

The State of Podcasting



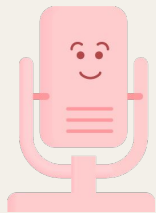
2022

How podcasters create content,
prefer to be pitched and promote their show

A STUDY BY

MUCK RACK

In this report, we seek to answer:



1 | What are the roles and responsibilities of podcasters?



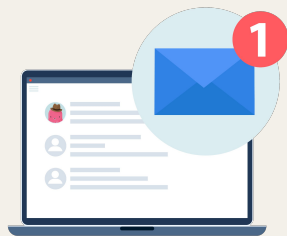
2 | How do podcasters develop content and book guests?



3 | How do podcasters measure and monetize today?

 **3.5M**  **56K**

4 | How do podcasters publish and promote their show?



5 | How do podcasters prefer to be pitched?



6 | What does the future of podcasting look like?



7 | What do podcast demographics look like?

A look at what's inside

- **35%** more podcasters are offering premium content than last year
- **67%** record videos of their podcast
- **53%** work on two or more podcasts
- **39%** prioritize guests who pay to appear on their show
- **86%** receive pitches for people to be on their show
- **16%** more podcasters are working for media companies compared to last year
- **64%** believe podcasts will be more popular in the next two years
- **55%** believe there are too many podcasts



About this survey

WE SURVEYED 591 PROFESSIONAL PODCASTERS FROM SEPT. 15TH to OCT 5, 2022.

Industries covered:

- 22% Energy & environment
- 21% Business/finance
- 20% Education
- 18% Music/entertainment
- 18% Society/culture
- 17% Government/politics
- 17% Health/wellness/fitness
- 16% Fiction/drama
- 16% Arts
- 15% Comedy
- 14% Sports
- 14% News commentary
- 13% History
- 13% Food/dining
- 12% Kids/family
- 12% Technology
- 12% TV/film
- 11% Science
- 10% Leisure
- (games/hobbies/garden)
- 9% Religion & spirituality
- 9% Other
- 7% Travel
- 4% True crime

The average podcaster covers 3 industries

Location:

- 77% US
- 6% Europe (outside of UK)
- 4% UK
- 3% Asia
- 3% Canada
- 3% Africa
- 2% South America
- 2% Australia

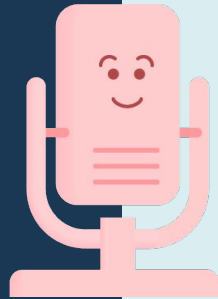
Experience

- 37% 3-5 years
- 23% 1-2 years
- 21% 6-10 years
- 11% under 1 year
- 7% 10-20 years

Organization type

- 45% Independent
- 41% Backed by a media company
- 21% Backed by an organization that is not a media company
- 3% Other

1

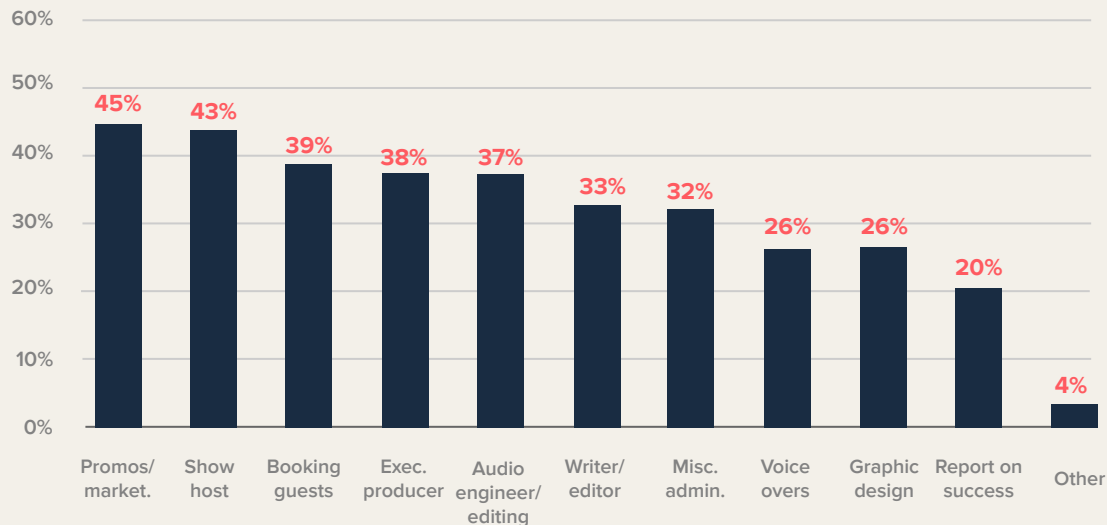


Roles and responsibilities of podcasters

The average podcaster covers 3 roles at once

Promotion/marketing (**45%**), hosting (**43%**) and booking guests (**39%**) are the three most common roles of a podcaster.

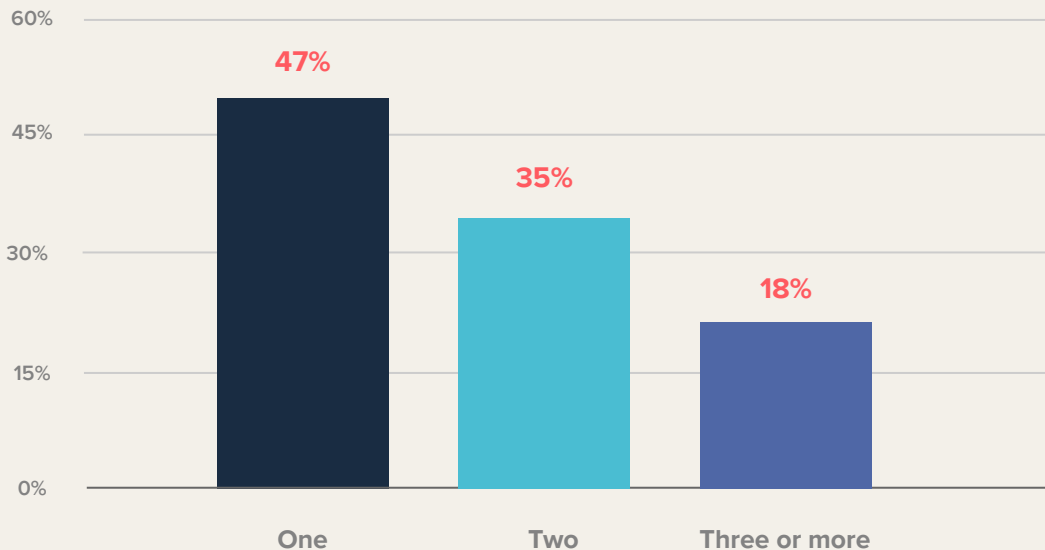
What are your responsibilities for the podcast(s) you work on?
(Select all that apply)



53% work on two or more podcasts

Compared to last year, fewer podcasters are working on three or more shows: **18%** this year vs. **30%** last year.

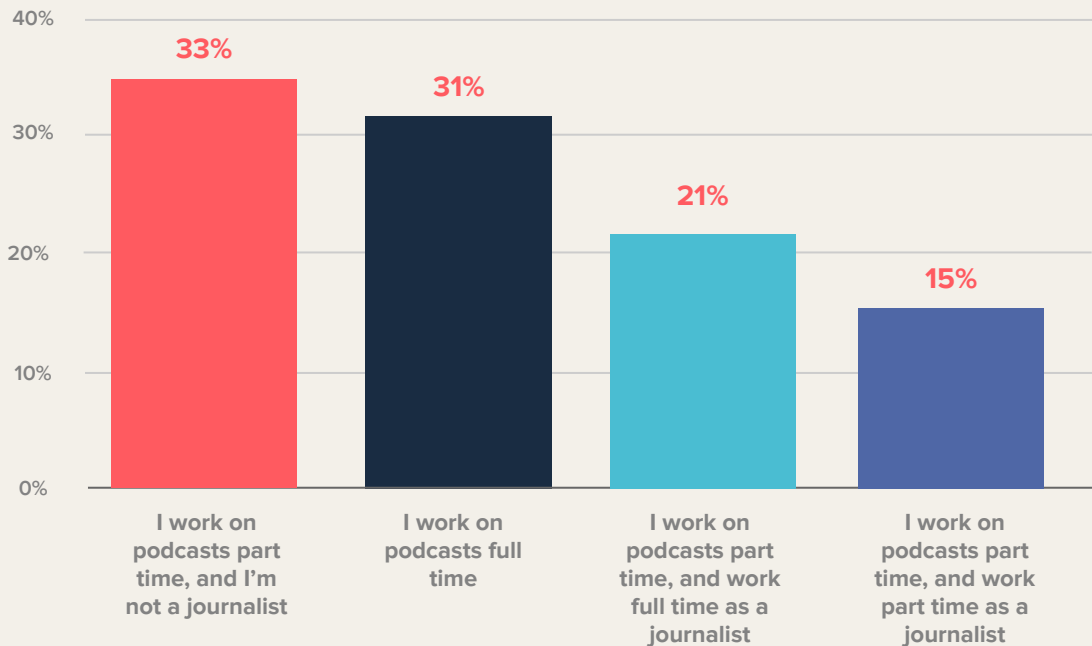
How many podcasts do you work on currently?



69% work on podcasts part-time

Compared to last year, there are more part-time podcasters (**69%** this year vs. **64%** last year) and fewer full-time podcasters (**31%** vs. **37%** last year).

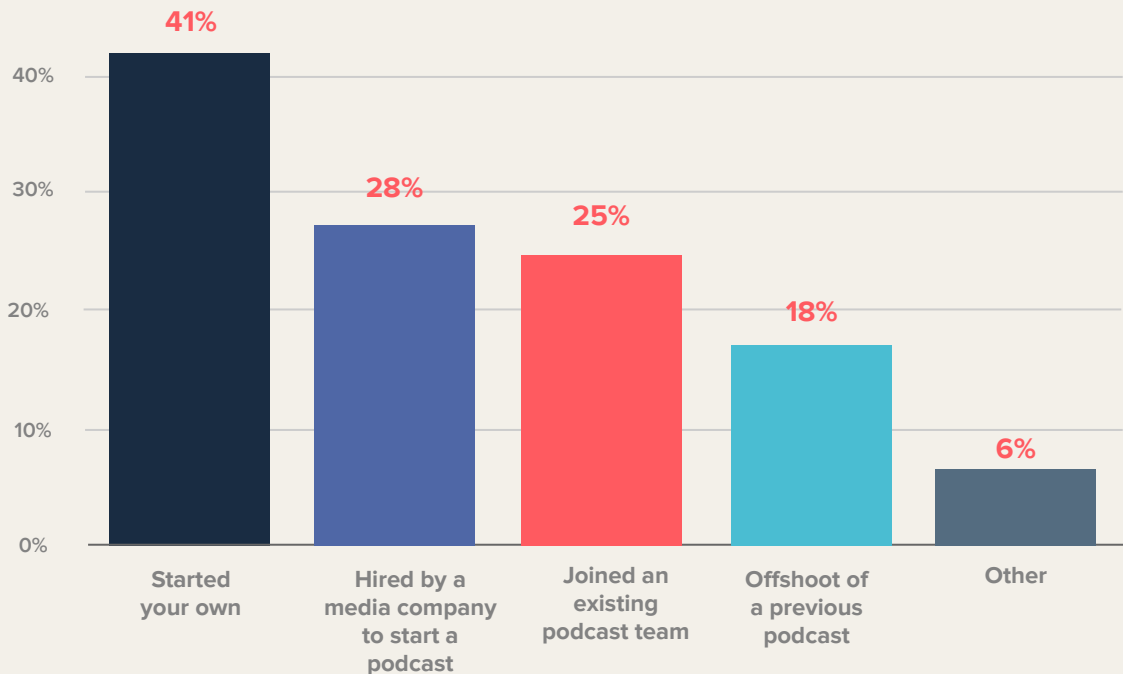
Which of the following best describes you?



