

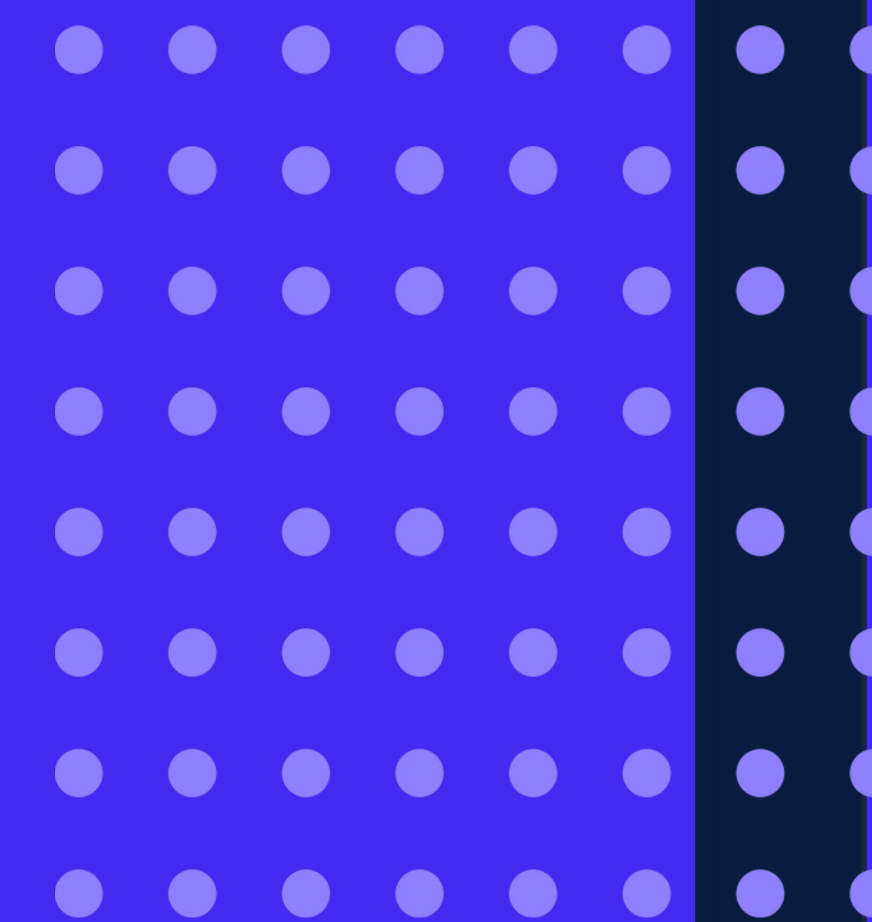
September 2024

**SOUNDS  
PROFITABLE**  
THE BUSINESS  
OF  
PODCASTING



# The Podcast Landscape

## The Persuadables: Reaching Non-Listeners



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AMERICAN  
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# Methodology



In June 2024, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5071** 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 study



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



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

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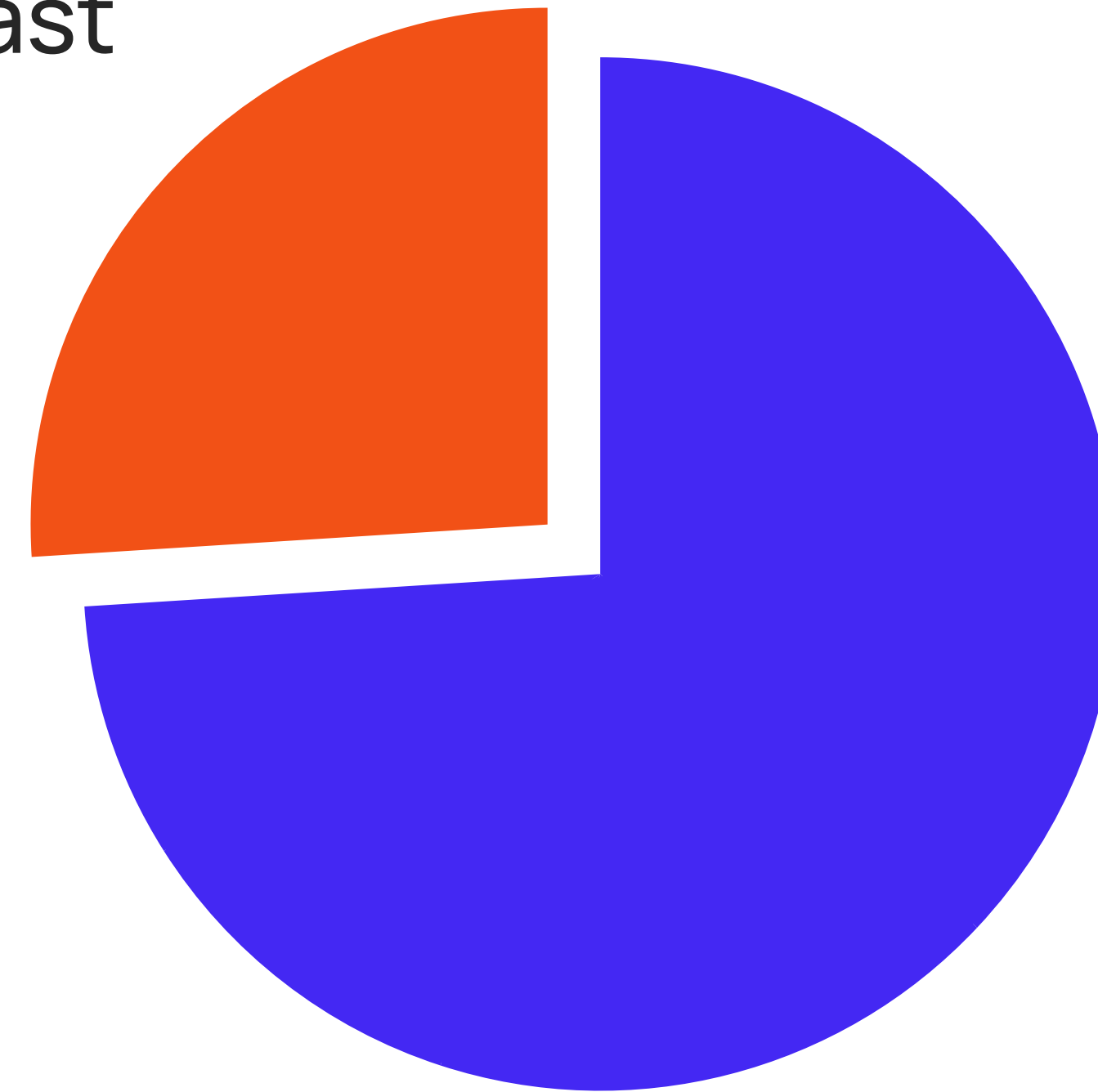
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# SOUNDS PROFITABLE

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

Never listened to a podcast  
26%



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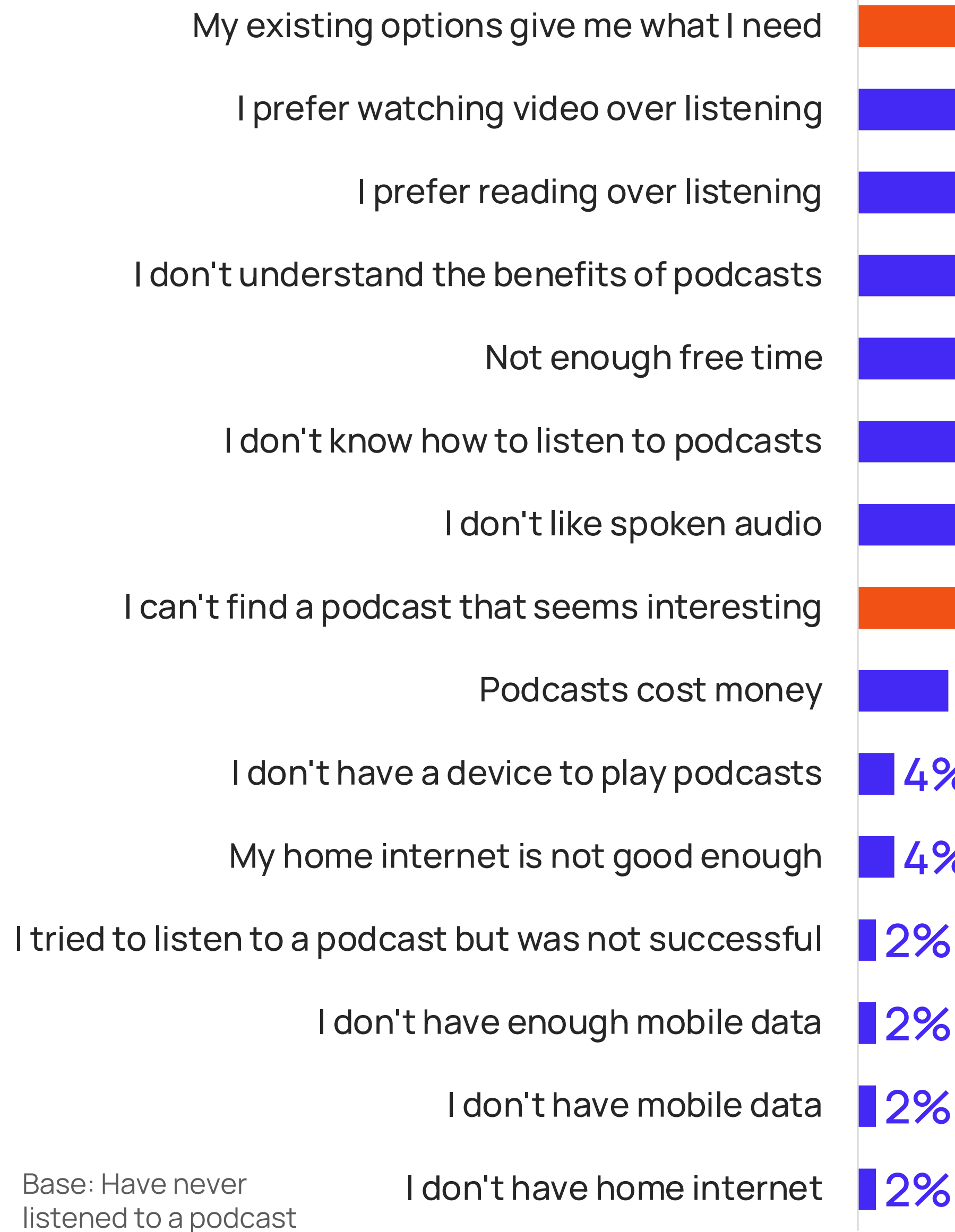
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# Why haven't you consumed a podcast?



