SIGNALS IN THE STATIC

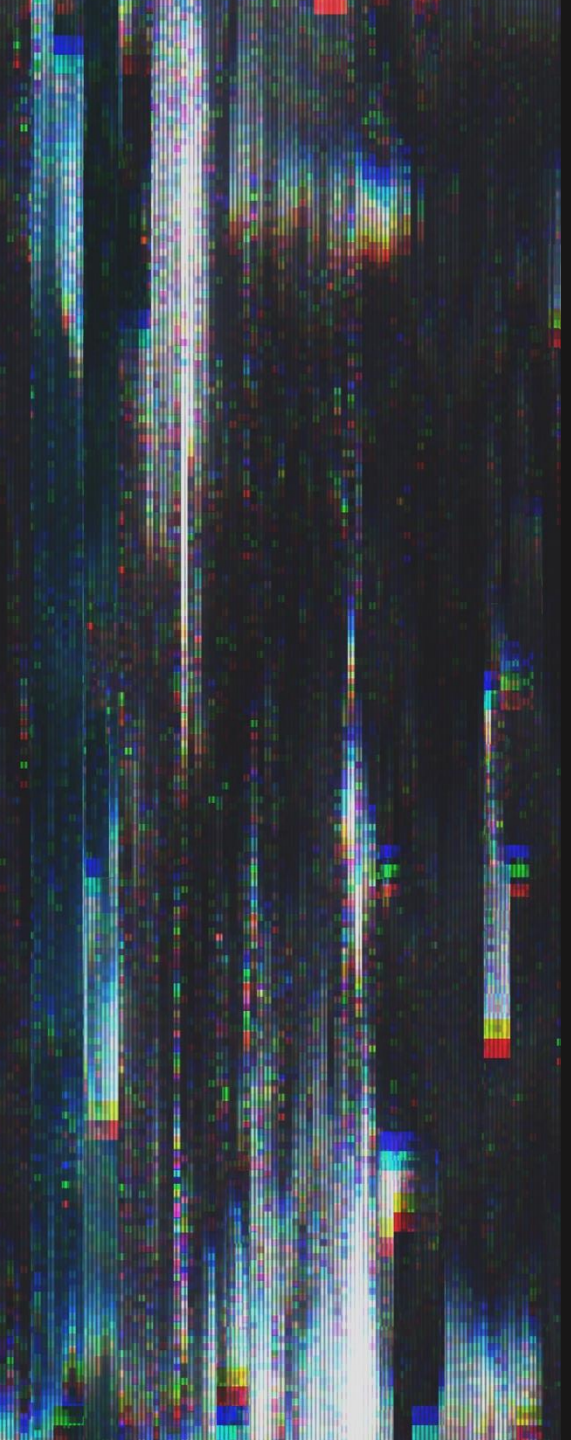
A DATA-DRIVEN GUIDE TO THE PODCAST LANDSCAPE

Adam Bowie

Podcasting Strategist

THIS SESSION WILL EXAMINE...

- ❑ PATTERNS & TRENDS
- ❑ USE TECHNOLOGY TO MEASURE DIFFERENTLY
- ❑ VIDEO (OF COURSE)
- ❑ SOUNDS AND COLOURS



NOTES

Uses the Edison Research Q4 2025 UK Top 25 podcasts as a base

The UK Top 25 may not be representative of all podcasts

Sample sizes vary dependent on the analysis

Scripts mostly vibe-coded with Google Gemini in Python

All errors are mine

Based on analysis on RSS feeds during May 2026

Excludes subscription-only episodes not published on RSS

Trailers and advertisements *not* excluded

Durations based on downloads served to me including any ads I received based in the UK

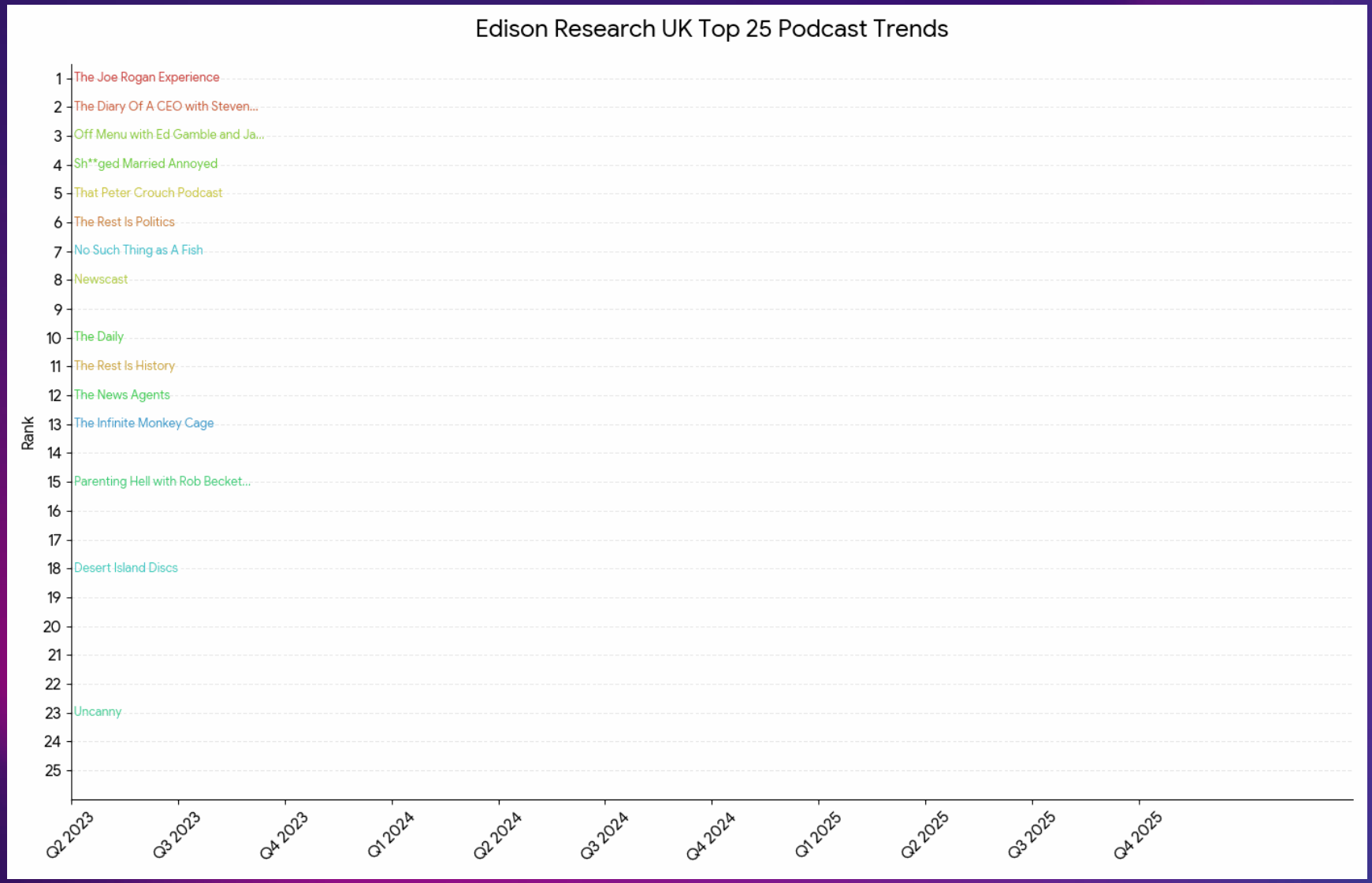
EDISON RESEARCH TOP 50 PODCASTS Q4 2025



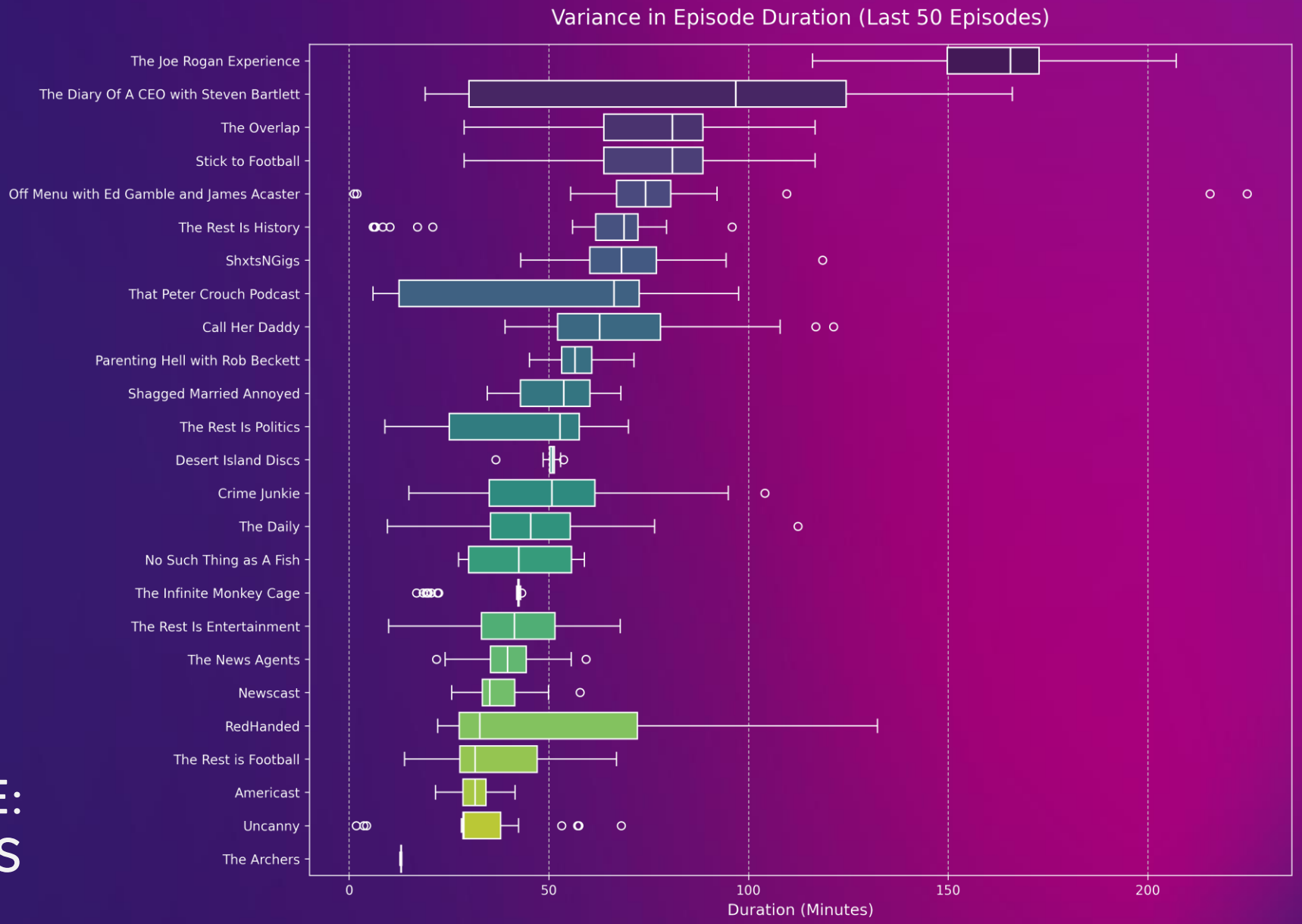
	TITLE	PRODUCER
1	The Joe Rogan Experience	*Joe Rogan*
2	The Diary Of A CEO with Steven Bartlett	*FlightStory*
3	The Rest Is Politics	*Goalhanger*
4	The Rest Is History	*Goalhanger*
5	The Peter Crouch Podcast	*Tall or Nothing*
6	The Rest Is Football	*Goalhanger*
7	Newscast	*BBC*
8	Off Menu with Ed Gamble and James Acaster	*Plosive*
9	Sh**ged Married Annoyed	*Chris & Rosie Ramsey*
10	Crime Junkie	*audiochuck*
11	The Daily	*The New York Times*
12	Call Her Daddy	*Alex Cooper*
13	The News Agents	*Global*
14	Parenting Hell with Rob Beckett and Josh Widdicombe	*Keep It Light Media/Spotify Studios*
15	The Overlap	*The Overlap*
16	The Archers	*BBC*
17	The Rest Is Entertainment	*Goalhanger*
18	Uncanny	*BBC*
19	Americast	*BBC*
20	RedHanded	*RedHanded*
21	Desert Island Discs	*BBC*
22	ShxtsNGigs	*shxtsngigs*
23	No Such Thing As A Fish	*No Such Thing As A Fish*
24	Stick to Football	*The Overlap*
25	The Infinite Monkey Cage	*BBC*

