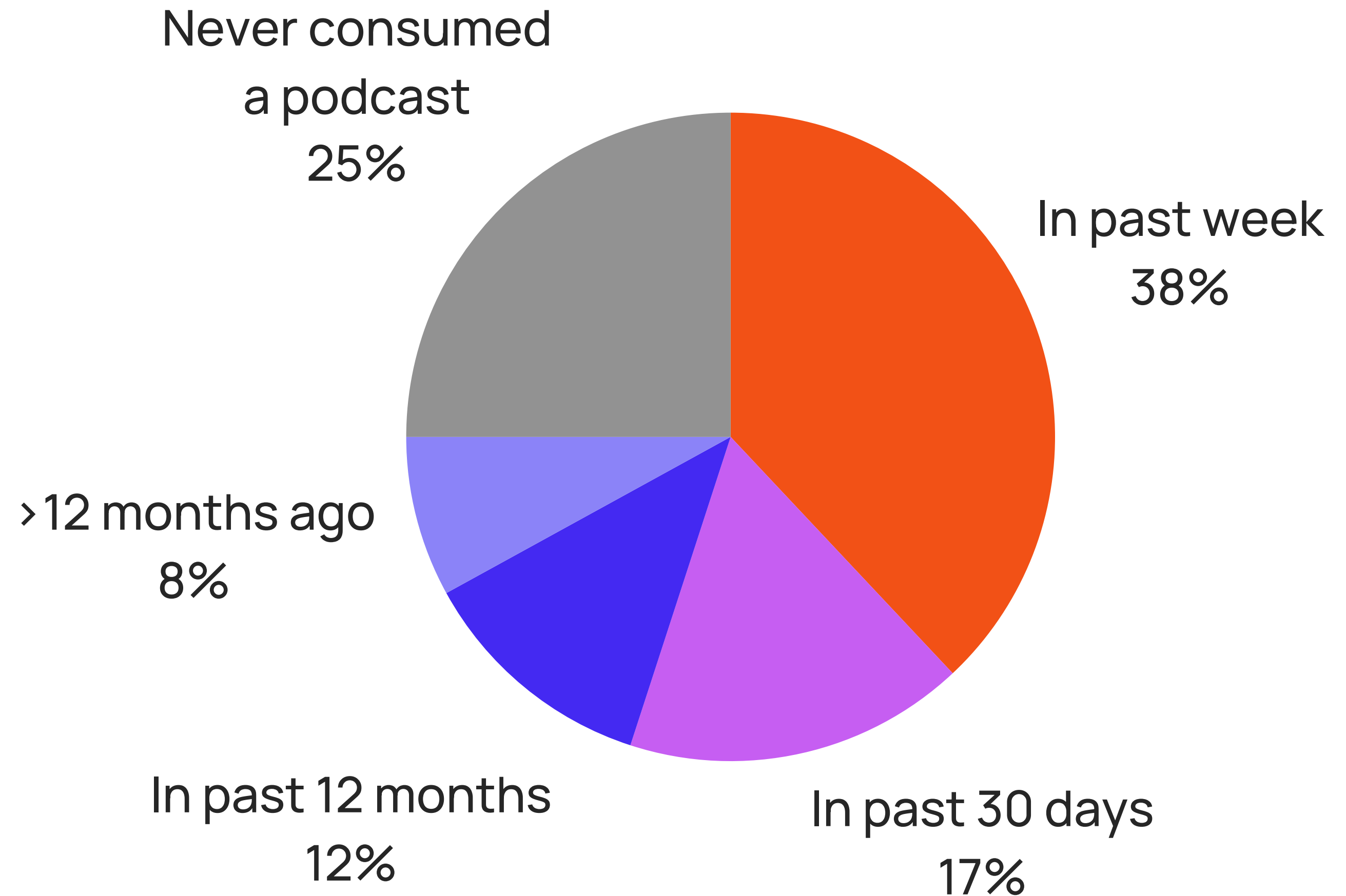
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When was the last time, if ever, you consumed a podcast, either audio or video?

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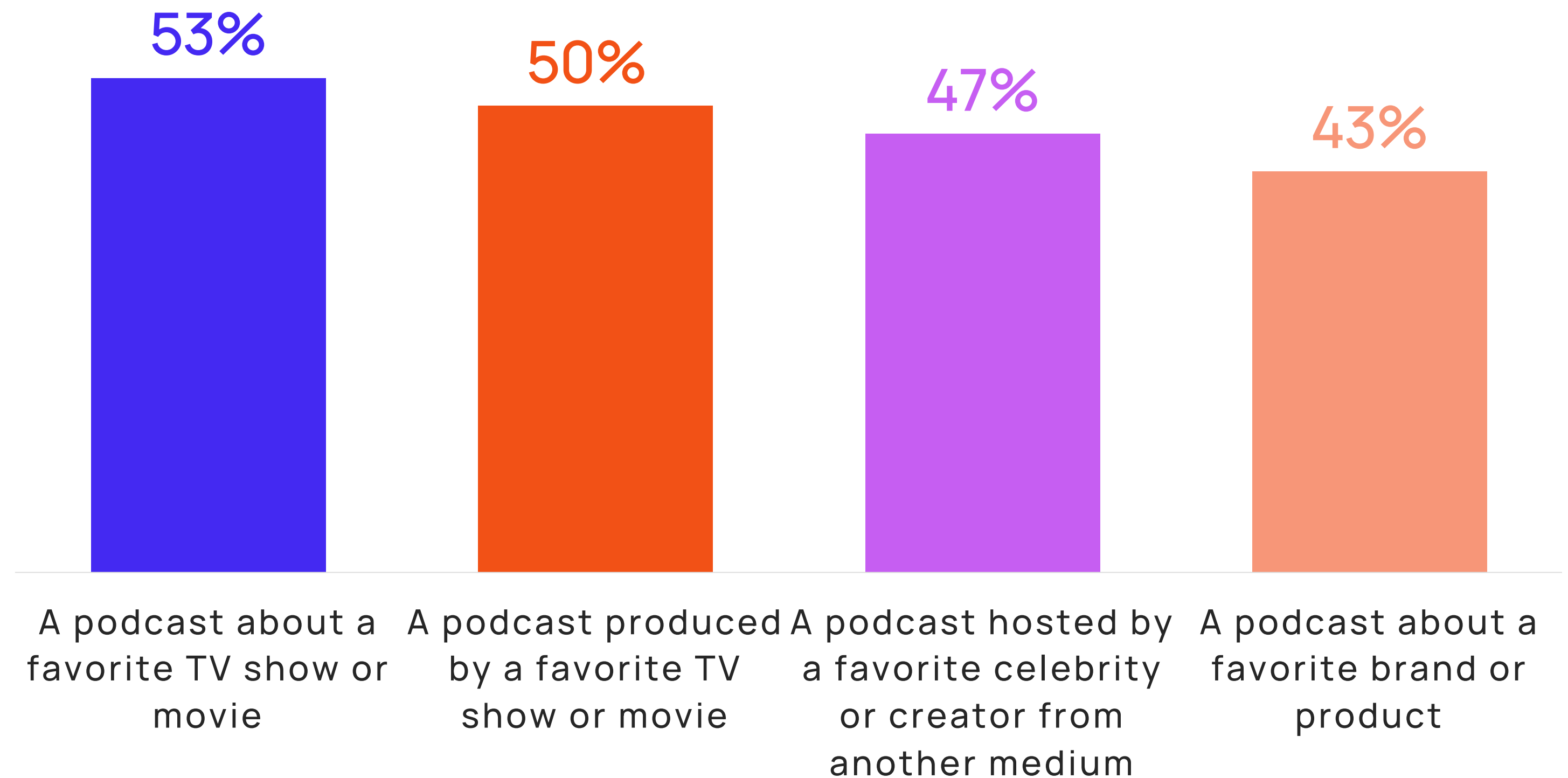
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For each type of podcast, how likely would you be to listen?

