



The Podcasting Data Kit

2018 Audience Insights & Trends



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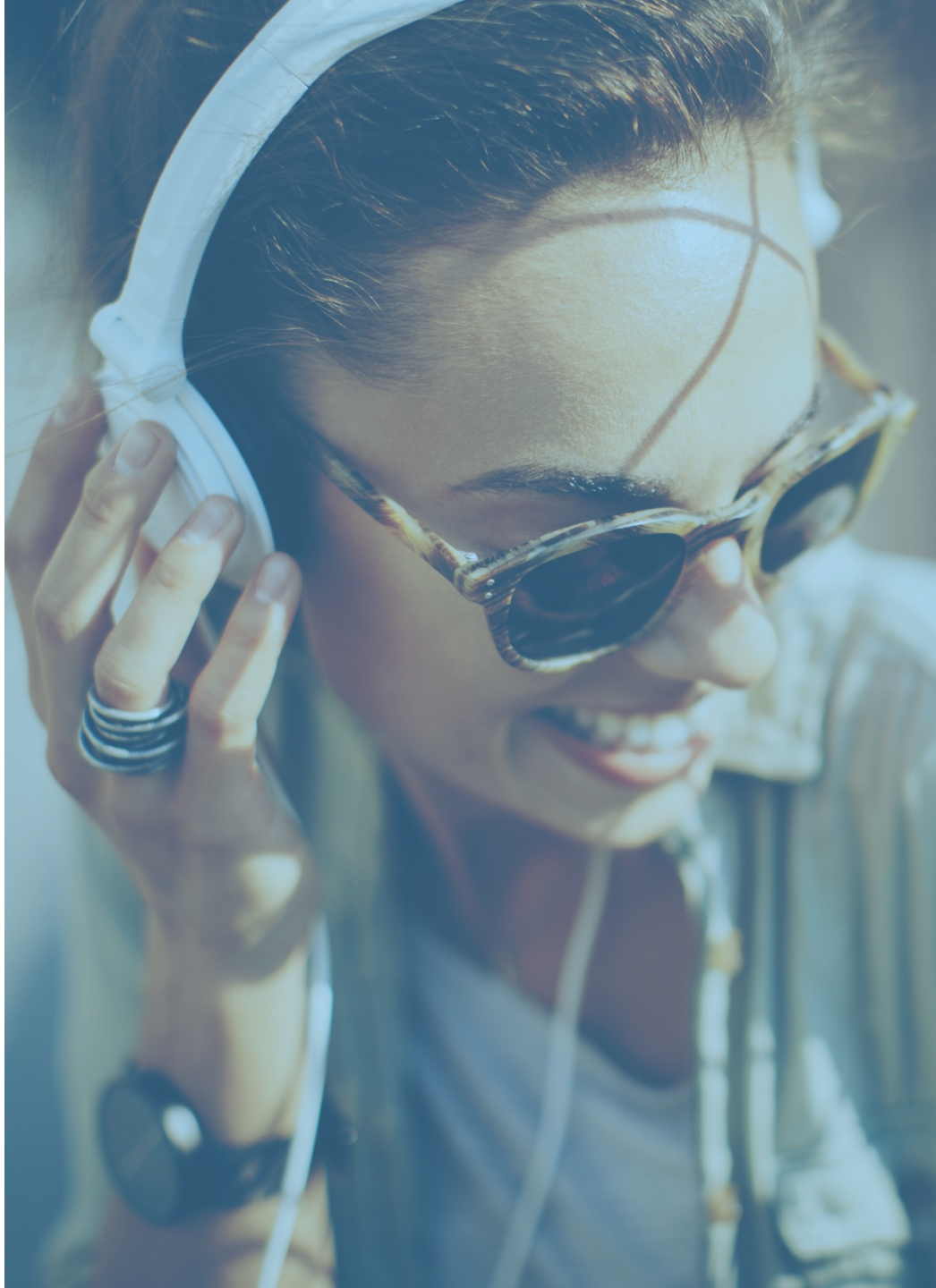
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Continuous Growth

In our fast-paced, mobile world, it's no surprise that podcast consumption is on the rise, with an estimated 180 Million Americans listening on a monthly basis (up from 170 Million in 2017). The mobile nature of the medium makes it easy to be consumed, wherever and whenever consumers choose.

