



KS&R

Podcast Frenzy

Riding the Wave of Ever-Increasing
Popularity



“In this podcasting landscape, we’re witnessing a profound shift, particularly in the loyalty and influence of ‘super listeners’. Personal recommendations and cross-media promotions have emerged as powerful avenues to attract and retain audiences. As we navigate the future, maintaining a distinctive voice in a crowded podcasting arena remains paramount. Moreover, the integration of AR, VR, and interactive features holds the promise of transforming the podcasting experience into something truly immersive and engaging. It’s an exciting time for podcasting, with boundless possibilities on the horizon.”

JENNIFER LONGO

KS&R Telecom, Entertainment & Content Specialist

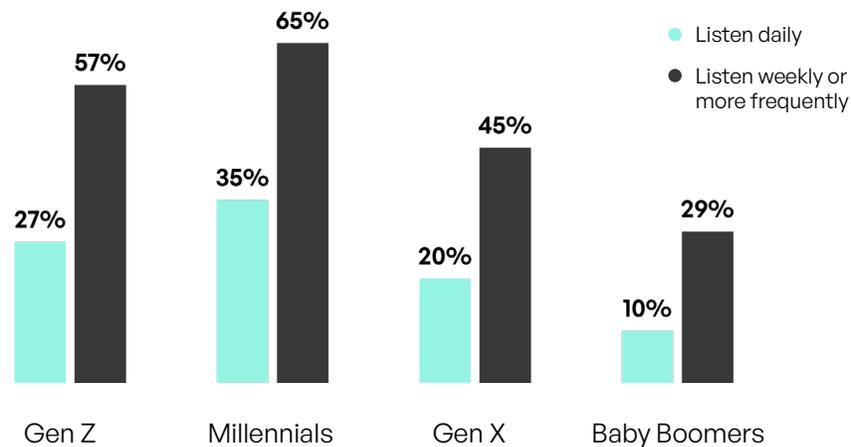
Valuable Insights

Podcasts have experienced significant growth in popularity, both in terms of listenership and creation. KS&R's Entertainment Landscape tracker looks into the demographics, preferences, and behaviors that define podcast listenership. By diving deep into these statistics, we can gain valuable insights into the podcasting landscape, enabling brands, advertisers, content creators, and platforms to make informed decisions and better serve their audience.

Frequency of Listenership

Podcasts as a form of entertainment have continued to thrive and attract a wide range of listeners across different age groups. Younger listeners have shown a strong affinity for podcasts, as they align with their evolving preferences and desire for multitasking. In fact, podcasts provide a **daily** dose of insights and entertainment for over 1 in 4 Gen Z and Millennials.

How frequently do you listen to podcasts?



► Podcasts provide a daily dose of insights and entertainment for over **1 in 4** Gen Z

SO WHAT: Reaching out to the “**super listeners**” can be a valuable strategy for building a loyal fan base. These dedicated listeners are more likely to engage deeply with the content and become passionate advocates for the podcast, which can bring value to the creator as well as brands associated with the podcast including advertisers.

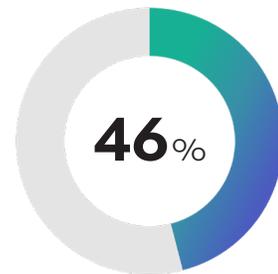
Cross-promoting the podcast on other shows that share similar interests can be an effective way to access new listeners who are already interested in the genre or topic covered. By leveraging the power of collaboration and targeting niche audiences, you can expand your reach and attract a dedicated following of like-minded individuals.



How Podcasts are Discovered

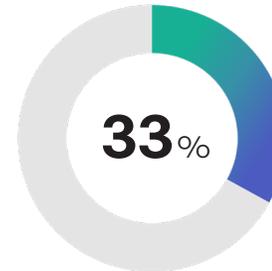
Podcasts have undeniably created a buzz in daily conversations. Across generations, a significant portion of podcast listeners (about **one-half**) discover new podcasts through word of mouth from friends. This highlights the power of personal recommendations and the influence of social connections in the podcasting community.

While recommendations are most common, younger generations stand out in using other avenues to find new podcasts:



46% of older Gen Z individuals rely on social media for podcast recommendations.

Additionally, **34%** of older Gen Z become fans of podcasters through other mediums, such as television, before tuning in to their podcasts.