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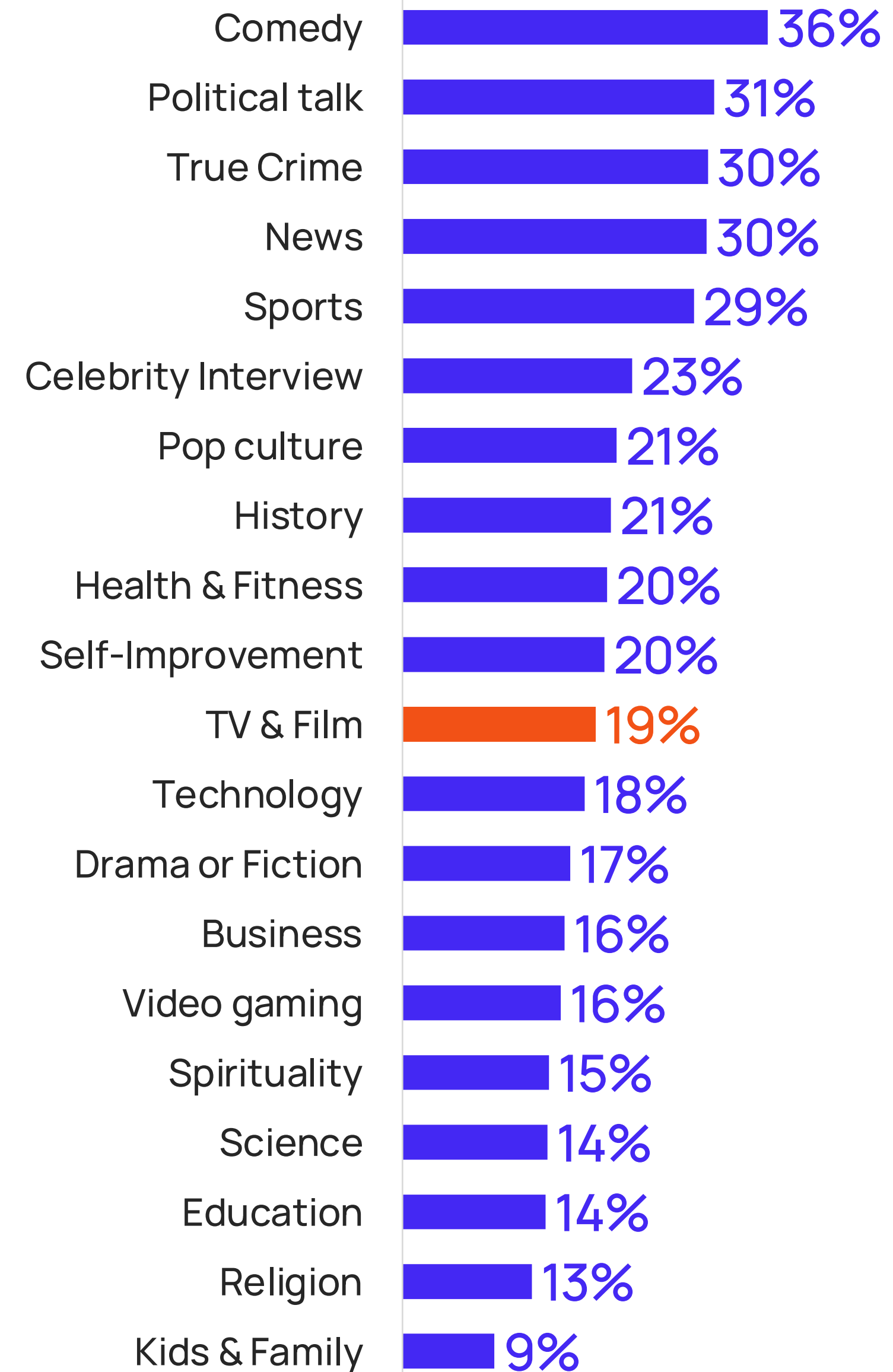
% "Very" or "Somewhat" likely



Which of the following
podcast genres have
you consumed in the
last 30 days?

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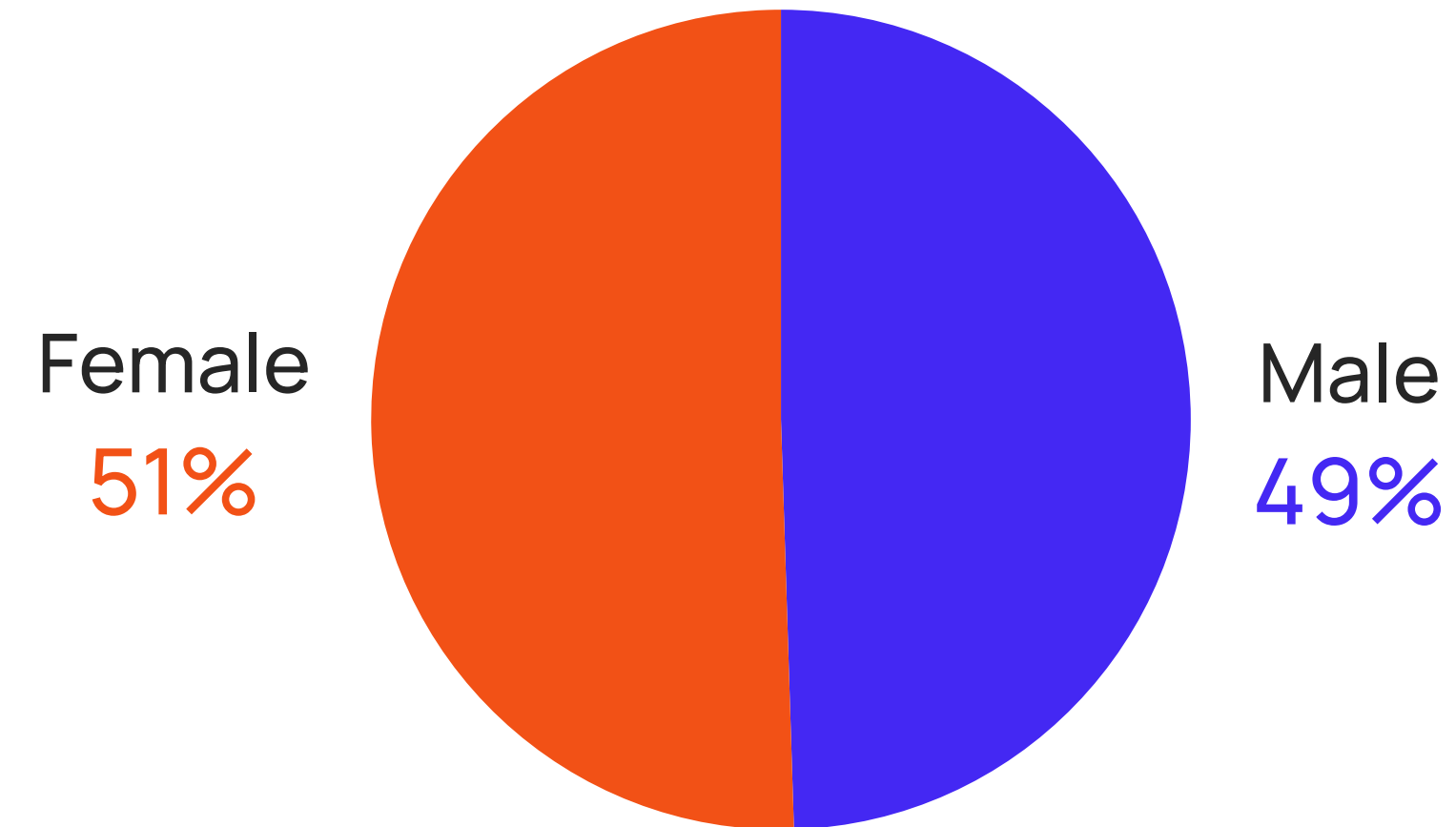
Base: Have consumed a
podcast in the last month

Gender Profile: Monthly consumers

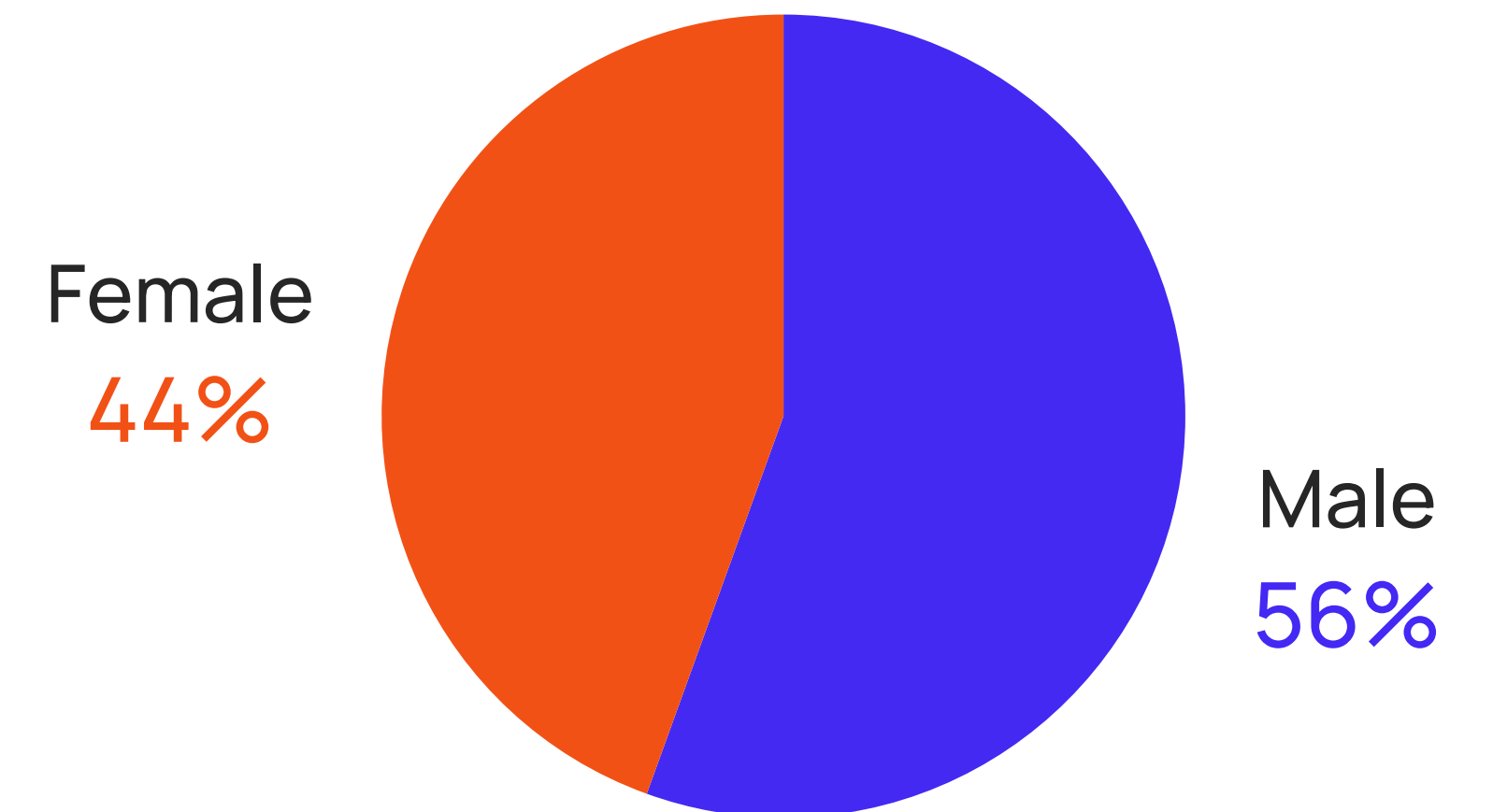
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US Population



