SquadCast

REMOTE PODCAST STATS

This report takes a look at podcasting data from the lens of the podcaster, via SquadCast

SquadCast
www.SquadCast.fm

produced by:
StudioPod
www.StudioPodSF.com

Hey there,

Thanks so much for reviewing our first ever 'Remote Podcast Stats' report. The podcasting landscape is often defined by consumption data; knowing how many people are listening, what they are listening to and how often they are listening is important to identifying growth in podcasting, but that's just one side of the coin.

SquadCast was built to capture and improve the quality of remote conversations. In partnership with StudioPod, this report captures data from the lens of the podcaster to help inform the next wave of hosts; what equipment is used most (not just purchased) and what podcasting rhythms are working for existing hosts.

Below are highlights from our 2019 data, and the subsequent pages contain visualizations:

- **Microphones** - Blue is the dominate brand with over 50% share
- **Headphones** - While recommended to hear levels, most hosts are not using them
- **Time of day** - Podcasting may be perceived as side hustle, but majority of sessions happen during business hours; this could due to availability of expert guests
- **Recording time** - Only 32% of sessions is spent recording; host and guest spend most of the time getting familiar with one another in preparation for their discussion
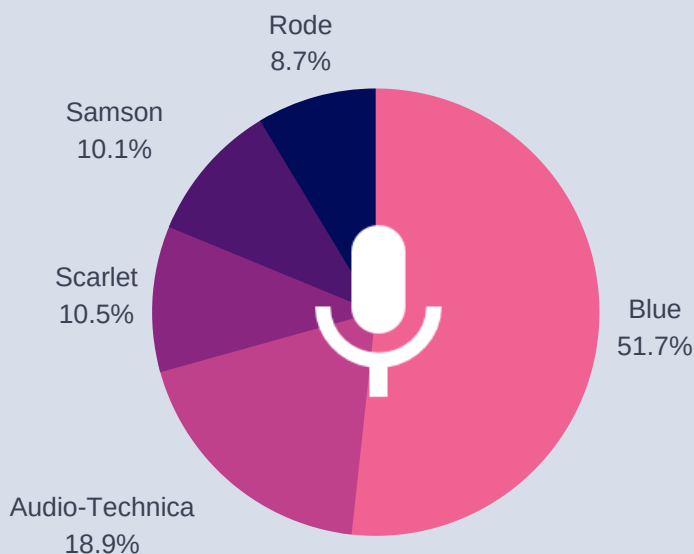
As a bonus, and with shelter in place across the World, we included a peek at trends in 2020 through March. This is our first attempt to help inform the industry, please reach out to let us know what else you would like to see and how often this data will be useful.

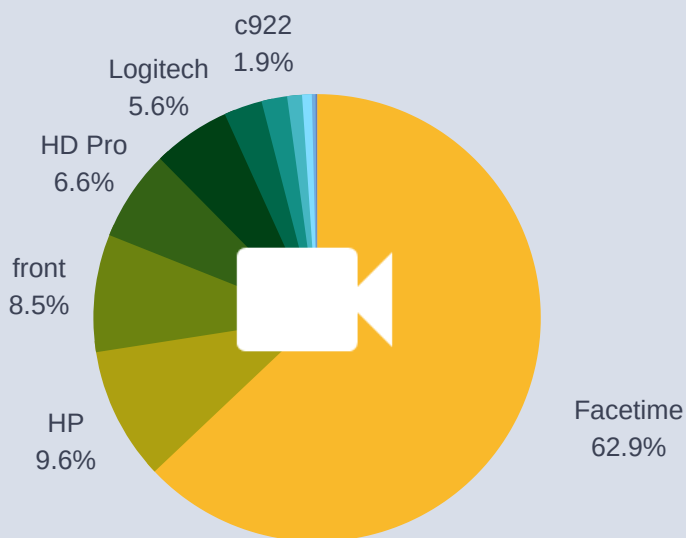Happy podcasting!

Zachariah Moreno
CEO of SquadCast

SquadCast
www.SquadCast.fm

PODCASTING EQUIPMENT

Blue is the most used mic brand with over 50% share of mic usage

- Rode 8.7%
- Samson 10.1%
- Scarlet 10.5%
- Audio-Technica 18.9%
- Blue 51.7%

56% of people do not use headphones when recording

- Headphones 43.7%
- Speaker 56.3%

Podcasters use their default camera when recording remotely

- c922 1.9%
- Logitech 5.6%
- HD Pro 6.6%
- front 8.5%
- HP 9.6%
- Facetime 62.9%

