

ALL ABOUT PODCASTS

**PRESENTED BY
TOM SHEPHERD**

AGENDA

- **What is a Podcast ?**
- **What kind of Podcasts are there?**
- **Who makes them?**
- **What are the most popular ones?**
- **How do I find them?**
- **The future**
- **Q&A**

WHAT IS A PODCAST

- **A Podcast is**
 - **A digital audio file available on the Internet for downloading to a computer or a mobile device, typically as a series, new installments of which can be received by subscribers automatically.**

WHAT IS A PODCAST

- **In the beginning, Podcasts were**
 - **Free**
 - **On-demand**
 - **Niche**
 - **Talk radio**
- **Early pioneer was Apple**
- **Podcast is a mash of the word “iPod” and “broadcast”**

WHAT IS A PODCAST

- **That was then, this is now**
 - **Podcasts are Big Business –**
 - **\$1B in ad revenues**
 - **104 million Americans 12+ listened to podcast every month**
 - **Big companies like Apple and Google and even Spotify are investing heavily**
 - **“Celebrity” podcasters make millions**
 - **Many Americans receive their daily news via podcasts**

AND WHY ARE THEY SO POPULAR

- **Allows you to pick the time and location to listen**
- **Well suited for mobile phones**
 - **Listen while walking or other exercise**
 - **Listen while driving**
- **You can control / start/stop/replay/pause**
- **They are free (mostly)**
- **More and more available every day**
- **Easy to find**

PODCAST CATEGORIES

- **News**
- **Thought provoking**
- **Personality Driven**
- **Comedy**
- **Dramatic Series**
- **Sports**

BIGGEST PODCAST CREATORS

- **NPR**
- **Individual (“superstars”)**
- **NY Times**
- **Spotify**

FEATURED NPR PODCASTS



BUSINESS

Planet Money



BUSINESS

**How I Built This with
Guy Raz**



NEWS

Up First



COMEDY

**Wait Wait... Don't
Tell Me!**



TECHNOLOGY

TED Radio Hour



ARTS

Fresh Air



NEWS

**The NPR Politics
Podcast**



MUSIC

**Tiny Desk Concerts -
Audio**



podcasts ► news

Up First

From NPR

NPR's Up First is the news you need to start your day. The three biggest stories of the day, with reporting and analysis from NPR News — in 10 minutes. Available weekdays by 6 a.m. ET, with hosts Rachel Martin, Noel King, David Greene and Steve Inskeep. Now available on Saturdays by 8 a.m. ET, with hosts Lulu Garcia-Navarro and Scott Simon. Subscribe and listen, then support your local NPR station at donate.npr.org.



APPLE PODCASTS



GOOGLE PODCASTS



POCKET CASTS



SPOTIFY



AMAZON ALEXA



RSS LINK

RELATED PODCASTS

MOST RECENT EPISODES



podcasts ► business

Planet Money

From NPR

The economy explained. Imagine you could call up a friend and say, "Meet me at the bar and tell me what's going on with the economy." Now imagine that's actually a fun evening.



NPR ONE



APPLE PODCASTS



GOOGLE PODCASTS



POCKET CASTS



SPOTIFY



RSS LINK

RELATED PODCASTS



WFPL-FM

Money Memories

MOST RECENT EPISODES

DECEMBER 25, 2020

How To Stop An Asteroid

Some smart people say we should be doing more to protect the Earth from asteroids. The technical issues are relatively easy. The economics —



