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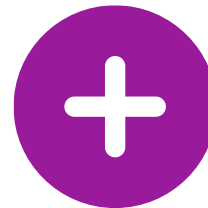
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NEW RULES OF PODCASTING ON YOUTUBE

August 2023



Today's Presenters



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Vice President/ Consultant
Coleman Insights

Steve Goldstein

Founder/ CEO
Amplifi Media



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Game changer: How people consume podcasts is changing

- How YouTube is being used
- What people think about podcasts and apps
- Actionable "rules" and recommendations

Sample Composition:



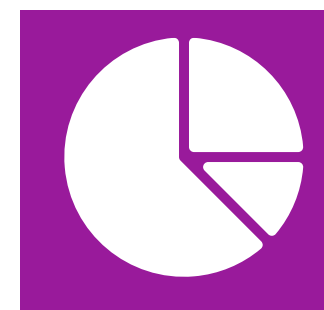
Qualification Method

All respondents must have consumed a podcast in the past month



Sample Size

N= 1000 living in the United States



Demographics

Age: 15-64

Quotas for age, gender, ethnicity, and region based on population

The Definition Of A Podcast Is Changing

How would you define a podcast?



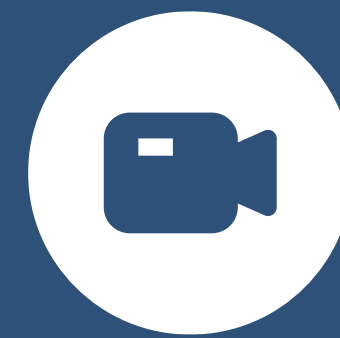
Audio or video

75%



Audio only

22%



Video only

3%



Percentage of respondents that define a podcast as audio-only or available with video

Among All
Podcast
Consumers

75%

Among
YouTube
Preferred

89%



Among Spotify
Preferred

70%



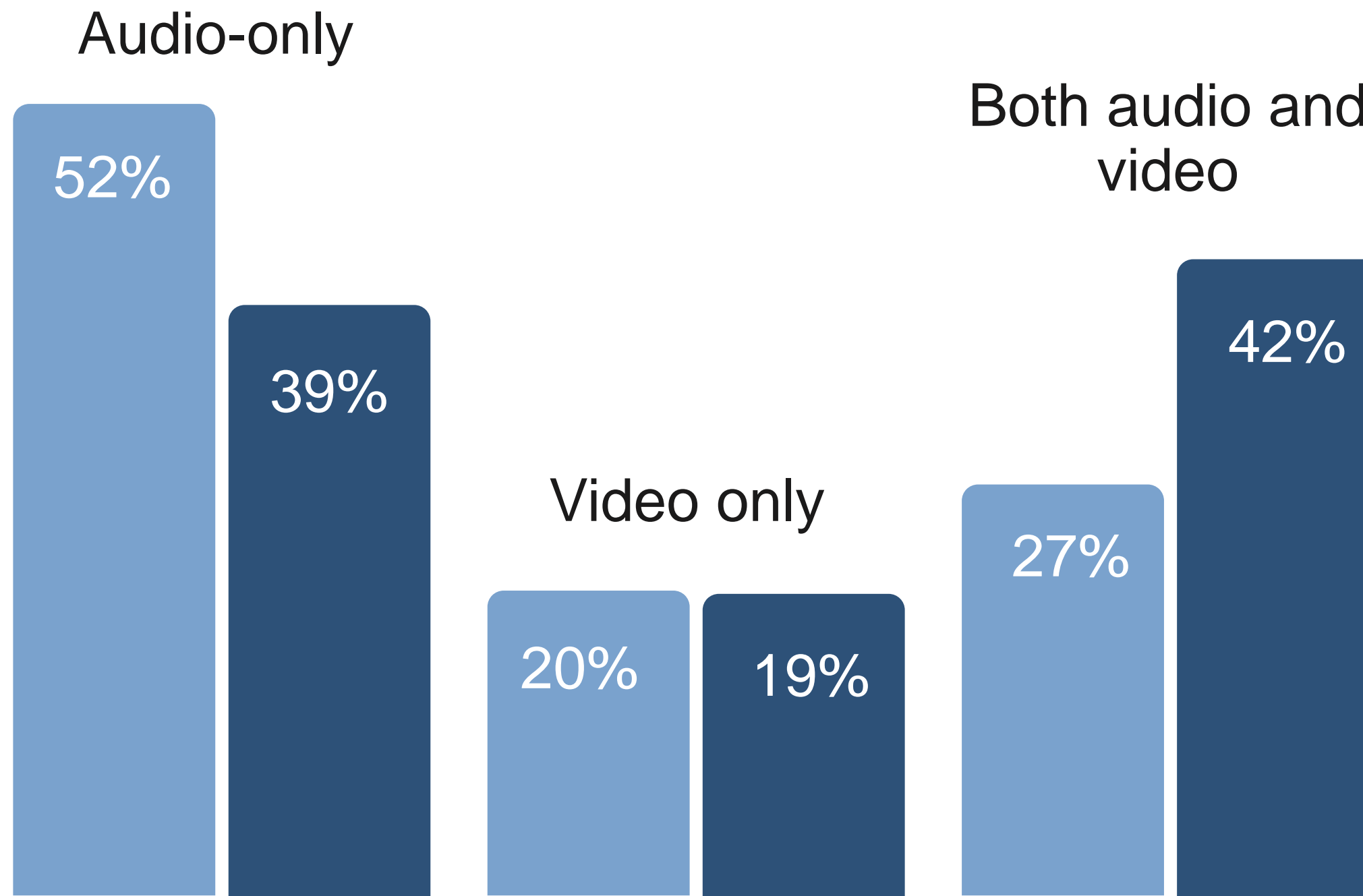
Among Apple
Podcasts
Preferred

67%



Among All Respondents

How People Consume Their Favorite Podcasts



■ First started consuming your favorite podcast

■ How you consume your favorite podcast now



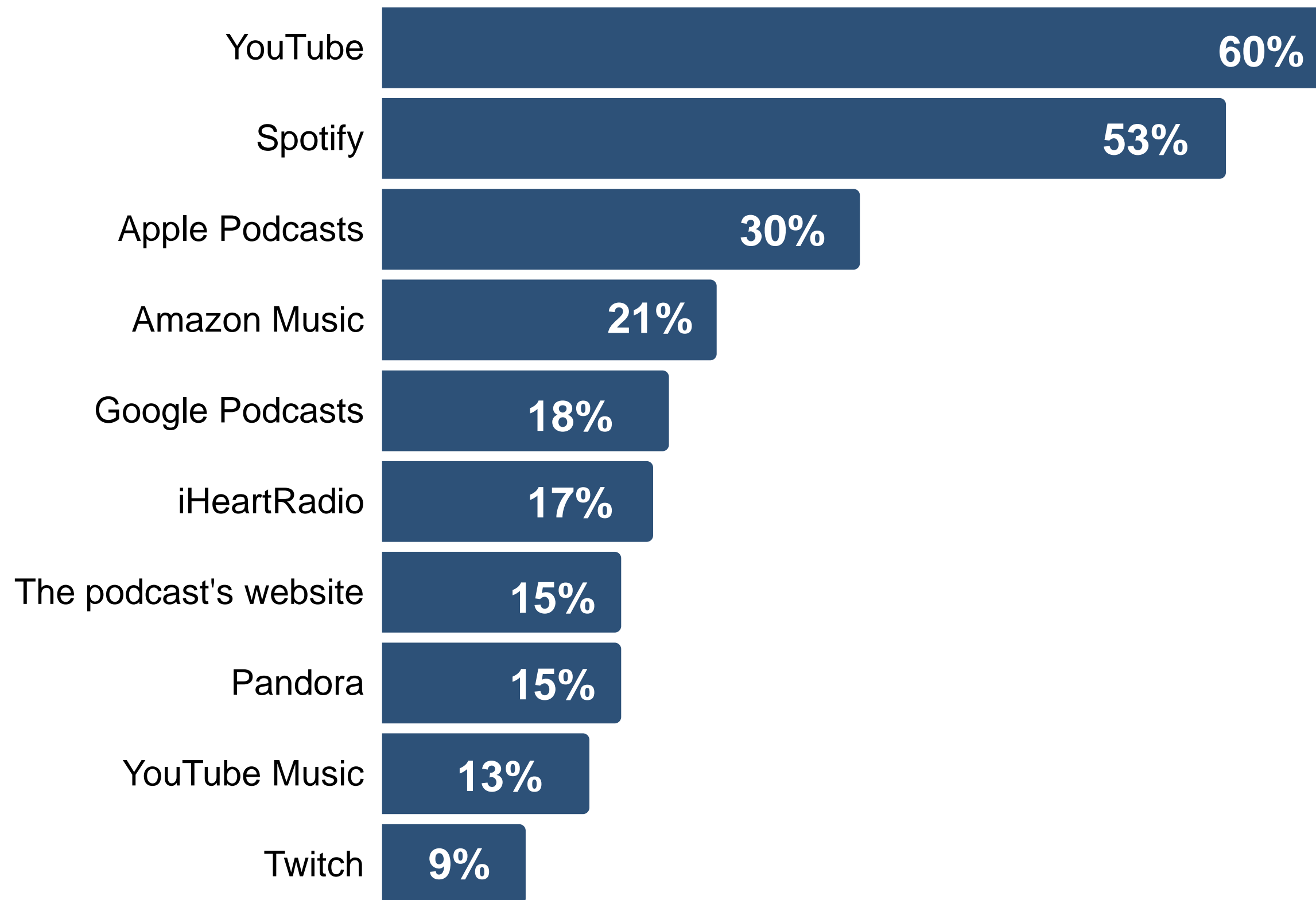
72%

Podcast consumers are using multiple apps for consumption



Among All
Respondents

Which services, apps, or destinations do you currently use for podcasts?



Among All Respondents

Which service, app, or destination do you use most often for podcasts?

