THE STATE OF PODCAST INTERVIEWS 2020

Presented August 14, 2020
Podfest Global Summit Keynote
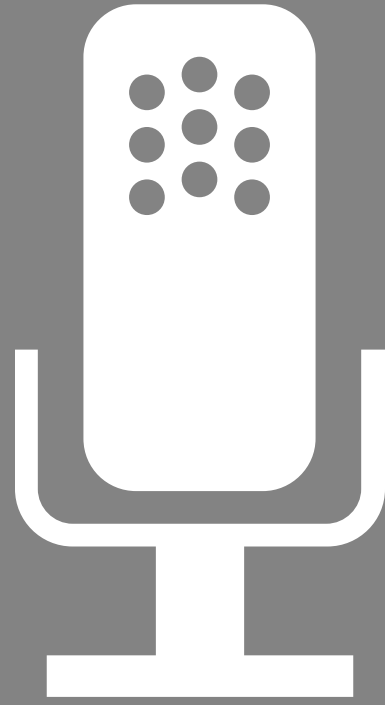
INTERVIEW VALET

500+
GUEST
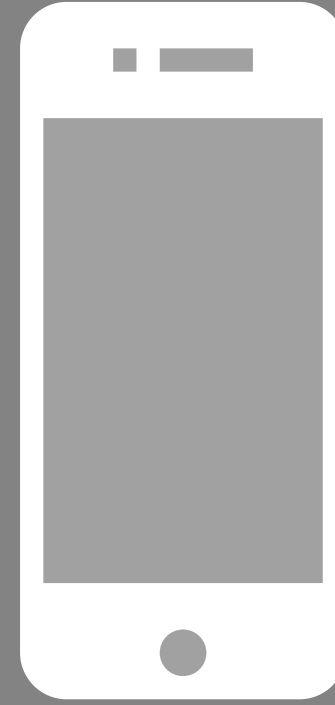
20K+
INTERVIEWS

50M+
DOWNLOADS

INTERVIEW
VALET

WHAT DOES THE DATA SAY?

HOW HAS IT CHANGED IN 2020?

InterviewValet.com/PodcastInterviews2020

INTERVIEW VALET

MOST COMMON PLATFORM TO CONDUCT INTERVIEWS

- **Zoom**   **55%**
- **Skype**   **24%**
- **ZenCastr**   **7%**
- **Phone**   **7%**
- **SquadCast**   **2%**
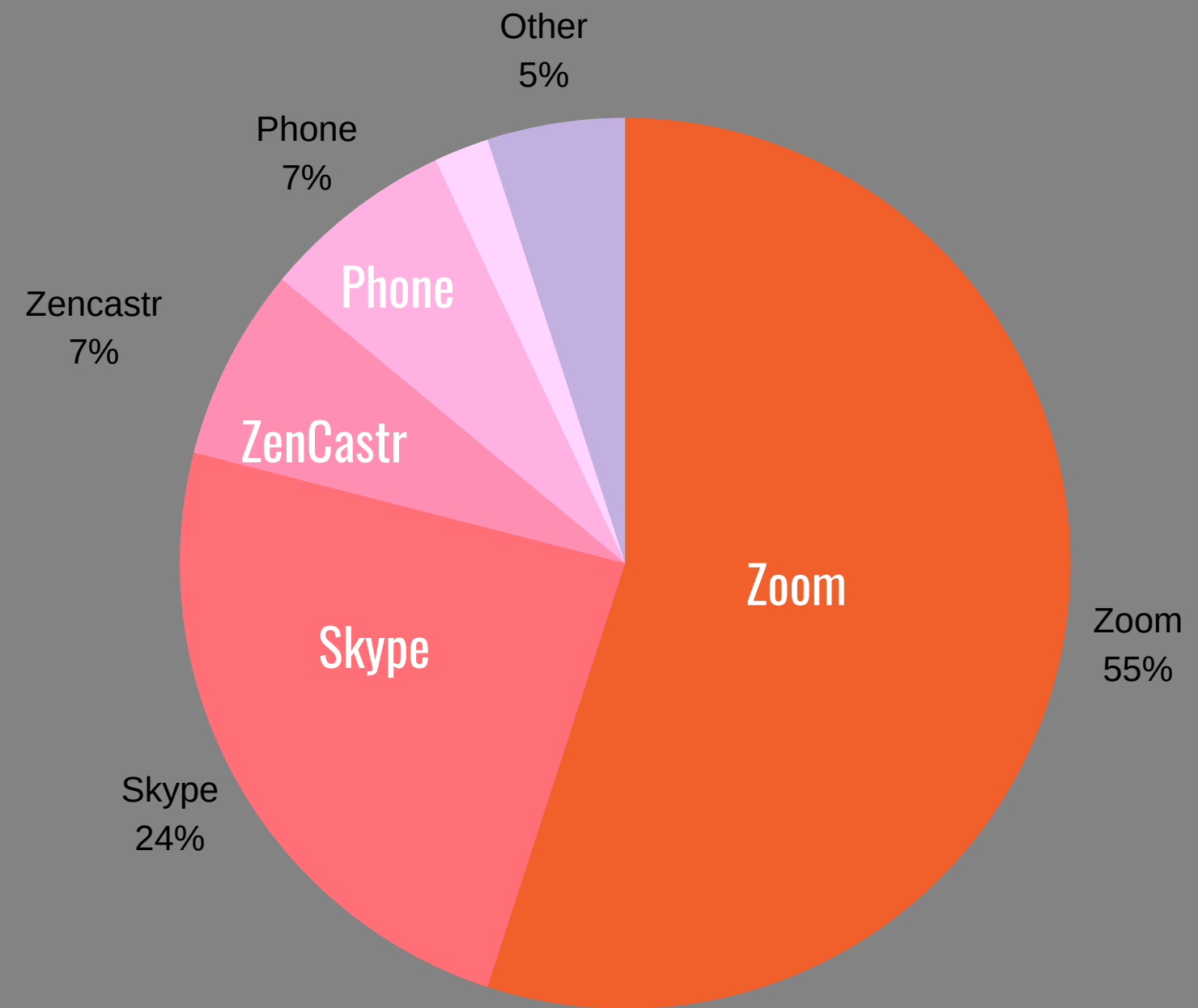
Less than 1%: BlueJeans, CastAudio, CleanFeed, GotToWebinar/Mtg, Ringer, Social Live, Smart Meeting, StreamYard, UberConference

