



Podcast



July 2, 2005







chris2x



❤️ 18 likes 💬 0 comments

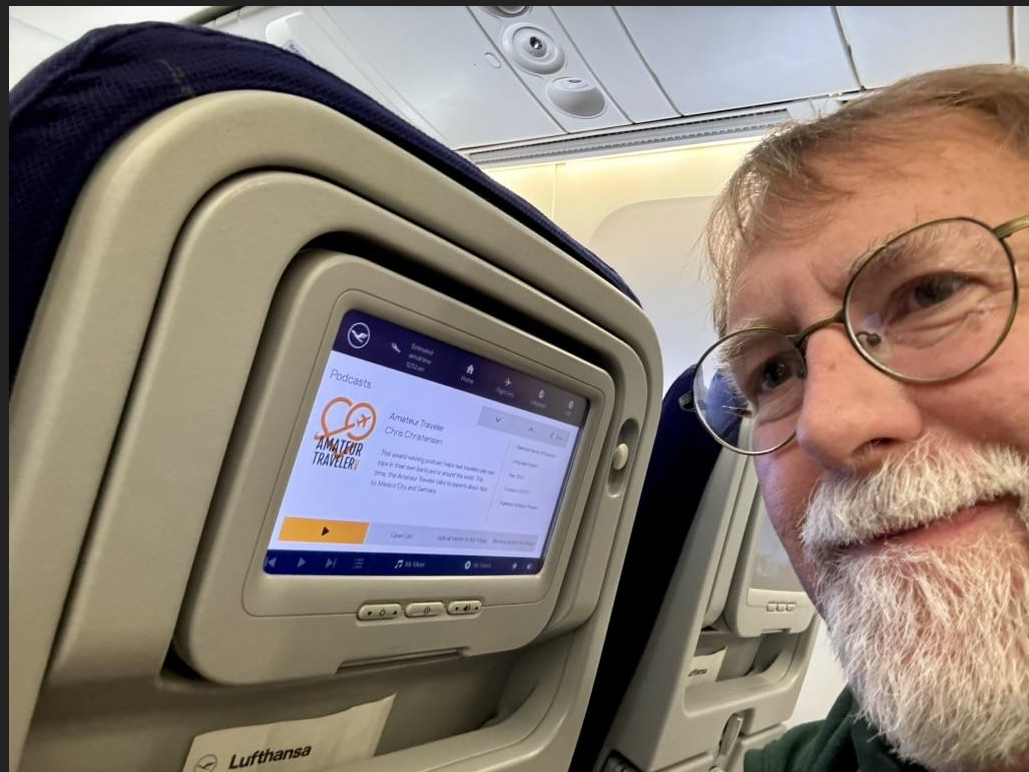
@girlgonetravel @karasw @chris2x at the White House for
#WHTravelBloggers

DECEMBER 9, 2014





Thailand Foreign Ministry



7:40

100

Travel



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Zero To Travel Podcast
Jason Moore



Amateur Traveler Tra...
Chris Christensen



Travel with Rick Steves
Rick Steves



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Bruce and Shelly

Channels

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Travel to Cartagena and No...
July 15, 2023



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WHAT'S A
PODCAST?

What Makes up a Podcast



Media File - Audio, Video or PDF



RSS Feed / .XML File



Media and RSS feed Hosting



iTunes - Does NOT host Files

iTunes - Requires your RSS Feed



Why Podcast?



