



Podcasting – Don't Call it a Comeback

Analysis of the English-Language Market

Issued: December 1, 2016



**Media Technology
Monitor**
www.mtm-otm.ca

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Introduction

- + Podcasting is a method of distributing online audio content, usually in the talk radio genre. Unlike streaming audio, podcast listeners can access to the content while offline should they so choose. It also represents a more grass roots source, where anyone can have their own podcast. Once thought to have plateaued, podcasting has grown over the past few years with the popularity of content from NPR such as Serial. This report looks at podcast listeners.
- + The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which included a phone survey and a follow-up survey online. The data from this report comes primarily from the online portion of the combined Fall-Spring data unless otherwise noted.*

* Data in this report coming from the phone portion of the of the survey will be identified with this symbol +.