The number of podcasters hired by a media company has increased

Last year, more podcasters (**68%**) said they started their own show. This year, there is a **13%** increase of those are working on an offshoot of a previous podcast, a **16%** increase of those hired by a media company and a **5%** increase of those hired by an existing podcast team.

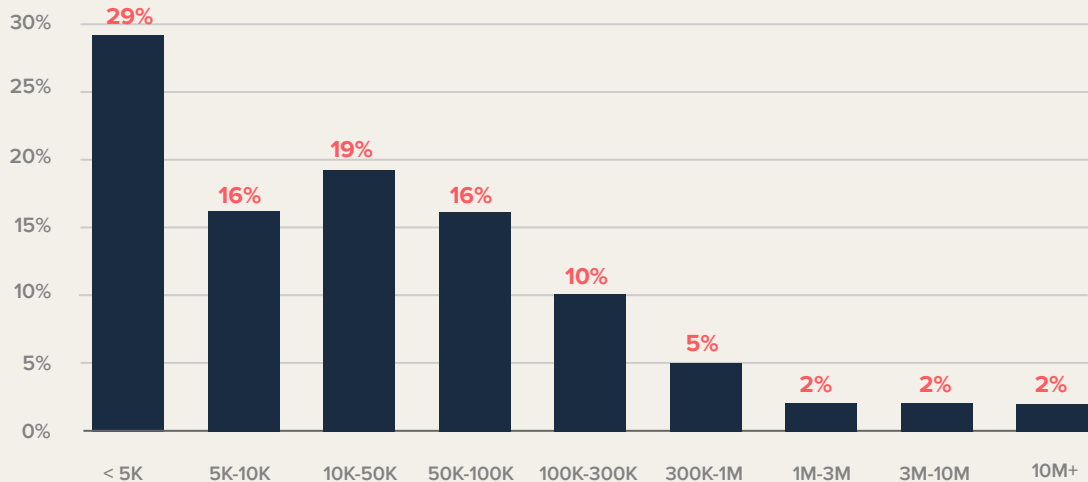
How did you get into podcasting?
(Select all that apply)



45% have 10K or fewer listeners

The majority of those surveyed said they have 10K or fewer listeners.

Approximately how many listeners do you have?



2



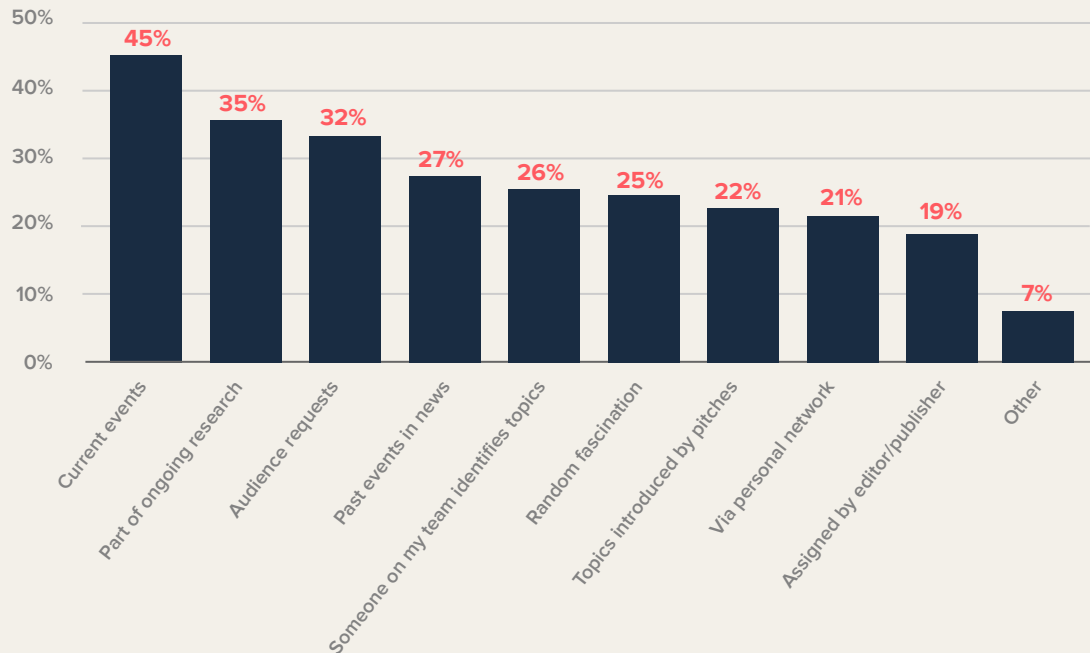
Creating content
and booking
guests

Current events are the leading source of inspiration for podcast content

Most podcasters surveyed (**81%**) are responsible for sourcing original content. Current events (**45%**), ongoing areas of research (**35%**) and audience requests (**32%**) are the top three sources of inspiration for new episode ideas.

22% rely on topics introduced via pitches.

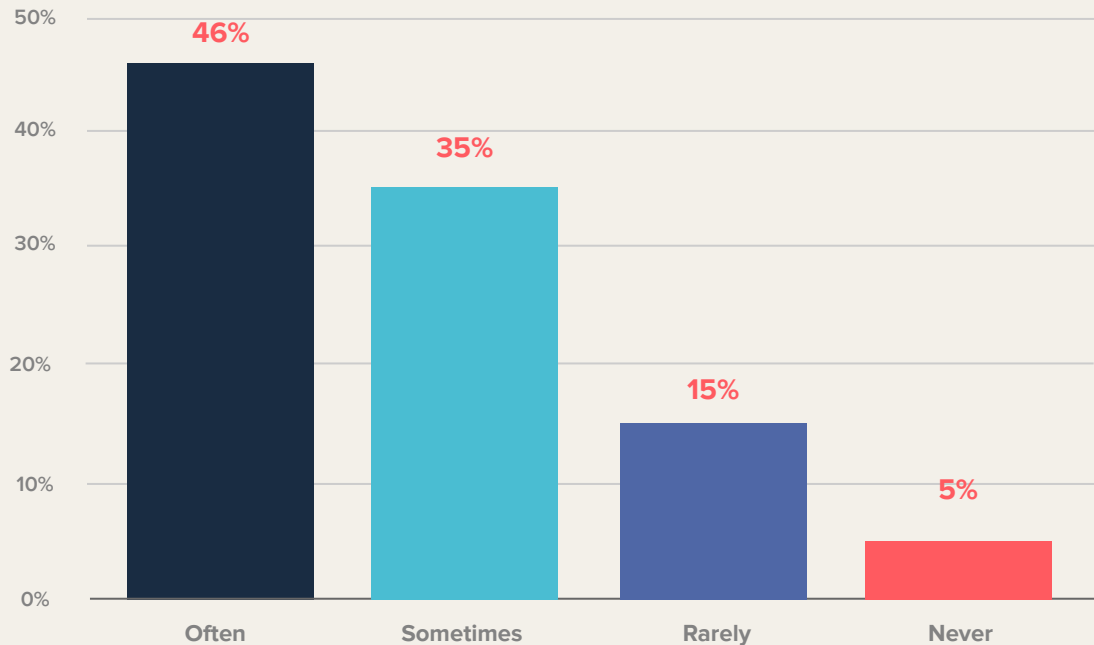
Where do you look for your next episode ideas? (Select all that apply)



81% of podcasts feature guests sometimes or often

Compared to last year, fewer podcasters said they feature guests often (**46%** this year vs. **69%** last year) and more said they feature guests sometimes (**35%** this year vs. **16%** last year).

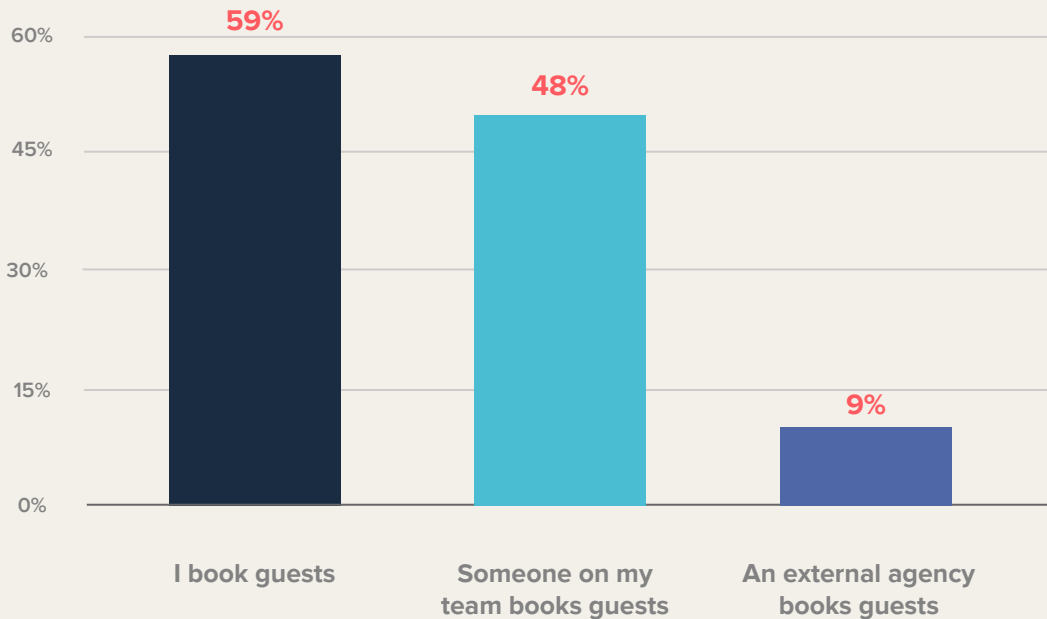
How often does your podcast feature guests?



More podcasters are relying on their team to book guests

Fewer podcasters surveyed said they book their own guests (**59%** this year vs. **80%** last year) and more say that someone on their team is tasked with booking guests (**48%** this year vs. **39%** last year).

