# AMPLIFI MEDIA'S ~~HELPFUL~~ GUIDE TO NAVIGATING THE PODCAST ECOSYSTEM

ADAM CURRY IS THE PODFATHER

TRUE CRIME

BLUBRRY

CHARTS CHARTS CHARTS

STITCHER

YAH

MIDROLL

NAH

~~SCRIPPS~~

2 MILLION SHOWS IN APPLE PODCASTS

RSS

APM

SLATE

PRX

yes

SiriusXM SATELLITE RADIO

PANDORA

ADSWIZZ

yes

SIMPLECAST

AUDIOBOOM

SOMEONE BUY US!

Acast

OWNS

RADIOPUBLIC

NICK QUAH ANALYSIS

FACEBOOK: WE ~~DON'T LIKE~~ LOVE AUDIO

amplifi MEDIA

CHARTABLE

STARTS

PARCAST

GIMLET

IAB V2

Hi Google!

Google

Anchor

UGC

AD RESULTS MEDIA

OWNS

Spotify

$UBSCRIPTION MODELS

~~ESPN GRANTLAND~~

OWNS

THE RINGER

yes

HIGHER GROUND PRODUCTIONS

yes

PODCAST ALEXA SKILLS

WONDERY

ALEXA...

MEGHAN & PRINCE HARRY

MEGAPHONE

~~PANOPLY~~

OWNS

AMAZON

VOXMEDIA PODCAST NETWORK

MULTI-PLATFORM IP

YUM

TRADER JOE'S (inside)

KARA SWISHER

DAI

TOP BRANDED POD

PODCAST MOVEMENT

RADIO FUTUROLOGIST BECOMES podnews

CHIEFTAIN

The New York Times

SERIAL

npr

She Podcasts

HOW STUFF WORKS

OWNS

VOXNEST

LIBSYN

OWNS

~~WESTWOOD ONE PODCAST NETWORK~~

ART19

iHeartRADIO

GLOW

ADVERTISECAST

CUMULUS PODCASTS

~~SCRIPPS~~

OWNS

TRITON

STAY CLASSY

~~ODEO~~

OMNY

YUP

HITS A BILLION DOWNLOADS

PODCASTONE

ACQUIRED BY LIVEXLIVE

WNYC

SOUNDCLOUD

NPR

PINEAPPLE STREET STUDIOS

CADENCE13

~~DGITAL MEDIA~~

LISTENING VS. DOWNLOADS

POCKET CASTS

~~ENTERCOM~~

EDISON RESEARCH

PACIFIC CONTENT

AUDACY

POD SAVE AMERICA

~~ADVARGE~~

$1 BILLION INDUSTRY BY 2021

CABANA

BIG PODCASTING

AD TECH

CLUBHOUSE

ESPN (AUDIO)

HEY SIRI

POD

PEOPLE

BEAN TRAC GO

CORN CHASER

TED TALKS DAILY

SOUND THAT BRANDS

SOUNDS PROFITABLE

SPOKENLAYER

SIGHTS GLOMERATE FLY

ROGERS SPORTS & MEDIA

AUDIBLE PODCASTS

(YES, PODCASTS)

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