

GenZers to rise Podcast

Listens Reports & Analytics Data



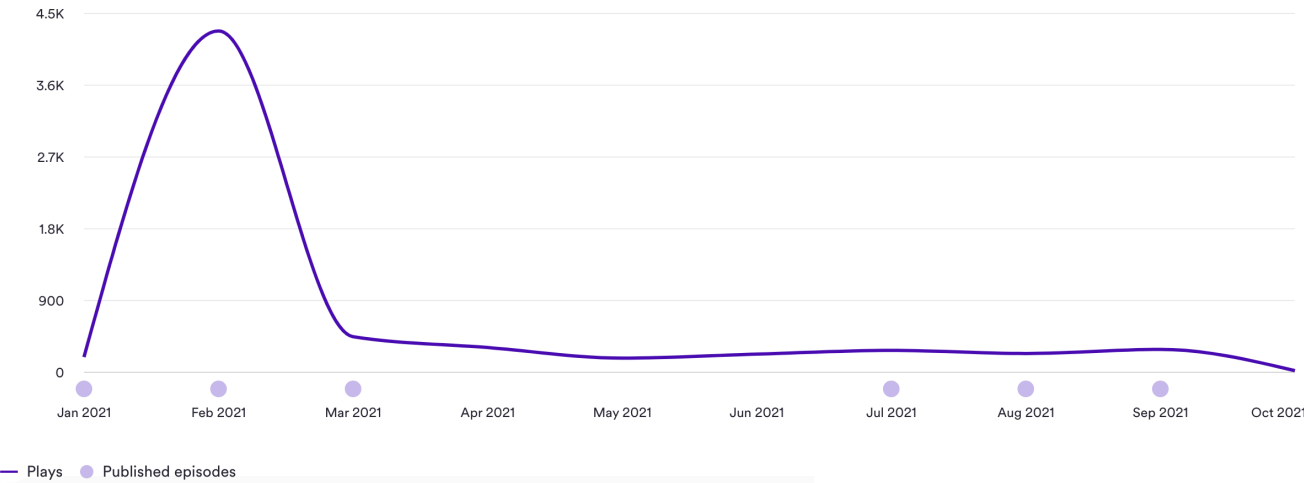
The data provided on this representation and this document are protected under the Attribution-NonCommercial-NoDerivatives 4.0 International License.

The date range starts from **12th of January 2021** until **18th of November 2022**. Data providers include Anchor FM, Spotify, Acast, Apple Podcast and Zencastr. The representation is structured based on three key moments - change of hosting providers.

On the last page you will find a sum up of the most crucial statistics.

