



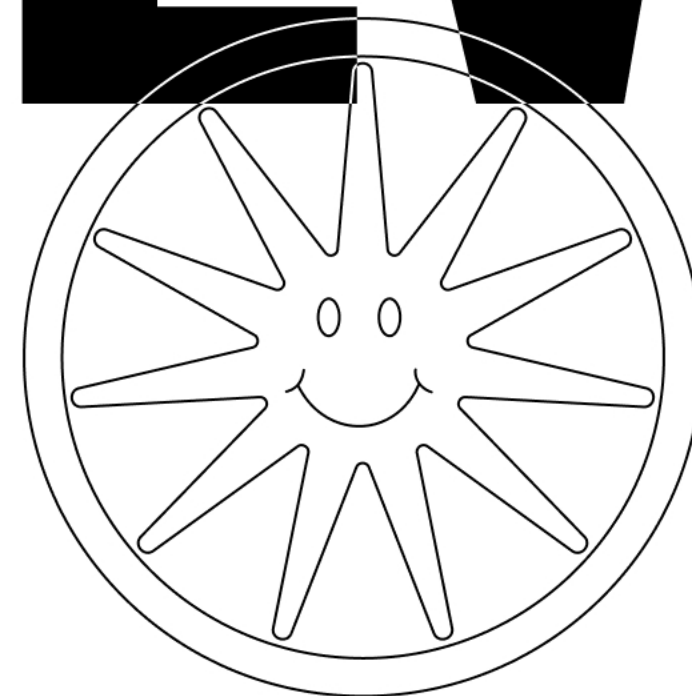
# THE NEW NEW



## The 2022 Podcast Trends Report

THE HIGHLIGHTS

# THE NEW NEW NEW NEW



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# The New New

Podcasting is not the space you once knew.

## #Obsessed and it's not just us.

## SXM Media podcast audience grew 123% in the past past year

Triton Podcast Metrics Dec 2021 vs Dec 2020

## 300,000 Years worth of listening in 2022

Simplecast Internal Analytics 2021, based on 3.5M downloads

## 110% increase in podcast shows YoY

The Podcast Index, 2022 vs April 2021

## 157% increase in ad spend by impressions in 2021

AdsWizz Platform, Ad Spend by Impressions, Jan 2021–Dec 2021

## 300% YoY growth in publishers using AdsWizz adtech

AdsWizz Platform, 2021 vs 2020



# The New New in Listening

Brand new listeners are flocking to podcasting every. single. day. And because of this, the overall audience profile has shifted: they're younger, more diverse, and ready to podcast-hop. With a fresh attitude toward ads and content, this next generation is almost single-handedly accelerating the evolution of modern podcasting.



TREND 01

## Introducing a Diverse Listener

	THE O.G. LISTENER	THE NEW LISTENER
YEARS LISTENING	<b>6+</b> YEARS LISTENING TO PODCASTS	<b>&lt;1</b> YEARS LISTENING TO PODCASTS
AVERAGE LISTENING TIME	<b>7.1</b> HOURS PER WEEK	<b>4.4</b> HOURS PER WEEK
AGE	<b>63%</b> ARE 35-54 YEARS OLD	<b>66%</b> ARE 18-34 YEARS OLD
SEX	<b>71%</b> MALE <b>29%</b> FEMALE	<b>50%</b> MALE <b>50%</b> FEMALE
MEAN HHI	<b>\$101,331</b>	<b>\$77,274</b>
		<b>35.7%</b> MORE LIKELY TO BE BLACK <b>20%</b> MORE LIKELY TO BE HISPANIC

SXM Media, Publicis Media, and Signal Hill Insights, Podcast Consumer Journey Study, Q4 2021