How The Study Was Conducted: Edison Podcast Metrics UK Q4 2025 Top Podcasts is based upon 2,000 online interviews with weekly podcast consumers in the United Kingdom, ages 15 and older. Interviews were conducted continuously throughout the second quarter. Rankings are based on listening or watching over the full period. All respondents reported listening to/watching podcasts in the last week. Edison Research is now a part of SSRS.

EDISON RESEARCH TOP 50 PODCASTS Q4 2025



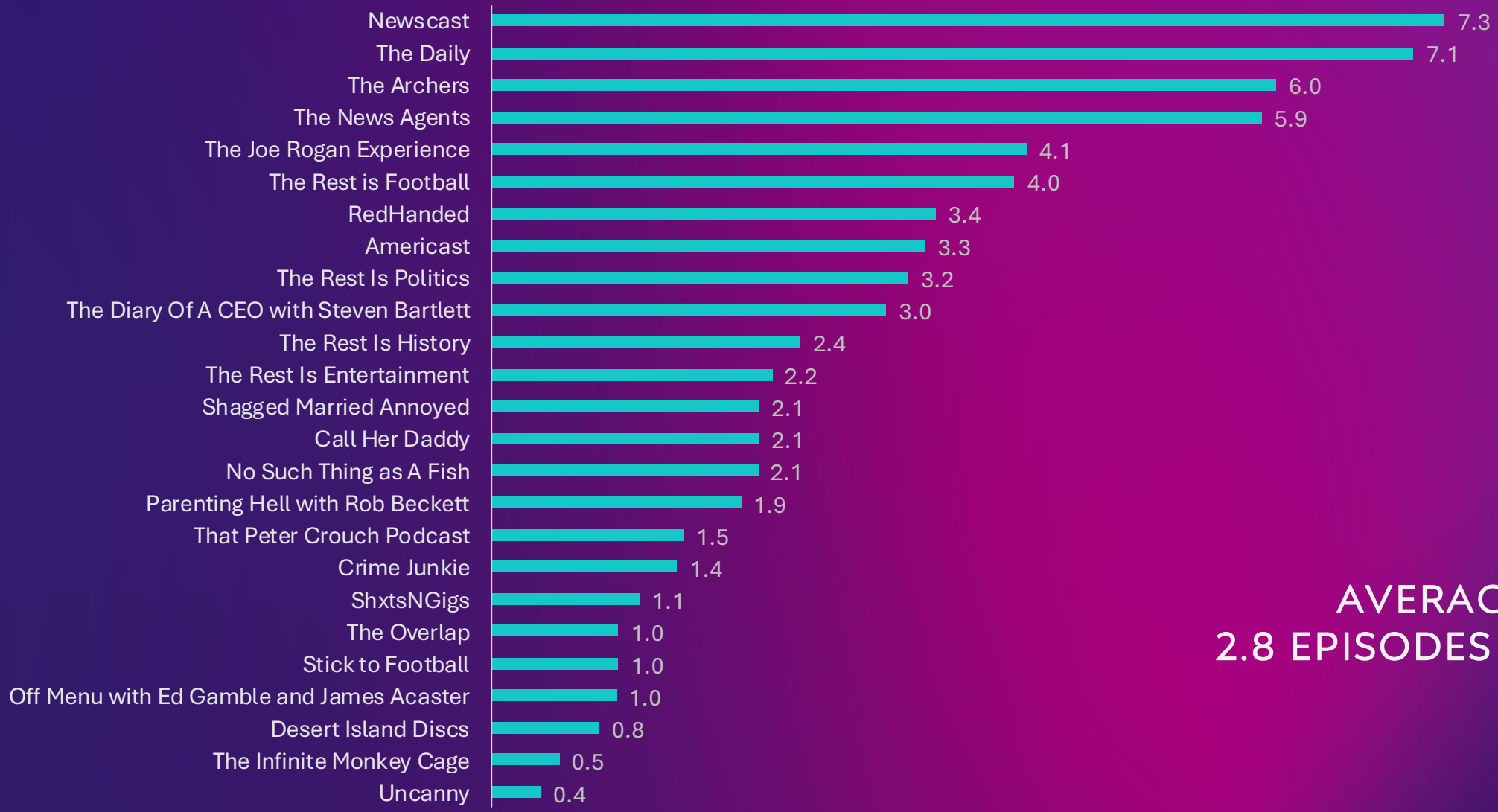
PODCAST DURATIONS



AVERAGE:
55.6 MINS

Source: Most recent 50 episodes in each RSS feed 11/5/2026

PUBLISHING FREQUENCY



AVERAGE:
2.8 EPISODES A WEEK

Source: Most recent 50 episodes in each RSS feed 11/5/2026

PUBLISHING DAYS

Podcast	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
The Joe Rogan Experience		11	12	13	13		1
The Diary Of A CEO with Steven Bartlett	16		1	15	17		1
The Rest Is Politics	5	8	14	12	5	2	4
The Rest Is History	15	2	10	15	1		7
That Peter Crouch Podcast	14		33		3		
The Rest is Football	12	11	12	8	6		1
Newscast	7	7	7	6	8	9	6
Off Menu with Ed Gamble and James Acaster	6	1	43				
Shagged Married Annoyed			25		25		
Crime Junkie	37	1	1	9	1	1	
The Daily	7	7	7	7	8	7	7
Call Her Daddy			23	2	14	2	9
The News Agents	6	9	9	14	12		
Parenting Hell with Rob Beckett	3	21			26		
The Overlap	4		2	42	2		
The Archers	8	8	8	8	9		9
The Rest Is Entertainment	7	18	7	18			
Uncanny		28	8	3	11		
Americast	14	1	15	2	15		3
RedHanded	1	15	2	16	16		
Desert Island Discs						6	44
ShxtsNGigs	44	1	1	1		3	
No Such Thing as A Fish	1			25			24
Stick to Football	4		2	42	2		
The Infinite Monkey Cage			50				

Source: Most recent 50 episodes in each RSS feed 11/5/2026



PODCAST HOSTS

54

REGULAR PODCAST HOSTS IN THE EDISON RESEARCH TOP 25 PODCASTS. AVERAGE OF 2.2 HOSTS PER PODCAST.

47.1

OVERALL AVERAGE AGE OF HOSTS

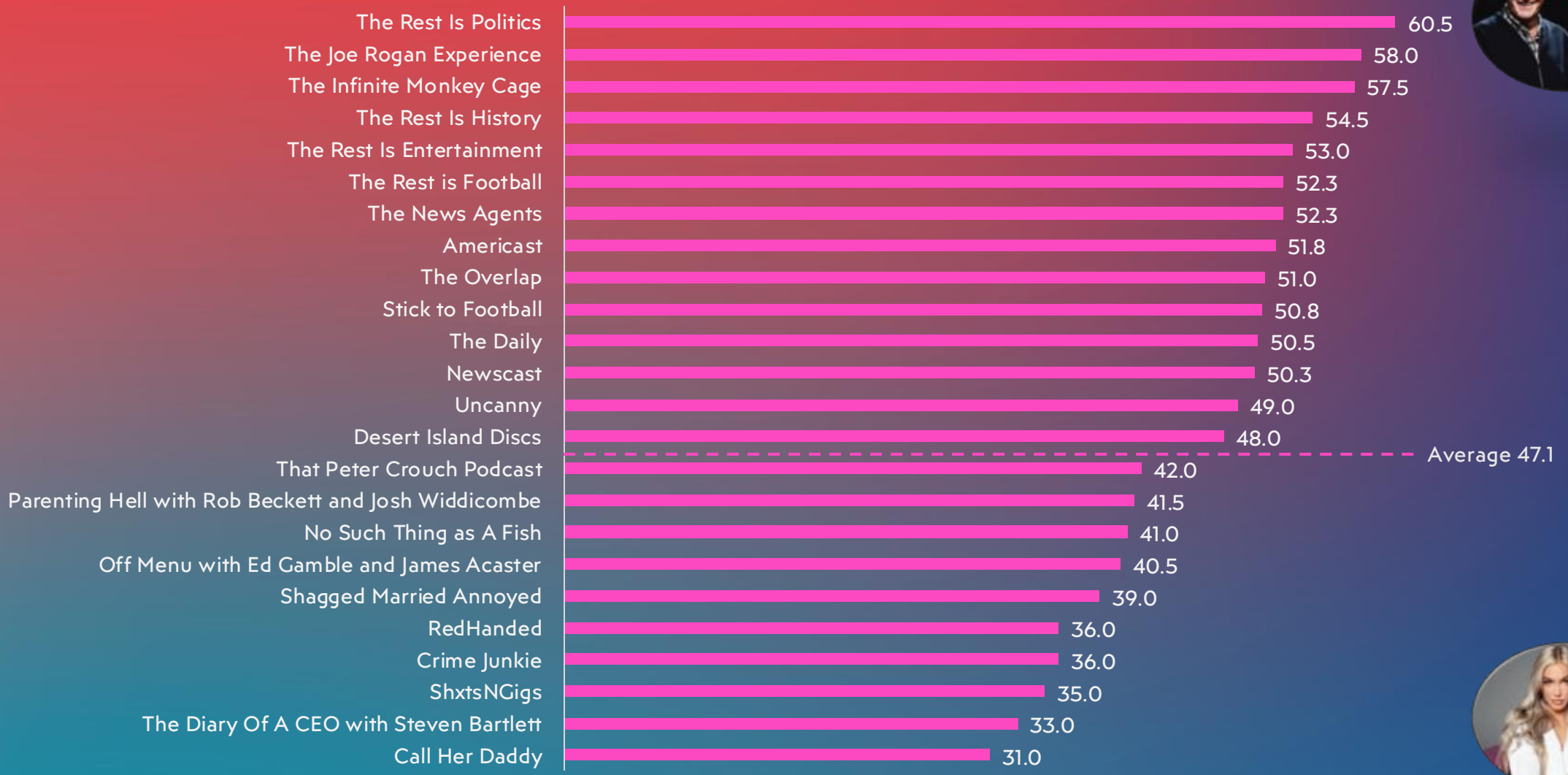
72%

PERCENTAGE OF HOSTS WHO ARE MALE IN THE TOP 25

PODCAST HOSTS AVERAGE AGE







TRANSCRIPTIONS

Newsroom

Apple Services Apple Stories Search Newsroom

UPDATE
05 March 2024

Apple introduces transcripts for Apple Podcasts

Transcripts offer full-text display for each episode, making podcasts more accessible and immersive than ever before