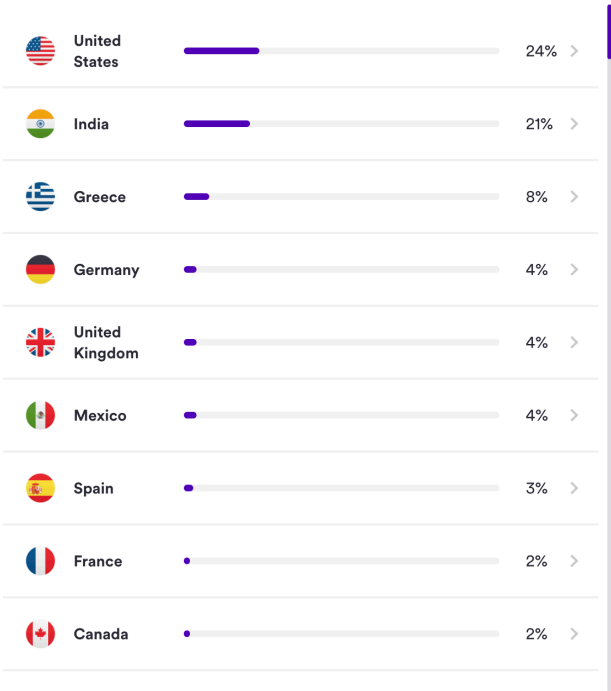
January 2021 - October 2021 Anchor FM

Plays



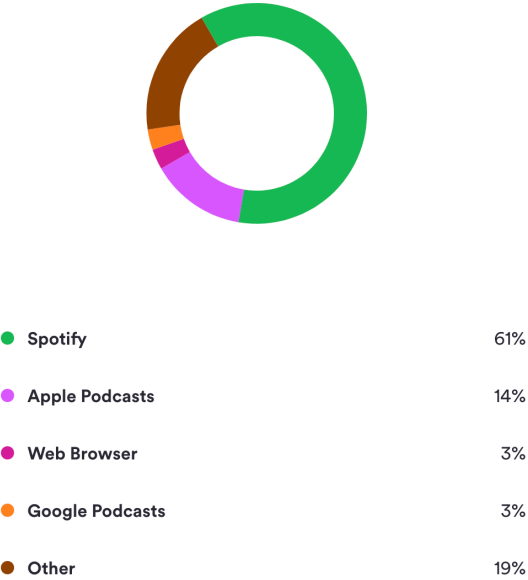
All platforms

Geographic location



Platforms

APPS DEVICES



All platforms

Geographic location

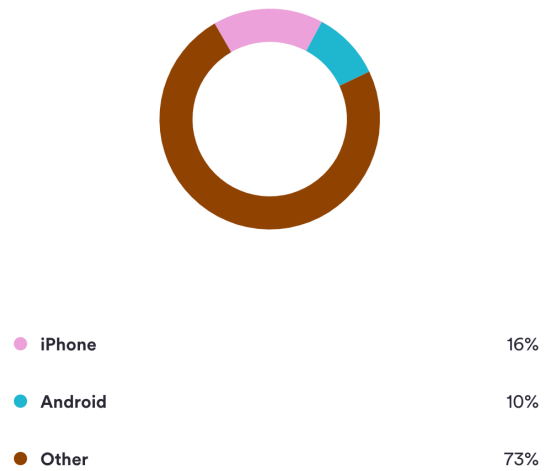


Export to CSV

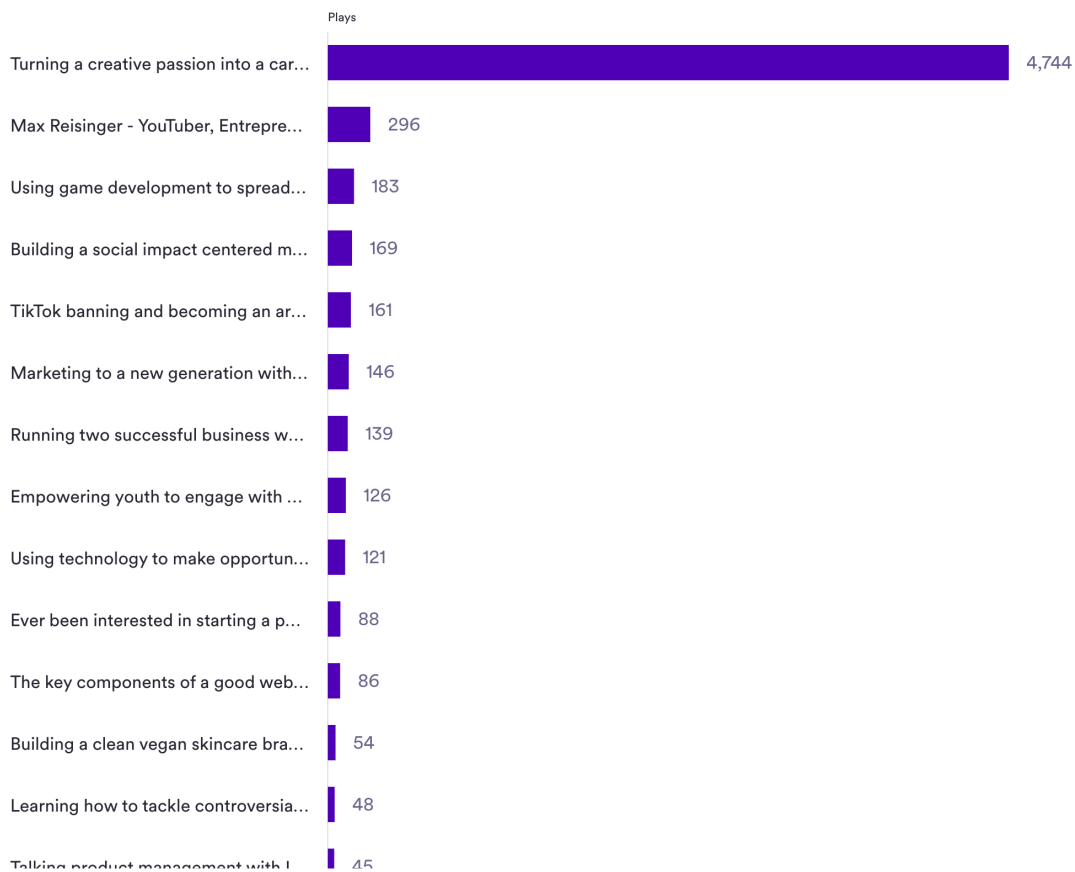
Platforms

APPS

DEVICES

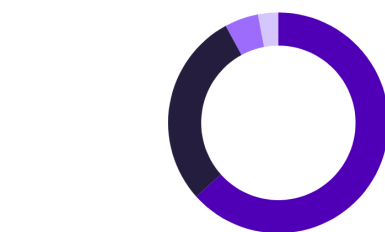


Export to CSV



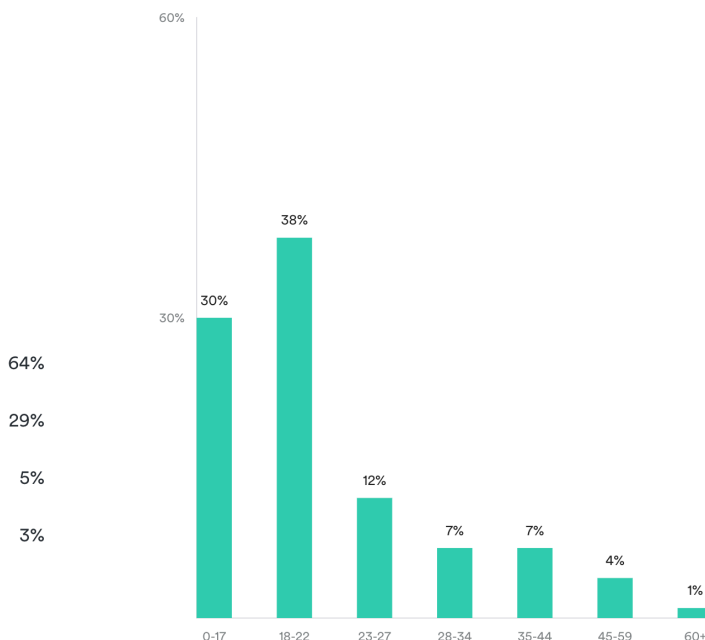


Gender



- Male
- Female
- Not specified
- Non-binary

Age



Plays ⓘ

6,559

All-time

Plays per episode ⓘ

73

On average

Audience size ⓘ

23

Last 7 days

October 2021 - Mid August 2022 **Acast**