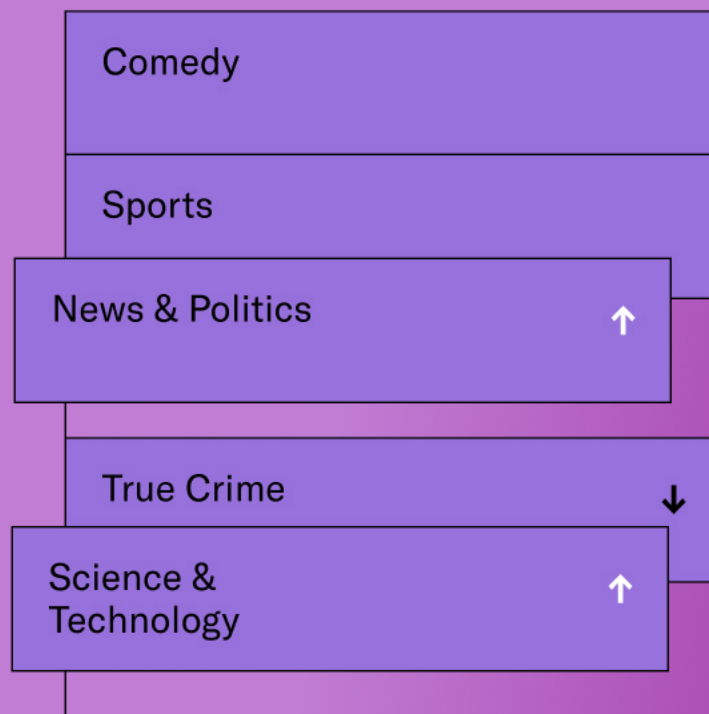
# The **New New** in Listening

TREND 02

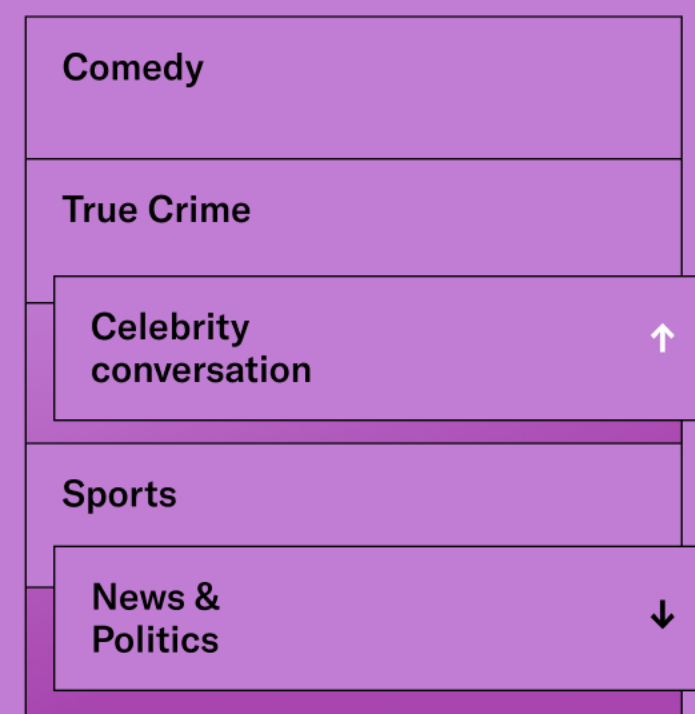
## Escapism FTW

New listeners are leaning toward an escape from reality—with storytelling

### THE O.G. LISTENER



### THE NEW LISTENER



TREND 03

## Playing the Field

New listeners are

# 36%

more likely to say they hop from one podcast to another than OG listeners

TREND 04

## Advertisers Welcome

New listeners are

# 19%

more likely than OG listeners to say that non host-read ads are a good fit with the podcasts they listen to

# The New New in Creating

Today's creators are redefining what it means to be a podcaster. From indie shows to the biggest celebrities, creators are finding new audiences, new niches, and even new formats—further revolutionizing one of the most powerful storytelling mediums out there.



