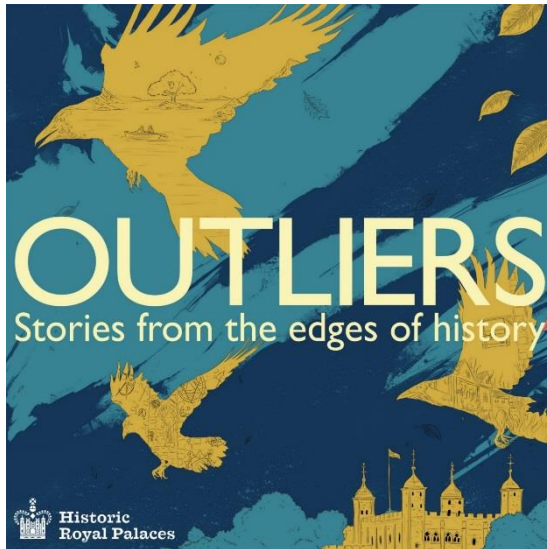


# Responding to trends and attracting new audiences

Responding to the podcast audience:  
Outliers and stories from the edge of history



## Podcast definitions: varied, but digital first

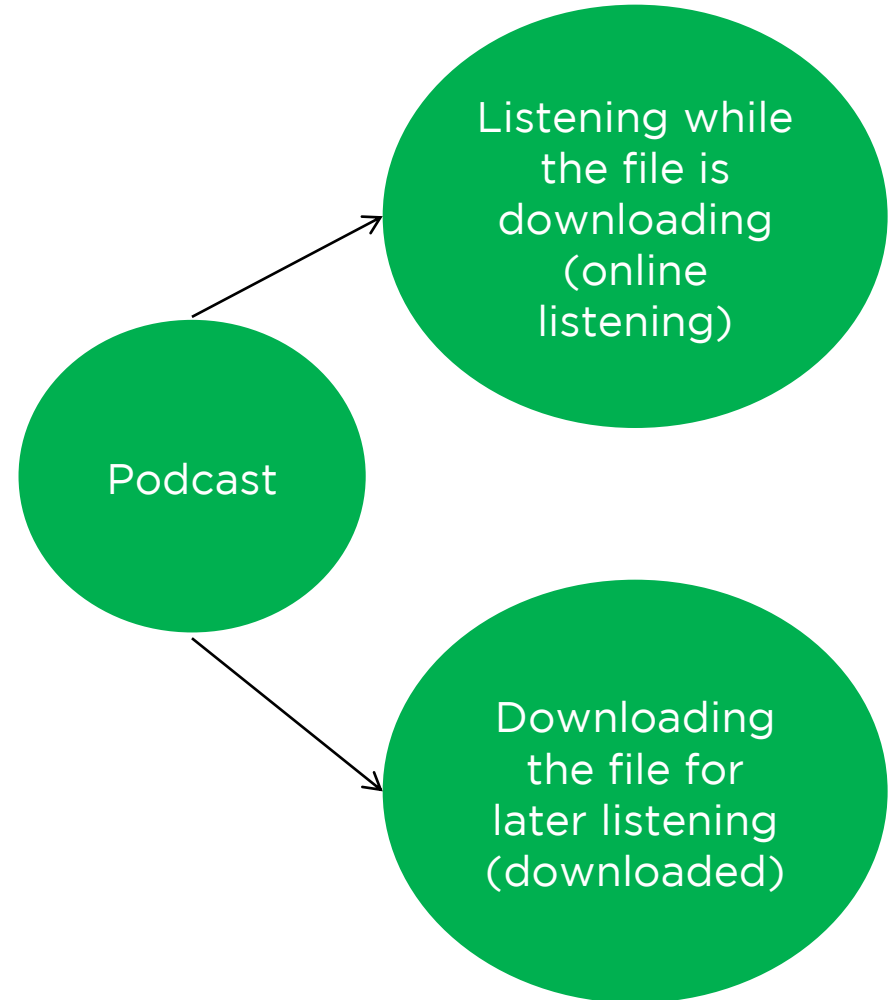
“A podcast is a digital audio file, which can be downloaded from the internet and listened to on various digital devices. They are usually a series of episodes which are personal in tone which can be highly produced, like slick expensive box sets, or as cheaper, conversational programmes”  
(BBC Academy)

