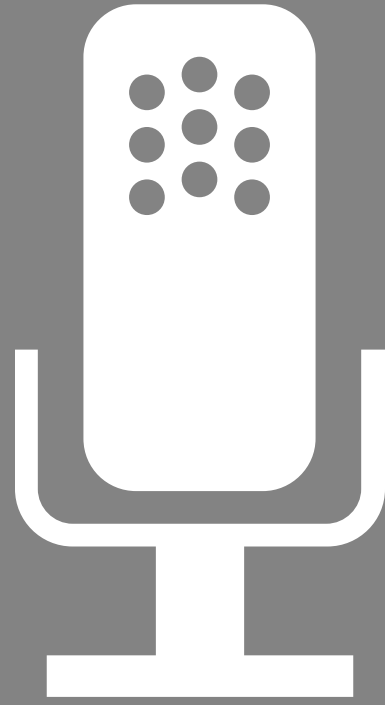


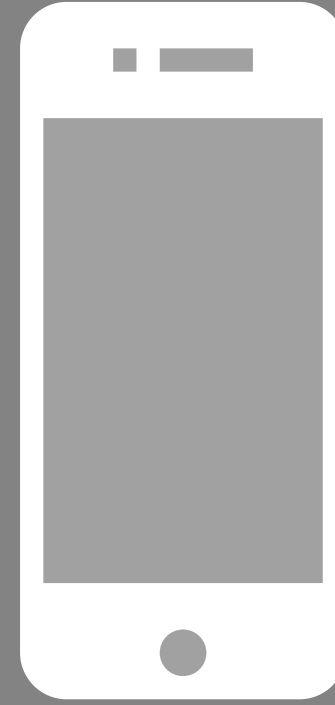
# THE STATE OF PODCAST INTERVIEWS 2020

Presented August 14, 2020  
Podfest Global Summit Keynote





500+  
GUEST



20K+  
INTERVIEWS



50M+  
DOWNLOADS

**INTERVIEW  
VALET**