2023 – 26%

2023 – 18%

Base: Have never listened to a podcast

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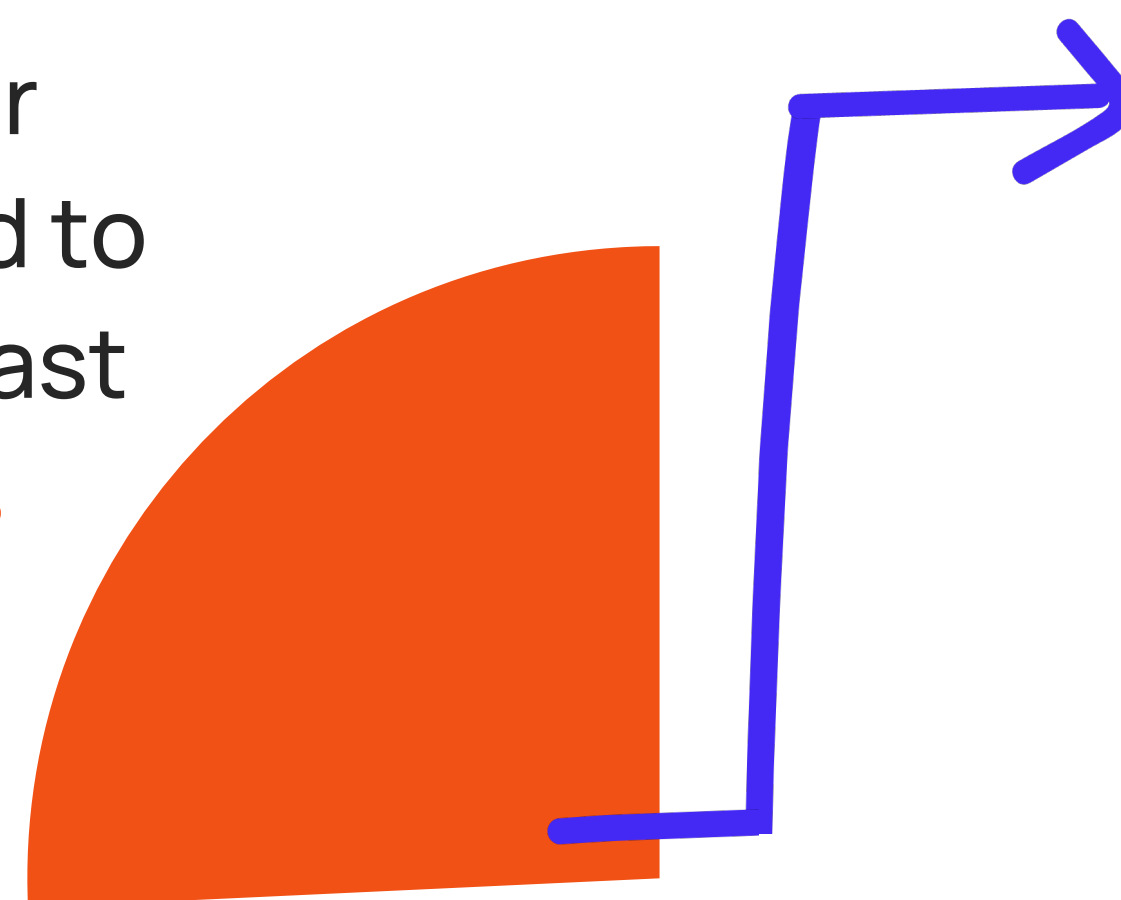




# SOUNDS PROFITABLE

When was the last time, if ever, you consumed a podcast?

Never listened to a podcast  
26%



“The Unreachables”  
(11% of non-listeners)

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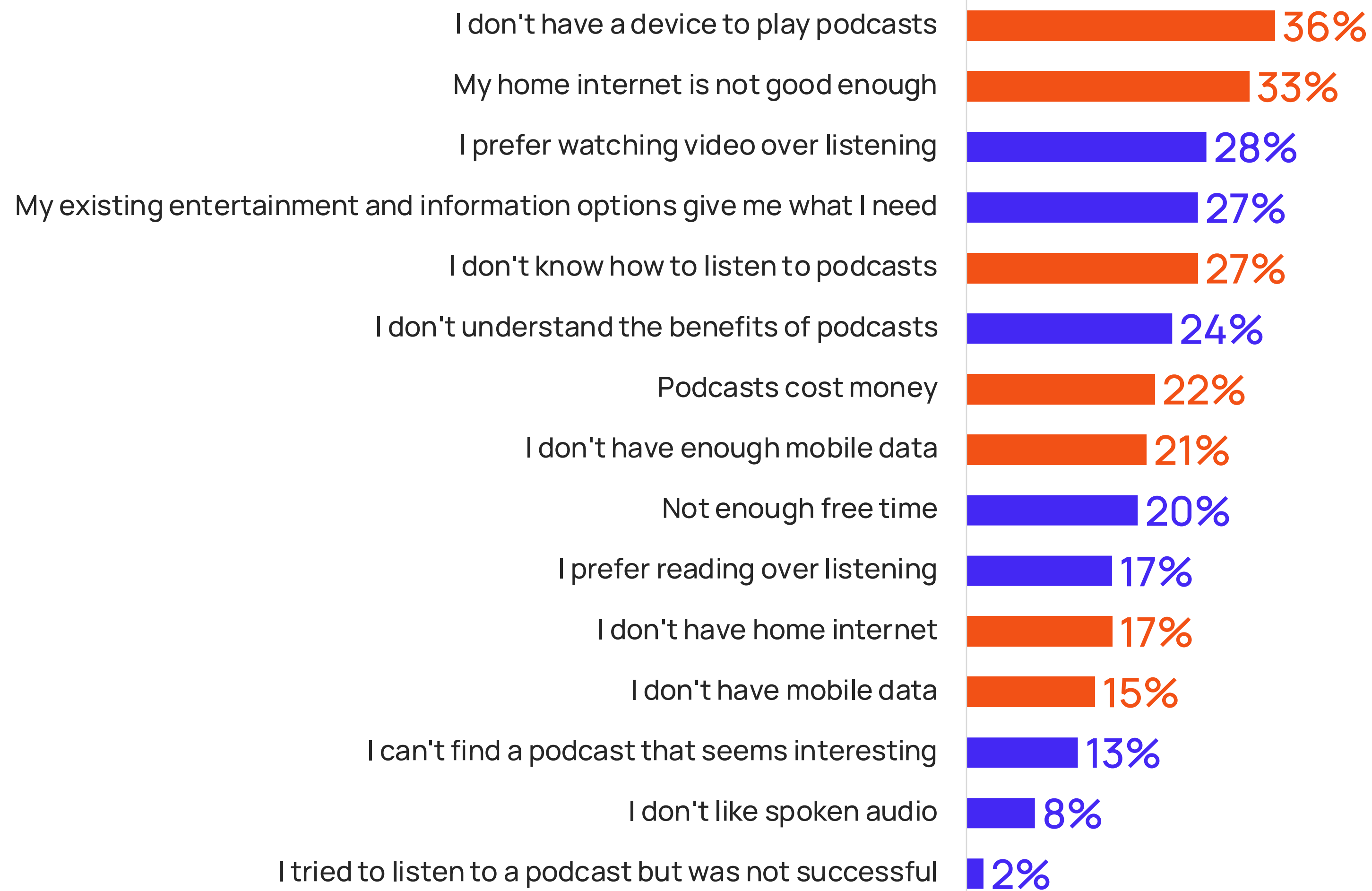


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## Why haven't you consumed a podcast?

“The Unreachables” = 11% of non-listeners



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# SOUNDS PROFITABLE

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

Never listened to a podcast  
26%



“The Unreachables”  
(11% of non-listeners)

“The Resisters”  
(59% of non-listeners)

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## Why haven't you consumed a podcast?

“The Resisters” = 59% of non-listeners



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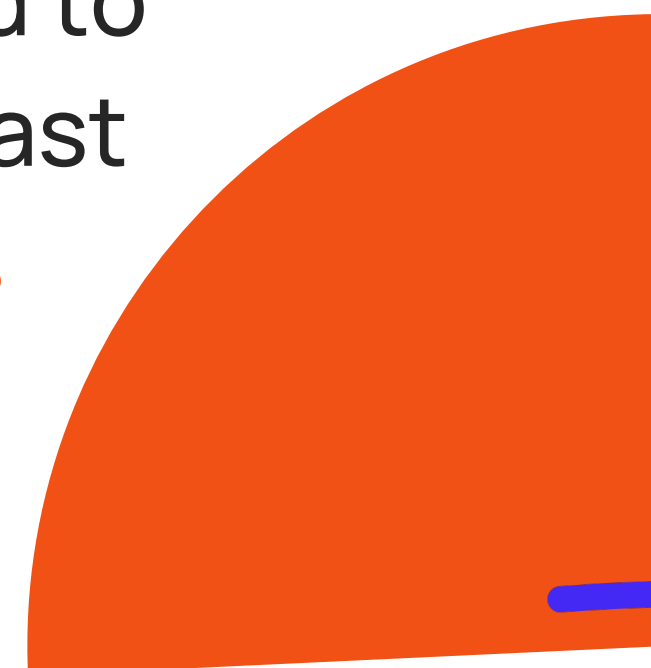
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# SOUNDS PROFITABLE

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

Never listened to a podcast  
26%



“The Unreachables”  
(11% of non-listeners)

“The Persuadables”  
(30% of non-listeners)

“The Resisters”  
(59% of non-listeners)

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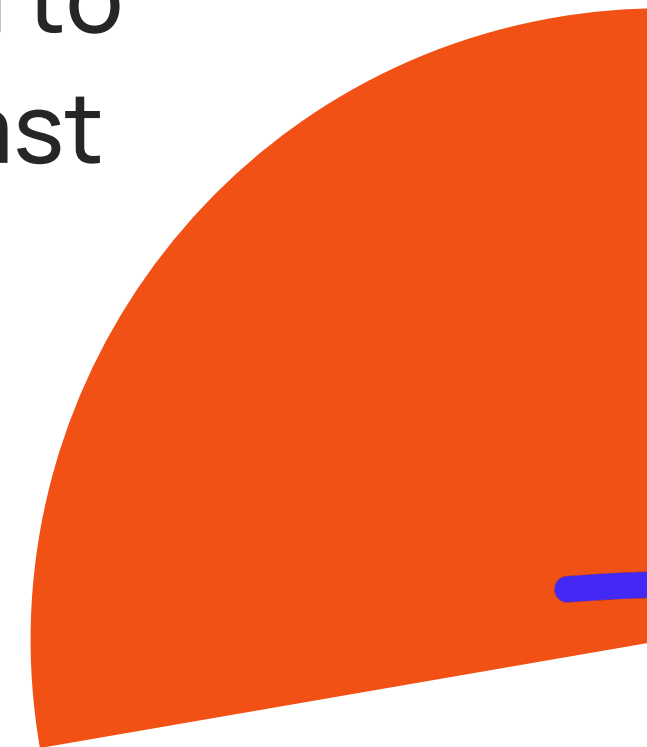
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# SOUNDS PROFITABLE

When was the last time, if ever, you listened to a podcast?