“Episodes of a programme available on the internet”  
(Apple)

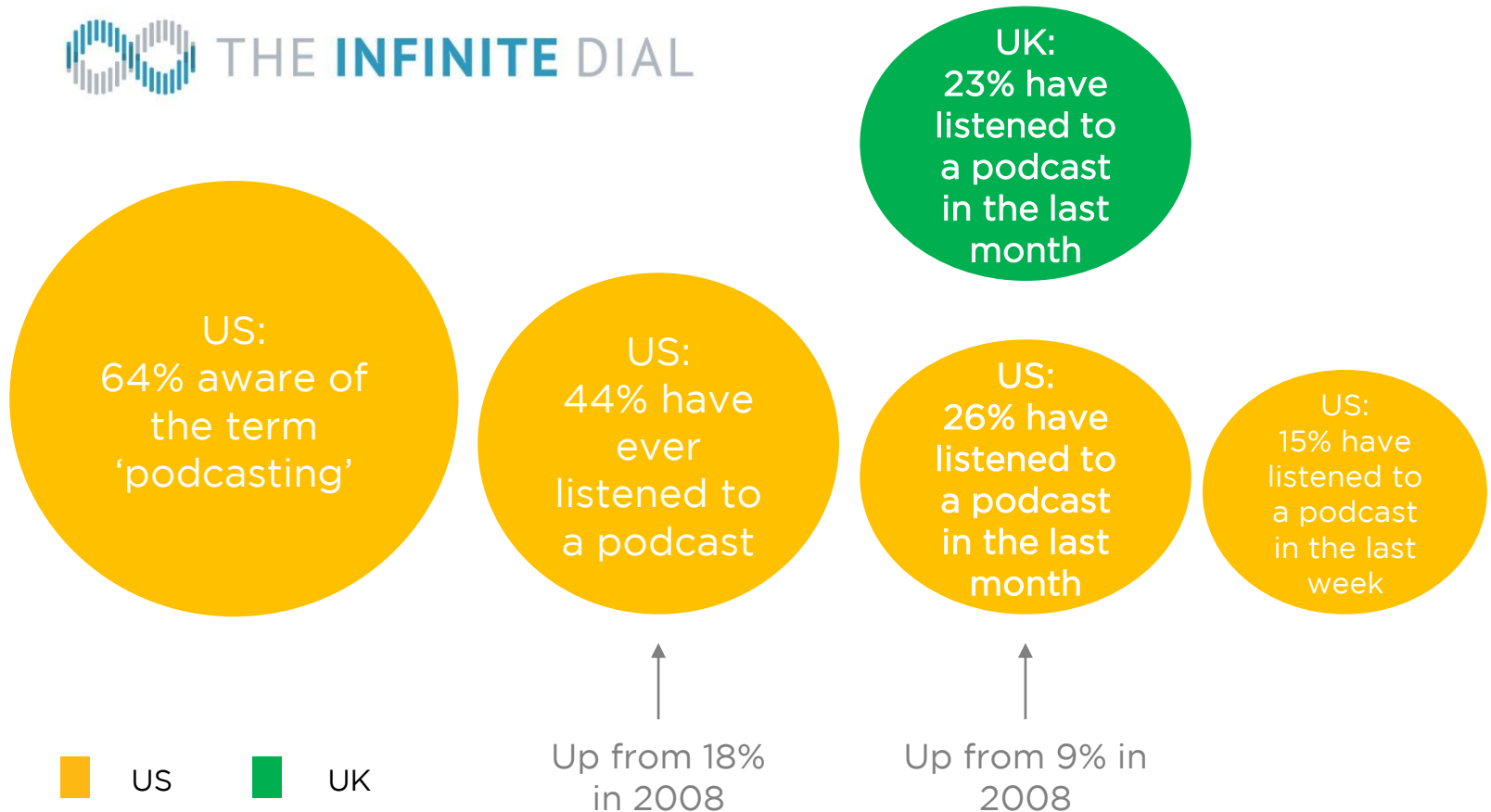


# The terms we use: podcatchers, production and downloads

- Created specifically for online digital listeners
- Audience-first
- Downloads and streaming
- Podcatchers
- Reaching wider audiences



# The podcast market: growth in the last decade in the US



Sources: The Podcast Consumer 2018, a report from the Infinite Dial, Edison Research, Triton Digital. Survey conducted among a nationally-representative population in the US aged 12+. Today's Podcast Listener, Acast, n=1,335 online Britons surveyed between 18-26<sup>th</sup> December 2017, data weighted to be online nationally-representative.



