



Podcasting trends, opportunities & best practices

Laura Rich
Exit Club



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MEDIA

INTERNET

TELEVISION

RADIO

MAGAZINES

NEWSPAPERS

★ ★ ★ WWW.STREETFIGHTMAG.COM ★ ★ ★

STREET FIGHT

★ ★ INSIDE THE BUSINESS OF HYPERLOCAL ★ ★

THE EXIT CLUB



Local + Content + Podcasting



The
New York
Times



Inc.



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What's a podcast?

Intimate Streaming Downloadable Subscription On-Demand

“... a new local
media format
being born.”

-- *Ken Doctor,
NiemanLab,
Harvard*



ZipRecruiter®

Who podcasts?

LAS VEGAS **REVIEW-JOURNAL**



PROVIDENCE
Journal

The New York Times



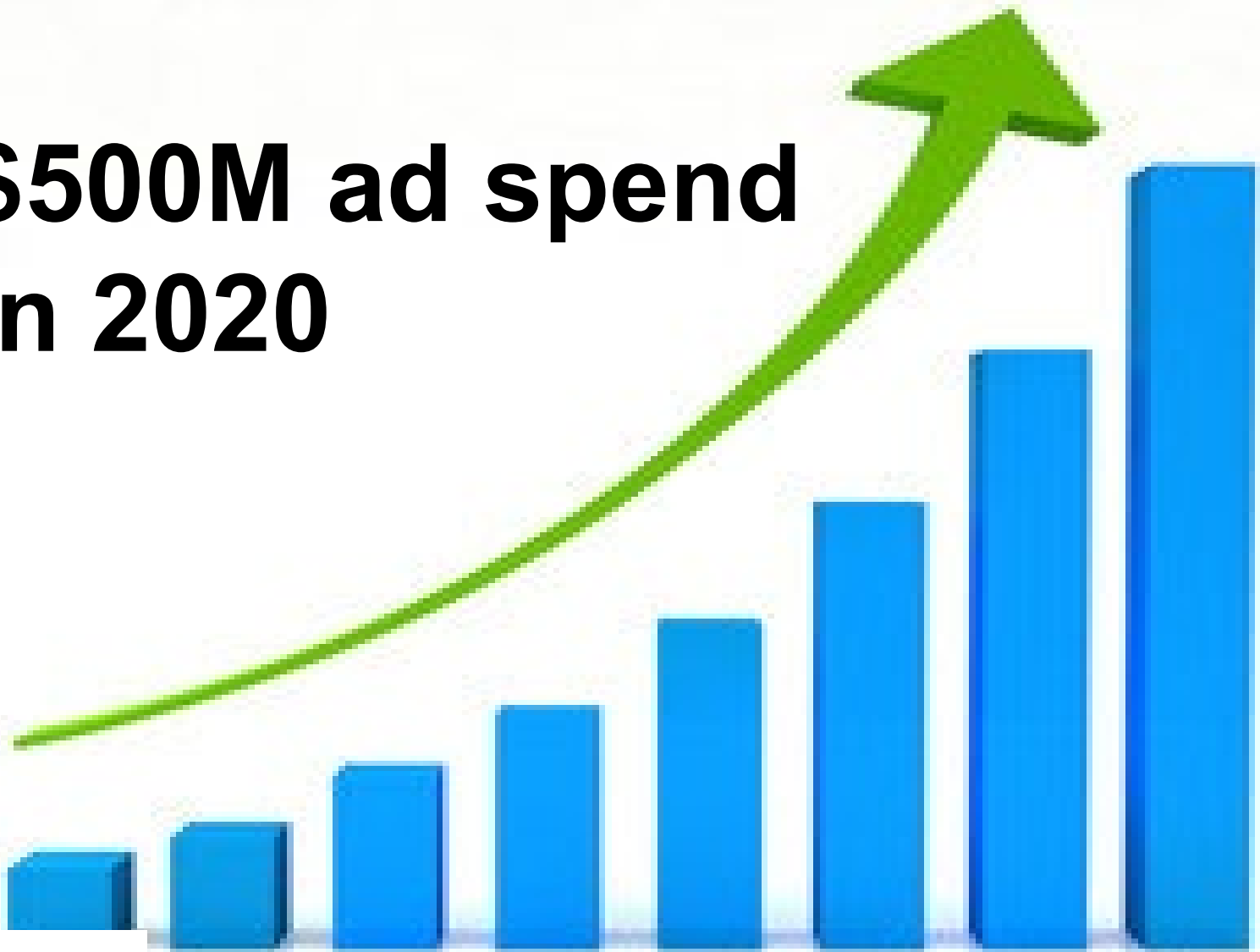
Who podcasts?