Spotify supporting Podcasting 2.0 for transcripts

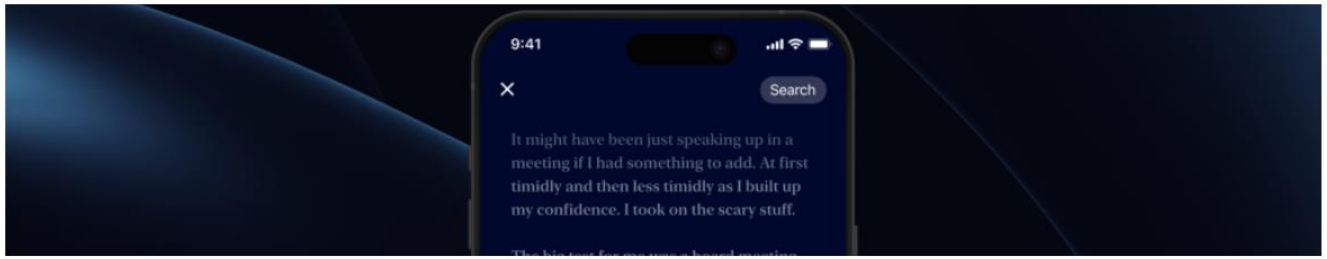
LISTEN · 12 June 2025 · 4.4 minutes to read

» **Spotify is adding podcast transcripts for many shows to its app**, and the feature seems to have had a significant roll-out - even the Podnews Weekly Review (here's **what the auto-transcripts look like**). Spotify will automatically produce transcripts of shows, but will now let creators upload their own transcripts using the industry-standard VTT or SRT files (which adds time-synching and named speakers). (We've yet to get that feature working for

TRANSCRIPTIONS

Pocket Casts Guest Lists App Features Behind the Podcast News Press

Generated Transcripts Are Here

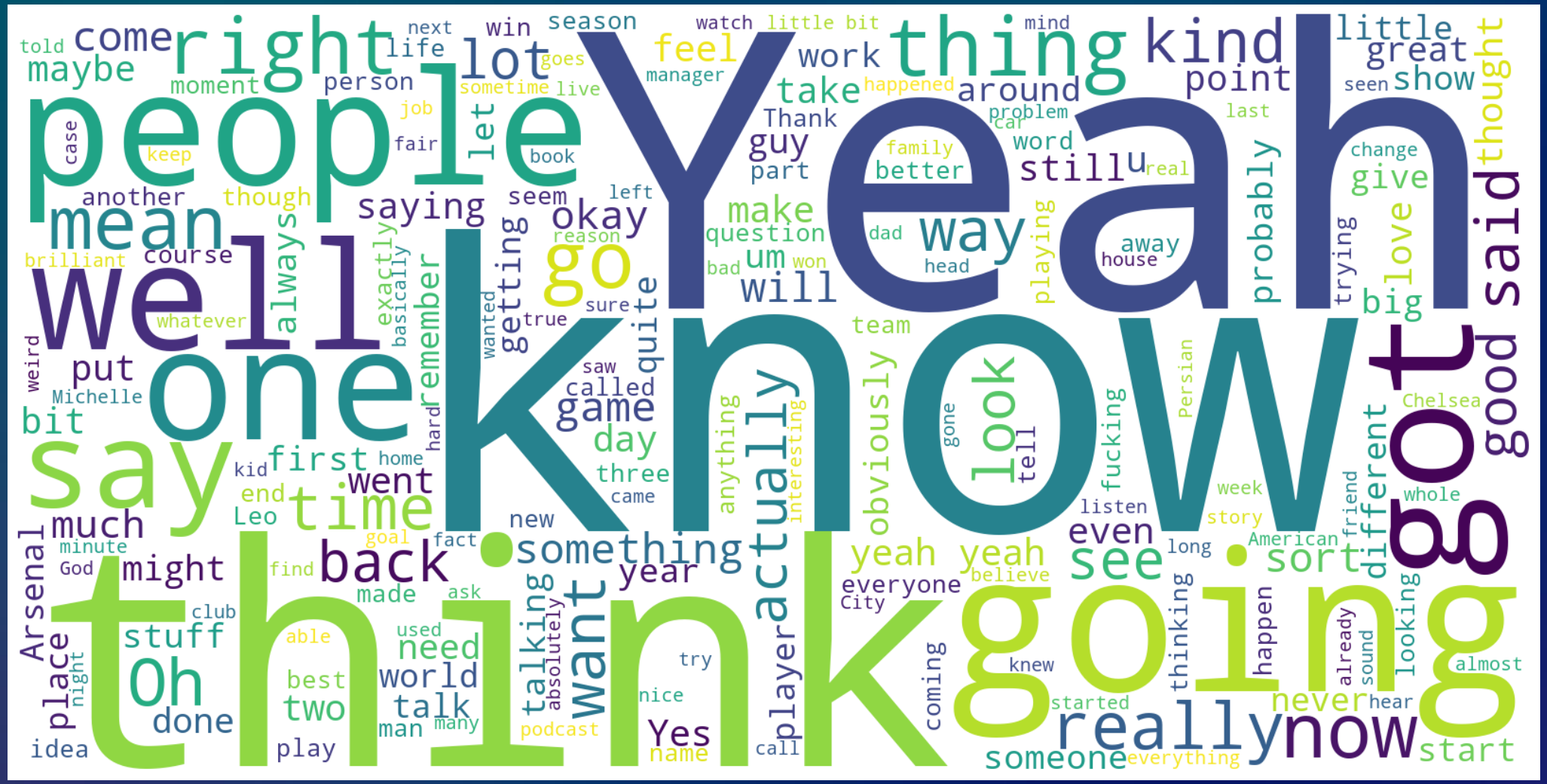


April 29, 2025 Pocket Casts App Feature

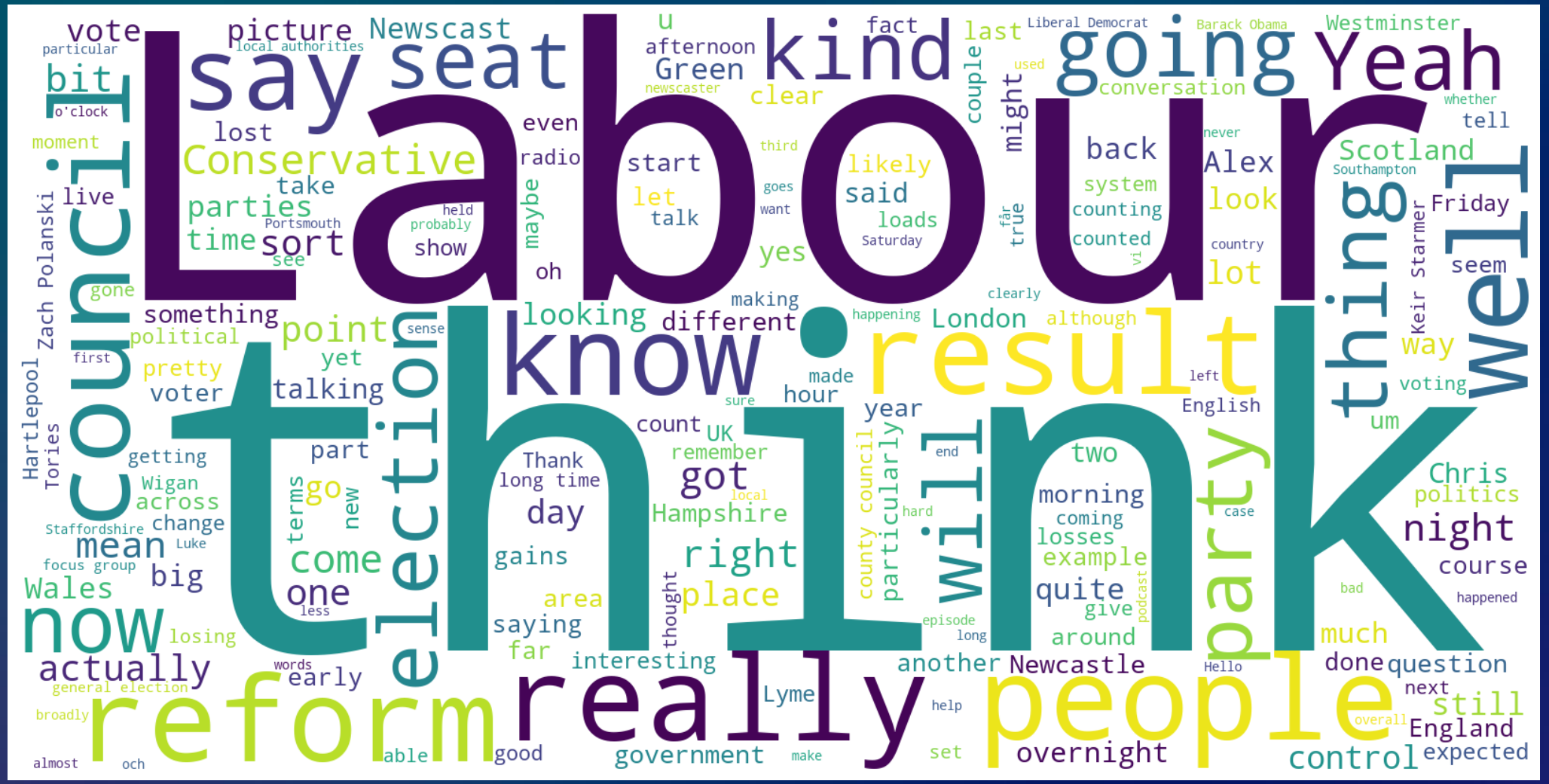
Great news, Pocket Casts fans! With version 7.85, we've introduced Generated Transcripts, a powerful new feature that makes engaging with your favorite podcasts easier than ever. Available on both Android and iOS for our Plus and Patron members, this feature allows you to follow along with podcast conversations.

