Multiple Ways Radio Stations Can Monetize Podcasts with a Mobile App

About jācapps

- We are

  - Media experts

  - Digital strategists

  - Award-winning mobile developers

- We have

  - Developed over 1,000 apps

  - Accumulated more than 28 million downloads

  - A strong relationship within the radio and automotive industry

Awards

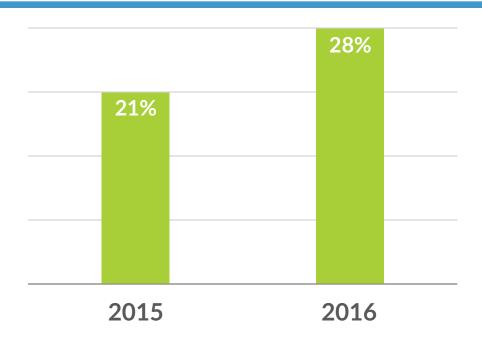# Contents

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Introduction

Each year, more and more people are listening to podcasts. In Jacobs Media's 2015 Techsurvey, the radio industry's largest online survey, 21% of respondents reported listening to a podcast in the last month. In 2016, that number grew to 28% and it's only expected to continue growing.

This practical guide to podcasting for radio will show you how your station can begin to monetize your podcasts using a mobile app.

Listened to a Podcast in the Last Month

Source: Techsurvey 12

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Radio vs. Podcasts

Ratings

Within the radio industry, a third party source, Nielsen, provides radio stations and advertisers with ratings. Podcasting does not have an equivalent organization. Podcasters get their metrics from the company that hosts their audio files, such as Libsyn and Blubrry. When an advertiser wants to verify the statistics, the podcaster will often ask the host to provide a letter of authentication.

Traditionally, the two most important metrics for radio stations to track are the number of listeners (cume) and average time spent listening (TSL). Unfortunately, podcasters are not able to get the equivalent of these metrics. The podcast hosting companies can tell podcasters how many times their episode has been downloaded, but a download does not guarantee that an episode was actually played. Also, the host is unable to track how much of the episode was listened to.

On average, according to Lex Friedman, Chief Revenue Officer at Midroll, most advertisers want to see at least 50,000 downloads within 45 days of an episode being released. According to Rob Walch, VP of Podcaster Relations at Libsyn, less than 2% actually hit that number of downloads.

Radio vs. Podcasts

Content

Radio

- **Mass appeal within limited geography:** Radio stations need to attract the largest possible audience within their geographic area in order to sell that audience to advertisers.

- **Tune in anytime:** Listeners can join a broadcast any time, requiring on-air personalities to frequently invite listeners to the show, and keeping the audience through commercial breaks is tough.

- **Time constraints:** Radio shows have strict time constraints, and DJs must allot for music, commercials, and other on-air elements.

- **Fleeting:** Once a DJ does a break on the air, he or she moves on; radio shows are usually only heard live so sponsor messages struggle to command attention.

Podcasts

- **Niche appeal:** With a podcast, you can "go deep" on a topic knowing that your audience is interested in the topic.

- **No geographic constraints:** While you would struggle to find enough listeners to financially sustain a radio station that focuses on a niche topic like knitting in Los Angeles, you could sustain a podcast about knitting that appeals to knitters around the world.

- **Start at the beginning:** All podcast listeners start at the beginning of each episode, making the first 60 seconds of a podcast crucial to its success.

- **No time constraints:** Podcasts can run as long (or short) as the creators want. On the one hand, this allows podcasters to include more high-quality material; on the other hand, they need be disciplined to edit themselves down to their best stuff.

- **Music rights issues:** Prohibitive costs around music rights prevent most podcasters from using popular songs in their episodes.

- **Long shelf life:** Listeners may seek out past podcast episodes months, or even years, after they were originally recorded.

Radio vs. Podcasts

Advertisements

Radio stations usually air blocks of 30 or 60-second produced ads. These stop-sets can be up to seven minutes long. Podcast ads are different. Typically, they are read by the host - although you may hear an occasional produced ad. Just as there's no set length for the podcast episode, there's no set length for the podcast ad. While you may hear multiple ads in a podcast, you won't hear as many as you would on radio.

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Traditional Podcast Advertising Model

Audio Ads

One of the most common, and most effective, ways to start generating revenue from your podcasts is to incorporate some sort of audio advertisement. Pre-roll (before the episode starts) and mid-roll (during the episode) messages can be read by host and are traditionally what podcast listeners have come to expect.

Radio stations have the option to use their in-house sales team or they can outsource to a firm that specializes in podcast advertising.