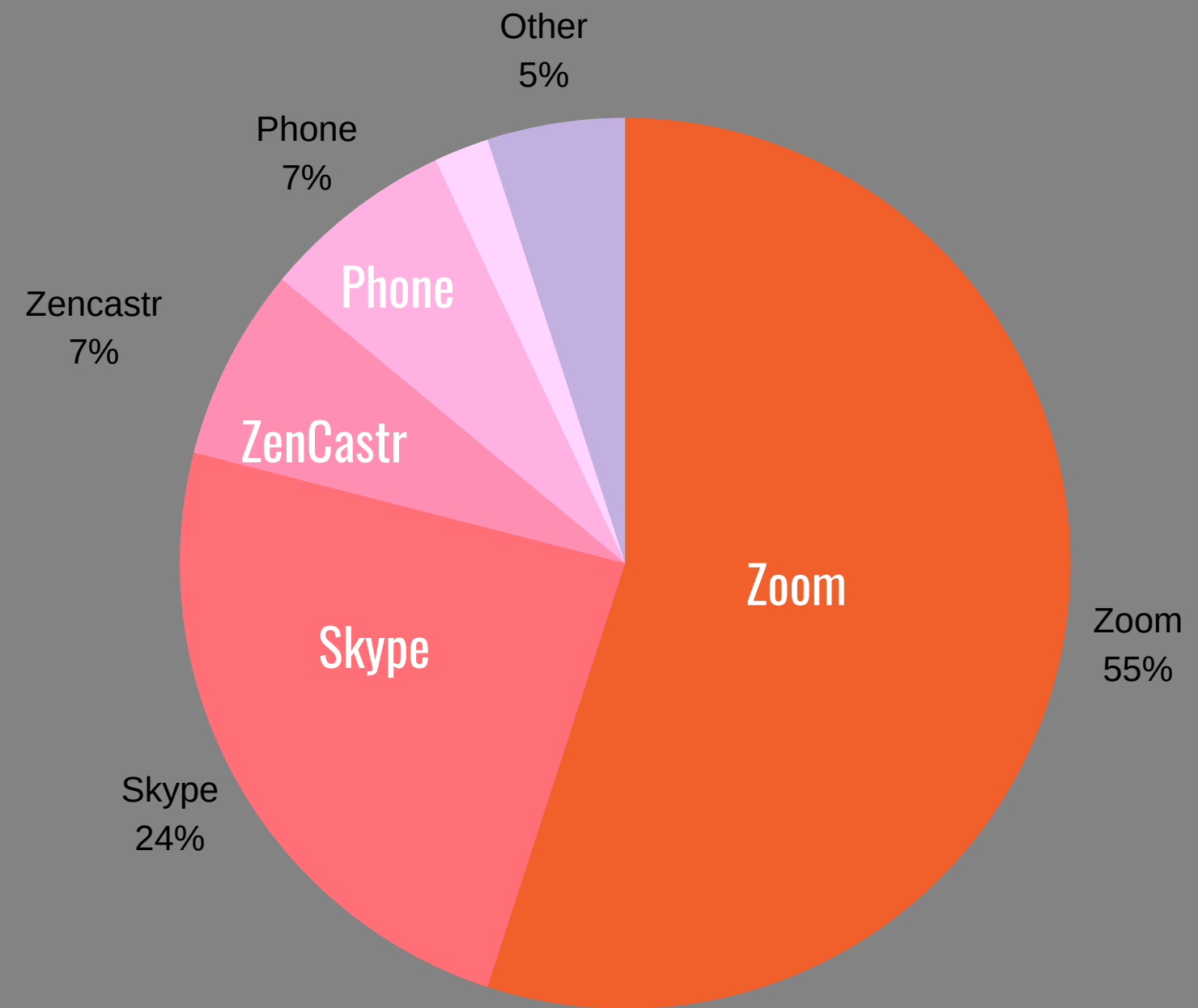


**WHAT DOES THE DATA SAY?**

**HOW HAS IT CHANGED IN 2020?**

# MOST COMMON PLATFORM TO CONDUCT INTERVIEWS

- Zoom 55%
- Skype 24%
- ZenCastr 7%
- Phone 7%
- SquadCast 2%

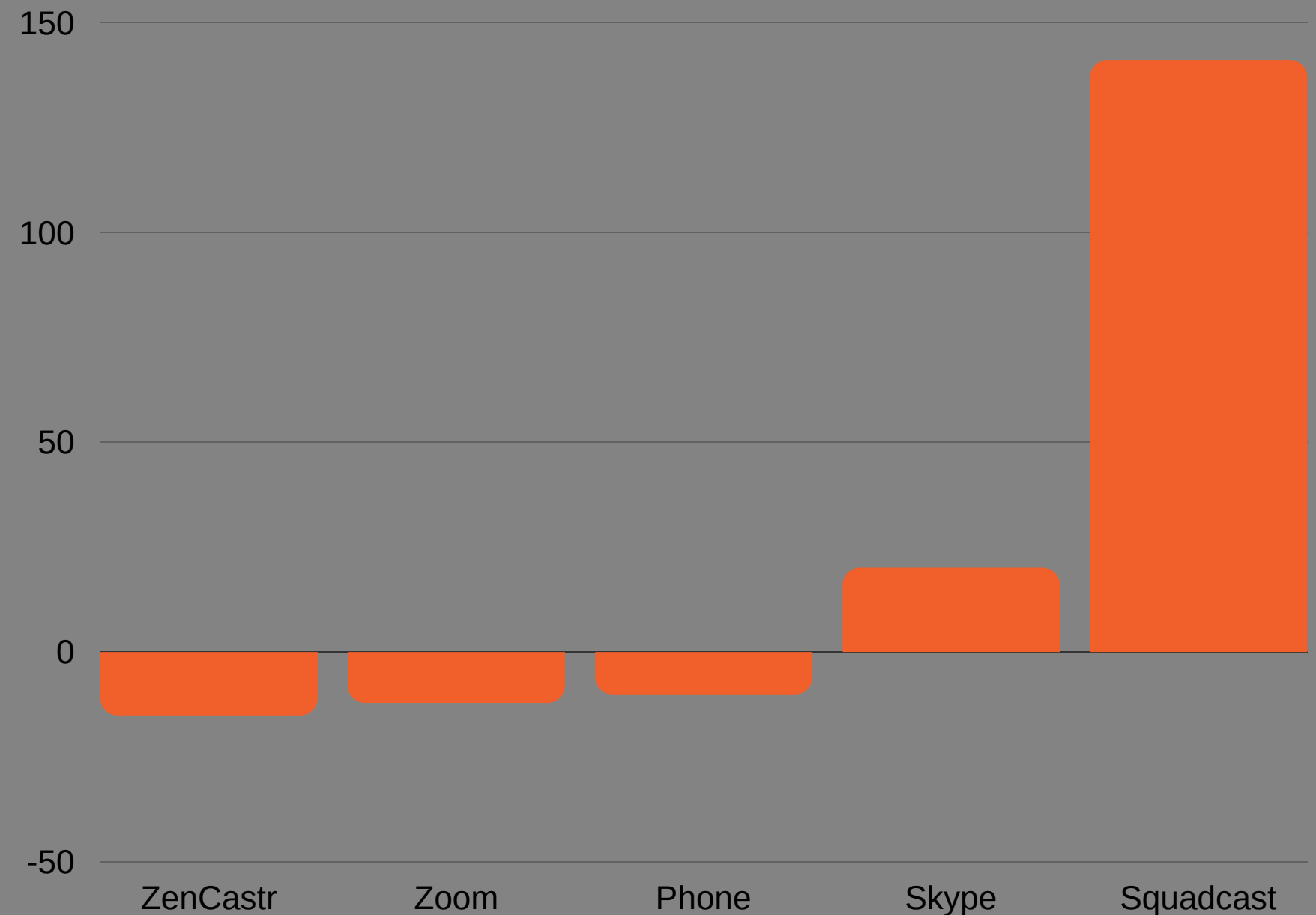