Podcasts are full of incredible insights, but sometimes you want to revisit a key moment without scrubbing through the entire episode. With Generated Transcripts, you can now read along, search for specific phrases, and quickly find key discussions—even if a show doesn't have their own transcripts.

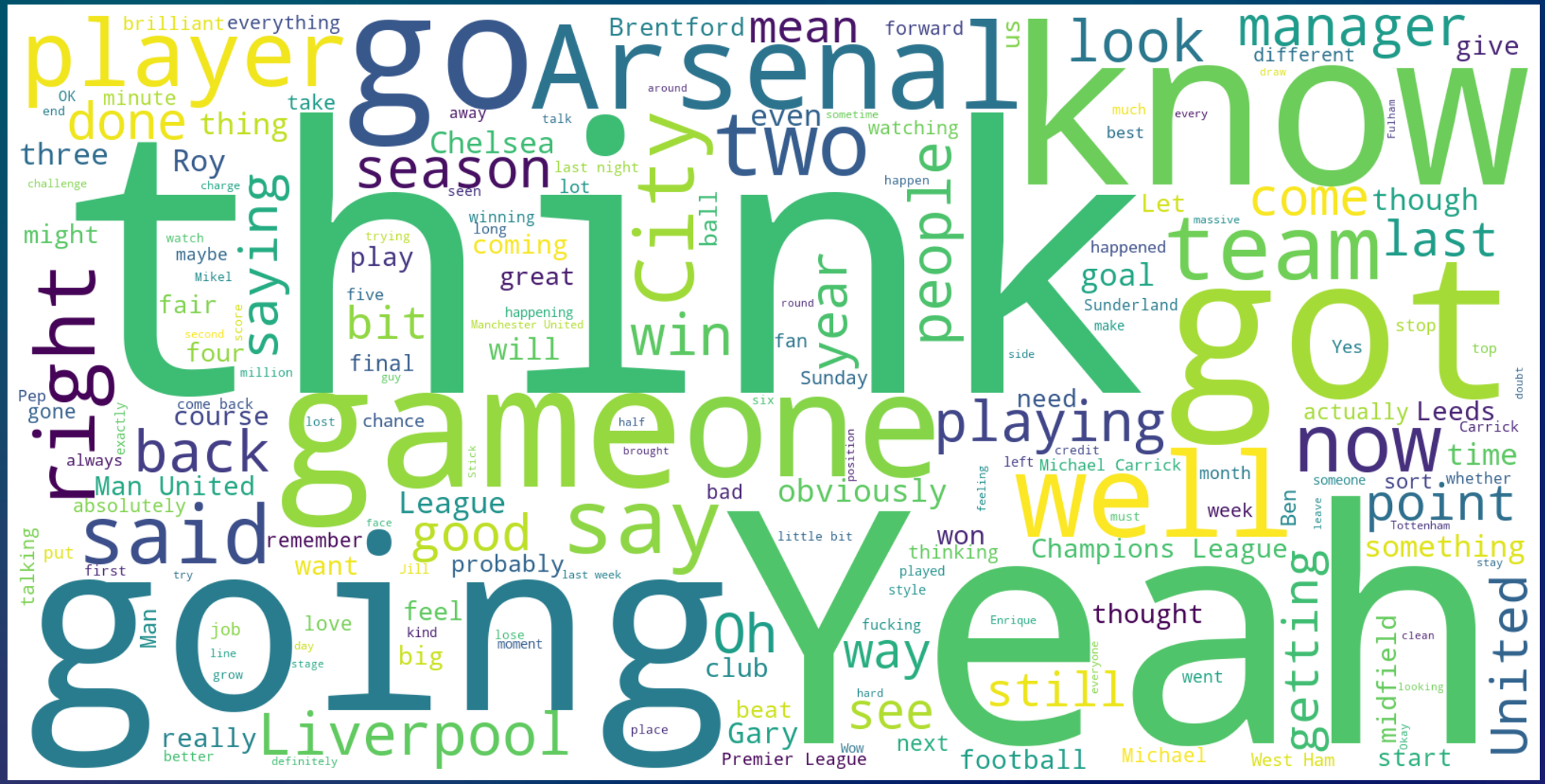
WORD CLOUD OF UK TOP 25



NEWSCAST WORD CLOUD (11/5/26)



STICK TO FOOTBALL WORD CLOUD (11/5/26)



QUIZ: WHICH TOP 25 PODCAST IS THIS?



THE DIARY OF A CEO WITH STEVEN BARTLETT



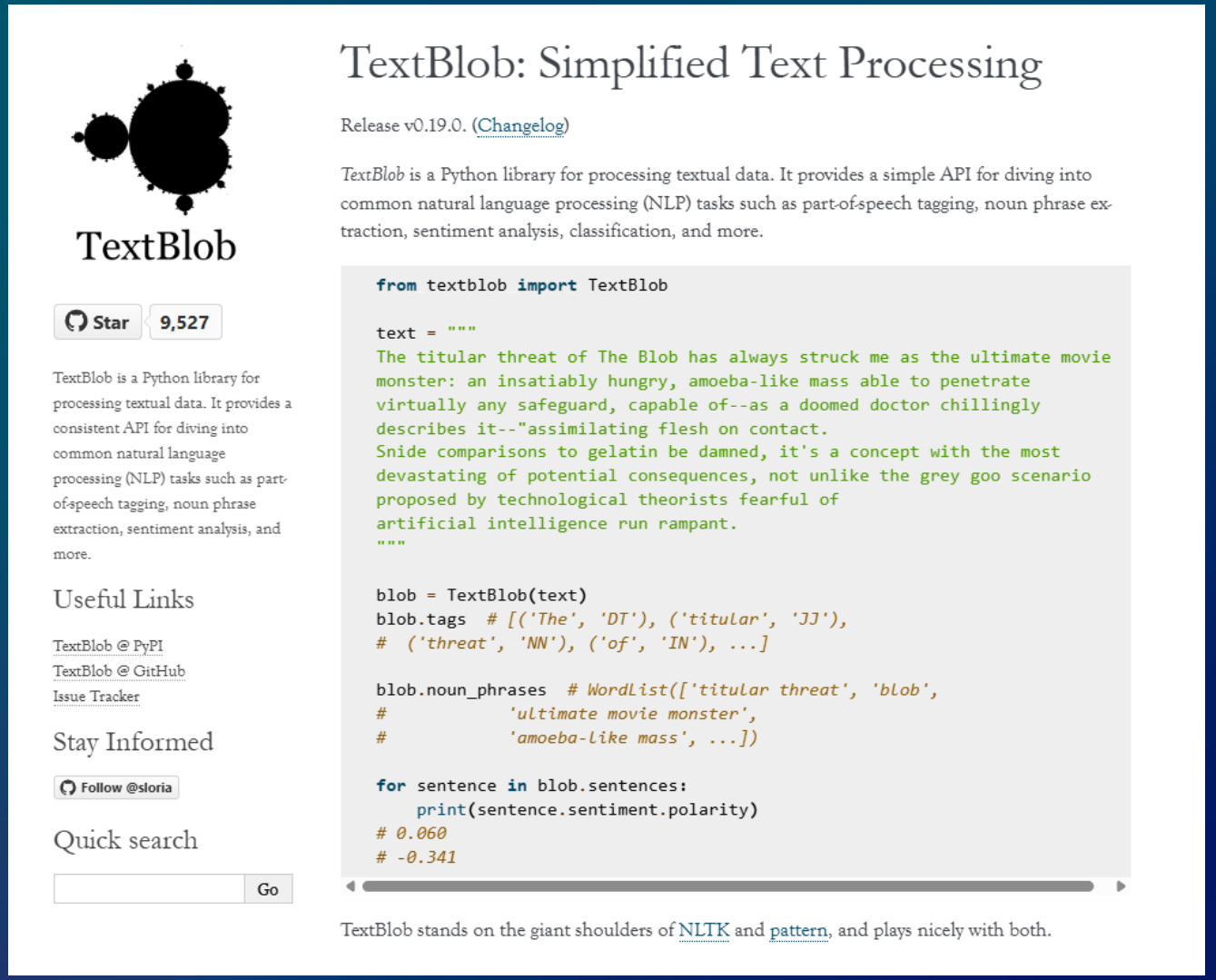
QUIZ: WHICH TOP 25 PODCAST IS THIS?



THE ARCHERS


well
Oh
mean
think
know
Yeah
right
Kirsty
want
one
team
brother
cricket
Dad
see.
now
great
look
thought
must
Eric
OK
got
Yes
go
Thank
Come
Bull
told
let
back
morning
du
till
really
need
Ambridge
Brad
Chelsea
Rogation
Sunday
Jacob
Kate
Rex
Rewilding
ask
missed
remember
Lillian
going
Välkommen
church
inredning
coffee
pretty
start
thing
för
likes
course
around
match
game
service
every
battling
much
worried
day
vad
pub
heading
turn
Run
new
ago
år
wait
least
careered
Ooh
och
already
take
three
Jill
får
best
everywhere
har
Ha
battling
ball
Though
looking
chairs
sloshing
actually
är
Alan
home
stand
hard
years
next
Lily
stain
two
door
scorer
bara
moving
needed
chips
play
even
sorry
Jakob
mum
big
Den
hur
Hos
Carol
bit
mer
room
weird
house
blue
bag
welcome
early
said
feel
Four
afternoon
away
vi
met
Tracy
blessing
Brian
seeing
seat
twist
Er
playing
lad
darling
red
help
jag
find
long
wine
busy
på
Steg
state
good
fold
glorious
people
everyone
die
tat
free
normal
turned
coming
work
responsible
weather
God
window
än
AJ produkter
BBC
secret
inte
ball
nice
batting
better
Perfect
fantastic
shirt
oss
det
luck
us
night
getting
together
way
top
last
week
village
Win

SENTIMENT ANALYSIS



TextBlob

Star 9,527

TextBlob is a Python library for processing textual data. It provides a consistent API for diving into common natural language processing (NLP) tasks such as part-of-speech tagging, noun phrase extraction, sentiment analysis, and more.