Due to unexpected hosting provider change, we can only provide the total amount of listens. Please note that the following data aren't as accurate as the previous ones, but they can allow you to take a general idea of GenZers to rise! Podcast Progress.

Plays ⓘ

7,063

All-time

Plays per episode ⓘ

110

On average

Audience size ⓘ

13

Last 7 days

September 2022 - November 2022

Zencastr

Downloads

1.35k

downloads

Number of Episodes

29

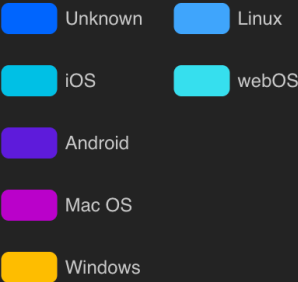
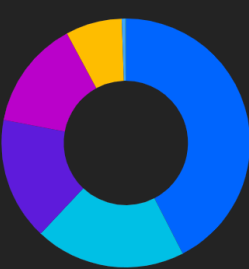
episodes

Number of Shows

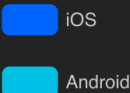
1

shows

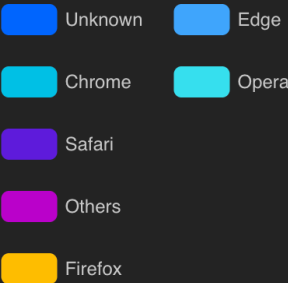
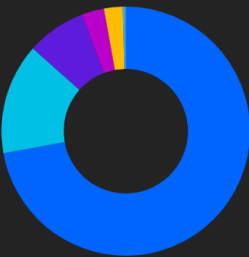
Downloads by OS



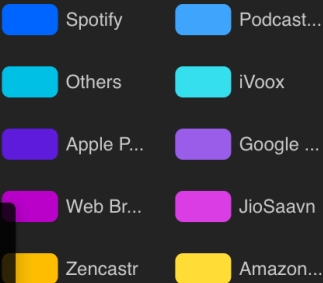
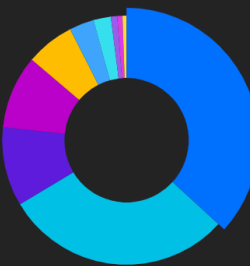
Downloads by Mobile OS



