



# THE STATE OF POCAST INTERVIEWS 2022

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#### **OUR NUMBERS**



8 Years



100M+ Downloads



1000+ Guests



50K+ Interviews





# WHAT DOES THE DATA SAY? HOW HAS IT CHANGED IN 2022?



## MOST COMMON PLATFORM TO CONDUCT INTERVIEWS



**Zoom:** 76.7%



**Streamyard:** 5.9%



Riverside: 4.9%



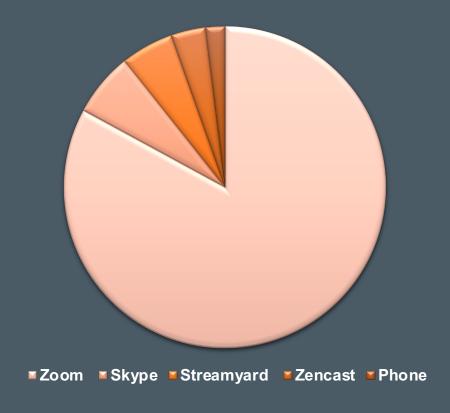
**Phone:** 3.2%



**Skype:** 1.8%

#### Less than 1.8% in order:

Google Meet, Zencastr, SquadCast, WebConference, MS Teams, Bullseye Meet, UberConference,Go To Webninar, Go To Meeting, Cleanfeed, CastAudio





