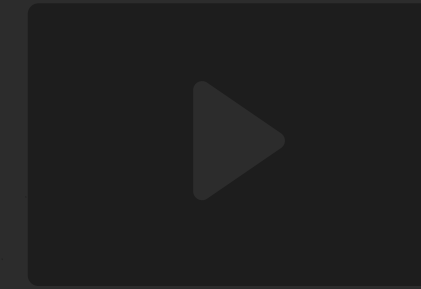


Future of Video Podcasting for Brands 2023

Unlock the data behind creating, growing, and monetizing a video podcast.



Introduction

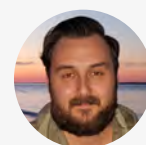
Video and audio apps like YouTube and Spotify are showing a big push toward adding video to the podcasting mix. Companies creating podcasts are acting with the same sense of urgency. In fact, 85% of companies with podcasts record video for podcasts already.

Podcasting is evolving. Video is playing an increasingly important role. It grants companies more engagement, ad revenue, and efficient distribution. **Over the next 5 years, video will likely become the default for many company podcasts.**

That's why we created this annual report for companies that produce podcasts. You'll get data-driven insights on trends, tactics, and strategies to get the most out of video in 2023 and beyond.

Let's dive in...

“With major platforms like Spotify, TikTok, and YouTube putting more resources into video podcasts.. now is a uniquely opportune moment for smart creators to harness that energy by investing in video for audience growth.”



Ryan Duffy

Head of Audio Operations

●● Medium

Video is evolving

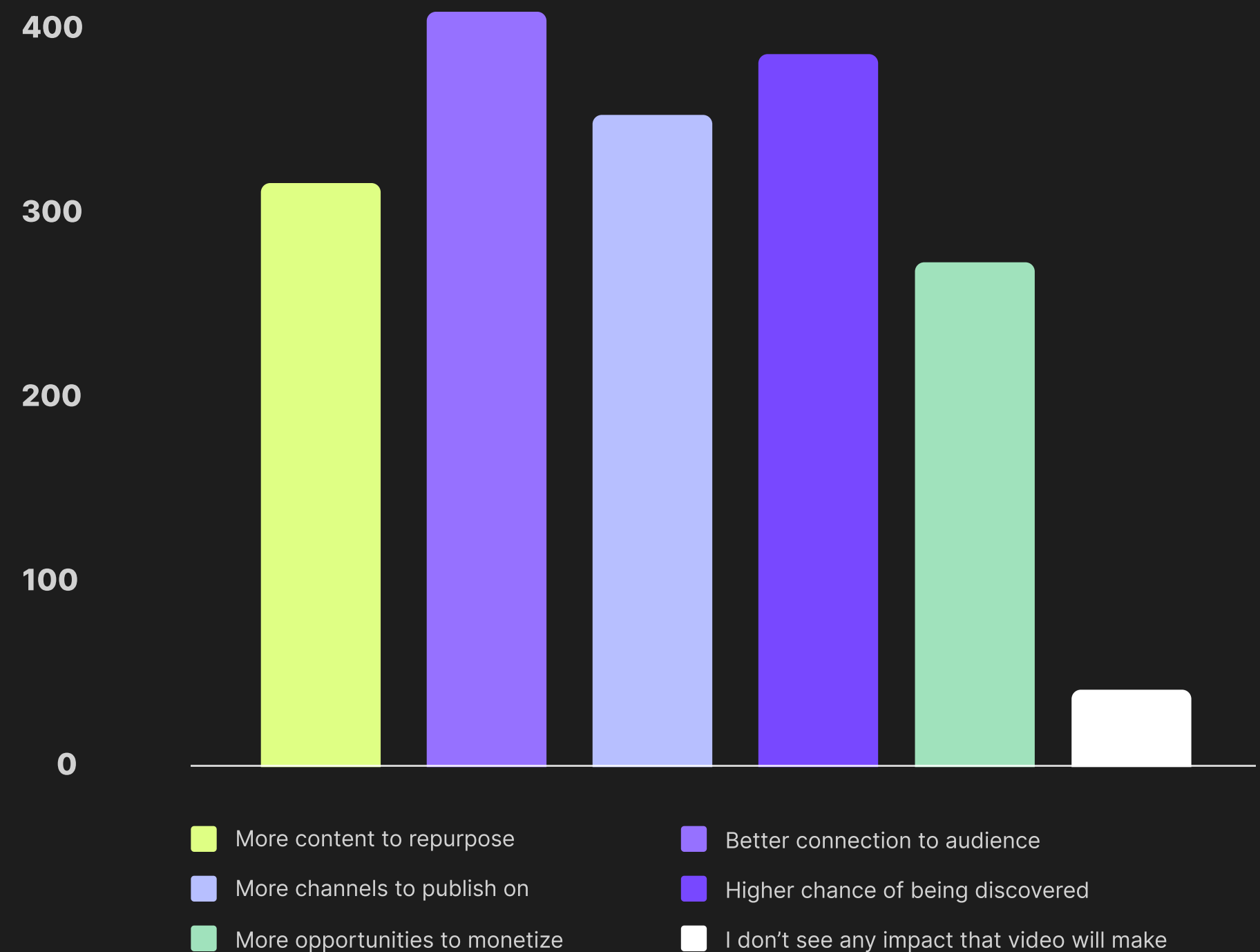
There are over **380 Million podcast listeners** in the world. Compared to **YouTube's 2.1 Billion users**, it's clear to see the proclivity for consumption. Because **YouTube has 5x as many** users as podcasting platforms, there is massive opportunity for audience growth.

A few reasons why:

- ⦿ **Video is more conducive to advertising**
- ⦿ **Video is the most engaging content format**
- ⦿ **Video gives podcasts a new distribution channel**

60% of companies noted that “Better Audience Connection” was the highest impact element of using video in podcasts

Participants were allowed to select multiple categories



Source: Riverside “The Future of Video Podcasting for Brands” survey (Note: audience inherently skews to having video as part of podcasting strategy) Question: “What is the highest impact thing that video podcasting brings to podcasters?”

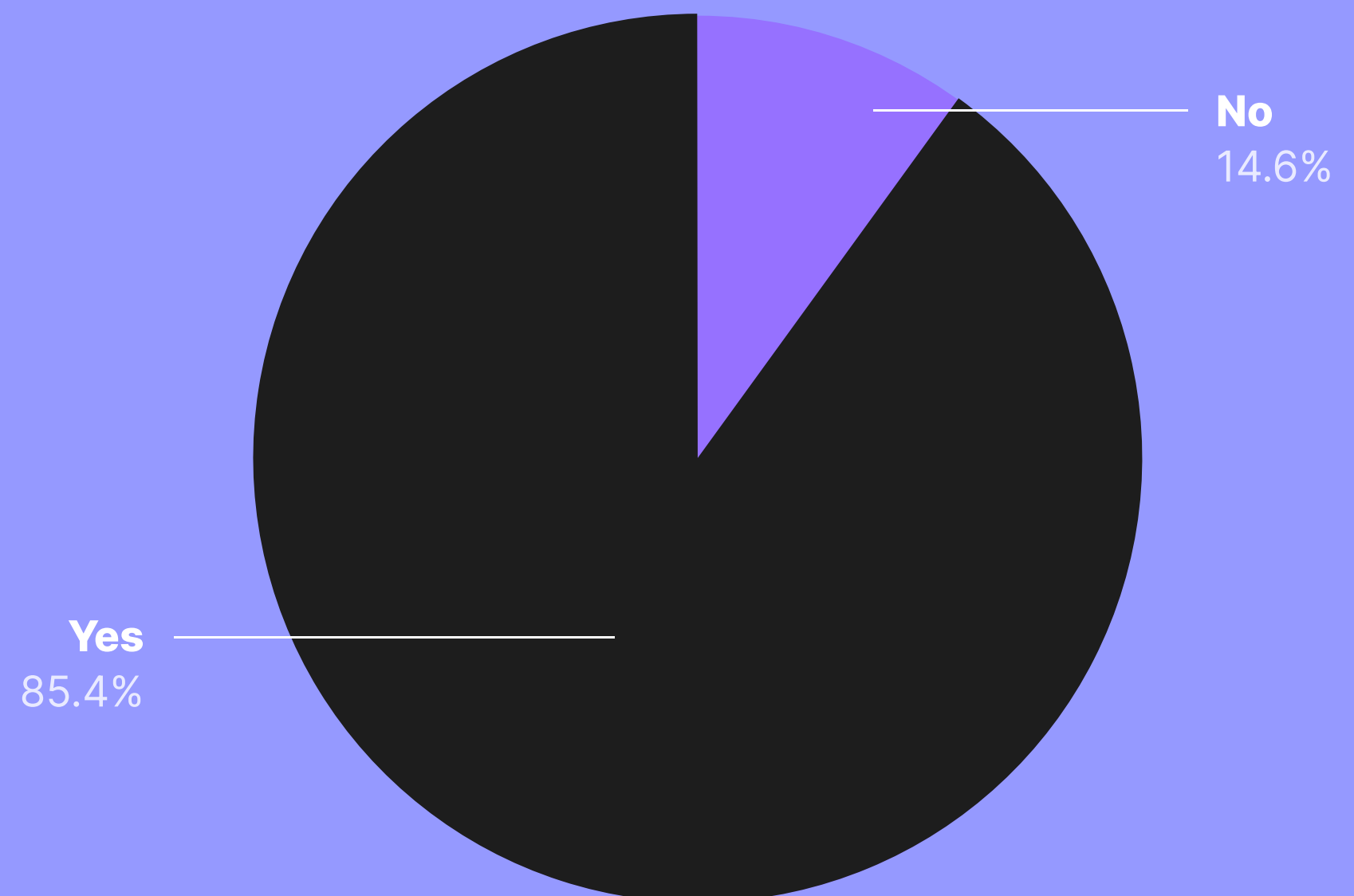
Video vs Audio: The Benefits

Whether you plan on investing in video for your podcast or not, there are undeniable benefits to optimizing your podcasting efforts around video.

