

2022

PODCAST

MICROREPORT



TAKE **CREATIVE** CONTROL

ENORMOUS GENDER GAP PLAGUES PODCAST SECTOR

Over a **half million Americans earn income from podcasting, but 82% of them are men.** Between June 2020 and July 2021, over one million podcasts released episodes in the US, although only about 10 percent of them generated revenue. Whites are more likely to earn income from podcasting than people of color: they are 9% more likely than Black people, 15% more likely than Asians, and more than twice as likely as Hispanics.

While podcast revenue has risen sharply in recent years, **75.9% of income-earning podcasters earn less than \$1000 per year.** Another 20.3% earn between \$1000 and \$20,000 per year, and only 3.8% earn more than that.

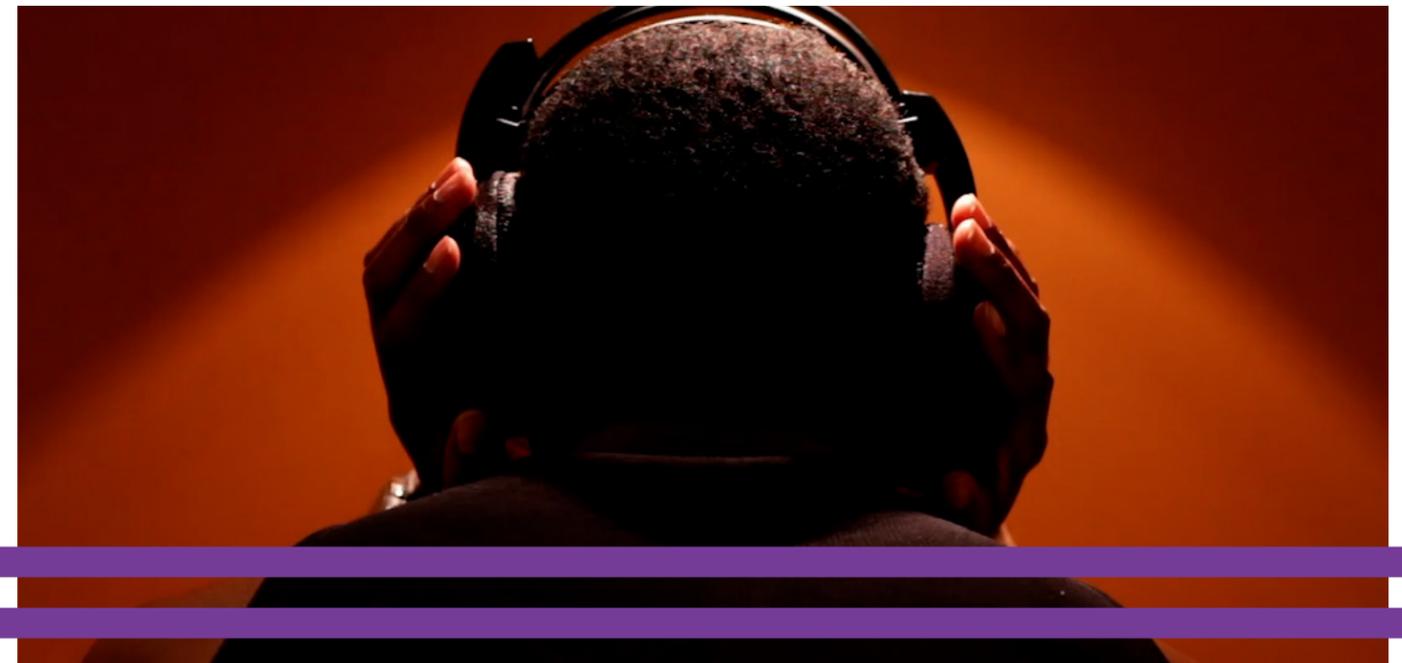
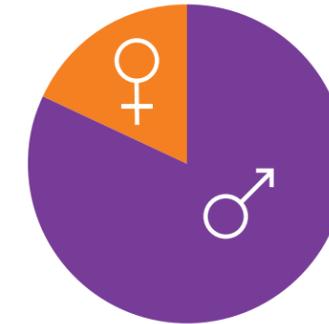
75.9%
OF INCOME-EARNING
PODCASTERS EARN
**LESS THAN
\$1000 PER YEAR**



BY THE NUMBERS

- From June 2020 to July 2021, 1,017,824 podcasts released episodes in the United States, including 583,768 that released at least five episodes.
- Approximately 10% of podcasts earned income over that period, employing an average of 3.2 people per podcast for a total of 541,000 income-earning creators.
- The vast majority (82.0%) of income-earning podcasters are men.
- The largest racial gap affects Hispanics, who are half as likely as white people to earn income podcasting.
- 75.9% of income-earning podcasters make less than \$1000, 20.3% earn between \$1000 and \$20,000, 3.1% earn between \$20,000 and \$100,000, and just 0.7% earn over \$100,000.

HALF MILLION AMERICANS EARN INCOME FROM PODCASTING, BUT 82% OF THEM ARE MEN



BACKGROUND

Unlike other industries that our report covers, in which creators are limited to a small handful of platforms owned by large tech companies to distribute their work, podcasts are mostly distributed through public RSS feeds. Listeners can download podcasts for free using apps, called podcatchers, which are mostly free, as well. As a result, podcast revenue traditionally comes from advertising, although some companies have tested alternative business models by offering platform-exclusive podcasts or offering additional benefits to paid subscribers, like exclusive episodes or early access to full series.



TAKE ACTION

The online creator economy shows great promise. However, it is far from perfect and, in many ways, continues to suffer from systemic racism, sexism, and classism. As the online creator community grows, it is important that we continue to fight for equal pay, fair working conditions, and inclusive and accepting environments for all creators. Our toolkits will help creators stay active and up-to-date on the policies moving through Washington, while also providing information on the essential legal considerations to ensure that creators are protected and compensated. To download, please visit <https://takecreativecontrol.org/Creator-Report-2022>