



NEXT:
summit

2017



Building a business in digital audio

Gimlet

Who am I?

- Radio obsessive
- Former National Public Radio
- Management consultant at BCG
- Co-founder at Gimlet Media



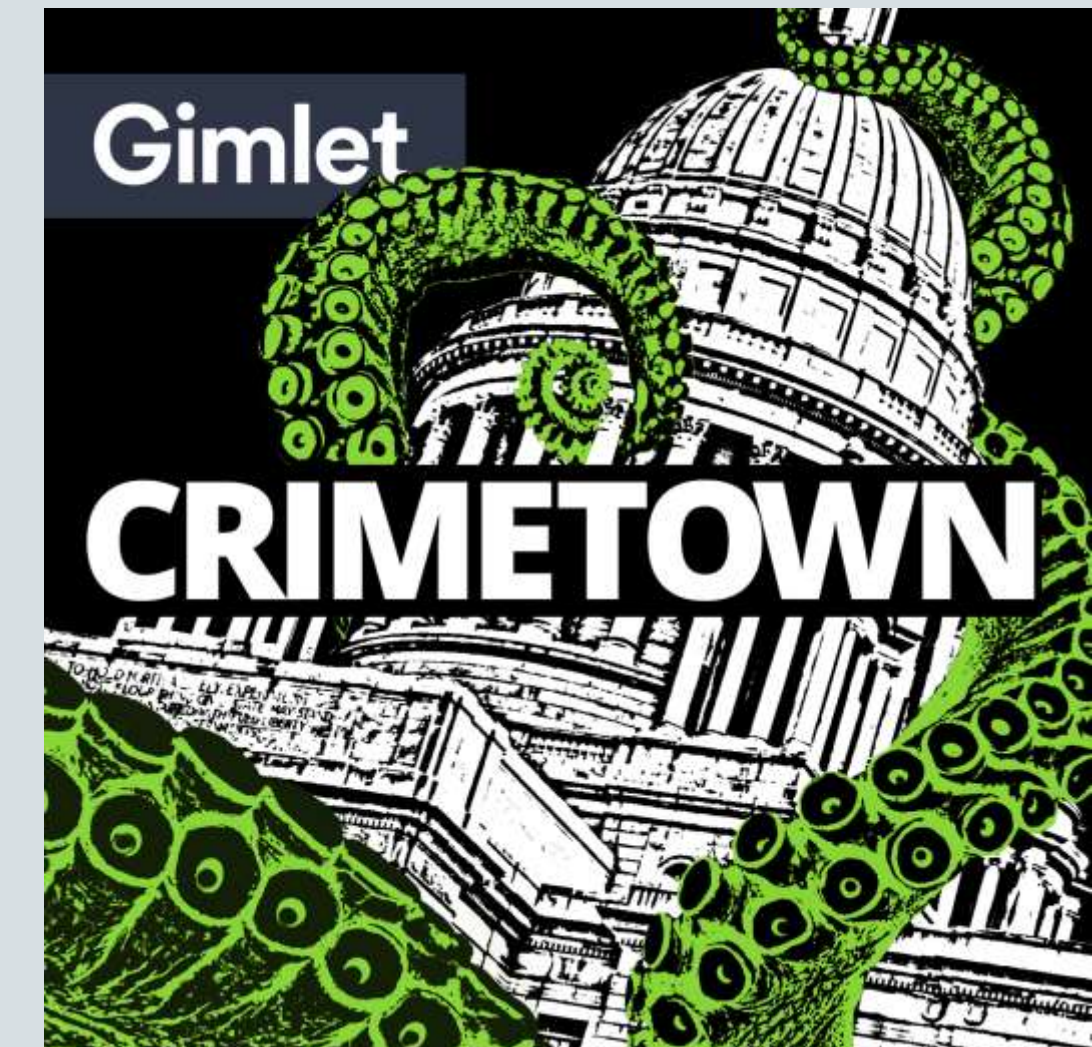
Gimlet Media

Gimlet is an award-winning media company focused on high-quality podcasts.

We exist to help people better understand the world and each other.



