

State of Business Podcasting 2022

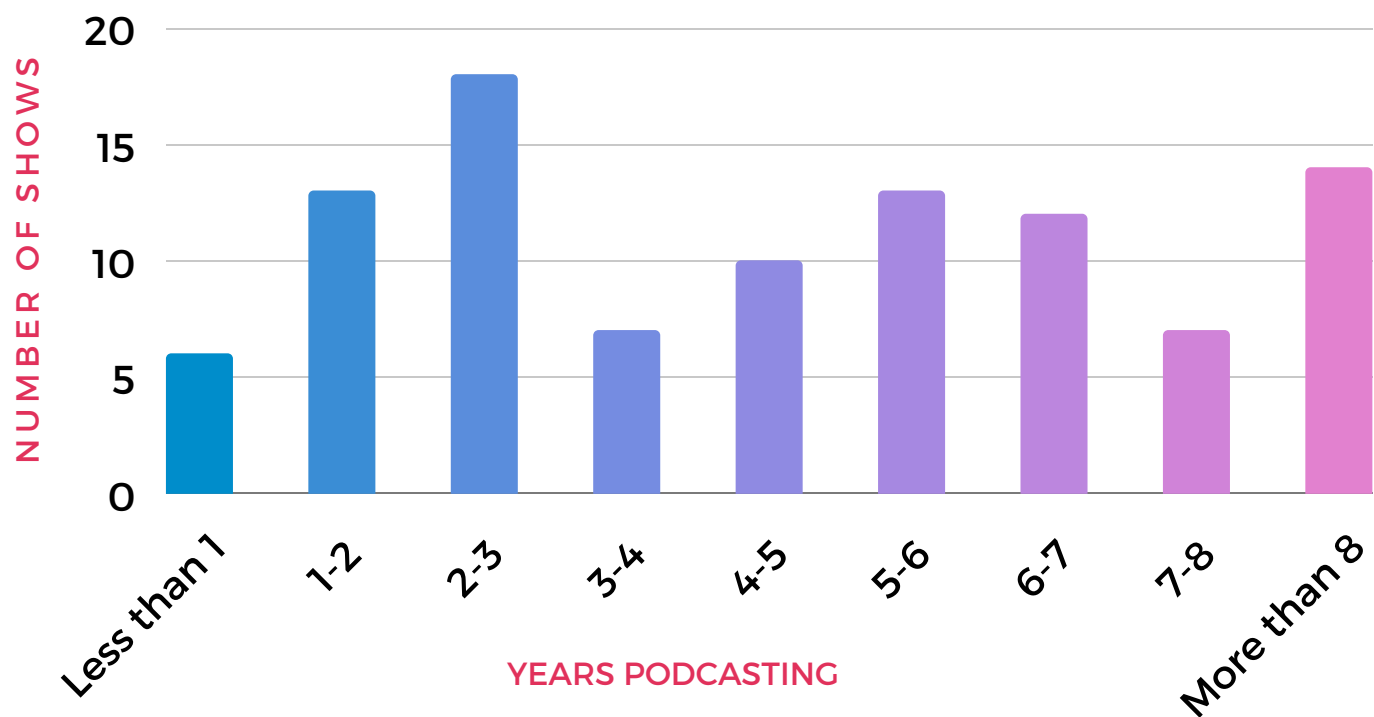
WHAT THE TOP 100 SHOWS ARE DOING

RESEARCH CONDUCTED AND REPORT PREPARED BY

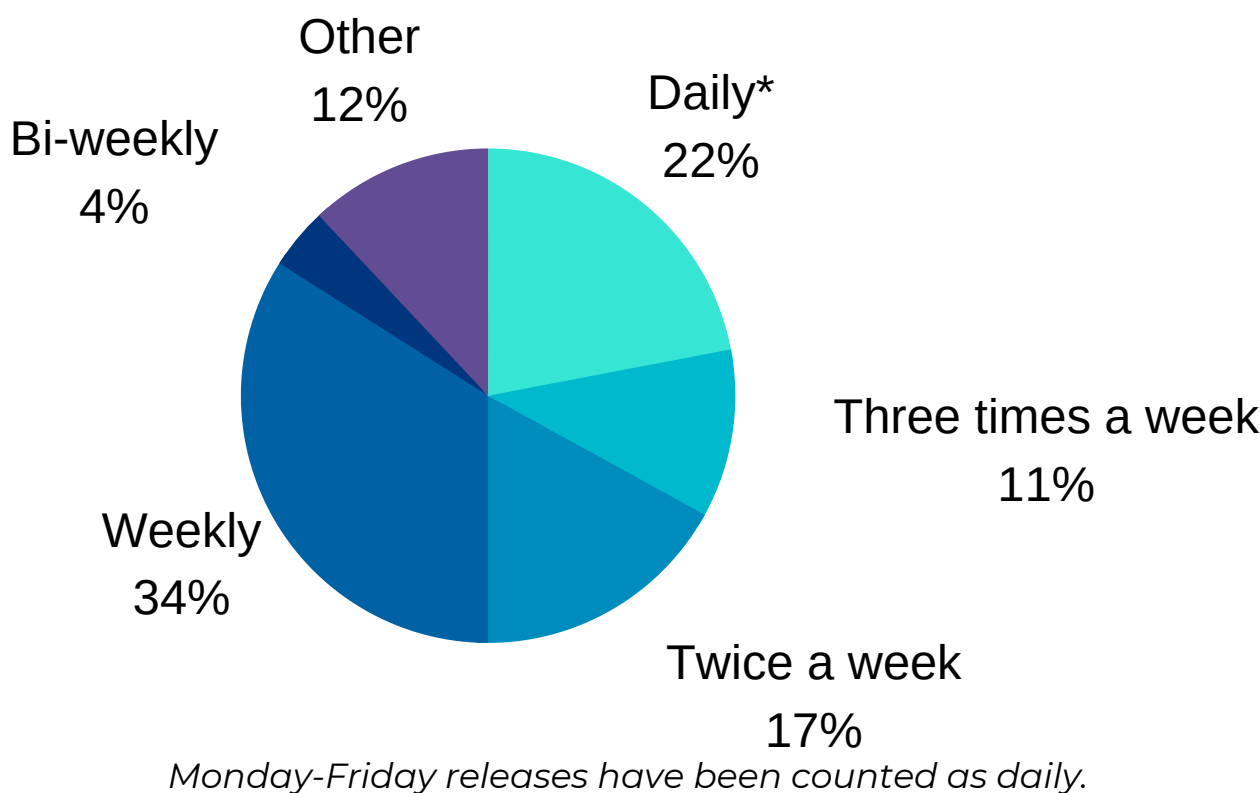


PART 1: AGE AND RELEASES

AGE OF PODCASTS



FREQUENCY OF RELEASE



"OTHER" RELEASES INCLUDE:

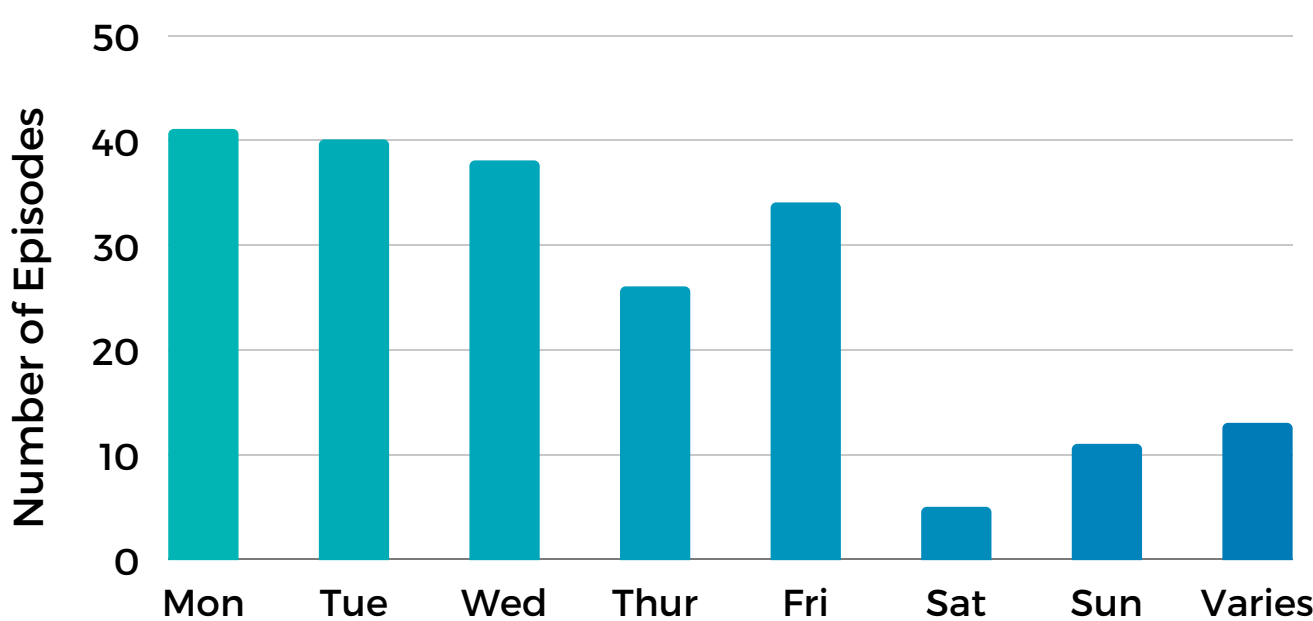
- 3% MULTIPLE DAILY RELEASES
- 1% SINGLE SEASON
- 1% Monthly
- 8% Varies

43 MINUTES

Average Length of Releases

Longest Avg. Episode: 125 min
Shortest Avg. Episode: 5 min

RELEASE DAYS



Release days include podcasts that release daily and multiple per week.

RESEARCH BASED ON CHARTABLE'S TOP 100 BUSINESS PODCASTS AS OF OCTOBER 15TH, 2022

ONESTONECREATIVE.NET/REPORT2022

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PART 2: BRANDING

35%

Use the host's name in the title

68%

Have a single host

26%

Are co-hosted

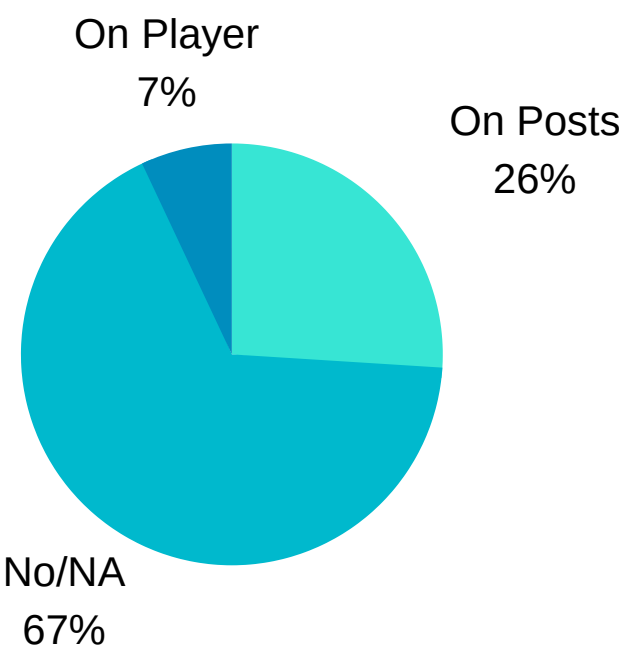
6%

Have multiple or varying hosts

COLOR OF COVER ART

- 31% BLUE
- 18% BLACK
- 7% ORANGE/BROWN
- 7% RED
- 9% WHITE
- 9% GREEN
- 11% GREY
- 5% YELLOW
- 2% PINK/PURPLE

UNIQUE EPISODE ART



COVER ART STYLE

56%

Use the hosts photo or a host graphic

20%

Use graphic art

24%

Typography

HIGH-LEVEL SHOW TOPICS

21% Personal Finance	16% Finance/Economics
10% Business News/Theory	12% Investing
11% Entrepreneurship	6% Motivation / Personal Development
6% Leadership/Management	11% Lifestyle
2% Marketing	2% Real Estate
3% Tech	1% Cryptocurrency
3% Careers	2% Sports Business

