




The State of Video Podcasting

Webinar Summary – April 17, 2025






FROM EXPLOSION TO EVOLUTION! The "State of Video Podcasting 2025" webinar, hosted by Steve Goldstein of Amplifi Media and Jay Nachlis of Coleman Insights, dives into the latest trends, data, and creator experiences in the rapidly evolving podcasting landscape. With video podcasting now mainstream, the session offered key insights into consumer behaviors, platform dominance, discovery mechanisms, and creator challenges.

Notably, video is no longer just a Gen Z phenomenon, it has been embraced across all demographics. YouTube continues its dominance, both in consumption and discovery, with social media (especially short-form content) overtaking friends and family as the top method of podcast discovery. While Spotify is aggressively moving into video, it remains primarily audio-first in consumer usage. Meanwhile, creators are motivated by audience growth, yet face challenges in production and tech complexity.

 The #1 takeaway: If you're a creator, marketer, or media strategist, video podcasting isn't optional; it's essential.

Click [here](#) if you're interested in watching the video replay or downloading the presentation deck.

Key Takeaways

-  85% of consumers now define podcasts as either audio or video (or both), up from 75% in 2023.
-  77% of consumers toggle between audio and video formats; only 23% stick to one or the other.
-  YouTube reigns supreme: 70% use it to consume podcasts, up from 60% last year.
-  46% of video podcast viewers watch on smart TVs, emphasizing the need for high-quality video.
-  Discovery has shifted: Social media now beats friends & family as the top method for finding new podcasts.

- 📺 YouTube Shorts, Instagram Reels, and TikTok are key discovery platforms, especially for Gen Z.
- 💰 YouTube Premium complicates monetization, but subscribers are highly engaged.
- 🛠️ 47% of creators cite editing/production as their biggest challenge, followed by technology and time.
- 📈 93% of creators say they started video podcasting to grow their audience.
- 🎧 Even audio-first platforms like Spotify are getting into video, though consumers still prefer it for audio.
- 📢 83% of creators post clips to social to increase visibility and reach.
- 📱 Podcast listening is becoming more mobile, audio is surging in cars and during errands.
- 📌 Creators must balance formats: Visual storytelling must not alienate audio-only listeners.