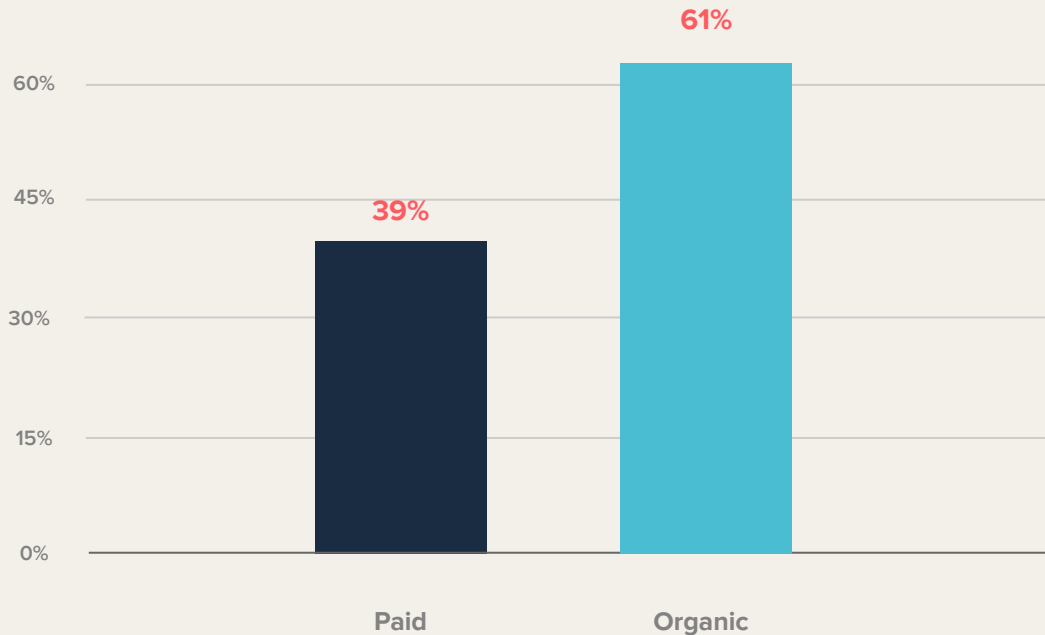
How do you book guests?
(Select all that apply)



Most podcasters prioritize organic guests

Out of the podcasters that feature guests, the majority prioritize organic guests (**61%**) vs. guests who pay to be on their show (**39%**).

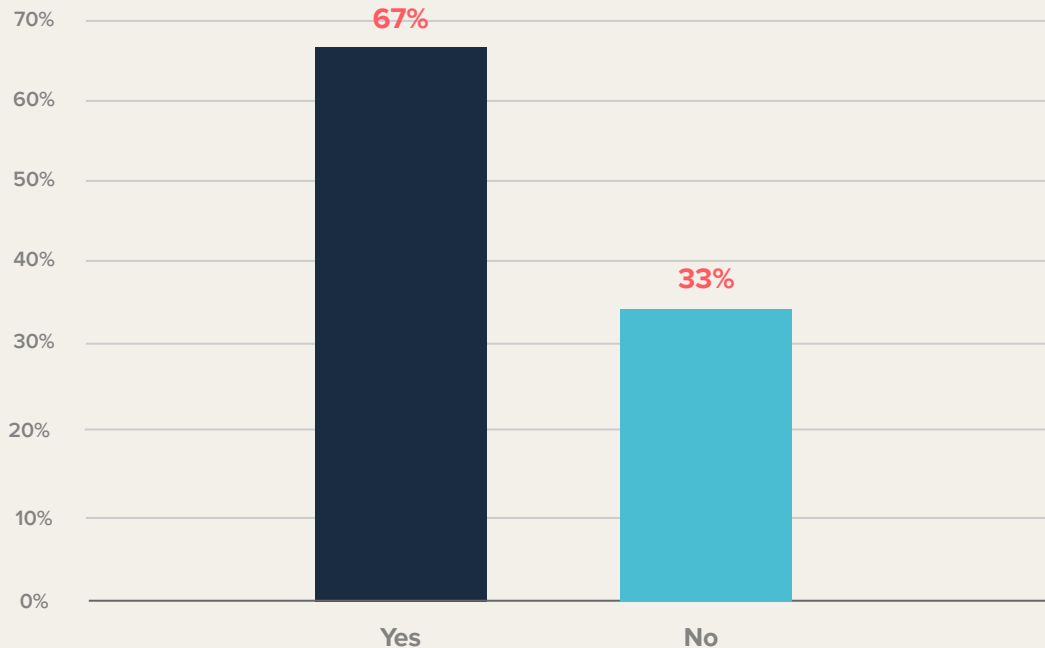
Do you prioritize paid or organic guests?



More than half of podcasters record videos of their show

67% record videos of their podcast.

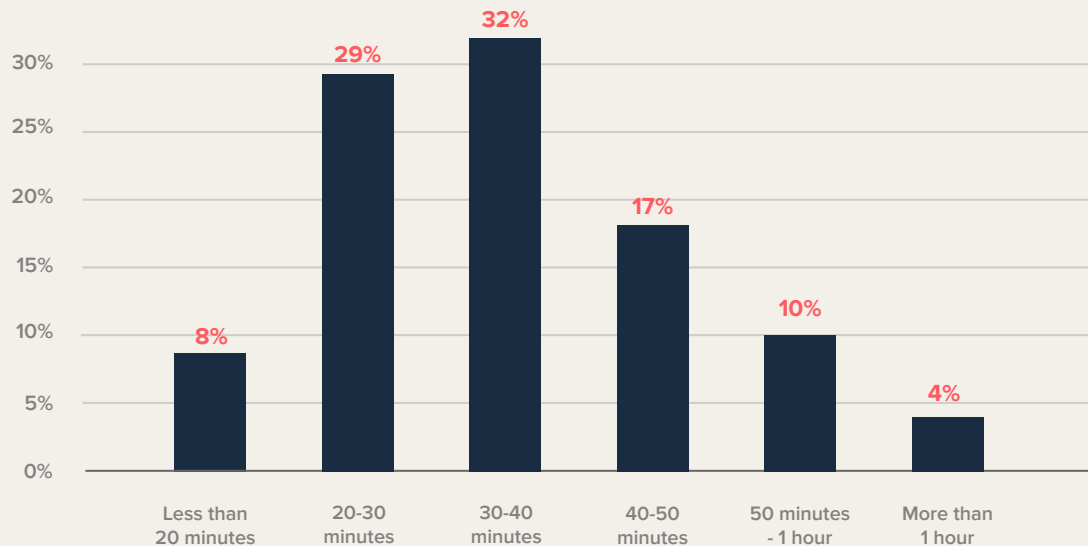
Do you record videos of your podcasts?



The average podcast episode is between 20-40 minutes long

More than half of podcasters surveyed (**61%**) say that the average length of an episode is between 20-40 minutes long, with the majority (**32%**) falling in the 30-40 minute range.

What is the average length of an episode of your podcast?

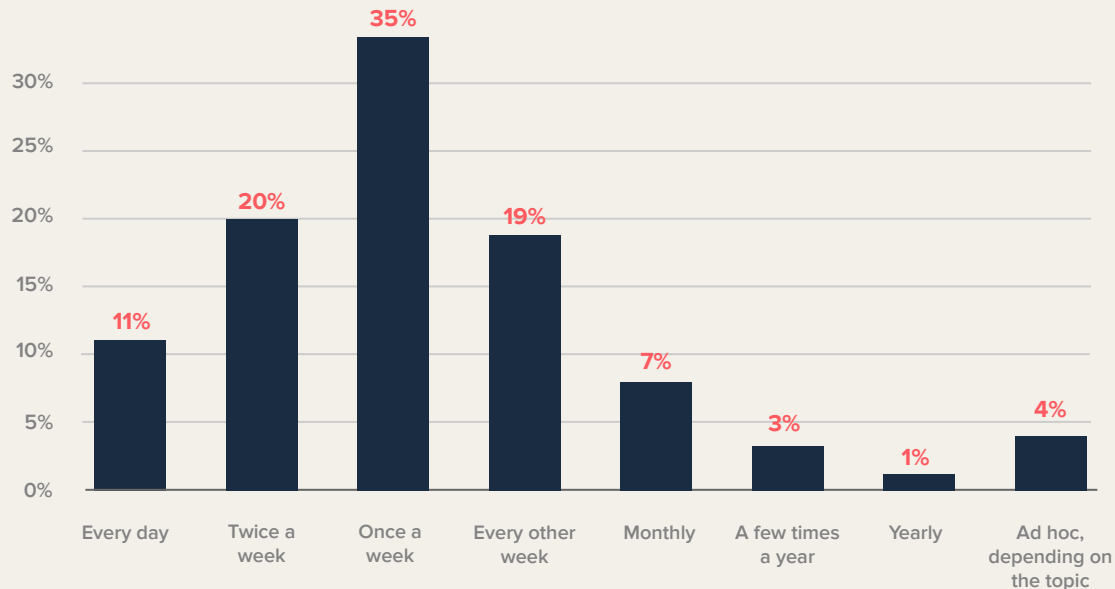


More than half publish new episodes once a week or more

The most common cadence for publishing new episodes is still weekly.

This year, podcasters are publishing new episodes more frequently than last year: **31%** publish two or more times per week vs. last year when **24%** published two or more times per week.

How often do you publish new episodes?

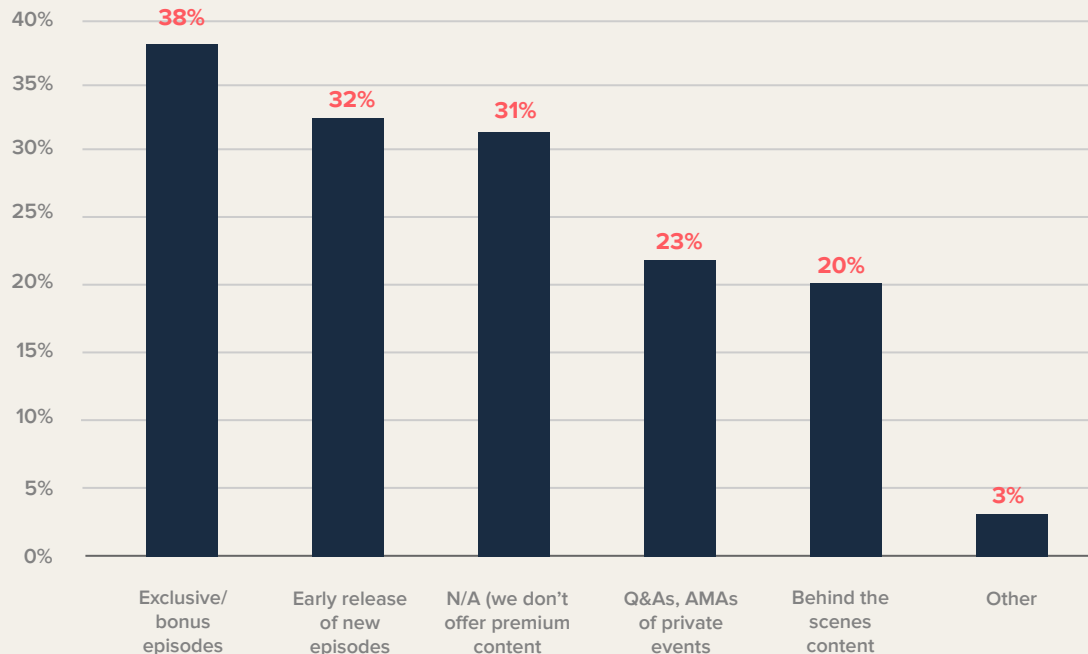


More podcasters are offering premium content

Last year, **34%** said they do not offer premium content to paid subscribers. This year, **69%** are offering premium content, with the most popular premium content being exclusive/bonus episodes (**38%**) followed by early release of new episodes (**32%**).

Under 'Other,' some said they offer ad-free episodes and swag to paid subscribers.

