



**Make your podcast a product, not a billboard.**

**SEPTEMBER 2019**

**Today, most podcasts are monetized using ads.**

**They could make 2x more revenue by moving to a subscription model.**

**Supercast is here to make it easy.**

# We believe:

1. The podcasting revolution is just getting started.
2. Podcast listenership is going to 50x in the next 10 years (radio = cable TV).
3. Today consumers prefer subscription vs ads.
4. Podcasters will make a killing as they transition to the subscription model.\*

\*We think **Howard Stern is Getting Ripped Off**

# What?

Podcasts attract massive, highly engaged audiences, but are typically only monetized with ads, missing out on the huge potential for increased, consistent revenue.

# Why?

**Ads have a ceiling:** They only scale depending on how many ads fit into an episode and the price per listen. A content subscription is *far* more lucrative and offers predictable, recurring revenue.

# Why now?

The podcast industry is booming.

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**30%**

**OF AMERICANS LISTEN TO  
PODCASTS (90 MILLION)**

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**51%**

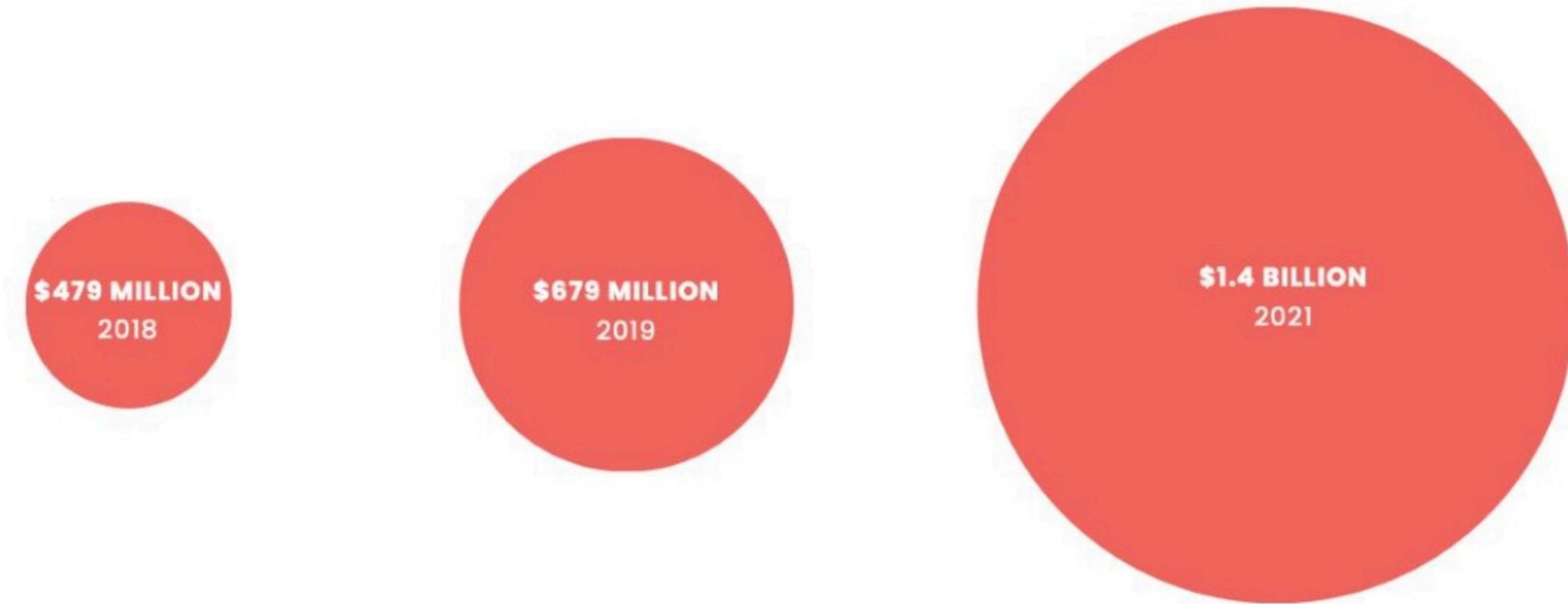
**GROWTH IN PODCAST  
LISTENERS IN 2019**

