

Notable trends as of 2021-04-12

- Apple podcast listeners have decreased 2% in the last year
- Spotify podcast listeners have increased 3% in the last year
- Most dominant players in music streaming service space:
 - Spotify
 - Apple
 - Amazon Music
 - Tencent
 - YouTube Music
 - Pandora
 - SoundCloud

SWOT Analysis

Strengths

- Spotify has the largest music streaming membership, which means they have the largest audience to surface podcasts to ([Source](#))
- Spotify Connect allows paid user to easily stream from and switch between any of their devices
 - For podcasts specifically, in terms of rivals, desktop apps for listening to podcast either don't exist (for Google Podcast) or are not as seamlessly integrate to switch between devices (Apple Music)
 - In terms of capturing existing paid users, this allows music listeners to easily switch between devices and between mediums, music vs. podcasts, as well
 - Allowing users to switch between devices also allows for more accurate audience data. If they were to use a different service for different devices, we would lose that user data, making it harder to advertise to them or make recommendations to them
- Really strong ML/data science approach w/ particular emphasis on recommendation technologies and surfacing data back to users to increase engagement
 - Already starting to implement this for podcasts ([Source](#))
- Strategic podcast moves: acquiring companies that either have Creators or help Creators (anchor.fm, gimlet media, Megaphone), acquiring talent for Spotify deals where shows debut in or are exclusive to Spotify (Obamas, Springsteen, Rogan)
 - Trying to attract Podcast talent by facilitating their hosting experiences
 - Trying to attract new listeners of the talent they're acquiring
- Allied with Nielsen Media, this will help with improving targeted marketing
- Recently acquired podcast talent, big names
 - Joe Rogan now Spotify-exclusive ([Source](#))
 - Michelle Obama, Barack Obama, Bruce Springsteen, Harry & Megan
- Recently partnered with WordPress.com (anchor.fm) to allow podcast hosts to create websites more easily, even allowing text-to-audio podcasting

- Recently added more interactivity in their podcast tools, to allow for polls or Q&A ([Source](#))
- Feb 2020 acquired Anchor.fm and Gimlet Media
- Recent acquisition of Megaphone which allows for ad insertion ([Source](#))

Weaknesses

- Spotify's library is so big that it's very easy for listeners to feel overwhelmed or faced with clutter, particularly since now it has both a music and podcast directory
- Apple phones come with default podcast apps that most people turn to because it's easy to do so
 - Assumption: Podcast listeners are smartphones they listen to podcasts on
- YouTube can be a potential threat; though their subscribers numbers are much lower, the overall # of users on YouTube means that if YT makes any changes they could take away a lot of the market. Currently only 17% of podcasters record a video for their podcasts, not sure the % that upload on YouTube
 - Joe Rogan, Russell Brand, H3, Bill Bert, Joe Budden

Opportunities

- Potential to "double dip" in revenue, as podcast episodes themselves have advertisements, in addition to free Spotify having advertisements
- Podcast listenership has increased tremendously, potential & interest is very high ([Source](#))
- Lots of opportunities for creators of podcasts
 - Spotify accounts for 26.8% of all downloads on podcast hosting platform Buzzsprout, second only to Apple Podcasts. By getting listed in Spotify, your show is going to become available to millions of potential listeners in over 75 countries
- 40% of podcast listeners find new podcasts by searching the directory - opportunity for Spotify's ML tech

Threats

- Amazon bought Wondery, which could be a potential threat. Amazon Prime subscribers is up to 112 million in the U.S., depending on their strategy, they could become a larger contender in the Podcast space via exclusive content, etc. ([Source](#))
- There is a rumor that Apple will start a podcast subscription service, attracting more podcast creators with more pay potentially ([Source](#))

Appendix/Sources of podcast statistics

- <https://www.podcastinsights.com/podcast-statistics/>
- [https://www.thepodcasthost.com/listening/podcast-industry-stats/#Where in the World is Podcasting Growing Fastest](https://www.thepodcasthost.com/listening/podcast-industry-stats/#Where_in_the_World_is_Podcasting_Growing_Fastest)
- <https://www.axios.com/spotify-podcasts-number-6c06a71f-6548-4f03-b7e1-5c9e71814f62.html>