

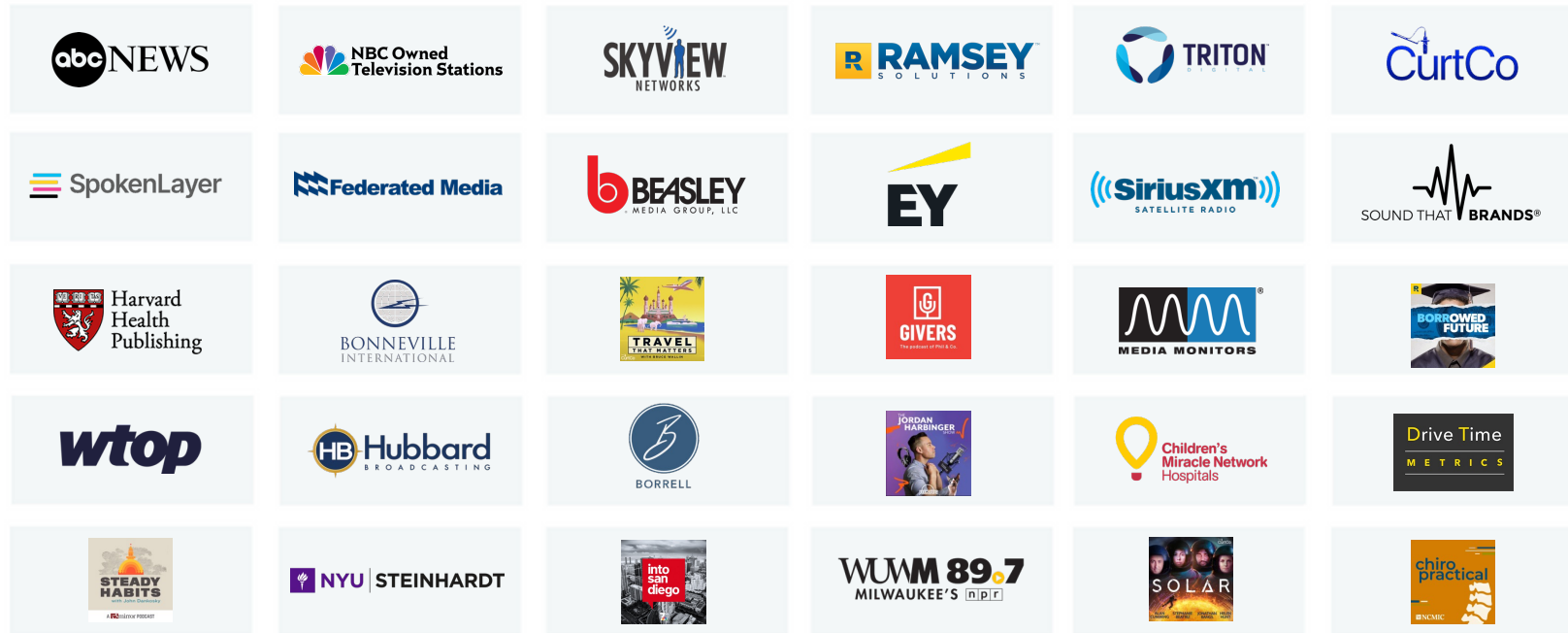
The Local Podcast Opportunity

RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

amplifi[®]

MEDIA



Today:

- An update on radio + podcasting
- RAB | Amplifi survey results
- Ideas for your station(s)

“The radio
craze will die
out in time”

- Thomas Edison - 1922

100

Music

News

Sports

Talk/Personalities

Audiobook



SPOKEN WORD AUDIO

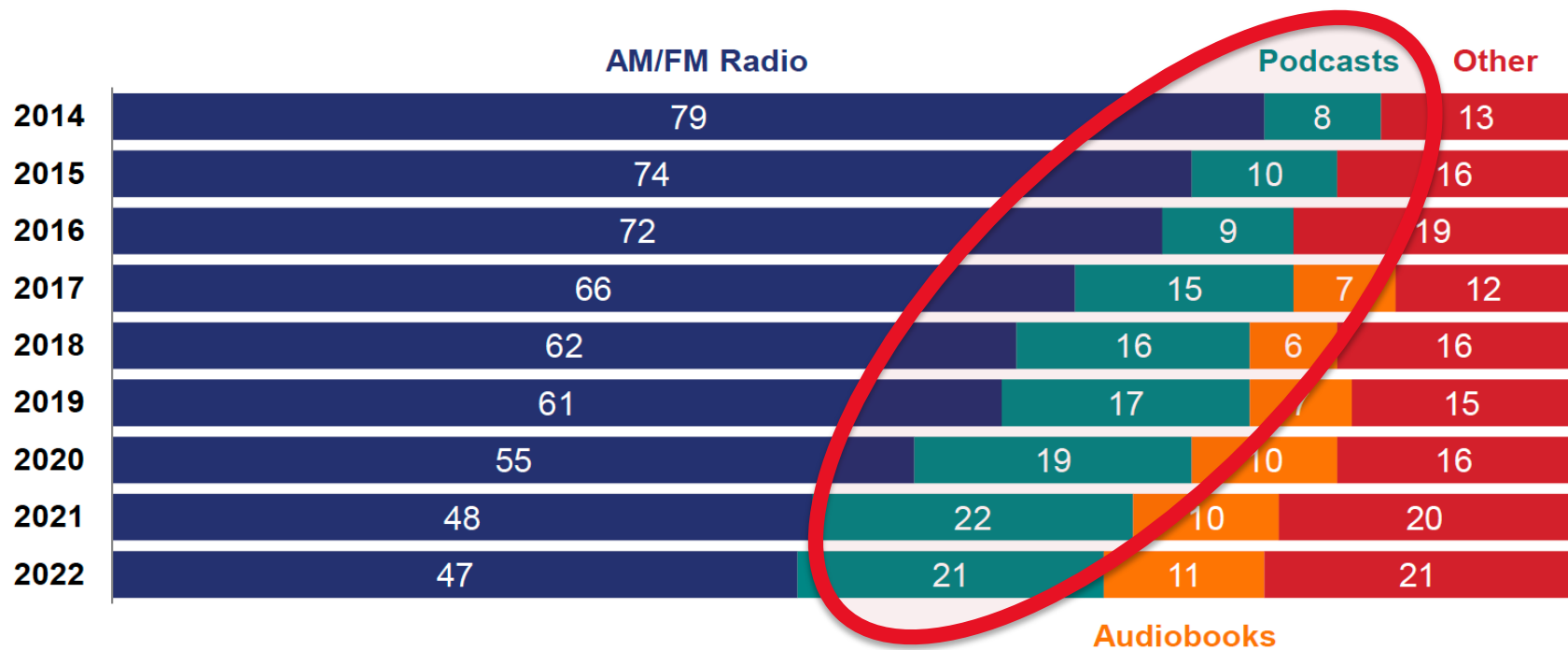
Source: The Spoken Word Audio Report – NPR | Edison Research