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**37%**

**ANNUAL PODCAST LISTENER  
GROWTH SINCE 2013**

# There's going to be big money in podcasting.



Estimated Podcast Advertising Revenue

Source: PWD Podcast Ad Revenue Study - June 2019

**Today, only a small % of the value in podcasting is being captured by ad revenue.**

**Creating new monetization models will grow the market significantly, and Supercast is perfectly positioned to capture the upside in that growth.**

## SUBSCRIPTION REVENUE: THE POTENTIAL

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### Subscription

**Audience** 100,000

**Adoption** 5%

**Paying subscribers** 5,000

**Price/month** \$10

**Estimated revenue** **\$50,000** / month

Industry average: 5% conversion rate

### Advertising

**Audience** 100,000

**CPM** \$25

**Ad spots** 2

**Episodes/month** 5

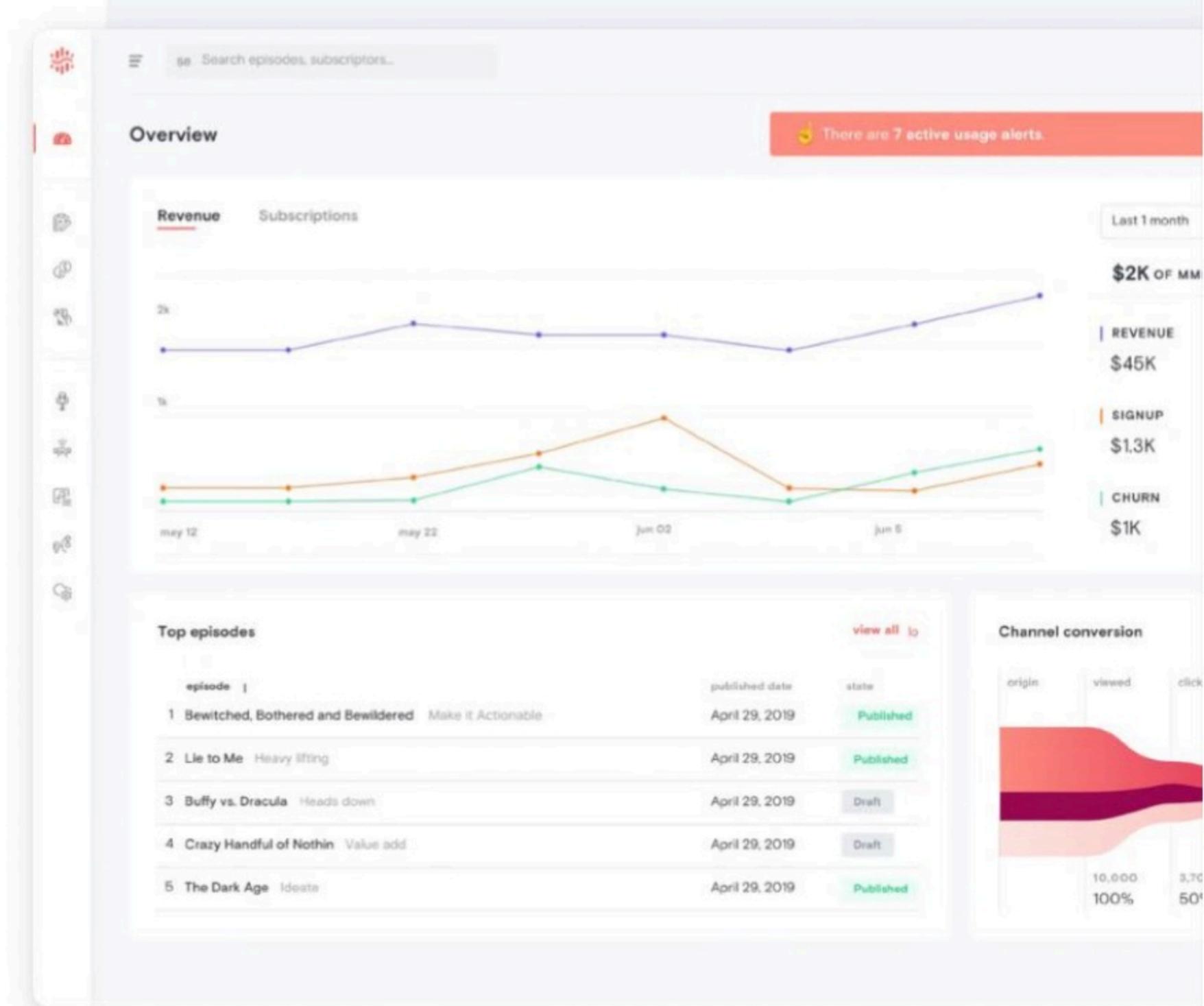
**Estimated revenue** **\$25,000** / month