SHOW TYPE

12%

News/Documentary

65%

Thought Leadership

23%

Audience Engagement

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PART 3: NETWORKS AND SPONSORS

49%

Have sponsors

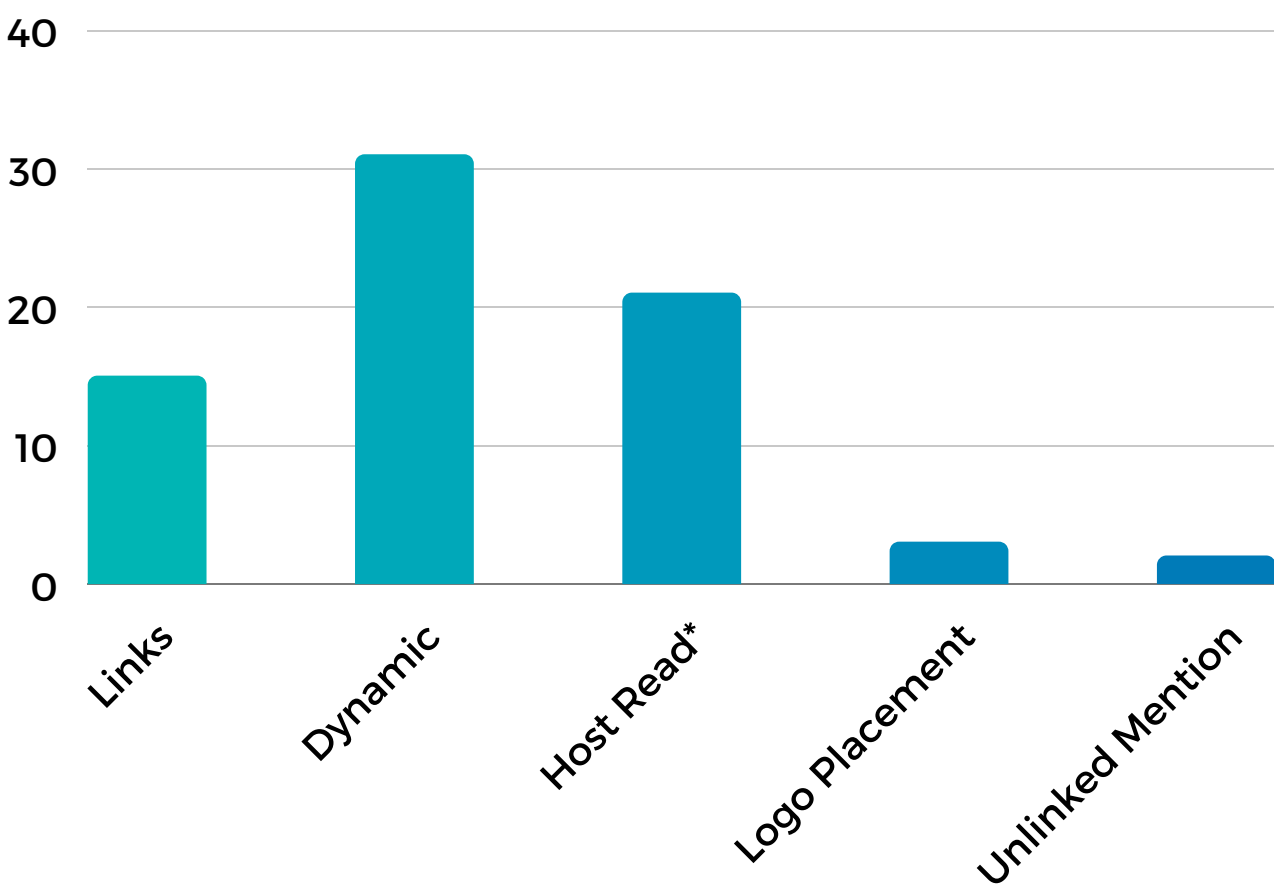
51%

Are part of a network

13%

Have paid or premium versions

SPONSOR ASSETS PROVIDED



SPONSOR AD PLACEMENT

22 Pre and Post Roll

9 Pre Roll Only

17 Host Read Top

12 Midrolls**

4 Host Read End*

3 Presented By...

**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 possible instance of midroll ads.*

NETWORK TYPE

26

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

10

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

12

Content Creation
(Non-niche content creators without a news element)

3

Curation Networks
(Collections of shows not produced by network)

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PART 4: SHOW PARTS AND TECHNOLOGY

36%

Start the show with a hook

86%

Have guests always, sometimes or in segments

80%

Produced intro (with music)

87%

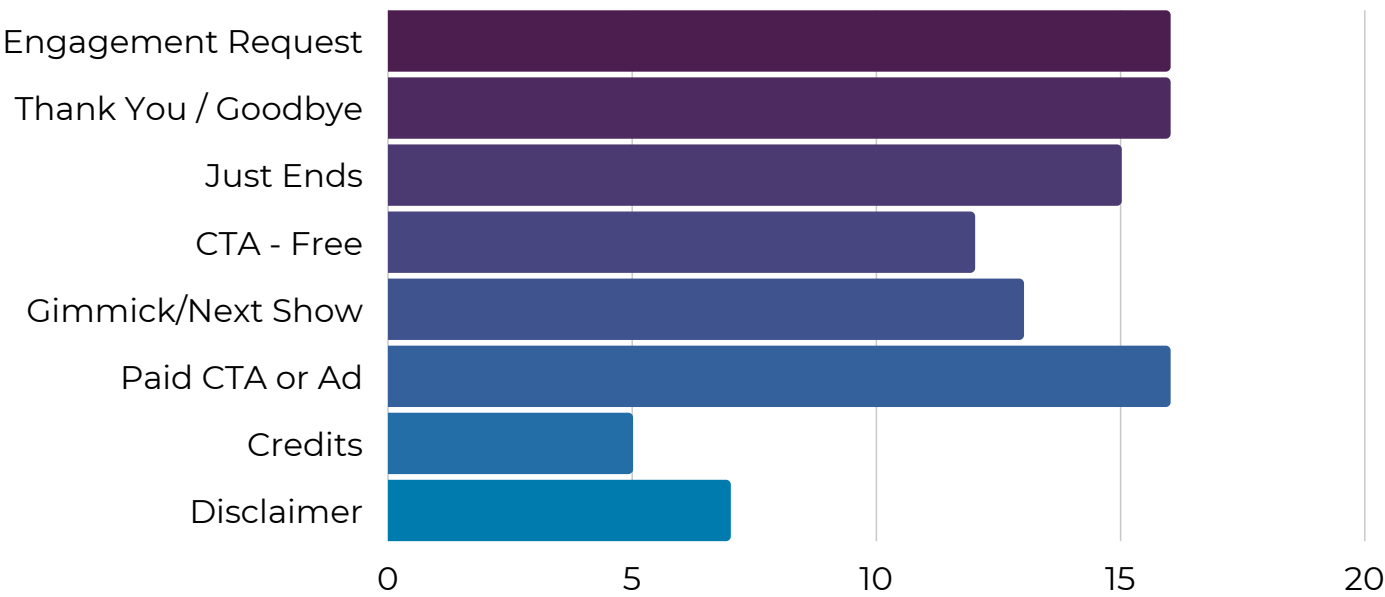
Produced outro (with music)