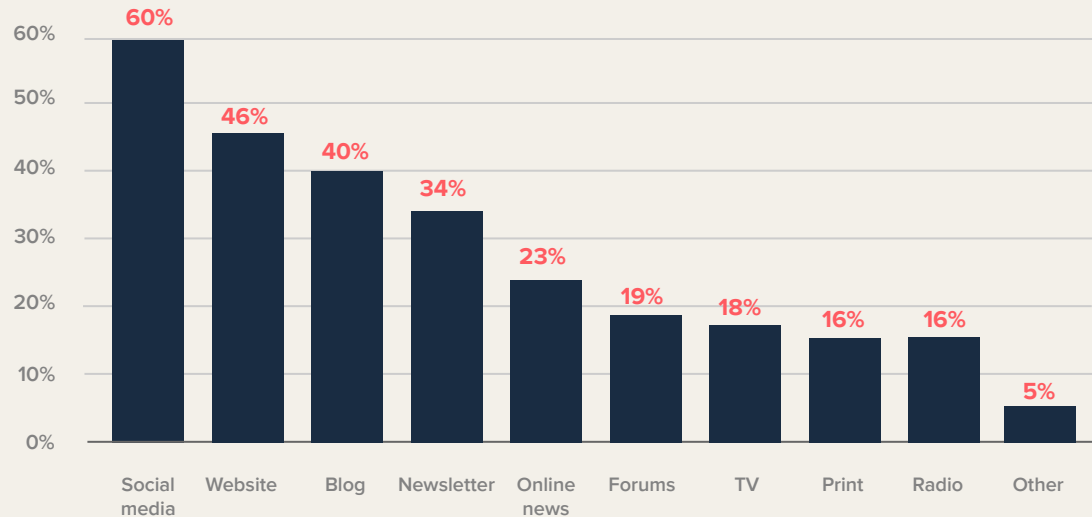
What types of premium content do you offer paid subscribers?
(Select all that apply)



Most podcasters produce content on social media

Social media (**60%**), website (**46%**) and blog (**40%**) are the most popular channels that podcasters create content for outside of podcasting.

Other than podcasting, on what other channels do you produce content? (Select all that apply)



3

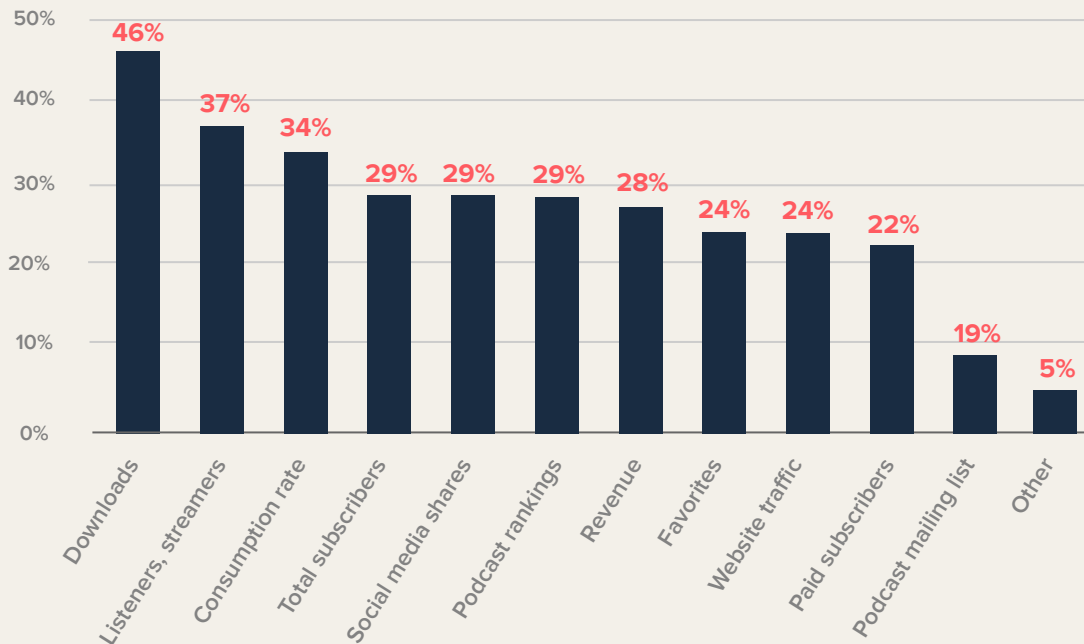
 3.5M  56K

Measurement and monetization

The average podcaster uses 3 success metrics, with downloads as the leading metric

The top three most popular podcast success metrics are downloads (**46%**), followed by listens/streams (**37%**) and consumption rate (**34%**).

How do you measure success when it comes to podcasting?
(Select all that apply)

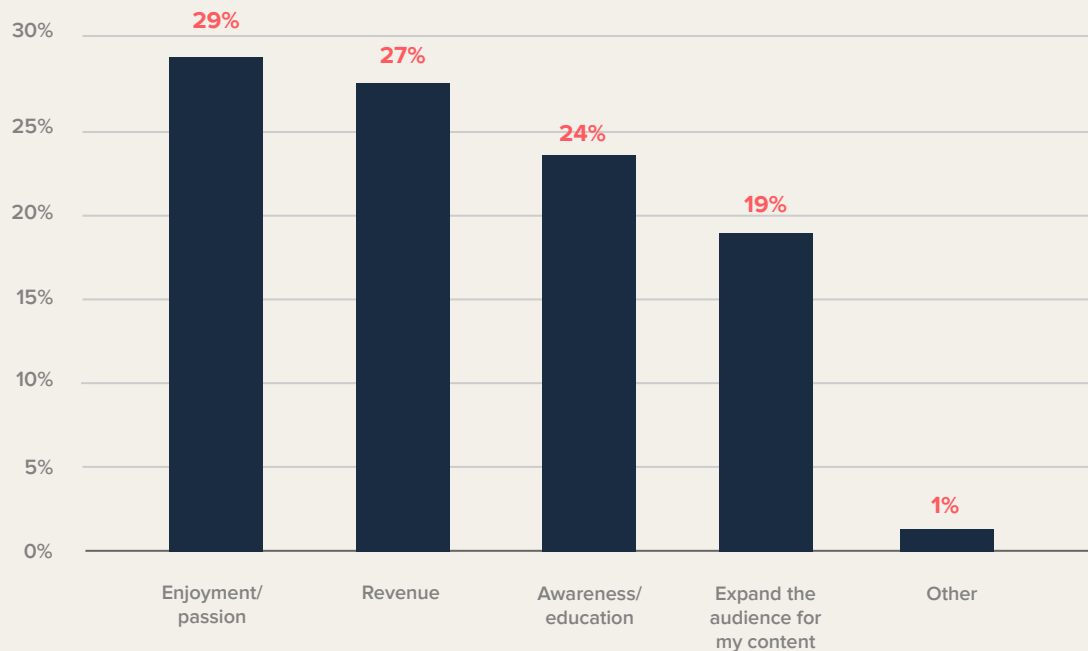


Enjoyment/passion is the top goal for podcasting

Revenue (27%) and awareness/education (24%) were close behind.

Under 'Other,' podcasters listed marketing/branding and lead generation.

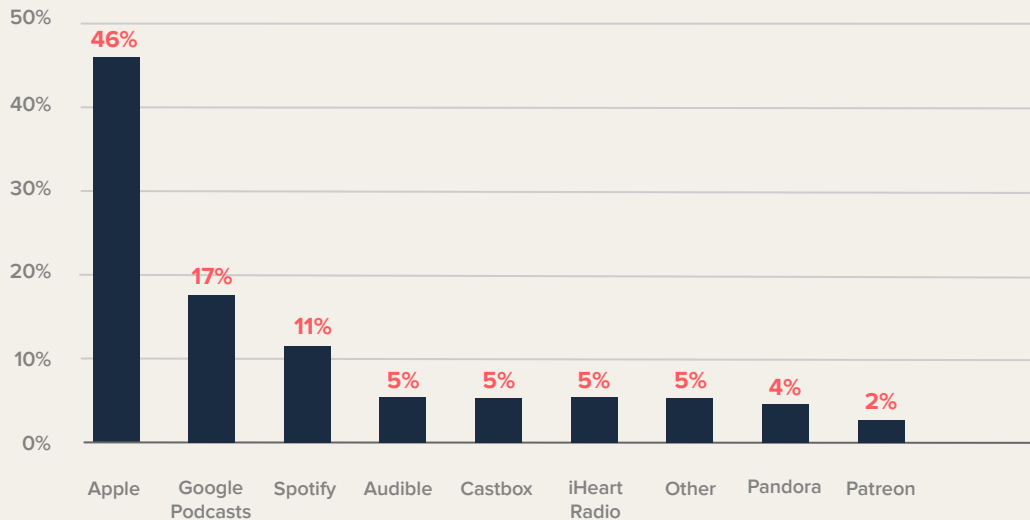
What is your top goal for podcasting?



Apple remains the leading platform for podcast streams

Similar to last year, podcasters see the most streams from Apple. Google Podcasts (**17%**) and Spotify (**11%**) were also top platforms.

Which of the following platforms accounts for most of your streams?

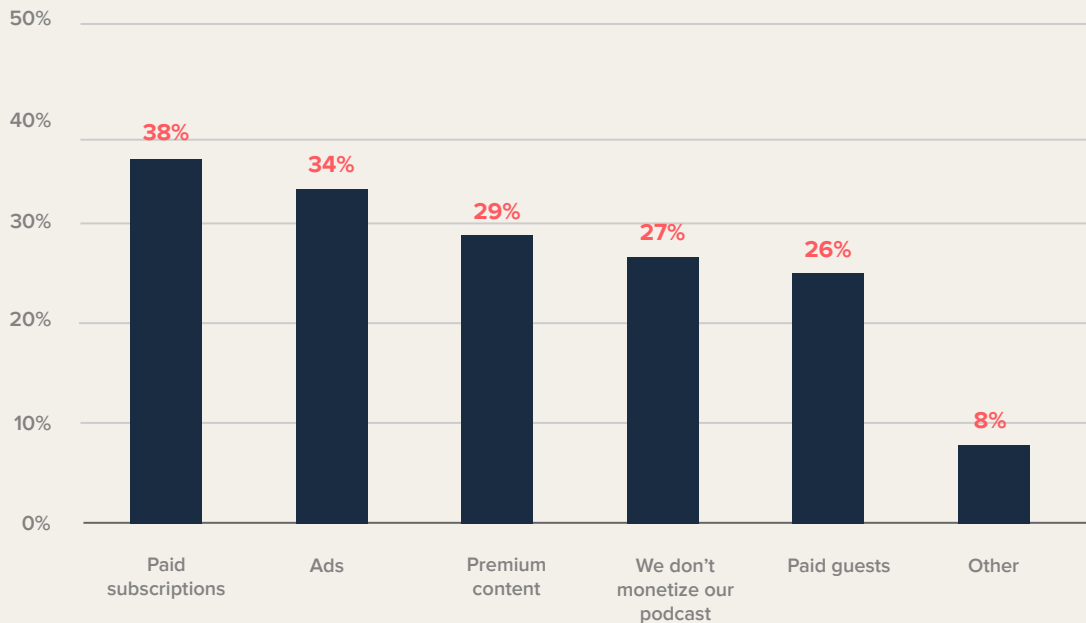


Paid subscriptions, premium content and paid guests becoming popular ways to monetize

More podcasters are using paid subscriptions (**12%** increase), premium content (**17%** increase) and guests who pay to appear on a show (**22%** increase) compared to last year.

Under 'Other,' some podcasters listed live events, branded content and sponsored episodes.

