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Washington Post Director of Audio

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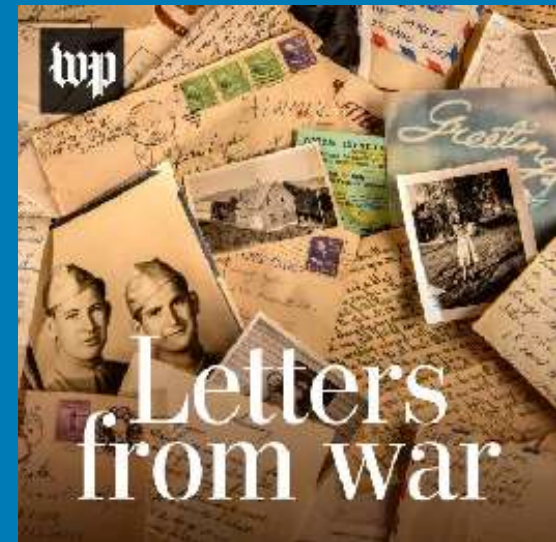
Total programs



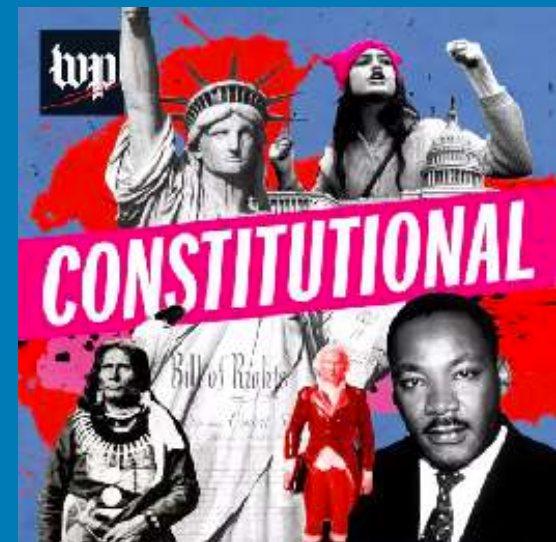
Daily



Weekly



Mini-series



**We're investing in audio.
Should you?**

Lots of people are...

Volume of podcasts

On Apple Podcasts



525,000 shows

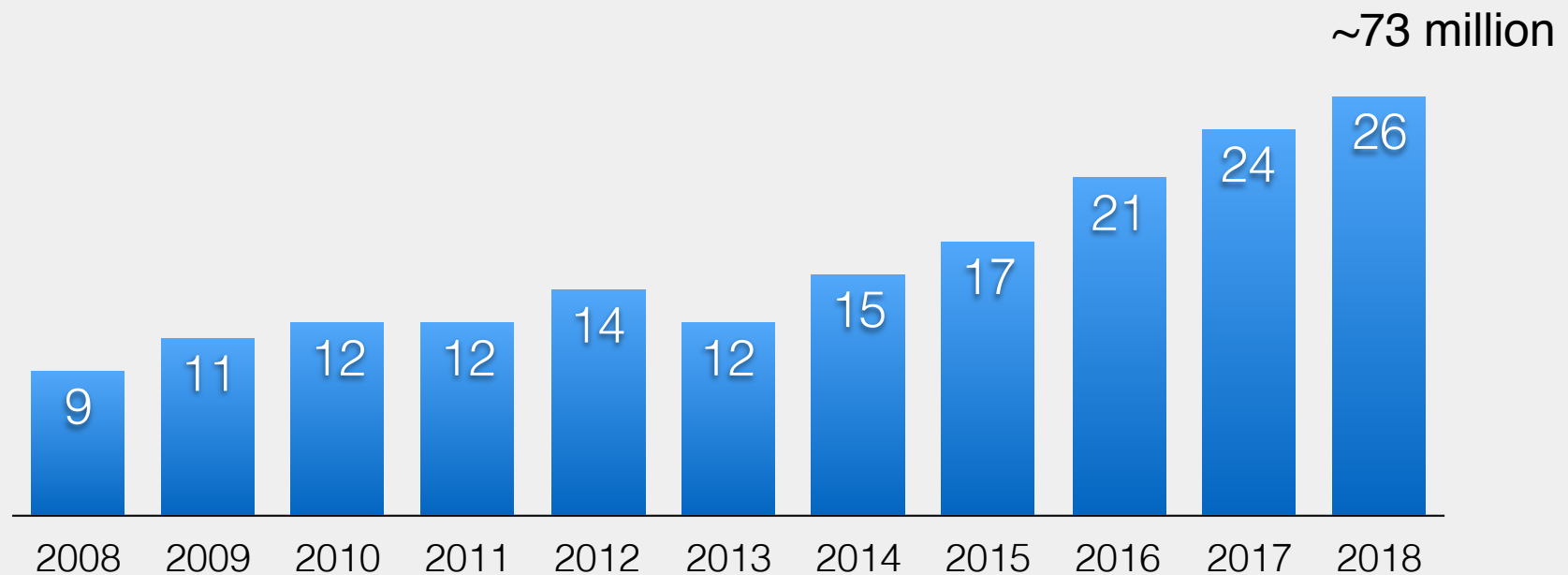
**>18.5 million
episodes**

And growing

Growing audiences

Podcast listening

% of Americans listening to a podcast in last month



For comparison

Twitter

**21% of
Americans use
monthly**

Netflix

**57 million U.S.
streaming
subscribers**

Facebook

**184 million daily
active users in
North America**

Deep, loyal audiences

80%

**Typically listen to all or
most of a podcast
episode**

I listen to your podcast every day and just love it. More importantly, so does my Mom...