Never listened to a podcast  
28%



“The Unreachables”  
(10% of non-listeners)

“The Persuadables”  
(34% of non-listeners)

“The Resisters”  
(56% of non-listeners)

2023

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barometer

Paramount

betterhelp

PRX

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sxm  
MEDIA

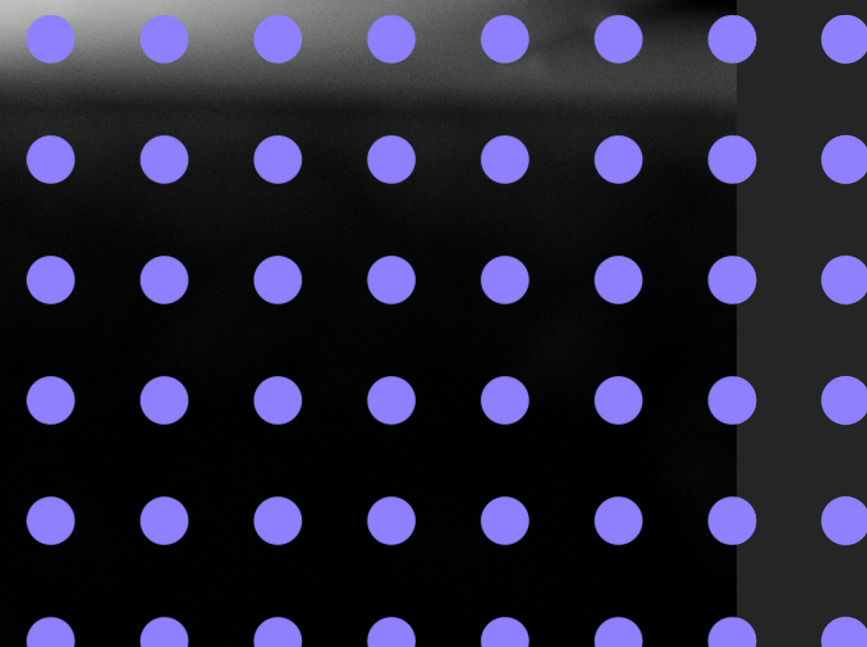




## The Persuadables – Podcasting’s Next 20 Million Listeners



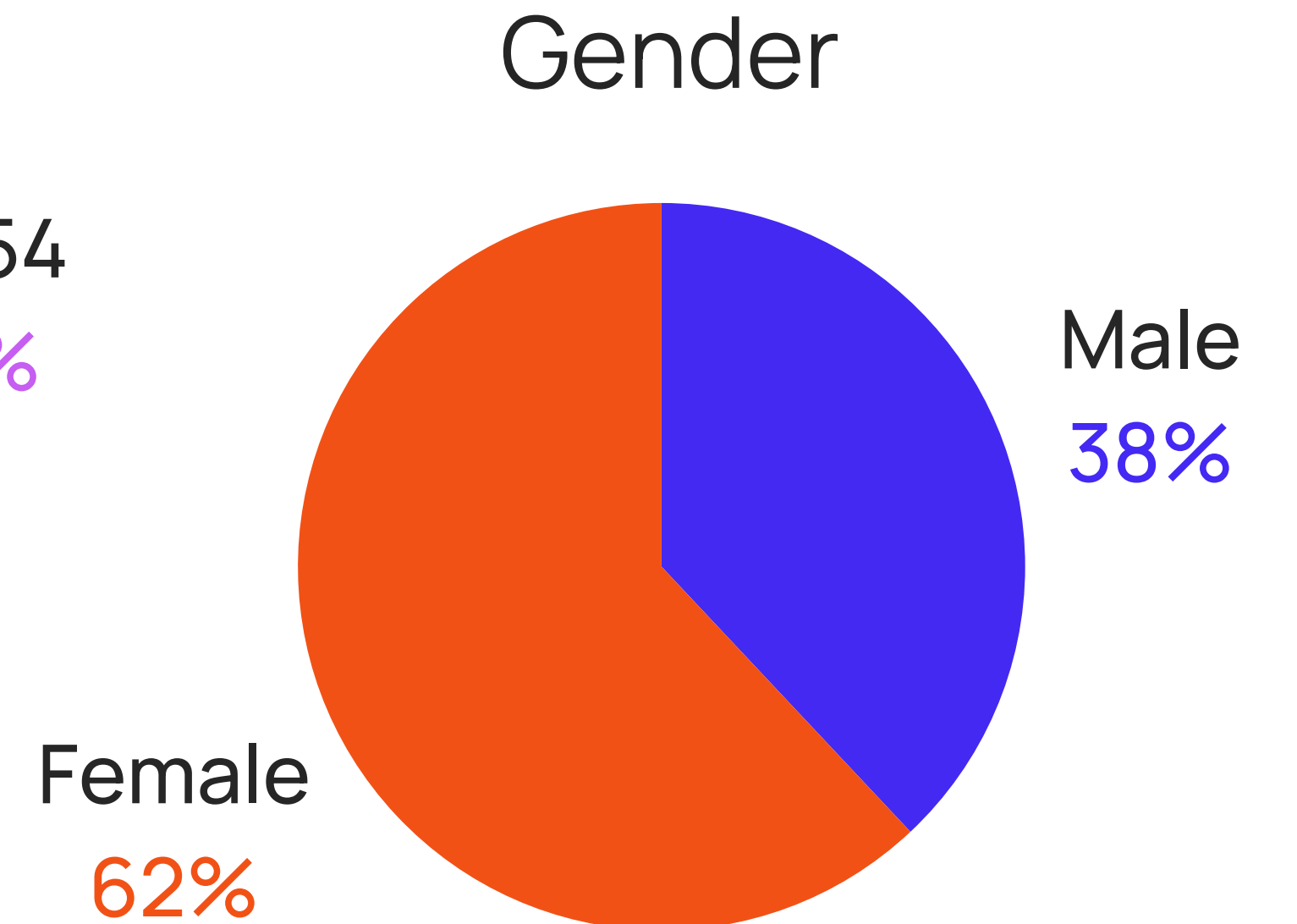
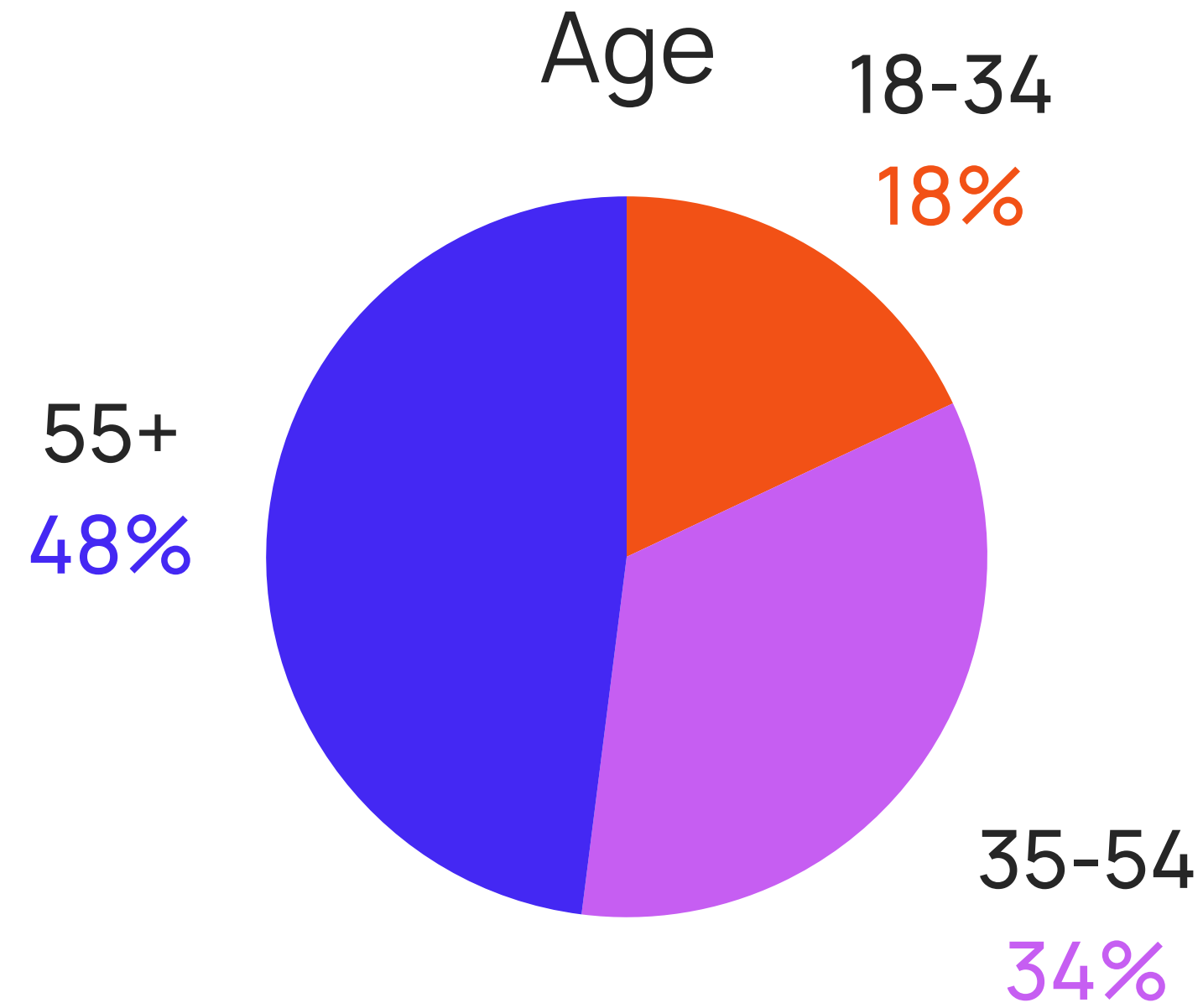
The Persuadables represent nearly 20 million Americans 18+ who report that they have never listened to a podcast





