The Podcasting Data Kit

2018 Audience Insights & Trends
Table of Contents

PART I
Continuous Growth
Podcast Growth & Consumption

PART II
The Way We Listen
Audience Behavior & Trends
Continuous Growth

In our fast-paced, mobile world, it’s no surprise that podcast consumption is on the rise, with an estimated 180 Million Americans listening on a monthly basis (up from 170 Million in 2017). The mobile nature of the medium makes it easy to be consumed, wherever and whenever consumers choose.

According to the 2018 Infinite Dial Study by Edison Research and Triton Digital®, both podcast familiarity and listening has grown since 2017, with 64% of the U.S. population ages 12+ reporting that they are familiar with the term podcasting (up from 60% in 2017), and 26% of the U.S. population ages 12+ having listened to a podcast in the last month (up from 24% in 2017).

This growth can be attributed to multiple factors, including an increase in smartphone and tablet ownership, where 69% of podcast listening takes place as of 2018.

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Familiarity with Podcasting

% familiar with term podcasting

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Podcast Listening

% ever listening to a podcast

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>'07</th>
<th>'08</th>
<th>'09</th>
<th>'10</th>
<th>'11</th>
<th>'12</th>
<th>'13</th>
<th>'14</th>
<th>'15</th>
<th>'16</th>
<th>'17</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>13%</td>
<td>18%</td>
<td>22%</td>
<td>23%</td>
<td>25%</td>
<td>29%</td>
<td>27%</td>
<td>30%</td>
<td>33%</td>
<td>36%</td>
<td>40%</td>
<td>44%</td>
<td></td>
</tr>
</tbody>
</table>

Estimated 124 Million

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Monthly Podcast Listening

% listening to a podcast last month

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

Estimated 73 Million
Monthly Podcast Listening

% listening to a podcast last month

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Monthly Podcast Listening

% listening to a podcast last month

- 2014
- 2015
- 2016
- 2017
- 2018

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Weekly Podcast Listening

% listening to a podcast last week

2013: 7%
2014: 8%
2015: 10%
2016: 13%
2017: 15%
2018: 17%

Estimated 48 Million

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Number of Podcasts Listened to in Last Week

- One: 18%
- Two: 17%
- Three: 13%
- Four or Five: 21%
- Six to Ten: 17%
- 11 or more: 14%

Average of seven podcasts listened per week

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
The proliferation of smartphones, tablets, and mobile devices continues to contribute to the growth of podcast listening, with consumption on these devices increasing from 55% in 2015 to 69% in 2018. Meanwhile, listening at home has decreased from 80% in 2017 to 49% in 2018, highlighting the increase in consumption of podcasts on-the-go.

With regards to audio brand used most often, Pandora and Spotify are the most widely used audio listening brands. According to the 2018 Infinite Dial Report, 35% of consumers surveyed use Pandora, and 21% use Spotify. While Pandora has taken a minor dip in 2018, Spotify has continued to increase in listenership since 2016.

Although attention spans are short and the world is fast-paced, 45% of surveyed consumers reported listening to most of a podcast upon pressing play, while 35% of consumers reported listening to the entire podcast episode upon pressing play.

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Ever listened to a podcast
Device Used Most Often to Listen to Podcasts

<table>
<thead>
<tr>
<th>Year</th>
<th>Computer</th>
<th>Smartphone/Tablet/Portable device</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>42%</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>34%</td>
<td>64%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>33%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>29%</td>
<td>69%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Podcast Listening Locations

- At home: 49%
- In car/truck: 22%
- At work: 11%
- Riding public transportation: 4%
- Working out: 4%
- Walking around: 3%
- Other: 7%

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Location Listened to Most Often

% listen to most often in car/truck

- 2015: 16%
- 2016: 17%
- 2017: 18%
- 2018: 22%

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
**Podcast Listening**

- Most of the podcast: 45%
- The entire podcast episode: 35%
- Less than half the podcast: 12%
- Just the beginning of the podcast: 5%
- Don't Know: 3%

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Increasing Podcast Playback Speed

- Yes: 19%
- No: 81%

Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+
Podcasting is very much in line with the on-demand media culture we live in today, created by Netflix and others who make content available at any time in a non-linear stream.

*Edison Podcast Consumer Study 2017*
About Triton Digital

Triton Digital provides the technology needed to easily and efficiently create, deliver, and dynamically insert ads into podcast content. Our technology allows advertisements to stay relevant, regardless of when or where a podcast is being consumed.

For more information on podcasting solutions, contact us here.