Less than 1%: BlueJeans, CastAudio, CleanFeed, GotToWebinar/Mtg, Ringer, Social Live, Smart Meeting, StreamYard, UberConference

# MOST COMMON PLATFORM TO CONDUCT INTERVIEWS

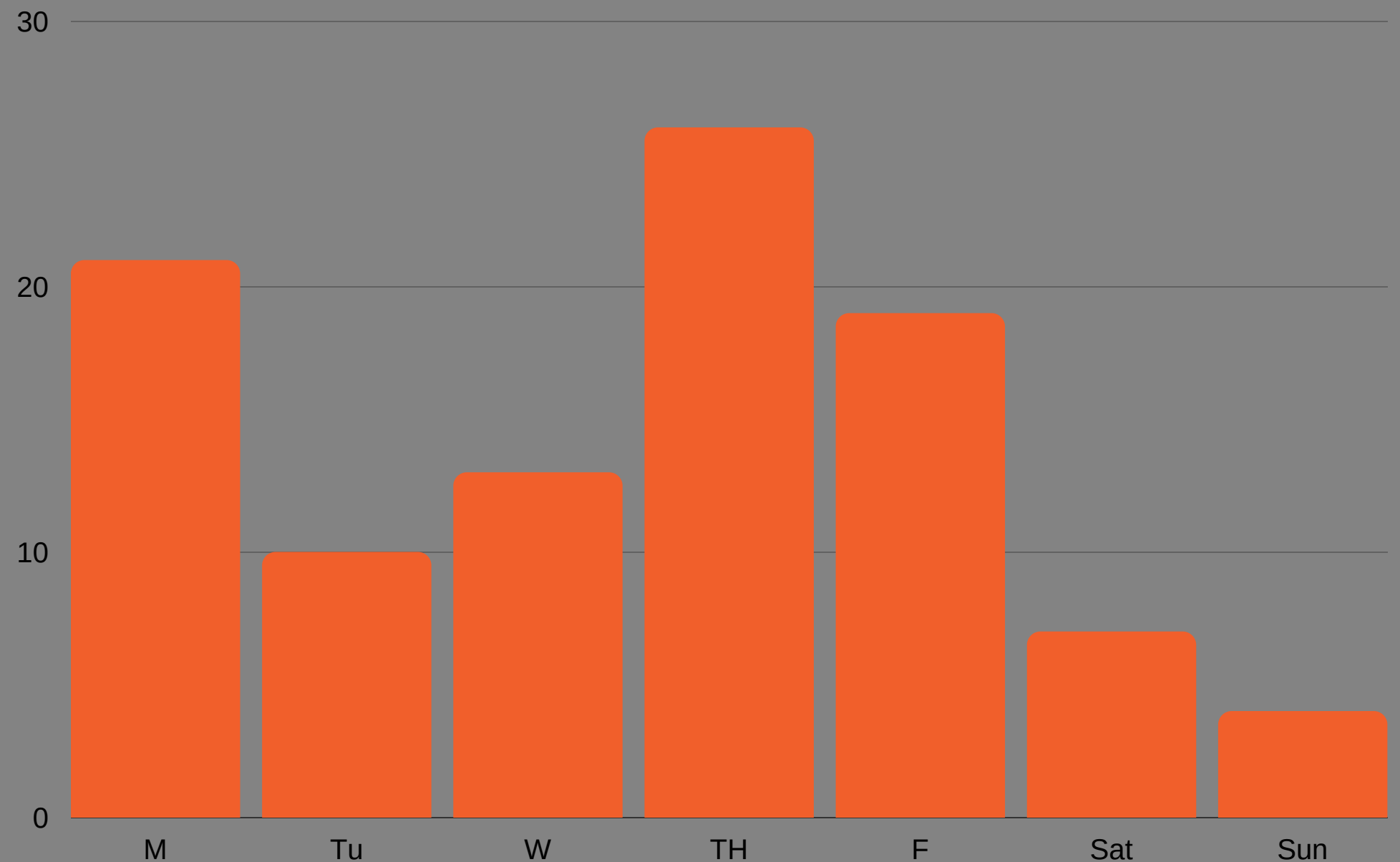
- Zoom Down 12%
- Skype Up 20%
- ZenCastr Down 15%
- Phone Down 10%
- SquadCast Up 141%

