

STATE OF BUSINESS PODCASTING 2021

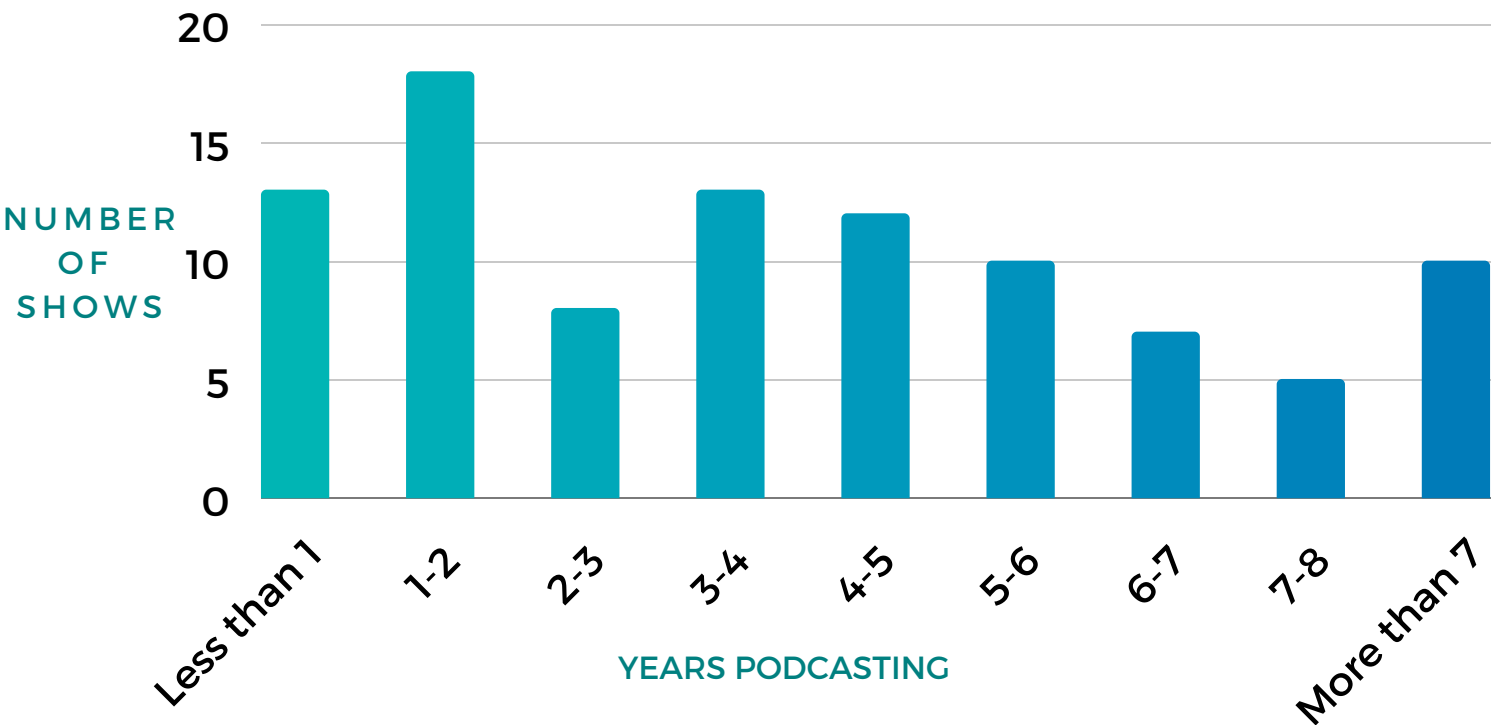
WHAT THE TOP 100
SHOWS ARE DOING

RESEARCH CONDUCTED
AND REPORT PREPARED
BY

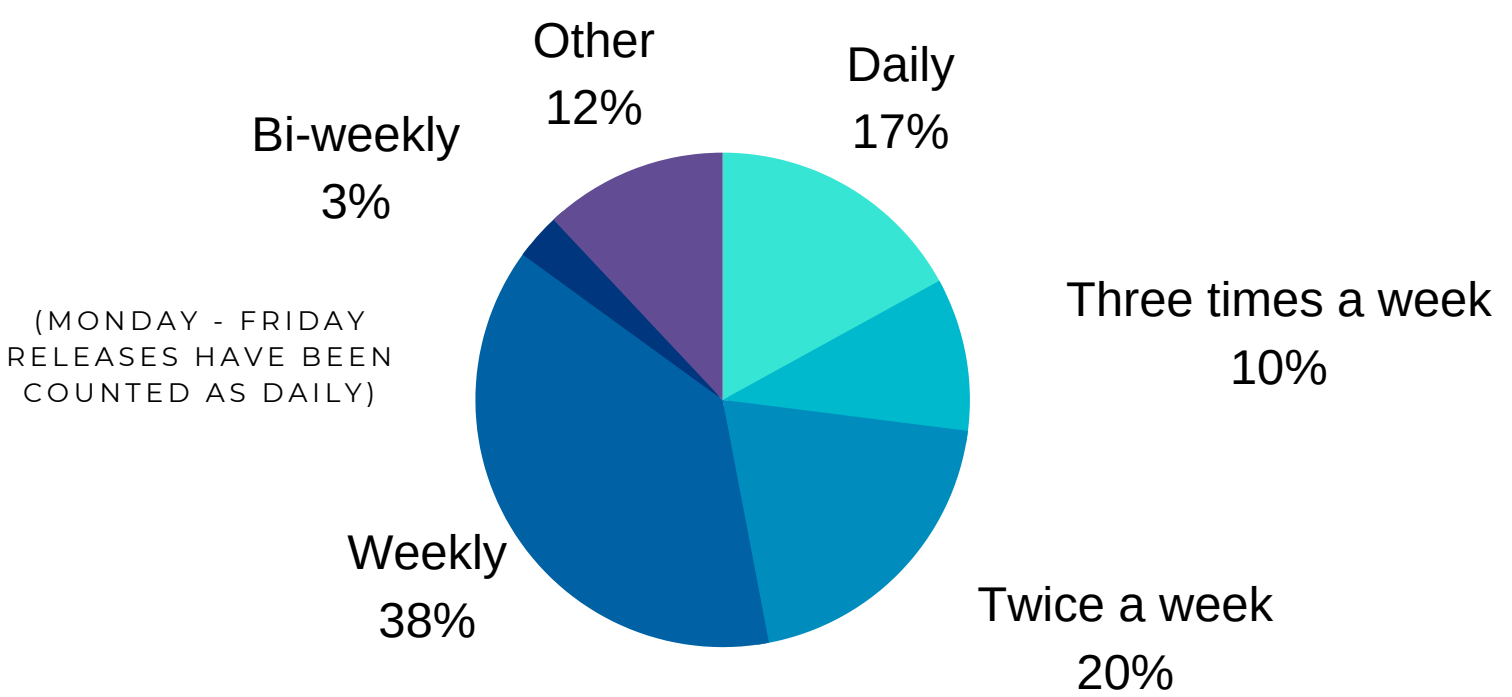


PART 1: AGE AND RELEASES

AGE OF PODCASTS



FREQUENCY OF RELEASE



"OTHER" RELEASES INCLUDE:

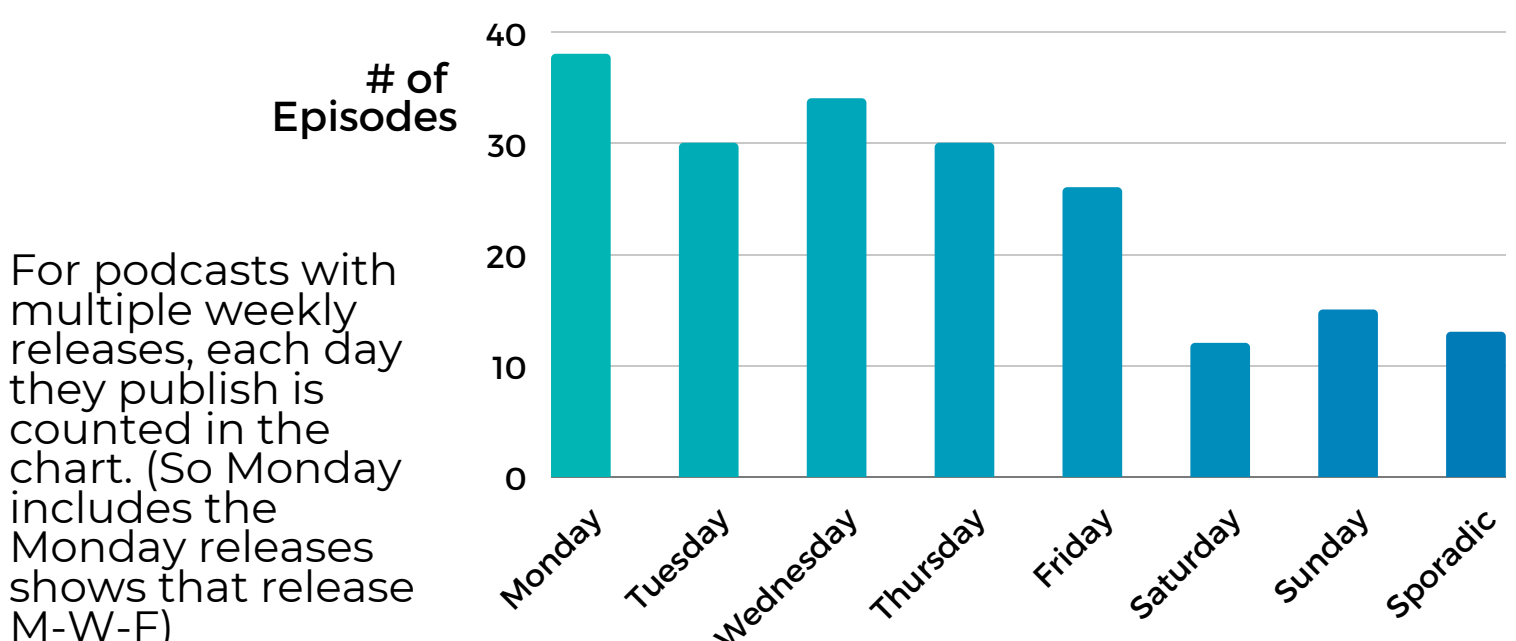
- 2% MULTIPLE DAILY RELEASES
- 1% SINGLE SEASON
- 1% 6 DAYS A WEEK
- 8% SPORADIC

44 MINUTES

Average length of Weekly Releases

BIG JUMP IN SPORADIC RELEASES, AND A GENERAL INCREASE IN FREQUENCY OF RELEASE

RELEASE DAYS



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WHAT THE TOP 100
SHOWS ARE DOING