73%

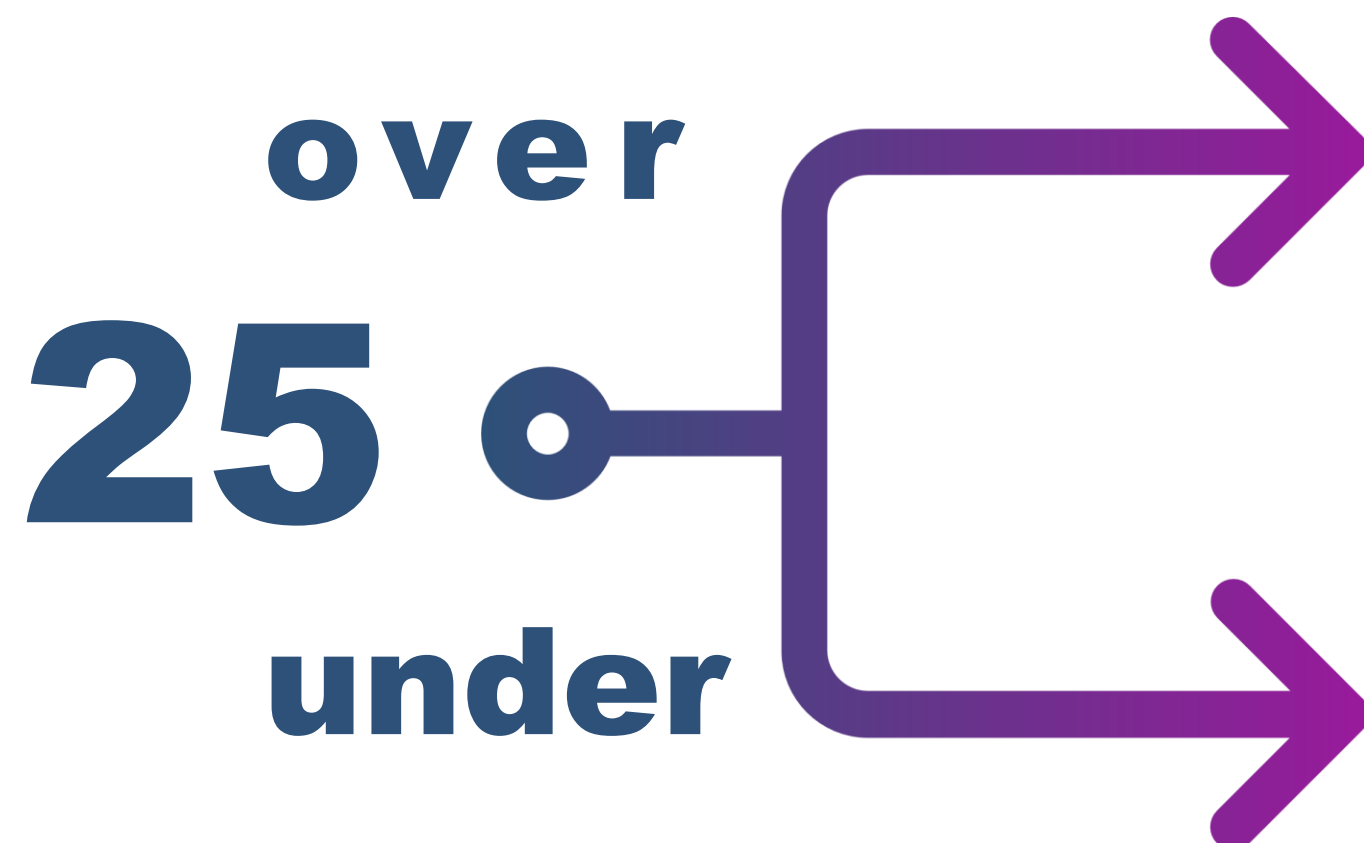
Of podcast consumers prefer one of these apps



Among All Respondents,
By Age

Age Matters

Which services, apps, or destinations do you currently use for podcasts?



 YouTube **59%**

 Spotify® **49%**

 Listen on
Apple Podcasts **31%**

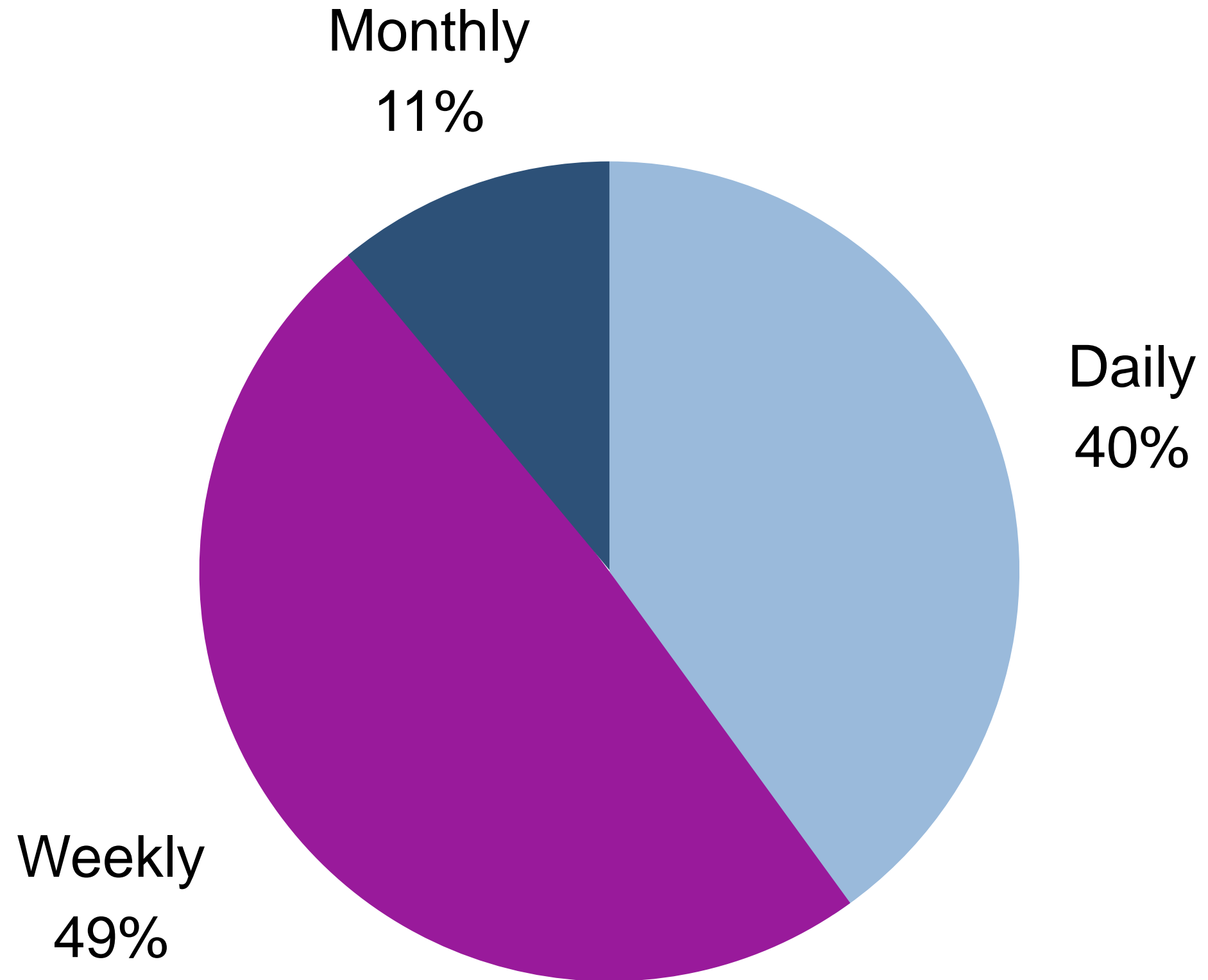
 Spotify® **71%**

 YouTube **64%**

 Listen on
Apple Podcasts **23%**

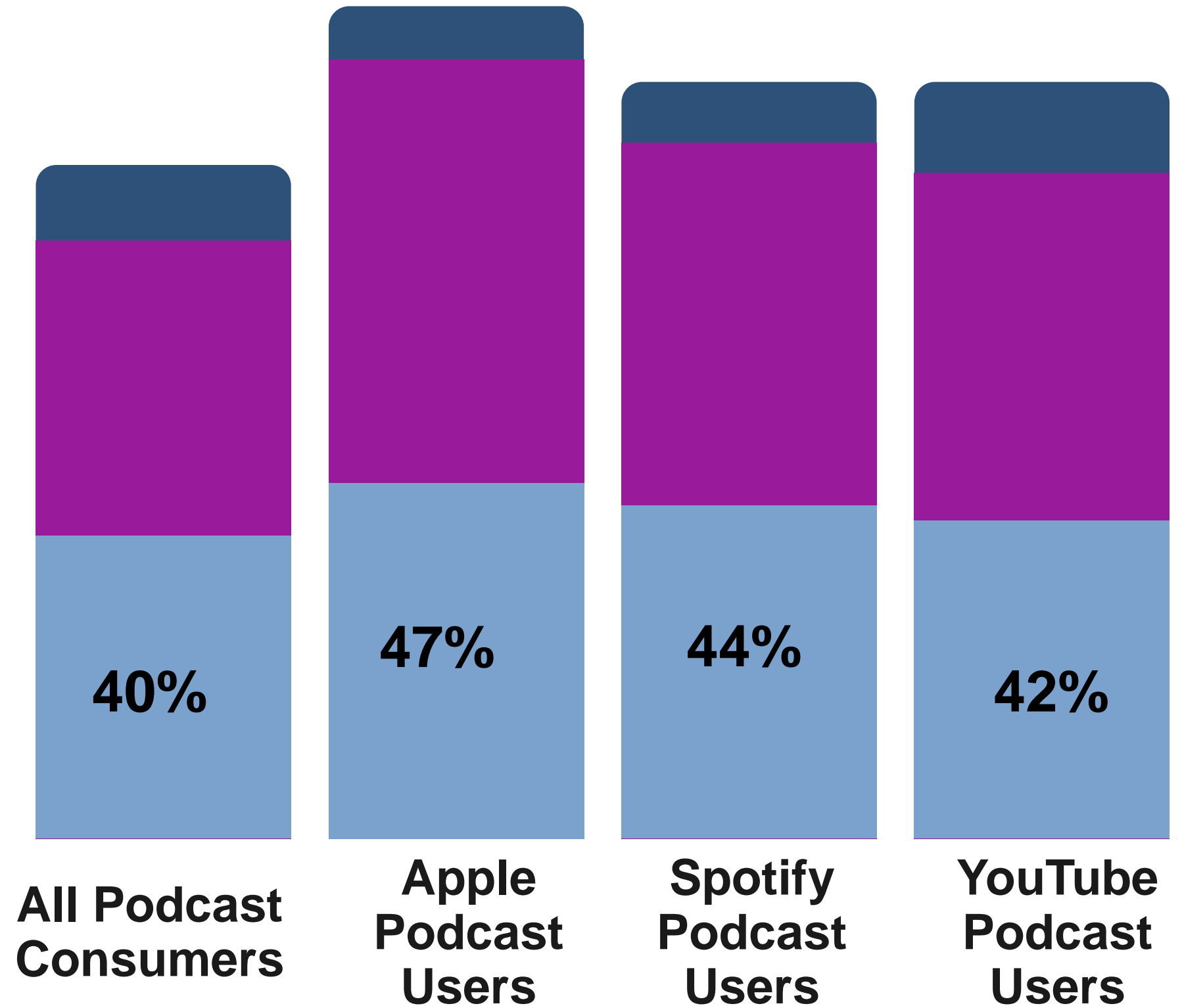
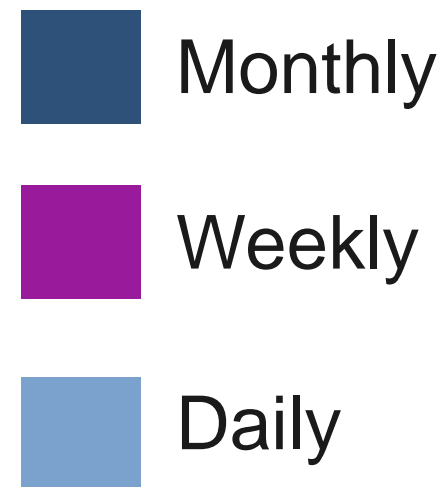
Among All
Respondents