U.S Top 30 Podcasts Q3 2019 - Q2 2020

Weekly Podcast Listeners

Rank	Podcast	Producer
1	The Joe Rogan Experience	Joe Rogan
2	The Daily	The New York Times
3	This American Life	This American Life/Serial
4	My Favorite Murder	Exactly Right
5	Crime Junkie	Audiochuck
6	Stuff You Should Know	HowStuffWorks
7	Wait Wait... Don't Tell Me!	NPR
8	Planet Money	NPR
9	Pod Save America	Crooked Media
10	Serial	This American Life/Serial
11	Radiolab	WNYC Studios
12	Fresh Air	NPR/WHYY
13	Office Ladies	Earwolf
14	The Dave Ramsey Show	Ramsey Solutions
15	Conan O'Brien Needs a Friend	Earwolf
16	WTF with Marc Maron Podcast	Independent
17	The Ben Shapiro Show	The Daily Wire
18	Armchair Expert with Dax Shepard	Armchair Umbrella
19	Freakonomics Radio	Dubner Productions
20	TED Talks Daily (tie)	TED
20	Up First (tie)	NPR
22	Hidden Brain	NPR
23	Bill Simmons Podcast	The Ringer
24	Criminal	Radiotopia
25	Last Podcast On The Left	Last Podcast Network
26	Call Her Daddy	Barstool Sports
27	H3 Podcast	h3h3productions
28	Lore	Independent
29	The Breakfast Club (tie)	iHeartRadio
29	The Moth (tie)	The Moth

MOST POPULAR PODCASTS

- **News**
 - **The Daily – The New York Times**
 - **Dateline NBC – NBC News**
 - **CNN News Briefing – Warner Communications**
 - **FOX News Radio 5 Minute Newscast**



1,104 episodes

This is what the news should sound like. The biggest stories of our time, told by the best journalists in the world. Hosted by Michael Barbaro. Twenty minutes a day, five days a week, ready by 6 a.m.

The Daily

The New York Times

Daily News

★★★★★ 4.5 • 72.6K Ratings

[Listen on Apple Podcasts ↗](#)



DEC 28, 2020

How a Small Bar Battled to Survive the Coronavirus: An Update >

This week, The Daily is revisiting some of our favorite episodes of the year and checking in on what has happened in the time since they first ran.

PLAY 48 min

DEC 27, 2020

The Sunday Read: 'Cher Everlasting' >

The escapism of movies took on a new importance during pandemic isolation. Caity Weaver, the author of this week's Sunday Read, says that to properly embrace this year's cinematic achievements, the Academy Awards should not only hand out accolades to new releases, but also to the older fi



How to Listen

FOX News Talk Shows

Podcasts ▾

Station Finder



STAY IN THE KNOW WITH OUR PODCASTS

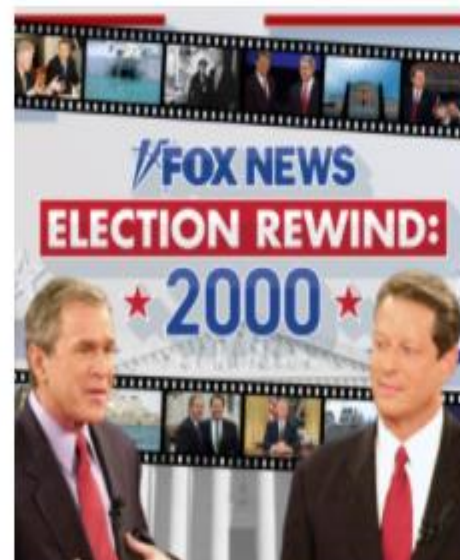


FREE PODCASTS

News Updates



News & Politics



MOST POPULAR PODCASTS

- **Serials**
 - **This American Life**
 - **My Favorite Murder**
 - **Office Ladies**
- **Sports**
 - **Bill Simmons**
 - **Pardon the Interruption (PTI)**



- Overview
- Staff
- Announcements
- Fellowships
- Jobs
- Music
- Make Radio
- On The Road
- FAQ
- Submissions
- Store
- Contact Us
- Our Other Shows



We use cookies and other tracking technologies to enhance your browsing experience. If you continue to use our site, you agree to the use of such cookies. For more info, see our [privacy policy](#).



This American Life is a weekly public radio program and podcast. Each week we choose a theme and put together different kinds of stories on that theme.

Mostly we do journalism, but an entertaining kind of journalism that's built around plot. In other words, stories! Our favorite sorts of stories have compelling people at the center of them, funny moments, big feelings, surprising plot twists, and interesting ideas. Like little movies for radio.