Useful Links

TextBlob @ PyPI
TextBlob @ GitHub
Issue Tracker

Stay Informed

Follow @sloria

Quick search

Go

TextBlob: Simplified Text Processing

Release v0.19.0. (Changelog)

TextBlob is a Python library for processing textual data. It provides a simple API for diving into common natural language processing (NLP) tasks such as part-of-speech tagging, noun phrase extraction, sentiment analysis, classification, and more.

```
from textblob import TextBlob

text = """
The titular threat of The Blob has always struck me as the ultimate movie
monster: an insatiably hungry, amoeba-like mass able to penetrate
virtually any safeguard, capable of--as a doomed doctor chillingly
describes it--"assimilating flesh on contact.
Snide comparisons to gelatin be damned, it's a concept with the most
devastating of potential consequences, not unlike the grey goo scenario
proposed by technological theorists fearful of
artificial intelligence run rampant.
"""

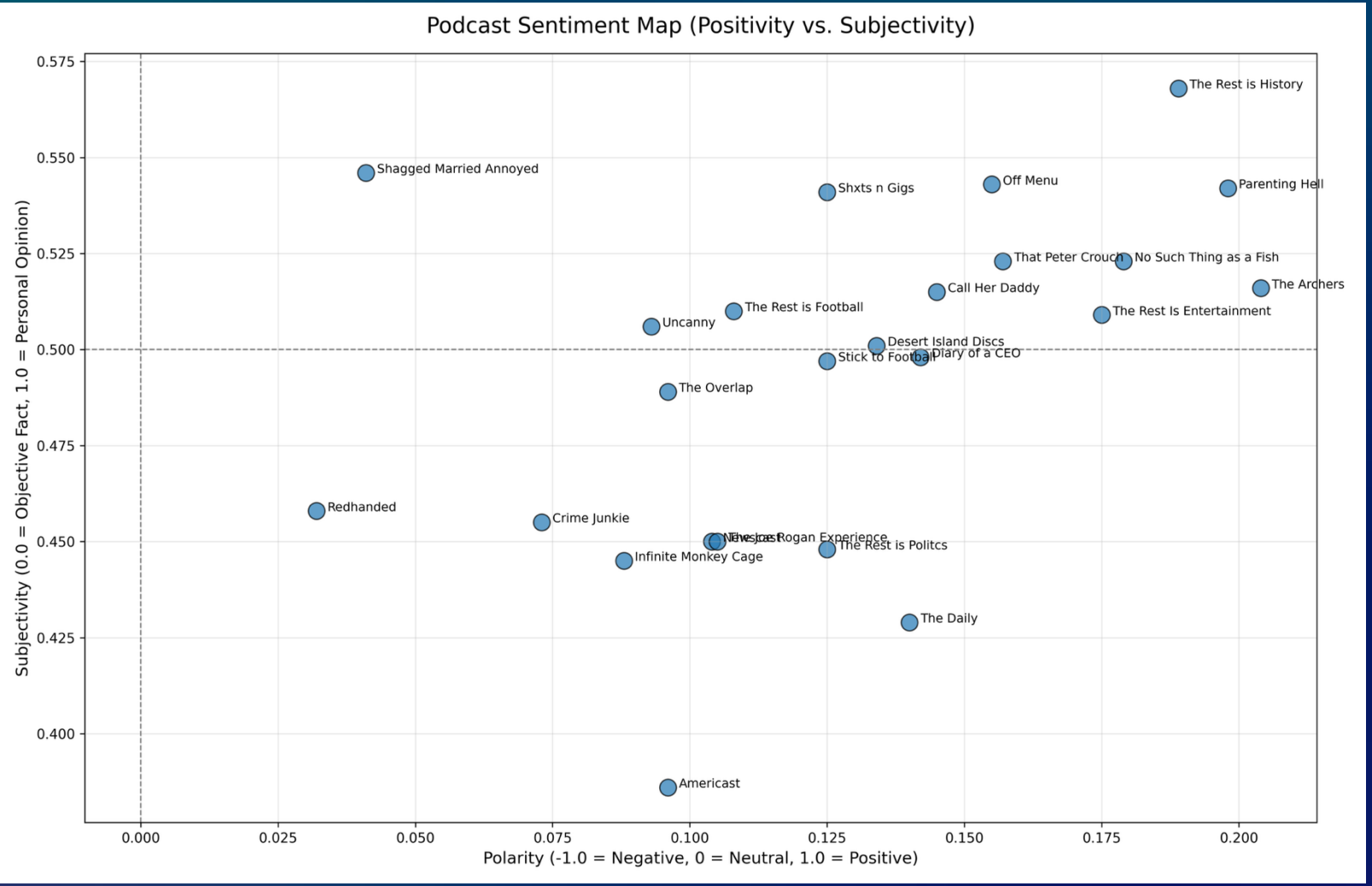
blob = TextBlob(text)
blob.tags  # [('The', 'DT'), ('titular', 'JJ'),
#  ('threat', 'NN'), ('of', 'IN'), ...]

blob.noun_phrases  # WordList(['titular threat', 'blob',
#            'ultimate movie monster',
#            'amoeba-like mass', ...])

for sentence in blob.sentences:
    print(sentence.sentiment.polarity)
# 0.060
# -0.341
```

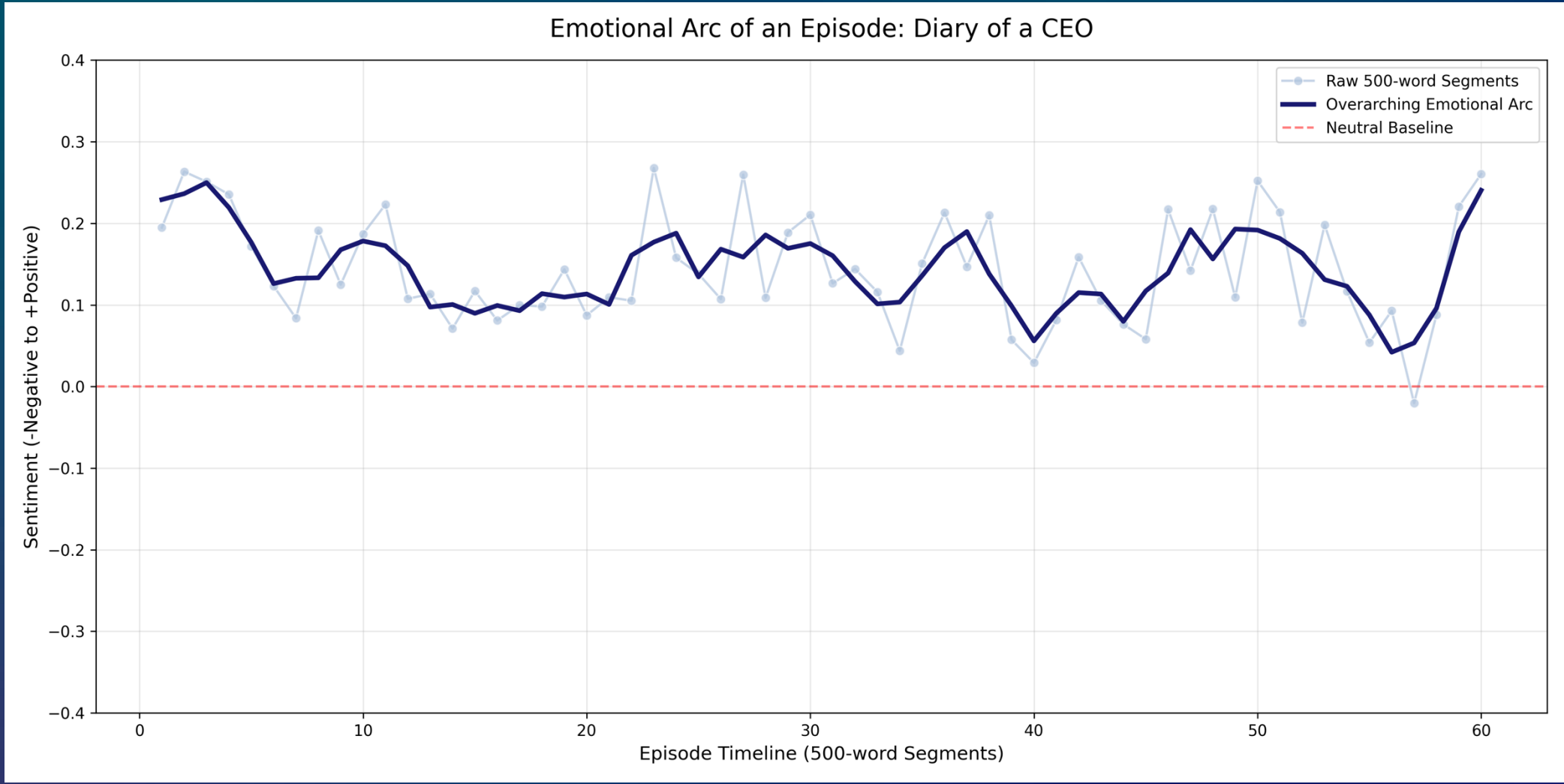
TextBlob stands on the giant shoulders of NLTK and pattern, and plays nicely with both.

SENTIMENT ANALYSIS



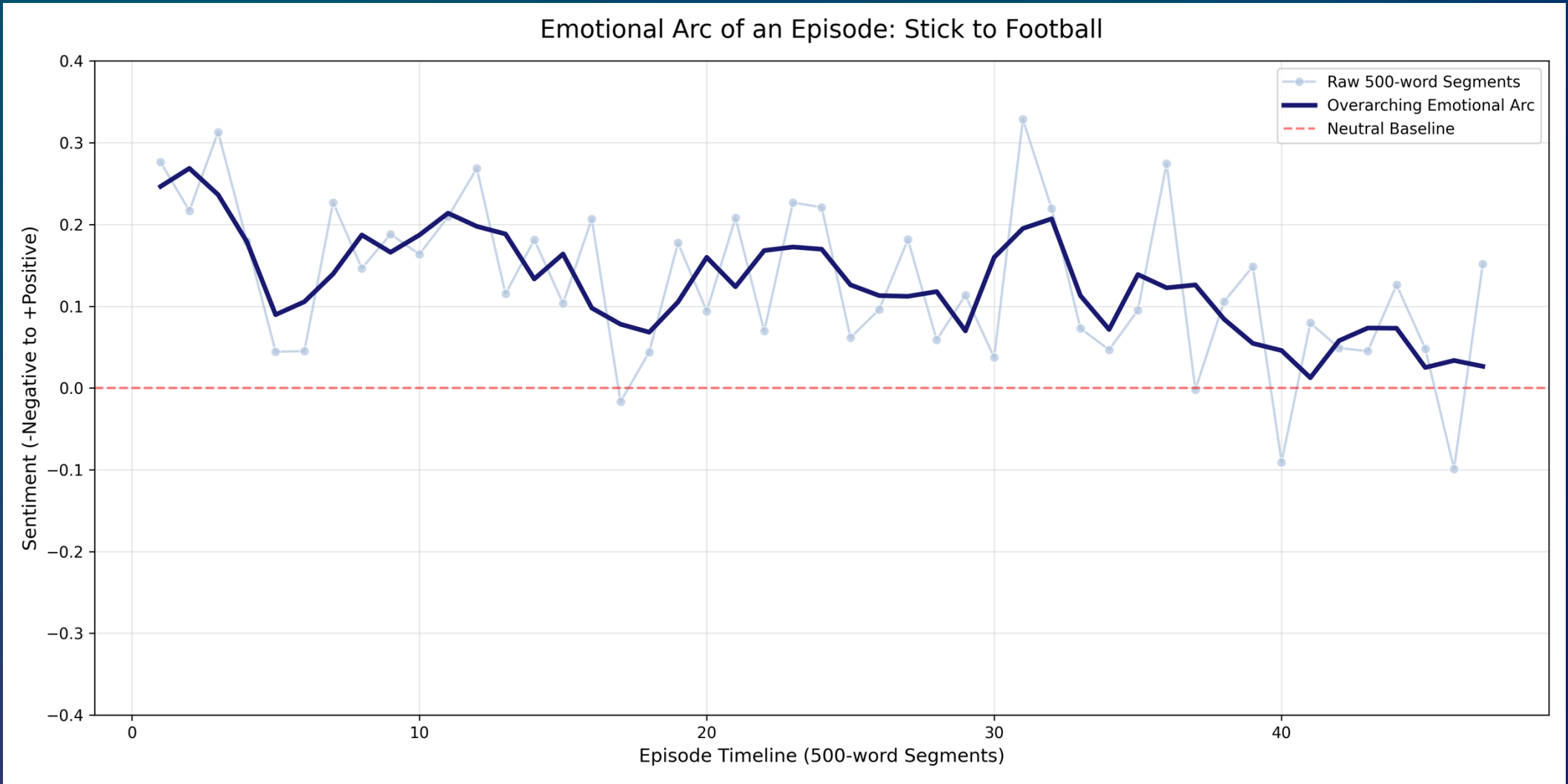
Source: Most recent full-length episode using Natural Language Processing (NLP) library, TextBlob