Downloads by Browser

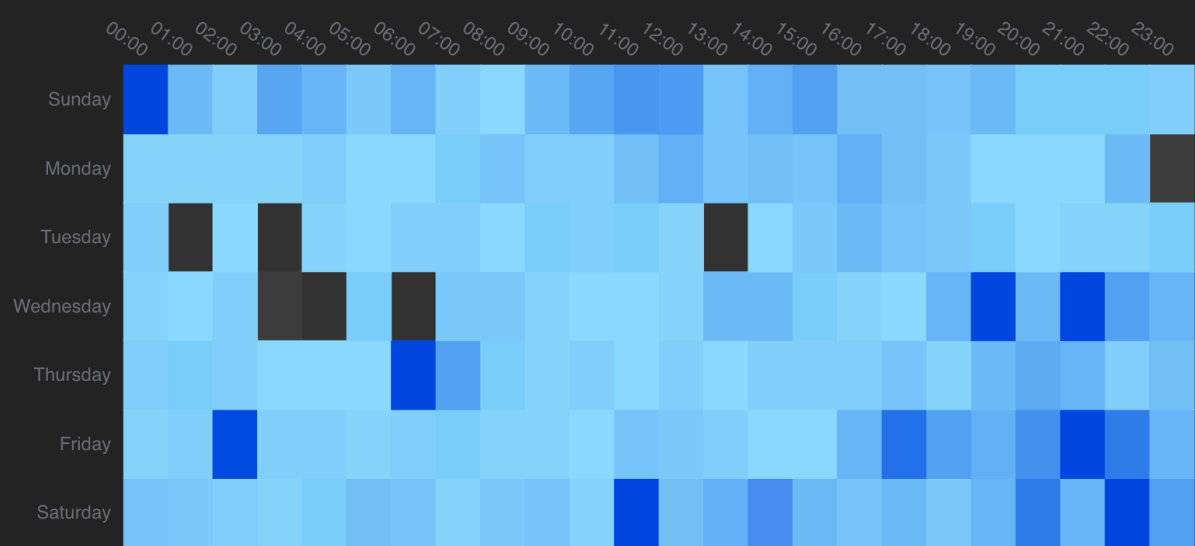


Downloads by Source

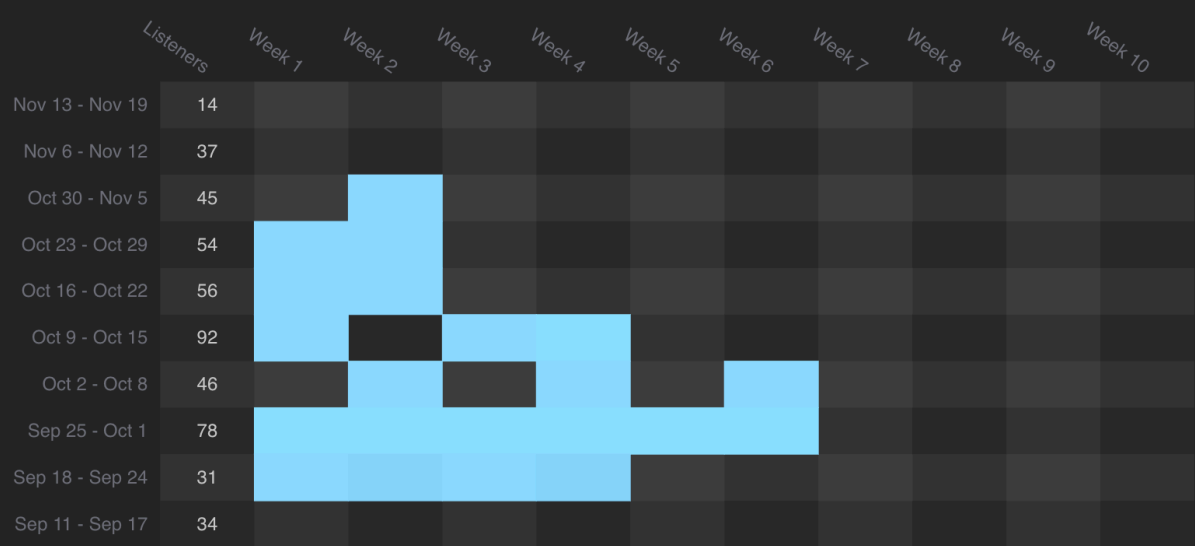


Spotify
490

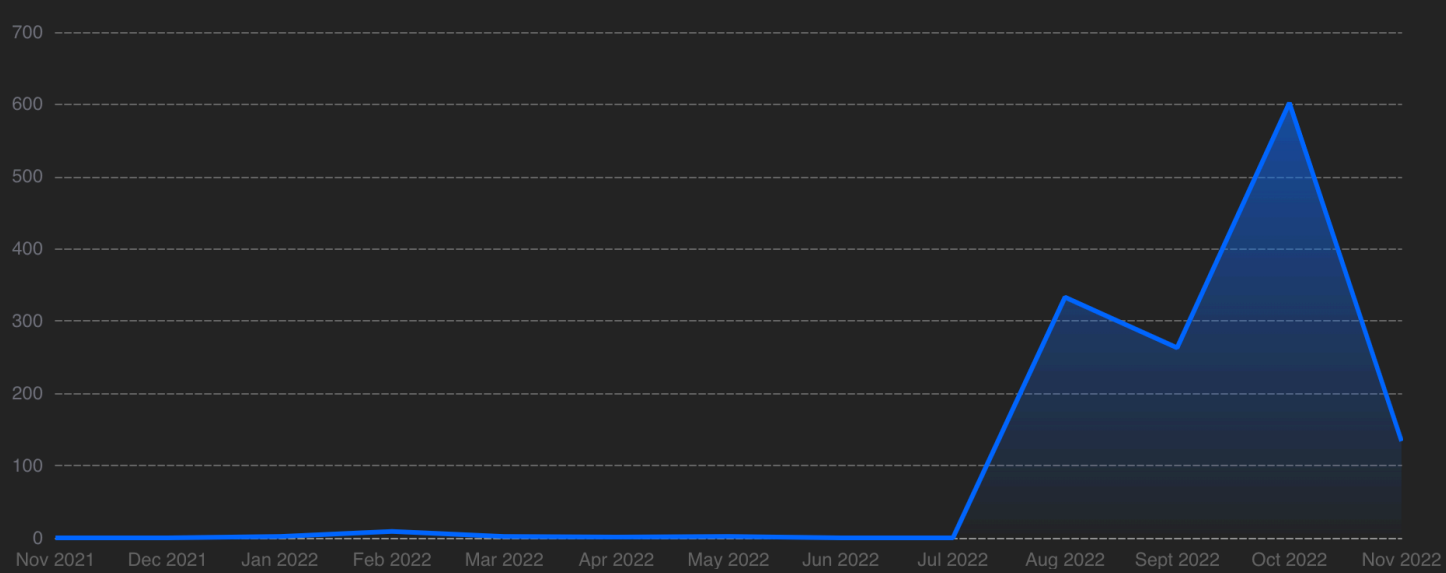
Downloads by Time of Day