According to the 2018 Infinite Dial Study by Edison Research and Triton Digital®, both podcast familiarity and listening has grown since 2017, with 64% of the U.S. population ages 12+ reporting that they are familiar with the term podcasting (up from 60% in 2017), and 26% of the U.S. population ages 12+ having listened to a podcast in the last month (up from 24% in 2017).

This growth can be attributed to multiple factors, including an increase in smartphone and tablet ownership, where 69% of podcast listening takes place as of 2018.

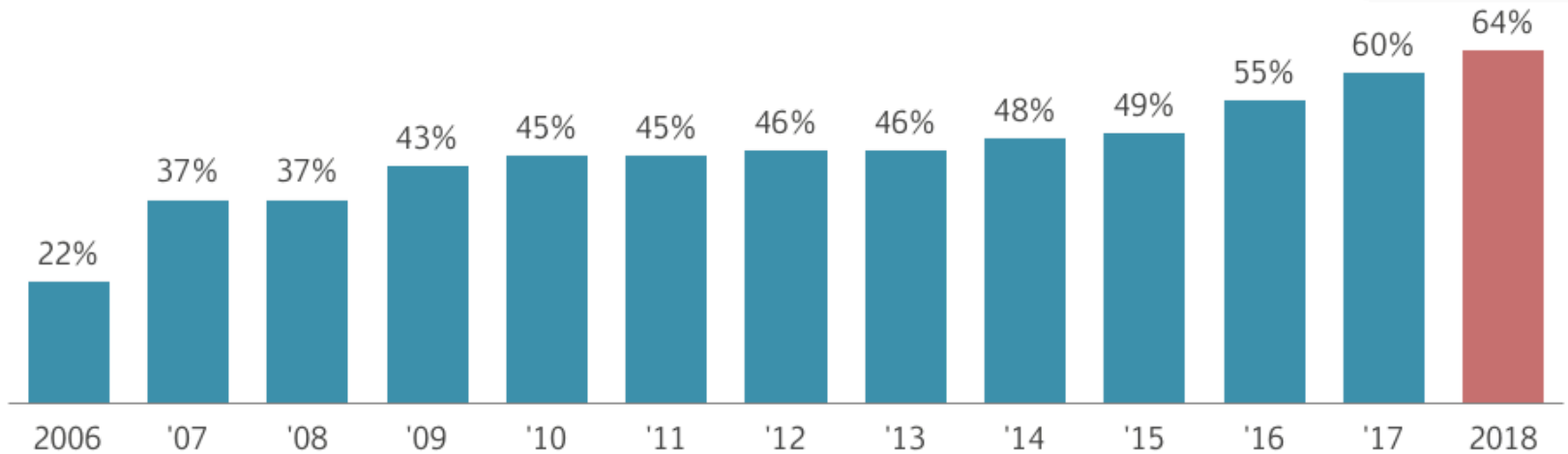


Familiarity with Podcasting

% familiar with term podcasting

Total Population 12+

Estimated
180 Million



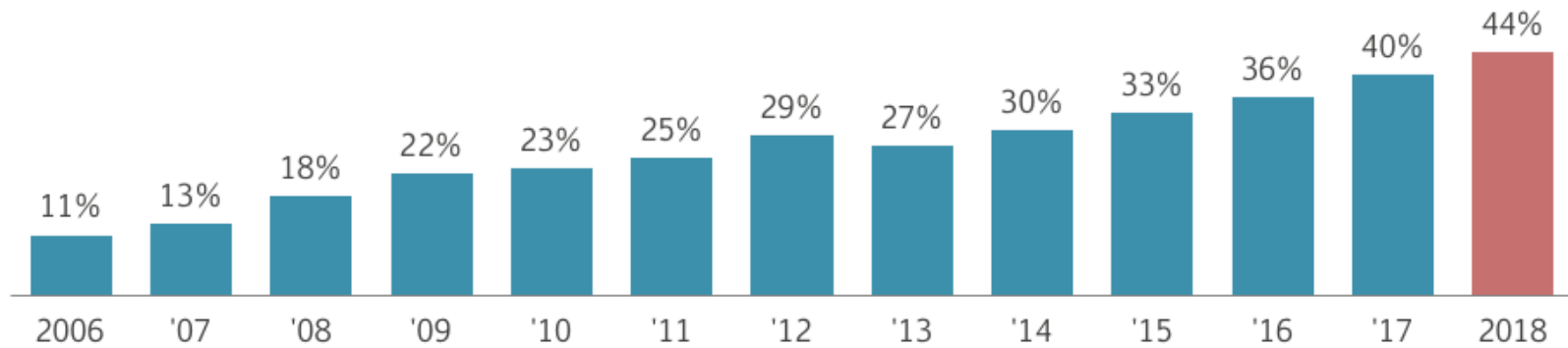
Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

Podcast Listening

% ever listening to a podcast

Population 12+

Estimated
124 Million



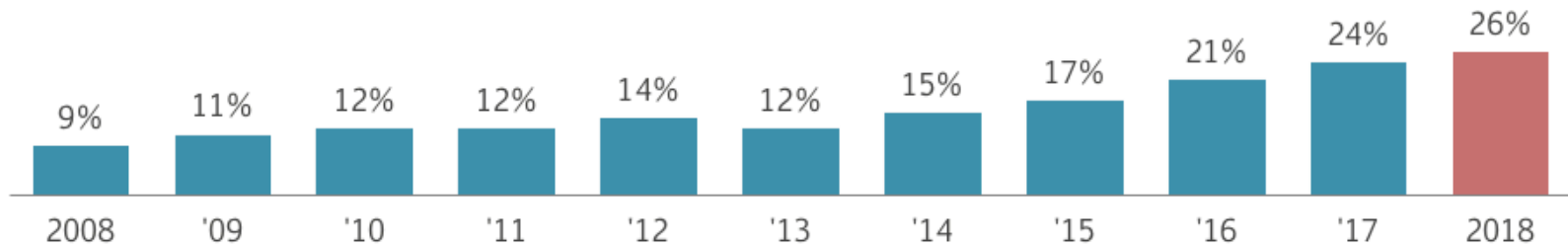
Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