PART 2: BRANDING

30%

USE THE HOSTS
NAME IN THE TITLE

67%

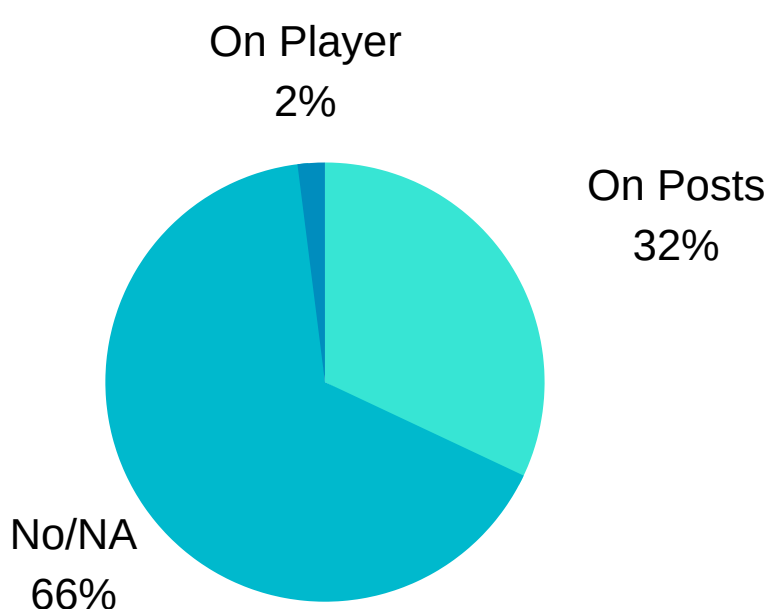
HAVE A SINGLE HOST

26% ARE CO-HOSTED AND 9% HAVE
MULTIPLE OR VARYING HOSTS

COLOR OF COVER ART

27%	BLUE
22%	BLACK
10%	Green
10%	RED
9%	WHITE
8%	ORANGE/BROWN
7%	GREY
4%	YELLOW
3%	PINK/PURPLE

UNIQUE EPISODE ART



COVER ART STYLE

50%

Use the hosts
photo or a host
graphic

31%

Use graphic
art

19%

Typography

HIGH-LEVEL SHOW TOPICS

21%	Personal Finance	13%	Finance/Economics
11%	Business News/Theory	12%	Investing
10%	Entrepreneurship	6%	Motivation / Personal Development
5%	Leadership/Management	6%	Lifestyle
4%	Marketing	3%	Real Estate
3%	Tech	3%	Cryptocurrency
3%	Careers	2%	Sports Business

SHOW TYPE

21%

Education

64%

Thought
Leadership

15%

Audience
Engagement

RESEARCH BASED ON CHARTABLE'S TOP 100 BUSINESS PODCASTS AS OF OCTOBER 15TH, 2021

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PART 3: NETWORKS AND SPONSORS

49%

HAVE SPONSORS

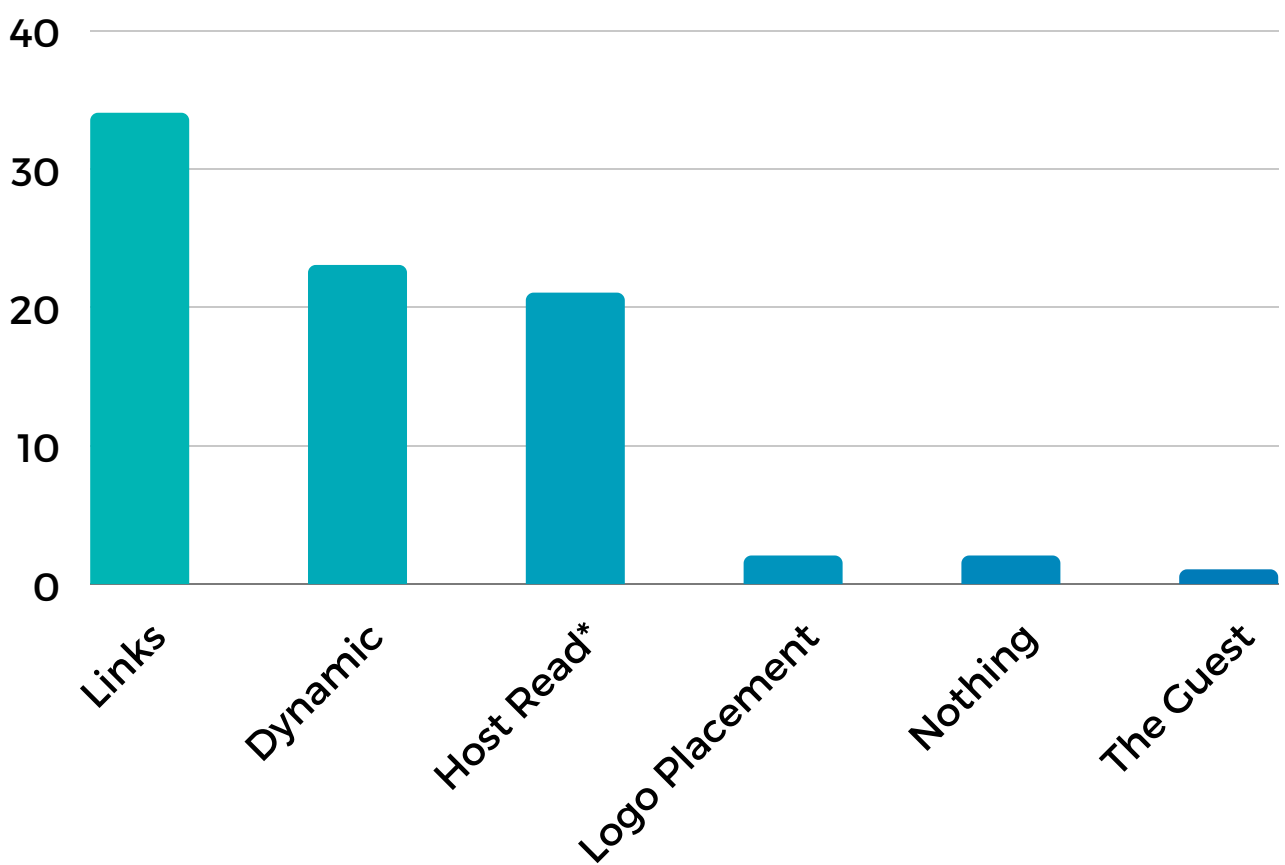
43%

ARE PART OF
NETWORKS

10%

HAVE PAID OR
PREMIUM VERSIONS

SPONSOR ASSETS PROVIDED



SPONSOR AD PLACEMENT

17	Pre and Post Roll	11	Pre Roll Only
11	Host Read Top	8	Midrolls**
4	Host Read End		

*There were likely more host reads than we identified - sometimes they are quite neatly worked into content!