Our show is heard by 2.2 million listeners each week on over 500 public radio stations in the U.S., with another 3.1 million people downloading each episode as a podcast. We're usually one of the five top podcasts on iTunes. We're also heard on radio stations in Ireland and Germany, and all across Canada and Australia. We've won all sorts of [awards](#), over a half dozen Peabody Awards, and



Search term

Content Type (4)



Tag (122)



Contributor (698)



2020

2019

2018

2017

2016

2015

2014

2013

2012

2011

2010

2009

2008

2007

2006

692 Jan. 1, 2021

The Show of Delights

In these dark times, we attempt some radical counterprogramming: a show made up entirely of stories about delight.



728 Dec. 25, 2020

Lights, Camera, Christmas!

Stories of people going to great lengths to throw a special Christmas for their families.



727 Dec. 18, 2020

Boulder v. Hill

What the day-to-day business of saving the world looks like.



726 Dec. 11, 2020

Twenty-Five

To commemorate our show's 25th year, we have a program about people who were born the year our show went on the air.

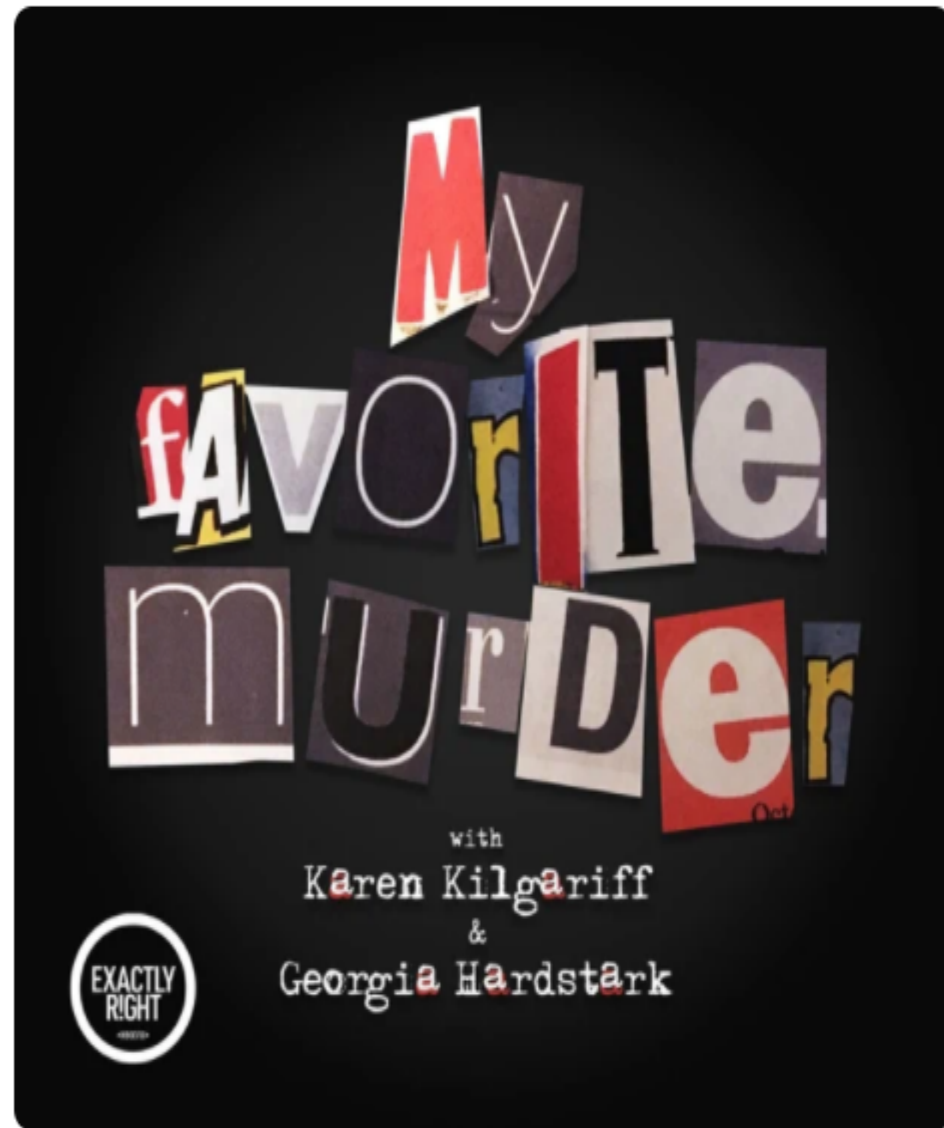




Anytime, Anywhere.