Here are the biggest **pros** of incorporating video:

- 🎯 Video produces higher discoverability
- 🎯 Video helps you reach more people
- 🎯 Video makes content repurposing easier
- 🎯 Video is optimized for shareability
- 🎯 Video makes content more personal
- 🎯 Video gives richer context
- 🎯 Video adds SEO value

85.4% of companies are already recording video for their podcast



Source: Riverside “The Future of Video Podcasting for Brands” survey (Note: audience inherently skews to having video as part of podcasting strategy) Question: Does your company currently record video for its podcast?

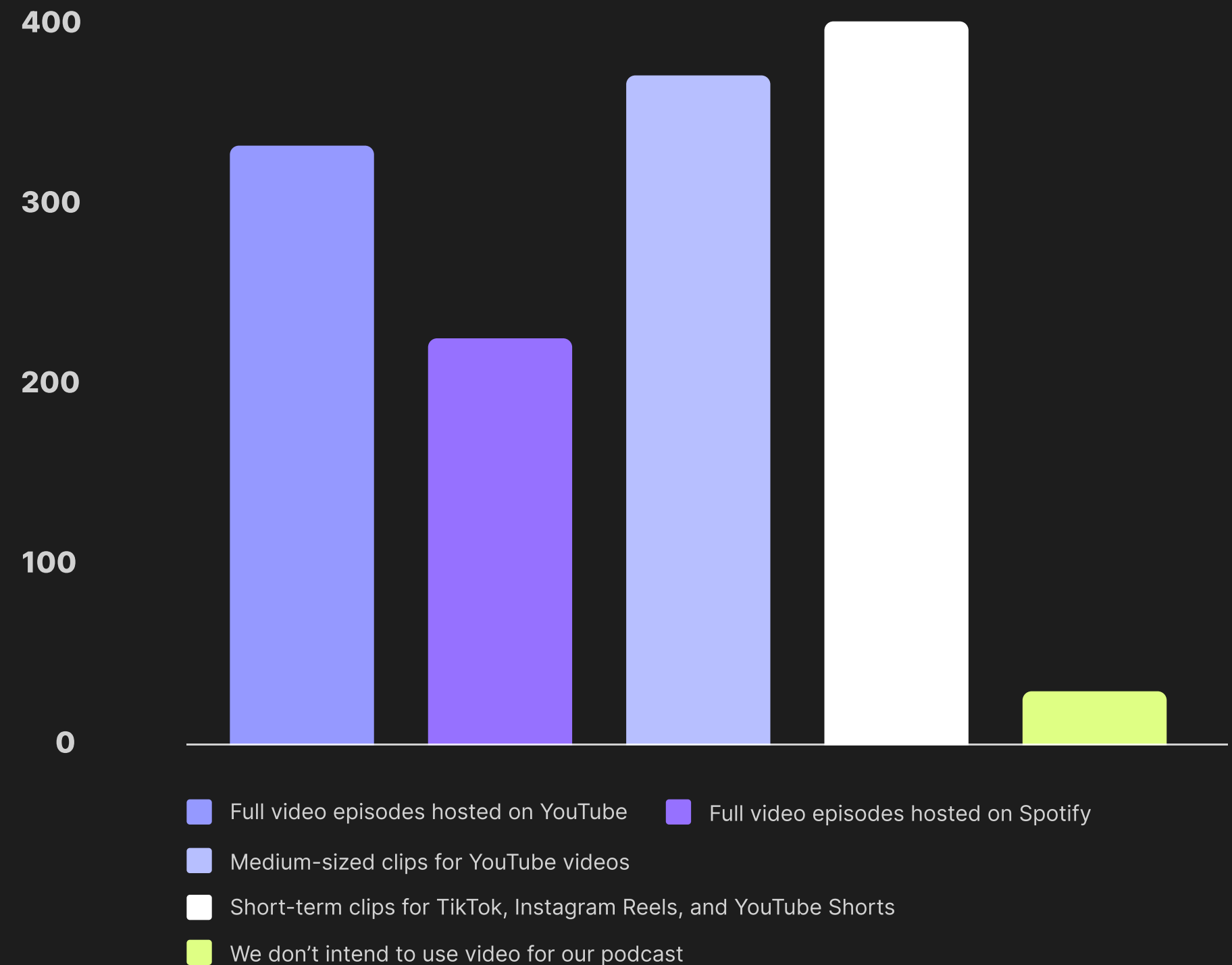
Different channels are advancing video in different ways

Adding video as a format opens your distribution to video channels like YouTube, TikTok, and even Spotify.

The ultimate draw of video content to podcasting is the added leverage in discoverability, engagement, and monetization.

Let's look into each core video channel being used in 2023 and beyond to dissect their impact on the future of video podcasting →

Short-form clips for TikTok are the most common use of video for company podcasts



Source: Riverside "The Future of Video Podcasting for Brands" survey
Question: What are you currently using video for on your company's podcast?

YouTube: A turnkey **opportunity** for long-form video

Videos posted on YouTube in 2005 averaged around 2 minutes in length. Now, YouTube videos are above 15 minutes long on average. The demand for longer form content has continued to increase year in and year out.

Video channels like YouTube will see an increased attention span and episode lengths will increase without a hitch in viewership.

YouTube has the infrastructure to introduce audio hosting...with all the rich analytics it already provides. It's a turn-key opportunity to activate a more **cohesive strategy** around both video and audio.



A.J. Feliciano

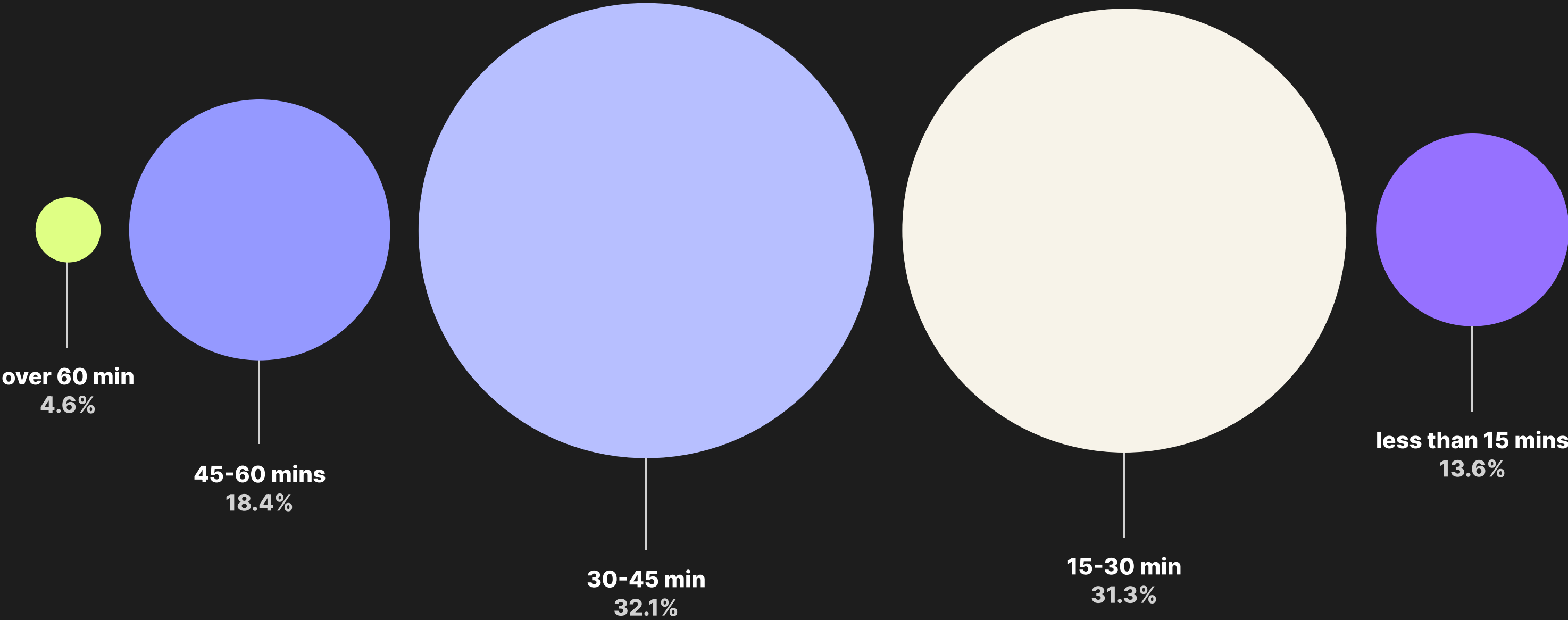
Head of The Roost Podcast Network at Rooster Teeth



Good News for YouTube

55% of podcasts are over 30 minutes long

This shows an increasing audience willingness to consume long-form content, even on YouTube.



Source: Riverside “The Future of Video Podcasting for Brands” survey
Question: What is your average episode length?

Spotify:

On the rise

The heavy focus in the beginning for Spotify was on serving high quality audio streaming to users. This has evolved to include podcasts and video in recent years.

The acquisition of Anchor in particular allowed Spotify to create an edge inside the app for video podcasts. Currently, you can record video on Riverside and export to Spotify via Anchor instantly.

Spotify is likely to continue investing in video, by enabling both greater discoverability for video podcasts and easier monetization.