# The podcast market: varied...

## In the US:

- 52% male
- 36% aged 35-54
- Work full-time
- Higher levels of education
- Higher household incomes
- Listen to podcasts most in the home, but also in cars/trucks and at work

## In the UK:

- Tend to be younger – 2/3 aged 16-34
- Peak listening happens weekday afternoons and evenings

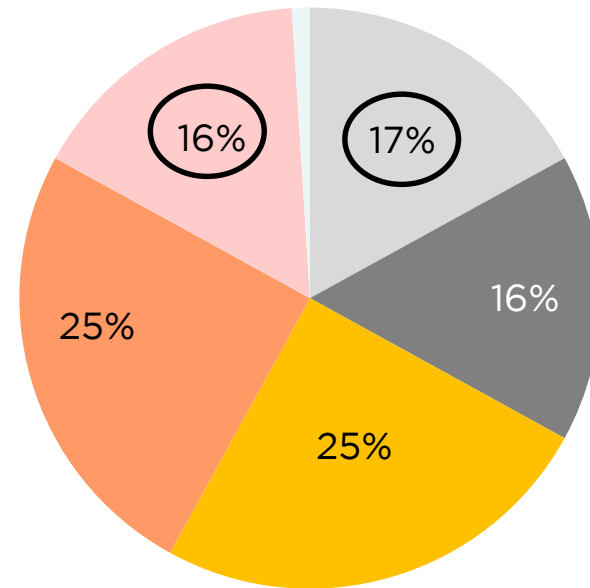
Sources: The Podcast Consumer 2018, a report from the Infinite Dial, Edison Research, Triton Digital. Survey conducted among a nationally-representative population in the US aged 12+. Monthly podcast consumers 12+ Today's Podcast Listener, Acast, n=1,335 online Britons surveyed between 18-26<sup>th</sup> December 2017, data weighted to be online nationally-representative.



# The podcast market: 'super-users'

- ✓ In the US, weekly podcast consumers listen on average to **6 hours 37 minutes per week**
- ✓ The average is **3.6 hours** in the UK

Average time weekly podcast listeners spend listening to podcasts (US)



- 10 hrs +
- 5 hrs to less than 10 hrs
- 3 hrs to less than 5 hrs
- 1 hr to less than 3 hrs
- Less than 1 hr
- Don't know

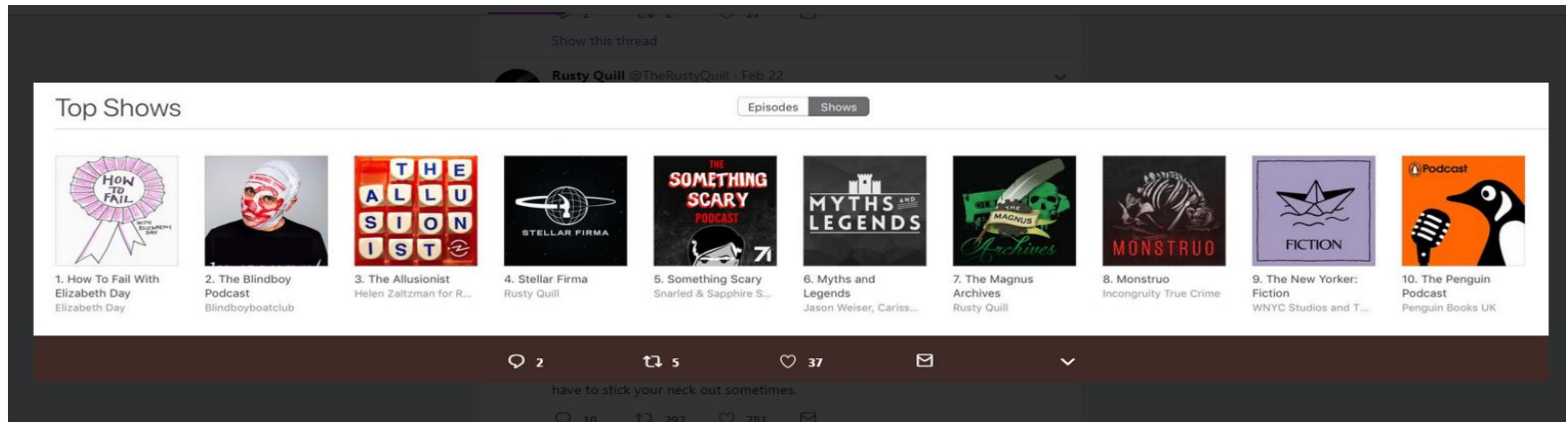
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## HRP podcasting: a history