INTERVIEW VALET

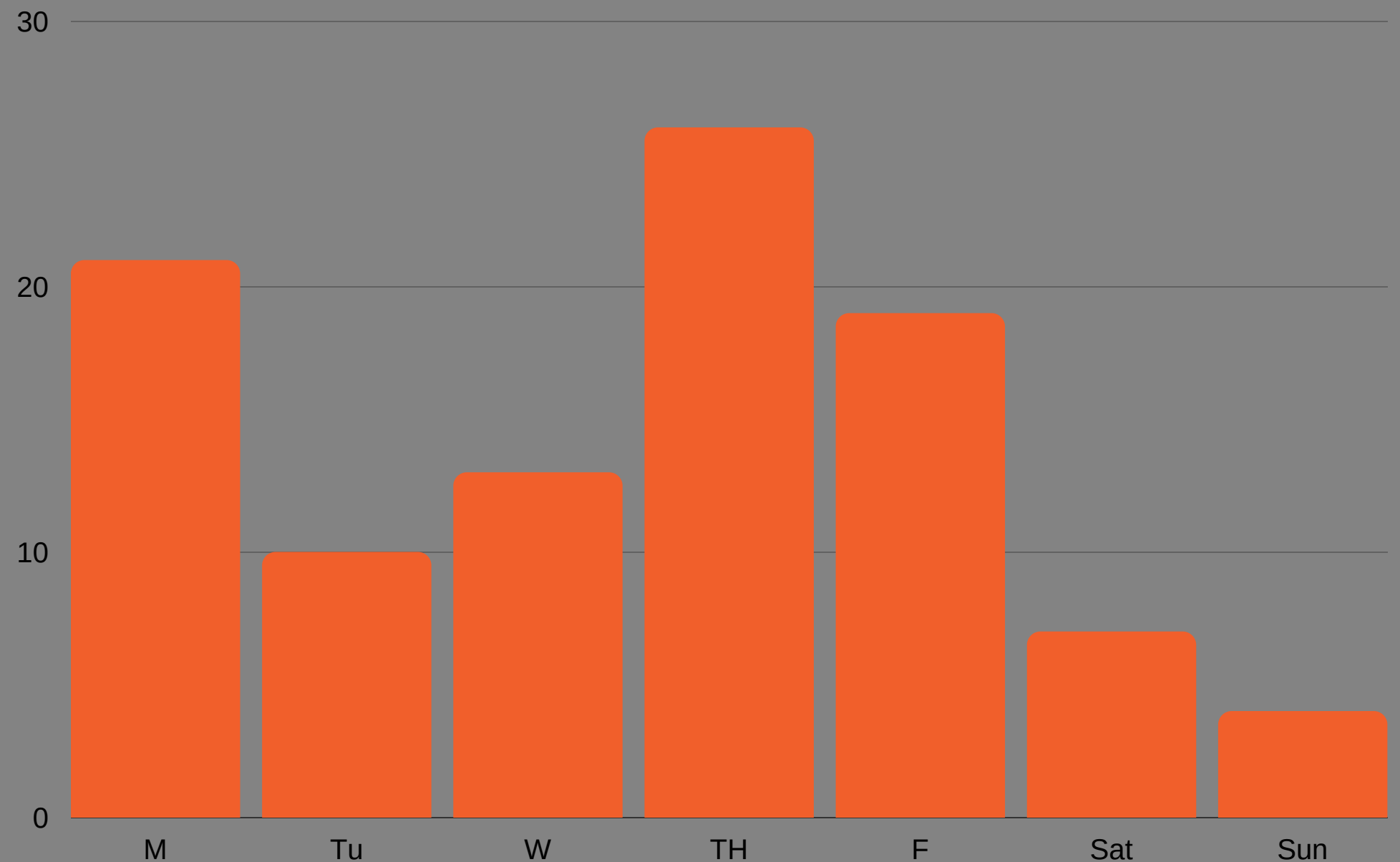# MOST COMMON PLATFORM TO CONDUCT INTERVIEWS

