



Podcasts

Analysis of the Anglophone Market

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Introduction



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Podcasting represents a unique niche for online audio content. Hosted across a wide range of platforms, including websites, apps and even music streaming services, these recordings are more comparable to talk radio shows, with a focus on a specific topic. Podcasts hit the mainstream following the success of NPR's *Serial* in 2014. Years later and in the face of other major shifts in technology, how has podcasting fared?

This report considers Anglophones use of podcasts, key demographic data of podcast users and how podcast users consume other audio content.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the Spring 2018 survey unless otherwise noted.**