...I was wondering if you could record a really short birthday message for her. “This is James Hohmann from the Washington Post wishing Colleen a very happy birthday.”

–The Daily 202’s Big Idea Listener

New opportunities



Smart speakers

+ voice assistants, interactive car dashboards



FLASH BRIEFINGS

The Washington Post

Alexa/Google/Siri, what's the news?

- Daily 202's Big Idea
- Retropod
- Capital Weather Gang



ALEXA SKILL

The Washington Post

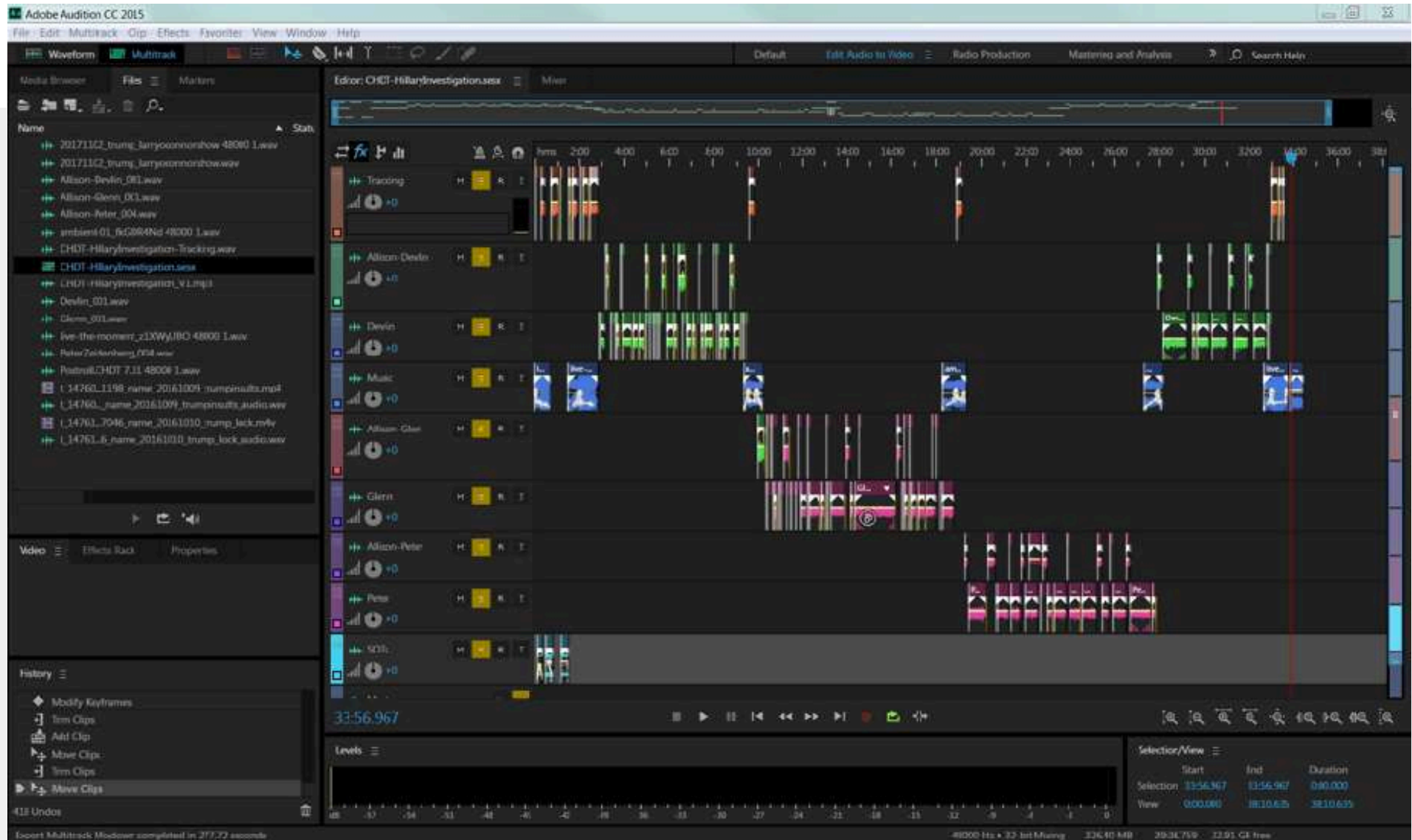
Alexa, open The Washington Post”

- Headlines
- Daily 202’s Big Idea on demand
- Breaking news notifications

But here's the thing...

... all of this is hard!

Making great audio



Finding listeners

525,000 shows

~124 million
Americans have
ever listened

=

?

Finding listeners

525,000 shows

**~124 million
Americans have
ever listened**

=

**Median
150-200
downloads per
episode (a/o
2016)**

Breaking into new platforms

**Dinner in minutes
experiment:**

Step One: Combine the rice, a pinch of salt and the coconut milk in a small saucepan over medium heat...



- It's hard to retain audio information.
- It's awkward to re-invoke skill.
- Cooking with voice killed human conversation.

Okay...

Audio is exciting ...

**... but it's not here to
save our industry**

1. What do we want out of this?

What are we trying to achieve? Is it realistic?

2. What are our advantages?

What can we do that others can't? What do we have that others don't?

3. How can we collaborate to increase our capacity?

Within the newsroom? Outside the newsroom? Across the industry?