Monthly Podcast Listening

% listening to a podcast last month

Population 12+

Estimated
73 Million

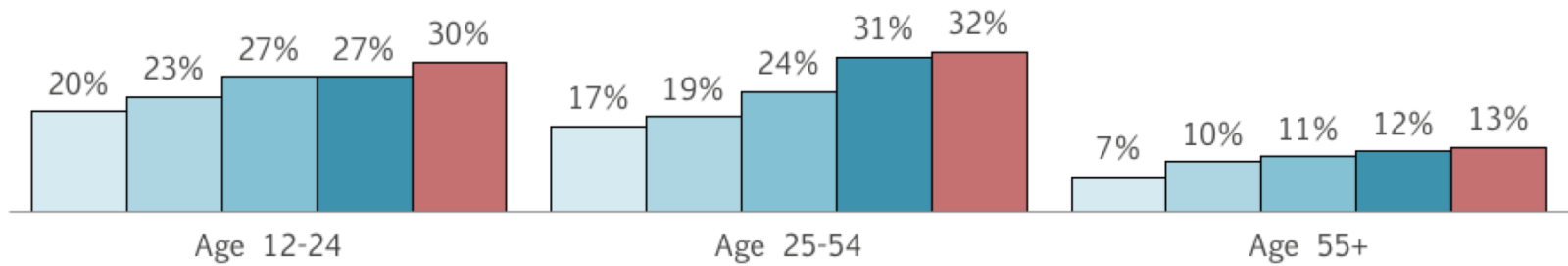


Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

Monthly Podcast Listening

% listening to a podcast last month

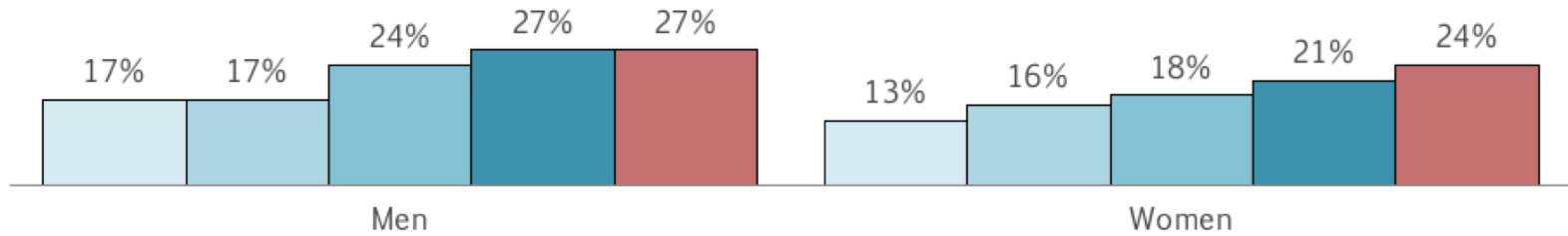
2014 2015 2016 2017 2018



Monthly Podcast Listening

% listening to a podcast last month

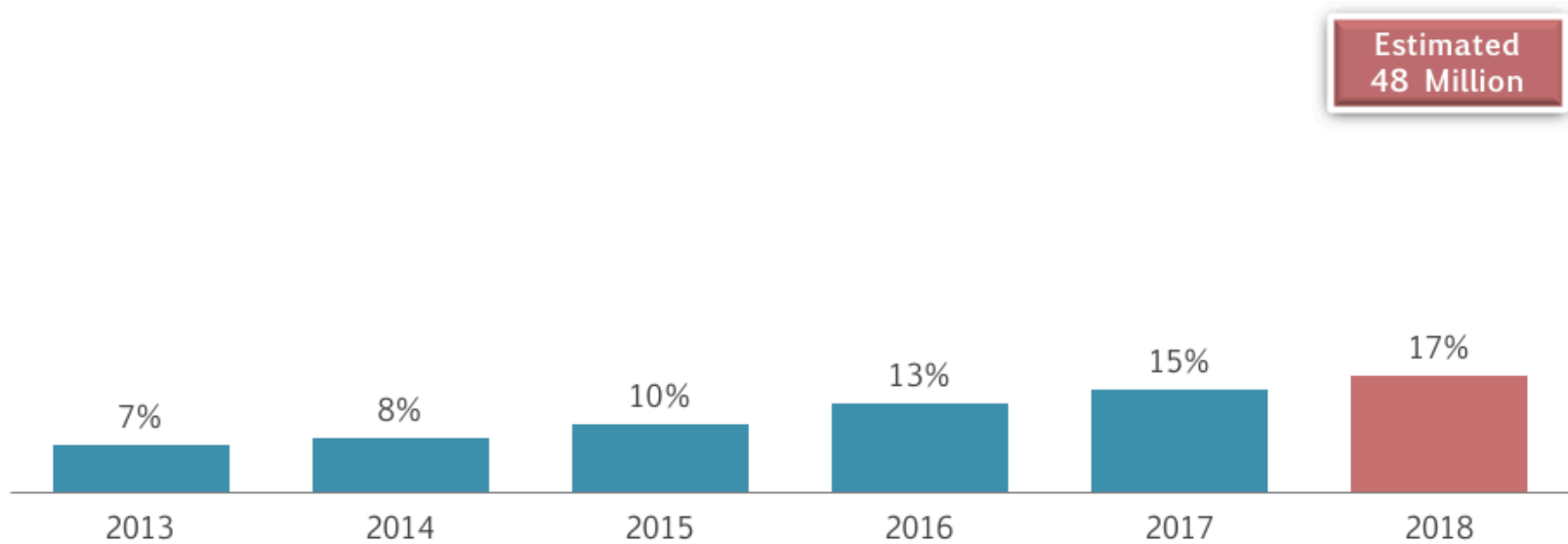
2014 2015 2016 2017 2018



Weekly Podcast Listening

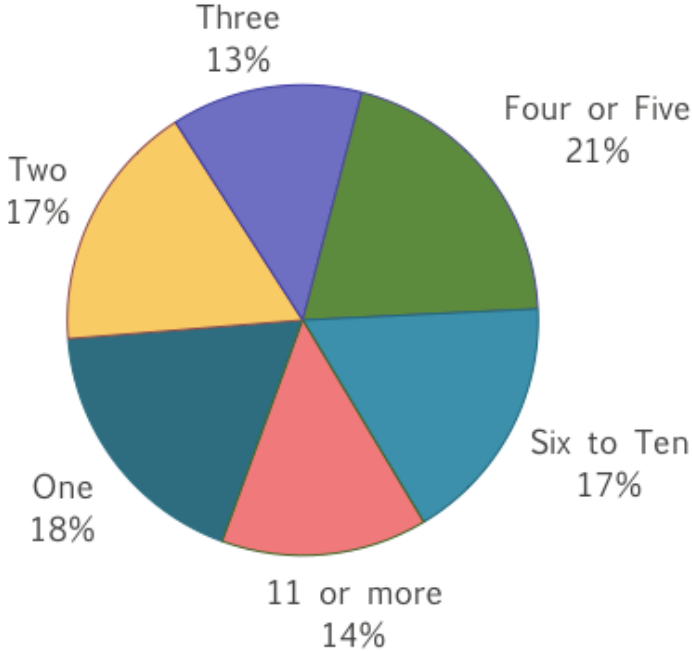
% listening to a podcast last week

UPPERMIDWEST



Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

Number of Podcasts Listened to in Last Week



Average of seven podcasts listened per week

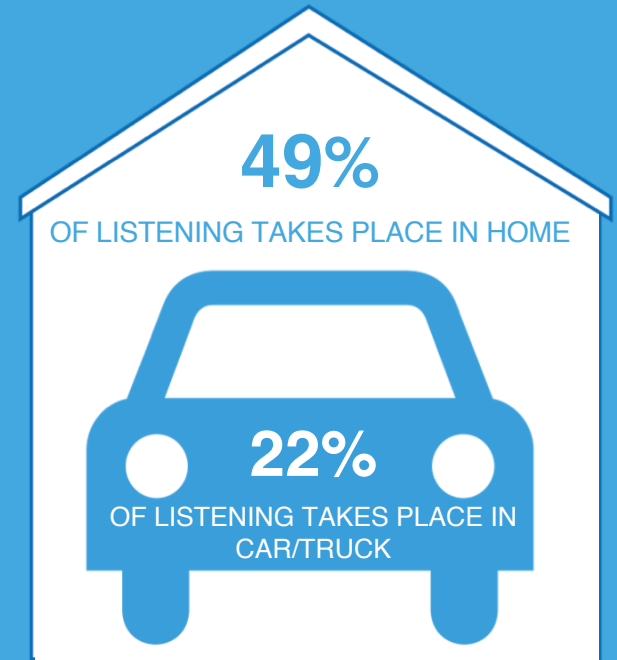
Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

The Way We Listen

The proliferation of smartphones, tablets, and mobile devices continues to contribute to the growth of podcast listening, with consumption on these devices increasing from 55% in 2015 to 69% in 2018. Meanwhile, listening at home has decreased from 80% in 2017 to 49% in 2018, highlighting the increase in consumption of podcasts on-the-go.