- Zoom   Down 12%
- Skype   Up 20%
- ZenCastr   Down 15%
- Phone   Down 10%
- SquadCast   Up 141%

Less than 1%: BlueJeans, CastAudio, CleanFeed, GotToWebinar/Mtg, Ringer, Social Live, Smart Meeting, StreamYard, UberConference
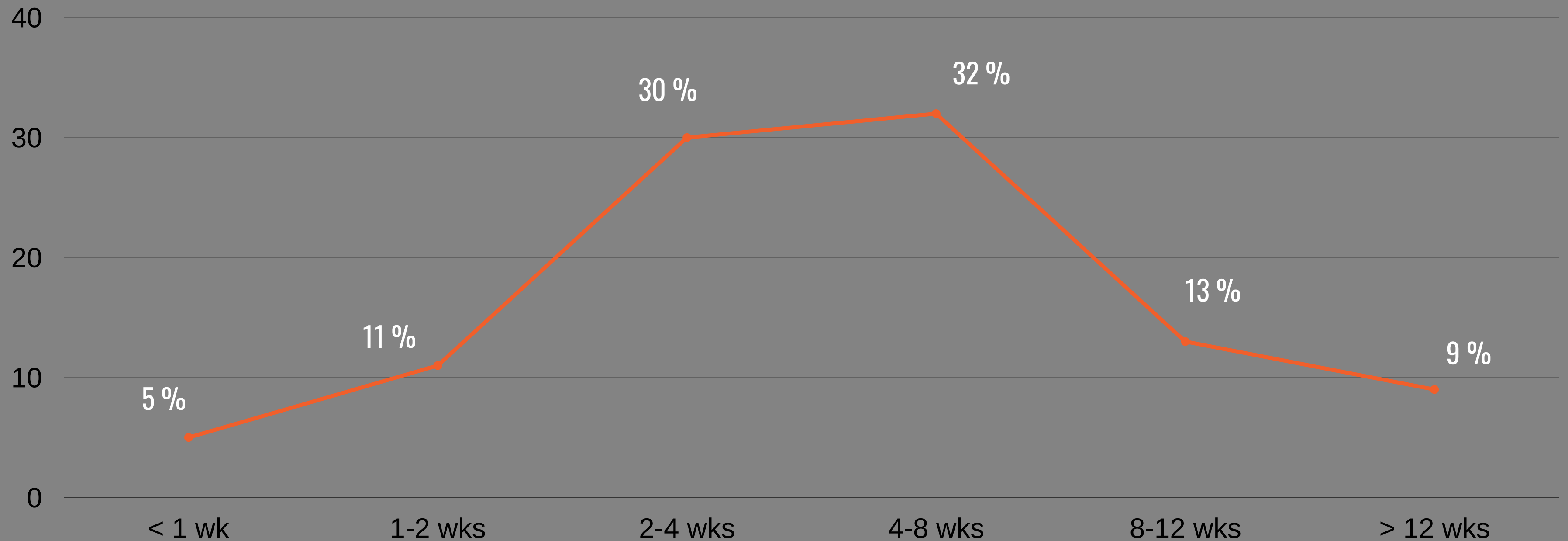