RAB RADIO
ADVERTISING
BUREAU

amplifi
M E D I A

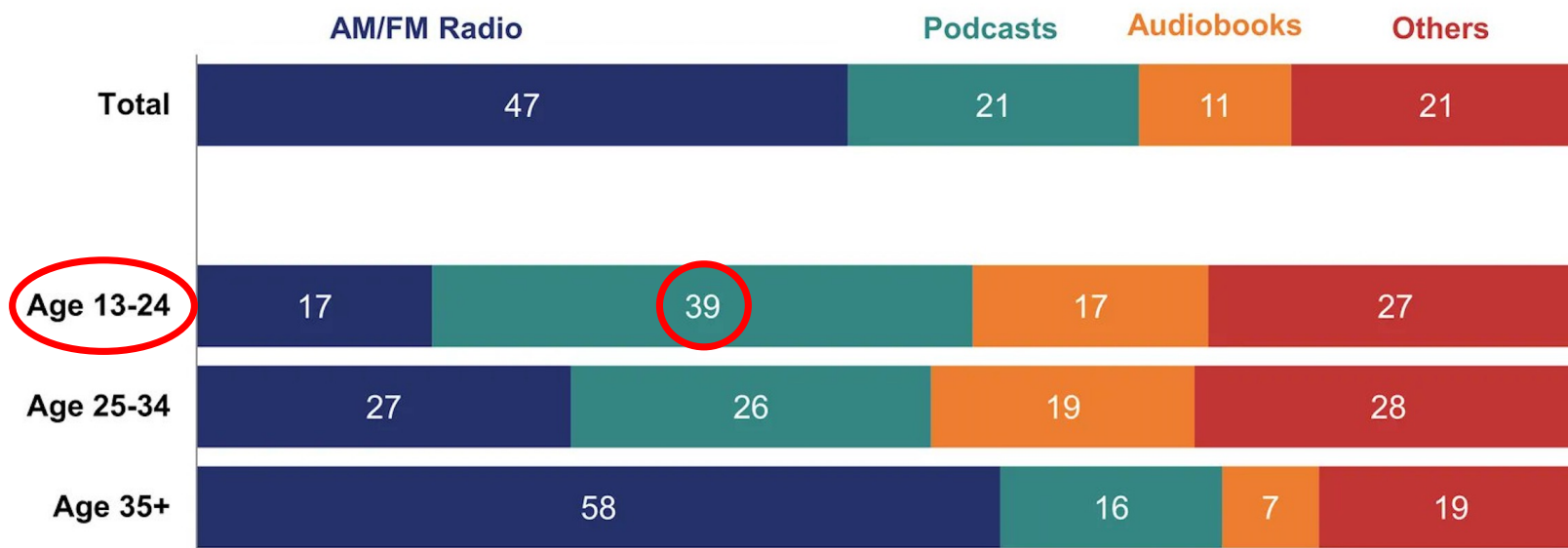
Spoken Word Audio Listening By Platform

U.S. Population 13+



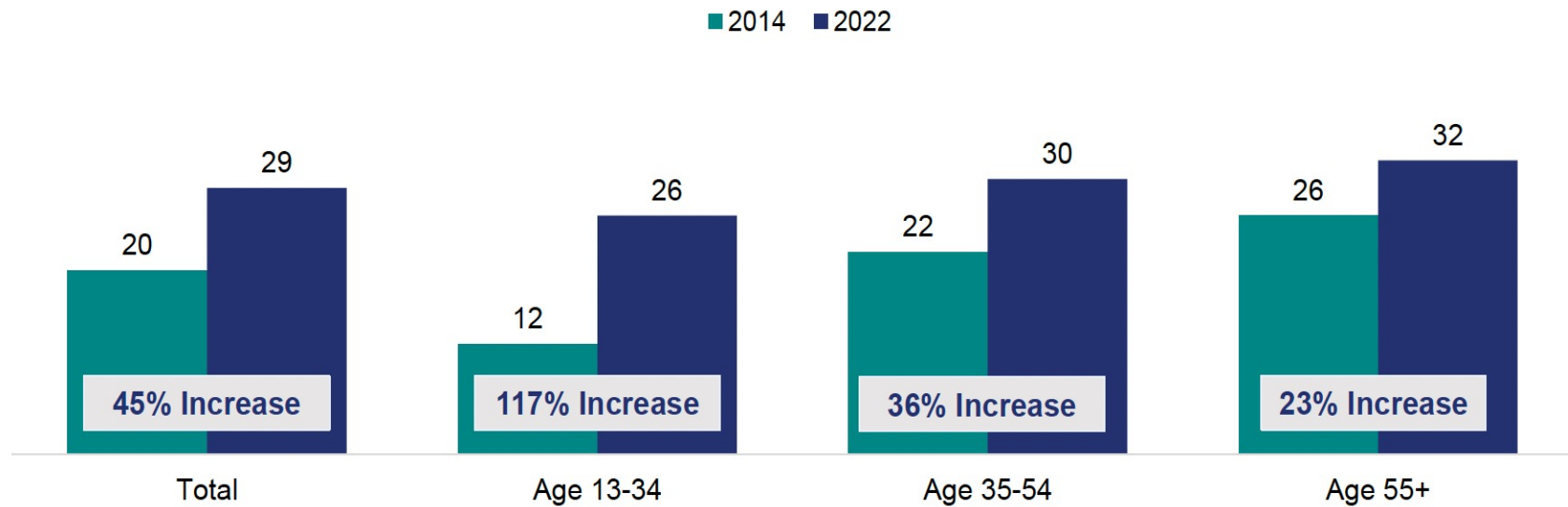
Source: Edison Research Share of Ear® 2022, "AM/FM" includes over the air and radio streams; "Other" includes streaming audio, satellite radio, audiobooks (in 2014-2016, etc.)

Distribution of Spoken Word Audio by Listening Platform



Source: The Spoken Word Audio Report – NPR | Edison Research Share of Ear 2022; U.S. population 13+

Share of Time Spent Listening to Spoken Word Audio



Source: Edison Research Share of Ear[®] 2022

Podcasting's share of Spoken Word audio listening has **increased 163%** over the last eight years.

Source: The Spoken Word Audio Report – NPR | Edison Research Share of Ear 2022; U.S. population 13+

RAB RADIO
ADVERTISING
BUREAU

amplifi
M E D I A

Music

News

Sports

Talk/Personalities

Audiobook

SPOKEN WORD AUDIO

Source: The Spoken Word Audio Report – NPR | Edison Research

RAB RADIO
ADVERTISING
BUREAU

amplifi
M E D I A

Nearly half of all U.S. 25-54 time spent with talk/personality content now occurs via podcast. Double 5 years ago.

Source: The Spoken Word Audio Report – NPR | Edison Research Share of Ear 2022; U.S. population 13+

RAB RADIO
ADVERTISING
BUREAU

amplifi
M E D I A

Podcast Listeners are Young

34

Podcast median age

48

AM/FM radio median age

63

TV Prime time median age

Source: Cumulus | Westwood One; Podcast & AM/FM Radio; Edison Research, "Share of Ear," Q3-Q4 2020, Q1-Q2 2021, Q2 2019-Q2 2021 TV: Nielsen

RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

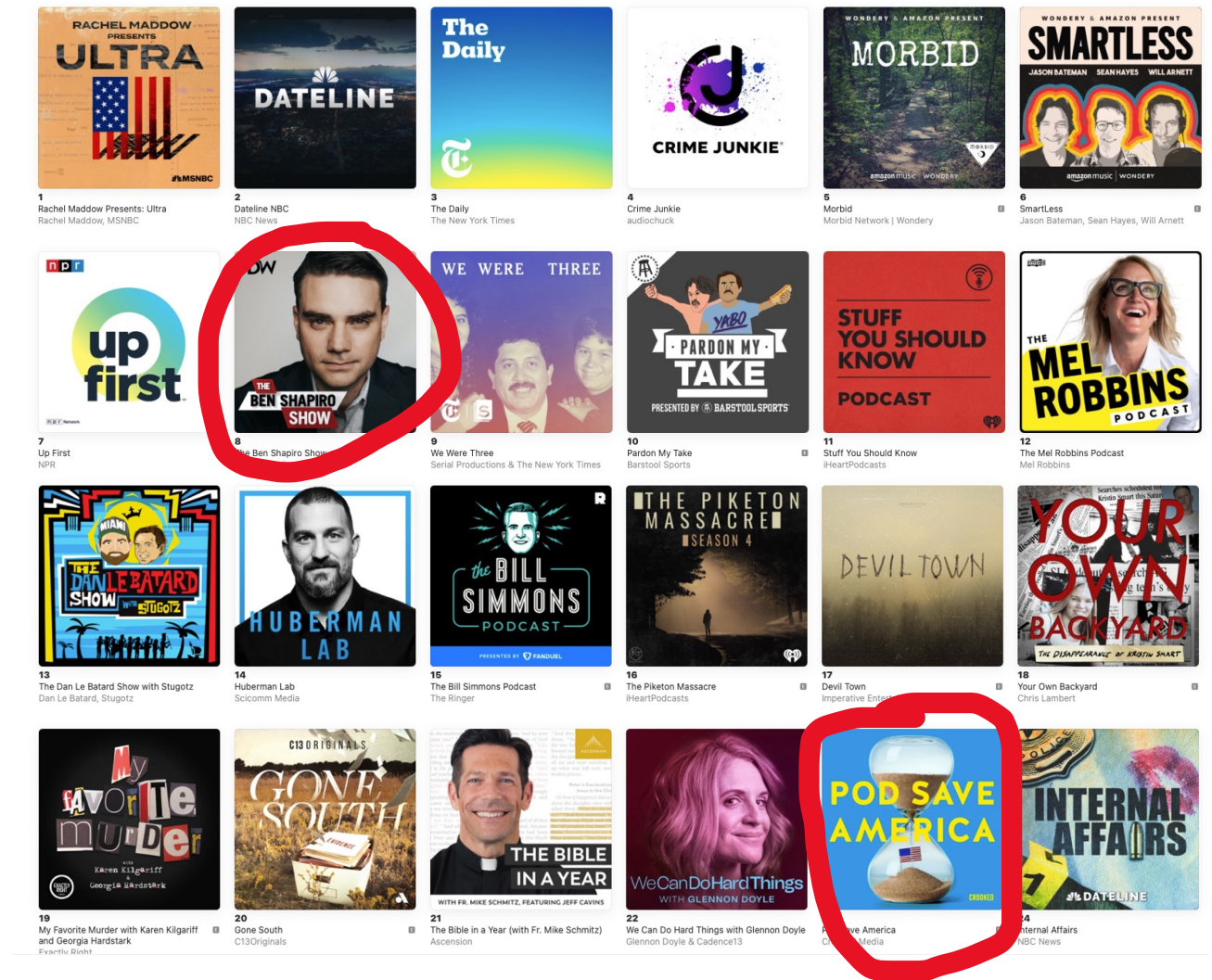
Why?

Two big factors:

Different platform

Diverse Content

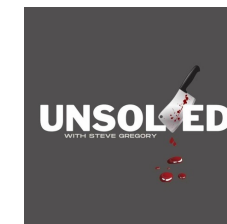
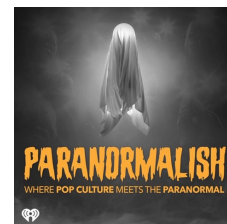
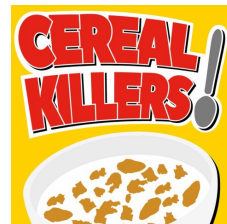
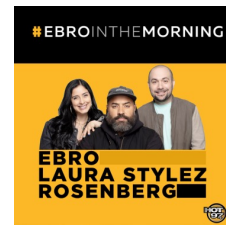
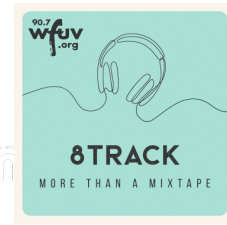
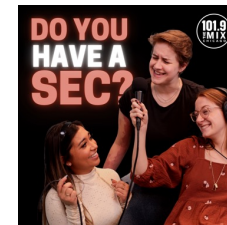
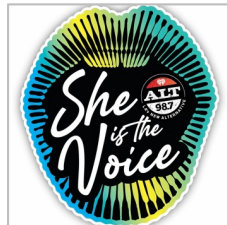
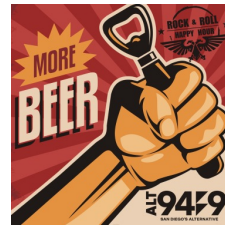
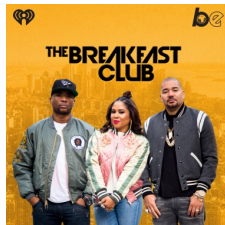
10.25.22: MOST LISTENED TO PODCASTS (APPLE PODCASTS)



Source: Apple Podcasts Top Shows Chart Oct 2022

We are seeing more local podcasts from commercial radio stations.

Local Podcasts from Commercial Radio



NAB - Marconi Awards Two Weeks Ago

American Nightmare Season 2 – WTOP, Washington

Behind the Song – WDRV, Chicago

Bloomberg Businessweek – WBBR, New York

Cold Season 2 – KSL, Salt Lake City

Gone Cold: Philadelphia Unsolved Murders – KYW, Philadelphia

Local Podcast Opportunity Study



Designed by Amplifi Media in partnership with RAB.



About the Study

1st survey of commercial broadcasters on the state of local podcasts.

Radio group and station staff in sales and content participated.
N= 147

Benchmark current efforts; guidelines to create, scale, and monetize.

The study ran over five weeks:
9/5-10/19

We reveal the findings

What

Who

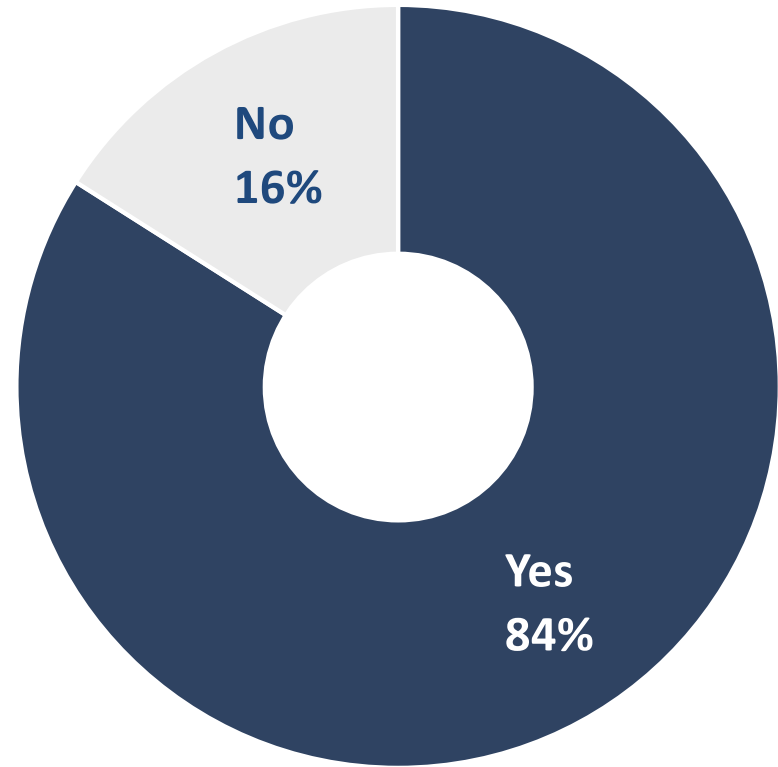
Goal

Timeline

Today

84% Create Podcasts

Question: Do any of your stations currently produce podcasts, either “time-shifted” broadcast content from your radio shows or original podcasts?



Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

Time-shifted Content

32% Produce An Edited Best-of Show

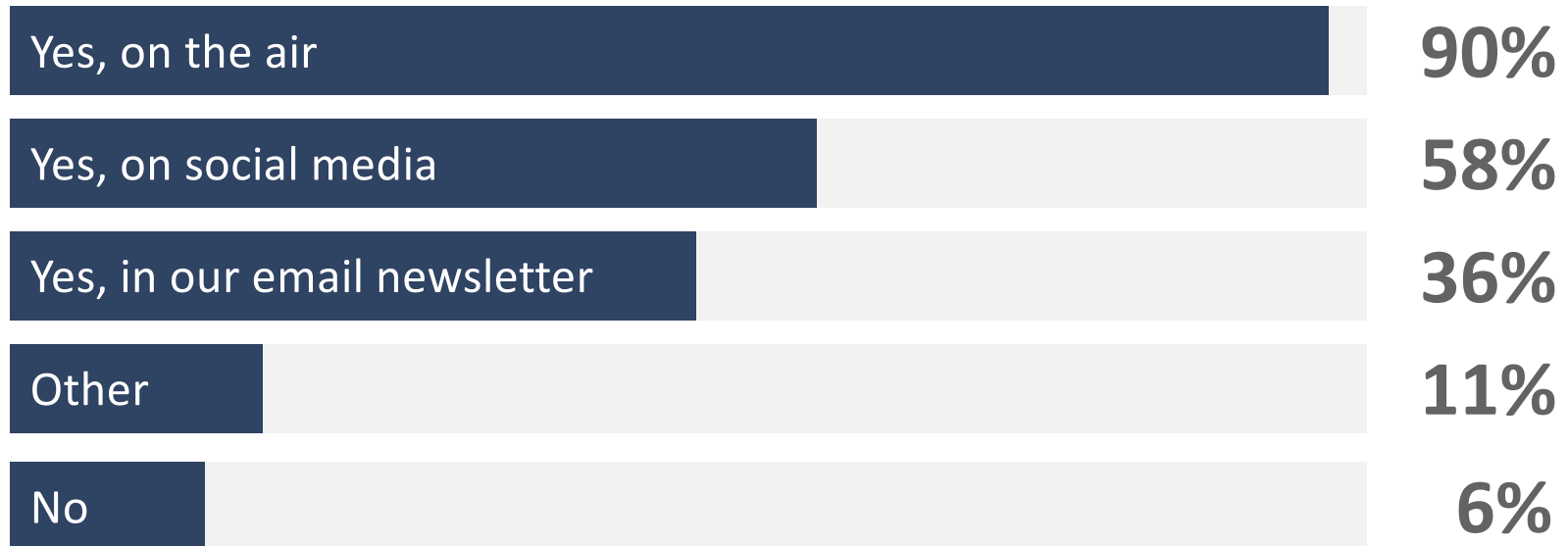
Question: Is your station producing time-shifted podcasts from your broadcast shows? Check all that apply.



Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

90% Promote Time-shifted Podcasts On Air

Question: Do you promote your time-shifted podcasts? Check all that apply

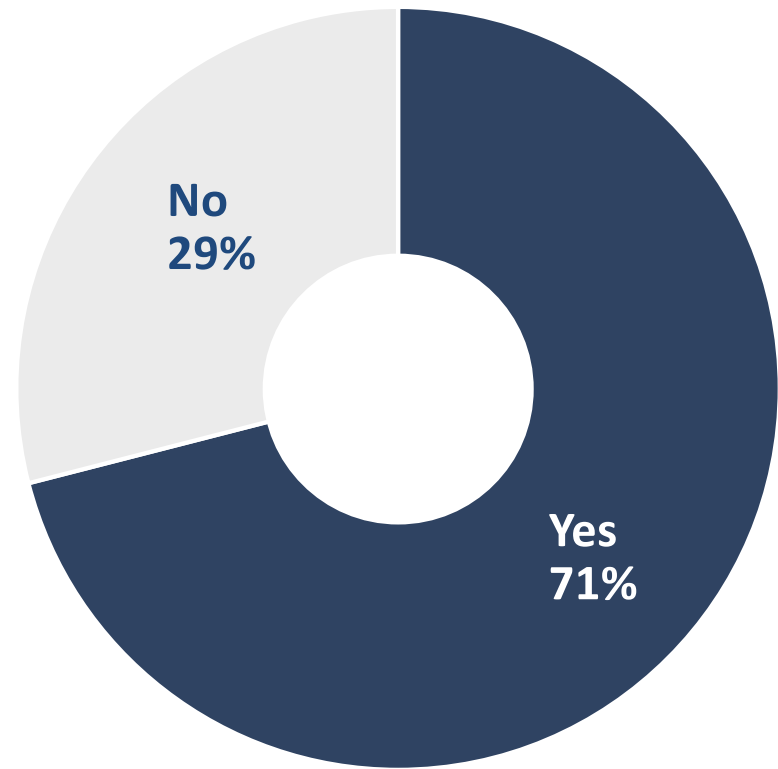


Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

Original Podcast Content

71% Produce Original Podcasts

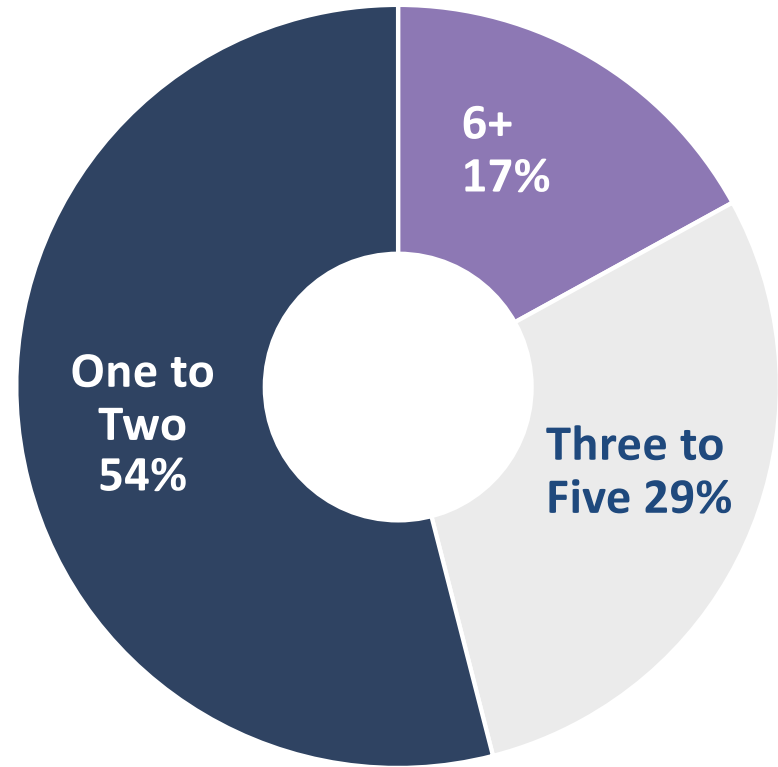
Question: Is your station producing original podcast-only content?



Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

54% Produce One To Two Original Podcasts

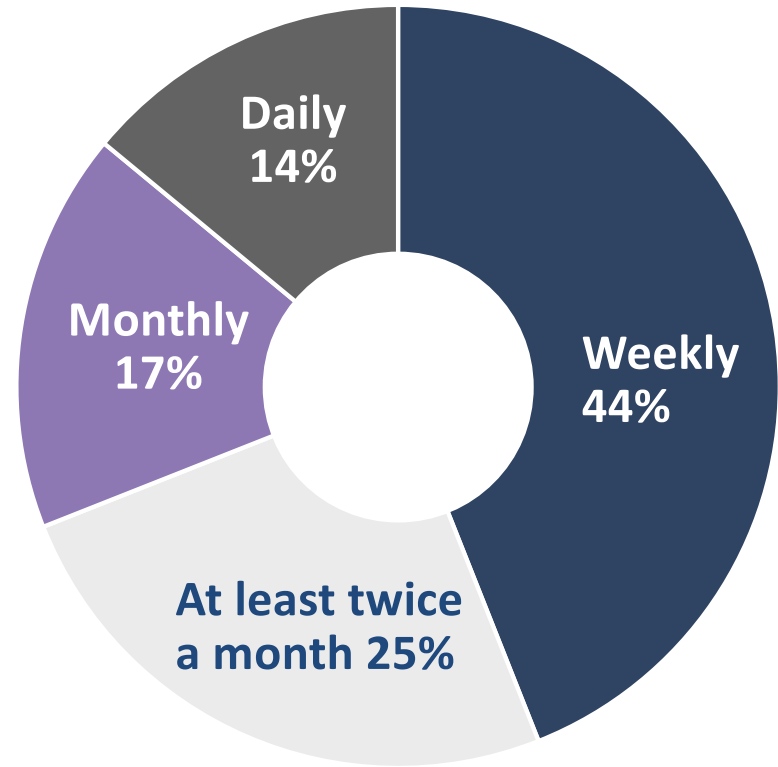
Question: If you answered yes, how many shows are you creating?



Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

44% Publish Original Podcasts Weekly

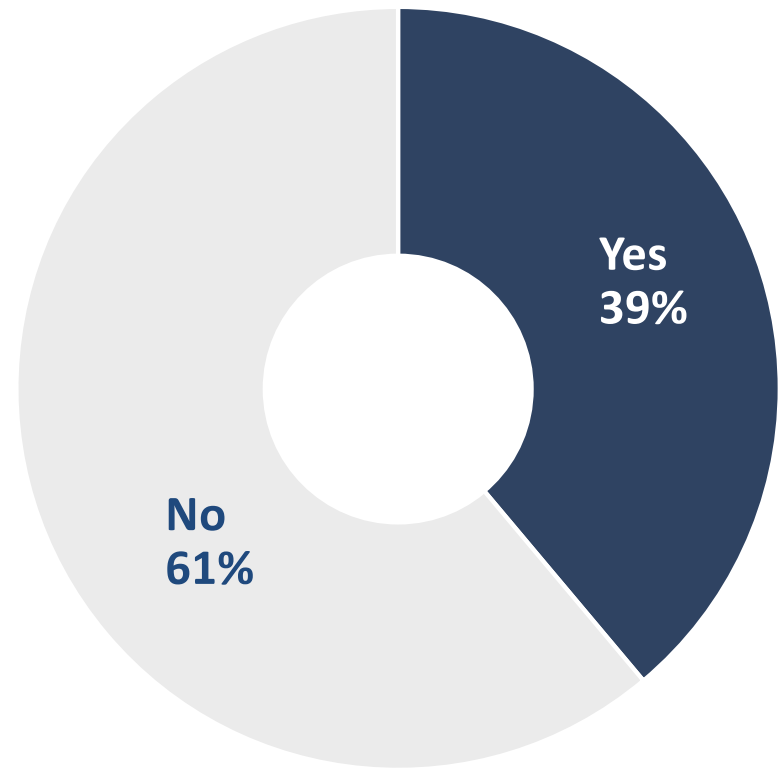
Question: How often do you publish new episodes of your original podcasts?



Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

39% Partner With Local Podcasters

Question: Does your operation have any agreements or partnerships with other local podcasters (non-station personnel)?

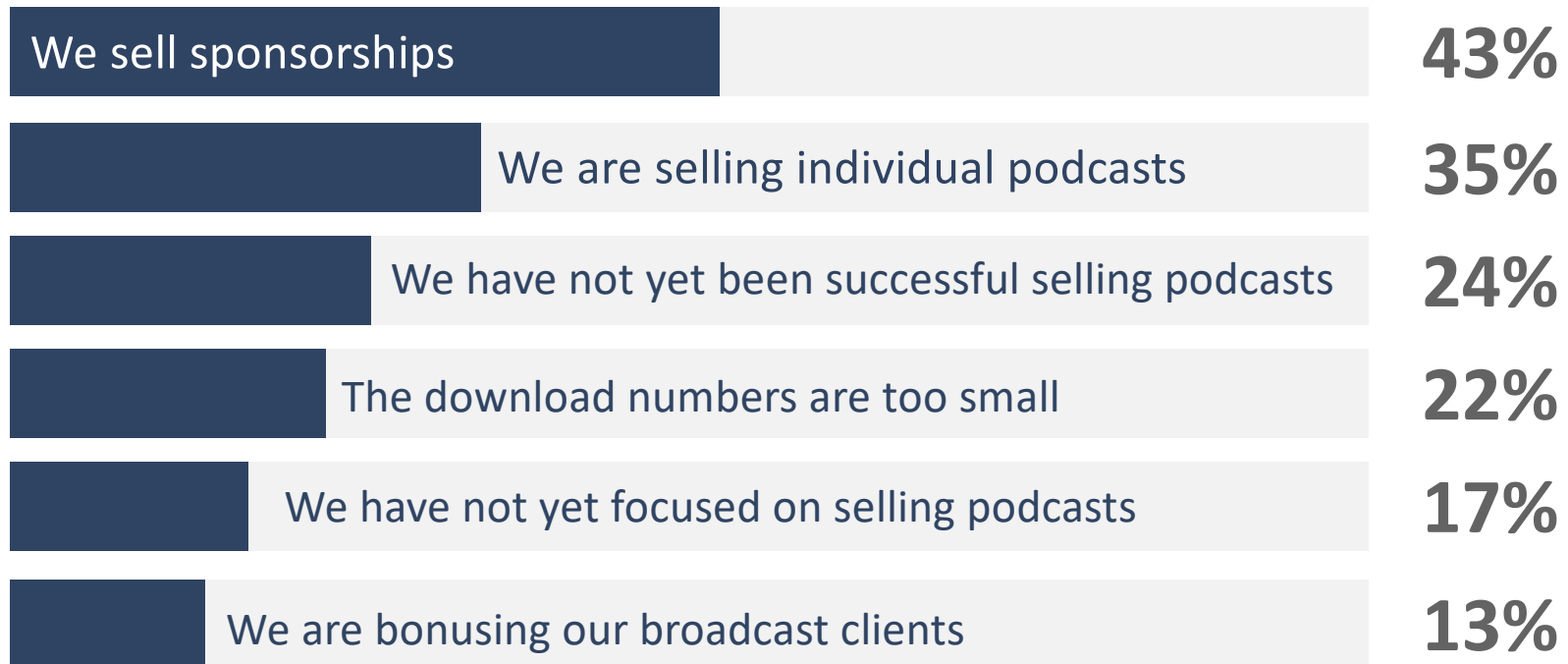


Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

Monetization

How Local Radio Sells Time-shifted Podcasts

Question: Is your station monetizing your time-shifted content? Check all apply



Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

How Local Radio Sells Original Podcasts

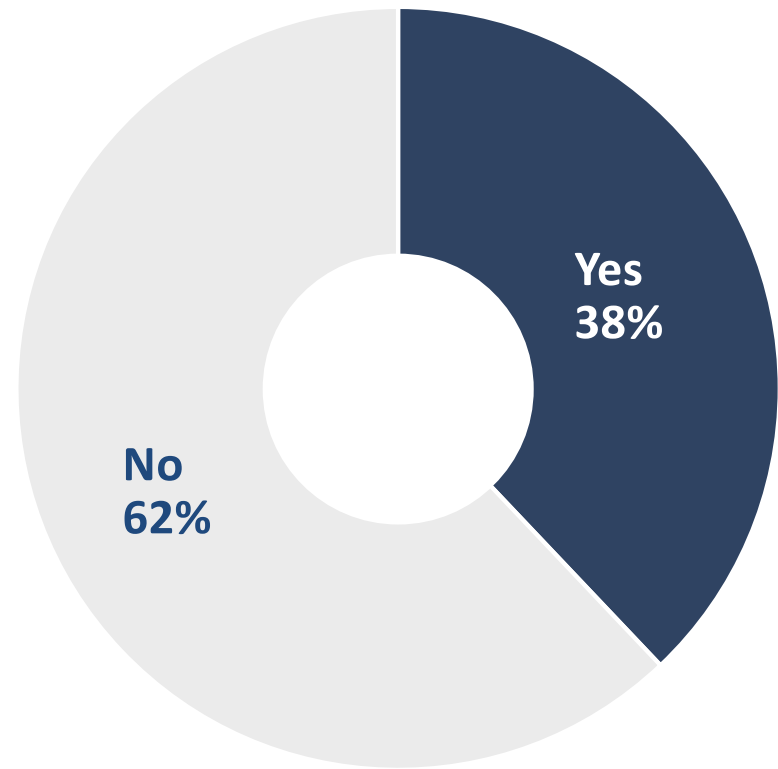
Question: Is your station monetizing your original content? Check all apply



Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

38% Make Branded Podcasts

Question: Have you sold and created branded podcasts for local advertisers?



Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

Survey Comments

“We have a variety of shows with different approaches. The most successful shows tend to be the ones where the host(s) think of the podcast as its own entity separate from the show, and they treat and promote it as such.”

Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

“We just launched our own podcast platform with pre-rolls, live reads, and banner ad availability for our partners.”

Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

“We are likely going to get out of this. Too much time and effort invested with little to no return financially or otherwise... we just don't have the ability to compete in the space. At the end of the day, it's about advertiser results, and we aren't driving any with this initiative.”

Source: Amplifi Media & RAB's Local Podcast Opportunity Survey, November 2022

Local Impact



Local Podcasts on the Rise

#8

Dallas



Source: Triton Digital Podcast Ranker, MSA, Downloads, October 10.16.22

RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

Local Podcasts on the Rise

#13

Seattle



Source: Triton Digital Podcast Ranker, MSA, Downloads, October 10.16.22

RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

Local Podcasts on the Rise

#13

Boston



Source: Triton Digital Podcast Ranker, MSA, Downloads, October 10.16.22

RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

Local Podcasts on the Rise

#16

Philadelphia



Source: Triton Digital Podcast Ranker, MSA, Downloads, October 10.16.22

Local Podcasts Everywhere

CITY CAST

[Our Cities](#) ▾ [About Us](#) ▾ [Work at City Cast](#) [Advertise](#)

We're City Cast.

We make podcasts that connect you with the city you love.



Welcome to **City Cast**—smart, daily local news podcasts and newsletters that make you a better and more curious citizen.

RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

Local Podcasts Everywhere

CITY CAST NETWORK

Chicago

Houston

Pittsburgh

Boise

Philly

Denver

Salt Lake

Las Vegas

DC

Portland

Local Podcasts Everywhere



Local Podcasts Everywhere



Arizona Cardinals

[Listen to podcast >](#)



Atlanta Falcons

[Listen to podcast >](#)



Baltimore Ravens

[Listen to podcast >](#)



Buffalo Bills

[Listen to podcast >](#)



Carolina Panthers

[Listen to podcast >](#)



Chicago Bears

[Listen to podcast >](#)



Cincinnati Bengals

[Listen to podcast >](#)



Cleveland Browns

[Listen to podcast >](#)



Dallas Cowboys

[Listen to podcast >](#)



Denver Broncos

[Listen to podcast >](#)



Detroit Lions

[Listen to podcast >](#)



Green Bay Packers

[Listen to podcast >](#)



Houston Texans

[Listen to podcast >](#)



Indianapolis Colts

[Listen to podcast >](#)



Jacksonville Jaguars

[Listen to podcast >](#)



Kansas City Chiefs

[Listen to podcast >](#)



Las Vegas Raiders

[Listen to podcast >](#)



Los Angeles Chargers

[Listen to podcast >](#)



Los Angeles Rams

[Listen to podcast >](#)



Miami Dolphins

[Listen to podcast >](#)



Minnesota Vikings

[Listen to podcast >](#)



New England Patriots

[Listen to podcast >](#)



New Orleans Saints

[Listen to podcast >](#)



New York Giants

[Listen to podcast >](#)



New York Jets

[Listen to podcast >](#)



Philadelphia Eagles

[Listen to podcast >](#)



Pittsburgh Steelers

[Listen to podcast >](#)



San Francisco 49ers

[Listen to podcast >](#)



Seattle Seahawks

[Listen to podcast >](#)



Tampa Bay Bucs

[Listen to podcast >](#)



Tennessee Titans

[Listen to podcast >](#)



Washington Commanders

[Listen to podcast >](#)

Sports listeners are 91% more likely to listen to sports podcasts, compared to the average American.

Source: Nielsen

RAB RADIO
ADVERTISING
BUREAU

amplifi
M E D I A

Highest Indexing Radio Format

26%

Of Americans
listen to podcasts

35%

Of sports radio
listeners listen
to podcasts

Source: Nielsen

RAB RADIO
ADVERTISING
BUREAU

amplifi
M E D I A

Local Podcasts are in Your Market

Triangle podcasts – 40 podcasts made in Raleigh, Durham, Chapel Hill or surrounding areas

POSTED BY
Jody Mace



RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

Local Podcasts are in Your Market

CITY LIFESTYLE
NASHVILLE


BEST OF LISTS

EXPERIENCES

BUSINESSES

ARTICLES

 SIGN IN

 Business Name, Article Topic.

GO



RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

Local Podcasts are in Your Market



HONOLULU

Honolulu Family | Frolic Hawai'i

- THINGS TO DO
 - FOOD & DRINK
 - NEWS & CITY LIFE
 - ARTS & CULTURE
 - SHOPPING
 - FAMILY
-
- HEALTH & WELLNESS
 - OUTDOORS
 - EDUCATION
 - MAGAZINE
 - HAWAI'I GIVES BACK

7 Local Podcasts We're Listening To

Here are a few noteworthy podcasts centered on all things Hawai'i, ranging from native birds to ghost stories to current events.

October 28, 2022
by [Natalie Schack](#)

It's 2022, and there are hundreds of thousands of podcasts covering every imaginable topic, including ones geared to local listeners. We did some digging and found a few noteworthy podcasts centered on all things Hawai'i, ranging from native birds to ghost stories to local culture. Here are a few we're listening to:



PBS What School You Went?

A podcast for locals about locals, this PBS Hawai'i program hosted by Ron Mizutani welcomes experts and personalities from across the state each week to talk story about different topics, many of them delightful throwbacks, and all of them integral to what it means to live in Hawai'i and grow up with local culture. They hit on everything from shave ice to why you don't take pork over the Pali, from bon dances to the Consolidated Theatres hula trailer. This one is a real must-listen. Our own Mari Taketa, editor of Frolic Hawai'i, recently appeared on the show to discuss the local food scene. If you missed it, [catch it here](#).



SUBSCRIBE TO HONOLULU



- Print + Digital Edition »
- Table of Contents
- Manage Subscription
- Give a Gift Subscription
- E-Newsletter

Minneapolis



PURPLE
DAILY

SKOR
NORTH
SKORNORTH.COM

PRESENTED BY:



SURLY BREWING CO.
TWIN CITIES, MN

RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

Indiana



Shameless plug; We know a lot about branded podcasts.