SENTIMENT ANALYSIS – THE DIARY OF A CEO



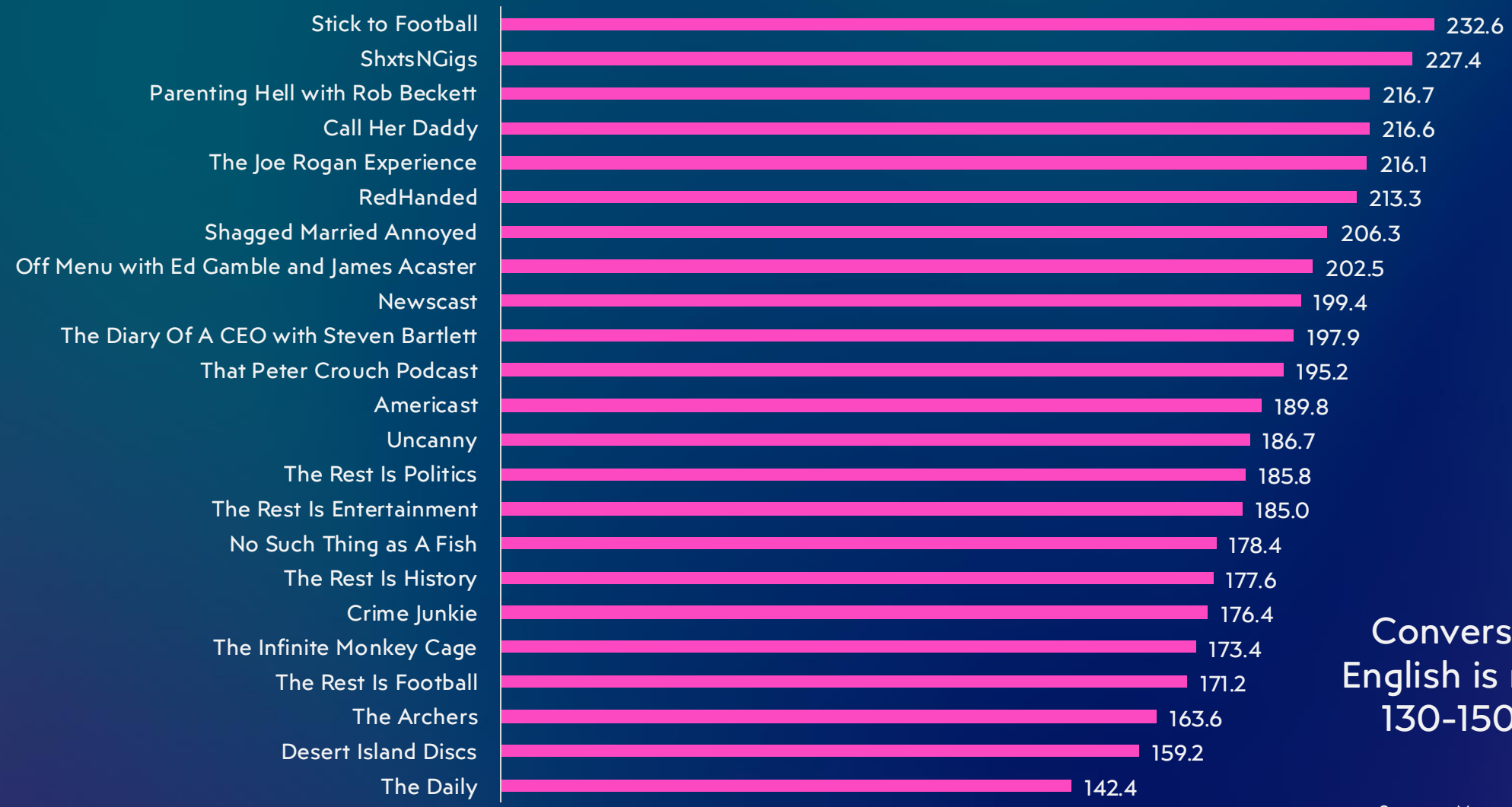
Source: Most recent full-length episode using Natural Language Processing (NLP) library, TextBlob

SENTIMENT ANALYSIS – STICK TO FOOTBALL



Source: Most recent full-length episode using Natural Language Processing (NLP) library, TextBlob

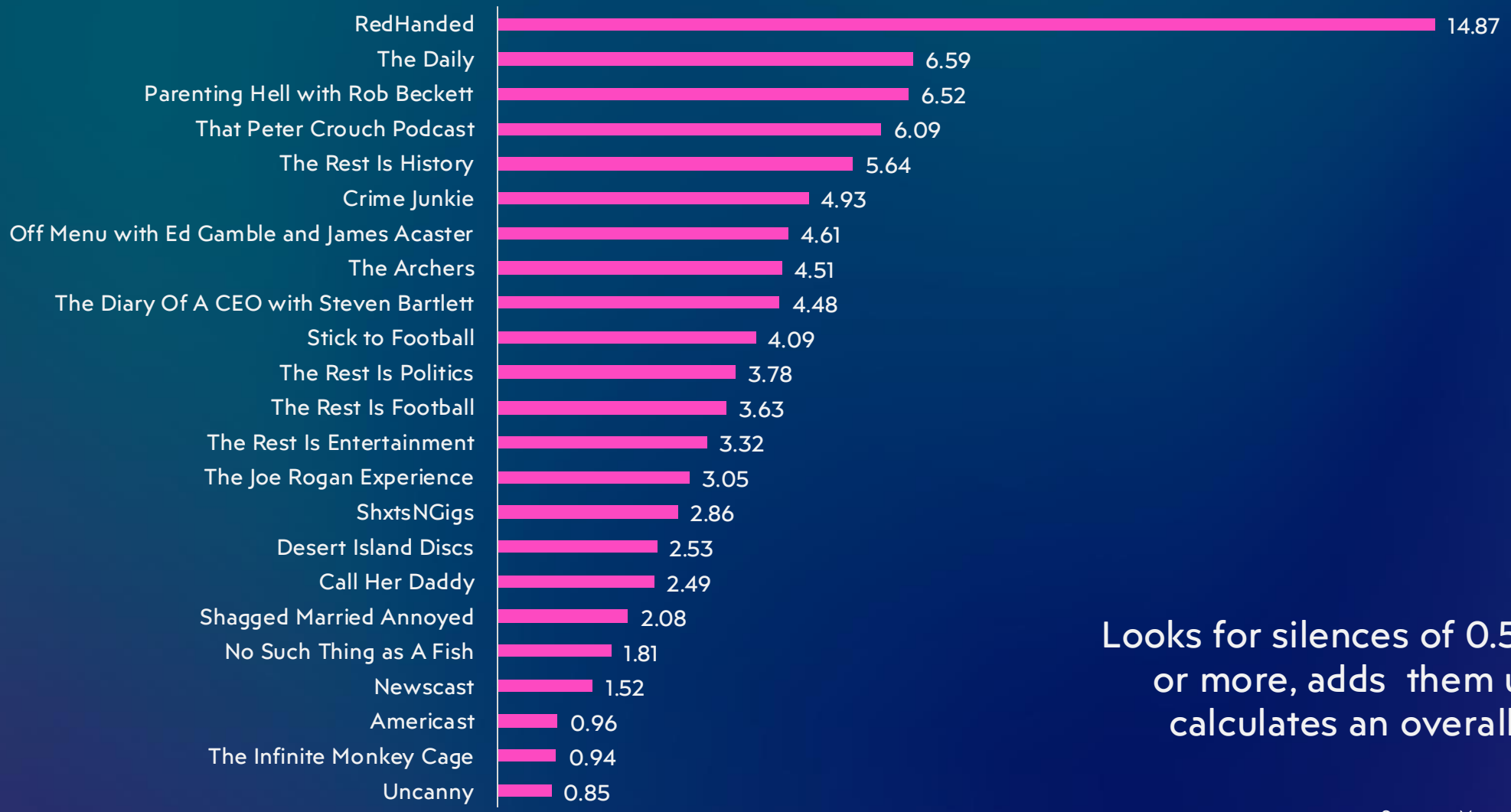
WORDS PER MINUTE



Conversational English is normally 130-150 WPM

Source: Most recent full-length episode using Net Speech Rate and Active Speaking Time