Podcast

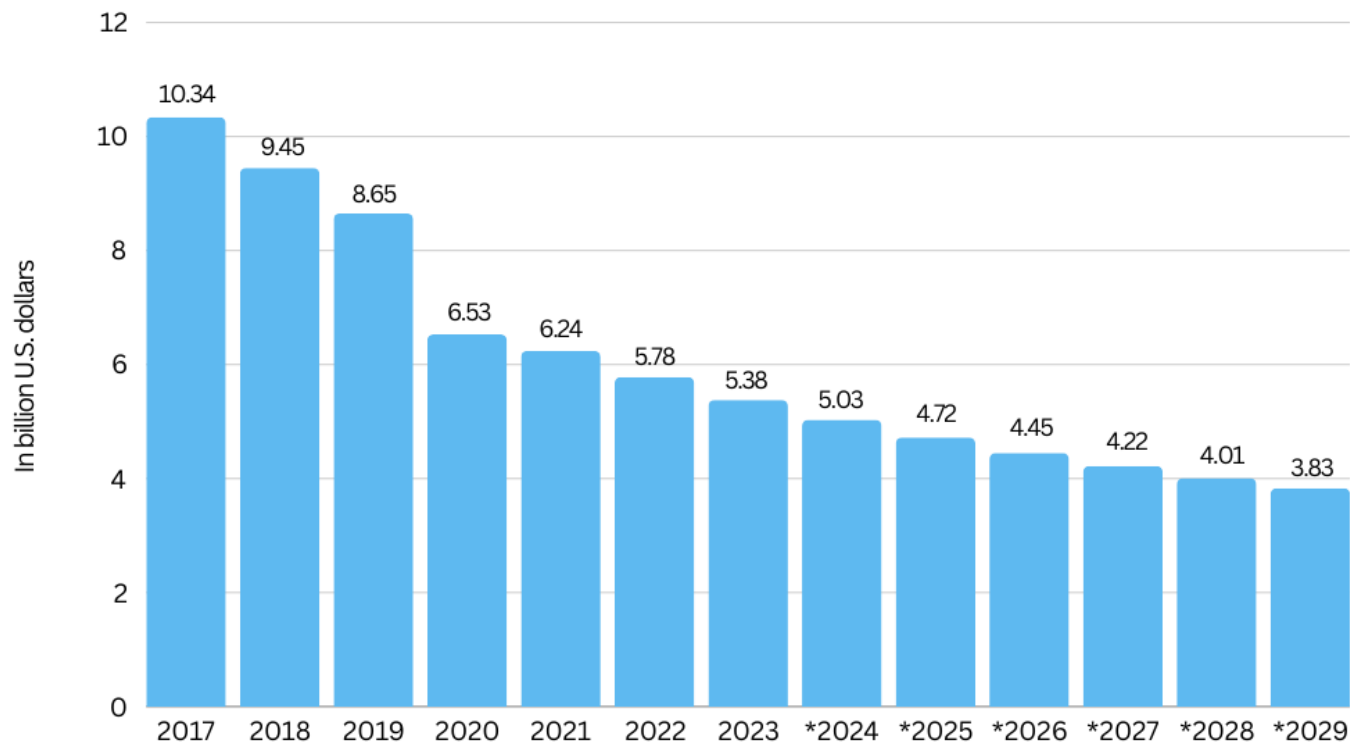
The Demise of the Magazine Subscription



Source: Alkami Telemetry Data for this figure was sourced from a panel of 22 financial institutions with more than 2.5 million account holders and over 1.5 billion transactions. Copyright Alkami Technology, Inc. Alkami is the registered trademark of Alkami Technology, Inc. All Rights Reserved 2024.



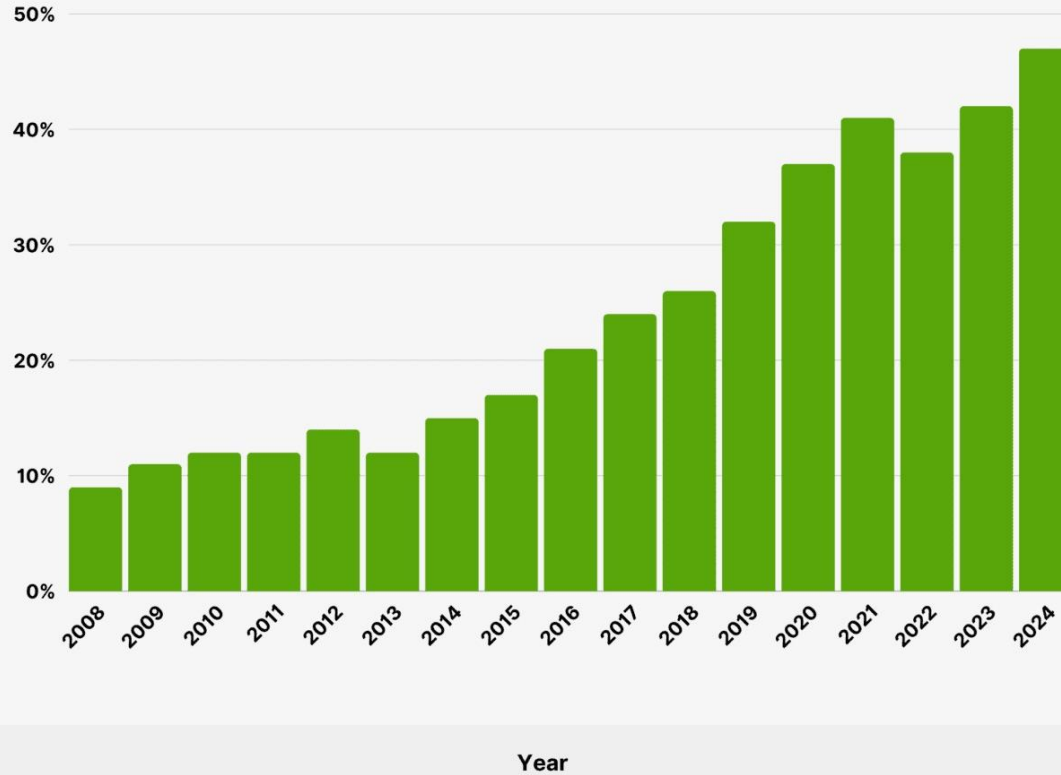
Ad Spending in the Newspaper Advertising Market in the U.S.