**Likewise, we were not able to confirm every like instance of midroll ads.

NETWORK TYPE

31

Content (Collections of shows on a specific theme - same or different production.)

12

Broadcast (News or other publishing organization that creates podcasts as well.)

4

Shows with premium content were in networks.

3

Shows (on the same network) restrict notes access to subscribers.

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PART 4: SHOW PARTS AND TECHNOLOGY

38%

Start the show
with a hook

(down 10%
from last
year!)

82%

Produced Intro

91%

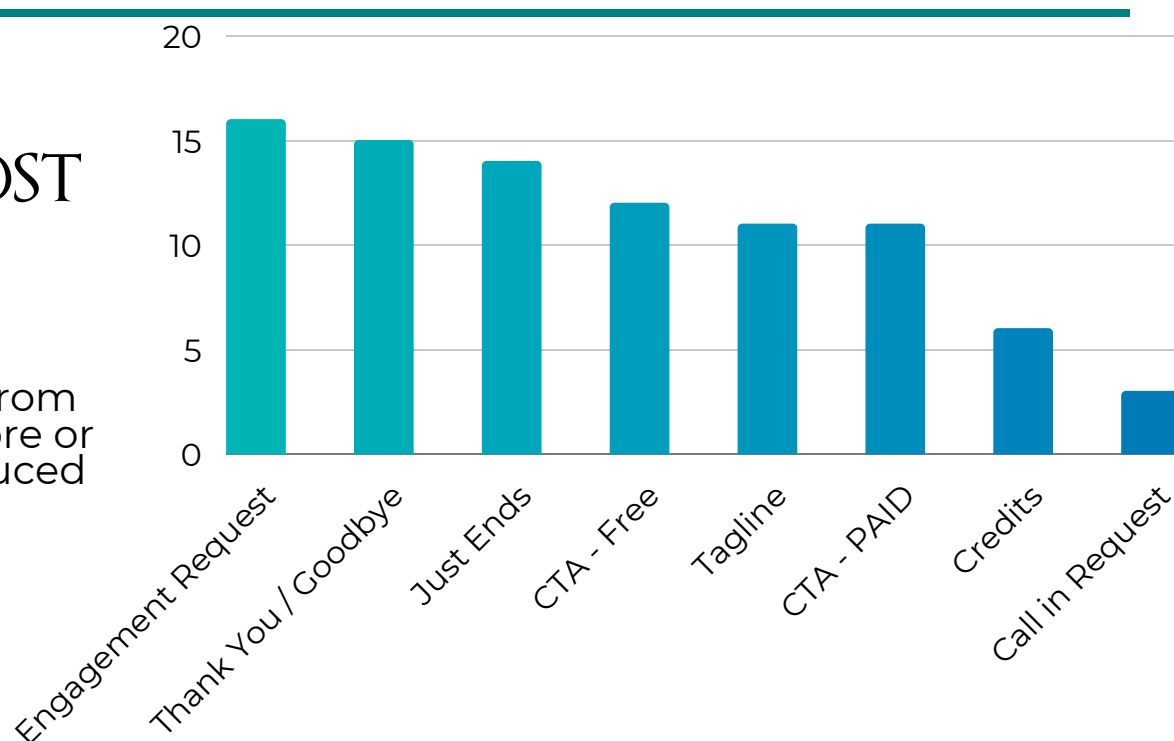
Produced
Outro

83%

Have guests
always,
sometimes or in
segments

FINAL HOST CTA

Last words from
the host before or
during produced
outro.



EDITING STYLE

73%

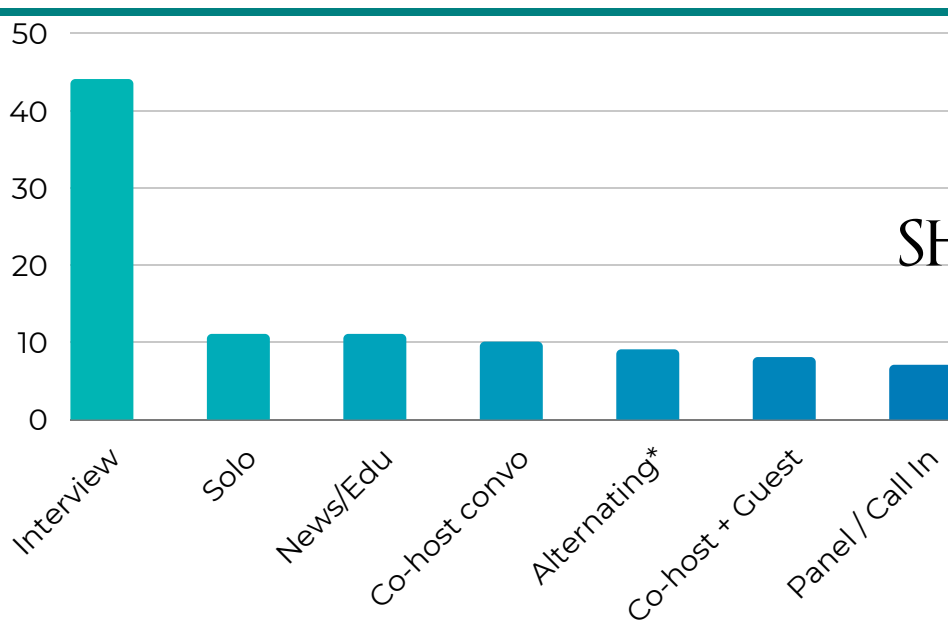
NORMAL HYGEINE

13%

VERY MINIMAL

14%

EDITORIAL



SHOW FORMAT STYLE

*Alternates between
two regular formats.