“The Persuadables”

Demographics



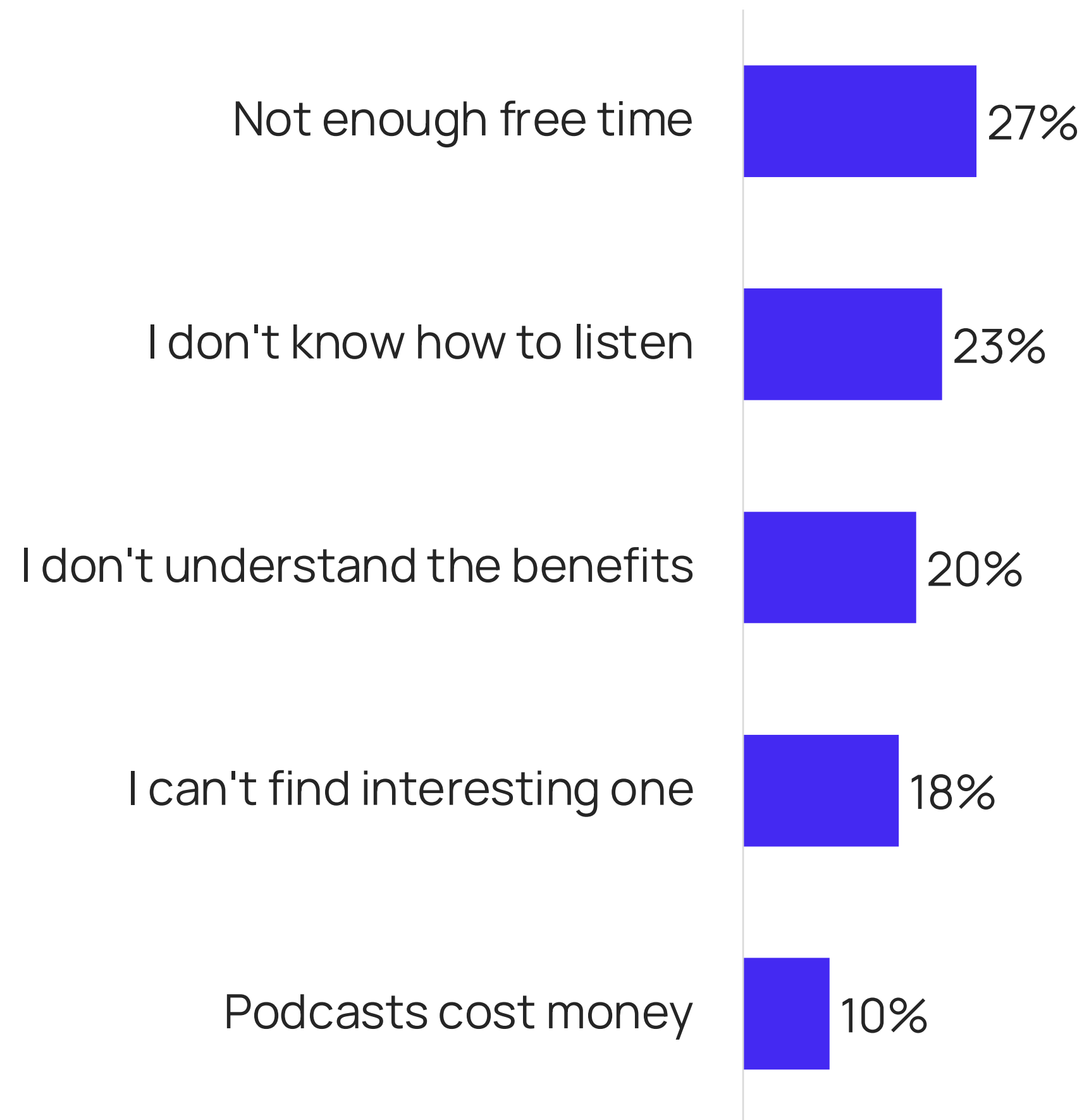
“The Persuadables” is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

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# “The Persuadables”

## Top reasons for not consuming a podcast



“The Persuadables” is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

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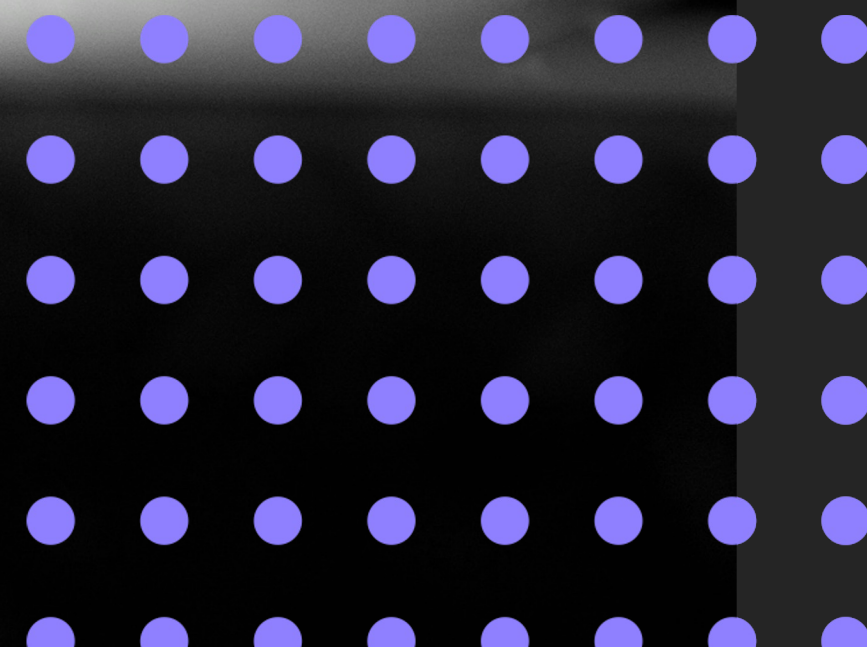
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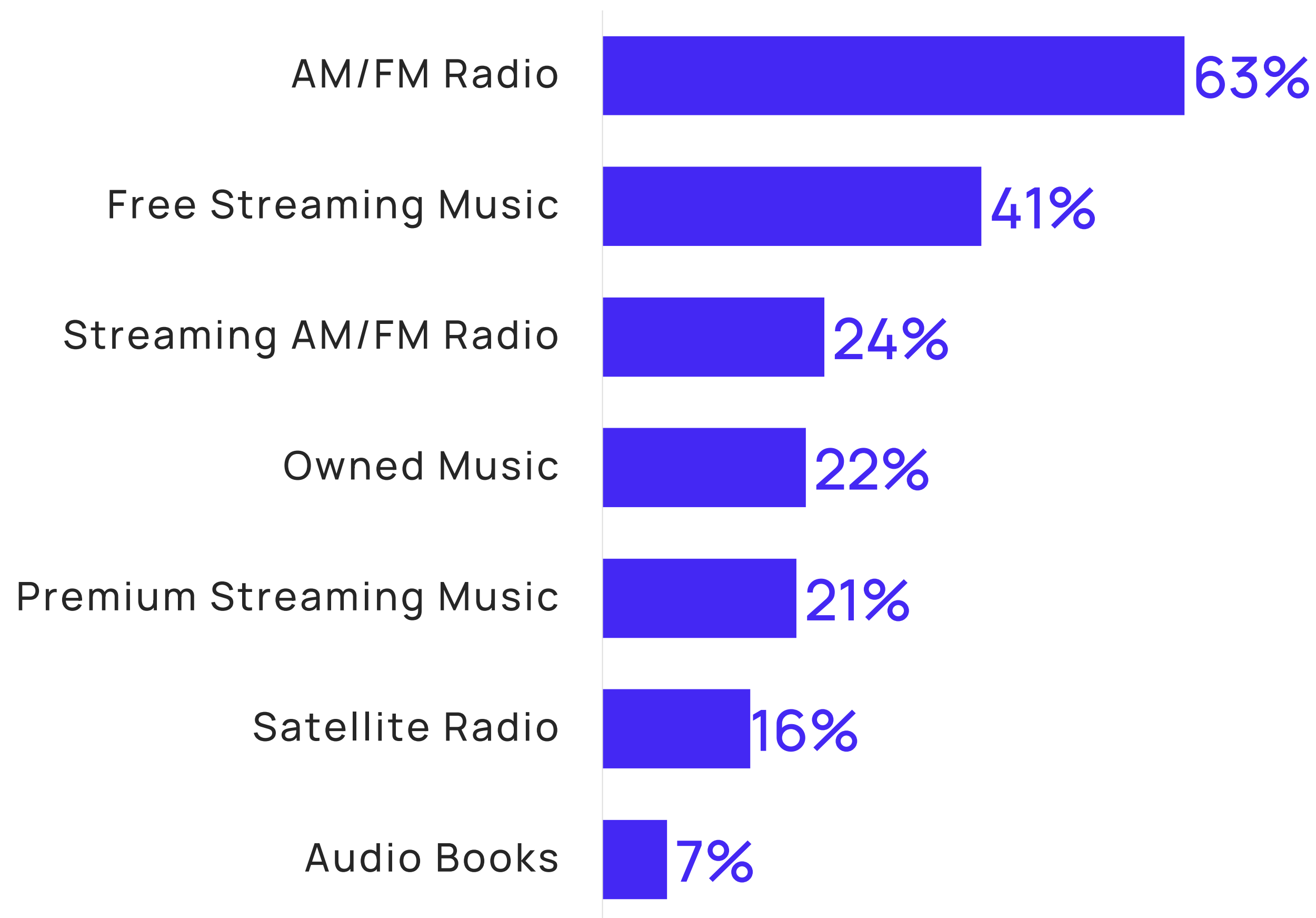
They aren’t a static segment – their media habits are changing, too. And like so many other Americans, their tastes are trending towards video





“The Persuadables”