TV/Film
Podcast Consumers

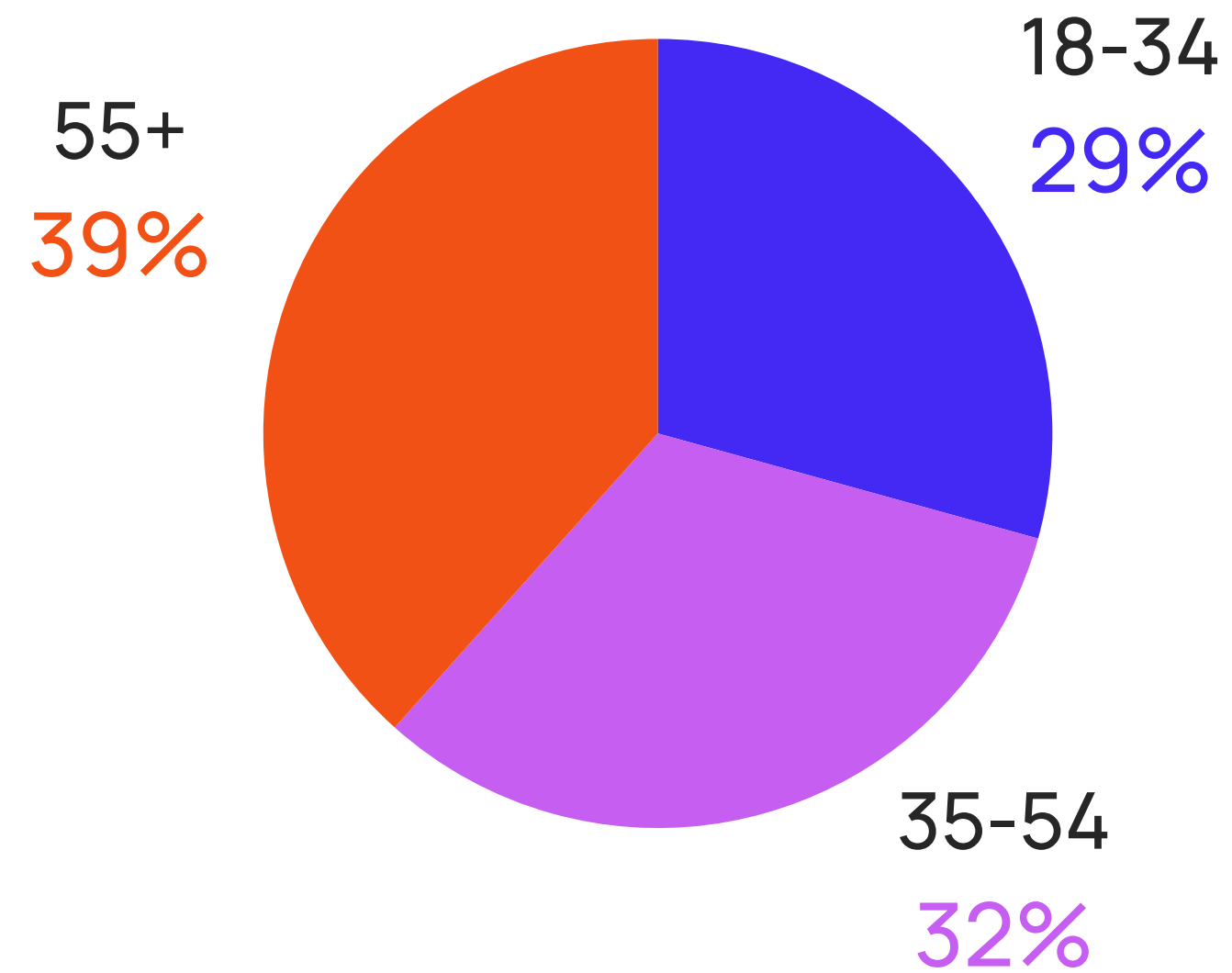


Age Profile: Monthly consumers

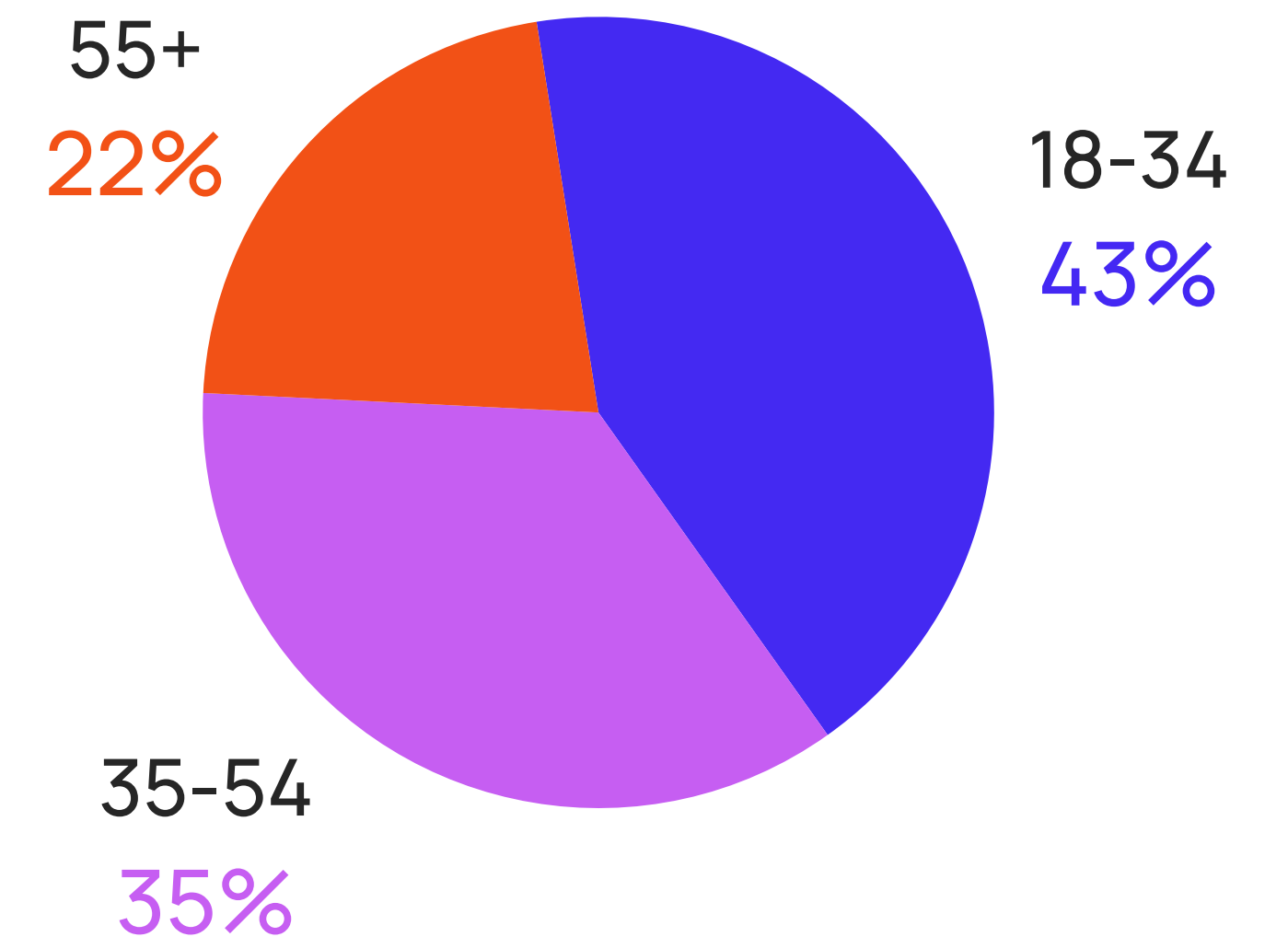
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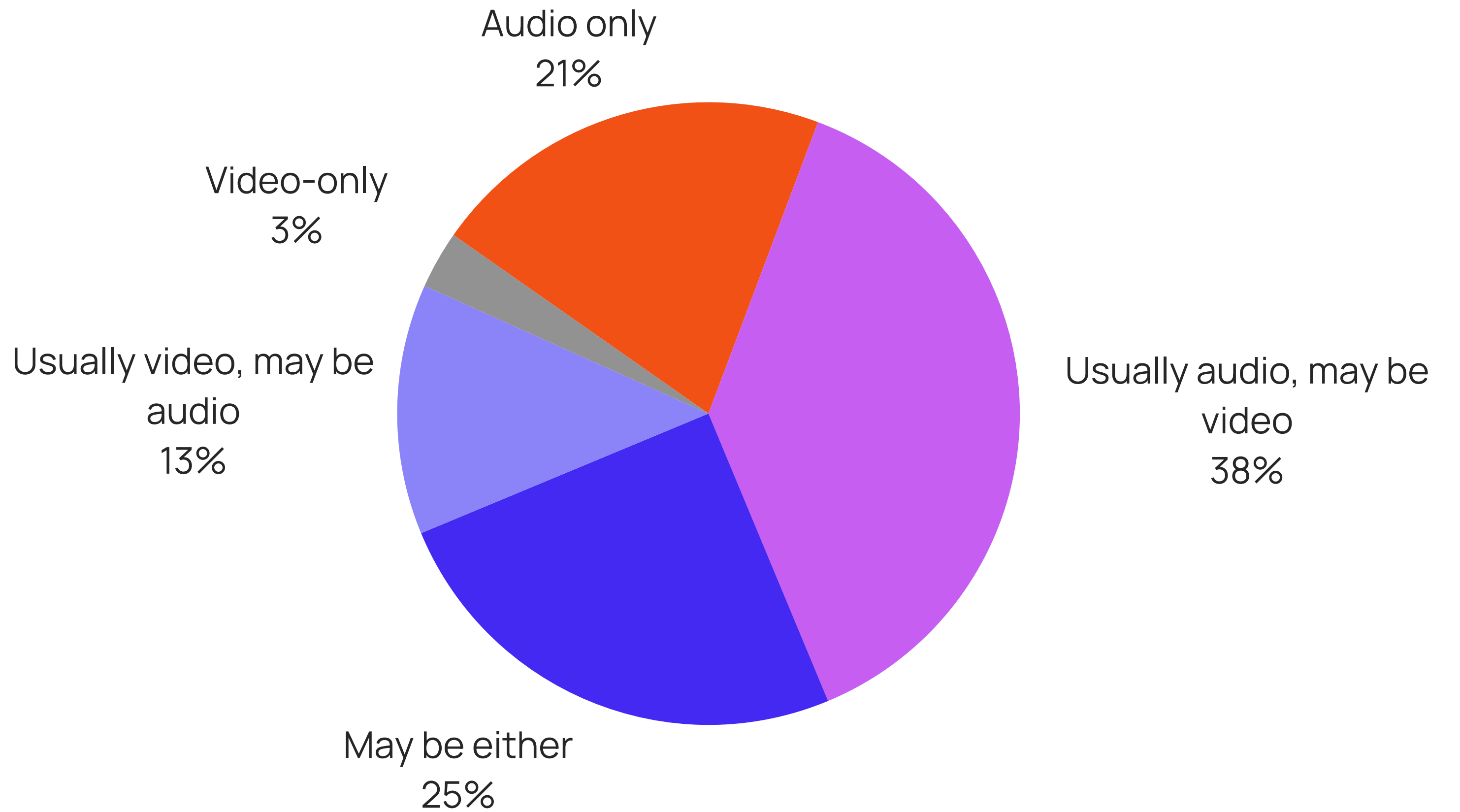
US Population



TV/Film
Podcast Consumers