*Projected Figures | Most recent update: May 2024

Podcast Listeners in the US

Share of Monthly Podcast Listeners (US Population 12+)



<https://backlinko.com/podcast-stats>



THE INFINITE DIAL[®] 2024



<https://www.edisonresearch.com/the-infinite-dial-2024/>



IN THE LAST MONTH

Up from 42% in 2023

48%

**OF MEN LISTENED
TO A PODCAST
IN THE LAST MONTH**

Up from 46% in 2023

45%

**OF WOMEN LISTENED
TO A PODCAST
IN THE LAST MONTH**

Up from 39% in 2023



IN THE LAST WEEK

Up from 31% in 2023

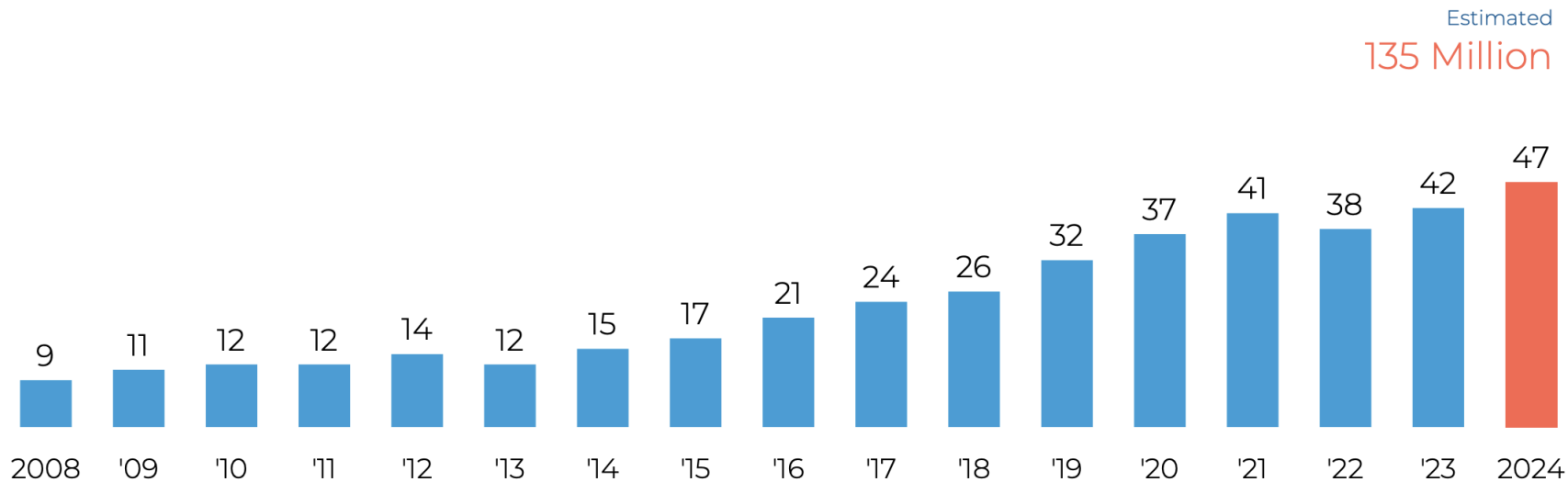
8 **WEEKLY PODCAST
LISTENERS AVERAGE
