



# INTERVIEW VALET

## 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%



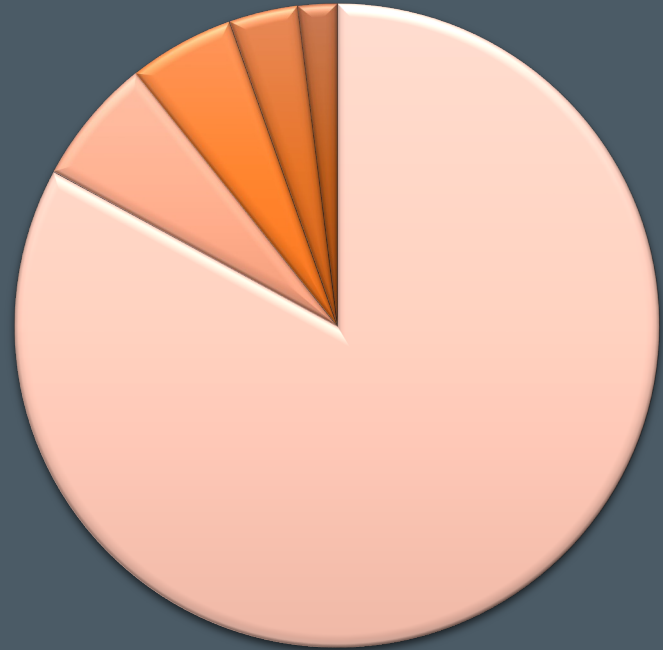
**Phone:** 3.2%



**Skype:** 1.8%

**Less than 1.8% in order:**

Google Meet, Zencast, SquadCast, WebConference, MS Teams, Bullseye Meet, UberConference, Go To Webinar, Go To Meeting, Cleanfeed, CastAudio