When you think of a podcast, do you expect it to be audio or video?



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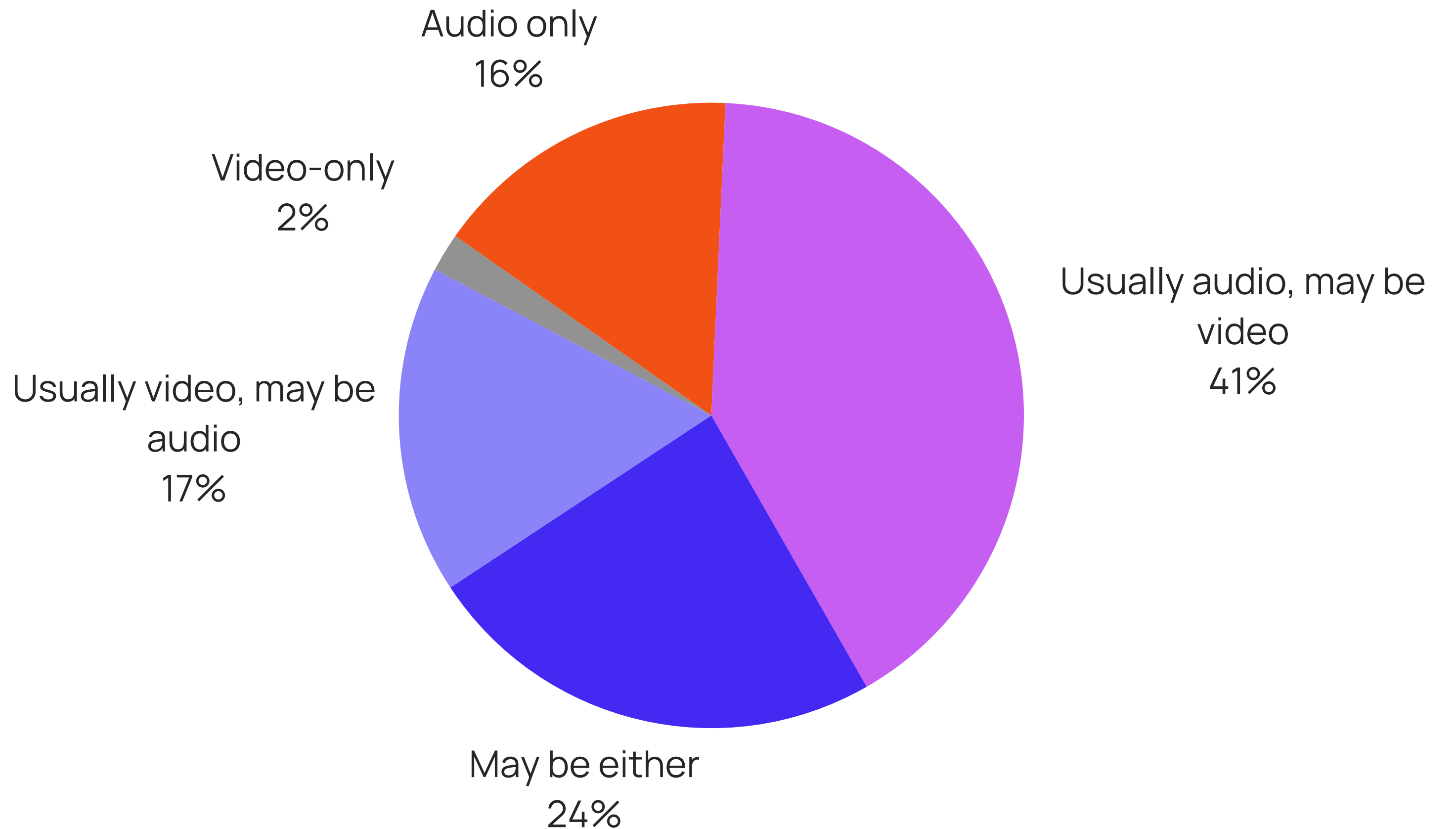
Base: Familiar with the term 'podcast'

When you think of a podcast, do you expect it to be audio or video?