Half a billion



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\$500M ad spend in 2020



Self-reported podcast advertising revenue continued to rise steadily, growing 94% between Q4 2016 and Q4 2017 and yielding an 18% compound quarterly growth rate.

Self-reported podcast advertising revenue, by Quarter, 2015 – 2017 (in millions)



Self-reported advertising revenues represent the companies surveyed, less than 100% of the total podcast advertising market

* CQGR – Compound Quarterly Growth Rate



\$500 million



>500
million
shows





Who's listening?

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180 million Americans

...are talking about podcasts*

** "The Podcast Consumer 2018," Edison Research*

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52% men | 48% women
32% 25-54 years old
51% >\$75K annual household income



** "The Podcast Consumer 2018," Edison Research*

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6 hours 37 minutes

Mean listening time among weekly listeners

** "The Podcast Consumer 2018," Edison Research*

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87% listen to ALL or MOST of an episode

** "The Podcast Consumer 2018," Edison Research*

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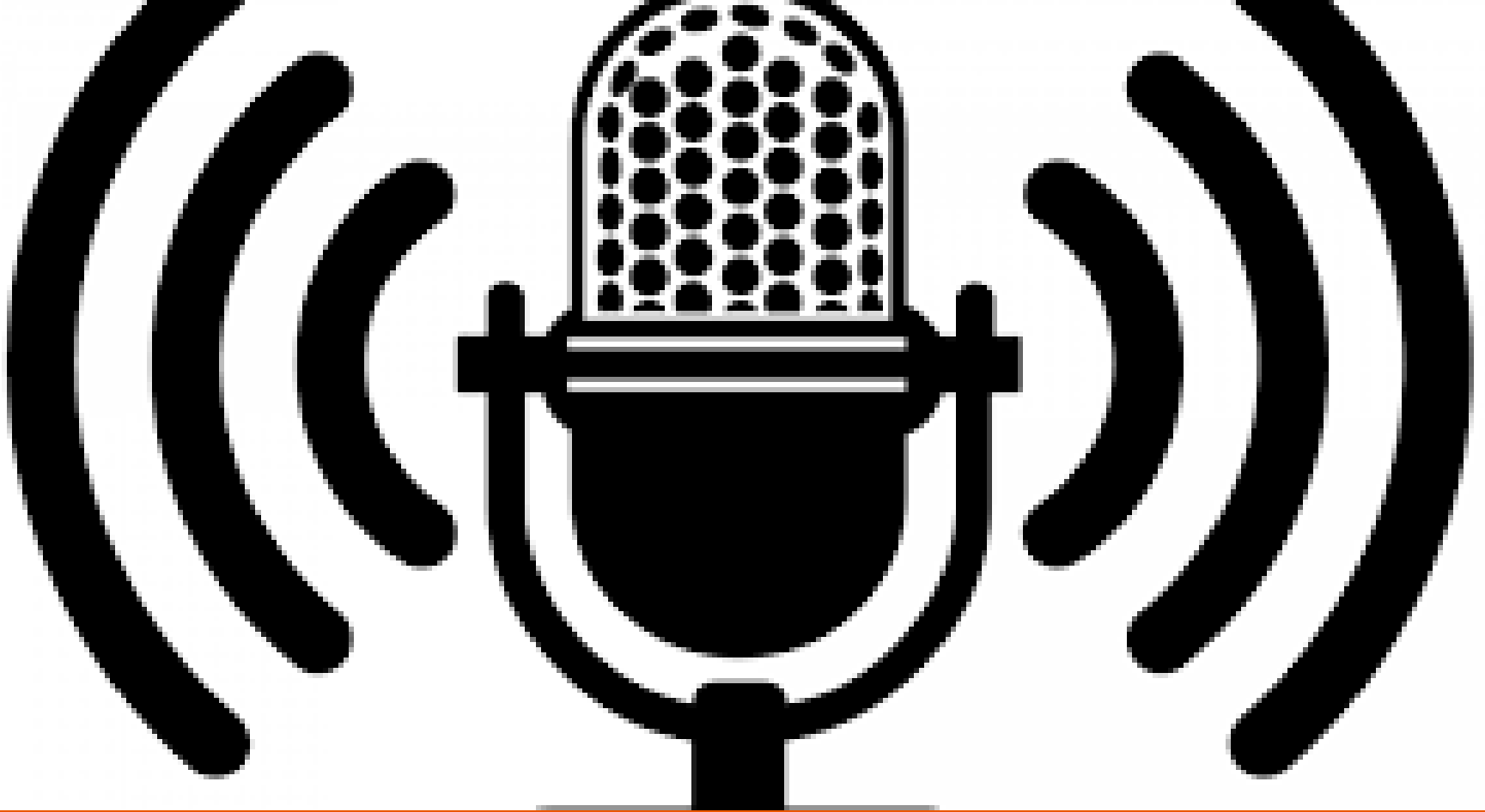