Zoom Skype Streamyard Zencast Phone

# MOST COMMON PLATFORM TO CONDUCT INTERVIEWS



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



**Skype:** Lost 4.2%



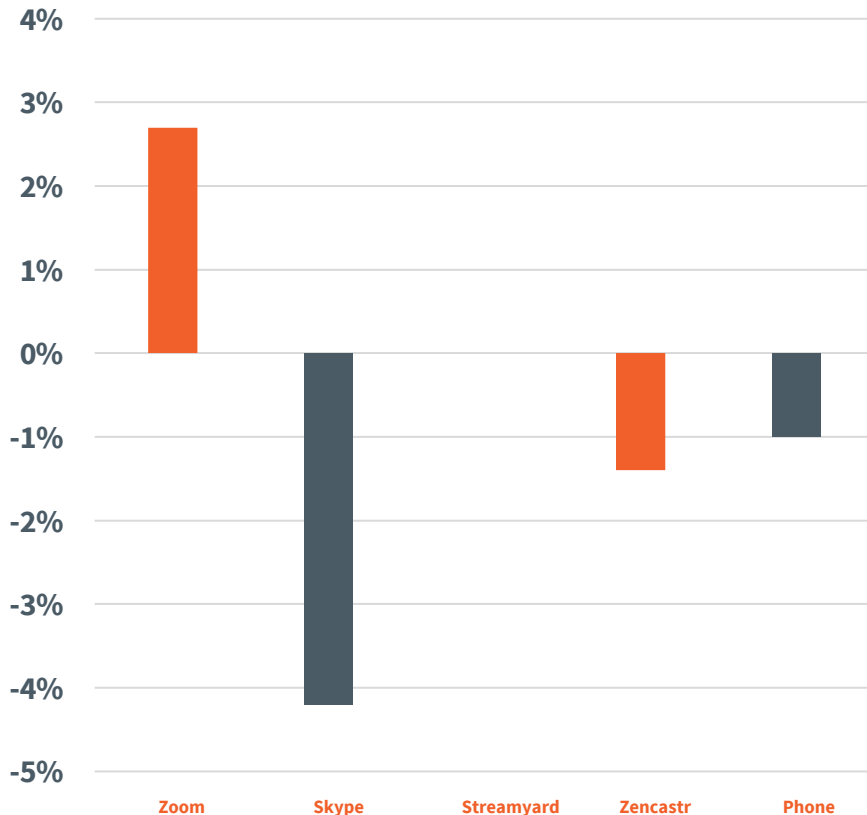
**Streamyard:** Flat



**Zencast:** Lost 1.4%

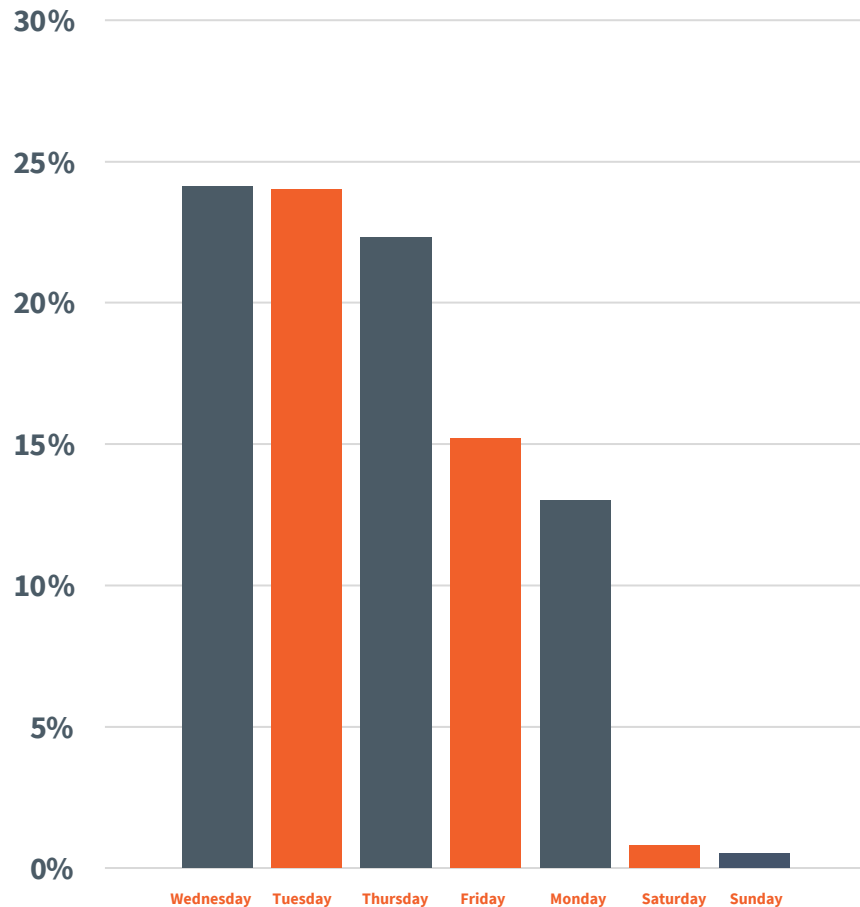