# Monthly Audio Media Consumption



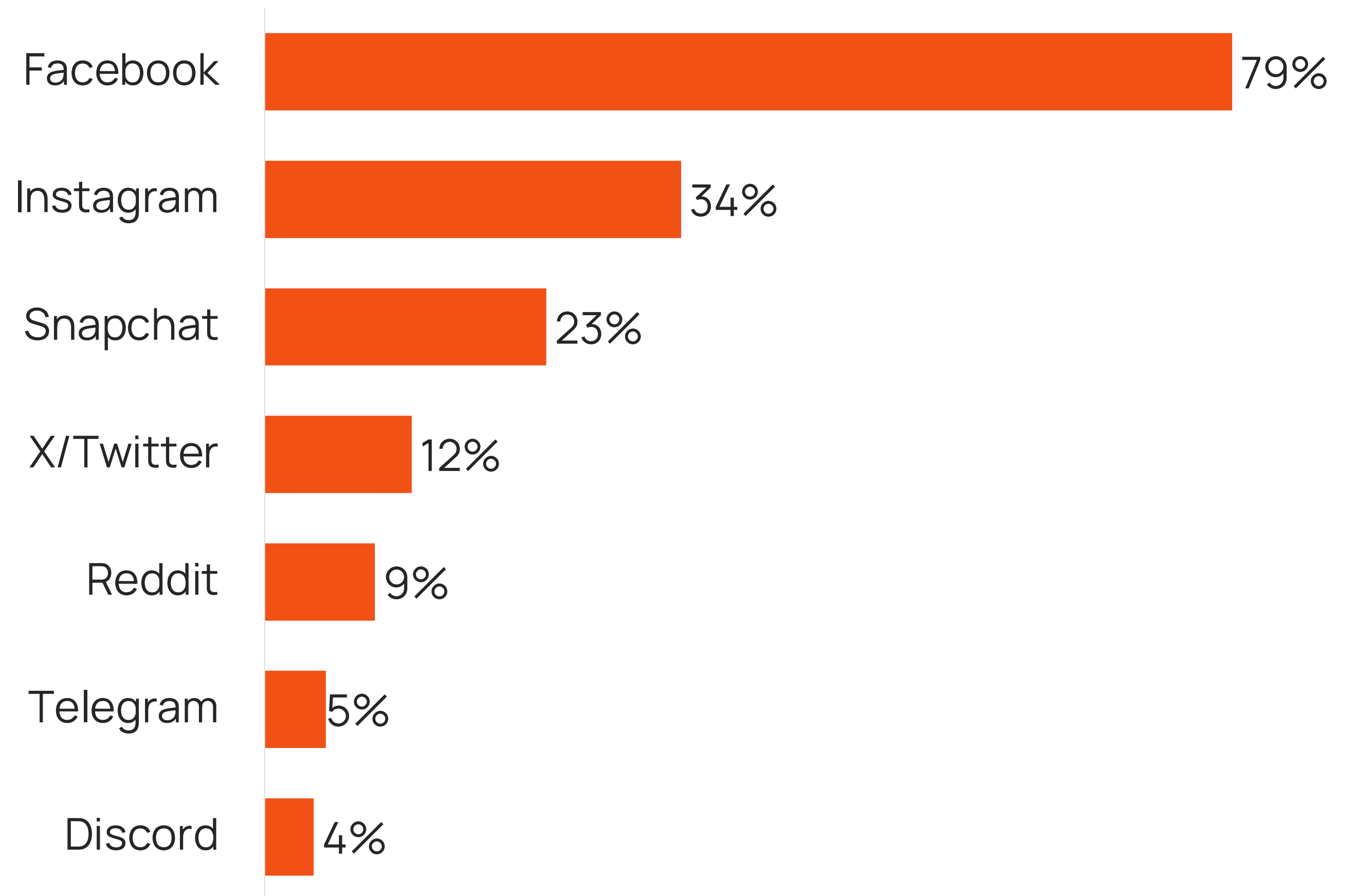
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“The Persuadables”

# Monthly Social Media Usage



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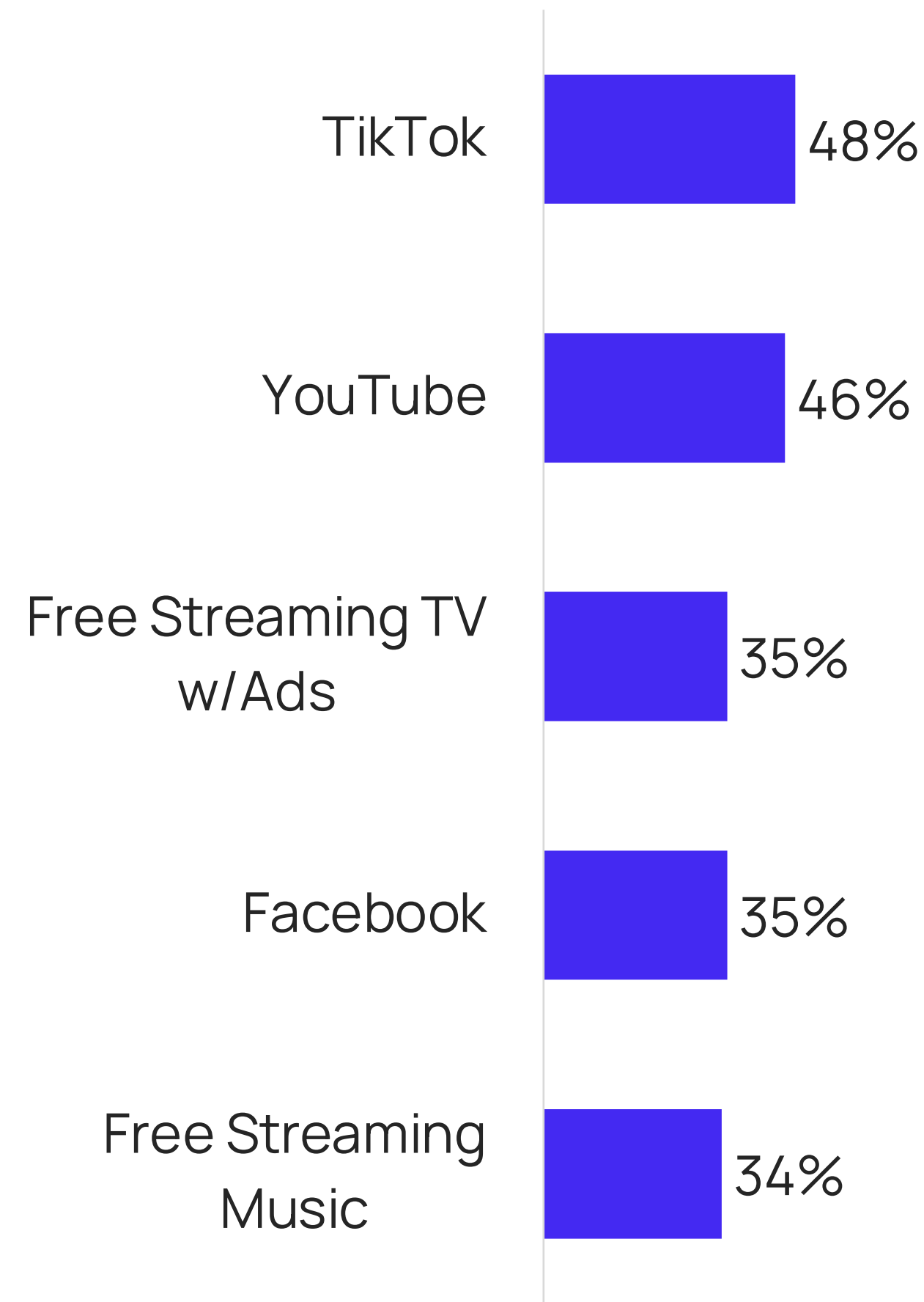
## “The Persuadables”

“Compared to a year ago, are you spending more or less time with the following media?”

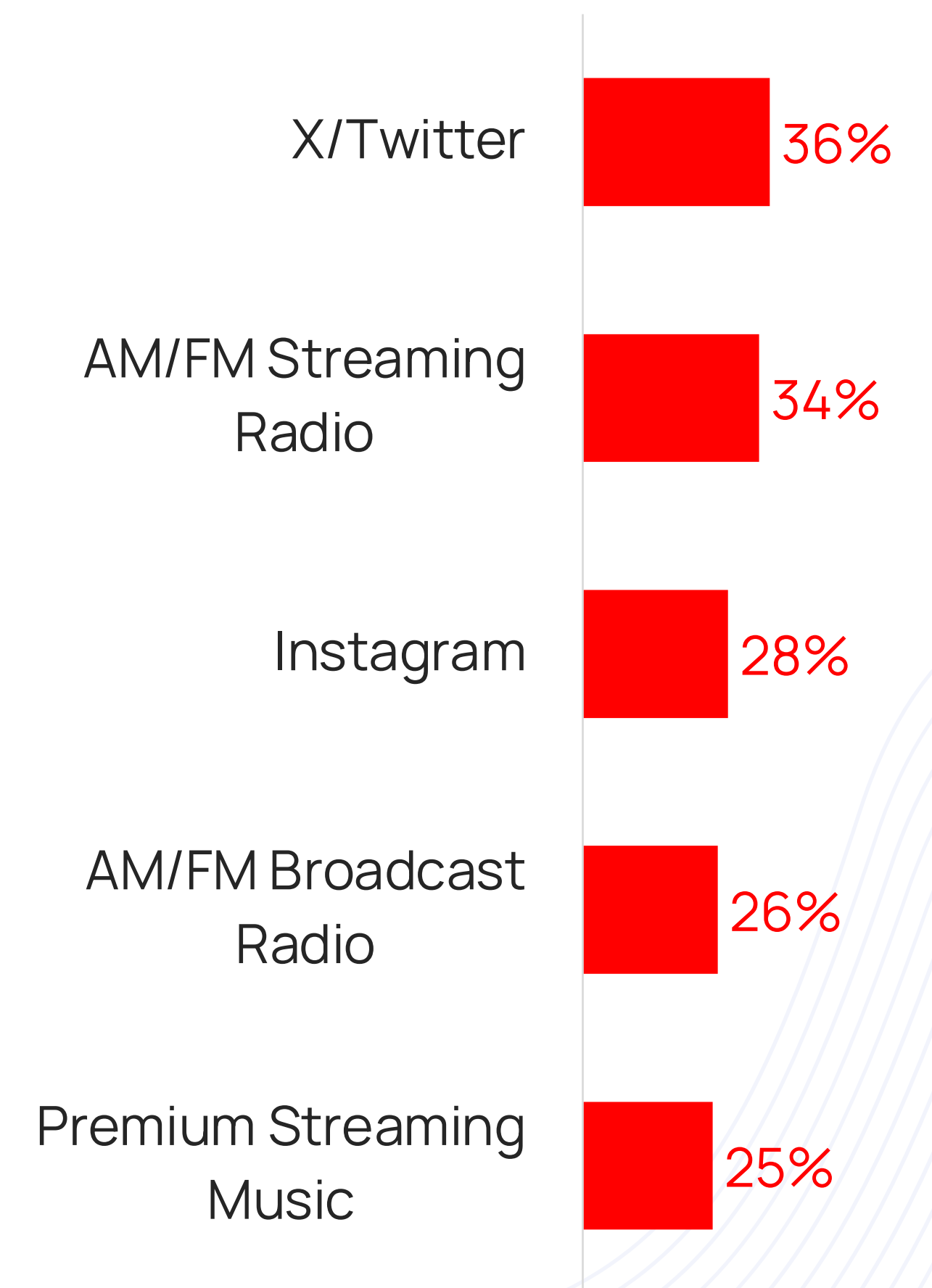
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### More time