Timeline of Spotify’s Video Evolution

2006

Spotify is founded in Sweden

2017-2019

Acquire Soundtrap and Anchor to set the foundation for video tooling

2019-2020

Acquire video-savvy media outlets (Gimlet 2019, Ringer 2020, JRE 2020)

2021

Release video functionality to platform to select countries

2022

Release video functionality to all countries

TikTok:

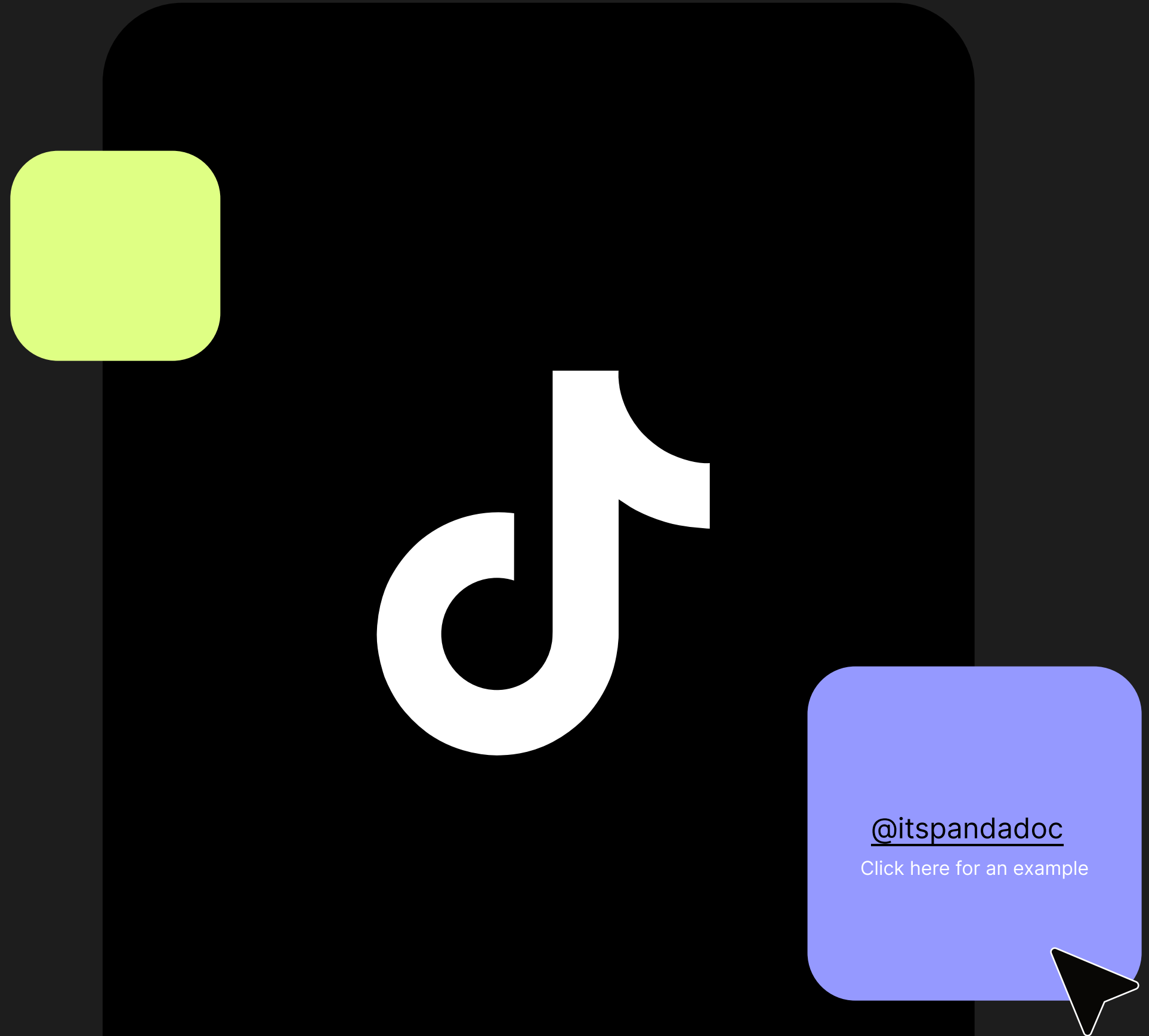
A different approach

This platform has never tried to be YouTube. It has created an entirely unique and engaging identity. The nature of the content makes it:

- 🕒 **Easy to share**
- 🕒 **Easy to scroll**
- 🕒 **Enticing to stay**

TikTok is not currently hosting long-form content, but that is likely to change in the coming years. Prior to this year, the maximum available length for a video was 3 minutes on TikTok. Now, you can upload a video up to **10 minutes long.**

There is also evidence to suggest that TikTok is currently **working on a “Podcasts” function.** There are no formal plans announced, but this looks like a real possibility for the company.



Different audiences adopt video in different ways

Of all the options for formatting a company podcast, there are 3 that are most commonly used: **Interview-Style**, **Solo-Speaker** & **High-Production**

- 🕒 **Video** needs to adapt to these audiences differently.
- 🕒 **Interview-Style interviews** need video that highlights the connection between host and audience.
- 🕒 **Solo-Speaker interviews** need video that engages the audience with context beyond the single-person view.
- 🕒 **High-Production interviews** need video that entertain and educate using detailed visuals.

44% of company podcasts follow an Interview Style format

Interview

44%

Solo

19%

Reporting

22%

Storytelling

15%

Source: Riverside “The Future of Video Podcasting for Brands” survey
Question: What style of show is your company’s podcast?

Video can be **recorded** in many ways

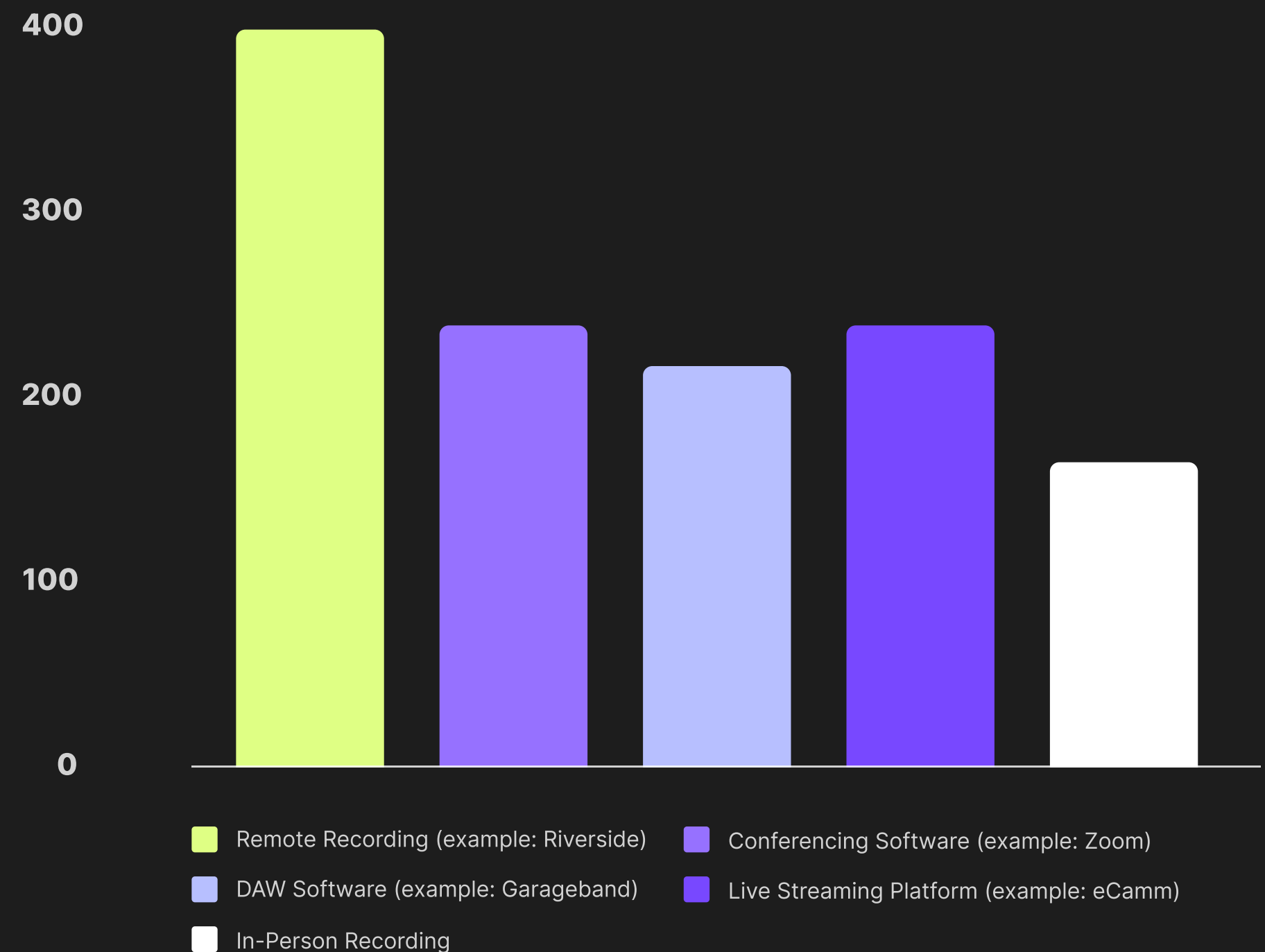
There are two primary methods for recording content: **remote recording** and **in-person recording**.

Remote recording includes:

- Ⓢ Remote recording software
- Ⓢ Conferencing software
- Ⓢ Live streaming

Remote recording has become more popular in the past 2 years. COVID-19 caused many to stop in-person recordings, and shift to a remote-first recording set up.