**Phone:** Lost 1%

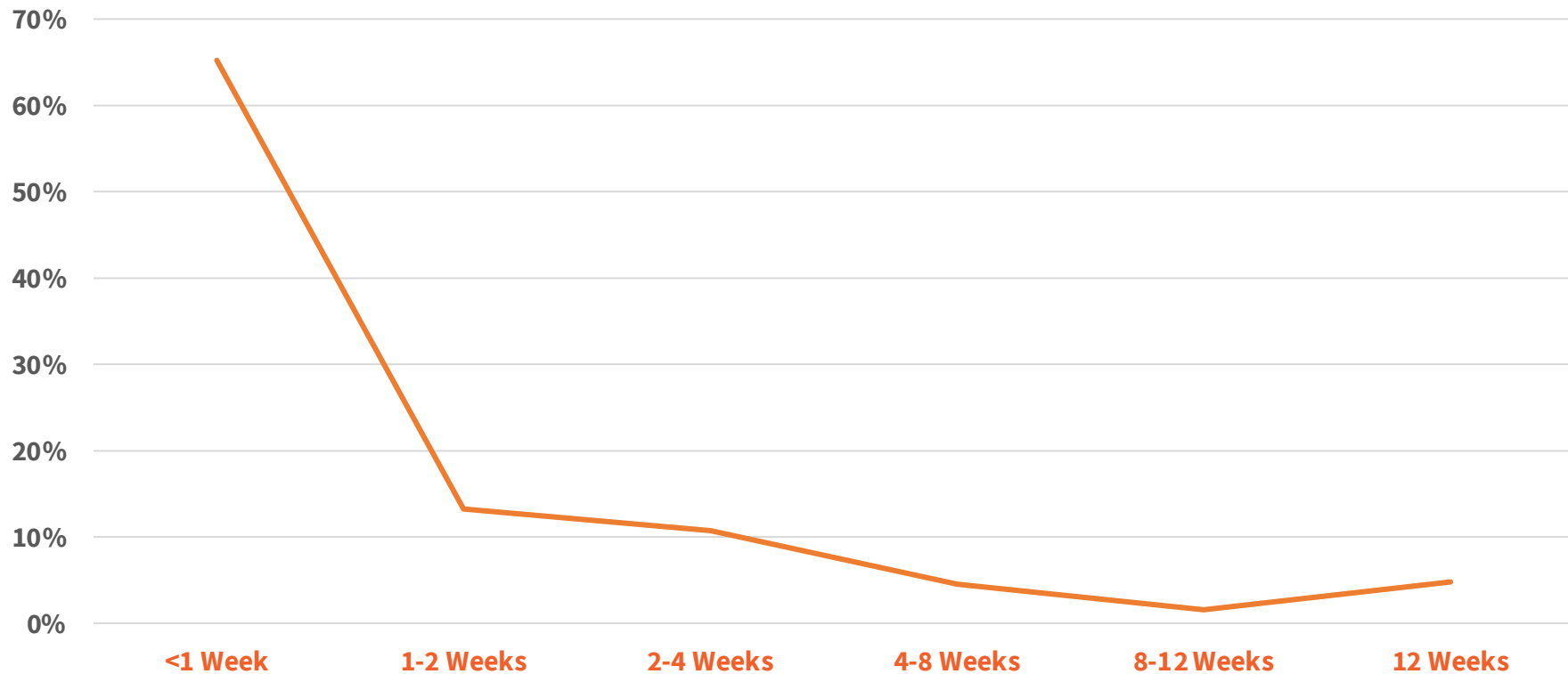


# WHAT IS THE MOST COMMON DAY FOR INTERVIEWS

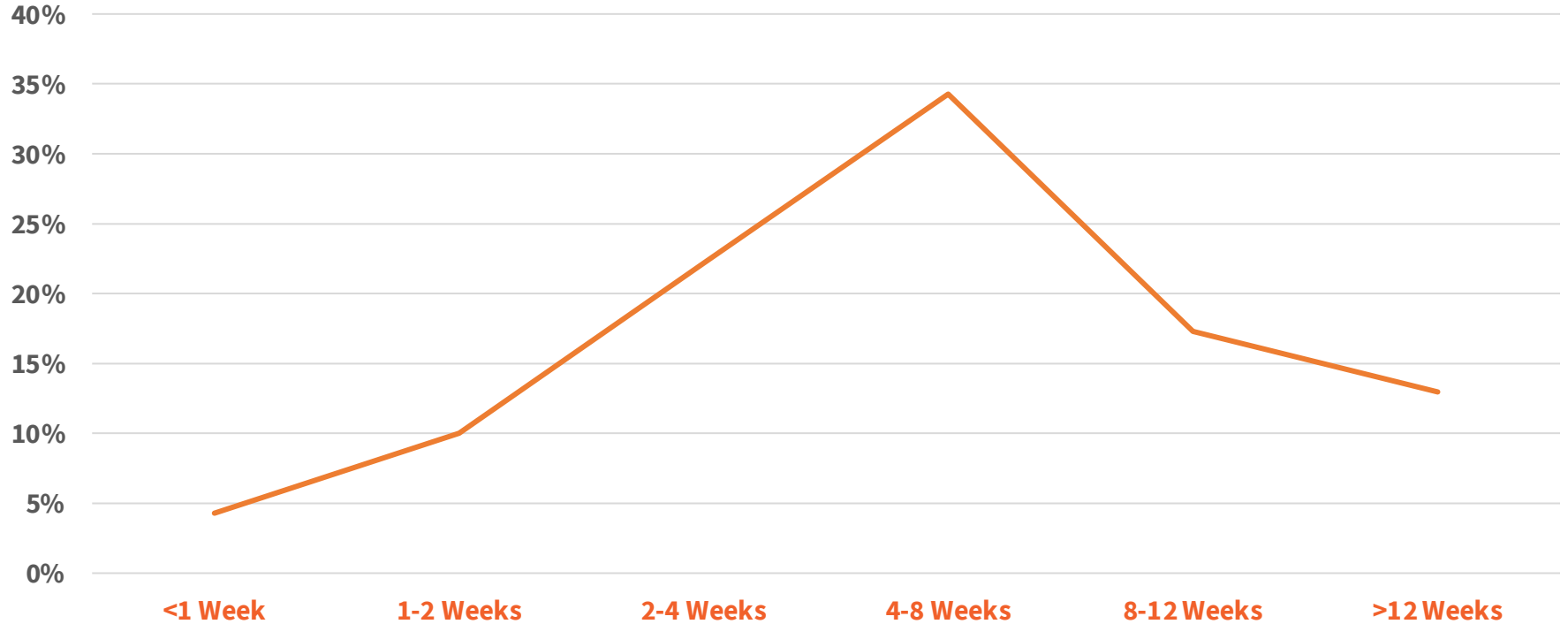
1. Wednesday: **24.1%**
2. Tuesday: **24.0%**
3. Thursday: **22.3%**
4. Friday: **15.2%**
5. Monday: **13.0%**
6. Saturday: **0.8%**
7. Sunday: **0.5%**



