

# Hiya!

This Is a Talk About Podcasting

I'm Max

A year ago, I started a podcast company with my friend Jenna

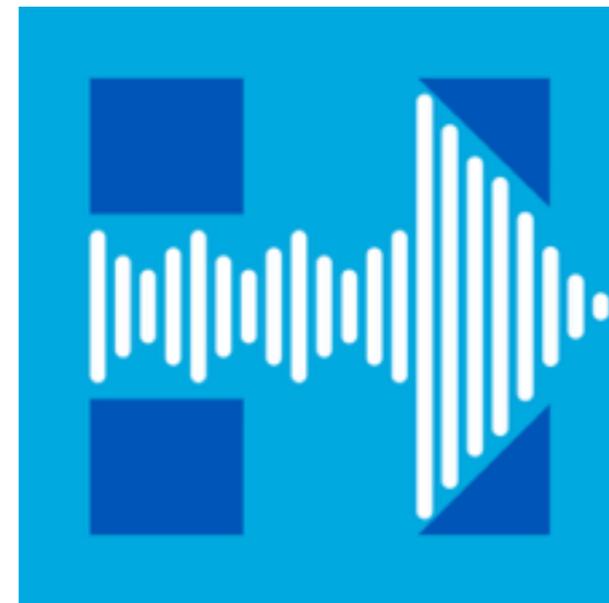


# Pineapple Street Media

# Pineapple Street Media



# Pineapple Street Media



# What Is a Podcast?

# What Is a Podcast?

- On-demand audio
- Low barrier to entry
- Ad supported
- iTunes dominant (80% market share)

# How Are Podcasts Growing?

# How Are Podcasts Growing?

- 57 million monthly U.S. listeners
- \$200+ million in advertising revenue in 2017
- 10 billion iTunes downloads in 2016
- Hit shows rival cable TV

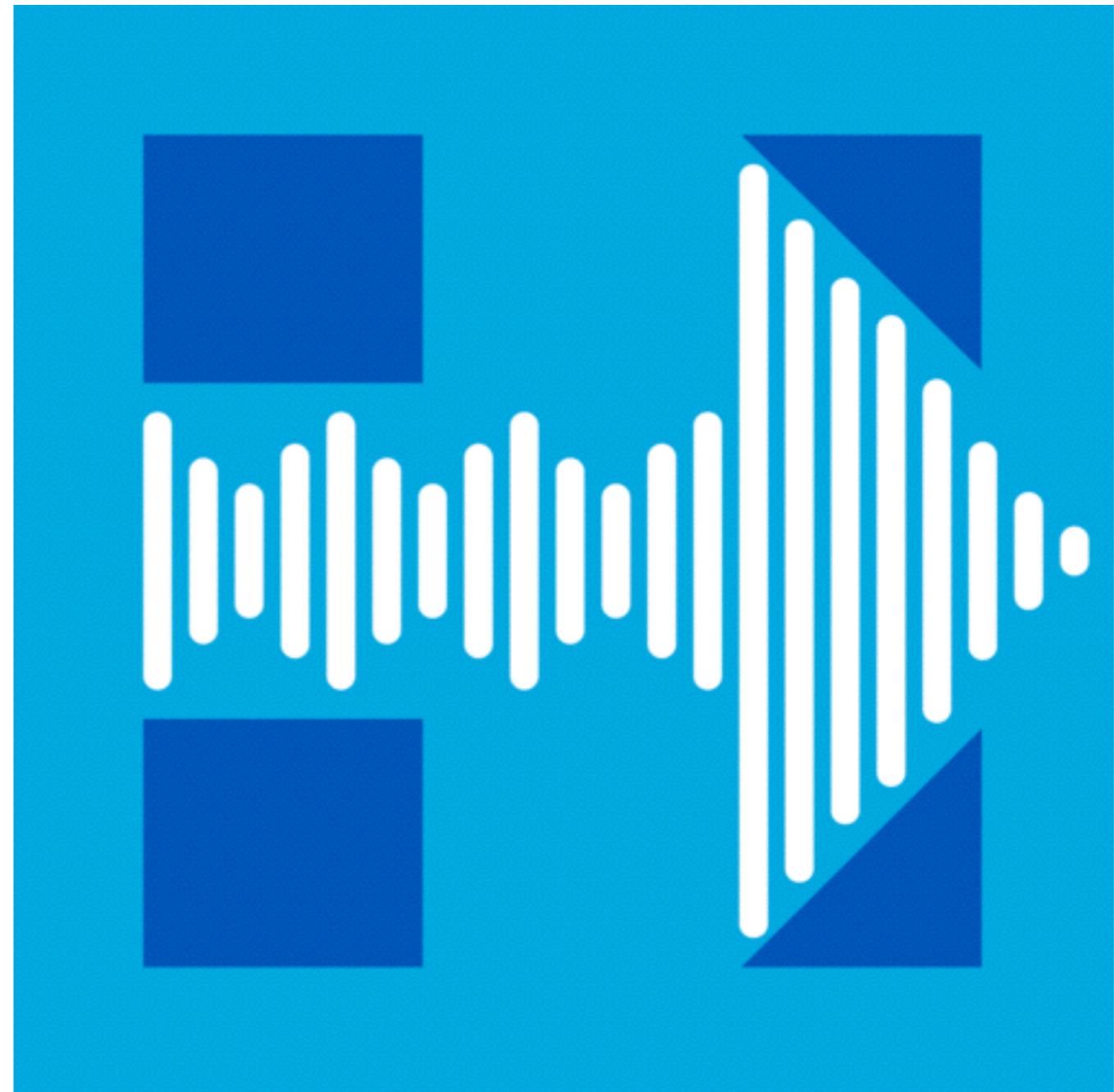
# Our Model

# Our Model



# Hillary Clinton “With Her”

- Interview show, co-hosted by Hillary Clinton
- Hit #1 in iTunes
- Guests: Tim Kaine, Bill Clinton, Chelsea Clinton
- Model: Flat fee





# The New York Times “Still Processing”

- Weekly culture chat show hosted by NYT writers Wesley Morris and Jenna Wortham
- Hit #5 in iTunes
- Guests: Valerie Jarrett, RuPaul, Jordan Peele
- Model: Flat fee, ad supported



# Google “City Soundtracks”

- Branded Show for Google Play
- Designed to compete
- Top-tier host (Hrishikesh Hirway of Song Exploder)
- Guests: Kehlani, Spoon, Big Freeda
- Model: Flat fee



# Lena Dunham

## “Women of the Hour”

- Hit #1 in iTunes
- Variety show
- Model: Partnership, ad supported



# Missing Richard Simmons

- #1 in iTunes for six weeks
- Limited-run series
- Audience of a hit cable TV show
- Story told in real time
- Model: Partnership, ad supported



