

Background Information

While podcasts have experienced a boost in popularity in the past few years, the medium actually dates back to the early 2000s. The men behind its creation are **Dave Winer** and **Adam Curry**. When the platform was launched, it grew rapidly, having **over 2,000** searches on google in a single month during its first year. As their audience expanded so did the technology that was used to consume the content. **Apple** stepped in and added it to the iTunes store in **2005**, allowing the programs to be downloaded onto your computer and even take it with you through devices like the iPod. When the creation of **4G** came to modern society, it only aided in the advancement of the transportability of the programs. You could now download it straight to your phone or even just ask a **smart speaker**, think Alexa or Google Home, to begin playing one at any point of the day. Just because technology is still expanding, we can still count on older technology to aid in the spread of podcasts.

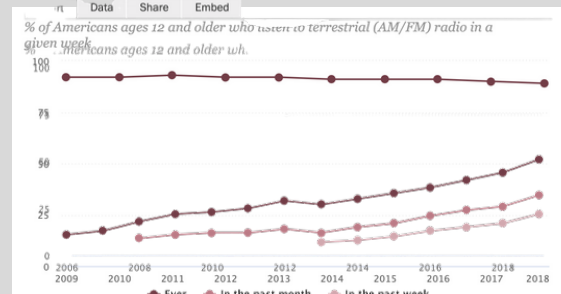


Podcasting

THE NEW AGE OF RADIO
BY CHRISTOPHER ROSENE

A Closer Look at the Data

Since their inception in 2004, podcasts grew in popularity at a rapid pace with the technology that enabled them. With numbers taken from data as recent as **April 2020**, **50%** of all homes in the US are fans of at least one podcast while **75%** of the overall population is at least familiar with the term itself. Even though the medium began in the US, we rank **5th** in terms of the percentage of population that individually listen to them.



The above graph shows the correlation between traditional radio listening, the upper line, and podcasts themselves, the lower three lines. Though the data only covers through 2018, the podcast statistics show an increase in users of close to **1 million** more from 2017. This upward trend in podcasts, and the increase in technology, shows promise for the future of the medium.

The Future of Podcasts

This past year has seen the largest increase in listeners since **2008**. The sheer number of podcasts continues to rise and saturate the market with more than **700,000** shows and over **30 million** individual episodes available across different outlets. While some programs are paid outright, the majority of revenue generated comes from ads that are tun during the podcast. Spotify and Pandora plan to spend **\$500 million** in the coming year alone, while ads generate another **\$680 million**, up from the previous year **\$480 million**. Celebrities continue to rise up the Apple charts with **32%** being hosted by celebrities. These shows include **The Joe Rogan Experience**, **Unqualified**, and **Here's the Thing**. With ad revenue booming and technology continuing to grow, with the creation of 5G networks, podcasts are likely to overtake radio sooner than we may think.

Sources

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