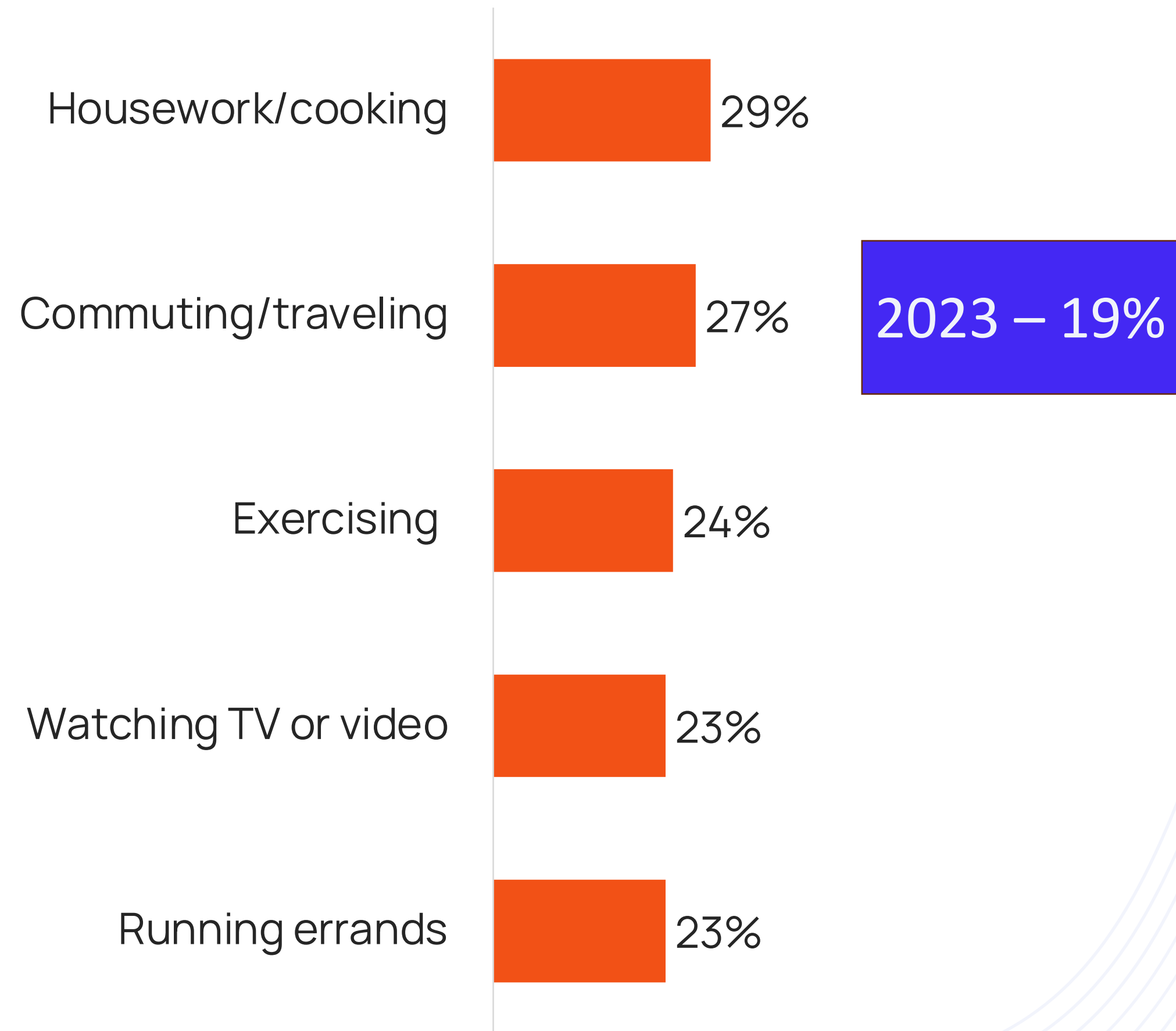
### Less time



“The Persuadables” is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

# “The Persuadables”

## Favorite Activities for Spoken Word Listening



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## The Persuadables – Podcasting’s Next 20 Million Listeners



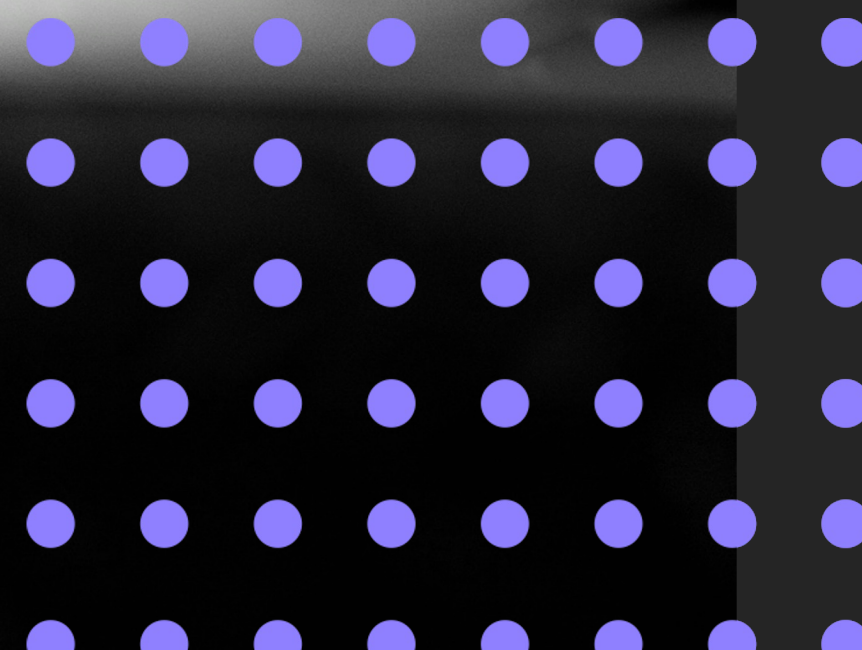
The Persuadables represent nearly 20 million Americans 18+ who report that they have never listened to a podcast



They aren’t a static segment – their media habits are changing, too. And like so many other Americans, their tastes are trending towards video



Yet even with the tilt towards video, there are signs that the current media mix for Persuadables has some holes



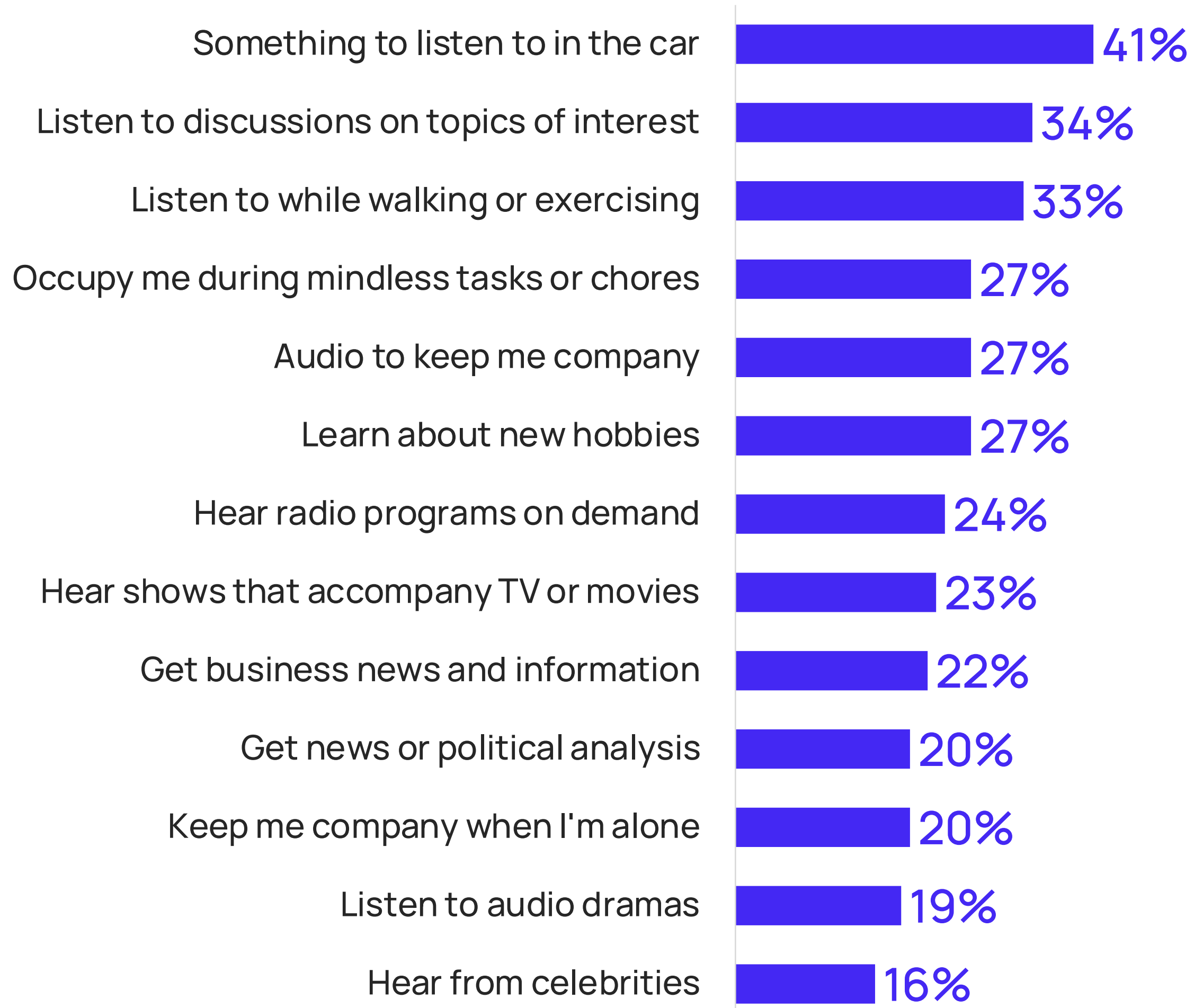


# “The Persuadables”

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## Perceived benefits of listening to podcasts