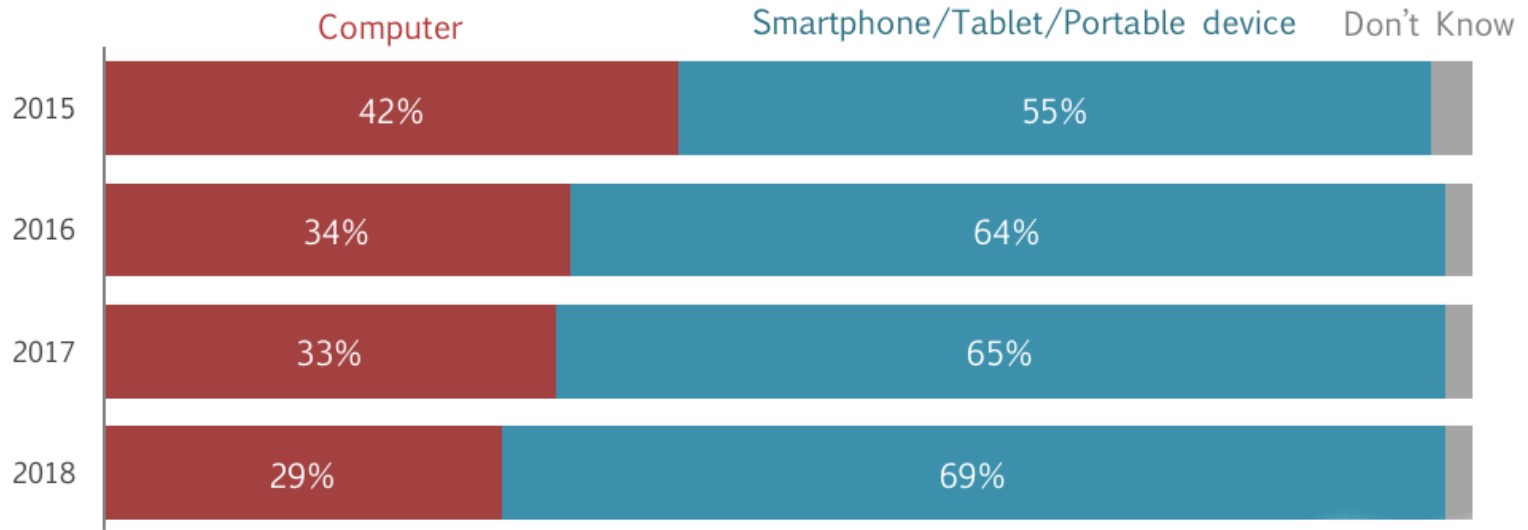
With regards to audio brand used most often, Pandora and Spotify are the most widely used audio listening brands. According to the 2018 Infinite Dial Report, 35% of consumers surveyed use Pandora, and 21% use Spotify. While Pandora has taken a minor dip in 2018, Spotify has continued to increase in listenership since 2016.

Although attention spans are short and the world is fast-paced, 45% of surveyed consumers reported listening to most of a podcast upon pressing play, while 35% of consumers reported listening to the entire podcast episode upon pressing play.