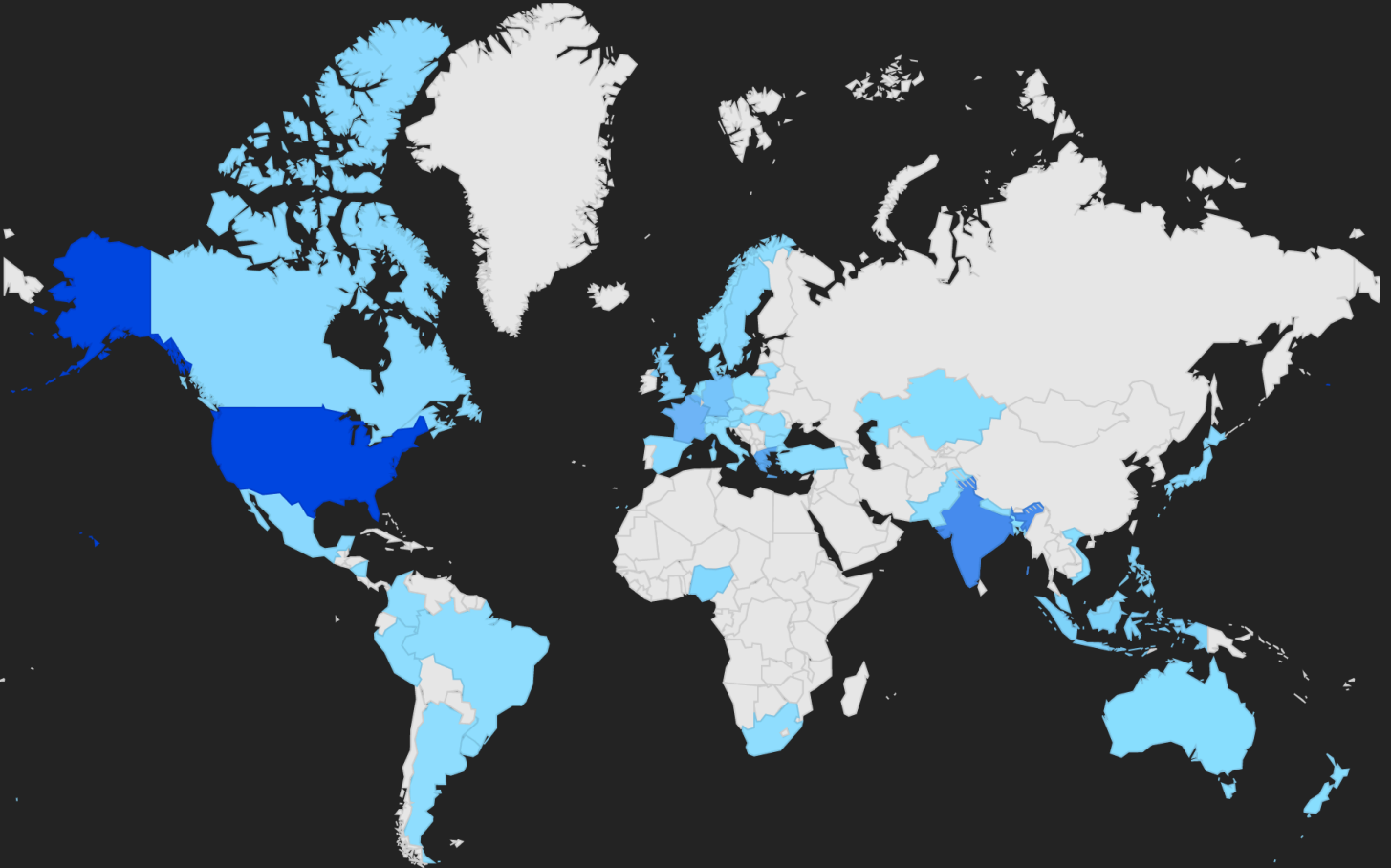
Listener Retention



Downloads over Time



Downloads by Location

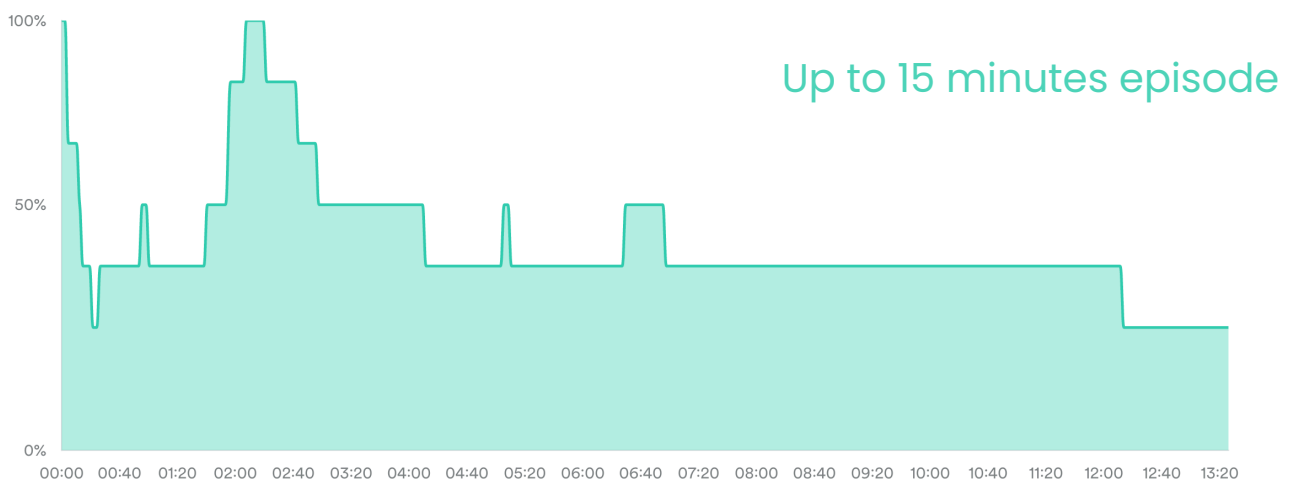


Other visualisations + Data + Information

Median play time is the point in the