Typical CPM ranges \$18-\$50 CPM

## THE SOLUTION

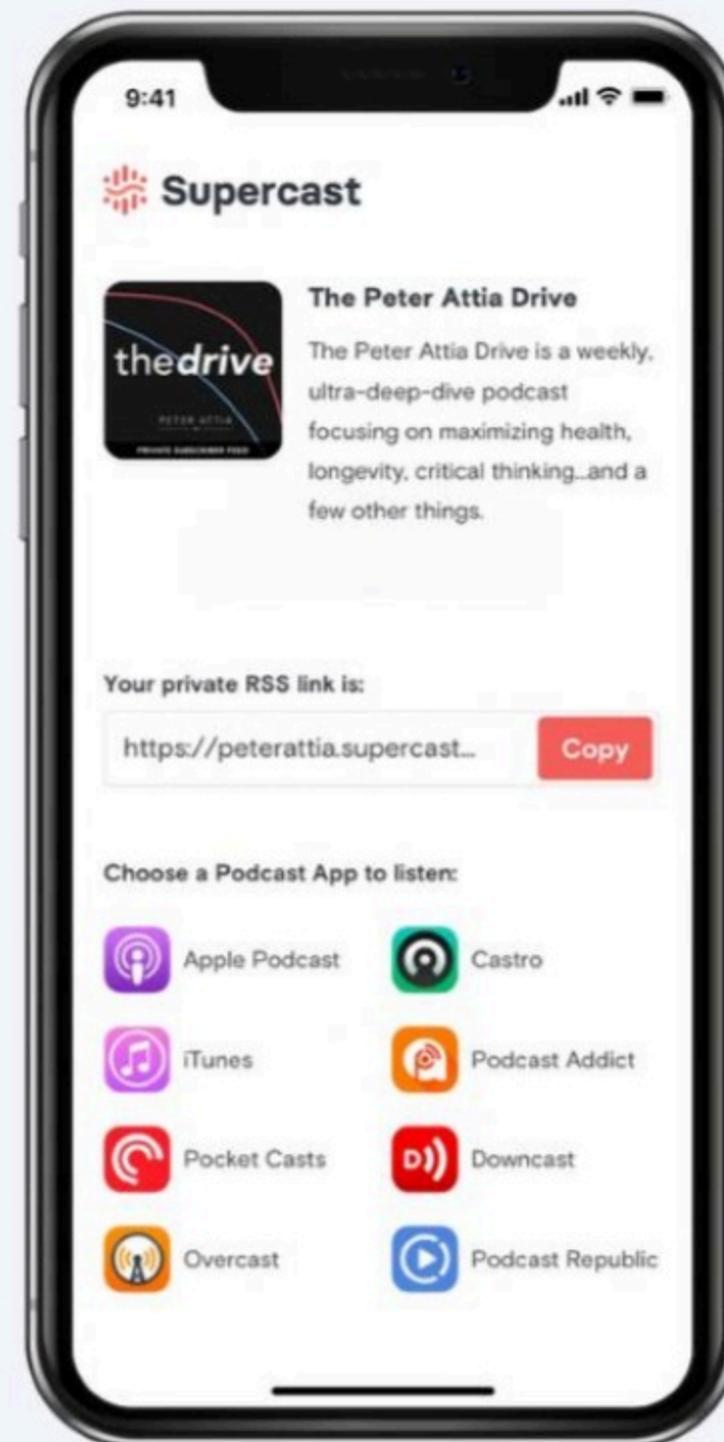
**Supercast makes it easy to manage and deliver subscription podcast content to your fans.**

