True Crime Podcasting:

What podcasters and their representatives need to know

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Early history of Podcasting

- 2004 - The term "Podcasting" is coined in an article describing new web-based audio production technology.

- 2014 - Apple iPhone upgrade incorporates podcasts as part of the default application suite.

- 2014 - "SERIAL" podcast launches and audience share grows rapidly

- 2018 - 64% of Americans "know what a podcast is"

2023

- **79% of Americans are "familiar with podcasting"**

- **3/4 of those have listened in the last month**

- **90 million Americans listen at least weekly**

Other 10%

Asian 4%

Hispanic 16%

African-American 13%

White 57%
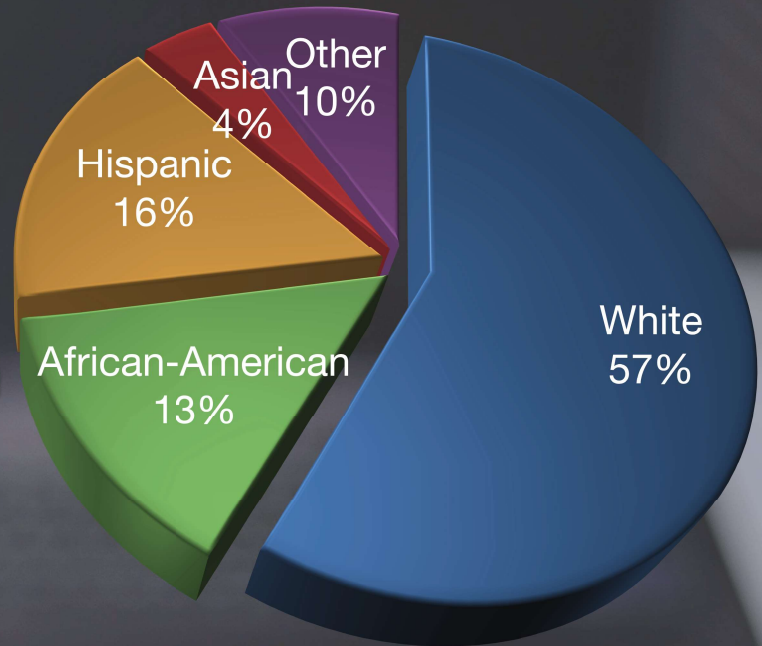
2023
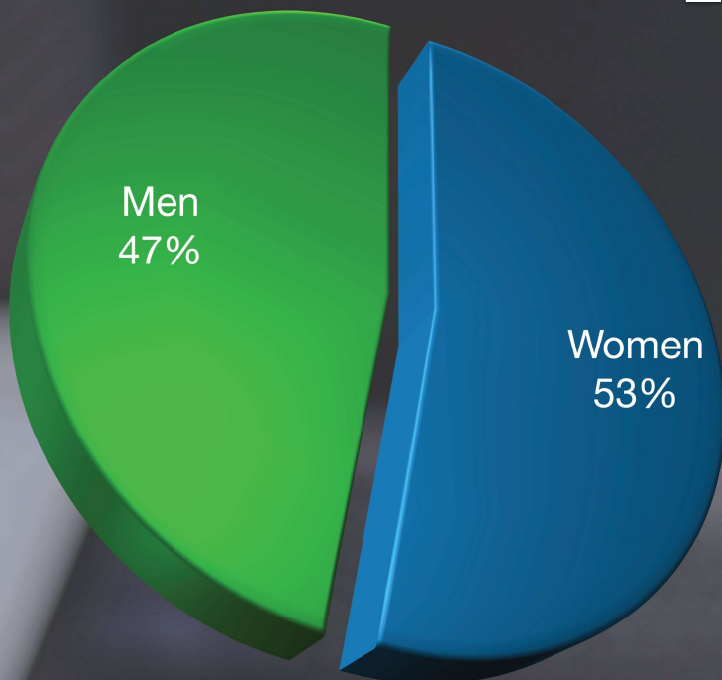
- **American listeners represent 48% of worldwide listenership**

- **66% of listeners hold college degrees**

- **Average annual income over $75,000**

- **Industry is projected to hit $4 Billion by mid 2024**

Men 47%

Women 53%

Highly Influential

- **Listeners rank podcasters' influence higher than social media influencers and TV / Film / Music celebrities**

- **75% of listeners (86% of Millenials) say that podcasts serve as their primary source of information on topics they care about**

Source: "A New Era of Influence: Podcasters' Emergence as One of Today's Most Influential Figures in Media"
https://magnaglobal.com/wp-content/uploads/2023/05/Vox-Media-Podcasts-A-New-Era-of-Influence-MAGNA-Version.pdf

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TOP 10 MOST LISTENED TO PODCASTS

U.S. Listenership Q3-Q4 2022

#1 PODCAST

1. The Joe Rogan Experience
Produced by Joe Rogan

2. Crime Junkie
Produced by Audiochuck

3. The Daily
Produced by The New York Times

4. This American Life
Produced by This American Life

5. Morbid: A True Crime Podcast
Produced by Wondery

6. The Ben Shapiro Show
Produced by The Daily Wire

7. Stuff You Should Know
Produced by iHeartPodcasts

8. Call Her Daddy
Produced by Alexandra Cooper

9. Office Ladies
Produced by Earwolf

10. My Favorite Murder
Produced by Exactly Right

Source: Edison Podcast Metrics

buzzsprout

Title search: Legal and Business Concerns in True Crime Podcasting

Also available as part of the eCourse
[Legal and Business Considerations in True Crime Podcasting](#)

First appeared as part of the conference materials for the
33rd Annual Entertainment Law Institute session
"Legal and Business Concerns in True Crime Podcasting"