InterviewValet.com/PodcastInterviews2020

INTERVIEW VALET
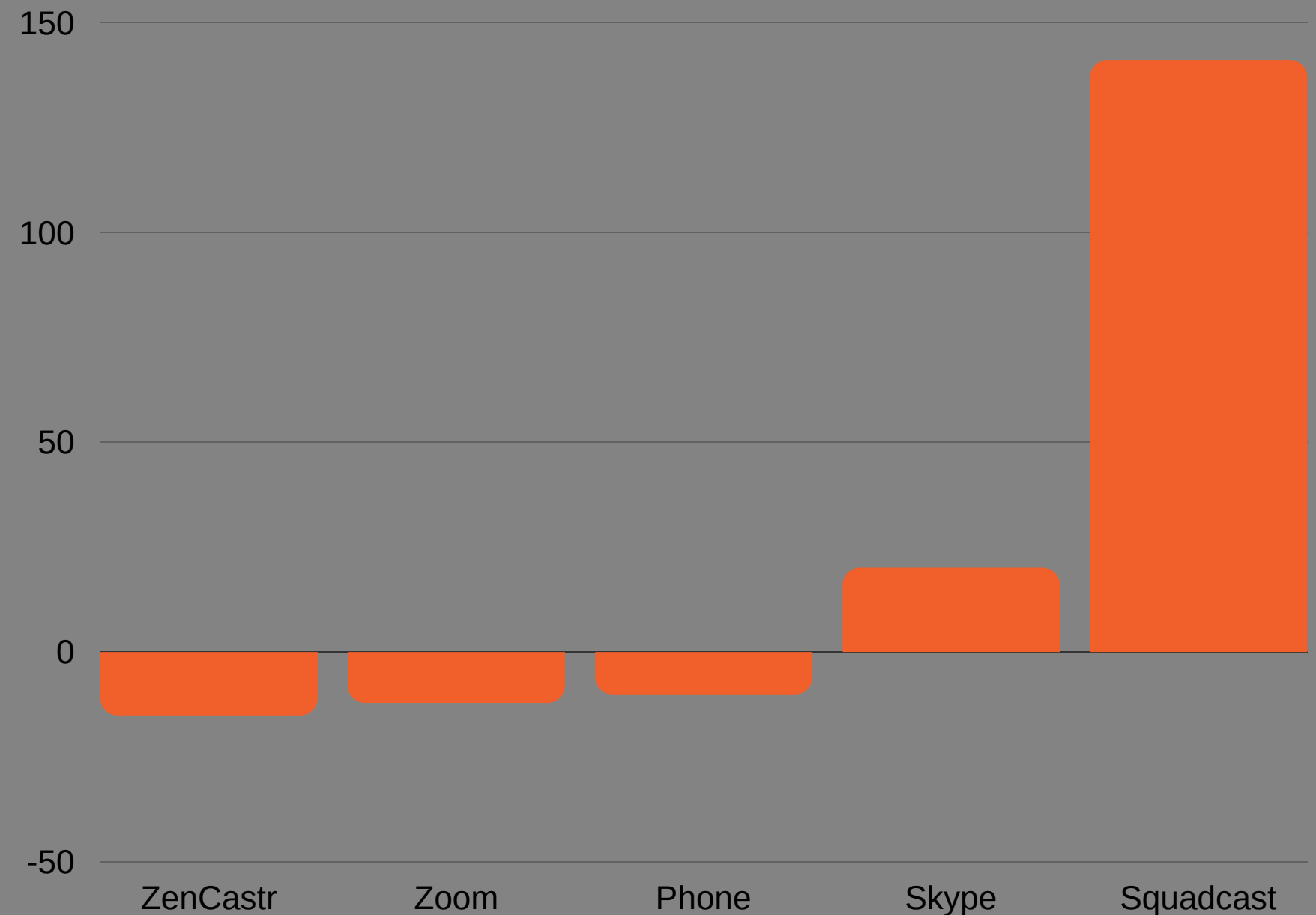