My Favorite Murder is the hit true crime comedy podcast hosted by Karen Kilgarriff and Georgia Hardstark. Since its inception in early 2016, the show has broken download records and sparked an enthusiastic, interactive “Murderino” fan base who come out in droves for their sold-out worldwide tours.





474 episodes

Lifelong fans of true crime stories Karen Kilgariff and Georgia Hardstark tell each other their favorite tales of murder and hear hometown crime stories from friends and fans.

My Favorite Murder with Karen Kilgariff and Georgia Hardstark E

Exactly Right

True Crime

★★★★★ 4.7 • 135.4K Ratings

[Listen on Apple Podcasts ↗](#)



DEC 28, 2020

MFM Minisode 207 E



This week's hometowns include scary sounds and the United States' first recorded murder.

See omnystudio.com/listener for privacy information.

 **PLAY** 29 min

DEC 24, 2020

254 - Little Bandit & Pirate George E



On this week's quilt episode, Karen and Georgia cover the murder of Lori Ann Auken and The Donner Party.

MOST POPULAR PODCASTS

- **Thought Provoking**
 - **TED Talks Daily**
 - **Hidden Brain**
 - **Stuff You Should Know**
- **Celebrity**
 - **The Ben Shapiro Show**
 - **The Dan Bongino Show**
 - **The Joe Rogan Experience : The Number One Podcast in the US**



3600+ talks to stir your curiosity

Find just the right one

Search talks...



Topics



Languages



Duration



More

Sort by:

Newest



Merve Emre

How do personality tests work?

Posted Dec 2020



Noah Charney

The strange history of the world's most stolen painting

Posted Dec 2020



Genevieve Bell

6 big ethical questions about the future of AI

Posted Dec 2020



Kemi DaSilva-Ibru

The shadow pandemic of domestic violence during COVID-19

Posted Dec 2020



Lucy Cooke

3 bizarre (and delightful) ancient theories about bird migration

Posted Dec 2020



Ajay Banga

Financial inclusion, the digital divide and other thoughts on the future of money

Posted

New! Activity Feed

TED Conferences LLC (Technology, Entertainment, Design) is an American media organization that posts talks online for free distribution under the slogan "ideas worth spreading".

TED's early emphasis was on technology and design, consistent with its [Silicon Valley](#) origins. It has since broadened its perspective to include talks on many scientific, cultural, political, humanitarian and academic topics.

It is curated by [Chris Anderson](#), a British-American businessman, through the non-profit TED Foundation since July 1, 2019 (originally by the non-profit [Sapling Foundation](#)).



Design Matters with Debbie Millman

Design Matters with Debbie Millman is one of the world's very first podcasts. Broadcasting independently for over 15 years, the show is about how incredibly creative people design the arc of their lives.

[Learn more about Design Matters with Debbie Millman](#)



TED Business

Whatever your business conundrum, there's a TED Talk for that — whether you want to learn how to land that promotion, set smart goals, undo injustice at work, or unlock the next big innovation. Every Monday, host Modupe Akinola of Columbia Business School presents the most powerful and surprising ideas that illuminate the business world. After the talk, you'll get a mini-lesson from Modupe on how to apply the ideas in your own life — because business evolves every day, and our ideas about it should, too.

[Learn more about TED Business](#)

TED Talks Daily

Every weekday, TED Talks Daily brings you the latest talks in audio. Join host and journalist Elise Hu for thought-provoking ideas on every subject imaginable -- from Artificial Intelligence to Zoology, and everything in between -- given by the world's leading thinkers and creators. With TED Talks Daily, find some space in your day to change your perspectives, ignite your curiosity, and learn something new.

