

# True Crime Podcasting:

## What podcasters and their representatives need to know

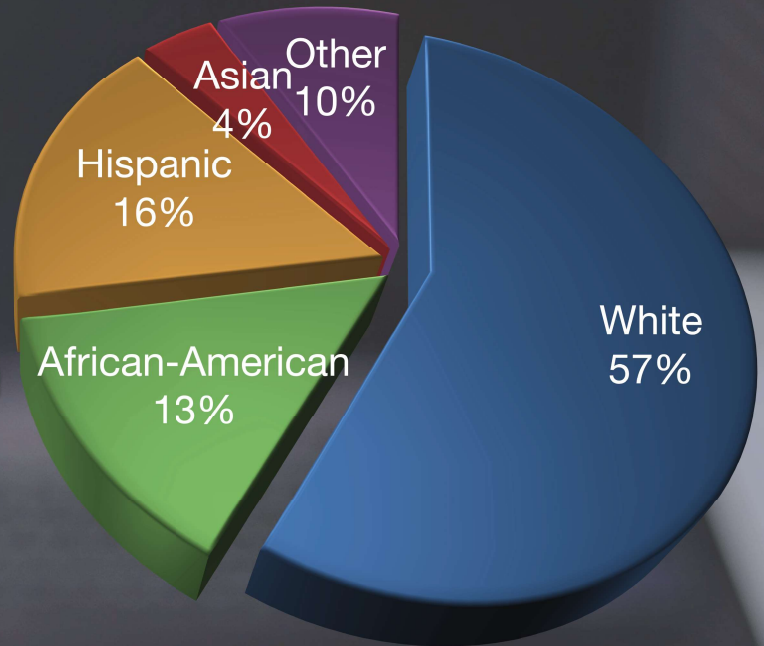
Gordon P. Firemark

### Early history of Podcasting

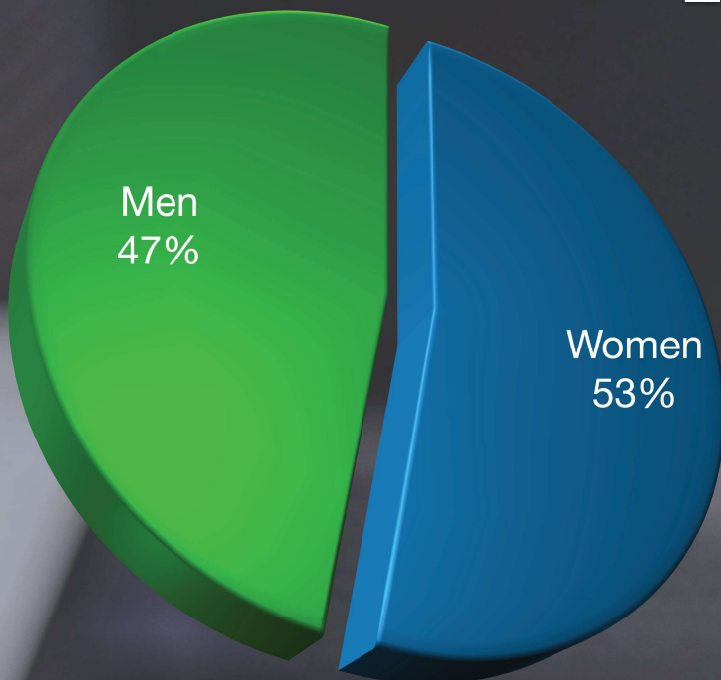
- 2004 - The term “Podcasting” is coined in an article describing new web-based audio production technology.
- 2014 - Apple iPhone upgrade incorporates podcasts as part of the default application suite.
- 2014 - “SERIAL” podcast launches and audience share grows rapidly
- 2018 - 64% of Americans “know 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://magnaglobal.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 | <b>The Joe Rogan Experience</b><br>Produced by Joe Rogan    | 6  | <b>The Ben Shapiro Show</b><br>Produced by The Daily Wire  |
| 2 | <b>Crime Junkie</b><br>Produced by Audiochuck               | 7  | <b>Stuff You Should Know</b><br>Produced by iHeartPodcasts |
| 3 | <b>The Daily</b><br>Produced by The New York Times          | 8  | <b>Call Her Daddy</b><br>Produced by Alexandra Cooper      |
| 4 | <b>This American Life</b><br>Produced by This American Life | 9  | <b>Office Ladies</b><br>Produced by Earwolf                |
| 5 | <b>Morbid: A True Crime Podcast</b><br>Produced by Wondery  | 10 | <b>My Favorite Murder</b><br>Produced by Exactly Right     |

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## Title search: Legal and Business Concerns in True Crime Podcasting

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