Gimlet Media - today



12 MILLION DOWNLOADS/MONTH
2.5X GROWTH



3.5 HOURS

Growth hacking doesn't work in audio

Growing a podcast audience

1. “I heard it from another podcast”
2. “I heard it from a friend”



GROWTH

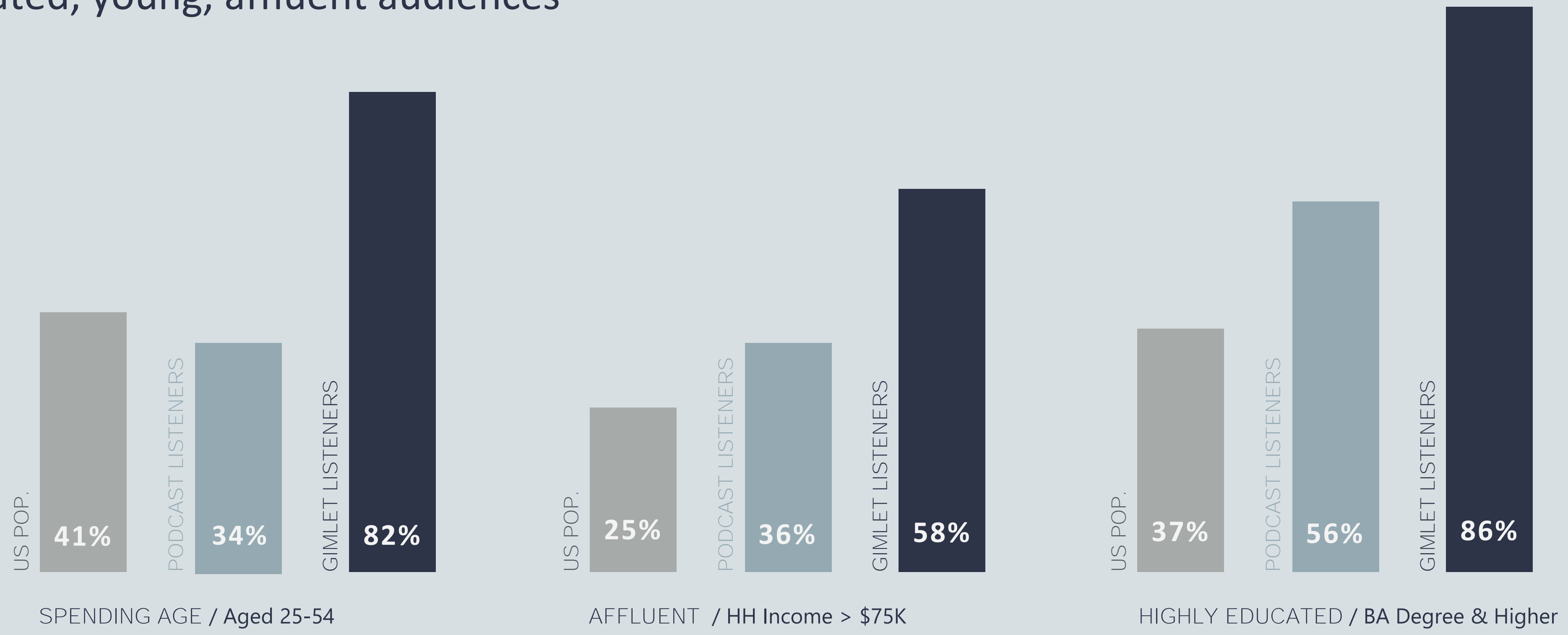
Successful podcasts do 3 things for listeners

1. Tell a story
2. Teach them something
3. Be their companion



Making money

- 1. \$60+ CPMs
- 2. Custom, host read
- 3. Educated, young, affluent audiences



GROWTH

... and it works.

+26%

Lift in purchase consideration, for automaker

“Your ads were the biggest factor in my recent purchase of my new car. So thank you, and please keep making these kinds of interesting, personal advertisements.”

Tyler Anderson



Podcast I.P. resonates
within and beyond audio



Takeaways

- **Podcasts are in a race to occupy the last patch of people's day that is untouched by screens**
- **Successful shows teach you something, tell you a story, keep you company**
- **Digital audio is the best way to do branding on mobile**
- **Podcasts are the new comic books**

Q&A

Gimlet

thank you!

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