TV/Film Consumers

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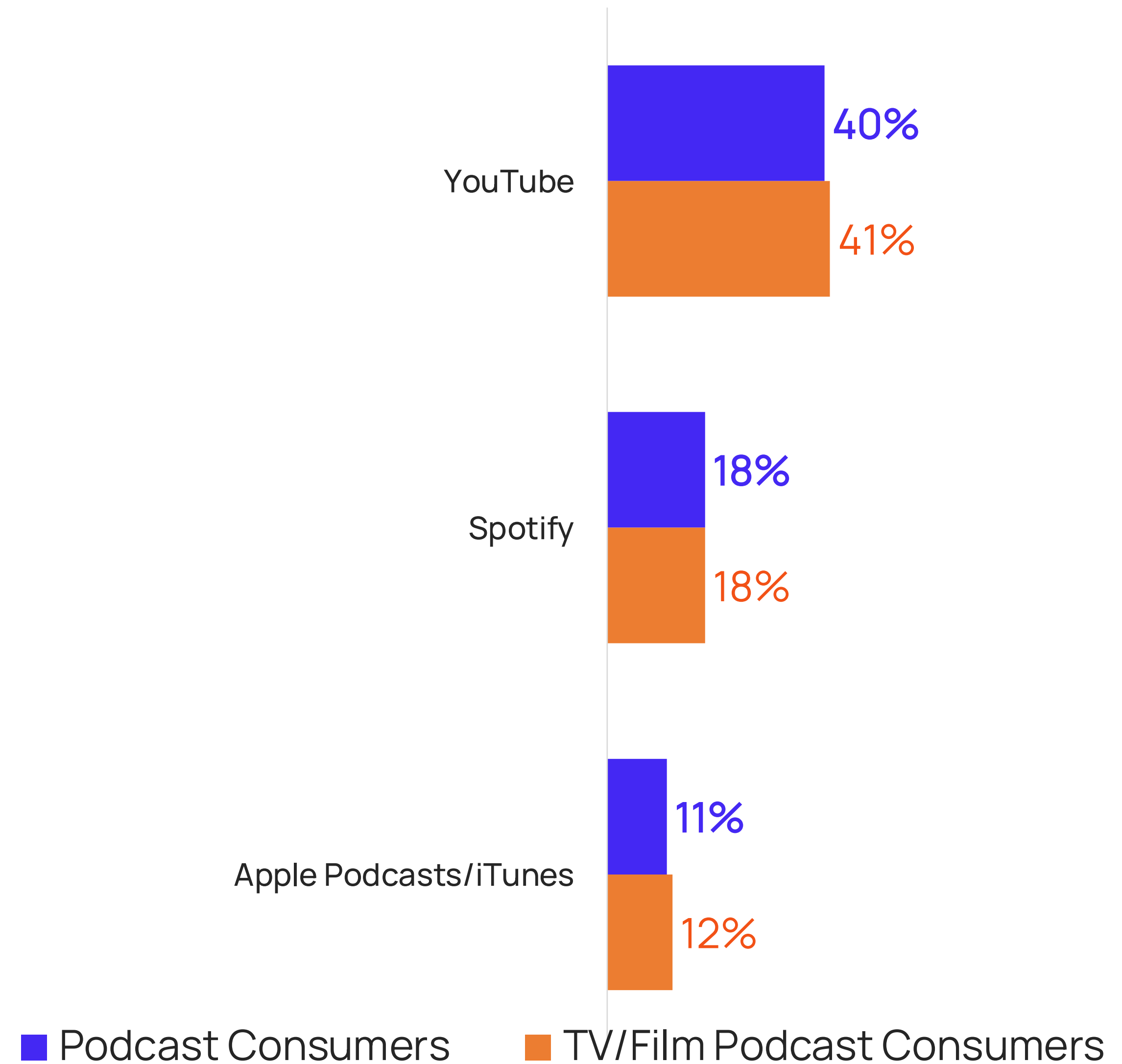


Base: Familiar with the term 'podcast'

What app/service do you use most often to consume podcasts?

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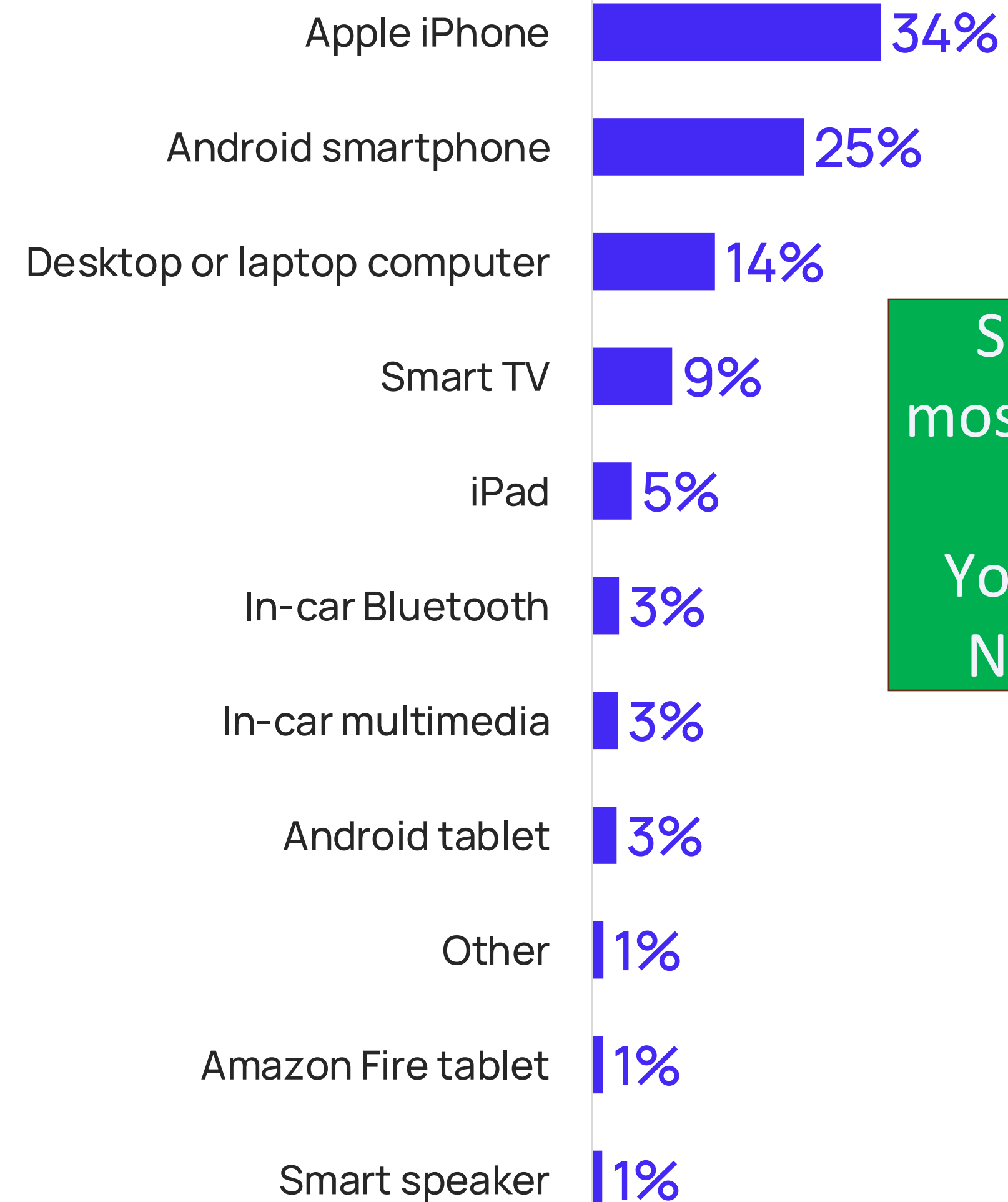


Base: Have consumed a podcast in the last month

What device do you use most often to consume podcasts?

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Service used most on smart TV