When headphones are used, podcasters prefer their AirPods

- Bose 3.4%
- Samson 7.7%
- Rode 8.7%
- Logitech 9.2%
- Blue 24.5%
- AirPods 15.4%
- Scarlet 11.6%
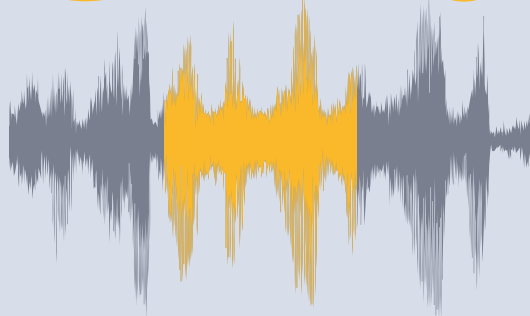- Audio-Technica 13%
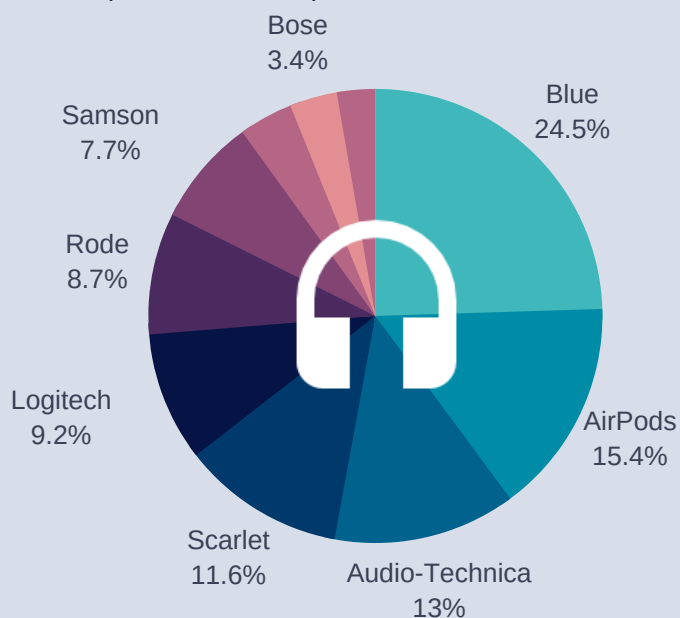
PODCASTING RHYTHMS

Time of day hosts record with guests
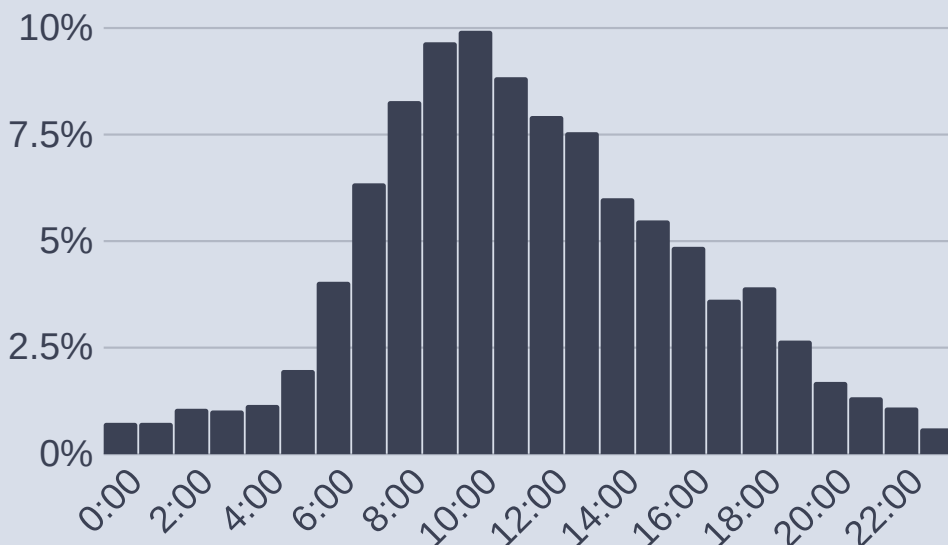
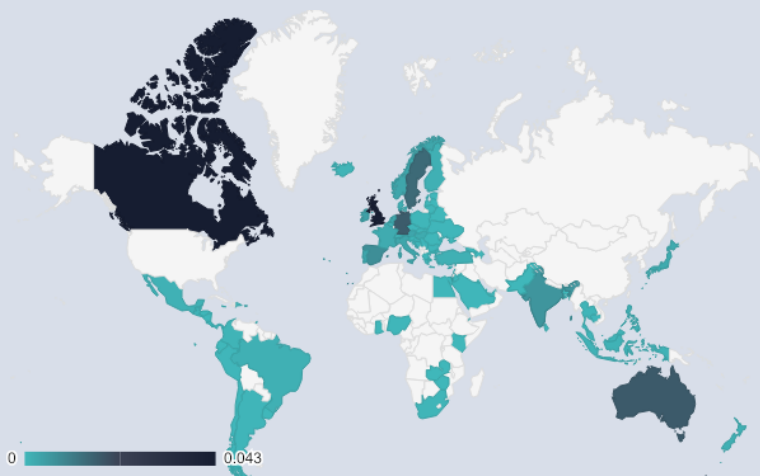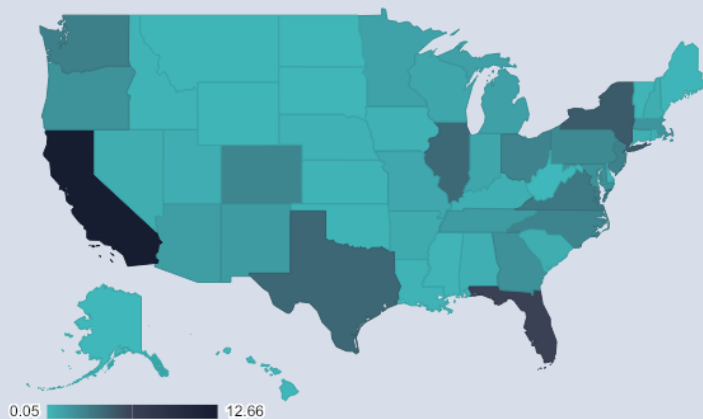### % of sessions spent recording