8

Average number of words in titles.

FINAL HOST CTA

Last words from the host before or during produced outro.



EDITING STYLE

64%

NORMAL HYGEINE*

21%

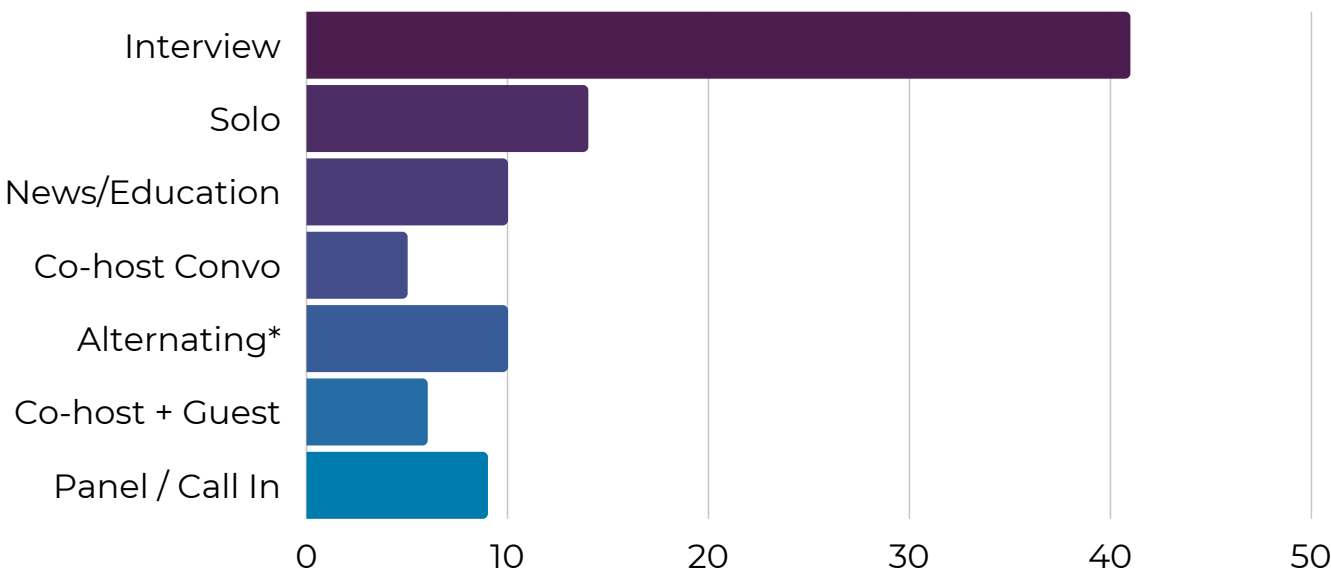
NONE OR VERY MINIMAL

15%

EDITORIAL (HIGHLY EDITED)

*Some podcasts with talented editors have deep edits but sound like normal hygiene.

SHOW FORMAT STYLE



*Alternates between two regular formats.

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PART 5: SHOW NOTES AND WEBSITES