In what other ways do you monetize your podcast?
(Select all that apply)



4



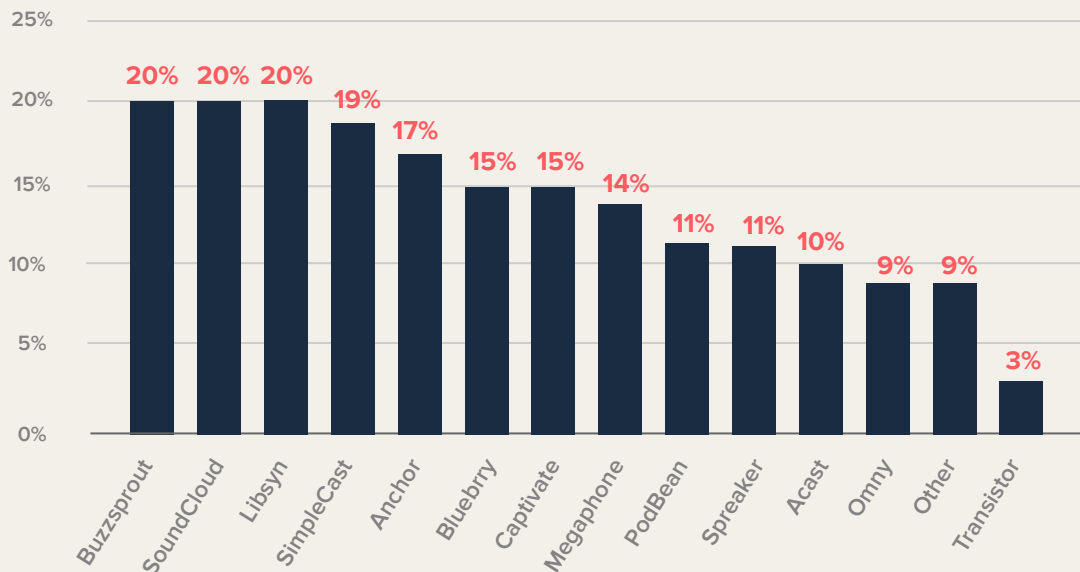
Publishing,
promotion and
social channels

Libsyn, SoundCloud and Buzzsprout are among the most popular publishing platforms

Similar to last year, there is a lot of variation among publishing platforms.

Under 'Other,' Red Circle and Art19 were also listed.

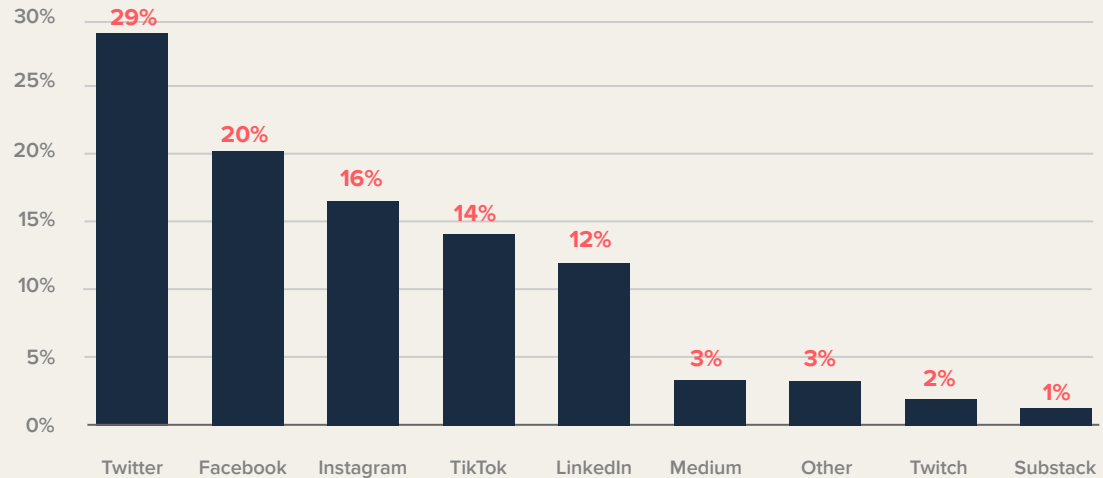
Which podcast publishing platform(s) do you use?
(Select all that apply)



Podcast hosts reach their followers on Twitter

Podcast hosts have the most followers on Twitter (**29%**), followed by Facebook (**20%**), Instagram (**16%**) and TikTok (**14%**).

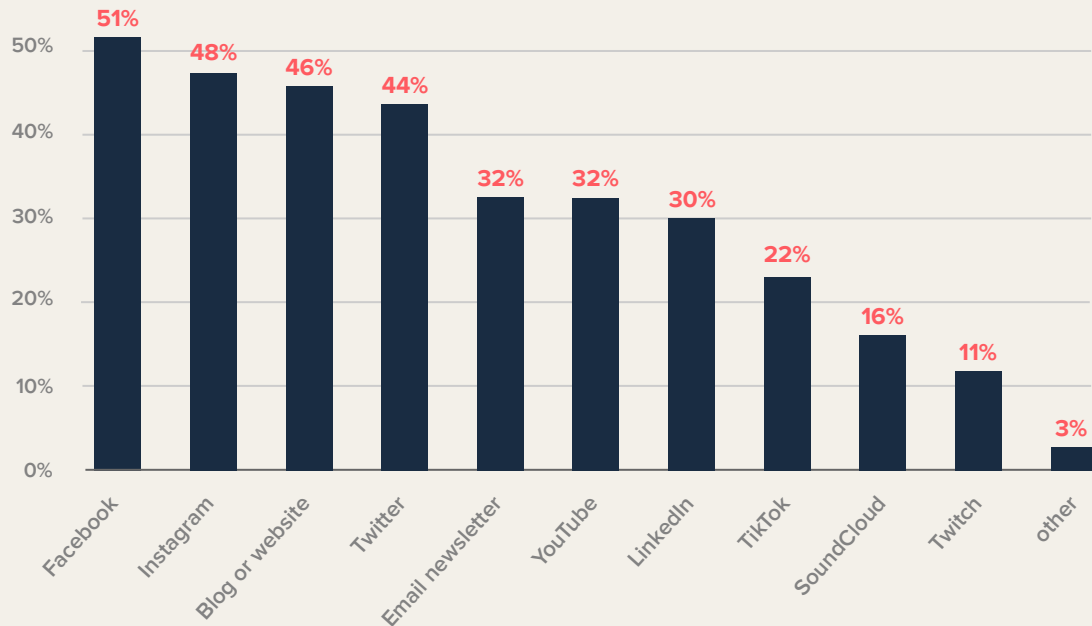
Which platform (if any) does your host or hosts have the biggest following?



Most podcasters cross-post episodes or clips across 3 or more channels

The leading channels for cross-posting episodes are Facebook (51%), Instagram (48%) and blog/website (46%).

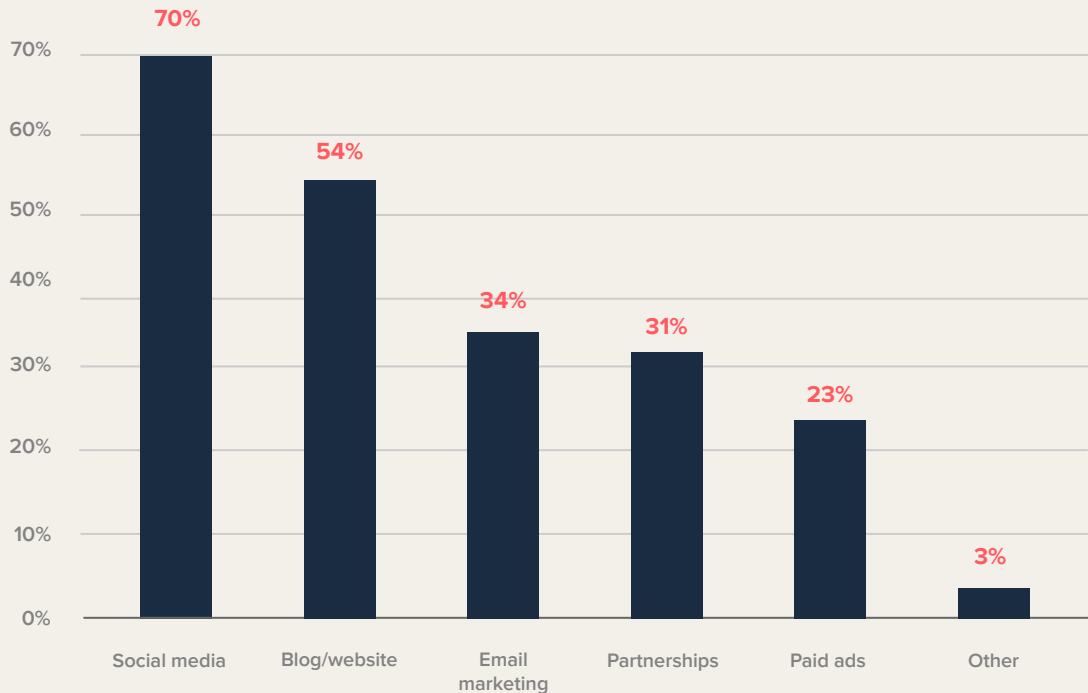
Where do you cross-post your podcast episodes or clips?
(Select all that apply)



70% rely on social media to promote their podcast

The most popular channels for podcast promotion are social media (**70%**), blog/website (**54%**) and email marketing (**34%**).

How do you promote your podcast?



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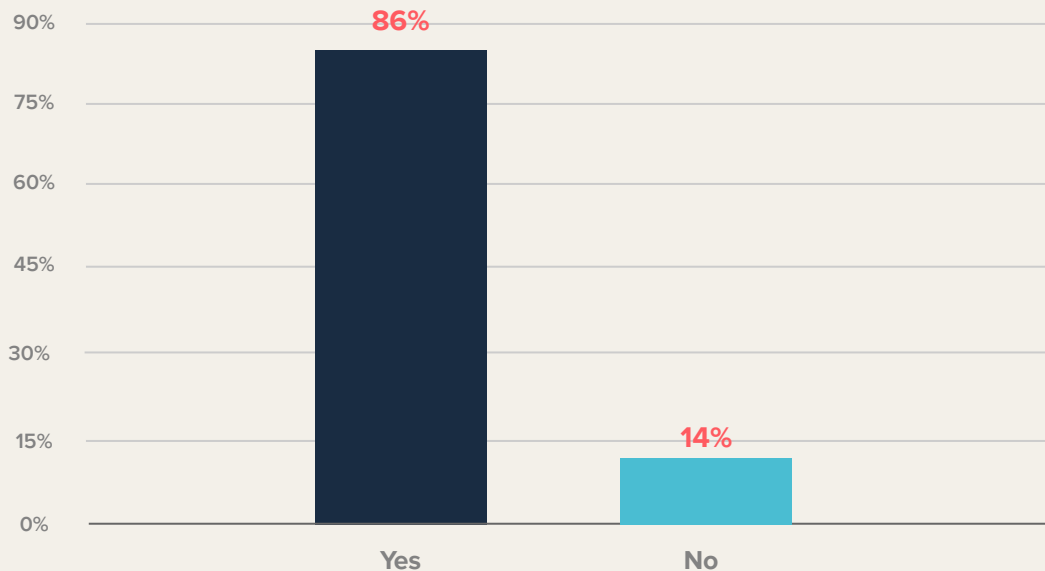


Pitching preferences

86% receive pitches for people to be on their show

3% more podcasters said they receive pitches this year vs. last year.

