The Power of A Podcast

Presented by: Heneka Watkis-Porter
Who’s in the room?
What is a Podcast?

- Audio or video broadcast distributed through the Internet on a subscription basis.
- Thousands of FREE topics to choose from.
- Based on RSS (Really Simple Syndication, Rich Site Summary).
- Portable technology.
Podcast Power: A second chance?
What does the research reveal?
Monthly Listens

Awareness of the Term “Podcasting”

Total Population 12+

% familiar with the term podcasting

Estimated 168 Million

Jefferies

CAPITAL MARKETS LIMITED

JAMAICA OBSERVER
Monthly Podcast Listening

Total Population 12+

% listening to a podcast in last month

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Estimated 67 Million

Jefferies  CAPITAL MARKETS LIMITED  OBSERVER
Podcast Consumers - Gender

Monthly Podcast Consumers 12+

Men 56%
Women 44%
Podcast Consumers - Age

U.S. Population 12+
- Age 18-34: 31%
- Age 12-17: 32%
- Age 35-54: 9%
- Age 55 and older: 7%

Monthly Podcast Consumers 12+
- Age 18-34: 44%
- Age 12-17: 33%
- Age 35-54: 9%
- Age 55 and older: 7%
Podcast Consumers - Household Income

Annual Household Income:

U.S. Population 18+
- 35%
- 10%
- 12%
- 13%

Monthly Podcast Consumers 18+
- 45%
- 16%
- 15%
- 14%

$150K or more
$100K-$150K
$75K-$100K

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Podcast Consumers - Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>U.S. Population 18+</th>
<th>Monthly Podcast Consumers 18+</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School or less</td>
<td>27%</td>
<td>15%</td>
</tr>
<tr>
<td>One to three years of college</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>Four-year college degree</td>
<td>19%</td>
<td>27%</td>
</tr>
<tr>
<td>Some grad school or advanced degree</td>
<td>22%</td>
<td>30%</td>
</tr>
</tbody>
</table>

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Weekly Listens

Weekly Podcast Listening

Total Population 12+

2013: 7%
2014: 8%
2015: 10%
2016: 13%
2017: 15%

Estimated 42 Million

% listening to a podcast in last week

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Average Time “Weekly Podcast Listeners” Spend Listening to Podcasts

Weekly Podcast Consumers 12+
Mean: 5 hours 7 minutes

- 1 hour to less than 3 hours: 36%
- Less than one hour: 13%
- Don’t Know: 1%
- 3 hours to less than 5 hours: 22%
- 5 hours to less than 10 hours: 13%
- 10 hours or more: 15%

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Number of Podcasts Listened to in Last Week

Weekly Podcast Consumers 12+

- Two: 24%
- Three: 19%
- Four or Five: 20%
- One: 16%
- Six to Ten: 13%
- 11 or more: 8%

Average of five podcasts listened per week
Number of Podcasts Listened to in Last Week

Weekly Podcast Consumers 12+

- Two: 24%
- Three: 19%
- Four or Five: 20%
- Six to Ten: 13%
- 11 or more: 8%
- One: 16%

Average of five podcasts listened per week
Device Monthly Podcast Consumers Use Most Often to Listen to Podcasts

<table>
<thead>
<tr>
<th>Year</th>
<th>Computer</th>
<th>Smartphone/tablet/portable device</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>2014</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>2015</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>2016</td>
<td>29%</td>
<td>71%</td>
</tr>
<tr>
<td>2017</td>
<td>31%</td>
<td>69%</td>
</tr>
</tbody>
</table>
Amount of Podcast Episode Listened to

Monthly Podcast Consumers 12+

- Most of the podcast: 44%
- The entire podcast episode: 42%
- Less than half the podcast: 11%
- Just the beginning of the podcast: 3%

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Social Media Brand Usage

- Any Social Media Brand: 94%
- Facebook: 73%
- Instagram: 48%
- Pinterest: 41%
- Snapchat: 39%
- Twitter: 41%
- LinkedIn: 39%
- WhatsApp: 16%
- Tumblr: 12%
- Music.ly: 5%

% currently ever use social media brand

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Follow Companies/Brands on Social Media

"Do you follow any companies or brands on any social networking sites, such as Facebook or Twitter?"

U.S. Population 12+

Yes 31%

No 69%

Monthly Podcast Consumers 12+

Yes 48%

No 52%
Share of Ear®

**AUDIO**
- AM/FM Radio
- Owned Music
- Streaming Audio
- SiriusXM
- Music Channels on TV
- Podcasts

**LOCATION**
- Home
- Work
- Car/Truck
- Somewhere else

**CONTENT**
- Music
- News
- Talk/Personalities
- Sports

**DEVICE**
- AM/FM Radio
- Computer
- Mobile Device
- TV Audio Channels
- SiriusXM Receiver
- Internet-connected TV device
- Wireless streaming speakers
On average, people spend **4 hours** listening to audio

Source: Edison Research Share of Ear 2016®
Podcasting continues to rise, with Monthly listeners growing from 21% to 24% year over year (for the last 10 years).
The audience for podcasts continues to be predominately 18-54, and leans slightly male.
The Podcast listener remains an affluent, educated consumer.
Most podcast consumers listen to most of the podcast episodes they download, and the vast majority listen to at least most of each episode.
Podcasts are the number one audio source by time of consumption among podcast listeners.
On the smartphone, podcasting’s Share of Ear® is tied with AM/FM content, and leads AM/FM among 13-34 year olds.
henekawahatkisporter.com
authority

a: power to influence or command thought, opinion, or behavior
b: freedom granted by one in authority
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