

The World of Podcasts
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Greetings

I'm Rick Planos, AARP Illinois Volunteer in Evanston, Illinois, fan of Senior Planet, and big-time fan of Podcasts. I want to share a bit about Podcasts today and hopefully give you a taste of some of this amazing, mostly free entertainment/ educational / informative information delivery system. I will be talking about a lot of podcast titles, and hopefully we can take a few breaks and you can share some of your favorites.

I DO WANT TO PREFACE THIS BY SAYING I AM A VOLUNTEER, THESE ARE MY PERSONAL VIEWPOINTS AND OPINIONS, AND THIS IS IN NO WAY REPRESENTATIVE OF AARP, OR AN AFFRONT TO ANYONES POLITICAL BELIEFS, OR RELIGIOUS BELIEFS. AARP IS NOT A POLITICAL ENTITY, WE DO NOT ENDORSE CANDIDATES OR POLITICAL PARTIES OR RELIGIONS., THESE ARE JUST SOME OF MY FAVORITES AS WELL AS HOPEFULLY YOURS. I HOPE AFTERWARDS MY FRIENDS ZEKE AND DAVE AND I CAN GET TOGETHER TO FIGURE OUT A WAY TO GET SOME OF THIS INFORMATION OUT TO YOU IN PRINT FORM.

Podcasts today are an approximately \$25 billion dollar industry today. Podcasters make approximately between \$500 and \$900 for every 10,000 downloads. One very profitable part of the podcast phenomenon is they live in the world of streaming and can be consumed whenever you want. Most are available for streaming indefinitely. In my case, I frequently am listening when I'm in the car, and if I don't finish it, it stays cued up until I get back in the car. Or if the story is leaving me hanging, I'll finish listening in my apartment with my ear buds in.

There have been some big money news lately on podcasts, last week one of my favorite podcasts, SMARTLESS WITH JASON BATEMAN, WILL ARNETT, AND SEAN HAYES, signed a deal with Sirius XM for their podcast and few others they have developed for a whopping \$60-\$80 million for the rights to their podcasts. But what's funny is Sirius XM is a pay platform for radio like content, but this show will not be kept behind a pay wall, it will still be free access. To put this into perspective, three years ago AMAZON paid about the same amount for this weekly podcast for the exclusive rights. But in another weird twist, exclusive rights do not mean you can't listen to the podcast through other streaming services. A few years ago, Spotify spent over \$100 Million for exclusive rights for comedian Joe Rogan podcast entitled the

Joe Rogan Experience. On almost every top ten list, Joe Rogan is seen as #1.

Podcasts are very much like talk radio with a few differences. In most cases a podcast is a longer form than a radio show of the past. It's a great way to tell a longer story, much like a miniseries can cover more in depth than a 2-hour movie can.

One thing that I really like is that a podcast interview is generally far longer, more free form and authentic than a Today Show or evening talk show interview like Jimmy Kimmel or Jimmy Fallon might be. I know for most of my life, when I would watch the Tonight Show, I thought I was really getting to know the celebrities. But those shows might give the celeb, author, musician three minutes max of airtime, and to add insult to injury the topics, that one funny story or joke, is all scripted and planned out far in advance.

In a podcast it's far longer, some interviews are over an hour long, and happen much closer to how a real conversation goes. In many cases you really get to see how the sausage gets made in a podcast.

MY TOP TEN PODCASTS IN NO ORDER

FRANK BLAKE-CRAZY GOOD TURNS

SMARTLESS-WITH JASON BATEMAN, SEAN HAYES, AND WILL ARNETT

ARMCHAIR EXPERT WITH DAX SHEPERD AND MONICA PADMAN

NPR POP CULTURE HAPPY HOUR

PIVOT FROM NY MAGAZINE WITH KARA SWISHER AND SCOTT GALLOWAY

WOMEN OVER 70 WITH GAIL ZELITSKY

ALL THERE IS WITH ANDERSON COOPER

FILMS TO BE BURIED WITH BRETT GOLDSTEIN

ALL THE WISER STORIES THAT SURPRISE AND INSPIRE

WISER THAN ME WITH JULIA LOUIS DREYFUS

HOW I BUILT THIS WITH GUY RAZ

THE TIM FERRISS SHOW