PODCAST EPISODES
PER WEEK**



Monthly Podcast Listening

Total U.S. Population 12+

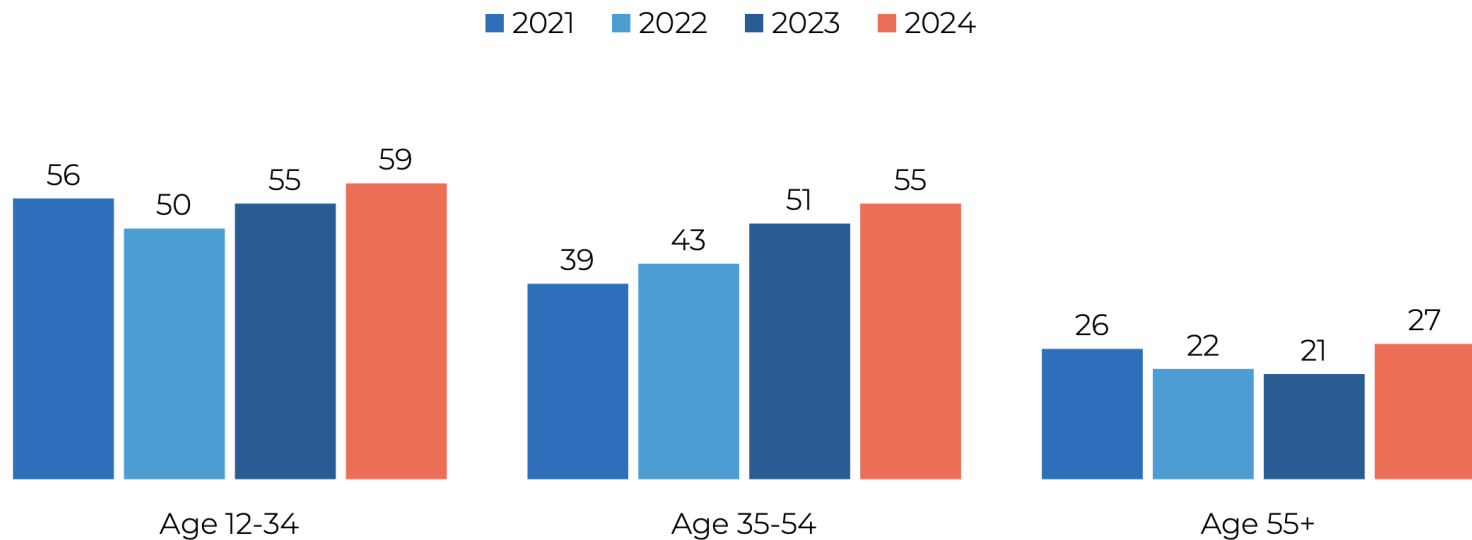
% LISTENED TO PODCAST IN THE LAST MONTH



Monthly Podcast Listening

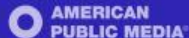
Total U.S. Population 12+

% LISTENED TO PODCAST IN THE LAST MONTH



Platform Usage – Podcasting, Video, and Social Media

Sponsored by



WONDERY

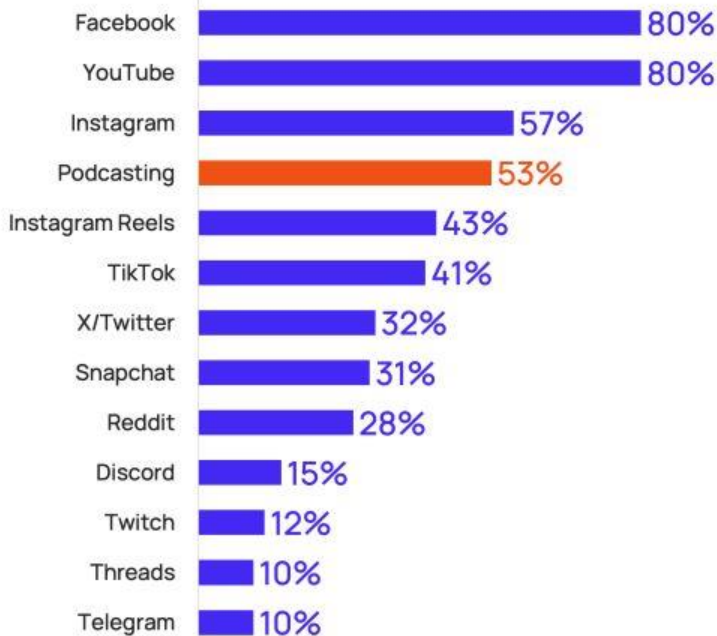
ESPN Podcasts



Wellsync ads

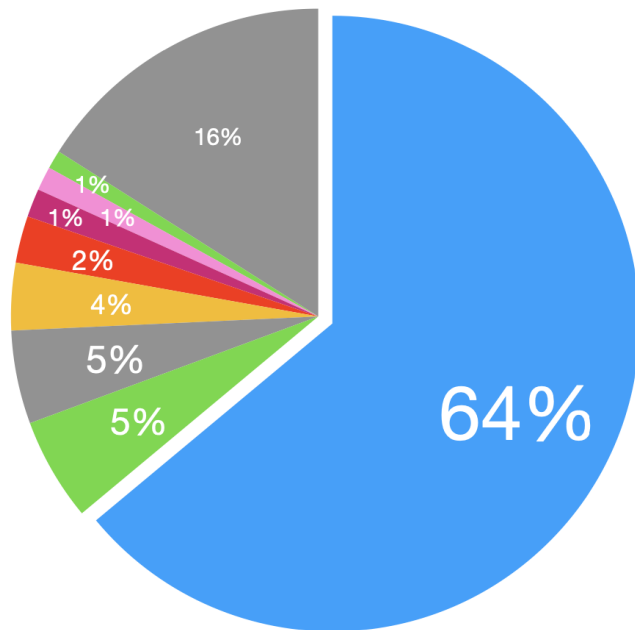


Monthly Usage, Adults 18+



SOURCE: The Podcast Landscape, Sounds Profitable (2024)