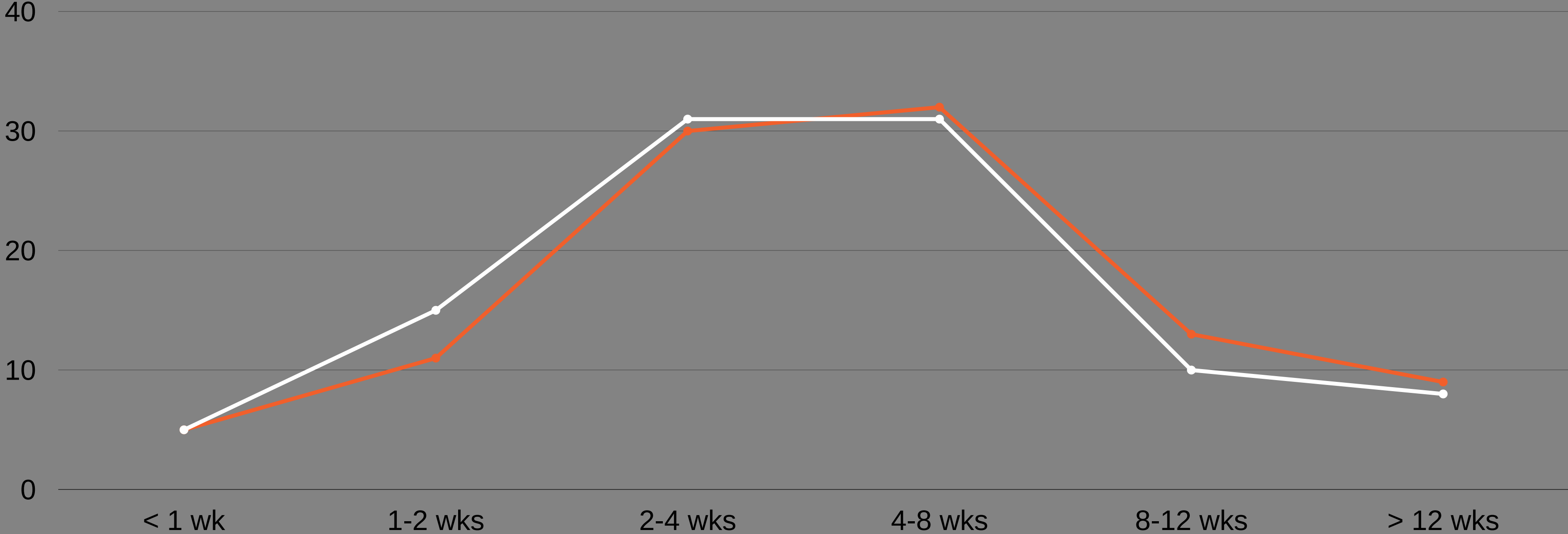# WHAT IS THE MOST COMMON DAY FOR INTERVIEWS

