

# Can You Hear Us Now? Is Podcasting A Business Yet?



# The Modern Day Podcast

**Smartphones Matter**

**Terrestrial Trouble**

**Getting Big, While Feeling Small**

**Here Comes Technology**

**Golden Age of Storytelling**

# Growth of Podcasting

Smartphone consumption of podcasting has risen as the 'most used device to listen to podcasts' from 48% to 71% since 2013



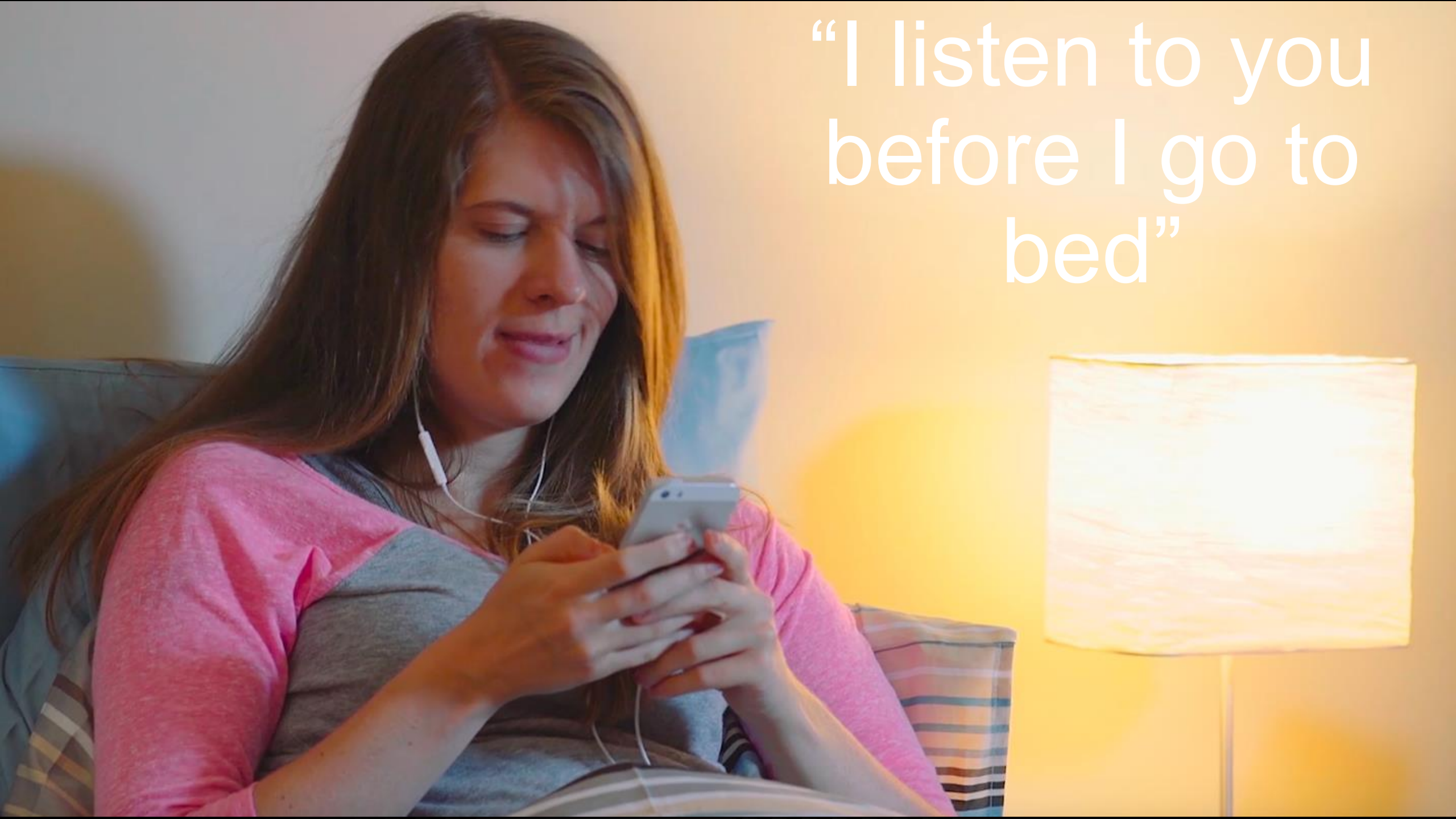
# Growth of Podcasting

**58 million consumers (est) have listened to a podcast in the past month (21% of US audience)**

**98 million consumers (est) have listened to a podcast (36% of US audience)**

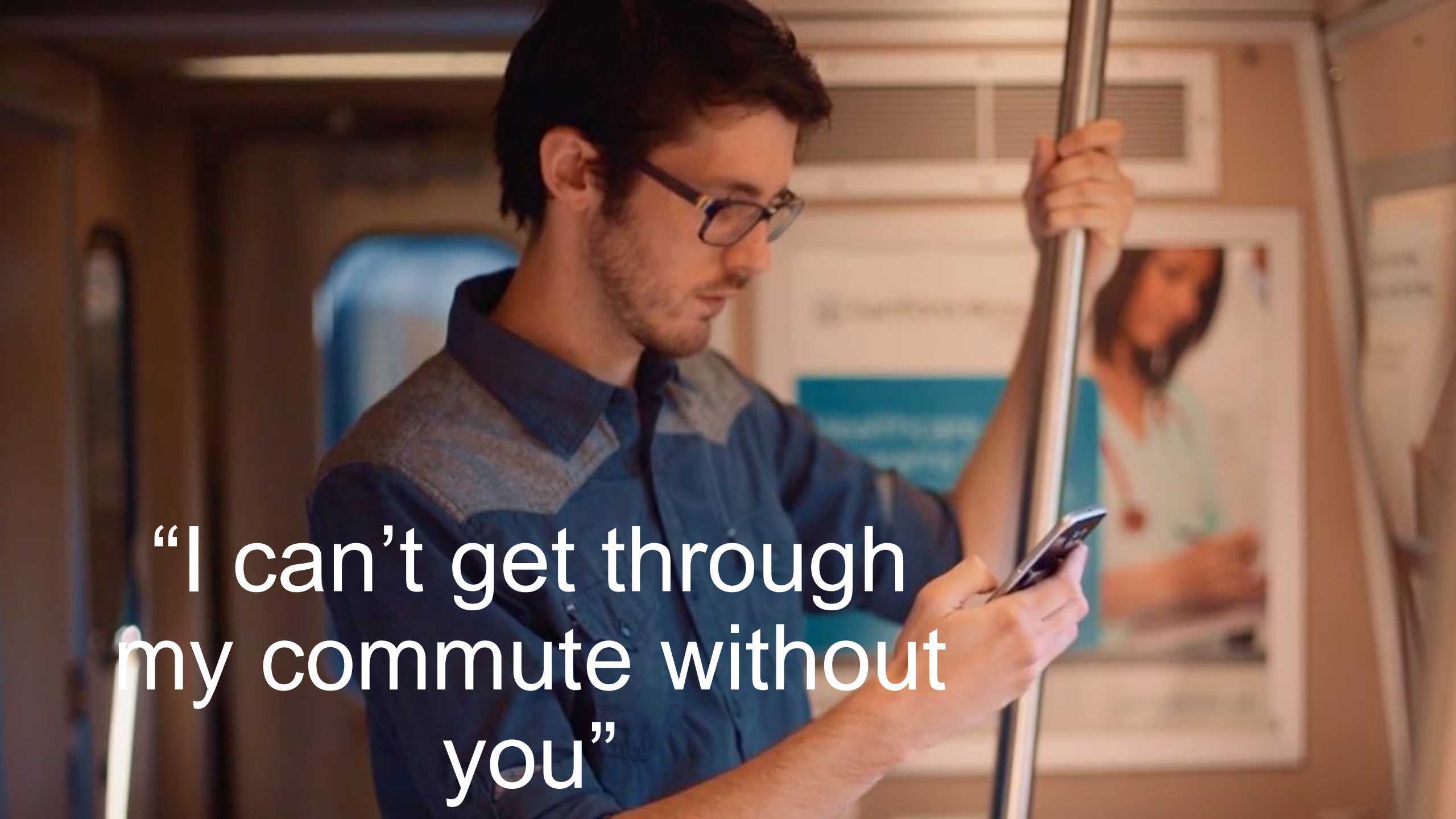


“I listen to you  
before I go to  
bed”