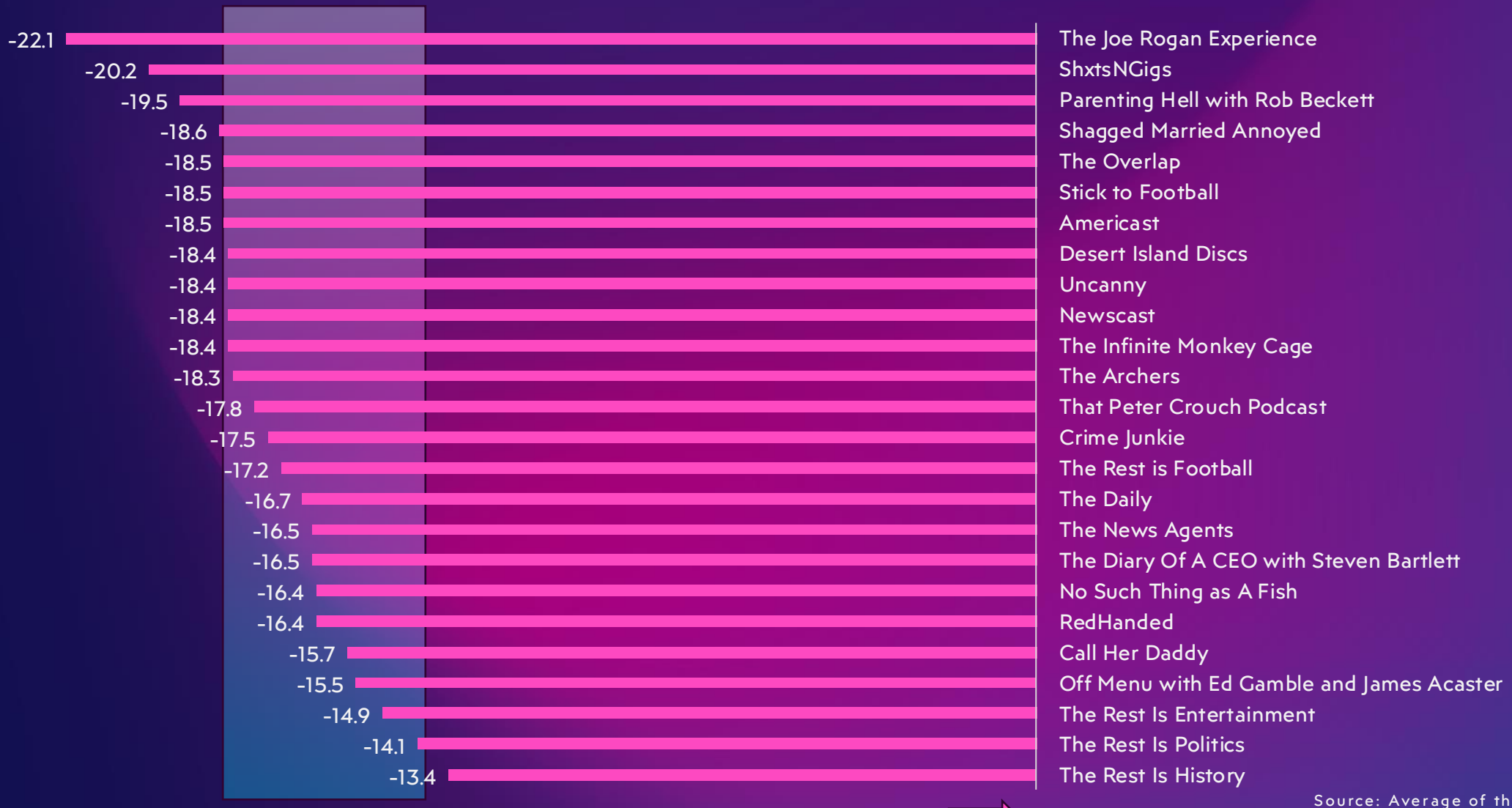
SILENCE RATIO



Looks for silences of 0.5 seconds or more, adds them up and calculates an overall ratio

Source: Most recent full-length episode using Ffmpeg and silencedetect

AVERAGE LOUDNESS (LUFS)



QUIETER

LOUDER

Source: Average of the most recent 5 episodes. Using FFmpeg to measure LUFS

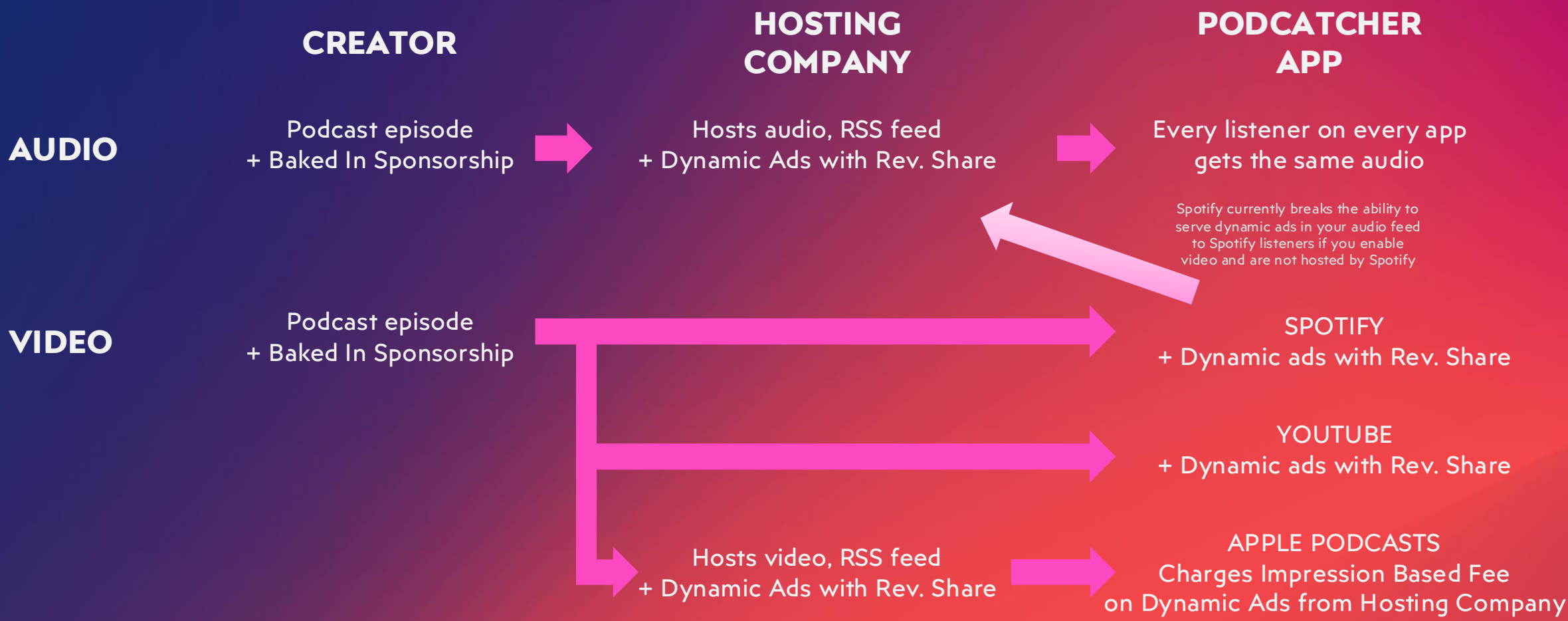


VIDEO

WHICH PODCASTS ARE FULLY VIDEO-ENABLED?

Podcast Title	YouTube	Spotify	Apple Podcasts
The Joe Rogan Experience	✅	✅	❌
The Diary Of A CEO	✅	✅	✅
The Rest Is Politics	✅	✅	✅
The Rest Is History	✅	✅	✅
That Peter Crouch Podcast	✅	❌	❌
The Rest is Football	✅	✅	❌
Newscast	✅	❌	❌
Off Menu	❌	❌	❌
Sh**ged Married Annoyed	✅	❌	❌
Crime Junkie	❌	❌	❌
The Daily	❌	❌	❌
Call Her Daddy	✅	✅	❌
The News Agents	✅	✅	✅
Parenting Hell	❌	✅	❌
The Overlap	✅	❌	❌
The Archers	❌	❌	❌
The Rest Is Entertainment	✅	✅	❌
Uncanny	❌	❌	❌
Americast	✅	❌	❌
RedHanded	✅	❌	❌
Desert Island Discs	❌	❌	❌
ShxtsNGigs	✅	✅	❌
No Such Thing as A Fish	❌	❌	❌
Stick to Football	✅	❌	❌
The Infinite Monkey Cage	❌	❌	❌

MONETISATION



REVENUE

"...the core of the podcast business is more of the revenue today is in audio."

"So, I would say it [video] is more about accessing new audience, bringing new people into our shows and getting them familiar with our talent. The monetization is frankly not there yet on the video side. So it is more about future opportunity, getting new people in on the shows..."

Helen Havlak, publisher of *The Verge* on *The Vergecast, 21 April 2026*




NETFLIX





NEWS

Netflix, Spotify Forge Video Podcast Deal

The Bill Simmons Podcast, *Dissect*, *The Rewatchables*, and more are coming next year.

BY HENRY GOLDBLATT
OCT. 14, 2025

The world's biggest and most-tortured New England Patriots fan — as well as Cousin Sal — are heading to Netflix!

In a new wide-ranging deal, video for *The Bill Simmons Podcast* as well as The Ringer's *NFL*, *NBA*, *Fantasy Football*, and *F1* shows will live on Spotify and Netflix. But these sports titles are just the start: Pop culture series like *The Rewatchables* and *Dissect*, as well as true crime pods such as *Conspiracy Theories*, are also part of this pact. (You can find the full list below.) The video podcasts will be available in the US in early 2026, with other markets to follow.

"At Netflix, we're always looking for new ways to entertain our members, wherever and however they want to watch," said Lauren Smith, Netflix VP of Content Licensing and

Netflix Teams With Gary Lineker To Stream Daily 'The Rest Is Football' Show During FIFA World Cup



By Jake Kanter
December 3, 2025 12:25am



'The Rest Is Football'
Netflix

Listen to this article now 2 min listen

Powered by Trinity Audio

00:00 01:54 1.0x

Gary Lineker's podcast *The Rest Is Football* is going global on Netflix.

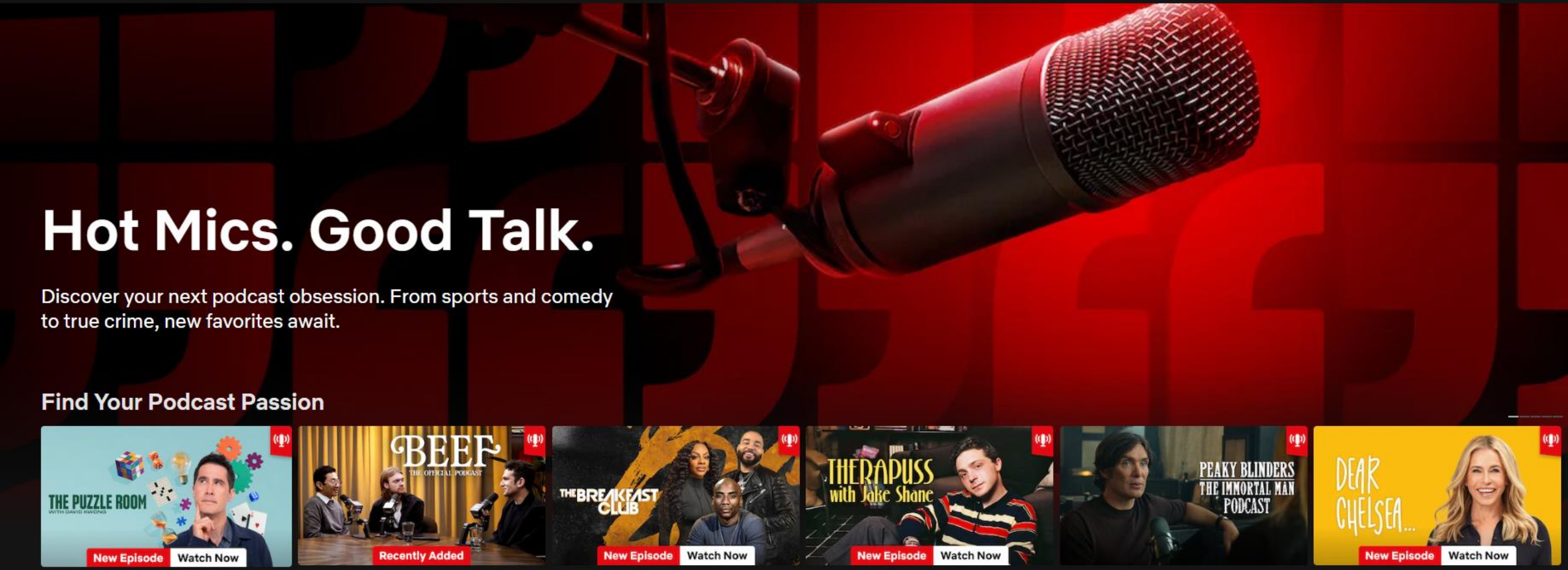
The former BBC presenter will host a daily version of the show, alongside Alan Shearer and Micah Richards, during the FIFA World Cup in North America next year.