YouTube – 76%

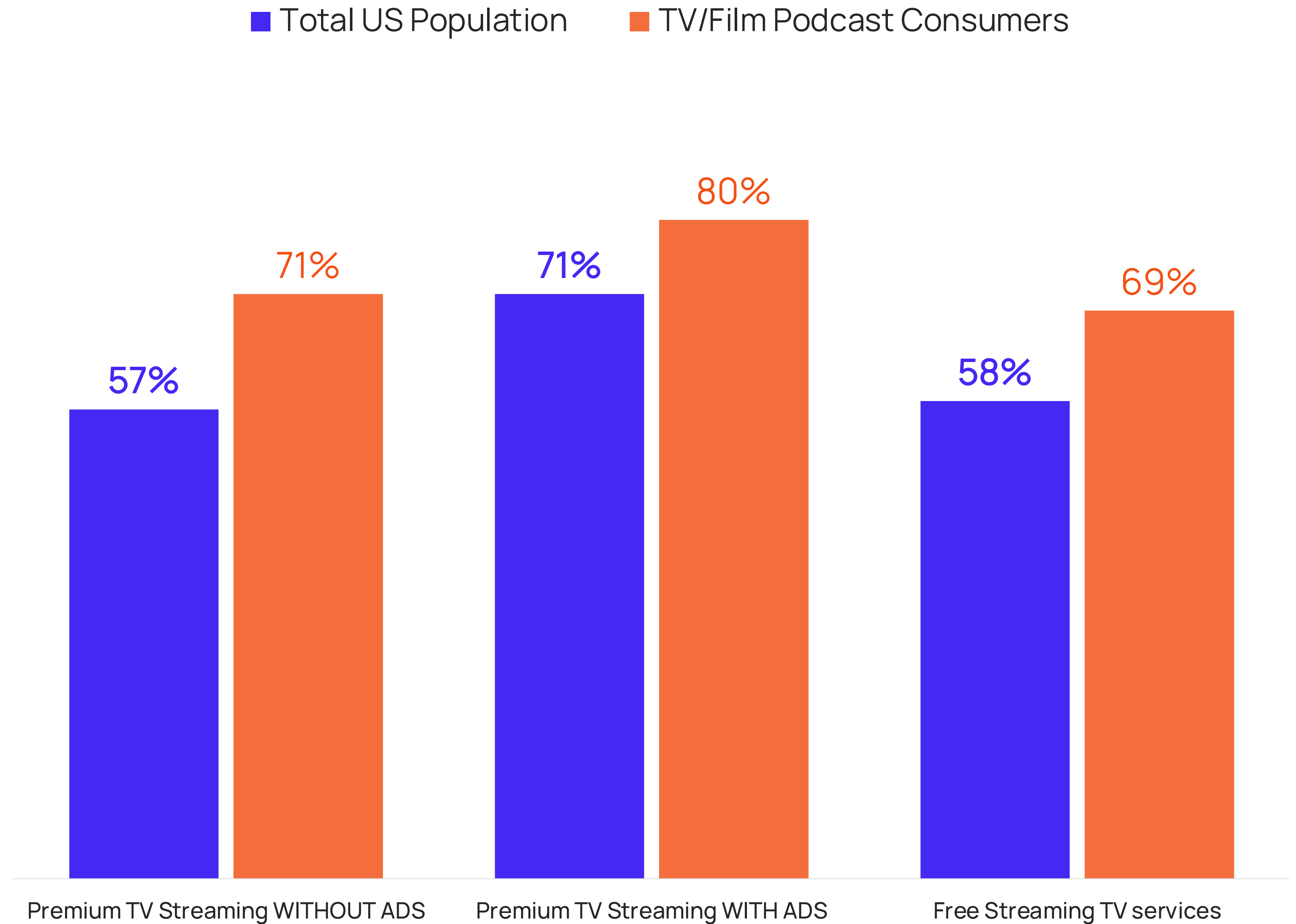
Netflix – 10%

Base: Have consumed a podcast in the last month

Which of the following types of video media have you watched in the past month?

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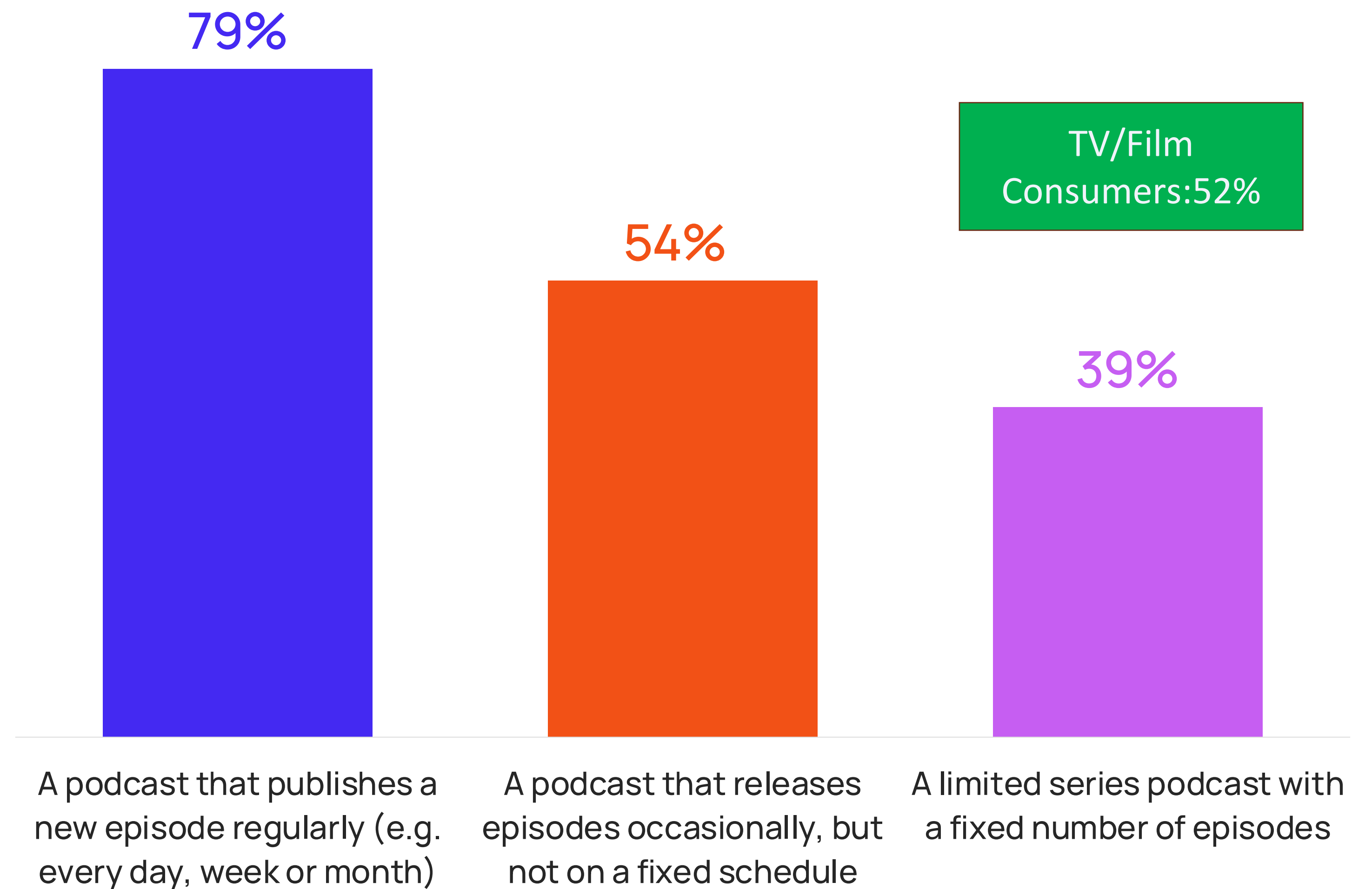


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Do you currently consume any of the following podcast types?

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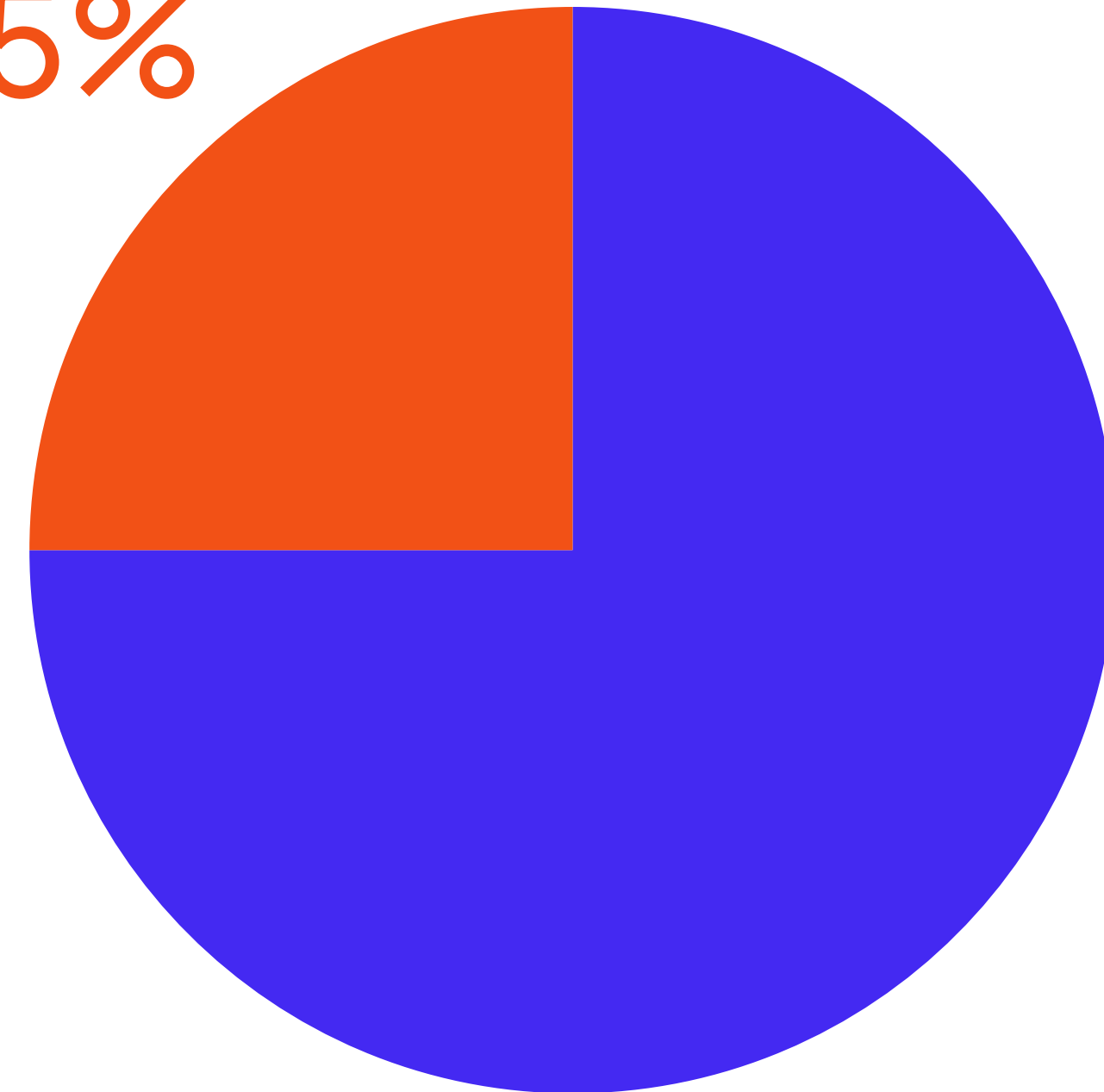


Base: Consumed a podcast in the last year

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When you finish a limited series, do you look for another podcast to consume?