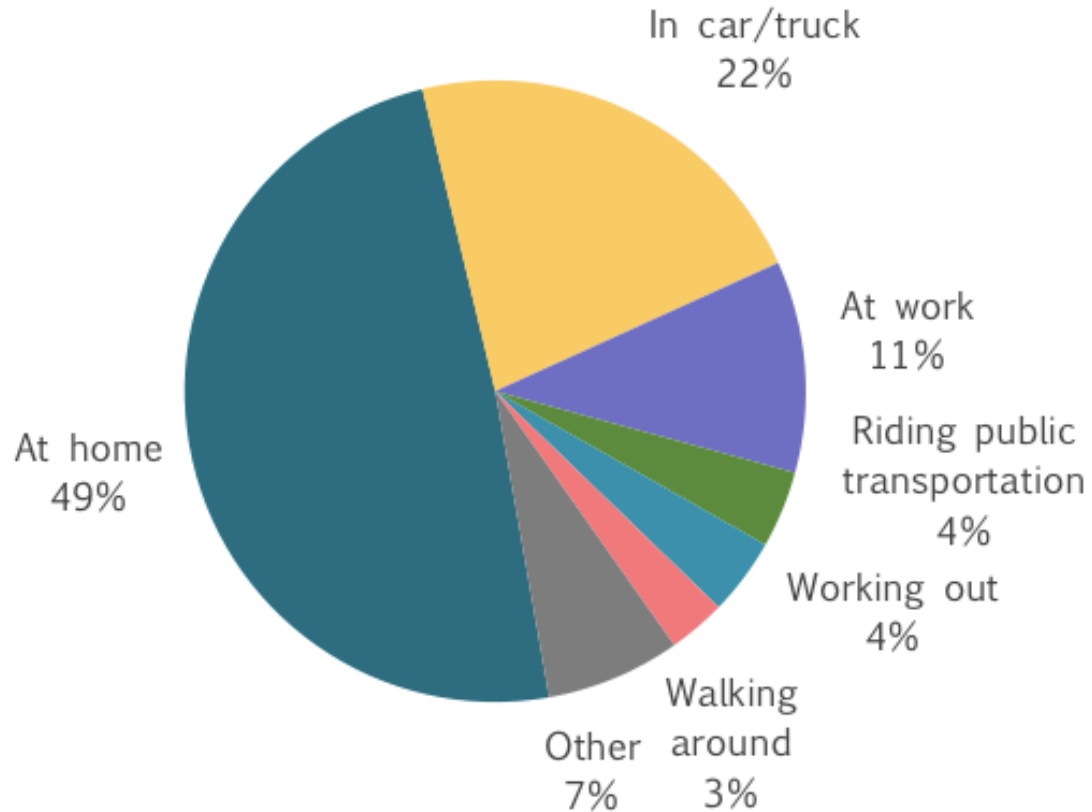
Device Used Most Often to Listen to Podcasts

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Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