episode where 50% of the people who started were still streaming.

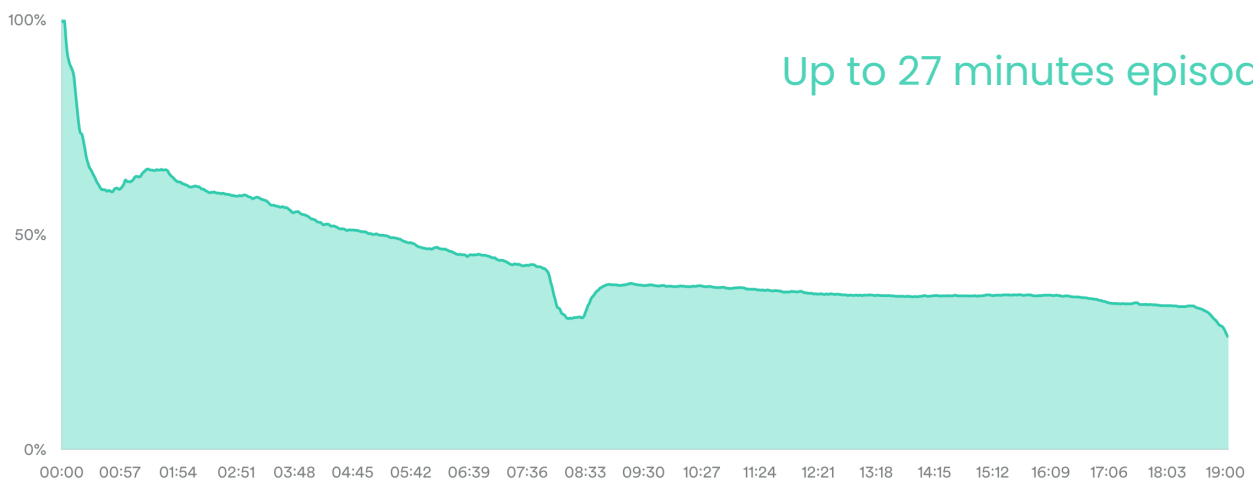
Audience retention

Median play time: 6m 57s ⓘ



Audience retention

Median play time: 5m 10s ⓘ



Source: Spotify.