# What we did: partnerships to raise our game





## What we did: a focus on storytelling

- Which genre?
- Idea of storytelling
- A good fit with our strategy, resources and audience needs

British podcast award winners in 2018 reflected a range of genres, from comedy to documentary, with comedy the most listened-to podcast genre in the UK.



## What it looked like: Outliers



## What we learned: exceeded reach targets, reached 97 countries, but who are they exactly?

27,705  
downloads  
(target  
15,000)

97  
countries

Impact in  
the US as  
well as UK

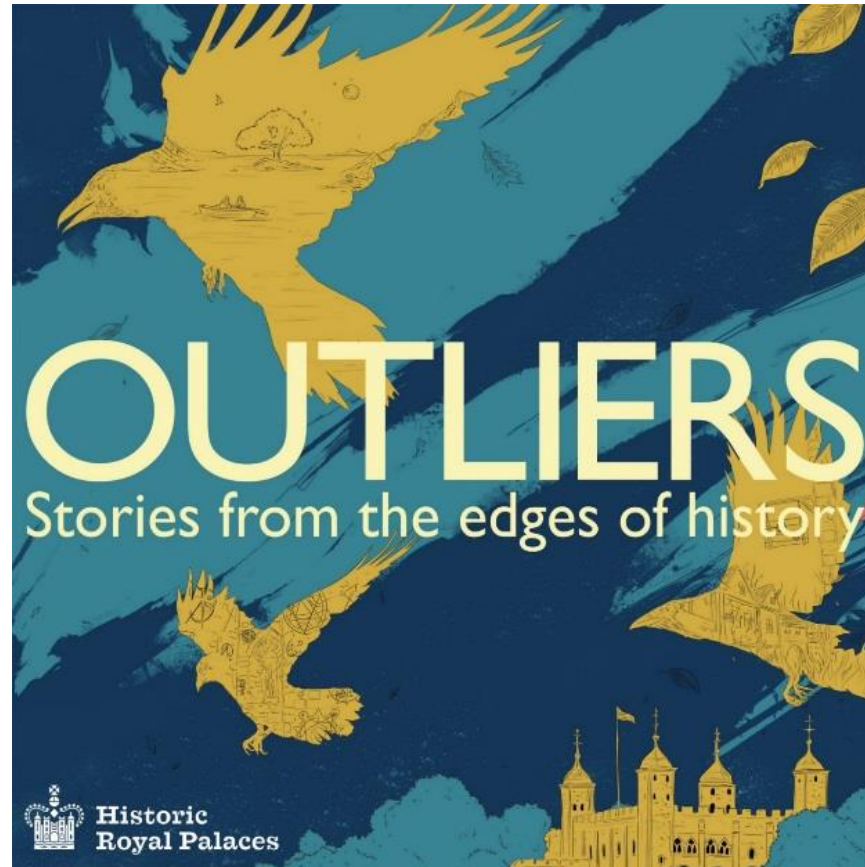
Interesting  
social  
media  
spikes

Post-show  
interviews  
a hit

*"I cannot wait for Season 2! These stories are captivating, being written and performed spectacularly. These are intriguing and wonderful little windows into the lives of people history has forgotten"*  
(iTunes Review, June 18)



## Conclusions: a success and a platform for a broader strategy



# Any questions?

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