How often do you consume podcasts?

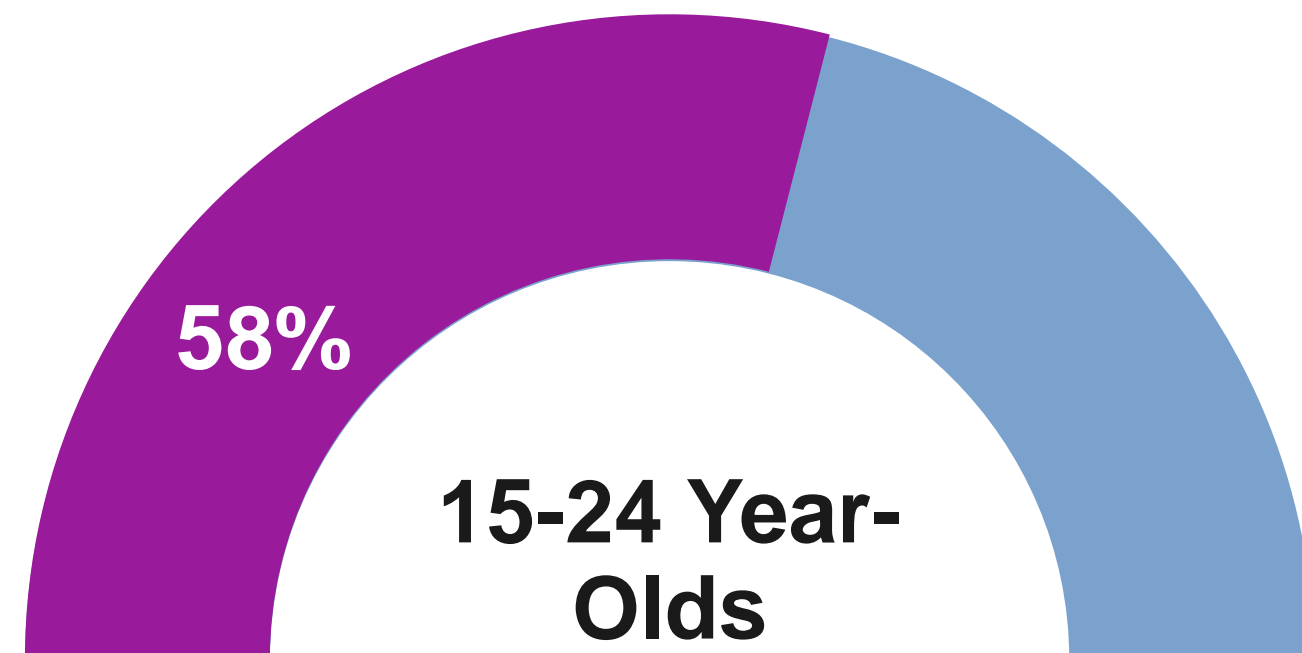


Among respondents who use Apple, Spotify, and YouTube for podcasts

How often do you consume podcasts?



Two years or less



**How long
have you
been
consuming
podcasts?**

Among All
Respondents

How do you discover new podcasts?

54%

Friends and
family

52%

YouTube
video

50%

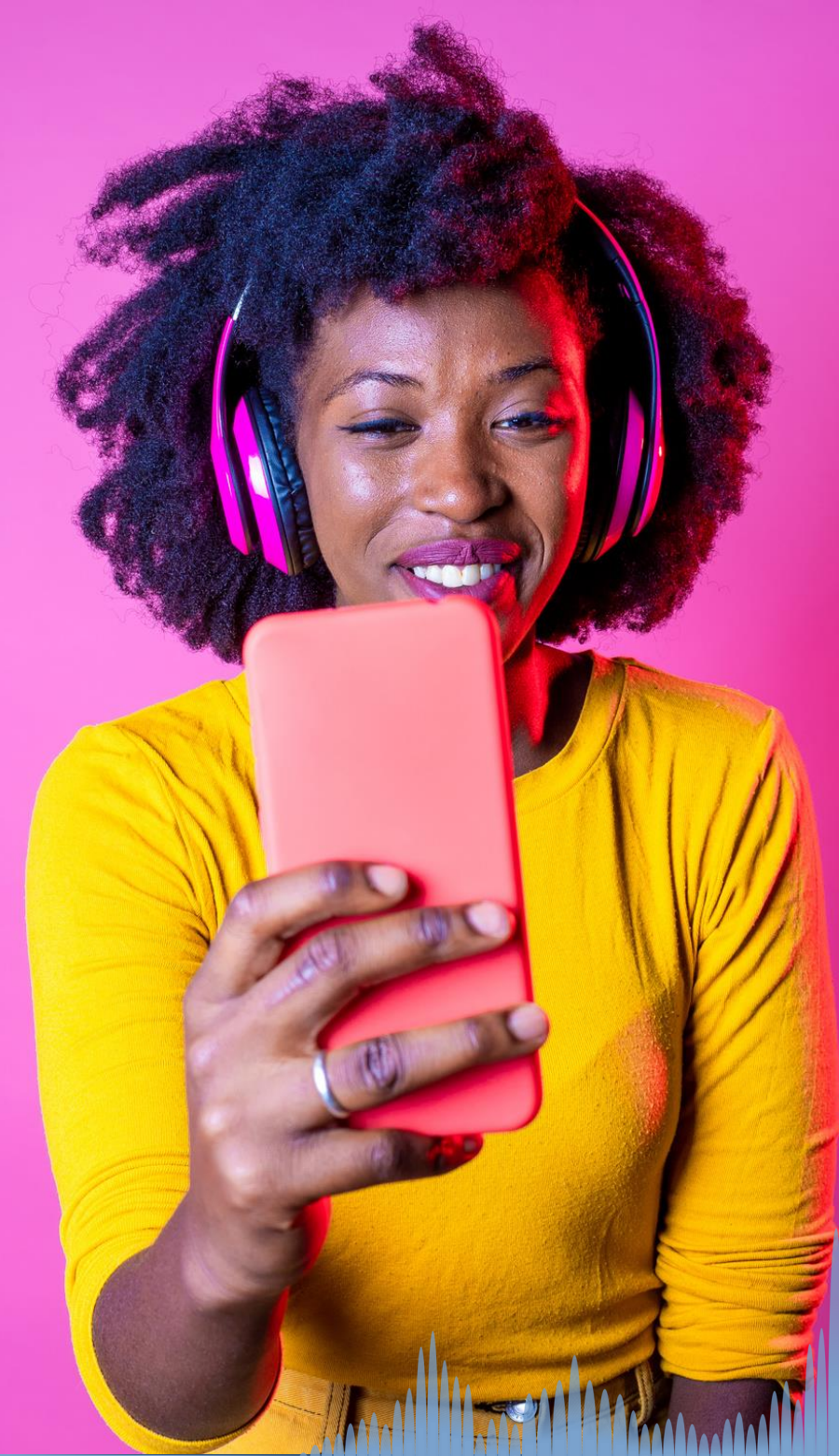
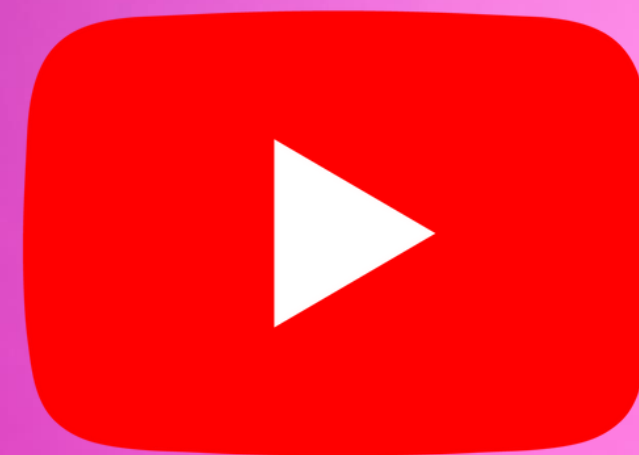
A podcast
app or
service