60% of company podcasts use remote recording software (along with other tools)



Source: Riverside "The Future of Video Podcasting for Brands" survey (Note: This survey was NOT focused on Riverside users, but there may be overlap.) Question: What method(s) do you use to record your company's podcast?

How companies are **growing** video podcasts

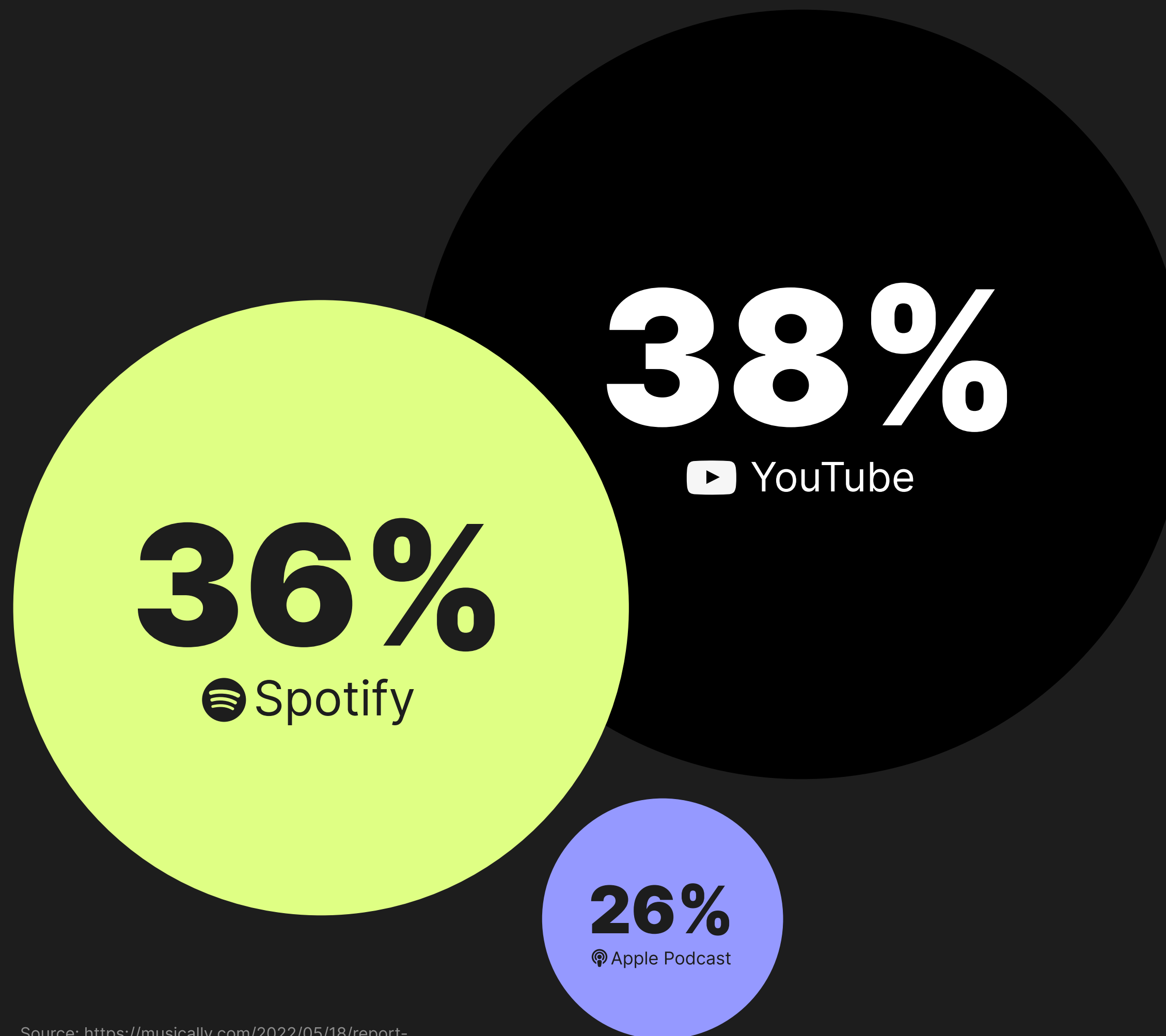
Increase Discoverability on YouTube

YouTube already commands 38% of the podcast listener market.

There are 2 simple YouTube-focused tactics to take away:

01. Share your full podcast episodes as videos on YouTube
02. Repurpose your full episodes into clips for YouTube Shorts

YouTube Shorts receives 15 billion views daily. The opportunity for short-form clips is particularly large for branded podcasts.



Source: <https://musically.com/2022/05/18/report-claims-youtube-is-bigger-than-spotify-for-podcasts/>

How companies are **growing** video podcasts

Share Short-Form Clips

Nearly **65%** of company podcast showrunners promote short clips at least once per week.
19.9% of them are posting clips daily.

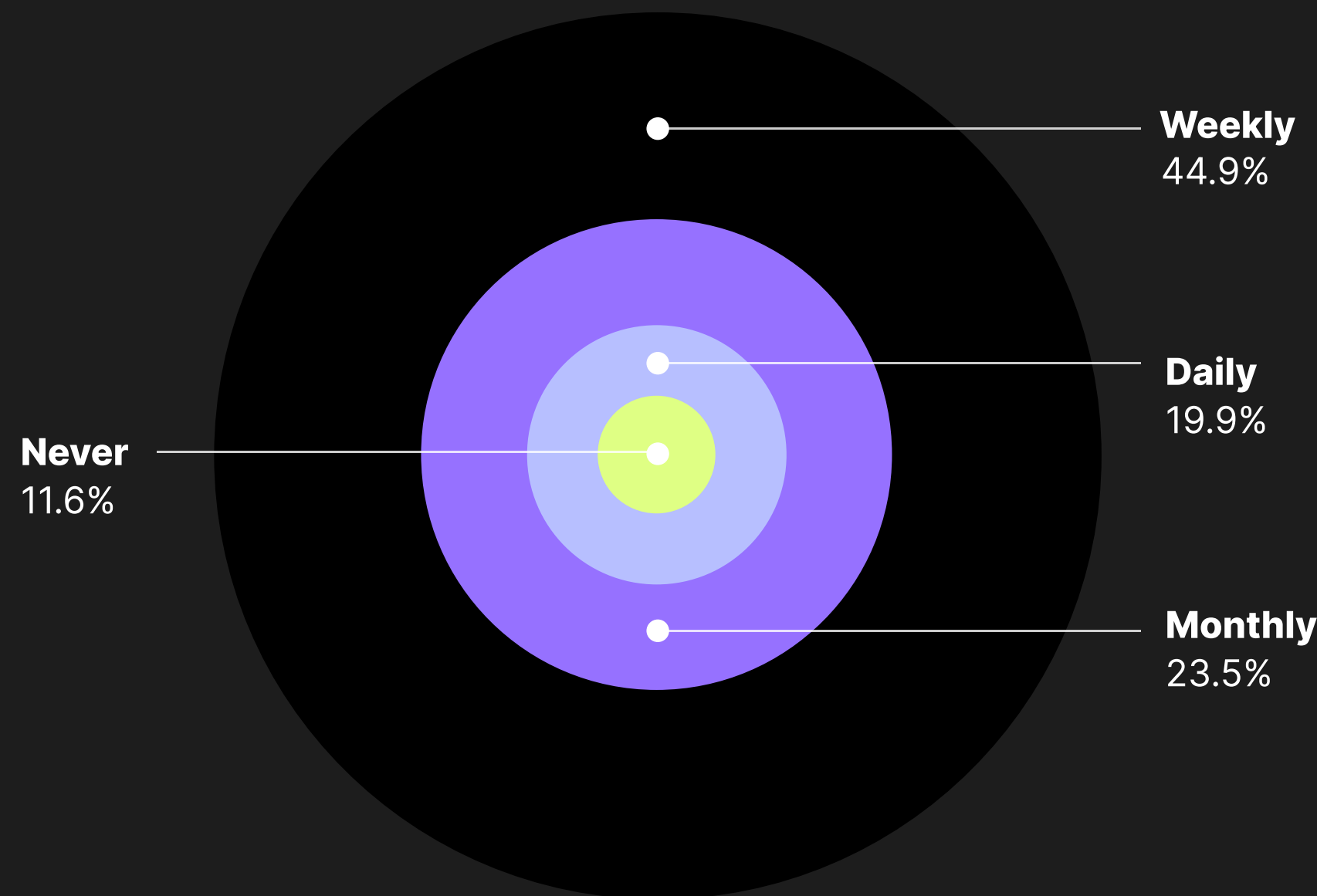
73% of podcasts being consumed on mobile.
Short-form clips are the quickest way to meet new audiences where they already spend time.

Sharing sneak peeks of your content gives your potential audience a view into the value you'll bring them.

Here is the tactic:

- 01. Record long-form episodes as usual
- 02. Break the full episode into 15-60 second clips
- 03. Share and promote these clips on TikTok, YouTube Shorts, and Instagram Reels

65% of company podcasts share short-form clips once per week (or more frequently)



Source: Riverside “The Future of Video Podcasting for Brands” survey
Question: How often do you promote short clips of your show?

