



Podcasting on YouTube

YouTube's place in the podcast ecosystem and best practices.

Video Podcasts are Growing in Popularity With Podcast Newcomers and Gen Z

84%

of Gen Z monthly podcast listeners have listened to or watched podcasts with video ²

37%

of podcast listeners prefer to consume podcasts with video ³

40%

of podcast newcomers prefer podcasts with video ⁴

#1

MOST FREQUENTLY USED PODCAST SERVICE¹

YouTube has a **discoverability advantage**. There are **people independently searching for topics and guests that stumble across my podcast** - they don't do that on other platforms like Spotify.

- MARQUES BROWNLEE, WVFRM PODCAST

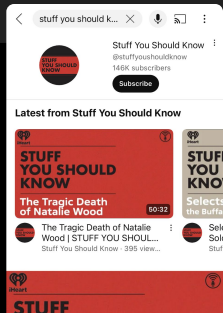
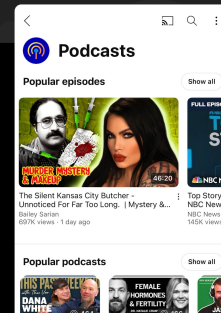
YouTube's Search & Discovery Can Bring New Audiences More Easily to your Content

Limited traditional discovery mediums such as top chart lists and expensive marketing. YouTube's targeted search and discovery capability brings viewers to your content organically.

YouTube Main Drives Discovery

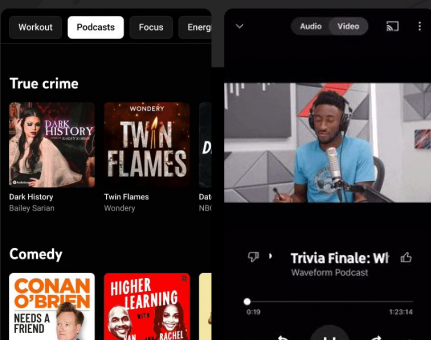
On YouTube Main users can discover podcasts at

- [YouTube.com/podcasts](https://www.youtube.com/podcasts)
- Official podcast search cards
- Podcast badging on the search and watch pages
- Podcast tab on channel pages



YouTube Music Provides Audio-First Consumption

- Podcast discovery pages
- Podcast filter in search
- Follow shows & add them to a user library
- Toggle between video and audio
- Background listen & download for offline consumption



1. According to an Edison report, among weekly Podcast listeners surveyed in the US, YouTube including YouTube Music is the most frequently used service for listening to Podcasts (YouTube 29.8%, Spotify 29.7%, Apple Podcasts 15.8%) (US, Q1 2024) | 2. Source: Edison Gen Z Podcast Listener Report | 3. Source: Cumulus Media and Signal Hill Insights' Podcast Download - Fall 2023 Report, Fall 2022, Cumulus Media, MARU/Matchbox National Study - October 2023, October 2022; Q: "How do you prefer to listen to podcasts?" | 4. Source: Cumulus Media and Signal Hill Insights' Podcast Download - Fall 2023 Report, Cumulus Media, MARU/Matchbox, National Study - October 2023; Q: "How do you prefer to listen to podcasts?"

On YouTube, Podcasts are Playlists



You can designate a playlist (existing or new) as a podcast in YouTube Studio.

[LEARN MORE HERE](#)

You can create a new podcast playlist on YouTube using an RSS feed.

[LEARN MORE HERE](#)

Track your podcast's performance with podcast analytics in YouTube Studio.

[LEARN MORE HERE](#)

Best Practices

1

Decide On a Channel Strategy

This all comes down to audience. If your podcast audience overlaps with your channel's audience, then it may be best to keep it all together. If not, it may be better to give them their own outlets.



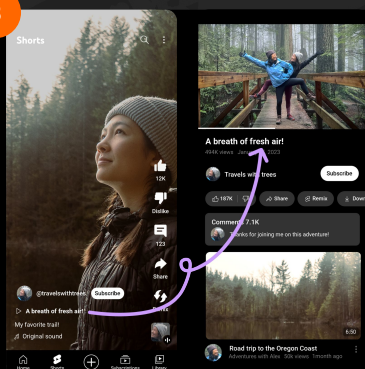
2

Upload Full Episodes in the Podcast Playlist

- Use a consistent thumbnail & title style for your full episodes, BUT don't sacrifice engagement & intrigue for the sake of consistency.
- Leverage chapters to help audiences navigate your full episode for the topics they most are seeking out.
- Be sure to always update your podcast playlist with your latest full episode, or your followers won't see it show up in their "new episodes" feed in YouTube Music!



3



Use Shorts & Clips to Help New Audiences Sample the Podcast

- Use Shorts & clips as a way to share engaging moments that can promote your show to new audiences.
- Do not place Shorts or clips in your full-episode podcast playlist! That would be confusing to audiences who follow your show to get snippets of the full shows they're there to consume.
- Link related videos to your Shorts to provide a seamless journey for audiences to discover the full episode of your show.

4

Utilize the Full Power of Video

If you are able, leaning into video can make your podcast stand out on YouTube. If not, don't fret there are many visual styles that podcasters have used (see some examples to the right), so feel free to be creative and find the solution that works best for you!

Video-first styles

- Remote production
- Studio setup
- Custom set & full video production

Audio-first styles

- Static imagery
- Video intro to static image
- Stock video & graphic accompaniment to audio