HOSTING COMPANY USED

20% Libsyn

16% Self-Hosted

14% Megaphone

11% Art19

5% Anchor

4% Simplecast

4% Spotify

12% Unclear

2% each Blubrry, Colossus, Redcircle
1% each Cadence13, Omny, Podbean

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PART 5: NOTES AND WEBSITES

19%

Separate website for podcast (vs. a section of company website)

68%

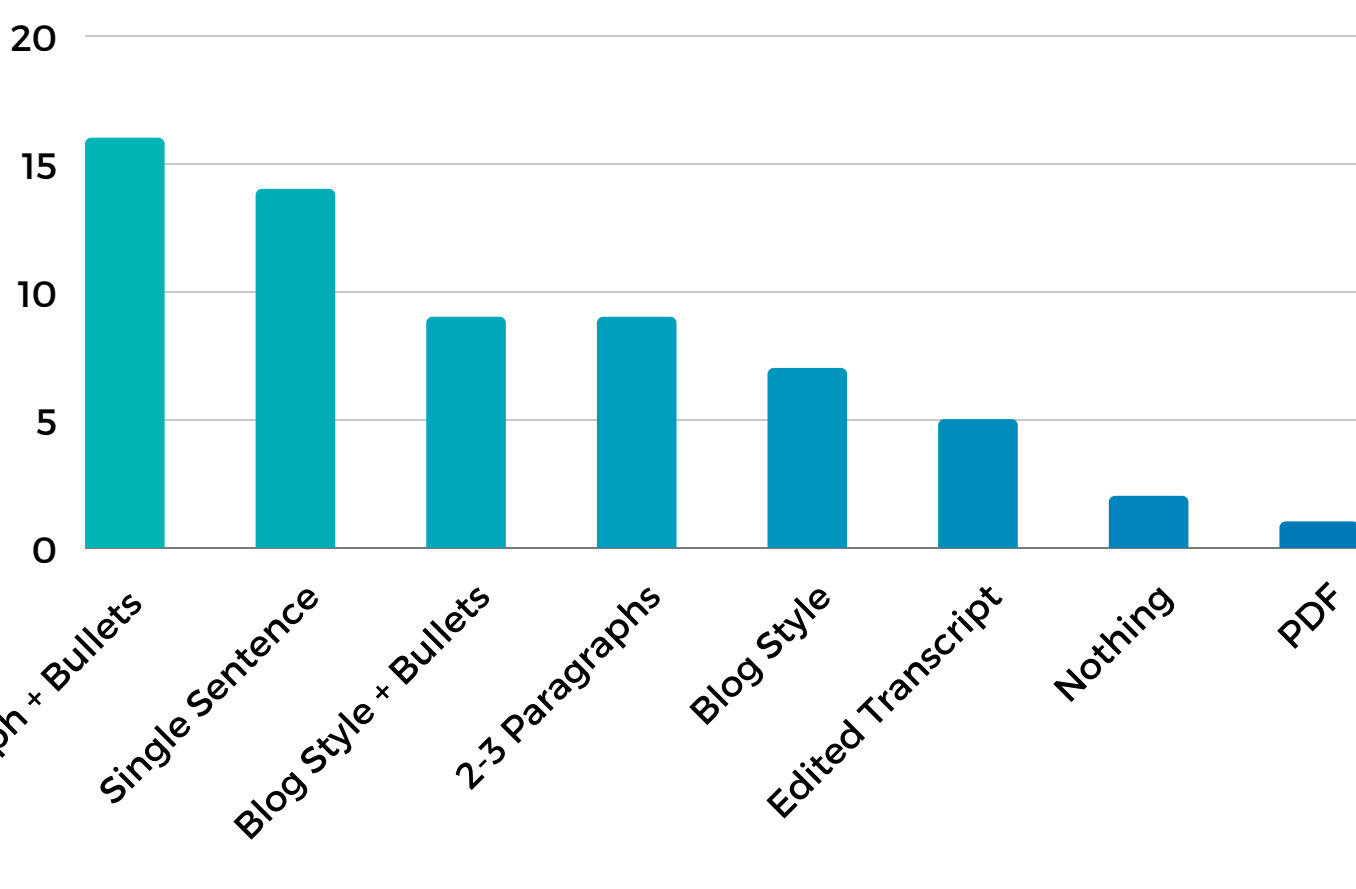
Have the show notes on Unique Pages

46%

Provide a Transcript

SHOWNOTES STYLE

37% Single Paragraph



RESOURCES IN SHOWNOTES

40	Social (including guest)	34	Sponsor links
29	Opt-In	25	Links to Resources
17	Related Episodes	10	None
9	Guest Info (beyond social)	6	Transcript (Embedded, not linked)

4 each Video Versions, Requests for Reviews
3 each Sharing Assets, Subscribe Requests, Donation Requests, Music Credits

These numbers are from those shows that have notes and players on individual website pages.

GUEST NAMES IN TITLES

41%

INCLUDE THE GUEST NAME IN THE PODCAST PLAYER ALWAYS OR WHEN APPLICABLE.

44%

OF SHOWS THAT DO INDIVIDUAL POSTS FOR EPISODES INCLUDE THE GUEST NAME IN THE POST TITLE.

EPISODE NUMBERS IN TITLES

34%

INCLUDE THE EPISODE ENNUMBER IN THE PODCAST PLAYER

34%

OF SHOWS THAT DO INDIVIDUAL POSTS FOR EPISODES INCLUDE THE EPISODE NUMBER IN THE POST TITLE.