"Baked in" ads are recorded then inserted into the podcast during the production phase. The ad becomes part of the episode and cannot be removed or edited. Because of this, the ad cannot be measured separately from the podcast episode itself.

Dynamic ads basically let you put new ads in old podcasts. They are inserted the moment the episode is downloaded or streamed. Because these ads can be changed over time and inserted into previously released episodes, this is a great option for podcasters to keep ads relevant in podcasts with relatively long shelf lives. They can be targeted too (using the listener's behavior, location, etc.), ensuring they will get the latest and most appropriate ad for them.

Some companies set up direct-response ad campaigns with podcasters. The host reads the ad that contains a promotional code and encourages listeners to use that code on the company's website when making a purchase. Every time somebody uses the code, the podcaster gets paid.
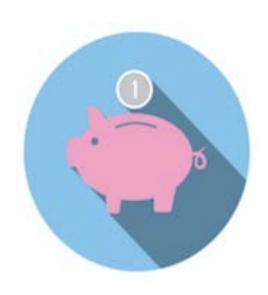
Branded Content

This type of content is created specifically with a client's mission in mind. For example, let's say you have a male-leaning rock station and one of your clients is hosting a craft beer festival locally. You can create a podcast series by having the afternoon DJ interview a dozen of the brewers that will exhibit. Then, promote that podcast with an on-air spot schedule.

Branded Content, cont'd

This allows your radio station to create rich content around the event that goes beyond what you would normally air. It also allows you to focus on your client's goal while leveraging your station's unique strengths. By actively seeking out local events, your station can tailor branded content around sporting events, social meet ups, concerts, and anything else your audience is interested in.

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Additional Revenue Opportunities With A Mobile App

If you've got a mobile app for your podcast, there are even more ways to make money.

Display Ads

This type of visual advertisement features eye-catching type or illustrations combined with some sort of call-to-action that usually directs users to a landing page. There are a few choices when it comes to display advertisements:

In-line banner
These advertisements appear in-line with other app content. They appear as the user browses through articles and searches through other content.

Dynamic fixed banner
A personalized banner that changes based on the user's online activity and preferences.

Static fixed banner
A simple image or visual that acts as a link users can click on and get to a landing page or other content.

Interstitial advertising
Full screen ads that cover the interface of the mobile app. They're usually displayed at natural transition points, such as going from the home screen of the app to the "Previous Episodes" screen.

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Behind A Paywall

Some podcasts make certain episodes, or extra content, available exclusively to paying customers. For example, Marc Maron used to make the most recent six months of his show _WTF_ available for free; listeners needed a paid subscription to access older episodes. Panoply offers an extra podcast segment in its gabfest episodes which are available only to "State Plus" subscribers.

Video Ads

With a mobile app, pre-roll video advertisements can be automatically played before a podcast episode starts. Just like with audio ads, radio stations have the option to use their in-house sales team or they can outsource to a firm that specializes in podcast advertising.

Streamlined Promotional Push

One of the challenges with podcasts is that many people don't know how to download one. But, people know how to download a mobile app. If you were to walk up to a random person on the street and ask them to download your podcast, chances are they would have no idea how to do so.

However, if you were to walk up to them and ask them to download your app, they would probably have no trouble doing so at all.

On-air mentions provide an additional sponsorship opportunity. For example, a DJ might say "Check out my new podcast 'Sports Freak.' Find it in the WKRP mobile app courtesy of Initech."

72%

of podcast listening is on smartphones

Source: Blubrry

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Additional Resources

Podcast Movement: North America's largest podcasting conference takes place in a different city every summer. It attracts thousands of people, from hobbyists to broadcasting professionals.

Podcasters Google+ Community: A discussion group with over 10,000 podcasters.

Podcast Movement Facebook Page: The official Facebook page for the Podcast Movement conference features frequent discussion among podcasters.

The Hot Pod Newsletter: Nick Quah's newsletter covers a wide range of news in the in the podcasting space. He sends it out every Tuesday morning, and past issues are syndicated on the Nieman Labs website.

Podcasters Roundtable: This bi-weekly video discussion features a rotating stable of podcast coaches, consultants, and other guests discussing different issues facing podcasters.

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Next Step:

We can help your podcast open up new revenue opportunities.

A great example is [The Tom Barnard Podcast](). Since they added us to their team, they've increased their downloads by **100,000 per month** and their revenue has increased by **34%**.

Our ongoing customer support means you'll always be protected as operating systems update and change.

To find out more, feel free to call us at **248-353-9030** or email:

sales@jacapps.com