Geographic - libsyn.com - June'23



- USA
- Canada
- UK
- Australia
- Germany
- Sweden
- India
- Japan
- ROW

Top 20 Countries

















Country	Jun23	May23
USA	64.0%	64.0%
Canada	5.4%	5.4%
UK	4.9%	5.0%
Australia	3.5%	3.7%
Germany	2.5%	2.5%
Sweden	1.5%	1.6%
India	1.3%	0.8%
Japan	1.0%	0.9%
Spain	0.9%	0.9%
Mexico	0.8%	0.8%
France	0.7%	0.6%
Netherlands	0.6%	0.6%
Brazil	0.6%	0.5%
Denmark	0.5%	0.5%
Iran	0.5%	0.5%
New Zealand	0.5%	0.5%
Colombia	0.4%	0.4%
South Africa	0.4%	0.5%
Ireland	0.4%	0.4%
Switzerland	0.4%	0.4%

MY TOP COUNTRIES

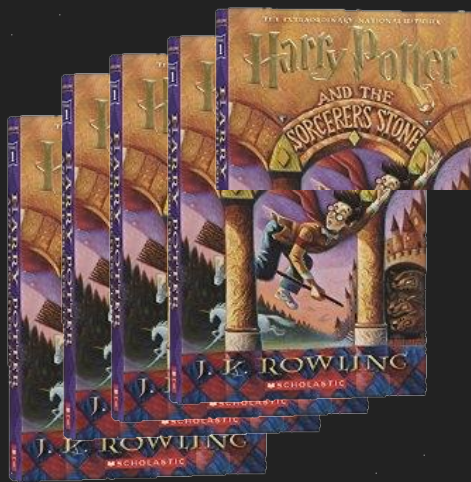
Amateur Traveler Travel Podcast

Name	Code	Downloads	Percent
United States	US	295217	70.90
United Kingdom	GB	23570	5.66
Canada	CA	18563	4.46
Australia	AU	15805	3.80
Ireland	IE	6119	1.47
Germany	DE	4066	0.98
Netherlands	NL	3649	0.88
Japan	JP	3318	0.80
India	IN	2899	0.70
Brazil	BR	2822	0.68
Poland	PL	2714	0.65
New Zealand	NZ	2399	0.58
Singapore	SG	1691	0.41
Spain	ES	1607	0.39
China	CN	1602	0.38
South Africa	ZA	1508	0.36

MORE TIME IN THE DAY TO..

	Listen to Podcasts	Read Blogs
Driving your Car :		
Walking the Dog :		
Working Out :		
Riding your Bike :		
Doing Yard Work :		
Doing House Work :		
Actually Working :		
Air Plane Mode :		





ONE LISTENER TOLD ME SHE
DOWNLOADED 50 EPISODES OF
THE AMATEUR TRAVELER TO PLAN
A SINGLE TRIP TO EUROPE.

TO PUT THAT IN PERSPECTIVE THAT
IS ABOUT 7,000 WORDS PER
EPISODE OR 350,000 WORDS THAT
SHE LISTENED TO OR ABOUT 4.5X
THE SIZE OF
THE FIRST HARRY POTTER BOOK

ATTENTION



PODCAST STYLES



MONOLOGUE

TEXT

SETUP



COMPUTER



MICROPHONE



GARAGEBAND
AUDACITY
DESCRIP



REMOTE INTERVIEWS /
CO-HOSTED /
ROUNDTABLE

TEXT

HOST SETUP



COMPUTER
RIVERSIDE.COM



MICROPHONE



GARAGEBAND
AUDACITY
DESCRIPIT

GUEST SETUP



COMPUTER
[RIVERSIDE.COM](https://www.riverside.com)



MICROPHONE

OR



SMART PHONE
EAR BUDS
[RIVERSIDE.COM](https://www.riverside.com)



IN PERSON INTERVIEWS / CO-
HOSTED

TEXT

SETUP



OR



DIGITAL
RECORDER

MICROPHONES
HEADSETS
MIXER
COMPUTER



Portable Mixer



IN PERSON FIELD INTERVIEWS

TEXT

SETUP



SMART PHONE
MICROPHONE

OR



DIGITAL
RECORDER



This Week in Travel

ROUNDTABLE



USB Microphone (Blue Yeti)

VIDEO?