- Thursday 26%
- Monday 21%
- Friday 19%
- Wednesday 13%
- Tuesday 10%
- Saturday 7%
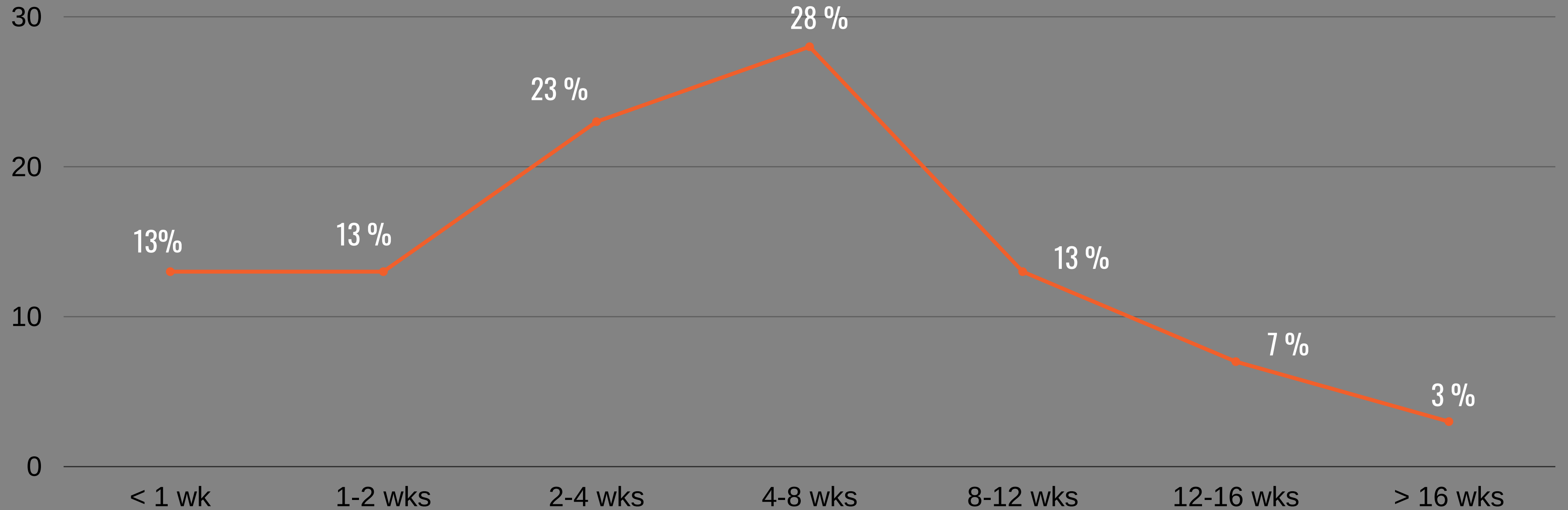- Sunday 4%
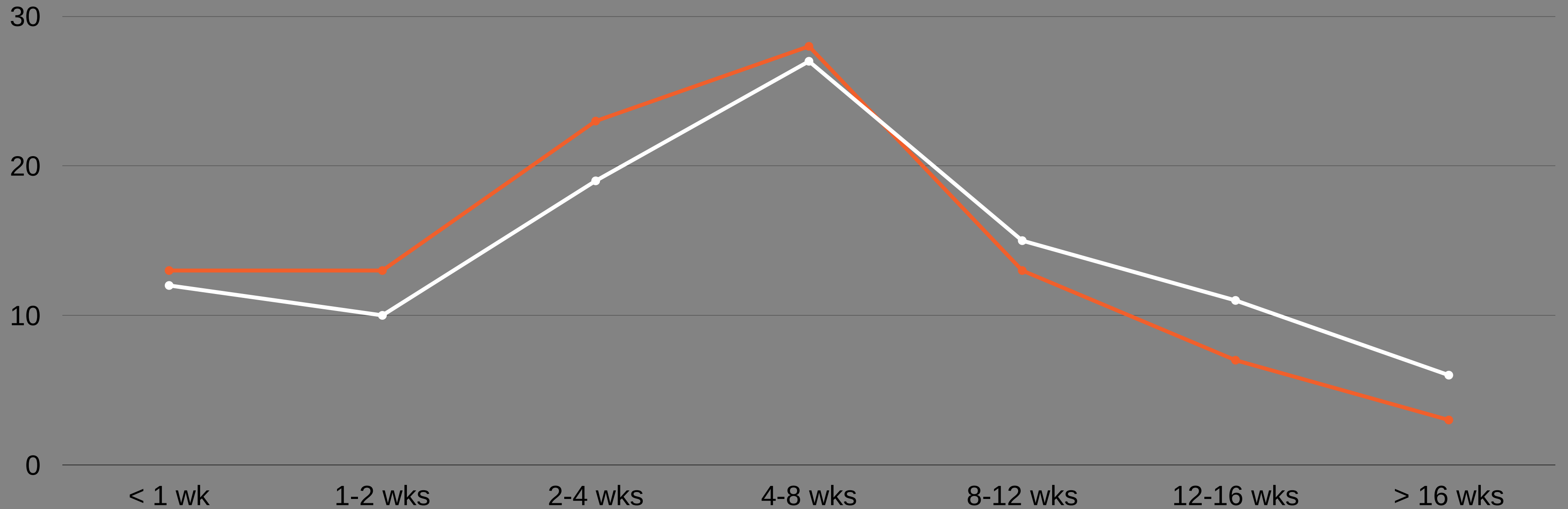