The Rest Is Football will be anchored from a studio in New York and feature analysis and reporting from World Cup games, as well as special guests.

NETFLIX

NETFLIX Home Series Films Games New & Popular My List Browse by Language

Hot Mics. Good Talk.



NETFLIX

NETFLIX Home Series Films Games New & Popular My List Browse by Language

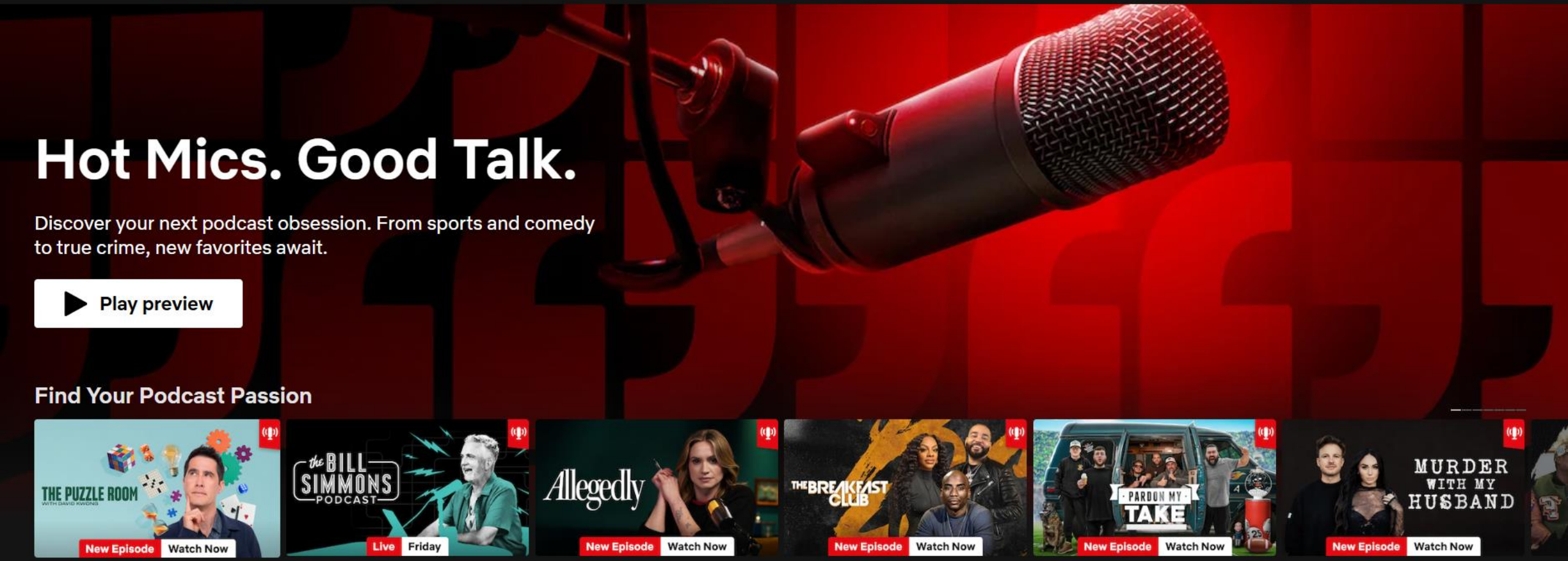
Hot Mics. Good Talk.



NETFLIX

NETFLIX Home Series Films Games New & Popular My List Browse by Language

Hot Mics. Good Talk.



Find Your Podcast Passion

NETFLIX

NETFLIX Home Series Films Games New & Popular My List Browse by Language

Hot Mics. Good Talk.

True Crime: Follow the Evidence













Brain Candy for Curious Minds













Sports Podcasts: The Starting Lineup













MINIMAL OVERLAP



21 of the UK Top 25 podcasts originate in the UK. 4 US podcasts are in the chart: *The Joe Rogan Experience*, *Crime Junkie*, *The Daily* and *Call Her Daddy*.

49 of the US Top 50 podcasts originate in the US. *The Diary Of A CEO with Steven Bartlett* only recently broke into the US Top 50.



CONCLUSION: Netflix will need to do podcast deals on a territory-by-territory basis

NETFLIX

NETFLIX Home Series Films Games New & Popular My List Browse by Language

bill simmons

More to explore: The Bill Simmons Podcast

We don't have "The Bill Simmons Podcast", but you might like:

















































The Bill Simmons Podcast

Bill Simmons

Podcast • 695 episodes • Last updated on 8 Jan 2026

HBO and The Ringer's Bill Simmons hosts the most downloaded sports podcast of all time, with a rota ...more

Play

Unavailable videos are hidden

Creator provided | Videos | Shorts

1 

A Hawks Power Play, Plus a Round 1 Playoff Mega-Preview | The Bill Simmons Podcast

Bill Simmons • 113k views • 4 months ago

2 

NBA Power Rankings and an Eagles/Steelers Fan Base Report | The Bill Simmons Podcast

Bill Simmons • 122k views • 4 months ago

3 

The Voodoo Steelers, NFC South Comedy, Round 1 Guesses + Jaylen's Leap | The Bill Simmons Podcast

Bill Simmons • 124k views • Streamed 4 months ago

4 

An NBA Holiday Mailbag and the Jokic Scare With Rob Mahoney | The Bill Simmons Podcast

Bill Simmons • 102k views • 4 months ago

5 

2025's Fantasy MVP, Baltimore's Alive, Week 18 Stakes & a LeBron Trade | The Bill Simmons Podcast

Bill Simmons • 105k views • Streamed 4 months ago

COLOUR



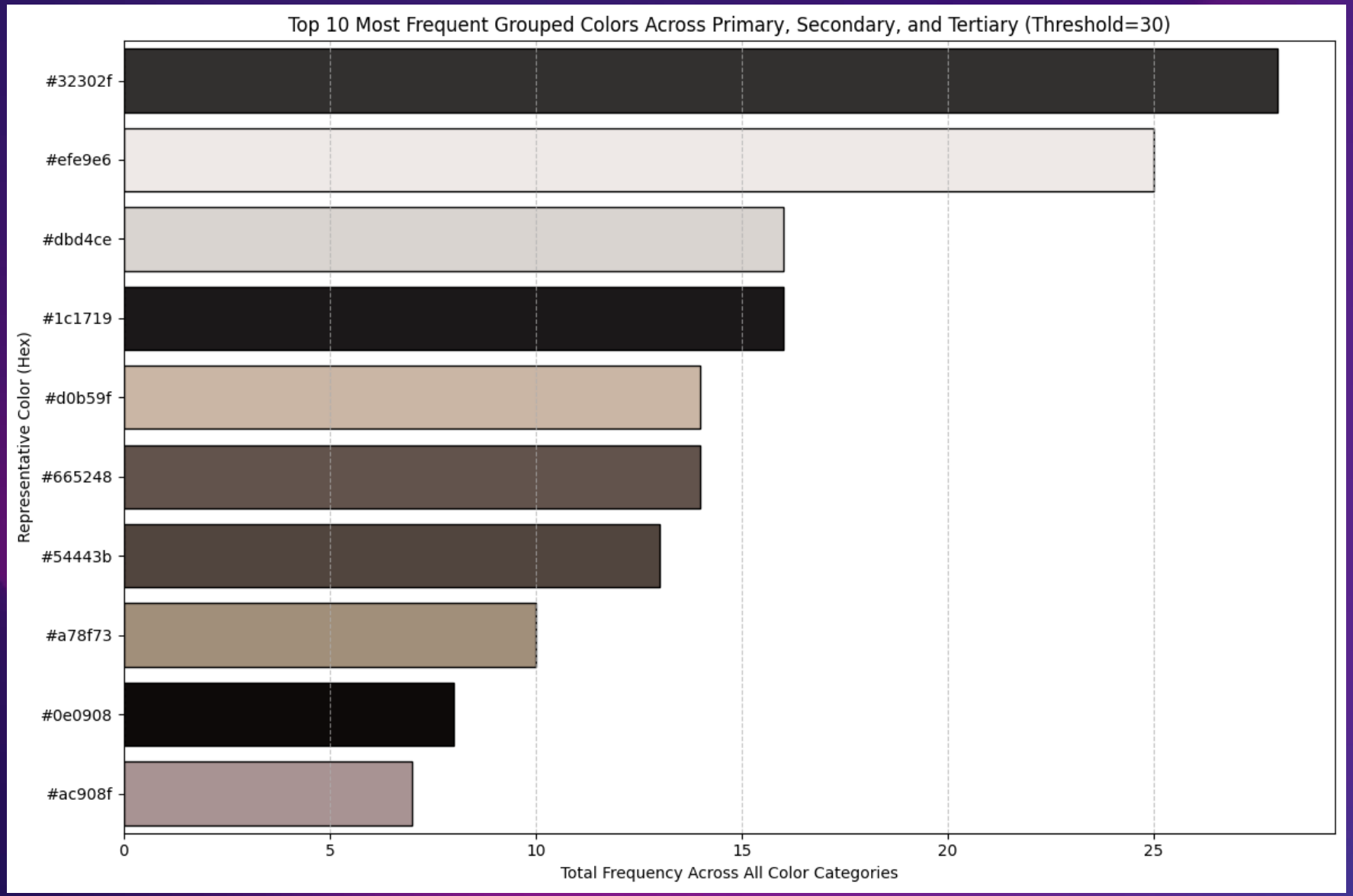
Source: Apple Podcast Top 100 list for GB 14/5/26

COLOUR PALETTE



Source: Apple Podcast Top 100 list for GB 14/5/26

COLOUR PALETTE



Source: Agglomerative Clustering of RGB colour palettes

SUMMARY

DURATION

Most top podcasts are fairly long – over 40 minutes, and often well over an hour

TRANSCRIPTS

Beyond accessibility, transcripts open the door for a lot more, such as sentiment analysis and silence ratios

VIDEO

Despite the interest in video, business reasons are preventing titles being everywhere

COLOUR

They’re beige

THANK YOU



Adam Bowie
adam@adambowie.co.uk
adambowie.com