



SNEAK PREVIEW

Podcast 360

2022

LUMINATE

13%

Podcast reach growth year-over-year among U.S. General Population ages 13+

Top Media Entertainment Activities Overall



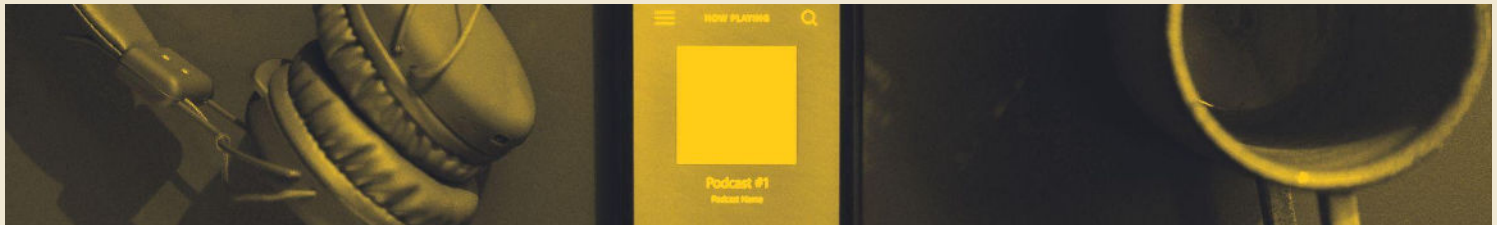
Music Listening



Watching Movies



Watching TV



Top Watching Genres



Top Listening Genres



Top Platforms — Awareness & Usage



YouTube



Apple Podcasts



Spotify*



iHeartRADIO



Most Important Platform Features

1
Price of subscription

2
Ease of use interface

3
Expansive library of podcasts

4
Ability to subscribe to podcasts

5
Also offers music



2/5
Podcast consumers have purchased podcast merchandise

Top Products Purchased



Shirts



Books



Decorations

35% of podcast consumers intend on purchasing a product or service they hear about or see on a podcast in the future



How Podcast 360 Can Help Answer Business Questions



How is the **audio space evolving** compared to last year?



Where should I **invest my resources** based on consumer needs?



What **content** does my target audience want?



What is the role of **video podcasts** and who is the right audience?



How do I **develop my audience** — acquire new listeners and move existing listeners to higher levels of engagement and monetization?



Which **monetization strategy** is right for my business?



How can I best leverage **hosts and personalities** to grow engagement?



What **additional offerings and entertainment extensions** make the most sense for my IP?

Insight Categories

Audio Ecosystem

- Consumption across popular audio activities including: podcasts, music, audiobooks, talk radio, music radio and guided meditation.
- Time spent and share of time
- Money spent and share of spend
- Device usage

Video Podcasting

- Video audience breakdown (e.g. demographics, interests, service subscriptions)
- Listening vs. watching interest
- Engagement with visual podcast media (e.g. time of day, occasion)
- Drivers for watching content (e.g. technology, ease of use)
- Role video plays in the broader audio ecosystem

Platforms

- Platform awareness and usage (e.g. Spotify, Apple, Twitch, Stitcher)
- Subscriptions types
- Platform usage drivers
- User satisfaction
- Platform perception

Engagement

- Frequency (e.g. daily, weekly) and time of day (e.g. weekdays, weekends, morning, afternoon)
- Share of time listening actively vs. passively in the background
- Listening occasion (e.g. driving, exercising, working)
- Listening alone vs. with others
- Post-listening behaviors (e.g. post a rating, review podcast, discuss with friends, follow on social media)
- Preferences and attitudes (e.g. bingeing, celebrity interest, trust of host)
- Device usage
- Audio & video podcast adoption journey

Podcast Content Selection

- Top genres
- Discovery sources
- Typical format (e.g. series, live talk, ongoing, scripted vs. non-fiction)
- Episode length
- Number of shows listened to in a week
- Motivations for listening (e.g. to learn something new, to relax & calm myself)
- Functional features (e.g., availability in high quality, free/unpaid access, offline listening)
- Most recalled podcasts
- Shows listenership

Insight Categories

Host/Personality

- Engagement with show/hosts on social media, membership, and video platforms (e.g. Instagram, Twitch, YouTube, Patreon)
- Types of accounts followed (e.g. hosts, producers, show, media company)
- Power of host recommendation
- Importance of host interaction functionality

Entertainment Interests

- Entertainment interests (e.g. sports, music, games, e-sports)
- Monthly music spend
- Streaming services subscribed to
- Music genre fanship
- Film & TV genre fanship
- Likelihood to watch if favorite podcast were turned into a TV show or movie
- Social media and social audio platform usage

Events

- Attendance and future intent
 - Live shows
 - Virtual/live streamed shows
- Merch purchasing at events
- Live streaming platform use (e.g. Facebook live, YouTube live)

Accessing Podcast 360: Dashboard and / or Report



New Online Dashboard

The results are now available on a web-based interactive dashboard that allows users to customize and filter in real time with target audiences at their fingertips. Filter data by gender, age, podcast watchers vs. listeners, and many more!



To purchase the full report or commission an analysis to gain deeper insights into your specific business, please [contact us](#).