
Our Hometown

Podcast Trends Report 2021

Podcast audience, production, and advertising trends.

Predictions for podcast tech in 2021

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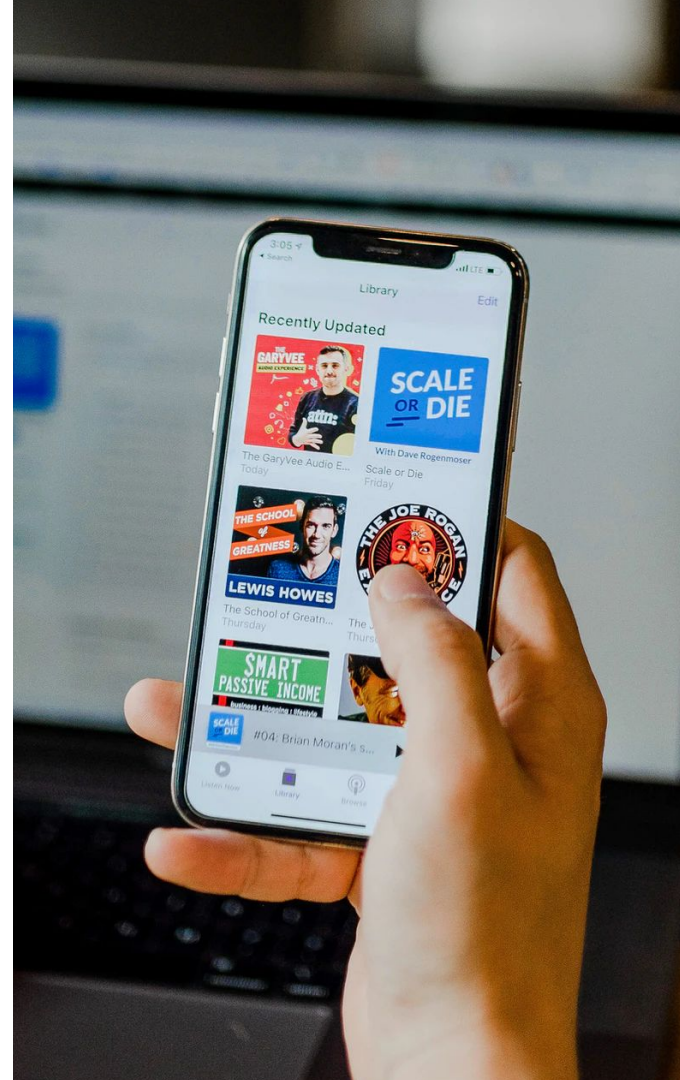
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Audio Market Continues to Grow

- 60% of the U.S. population listens to online audio each week.*
- Steady growth despite lost commute times.**
 - 28% increase January to April 2020
 - 51% increase January to September 2020
- The News genre had highest impressions.**

Sources: *[Edison Research - The Infinite Dial 2020](#)

**[AdsWizz Podcast Trends Report 2020](#)



Advertiser Perspective

- Podcasts now represent 19% of digital audio buys.
- Since COVID, 64% of advertisers are spending more or the same in podcasts.
 - Half predicted their podcast spending would increase by at least 25%
- 78% of respondents currently monetize their podcast content.
 - 50% monetize through sponsorships and/or host-read ads.



Publisher Perspective

- Audio Content is Expensive to Produce.
- Requires experience with audio recording and editing.
- Could take a long time to grow a new audio audience that is large enough to monetize



Solution: Automated Audio Content

- **Audio Articles**
 - Automatically convert every article published on your website into a mini-podcast.
- **Syndicate Podcast**
 - Embed playlist on website and across the most popular podcast apps
 - Monetize with “Sponsored Content” episodes



Apple Podcasts



Google Podcasts



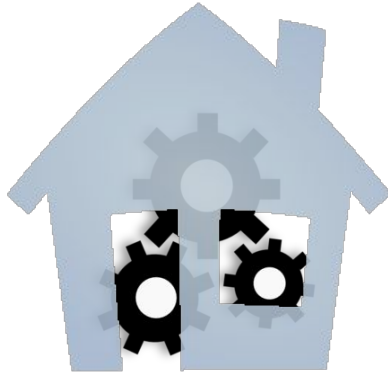
Spotify

3rd Party Integration via RSS Feed

Works with any CMS



Step 1: Publish article on your current website



Step 2: Our Hometown receives content via RSS feed and converts to audio article



Step 3: All audio articles are published as individual episodes across podcast apps

Sign up for our free trial:

<https://our-hometown.com/apply-for-a-free-trial-of-audio-articles-podcast-today/>

Our Hometown

— Web Publishing Solutions for —
Local Newspapers

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