

# State of Podcasting

Datasets from Blubrry Podcasting

# About Blubrry Podcasting

We provide tools and resources to more than 85,000 podcasts throughout the world.

Publishing Tools (PowerPress for WordPress) 65,000+

Podcast Play / Download Statistics 45,000+

And more...

- Podcast Hosting
- Professional Podcast Hosting
- Enterprise Statistics (partial play/download reporting)
- Podcast Network solutions
- Podcast advertising, specialized in small campaigns, buys starts at \$5,000

# Podcast Consumption

## Age

|       |        |
|-------|--------|
| 1-12  | 0.31%  |
| 13-17 | 1.05%  |
| 18-25 | 14.73% |
| 26-35 | 33.68% |
| 36-45 | 21.74% |
| 46-55 | 13.94% |
| 56-65 | 9.90%  |
| 66-75 | 3.69%  |
| 76+   | 0.96%  |

84% between ages 18-55

## Gender

|        |     |
|--------|-----|
| Male   | 72% |
| Female | 28% |

## Income

|                       |        |
|-----------------------|--------|
| \$0 - \$39,999        | 24.91% |
| \$40,000 - \$74,999   | 27.47% |
| \$75,000 - \$99,999   | 13.75% |
| \$100,000 - \$149,999 | 18.20% |
| \$150,000 or more     | 15.67% |

75% make at least 40-50k/year

47% make at least 75k/year

33% make at least 100k/year

Source: Survey Data

# Listener Facts

|                                          |     |
|------------------------------------------|-----|
| Own a home                               | 57% |
| Made online purchase last 30 days        | 84% |
| Spend more than \$500 online past year   | 63% |
| Spend more than \$1,000 online past year | 35% |
| Have a high school diploma               | 98% |
| Bachelor's degree or higher              | 66% |
| Have degrees beyond high school          | 80% |
| Own a home                               | 57% |
| Have children                            | 33% |
| Attending school                         | 8%  |
| Retired                                  | 7%  |

Source: Survey Data

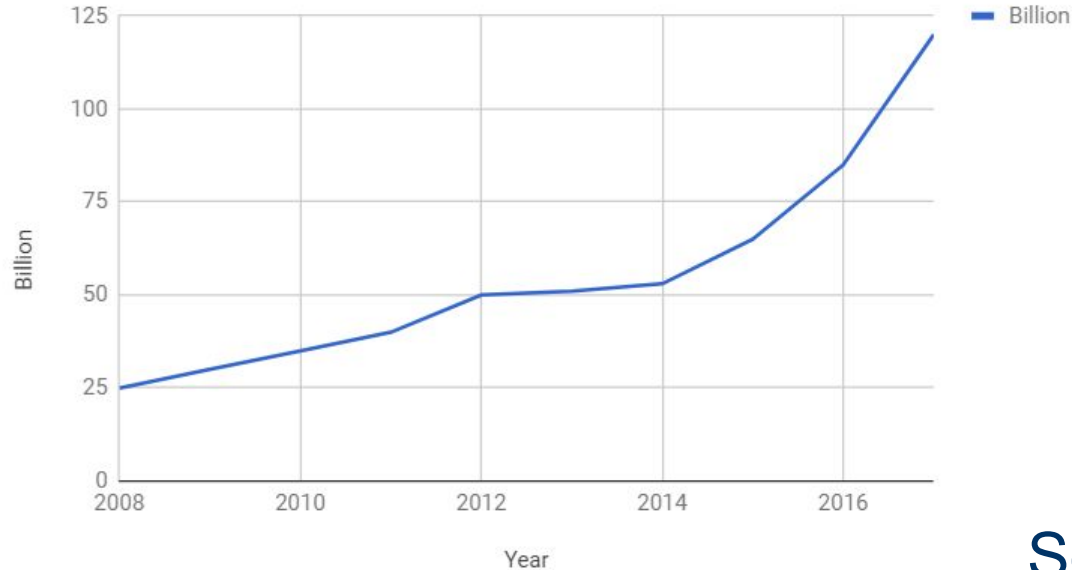
# Category Popularity

|                            |        |
|----------------------------|--------|
| Comedy                     | 54.06% |
| Sports & Recreation        | 41.17% |
| TV & Film                  | 36.95% |
| News & Politics            | 36.63% |
| Society & Culture          | 34.94% |
| Music                      | 26.20% |
| Education                  | 23.89% |
| Science & Medicine         | 23.23% |
| Technology                 | 21.18% |
| Arts                       | 19.91% |
| Games & Hobbies            | 19.41% |
| Business                   | 15.32% |
| Religion & Spirituality    | 13.61% |
| Government & Organizations | 10.36% |
| Health                     | 10.14% |
| Kids & Family              | 5.88%  |