How companies are growing video podcasts

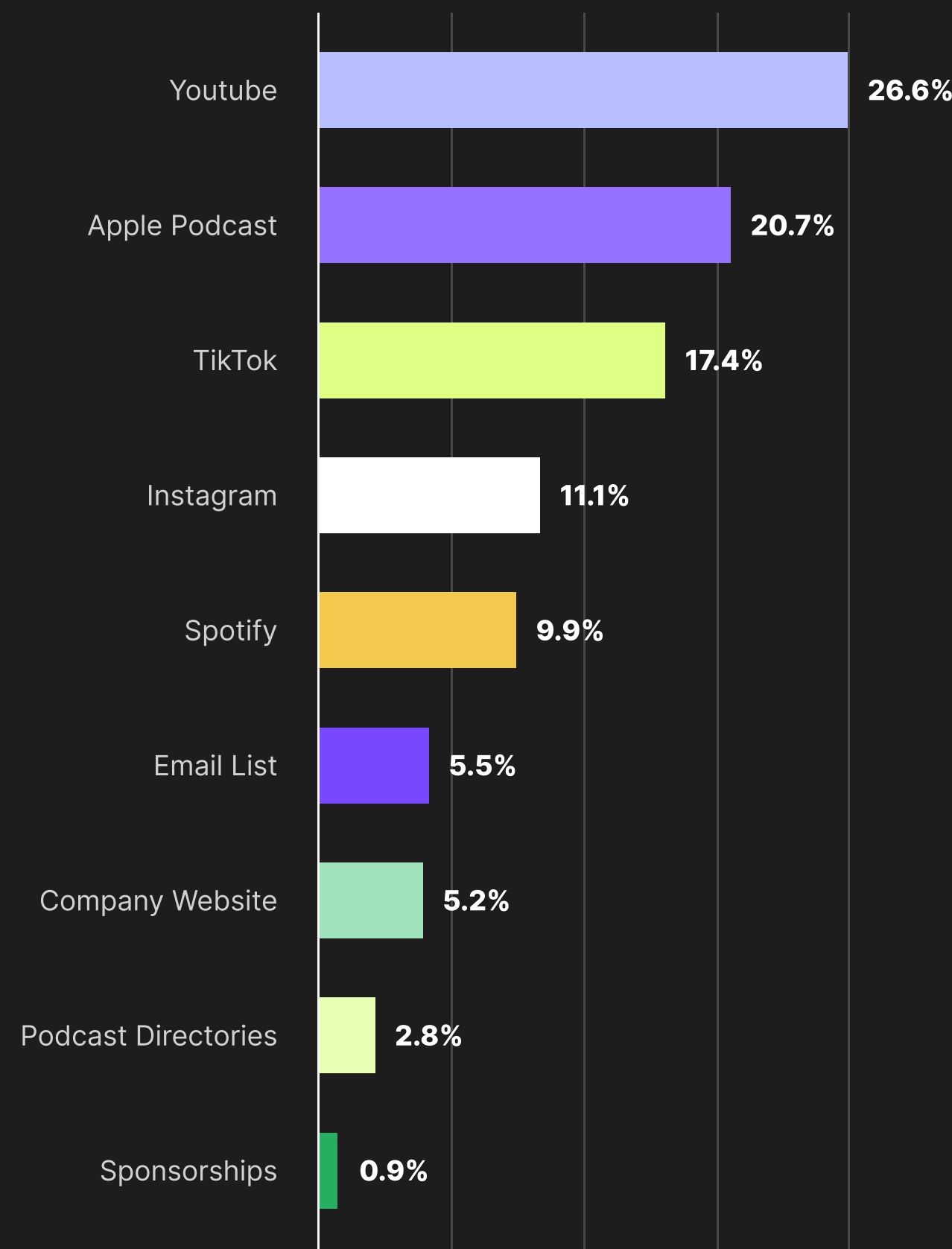
Optimize for Directory Recommendations

Apple Podcasts is one of the better drivers for audience growth in 2023. Companies grow with directories by optimizing for reviews and recommendations.

Here is the tactic:

- 01. Create a high quality episode
- 02. Publish to Apple Podcasts under the proper podcast category for your show
- 03. Consistently ask your audience for ratings and reviews
- 04. Publish on a consistent schedule (and don't miss)

20% of company podcasts noted Apple Podcasts as their top growth driver



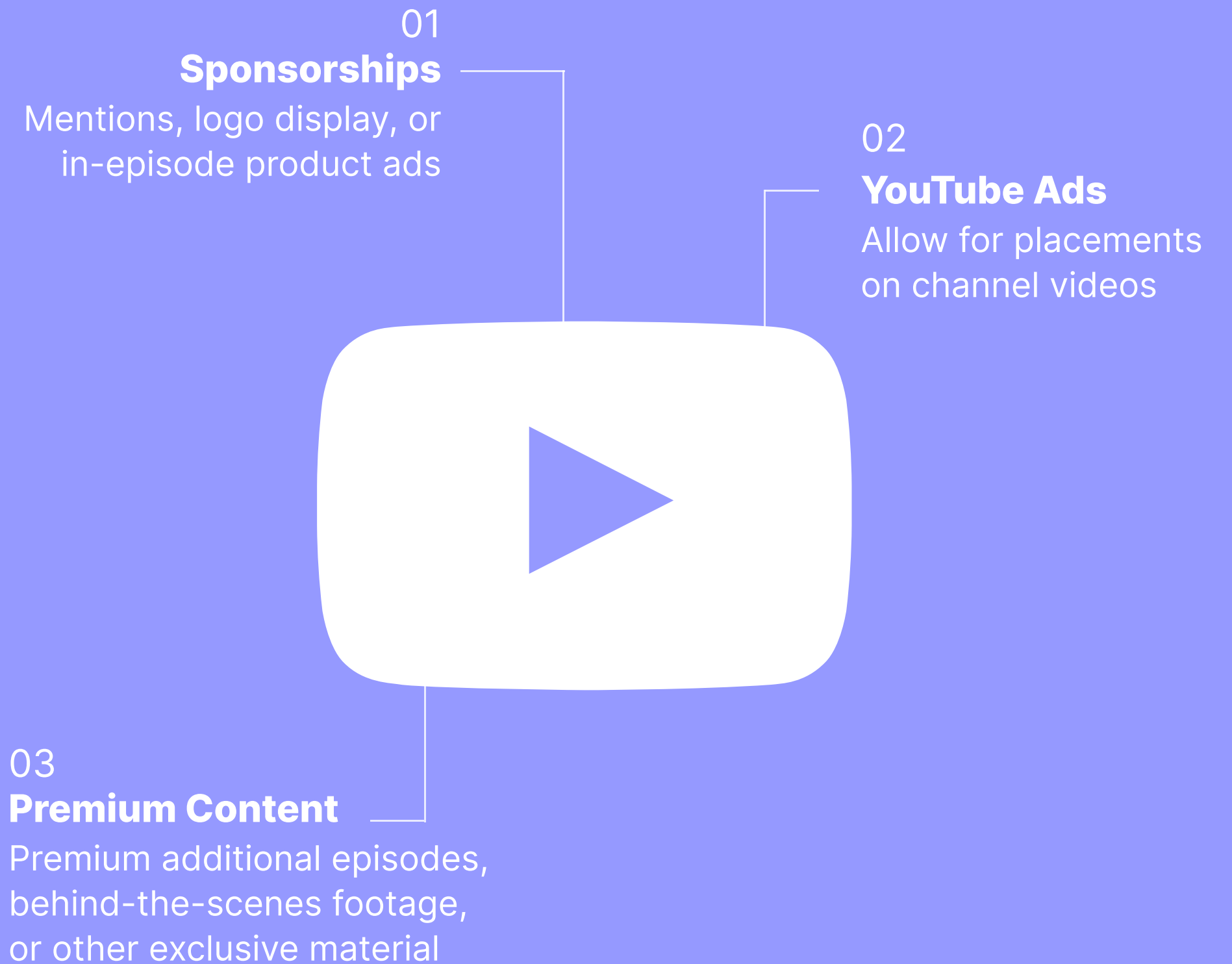
Source: Riverside “The Future of Video Podcasting for Brands” survey
Question: What channel currently generates the most new audience members for your company’s show?

How companies are **monetizing** video podcasts

Only 35% of companies are building their podcast with the goal of direct monetization.

That leaves a massive opportunity for brands who are able and willing to begin monetizing their company show.

Here are the top 3 ways companies are directly monetizing podcasts:



When will video get to a place of maturity?

Video podcasts already have clear traction. But when will video podcasting reach maturity and become the default way of recording? Video podcasting will be considered mature when it can do the following:

- 🕒 Ensure that both audio and video consumers are getting value from the content
- 🕒 Build up a library of video podcast playbooks to showcase how to grow video podcasts reliably
- 🕒 Develop new tools to solve problems in recording, editing, and distribution

“For video podcasts to succeed, they need to be created with audio listeners in mind.”