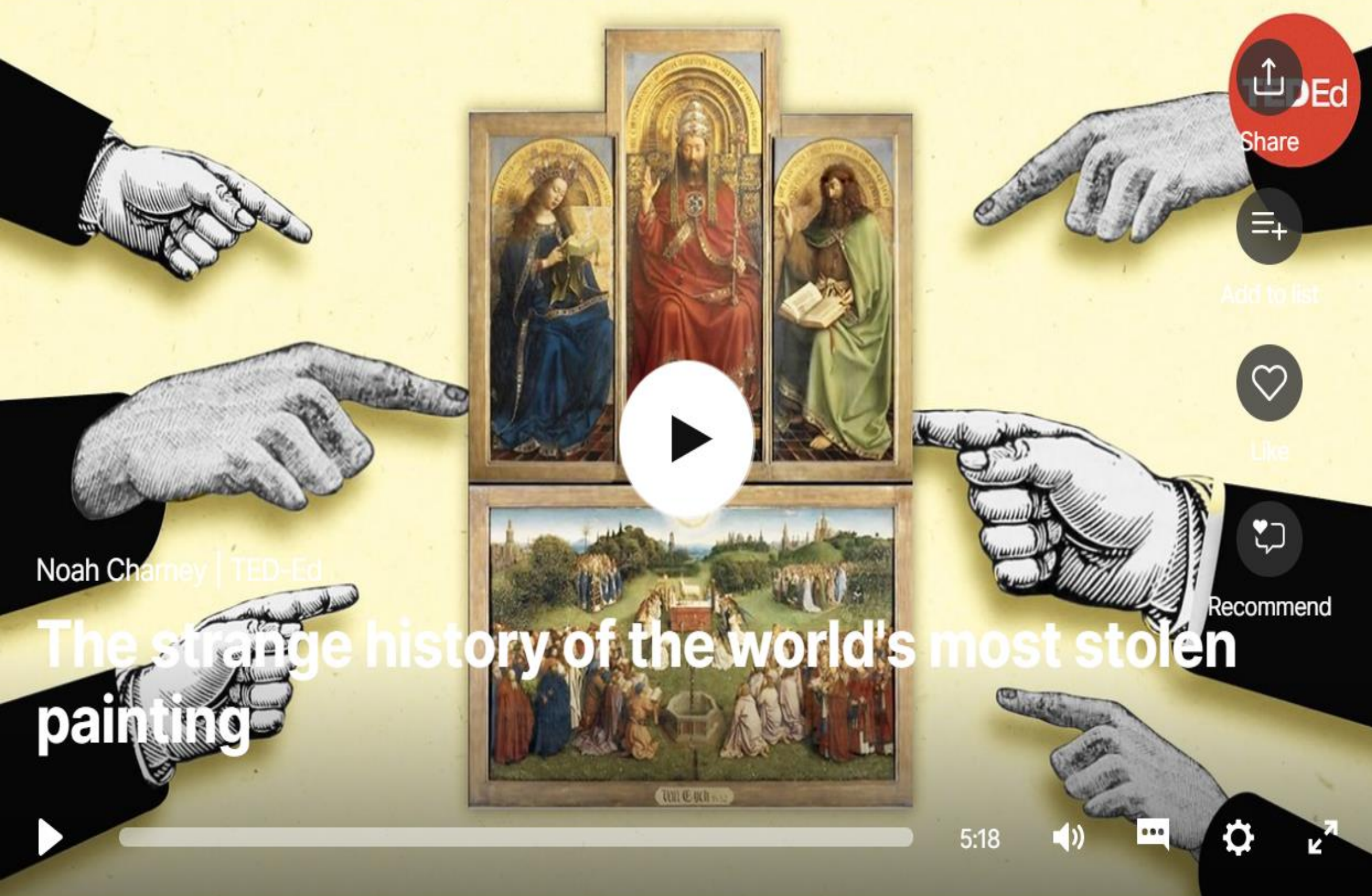
TED Talks Daily podcast

The logo for TED Talks Daily, featuring the word "TED" in red, "TALKS" in black, and "DAILY" in black, all in a bold, sans-serif font. The logo is enclosed in a thin red rectangular border.