16%

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

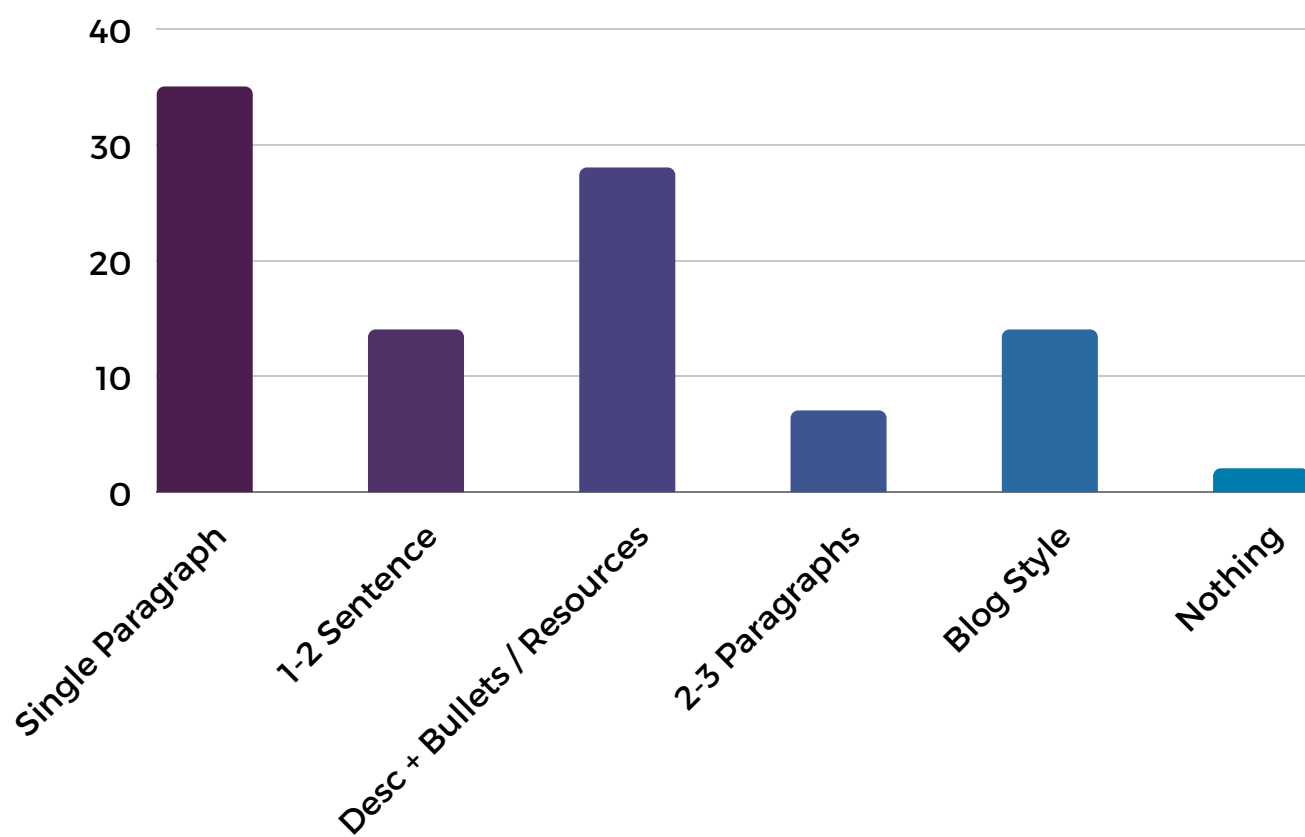
73%

Have the show notes on unique pages

41%

Provide a transcript (but in two instances, the transcript did not appear on click)

SHOWNOTES STYLE



Desc + Bullets / Resources includes highlights, quotes, additional episodes etc. Guest or sponsor information not included. Blog style includes narrative or extended content.

RESOURCES IN SHOWNOTES

35	Resources Mentioned	26	Opt-In
22	Guest Info	22	Socials
17	Sponsor links	15	None
12	Related Episodes	6	Privacy/Disclaimer
3	Video Versions	3	Sharing Assets

"Social" here means written into the notes for either the host or guest or both rather than linked to as part of the page template which is in the next section.

GUEST NAMES IN TITLES

40%

Include the guest name in the podcast player always or when applicable

42%

Of shows that do individual posts for episodes include the guest name in the post title

EPISODE NUMBERS IN TITLES

37%

Include the episode number in the podcast player

39%

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

4415










AVERAGE # OF APPLE PODCASTS RATINGS

4.6

AVERAGE APPLE PODCASTS RATING

PODCATCHERS LINKED FROM MAIN PAGE

PODCATCHERS LINKED FROM EPISODE PAGES*

89%	 Apple Podcasts	86%
72%	 Spotify	61%
48%	 Google Podcasts	36%
31%	 Stitcher	28%
13%	 Amazon Music	16%
12%	 I Heart Radio	11%
7%	 Overcast	10%
6%	 Radio Public	4%
5%	 TuneIn	4%
8%	None	10

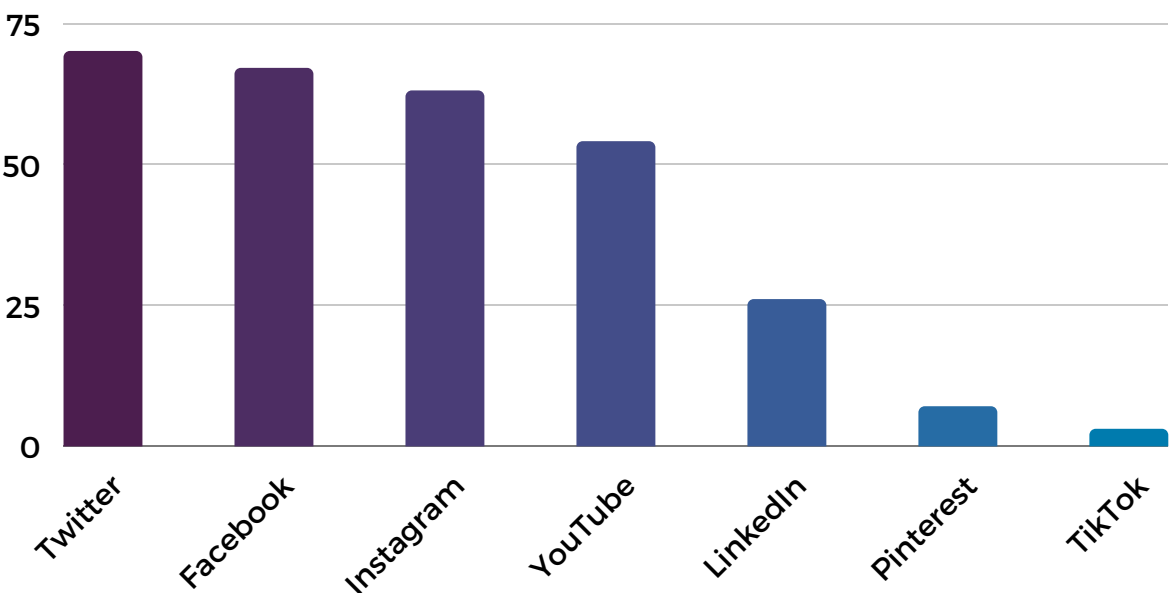
<5 instances: Podbean, Pandora, Castbox, Castro, Castos, Acast, Castro, Soundcloud, Pandora, Podcast Addict, Breaker, Smartspeaker, Pocketcasts

6% had a network-specific player

Five or fewer instances: Acast, Castbox, Castro, Player FM, Pandora, Breaker, Android, Soundcloud

*This is the percentage of shows that have individual episode pages.

