



True Crime Podcasting:

What podcasters and their representatives need to know

Gordon P. Firemark

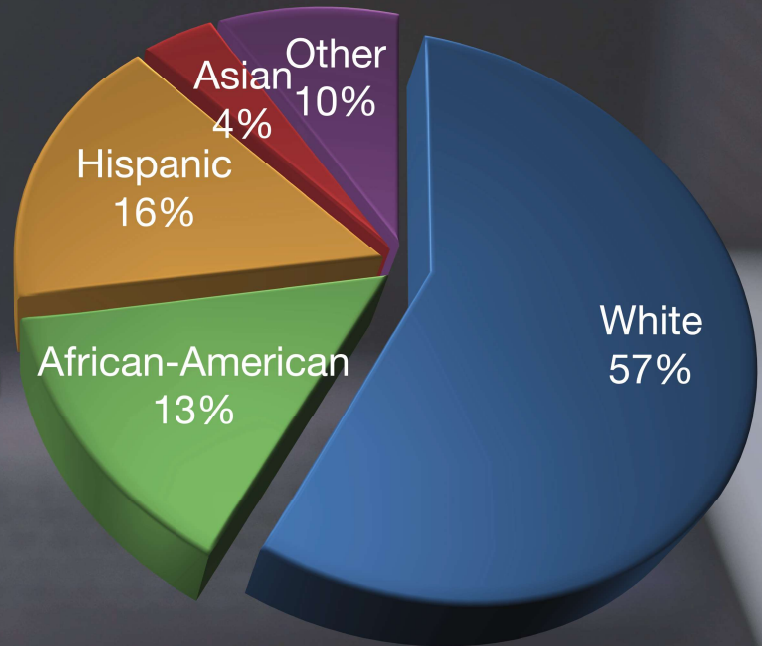


Early history of Podcasting

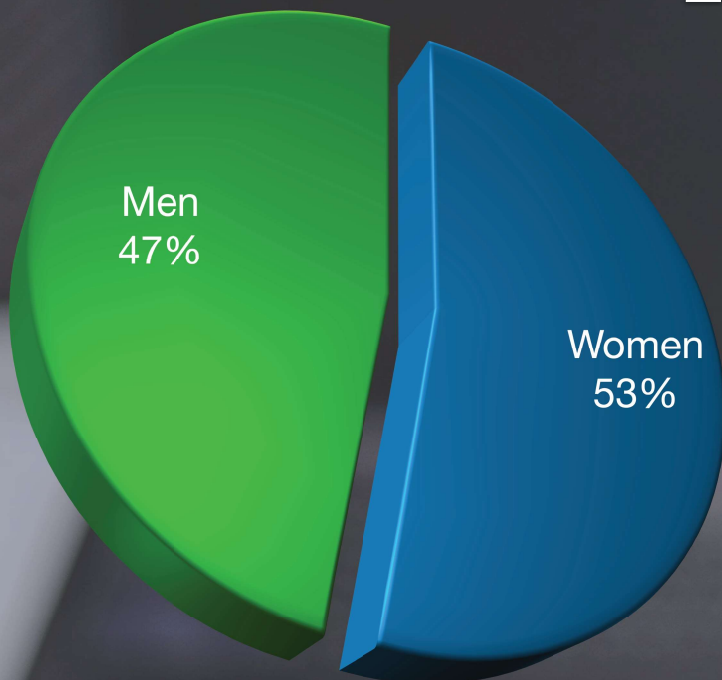
- 2004 - The term “Podcasting” is coined in an article describing new web-based audio production technology.
- 2014 - Apple iPhone upgrade incorporates podcasts as part of the default application suite.
- 2014 - “SERIAL” podcast launches and audience share grows rapidly
- 2018 - 64% of Americans “know 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



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

Highly Influential

- Listeners rank podcasters' influence higher than social media influencers and TV / Film / Music celebrities
- 75% of listeners (86% of Millennials) 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://magraglobal.com/wp-content/uploads/2023/05/Vox-Media-Podcasts-A-New-Era-of-Influence-MAGNA-Version.pdf>

TOP 10 MOST LISTENED TO PODCASTS

U.S. Listenership Q3-Q4 2022



#1
PODCAST

- | | | | |
|---|---|----|--|
| 1 | The Joe Rogan Experience
Produced by Joe Rogan | 6 | The Ben Shapiro Show
Produced by The Daily Wire |
| 2 | Crime Junkie
Produced by Audiochuck | 7 | Stuff You Should Know
Produced by iHeartPodcasts |
| 3 | The Daily
Produced by The New York Times | 8 | Call Her Daddy
Produced by Alexandra Cooper |
| 4 | This American Life
Produced by This American Life | 9 | Office Ladies
Produced by Earwolf |
| 5 | Morbid: A True Crime Podcast
Produced by Wondery | 10 | My Favorite Murder
Produced by Exactly Right |

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Title search: Legal and Business Concerns in True Crime Podcasting

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