# TIME FROM INTRODUCTION TO INVITATION

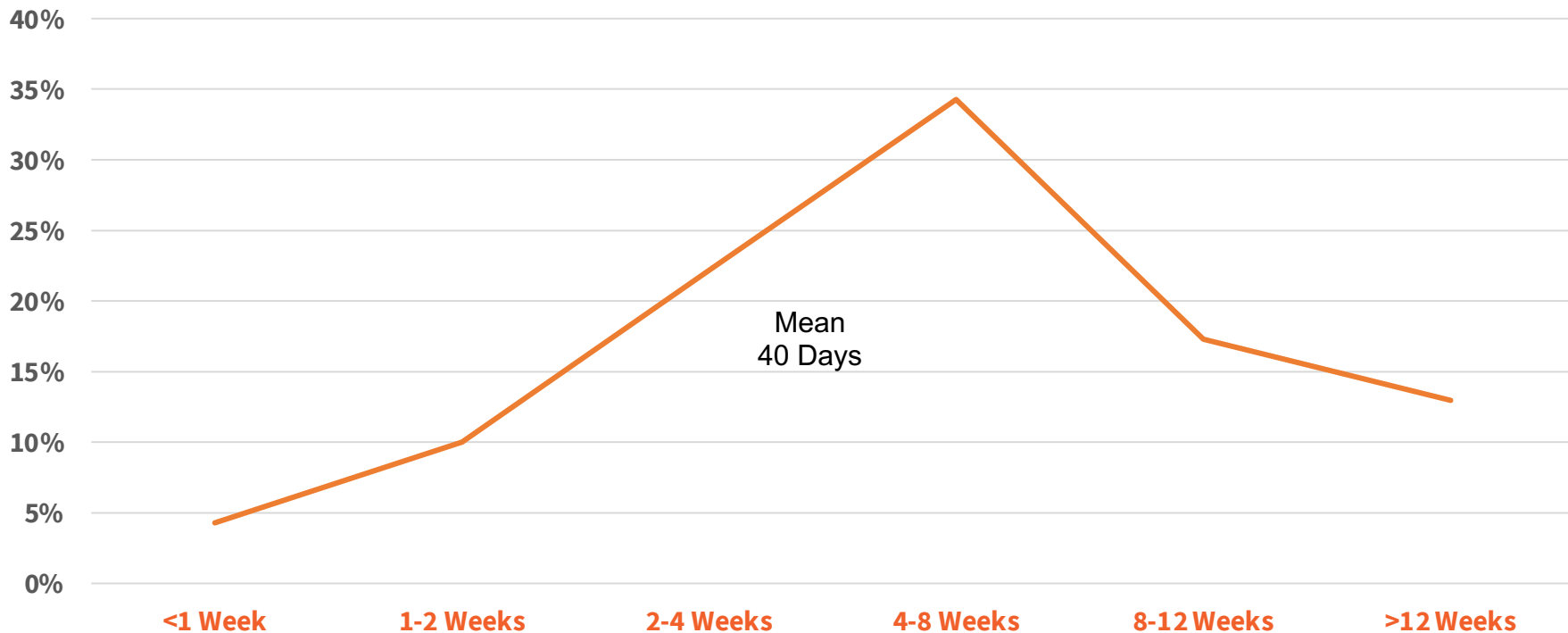


# TIME FROM INVITATION TO RECORDING

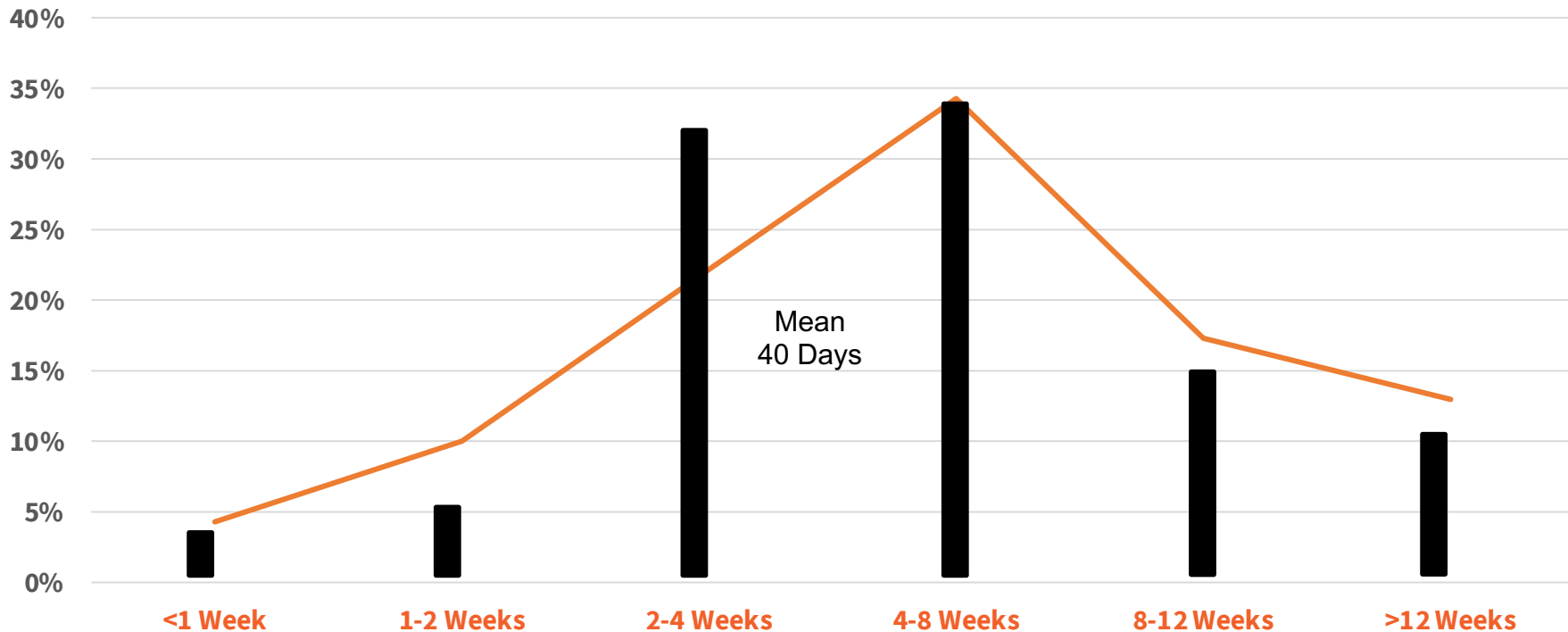




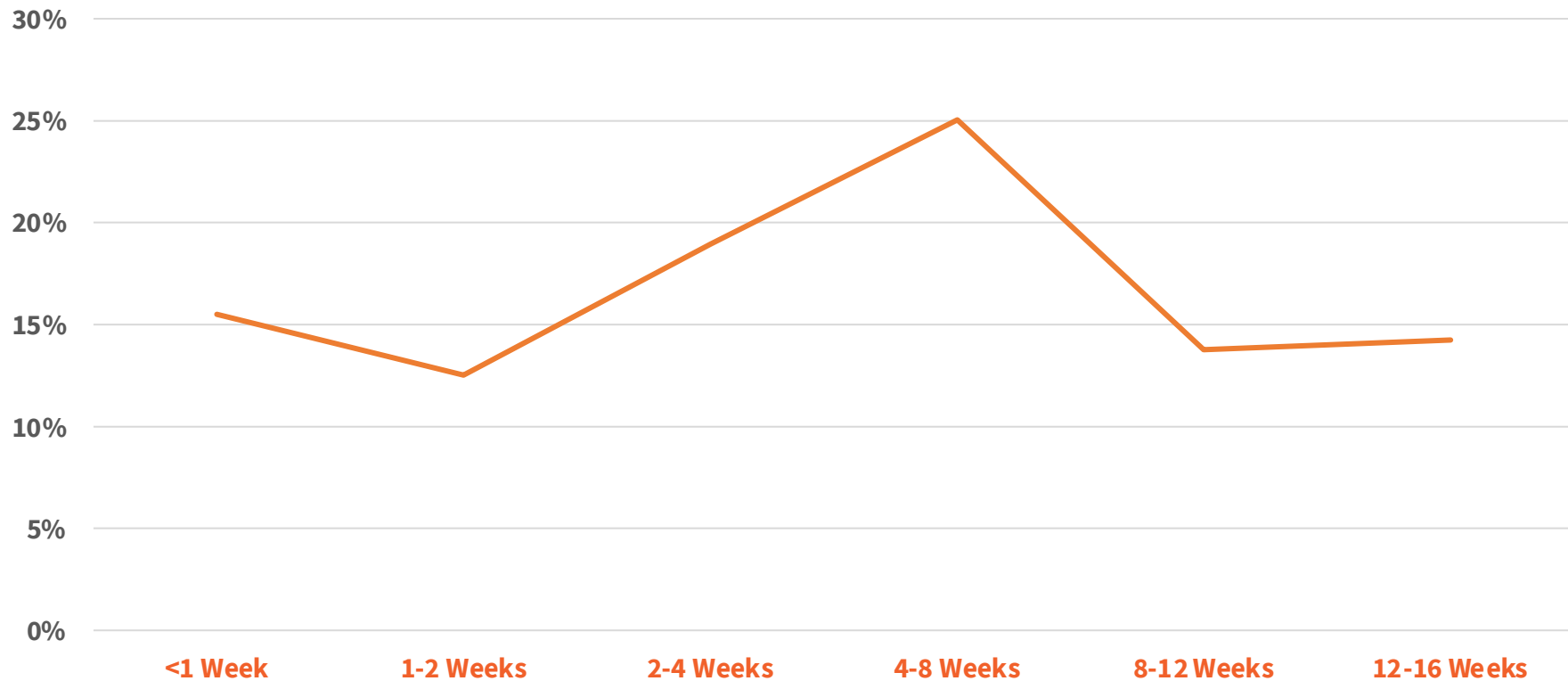
# TIME FROM INVITATION TO RECORDING