Do you receive pitches for people to be on your show(s)?

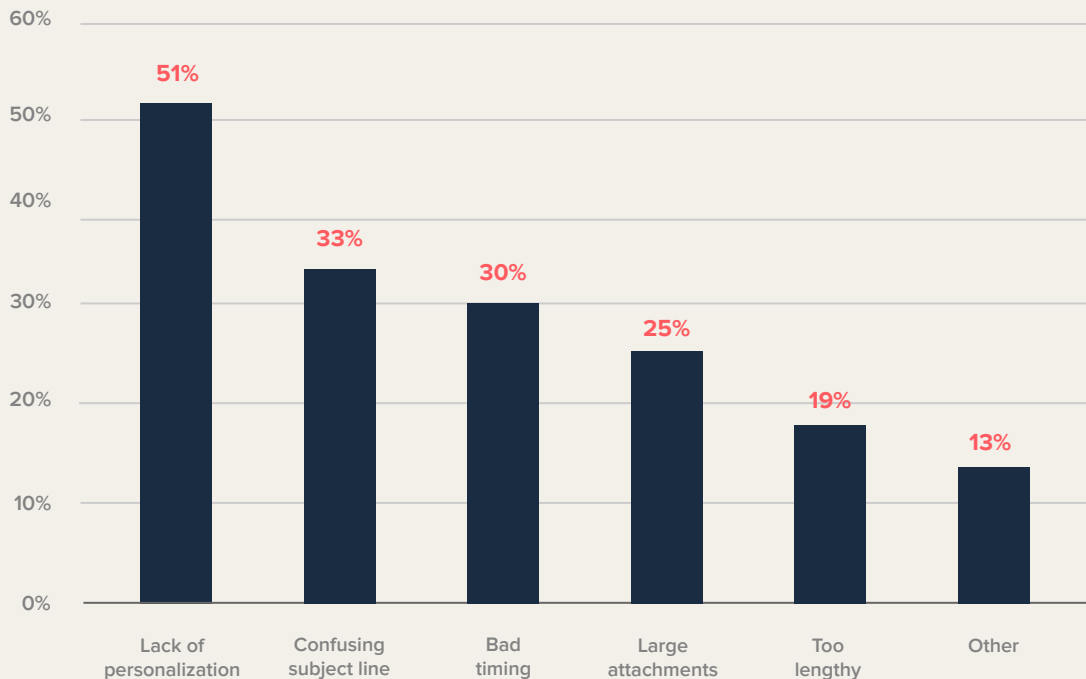


Lack of personalization, confusing subject line and bad timing are leading reasons why podcasters will reject a pitch

Lack of personalization ranked even higher this year (**51%** this year vs. **47%** last year).

Under 'Other,' several podcasters said lack of relevance and lack of awareness of the show's content/format.

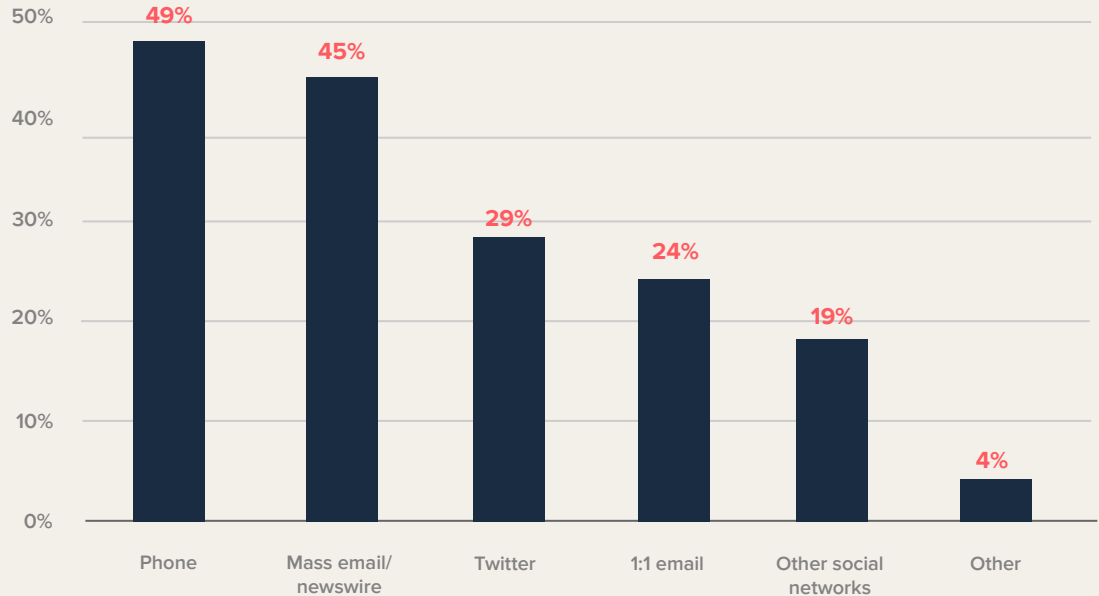
Why do you immediately reject otherwise relevant pitches?



Phone and mass email are the channels where podcasters do NOT like to be pitched

48% don't want to be pitched on social media in general, including Twitter and other social channels.

On which channels do you NOT like to be pitched?
(Select all that apply)

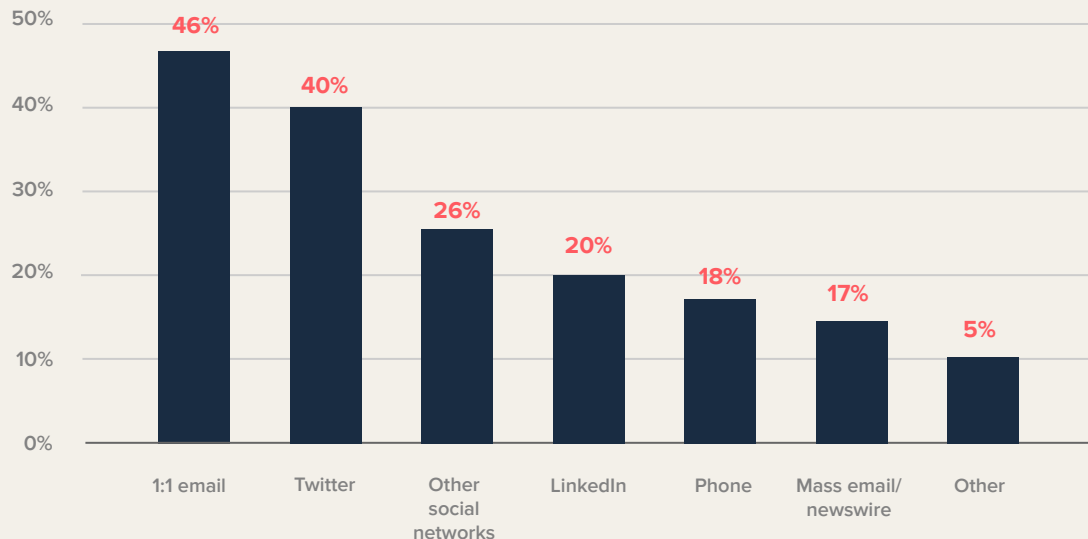


More podcasters are open to pitches via Twitter

While 1:1 email is generally preferred, there was an **18%** increase over last year for podcasters who want to be pitched via Twitter.

Under 'Other,' some said they prefer pitches via a form on their website.

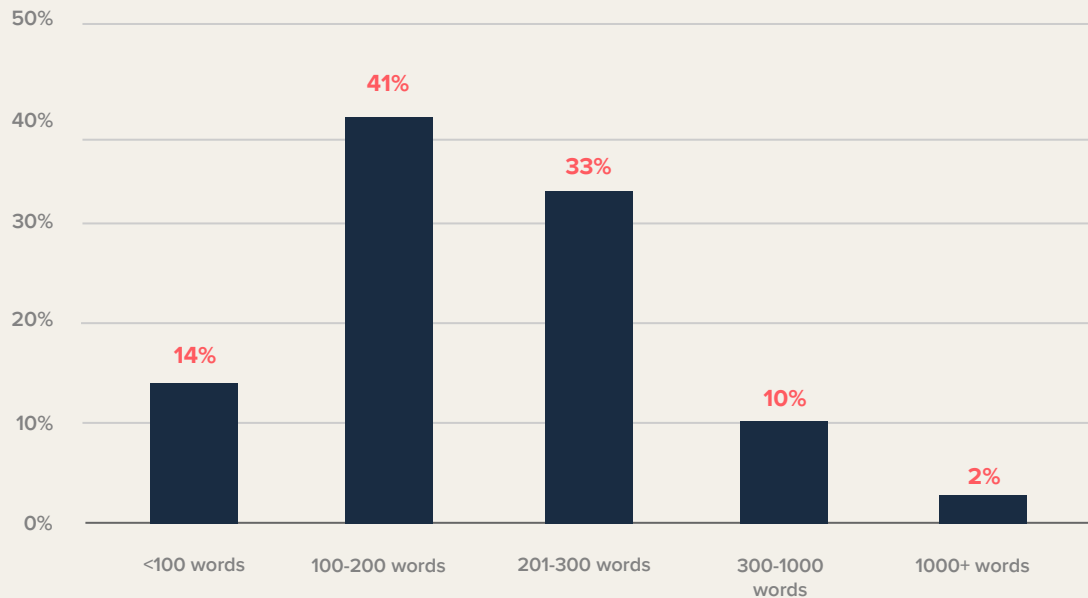
How do you prefer to be pitched? (Select all that apply)



55% prefer pitches that are 200 words or less

While podcasters generally prefer shorter pitches, **43%** are open to pitches over 200 words.

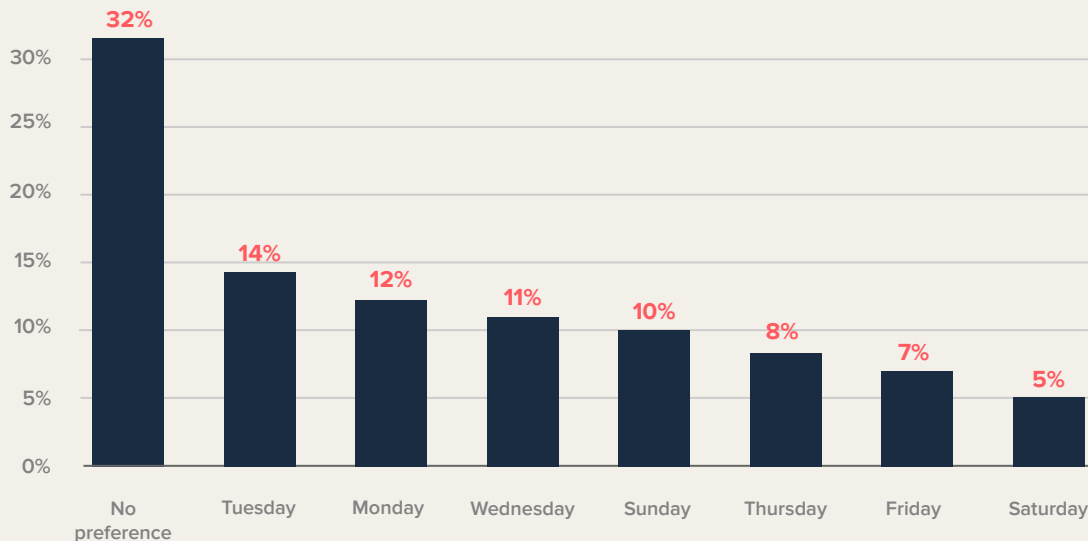
What email length do you prefer when receiving a pitch?



