



PODCASTING



WHAT IS A PODCAST?

A digital audio file available on the internet that can be downloaded on a computer or digital device and is received by subscribers automatically.

HOW TO PODCAST

Record the *Audio*

Edit the *Audio*

Upload to Podcast Host

Generate an RSS feed

Upload RSS feed to a podcast directory

RSS

Really Simple Syndication



BLOGS



NEWS

PODCAST HISTORY

2000 - Dave Winer invents RSS

2004 - Ben Hammersley made up the term

(i) Pod + cast

2005 - The Oxford dictionary named “podcast” word of the year.

2005 - Apple adds podcasts to iTunes

2014 - Podcasting goes mainstream with NPR’s “Serial”

TOP PODCAST DIRECTORIES

	Unique Devices	Unique Downloads	Average Downloads
Apple Podcasts	43%	61%	7
Spotify	20%	11%	3
Other (web browsers)	12%	7%	3
Castbox	55	4%	3.5
Google Podcasts	3.4%	1.355	2

TOP PODCAST PUBLISHERS

iHeartRadio

Wondery

NPR

New York Times

NBC News

TOP TEN PODCASTS – JUNE 2023

The Joe Rogan

Experience

Crime Junkie

The Daily

This American Life

Call Her Daddy

Dateline NBC

Stuff You Should

Know

The Ben Shapiro Show

Office Ladies

SmartLess

QUICK STATS

“

75% of the U.S. 12+ population (an estimated 209 million people) have listened to online audio in the last month

Infinite Dial March 2023

“

Weekly online audio listening rose to 87% of the U.S. 12+ population, up from 67% in 2022

Infinite Dial March 2023

“

183 Million people have ever listened to
a podcast.

Infinite Dial March 2023

“

42% listened to a podcast in the last month...