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PART 6: WEBSITE SOCIALS AND LINKS

4054

AVERAGE # OF
APPLE PODCASTS
RATINGS

4.7

AVERAGE APPLE
PODCASTS RATING

WHICH PODCATCHERS ARE LINKED TO FROM PODCAST MAIN PAGES

SHOWS LINK TO AN AVERAGE OF 4 PODCATCHERS ON MAIN PAGES

90% 77% 44% 35% 24%

APPLE PODCASTS

SPOTIFY

GOOGLE
PODCASTS

STITCHER

AMAZON

12%

YOUTUBE

8%

OVERCAST

7%

NONE

6%

RADIO PUBLIC

14

OTHERS

Others, each with 5 or fewer instances = Podbean, iHeart, TuneIn, Castbox, Acast, Castro, Deezer, Sirius, Soundcloud, Pandora, Podcast Addict, Breaker

WHICH PODCATCHERS ARE LINKED TO FROM PODCAST EPISODE PAGES

SHOWS LINK TO AN AVERAGE OF 4 PODCATCHERS ON EPISODE PAGES

93% 71% 51% 37% 19%

APPLE PODCASTS

SPOTIFY

GOOGLE
PODCASTS

STITCHER

AMAZON

16%

OVERCAST

10%

YOUTUBE

10%

TUNEIN

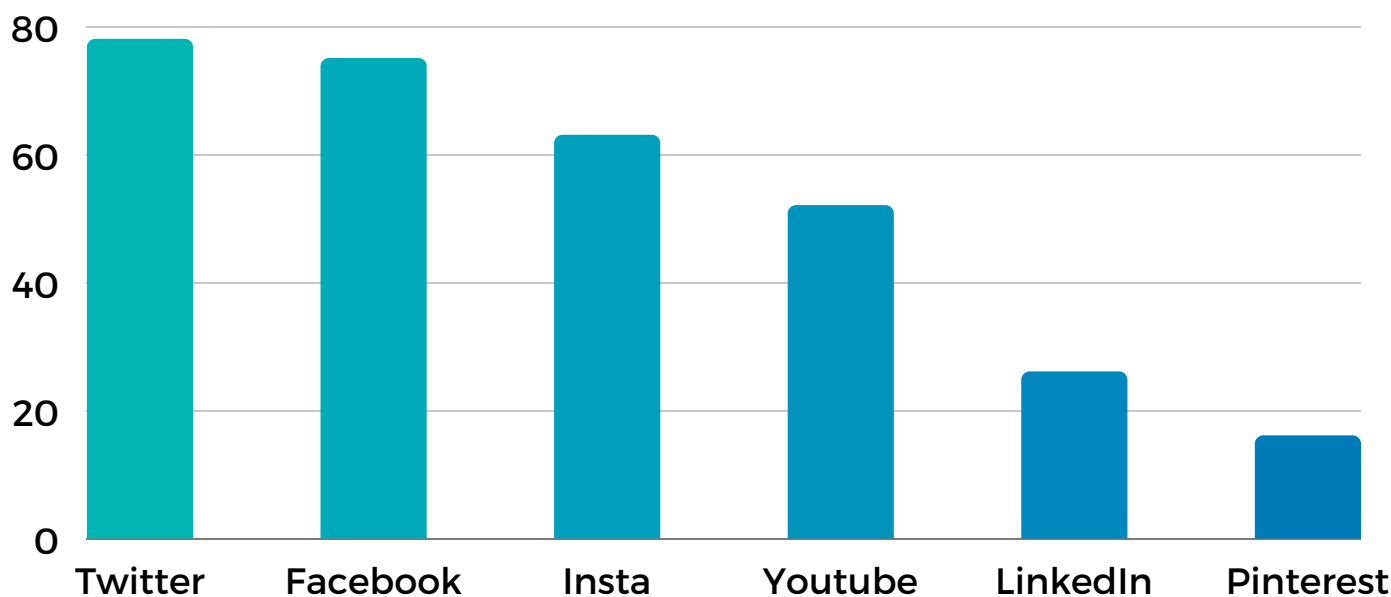
9

OTHERS

Others, each with 5 or fewer instances include: Acast, Castbox, Art19, iHeart Breaker, Castbox, Radiopublic,

Fun Fact: 5 shows still list Itunes on episode pages. They have been included in Apple Podcasts.

SOCIAL MEDIA PLATFORMS LINKED FROM MAIN PODCAST PAGES



Other platforms included were Reddit (3), TikTok (2), Snapchat (1) and Google+ (1)

On individual podcast pages, we saw the following percentages:

Facebook - 84% / Twitter - 79% / Insta - 35% / LinkedIn - 34% / YouTube - 32%

Pinterest - 15% / None - 9% / Reddit - 7% / TikTok - 3% / Snapchat - 1% / Tumblr - 1%