**Watch a short demo →**



# Supercast gives podcasters:

- A customizable landing page
- Simple payment, signup and two-tap setup for listeners
- Unique, private RSS feeds for every subscriber
- Payment processing
- Member management
- Podcast hosting
- Rich content analytics
- Subscription podcast business analytics



## SAAS METRICS FOR YOUR PODCAST

**Supercast's analytics offer a clear picture of subscribers' listening behaviour.**

**Know who's listening to what, and which episodes are most popular.**

Because we give every member a unique feed, Supercast can collect more detailed analytics than public podcast hosts.

**Data-driven insights into subscription content businesses.**

We help podcasters project their growth by tracking subscription metrics like **total** and **recurring revenue**, **average revenue per user**, **customer lifetime value**, and **churn**.

Overview

ANALYSE

Subscriptions

Revenue

Engagement

MANAGE

Episodes

Subscribers

Channel

Collaborators

Api

Overview

Revenue

Subscriptions

2k

1k

may 12

may 22

Top episodes

episode ↓

- 1 Bewitched, Bothered and Bewildered Make it
- 2 Lie to Me Heavy lifting
- 3 Buffy vs. Dracula Heads down
- 4 Crazy Handful of Nothin Value add
- 5 The Dark Age Ideate

## COMPETITIVE LANDSCAPE

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	SUPERCAST	PATREON	GLOW.FM
Deliver exclusive content via private RSS feeds	✓	✓	✓
Custom landing page for members to sign up	✓	✗	✓
Automated RSS feed security to prevent unlicensed sharing	✓	✗	✗
Fast, easy payment via Apple + Google Pay	✓	✗	✓
Easy, two-tap onboarding for your members	✓	✗	✓
Rich content engagement analytics	✓	✗	✗
Per-user podcast engagement analytics	✓	✗	✗
Analytics on your podcast business (LTV, Churn, etc)	✓	✗	✗
<b>UPCOMING:</b> Email Marketing Integrations	✓	✗	✗
<b>UPCOMING:</b> Multi-show and Network support	✓	✗	✗
<b>UPCOMING:</b> AMA Dashboard	✓	✗	✗