Infinite Dial March 2023

“

...31% In the last week

“

53% of ages 12-34 are monthly podcast listeners

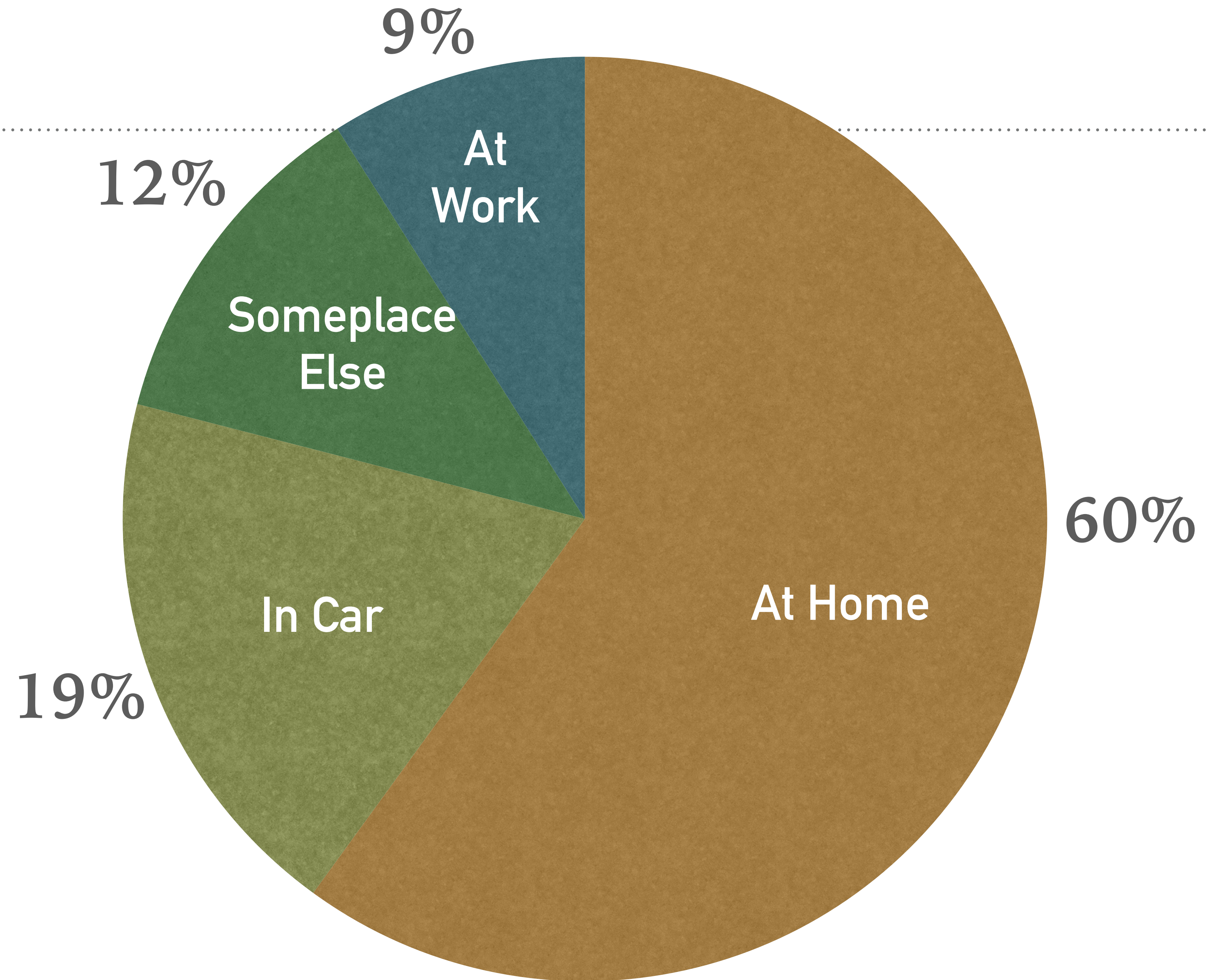
Infinite Dial March 2023

“

Weekly podcast listeners average 9 episodes a week.