ZEROING IN ON YOUTUBE

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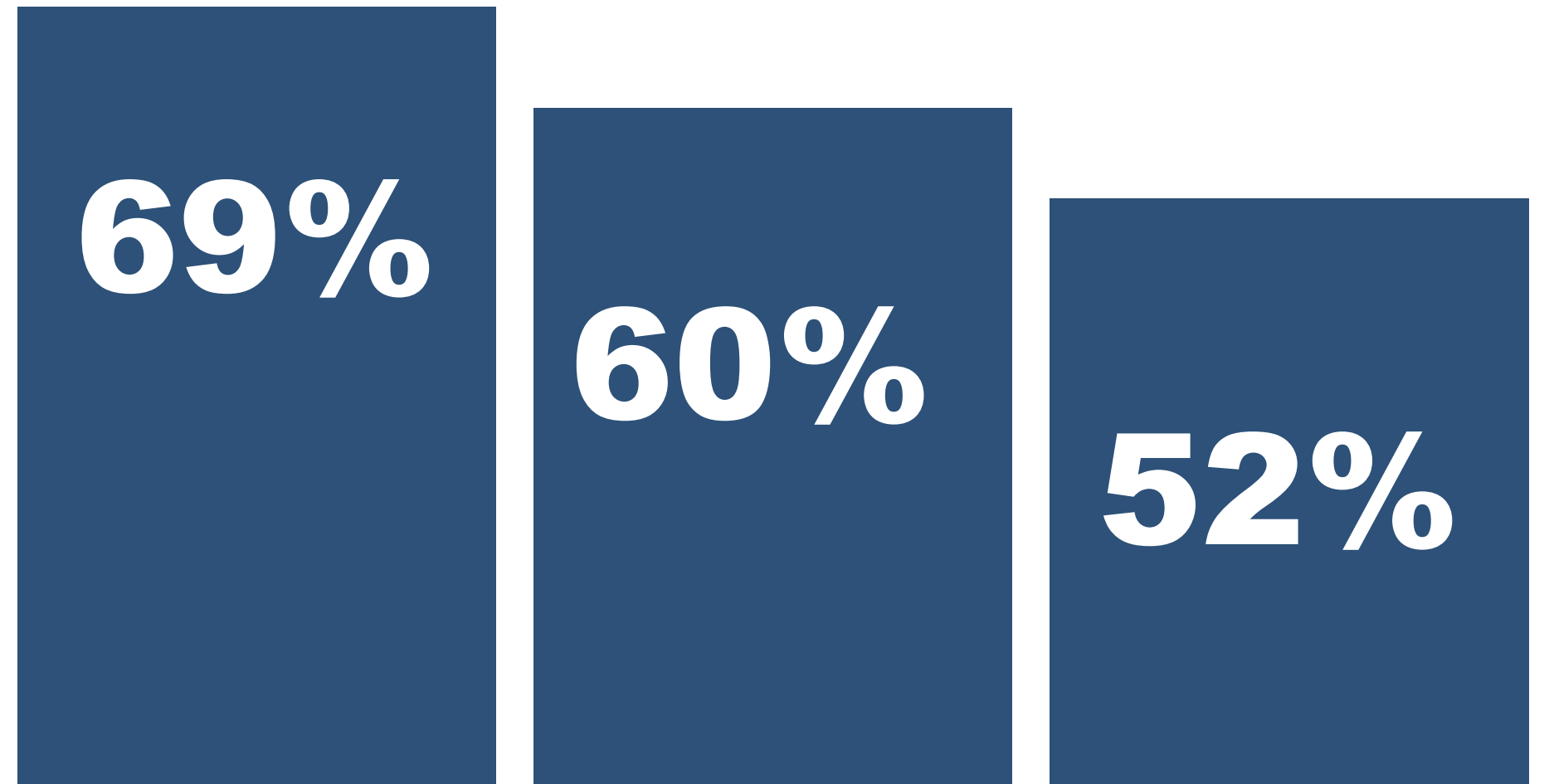
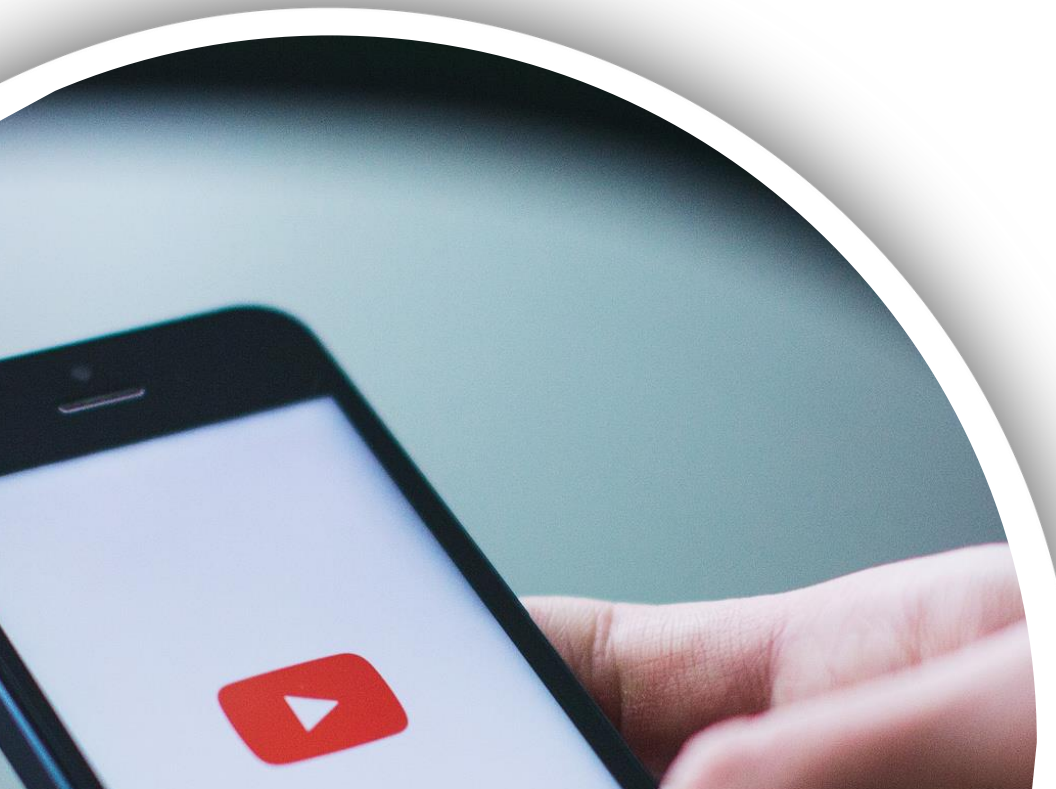


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Among Respondents
Who Use YouTube
for Podcasts

Why do you choose to consume podcasts on YouTube?