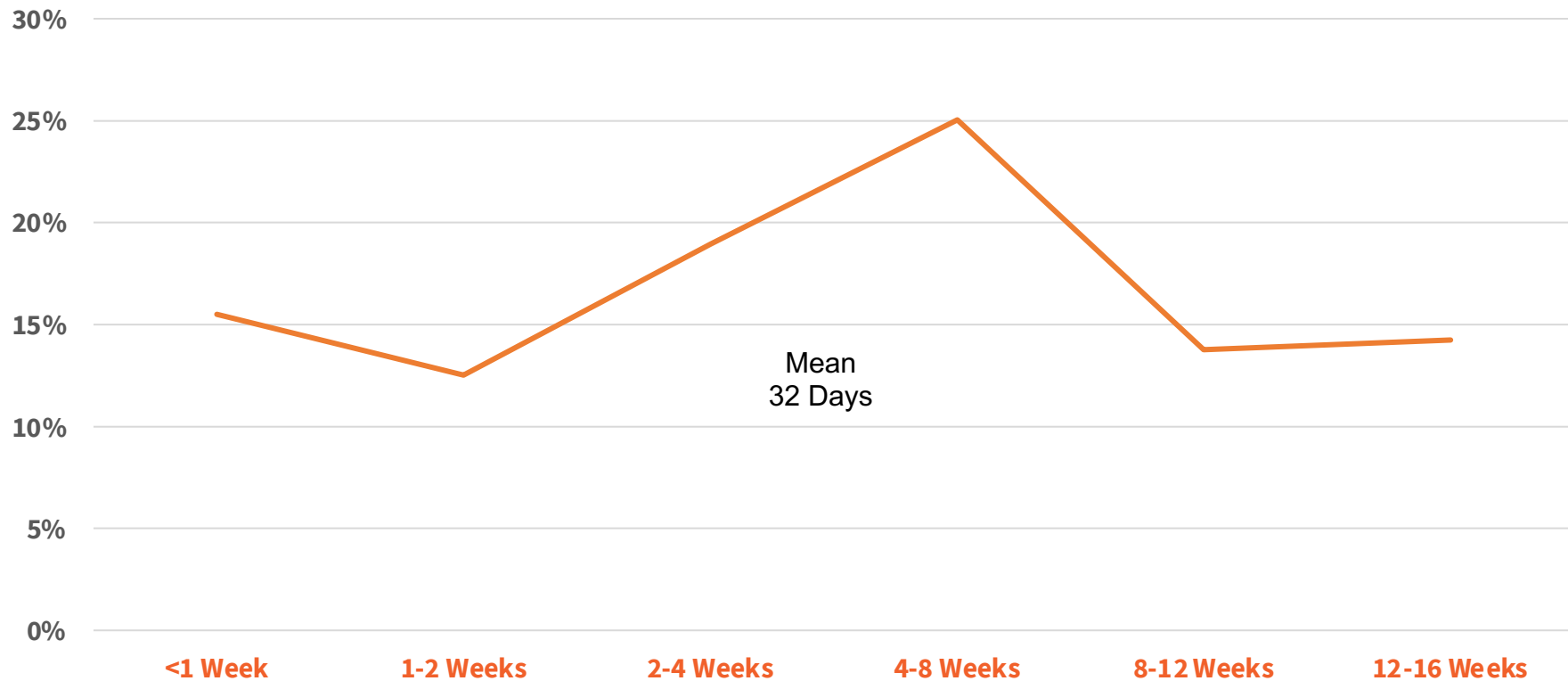
# TIME FROM INVITATION TO RECORDING



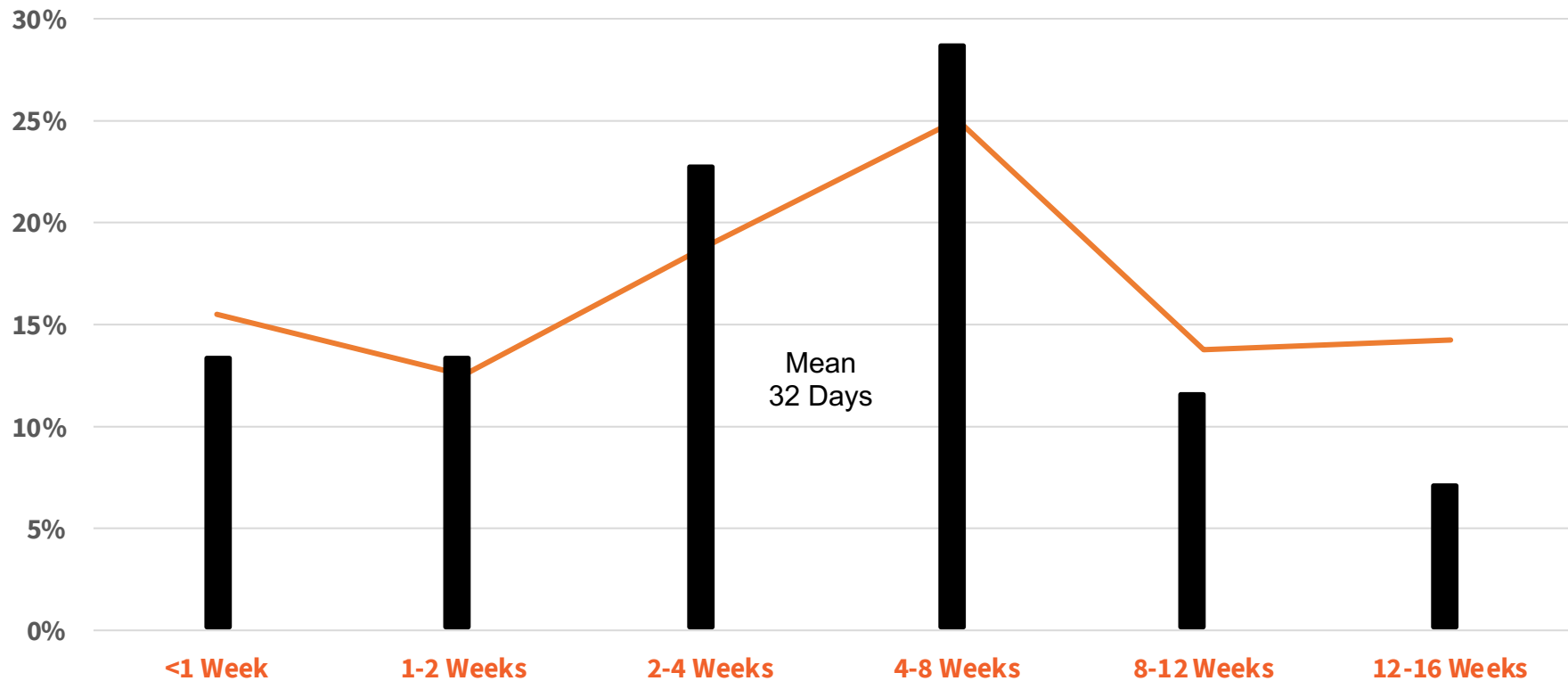
# TIME FROM RECORDING TO POSTING



# TIME FROM RECORDING TO POSTING



# TIME FROM RECORDING TO POSTING



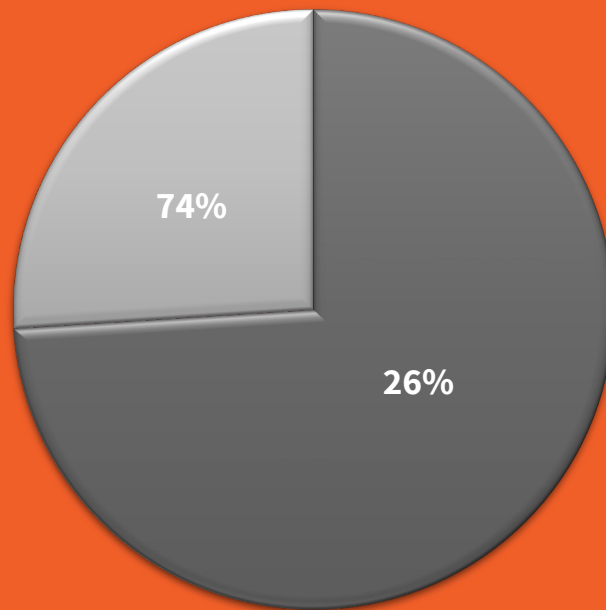