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

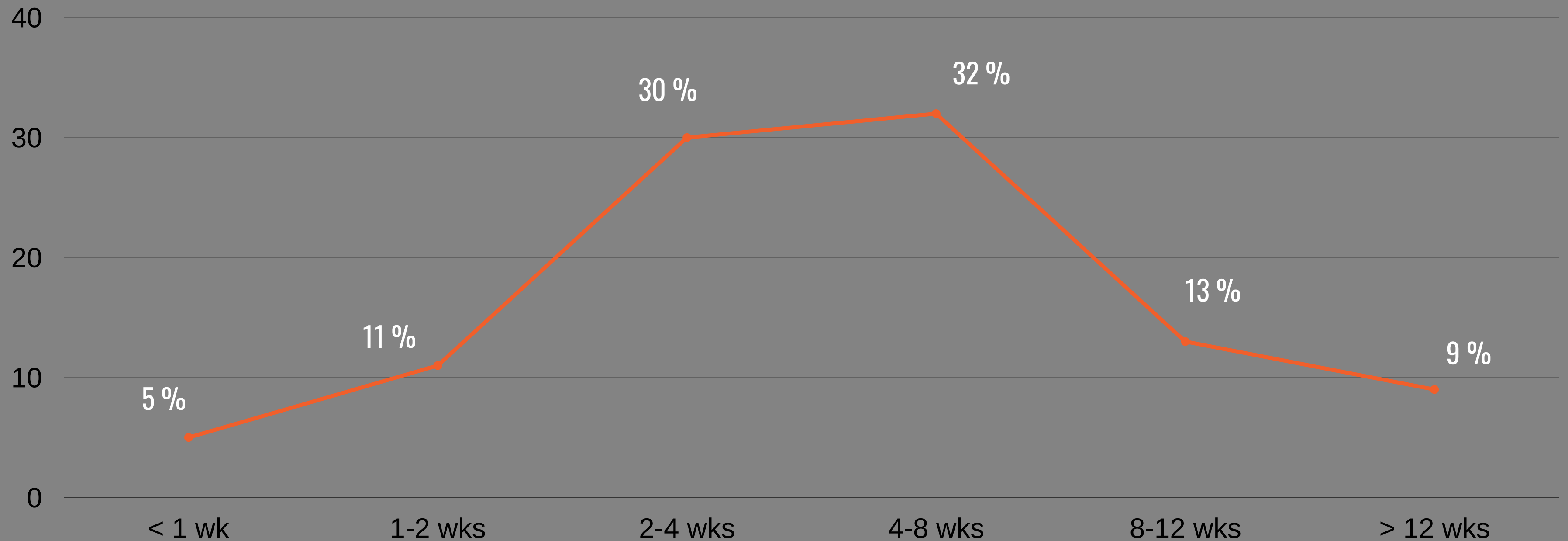


# WHAT IS THE MOST COMMON DAY FOR INTERVIEWS