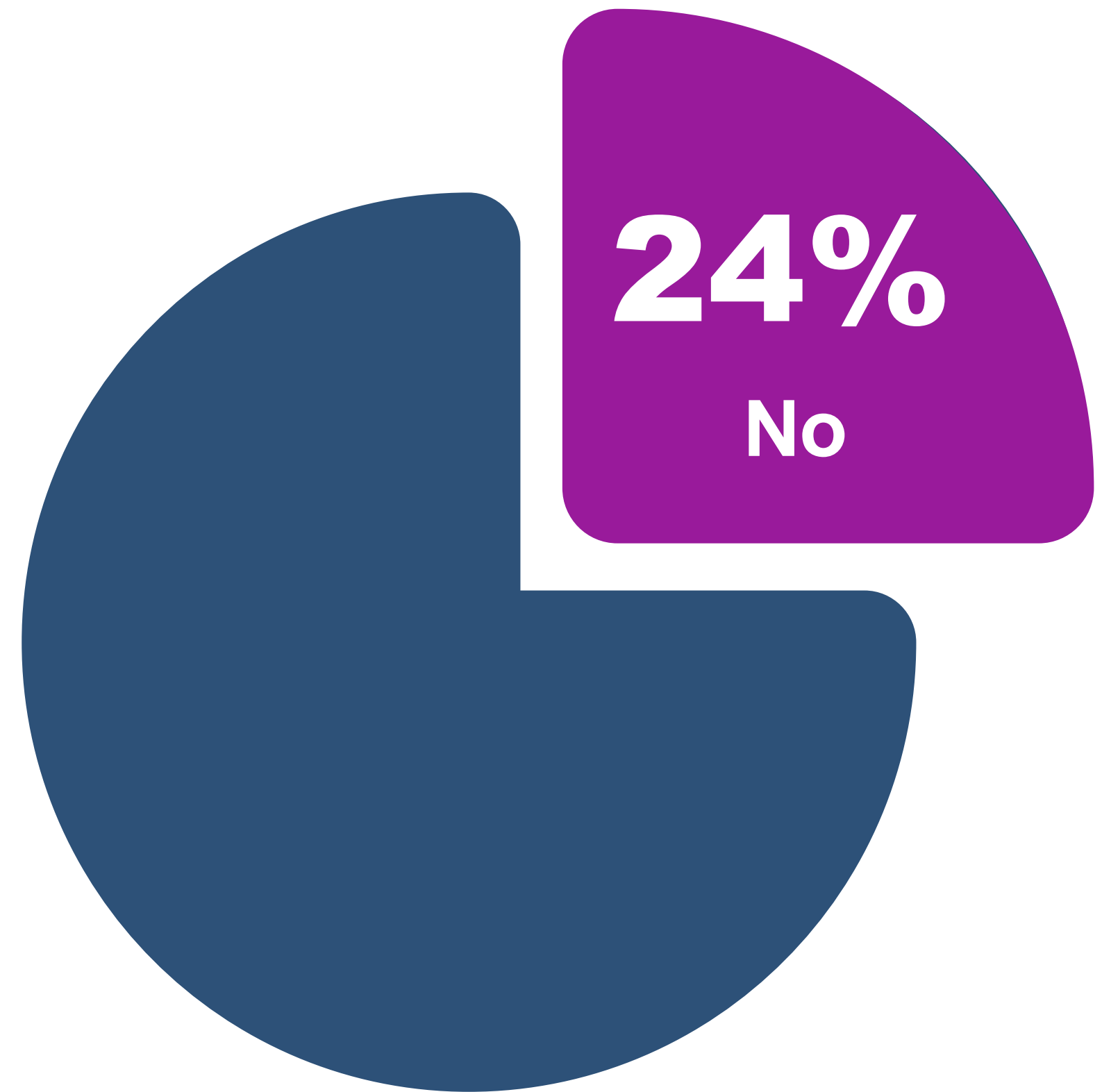
It's free

Because it has
video

Because you
already use
YouTube for
other things

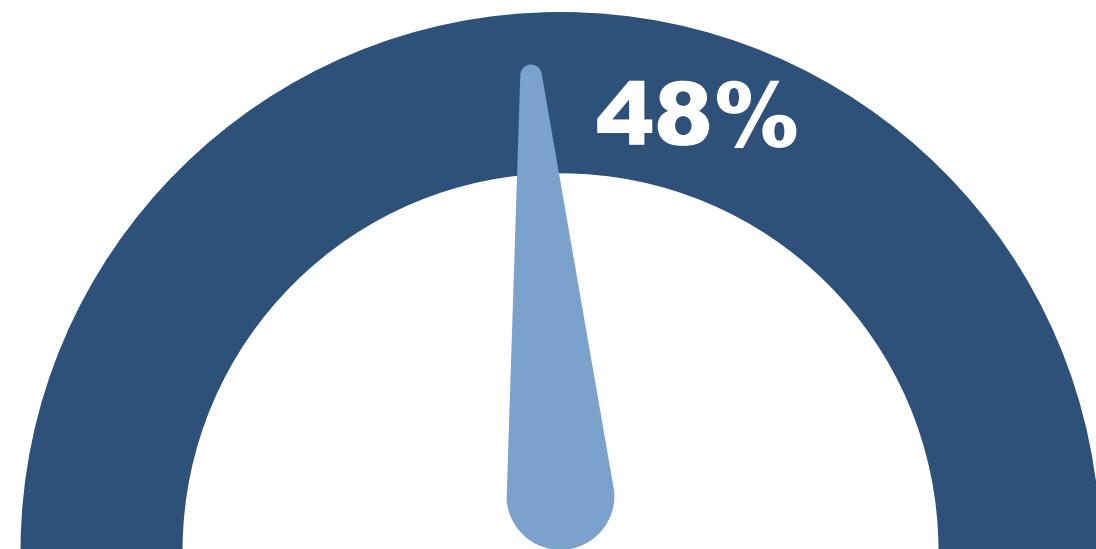
Among Respondents
Who Use YouTube for
Podcasts

**Are all of your
favorite
podcasts on
YouTube?**



YouTube Podcast Page Awareness And Usage

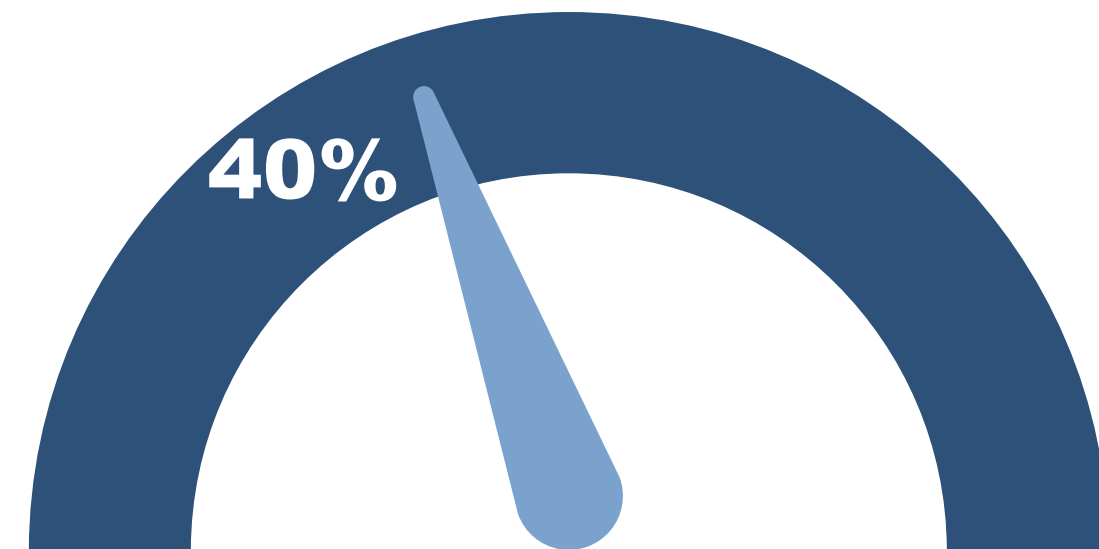
Did you know there was a specific page labeled "Podcasts" on YouTube?



Yes

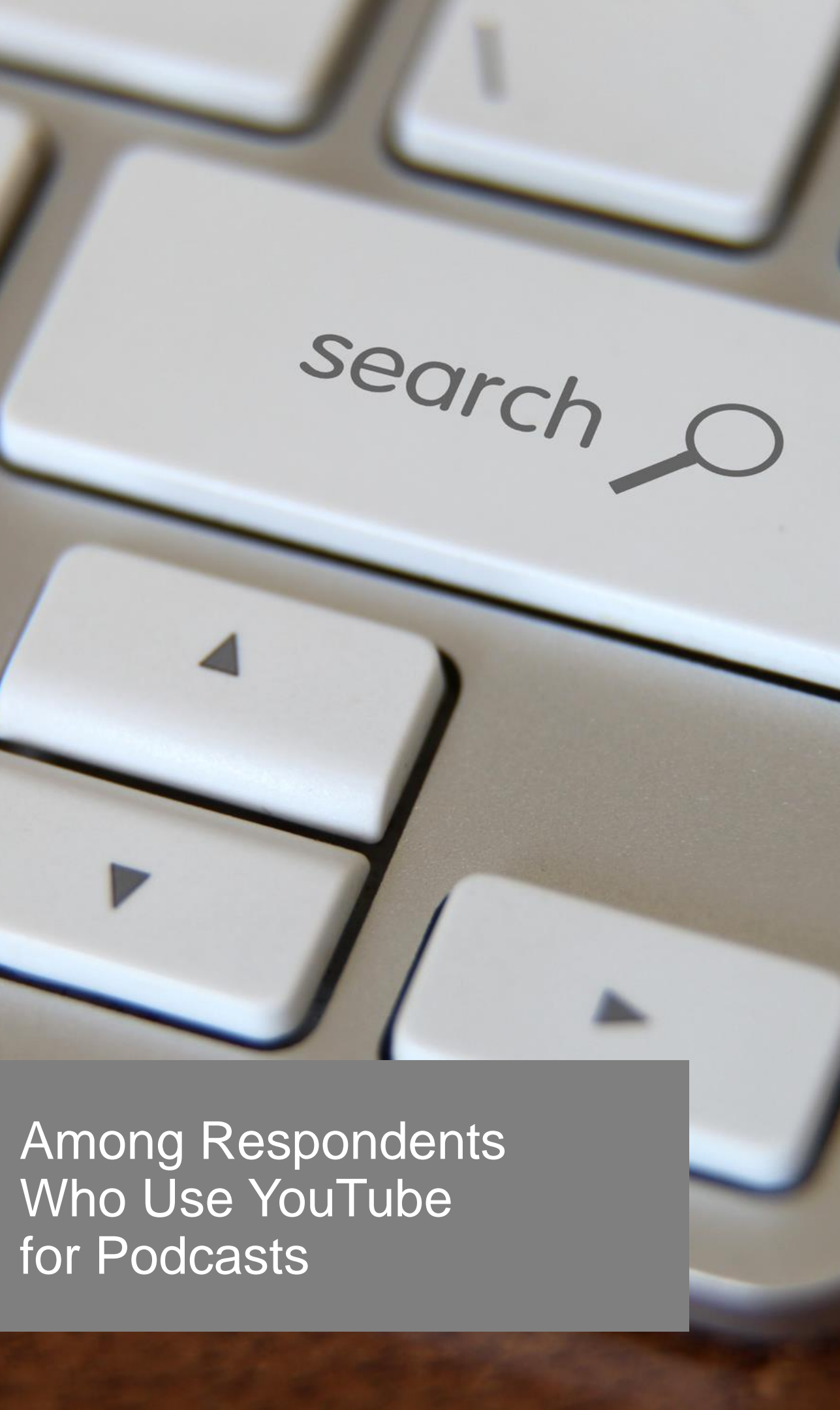
Among Respondents Who Use YouTube for Podcasts

Have you ever visited the page labeled "Podcasts" on YouTube?



Yes

Among Respondents Who Use YouTube for Podcasts And Are Aware of the "Podcasts" Page



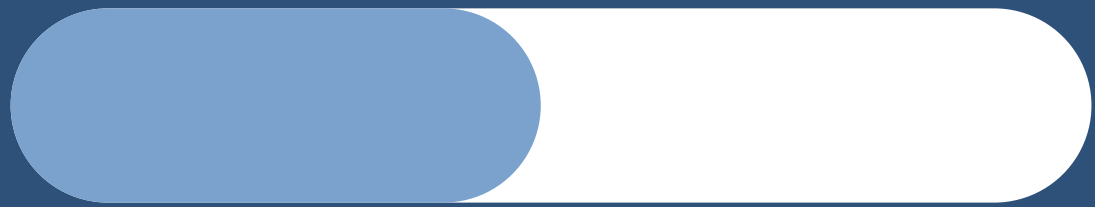
How do you search for podcasts on YouTube?