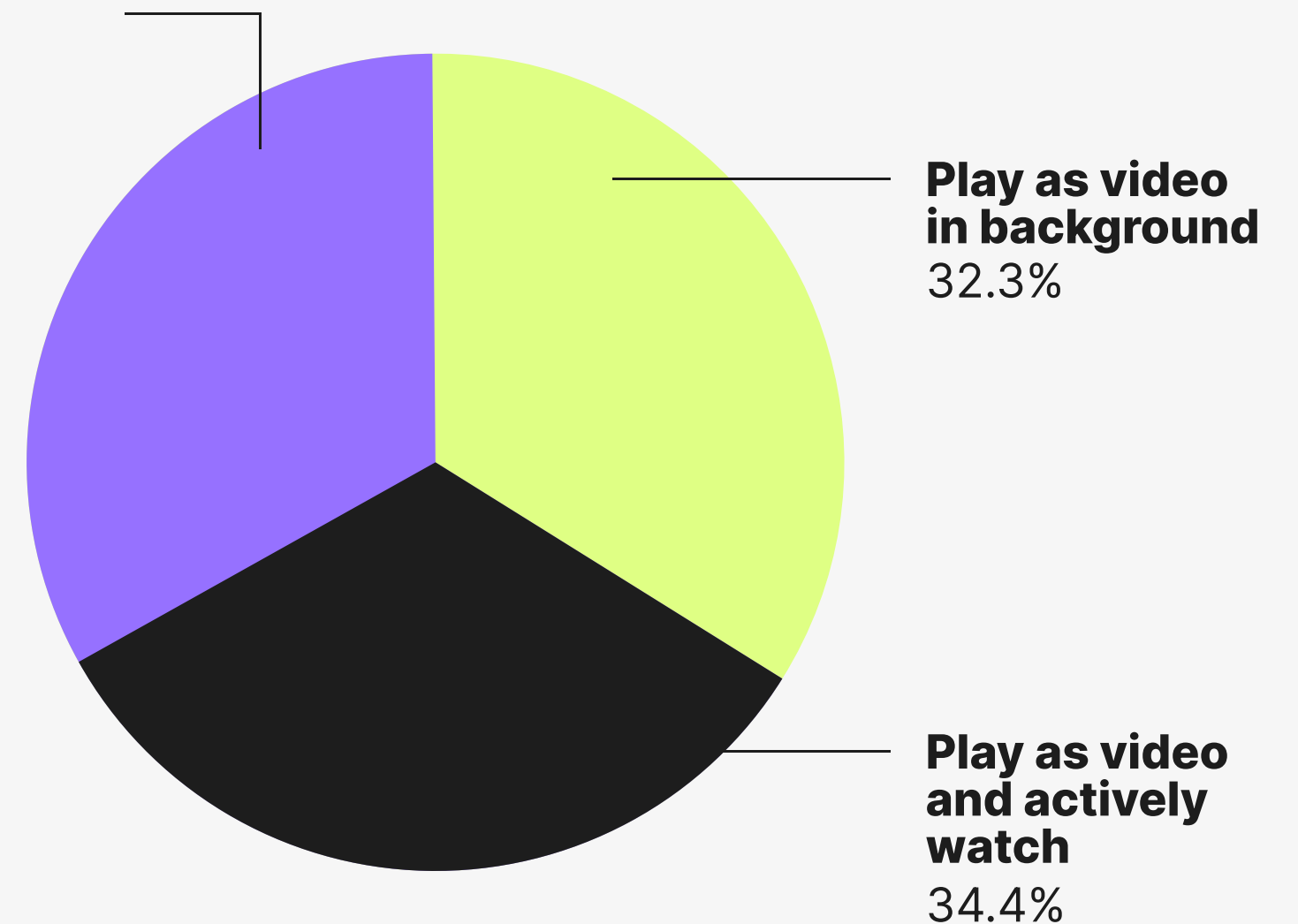


Dan Sanchez

Executive Producer at Sweet Fish Media

64% of podcast newcomers prefer consuming podcasts with video available

Listen audio only
33.3%



Source: https://www.westwoodone.com/wp-content/uploads/2022/06/Cumulus-Media-and-Signal-Hill-Insights-Podcast-Download-Spring-2022_WWO.pdf

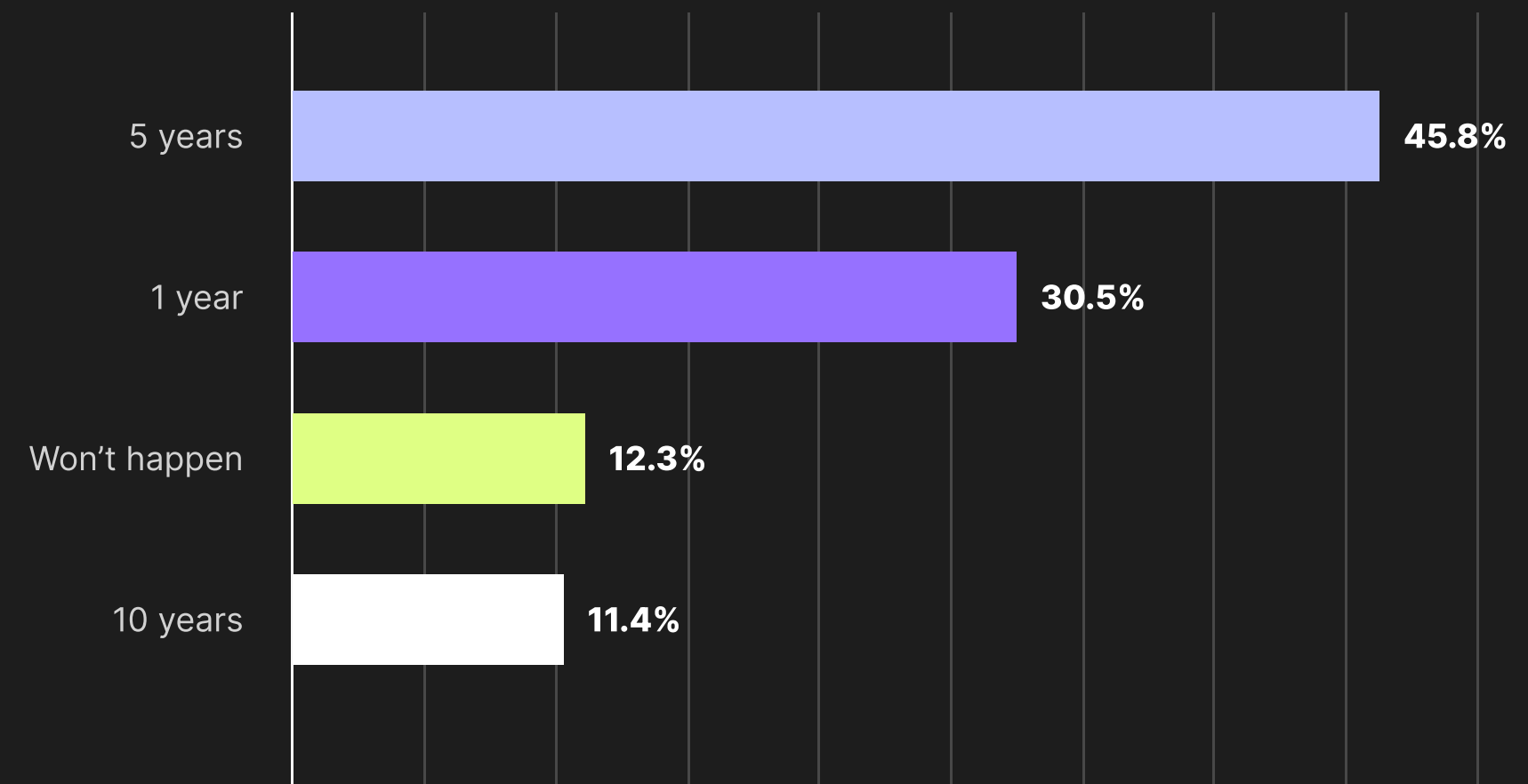
Short-term predictions about the future of video podcasting

Over 84% of companies surveyed believe that video will be a crucial part of their podcast strategy in the future.

Video is inching closer to being the default way to record and publish a podcast.

Let's explore 3 key predictions for the next 5 years. →

75% of companies believe video will become the default for podcasting recording within 5 years or less



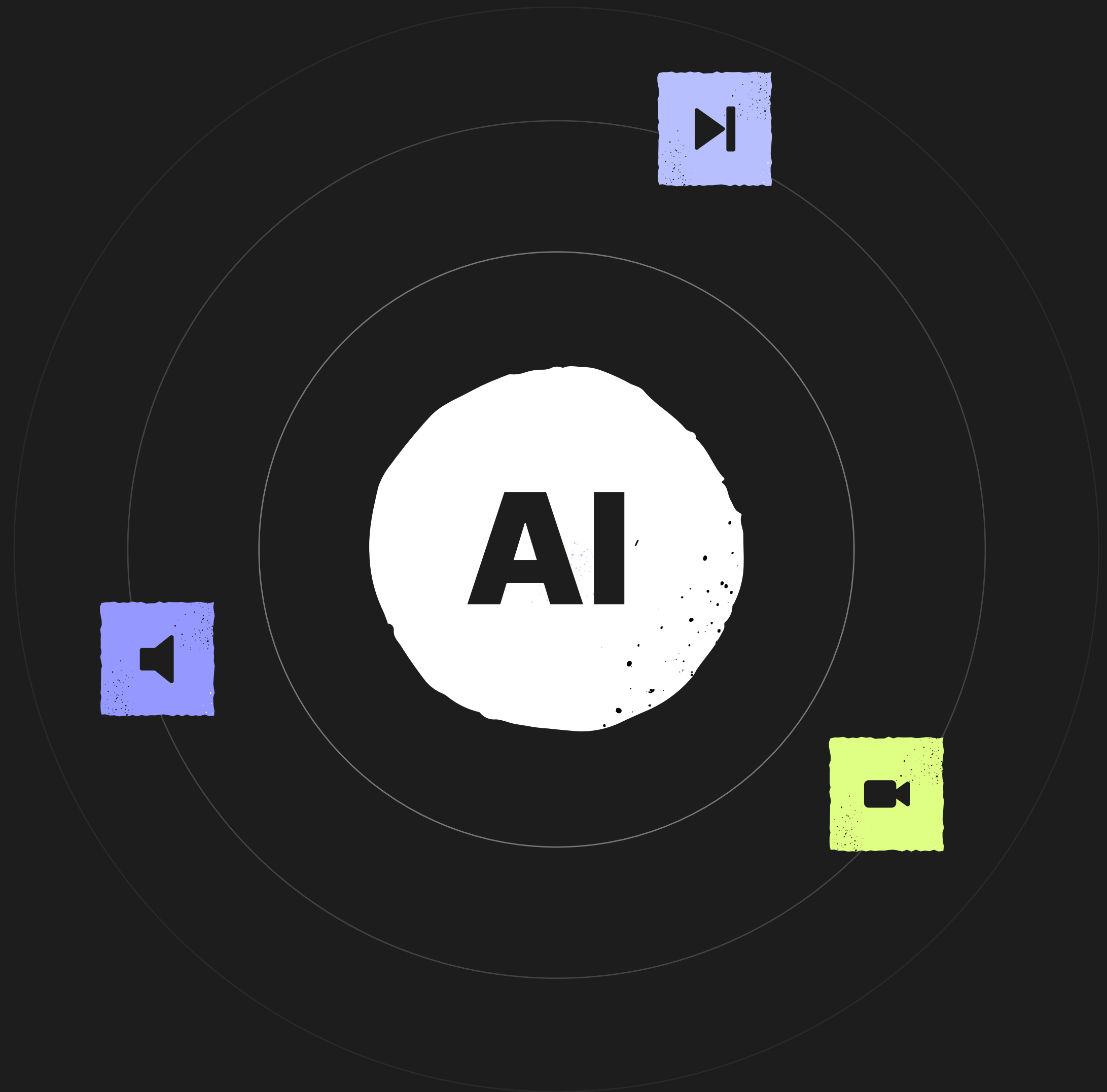
Source: Riverside "The Future of Video Podcasting for Brands" survey (Note: This survey was NOT focused on Riverside users, but there may be overlap.) Question: How long do you believe it will take for video to become the default for recording podcasts?