Most had no preference on a day of the week to be pitched

Tuesdays were the most preferred for the podcasters that had a preference.

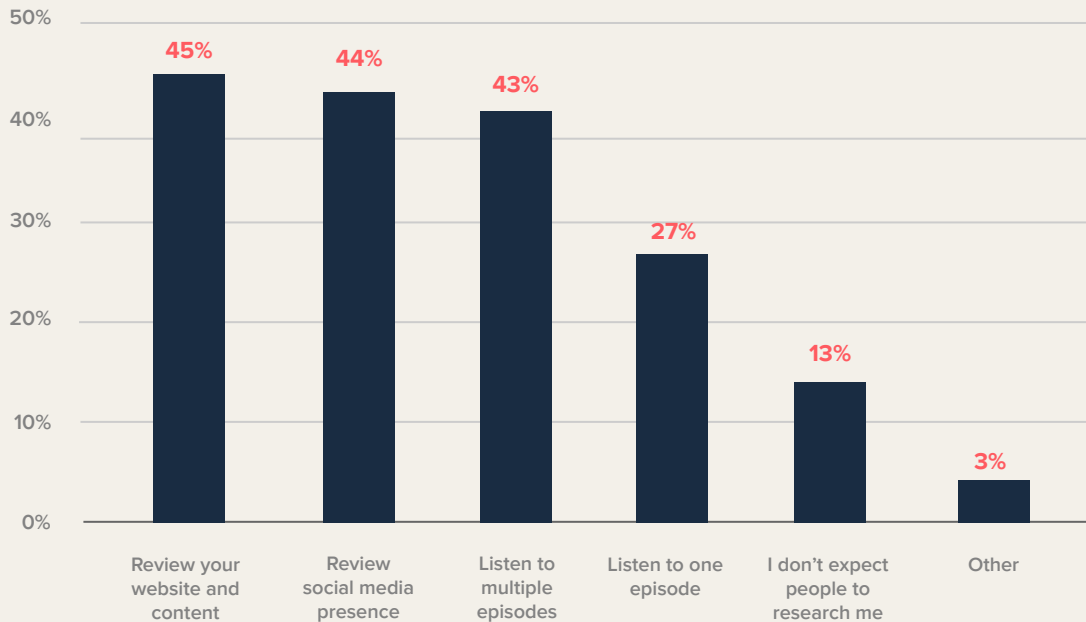
On what day of the week to you prefer to receive pitches?



Podcasters want PR pros to do their research before pitching

Most podcasters want PR pros to review their website and content, review their social media presence and listen to multiple episodes before pitching.

What research should someone do before pitching to you?
(Select all that apply)



6

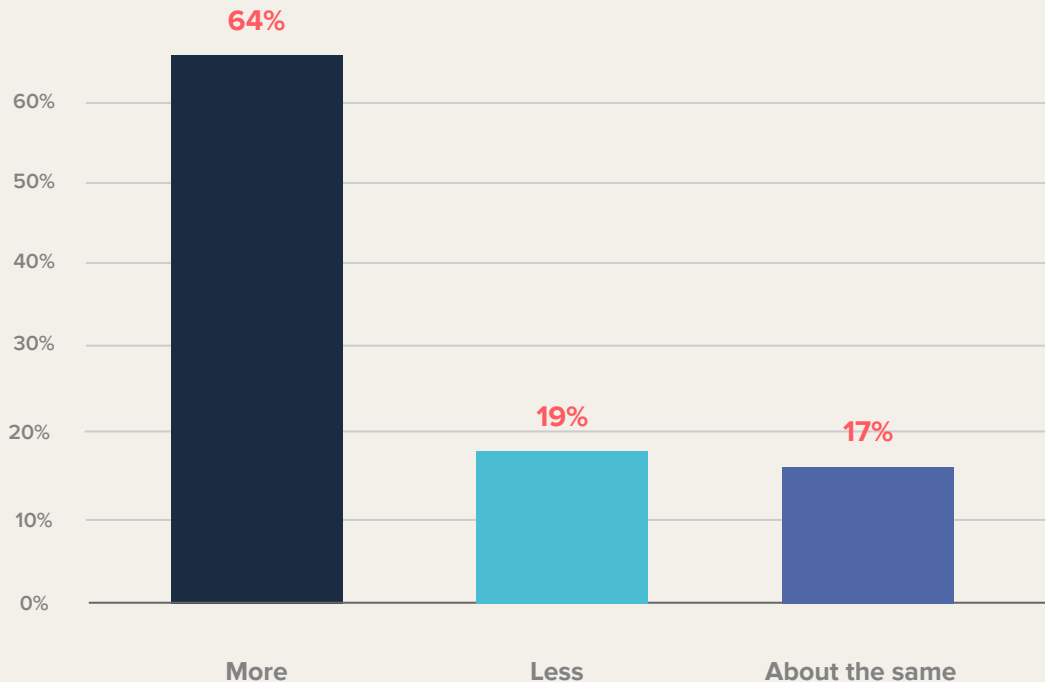


The future of podcasting

More than half agree that podcasts will be even more popular in two years

64% believe that podcasts will increase in popularity over the next two years.

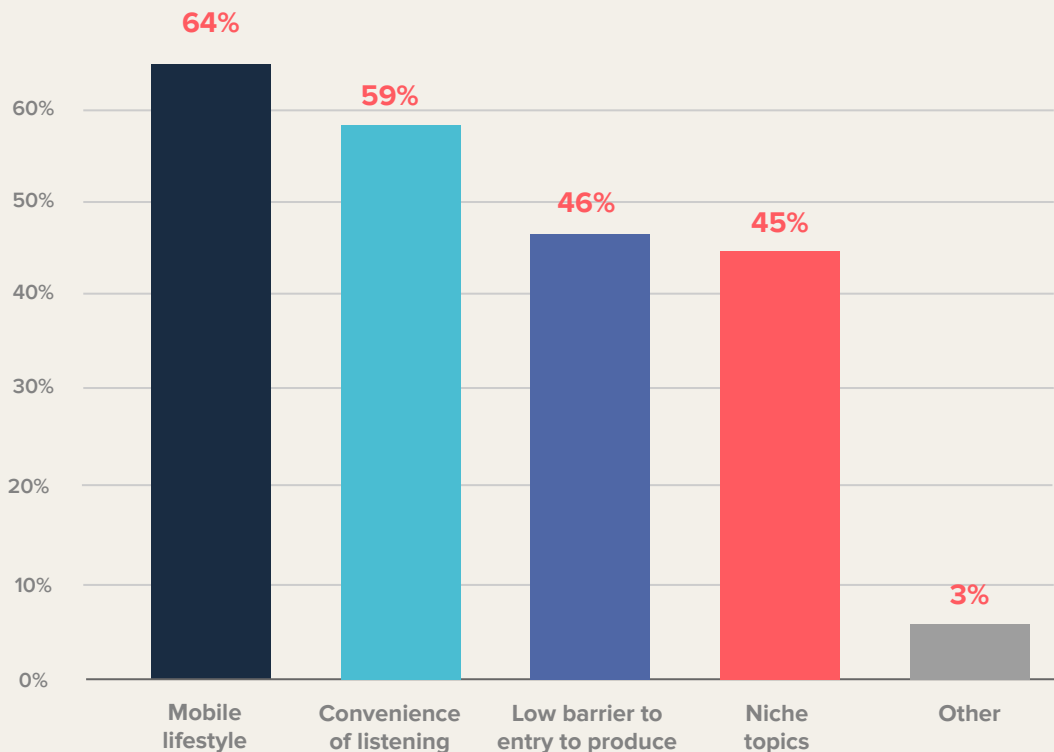
Do you think podcasts will be more/less/about the same as popular as they are now in two years?



Mobile lifestyle, followed by convenience, are top reasons why podcasts are popular

Under 'Other,' multiple respondents said that podcasting is the new radio.

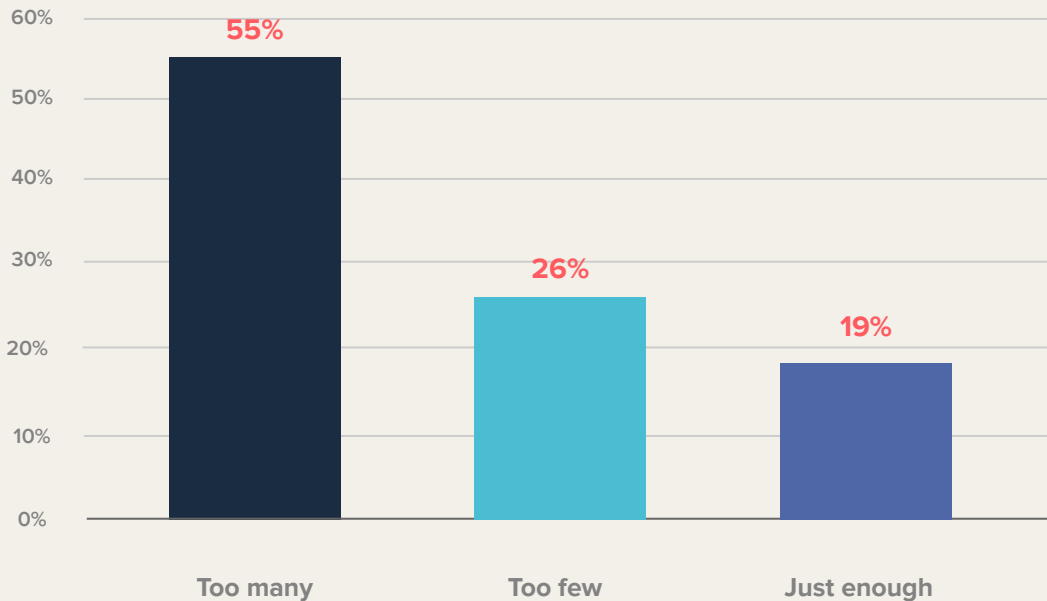
Why do you think podcasts are so popular?
(Select all that apply)



More than half believe that there are too many podcasts

Only **19%** believe there are just enough podcasts.

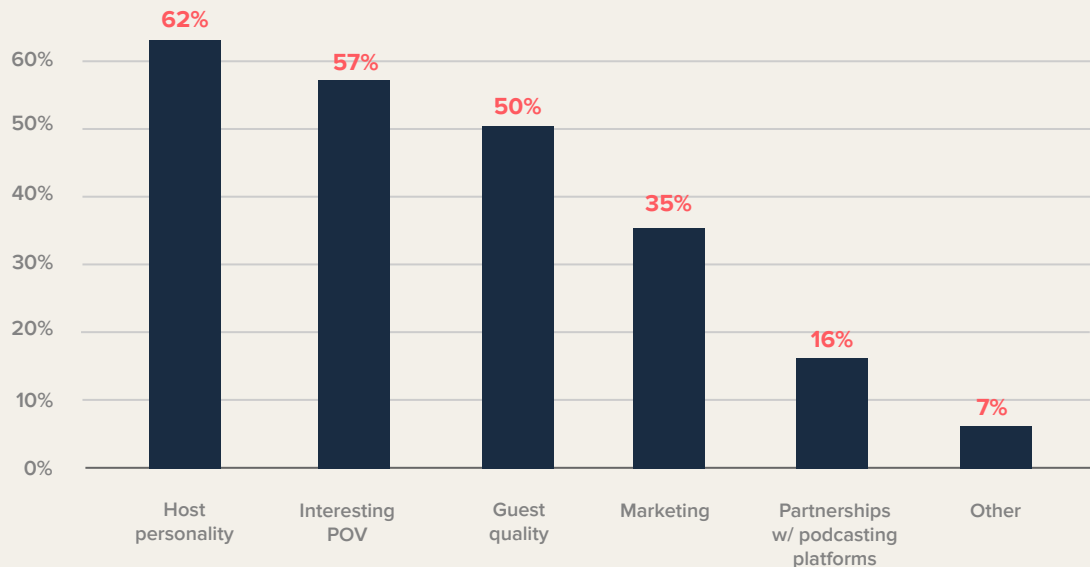
Fill in the blank: There are _____ podcasts.