SOCIAL MEDIA PLATFORMS LINKED FROM MAIN PODCAST PAGES



On individual podcast pages, we saw the following percentages:

Facebook - 68% / Twitter - 67% / Insta - 57% / LinkedIn - 30% / YouTube - 37%

Pinterest - 7% / None - 20% / Reddit - 3% / TikTok - 5% / Snapchat - 1% / Clubhouse - 1%

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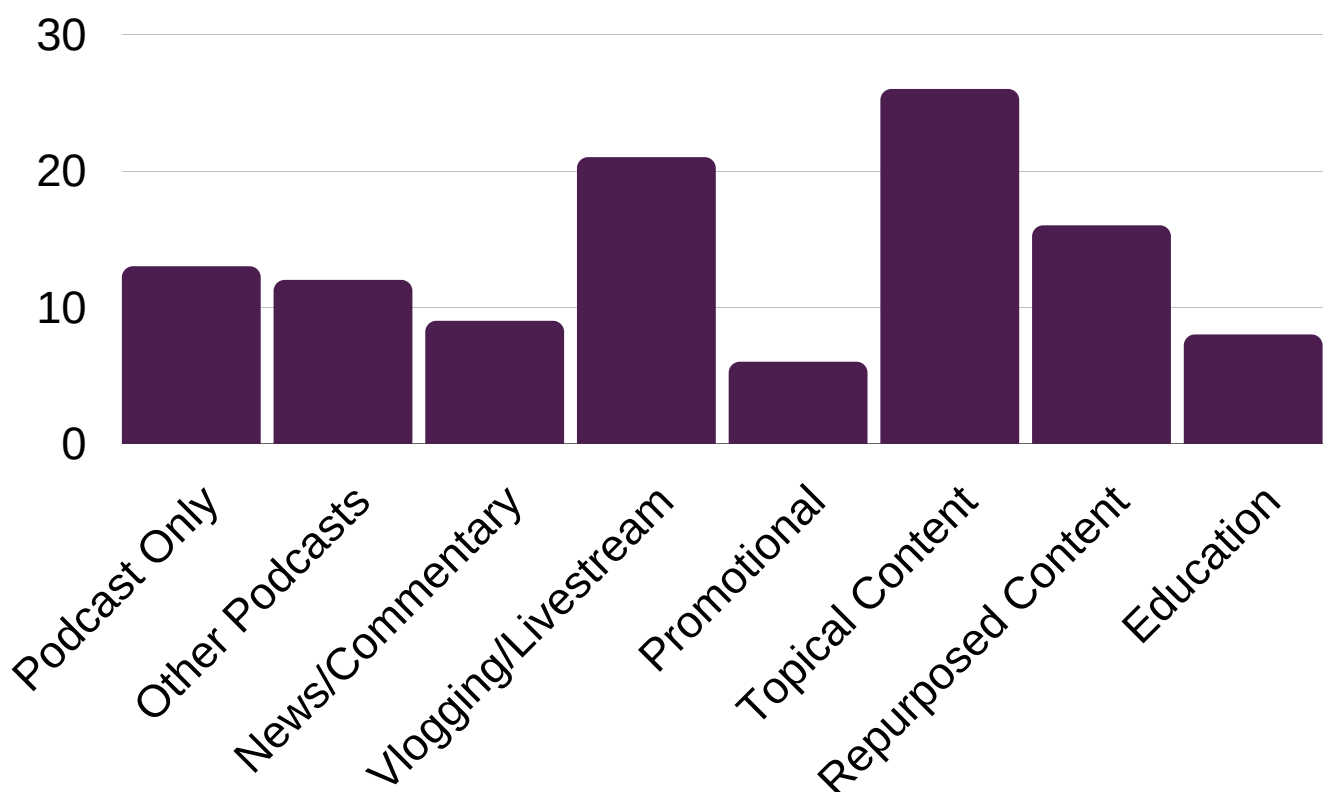
PART 7: YOUTUBE

HOW SHOWS ARE USING YOUTUBE

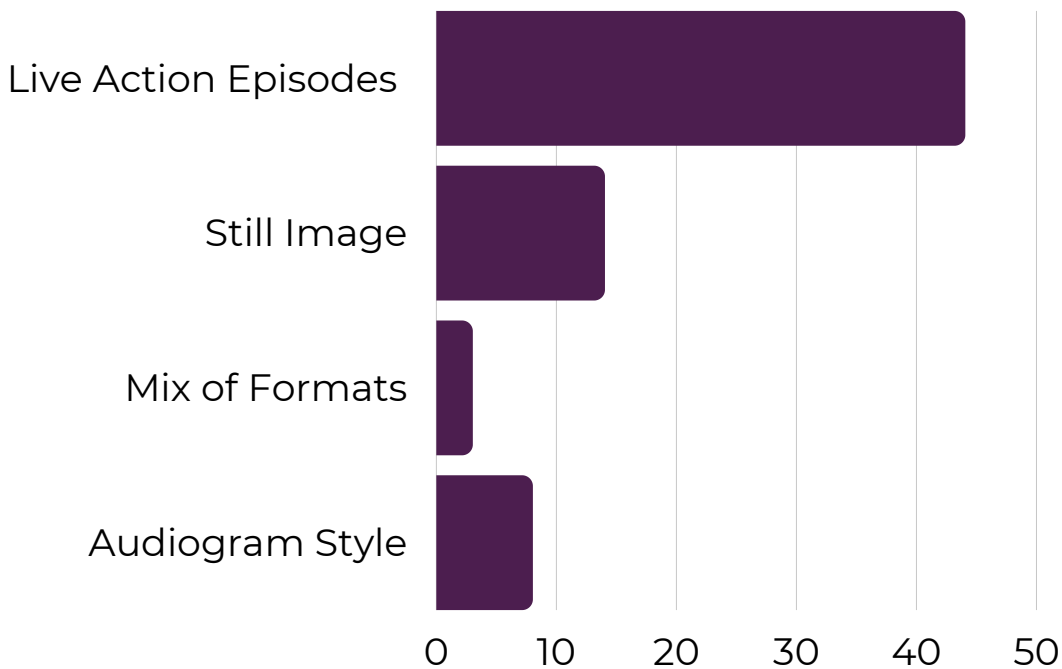
96% Have YouTube Channels. (6 look abandoned)
36% of them are Network pages, or contain multiple shows.

69% Put full podcast episodes on their channel.

Other YouTube Uploads:



PODCAST EPISODES ON YOUTUBE



701534

Average Youtube
Subscribers

Most: 20,200,000
Fewest: 45
Median: 129,000

41%

Of YouTube channels are currently using shorts. (an additional 4 have one short)

81%

Of YouTube channels make use of playlists to organize content.