33% of younger Gen Z browse top charts and “best of” lists.

This indicates that a significant portion of this demographic relies on curated recommendations and popular rankings to discover new podcasts.

SO WHAT: These findings highlight the influence of community in guiding podcast choices. It also suggests that cross-media promotion can attract and retain listeners. Exposure to podcasters through other mediums can serve as a gateway for individuals to discover and engage with podcasts.

Enticing Genres

The continuous growth of podcasts indicates their enduring appeal and relevance in the entertainment landscape. The most frequently listened to podcast categories are **comedy, pop culture, sports, true crime, and news**. These categories have gained significant popularity among podcast listeners and continue to attract a large audience. They have proven to be highly engaging and enjoyable for podcast listeners, reflecting the **diverse interests and preferences** of audiences across generations.

SO WHAT: Current or aspiring podcast creators can benchmark the format, length, and content of top podcasts in their genre for direction, best practices, tips, and inspiration. Reminder – while it’s valuable to learn from successful podcasts, it’s also important to bring your unique voice and perspective to stand out in the crowded podcasting landscape.

Which categories of podcasts do you listen to regularly?

Gen Z

🎭 Comedy.....47% 📺 Pop Culture.....34%

Millennials

🎭 Comedy.....45% 🔍 True Crime.....35%

Gen X

📰 News.....33% 🎭 Comedy.....32%

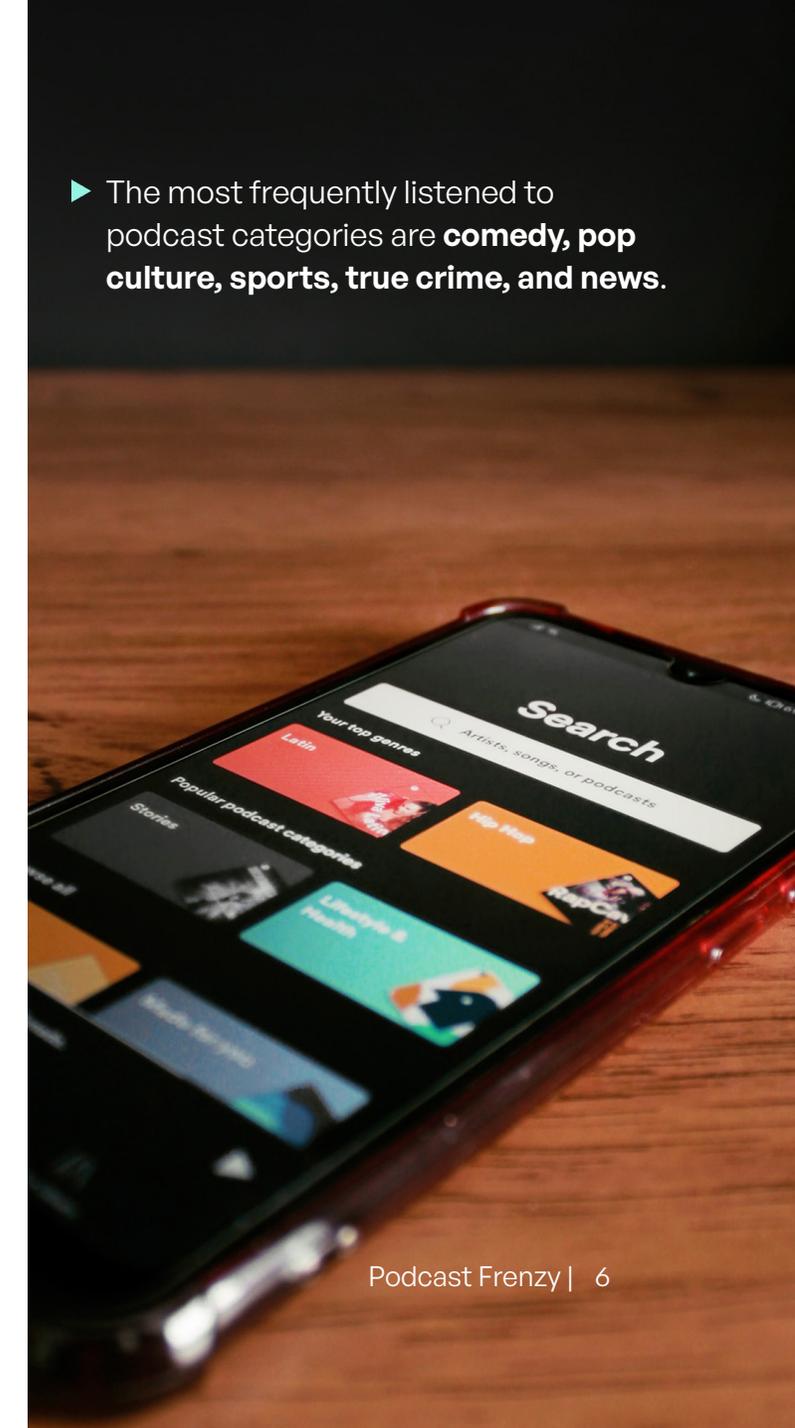
Baby Boomers

📰 News.....37% 🏛️ Politics.....36%

Brands can effectively connect with podcast audiences by advertising within specific genres

to reach a highly engaged and targeted audience and build meaningful connections with potential customers. By identifying the genres that align with their target demographic and brand values, advertisers can strategically place their ads in podcasts that attract listeners who are more likely to be interested in their products or services, as well as reach listeners during intimate and captive moments.

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Popular Platforms

The most popular platforms for listening to or downloading podcasts among participants are Spotify, Apple Podcasts, and YouTube. These platforms have gained significant traction and have become go-to destinations for podcast enthusiasts, playing a crucial role in the widespread adoption and accessibility of podcasts.