HOSTING

HOSTING QUESTIONS

- How easy is to leave?
- How reliable?
- Do they sell ads?
- How trustworthy?

Chrome File Edit View History Bookmarks People Window Help

: Liberated Syndication - Libsyn x

Secure https://four.libsynpro.com/dashboard#

libsyn4

Chris 2x

Amateur Traveler Travel Podcast Change Show

Dashboard Content Destinations Monetizing Stats Settings Help

Add New Episode
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 Add File for Download Only
 Previously Published
 Scheduled for Release
 Drafts
 FTP/Unreleased Media
 File Manager

Messages

There are no messages.

Quick Publish

Want the bells and whistles? Go to "Content" in the menu above. If not, this'll do.

Item Title*

Description

EDIT INSERT VIEW FORMAT TOOLS
 B I U S A A

 <> FONT SIZES A

Stats Snapshot

Downloads

March	19,978
February	49,080
January	58,580
Before Dec 31, 2009 (Legacy)	401,992
After Dec 31, 2009	2,870,455
All Time	3,272,447

VIEW ALL STATS

Social Destinations Status

Destination Name	Status
Twitter (@chris2x)	✓

Comments

You have 0 comments awaiting moderation.

Libsyn Support

https://four.libsynpro.com/content/previously-published

HOSTING

EDITING

861 Nepal

861 Nepal - chris

+ I'd like to welcome to the show Sean Hira, a tour guide and also a blogger at farouttraveling.com and Sean has come to talk to us about Nepal. Sean, welcome to the show.

861 Nepal - sean

Hey, thanks for having me, Chris. Longtime fan. Looking forward to going over Nepal.

861 Nepal - chris

And what is your connection with Nepal before we get started?

861 Nepal - sean

Yeah, I recently traveled around Nepal, spent two weeks seeing some of the highlights and some of the less touristy parts, and... I fell in love with the country. I got really close to my local guide and I had a lot of feedback from my posts on Instagram and, all of a sudden, I created a blog post and now I've got a lot of interest and I'm going to be running a tour there in April, 2024, April 11th through April 21st,

861 Nepal - chris

Excellent. Why should someone go to Nepal?

861 Nepal - sean

Nepal's a little bit of an underrated destination. It's a landlocked country in the Himalayas

Script S

Audio ...

+0.0 dB

Audio Effects +

Studio Sound

Hide timeline 00:00.0 / 39:11.4 [Icons]

0:00 0:01 0:02 0:03 0:04 0:05 0:06 0:07 0:08 0:09 0:10 0:11 0:12 0:13 0:14 0:15

I'd like to welcome to Sean Hira ... a tour guide and also blogger at farou ... com ... and Sean has come to talk to us about Nepal. Sean, welcome to the ... Hey, thanks for having me. Longtime fan.

PODCAST GOALS

PODCASTING MYTHS

Myth - Podcasting is Hard



Myth - The Perfect Podcast Length



“7 Podcasting Best Practices” (cision.com)

As evidence of the popularity of podcasts, consider these facts:

There are over 115,000 podcasts in existence.

32 million people listen to podcasts monthly.

The average podcast lasts about 30 minutes.

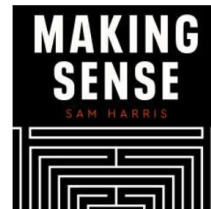
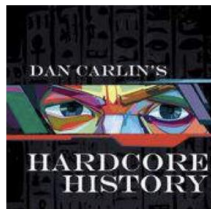
Users listen to about 22 minutes per podcast.

Users prefer podcasts that last less than 16 minutes.

The average commute time in the U.S. is 25 minutes

What is the Right Episode Length?

Apple Podcasts Top 200 Eps	1/12/23	5/21/22	2/26/21	2/22/20	2/26/19	2/4/18
Avg	60 mins	62 mins	65 mins	67 mins	67 mins	
Median	52 mins	57 mins	60 mins	58 mins	55 mins	
≤ 22 mins	15.5%	11.7%	8.0%	8.5%	6.6%	8.1%
≥ 40 mins	72%	68%	78%	80.5%	75%	69%*
≥ 120 mins	8.5%	7.6%	5.5%	11.5%	11.2%	8.1%





“A good speech should be like a woman's skirt; long enough to cover the subject and short enough to create interest.”