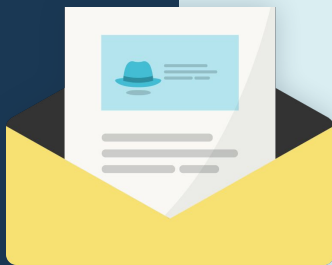
Most believe that the host's personality, interesting POV and guest quality are key for a successful podcast

Under 'Other,' some listed quality content and quality audio as keys for a successful podcast.

What's the key to a successful podcast?
(Select all that apply)

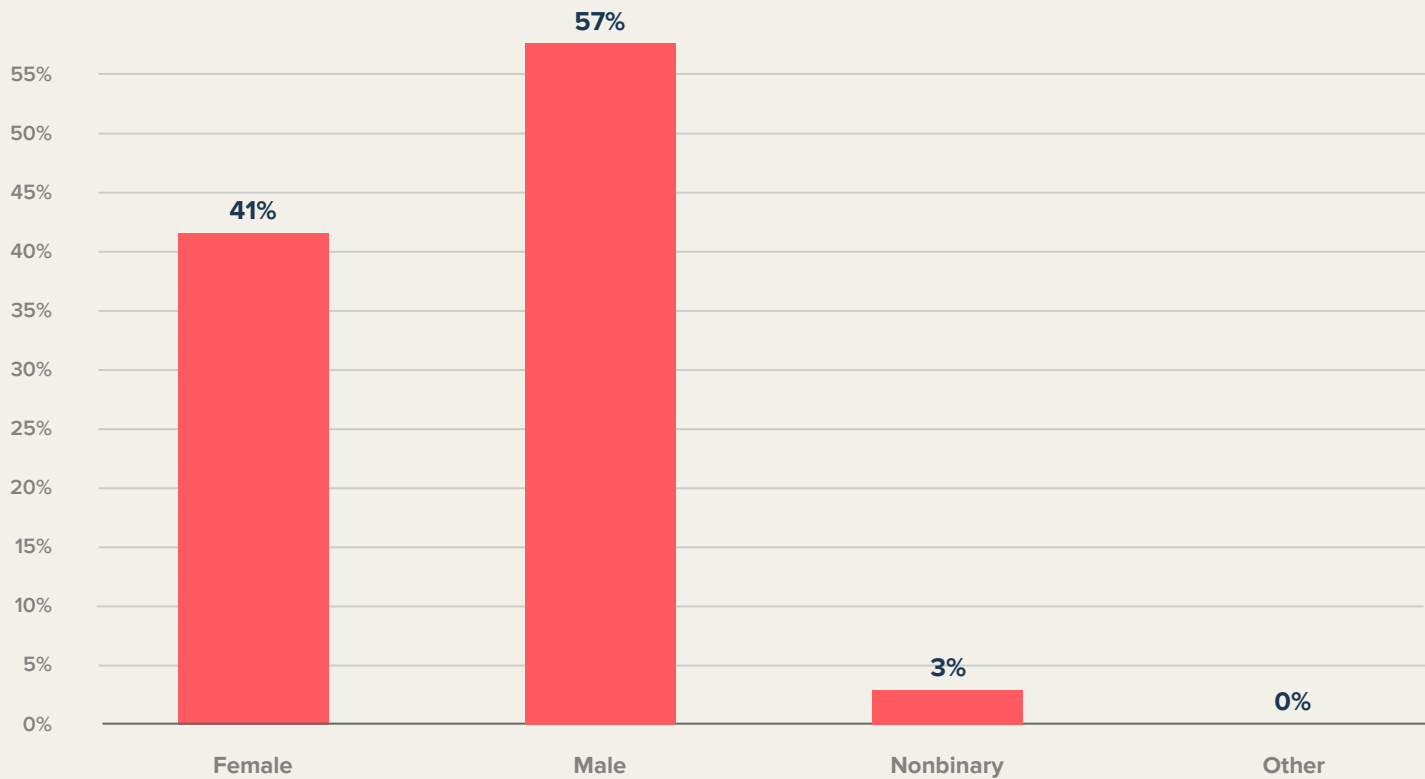


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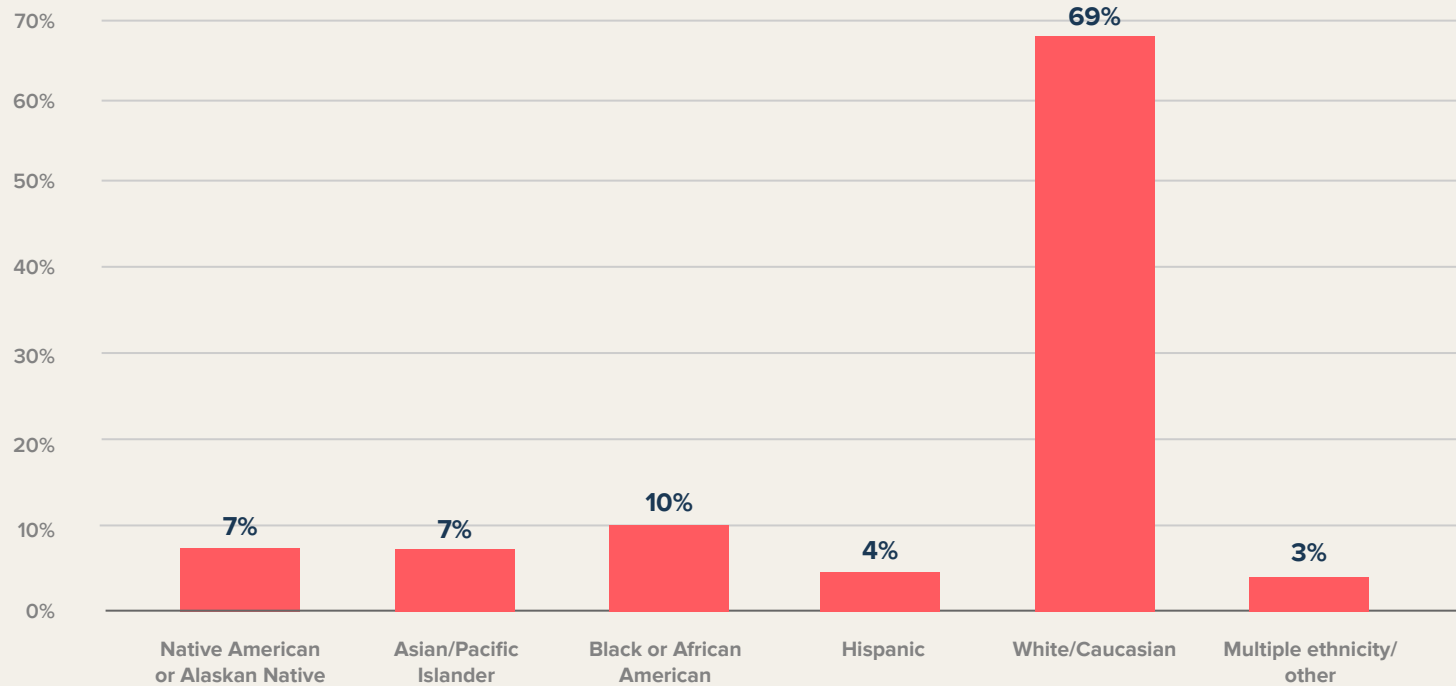


Demographics and salary

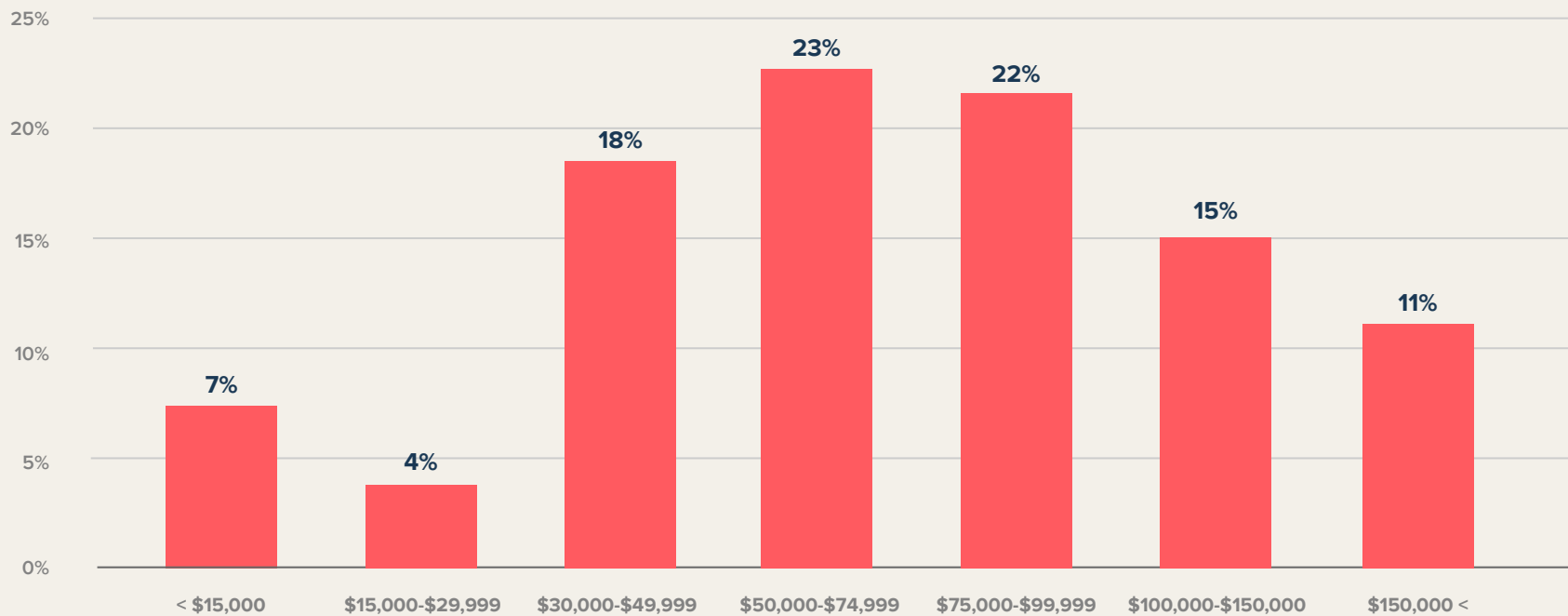
What is your gender? (Optional)



Which race/ethnicity best describes you? (Optional)



How much do you earn per year as a podcaster? (Optional)



How long have you been podcasting?