TREND 01

## Independents Keep on Top

Of the top-downloaded Simplecast podcasts on the charts

Simplecast Platform Data, Download Reports, October 2021

# 16 of the Top 50

ARE INDEPENDENT

TREND 02

## Murdering the Charts

Fastest Growing Podcast Categories in 2021

Simplecast Internal Data, Number of Shows by Category, Jan 2021 vs Dec 2021

101% ↑



True Crime

73% ↑

History



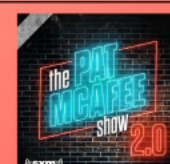
71% ↑

Fiction



60% ↑

Sports



54% ↑

Comedy



# The New New in Creating

TREND 02

## Niche is Mainstream

Fastest Growing Podcast Subcategories in 2021

109% ↑

Wrestling



105% ↑

Stand-up Comedy



88% ↑

Earth Sciences



86% ↑

After Shows, TV & Film



84% ↑

Animation & Manga



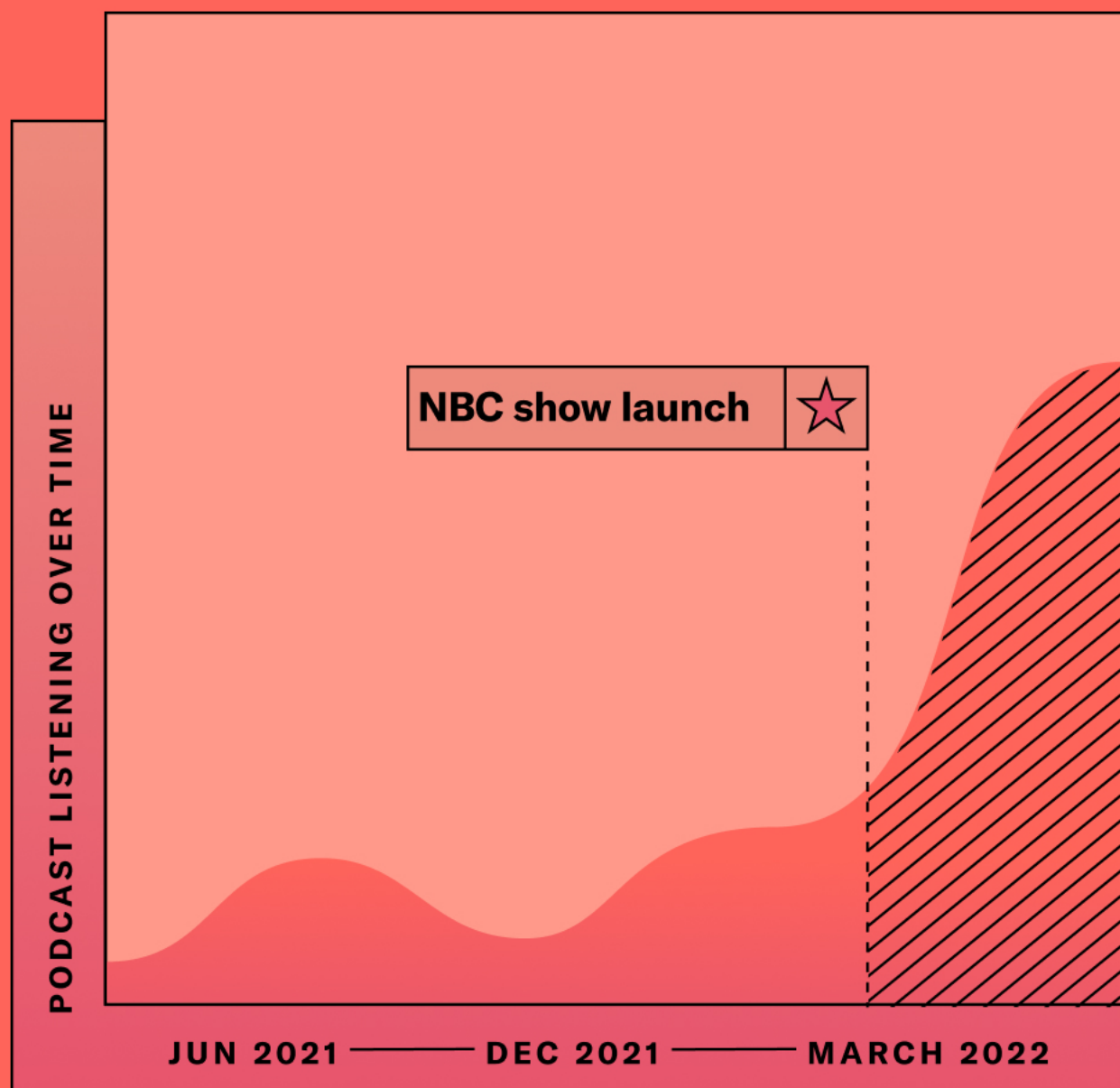
TREND 03

## What's Good Hollywood?

Hollywood stars are flocking to podcasts as a way to deepen their relationship with fans. And vice versa, they're turning to podcasts for inspiration for TV series and movies.



# The New New in Creating



## TREND 03 What's Good Hollywood?

Growing listener chart,  
**The Thing About Pam**

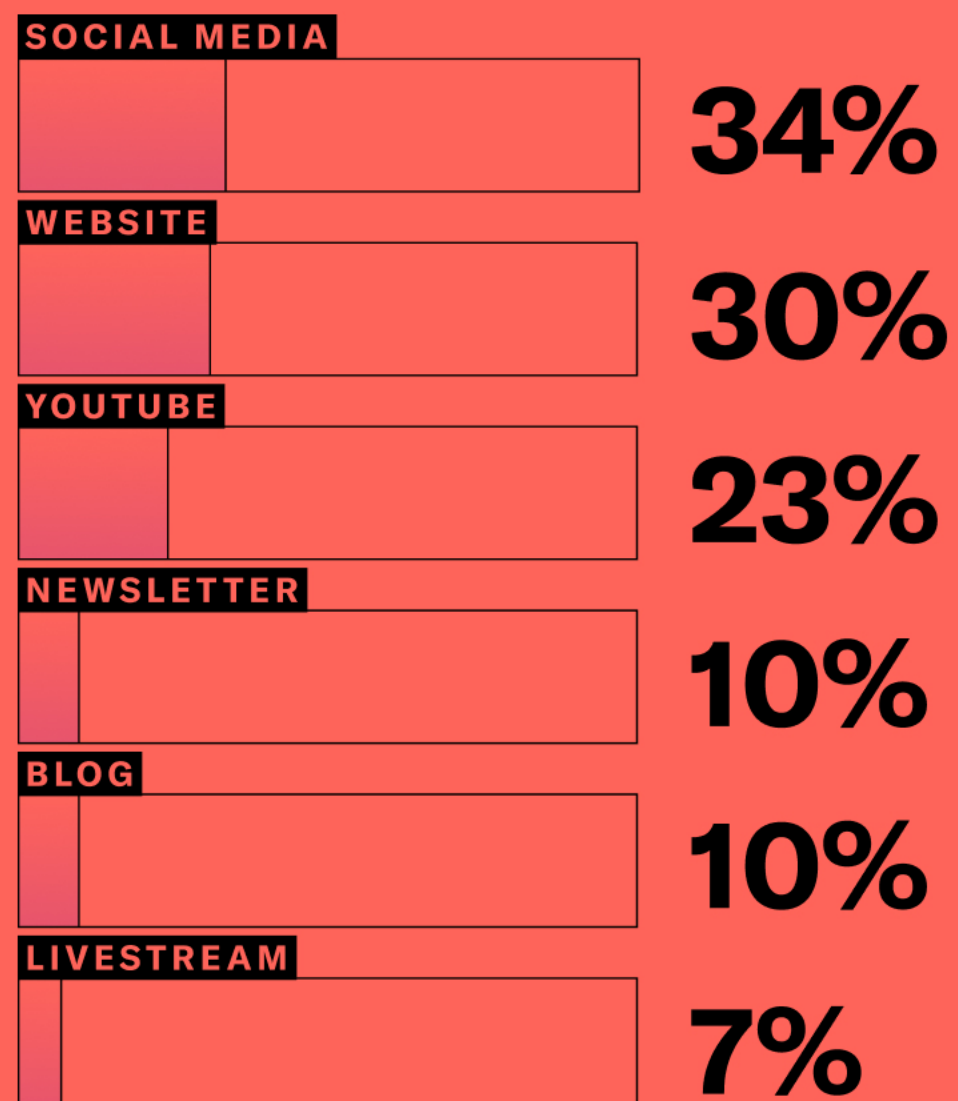
Simplecast Internal Data, The Thing About Pam, Downloads June 2021-March 2022