## MOST COMMON PLATFORM TO CONDUCT INTERVIEWS



**Zoom:** Gained another 2.7% of the market



Skype: Lost 4.2%



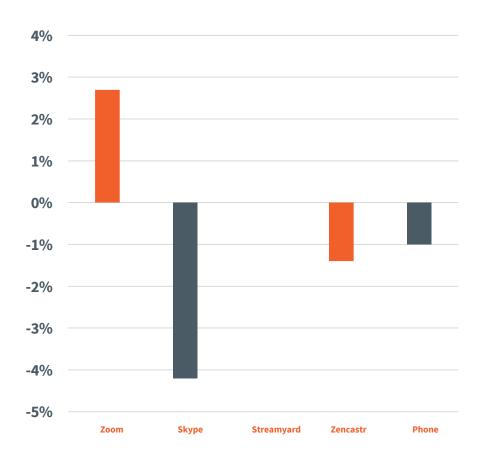
**Streamyard:** Flat



Zencast: Lost 1.4%



**Phone:** Lost 1%





## WHAT IS THE MOST COMMON DAY FOR INTERVIEWS

1. Wednesday: **24.1**%

2. Tuesday: 24.0%

**3.** Thursday: **22.3**%

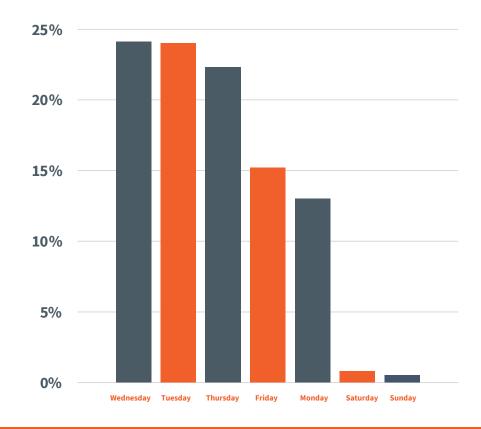
**4** Friday: **15.2**%

**5.** Monday: **13.0**%

**6.** Saturday: **0.8**%

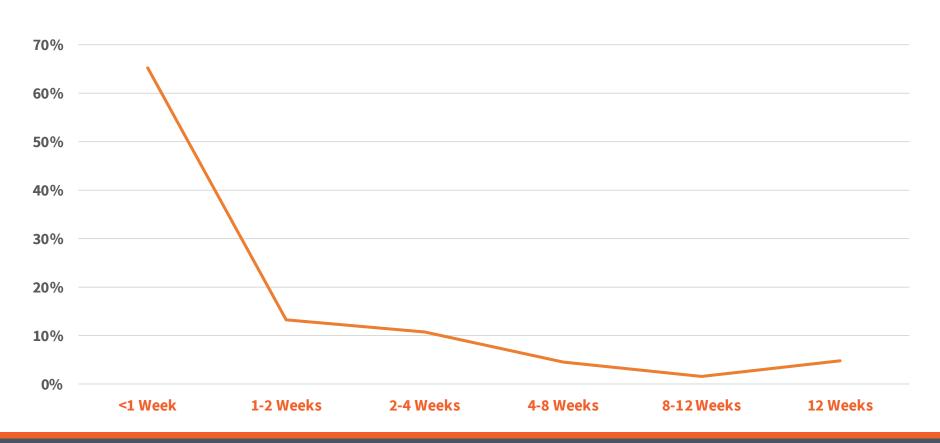
7. Sunday: **0.5**%





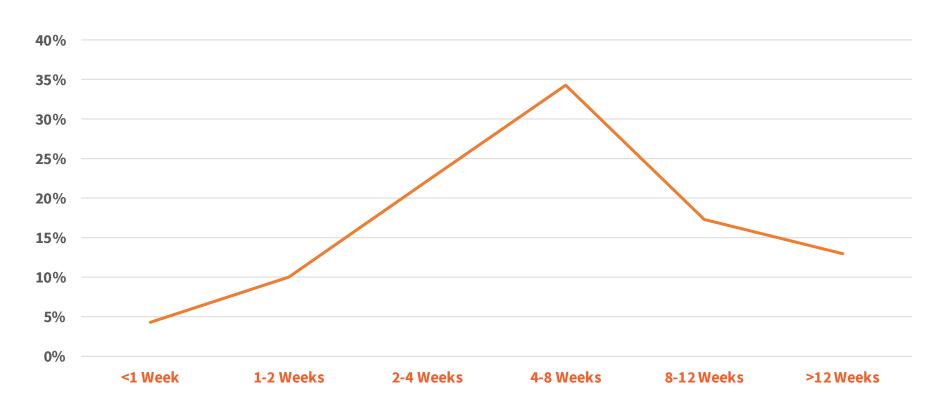


#### TIME FROM INTRODUCTION TO INVITATION



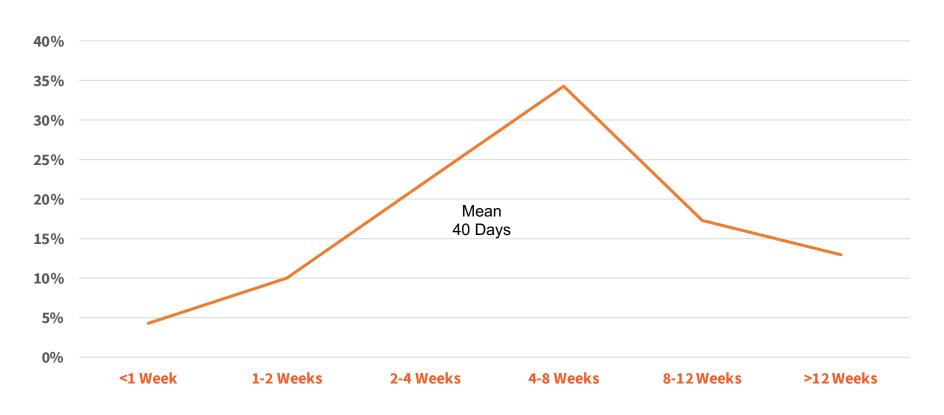


#### TIME FROM INVITATION TO RECORDING



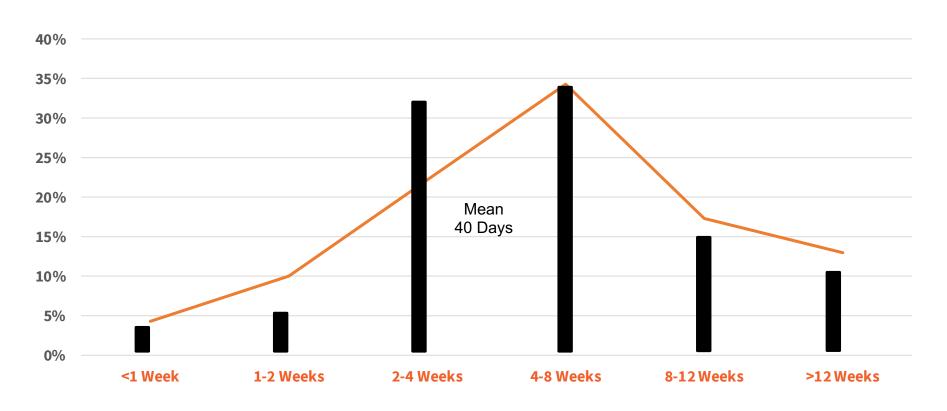


#### TIME FROM INVITATION TO RECORDING



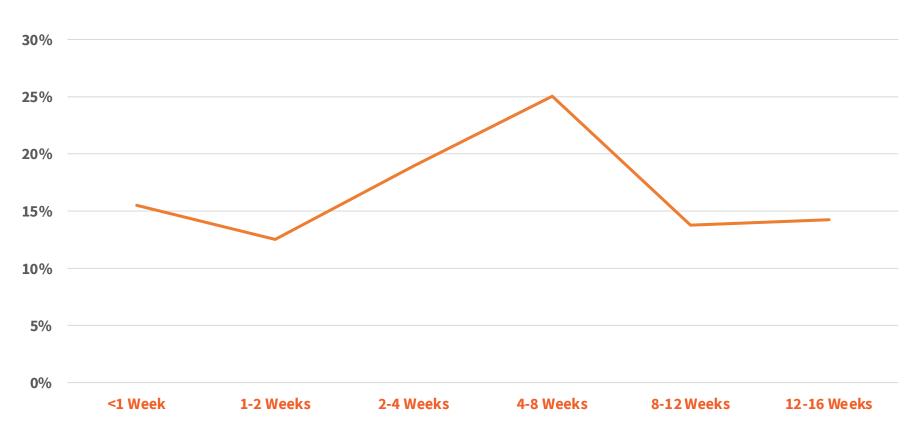