Source: Survey Data

# Podcast Consumption

Growth downloads/plays per month

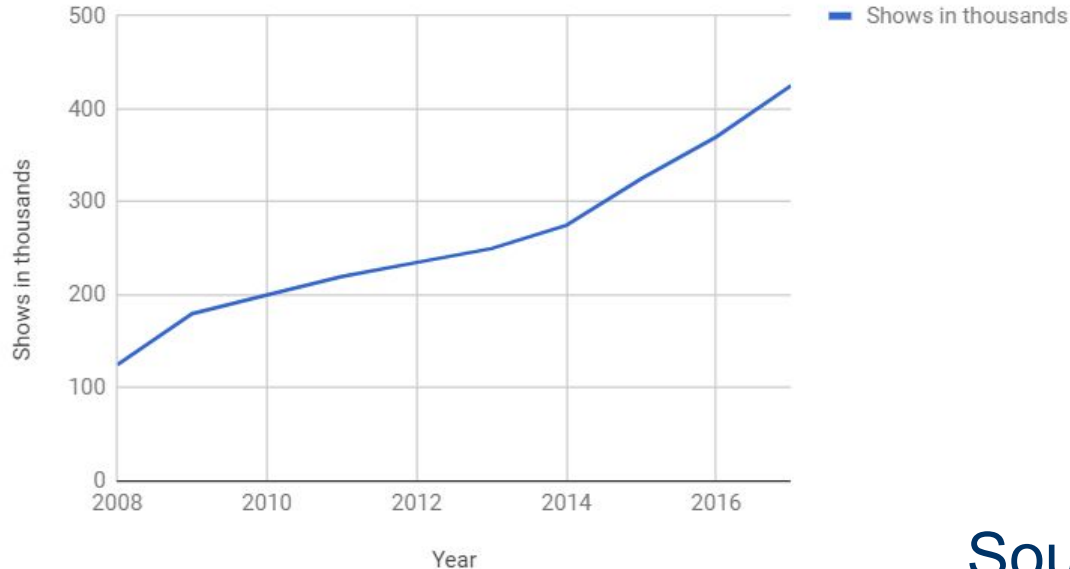


We estimate 100-120 Million Americans listen to podcasts each month

Source: Blubrry Statistics

# Podcast shows

Shows available growth



Over 425,000 podcasts today!

Only 30% of shows available have released episodes in the past 3 months

In 2007, 70% of the shows available were active (creating episodes).

Source: Blubrry Directory

# 10 years of growth

- 3x (300%) more shows / programs
- 5x (500%) more consumption by listeners
- 1/2x (50%) more shows / programs when comparing active shows

## Tips

1. Create shows, it's not too late!
2. Stick to it, do not become the “faded statistic”



# Geography of Podcasting

## Top 10 Countries

|                |       |
|----------------|-------|
| United States  | 58.6% |
| Brazil         | 7.5%  |
| Canada         | 5.0%  |
| United Kingdom | 5.0%  |
| Australia      | 3.1%  |
| Germany        | 3.0%  |
| Japan          | 2.7%  |
| Sweden         | 1.2%  |
| Ireland        | 1.0%  |
| France         | 0.9%  |

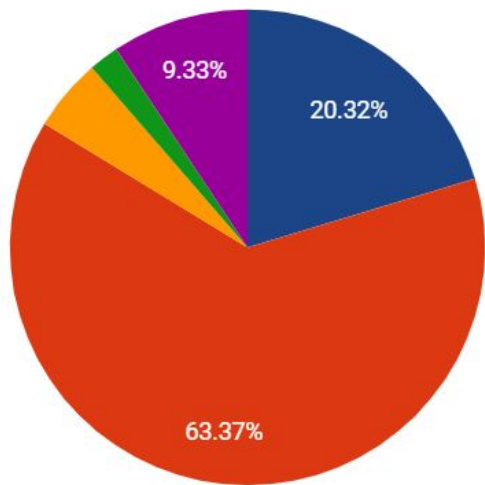
United States growth continues even though we observe slight losses in market share each year.