## TREND 04 Show me the money

Monetization of Channels by Creators

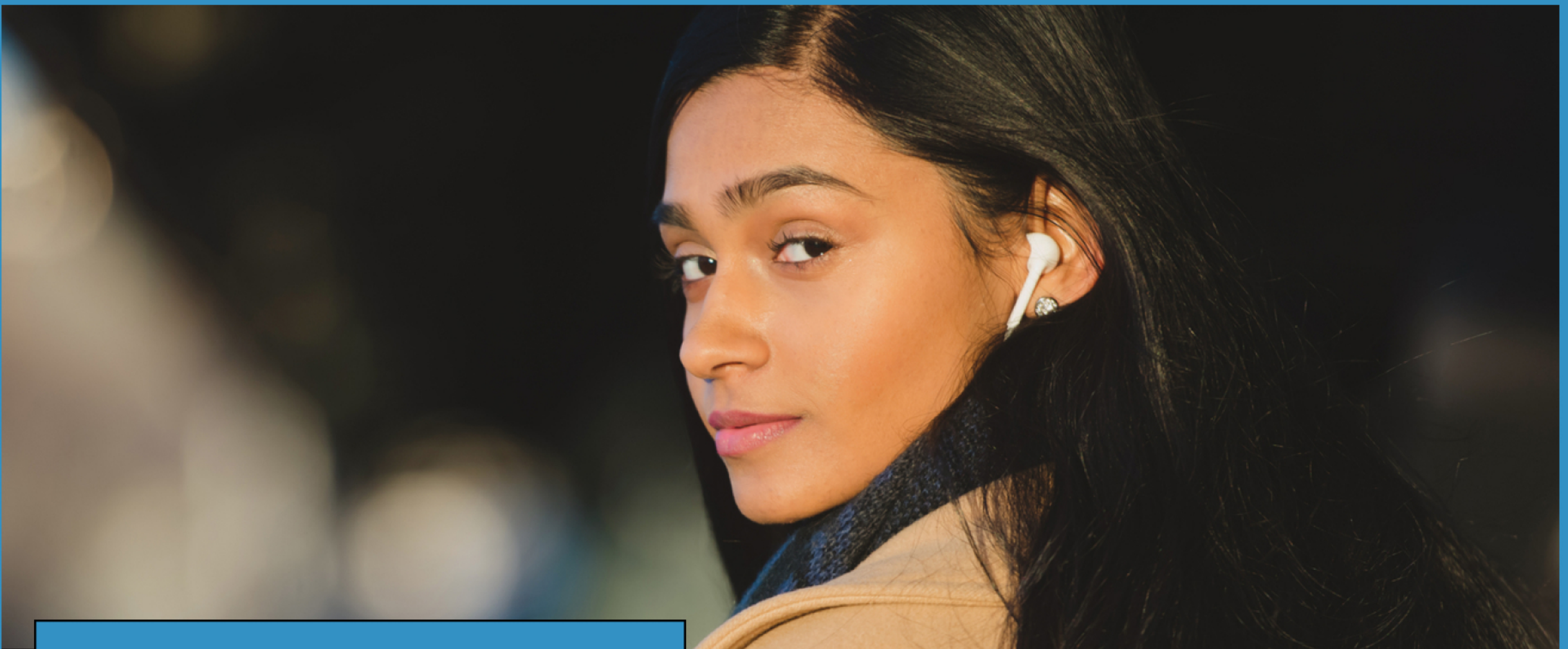
Simplecast Creator Survey, 210 podcasters surveyed in March 2022





# The New New in Advertising

Advertisers are starting to understand the true value of the podcast market and fully utilize everything the industry has to offer. Trends in long-term planning, campaign creative that aligns to larger brand messaging, and buys at-scale mean the results are speaking for themselves.