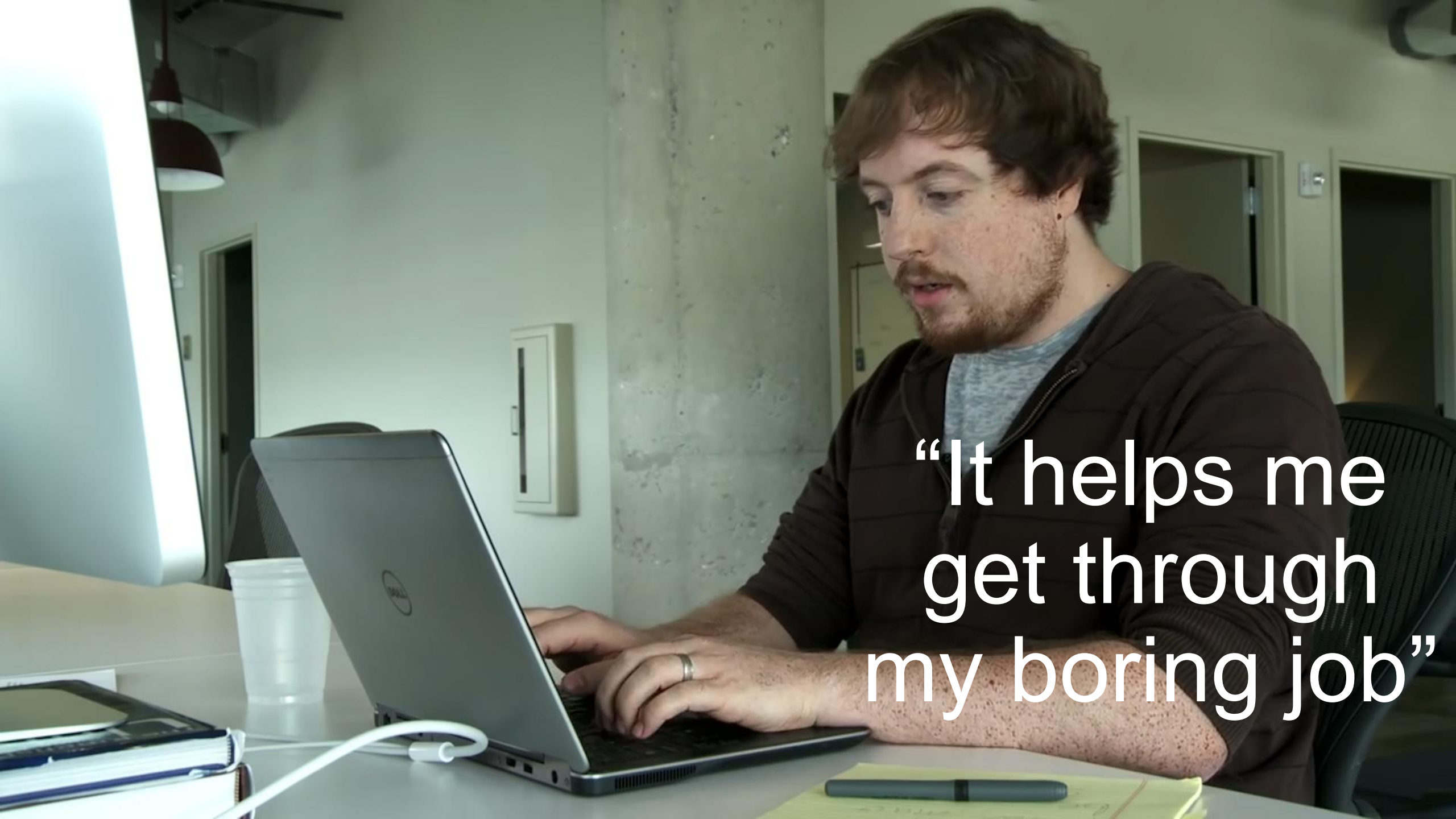


“I listen while I’m  
out on a jog”





“I can’t get through  
my commute without  
you”



“It helps me  
get through  
my boring job”



