

**Report: Podcasting Audience Continues to Grow,
But Medium Poorly Defined by Marketers**

June 7, 2007 (Dallas, TX) – According to new research from The Diffusion Group, 11% of adult broadband users (some 12 million US consumers) listen to podcasts at least once per month. TDG's latest report on new media usage, [Podcast Usage Profiles and Demand Forecasts thru 2012](#), predicts that by 2012 this number will grow to 24% of broadband users (38.5 million Americans).

While the audience for podcasting continues to expand, TDG identifies two specific factors that are keeping a lid on usage: (1) podcasting continues to be perceived as too complex for average consumers to use, and (2) they remain unaware of the quantity and quality of content available for podcast consumption.

"Despite the fact that the Oxford University Press selected 'podcast' as Word of Year in 2005, most consumers have a very poor understanding of the medium or the variety of content available for consumption by podcast," said Dale Gilliam III, director of primary research and author of the report. This lack of understanding, notes Gilliam, is due primarily to the multiplicity of ways in which pundits and marketers have used the term.

Why is the definition of "podcasting" so important? Gilliam continues: "At the end of the day, the way consumers come to understand a new medium such as podcasting will strongly determine the types of experiences and value they attribute to the concept. When those in the business of articulating and promoting this new medium use language inconsistently, the power of the concept to attract and engage users is diluted."

Other key findings of TDG's new report include the following:

- Among those that listen to podcasts at least once per month, 68% use a portable device while 49% listen to them on a PC (an interesting insight given that many define podcasting as only a portable medium);
- On average, users listen to 5.4 podcasts per month on a portable device and 4.7 on a PC;
- On average, those who subscribe to podcast services are signed up for 4.1 different feeds; and
- 70% of users rely on iTunes to access podcasts.

TDG's recent topic paper, [Rethinking the Definition of Podcasting](#), summarizes the debate surrounding the definition of 'podcast' and offers suggestions as to how the term should be conceived. The topic paper is available for free download [here](#).

TDG's latest new media analysis, [Podcast Usage Profiles and Demand Forecasts thru 2012](#), is the most thorough examination of the U.S. podcast user base produced to date. The report offers detailed insights into how consumers perceive and interact with podcasts; identifies and analyzes those factors that drive podcasting behavior (or lack thereof); segments the

podcasting consumer market according to Internet behavioral metrics; and offers detailed forecasts by segment for the U.S. podcasting audience thru 2012. The report is available for purchase at TDG's website (www.thediffusiongroup.com).

About The Diffusion Group (TDG) -

TDG is a research and professional services firm helping clients deliver better products and services in the new media and digital home markets. Using a unique blend of consumer insights, executive-level consultants, and hands-on technical experts, TDG generates reasoned and pragmatic insights that help clients make more intelligent market decisions. TDG produces more than just research - we create Intelligence in Action®.

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