Typing the name of a specific show in the search box



65%

Typing a category into the search box



49%

Clicking on podcasts that YouTube recommends



42%

Among Respondents Who Use YouTube for Podcasts

Among Respondents
Who Use YouTube
for Podcasts

Podcast Discovery on YouTube

When I search for
podcasts on YouTube, I
usually get what I'm
looking for

44%
Strongly Agree

49%
Agree

93%

It's easy to discover new
podcasts on YouTube

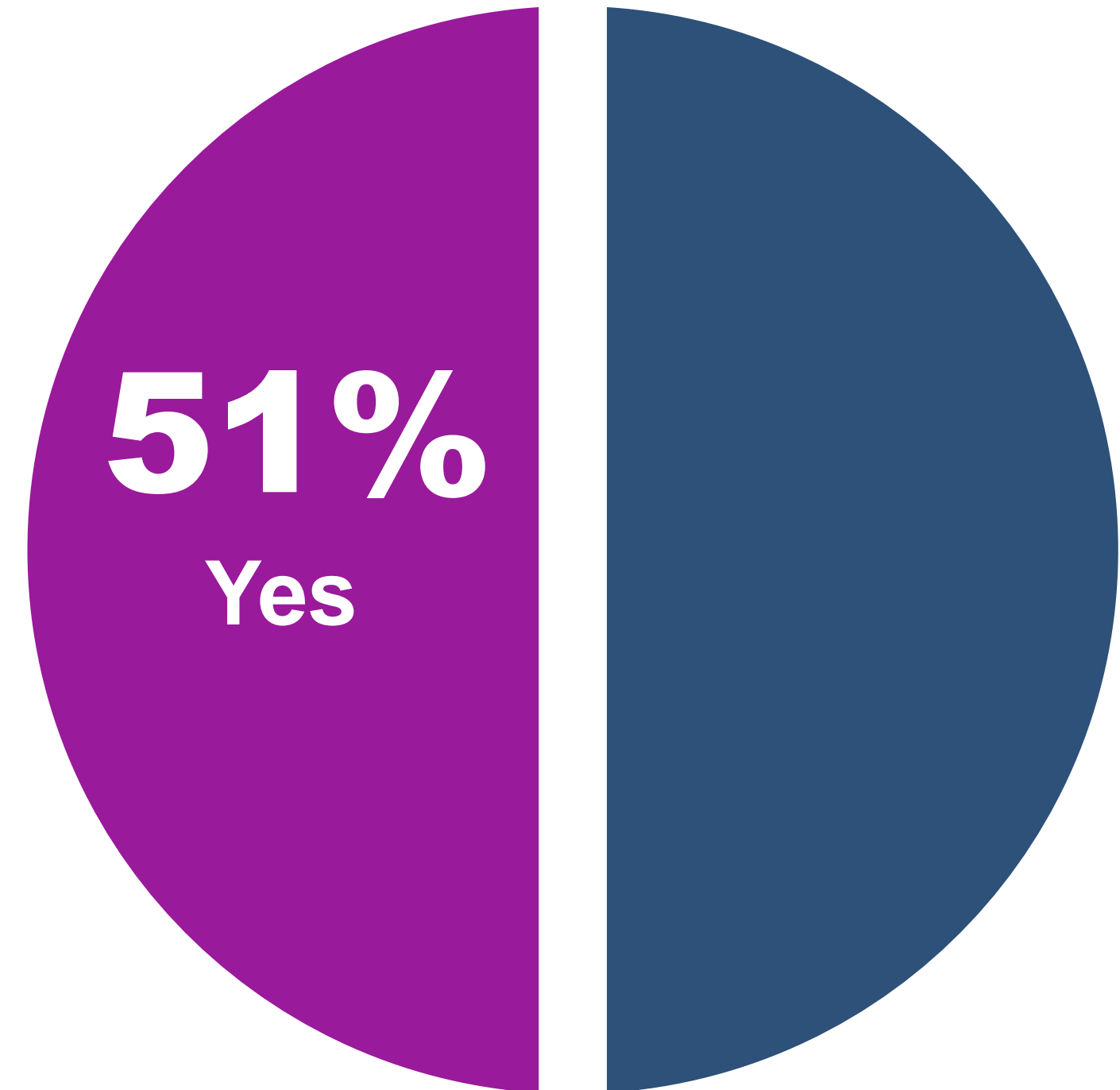
39%
Strongly Agree

48%
Agree

87%

Among Respondents
Who Use YouTube for
Podcasts

**Do you
subscribe to
any specific
podcasts on
YouTube?**



YOUTUBE SHORTS

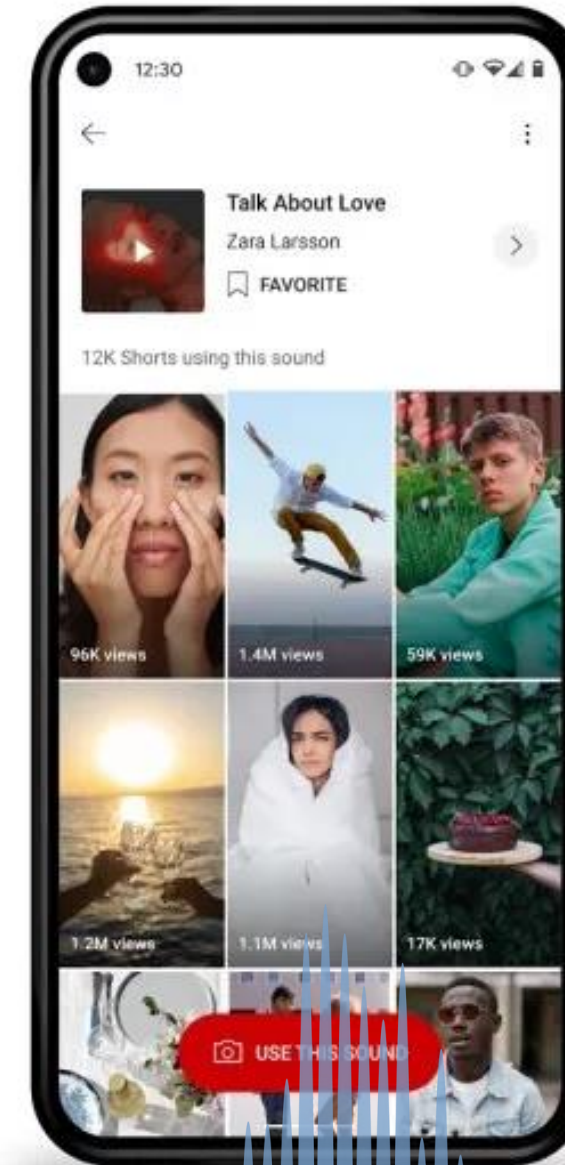
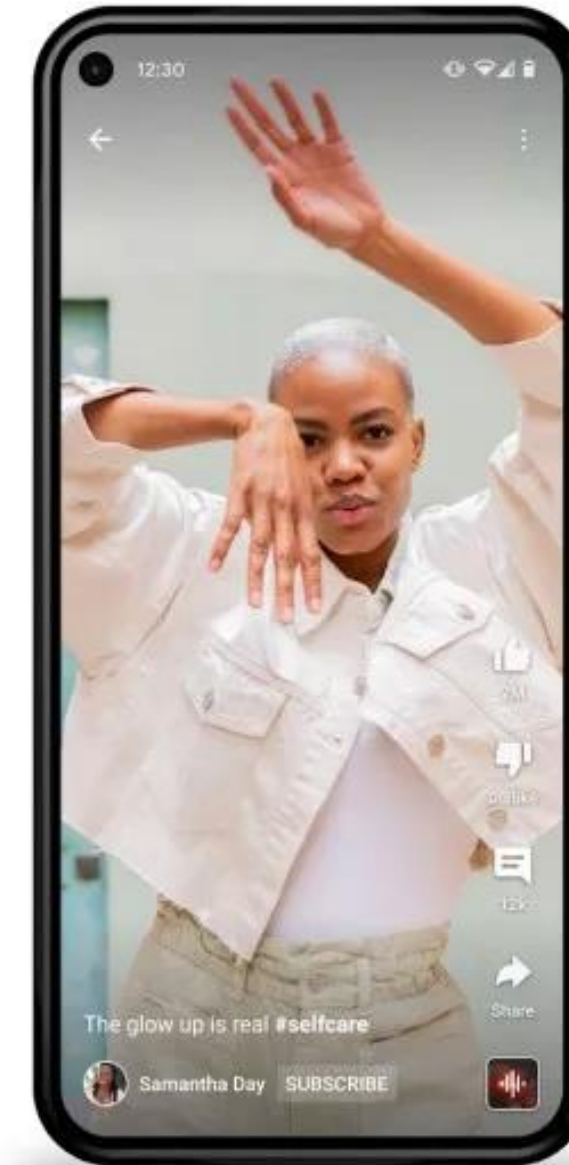
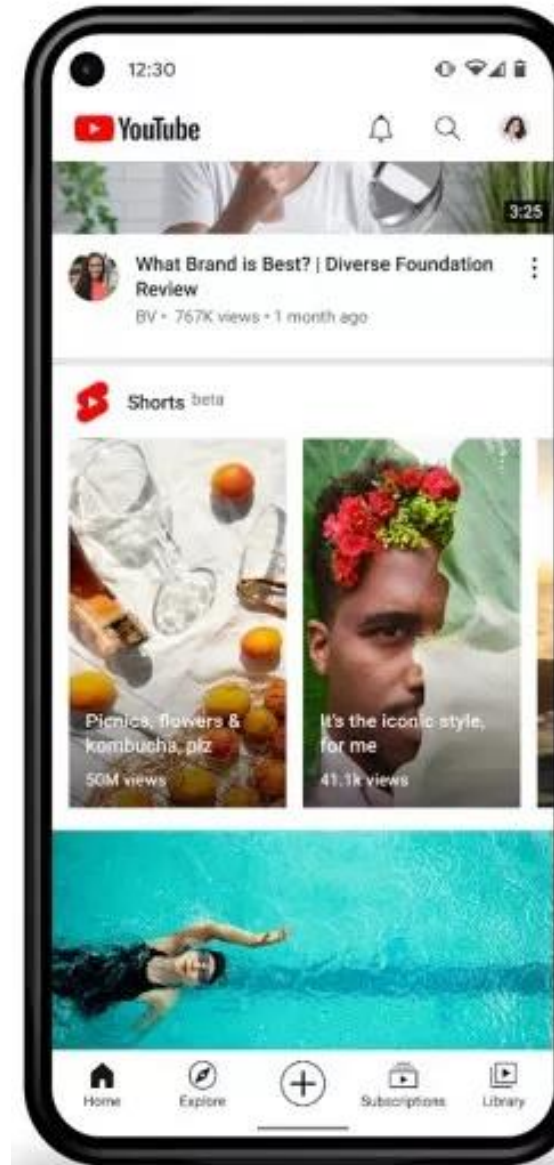


Image credit: YouTube



Among Respondents
Who Use YouTube
for Podcasts

YouTube Shorts Awareness And Usage

Have you ever
heard of YouTube
Shorts?



Have you ever
watched a YouTube
Shorts video?