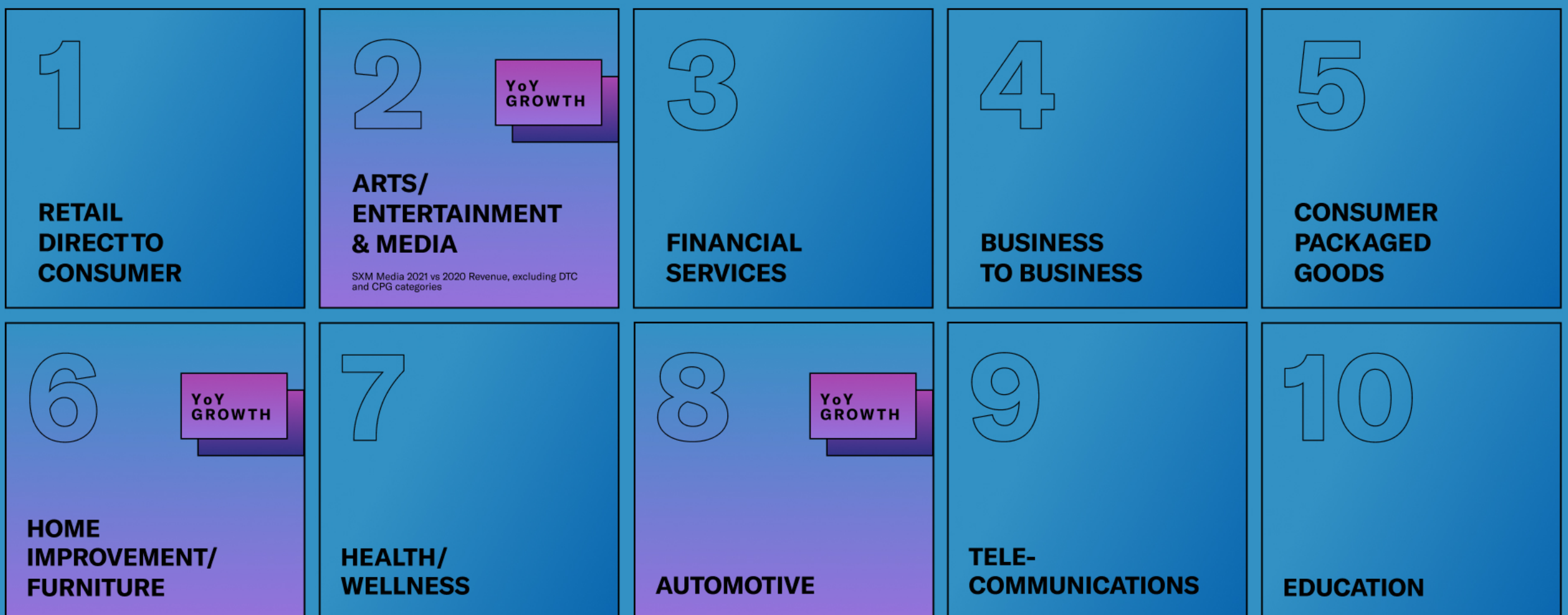


TREND 01

## Who's Doing It Right?

### 2021 Biggest Spenders

SXM Media 2021 Revenue



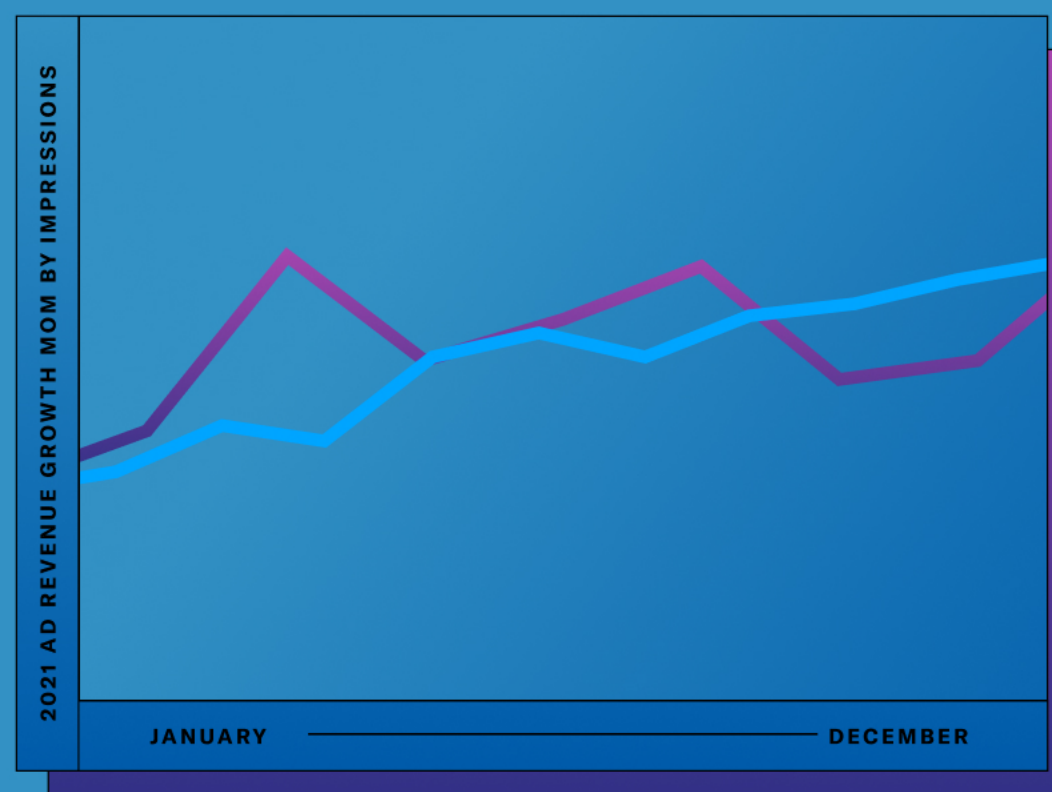
# The New New in Advertising

TREND 02

## Smoothing Out Spends

2020

2021



TREND 03

## Your Favorite Audiences

### Most Targeted Contextual Audiences

AdsWizz Internal Data, 2021, Top Contextual Audiences via AI Transcription Targeting

- Doctors & Research
- Businesses (of All Sizes)
- New Parents
- Interested in Education
- IT Decision Makers
- In-Market for Home Security
- Small Business Owners
- In-Market for Financial Planning
- IT & Engineering Professionals
- Interested in Politics

# The **New** New in Advertising

TREND 04

## Creativity At Scale

16%

SXM Media Podcast Revenue by Campaign Type, 2021 vs 2020

INCREASE IN  
REVENUE FROM  
BRAND  
AWARENESS  
PODCAST  
CAMPAIGNS YOY

INCREASE IN  
REVENUE FROM  
ANNOUNCER-  
READ ADS YOY

86%

SXM Media Podcast Revenue by Ad Type, 2021 vs 2020

# The **New** New in Opportunity

Podcasts have reached critical mass—and then some. Yet, the amount of untapped potential is enormous: millions of potential listeners, content ready to be monetized, and audiences waiting to connect with your brand.