#### TIME FROM INVITATION TO RECORDING



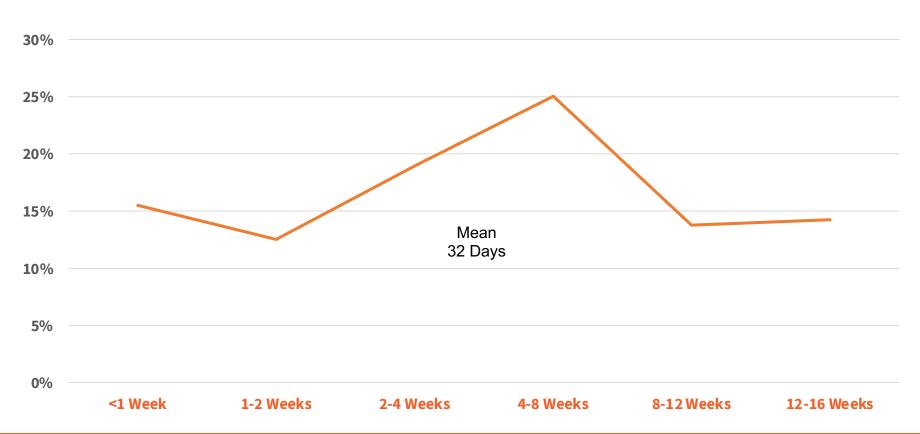


#### TIME FROM RECORDING TO POSTING



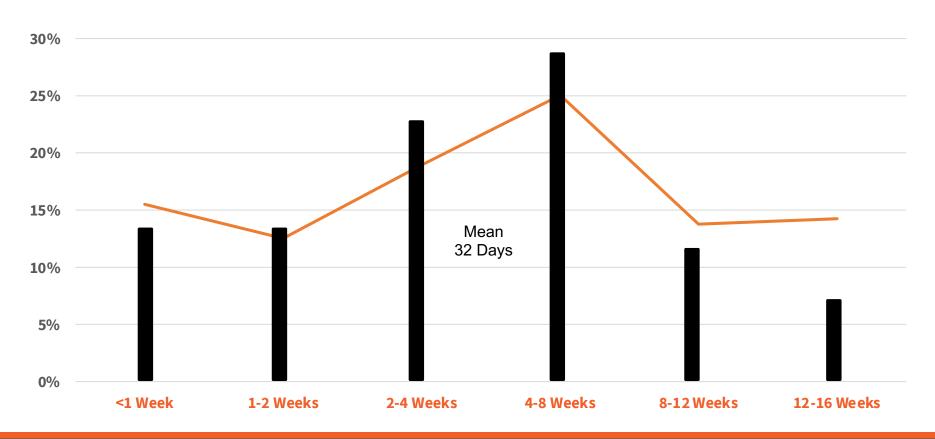


#### TIME FROM RECORDING TO POSTING





#### TIME FROM RECORDING TO POSTING





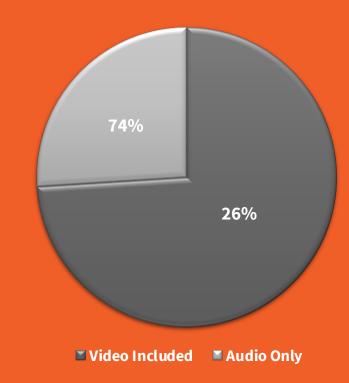
## WHAT PERCENTAGE INCLUDE VIDEO

**VIDEO INCLUDED** 

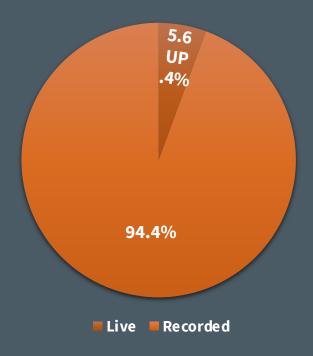
**74%** 

**AUDIO ONLY** 

**26%** 







#### WHAT PERCENTAGE ARE LIVE

LIVE

5.6 UP .4%

**RECORDED** 

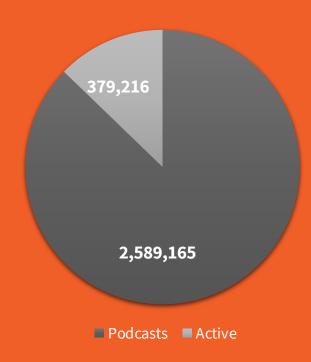
94.4%



#### **HOW MANY PODCAST**

**2,589,165** Podcasts

**379,216** Active





#### **WHAT IS A TOP PODCAST?**

#### **Number of downloads**

**Average** 

**150** 

**Top 20%** 

**1.2K** 

**Top 10%** 

2.5K

**Top 5%** 

8.3K

**Top 2%** 

**21K** 

**Top 1%** 

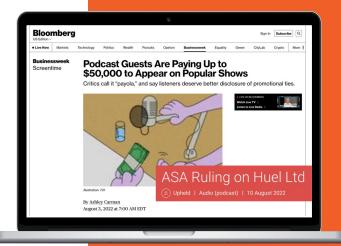
36K



## PAY TO PLAY INTERVIEW PODCASTS

< 5% Podcasts

**\$25 to \$150** CPM



"...the commercial intent of advertising content in podcasts in future, for example by including a clear and prominent identifier such as "advertisement" and making sure the break from editorial content to the ad was clearly & audibly identified."

Advertising Standards Authority (UK)

Regardless of the medium in which an advertising or promotional message is disseminated, deception occurs when consumers acting reasonably under the circumstances are misled about its nature or source, & such misleading impression is likely to affect their decisions or conduct regarding the advertised product or the advertising"

FTC spokesperson.





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