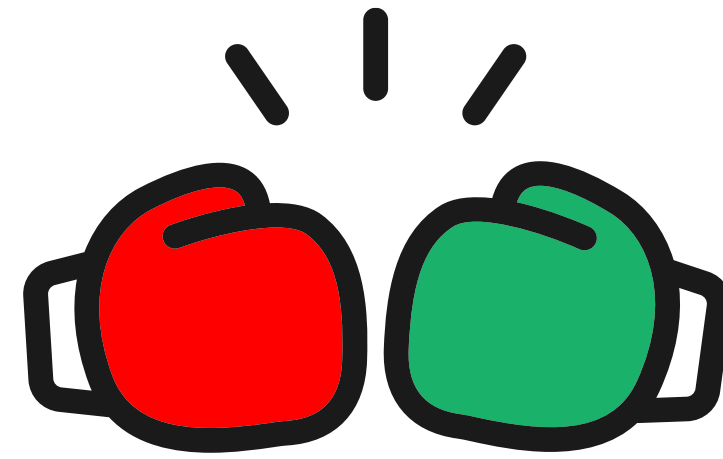


Among Respondents
Who Use YouTube for
Podcasts

YouTube Shorts Awareness And Usage

Have you ever
discovered a podcast
for the first time by
seeing it promoted or
featured on YouTube
Shorts?





Among Respondents Who Use Both Platforms for Podcasts

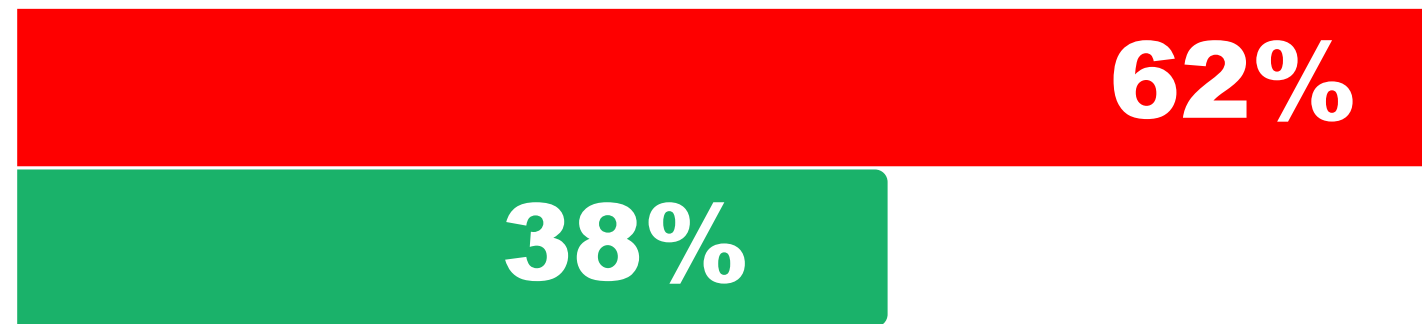
Is more enjoyable to consume your podcasts on



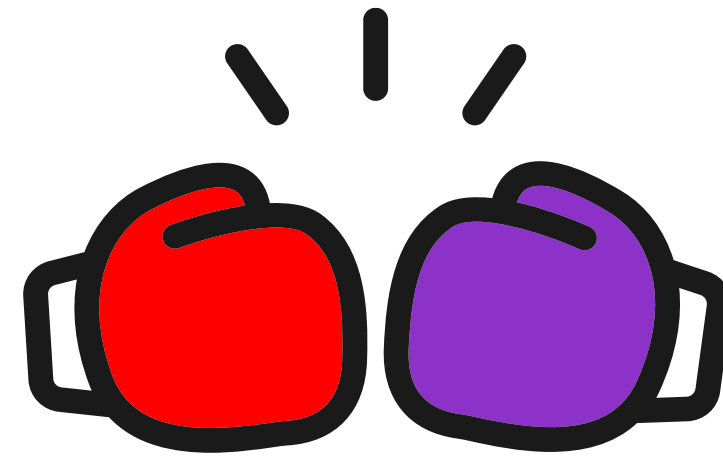
Is easier to use



Makes better podcast recommendations

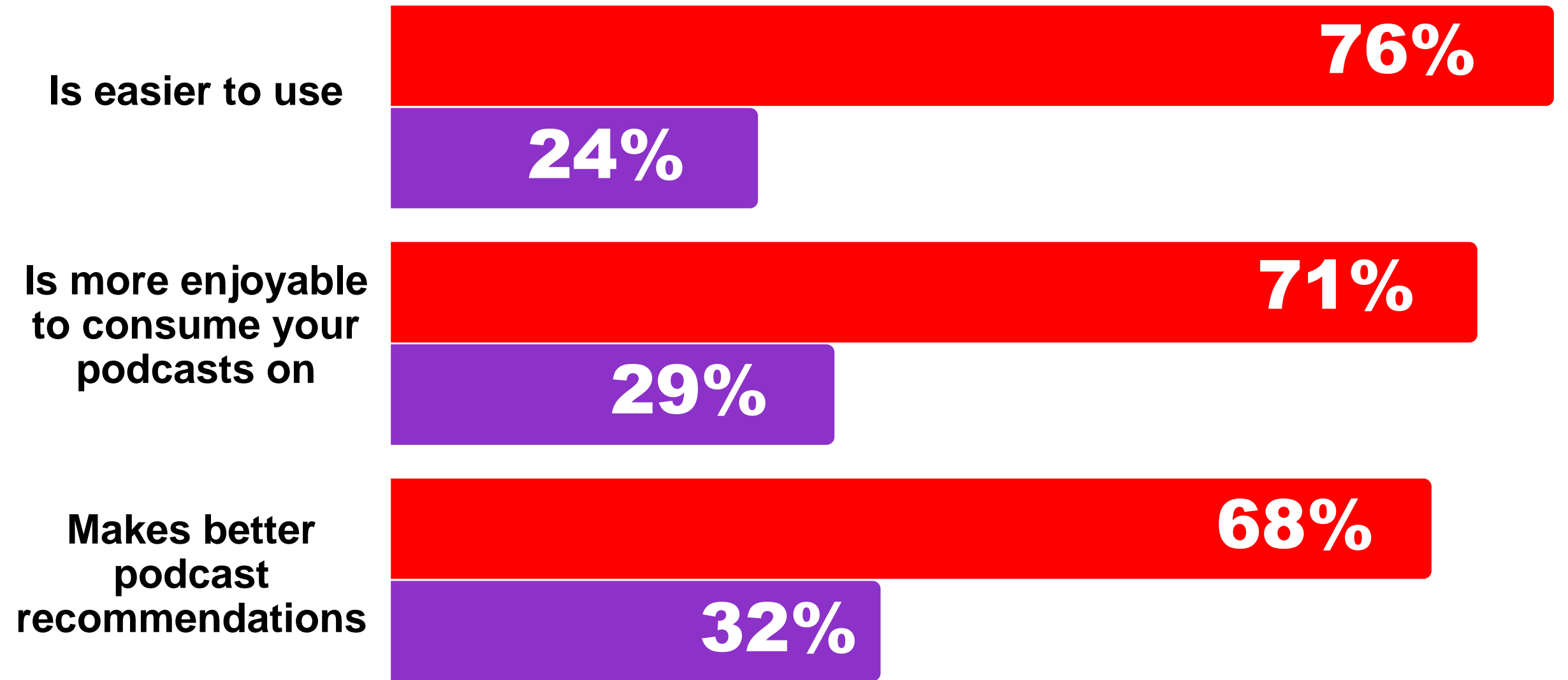


YouTube Spotify



Apple Podcasts

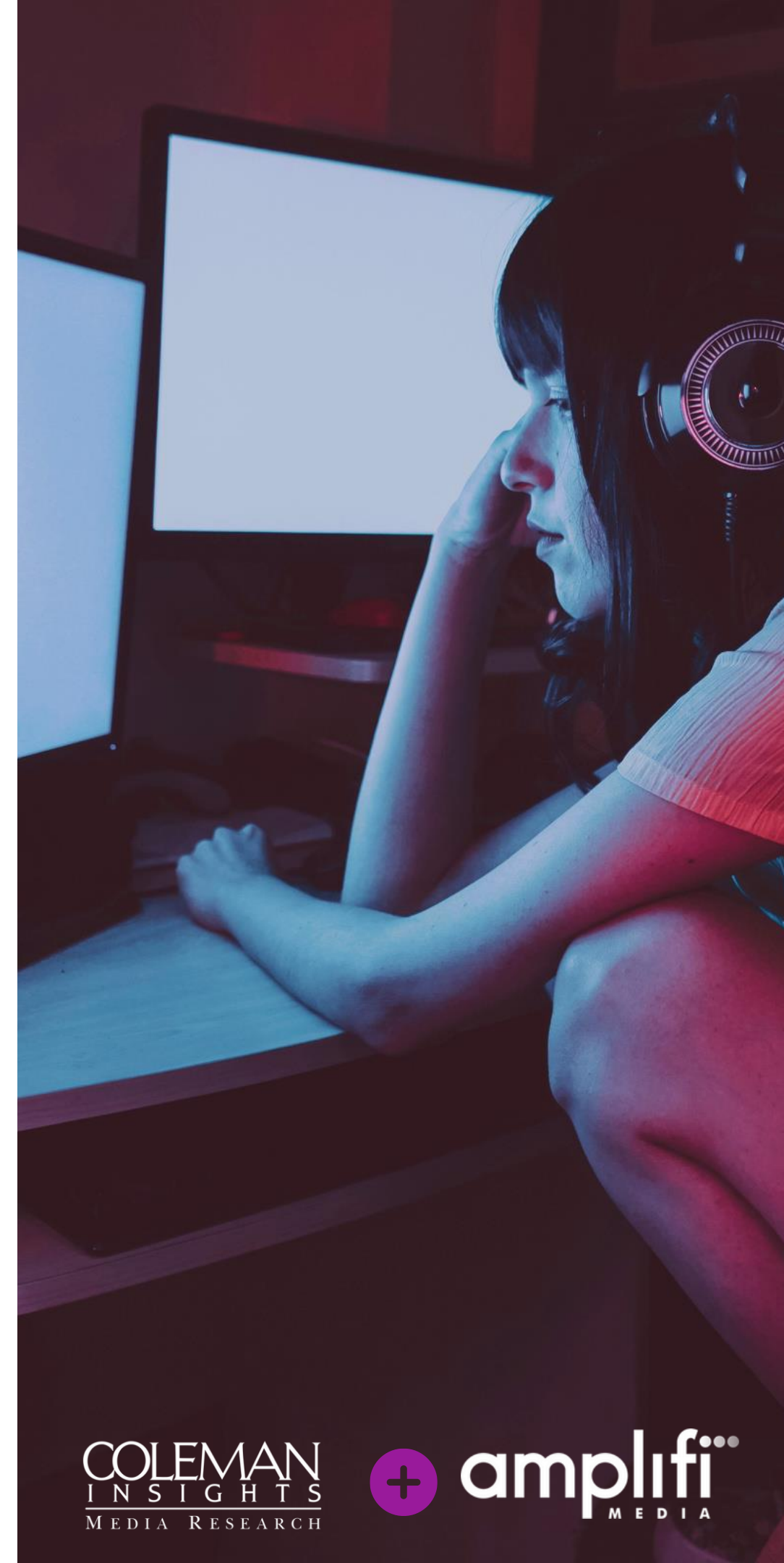
Among Respondents Who Use Both Platforms for Podcasts