1. AI will play a role in **creating, editing, and distributing**

Given the success of generative AI for writing, imagery, and video — this may be the biggest prediction on the ballot.

AI would bring video podcasting forward more rapidly than any other technology.

Imagine a world where AI can take your content and refine, edit, and distribute it for you — all with the click of a button.



2. Distribution of video podcasts will be **easier** and **widespread**

Within 5 years, most hosting platforms will find an efficient way to open up video publishing to brands and creators.

This may require changes to RSS standards to allow for video podcasts with audio fallback but seems likely.



3. **Quality** of content will be more important than quantity of episodes

Adding video to a podcast creates additional complexity. As a result, quality of content will become the single most impactful lever for every episode.

It will no longer be enough to put out large quantities of episodes and hope for results.

Video podcasts will require deeper processes, ideation, and execution to ensure that each episode is differentiated, compelling, and high-quality.

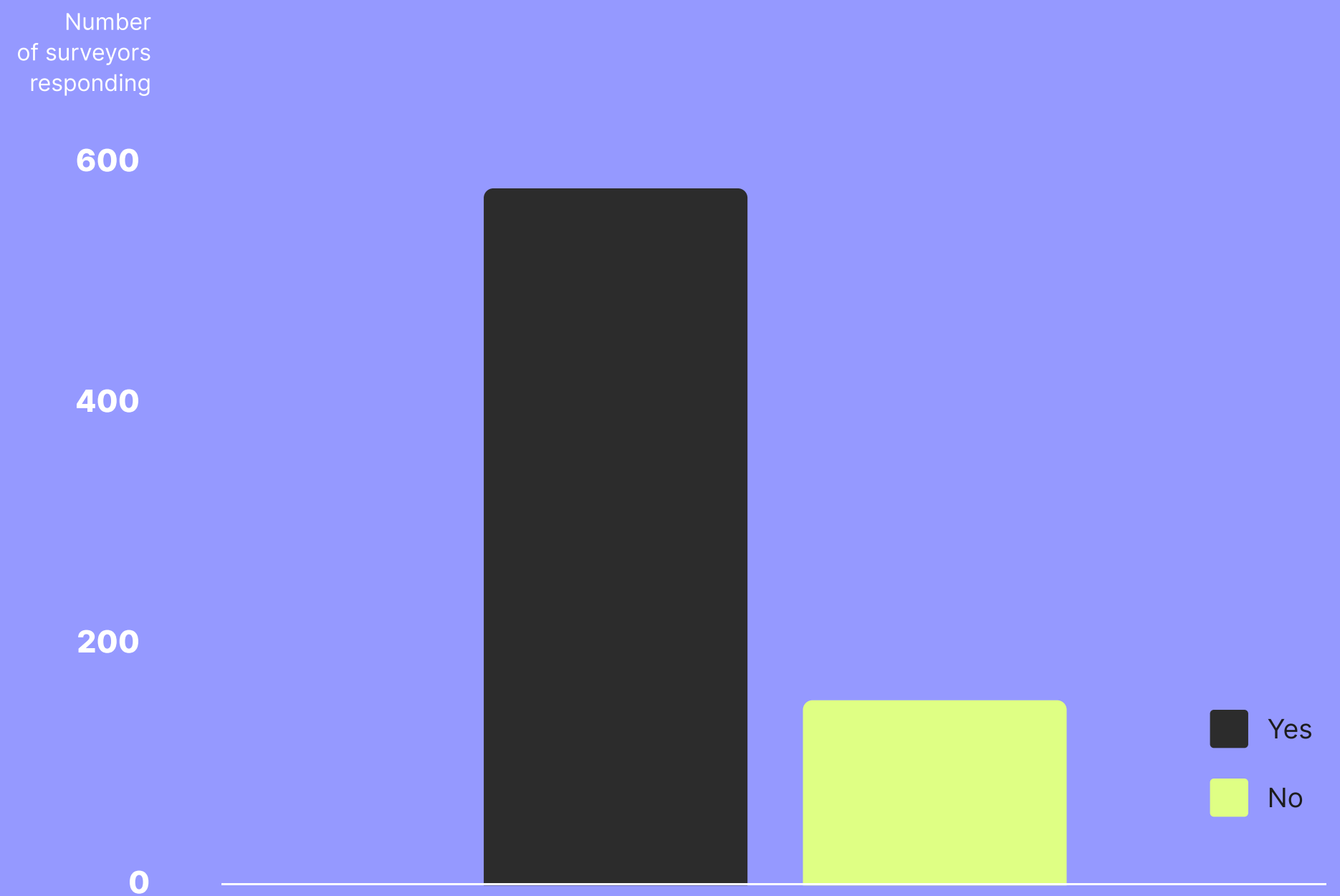


Long-term predictions about the future of video podcasting

Our short-term predictions were pretty ambitious. Now we'll look at even bigger scenarios for video podcasting.

These are our key predictions for video podcasting on a longer spectrum of at least 6 years from now (and beyond) →

83% of company podcasters believe audio-only will still be a popular format in 10 years



Source: Riverside "The Future of Video Podcasting for Brands" survey
Question: Do you believe audio-only podcasts will still be popular in 10 years?

1. **Social** for podcasting will finally get solved

Social and community features for podcasting are currently not built-in, accessible, or helpful in growing shows.

In the future, social media will be embedded into existing listening or watching apps for podcasts. Consumers will be able to have real-time discussions about their favorite shows in a more convenient way than exists currently.

Companies will be able to use this new technology to connect and engage with their audience like never before.