In analyzing 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

LINKEDIN

74%

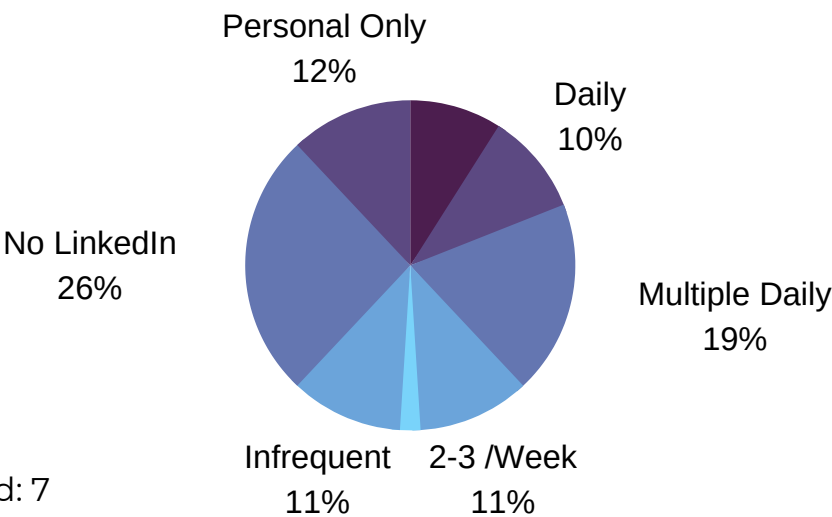
Have LinkedIn Accounts

Average Followers: 1,159,597
Most: 21,883,573
Fewest: 229
Median: 19,658

LinkedIn Posting Frequency



Weekly: 2
Inactive/Abandoned: 7



FACEBOOK

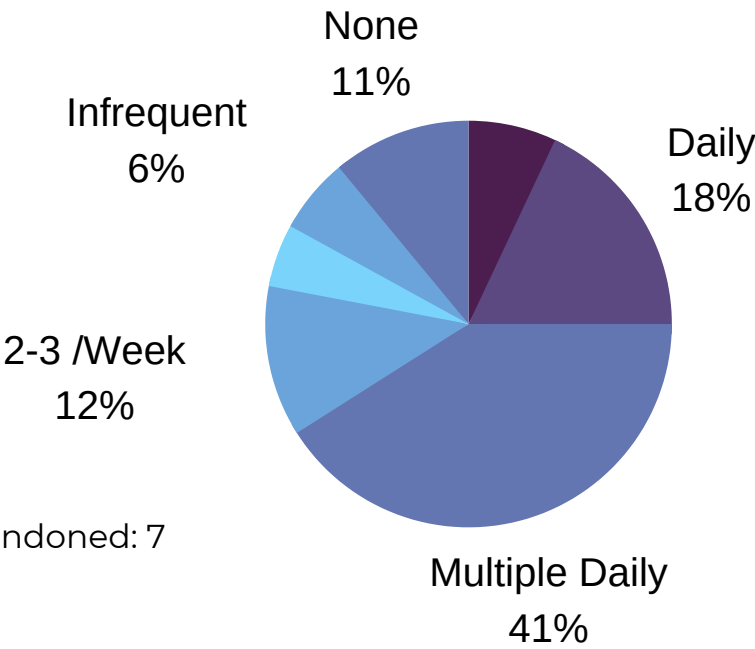
89% Have Facebook Pages

Average Followers: 1,871,316
Most: 16,013,663
Fewest: 234
Median: 1219,043

Facebook Posting Frequency



Weekly: 5
Inactive / Abandoned: 7

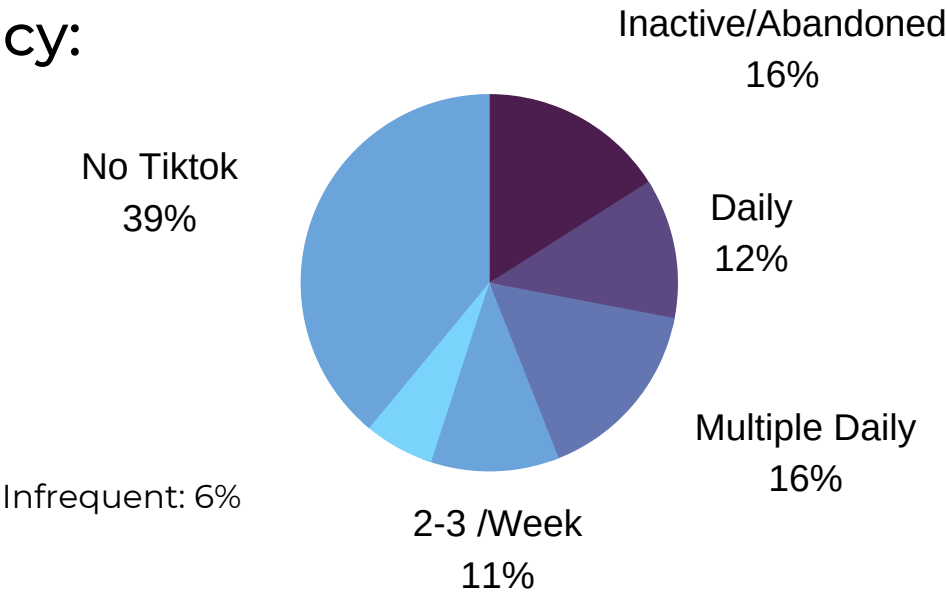


TIKTOK

61% Have TikTok Accounts (Although only 3 link to them from their websites!)