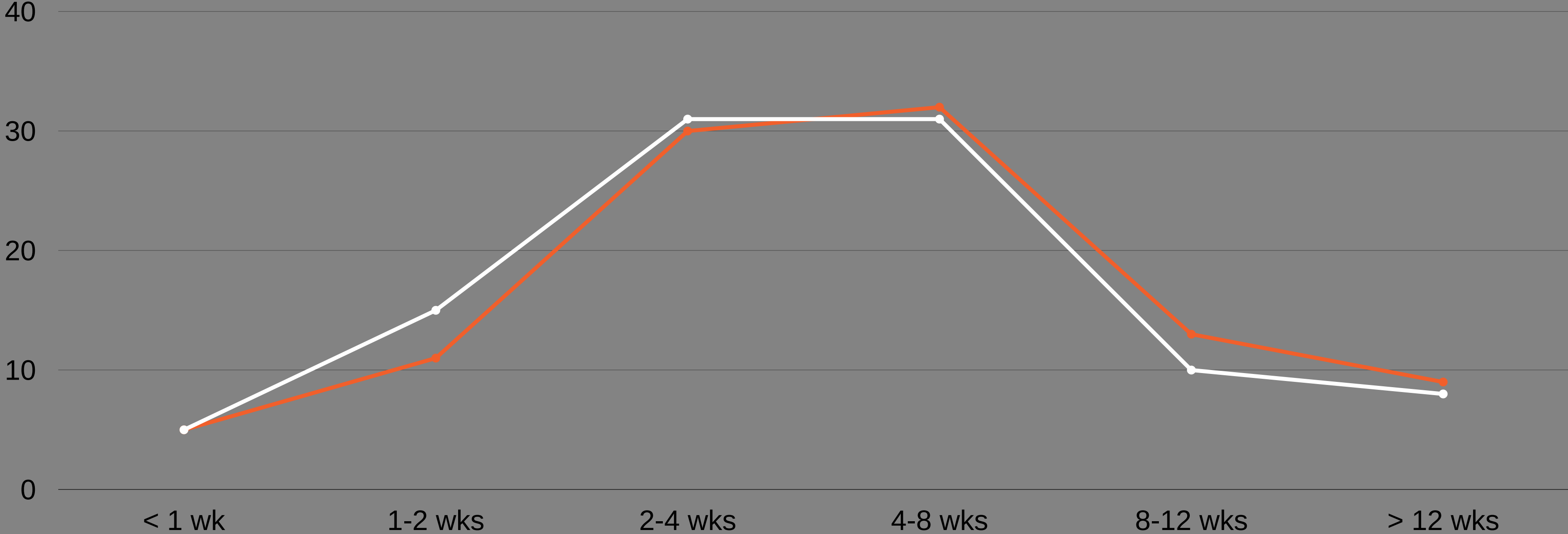
- Thursday 26%
- Monday 21%
- Friday 19%
- Wednesday 13%
- Tuesday 10%
- Saturday 7%
- Sunday 4%