INTERVIEW VALET

TIME FROM INVITATION TO RECORDING

InterviewValet.com/PodcastInterviews2020

INTERVIEW VALET

TIME FROM INVITATION TO RECORDING

TIME FROM RECORDING TO POSINTG

13% | 13 % | 23 % | 28 % | 13 % | 7 % | 3 %
< 1 wk | 1-2 wks | 2-4 wks | 4-8 wks | 8-12 wks | 12-16 wks | > 16 wks

InterviewValet.com/PodcastInterviews2020

INTERVIEW VALET

TIME FROM RECORDING TO POSINTG

| | < 1 wk | 1-2 wks | 2-4 wks | 4-8 wks | 8-12 wks | 12-16 wks | > 16 wks |

INTERVIEW VALET

WHAT PERCENTAGE INCLUDE VIDEO

Audio Only   64%

Video Included 36%

Video up 12% in 2020

Video
36%

Audio
64%

InterviewValet.com/PodcastInterviews2020

INTERVIEW VALET
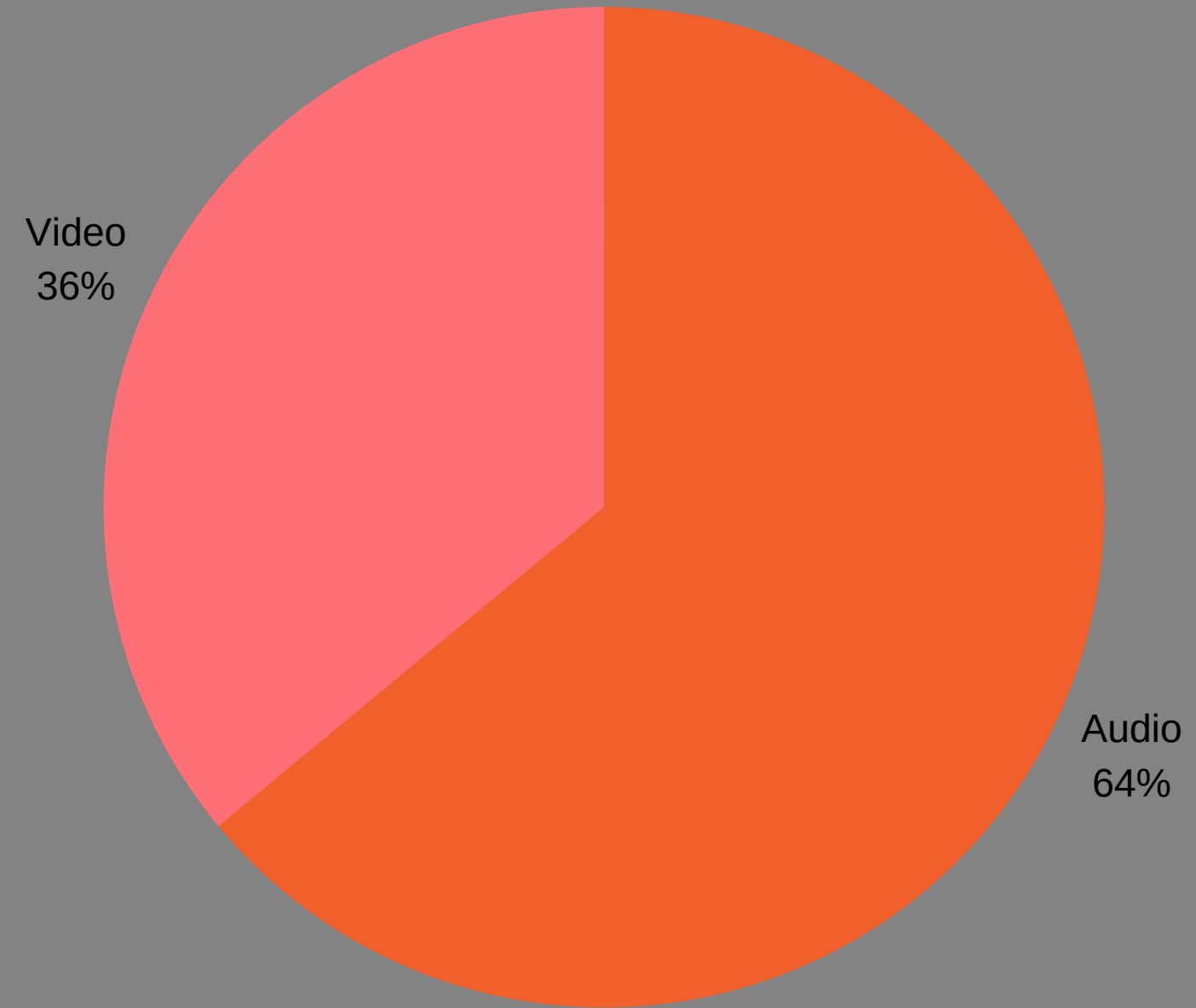
WHAT PERCENTAGE OF INTERVIEWS ARE LIVE

Live   5.2%
Recorded   94.8%

Live up 275%

Live
5.2%

Recorded
94.8%

InterviewValet.com/PodcastInterviews2020