TED
TALKS
DAILY

Subscribe and listen





What inspires you?

Tell us your interests and we'll pick TED Talks just for you.

Get Started

A new perspective

Ideas for self-improvement

Insights about issues the

Nature

Smart entertainment

Inspiration or motivation

Design

Collaboration

Personal growth

Science

Innovation

A sense of h

ter

Child development

Activism

Communication

Technology

Watch next

The art forger who tricked the Nazis

958k views



The unexpected math behind Van Gogh's "Starry Night"

8.2M views



New! Activity Feed

Details

About the talk

Transcript

3 languages

The Joe Rogan Experience

Description

The Joe Rogan Experience is a Spotify-exclusive audio and video podcast hosted by American comedian and television host Joe Rogan. It was originally launched on December 24, 2009, by Rogan and comedian Brian Redban, who is also producer and co-host. [Wikipedia](#)

No. of episodes: 1,570 (as of November 25, 2020)

Original release: December 24, 2009 – present

DJIA 30403.97 0.68% ▲

Nasdaq 12899.42 0.74% ▲

U.S. 10 Yr 1/32 Yield 0.924% ▲

Crude Oil 47.70 1.10% ▼

Euro 1.2211 0.12% ▲

THE WALL STREET JOURNAL.

Thomas Shepherd ▼

2020 IN REVIEW

English Edition ▼ | Print Edition | Video | Podcasts | [Latest Headlines](#)

[Home](#) [World](#) [U.S.](#) [Politics](#) [Economy](#) **[Business](#)** [Tech](#) [Markets](#) [Opinion](#) [Life & Arts](#) [Real Estate](#) [WSJ. Magazine](#)



Rose tinted?
Or real-world strategy?

From idea to implementation,
corporate strategy to drive growth.



Find out how we can help >

EY Parthenon



SHARE



◆ WSJ NEWS EXCLUSIVE | [BUSINESS](#)

Spotify Strikes Podcast Deal With Joe Rogan Worth More Than \$100 Million

Looking Back on **2020**

and Ahead

Tumultuous, resilient and hopeful: Experts reflect on 2020, and how it affects what comes next.

DISCOVER





1 episode

Conduit to the Gaian Mind

The Joe Rogan Experience E

Joe Rogan

Comedy

★★★★★ 4.7 • 181.9K Ratings

[Listen on Apple Podcasts ↗](#)



NOV 27, 2020

#1571 - Emily Harrington E



Rock climber and adventurer Emily Harrington is a five-time US National Champion in Sport Climbing. She has scaled some of the world's most formidable mountains, including Everest, Ama Dablam, and Cho Oyu, and is the first woman to free climb El Capitan via Golden Gate in under 24 hours.

▶ PLAY 2 hr 21 min

Copyright © Talking Monkey Productions

Customer Reviews

[See All](#)

The format is very simple: Rogan interviews guests in his funky-looking studio for a couple of hours at a time, discussing whatever happens to come up. Few if any frills, flashy production values, or scripted promotional hype are called in.

Rogan and his guest of the day sit and talk candidly about whatever's on their mind. He's hosted rock stars like Billy Corgan and Stephen Tyler, fellow comics, athletes, actors, journalists, authors, radio hosts, even speaking remotely with Edward Snowden and jawing with Bernie Sanders during the primaries.

The majority of the episodes have a long — up to 3 hours — continuous live-streamed format

This enables an in-depth conversation with wide variety of topics and guests, ranging from:

- celebrities and entertainers

- scientists and athletes

- covering everything from existence of aliens to psychedelics.

The uninhibited and uncensored long format along with the colorful and inquiring personality of Joe Rogan has helped the podcast to grow and rise to prominence, with each episode having multiple millions of listeners worldwide and offering an alternative and competitive program to the mainstream media.