2023

“The Persuadables” is a segment comprising 34% of non-listeners to podcasts or nearly 10% of US Adults 18+

“The Persuadables”

Perceived benefits of listening to podcasts



“The Persuadables” is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

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# “The Persuadables”

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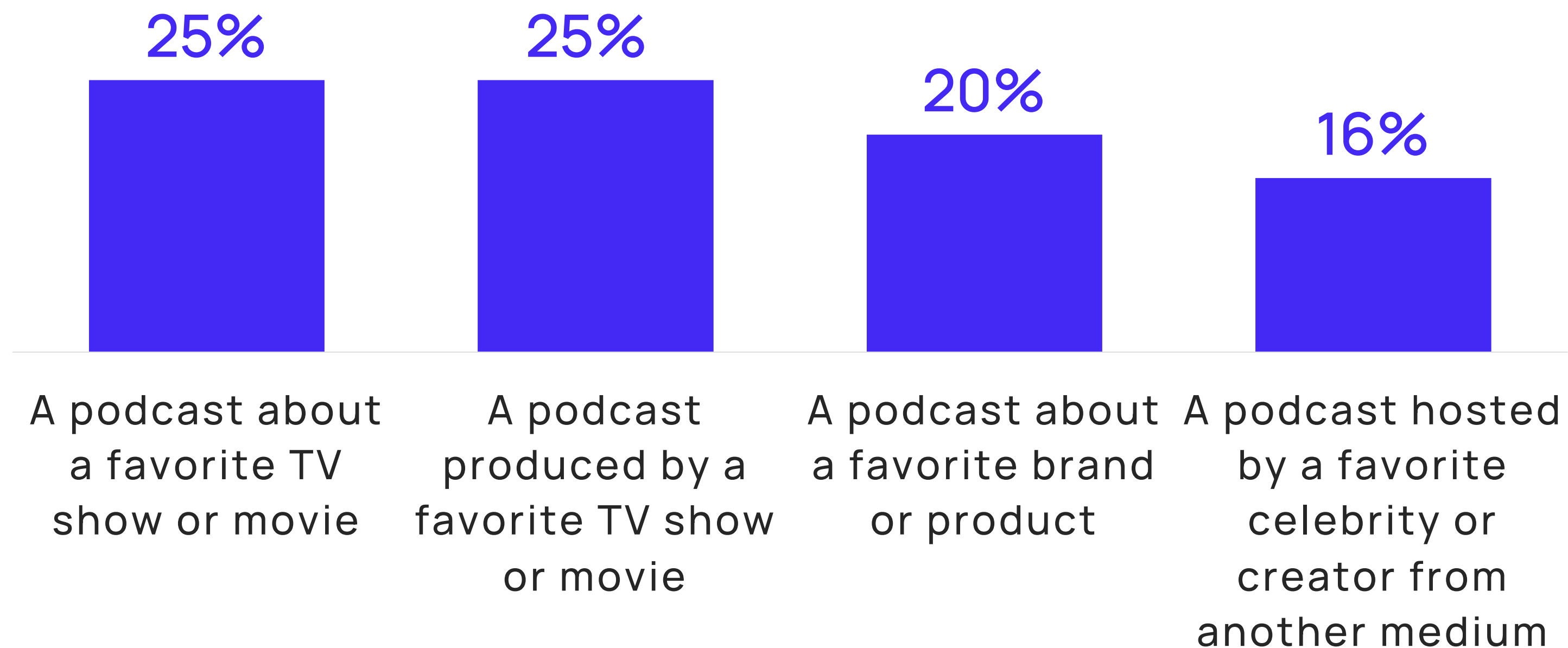
PRX

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Insights

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MEDIA

% “Very” or “Somewhat” likely to type of show

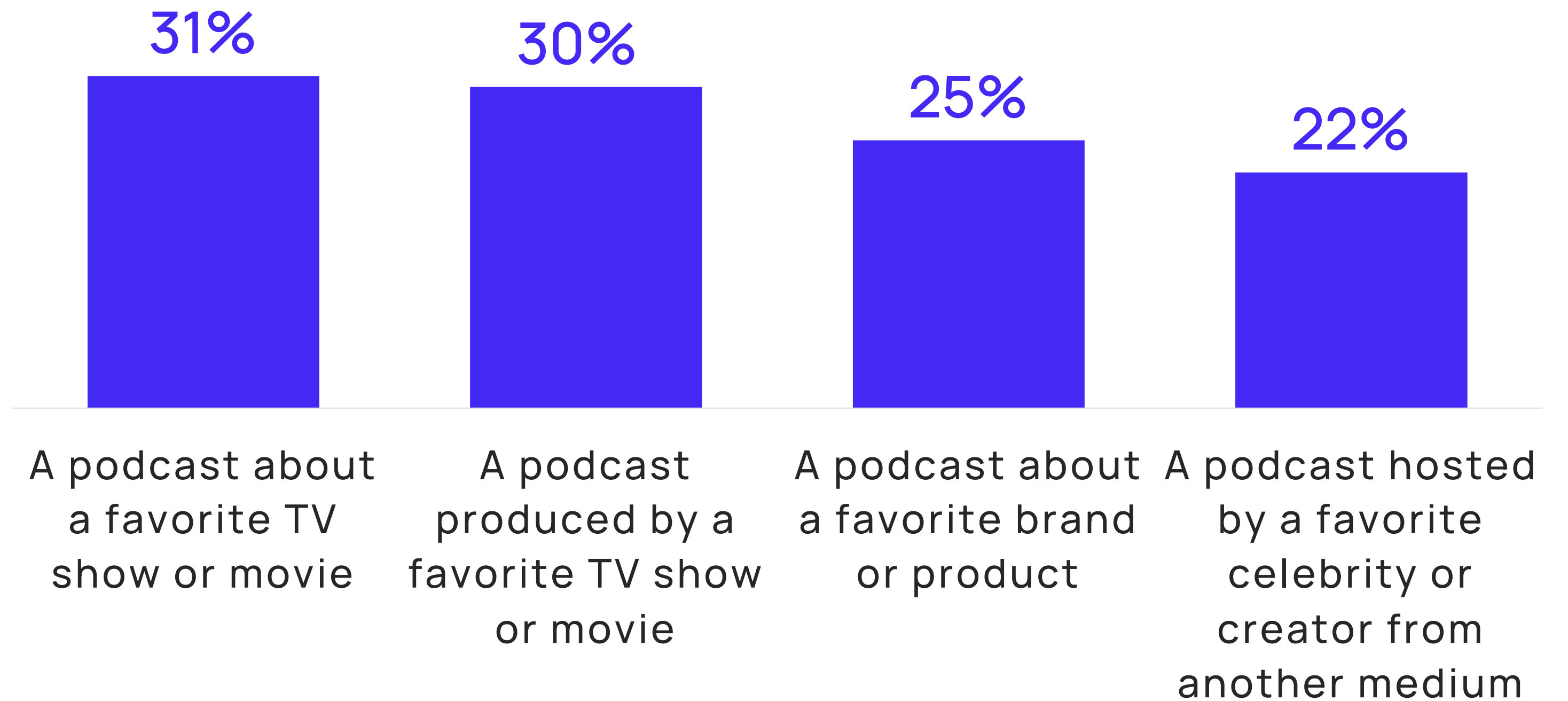
## 2023



“The Persuadables” is a segment comprising 34% of non-listeners to podcasts or nearly 10% of US Adults 18+

# “The Persuadables”

% “Very” or “Somewhat” likely to type of show



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Coming Next from The Podcast Landscape!

Platforms, Audio and Video  
Enhanced studies by Race/Ethnicity  
LGBTQ+ Listeners  
Audience Analysis by Genre



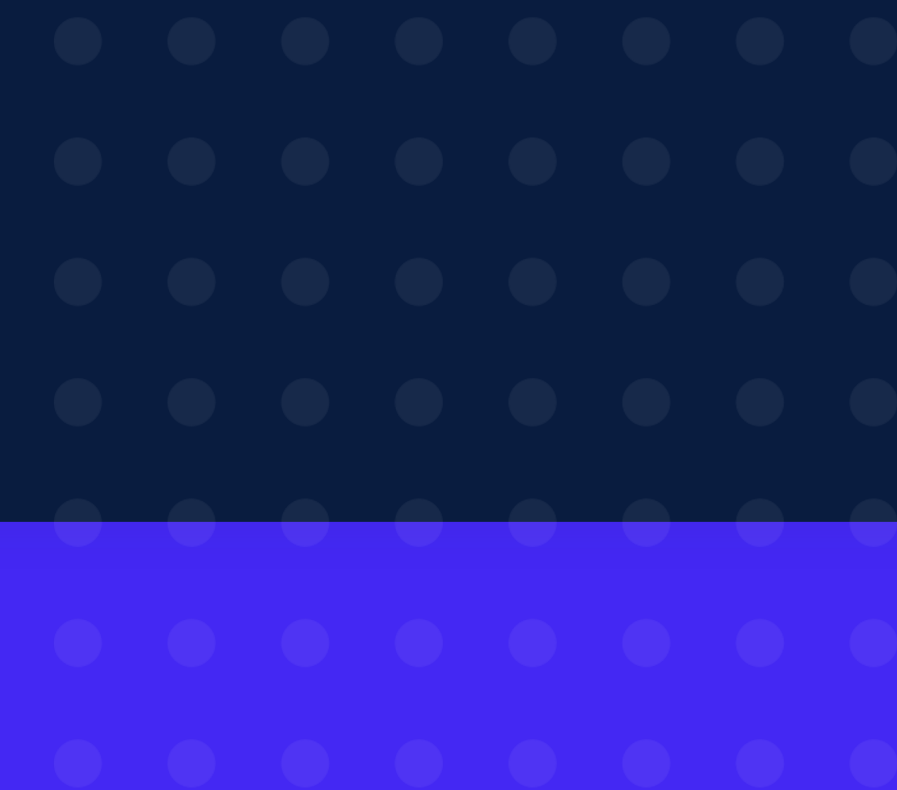


# Persuading “Persuadables”

1

The immediate path to attracting more non-listeners is through video. In fact, some “Persuadables” may already be watching podcast content and not be aware of it

Podcasting’s new video stars need to be loud and proud about this medium and its benefits.