Average Followers: 511,810
Most: 15,000,000
Fewest: 4
Median: 6,765

Posting Frequency:



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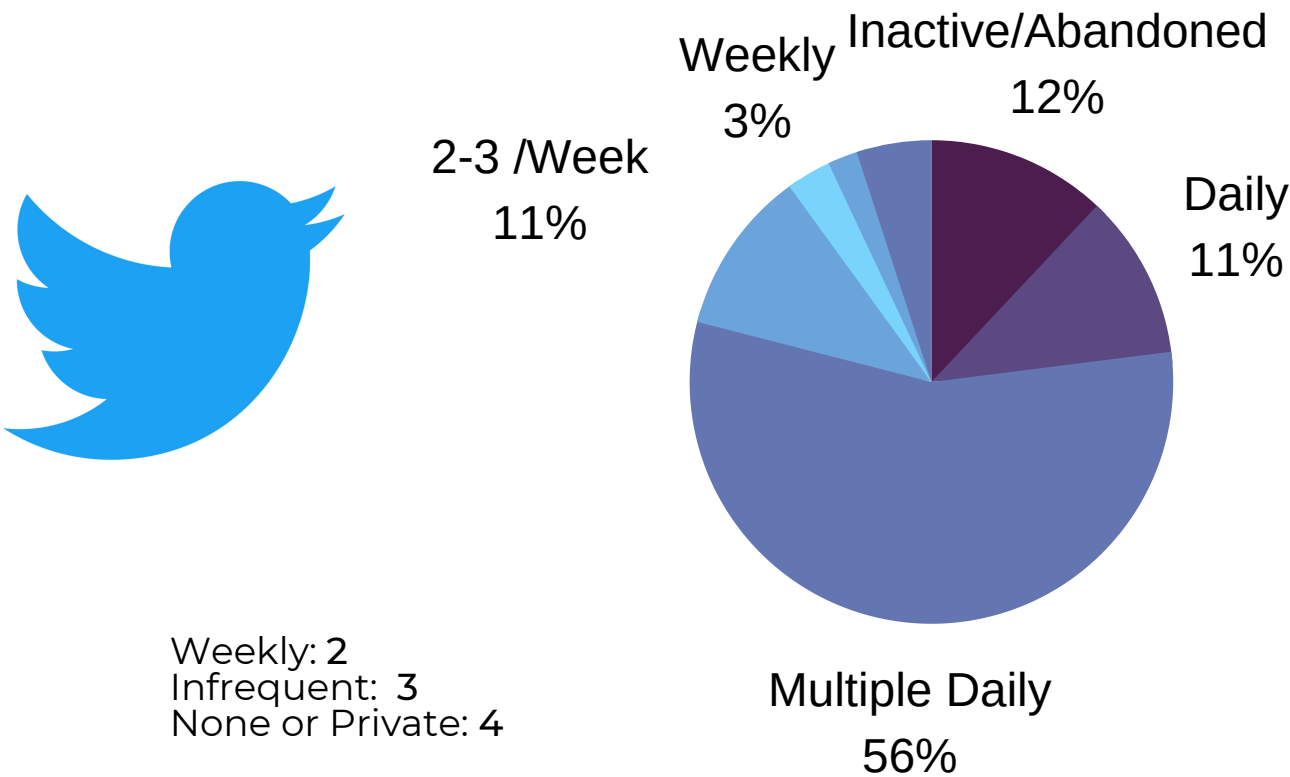
TWITTER

99%

Have Twitter Accounts

Average Followers: 887,796
Most: 11,400,000
Fewest: 14
Median: 115,500

Twitter Posting Frequency



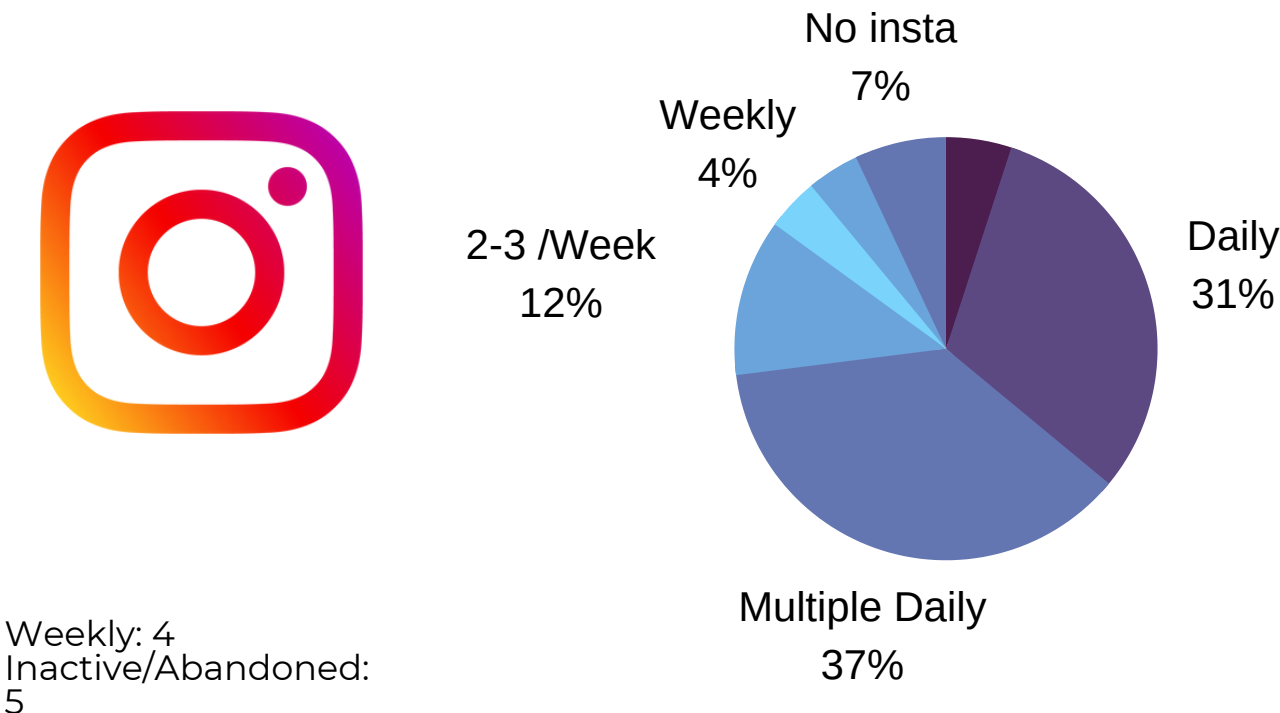
INSTAGRAM

93%

Have Instagram Accounts

Average Followers: 1,446,847
Most: 13,800,000
Fewest: 227
Median: 294,000

Instagram Posting Frequency



89% Using Reels