- Winston Churchill

Myth - Podcast means Ad Supported



Myth - If you build it... they will come



Podcasting Stats - May'23*

Top %	Downloads Per Ep
50%	>152
20%	>1,200
10%	>3,000
6.8%	>5,000
5%	>7,200
2%	>17,000
1%	>30,000

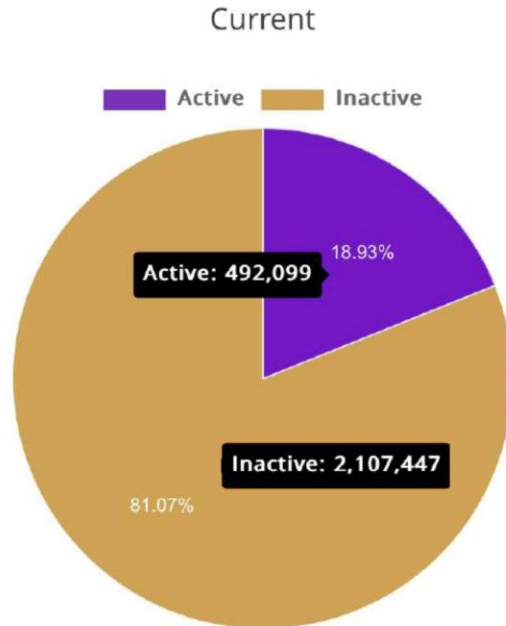
Adjusted Mean (Average): 1,377 dpe

*All episodes released on Libsyn & LibsynPro for Apr 2023 measured until June 30th.

Podcasts - Active vs Inactive - All



All Podcasts - Active vs Not - Last 90 days



Total podcasts in the index ...

4,112,560

Shows published in the last ...