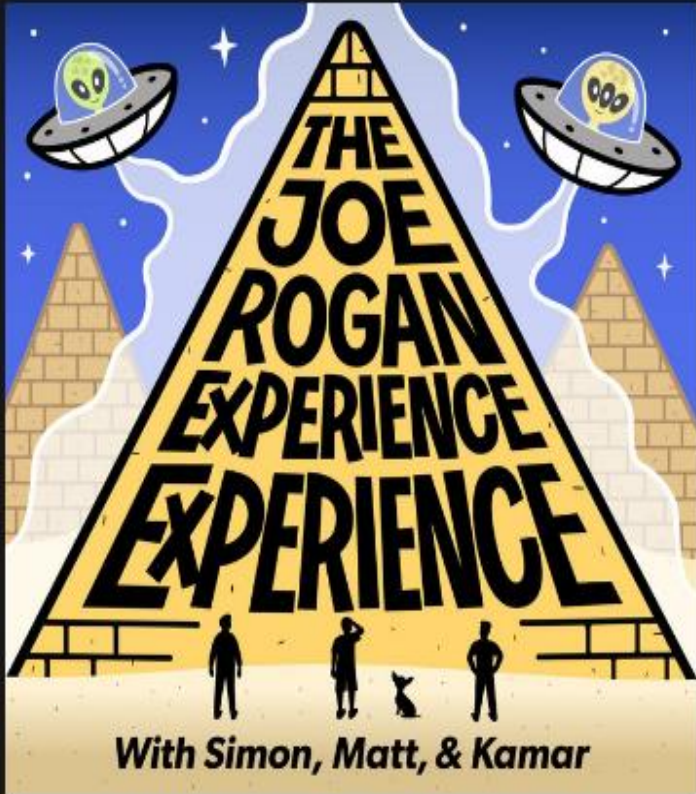
Podcasts



The Bill Simmons Podcast
HBO and The Ringer's Bill Simmons hosts the most downloaded sports podcast of all time, with a rotating...
756 EPISODES



ESPN Daily
Wake up to the best sports story you'll hear all day. Monday through Friday, host Pablo Torre brings you...
200 EPISODES



The Joe Rogan Experience Experience
Weekly breakdown of The Joe Rogan Experience and all the weeks guests.
200 EPISODES

See what your friends are playing

FIND FRIENDS



The Bill Simmons Podcast

PLAY

FOLLOWING



TITLE

PROGRESS



The Ringer's Bill Simmons shares some thoughts from Week 1 of the 2020-21 NBA season (2:00...

Dallas Ain't Dead! Plus: MVP Rodgers, Tua Troubl...

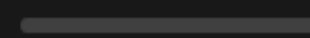
The Ringer's Bill Simmons is joined by Cousin Sal to discuss the many different NFL playoffs...

William Zabka on 'Cobra Kai,' and a 2020 Sports ...

The Ringer's Bill Simmons shares some early NBA reactions before giving out his Million...

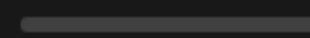
The 2021 NBA Over/Under Mega Preview With R...

The Ringer's Bill Simmons is joined by Ryen Russillo and Joe House on the eve of the 2020...



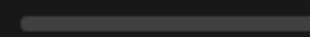
Dec 28, 2020

1:33:55



Dec 24, 2020

2:10:59



Dec 22, 2020

2:57:07

See what your friends are playing

FIND FRIENDS



Toys, beauty, decor & more!