32%

TOP PODCASTING MARKETS

Outside of the US (80%), the UK and Canada are the top countries for podcasting

0 _____ 0.043

In the US, California is dominate, but majority of podcasting is bi-coastal

0.05 _____ 12.66

YTD EQUIPMENT TRENDS

Blue remains the most used mic, while Rode stole share from ATR and Samson

1. Blue **+7%**
2. Audio Technica **-18%**
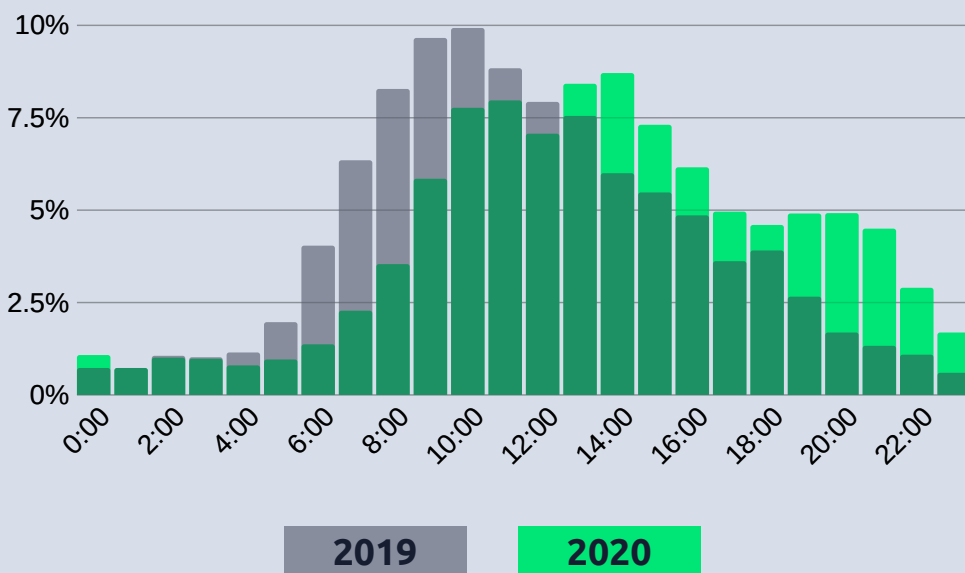3. Scarlet **+0%**
4. Samson **-10%**
5. Rode **+8%**

Podcasters are still using speakers (55%), but AirPod usage increased significantly

1. Blue **-13%**
2. AirPods **+37%**
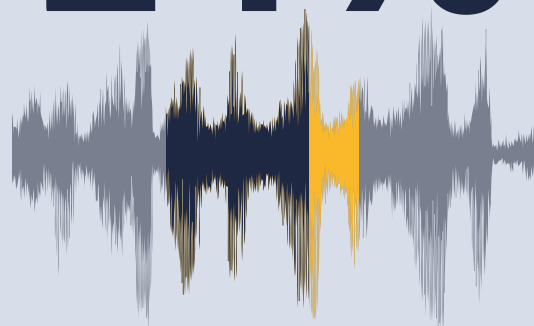3. Audio Technica **-12%**
4. Scarlet **-18%**
5. Logitech **-5%**

A SHIFT IN THE PODCASTING RHYTHMS

In 2020, hosts are recording later in day and late into the evenings with their guests

2019 | 2020

% of sessions spent recording has decreased by 22% in 2020

24%

2019 | 2020

Methodology:

- The source of this data is from Hosts & Guests recording on SquadCast.fm, compiled by an unbiased third party, StudioPod Media, LLC

- 2019 data is statistically significant with sample size ~5x the Infinite Dial report

- 2020 sample size is already larger than 2019, growing rapidly