comscore

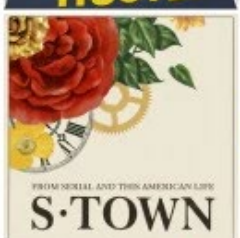
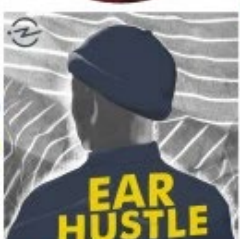
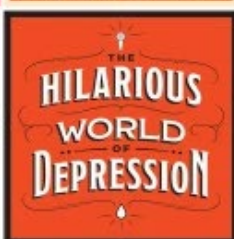
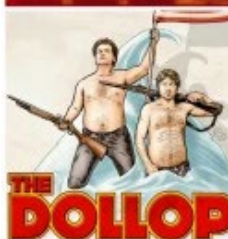
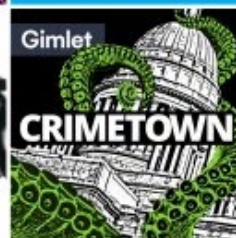
nielsen







What are they listening to?





What kind of show is for you?

Best Practices: Content

Interview

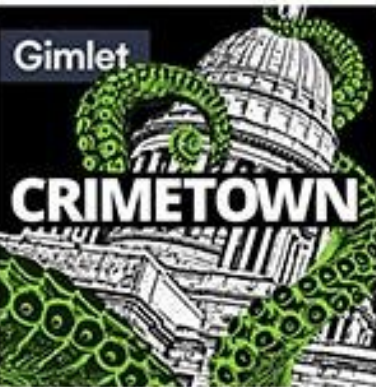
Conversational/Co-hosted

Magazine

Documentary

Newsreader

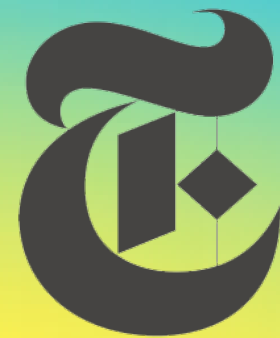
The Providence Journal



**Providence
PAST**



The Daily



FEEDING TOMPKINS

An in-depth look
at food insecurity
in Tompkins County

The Ithaca Voice



HOT POTATO
PRESS



Best Practices: Content

Which format is right for you?

What topics are your audience most interested in?

How long should it be?*

How does this align with your budget?

The Half- Billion- Dollar Question



Best Practices: Revenue

In-episode advertising
Sponsorship
Subscriptions

Podcast Advertisers



SQUARESPACE

Booz | Allen | Hamilton



TOYOTA



Allstate
You're in good hands.