## WHAT PERCENTAGE INCLUDE VIDEO

VIDEO INCLUDED

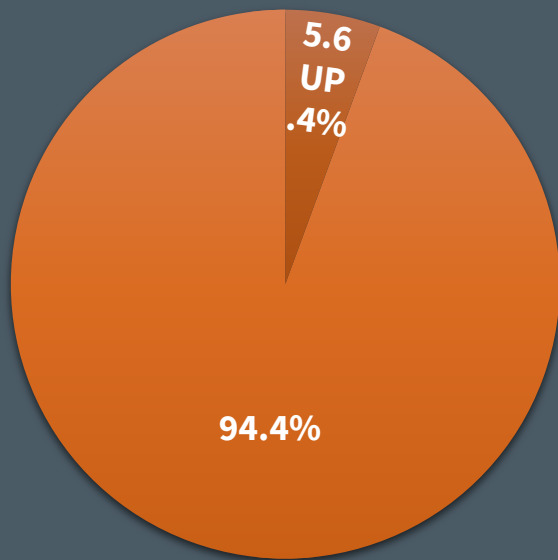
**74%**

AUDIO ONLY

**26%**



■ Video Included   ■ Audio Only



■ Live ■ Recorded

## WHAT PERCENTAGE ARE LIVE

**LIVE**