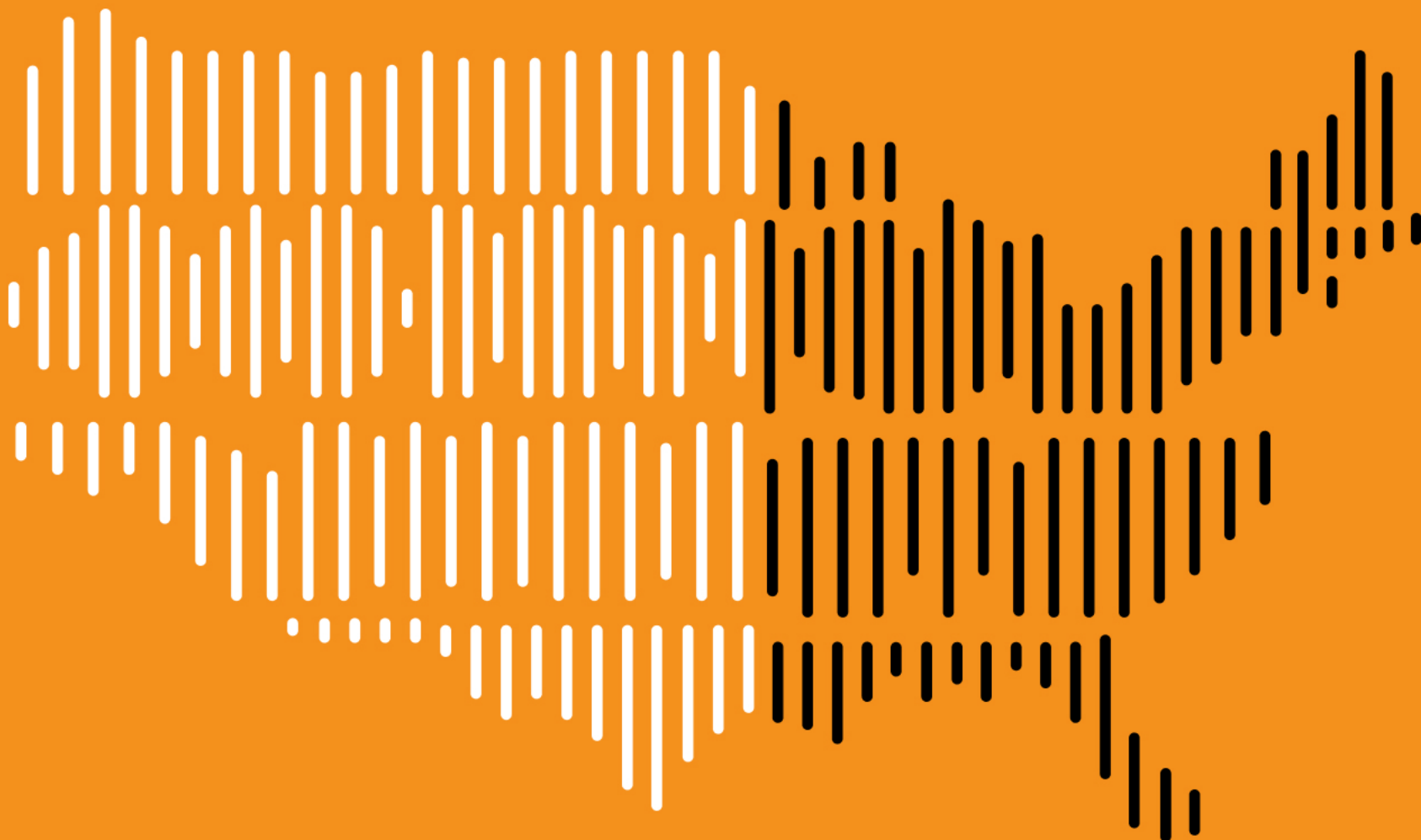


TREND 01

## The Listener Glass is Half Full

An estimated 177M people in the US will have ever listened to a podcast in 2022

Edison Research, The Infinite Dial 2022

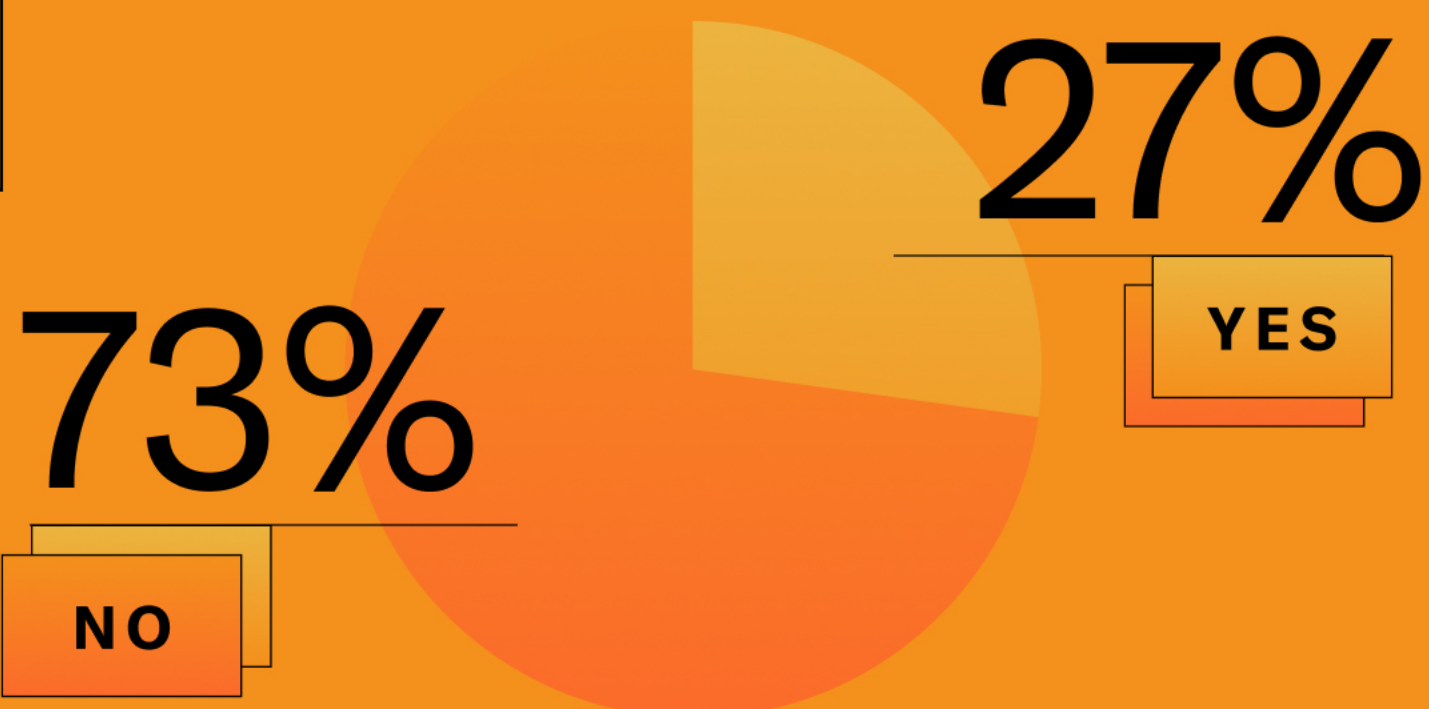


# The **New** New in Opportunity

TREND 02

## Untapped Content

Simplecast Creators when asked, "Are you currently monetizing your podcast?"