SQUARESPACE



Prudential



Procter & Gamble

** Magellan, Midroll*



MEGA
Conference 2019

industry leaders joining together for innovation and progress

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Reaching podcast audiences



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Ad networks

Collaborations & sponsorships

Host your own



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Ad networks

Dynamic ad insertion

Geotargeting

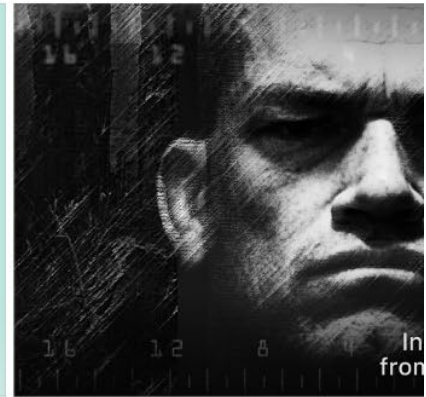
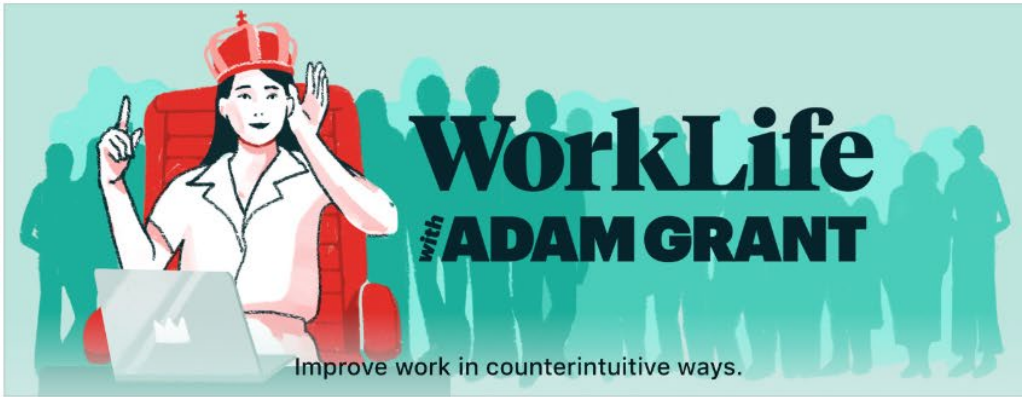
Audience targeting



Best Practices: Marketing

Rule #1:

The First Eight Weeks
Are All That Matter



New & Noteworthy



Ratchet & Respectable
Demetria Lucas



Off The Pill
Higa TV



Coco Caliente
Nicole Franzel and Vi...



DarrenDaily On-Demand
Darren Hardy LLC



Talking Elite Fitness
Tommy Marquez & S...



The Only Child with
Arielle Vandenberg
Arielle Vandenberg



One Life
with T...

See All >

Podcasts

All Categories

PODCAST QUICK LINKS

Redeem Account
Send Gift Support

Resources and Help


Submit a Podcast

TOP AUDIO EPISODES >



Best Practices: Marketing

1. Know your audience
2. Choose guests based on the power of their networks
3. Bank 5-10 episodes
4. Cut a trailer
5. Good old-fashioned press outreach
6. Be a guest on other shows
7. Empower your guests
8. Ask listeners to review, rate and share



Best Practices: Local Media

Leverage your channels



The Local Imperative

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Geotargeting

Daily habit

Intimate connection

Leverage assets


Bring local voices to life

Loyalty that goes beyond a tweet

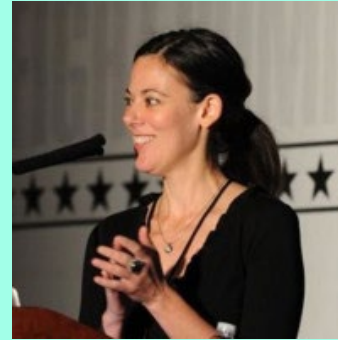
Reach a national audience

“... a new local media format being born.”

-- Ken Doctor, NiemanLab, Harvard



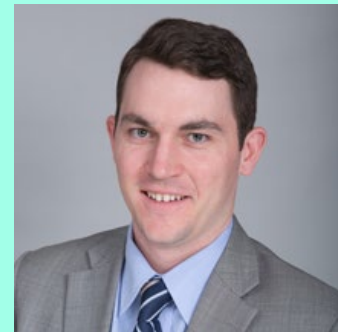
Next: Best Practices Roundtable



Laura Rich,
Exit Club



Jim Prather, Las Vegas
Review -Journal



Hans Appen,
Appen Media

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