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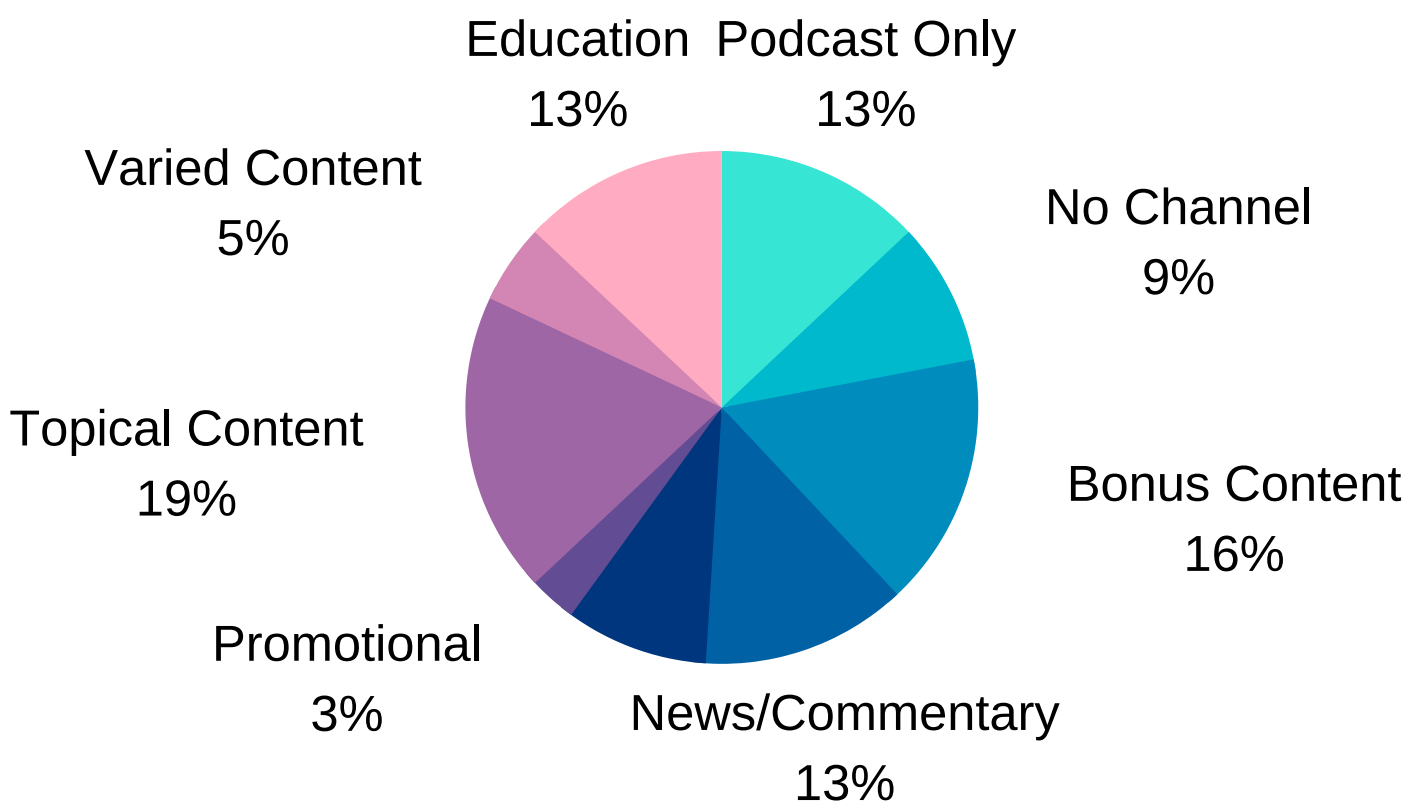


PART 7: YOUTUBE

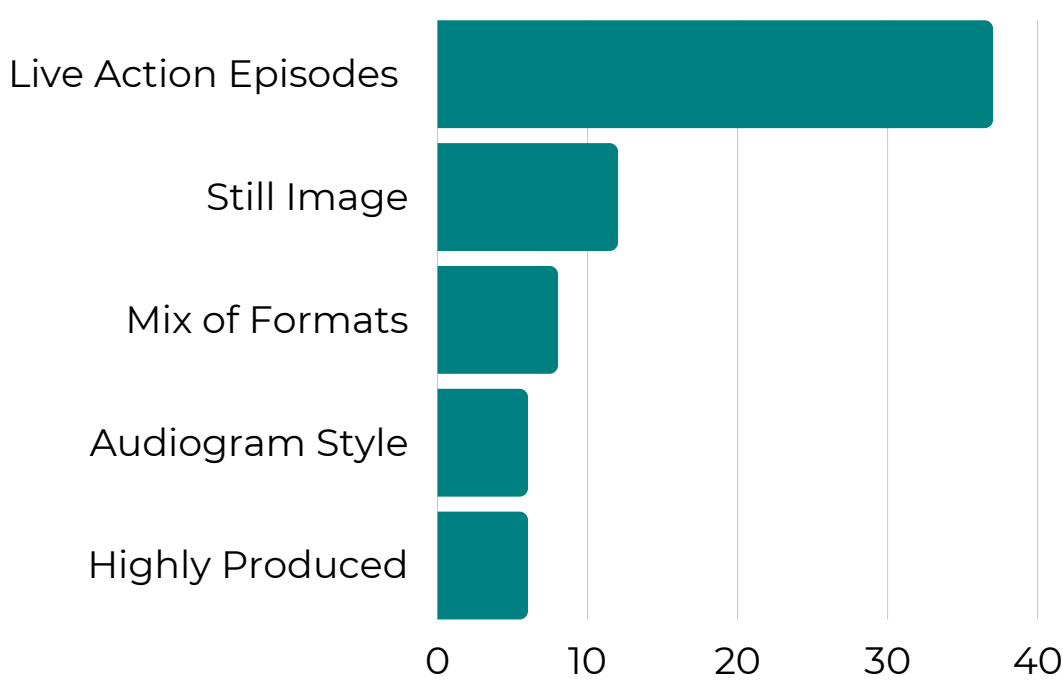
HOW SHOWS ARE USING YOUTUBE

91%

Have YouTube Channels. (7 look abandoned)
34% of them are Network pages, or contain multiple shows.



PODCAST EPISODES ON YOUTUBE



81%

Average
Youtube
Subscribers

Most: 13,691,223
Fewest: 134
Median: 15,171,206

20263

Average Video
Views

Most: 350,000
Fewest: 20
Median: 3,000

120

Average
Youtube
Comments

Most: 4000
Fewest: 0
Median: 18
Comments Off: 2

86%

Of YouTube channels make use of
playlists to organize content.

In analysing youtube channels, we based other content types and episode content types based on what we saw most frequently on the channel - this is by no means inclusive of all top 100 show youtube content.

