

Podcasters that have started from scratch, who are self-taught, built their own vibrant communities, and not only have proof of concept, but are making money will move away from the industry as it stands. These independent podcasters will continue to find ways to get funded that are outside of mainstream media and entertainment practices, and will create collaborations with other industries and sectors that are adjacent to their content that are looking to serve the same audience. Those podcast properties will become more and more valuable beyond media+entertainment.

— Elsie Escobar, co-founder & co-host of She Podcasts, producer and co-host of The Feed + Community Expert at Libsyn

More independent podcast companies will merge in order to compete with bigger producers like Spotify and iHeart. There is a lot to be gained by not signing with a big company and the lure of a smaller company with more personal attention is something more mid-sized podcasters will gravitate towards. Many have expressed to me the lack of attention they get from the bigger companies as they focus on their celebrity and big-name podcasts. Small and medium companies still can't compete with access to sales but can with shared resources and merging of similar podcast verticals.

— Matty Staudt, President of Jam Street Media, www.jamstreetmedia.com

The pandemic taught many podcasters what a few already knew: advertising and paid speaking (two common revenue drivers for public personalities and podcasters) are rather rickety business models. A far sturdier foundation is to create revenue-generating products built directly for the audience... So in 2021, expect a greater number of shows to ditch the over-reliance on ads, and move paid speaking from Must-Book to Nice-to-Have, and instead focus on things built for their listeners to go deeper: membership groups, courses and other online education, paid subscriptions (e.g. newsletters, exclusive episodes), merchandise, and more.

— Jay Acunzo, Founder, Marketing Showrunners

- Heritage radio (AM/FM) advertising revenue fell 17.3% in 2019, while podcast advertising revenue has steadily climbed since 2018

- Advertising revenue increased 48% from \$471.9 million in FY 2018 to \$708.1 million in FY 2019

- 2020-2022 ad revenue projections predict a 55% increase in podcast ad revenue

- 66% of ad revenue was generated by host read ads in 2019

- Ad revenue for podcasts still saw an increase of 14.7% despite COVID-19 disrupting ad campaigns in other markets (pre COVID prediction was a 29.6% increase)

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