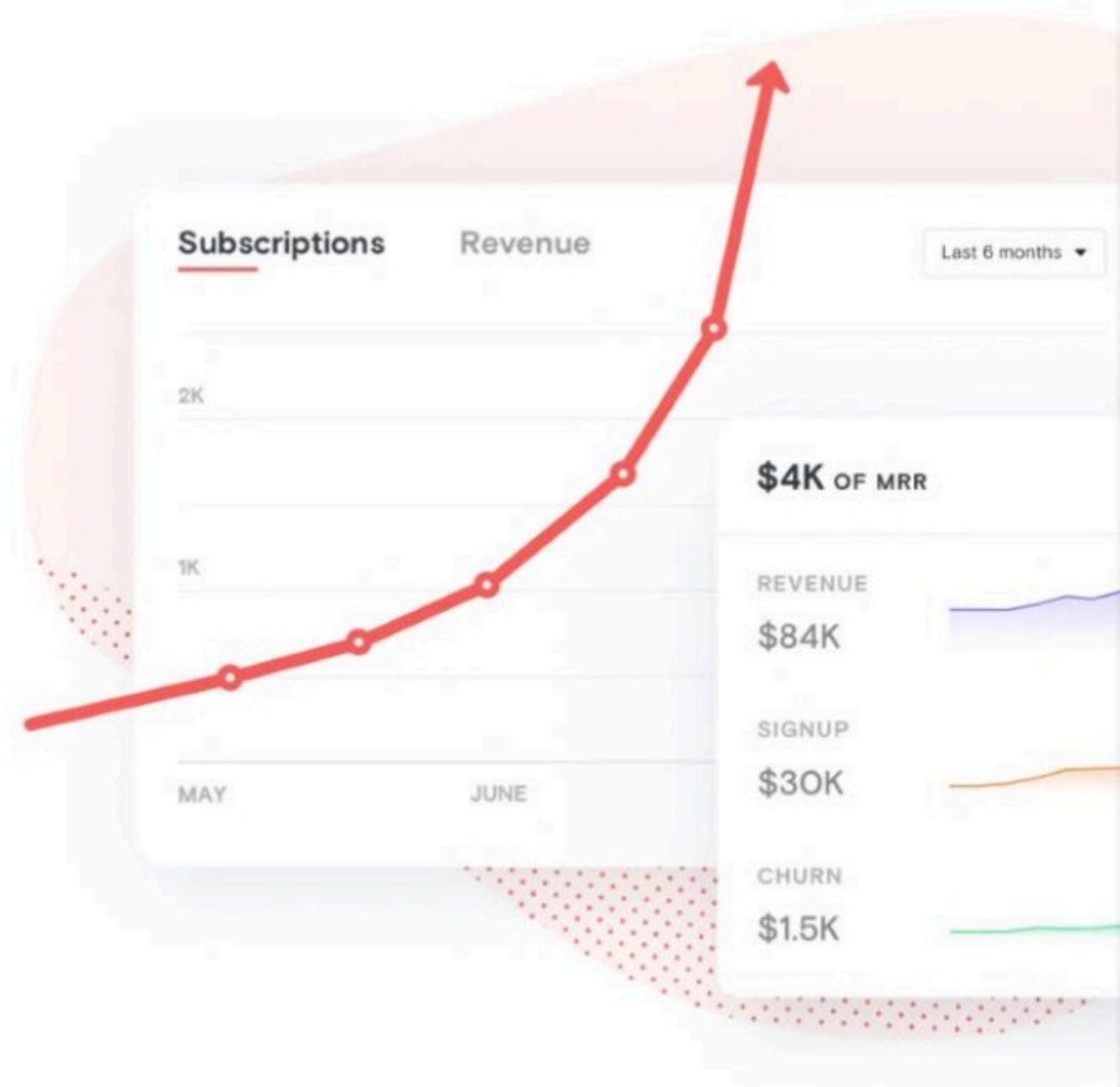
## THE FUTURE OF SUPERCASST

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**Today, Supercast makes it easy for podcasters to turn their show into a product.**

But we're building more than a payment and analytics platform. Supercast will power everything from website embeds, to landing pages, to Ask Me Anything questionnaires and show notes.

We're building features that podcasters currently have to do manually to create platform lock-in, providing a competitive advantage and increased switching cost.



### **Email Marketing Integrations**

Integration with Mailchimp and other email platforms allow podcasters to coordinate targeted broadcast, retention, and re-engagement campaigns, and set up nurture and drip sequences.

### **Multi-show and Network support**

Centralized management and advanced, aggregated analytics for multiple private feeds.

### **AMA Dashboard**

Out-of-the-box AMA creation tools including a landing page and embeddable widget make it easy for podcasters to collect and prioritize AMA questions, and allows audiences to ask, upvote, and discover previously answered questions.

WHO'S USING SUPERCASST?

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**Some of the world's leading  
podcasters are using Supercast.**



**Peter Attia**

The Drive



**Shane Parrish**

Knowledge Project & Farnam Street



**Rhonda Patrick**

FoundMyFitness