Source: Nielsen

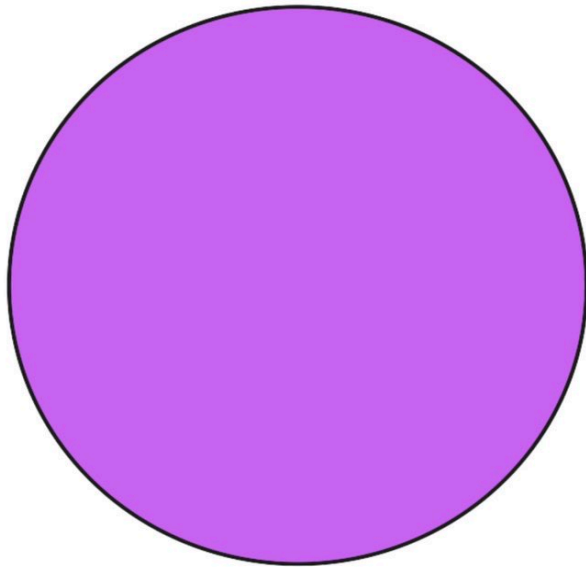
RAB RADIO
ADVERTISING
BUREAU

amplifi
M E D I A

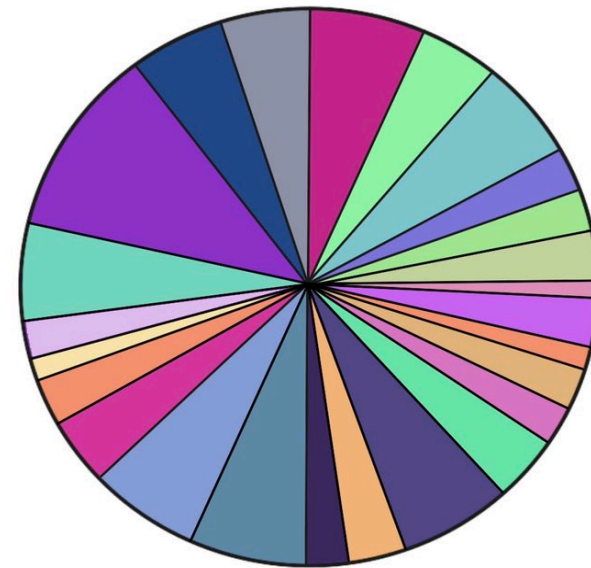
Philadelphia



WHAT BIG MONEY IN
PODCASTING EXPECTS AN
AUDIENCE TO LOOK LIKE

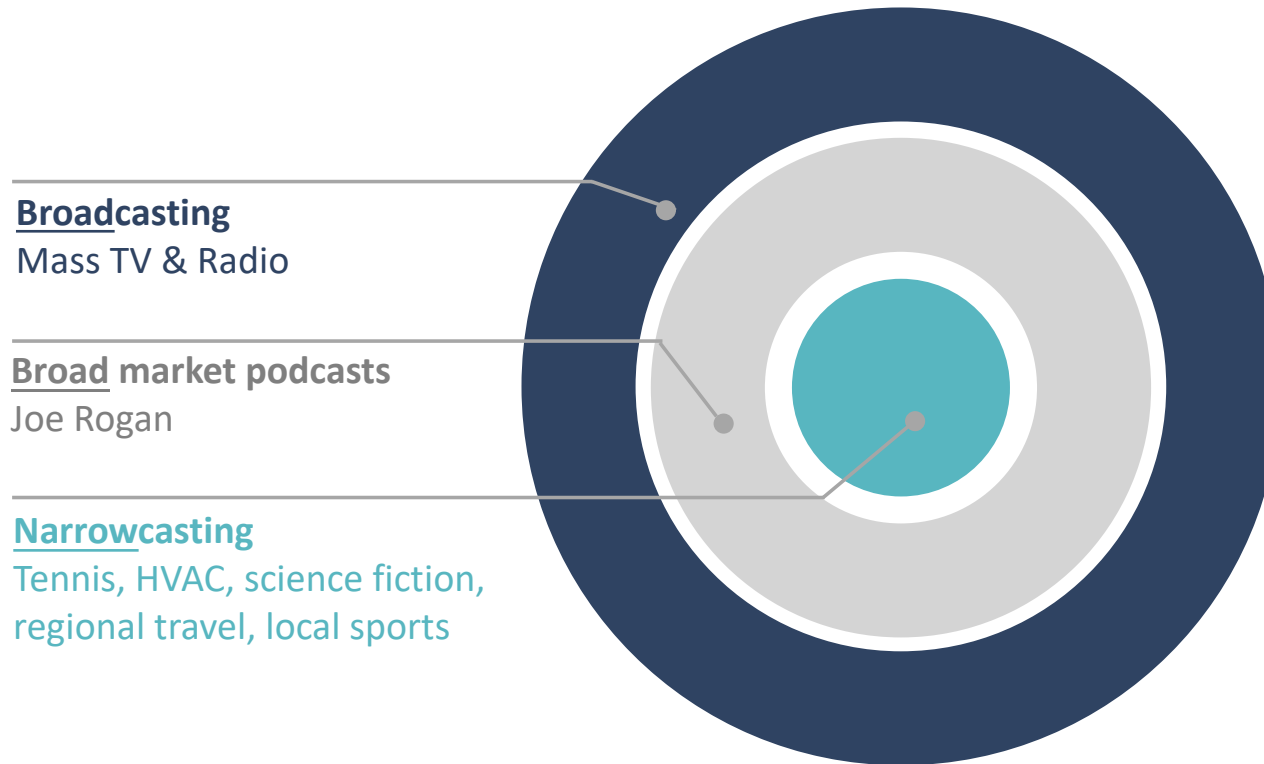


WHAT THE PODCAST AUDIENCE
ACTUALLY LOOKS LIKE



Source: Graphic - Hurt Your Brain, Erik Jones

Broadcasting vs. Narrowcasting



Ears Follow Interests

Culture



History



News



Sports



Food



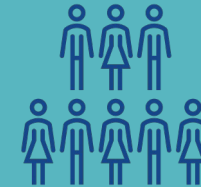
Business



Education



Groups



Local Podcast Formats

Original podcast

A podcast series and/or smart speaker content created by network or station staff.

Market original

A local podcaster syncing up for marketing and sales support.

Curated

Content in a “best-of” form, making it easy for audiences to sample audio filtered by the show's producers.

Branded content

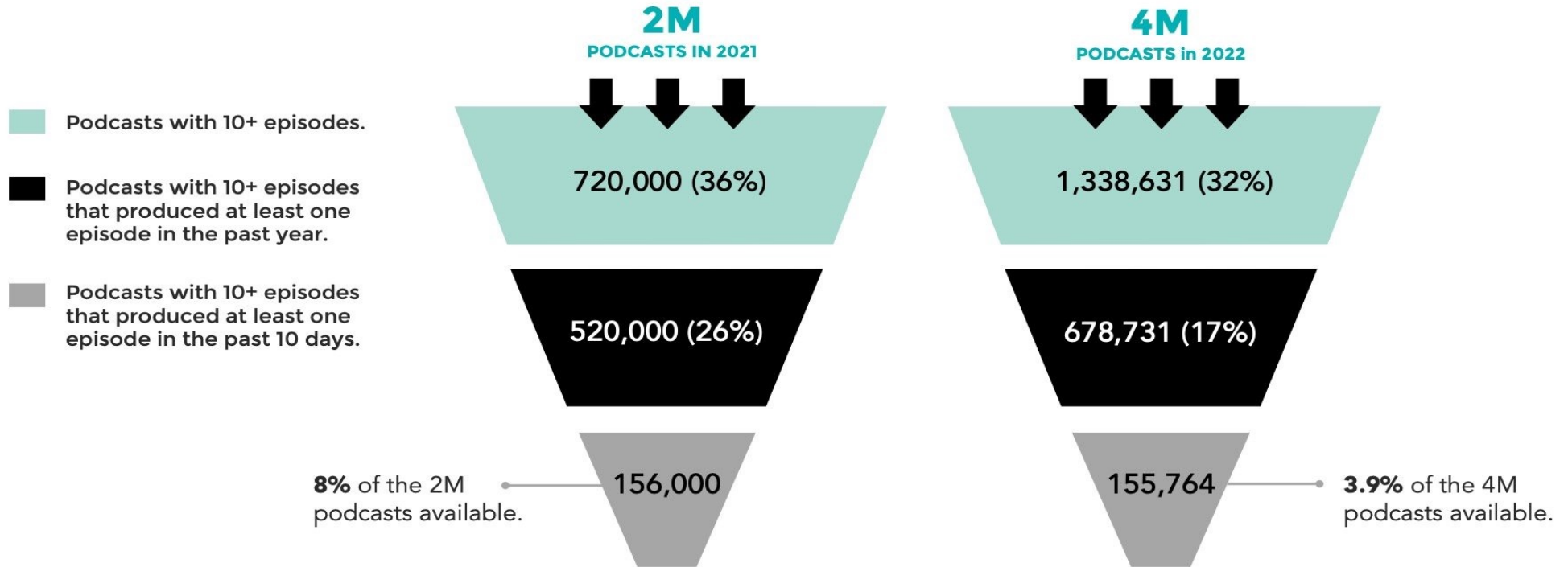
Local advertiser sponsored content i.e., a medical series for a local hospital. Can be a series or one show.