# TIME FROM INVITATION TO RECORDING

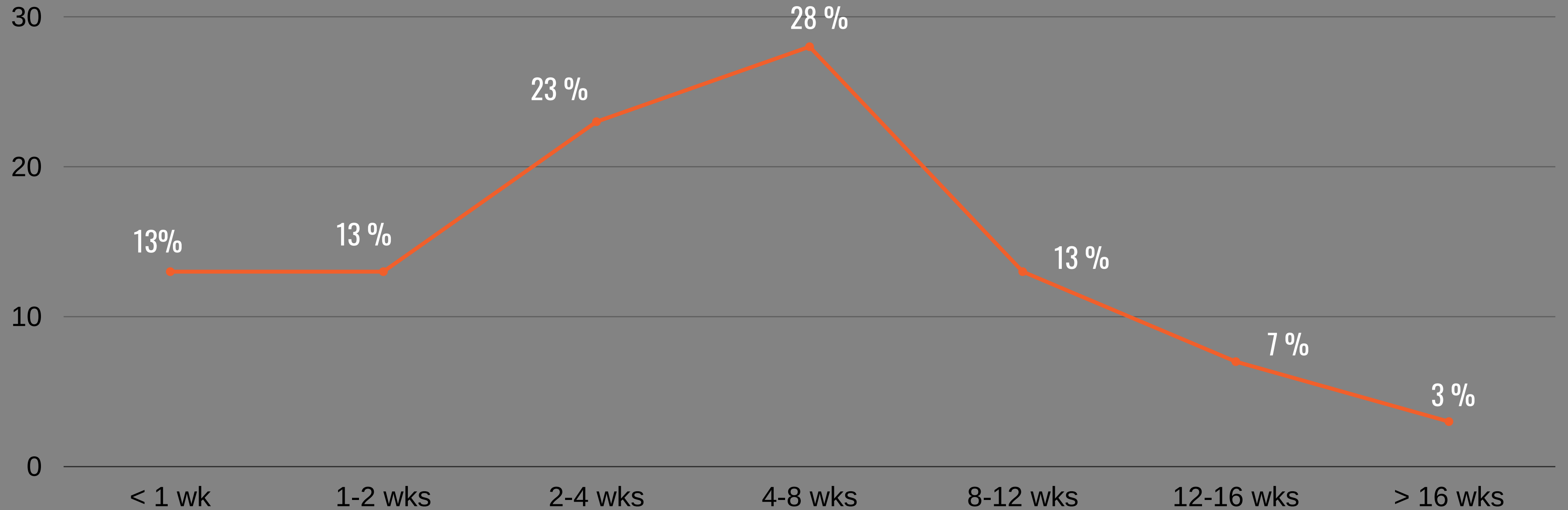


# TIME FROM INVITATION TO RECORDING

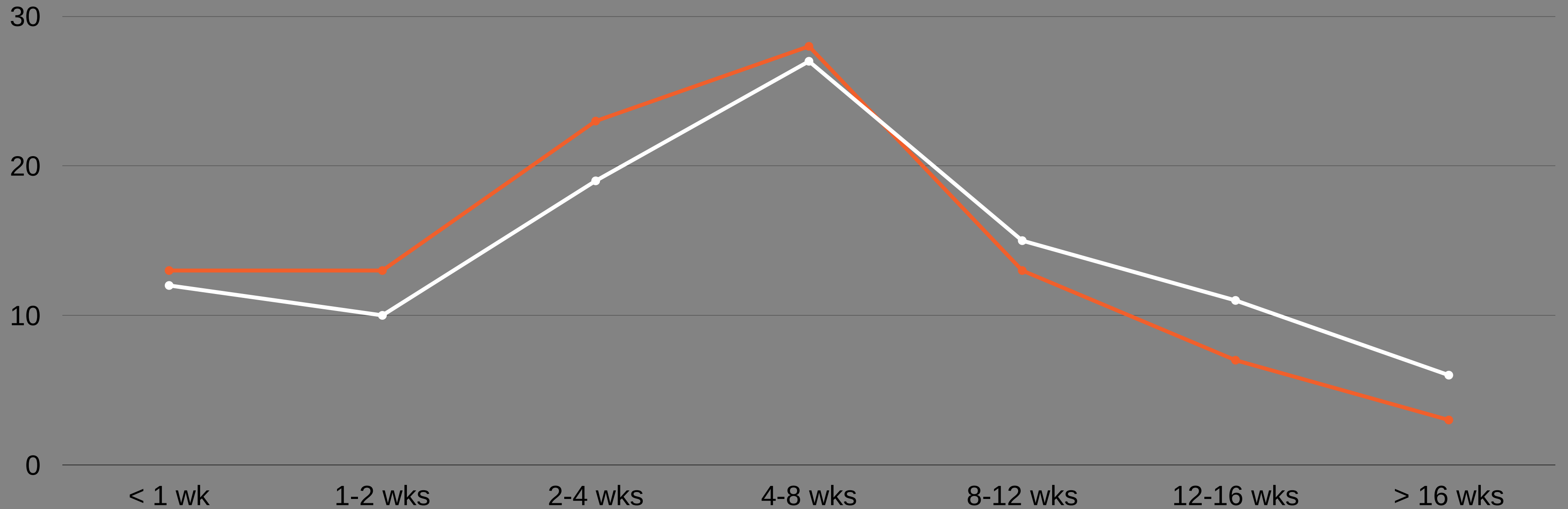




# TIME FROM RECORDING TO POSINTG



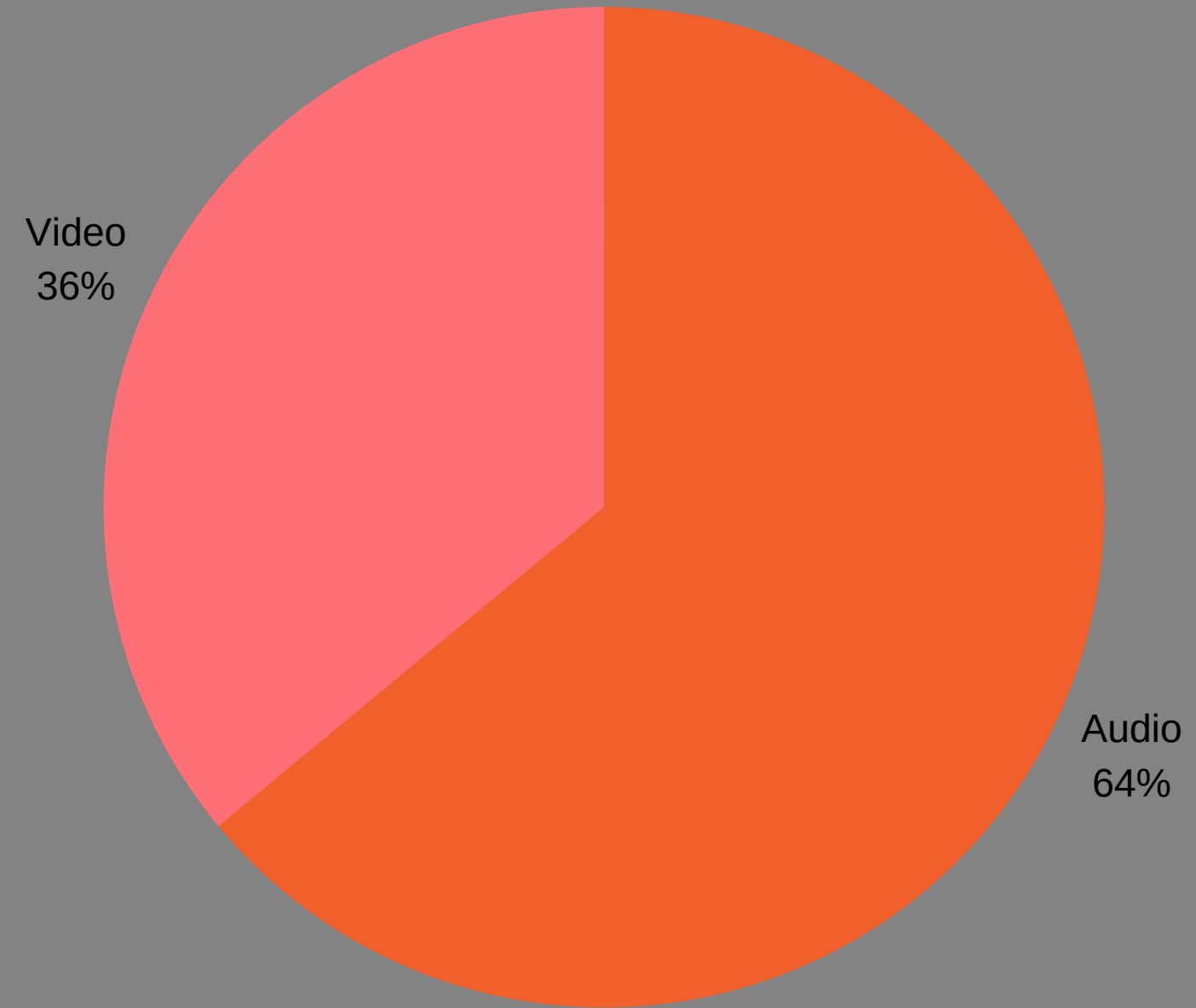
# TIME FROM RECORDING TO POSINTG



# WHAT PERCENTAGE INCLUDE VIDEO

Audio Only 64%  
Video Included 36%