INTERVIEW VALET
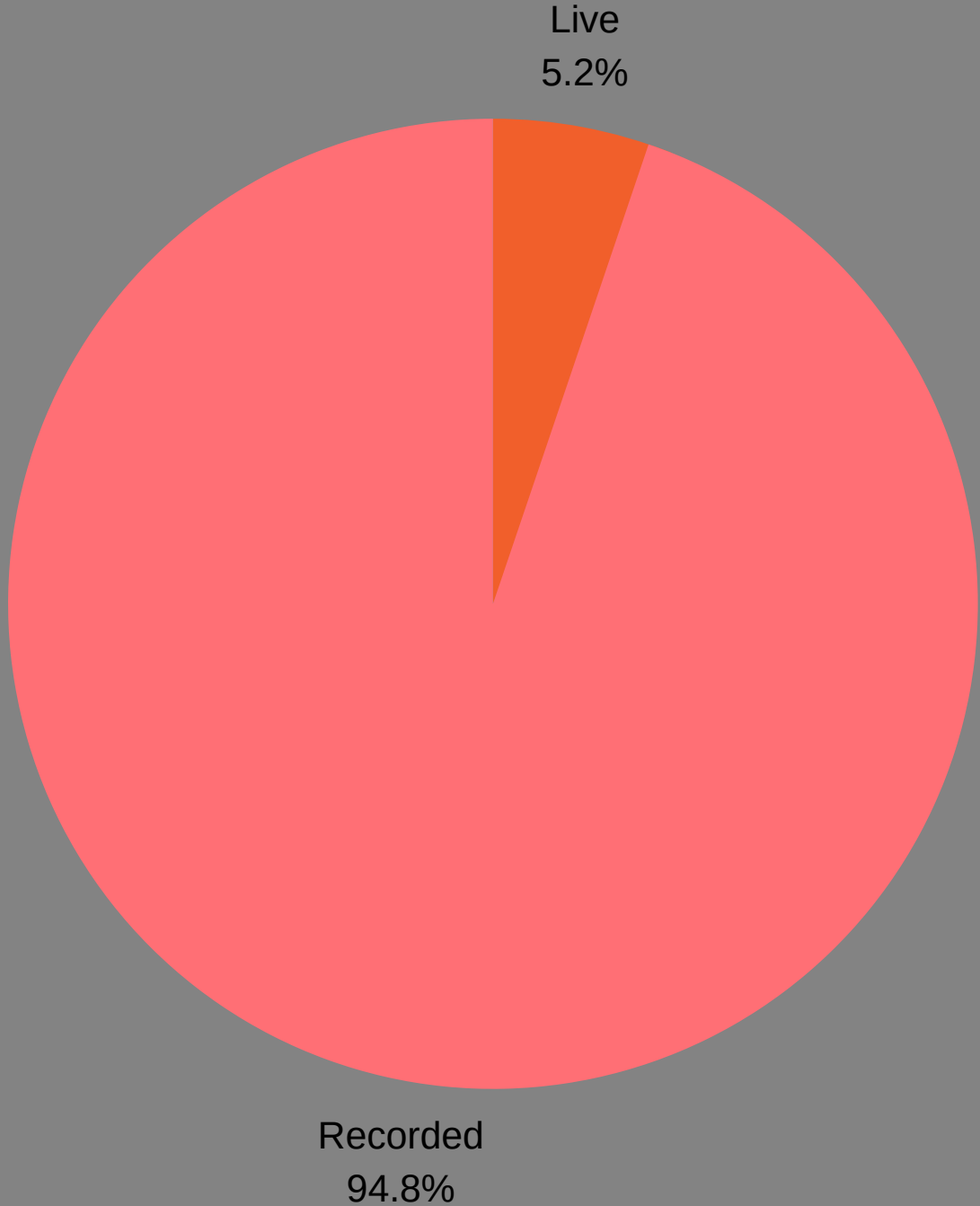
LIMITATIONS OF THE STUDY

The largest dataset available is still small

Only looks at three categories (Business, Faith,Health/Nutrition/Wellness)

Homogenius guests: High Level Coaches/Consultants, Authors, Speakers, Brands

Includes the top 20% of podcasts by estimated downloads

INTERVIEW VALET

EXTRAPOLATING THE FUTURE

- Including Video becomes a standard
- Host Demand Improved Audio quality
- LiveStream and multiple distribution increases
- The competition and lead time for top shows increases

InterviewValet.com/PodcastInterviews2020

INTERVIEW
VALET

WHAT DOES THIS MEAN FOR YOU?

Get the slide deck at **InterviewValet.com/PodcastInterviews2020**

INTERVIEW VALET

Get the slide deck at **InterviewValet.com/PodcasInterviews2020**

INTERVIEW VALET