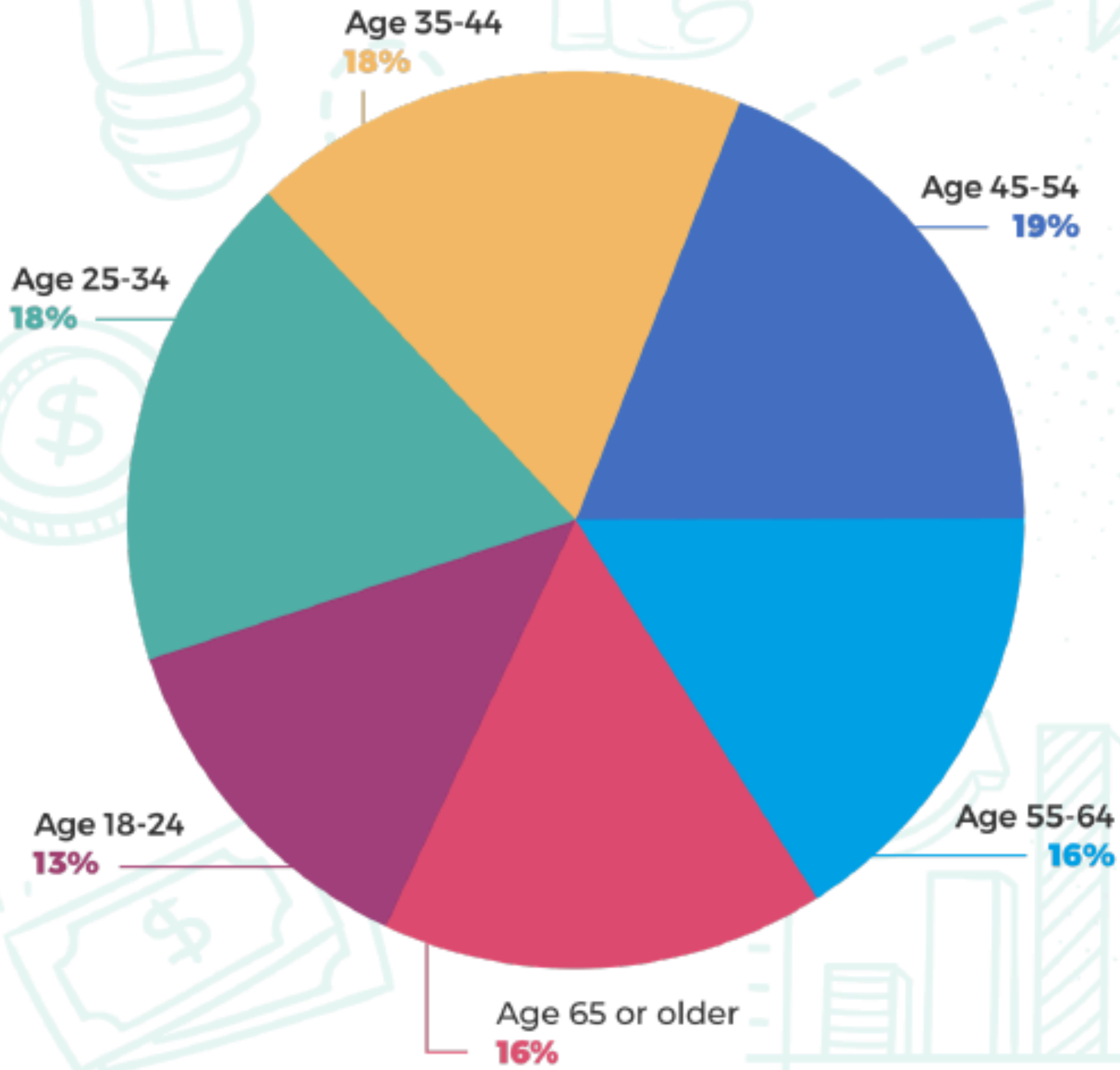
Infinite Dial March 2023

WHERE DO PEOPLE LISTEN TO PODCASTS?