**5.6 UP .4%**

**RECORDED**

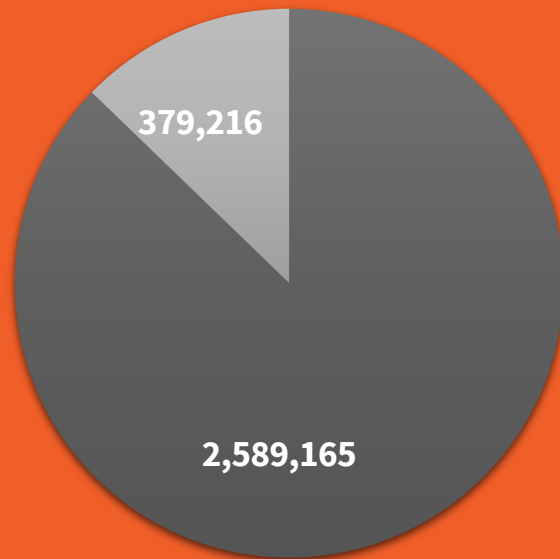
**94.4%**

## HOW MANY PODCAST

**2,589,165** Podcasts

**379,216** Active

Source Rephonic



■ Podcasts ■ 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%

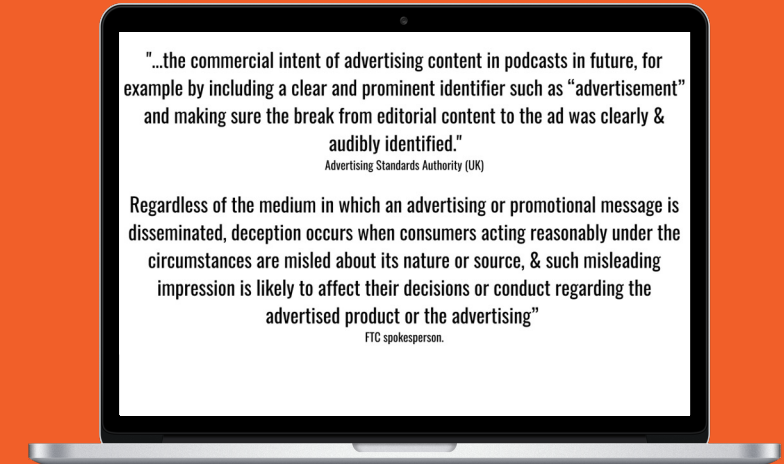
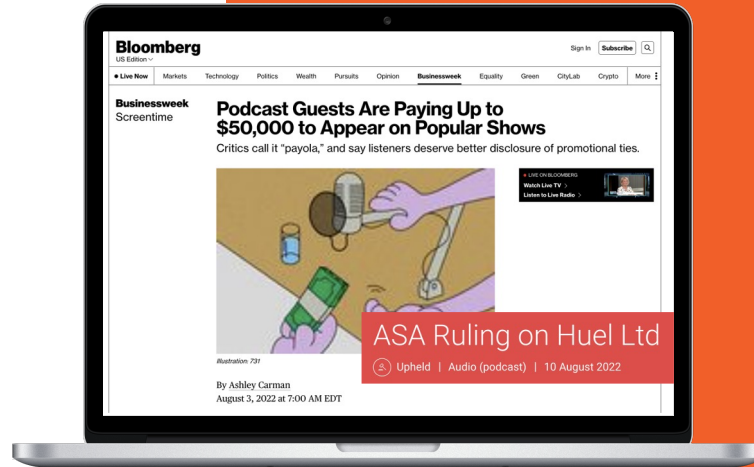
**36K**

Source Libsyn: THE FEED Dec 2021

# PAY TO PLAY INTERVIEW PODCASTS

< 5% Podcasts

\$25 to \$150 CPM





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