2. Podcast analytics will become robust

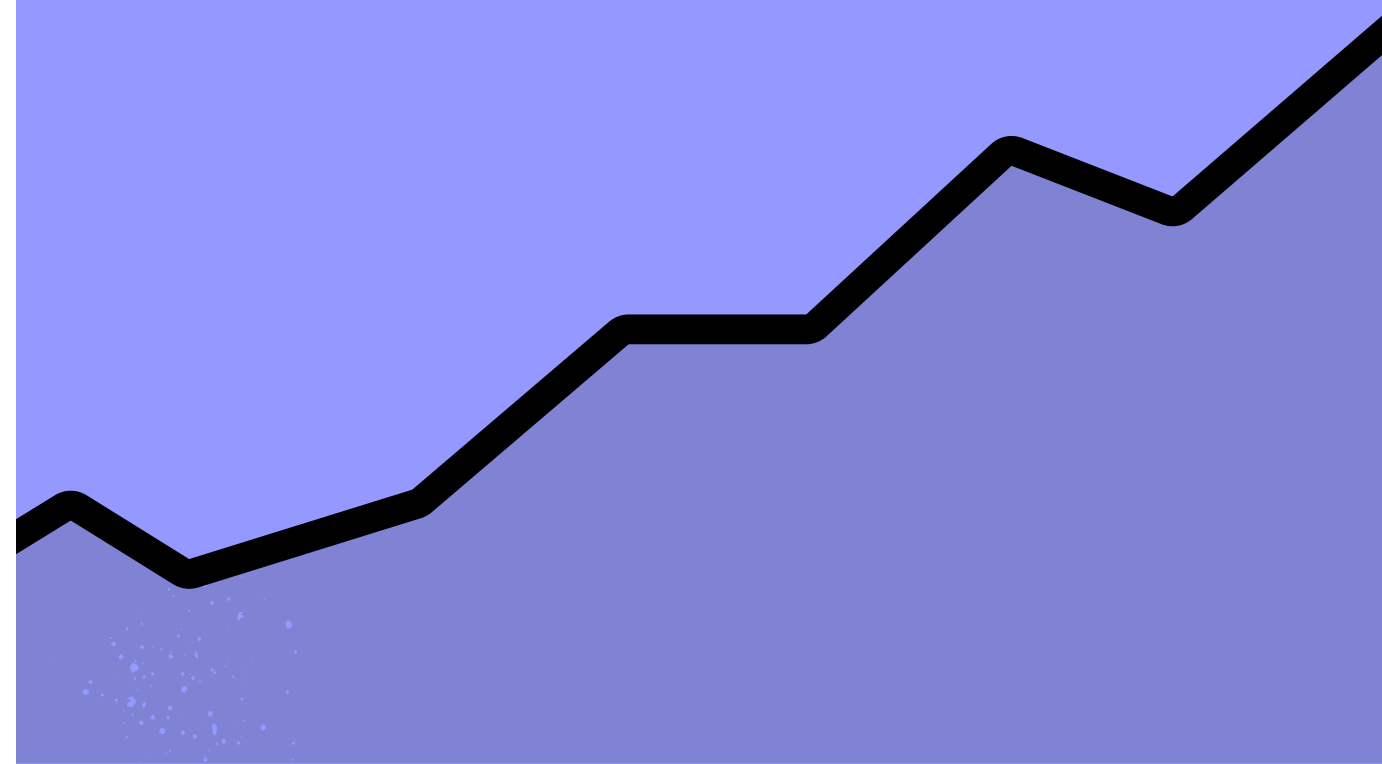
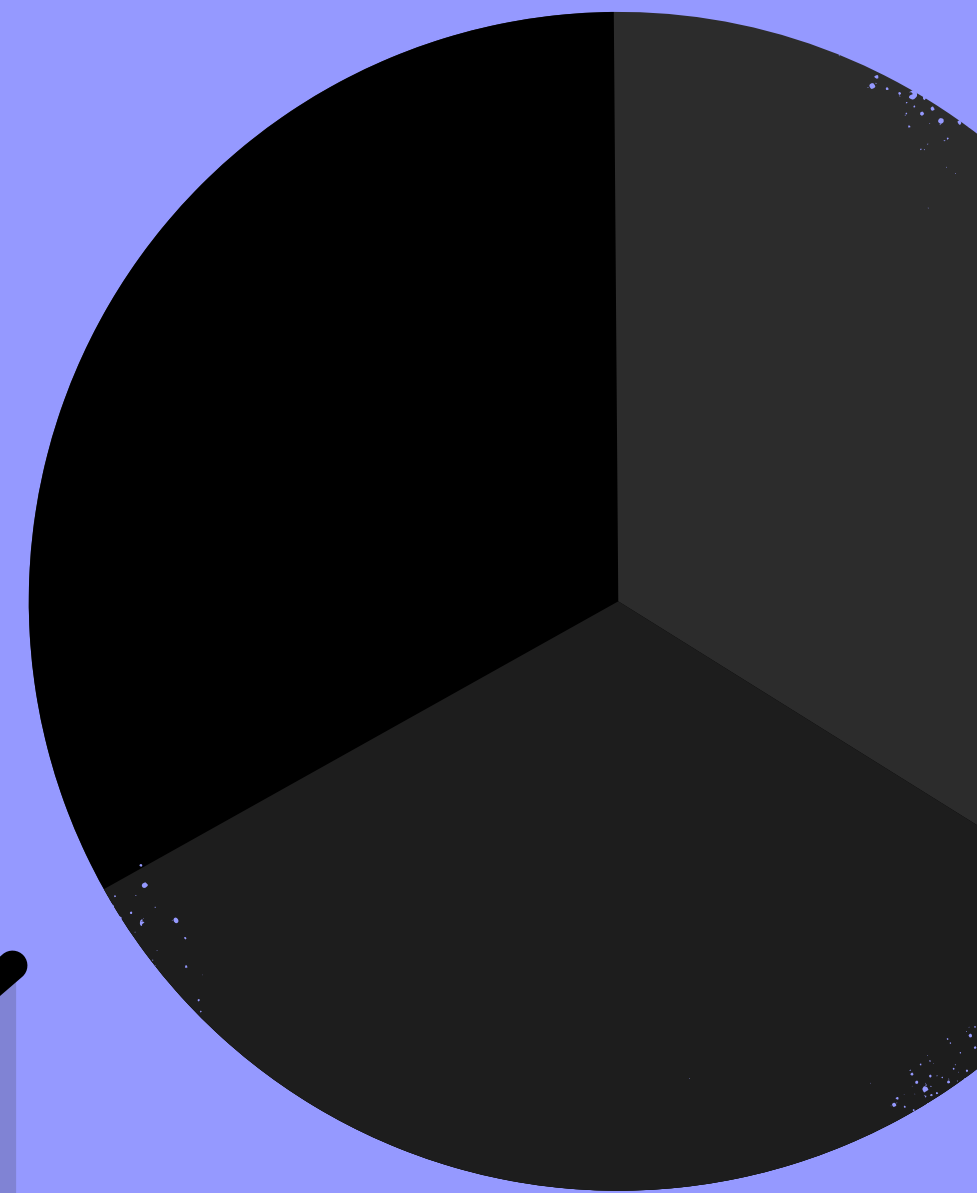
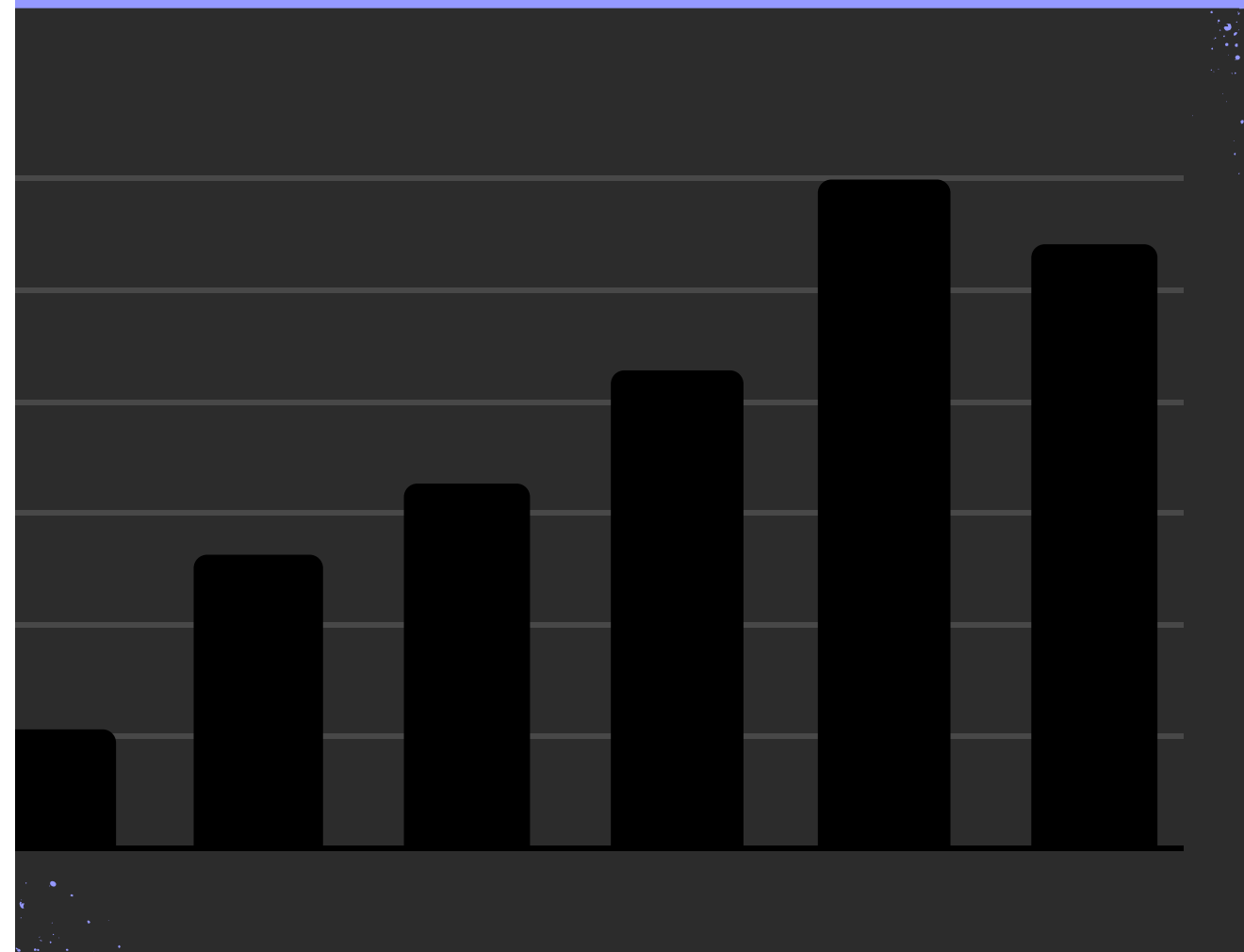
The industry, in general, has very poor analytics tooling (beyond simple metrics).

In the future, companies will be able to measure everything for their podcast that they can currently get in YouTube, which is far more robust.

Companies will be able to get metrics on:

- 🕒 **Retention**
- 🕒 **Engagement**
- 🕒 **A/B testing in episodes**

Brands will be able to make real decisions about the show based on proven data.



3. Discoverability will be solved

Spotify, YouTube, and Apple Podcasts will crack the code for helping you discover new shows.

New shows will be found from recommendation engines.

New engines will be created to help make this possible.

Searchability and filters will also be enhanced. You'll be able to find any show, with any format, for any topic, at any episode length — and you'll be able to integrate it within your calendar to consume it at the right time.



Let's get to work

Recent years have accelerated the creation and consumption of video in podcasting. This trend will continue to grow in the next decade. Companies willing to incur the added cost and time requirements to implement video will be at a massive advantage. **Riverside** is here to make it easy and affordable to record video content alongside your current audio efforts.

Next Steps

01. **List out your current video efforts for your company's podcast**
02. **Identify 2-3 ways you could implement video to accelerate growth or monetization efforts**
03. **Talk with Riverside about getting started with remote recording today**

We are confident you will be able to improve your content quality, record video more easily than you thought possible, and help you get new content out into the world.

Talk with Riverside

Appendix

Research

In November 2022, Riverside **surveyed 672** global production professionals who create podcasts for their companies.

We asked a series of questions to better understand the current state of video podcasting. These answers helped shape insights around future predictions for video podcasting.

Riverside also reached out to specific podcasting experts for the same purpose.

