

# A Broadcaster's Guide to Podcasting



# *Table of Contents*

Chapter 1: Evolving Trends in Media Consumption

Chapter 2: Building Your On-Demand Content

Chapter 3: Monetizing Content with Dynamic Ad Stitching

Chapter 4: Advertisers Are Taking Notice

Conclusion

# CHAPTER ONE

## *Evolving Trends in Media Consumption*

As audiences increasingly consume media on their smartphones and mobile devices, the phenomenon of time-shifted consumption is also on the rise. With the Internet always at their fingertips, audiences can choose not only how, but when they engage with content. This trend is driving the latest disruption in media – and not just for TV. Audiences across all mediums are migrating to on-demand and time-shifted models.

This fundamental shift presents a very unique and powerful opportunity for radio broadcasters. The growing audience and increased advertiser interest around podcasting and on-demand audio content presents a smart business opportunity that broadcasters should not just incorporate into their offering, but should heavily invest in.

## CHAPTER TWO

### *Building Your On-Demand Content*

Though building a podcast strategy may seem like a daunting task, you already have the starting blocks to be successful. Begin by repurposing your most popular over-the-air content for on-demand consumption. For example, cut an over-the-air segment into digestible podcasts of 2 to 5 minutes and publish them across your digital assets. This is a low-lift, high-yield strategy that allows you to generate additional digital revenue and gives your listeners access to their favorite programs, whenever and wherever they want it.

Another aspect of your podcast content strategy is to create dedicated digital-only programming for your podcast audience. This allows you to cater to that specific audience, creating a unique experience that connects with them on a deeper level. While this strategy requires additional resources, it extends your digital brand to new audiences and positions you for long-term success.

## CHAPTER THREE

### *Monetizing Content with Dynamic Ad Stitching*

Once you have your content strategy in place, it's time to start generating revenue from your offering. By stitching pre-roll, mid-roll, and post-roll audio ads directly into podcast episodes or audio files, you can monetize your content just like you would with AM/FM broadcasts or digital streams.

As discussed, however, podcast and on-demand content is rarely listened to in real-time. Therefore, dynamic ad stitching is critical when monetizing podcasts.

With dynamic ad stitching, ads don't grow stale while stuck in podcast episodes made days, weeks, months, or even years earlier. New ads replace the outdated ones in real-time, allowing you to keep your advertisements fresh, your audience engaged, and your advertisers happy.

## CHAPTER FOUR

### *Advertisers Are Taking Notice*

With podcast audiences on the rise, advertisers are taking notice. A recent study conducted by Westwood One found that 15% of advertisers surveyed are already advertising in podcasts and 41% have discussed advertising in the medium.

In addition to growing audience numbers, podcast listeners tend to be the target audience advertisers are hoping to reach. Edison Research reported that roughly 24% of Americans with a college degree listen to podcasts monthly, as do 26% of Americans earning more than \$100,000 annually. Plus, the approximate 27 million Americans who listen to podcasts on a weekly basis listen to an average of six each week.

This research confirms that podcast listeners tend to be a well-educated, affluent, and highly engaged audience.

## CONCLUSION

### *It's Time to Invest in Podcasts...and We Can Help*

At Triton Digital, we work with broadcasters to support their digital strategies, ensuring that their content - whether live or on-demand - is delivered seamlessly to their audience and drives the highest ROI.

Our advertising solution, Tap Podcast, allows you to create, deliver, and dynamically stitch advertising into podcast content with no hassle and no extra effort from your traffic department.

So, if you are interested in making podcasting part of your digital strategy (or if you want to increase your investment in podcasting), we are here to help.

# *Unlock the Power of Podcast Advertising*

- ✓ Content delivery
- ✓ Dynamic ad stitching
- ✓ Effective targeting
- ✓ Campaign management
- ✓ Creative management
- ✓ Audio trafficker
- ✓ Forecasting & Affidavits

**Get Started Today**