YouTube Apple Podcasts

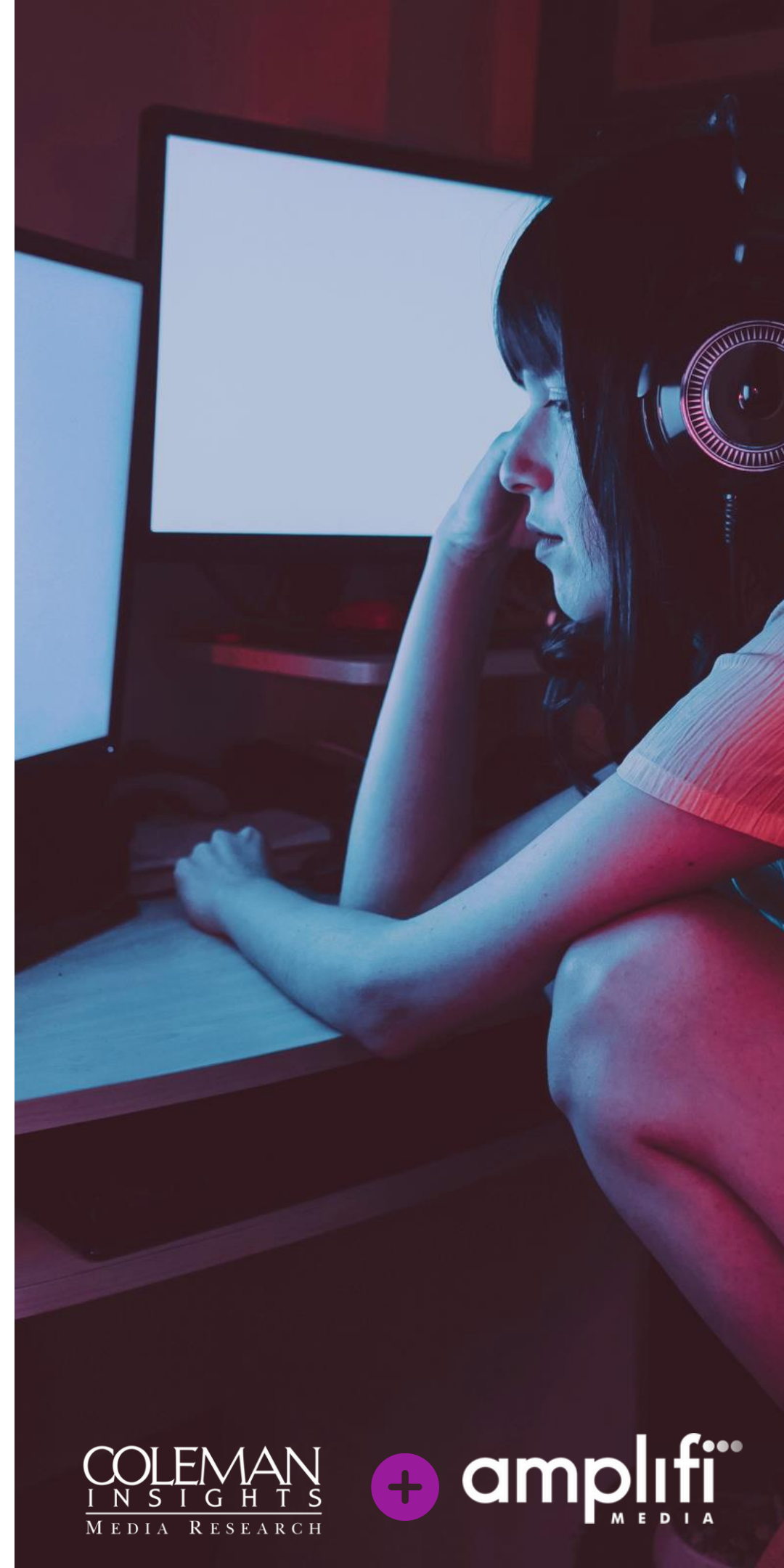
7 Key Findings

- 1 The definition of a "podcast" has changed**
- 2 YouTube is the #1 app for podcasts**



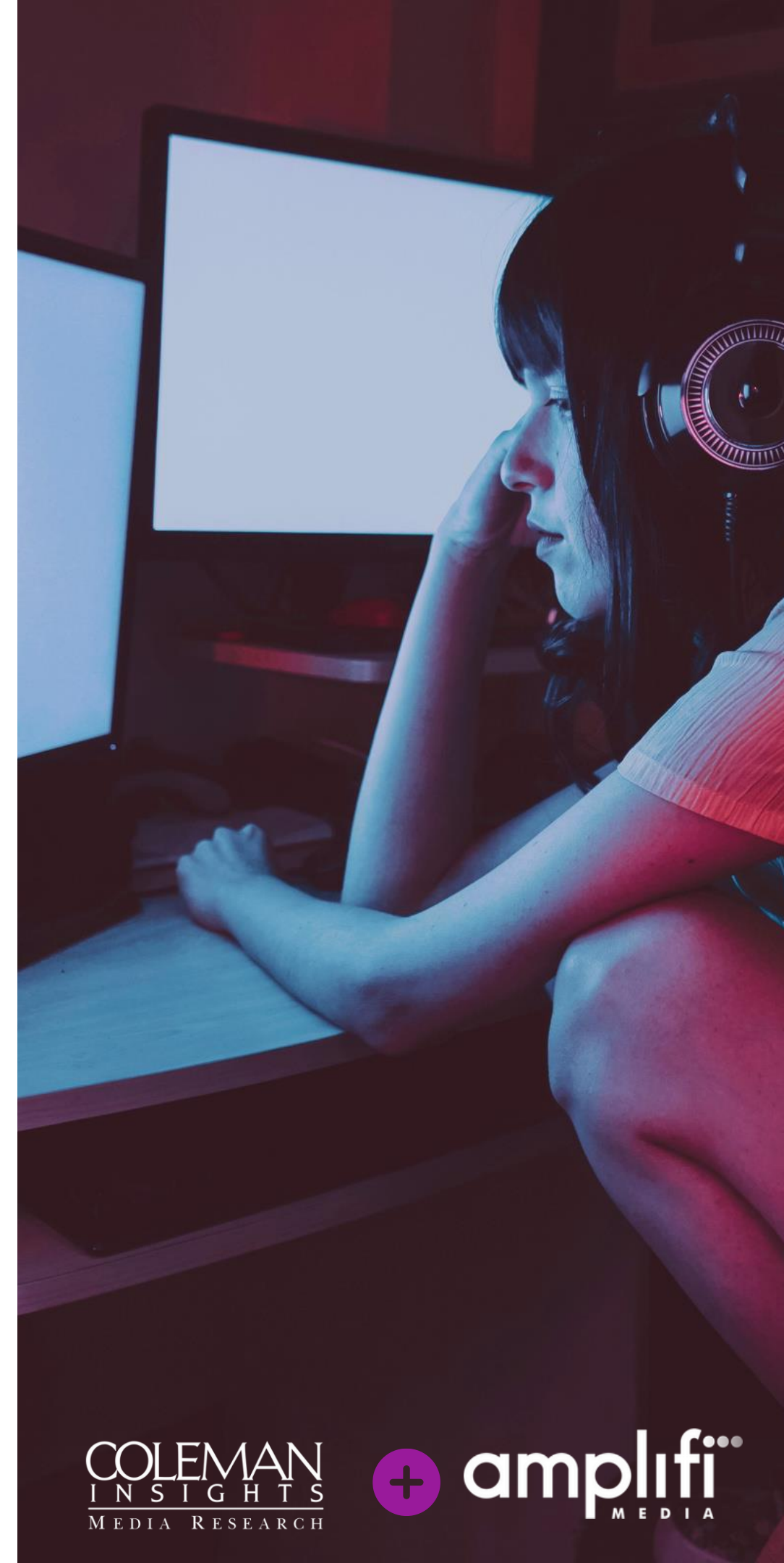
7 Key Findings

- 3 YouTube for podcasts is not just younger demos**
- 4 4 out of 10 podcast consumers prefer audio-only**
- 5 Podcast consumers use multiple platforms**



7 Key Findings

- 6 1 out of 4 YouTube podcast consumers can't find their favorite podcast there**
- 7 40% of YouTube podcast consumers discovered a new podcast on Shorts**



New "Rules"


- ▶ **Create a bespoke strategy for each podcast platform**
- ▶ **Don't ignore YouTube. Harnessing the power of YouTube's reach is a massive audience development opportunity**
 - **Promote YouTube on other platforms**

New "Rules"

Optimize for YouTube

- You're competing against all content – not just podcast content
- Think visually, but don't worry about being Steven Spielberg
- Warm up the algorithm - these things matter:
 - Keywords and consistency
 - Titles, descriptions, categories, and tags
 - Focus on how your "channel" looks and performs

New "Rules"

 **Put your Shorts on - 40% of YouTube podcast consumers discovered a new podcast on YouTube Shorts**

- 50 billion views per day
- Shorts has a clipping tool

New "Rules"

- ▶ **Determine the role of video for your podcast**
- ▶ **It's evolving**
 - **Be patient – results vary**

More...

Additional study findings available

- **12 important categories including podcast ad consumption, the appeal of types of video, and YouTube podcast device consumption**

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More...

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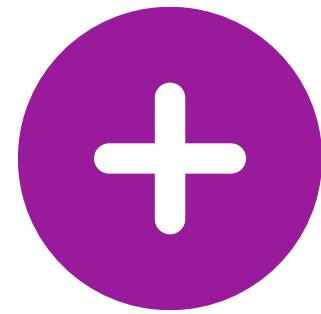


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