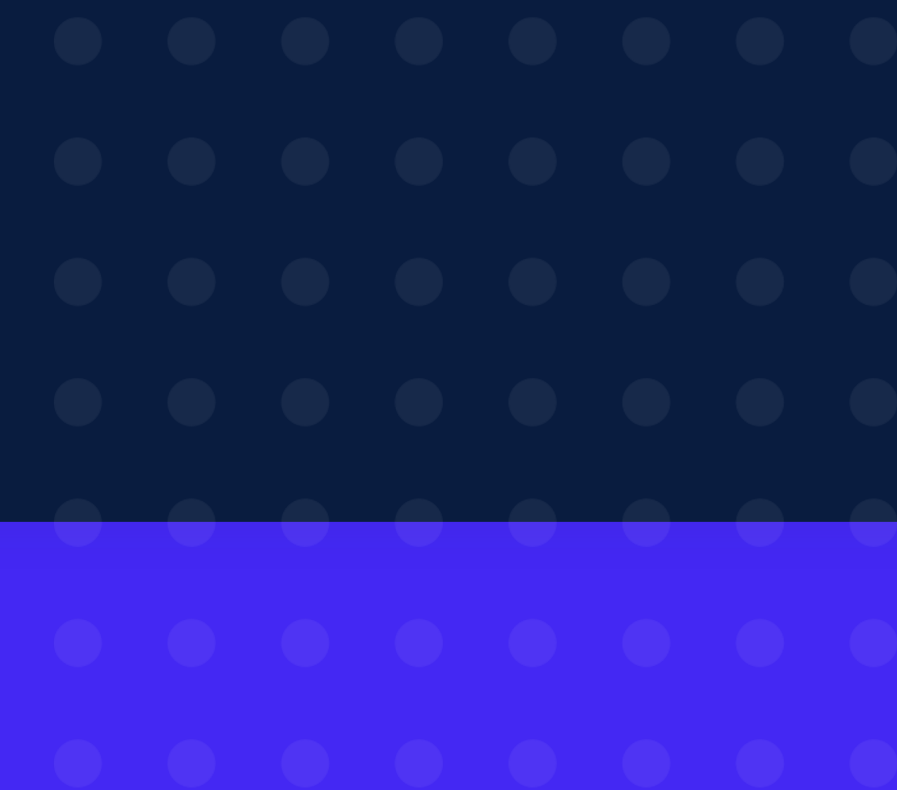


# Persuading “Persuadables”

2

Part of that appeal could also be through companion shows to popular video content, and even podcasts about favorite brands

Interest in both grew significantly over 2023 figures

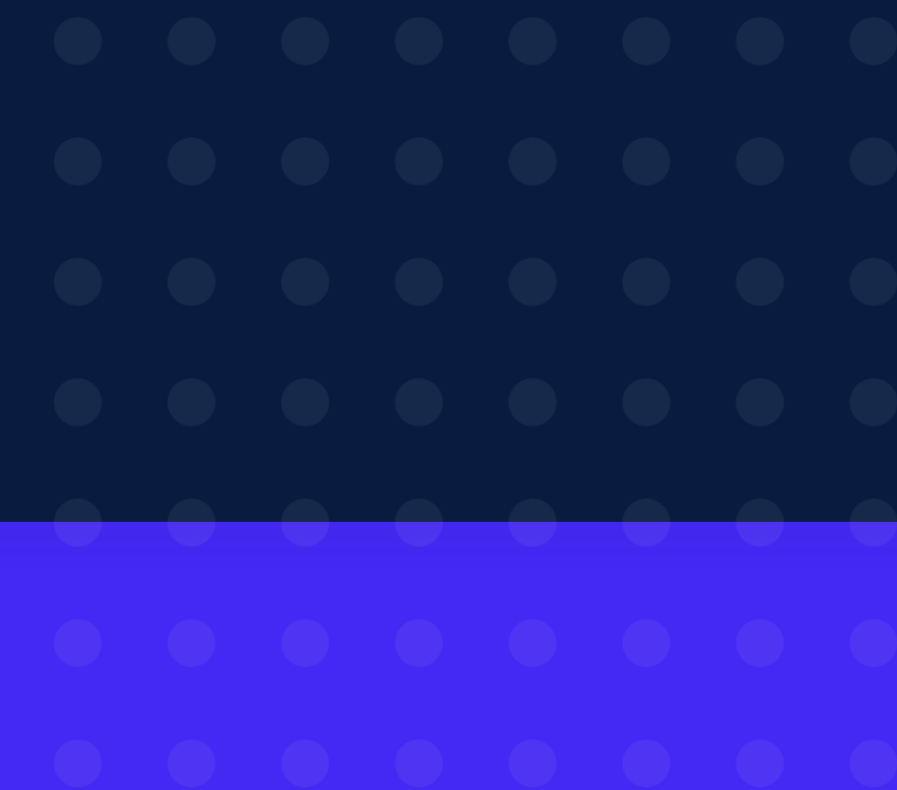


# Persuading “Persuadables”

3

The most appealing benefits of podcasting for this segment are utilitarian – media that you can take with you as you do other things

While early podcast listeners were attracted by niche content and tech, tomorrow’s audience has more pragmatic needs – convenience and companionship



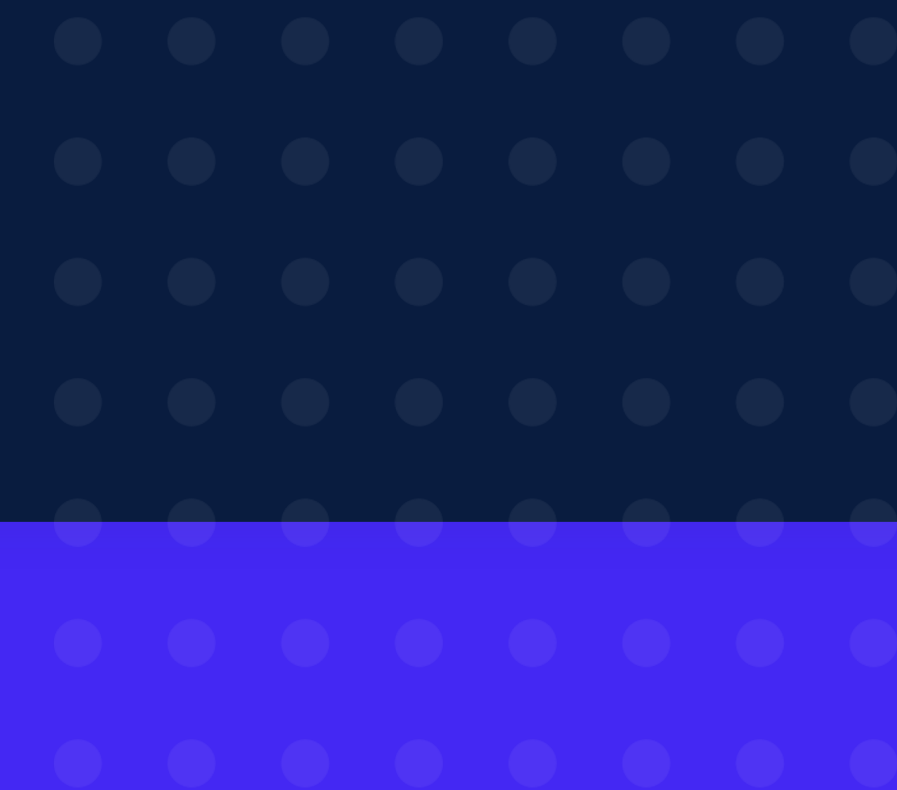


# Persuading “Persuadables”

4

The Persuadables are spending less time with X and AM/FM radio content – but there are signs that video has not completely filled the gap left by those platforms

There is renewed interest in news, information, and even discussions about hobbies – messaging to Persuadables should hammer home making “more interesting use” of the time they spend with passive media

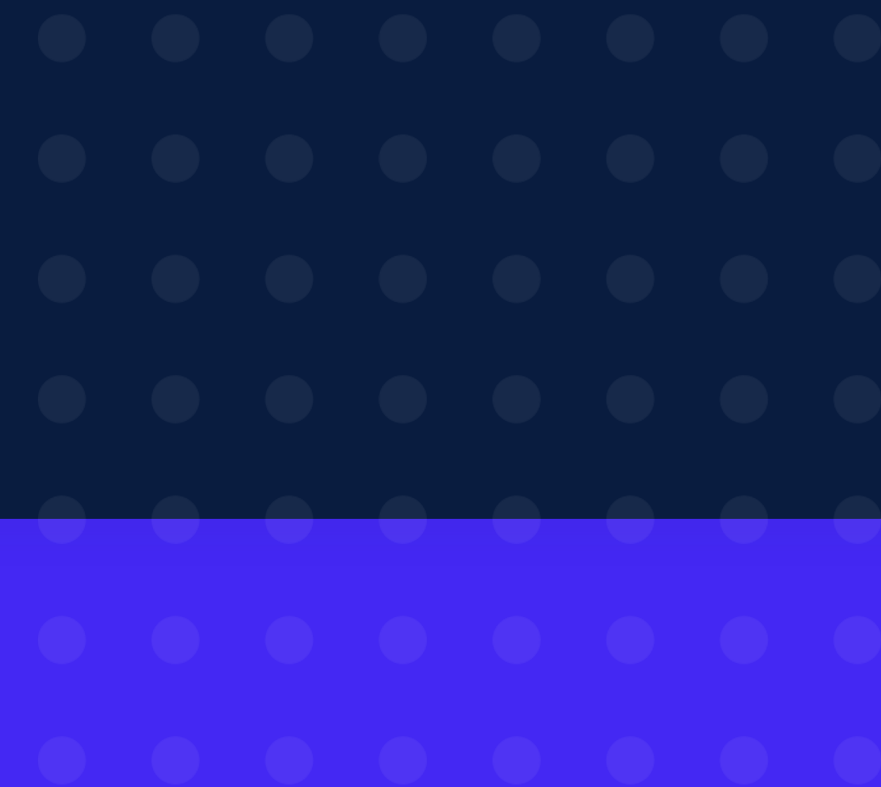


# Persuading “Persuadables”

5

Don't forget about Facebook

It's where they are, and even more so today with the mainstream collapse of X/Twitter. It may not be a place to dump your podcast, but it's certainly a place to communicate with these potential podcast consumers



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# Thank you!

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