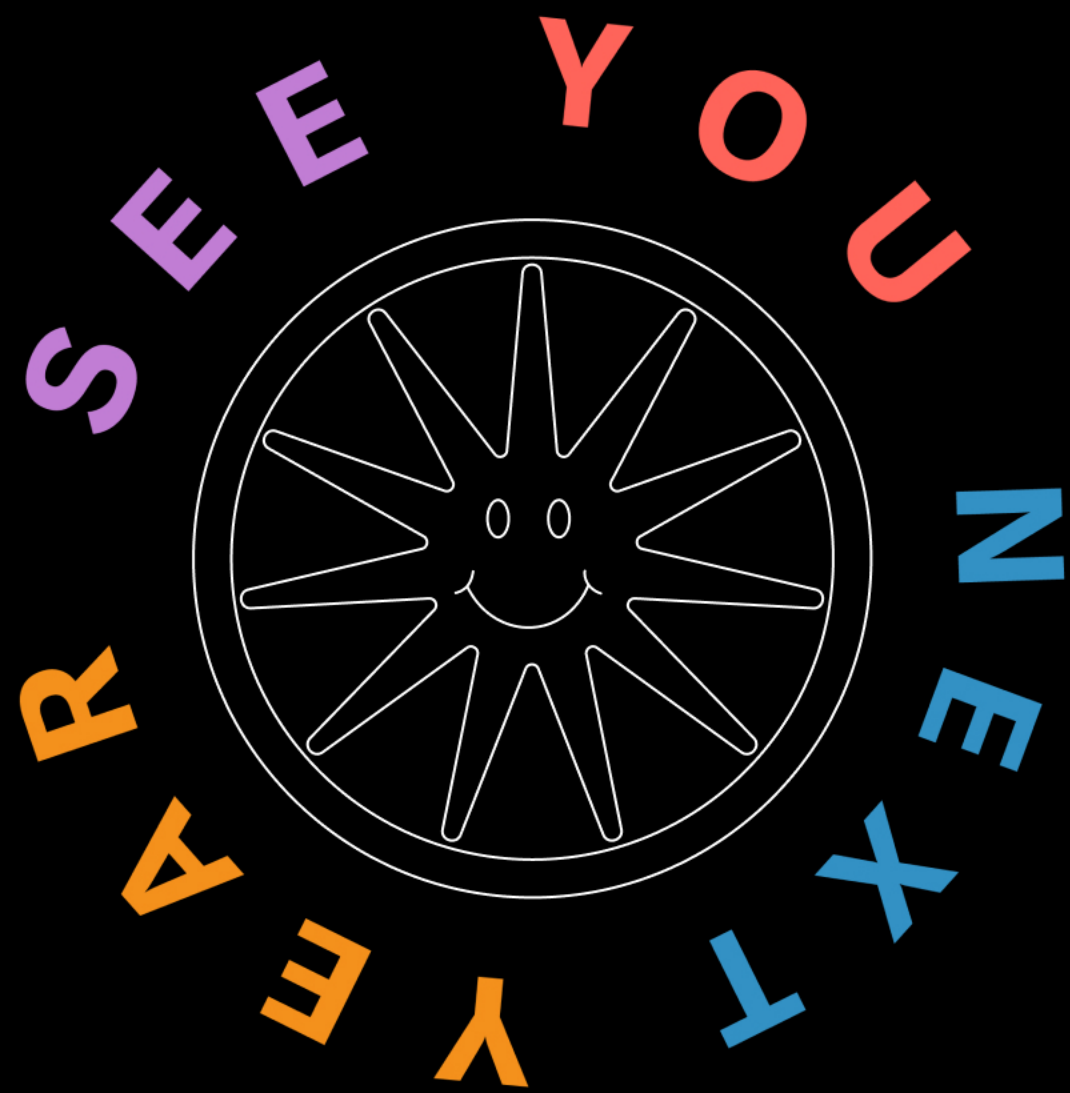
TREND 03

## Missed Connections

### Biggest Audience Opportunities

AdsWizz Platform Internal Data, 2021, Top Contextual Audiences by % of Available Inventory

- 1 Graphic Designers
- 2 Interested in Music
- 3 Interested in Live Events
- 4 Interested in Movies
- 5 Marital Status Engaged
- 6 In-Market for Insurance
- 7 Interested in Nature and Outdoor Activities
- 8 Education, College Grad
- 9 Interested in Politics
- 10 Small Business Owners



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Simplecast

THE **NEW NEW NEW NEW**