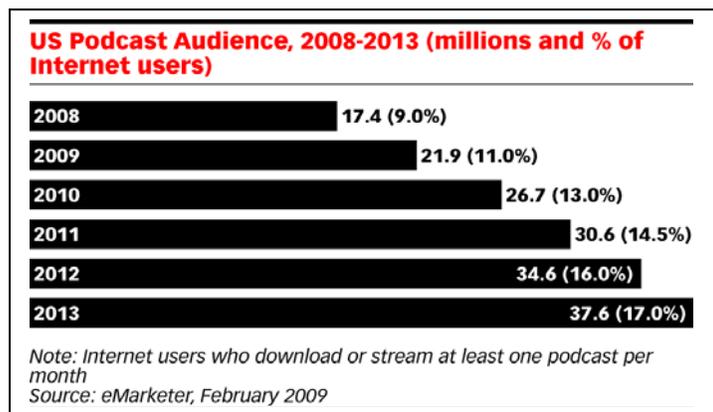


Podcast Data Brief

Highlights

- Podcast use is on the rise. In a 2009 survey, the US podcast audience was 26.7 million, or 13.0% of all internet users. This was up 4% from 2008, and was expected to expand to 17.0% of all internet users by 2013.

From: http://totalaccess.emarketer.com/Reports/Viewer.aspx?R=2000569&Ntt=podcasting+into+the+mainstream&No=2&xsrc=report_head_sitesearchx&N=0&Ntk=basic



- People listen to podcasts because of the convenience of watching or listening whenever they want.

From: <http://www.slideshare.net/webby2001/the-podcast-consumer-revealed-2009>

- In a January 2010 survey, 78% of survey participants reported feeling positively about companies mentioned in their favored podcasts.

From: http://www.edisonresearch.com/home/archives/2010/01/the_edisonadm_consumer_attitudes_to_podcast_advertising_stud.php

- Most consumers listen to audio and video podcasts via a computer.

From: http://www.edisonresearch.com/infinite_dial_presentation_2010_revb.pdf

- The world's largest podcasting network, Wizzard, has stated that 1.4 billion podcasts were downloaded in 2009, a rate of 3.77 million per day.

From: http://www.wizzardsoftware.com/pr/show_news.php?misc=search&subaction=showfull&id=1263307304&archive=1268927122&cnshow=news&ucat=1&start_from=&

- Apple products are driving podcast use – Wizzard also states that 70% of their media podcast download requests come from iTunes, iPhone, iPod and iPad users.

From: <http://wizzard.tv/press>

- The most popular podcasts tend to be downloads of mainstream media (radio, TV etc) shows, like those on NPR and Comedy Central.

From: http://totalaccess.emarketer.com/Reports/Viewer.aspx?R=2000569&Ntt=podcasting+into+the+mainstream&No=2&xsrc=report_head_sitesearchx&N=0&Ntk=basic

- In a 2009 survey, more than one third of respondents reported that they listened to 10 or more podcasts series a week.

From: <http://www.edisonresearch.com/Edison:ADM%20Final%20Podcast%20Presentation.pdf>

Demographics

- Podcast users tend to be:
 - Male – 59% of men surveyed, versus 41% of women
 - Young – Survey respondents in the 18-24 age group were more likely to have listened to podcasts (22%) than those in the 25-34 and 35 to 55 age group (19% each). Other age groups were 15% or less to have listened to a podcast.
 - Well Educated – they were more likely to have attended college
 - Better incomes – respondents who use podcasts were more likely to report higher incomes (i.e., over \$50000 per year)
 - Social media enthusiasts – they were more likely to use social networks and Twitter

From: http://www.edisonresearch.com/home/archives/2009/05/the_podcast_consumer_2009.php