Apple Podcasts is particularly popular among younger Gen Z



YouTube as a source for podcasts is particularly popular among Males

SO WHAT: For podcast creators, ensure your podcast is findable on the top podcast directories. Encourage your audience to subscribe, rate, and review your podcast on the directories. Positive reviews and ratings can improve your podcast's visibility and credibility.



Where We Are Listening

The on-demand nature of podcasts allows listeners to choose when and where they want to engage with the content, making it highly flexible and adaptable to their lifestyle. While listening to podcasts is a versatile activity that can be enjoyed in various settings, the majority of podcast listeners (**3 in 4**) typically listen to podcasts **at home**.

Across generations, there are variations in podcast listening habits that reflect the diverse ways in which listeners incorporate podcasts into their lifestyles:



Gen Z are more likely to plug-in and listen to podcasts in public settings (**24%**), such as while shopping, indicating their inclination towards staying connected and engaged with audio content while on the go.



Millennials tend to listen to podcasts while driving or commuting (**43%**), as well as while working (**28%**). This suggests that Millennials prioritize podcast consumption during their daily routines.



Baby Boomers have the highest percentage listening while at home (**84%**).

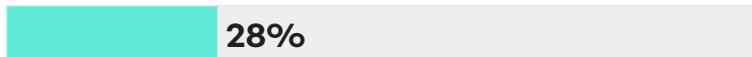
SO WHAT: The availability of mobile devices and streaming platforms has made it easier for people to access podcasts wherever they are. Understanding listening habits is valuable for brands, advertisers, content creators, and platforms to optimize their strategies and deliver content that aligns with the needs and preferences of their target audience. Aligning podcast length and advertising placement with activities, such as average commute time, can help target your audience based on their activities while listening.

▶ **3 in 4** podcast listeners typically listen to podcasts at home

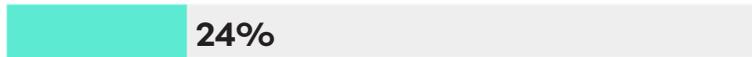


Podcasts Replacing “Traditional” Media Consumption

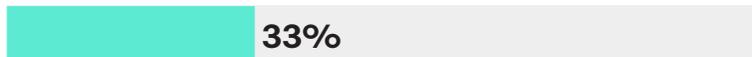
Podcasts have emerged as a significant contender in capturing consumer share of media consumption. With their increasing popularity, podcasts have become a preferred choice for many individuals seeking audio content and entertainment. In fact, since they’ve started listening to podcasts:



of podcast listeners are watching TV less frequently

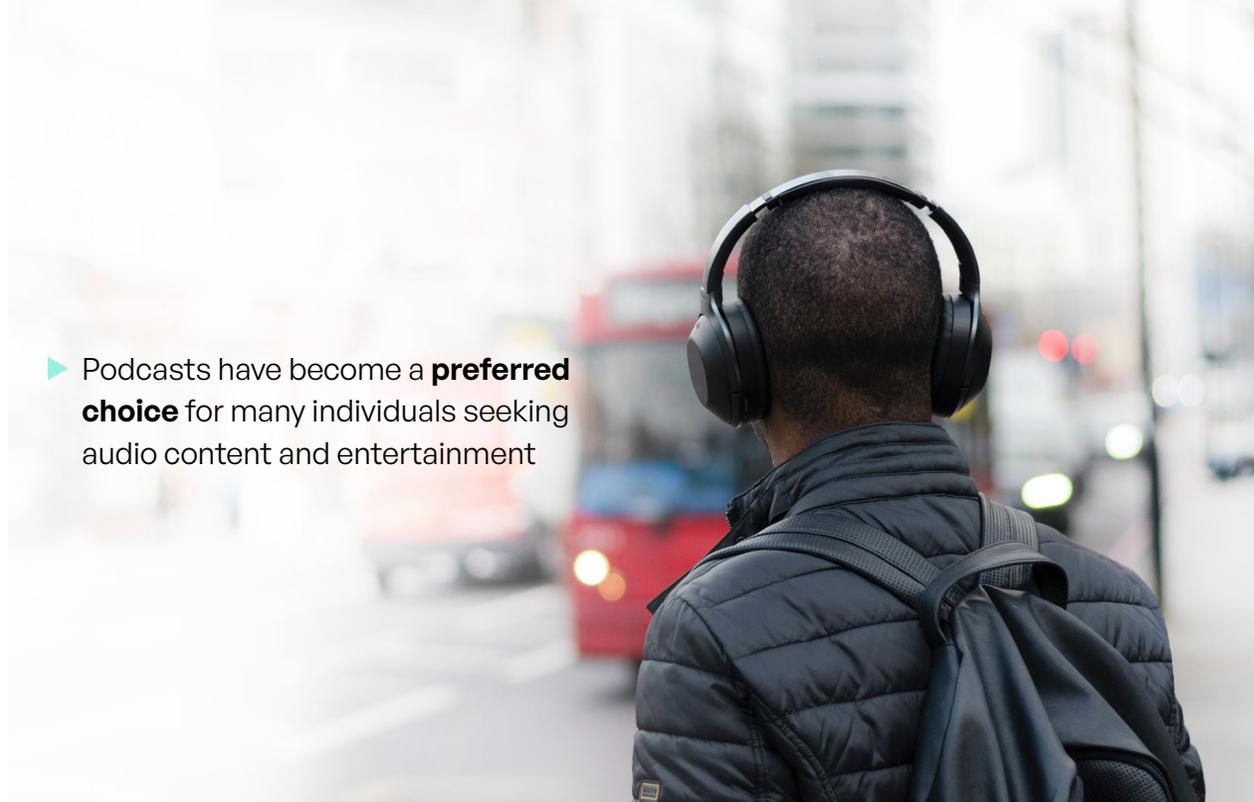


of podcast listeners are browsing social media less frequently



of Gen Z spend less time playing video games

This shift in entertainment preferences reflects the growing appeal of podcasts as a convenient and accessible way for consumers to consume information, entertainment, and storytelling on various topics of interest.



- ▶ Podcasts have become a **preferred choice** for many individuals seeking audio content and entertainment

SO WHAT: In response to share of consumer time shifting to podcasts, brands in competing entertainment categories can consider diving into the podcast space to supplement or complement their current content.

Allocating a portion of advertising dollars to podcasts can also be a strategic move. By carefully selecting the right podcasts and crafting compelling ad messages, advertisers can effectively reach their target market and achieve their marketing objectives.

What's Next for Podcasts

The future of podcasts holds exciting possibilities for innovation and technological advancements. According to our participants, there is a desire for more immersive experiences in podcasts, including the integration of augmented reality (AR), virtual reality (VR), and interactive features that foster community engagement among listeners. These enhancements could potentially elevate the overall podcasting experience by creating more interactive and immersive content.

As technology continues to evolve, it is likely that we will see advancements in these areas, offering listeners new ways to engage with podcasts and connect with fellow listeners. The integration of AR, VR, and interactive community features could potentially revolutionize the podcasting landscape, providing a more dynamic and engaging experience for listeners.





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Follow us as we continue tracking the staggering growth of podcasts in the U.S.

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