3 DAYS

102,253

10 DAYS

239,656

30 DAYS

351,727

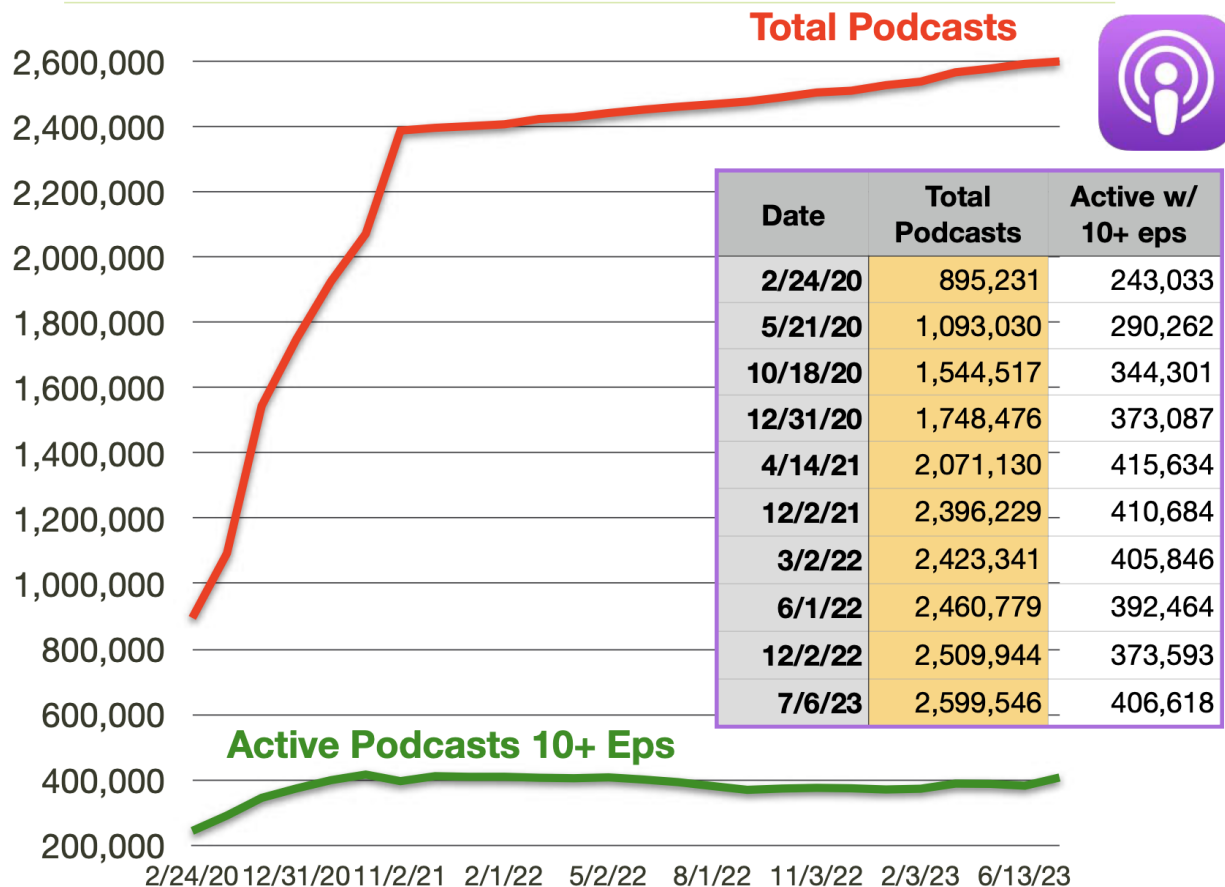
60 DAYS

432,607

90 DAYS

490,483

Apple Podcasts - Active & 10+ Eps vs Total



BUSINESS

Which of the following
podcast genres have
you consumed in the
last 30 days?

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Base: Have listened to a
podcast in the last month

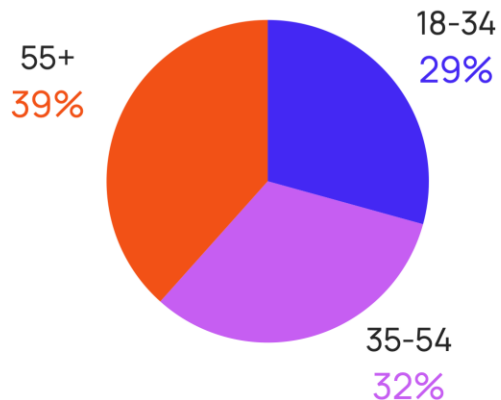
Age Profile:

Business Podcast Consumers

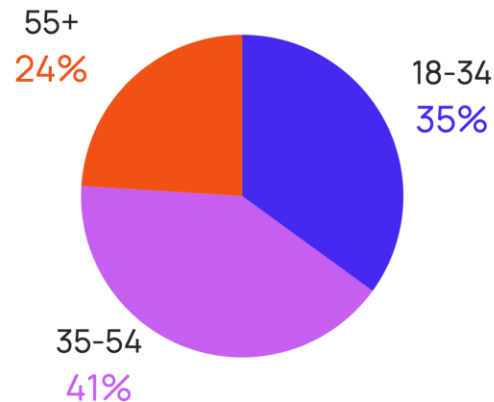
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US Population



Business
Podcast Consumers

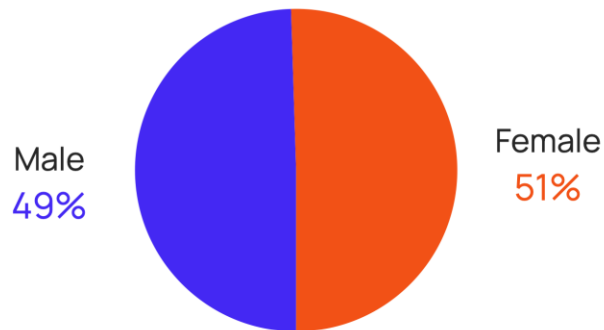


Base: Past Month Podcast Listeners

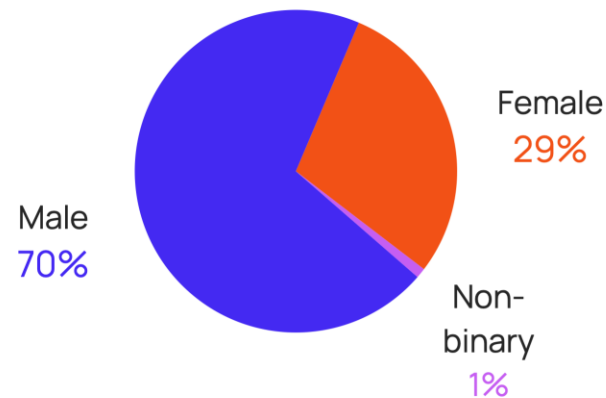
Gender Profile:

Business Podcast Consumers

US Population



Business
Podcast Consumers



Base: Past Month Podcast Listeners

Sponsored by



Educational Attainment

Sponsored by



Business Podcast Consumers

Education Level	Total Population	Business Consumers
High School or below	39%	25%
At least some college	61%	75%
Some college/two-year Degree	26%	27%
Four-year degree or higher	35%	47%
Post Graduate Degree	12%	18%

QUESTIONS



**Chris
Christensen**

Chris is a nerd. When he is not working on computers, he is playing on computers.

- Instagram @chris2x
- Twitter [@chris2x](#)
- Facebook <https://facebook.com/AmateurTraveler>
- email chris2x@gmail.com
- <http://AmateurTraveler.com>