# HowStuffWorks



- 12 Shows
- Most produced weekly
- 40 hours of original programming/month

# Why we are so excited

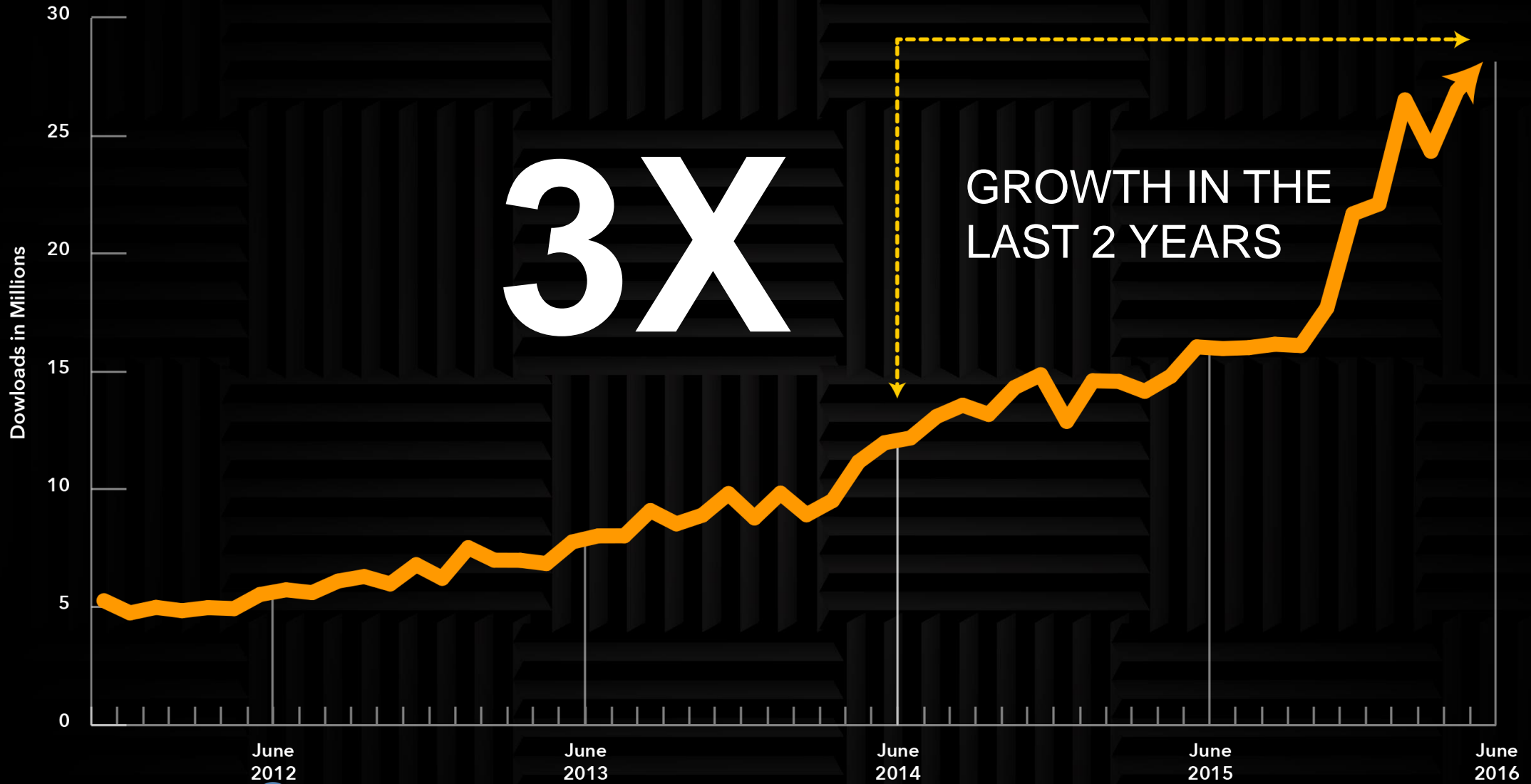
- Huge back catalog of content
  - 6000 episodes
  - 3000 hours of content
- The new 'Binge Listener'
- Technology is a game changer
- Endless topics to discuss
- Social Media and a true FANBASE.



# What we've learned

- We got it wrong, at first
- Evergreen content works for binge listeners
- Cross-promotions work
- Fans and Social matter
- Extensions such as video, live tours, books and social media are a critical part of audience discovery and growth
- There are no 3-second podcasts





Podcasts  
are having  
a moment.



# Not the first moment though...

WIRED

Adam Curry Wants to Make You an iPod Radio Star

ANNALEE NEWITZ MAGAZINE 03.01.05 12:00 PM

## ADAM CURRY WANTS TO MAKE YOU AN IPOD RADIO STAR

"People think I'm this poseur guy from MTV, but I don't care," says Adam Curry, the former VJ whose long blond locks once mesmerized teenyboppers across the globe. "I've always had this total dual life as a geek and a celebrity." He pauses for a moment and flashes the signature Curry smile. He's trimmed his mane and become an Internet entrepreneur, but he's still got that swoon-inducing grin.

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Curry, 40, is the brains behind iPodder, a tiny application that he believes has the power to challenge commercial radio. iPodder is the bastard offspring of the blog and the Apple MP3 player. It combines the hyperactive talkiness of blogs and the hipness of iPods into something utterly new:



# What Was Missing?

- Smart Phones
- Reporting and Standards
- Technology
- Social Media
- Size



# Technology Opportunity

- Drive-time Audio
- Bluetooth using nearly any device
- Built-in dashboards.
- “I hate listening to the radio”





# Challenges and Opportunities

**Create great programming**

**Speak the language of digital, but don't copy**

**Data and analytics**

**Micro interests**