Apple Podcast Resources

Below you will find all the data visualised specifically for Apple Podcast users. Data is from devices running iOS 11 or iTunes 12.7 or later and HomePod.

Episode Performance

14 Days After Release ▾ Compare to Median ▾



	NUMBER	NAME	RELEASE DATE	LISTENERS	CHANGE (%)
✓	S4 E10	Metaverse, is it really the future ?	8 Oct 2022	6	-14%
✓	S4 E5	Should everyone go vegan ?	27 Aug 2022	6	-33%
✓	S4 E3	The art of food with Logan Guleff	9 Aug 2022	5	-44%
✓	S4 E1	Reducing the achievement gap	29 Jun 2022	6	-33%
✓	S3 E10	What means music production ?	18 Jun 2022	7	-22%

Episodes (50)

Q

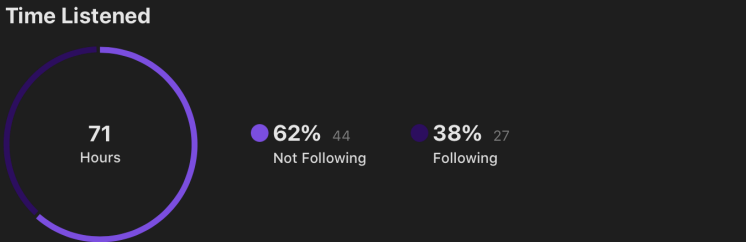
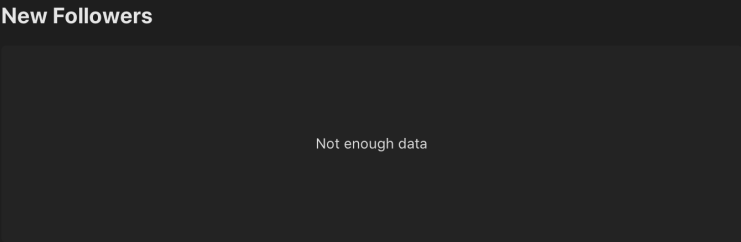
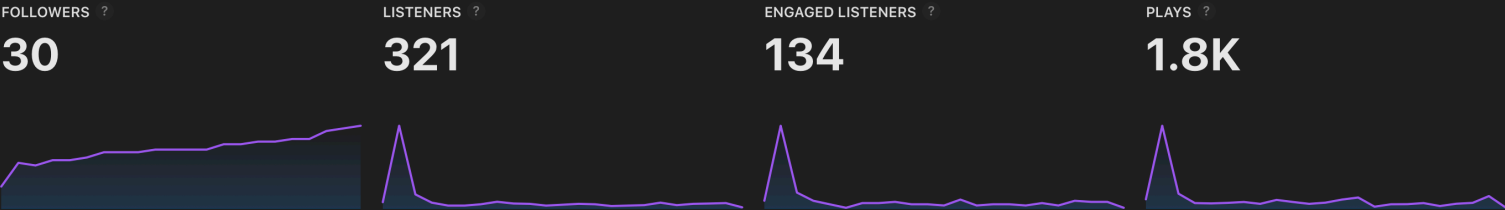
Search