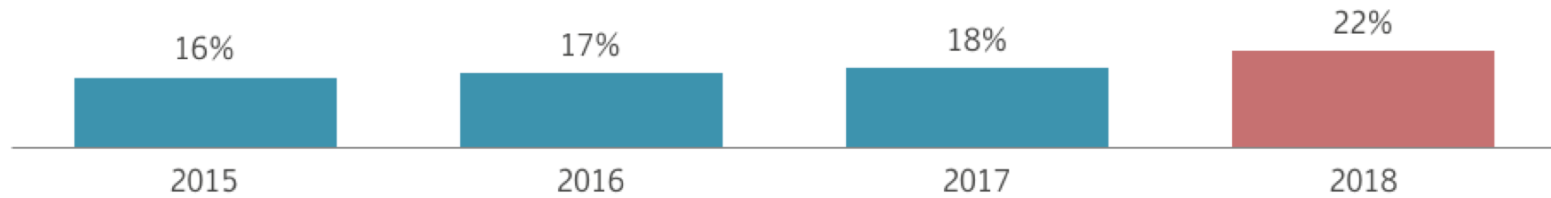
Podcast Listening Locations



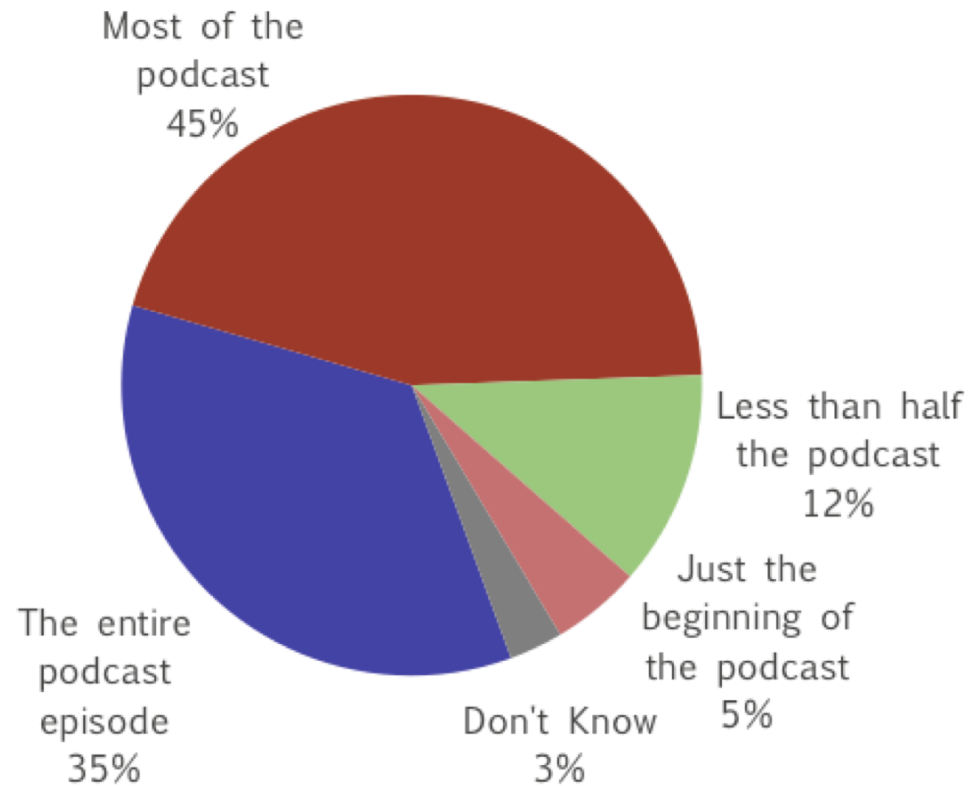
Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

Location Listened to Most Often

% listen to most often in car/truck

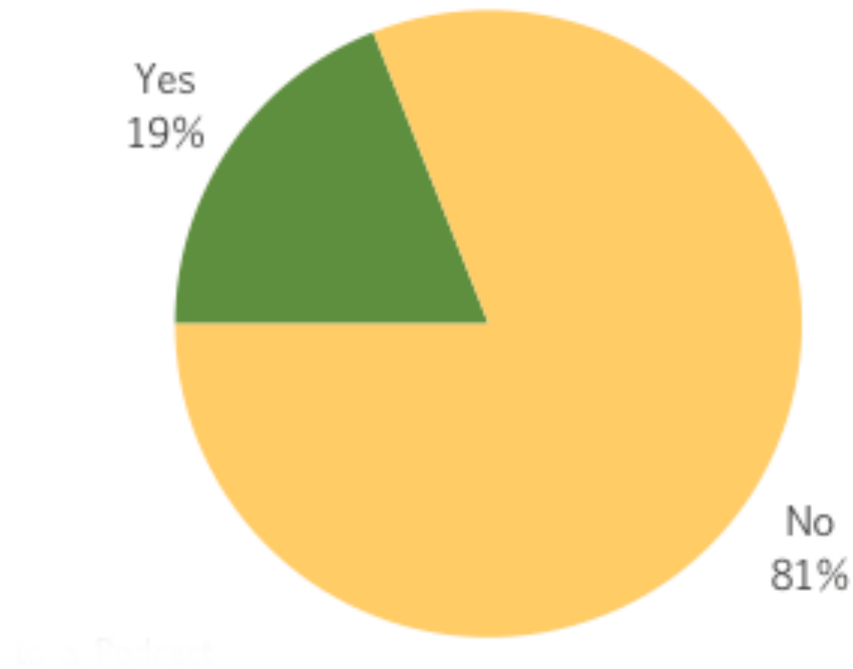


Podcast Listening



Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

Increasing Podcast Playback Speed



Source: Infinite Dial 2018 by Edison Research & Triton Digital
Base: Total Population 12+

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Podcasting is very much in line with the on-demand media culture we live in today, created by Netflix and others who make content available at any time in a non-linear stream.

Edison Podcast Consumer Study 2017



About Triton Digital

Triton Digital provides the technology needed to easily and efficiently create, deliver, and dynamically insert ads into podcast content. Our technology allows advertisements to stay relevant, regardless of when or where a podcast is being consumed.

For more information on podcasting solutions, [contact us here.](#)



www.TritonDigital.com