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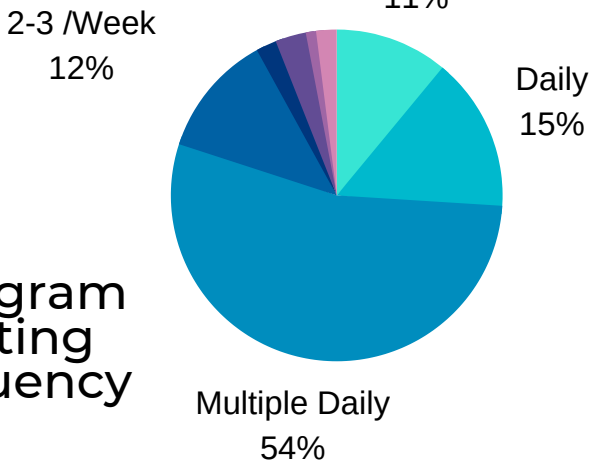


PART 8: SOCIAL MEDIA

TWITTER

Weekly: 2
Infrequent: 3
Private: 1
No Twitter: 2

Instagram
Posting
Frequency



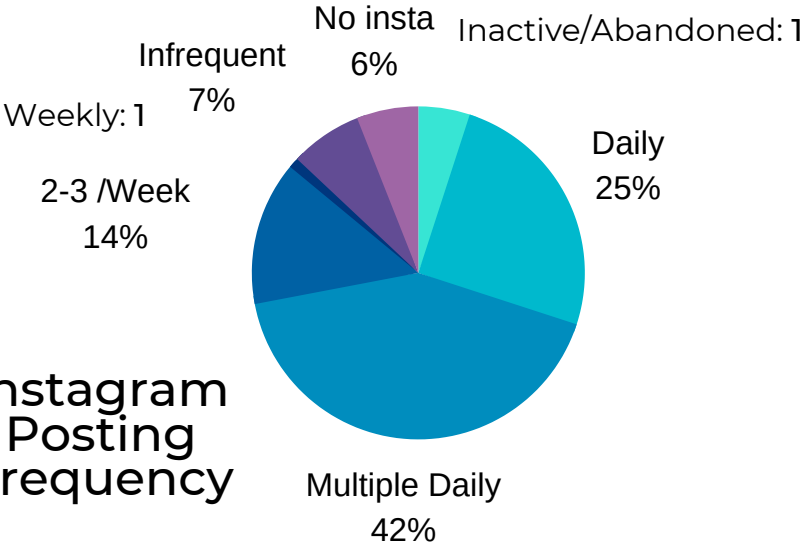
98%

Have Twitter Accounts

Average Followers: 568,396
Most: 11,300,000
Fewest: 5
Median: 108,050

INSTAGRAM

Instagram
Posting
Frequency



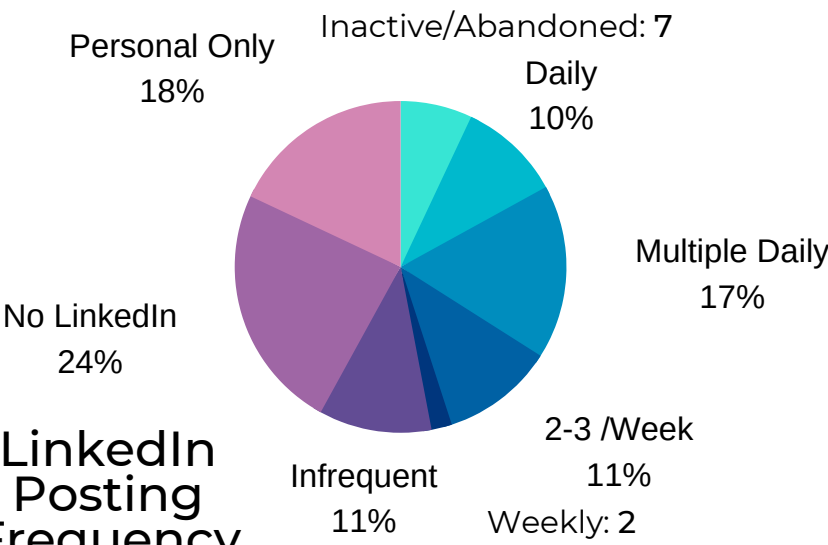
94%

Have Instagram Accounts

Average Followers: 1,266,168
Most: 11,900,000
Fewest: 43
Median: 133,000

LINKEDIN

LinkedIn
Posting
Frequency



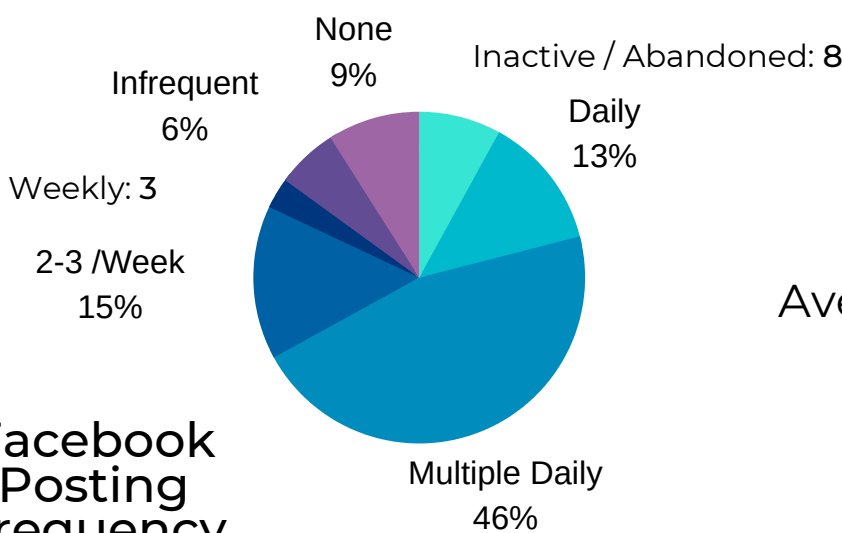
76%

Have LinkedIn Accounts

Average Followers: 895,641
Most: 2,188,357
Fewest: 22
Median: 15,900

FACEBOOK

Facebook
Posting
Frequency



91%

Have Facebook Pages

Average Followers: 1,405,007
Most: 1,601,366
Fewest: 23
Median: 189,220

33% Have Facebook Groups

Average Members: 41,195
Most: 84,000
Fewest: 4
Median: 12,800