No
25%



Yes
75%

TV/Film
Consumers: 79%

Base: Consumed a limited series podcast in the last year

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Looking at the following benefits associated with podcasts, how important is each benefit to you?

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% "Very" or "Somewhat" important

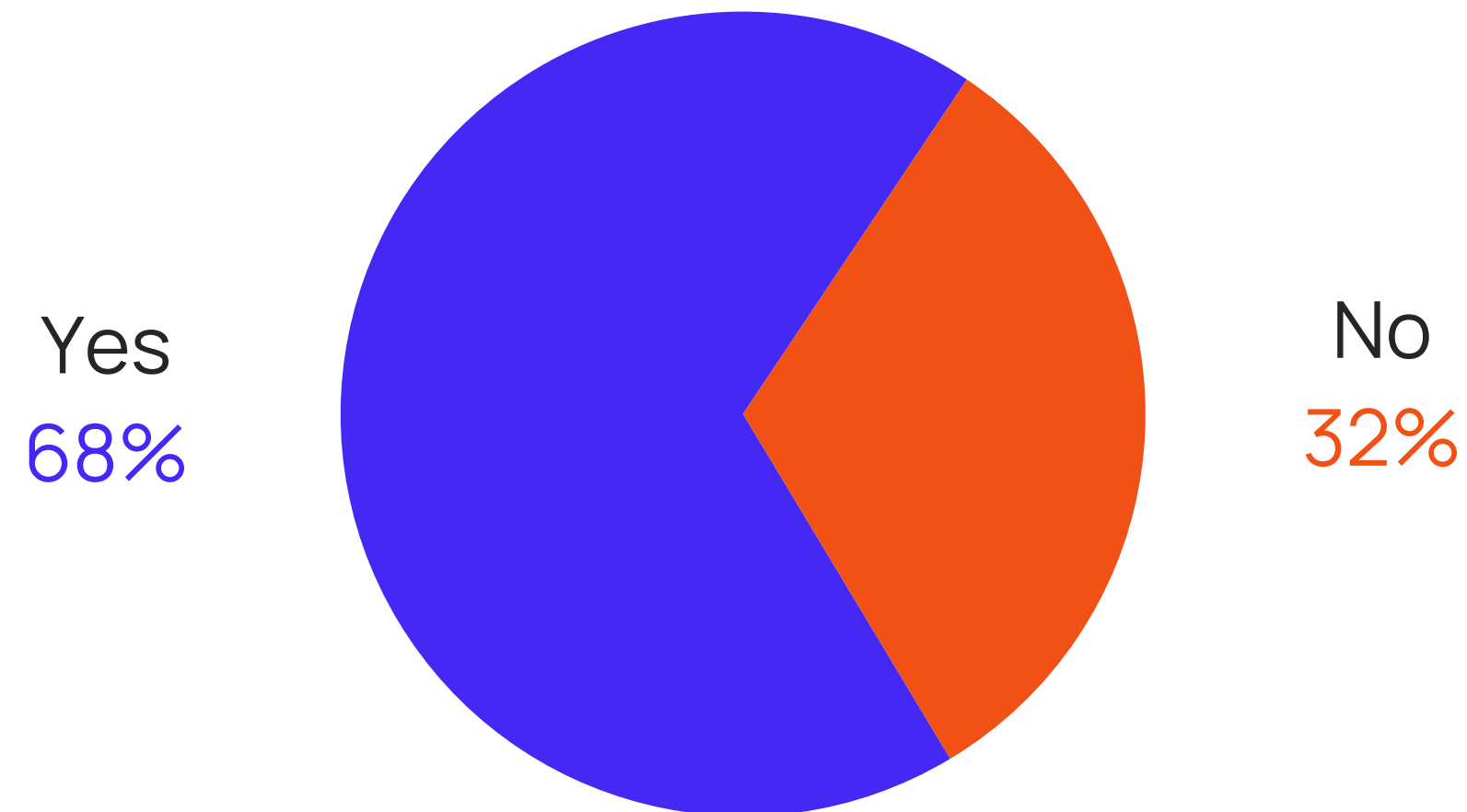


TV/Film
Consumers: 54%

Base: ever consumed a podcast

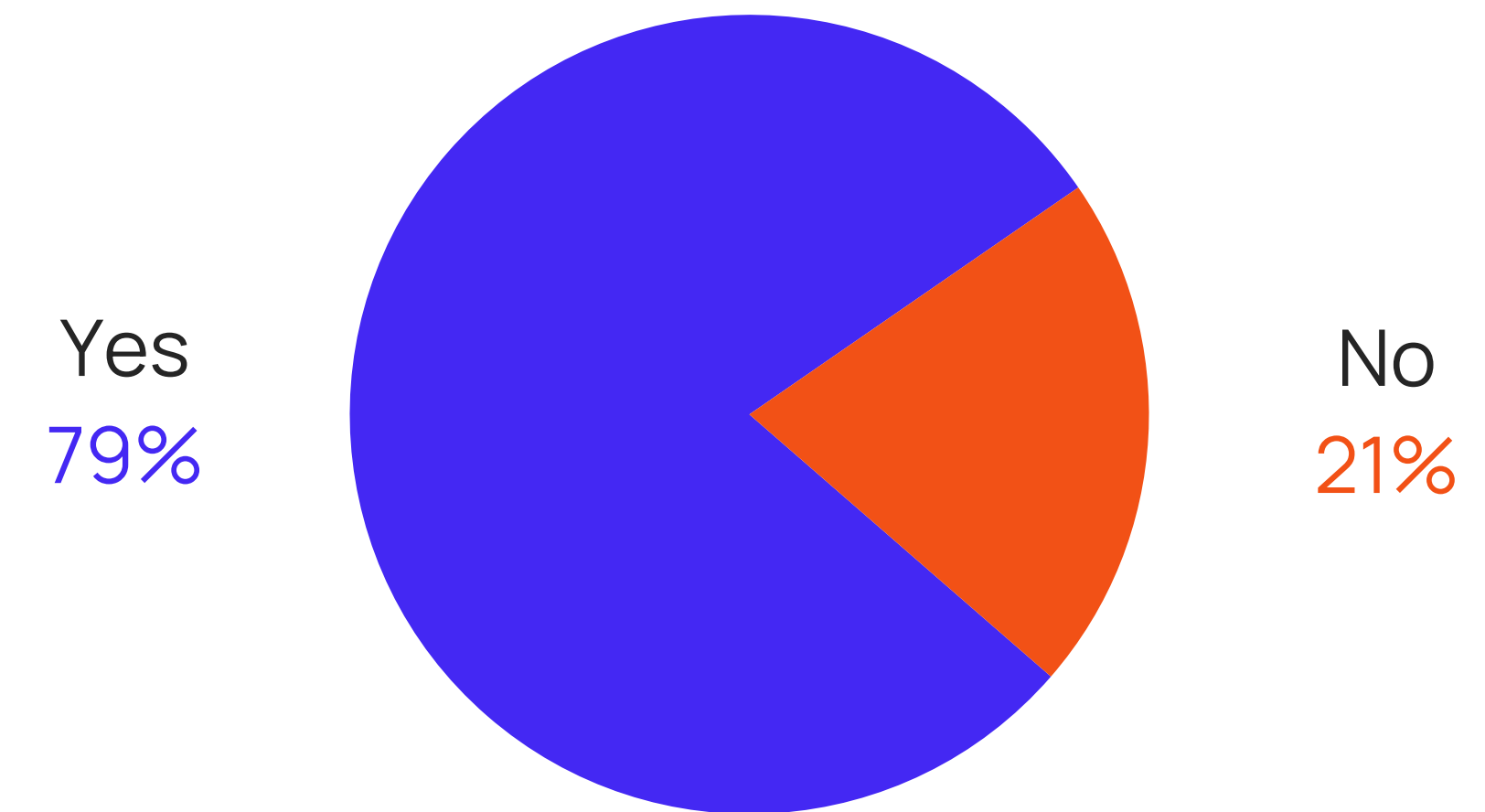
Do you ever recommend podcasts to people in your social circle?

Monthly Podcast Consumers



Do you ever recommend podcasts to people in your social circle?