Time shift

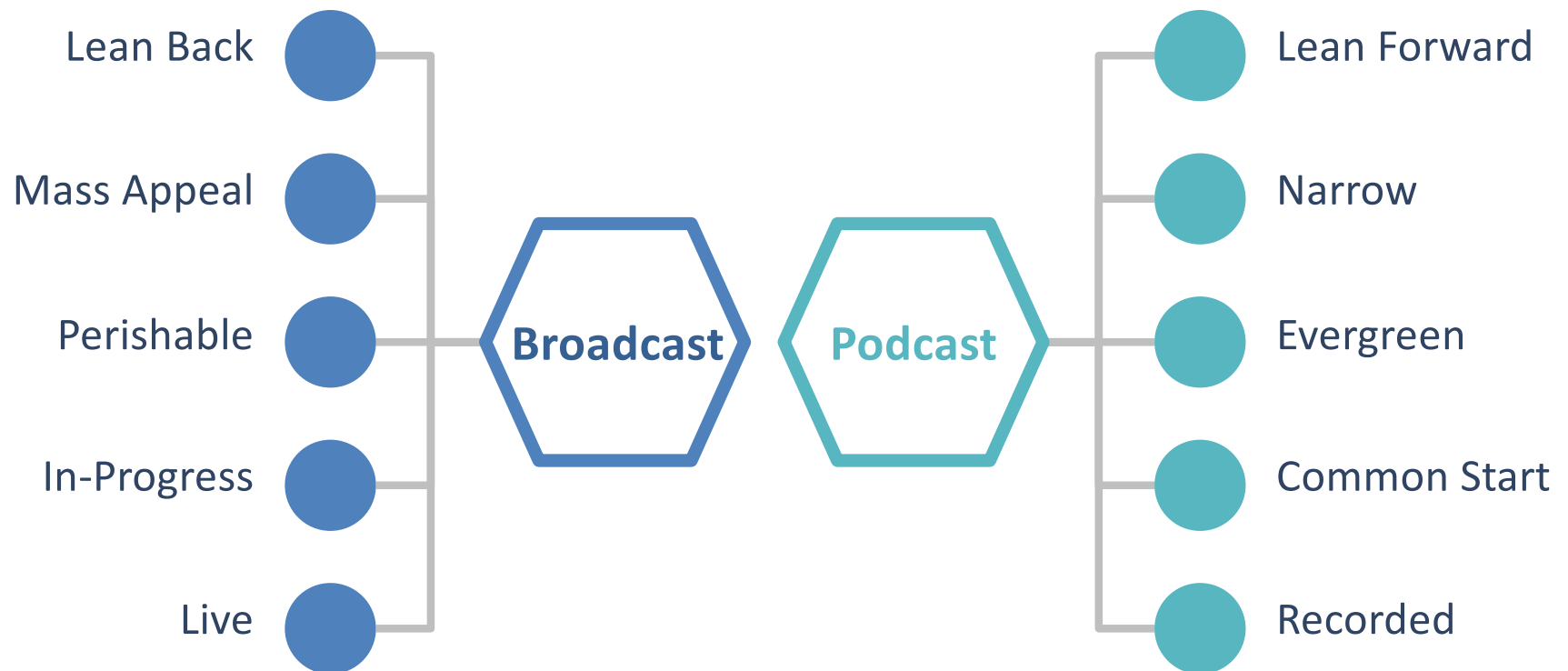
Repurposed content used as a convenience for listeners or viewers who missed the live broadcast.

But there are **too many** podcasts, how can we compete?

LESS THAN 4% OF 4 MILLION PODCASTS HAVE 10+ EPISODES AND PRODUCED A FRESH ONE LAST WEEK



Broadcast VS Podcast



A Few Thoughts



Time-shifted is a great **retention strategy**.

To **grow** your audience you will need to use **new platforms and new devices**.

Beyond the transmitter... are new **audiences**.

A Few Thoughts



Everything new requires **bravery** and **more time** than expected.

Is the content **HVC** (High Value Content) and targeted at the **right audience**?

Is the promotion **frequent** enough and targeted at the **right audience**?

Recommendations

- A **local** podcast eco-system is emerging in many/most markets
- Broadcast is **not the same** as podcast – lean back v. forward
- **HVC** is critical – lean forward medium
- Done properly, **time-shifted** is a viable retention strategy
- Go **beyond** your hallways looking for ideas. Partner up.
- Most not a **CPM** sell – Not spot #8 in a cluster
- **Patience is critical** - It will take a while – Think “Cheers”

“What happens
if you don’t try?”

If you don’t try, it’s
worse than nothing.”



Sheryl Worsley – VP Podcasts, Bonneville

Radio's superpower: driving audience



RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

Amplifi Media Blog



Podcasting's paradox of choice

Podcast listeners are drowning in choice. These two things are underrated in helping listeners decide

Oct 12, 2022



The rightsizing of the podcast business

Right now the podcast business is in the midst of resizing. What does that mean?

Oct 3, 2022



The most, and least, crowded active podcast categories

Which are the most, and least, prolific podcast categories?

Sep 14, 2022



A surprisingly small number of podcasts are still in production.

How many podcasts have 10 or more episodes and produced a fresh episode last week?



Podcast Riches are Often in Niches

This is a story of a business largely built on a podcast. You'll love it.

Jul 20, 2022



At Mid-Year, What's Up and What's Down in Podcasting

Lots of podcast data flying by the past few months — here are a few items that caught our eye

Jul 13, 2022



Visualizing a Podcast Audience

When you see how big your following is, it changes how you prep

Jul 4, 2022



Podcasting's Biggest Challenge is Listener Retention

Finding an audience can be like throwing golf balls into the Grand Canyon and hoping someone spots yours

May 11, 2022



What I Learned Teaching a NYU Course About Podcasting

Apparently when you teach, you also learn.

Apr 12, 2022



Podcast Leadership: The Future from every Angle

We have brought together an all-star group at Podcast Movement Evolutions featuring iHeart, Lemonada, Sounds Profitable, LA Times, & Bloomberg. Friday 9:45am.

Mar 22, 2022



Wherever You Get Your Podcasts?

Podcast apps are a curious business. Why are there so many apps with so little market share?

Mar 12, 2022



This Undeniable Trend Should Frighten Every Talk Radio Station

Younger and diverse audiences are listening to more spoken word audio content. More and more, they are enjoying this content via podcasts

Feb 21, 2022



Steve Goldstein

203.221.1400

sjgoldstein@amplifimedia.com

amplifimedia.com



RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA

A hand holding a smartphone is positioned over a map. Several red location pins are placed on the map, indicating specific geographic locations. The background is slightly blurred, focusing attention on the hand and the map.

The Local Podcast Opportunity

RAB RADIO
ADVERTISING
BUREAU

amplifi
MEDIA