Brazil is the fastest growing podcast market

Source: Blubrry Statistics

# Applications

## Devices



● In Web Browser ● Mobile Device ● Media Player ● Internet TV ● Other

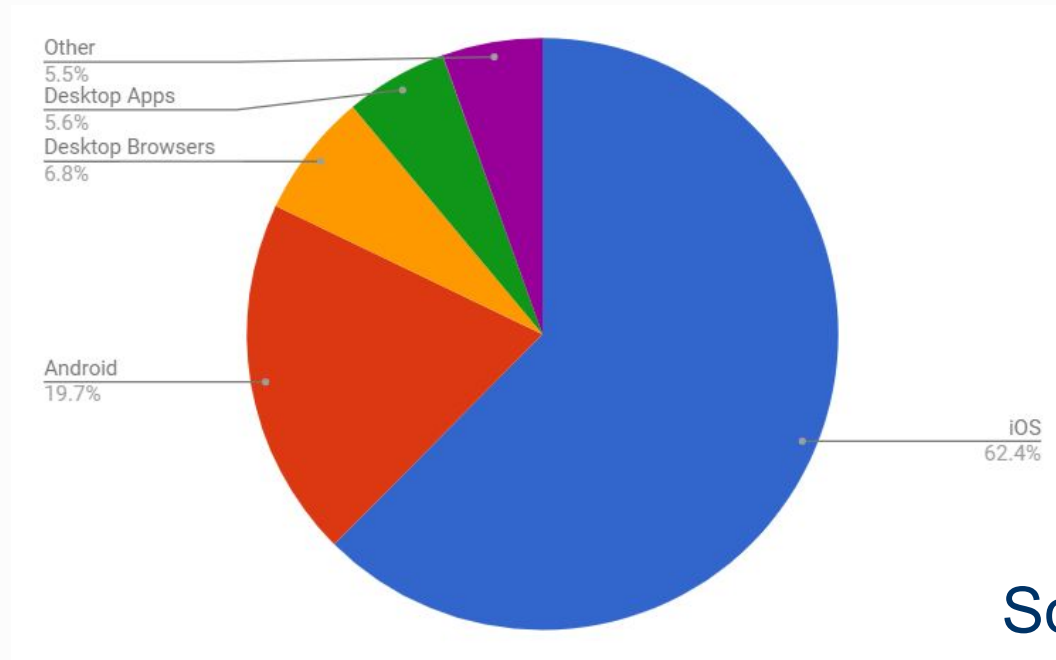
Approximately ½ of web browser traffic comes from mobile devices.

Nearly 75% of podcasts are consumed either within podcast apps or in the device's browser.

63% mobile apps  
20% browsers / mobile browsers  
5% desktop media player  
2% Internet TV  
9% other

Source: Survey Data

# Application Usage



## Top 13 clients

|                            |       |
|----------------------------|-------|
| iOS podcast app            | 57.1% |
| Android (smartphone)       | 6.3%  |
| iTunes Desktop             | 4.7%  |
| Chrome (Desktop)           | 4.5%  |
| Pocket Casts               | 3.9%  |
| Android App (unidentified) | 3.3%  |
| iOS App (unidentified)     | 3.0%  |
| Chrome (Mobile)            | 2.3%  |
| Stitcher radio for Android | 2.2%  |
| Overcast                   | 2.1%  |
| Stitcher radio for iOS     | 1.8%  |
| Internet Explorer          | 1.0%  |
| Firefox                    | 1.0%  |

Source: Blubrry Statistics

# Application Breakdown

Metrics from podcast download / play statistics

|                  | 2017 | 2015 | 2013 |
|------------------|------|------|------|
| Android          | 20%  | 15%  | < 5% |
| iOS              | 63%  | 53%  | 35%  |
| iTunes Desktop   | < 5% | 11%  | 21%  |
| Desktop Browsers | 6.8% | 7.6% | 13%  |

## Predictions

- Desktop browsers will level off at 5%
- iTunes Desktop will be discontinued in 2018
- Android market share by 2020 will be 35%, iOS about 55%, remaining in browsers and niche devices like Alexa, Google Home, and Smart TVs.

# Thank You

Angelo Mandato

[cio@blubrry.com](mailto:cio@blubrry.com)

[www.blubrry.com](http://www.blubrry.com)