Up to 50% off



AdChoices

Shop Clearance

*Restrictions apply

HOW TO FIND PODCASTS

- **Apple**
- **Spotify**
- **Google**
- **iheart Radio**
- **Stitcher**
- **Pandora**



Apple Podcasts 4+

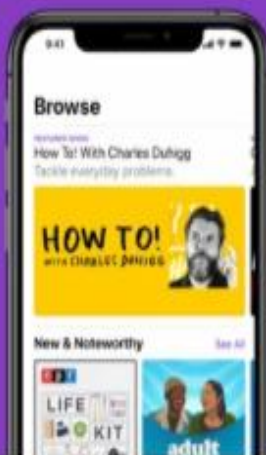
Audio that informs & inspires

[Apple](#)

Free

Screenshots [iPhone](#) [iPad](#) [Apple Watch](#)

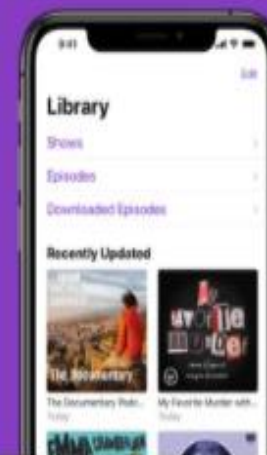
Stories and topics
you love. From the
world's best
personalities.



Already on all
your devices. Pick up
where you left off.



Save data.
Download to
listen offline and
on the go.



A large, light blue rectangular graphic with the text "2020 Wrapped" in a bold, white, sans-serif font. The graphic is centered on the left side of the page. To its left and right are vertical bars with a gradient from blue at the top to yellow in the middle to orange at the bottom. On the far left and right of these bars are circular buttons with left and right arrow icons respectively.

2020 Wrapped


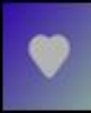
2020 WRAPPED

See how you listened

Find out the artists, songs, and podcasts that got you through the longest year ever.

EXPLORE YOUR WRAPPED

Podcasts

- PLAYLISTS
-  Create Playlist
 -  Liked Songs

Fresh finds


SEE ALL



Google Podcasts


Search for podcasts

Top podcasts




The Daily

The New York T...




Stuff You Should Know

iHeartRadio




TED Talks Daily

TED



The Joe Rogan Experience


Joe Rogan



This American Life

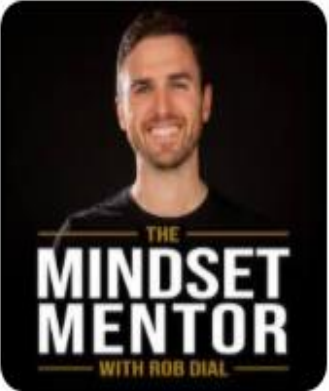
This American ...

Stories to help you unwind




TED Radio Hour

NPR




The Mindset Mentor

Rob Dial and K...




Life Kit

NPR



Hidden Brain

Hidden Brain



99% Invisible

Roman Mars

THE FUTURE

- **Podcasts becoming big business... but still not as big as video or music**
- **Larger players swallowing up the little fish**
- **Companies starting to develop “original content”**
- **Curating**
- **Ease of access**

THE FUTURE

- **Apple was there first..**
 - **Was long the dominant facilitator**
 - **First iTunes then Apple Podcasts**
 - **Had a “hands off” strategy**

THE FUTURE

- **And along comes.. Spotify**
 - **Up until recently, primarily a source of music**
 - **Now aggressively focusing on podcasts**
 - **Invested \$1/2B in last 18 months, buying companies**
 - **Gimlet Media, Anchor, The Ringer**
 - **Licensed podcast “superstars” .. ie. Joe Rogan**

THE FUTURE

- **With tremendous growth over the last year, Spotify now seems to have about the same percentage of the audience as does Apple**
- **Apple may or may not respond**
 - **And others are lurking..**
 - **Amazon in September announced a new podcast service integrated with Amazon Music**

- **And here comes Amazon**

Amazon to Acquire Podcast Studio Wondery

By Todd Spangler ▾



- **And here comes Amazon – Dec 2020**

Amazon announced that it inked a deal to acquire Wondery, a four-year-old podcast producer.

Terms of the deal, under which the Wondery team will join the Amazon Music group, were not disclosed. Earlier this month, the Wall Street Journal reported that Amazon was in talks to buy Wondery in a deal worth over \$300 million.

“We’re pleased to announce that Wondery — an innovative podcast publisher with a track record of creating and producing top-rated podcasts — has signed an agreement to join Amazon Music

QUESTIONS?