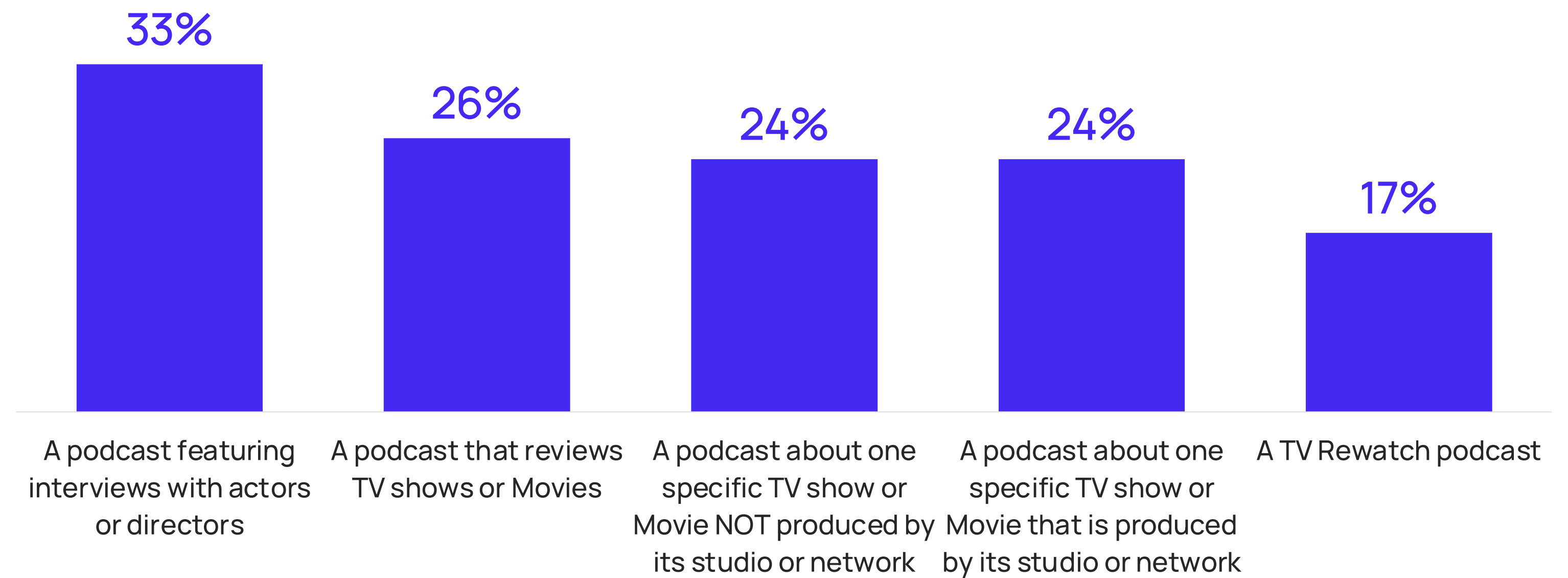
Monthly TV/Film Podcast Consumers



Which of the following types of podcasts have you consumed?

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Base: Have ever listened to a podcast

Source: The Podcast Landscape 2024

Which of the following best describes how you feel about podcasts focused on specific TV shows or Movies (select all that apply)?

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Help me to keep up with shows

43%

Make me want to tune into those shows more

36%

Make me want to watch similar shows

32%

Make me want to start watching shows for the first time

29%

Make me feel more connected to the stars

28%

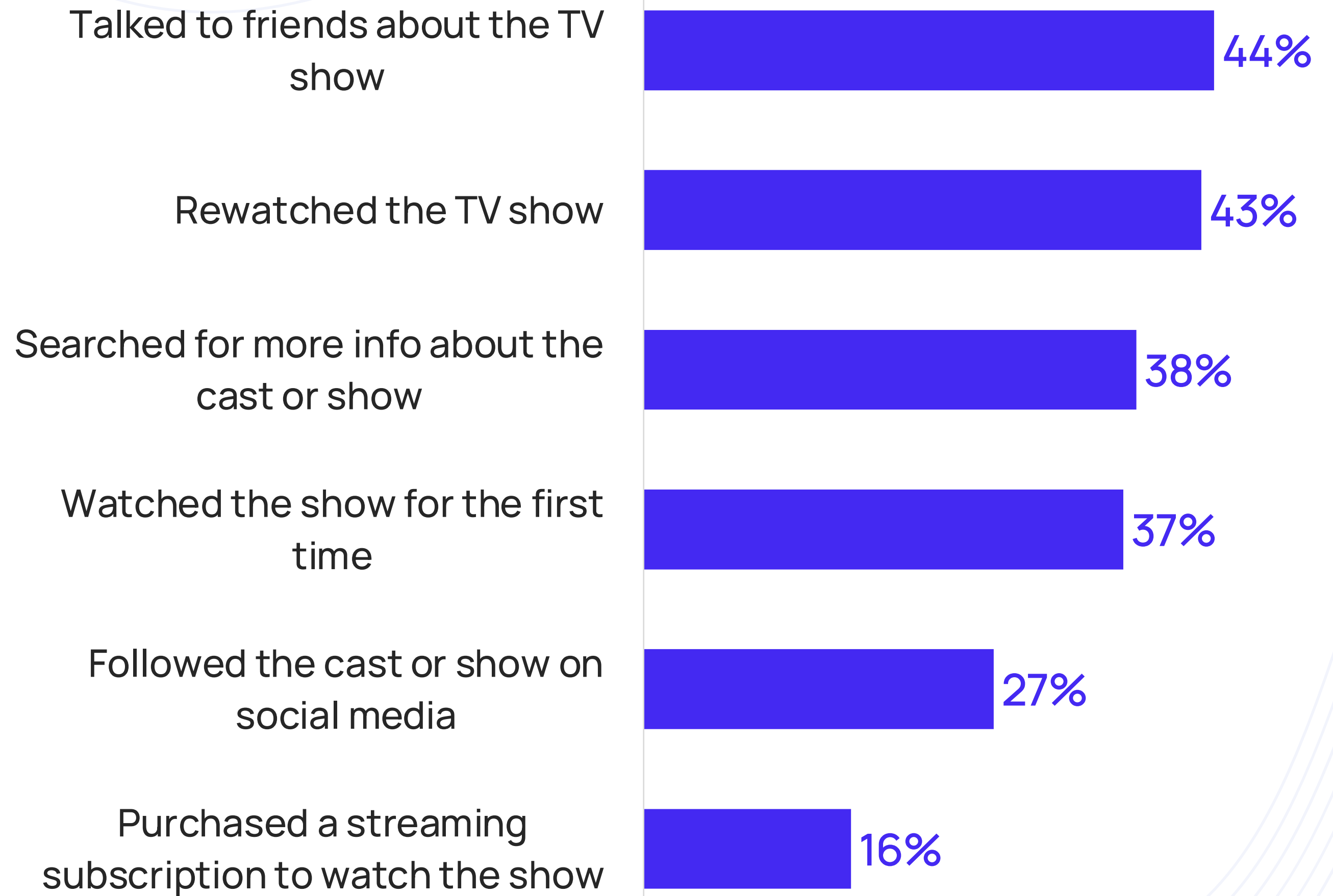
Base: Have ever consumed a TV/Film podcast

Source: The Podcast Landscape 2024

Which, if any, of the following actions have you taken after consuming a podcast about a TV show or Movie (select all that apply)?

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Base: Have ever consumed a TV/Film podcast

Source: The Podcast Landscape 2024

Summary Findings

1

While TV and Film is one of the top genres in podcasting (with an audience of 19% of monthly podcast consumers), the potential audience is significantly higher.

Among the over 50% of Americans 18+ who are interested in this kind of content are millions who do not currently consume podcasts.

Summary Findings

2

The current audience for TV/Film content leans male, and is nearly 78% 18-54.

An obvious opportunity exists here to market and create more podcast content for women, who are the majority of moviegoers in the US, and for those 55+ - overwhelmingly the audience for network/cable TV.

Summary Findings

3

Despite the “visual” nature of the genre, TV/Film podcast consumers are just as likely to view podcasts as an audio medium as podcast consumers in general.

They are also no more likely to say that YouTube is their podcast app of choice. Not producing video content is not a barrier to reaching this audience.

Summary Findings

4

Companion and related podcasts to streaming TV shows could be a significant driver to streaming platforms.

This audience is already more likely to watch streaming TV than the general public, and even more say that a podcast about a specific show has driven them to purchase a subscription to watch that show. This would provide a boost for other platforms besides YouTube, which currently dominates Smart TV podcast consumption.

Summary Findings

5

TV and Film podcasts are a natural way to promote both streaming shows AND podcasting in general.

The TV/Film audience are true evangelists for podcasting, with a high propensity to recommend shows to friends, and 44% of TV/Film podcast consumers have told a friend about a TV show from a related podcast

Summary Findings

5

TV and Film podcasts could be a gateway to improve promotion and consumption of limited series

This audience is significantly more likely to consume limited series (and look for more shows when those series have finished).

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Thank you!

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