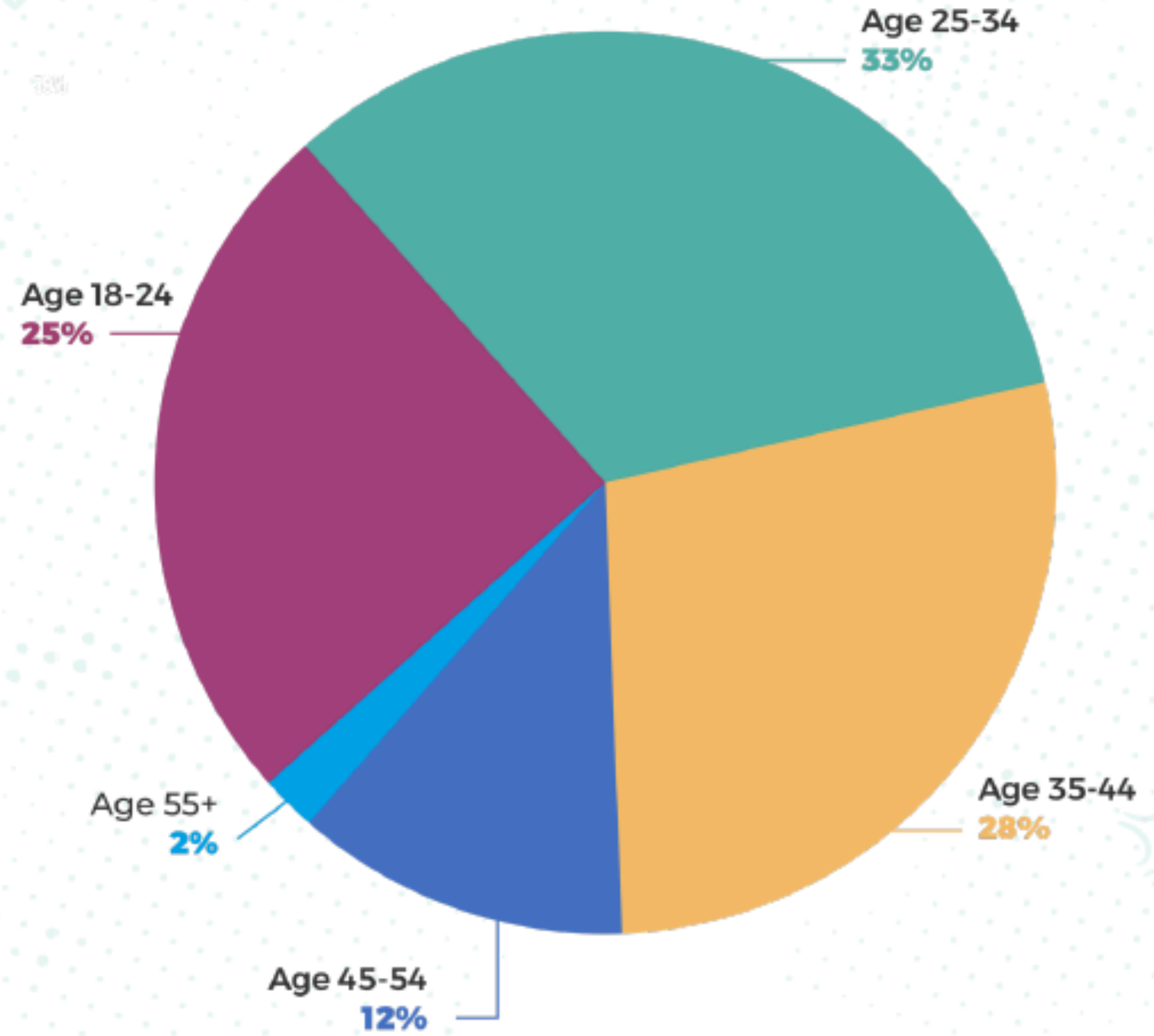


AGE

U.S. Population



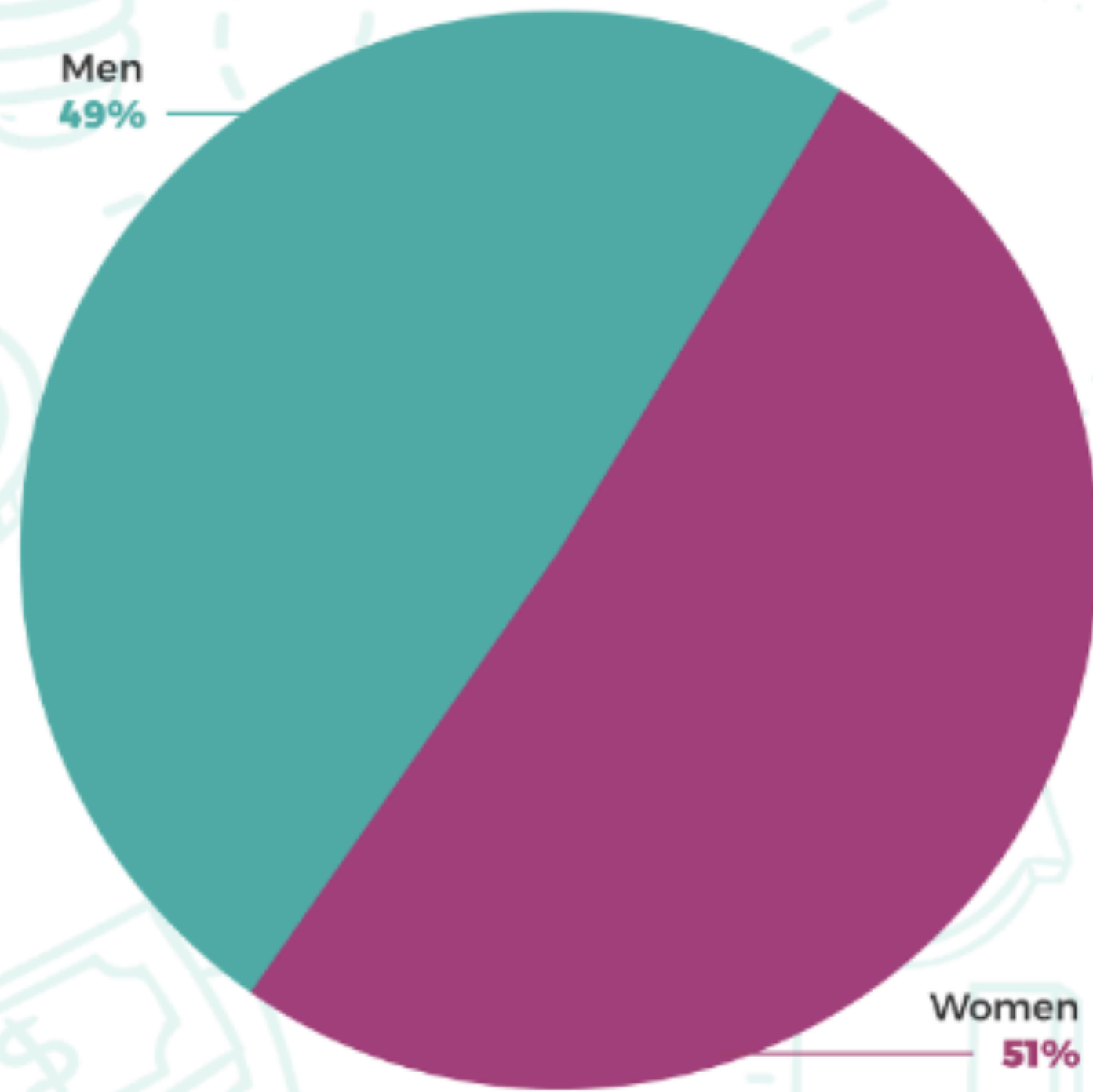
Podcast Creators



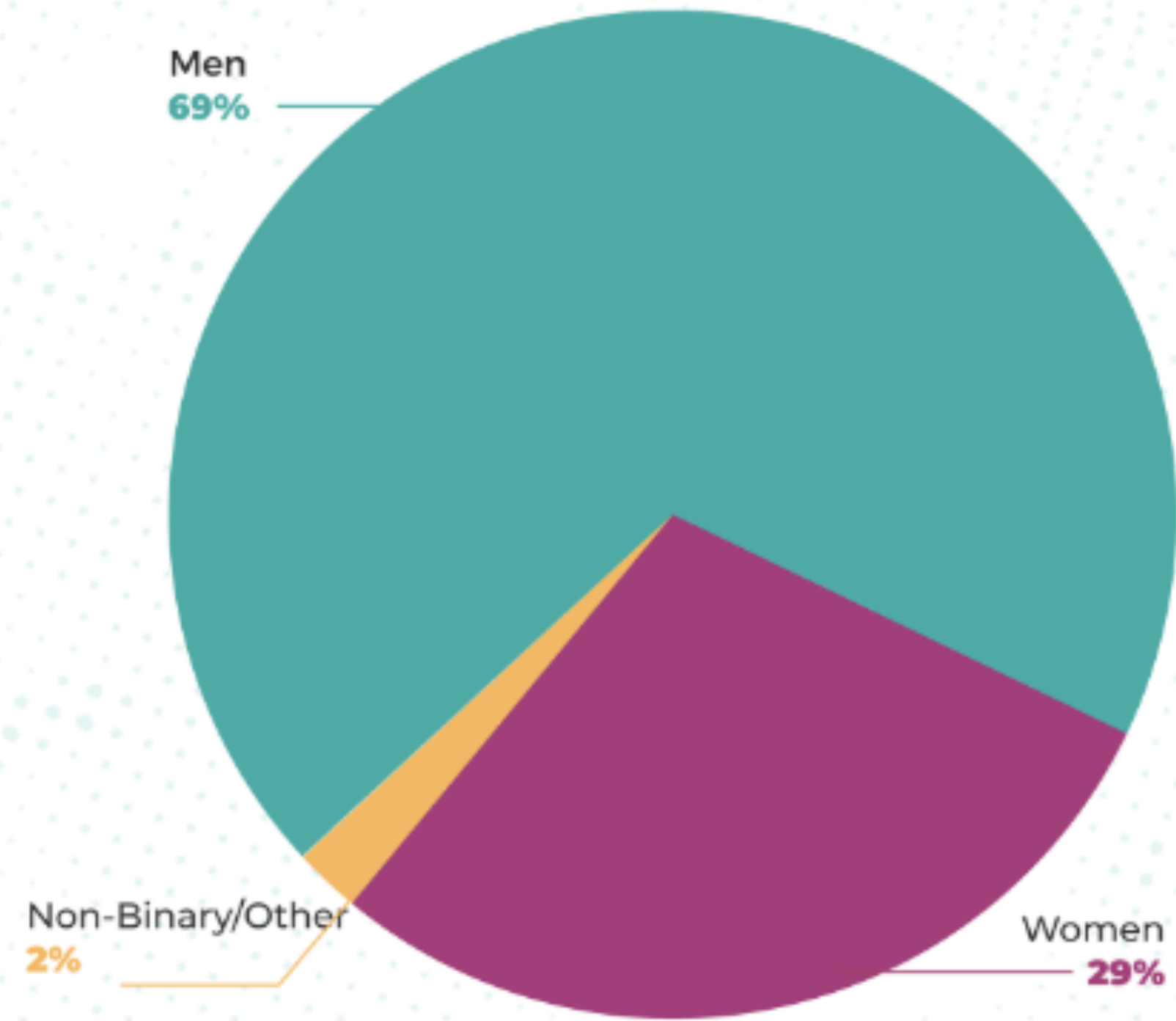
Source: U.S. Census Bureau

GENDER

U.S. Population



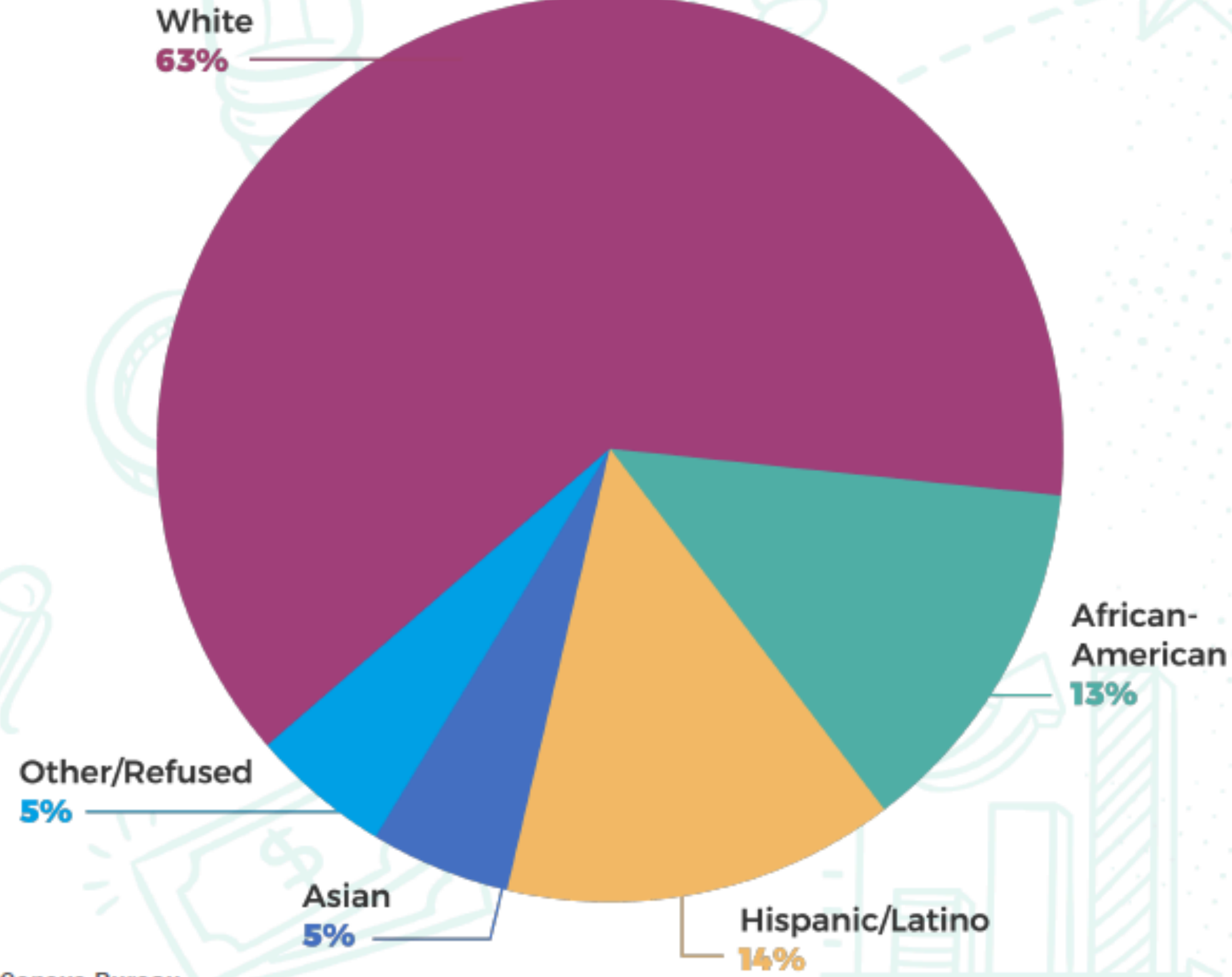