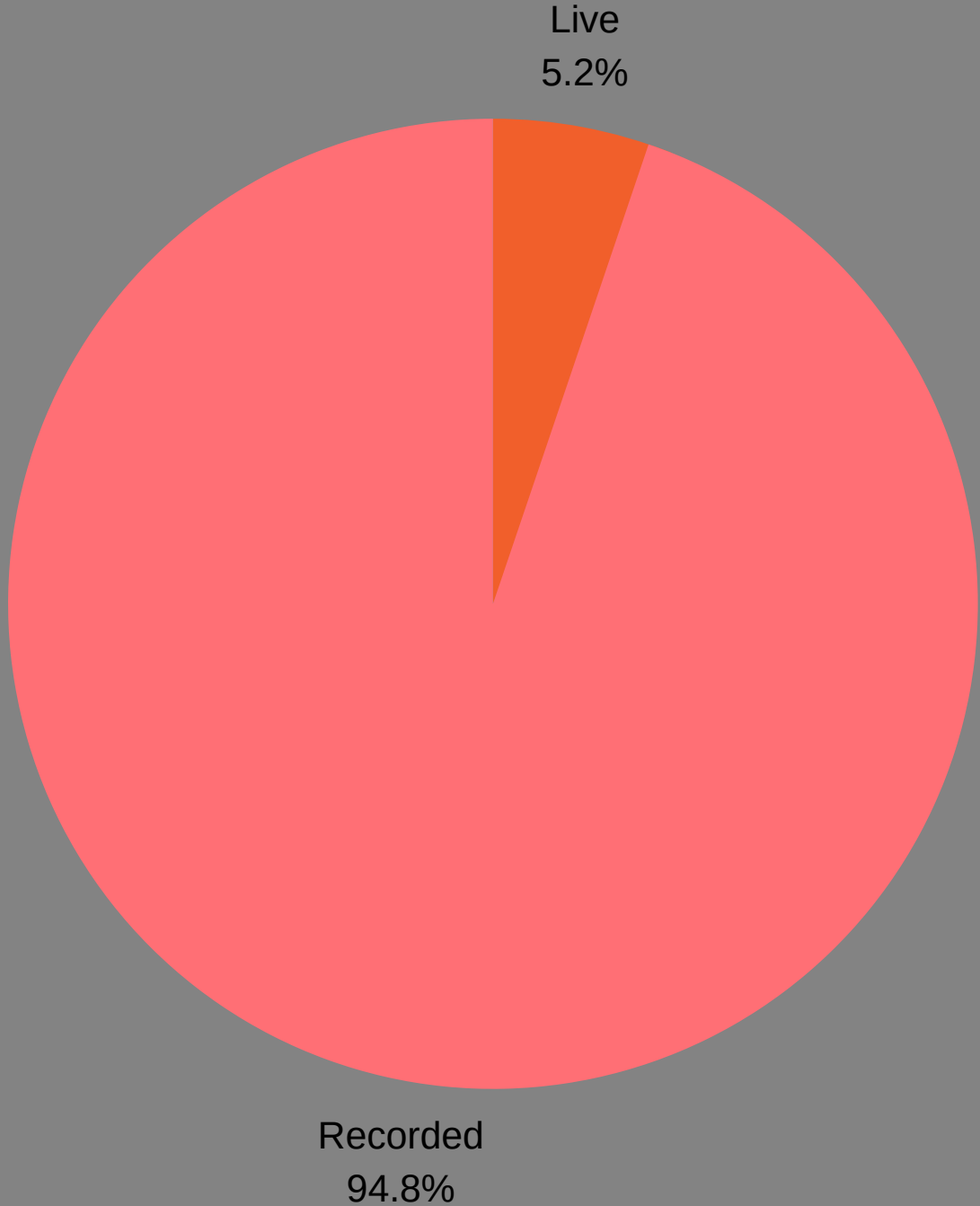
Video up 12% in 2020



# WHAT PERCENTAGE OF INTERVIEWS ARE LIVE

Live 5.2%  
Recorded 94.8%

Live up 275%



# LIMITATIONS OF THE STUDY

The largest dataset available is still small

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

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

Includes the top 20% of podcasts by estimated downloads

# 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

# WHAT DOES THIS MEAN FOR YOU?

Get the slide deck at [InterviewValet.com/PodcastInterviews2020](https://InterviewValet.com/PodcastInterviews2020)



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OR DONE FOR YOU?

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