NUMBER	NAME	RELEASE DATE	DURATION	LISTENERS [?]	ENGAGED LISTENERS [?]	PLAYS [?]	AVERAGE CONSUMPTION [?]
S1 E7	Turning a creative passion into a career with Gawx	25 Feb 2021	19 min	236	94	990	47%
S1 E6	Max Reisinger - YouTuber, Entrepreneur and Optimist	18 Feb 2021	17 min	18	6	79	39%
S1 E1	Using game development to spread awareness during the pandemic	12 Jan 2021	13 min	12	5	58	57%
S1 E10	Marketing to a new generation with Rayze Consulting	16 Apr 2021	17 min	9	-	53	39%
S2 E7	TikTok banning and becoming an artist with Vasilis Kakasas	18 Sep 2021	21 min	13	-	51	27%
S2 E2	Building a clean vegan skincare brand while in college with Jeena Chong	31 Jul 2021	25 min	5	-	48	211%
S4 E10	Metaverse, is it really the future ?	8 Oct 2022	19 min	6	-	46	27%
S3 E10	What means music production ?	18 Jun 2022	25 min	8	-	30	43%
S1 E3	Ever been interested in starting a podcast? with the Bykov brothers	26 Jan 2021	44 min	10	-	27	14%
S3 E3	What is toxic masculinity ?	20 Feb 2022	25 min	5	-	27	37%
S2 E3	Talking product management with Iris Guo	7 Aug 2021	25 min	5	-	24	29%
S1 E2	Using technology to make opportunities more accessible with Revoteen	19 Jan 2021	12 min	9	-	24	54%
S1 E9	Building a social impact centered media company with Jenk Oz	11 Mar 2021	22 min	7	-	23	26%
S3 E2	What's the use of NFTs ?	2 Feb 2022	21 min	-	-	23	-
S1 E4	Empowering youth to engage with politics	3 Feb 2021	13 min	7	-	21	22%
	2021 wrapped and Christmas wishes	24 Dec 2021	2 min	6	-	20	99%
S2 E11	COP26 latest news	28 Nov 2021	36 min	6	-	17	41%
S3 E6	Talking about organ donation	17 Apr 2022	17 min	6	-	15	70%
S4 E5	Should everyone go vegan ?	27 Aug 2022	24 min	6	-	14	48%
S3 E1	All things Teens Discuss with Patience Adesominu	26 Jan 2022	21 min	-	-	14	-
S2 E5	How Alana Andrews started SWEY, a healthy sports drink company	20 Aug 2021	20 min	8	-	14	50%
S4 E1	Reducing the achievement gap	29 Jun 2022	18 min	7	-	14	6%
S3 E8	Who are pathbreaking problem solvers ?	23 May 2022	15 min	5	-	14	48%
S4 E11	From media production to game creator with Manos Danezis	14 Oct 2022	14 min	-	-	13	-
S2 E6	Learning how to tackle controversial topics with Sophie Beren	28 Aug 2021	28 min	5	-	12	32%
S3 E5	Freedom lifestyle with Sam Laliberte	8 Apr 2022	24 min	7	-	12	44%
S4 E9	Instability in international politics and its global effects	30 Sep 2022	20 min	-	-	12	-
S2 E8	Building a healthy life with Ewane Masango	11 Oct 2021	16 min	7	-	12	21%
S3 E7	Customisation trends with KicksBySammy accessories	29 Apr 2022	26 min	5	-	11	66%
S2 E10	Inspiring youth in STEM with Vaishnavi Jaiswal	31 Oct 2021	21 min	6	-	11	21%
S4 E6	Assistive technologies for independent mobility in kids ?	4 Sep 2022	21 min	-	-	11	-
S2 E1	A serial entrepreneur's lessons for Gen Z with Ronsley Vaz	23 Jul 2021	26 min	-	-	10	-
S2 E12	Building and learning new skills with Luke Netherclift	21 Dec 2021	25 min	5	-	10	56%
S4 E3	The art of food with Logan Guleff	9 Aug 2022	24 min	5	-	9	56%

Season 3 - Trailer	Season 3 is coming	20 Jan 2022	2 min	-	-	9	-
S2 E9	Empowering Small Businesses with Nike Anani	20 Oct 2021	25 min	-	-	7	-
S4 E8	Student Healthcare Readiness Program	22 Sep 2022	17 min	-	-	7	-
S4 E13	Sustainable Development Goals for Global Youth	29 Oct 2022	24 min	-	-	6	-
S1 E8	Running two successful business while being teenager with Naomi Porter	4 Mar 2021	21 min	-	-	6	-
S2 E4	Learning about the sustainable development goals with the De Nsentip twins	15 Aug 2021	18 min	-	-	5	-
S3 E9	Transforming pine needles into cleaning products	7 Jun 2022	18 min	-	-	5	-
S3 E26	Discovering macramé art with Macey LeVahn	20 Mar 2022	29 min	-	-	-	-
S4 E7	Startups with Fatimah Hussain	14 Sep 2022	27 min	-	-	-	-
S4 E2	Empowering disabled youth through language in its various forms	27 Jul 2022	26 min	-	-	-	-
S4 E4	Behind the chef Logan Guleff	18 Aug 2022	22 min	-	-	-	-
S4 E12	Insights from the most inspiring teen in Indonesia	21 Oct 2022	22 min	-	-	-	-
S4 E14	Care With Disabilities	5 Nov 2022	16 min	-	-	-	-

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S4 E12	Insights from the most inspiring teen in Indonesia	21 Oct 2022	22 min	-	-	-	-
S4 E14	Care With Disabilities	5 Nov 2022	16 min	-	-	-	-

LISTENERS BY EPISODE



Top Countries/Regions Listeners

[See All](#)

United States	114
Greece	33
France	21
United Kingdom	16
Canada	15

Top Cities Listeners

[See All](#)

Athens	27
Paris	19
Atlanta	10
London	8
Tinos	7

Summary

Some key metrics from our podcast data are the following:

- Minimum listens per episode: 335
- Minimum listen time: 38% (Applies to episode's length)
- 78% is organic search while 50% of them didn't search anything related to GenZ or Entrepreneurship or Business and self-improvement content.
- Our official app counts more than 120 accounts
- Average length of episode: 20 minutes
- We count more than 45 international guests
- Instagram growth (for period August 2022 – October 2022):
 - +800 followers
 - 180% content engagement
 - 110% accounts engagement
- We introduced our official LinkedIn page on Mid October 2022
- Key platform(s): Spotify, Apple Podcast, Amazon Music
- Counting approximately 2.6K visits on our network's website