Podcast Creators



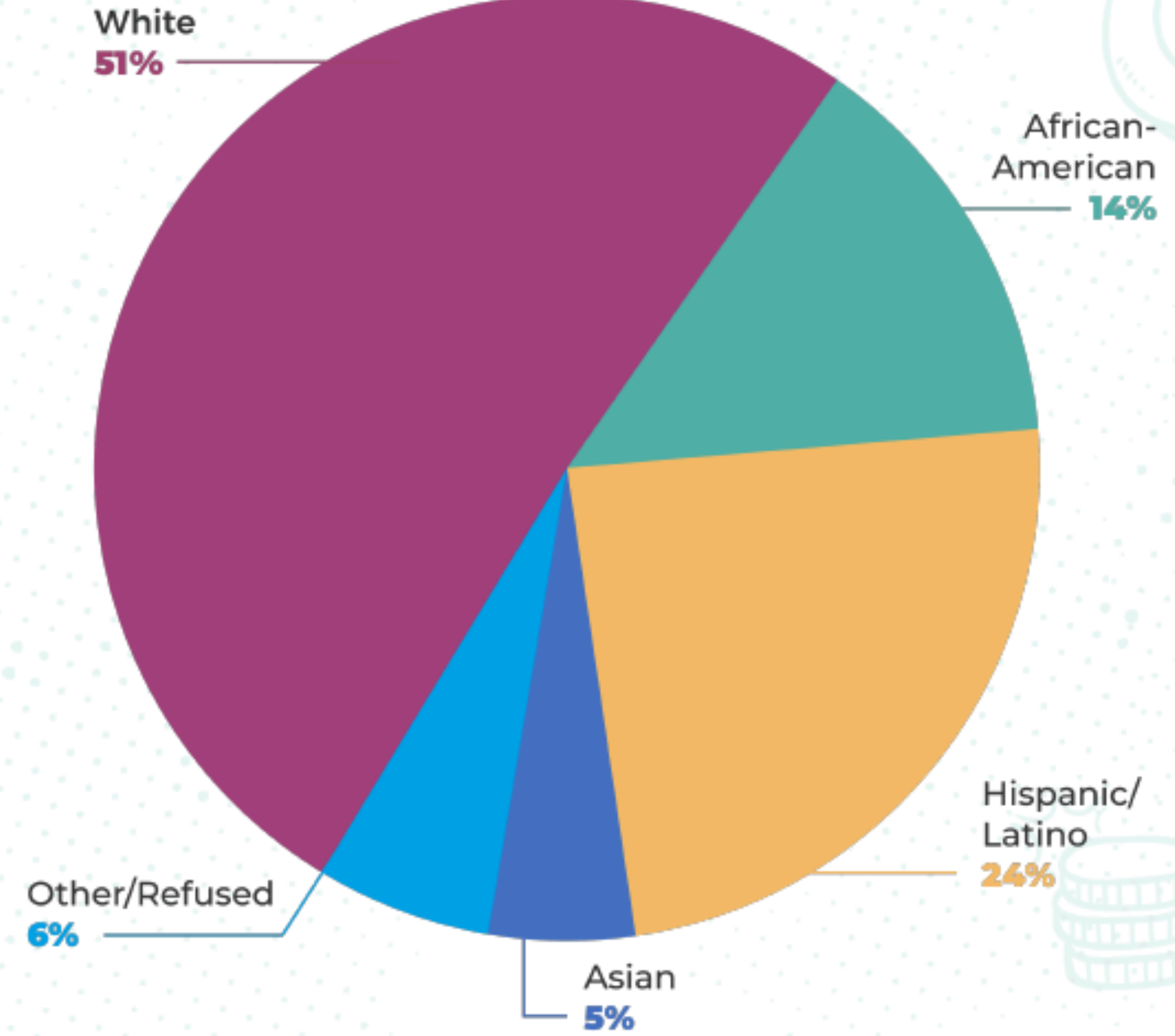
Source: U.S. Census Bureau

ETHNICITY

U.S. Population



Podcast Creators



Source: U.S. Census Bureau

PODCASTING STEP BY STEP

Come up with an idea or topic

Decide on a format

Create a name

Write a description

Forbes: “It’s what people read after the name of your show has drawn them in but before they decide to start listening.”

Decide on a length

Create attractive cover art

NAMING YOUR PODCAST

Review Apple name rules.

Avoid names already being used.

Make your name short and descriptive for SEO.

Half of all titles: 14 and 29 characters - 16 is the average

What keywords would people use to find your topic?

Create a name to show up clearly in your podcast artwork.

PODCAST FORMATS

Interview

Multiple hosts

Solo

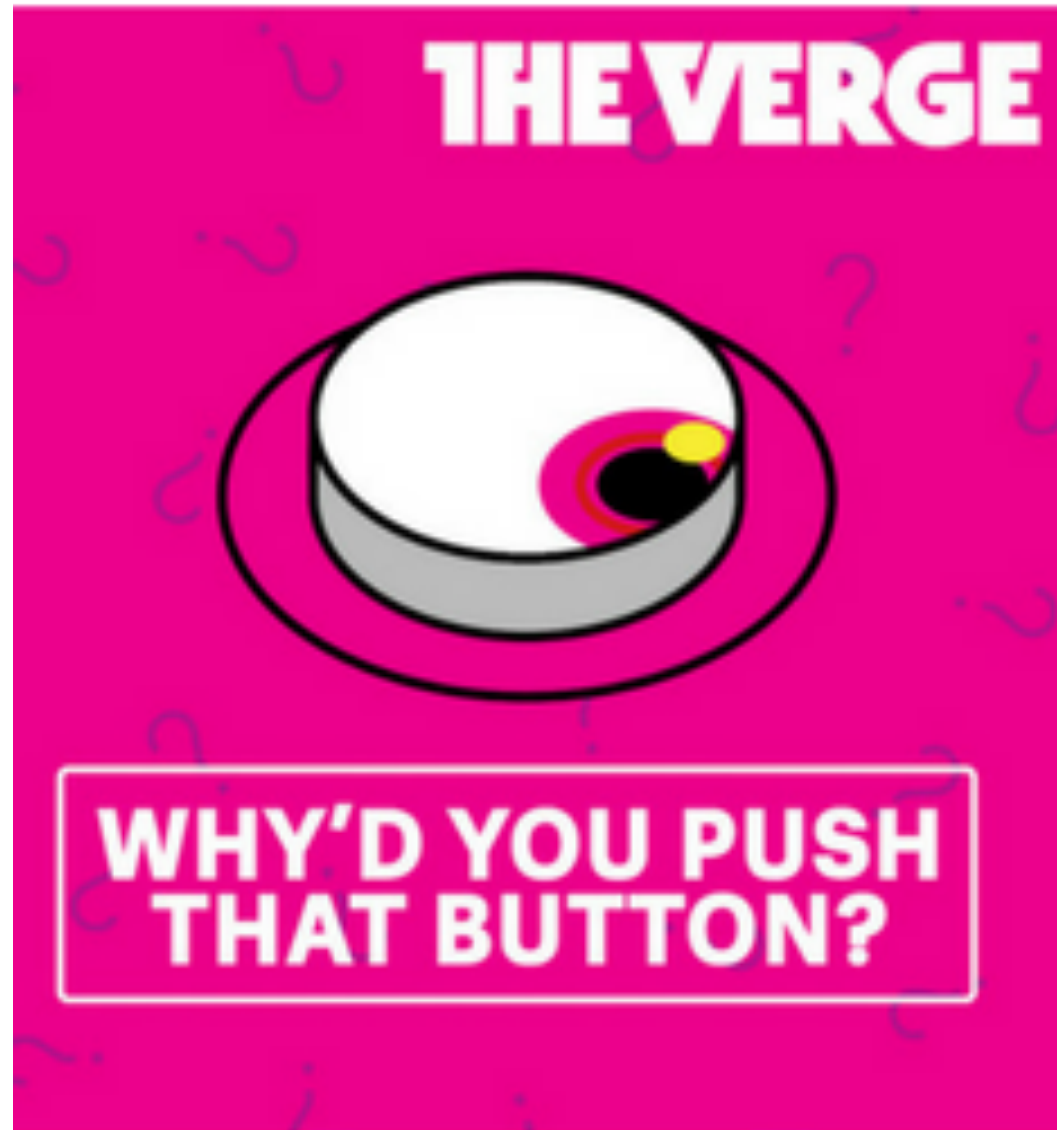
Nonfiction Narrative

Fictional

Hybrid or Mixed

Repurposed Content

PODCAST COVER ART



EQUIPMENT

Microphone

Shock mount

Stand/Handheld

Mixer

Lavalier

Recorder (computer)

Pop shield

Audio Software

GOOD AND BAD AUDIO

BEST PRACTICES

Prepare

Listen

Ask open ended questions

Be curious

Don't be afraid of silence

WHAT DO YOU THINK?



DEMO TIME!